

NOV 21

# Broadcasting Cable

The Newsweekly of Television

Vol. 124 No. 47 63rd Year 1994 \$3.95 A

RECEIVED  
NOV 21 1994  
SLU LIBRARY  
SERIALS DEPARTMENT

**Chairman-To-Be**

## Larry Pressler

**The GOP Gets Ready  
To Lighten Up  
On The Fifth Estate**

**Tribune's New Qwest  
Buys Atlanta, New Orleans TVs**

**SWEEPS UPDATE:**

**Tara Isn't So Firm**

\*\*\*\*\*3-DIGIT 704  
BC075924 DEC97 REG910  
S EASTERN LA CLG  
SIMS MEM LBRY  
PO DRAWER 896  
HAMMOND, LA 70402  
**DISCARDED**

**Telemenia  
Week**  
Page 45

# This is the beginning of a beautiful friendship.

Now that our national roll-out is complete, DSS™ (Digital Satellite System) is available to people all over the United States. We've brought quality television entertainment, with access of up to 150 channels of popular programming, to markets in 48 states. And that's just the beginning. Since viewers will continue to turn to their local television stations, local broadcasters are sharing in the powerful impact of digital entertainment. Together we will service viewer's needs for a better world of television.



**RCA**

**DSS**<sup>SM</sup>  
DIGITAL SATELLITE SYSTEM





# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Ellis buying New Vision TVs** Jason Elkin is selling the eight-station New Vision Television group to Bert Ellis for \$230 million. Elkin is creating New Vision Television II with \$500 million from banks and equity players. / 6

**'Scarlett' red over loss to 'Blue'** ABC's *NYPD Blue* pulled in more viewers than the much-anticipated miniseries *Scarlett* last Tuesday. So did *Home Improvement*. Still, CBS insists that *Scarlett* was a success, even while facing about \$7 million worth of commercial make-goods. / 12

**Off-net shows clean up** The only bona fide syndicated hits of the October sweeps came on the off-network side, with *The Simpsons* tops in access. / 14

**FCC cold toward rate hike for upgrades** Having just allowed operators to raise rates to cover new programming, the FCC appears to be in no hurry to extend that ability to capital improvements. / 15

**Fore! for Fox** Fox Sports is backing a new golf organization that intends to package at least seven annual golf tournaments that would pit the 30 or so best players in the world against each other. / 15

**Buena Vista's latest talker: Danny Bonaduce** Actor/radio personality Danny Bonaduce, best known as Danny Partridge of *The Partridge Family*, may reenter television with a syndicated talk show from Buena Vista Productions. / 16



Tribune Broadcasting has joined with a group of minority broadcasters and investors, including Quincy Jones, to form Qwest Broadcasting. / 8

## COVER STORY

### The new force in telecom policy

The recent elections have made Senator Larry Pressler a Republican force on the Commerce Committee. In an interview, the new committee chairman reveals his legislative strategy, hints at regulatory relief for cable, and emerges as an opponent of government regulation of broadcast content. / 38

Cover photo by Stephen R. Brown



'Everybody can be a winner on this one,' Larry Pressler says of telecommunications reform. / 38

## PROGRAMMING

### Discovery unveils niche channels

Discovery's decision to move forward with four new networks could spark programming wars. Discovery in April plans to debut the nature-oriented Animal Planet; the Quark! science network; a home network, Living, and the Time Traveler history network. / 20

### Americana folds as stand-alone

The Americana Television Network cites the FCC's "going-forward" rules on programming as a reason the fledgling country lifestyle cable network is ceasing

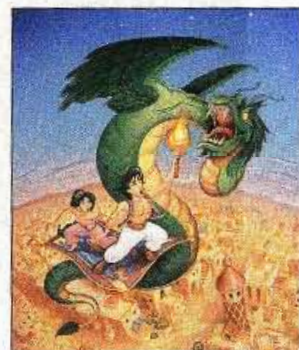
operation as a full-time, stand-alone service. It will focus instead on production, syndication and distribution. / 24

### Grodin replacing Snyder

The new one-hour *Charles Grodin* show will replace *Tom Snyder* in CNBC's "Talk All-Stars" prime time lineup. / 24

### Disney animated over new directions

Walt Disney Television Animation is marking its 10th anniversary with the launch of a host of shows, including possible short-form shows based on *Lion King* characters. / 26



Disney Afternoon will be strengthened by new shows like 'Aladdin.' / 26

### Stations see first-run bumper crop

The number of shows in development for syndication this year is enormous. However, many say that syndicators have been slower out of the box in pitching new shows to stations. / 30

### TNN remake pays off

A year after undergoing the most ambitious program changes in its 10-year history, TNN's programming

**"The reason that the Rush Limbaughs have done so well is that there is a thirst out there for the truth, and I think that he's done a great job."**

—Senator Larry Pressler (R-S.D.)

**NOVEMBER 21, 1994**

lineup is paying off in higher ratings. / 32

**'Sailor Moon' to shine in U.S.**

Hit Japanese kids show *Sailor Moon* will be adapted for a U.S. audience by animator DIC Productions and syndicated by new distributor SeaGull Entertainment. The Japanese animation will be retained, with new main titles, bumpers, wraparounds and audio track. / 34

**RADIO**

**Name of the game is sports**

Successful sports stations feature programs that offer not only scores, stats and game coverage, but entertaining talk focused on sports and sports fans' lifestyles. / 52

**Pete Rose takes swing at radio**

After a legendary baseball career and prison time, Rose is behind the microphone. His syndicated sports talk show airs on nearly 100 affiliates. / 52



*'Papa Joe' Chevalier's 'great baseball burnout' protested the strike. / 52*

**WASHINGTON**

**GATT debate ensnares PCS**

Three PCS companies have found themselves in the odd position of having to defend a provision of an international trade treaty requiring them to pay \$1.5 billion that they hadn't planned on spending just three months ago. / 54

**Hundt stresses cooperation for competition**

FCC Chairman Reed Hundt is urging cooperation among state and federal regulators in order to promote competition in local telephony. / 56

**BUSINESS**

**Broadcast bounces back**

The communications industry has almost fully recovered the profit-margin declines it suffered during the recession of 1989-91, a new report says. / 57

**Viacom selling systems to TCI**

Viacom executives have a tentative agreement with Tele-Communications Inc. for TCI to acquire Viacom's cable systems for more than \$2 billion. However, TCI's continuing growth in the cable-system business has raised regulatory concerns. / 58

**TECHNOLOGY**

**EAS equipment costs steady**

Manufacturers do not expect FCC requirements for the new Emergency Alert System to raise earlier equipment cost estimates. New emergency alert decoding modules will cost \$750-\$1,500. / 60

**GTE steering multimedia Main Street**

GTE is shifting focus away from technology and toward production for its for GTE Main Street online service. As part of this strategy, GTE Main Street is setting up a studio near Hollywood that it has dubbed its "interactive television center." / 45

**Telemedia Week**



*GTE Main Street and 'Boston' magazine have developed an interactive restaurant guide. / 45*

**Microsoft launching online service**

With the launch of the Microsoft Network online service in tandem with Windows 95, the operating system's latest upgrade, market leaders are worried about Microsoft's strategy of bundling its operating system and online service. / 45

**Still searching for the killer ap**

Analysts and managers point to research indicating strong potential for information highway services beyond traditional television, while others maintain service providers must keep up the search for lucrative applications before making large investments. / 45

**IBM invests in interactive system**

Starting in 1996, IBM and ICTV plan to deliver commercial products to cable and telephone networks interested in incrementally adding interactive television services. / 46

Changing Hands.....57	Datebook.....74	Fifth Estater .....77
Classified .....62	Editorials.....82	For the Record .....72
Closed Circuit.....81	Fates & Fortunes.....78	In Brief .....80

## TV stations: half billion \$ changes hands

The latest evidence of the boom market in TV stations came in a flurry last week: Bert Ellis bought six medium-market stations for \$230 million-\$250 million, a better than 100% gain for the seller in one year (below). A Tribune Broadcasting-backed partnership headed by entertainer

Quincy Jones picked up Fox's Atlanta station for \$150 million and Jones's New Orleans station for \$17 million (page 8).

And Fox bought its Denver affiliate for \$70 million from Renaissance, which repaid the favor by purchasing Fox's Dallas station for \$100 million (page 59).

### Bert Ellis buying New Vision TVs for \$230 million

Seller, Elkin, sets sights on WVEU Atlanta to start new group

By Julie A. Zier

With just one week until the first birthday of New Vision Television, CEO Jason Elkin is selling the eight-station group to Bert Ellis for \$230 million.

The price, which some speculate is closer to \$250 million, is more than twice the \$110 million Elkin paid for the group in 1993 when he bought the stations from News Press and Gazette. A purchase agreement for assets and stock of the company should be signed by the end of November.

"We had a five-year plan for New Vision, and selling was not part of it," Elkin says. "But our financial partners, without whom we would not be here, think this is the appropriate time to accept such an offer. It's in the best interests of our shareholders."

"We've been talking with Jason for some time now," Ellis says. "They're good stations, well managed. It's a

good deal for both buyer and seller."

Elkin and his executives, Joe Gersh, senior vice president, and Pat Sullivan, chief financial officer, are creating New Vision Television II with \$500 million from banks and equity players. The new group will narrow its focus to owning "no more than three" network affiliates in markets 25-50, Elkin says. Denver, Miami, San Diego and Seattle are among the prospects.

But New Vision II's first target is WVEU-TV Atlanta, the UHF station CBS bought two months ago and now is looking to sell (see page 8). The station is not much of a presence in the



Ellis (l) and Elkin (below)



market, but Elkin is confident he can turn it into a successful independent.

Although several groups made higher offers for New Vision, Elkin says Ellis has solid financing and a proven ability to close. In the past year, Ellis bought part of a software development company, sports producer/syndicator Raycom, and additional TV and radio stations. And Ellis confirms that negotiations are under way with Viacom to buy KSLA-TV Shreveport, La.

The New Vision stations are NBC affiliates WSAV-TV Savannah, Ga., and WECT Wilmington, N.C.; CBS affiliates KOLD-TV Tucson, Ariz., and WJTV Jackson and WHLT Hattiesburg, both Mississippi, and ABC affiliate KSFY-TV Sioux Falls, S.D. New Vision just signed 10-year affiliation agreements with NBC and CBS, but still is negotiating with ABC. Also included in the transaction are

two satellite stations in South Dakota and a CP for an unbuilt station in Douglas, Ariz.

The deal puts Ellis at the FCC's ownership cap of 12 TVs. ■

**\$711 million\***—WBMG Birmingham, Ala.; WTVQ Lexington, Ky.; KALB Alexandria, La.; WUTR Utica, N.Y.; WNCT Greenville, N.C.; WDEF Chattanooga and WJHL Johnson City, both Tennessee; and WTVR Richmond and WSLR Roanoke, both Virginia **Buyers:** Donald Tomlin and Gary Knapp **Seller:** Park Communications. October.

**\$400 million**—WVIT New Britain, Conn.; KMOV St. Louis; and WHEC Rochester and WNYT Albany, both New York **Buyers:** Bob N. Smith, minority licensee, buyout funds **Seller:** Viacom. November.

**\$360 million**—KSAZ Phoenix; WBRC Birmingham, Ala., and WDAF Kansas City, Mo. **Buyer:** New World Communications **Seller:** Great American Television and Radio Co. Inc. May.

**\$287 million\***—KQVR Stockton, Calif.; WSYX Columbus, Ohio; WAXA Anderson, S.C.; and WLOS Asheville, N.C. **Buyer:** River City Broadcasting **Seller:** Continental Broadcasting Ltd. May.

**\$275 million**—KCOY Santa Maria, Calif.; KMIZ Columbia, Mo.;

WIBW Topeka, Kan.; KGWN Cheyenne, KGWR Rock Springs, KGWL Lander/Riverton and KGWC Casper, all Wyoming; KSTF Scottsbluff, Neb.; KTVS Sterling, Colo.; KGNC-AM-FM Amarillo, Tex.; and WIBW-AM-FM Topeka, Kan. **Buyer:** Morris Communications Corp. **Seller:** Stauffer Communications Corp. October.

### Top 10 Television Deals of 1994

**\$229 million**—WVUE New Orleans; WALA Mobile, Ala.; and KHON Honolulu **Buyer:** SF Broadcasting **Seller:** Burnham Broadcasting. August.

**\$200 million**—WTFX Philadelphia **Buyer:** Fox Television **Seller:** Paramount. September.

**\$160 million**—KIRO Seattle **Buyer:** A.H. Belo Corp. **Seller:** Bonneville International Corp. September.

**\$159 million**—WSMV Nashville **Buyer:** Meredith Corp. **Seller:** Cook Inlet Television Partners. August.

**\$155 million**—WTVG Toledo, Ohio and WJRT Flint, Mich. **Buyer:** Capital Cities/ABC Inc. **Seller:** SJL Partnership. November.

\* Price includes other properties besides TV

# GLADIATORS 2000 SCORES BIG IN OCTOBER WITH KIDS!

Check the stats: the kids audience is growing by leaps and bounds for *GLADIATORS 2000*! In the October 1994 survey "G2" flexed its ratings muscle with kids all across America!

MARKET	STATION	OCT. 94 KID 6-11 "G2" RATING	OCT. 93 KID 6-11 T.P. RATING	OCT. 93 to OCT. 94 RATING GROWTH
NEW YORK	WPIX (I)	7	*	↑ 7 RATING POINTS
LOS ANGELES	KTLA (I)	3	2	↑ 1 RATING POINT
CHICAGO	WGN (I)	3	1	↑ 2 RATING POINTS
SEATTLE	KOMO (A)	10	9	↑ 1 RATING POINT
CLEVELAND	WJW (F)	16	4	↑ 12 RATING POINTS
CINCINNATI	WKRC (A)	6	1	↑ 5 RATING POINTS
PHILADELPHIA	WPHL (I)	2	*	↑ 2 RATING POINTS
SAN FRANCISCO	KPIX (C)	4	*	↑ 4 RATING POINTS
BOSTON	WLVI (I)	4	*	↑ 4 RATING POINTS
WASHINGTON, DC	WUSA (C)	3	1	↑ 2 RATING POINTS
DETROIT	WDIV (N)	4	2	↑ 2 RATING POINTS
ATLANTA	WGNX (I)	3	1	↑ 2 RATING POINTS
HOUSTON	KHTV (I)	4	*	↑ 4 RATING POINTS
HARTFORD	WFSB (C)	3	1	↑ 2 RATING POINTS

SOURCE: NIS/SNAP OCT. 94, OCT. 93. \* Below minimum audience standards



# GLADIATORS 2000



**GLADIATOR - TOUGH.  
KID - PERFECT.  
FCC - FRIENDLY.**

*Samuel Goldwyn*  
SAMUEL GOLDWYN TELEVISION

one world entertainment  
a division of abc television



Four Point Entertainment

Samuel Goldwyn Sales Offices:

New York 212 315-3030 Los Angeles 310 284-9230  
Chicago 708 735-9041 Midwest 616 329-0004  
Southeast 813 383-3972

©1994 THE SAMUEL GOLDWYN COMPANY



Quincy Jones, Dennis FitzSimons, executive vice president, Tribune Broadcasting, and Don Cornelius announcing the formation of a new station group called Qwest, a co-venture of minority broadcasters and Tribune Broadcasting, at a press conference in New York at the Museum of Radio and Television. Jones will be chairman of the new company.

## Tribune, minority group on TV station Qwest

*New company's first buys are WATL-TV Atlanta and WNOL-TV New Orleans*

By Steve McClellan

**T**ribune Broadcasting has joined with a group of minority broadcasters, including Quincy Jones, Willie Davis, Don Cornelius and Gerardo Rivera, to form Qwest Broadcasting.

The minority-controlled station group will acquire Fox-owned WATL-TV Atlanta (\$150 million) and Jones's WNOL-TV New Orleans (\$17 million) as its first two broadcast properties.

Tribune is paying \$15 million for a 45% non-attributable stake in the company, which will be chaired by Jones. Davis, president and principal owner of All Pro Broadcasting, a radio group owner with five stations, will serve as vice chairman of Qwest.

Together, Jones, Davis, Rivera and veteran television producer Cornelius (*Soul Train*) are putting up a 20% equity stake in the company. Other minority investors are being invited to participate, the principals said last week.

Tribune also is kicking in \$61 million in subordinated debentures, which may be converted to equity in

five years. Conversion, which could occur only with a modification of the duopoly rules, would give Tribune a 78% stake in the two stations.

The Qwest principals said they'll lobby to get the rules modified. "Absolutely," Rivera said. "Joint operations like KMPC(AM) and KABC(AM) [Los Angeles] are the future of broadcasting," he said, a reference to the ability of radio station owners to own two stations in a market since the lifting of the FCC's radio duopoly restrictions. Rivera described the duopoly rules that apply to television as "obsolete."

Meanwhile, in Atlanta and New Orleans the Qwest stations will sign an arm's-length agreement with the Tribune-owned stations in the respective markets, WGNX-TV and WGNO(TV), to provide certain back-office support services, including traffic management, accounting and research.

Tribune and Qwest insisted last week that agreement would not trigger a requirement to apply for a local marketing agreement (LMA), or run afoul

of the duopoly rules because Tribune will have no management control of the Qwest stations and no control over the stations' programming, personnel, finances or advertising sales. "These back-room efficiencies will give us more capital with which to buy programming," Jones said.

Qwest will have a 10-member board of directors that includes Jones, Davis, Cornelius, Rivera and David Salzman, president of Quincy Jones-David Salzman Entertainment. (Salzman's wife, Sonia Gonsalves Salzman, is a general partner of Qwest.) Tribune will control selection of three of the board members, one of whom will be Dennis FitzSimons, executive vice president, Tribune Broadcasting.

Jones said the company may spend perhaps \$500 million during the next three to five years to add TV and radio stations, in large and medium-size markets to the Qwest portfolio.

Without committing to do so, Jones said he was "hopeful" that the Qwest stations would launch news operations. He also said the company would experiment aggressively with local programming both to serve the community and, with luck, to syndicate nationally. Madelyn Bonnot, WNOL-TV's vice president/general manager, has joined Qwest as vice president and head of television station operations for the company. ■

### CBS signs WGNX Atlanta

CBS and Tribune have reached a long-term affiliation agreement in Atlanta, where Tribune owns WGNX-TV. The network previously announced that it was buying WVEU-TV (ch. 69) there. CBS said it would honor its deal to buy that station, but would "promptly seek" to flip the station to an "acceptable purchaser."

Separately, last week CBS said Group W stations WBZ-TV Boston and WJZ-TV Baltimore would become CBS affiliates (as previously announced) on Jan. 2, 1995.

—SM



**OPRAH IS #1**

**AND**

**SOLD UNTIL**

**FALL 2000...**

# RICKI IS #2 AND A



## Households

PROGRAM	RATING
Oprah Winfrey	8.5
<b>Ricki Lake</b>	<b>5.2</b>
Sally Jessy Raphael	4.0
Jenny Jones	4.0
Maury Povich	3.9
Live-Regis & Kathie Lee	3.9
Montel Williams	3.8
Donahue	3.4
Geraldo	3.2
Jerry Springer	2.1
Gordon Elliott	2.1
Rolonda	1.1
Judge For Yourself	1.1
Susan Powter	1.1
Jones & Jury	1.1
Marifu	1.1
Dennis Prager	0.1
Suzanne Somers	0.1

# AVAILABLE FALL 1995!

## Women 18-34

PROGRAM	RATING
Oprah Winfrey	5.3
<b>Ricki Lake</b>	<b>4.8</b>
Jenny Jones	3.1
Montel Williams	2.9
Sally Jessy Raphael	2.3
Live-Regis & Kathie Lee	1.8
Maury Povich	1.8
Donahue	1.7
Jerry Springer	1.6
Geraldo	1.6
Gordon Elliott	1.4
Susan Powter	1.0
Rolonda	0.9
Judge For Yourself	0.9
Jones & Jury	0.7
Marilu	0.6
Suzanne Somers	0.5
Dennis Prager	0.4

## Women 18-49

PROGRAM	RATING
Oprah Winfrey	5.3
<b>Ricki Lake</b>	<b>3.9</b>
Jenny Jones	2.8
Montel Williams	2.6
Sally Jessy Raphael	2.3
Live-Regis & Kathie Lee	2.3
Maury Povich	1.9
Donahue	1.8
Geraldo	1.8
Jerry Springer	1.5
Gordon Elliott	1.3
Rolonda	1.1
Susan Powter	1.0
Judge For Yourself	0.9
Jones & Jury	0.7
Marilu	0.6
Dennis Prager	0.4
Suzanne Somers	0.4

## Women 25-54

PROGRAM	RATING
Oprah Winfrey	5.5
<b>Ricki Lake</b>	<b>3.3</b>
Jenny Jones	2.7
Montel Williams	2.5
Live-Regis & Kathie Lee	2.5
Sally Jessy Raphael	2.4
Maury Povich	2.1
Donahue	1.9
Geraldo	1.8
Jerry Springer	1.4
Gordon Elliott	1.2
Rolonda	1.1
Susan Powter	1.0
Judge For Yourself	0.9
Jones & Jury	0.7
Marilu	0.6
Suzanne Somers	0.4
Dennis Prager	0.4

## THE NEXT FRANCHISE!



# RICKI LAKE

TALK FOR TODAY'S GENERATION

# The South won, claims CBS

*'Scarlett' miniseries fails to deliver ratings guarantee or beat top-rated regular series; network still sanguine over performance*

By Steve Coe

**F**rankly my dear, CBS doesn't give a damn whether other networks or advertisers call *Scarlett* a disappointment. The network that aired the eight-hour miniseries is calling its performance a home run.

Sold to advertisers with a guarantee of a 24 rating and 36 share, the centerpiece of CBS's sweeps programming and one of the most anticipated television events in history (certainly one of the most heavily promoted) averaged an 18.5/28 over its four nights. As a result of the difference, CBS faces giving back approximately \$7 million worth of commercial make-goods to advertisers because of the program's underperformance, according to sources.

"Even when you subtract the make-goods, we're left with substantial advertising revenues," says David Poltrack, senior vice president, program planning and research, CBS, who would not discuss the make-good situation.

"I don't think advertisers who were guaranteed a 24/36 would call it a home run," says Paul Schulman, president, The Paul Schulman Co., who nevertheless said the program "was by no means a failure. It's just that the numbers were estimated too aggressively."

One factor that may help to explain why the miniseries did not perform up to expectations was its lack of male viewers. Among women 18-49, *Scarlett* averaged an 11.1 rating. However, among men of the same age group, the eight hours averaged a 4.2. "It was not a dual-appeal-type show," says Schulman. "And the advertising projections were based in part on the performance of *Queen* and *Lonesome Dove*."

"As a television event, *Scarlett* was



The new team on ABC's *'NYPD Blue'* beat CBS's pairing of *Scarlett* and *Rhett* on Tuesday night.

effective on all levels," says Poltrack. "The 18.5 rating will be almost double our normal ratings in the time period on Tuesday, Wednesday and Thursday night," he says. Poltrack also says all of the shows that preceded *Scarlett*, such as *The Boys Are Back*, *Due South* and *The Five Mrs. Buchanans*, "received boosts and got incremental sampling because of it." He also says the miniseries served as a successful promotional boost, especially for the upcoming *Million Dollar Babies* miniseries that begins Sunday night.

CBS had considered airing the final episode on the Sunday following the first episode, with the expectation that because Sunday is the network's strongest night, the finale would perform better than if it aired on Thursday night, as it did. Poltrack acknowledges that the miniseries probably would have added five share points if the Sunday strategy had been used. The network chose the Thursday night finale so the last installment would counter NBC's powerhouse Thursday lineup, and also so CBS could air the first part of the four-hour *Million Dollar Babies* on Sunday night after heavy promotion during *Scarlett*.

*Scarlett* ranked as the number-one-rated show on Sunday, Nov. 13, with a 21.4/32, and on Wednesday, Nov. 16,

with a 17.8/28. However, on Tuesday, Nov. 15, the third installment (17.1/25) was the third-highest-rated show behind *Home Improvement* (18.6/26) and ABC's *NYPD Blue*, featuring the debut of Jimmy Smits, which averaged an 18.1/28. On Thursday night, the finale of *Scarlett* averaged a 17.7/27, finishing behind an original episode of NBC's *Seinfeld* at 9 p.m., which averaged a 21.3/31, and a repeat of the comedy in its third airing at 9:30, which pulled in a 20.6/30. *ER*, at 10 p.m., came in just behind the miniseries with a 17.3/27.

Regardless of the make-good, from a ratings standpoint the miniseries was a success for CBS. Through last Thursday night, CBS is leading the sweeps with a 13.3/21, followed by ABC with a 12.3/19, NBC with an 11.7/19 and Fox with an 8.3/13. Among adults 18-49, ABC and NBC are tied with a 7.4 rating, followed by CBS's 6.1 and Fox's 6.0.

"The irony is that [*Scarlett*] gave them a boost, but probably disappointed them as well," said Preston Beckman, senior vice president, program planning and scheduling, NBC Entertainment. "But to their credit, they stepped up to the plate, bought the property and put it on. And if they were as strong this year as they [had been] last year, they probably would have hit their mark." ■

# COLUMBIA COMMUNICATIONS CORPORATION

## COLUMBIA COMMUNICATIONS CORPORATION

4733 Bethesda Avenue Suite 610  
Bethesda, Maryland 20184 U.S.A.  
Telephone (301) 907-8800  
Facsimile (301) 907-2420

CONTACT:

FOR IMMEDIATE RELEASE

Kenneth Gross (301) 907-8800  
Clifford Laughton (808) 523-8100

NOVEMBER 7, 1994

COLUMBIA COMMUNICATIONS CORPORATION RECEIVES FCC  
AUTHORITY TO PROVIDE A FULL RANGE OF DOMESTIC SERVICE

Washington, D.C.—The Federal Communications Commission has granted special temporary authority to Columbia Communications Corporation, enabling the company to offer full domestic services, either separate from, or in conjunction with, the international services it now provides. The COLUMBIA/TDRSS International Satellite System consists of two satellites, one each over the Atlantic and Pacific Oceans, with "footprints" which overlap, providing coverage of the entire continent of North America, in addition to Europe and the Pacific Rim.

In granting Columbia's request, the Commission cited the current shortage of domestic C-Band transponder capacity, which has been exacerbated by the recent launch failure of AT&T's TELSTAR 402 domestic satellite. Capital Cities/ABC, CBS, NBC and Turner Broadcasting filed letters with the FCC in support of Columbia, as did Global Access Telecommunications Services.

Clifford Laughton, Columbia's Chairman and CEO commented on the Commission's action stating, "What this means, especially for the broadcasters, is that now, for little more than what is being paid for domestic service alone, they will get the Pacific Rim and all of Europe, in addition to domestic service. At long last, a cost-effective means of creating a market for U.S. programming in both Asia and Europe is now available, while simultaneously serving the U.S. market with the same transponder capacity."

Columbia Communications Corporation controls and operates the commercial C-Band payload on board two satellites in the Tracking and Data Relay Satellite System which NASA uses to communicate with the Space Shuttle and other space craft. The COLUMBIA/TDRSS International Satellite System provides its customers single-system connectivity stretching from Hainan Island, PRC and the Philippines, north to Hong Kong, Taiwan, China, Japan, Korea and the Russian Far East, across the Pacific and throughout North America, crossing the Atlantic, and covering all of Europe, including Eastern Europe and the Mediterranean.

Columbia Communications Corporation also provides a full range of voice, data and video services in addition to custom-tailored bandwidth applications. As a follow-on to its present services, the company has received conditional authorization from the Federal Communications Commission to construct, launch and operate an additional satellite in the Pacific Ocean Region.

#####

### WASHINGTON D.C. AREA OFFICES:

4733 Bethesda Avenue, Suite 610, Bethesda, Maryland 20814  
Telephone: (301) 907-8800 • Facsimile: (301) 907-2420  
TOLL FREE within the U.S. (800) 598-7576

# Tough going for new first-run

October syndication sweeps hits come from off-network side

By Steve McClellan

**T**he lackluster performance of the new first-run syndicated strips in the October sweeps shows just how hard it has become to launch a program in syndication.

The only bona fide hits came on the off-network side, with *The Simpsons* tops in access, according to analysis of the Nielsen October books by Petry Television (from which the following rating and share numbers are derived), and freshman *The Fresh Prince of Bel Air* third among sitcoms in access.

In access, *Simpsons* scored a 7.4 household rating/12 share. It was tops in the key male demos and fourth with women 18-34. *Family Matters* was second in households (6.8/10) and tied for second with *Fresh Prince* in rating among young women, with a 6.8.

None of the new fall talk shows fared well, although a handful of returning shows are making big gains, particularly among young women.

In daytime, for example, *Maury Povich* jumped to second place in households and registered a 5-share-point gain among women 18-34 and 25-54. *Ricki Lake* continued to post strong gains among young women. *Lake* averaged a 4.1/25 (a gain of 14 share points from a year ago) among women 18-34.

*Jerry Springer* showed big share gains in daytime among young



'Extra' was highest-rated new strip, but still trailed 'ET' and other access veterans. Above: 'Extra' co-host Arthel Neville

women, jumping 9 points to a 28 share, tops among women 18-34. *Jenny Jones* continued to grow as well, grabbing a 27 share of women in the same age group. *Regis and Kathie Lee* still was tops among daytime talkers in households and women 25-54.

*Montel Williams* posted big gains in daytime and in early fringe, where it jumped to the number-two household position (5.2/15), behind *Oprah* with an 8.3/27.

Both *Oprah* and *Donahue* slid 7 share points in early fringe among women 18-34. *Oprah*'s drop enabled *Ricki Lake* to take the top ratings spot for that demo in early fringe with an

average 6.4, compared with *Oprah*'s 5.7, although *Oprah* still maintained a 2-share-point lead in the demo.

*Gordon Elliott* was the top performing new daytime talk show, averaging a 1.7/7. Among the key demos, its best performance was among women 18-34, where it did a 1.2/10. Among women 25-54 it did a .9/8.

*Marilu Henner* averaged a 1.6/6 in households, a .5/4 with women 18-34 and a 0.8/6 with women 25-54. *Suzanne Somers* averaged a 1.4/5 in households and a .6 in both the women demos. *Susan Powter* had a similar experience.

In the magazine category, *Extra* was the major new strip entry. In access, the show averaged a 4.8/8 household rating, putting it well behind *Entertainment Tonight* (8.4/15), *Hard Copy* (7.7/14), *Inside Edition* (6.9/14) and *A Current Affair* (5.7/11). Among the key demos in access, *Extra* averaged a 2.5/10 among women 18-34 that was good enough to edge out *Inside Edition*'s 2.4/9. Among women 25-34, the show did a 3.2/10.

According to Scott Carlin, executive vice president, Warner Bros. Domestic Distribution, the show achieved what the company wanted, which was to provide "a quality alternative, in terms of both audience and advertiser environment, to many of the tabloid programs on the air." Carlin said the company was firmly com-

## TCI divides to conquer

Top MSO Tele-Communications Inc. plans to become a holding company for four publicly traded business groups, apparently an effort to play up the value of its stronger assets.

TCI's board last Wednesday (Nov. 16) approved a plan to reorganize into four business groups: domestic distribution of cable and telephony; programming; international investments and operations, and technology ventures. The board also approved a plan to create four new classes of TCI common stock. A final spin-off strategy will be set by the board Dec. 5; the company expects shareholder approval by spring 1995.

TCI is making the move as it wades through difficult waters on Wall Street. The company last week pulled a \$500 million stock offering, citing unfavorable market conditions. Moody's Investor Service recently gave the

company a negative debt outlook, citing the cost of TCI's entry into personal communication services and the ongoing impact of cable rate regulations. And the stock has been in a slump, trading in the mid-20's. Several analysts believe it should be valued at \$30-\$40.

In a teleconference with analysts, TCI executives said the plan enables the company to continue to enjoy the synergies and clout it had as a single entity. But under the new structure, say analysts, start-up TCI units that do not generate strong cash flow will not weigh down the company's high-performance activities. Wall Street responded quickly to the news, with TCI stock climbing 75 cents to \$24.125 on Thursday.

"I think it's a good way to recognize what they think they have," says Larry Petrella of J.P. Morgan Securities. "It's definitely a step in the right direction." —RB

mitted to the show. "It's the highest rated of the new strips," he said.

In the game show category, the Goodson-produced, Paramount-distributed *Price Is Right* was the new entry, and the results in October were not good. In access, the show averaged a 4.4/7 in households, a drop of 4 share points in the time period compared with a year ago. *Wheel of Fortune* averaged a 14.4/26 and *Jeopardy!* a 13.5/24.

Among new off-network hours, *Beverly Hills, 90210* boosted viewer-

ship among young women dramatically. Among women 18-34, the show quadrupled last year's time period average, with a 3.9/18. The household average was a 2.3/5, up slightly over last year's time period average, 1.9/4.

Results were mixed for *Northern Exposure*, new this fall in syndication. The show averaged a 13 share for men 18-34, up 5 share points from a year ago. But viewership among young women dropped 3 share points compared with year-ago

time periods.

The two new court-talk hybrids, *Jones & Jury* and *Judge for Yourself*, showed few signs of life in the October books. Both averaged a 1.6/7 in households, but neither reached a 1 rating in key adult demos.

According to the Petry analysis, the same held true for new late-night shows *The Newz* and *Last Call*. *Newz* did a 1.6 /6 household, and *Last Call* averaged a 1.4/9. Demo performance across the board for both shows was poor, Petry said. ■

## FCC cold toward rate hike for upgrades

*Commission not likely to allow operators to raise basic fees to improve plant*

By Harry A. Jessell

**C**able operators are eagerly awaiting FCC rules that would permit them to raise basic rates to cover part of the cost of upgrading their systems.

But having just allowed operators to raise rates to cover new programming (BROADCASTING & CABLE, Nov. 14), the agency appears to be in no hurry to extend that ability to capital improvements. In fact, it appears disinclined to do anything that might further boost the price of basic.

"If they [cable operators] are saying they want to raise the price of basic and enhanced to offer new services, we have to ask, 'Didn't we just do that?'" says FCC Chief of Staff Blair Levin. "We need to wait to see what the implications of that decision are.

"If they are saying they want to raise the price of basic and enhanced to improve productivity [through system upgrades], it seems like they want to be regulated like a utility," Levin says. "We don't want to do that, and I don't think they want us to do that."

In the so-called going-forward programming decision, the FCC allowed cable operators to raise monthly rates as much as \$1.70 over three years to offset the cost of new programming services. It also said that operators could offer a package of new services, which the FCC would forbear from regulating.

Cable operators already are upset with the FCC's inaction on capital improvements, claiming it has given their telephone competitors an unfair

advantage. In adopting final "video dialtone" rules for cable last month, they say, the FCC permitted the telcos to proceed with the construction of new video-capable networks and pass on part of the cost to telephone cus-

tomers.

"It's hard to find a more fundamental principle of good governmental policy: two businesses in fundamentally the same business have to be treated in the same way," says Phil

### Fox takes aim at PGA

Fox Sports has agreed to back a new golf organization, World Tour Inc., which intends to package at least seven annual golf tournaments that would pit the 30 or so best players in the world against each other.

But Fox and the new tour may have a fight on their hands from the PGA Tour, which suggested in a statement last week that it may prohibit its members from participating in the World Tour. Fox executives confirmed that the network had agreed to pay approximately \$25 million a year for 10 years for the rights to televise World Tour matches, some of which would abut the PGA's most prestigious tournaments, including next year's Masters in April and the U.S. Open in June.

The World Tour is being organized by John Montgomery Jr., who until last week helped run a family-owned sports management company, Executive Sports Inc., in Delray Beach, Fla.

The most outspoken proponent of the new tour among professional golfers is Australian Greg Norman. Norman said the concept had the support of other top golfers including fellow Australian Nick Price, Fred Couples and Jose Maria Olazabal.

But Norman and tour organizers insisted that it was not the aim of the World Tour to hurt the PGA or any other tour.

But the PGA doesn't see it that way. "This proposal would have a negative impact on existing events," said PGA Commissioner Timothy W. Finchem. Finchem said the PGA would enforce its television release regulations that require members to get permission to participate in any televised non-PGA event in U.S. However, the Federal Trade Commission is looking into whether the PGA's TV restrictions constitute illegal restraint of trade. There was no comment from the FTC as to whether it soon may file a complaint against the PGA.



Greg Norman

—SM

Verveer, an attorney representing Tele-Communications Inc. "What they do for telephone, they have to do for cable."

If the FCC does not act promptly on capital costs for cable, Verveer says, it is tantamount to the government "picking winners and losers."

The FCC is not discriminating against anyone, says Levin. Its policy is to allow neither telcos nor cable operators to build or upgrade video networks with subsidies from regulated businesses, he says. Who's paying for the telephone upgrades will be closely scrutinized in the telcos' applications to build new networks and in tariffs setting out charges for users of those networks, he says.

In adopting cable regulations last February, the FCC said cable operators may exceed the mandated price caps on basic service for "significant" system upgrades such as "expansion of bandwidth and conversion to fiber optics."

But to merit the "capital improvement add-on," the agency said, operators must demonstrate that the improvements benefit the basic subscribers who will be paying for them. And, it said, the rate hike must wait until after the upgrade is completed.

What the cable industry is waiting for are the specifics: what upgrades qualify and how much of their costs actually can be passed to basic subscribers.

The cable operators believe that a

substantial portion of their network upgrade costs qualify. Everyone benefits from replacing coaxial trunk lines with fiber, says Robert Sachs, Continental Cablevision's senior vice president, legal and corporate affairs. The fiber greatly improves service reliability, customer service and picture quality, he says.

The proceeding is vital if cable is going to be a part of the information superhighway. For operators "to roll out upgrades in an aggressive fashion, they have to know they will have an opportunity for recouping some of their costs at the end of the process," says Comcast's Joe Waz.

Says Verveer: "It's time this got done now." ■

## Buena Vista's latest talker: Danny Bonaduce

*Syndicator in discussions with former 'Partridge' star for TV show*

By Donna Petrozzello

**A**ctor/radio personality Danny Bonaduce, aka Danny Partridge, soon may make his reentry into television with a syndicated talk show from Buena Vista Productions.

A Buena Vista source says the company is "in the midst of a development deal" with Bonaduce, who starred as a

child with David Cassidy and Susan Dey in the ABC sitcom *The Partridge Family* (1970-74).

Bonaduce, who hosts a midday talk show on WLUP-FM Chicago, says he has signed a contract with a television production company to host a talk show and is scheduled to discuss the project with company executives

early this week. He did not identify Buena Vista by name, however.

Bonaduce did discuss what he wants to do—and wants to avoid—on television. He does not want to duplicate his radio show as have other radio personalities, including Howard Stern and KLOS(FM) Los Angeles talkers Mark Thompson and Brian Phelps. He calls Thompson and Phelps's show "the worst TV I've ever seen."

Instead, Bonaduce says his show should be simple and focused on entertainment. "I told the company to give me a stage, a studio audience, five chairs—and five weird people in those chairs—and let me go to work."

Bonaduce says his show, which he describes as a daytime talk show, would be "closer to *Geraldo* or *Ricki Lake* than [to] any radio show. I don't want to reinvent the wheel."

Even with a television show, Bonaduce says he won't abandon radio, which he calls "his bread and butter." His radio show airs at 10 a.m.-3 p.m. CT, and Bonaduce says he could tape the television show beginning at 4:30 p.m. weekdays.

The Program Exchange, a New York-based distribution company and a division of Saatchi & Saatchi Advertising, currently syndicates reruns of *The Partridge Family* to about 15 stations. ■

### FCC cites a la carte violation

The Cable Services Bureau ruled last week that Adelphia Cable has violated FCC's a la carte packaging rules and may have to pay refunds to subscribers to its South Dade County, Fla., cable system.

The Adelphia system, according to the bureau, "created a 32-channel package by eliminating its entire cable programming service tier."

The bureau said the package was a clear violation of the rules, which state that "a cable operator could not escape rate regulation simply by calling what otherwise would be a rate-regulated tier an a la carte package."

Two other systems—Comcast's in Tallahassee, Fla., and Time Warner's in Milwaukee—do not have to pay refunds, the bureau ruled. Those systems had moved four channels from their regulated tiers into a la carte packages.

The FCC's regulations, the bureau said, were "sufficiently ambiguous that it was not clear to the operators whether their four-channel packages were permissible under the a la carte rules."

The bureau also said the systems may "treat the packages as new product tiers under the commission's recently announced going-forward rules, even though the channels that composed the packages were removed from rate regulated tiers."

Under the new going-forward rules, cable system operators can charge anything they want for a tier of programming composed exclusively of new services. The FCC released only three of more than 30 decisions on a la carte tiering that are now pending.

—CSS



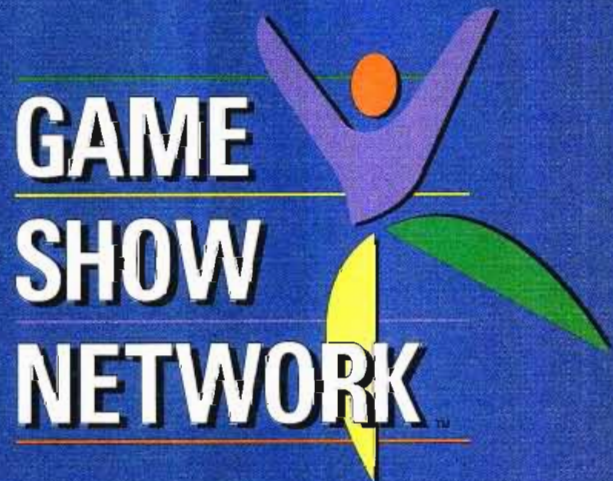
**WITH  
42,318  
EPISODES  
READY  
TO GO...**





# TO PLAY!

Show December 1, 1994 at 4:00 pm PST  
Booth #1143



## Discovery unveils niche channels

Four new services could be followed by more in coming year

By Rich Brown

**W**ith the FCC's going-forward programming rules now in place, Discovery Networks is moving full speed ahead on plans to roll out four niche channels by second quarter 1995.

ate some programming wars in the months ahead. Longtime Discovery Networks rival A&E Networks is preparing the January 1, 1995, launch of The History Channel, which likely will butt heads with Time Traveler. And Scripps Howard is about to

months ahead. But he also says the new Discovery networks will be different from the competition. For example, he says, although A&E's History Channel will be entertainment-based with movies and mini-series, programming on Time Traveler will be more along the lines of Civil War reenactments.

Competition is nothing new to A&E Networks, says Dan Davids, senior vice president and general manager of The History Channel. A&E showed documentaries before the genre appeared on The Discovery Channel, he says, and A&E featured stand-up comedy before Comedy Central came along. Davids says there could be room for two history networks.

"There's a big appetite in this area," says Davids. "If you have two channels and they're both covering the area well and channel capacity opens up, operators will put up whatever is going to sell."

Each of Discovery's four new networks will launch with a six-hour programming block repeated three times per day. About 25% of the programming on each of the networks at launch will be shows that already have appeared on The Discovery Channel and The Learning Channel. Roughly half of the programming on each network will be acquired, and the remaining 25% will be original. About 1,000 hours of



Bill Goodwyn (l), senior VP, affiliate sales and relations, Discovery, and Greg Moyer, president and chief operating officer, Discovery Networks and worldwide programming, are taking a hands-on approach to Discovery's new niche networks.

"We're extremely pleased the FCC has created a new tier that is effectively unregulated," says President and COO Greg Moyer of Discovery, which already owns The Discovery Channel and The Learning Channel. "We thought all new products would have to be launched a la carte, and that would have been onerous."

Discovery in April plans to debut the nature-oriented Animal Planet; the Quark! science network; a home network, Living, and the Time Traveler history network. And Moyer says there could be even more announcements in the year ahead, including a new preschool/children's service, a channel featuring international programming originally produced for Discovery's networks abroad, and a documentary channel focusing on social issues.

Discovery's decision to move forward on the four networks could cre-

launch the Home & Garden Television Network, which will feature many of the same topics seen on Living.

Moyer anticipates "a beauty contest" between the new services in the

### C-W tries to recapture past glories

Television production company Carsey-Werner Co. reportedly is hammering out a deal with Paramount Television Group that will allow C-W to buy back the syndication rights to high-profile shows *Roseanne*, the *Cosby Show* and *A Different World* and relaunch its in-house syndication division. C-W previously announced its intention to syndicate its ABC hit *Grace Under Fire* in fall 1998. But it is doubtful that C-W would incur the costs of setting up a new syndication operation for only a single show. Paramount inherited the three sitcoms after merging with Viacom and is selling them for a sum in excess of \$30 million. C-W exited the syndication business several years ago after the failure of its first-run syndicated Bill Cosby-hosted *You Bet Your Life* game show. Representatives of Paramount and Viacom declined comment on the deal.

—DT

# Look Who's Scaring The Competition!

**ALREADY CLEARED IN 61% OF THE US!  
22 OF THE TOP 25, INCLUDING...**

NEW YORK - WNYW

DETROIT - WJBK

DENVER - KWGN

LOS ANGELES - KTTV

ATLANTA - WAGA

PHOENIX - KSAZ

CHICAGO - WFLD

HOUSTON - KRIV

ST. LOUIS - KTVI

PHILADELPHIA - WPHL

CLEVELAND - WJW

SACRAMENTO - KTXL

WASHINGTON, D. C. - WTTG

TAMPA - WTVT

INDIANAPOLIS - WXIN

DALLAS - KDFW

MIAMI - WPLG

HARTFORD - WFSB

Fox • Tribune • New World • Post-Newsweek • Renaissance • Clear Channel



## TALES FROM THE CRYPT

Weekly Hour • Available Fall '95.



National Ad Sales:  
NEW WORLD  
SALES & MARKETING  
(212) 527-6500

 **GENESIS**  
ENTERTAINMENT  
A NEW WORLD ENTERTAINMENT COMPANY  
(212) 527-6400 • (818) 706-6341

© 1994 Genesis Entertainment

See Us At  
Western Show Booth #1369

# *How To Increase Your Hou*



Household Income

We call it "A Guide To Making Money At **HOME**," and, for our affiliates, that's exactly what our new marketing support materials are all about.

We give you the facts about **HOME Shopping Club**,<sup>SM</sup> things to share with your customers and viewers. Such as why so many people watch us, and why they love the variety, values, name brands, and celebrities that have made us a household word.

You'll like our approaches to employee training, too. A new video and a fun game designed to encourage CSRs to sell HSC.<sup>®</sup> Plus great new advertising, including television and radio commercials, print ads, and displays, to get households watching and shopping. That's how you increase your income. And that's why **HOME** Is Where You Want To Be.

 **HOME**<sup>SM</sup> Is Where You  
Want To Be.

Home Shopping Network, Inc.

programming exclusive to each channel is budgeted for the first year alone, says Moyer. He would not say how much money Discovery is investing in the new 24-hour networks.

Moyer says the new networks are part of a long-term strategy, and he does not expect the networks to be able to attract advertisers until they reach about 6 million subscribers. The cumulative distribution of the four new networks should be 30 million-40

million homes within 3-4 years, he says. Meanwhile, the new services will be promoted on The Discovery Channel and The Learning Channel, and select programming from the services will be offered on home video.

Discovery's Bill Goodwyn, senior vice president of affiliate sales and relations, says the new networks could find their way onto expanded basic packages because of the networks' low license fees. (He would not specify the

rate card for operators, but said the networks' affiliate fees would be lower when bought in combination.) The networks are designed to fit into unregulated new product tiers.

"We're seeing in the launch of these channels the opportunity to colonize a new tier," says Moyer. "We believe MSOs will move aggressively to fill in their expanded basic. After that game is up, they'll be looking to their new product tier." ■

## Americana Television folds as stand-alone

*Country cable net will continue on TCI's tv! sampler network*

By Rich Brown

**C**halk up the Americana Television Network as a casualty of the FCC's "going-forward" rules on programming.

At least that was one of the reasons cited by Americana Chairman and CEO Stanley Hitchcock last week in saying his fledgling country lifestyle cable network was ceasing operation as a full-time, stand-alone service on Dec. 31, 1994.

The Branson, Mo.-based operation instead will redirect its focus to the production, syndication and distribution of its programming through TCI's tv! sampler network and other networks.

*"Following eleven months of stifling regulations, the recent ruling became too little too late for Americana."*

**Stanley Hitchcock,  
Americana  
chairman**

"Following eleven months of stifling regulations, the recent ruling became too little too late for Americana,"

says Hitchcock. "The cable operators loved our programming and in test markets the viewers reacted positively to Americana's shows, but the operators' hands were tied by a combination of FCC rulings and the retransmission consent rules, which further narrowed channel capacity."

Americana was not alone last week in blaming the FCC rules for setbacks. A number of entrepreneurs trying to launch new networks told BROADCASTING & CABLE that their launches likely would be delayed as a result of

the rulemaking.

Privately held Americana TV, which launched on Jan. 15, 1994, managed to sign about 800,000 cable subscribers nationally. The network also is seen in more than 5 million tv!

homes and is available to 7 million satellite dish homes in the U.S. and Canada. Internationally, the network distributes its programming to U.S. military bases in Germany and actively is looking to build its global reach. ■

## Grodin to replace Snyder

*Will take over CNBC talk slot in January*

By David Tobenkin

**A**ctor, director and producer Charles Grodin last week committed to hosting a daily CNBC cable talk show beginning in January.

The new one-hour show, *Charles Grodin*, will replace the *Tom Snyder* show at 10 p.m. (ET) in CNBC's *Talk All-Stars* prime time lineup and

will originate from CNBC studios in Fort Lee, N.J. Snyder in January will leave CNBC to host a new CBS late-night talk show that will follow *The Late Show with David Letterman*.

*Grodin* will be similar in tone to *Snyder*, featuring the film star in conversation with a range of personalities from various walks of life

## Sorenson to 'Day and Date'

Erik Sorenson has been named executive producer of the Group W-CBS afternoon news and information magazine *Day & Date*. The first-run strip will be offered in syndication starting in fall 1995. The project is the fruit of a Group W-CBS alliance that covers long-term affiliate deals for the Group W TV group, but also calls for the two companies to operate stations in a joint venture and to develop programs together. Just last month, after three years as executive producer of *The CBS Evening News*, Sorenson was named a vice president at CBS News in charge of program development. *Day & Date* (working title) is designed to be a one-hour daily alternative to the talk shows dominating the daypart. Sorenson said last week that the format would be like most morning news programs, but "with a different attitude: tougher, edgier, faster-paced." —SM

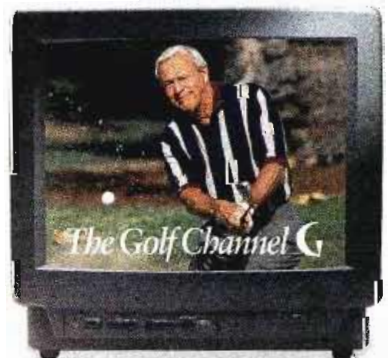




# HOW TO GET A BETTER GRIP ON YOUR BUSINESS.



Get a better grip on your viewers. Your retention. Your local ad sales. Your overall bottom line. Hook up with the one channel that can deliver it all. The demographics. The programming. The loyalty. A unique pay channel with the bonus of a local ad sales revenue stream. The Golf Channel launches January 17 nationwide. Call (407) 363-4653 to make sure you won't miss your starting time. Because when it comes to helping you get a better grip on your business, no other channel in the history of cable even comes remotely close.



responding to viewer phone calls.

"Charles Grodin has always been a favorite guest on the talk show circuit, and it is time he [brought] his unique wit to his own show," said Andy Friendly, CNBC network executive producer and vice president of prime time programs.

"Chuck offers the same humorous storytelling style that made Jack Paar such a natural," said CNBC President

Roger Ailes, who used Grodin to substitute for Snyder for one week on the NBC *Tomorrow* show in 1981. "The difference is Chuck has assured me that he will not walk off the set if we edit his 'water closet' jokes."

The deal also contains something for King World, which had courted Grodin to host a syndicated talk show of its own before Ailes lured Grodin to the cable network show.

Under an agreement reached between King World, Grodin and CNBC, Grodin will shelve plans for a syndicated show for the foreseeable future, but agrees that any syndicated talk show he may host at a later date will be distributed by King World. CNBC would have participation in the first-run syndication of any such show during or after the Grodin show's two-year CNBC run. ■

## Disney animated over new directions

*Competition spurs new shows and new forms for 10-year-old animation division*

By David Tobenkin

**W**alt Disney Television Animation, formed 10 years ago to transfer the company's big-screen animation prowess to TV, marked its first decade this year by planning the launch of a host of shows—including possible short-form shows based on *Lion King* characters—and exploring new distribution options to remain competitive with the flood of animated programs that have since crowded the playground.

The division has two Saturday morning network shows, the two-hour weekday Disney Afternoon syndicated block and an hour weekend block. The company has pioneered the use of home video sequels and is attempting to move its small-screen stars to feature films.

But it is facing unprecedented competition. Action-packed and dark-themed, older-skewing shows from Warner Bros. on the Fox Children's Network and the in-your-face animation on cable's Nickelodeon, like *Ren & Stimpy*, have proved formidable competitors. Then came FCN's *Mighty Morphin Power Rangers*. A new kids block planned by WB Network for fall 1995 promises even more competition.

That influx of competition resulted in a steady decline for Disney's flagship Disney Afternoon block, which led many to question whether stations would try to defect before the 1997 expiration date of their contracts with the syndicator.

Confronted with that trend, the company has gone on the offensive with three new shows. One, *Aladdin*, has been the clear winner among new

syndicated strips with a 5.3 kids 2-11 rating season to date. *Gargoyles*, Disney's first drama, a story about frightening creatures of stone that come to life, also has performed strongly, earning a 3.5 among kids 2-11.

In January the company will debut perhaps its most radical show, the



*'Aladdin' is one of several new offerings from Disney Animation, which also is looking to break out of traditional forms.*

*Shnookums & Meat Funny Cartoon Show*. That show will break from the traditional 30-minute kids format by presenting a variety of seven- to eight-minute shorts. "We have just hit the beginning point for greater experimentation and variety in terms of television animation," says Gary Krisel, president of Walt Disney Television Animation, adding that he would like his company to break some of that new ground.

In that vein, the company may showcase its blockbuster *The Lion King* feature film with shorts based on minor characters in the film rather than a 30-minute show centered on its main characters. The featured characters, good-hearted warthog Timon and wisecracking meerkat Pumbaa, may join the Disney Afternoon block in fall 1995 as a series of seven- to eight-minute shorts, possibly on Mondays. "They are such strong characters that we thought they had more potential for creative shorts [than did the movie's lion and hyena protagonists]," says Krisel. "Right now it's completely based on the character, not on the movie."

The two characters will be featured in a national U.S. Department of Agriculture healthy eating habits campaign that debuts in 1995 and includes free spots provided to TV stations, networks and cable services.

*Shnookums* and *Gargoyles* are anchors of single-day themed programming blocks. The Monday Mania half-hour will showcase "off-the-wall" shows with heavy physical comedy. The half-hour Action Friday segment emphasizes dramatic action.

"The conventional wisdom has been that if you break up a strip you risk disrupting kids' viewing patterns," says Krisel. "But in surveys we conducted, we found they don't watch shows, even their favorite shows, five days a week. If we give them weak programming, we risk a lot by breaking it up, but if our programming is strong, we have everything to gain by increasing the variety."

Although many say that Disney is playing catch-up in stylistic issues, Krisel denies that mainstream Disney

# YOU KNOW THAT

# TIME



# SLOT

# YOU COULDN'T

# GIVE AWAY?

## GET READY TO DOUBLE YOUR RATES.

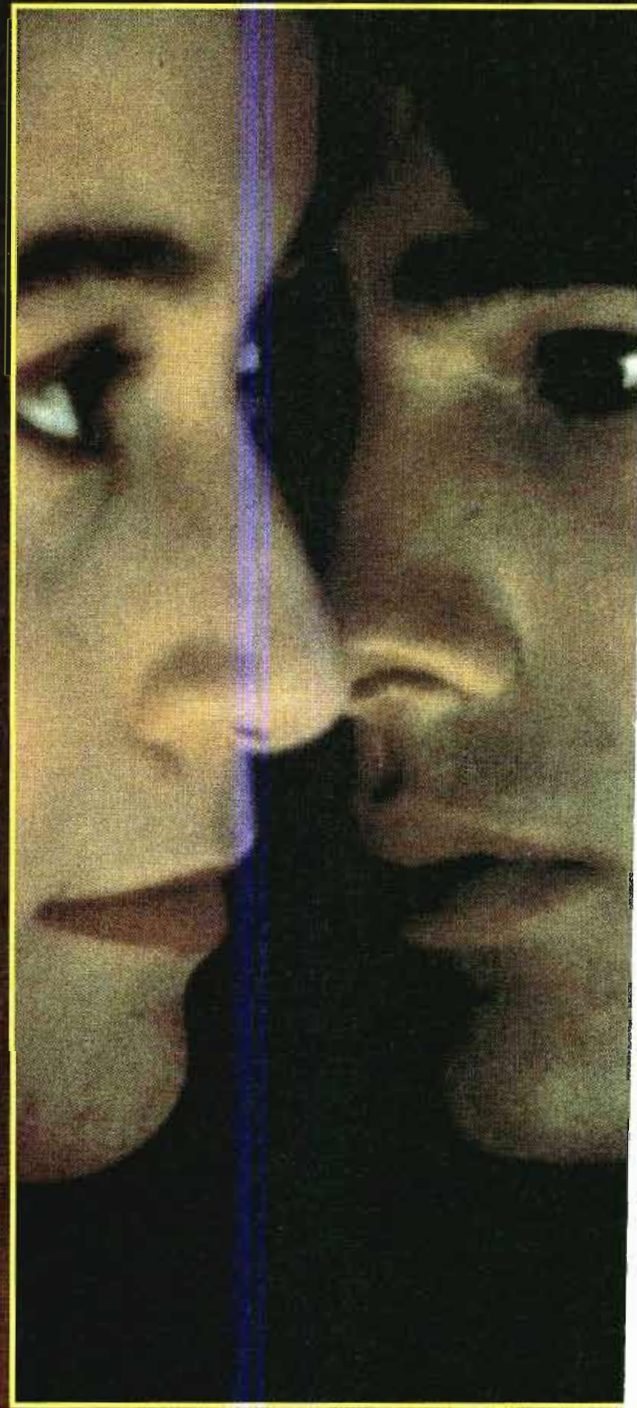
Reruns, old movies, low-budget filler—it's about as appealing to local advertisers as a test pattern. Advertisers know that the best audiences are attracted by the timeliest, most action-packed revenue earner in television. News. And they're willing to pay for it, on your station, when you transform your down-time into up-time—any time, day or night—with All News Channel. All News Channel is a joint venture of Viacom International and Conus Communications that provides highly respected news from the world's largest satellite newsgathering organization. It's inexpensive—you aren't paying for news bureau start-up costs. It's flexible—you take as much or as little as you want. It's turn-key—you can have it on your channel tomorrow. And it attracts affluent, upscale audiences—and the advertisers who seek them. So before you discuss your rates with any more local advertisers, ask them, first, if they've heard your latest news. **For more information, call Jay Nordby at 212-708-1315 or Carl Schulz at 312-645-1122.**



**ALL NEWS**<sup>TM</sup>  
CHANNEL  
*In the right place at the right time.*<sup>TM</sup>

**VIACOM**<sup>®</sup>

O N L Y O N S

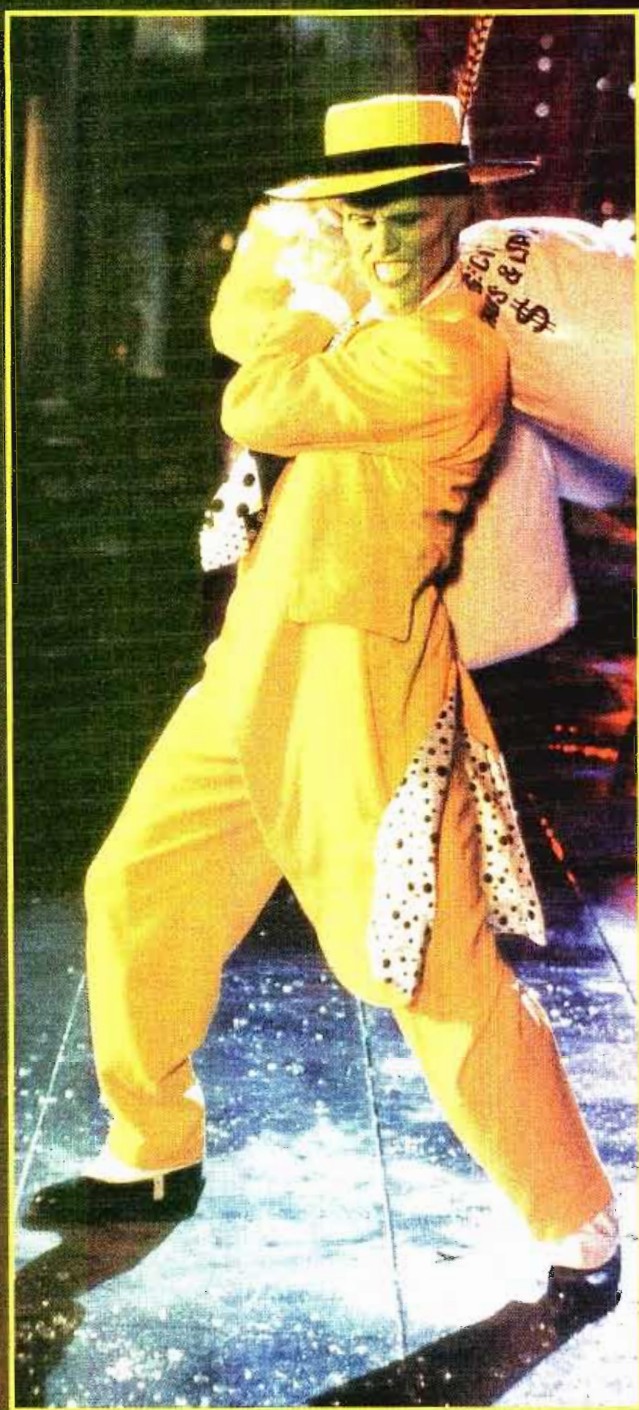


Beethoven's 2nd

Like Water for Chocolate

O P E N I N G

T A R Z !



THE  
MASK

**STARZ!**  
encore  
8

THE PIANO

FAREWELL  
MY CONCUBINE

BLINK

HEART AND SOULS

8 SECONDS

HARD TARGET

IN THE NAME  
OF THE FATHER

RESERVOIR DOGS

STRICTLY BALLROOM

HOUSE OF THE SPIRITS

ABOVE THE RIM

DECEPTION

CARLITO'S WAY

**STARZ! & ENCORE**  
Two Great Channels. One Low Price.

I G H T

animation has become less effective, pointing to the continuing success of the studio's theatricals. He says that the greatest risk to Disney animation may be the good intentions of Disney purists.

"Fifteen years ago in the company there was a rarified view of what Disney meant to the company, of what you couldn't do because it wouldn't fit," says Krisel. "But I grew up on a Disney that was both *Lady and the Tramp* and *Davy Crockett*. The day that Disney becomes so narrowly defined that it is Thumper rather than Bambi is the day we are in trouble."

Krisel views the imminent challenge as one of distribution rather than creativity. "What has changed is the distribution. No longer is there a guarantee that the best show will win," he says. "Distributors are now the competitors of the producers of shows and may carry a lesser show because they own an interest in it."

Where Disney's children's programming will find a home after 1997 is an open question, says Krisel, with the studio exploring a number of possible alternatives. The studio recently

made an unsuccessful bid for NBC and reportedly also has discussed an output deal with the new United Paramount Network.

The company is also hedging its bets by expanding new forms of distribution. The company is breaking

new ground by producing films primarily for home video, such as this summer's "Aladdin" sequel, *The Return of Jafar*, which has sold more than 12 million copies. And in production for a third installment, *Aladdin and the Forty Thieves*. ■

## Stations see bumper crop of first-run shows

By David Tobenkin

**T**he fall syndication shakeout has begun, with distributors sorting out projects they will take to market from those to be left for next season or scuttled altogether.

The number of shows in development for syndication this year is enormous.

"My current list of shows is probably 25% greater than last year in terms of the number of projects out there," says Petry Television Director of Programming Dick Kurlander. "Part of it is

that the current crop is failing, so there are lots of opportunities; part of it is because of increased programming as a result of alliances, like that of New World and Fox and CBS and Group W."

However, many say that syndicators have been slower out of the box pitching new shows to stations. That in part reflects top executive and sales executive shake-ups at syndicators including Twentieth Television, Buena Vista Television, Columbia TriStar Television Distribution, Genesis Entertainment and Paramount-Viacom, which in some cases have delayed project selection and sales efforts.

The disappointing results of nearly all of this year's crop of first-run shows have also led some syndicators to concentrate efforts on revamping and saving shows rather than on launching new ones.

"At this juncture, continuing with six shows—including two new ones that have started out slower than we had hoped for—we want to put our efforts behind [*Susan Power* and *Dennis Prager*] before we launch something new," says Multimedia Entertainment Executive Vice President Richard Coveney. "In this environment, a bird in the hand is worth more than shooting at other ones."

Many say stations have remained patient with shows because of the dearth of midseason replacements and because stronger station bottom lines have reduced the pressure to dump unprofitable shows. Possible cancellations or downgrades of some of this season's new shows during the next month likely will heat up the demand for new product, says Genesis Entertainment Executive Vice President of Sales Barry Wallach.

## UNITED VIDEO GIVES YOU THE MOST. FROM COAST TO COAST.



Now your subscribers can go across country without ever leaving their living rooms.

Because we offer WGN plus 3 other great superstations as well as 4 great network affiliates that stretch from coast to coast.

Come ask us about *Find Yourself In A Book* during the Western Show at Booth #1163.



**UNITED  
VIDEO**  
A UYSC COMPANY  
1-800-331-4806

At least 17 adult-targeted shows have been pitched to stations so far. The dominant trend is toward a host of young-skewing talk shows hoping to match the success of CTTD's *Ricki Lake*, last season's standout new show. The number of action hours appears to have declined, while the popularity of the reality and talk genres continues unabated. Late night is cited by many as this year's hot daypart, with Genesis's *Tales from the Crypt* and Buena Vista's *Stephanie Miller* among the shows targeting it.

Observers say that shows like WBDTD's *Carnie*, cleared in more than 60% of the country, and MGM TV's *LAPD* and *The Outer Limits*, cleared in 56% and 62%, respectively, already have reaped the benefits of being first to market.

"Given the general malaise of freshman crop of shows, and the continued deterioration of many of the veteran daytime stalwarts, I think a lot of stations are very anxious and very focused on finding and building new franchises," says WBDTD Senior Vice President of Sales Scott Carlin. ■

## Top cable shows

Following are the top 15 basic cable programs for the week of Nov. 7-13, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	Hhs. (000)	Rating Cable U.S.
1. <i>NFL Football</i>	ESPN	Sun 8:00p	4,974	7.9 5.2
2. <i>NFL Prime Time</i>	ESPN	Sun 7:00p	2,886	4.6 3.0
3. <i>CFA Prime Time</i>	ESPN	Sat 7:01p	2,845	4.5 3.0
4. <i>NFL Gameday</i>	ESPN	Sun 11:45a	2,268	3.6 2.4
5. <i>Election '94</i>	CNN	Tue 8:00p	2,117	3.4 2.2
6. <i>NFL Sportscenter</i>	ESPN	Sun 10:46p	2,091	3.3 2.2
7. <i>Murder, She Wrote</i>	USA	Thu 8:00p	2,004	3.2 2.1
8. <i>Election '94</i>	CNN	Tue 11:00p	1,871	3.0 2.0
9. <i>Rugrats</i>	NICK	Sun 10:00a	1,847	3.1 1.9
10. <i>Larry King Live</i>	CNN	Tue 9:00p	1,806	2.9 1.9
11. <i>Rugrats</i>	NICK	Sat 7:30p	1,785	3.0 1.9
12. <i>The Ren &amp; Stimpy Show</i>	NICK	Sun 11:30a	1,769	2.9 1.9
13. <i>Rugrats</i>	NICK	Wed 6:30p	1,744	2.9 1.8
14. <i>Silk Stalkings</i>	USA	Mon 10:00p	1,737	2.8 1.8
15. <i>Secret World of Alex Mack</i>	NICK	Sat 8:00p	1,732	2.9 1.8

Following are the top five pay cable programs for the period of Nov. 7-13, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. <i>Whitney Houston</i>	HBO	Sat 9:00p	3,101	15.1 3.3
2. <i>Movie: 'Mrs. Doubtfire'</i>	HBO	Tue 8:00p	2,312	11.3 2.4
3. <i>Rudy</i>	HBO	Sat 7:00p	2,118	10.3 2.2
4. <i>Movie: 'Mrs. Doubtfire'</i>	HBO	Fri 8:00p	1,768	8.6 1.9
5. <i>Real Sex 10</i>	HBO	Tue 11:30p	1,663	8.1 1.7

Q:

# Which New Programming Service Lets You Profit from a \$1 Trillion Market?

Hint: 1994 health care spending in the United States is expected to exceed \$1.06 trillion, according to the U.S. Department of Commerce.

# TNN remake pays off with ratings boost

Riding success of last year's crop, network plans more new offerings

By Rich Brown

**W**hat a difference a year can make. The Nashville Network a year ago underwent the most ambitious program changes in its 10-year history, looking to stem a downward slide in its prime time ratings. A year later, TNN has come up with a programming lineup that is paying off in higher ratings. And there is an ambitious slate of even more new shows for 1995.

"We really are just getting started," says TNN Vice President and General Manager Kevin Hale. TNN is developing several "limited-series specials" that will roll out each quarter.

Those already in the works include *The Marty Party*, concerts featuring Marty Stuart and musical guests; *Riders in the Sky*, a variety show featuring the popular musical trio; an interview show, *Close-Up*; and a documentary series on country music artists from Greystone Productions.

One project Hale is particularly excited about is *At the Ryman*, an upcoming special that could evolve into a weekly live concert series from the legendary Nashville theater. Hale

says that several of TNN's new shows are from outside producers, a change he says has succeeded in bringing many new ideas to the network.

TNN's weeknight prime time ratings during October were up an average of 33% over the same time last year, according to A.C. Nielsen Co. data supplied by the network. Helping fuel that growth are several shows that debuted last fall.

*Music City Tonight*, the 90-minute weeknight talk and variety show hosted by Lorianne Crook and Charlie Chase, has become the network's fourth-highest-rated show since its premiere a year ago. The show last month averaged a 1.4 rating (799,000 households) in its 9 p.m. slot, a 9% boost over the same period last year.



'Legends of Country Music' has improved its time period rating 83%.

Among more recent TNN debuts, Thursday night series *The Legends of Country Music* averaged a 1.1 rating representing 672,000 homes in October, up 83% from the former Thursday night series *Dancin' at the Hot Spots*.

Another newcomer to the network this fall, *Yesteryear*, is averaging a 0.9 rating representing 515,000 households, up 29% from former Friday night series *Country Music Video Album Hour*. *Wildhorse Saloon*, a one-hour dance show that debuted on Sept. 26 at 5 p.m., averaged a 0.5 rating (287,000 households) in October, up 49% from year-ago ratings for *VideoPM* in that time slot.

Other new TNN shows outpacing their year-ago predecessors are *Charlie Daniels' Talent Roundup*, an hour-long talent contest that is averaging a 17% higher rating in the 7 p.m. time slot than last year's *Country Beat/Path to Stardom*.

Hale says TNN's goal is to hit a 1.4 prime time rating by September 1995. The network this past September averaged a 1.1 prime time rating, up from 0.9 a year ago. ■

## SYNDICATION MARKETPLACE

### All American movies

All American Television is considering creating a first-run movie network of 22 two-hour television movies for syndication. The hope is that the movie format will work better than new action hours, most of which have generated lackluster ratings so far this year. The company also is mulling production of a new animated half-hour weekly kids show based on its flagship *Baywatch* show, probably for airing Saturday mornings on a network. The company also has signed with NBC for off-network syndication rights to reality show *I Witness Video*.

### Lake arrested in protest

Syndicated talk show host Ricki Lake was arrested by police and held overnight in jail last week after participating in an anti-fur apparel

demonstration in fashion designer Karl Lagerfeld's fur showroom in New York. Lake, who was charged with the misdemeanor offenses of trespassing, criminal mischief and tampering, was released Tuesday morning. Although Lake could face jail time if the charges were upheld, *Ricki Lake* distributor Columbia TriStar Television Distribution said Lake's lawyers expected the charges to be dropped.

### Talker for Rodriguez?

Comedian Paul Rodriguez confirmed that he is considering hosting a new King World talk show strip for fall 1995. Appearing at a recent Fox event to promote the studio's efforts to reach Latinos, Rodriguez said he will do the show if King World, which currently is pitching stations the idea, offers him a good deal: "Hey, everyone has their price;

mine is just a lot less than most of the people out there."

### Suit dropped

A lawsuit by the producer of syndicated show *Mama's Family* against Warner Bros. Inc. subsidiary Lorimar Distribution International was recently dismissed in Los Angeles Superior Court. A jury dismissed allegations filed in 1992 by *Mama's Family* producer Joe Hamilton Productions that Lorimar had breached its 1986 contract with JHP by taking a cut from the revenue generated by the show in excess of an 18% cap that was agreed to in the contract. JHP also had claimed that the distributor failed to account properly for money received for sale of the show. "We're evaluating our appellate remedies," said Joseph Gabriel, one of JHP's attorneys.



**A:**

*America's*  
**HEALTH**  
N · E · T · W · O · R · K



## Good Medicine For Your Bottom Line

For information about America's Health Network and our lucrative affiliate compensation plan, visit us at Western Show Booth # 2410, or call Web Golinkin, Chairman, or Joe Maddox, President, at 407-345-8555.

# DIC targets girls with its 'Sailor Moon'

Show set for fall 1995 debut to be distributed by SeaGull

By David Tobenkin

**H**it Japanese kids show *Sailor Moon* will be adapted for a U.S. audience by animator DIC Productions and syndicated as a strip for a fall 1995 launch by new distributor SeaGull Entertainment and Sachs Finley Media.

A total of 65 half-hour episodes of *Sailor*, featuring a superhuman teenage girl lead character, will be adapted for the first season under DIC's agreement with Japan's Toei Animation Co., with an equal number of episodes planned for 1996-97. The initial Japanese animation will be retained, with new main titles, bumpers and wraparounds and a new audio track added by DIC. Voice talent for the show has not yet been finalized.

*Sailor* has become one of the most



popular kids shows in Japan during the past two seasons and is now achieving similar success in Spain, France and Hong Kong. A retail line based on the show by Japanese toy company Bandai has generated sales of more than \$1.5 billion during the past two years in Japan alone.

The lack of shows targeted at girls in the U.S. will help set the project apart in the minds of both advertisers and girl viewers, says DIC President Andy Heyward, whose company holds television and merchandising rights for the show in all English-speaking countries.

"I think there is definite advertiser demand for a show that reaches girls," says Heyward. "When Mattel tries to market Barbie they have to go into shows where most of the audi-

ence is boys to reach girls, which is very inefficient."

*Sailor* is described as the story of a 14-year-old girl from another planet "who struggles daily to maintain peace among the myriad evildoers threatening her world and who commits good deeds between homework and karate kicks."

It is the second first-run syndication project for fall 1995 to come out of a partnership between DIC and SeaGull, the entertainment company recently formed by former All American Television top executives Henry and Paul Siegel. Last week DIC and SeaGull announced their collaboration on *Beverly Hills Beach Club*, a live-action teenage sitcom strip.

SeaGull will offer *Sailor* to stations on a barter basis, with 2.5 minutes for the syndicator and 3.5 minutes for stations. Disney's Buena Vista Home Video division also plans to sell home video episodes of *Sailor Moon* in the U.S. ■

## Liberty Sports sets up in-house rep

One of number of changes at TCI programing arm

By Rich Brown

**T**ele-Communications Inc., the omnipresent multiple system cable operator, is starting a national sales rep firm for its regional sports networks. The move is one of several shifts under way at TCI's Liberty Sports programing arm.

Liberty dealt a blow to Group W Sports Marketing last week by deciding to enter the rep business and to end its five-year relationship with GWSM. Liberty Sports Ad Sales President Mike Kincaid will oversee national ad sales for the company's nine regional sports networks, including Home Sports Entertainment, KBL, Prime Ticket, Prime Sports Northwest, PSN Intermountain West, PSN Midwest, PSN Rocky Mountain, PSN Upper Midwest and Sunshine. And posing a further threat to GWSM's business, Kincaid suggested that Liberty is

interested in adding other regional networks and acquiring team representation.

Among other new developments at Liberty Sports:

- The company beginning in early 1995 is changing the names of its owned and operated regional sports networks to Prime Sports to make it an easier sell to advertisers and to make the company's programing more recognizable to TV viewers as they move from market to market. All of the networks will be unified through a consistent logo, recognizable program blocks and a national sports news show called *Press Box*.

- Liberty's previously announced women's sports cable network is scheduled to have a "sheltered launch" in January 1995 as a block of programing on the company's regional sports networks. Liberty already has locked up 300 events for

the network in 1995, according to Liberty Sports President Ed Frazier. Frazier says the company in 1995 also will begin to more aggressively roll out its Hispanic cable sports network, La Cadena Deportiva.

- Internationally, Liberty has signed a deal with PanAmSat for four transponders that allow for the creation of new networks abroad. The company, which has an Asian signal up-and-running, plans to deploy its Latin American signal on Jan. 1, 1995, and later in the year will send its signal to Australia and Europe. The company already distributes golf, tennis, soccer, boxing and other international sporting events worldwide.

- Liberty's 24-hour radio network, Prime Sports Radio, now is available in nine markets (Houston is the largest). The company is in talks with 15 other affiliates to launch the radio network by the end of the year. ■

Offer your subscribers  
a free preview show of The History Channel  
Oct. 1-Dec. 31 Satcom C-3, #12.



# Proof History Still Has The Power To Surprise.

The History Channel Launches January 1, 1995.

**T**hrough riveting documentaries, mini-series and movies, The History Channel will constantly surprise your subscribers with fresh facts, rare footage and original points of view.

The lineup is so compelling, it will expand any system's programming with new appeal.

In fact, The Beta Research Corporation

November 1993 Subscriber Study\* ranked The History Channel first in new network appeal. That's going to drive your sales harder while offering important new opportunities in community relations.

The History Channel is a truly unique value. So contact your A&E/THC account manager. And discover how history surprises not only with facts, but with profits.

**ALL OF HISTORY. ALL IN ONE PLACE.**



**THE HISTORY CHANNEL**

Northeast Region:(212) 210-9190 • (New) Southeast Region:(404) 816-8880 • Central Region:(312) 819-1486 • Western Region:(310) 286-3000

\*1993 Beta Research Cable Subscriber Study. Ranking based on networks launching in '93 or '94.

© 1994 The History Channel, A&E Networks. All rights reserved.

# Ratings: Week 8, according to Nielsen, Nov. 7-13

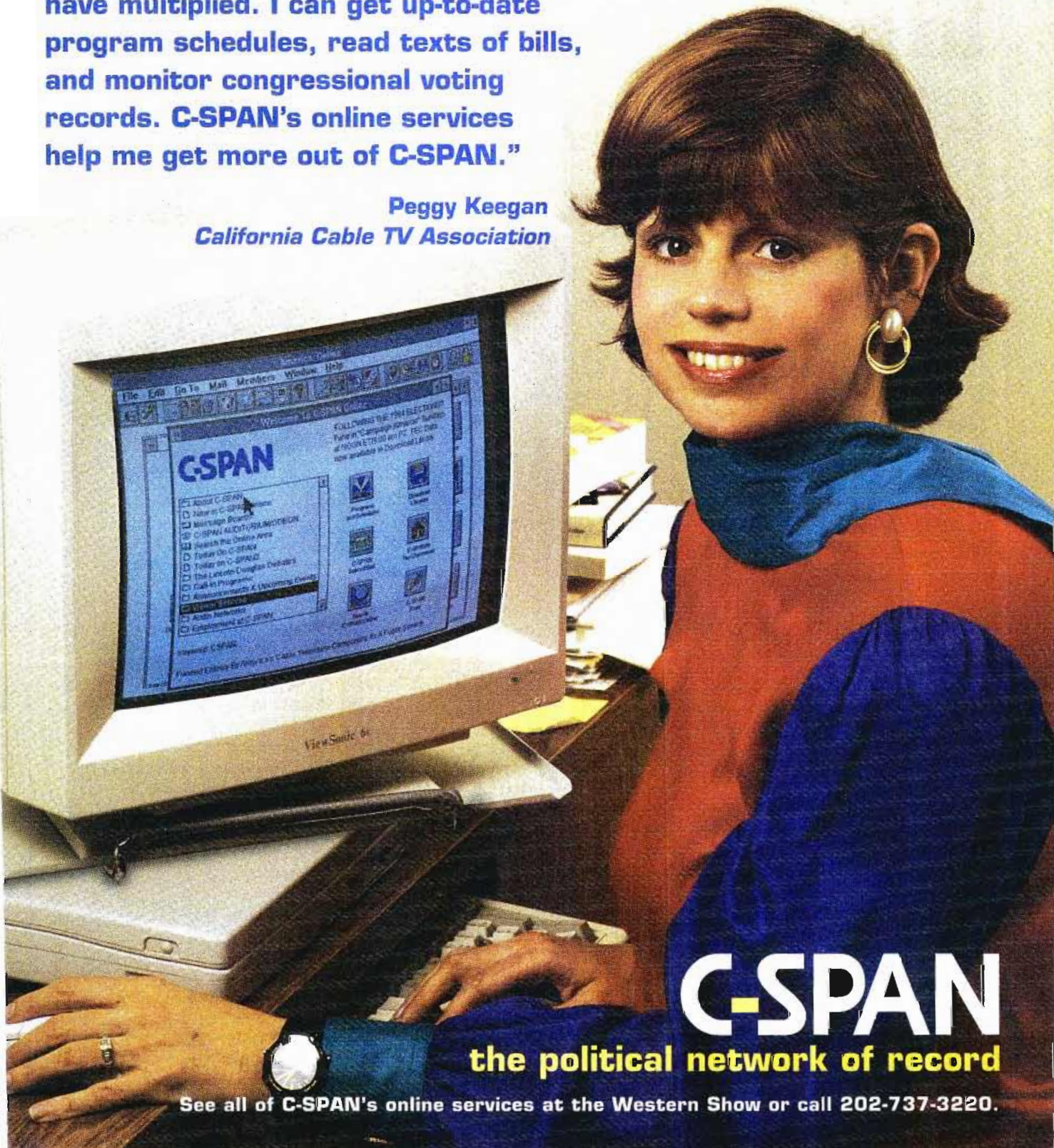
	<b>abc</b> <b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>16.6/26</b>	<b>13.5/20</b>	<b>11.7/18</b>	<b>7.6/11</b>
8:00	52. <b>Coach</b> 10.1/16	19. <b>The Nanny</b> 13.8/21	47. <b>Fresh Prince</b> 10.6/16	57. <b>Melrose Place</b> 9.5/14
8:30	64. <b>Coach</b> 8.7/13	21. <b>Dave's World</b> 13.6/20	43. <b>Blossom</b> 10.9/16	
9:00		15. <b>Murphy Brown</b> 14.7/21		88. <b>Party of Five</b> 8.9/13
9:30	4. <b>NFL Monday Night Football—N.Y. Giants vs. Dallas Cowboys</b> 18.8/30	24. <b>Love &amp; War</b> 12.7/19	30. <b>NBC Monday Night Movies—A Burning Passion</b> 12.2/19	
10:00		22. <b>Northern Exposure</b> 13.2/21		
10:30				
<b>TUESDAY</b>	<b>12.7/19</b>	<b>7.8/12</b>	<b>9.6/14</b>	<b>9.7/14</b>
8:00	52. <b>Full House</b> 10.1/15	62. <b>Rescue 911</b> 9.0/13	32. <b>Wings</b> 11.9/18	54. <b>Fox Tuesday Night Movie—My Cousin Vinny</b> 9.7/14
8:30	18. <b>Home Improvmt</b> 14.0/20		40. <b>Wings</b> 11.1/16	
9:00	6. <b>Home Improvmt</b> 18.3/26	<b>Local Election Coverage</b>	20. <b>Frasier</b> 13.7/19	
9:30	10. <b>Grace Under Fire</b> 16.8/24	74. <b>Campaign '94</b> 7.9/12	56. <b>J Larroquette</b> 9.6/14	
10:00	69. <b>'94 Vote</b> 8.3/13	87. <b>Campaign '94</b> 5.8/9	88. <b>Dateline NBC</b> 5.6/9	
10:30		85. <b>Campaign '94</b> 6.4/11		
<b>WEDNESDAY</b>	<b>15.8/25</b>	<b>10.1/16</b>	<b>11.8/18</b>	<b>9.9/14</b>
8:00	11. <b>World's Funniest Commercials</b> 15.8/24	44. <b>Ice Wars: USA vs. the World</b> 10.8/16	35. <b>Movie of the Week—Perry Mason: The Case of the Grimacing Governor</b> 11.4/17	23. <b>Beverly Hills 90210</b> 12.8/19
8:30	7. <b>Roseanne</b> 18.0/27			82. <b>Models Inc.</b> 6.9/10
9:00	12. <b>Ellen</b> 15.5/23			
9:30	15. <b>Barbara Walters Special</b> 14.7/25	65. <b>48 Hours</b> 8.6/15	26. <b>Law and Order</b> 12.6/21	
10:00				
10:30				
<b>THURSDAY</b>	<b>9.0/14</b>	<b>10.3/16</b>	<b>17.7/28</b>	<b>7.8/12</b>
8:00	82. <b>My So-Called Life</b> 6.9/11	46. <b>Due South</b> 10.7/17	13. <b>Mad About You</b> 15.4/25	71. <b>Martin</b> 8.2/13
8:30			17. <b>Friends</b> 14.2/22	69. <b>Living Single</b> 8.3/13
9:00	60. <b>Matlock</b> 9.2/14	33. <b>Chicago Hope</b> 11.8/18	3. <b>Seinfeld</b> 19.1/29	79. <b>New York Undercover</b> 7.4/11
9:30			7. <b>Frasier</b> 18.0/27	
10:00	41. <b>Primetime Live</b> 11.0/18	68. <b>Eye to Eye with Connie Chung</b> 8.5/14	2. <b>E.R.</b> 19.7/32	
10:30				
<b>FRIDAY</b>	<b>12.2/21</b>	<b>10.0/18</b>	<b>8.3/14</b>	<b>7.3/13</b>
8:00	24. <b>Family Matters</b> 12.7/22	48. <b>Diagnosis Murder</b> 10.5/18	62. <b>Unsolved Mysteries</b> 9.0/15	89. <b>M.A.N.T.I.S.</b> 5.0/9
8:30	27. <b>Boy Meets Wld</b> 12.5/21			57. <b>X-Files</b> 9.5/16
9:00	28. <b>Step By Step</b> 12.4/21	65. <b>Under Suspicion</b> 8.6/15		
9:30	37. <b>Hangin w/Mr. C</b> 11.2/19			
10:00	29. <b>20/20</b> 12.3/23	44. <b>Picket Fences</b> 10.8/20	82. <b>Homicide: Life on the Street</b> 6.9/13	
10:30				
<b>SATURDAY</b>	<b>9.6/17</b>	<b>11.8/21</b>	<b>7.8/14</b>	<b>7.8/14</b>
8:00	59. <b>ABC Saturday Family Movie—The Shaggy Dog</b> 9.3/16	37. <b>Dr. Quinn Medicine Woman</b> 11.2/20	59. <b>Sweet Justice</b> 7.4/13	81. <b>Cops</b> 7.3/13
8:30				72. <b>Cops</b> 8.0/14
9:00		31. <b>Ice Wars 2: USA vs. the World</b> 12.1/21		74. <b>America's Most Wanted</b> 7.9/14
9:30				
10:00	51. <b>The Commish</b> 10.2/18		65. <b>Sisters</b> 8.6/15	
10:30				
<b>SUNDAY</b>	<b>12.6/19</b>	<b>19.8/30</b>	<b>8.8/13</b>	<b>9.8/15</b>
7:00	50. <b>Am Fun Hm Vid</b> 10.4/16	4. <b>60 Minutes</b> 18.8/29	48. <b>Earth 2</b> 10.5/16	72. <b>The X-Files</b> 8.0/12
7:30	61. <b>On Our Own</b> 9.1/14			37. <b>Simpsons</b> 11.2/16
8:00	36. <b>Lois &amp; Clark</b> 11.3/17	9. <b>Murder, She Wrote</b> 17.6/26	54. <b>seaQuest DSV</b> 9.7/14	34. <b>Simpsons</b> 11.6/17
8:30				41. <b>Married w/Chldr</b> 11.0/16
9:00				77. <b>George Carlin</b> 7.5/11
9:30	14. <b>ABC Sunday Night Movie—Lethal Weapon 3</b> 14.9/23	1. <b>CBS Sunday Movie—Scarlett, Pt. 1</b> 21.4/32	77. <b>NBC Sunday Night Movie—JFK, Pt. 1</b> 7.5/11	
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>12.6/20</b>	<b>12.4/20</b>	<b>10.7/17</b>	<b>8.7/13</b>
<b>SSN. TO DATE</b>	<b>12.2/20</b>	<b>11.8/19</b>	<b>11.6/19</b>	<b>7.8/13</b>

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES

# C-SPAN ONLINE: a good service just got better.

"For years, I've used C-SPAN as my window on Washington. Now that the network offers online services, my information resources have multiplied. I can get up-to-date program schedules, read texts of bills, and monitor congressional voting records. C-SPAN's online services help me get more out of C-SPAN."

Peggy Keegan  
California Cable TV Association



# C-SPAN

the political network of record

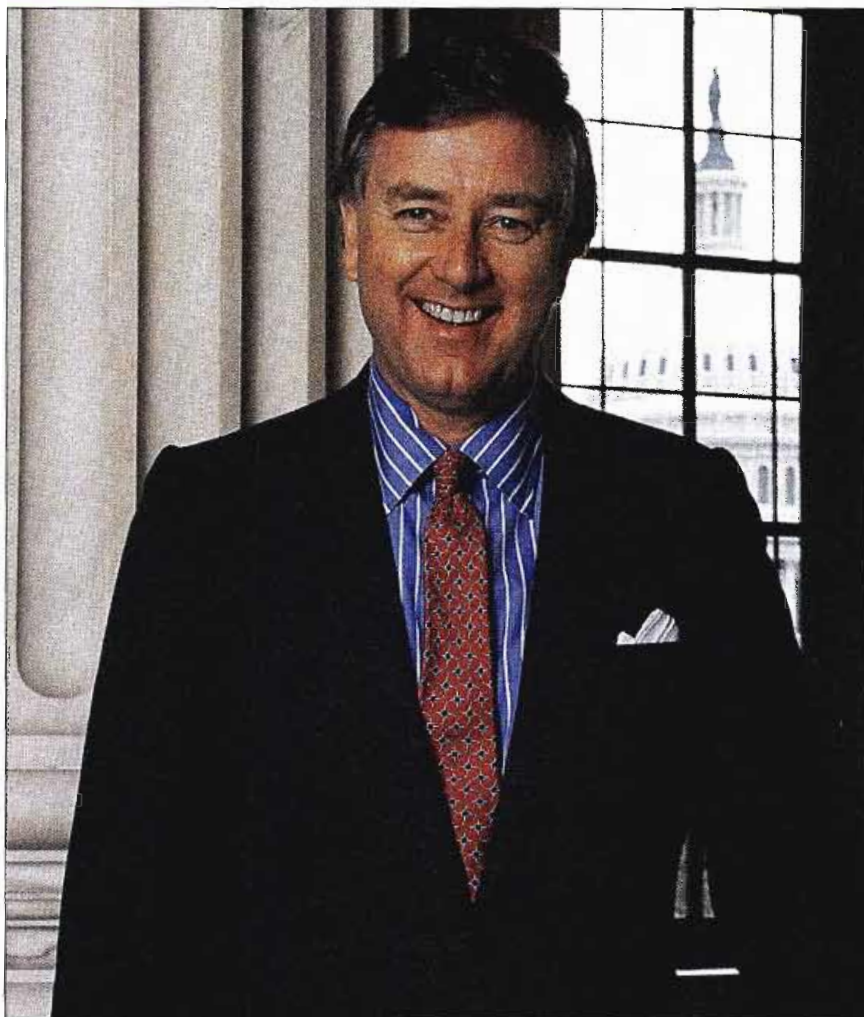
See all of C-SPAN's online services at the Western Show or call 202-737-3220.

# Pressler: The new force in telcom policy

*South Dakota Republican Larry Pressler has been a member of the Senate Commerce Committee for 15 years, but never a force. That changed Nov. 8 when the American public handed the Republicans majorities in both houses of Congress and, in so doing, elevated Pressler to the chairmanship of the key committee.*

*His first order of business: telecommunications reform legislation aimed at opening the cable TV and telephone businesses to competition and bringing about the so-called information superhighway. Determined to win passage of a bill next year, Pressler already is scrambling to build consensus within Congress and among the affected industries. His outreach extends even to the Clinton administration.*

*In the following interview with BROADCASTING & CABLE's Kim McAvoy and Harry Jessell, Pressler reveals his legislative strategy, hints at regulatory relief for cable, and emerges as an opponent of government regulation of broadcast content and a proponent of auctioning spectrum, possibly even broadcast.*



## **What are the prospects for telecommunications reform legislation next year?**

I believe we have a great opportunity to pass a telecommunications bill in 1995. And if we don't, it could slip away in '96 because it's a political year.

We're now ready to pass telecommunications legislation. We've had the buildup with all the hearings and lobbying this year. I intend to hold full committee hearings in late January or February for the benefit of the new members of the Senate. It's something that can be passed very early in the next Congress.

I met with Senator Dole yesterday, and he's committed to this. [Outgoing Commerce Committee Chairman Ernest] Hollings has said he's very willing to help out on a bipartisan basis. I've been talking to other Republican senators and some

Democrats—it's just a matter of finding people. And I'm going to be meeting with Vice President Gore soon.

[Incoming House Telecommunications Subcommittee Chairman Jack] Fields and I talked here last week, and he already has taken a real initiative in the House. He's said publicly that he'll have legislation out by Easter, which would be a real accomplishment.

## **Can you really pull all this together 'early in the next Congress'?**

We will see what we can get agreement on. It'll be tough going, but everybody can be a winner on this one, so I'm hopeful we will get things moving.

This will give Republicans a chance to show that as a majority in Congress we can pass substantive legislation. It also will give the Democrats a chance to show that they are willing to work on a bipartisan basis with us, and they certainly will be key because in the Senate you can't pass anything with-

**COVER STORY**

# SPICE AND SPICE 2

## THE NETWORKS AFFILIATES LOVE TO TALK ABOUT...

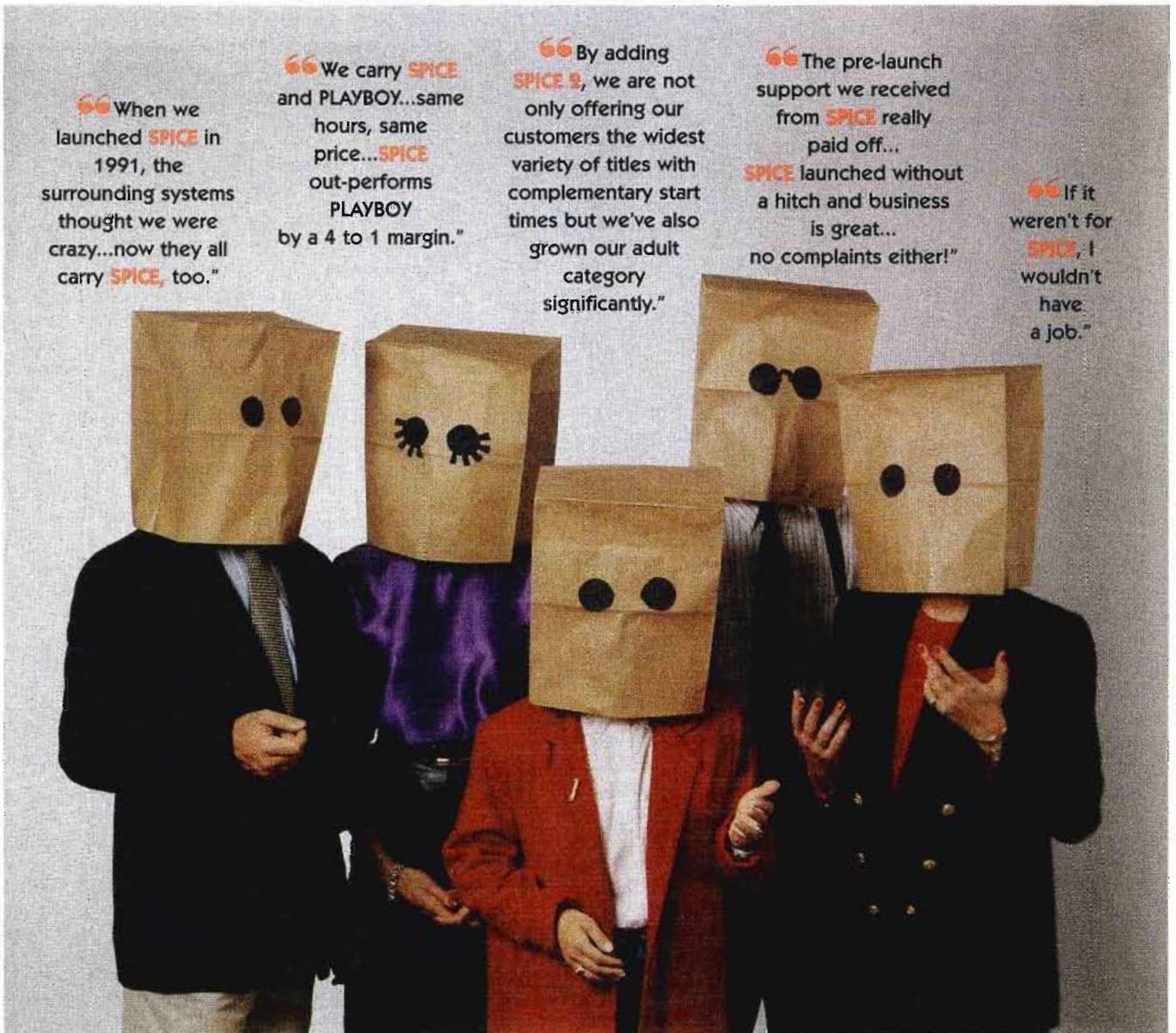
“When we launched **SPICE** in 1991, the surrounding systems thought we were crazy...now they all carry **SPICE**, too.”

“We carry **SPICE** and **PLAYBOY**...same hours, same price...**SPICE** out-performs **PLAYBOY** by a 4 to 1 margin.”

“By adding **SPICE 2**, we are not only offering our customers the widest variety of titles with complementary start times but we've also grown our adult category significantly.”

“The pre-launch support we received from **SPICE** really paid off...**SPICE** launched without a hitch and business is great...no complaints either!”

“If it weren't for **SPICE**, I wouldn't have a job.”



## UNDER THE RIGHT CONDITIONS



Eastern Region  
212-941-1434

Central Region  
708-717-4226

Western Region  
310-314-2422



out the Democrats' cooperation.

We need a major telecommunications bill to give the country some guidelines. There's going to be an immense amount of investing and an explosion in the telecommunications area—equipment and services and so forth—if we lay down the guidelines.

**What's your starting point for '95? Are you going to just pick up where we left off with Hollings's S. 1822?**

Not necessarily, but it'll be one of the potential starting points. We also have the Dole bill, the Breaux-Packwood and the House bill, and we'll take a look at the [1992] cable bill. There might be parts of that that we would want to revisit.

Our goal here is complete free enterprise, complete competition. However, we have an industry where people have to use somebody else's wire to get someplace. So some level of regulation still is going to be needed.

**Where would you say telecommunications legislation ranks on the Republican leadership's list?**

It depends on how persuasive I was in my speech to the other Republican senators. I think that people are just beginning to wake up to the fact that telecommunications might be a bill that we could pass early next year. I've found that lights go on over here when we say, "This is something we can do—we almost did it last year—if we change the bill some or we make some adjustments."

**Is the idea to draft a bill that Hollings and other Democrats could put their name on?**

I don't know if everybody could put their name on it. We're going to start off with a meeting with Dole and the Republican senators and go from there.

**But will the Democrats be involved in the drafting process?**

I told Hollings we may change his bill a little bit. He said, "Oh, let's see what you get and see what we can do." So he seemed very positive.

**You mentioned the 1992 Cable Act, for which you voted. Are you now advocating relaxation or repeal of its cable regulations?**

I wouldn't say "repeal." I would say we could "revisit" parts of it. Small cable companies are very uncomfortable with portions of it, but the program and distribution thing has worked fairly well. We could revisit those areas.

**We recall you were a big proponent of the program-access provision, which has helped wireless cable and DBS get programming. But what about the rate regulation parts of it? Do you have any concerns that they may be too tough?**



**Senator Larry Pressler**

Republican-South Dakota

**Born:** March 29, 1942, Humboldt, S.D.

**Education:** BA, Univ. of South Dakota, 1964; Rhodes scholar, 1966; MA and JD, Harvard

**Background:** Lieutenant, U.S. Army, 1966-68 (Vietnam); elected U.S. House of Representatives, 1974; elected U.S. Senate, 1978

**Senate committees:** Commerce, Foreign Relations, Judiciary, Small Business

**Personal:** Married (Harriet Dent); one daughter (Laura). Roman Catholic.

I have some concerns. But I'm not going to get into too many specifics now. Maybe it won't cover all that; maybe it will.

**You talked about bringing the administration on board. Are other Republicans going to want to support legislation so closely identified with the administration?**

This bill is going to be passed by a Republican Congress. The last time around, the President and the Vice President, for some mysterious reason, didn't provide any leadership or participation in the passage of the telecommunications bill.

**Wasn't that because that's the way Chairman Hollings wanted it to be?**

Maybe so. But in any event you have Vice President Gore, who has raised expectations, I think a little unrealistically, about this information superhighway—whatever exactly it is—and suddenly he vanished from the scene when the first piece of legislation that would have affected it arrived. So I'm going to ask Vice President Gore to be involved. Who gets the credit doesn't matter. I'll tell Gore, "Go ahead and take all the credit you want." The Republicans in Congress can take credit, the Democrats in Congress can take credit, but it'll be the people who will benefit if we get it done. And I think it's a winner on all sides.

**How are you going to build a consensus among the affected industries? It was the lack of consensus there that helped sink the bill this year.**

I'm certainly going to be talking to CEOs. I'm going to be talking to the Eddie Frittses of the world. [Fritts is president of the National Association of Broadcasters.] We're going to be talking to all the industries and even to the Consumer Federation [of America].

In the first go-around in this game we played last year, each of the various players had veto power and they exercised that at different times, and the thing kind of ground along and finally died. But deep in their hearts all the industries want some new ground rules to pass. They will make adjustments and realize that they're going to have to have more competition on their block, but they're going to be better off at the end of it.

**Let's move on. Broadcasters want relief on ownership restrictions. Where do you stand on that?**

I'm not going to get into details on that, because we're having these meetings and I want to see how far people think we should go with this particular bill. That's something for consideration another time.

**How would you grade the FCC for the job it's done over the**



There's only one other place to get  
this much positive reinforcement 24 hours a day.



With all the media attention on sex, crime and violence, it seems like all you hear is the negative. But we believe positive messages make a difference in people's lives. That's why we created Z Music Television, the world's only 24-hour contemporary Christian music video network. Z offers entertaining videos with positive values representing all styles of contemporary Christian music ranging from adult contemporary, to rock, pop and country.

Millions are already feeling the strength of Z Music. Reinforce your cable line-up. Call our Affiliate Relations office at (214) 631-1155. And prepare yourself for positive results.





Pressler's team: *Katey King and Donald McClellan*

## Behind the scenes

If Senator Pressler's ambitions for telecommunication reform legislation are realized next year, much of the credit will be due Katherine King and Donald McClellan. They are to be Pressler's top telecommunications

staffers on the Commerce Committee he will chair. Both are lawyers well-versed in communications issues.

King, a graduate of the University of Minnesota and Harvard Law (1988), joined Pressler's personal staff after four years practicing communications law at Wiley, Rein & Fielding, Washington, which represents many prominent broadcast and cable companies under the direction of former FCC chairman Richard Wiley. Prior to law school, King was legislative librarian at Arent, Fox, Kintner, Plotkin & Kahn.

An Ohio native, McClellan earned an undergraduate degree from Kent State. Upon receiving a law degree from Catholic University of America in 1986, he went to work at the FCC helping to craft policy for then FCC Chairman Dennis Patrick. In 1989 he joined the staff of Senator Conrad Burns (R-Mont.), a member of the Commerce Committee active in telecommunications. Last year McClellan left Burns to become the Washington representative for Intel. But just before the midterm elections, he returned to Capitol Hill and, thanks to those elections, to the center of telecommunications action.

### past year, especially regarding cable rate regulation?

I had lunch recently with [FCC Chairman] Reed Hundt, and I consider him a friend. [Commissioner James] Quello has been a tennis buddy of mine for years. Hundt told me about the struggle with their size of staff and the number of things they have to do. The Hollings bill required the FCC to conduct about 50 new proceedings. If we could reduce that substantially, they wouldn't have so much pressure on them over there.

I certainly look forward to working with [Hundt]. We have opposite political philosophies, apparently, but I think this telecommunications bill is something that people of different philosophies could come together on.

### So you would like to lessen the regulatory responsibilities of the FCC in the new legislation?

I certainly would. But I don't want to get out ahead of my Republican colleagues.

### Can you give us some idea of how you feel about broadcast content issues: TV violence, indecency, fairness doctrine and children's TV? Let's start with violence. Do you support the periodic efforts to regulate it?

If we start having a government standard, then some things that really happen in society can't be depicted, such as family violence. A young victim of such violence could learn from a movie or a TV show that he should report it to a teacher or a minister. So that's an example of where showing life as it is is sometimes necessary. And I have a lot of trouble with government regulation in this area.

But I believe in as many voluntary restraints as the industry can do. Of course, some of these movies are just—I don't know what the word for it is, but there's a certain kind of gratuitous violence, or violence for violence's sake, and we certainly don't want that. I am uncomfortable seeing some of these things.

### Can broadcasters bury the fairness doctrine? Or not worry about it on your watch?

The reason that the Rush Limbaughs have done so well is that there is a thirst out there for the truth, and I think that he's done a great job. A lot of the efforts to reinstate the fairness doctrine are aimed at shutting down discussion. What's happening in radio talk shows is very healthy.

### That's one point on which you disagree with Reed Hundt.

Okay. But I think that what has happened in this country is that the liberals for a long time have filtered the news, and now that it's been deregulated, the people are finding out what's going on about some of these bills, like the gift and lobbying ban bill. I'm against gifts, and I don't want to get any gifts around here, but that bill went over to the House and they fixed it up in such a way that it shot down a lot of grass-roots lobbying. I voted against it because I don't want to have the churches in South Dakota having to report the names of people who participated in a demonstration or a discussion, or grass-roots people having to do all sorts of paperwork.

On this business of discussion and expression, I think the 20% set-aside proposal that [Democratic Senator Daniel] Inouye had in this year's legislation would have allowed the public broadcasting types to set the agenda in the country and [would] not have allowed others to have a fair chance.

### I take it you're not a big fan of public broadcasting?

You could take one of the Public Broadcasting Service stars and send him out to Sioux Falls, charge \$10 a head and you'd probably get 10 people to come. If you sent Rush Limbaugh and charged \$10 you'd probably get 5,000. Let's face it: For too long, these guys in public broadcasting have told people their interpretation of the news and of what's going on in the country. They're startled when a Rush Limbaugh comes along and all of a sudden people are thirsty for the truth. And that's what I think is going on.

### How about indecency? This is an area where some broad-



# HOME IS WHERE HE WANTS TO BE.

*This holiday season, you can play a role in reuniting missing children with their families.*

*From 6 p.m. Christmas Eve until 6 p.m. Christmas Day, we'll air the "Bring Them Home America" special on Home Shopping Club.<sup>SM</sup> If you carry us, we hope you'll promote BTHA. If not, please consider running a tape of the program which HSC<sup>®</sup> will provide.*

*BTHA, a 1994 ACE Nominee, features photos and statistics of missing children, and has proven to be a valuable tool in locating them. BTHA is sponsored by Home Shopping Network<sup>SM</sup> and benefits the Missing Children Help Center. We're honored to bring this important HOME program to America. And to provide you with a promotional kit at no charge.*

*Please join us in the search for missing children. For more information, call Scott Will at (813) 572-8585, or fax requests to (813) 572-8854.*



**HOME**<sup>SM</sup> Is Where You  
Want To Be.

*Home Shopping Network, Inc.*

*"[W]e'll take a look at the [1992] cable bill. There might be parts of that that we would want to revisit. Our goal here is complete free enterprise, complete competition. However, we have an industry where people have to use somebody else's wire to get someplace. So some level of regulation is still going to be needed."*

**casters believe the Republicans tighten restrictions.**

I would like to see the industry voluntarily use restraints and judgments, but I'm very much afraid of government involvement or regulation here. If you start to think it through, it leads to some very cumbersome results. But I do hope there's voluntary restraint, voluntary activity.

**The FCC is considering requiring TV stations to air a minimum amount of children's TV programming. Do you approve?**

Again, I have a great deal of difficulty with government's regulating these types of things.

**Broadcasters also are concerned that the Republicans, in trying to balance the budget, are going to look to broadcasters to ante up some money for their spectrum.**

Well, I kind of doubt that we'll do that. If there's new spectrum created, who knows? Everything's on the table with the budgetary situation we have. But I rather doubt that'll happen.

**What about for new channels? TV stations are hoping they can get a second channel in their markets for high-definition TV and other new technologies.**

With new spectrum or new areas, we have to look at all the possibilities. I think the American public likes these auctions they've been reading about. It's going to be very hard to give away new spectrum without auctioning it, based on the precedents that we've seen.

**What's the Republican big picture? What's the Republican majority in Congress going to mean to American business?**

Well, after Election Day I wasn't so much elated as I was braced for a lot of hard work. We're going to have to produce. If we don't produce, we will lose control over the Congress. But we can produce; that's what we're in public life for, to get into a position of responsibility. It's actually politically easier to be in the minority than to be in the majority. If we have our way, it's going to be less government and less taxes—or at least less tax increases. ■

## IT'S A TRAGEDY BEYOND DESCRIPTION.

96,000 acres of irreplaceable rain forest are being burned every day. These once lush forests are being cleared for grazing and farming. But the tragedy is without the forest this delicate land quickly turns barren.



In the smoldering ashes are the remains of what had taken thousands of years to create. The life-sustaining nutrients of the plants and living matter have been destroyed and the



exposed soil quickly loses its fertility. Wind and rain reap further damage and in as few as five years a land that was teeming with life is turned into a wasteland.

The National Arbor Day Foundation, the world's largest tree-planting environmental organization, has launched Rain Forest Rescue. By joining the Foundation, you will help stop further burning. For the future of our planet, for hungry people everywhere, support Rain Forest Rescue. Call now.

*Rain Forest  
Rescue*



The National  
Arbor Day Foundation

**Call Rain Forest Rescue.  
1-800-255-5500**

# Telemedia

## Week

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Interactive

## GTE looks to be multimedia Main Street

GTE Main Street to expand alliances with TV programmers; independent telco aims to overcome rollout delays

By Mark Berniker

**G**TE Main Street is working with several television studios and producers to develop programming for new interactive services.

"We will be announcing relationships with several television programmers, with whom we will jointly be developing interactive programming," says Robert Regan, senior vice president of programming for GTE Main Street.

Regan says GTE is shifting focus away from technology

and toward production. As part of this strategy, GTE Main Street is setting up a studio near Hollywood (at the MGM Plaza in Santa Monica) that it is calling its "interactive television center."

Regan says he wants GTE Main Street to go beyond repackaging other people's content and to develop original interactive programming. "We're a national cable channel that can localize news, weather and community information down to the local level," Regan says.

On the local services front,



Regan says GTE Main Street and *Boston Magazine* are developing an "interactive TV restaurant guide." Subscribers of Main Street can

access pictures of menu selections and get background about the restaurants, as well as directions directly

**continued on page 48**

## Still searching for the killer ap

Analysts say attractive services need to be developed before multimedia can succeed

By Chris McConnell

**T**est now and invest later, telecommunications executives said in assessing the interactive TV market last week.

Discussing the market for information highway services at the Convergence '94 conference in Washington, analysts and managers offered a variety of predictions that were anything but convergent. While some pointed to research indicating strong potential for new services beyond traditional television, others maintained that ser-

vice providers must still keep up the search for lucrative applications before making large investments.

"The marketplace refuses to speak its mind clearly," said Hatfield Associates President Bob Mercer. Describing the national information infrastructure as "an embodiment of chaos and confusion," Mercer said consumers so far have only indicated a willingness to purchase services they already have been purchasing for years.

Mercer voiced hopes that the implementation of network upgrades will take long enough to allow the market to develop new services.

Also voicing caution was AT&T's Vincent Grosso, who pointed to his company's test of new services last year in Chicago. "You've got to do some real learning with some real trials," said Grosso, AT&T's vice president of multimedia services and

**continued on page 50**

Online Services

## Microsoft plans online service

Gates will link network with Windows 95

By Mark Berniker

**A**mid the fanfare of last week's Comdex show, Microsoft Chairman Bill Gates said his company next year will launch The Microsoft Network, its new online service, in tandem with Windows 95, the operating system's latest upgrade.

Microsoft will break with the traditional pricing structure for online services of a flat monthly fee and shift the responsibility for pricing to the information providers. The service providers will set their own pricing, either by flat monthly subscription fees, per-

**continued on page 48**

**Toshiba develops multimedia monitor**

Toshiba says next year it will launch a 20-inch multimedia TV monitor capable of displaying both computer-based and television images on the same screen. The monitor will have a 181-channel tuner for television viewing, and it also will be designed to display multimedia applications such as CD-ROMs and video games. The Toshiba Integrated Multimedia Monitor will retail for \$999.

**AT&T completes IN purchase, forms multimedia unit**

As part of its purchase of the ImagiNation Network, AT&T is forming a new consumer division devoted to interactive multimedia services. AT&T confirmed it will purchase the remaining 80% of ImagiNation that it does not already own from Sierra On-Line for roughly \$40 million. The new unit, Consumer Interactive Services, is expected to expand into the online services and multimedia software markets.

**Quincy goes to 7th Level**

Quincy Jones-David Salzman Entertainment (QDE) has entered into a joint venture with 7th Level Inc. QD7 will produce and publish interactive multimedia titles. QDE is a joint venture with Time Warner that produces television series, motion pictures, music, live events and interactive software, and owns magazine publishing and broadcast properties. QD7 will develop two titles the first year and will increase production in subsequent years under its own label.

**New set-top boss**

Zenith Electronics Corp. last week said William Luehrs is moving from Scientific-Atlanta to oversee the Zenith set-top box effort. Luehrs, a senior executive at S-A, becomes corporate vice president and senior vice president of Network Systems operations at Zenith. Along with the set-top-box effort, he will oversee Zenith's cable modem products, which connect personal computers to broadband networks.

Interactive

**IBM invests in ICTV's interactive system**

*Big Blue steps up presence in small interactive TV firm*

By Mark Berniker

IBM is stepping up its interest in interactive television by staking out an equity position in ICTV.

IBM declined to comment on the amount, but Cox Cable Communications already holds 28.6% in the privately held Silicon Valley company.

The IBM deal with ICTV goes beyond a financial interest into joint product development, hardware manufacturing and worldwide marketing. As part of IBM's growing interest in the interactive television market, the company will debut at the Western Cable Show next week 12 prototype applications for the market.

Officials from IBM and ICTV said they will deliver commercial products to cable and telephone networks interested in incrementally adding interactive television services starting in 1996.

IBM has been working with ICTV, Cox Cable Communications and New Centu-

ry Communications on a joint interactive television project in Omaha. The test is slated to start early next year and will gauge consumer demand for movies on demand, music videos on demand, video games on demand and interactive shopping services.

ICTV's patented technology places the intelligence in the headend of a telco or cable operator so that it can process two-way, interactive services. ICTV's system is able to switch almost instantaneously among existing linear broadcast and cable programming and a menu of new interactive services, such as video on demand, video games and home shopping.

"The ICTV system connects as an interactive overlay over the existing cable and broadcast channels," says Leo Hoarty, president of ICTV. He says that the network operator can add a "switched layer of programming" through this system.

Bob Steen, director of

multimedia networking for IBM, says the ICTV interactive television system will be independent of any particular set-top box or video server system.

In Omaha, IBM's RISC System/6000 computer will be used as the video server, which will operate with Zenith's PM2500 analog set-top, with an ICTV modem card installed inside serving as a return path module for two-way interactive services.

Steen says IBM and ICTV will be designing the system to open standards so that a cable or telephone company will be able to use a different video server or set-top box.

Hoarty claims ICTV's approach of having the intelligence residing in the headend will defer the costs associated with expensive new digital set-top boxes. He also says that operators will be able to deliver interactive services using existing analog set-top boxes.

However, Hoarty says, the cable plant will need to be upgraded before the ICTV system can be added to an existing operation. He says the minimum requirements for a cable operator to be able to use the ICTV interactive television system are at least 15,000 cable sub-

**Discovery launches aviation CD-ROM**

The Discovery Channel has announced a *Wings Over Europe* documentary based on its CD-ROM of the same title.

The CD-ROM will be available in January, and on Jan. 2, 1995, Discovery will air a 17-hour *Wings* marathon chronicling World War II aviation history.

Discovery also said it will release its *Ocean Planet* CD-ROM in April 1995 to coincide with the opening of the Smithsonian Institution/Times Mirror museum exhibit of the same name.

Starting in 1995, Discovery plans to launch at least 12 CD-ROM's per year which will be promoted in tandem with its various documentaries. Discovery also is considering setting up its own computer



server, where online subscribers would be able to tap into its libraries of multimedia content.

—MB



Communications will never be the same.



The partnership with Sprint, TCI, Cox and Comcast means the convergence of local, long distance and cable services will finally be a reality. How can you profit from this change? Find out more about telephony over cable at booth #2369.



*Sprint.*



Cox Cable  
Communications, Inc.

COMCAST®  
CORPORATION



TCI

**New voice/data plans**

More companies are looking to enter the market for satellite-delivered mobile voice and data. TRW and Teleglobe last week announced plans to invest in a \$2 billion medium-earth-orbit (MEO) satellite system delivering voice, paging and fax services to subscribers worldwide. The system planned by the companies calls for 12 satellites orbiting at altitudes of about 5,500 nautical miles. Also announcing preliminary investment plans were Bell Atlantic, Brazil's Telebras, and Constellation Communications Inc. The three companies said they signed a memorandum of understanding to create a joint venture for operating a 12-satellite low-earth-orbit satellite system. The planned ECCO system would cost less than \$500 million, the companies said.

**GI, Novell explore broadband networking**

General Instrument Corp. says it will work with Novell Inc. to explore broadband networking technologies for both personal computing and cable TV markets. Novell is aiming to leverage its networking experience in the business market to help it gain access to the home market in the future. GI is seeking to provide cable operators with a seamless end-to-end solution.

In other GI news, the company has found a new head for its communications division. The company has named Laurence Osterwise the division's president and "elected vice president" of General Instrument Corp. He replaces Hal Krisbergh, who left the company in September. Osterwise joins General Instrument from IBM, where he was general manager of production industries consulting and services.

**VDT for US West**

US West has filed an application with the FCC for VDT systems in four cities passing 550,000 homes. US West says it will cost \$550 million to build the systems in Albuquerque, N.M., Colorado Springs, Colo; Des Moines and Cedar Rapids, Iowa. US West has already filed for permission to build VDT systems in Omaha, Denver, Minneapolis/St. Paul, Portland, Ore., Boise, Idaho and Salt Lake City.

scribers with fiber to the serving area of close to 2,000 homes, and the plant to be boosted to 450 mhz or greater.

Hoarty says the main issue is "peak utilization," refer-

ring to the number of subscribers simultaneously accessing the interactive system. He says an operator would need to install a number of ICTV cards in the IBM video server based on the

amount of simultaneous usage in a given system.

Steen says IBM is working on "PC-like" digital set-top boxes, but says it will be at least 1997 before they hit the market. ■

**GTE**  
*continued from page 45*

through their television set.

Regan says there is a need for a "new breed of talent," a person combining a variety of skills to develop interactive television programming. He says GTE wants to create "interactive video personalities," who will be available to viewers in a real-time environment.

Regan envisions talk shows, game shows and original programming as part of the GTE Main Street service in the future.

One of the most compelling aspects of online services, he says, is the ability to talk over the networks, and GTE Main Street plans to bring both text and audio messaging capabilities to its menu of interactive televi-



GTE's Robert Regan

sion services next year.

Regan says it will be possible to access Main Street as an online service with a remote control over existing television. He says no name has been given to this new service, but that it will debut

next year and will be part of the overall GTE slate of services.

Currently, GTE Main Street bundles 80 different interactive services spanning shopping, education, games, sports, financial, news and community information. The system is commercially available over Continental Cablevision's cable system in Boston and Daniels Cablevision in Carlsbad, Calif., for a monthly flat fee of \$9.95.

Earlier this year, GTE said that it planned to add 10 million subscribers to its Main Street service in the top 20 television markets within the next six years. Regan says it is taking "a little longer than expected," but says the company will be disclosing some new markets it will be expanding into at the Western Cable show next week. ■

**MICROSOFT**  
*continued from page 45*

minute or per-hour usage or other metering schemes.

Unofficial sources said access to The Microsoft Network will cost \$5-\$8 per month, slightly less than the cost of existing online services.

Microsoft's entry into the online services has gained the attention of entrenched market leaders such as Prodigy, CompuServe and America Online, which have expressed concern about Microsoft's strategy of bundling together its operating system and online service.

But Gates said at the Comdex show in Las Vegas that a PC user will be able to choose any online service, and he expects the online market to evolve considerably during the next few years. Only 10% of personal computer owners (or around 4% of all households) now subscribe to online services, said Gates. "The key question is growth of the market. It's now a very poor business."

Microsoft hopes to attract new users through the packaged upgrade of its popular Windows operating system with a free subscription to its online service.

Industry analysts predict that at least 30 million copies of the Windows 95 upgrade will be sold. The current number of online subscribers is estimated at almost 5 million.

Microsoft did not announce any of The Microsoft Network's content providers. However, there has been speculation that Microsoft may attract Ziff-Davis, Dow Jones, Reuters and other major media companies to its service.

Microsoft also is promoting its online service as easy to use and an inexpensive way to gain access to the Internet and its global web of networks.

Microsoft will use a series of more than 200 Digital Equipment Corp. servers to run its online network and will work with AT&T and Sprint to handle the associated telecommunications traffic.

The online service will be offered in 35 countries and will be available in 20 languages. ■



*With PromoWatch, **you** can catch **every** promo the competition airs on **one** monitor—*



PromoWatch is the innovative system from CMR for tracking on-air network and spot TV promo schedules. We track the top 75 DMAs and send you a complete, accurate record of the on-air promo schedules for every station in your market. Evaluate the competition's performance and counter-promote for greater effectiveness—without taping, or even touching a TV set. PromoWatch will show you exactly what your competition is up to—station by station, promo by promo, including the length and frequency of each spot.

For more information, call 1-800-562-3282 and ask for CMR Broadcast Sales. In New York, (212)789-1400.

**We watch 20 hours of TV a day—so you don't have to. *PromoWatch.***



COMPETITIVE MEDIA REPORTING

Calendar

**Nov. 28-29**—New Revenue: The Next Generation, sponsored by Cable Television Administration and Marketing Society Inc., Anaheim Marriott, Anaheim, Calif. Contact: CTAM, 703-549-4200.

**Nov. 30-Dec. 2**—The Western Cable Show, sponsored by California Cable Television Association, Convention Center, Anaheim, Calif. Contact: 510-428-2225.

**Jan. 6-9, 1995**—1995 International Winter Consumer Electronics Show, sponsored by Electronic Industries Association, Las Vegas Convention Center. Contact: EIA, 202-457-8700.

**Jan. 23-25, 1995**—Content for the Interactive Age, sponsored by The Institute for International Research, Buena Vista Palace, Lake Buena Vista, Fla. Contact: 800-345-8016.

**Jan. 23-26, 1995**—ComNet '95, sponsored by IDG World Expo, Washington Convention Center, Renaissance Hotel and the Grand Hyatt Hotel, Washington. Contact: Robin Andreato, 800-225-4698.

**Feb. 7-9, 1995**—Intermedia: International Conference and Exposition on Multimedia and CD-ROM, sponsored by Reed Exhibition, Moscone Convention Center, San Francisco. Contact: Ellen Levenson, 203-352-8254.

Interactive

# London calling on interactive line

British Telecom, Oracle plan interactive TV rollout in London

By Mark Berniker

**B**ritish Telecom in conjunction with Oracle and other vendors will offer interactive television service to 2,500 homes in London by the middle of next year.

Oracle and BT have been conducting trials of the complete system since the spring, and the partners say they are prepared to go forward with a commercial rollout by next year in Colchester and Ipswich.

Oracle's successful implementation of its interactive television software is a vote of confidence for Bell Atlantic and BellSouth, both of which have decided to go with its system.

Oracle is aggressively competing with Microsoft and other software companies that are seeking to provide the software for interactive television. Via a remote control and set-top box, consumers will be able to access everything from a multimedia library of movies to a

variety of products to a range of banking services.

BT says its customers will be able to choose on-demand from 600 hours of TV, 400 hours of movies and 200 hours of music programming.

A group of British media companies will be providing the video content for the service, including BBC, Carlton, Granada, Pearson and Kingfisher. The music videos will be provided by BMG, EMI, Polygram, Warner and Sony. BT still is negotiating with several Hollywood studios for the movies-on-demand portion of the service.

All of the video content will reside on video servers made by Oracle spin-off nCube, which makes parallel processing computers. Sequent Computer Systems was chosen as the vendor for the central management component of the interactive television system, which handles the transaction processing and billing systems.

BT will use fiber optic lines connected to copper wire into the home using ADSL, or asymmetric digital subscriber loop technology. Westell International was chosen as the vendor for the ADSL transmission and network management systems.

Apple Computer's set-top box will be used by BT, but Oracle has existing relationships with 35 other set-top box manufacturers.

The prospects for a widespread rollout of such a system remain somewhat problematic. Under current law BT may not be allowed to transmit broadcast information over its telephone lines, at least beyond the current proposed limited test, until 2001.

Oracle also announced that its Media Objects authoring tool is being made available to those multimedia producers and software developers interested in developing interactive television applications. ■

**KILLER AP**  
continued from page 45

development. The company is planning to gather more research from trials in Castro Valley, Calif., and Manassas, Va., Grosso added.

Others, however, voiced enthusiasm for the market-readiness of interactive services. Discussing a study compiled this year by his company, Deloitte & Touche's Dwight Allen maintained the interactive TV market is not all hype. The study, "Speeding Toward the Interactive Multimedia Age," predicts switched broadband services will penetrate at least 40% of the U.S. residential and small-business markets between 1998 and 2000.

The study ranks movies on demand,

video games, student multimedia systems, participatory television and remote banking as the most popular mass market service offerings. It also reports that survey respondents predict information applications will be at least as important as entertainment.

"This supports the 'build it and they will come' philosophy," Allen said of the survey results.

Also touting new research was Chilton Research Vice President and Group Manager Dan Hagan. A new study from his firm reports six of 10 Americans are at least interested in interactive television services, with four of five apparently willing to spend an additional \$5 per month on interactivity.

The new research, compiled from more than 7,000 interviews, also pre-

dicts that half as many people would subscribe to interactive services at a monthly fee of \$20. As with other studies, the Chilton study reports a preference for educational programming, with 40% of the respondents ranking education as the most valuable feature of interactive TV.

But consumers lie, AT&T's Grosso said. Participants in AT&T's Chicago test both during and after the trial said they wanted to use the broadband technology to access information and education. They actually used it primarily for games and shopping, Grosso said.

However, Hagan maintained that the consistent high ranking of education and information on interactive TV surveys indicates a market. "I think there is something here," Hagan said. ■

THE NEW YORK CHAPTERS OF  
CTAM AND WOMEN IN CABLE  
Present

The Second

# BRANDS OF THE BRANDS

featuring

SHOWTIME

ONBC/America's Talking

HERO/COMET TV

Comedy Central

A & E

Master of Ceremonies:  
Comedy Central's Marc Maron

Wednesday  
December 7, 1994 at  
**TRAMPS**

15 W. 21St. NYC (Between 5th & 6th Ave.)

Doors open at 6:30 pm

ADMISSION: Members \$33 Non-Members \$45  
complementary hors d'oeuvres and 2 drink tickets  
SVP: Rebecca Kramer at (212) 818-9151  
Checks and AMEX accepted

EVENT UNDERWRITING PROVIDED BY  
MUCH MUSIC TV  
MTV NETWORKS, INC.  
THE NASHVILLE NETWORK &  
COUNTRY MUSIC TELEVISION

PROCEEDS TO BENEFIT THE FUND  
IN MEMORY OF SUSAN KEARNS  
AT THE T.J. MARTELL FOUNDATION

## The name of the game is sports

More stations are finding a market for listeners, advertisers with sports programming

By Donna Petrozzello

**T**alk about sports is talk radio's rising star, with some major markets supporting two sports talk stations and a growing number of ex-professional athletes hosting shows.

Station managers contend that it is not the name behind the mike, but the tone of the show and the air personalities that sells the format. Successful sports talk stations feature programs that offer not only scores, stats and game coverage, but also entertaining talk with its main focus on sports and a sports fan's lifestyle.

"Sports talk has to be done with an

edge—tongue in cheek—and it has to be entertaining," says Bob Agnew, operations manager and program director at San Francisco's sports talk KNBR(AM). "We're a strong personality station with sports as the emphasis."

KNBR featured a top 40 format with isolated coverage of local sports five years ago. Now, says Agnew, the station airs 14 hours of sports on weekdays, more on weekends, and 10 hours of non-sports talk, including a double segment of Rush Limbaugh.

"It's not necessarily the sports, it's the talk that goes along with it," says Howard Freedman, vice president of programming and operations at

XETRA(AM) Tijuana, Mexico, which covers the San Diego market. "Just like the fun of sports is not just in going to the game, but in the tailgate parties and the Buffalo wings. It's the lifestyle of sports fans on the air that really makes this format work."

Since most hard-core sports fans are men, the content of these sports talk shows has a decidedly male perspective and is geared at attracting a wide range of male listeners, not just sports fans. Sports talk goes hand in hand with talk about sex and politics, two other subjects known to attract a largely male audience, broadcasters say.

Sports talk WFAN(AM) New York, the

### Pete Rose takes a crack at radio

Although few professional baseball players have taken up talk radio upon retirement, the task came easy to legendary hitter Pete Rose, whose syndicated sports talk show is broadcast to nearly 100 affiliates nationwide.

"I don't know of too many athletes who've had more experience with the media than I [have]," Rose says. "I don't know of too many athletes who have had more microphones in front of them, so the microphone business is not something new to me."

Rose, who was suspended from baseball in 1989 after being convicted of tax evasion and gambling on sporting events, is no stranger to radio. As manager of the Cincinnati Reds in the mid-1980s, Rose did a pregame show for WLW(AM) there with Reds announcer Marty Brennehan. Rose also did five-minute, weekday morning sports updates for the station with former Cincinnati Bengal Bob Trumpy.

After serving time in prison, Rose retired to Boca Raton, Fla. In March 1992 he launched *The Pete Rose Show* over the Florida Radio Network from his Pete Rose Ballpark Cafe. Katz Radio Syndication, a division of Katz Media Corp., picked up Rose's show a year later and began to syndicate it nationally to 90 affiliates.

Last month the SportsFan Radio Network took over the show from Katz. With the switch, the affiliate list for Rose's show has changed, with some SportsFan affiliates picking up the show and some Katz affiliates dropping it. Rose expects his show to flourish with SportsFan because the



Pete Rose on radio: "I might as well try to be the Rush Limbaugh of sports talk."

network is dedicated exclusively to providing sports-oriented programming, unlike Katz, where Rose's show was the group's only syndicated program.

"Because of the programming they have at SportsFan, they'll be able to put me in a lot of nice markets. And that's what you're in it for, to grow," Rose says. "It's just as easy to talk to 200 stations as it is to one."

Rose hosts his show with partner Michelle Oakes. Each show centers on a controversial sports-

related topic, such as players' salaries or the lingering baseball strike, which the two debate and invite callers to discuss with them. "It's like going to the ballpark every night and talking to the fans," says Rose.

Rose steers away from conducting the show like a trivia game and does not focus on players' records or team statistics. On game days, however, Rose and Oakes provide score updates, pre- and post-game talk, and comment on coaches.

As he did while a player with the Reds and the Philadelphia Phillies, Rose has set high goals for his radio show. He wants to get the show into as many markets as possible and make a name for himself as a premier sports talk host.

"Not that I ever will be, but I might as well try to be the Rush Limbaugh of sports talk—he's everywhere," says Rose. "If it's there for you to accomplish, go ahead and try to accomplish it. You're only here once and if you do it right, once is enough."

—DP

second-highest-billing station in the country, features game coverage, several talk shows hosted by local talent and on weekday mornings, sardonic talker Don Imus. Randy Bongarten, senior vice president at "pure rock" WAXQ(FM) New York, worked with WFAN several years ago while the station developed its sports format. Bongarten says the station appeals to more than just sports—to a wide variety of so-called men's interests.

"To me, WFAN is really male-oriented talk entertainment," Bongarten says. "What you hear is sports, politics and sex—what men are interested in. The success of WFAN is its ability to appeal to the male culture on several different levels."

"The people who started this sports format felt that entertainment, game coverage and two-way sports talk with listeners seemed like an idea that had a future," says Mark Chernoff, WFAN's program director.

Most successful, locally produced shows on sports talk stations are hosted by energetic hosts who are knowledgeable about sports and willing to insult, tease and debate callers.

Fewer and fewer sports talk shows are what broadcasters term "dry" reviews of scores and news.

Sports broadcasters contend that they have changed the focus of their shows from information to entertainment to attract casual sports fans as well as the serious enthusiasts. As several station managers point out, there aren't enough devoted sports fans listening to sports on radio to keep the format alive, and programming has been revised to attract a broader listenership.

According to Robert Unmacht, editor of the *M Street Radio Directory*, the number of commercial sports talk stations "has gone from three stations to a little over 100" within the past five years. The growth of sports talk has coincided with the growth of news/talk stations.

A survey by *M Street* found that 308 commercial stations adopted a news/talk format (including general news, financial, sports and issues-oriented talk) in 1989, compared with 1,028 stations in 1994, a 234%



Syndicated sports talk show host "Papa Joe" Chevalier hosted a "great baseball burn-out" to protest the ongoing Major League Baseball strike. Chevalier, whose two-hour show is syndicated by Chicago's One-on-One Sports Radio Network, shredded the more than 500,000 cards he received from listeners after fire officials refused to give him a bonfire permit.

increase. *M Street* recognized 103 AM sports talk stations and three FM sports talk stations on the air in 1994.

Top billers in the sports talk format, based on tabulations reported in *Duncan's 1994 Radio Market Guide*, are WFAN at \$35 million, KNBR at \$18 million and WIP(AM) Philadelphia at \$7.4 million.

Since the audience for sports talk is largely men 25-54 or 18-34, the most sought-after demographic by advertisers, sports talk stations are able to sell inventory based on their audience profile rather than just ratings which can be relatively low for many sports talk stations in some dayparts.

"It's always easy to sell sports, even if a station doesn't have good ratings, because it draws large numbers of men and it's a simple, targeted buy," Unmacht says.

"Sports talk is targeted at a demographic and psychographic group coveted by advertisers," says Larry Wert, general manager of WMVP(AM) Chicago.

WMVP launched its brand of sports talk a year ago and is one of the few sports talk stations that has a direct competitor (WSCR[AM]) in its market.

WMVP differs from WSCR, Wert says, because it includes more entertainment talk and has programming 24 hours a day (WSCR is a daytimer, but hopes to be full-time in six months). According to Arbitron ratings, WSCR has slightly higher ratings than does WMVP among persons 25-54, from 6 a.m. to midnight, Monday-Sunday, in survey periods over the past year.

As with other niche formats, sports talk started in large cities such as Chicago and New York, then spread to smaller markets as various national syndicators made the product affordable and accessible via satellite. Unmacht says the bulk of new sports talk stations have signed on during the past 18 months.

Some key sports talk program syndicators include ESPN Radio Network, ABC Radio Networks, Sports Byline USA, One on One Sports, the SportsFan Radio Network, American Sports Radio Network, The Team network at sports WTEM(AM) Washington, NBA Radio, and Spirit Sports

and Event Marketing. Most syndicators feature talk shows and remote game coverage that appeal to smaller-market stations.

With the growing ranks of sports talk stations, more syndicators are producing and marketing syndicated talk shows. ESPN Radio put sports talk veteran "The Fabulous Sports Babe," aka Nanci Donnellan, on the air nationwide earlier this year, and she has more than 75 affiliates, including WMVP.

SportsFan last month took over distribution and production rights to *The Pete Rose Show*, hosted by baseball hit king Pete Rose and co-host Michelle Oakes (see box), and has plans to build the show's affiliate list. Newcomer GNG Communications will launch a short-form show, *Around the Bases with Tom Seaver*, at the end of January.

Most broadcasters predict there will be room for other ex-pro athletes on the air, but stress that their success will depend on their value as entertainers rather than their status as ex-jocks. ■

## GATT debate ensnares PCS

Three pioneer preference companies agree to pay \$1.5 billion

By Christopher Stern

**D**uring a Commerce Committee hearing last week, three PCS companies found themselves in the odd position of having to defend a provision of an international trade treaty requiring them to pay \$1.5 billion that they hadn't planned on spending just three months ago.

The topic of the hearing was GATT, a trade agreement that has nothing to do with personal communication services, but does include a provision requiring the so-called pioneer preference companies to pay for spectrum they once expected to receive for free.

The GATT provision would require the companies—Washington Post Co.-owned American Personal Communications, Omnipoint and Cox Communications—to pay 85% of the licenses' value. The companies said they will pay for the licenses to avoid bidding for them during the PCS broadband auctions to begin Dec. 5.

The three originally were awarded preferences because the FCC determined that innovations developed by the companies would speed PCS to market.

In October 1993 the FCC decided to award the free pioneer licenses at a time when it planned to grant the other 2,000 PCS licenses by lottery. After Congress ordered the FCC to auction PCS spectrum, the commission voted to keep its promise to award the pioneers their licenses at no cost.

But the FCC decided to charge the pioneers after other companies challenged the policy in court. The FCC also was under pressure from a budget-conscious Congress to charge the pioneers for the spectrum.

The pioneer policy became entwined with GATT during the Clinton administration's search to replace government revenue that will be lost by abiding with the treaty. Congress must offset losses in one area of the budget with revenue in another part. GATT is expected to cost the Treasury approximately \$30 billion in lost tariffs during the next 10 years, accord-

ing to a Commerce Committee estimate.

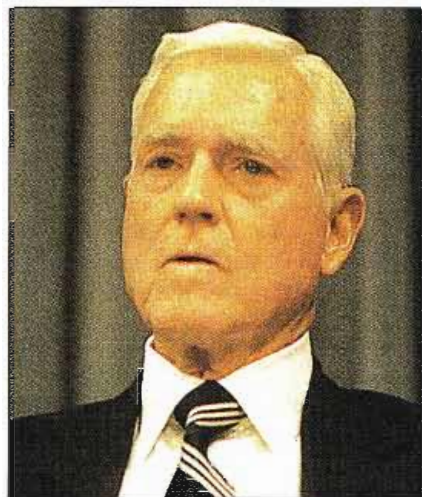
Commerce Committee Chairman Ernest Hollings (D-S.C.) held the hearing last Monday, with the hope of drumming up opposition to GATT, which he opposes. The pioneer preference provision has been criticized as a "backroom deal" that will cost taxpayers approximately \$1 billion. Hollings, along with Senator Larry Pressler (R-S.D.), said he wanted to get to the bottom of that "Washington insider" story.

It was one of Hollings's last hearings before handing the committee chairmanship over to Pressler. During the hearing, Hollings said he had no knowledge of how the pioneer preference provision came to be included in the GATT legislation.

But Jonathan Sallet, director of policy and planning for the Commerce Department, pointed to letters that department officials wrote to Hollings in which the issue was discussed. Sallet also said pioneer preference was raised during meetings with Commerce Committee staff members.

After Sallet's testimony, Pressler conceded that it is "partially our fault that we didn't know about this up here."

The GATT legislation also bars other companies from challenging the



Commerce's Hollings is anti-GATT.

policy in court. Sallet said that without the legislation, there was an "unacceptable" possibility the pioneers would overturn the policy in court, which could have resulted in their paying nothing for the licenses.

The administration wants Congress to vote on GATT before the Republicans take control in January. But leading Republicans want to delay a vote until the new year.

During a press conference last week, Senator Bob Packwood (R-Ore.) said future Senate Majority Leader Robert Dole wanted to review pioneer preference policy next year.

Packwood, who is expected to head the Senate Finance Committee, is a strong supporter of GATT. During last week's Commerce Committee hearing, Packwood expressed support for the pioneer preference provision. ■

### Cable calls for revised definition of 'small'

Cable industry groups told the FCC last week that it should liberalize its definition of small cable systems. It's an important issue to the industry because it determines which systems are eligible for special regulatory relief.

NCTA suggested "small cable companies" should be defined at a minimum as "those companies with \$40 million or less in annual revenues from regulated cable services."

The Cable Telecommunications Association urged the FCC to rely on subscriber counts rather than revenue figures for its definition of small systems. "The real issue is not how much money a company makes, but rather the ability of a system at the community level to withstand the commission's regulations on the one hand and competition on the other."

Under a mandate from Congress, the FCC must look for ways to ease the regulatory burden for small cable systems—those with 1,000 or fewer subscribers. A system is defined as "small" whether it is owned by an independent operator or the largest MSO in the nation.

—CS

**One of the TV industry's chief critics, Senator Paul Simon**

(D-Ill.), announced last week that he will retire in 1996 when his term expires. Simon has pressured the broadcast and cable TV networks for years to curb the amount of violent programming they air. He stopped short of trying to pass legislation and instead worked with the industry to achieve a voluntary solution. Eventually, the broadcast and cable networks agreed to monitor their programming for violence and to run parental advisories before and during programs with violent content. Despite Simon's tough stand on the issue, the TV industry considers him a valuable ally. In exchange for the industry's agreement to monitor its programming, Simon said he would oppose any efforts to pass TV violence legislation.



Sen. Paul Simon

# Washington Watch

**Dan Phythyon**, NAB's vice president, congressional liaison, has joined the FCC. Phythyon is now senior legal assistant to Gina Keeney, chief of the Wireless Telecommunications Bureau. Phythyon was responsible for Senate issues during his eight years with NAB. Before that he was communications counsel with the Senate Commerce Committee.

**Incoming House Speaker Newt Gingrich** (R-Ga.) says he will meet on a regular basis with radio talk show hosts. According to the *Washington Post*, starting in December Gingrich will meet once a month with about 20 radio talk show hosts. "We have alternative means of communicating other than the elite media, and we have to be prepared to use them," he said.

**The membership of the House Energy and Commerce Committee likely will undergo a dramatic change** next year as a result of this month's elections. Not only are the Republicans taking over, but a new lineup of members may join the committee. Eleven of the committee's 27 Democrats are not returning. The Democrats are expected to get fewer seats on the committee, since Republicans picked up an additional 52 House seats. The committee's current members also may choose other committee assignments, especially if the Republicans alter the jurisdiction of the Commerce Committee. Reports last week had the committee's jurisdiction over finance moving to the Banking Committee, and the Public Works Committee possibly gaining jurisdiction over trans-

portation issues. The size of the Commerce Committee's staff also is likely to shrink, at least on the Democratic side. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who become the ranking minority member, is expected to retain a handful of staffers.

**Lame-duck Senate Commerce Committee Chairman Ernest Hollings** was critical last week of the FCC's going-forward rules, which will allow cable rates to increase \$1.70 per month over the next three years. Hollings noted that the future chairman of the Commerce Committee also was "chagrined" by the FCC's action. The increases are tied to an operator's adding new channels. Hollings said: "We thought we caught that crowd, but you uncaught them." Hollings was speaking to Commissioner Andrew Barrett during a hearing on an unrelated matter. Barrett voted against the rules because he thought they didn't go far enough in loosening cable rates.

**Decker Anstrom**, president of the National Cable Television Association, took BellSouth Chairman John Clendenin to task last week. Anstrom challenged some remarks Clendenin had made in a speech to the National Association of Regulatory Commissioners. In a letter to the BellSouth chairman, Anstrom complained that Clendenin had "falsely charged that the cable industry has 'not shown a willingness to step up to universal service.'" In fact, Anstrom wrote, "throughout the recent legislative process, the cable industry has strongly supported universal service and committed to help maintain it in a competitive environment. I personally have delivered testimony to Congress expressing that commitment." He also said: "It troubles me that an RBOC chairman would fundamentally misrepresent such an important issue—and do so in the company of important state regulators."

Anstrom also challenged the BellSouth executive's assertion that his company does not have a monopoly on local phone service. "That would certainly come as a surprise to the millions of BellSouth customers who have no...choice for local phone service other than your company," wrote Anstrom.

**Congressman-elect Republican Sonny Bono** says he'd like to sit on the House Energy and Commerce Committee. The former singer and ex-hubby of Cher will represent California's 44th district. "I very badly want to be on the Energy and Commerce Committee for two reasons. Communications is the future of this country, and it's my industry. I have a lot of expertise in this area just being in it for 30 years. I feel like a natural for it," the 59-year-old ex-mayor of Palm Springs, Calif., told the *Washington Post* last week. Bono may also have his sights set on the Telecommunications Subcommittee.

Edited By Kim McAvoy

# Hundt stresses cooperation for competition to states

State regulators warned about regulating wireless telephony

By Christopher Stern

**F**CC Chairman Reed Hundt says he is concerned about requests from "a handful" of states to regulate the wireless telephone industry.

Hundt told state regulators last week that they must meet "a substantial burden of proof to assure us that they would not impose a greater degree of regulation than is needed to address the perceived problems."

He made the statements last Tuesday in a speech to the National Association of Regulatory Utility Commissioners in Reno. The speech has been widely anticipated as a policy statement on what the FCC can do to promote local telephony in the wake of Congress's failure to enact telecommunications reform legisla-

tion.

Although Hundt said he was concerned about state regulation of wireless services, the underlying theme of his speech was cooperation between state and federal regulators in order to promote competition in local telephony.

Hundt singled out California for its policy that allows cable operators to apply for the right to provide local telephone service if telcos are allowed to offer cable or video dialtone (VDT) services.

"If a carrier files an application to construct a video dialtone system in a state that allows local exchange competition and the application does not raise any novel statutory or regulatory issues, the FCC will act quickly on the application," Hundt said.



**The FCC "needs to make progress" on equal access and interconnection for wireless services to wireline.**

*Reed Hundt*

October 1994

**\$4,000,000**

**LINE OF CREDIT**

has been arranged for

**THE PARK LANE GROUP**

Menlo Park, California

with

**MICHIGAN NATIONAL BANK**

The undersigned represented the borrower in this transaction



**COMMUNICATIONS  
EQUITY  
ASSOCIATES**

375 Park Ave., Ste. 3808, New York, NY 10152 (212)319-1968  
101 E. Kennedy Blvd., Ste. 3300, Tampa, FL 33602 (813) 222-8844

This notice appears as a matter of record only. CEA and CEA, Inc. are members of the National Association of Securities Dealers, Inc. and its professional associates are registered with the NASD. Member SIPC.

Regional Bell operating companies have complained that the FCC has been slow to approve their VDT applications. Hundt's statement may have been offered as an incentive for local telephone competition to back competitive entry at the state level.

Hundt also said the FCC "needs to make progress" on equal access and interconnection for wireless services to wireline. He also noted that the FCC is seeking comments on the question of federal and state jurisdiction for broadband services.

The FCC chairman also used the speech to answer critics of the FCC who say recent rulings are overly complex. "Conclusory caterwauling against alleged complexity cannot simplify the problems that we must deal with," said Hundt.

"I agree...that a simple correct answer is better than a complex correct answer. But a simple wrong answer is unacceptable," he said.

Hundt went on to say that the cable industry, which has complained bitterly about the complexity of regulations covering its business, filed 33,000 pages of petitions on VDT—"a stack of paper 12 feet high." ■



## Broadcasting, cable bounce back from recession

Study finds industry profit margins back to 13.9%

By Steve McClellan

The communications industry has recovered almost fully the profit-margin declines it suffered during the recession of 1989-91, according to the annual Communications Industry Report from Veronis Suhler & Associates, New York.

Operating income margin for the industry dropped from 14.3% in 1989 to 11.9% in 1991. Last year, income margin was back up to 13.9%, just .4% off the 1989 mark, says the report, issued last week.

The report analyzed 392 publicly traded companies in 11 industry segments (broadcasting, cable, filmed entertainment, recorded music, newspapers, magazines, books, advertising agencies, business information services, interactive digital media and miscellaneous).

Revenue for all 11 segments totaled \$141.9 billion in 1993, up about 5%. Although that gain was not as high as the 7.3% increase recorded for

### Cable cash flow and margins, 1993

	Cable	Broadcast
	(in billions)	
Revenue	\$19.6 (+7.4%)	\$20.6 (+4.4)
Operating income	\$3.9 (+8.2%)	\$3.3 (+34.1%)
Cash flow	\$7.6 (+6.8%)	\$4.4 (+26.7%)
Operating profit margin	20.1% (14.7%)	16.2% (16%)

Numbers in parentheses reflect gains over 1992, except for profit margins, where parentheses represent margins for 1989.

Source: Veronis Suhler & Associates

1992 (boosted in part by Olympics and election year spending), VSA concluded that "revenue growth in 1993 reflects the underlying improvement in business conditions for the communications industry."

In short, the industry gains are largely the result of the improved economy, coupled with restructuring efforts (including layoffs and elimination of nonessential operations) during the recession that made many companies more efficient.

VSA reports that cable operators and networks claimed the two highest

Continued on page 59

## Changing Hands

This week's tabulation of station and system sales

**WNBF(AM)-WHWK(FM) Binghamton, N.Y.** □ Purchased by Wicks Broadcast Group (D. Rex Tackett, president) from American Radio Systems (Steve Dodge, chairman) for price estimated between \$4.7 million and \$4.9 million. **Buyer** owns WCVT(AM)-WZST-FM/WLMX-FM Chattanooga; and WTMA(AM)-WSUY(FM)/WTMZ(AM)-WSSX-FM Charleston, S.C. **Seller** owns 15 FMs and 8 AMs. WNBF has news/talk format on 1290 khz with 5 kw. WHWK has country format on 98.1 mhz with 10 kw and antenna 960 ft. *Broker: Americom Radio Brokers.*

**WNLC(AM)-WTYD-FM New London, Conn.** □ Purchased by Hall Communications Inc. (Robert Hall, chairman) from New London Broadcasting LP (Ross W. Elder, president) for \$3.5 million. **Buyer** owns WICH(AM)-WCTY-FM Norwich, Conn. **Seller** has no other broadcast interests. WNLC has CNN Headline News format on 1510 khz with 10 kw day, 5 kw night. WTYD-FM has soft AC format on 100.9 mhz with 3 kw and antenna 91 m. *Broker: Media Services Group Inc.*

Continued on page 75

# CLOSED!

KFMS-AM/FM, Las Vegas, Nevada, from Broadcast Associates, Inc., Steve Gold, President, to Regent Communications, Inc., Terry S. Jacobs, President and CEO.

Elliot B. Evers  
and  
George I. Otwell  
Brokers

GEORGE I. OTWELL  
513-769-4477

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

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

ELLIOT B. EVERS  
415-391-4877

RADIO and TELEVISION  
BROKERAGE • APPRAISALS



**MEDIA VENTURE  
PARTNERS**

WASHINGTON, DC  
ORLANDO • CINCINNATI  
SAN FRANCISCO

# Viacom selling cable systems to TCI for \$2 billion-plus

*Deal is on hold while FTC examines TCI's bid to acquire interest in QVC; if deal dies, systems may be auctioned*

By Steve McClellan

**V**iacom executives last week told securities analysts that they have a tentative agreement with Telecommunications Inc. for TCI to acquire Viacom's cable systems for more than \$2 billion.

However, at TCI's request, the parties have agreed to hold off announcing or executing the deal due to scrutiny from the Federal Trade Commission on TCI's effort to acquire, with Comcast, controlling interest in QVC. Also, TCI's continuing growth in the cable system business—in particular its acquisition of Telecable—has raised regulatory concerns, analysts say.

Viacom has agreed to shelve the transaction perhaps until the end of

the year, at which time it will put the cable systems up for auction if TCI isn't prepared to buy, analysts say they were told by Viacom officials.

Viacom executives also insisted last Monday that the \$1.1 billion Madison



Square Network sale to Cablevision and ITT was "on track" to close by the end of the year or early January.

Sources with knowledge of the contractual points say Cablevision and ITT are barred from backing out of the deal because of issues

going on in the sports world, including the hockey lockout or star players who sit out due to contract disputes. Instead, such events could force a lower price than the \$1.1 billion agreed upon.

Analysts also say Viacom Chairman Sumner Redstone insisted the company was not involved in current or recent negotiations, and as of last week was not considering entering negotiations to buy CBS or NBC. Both networks are widely believed to be for sale.

"At the prices being bandied about they said they just aren't interested," says one analyst who participated in last week's conference call. "They said they felt they'd be buying at the top of the market, and they don't want to do that."

Viacom issued its third-quarter earnings last week, which analysts described as impressive.

The company had third-quarter net earnings of \$327 million on revenue of \$2.1 billion. By comparison, in all of 1993, prior to the company's acquisition of Paramount, Viacom earned \$385 million on revenue of \$2 billion.

The nine-month numbers: net earnings of \$139.8 million on revenues of \$4.6 billion. The lower nine-month earnings figure reflects substantial write-downs and other costs associated with the Paramount merger.

The company says television programming earnings for the third quarter totaled \$18.7 million on revenue of \$181.5 million. Viacom says these results were due to lower syndication sales.

Revenue for the station group were up 15%, however, to \$24 million, with profits up 33%, to \$5.4 million. Cable system revenue was down 3%, to \$100.4 million, while earnings for the cable systems dropped 33%, to \$17.2 million.

A major bright spot was the company's cable network operations. Showtime Networks showed a 56% hike in profits to \$10.7 million, on a 17% revenue gain to \$155.6 million.

MTV Networks Inc. also had an impressive quarter, with a 15% gain in earnings from operations, to \$87 million, on a 17% revenue gain, to \$217 million. ■



## REX BROADCASTING CORPORATION

has acquired

# KCRZ-FM

Tucson, Arizona  
from

## TUCSON COMMUNITY BROADCASTING, INC.

# \$3,500,000

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



## Kalil & Co., Inc.

3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

# Fox, Renaissance trade markets

*Stations in Denver and Dallas go for a total \$170 million*

By Julie A. Zier

**F**ox and Renaissance Communications scratched each other's backs last week with TV trades in Dallas and Denver.

Fox sold its KDAF-TV Dallas to Renaissance for \$100 million and is buying Renaissance's KDVR-TV Denver for \$70 million.

After the Fox-New World alliance in May moved the network's affiliation from KDAF-TV to KDFW-TV, Fox put KDAF-TV on the block along with WATL-TV Atlanta, which also is being divested to allow for the New World agreement. Last week, the new Tribune-minority partnership agreed to

## Veronis Suhler report

Continued from page 57

operating income margins for 1993 at 20.5% and 19%, respectively. Cable operators retained the top spot despite having no margin growth for the year.

Time Warner posted the highest revenue in the industry with \$14.8 billion, VSA says. Sony was number two with \$7.2 billion, and Capital Cities/ABC was third with \$5.7 billion.

During the five years from 1989-93, the three fastest-growing companies came from what VSA termed the "interactive digital media segment." Liberty Media was the fastest growing of the three, largely due to its acquisition of Home Shopping Network. Sega was second and QVC was third.

For the next five years, VSA projects, advertiser spending will grow at an annual compound rate of 6.3%, compared with 2.4% for the previous five-year cycle.

For network advertising, VSA projects annual growth of 5.3%—from \$10.4 billion in 1993 to 13.5 billion in 1998. For local TV stations for the same time period, advertising growth should average 5.6%—from \$26.6 billion in 1993 to \$34.7 billion in 1998.

Cable advertising will continue to grow at double-digit rates, says VSA, rising to \$4.4 billion in 1998 from \$2.5 billion in 1993. Total spending on cable will grow an average 4.7%, from \$21.8 billion in 1993 to \$27.4 billion in 1998. ■

buy WATL-TV (see "Top of the Week").

Although KDAF-TV will lose its Fox affiliation in 1995, Renaissance Chairman/CEO Michael Finkelstein says the station will affiliate with the WB Network, hopefully by first quarter 1995. The network needs an outlet in that top 10 market before its Jan. 11 launch. But its lawsuit against Gaylord could keep the affiliation status up in the air for a while longer. Gaylord allegedly broke a contract with the network last September to ally with CBS in Dallas and Seattle.

KDVR-TV did a 3 rating/9 share in October, according to Nielsen. BIA's 1993 Investing in Television Market Report puts the station's revenue at \$14 million.

According to the October Nielsen



ratings, KDAF-TV had a 12 share (sign on-sign off). The BIA book puts the station's revenue at \$40 million, but industry observers say the loss of the Fox affiliation reduced the station's value.

Renaissance is upgrading from the 18th-ranked market to the 8th-ranked market, which gives it "the edge" in the deal, says TV broker Frank Boyle. "The downside is that they will probably inherit an untried network."

Renaissance owns six TV stations: one WB Network and five Fox affiliates. This swap to a higher-ranked market increases the company's U.S. household coverage from 6.3% to 7%.

If all of Fox's outstanding transactions are approved by the FCC, the network will own 11 stations covering just under 22% of the country. ■

October 1994

**\$4,000,000**

## AN EQUITY PLACEMENT

has been arranged for

**THE PARK LANE GROUP**

Menlo Park, California

with

**BANCBOSTON CAPITAL**

an investment arm of the Bank of Boston

as lead investor

The undersigned represented The Park Lane Group in this transaction



**COMMUNICATIONS  
EQUITY  
ASSOCIATES**

375 Park Ave., Ste. 3808, New York, NY 10152 (212) 319-1968  
101 E. Kennedy Blvd., Ste. 3300, Tampa, FL 33602 (813) 222-8844

This notice appears as a matter of record only. CEA and CFA, Inc. are members of the National Association of Securities Dealers, Inc. and its professional associates are registered with the NASD. Member SIPC.

## EAS not seen as raising equipment costs

*Manufacturers say new requirements shouldn't alter price estimates*

By Chris McConnell

**N**ew emergency alert decoding modules will cost broadcasters \$750-\$1,500, manufacturers predict.

Discussing the cost of complying with the FCC's Emergency Broadcasting System revision (BROADCASTING & CABLE, Nov. 14), manufacturers say they do not expect the

FCC action to cause price hikes to earlier equipment cost estimates. Although exact prices will hinge on requirements specified in the complete text of the new rules, equipment makers say their present designs can meet the commission's requirements.

"We don't see any surprises," says TFT Inc. President Joe Wu, whose

company has predicted that its new digital decoding box will cost \$750-\$1,000. The prediction still seems likely in light of the FCC's Nov. 10 announcement, says TFT Marketing Director Darryl Parker.

"It's easy to do what they want," Sage Alerting Systems President Gerald LeBow says of the FCC requirements for the new Emer-

## Cutting Edge

By Chris McConnell

### Advent Communications Ltd.

says it has won a contract worth more than \$1.57 million from Luxembourg's European News Exchange (ENEX) to supply all the fixed satellite earth stations for ENEX's digital TV satellite network. The planned network will support the exchange of news material among European broadcasters, including Luxembourg's CLT, Germany's RTL Plus and RTL 2, Holland's RTL 4, France's RTL TV and M6, Belgium's RTL TV1 and Greece's Antennas TV. Advent's contract calls for the supply, delivery, installation and commissioning of the digital uplink satellite earth stations.

**Acrodyne Industries** has become a public company. Acrodyne Holdings, formerly Decision Capital Corp., has purchased the transmitter maker in a transaction Acrodyne says will provide financing to support new technology development. The parent holding company is traded on the

Nasdaq Small Cap market under the ACROU symbol. As part of the restructuring, Marshall Smith has retired as president. Robert Mancuso, former president of Decision Capital, is the new president/CEO.

**The Boston-based DI Group** has supplied a series of IDs for The TV Food Network.

The identity package, which uses line drawings, color illustrations and photography, includes promo opens and closes and program genre icons as well as network IDs.

**PBS** last week announced a pact with Pioneer New Media Technologies to develop a video server system based on Pioneer's WORM digital videodisk system. Pioneer says its system is MPEG-2 based and can conform to the General Instrument

DigiCipher 2 standard. The system, Pioneer says, can store more than two hours of video at a data rate of 20 megabits per second. PBS plans to use the video server in its Smart School system, which will provide teachers with remote access to PBS programming and other educational material.

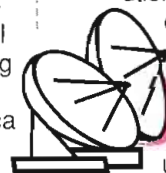
**Teleport London International** is building a satellite

uplink for reaching the Intelsat 702 satellite. Intelsat 702 covers Africa, the Middle East and Europe. Teleport London will offer video and data uplink services from the earth station, which will be completed early in 1995. Teleport London also reports that it has signed a long-term contract with Reuters for Intelsat 702 earth station services. Reuters will use the facility for sending TV and financial data to the Middle East and Africa from London.

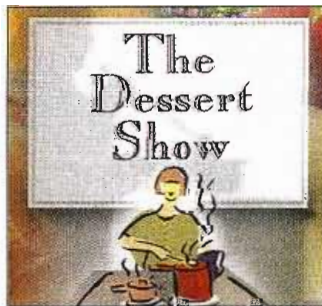
**Orion Atlantic** has signed a multimillion-dollar contract with Germany's RTL Television to provide European

and transatlantic compressed digital video transmission for the broadcaster. Under the contract, Orion will provide the digital transmission services between RTL's national and U.S. news bureaus and the network's production facilities in Cologne, Germany. Transmissions are scheduled to begin Feb. 1. The Orion satellite is scheduled for launch today (Nov. 21).

**Satellite operators and builders** are banding to capture the 28 ghz band for satellite operations. GE American Communications, Hughes Communications, Martin Marietta Astro Space, Teledesic and NASA have formed the Global Satellite Communications Coalition to advise the FCC on the best use of the band. The dispute in the spectrum band springs from potential interference problems between satellite and local multipoint distribution service (LMDS)



operations. Earlier this year, a negotiated rulemaking committee was unable to agree on a sharing solution. The newly formed coalition has proposed placing LMDS in the 40 ghz band.



**Manufacturer reaction  
to new FCC EAS  
requirements:**

"We don't see any surprises."

"It's easy to do what [the  
FCC] wants."

"It could be very cheap."

gency Alert System.

Those requirements call for a digital system architecture that allows broadcasters and others to send and receive alert information. The digital signal will allow broadcasters to implement a weekly test that is inaudible to viewers and listeners, although the new rules still will require a monthly, eight-second test tone. The FCC also says broadcasters must monitor at least two sources for alerts, and has granted them until July 1, 1996, to install the new equipment.

That equipment will include a box to decode the digital alert signal. Equipment makers cite the decoder box as the chief cost broadcasters will face in complying with the new rules.

"It could be very cheap," LeBow says of the compliance cost, adding that the system's total cost could go above \$2,000 if broadcasters monitor state and local alert sources in addition to national sources. LeBow still sees his company's digital decoder box carrying a \$1,500 price tag.

Facing higher implementation costs are cable system operators, who have until July 1, 1997, to install the EAS gear. Cable systems will be required to transmit an audio alert on all channels, with a corresponding video message appearing on at least one channel. Cable systems also will be required to provide video interrupts—such as a blinking screen—on all channels, says the FCC's Helena Mitchell.

"There definitely is equipment that will allow cable operators to place an EAS signal on all channels or a specified channel," says industry consultant Ken Lawson. The FCC has estimated the total cost of meeting the minimum cable requirements at \$10,000-\$15,000, a prediction Lawson calls a safe figure. He speculates

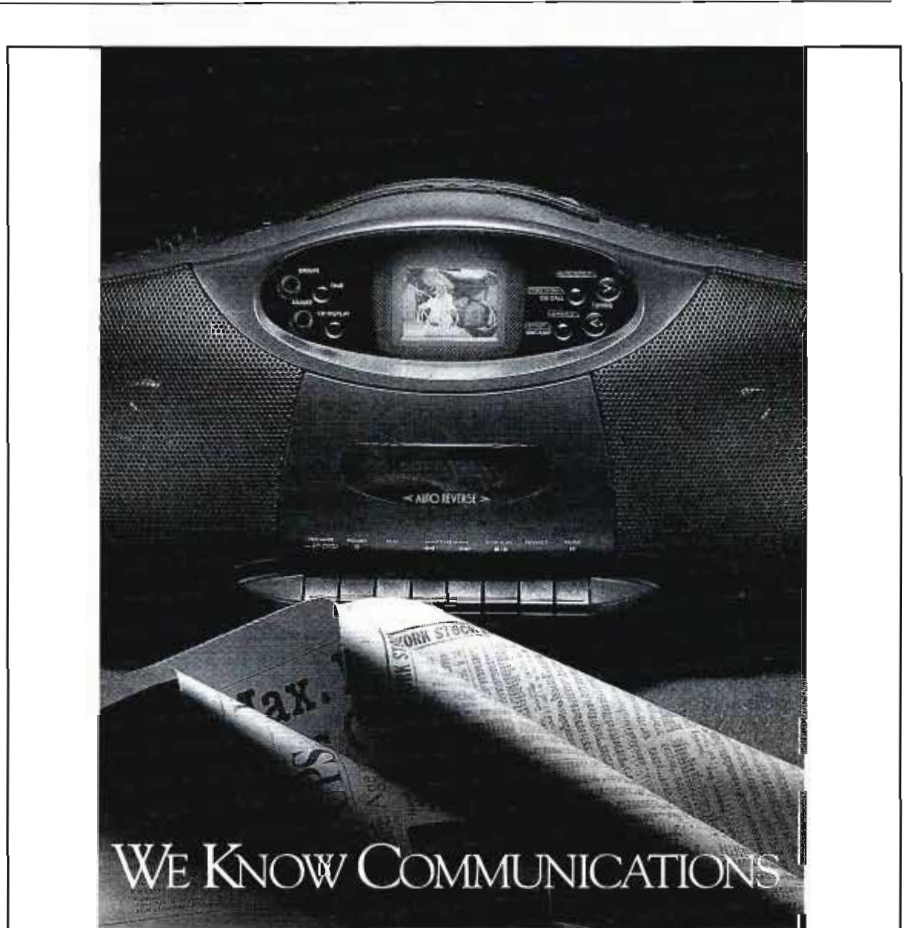
that large-market cable systems may opt to send a scrawling message across all channels rather than override the video to indicate an alert.

Providing such a text message on each channel, says Information Age Systems President Bruce Robertson, will cost about \$250 per channel using the Information Age M Squared equipment.

Robertson says that complying with the rules will require a digital decoder and another module to take

the information from the decoder and send an audio alert across all channels. Robertson, who describes his system as "directly in line" with the commission's ruling, says the Information Age Emergency Communications Systems (ECS-1) module will cost \$4,000.

The price tag does not include all of the audio switching costs, which could add another \$2,000 if the cable system does not already have the necessary audio switching gear. ■



GFC understands communications. Our Communications Finance group boasts 25 years of combined experience in the industry, resulting in superior knowledge and structuring expertise.

Specializing in **acquisition** and **recapitalization** financing for radio and television stations, cable tv systems and publishing concerns, our reputation for competitive rates and outstanding customer service is well known in the marketplace.

*GFC's Communications Finance group.  
We know our business — communications.*

Call us at 312-322-7227. Our staff of loan officers is centrally located in Chicago to serve your national financing needs.

**GFC**

Greyhound Financial Corporation  
a GFC Financial Corporation company

C H I C A G O

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Come Home to the Upper Midwest** and WCCO: There's no bad weather here -- only bad clothes! So if you miss Minnesota, are a radio programmer who understands people, loves strategy, are a good head coach and trainer, knows how to use research to set a game plan in motion, are on the cutting edge what News/Talk is all about in the 90's (and beyond), and have good winter clothes, we want to talk to you about programming legendary WCCO News/Talk 8-3-0. Send a resume, a few words about your thoughts on the format today, how you work with your staff, and a composite tape of your present station. Confidentiality guaranteed, so don't worry about leaks that you're looking. Great opportunity, great pay, great company: CBS! Send replies to Dept. R, WCCO News/Talk 8-3-0, 625 Second Avenue South, Minneapolis, MN 55402. Equal opportunity employer.

**Dame Media, Inc.**, an exciting and rapidly-growing broadcast company, has immediate opening for General Manager at Harrisburg, PA's only duopoly, WHP 580 AM, WRVW 97.3 FM (The River) and WKBO 1230 AM. Please send resume and references c/o John W. Dame, Chief Operating Officer, Dame Media, Inc., 600 Corporate Circle, Harrisburg, PA 17110. EOE. Minorities are specifically encouraged to apply.

**Experienced General Manager** for Southern small/medium market stations with large market Strategic Plan. If you have strong organizational and sales skills and are a proven team leader, this beautiful area wants you to call it home! EOE. Fax resume to: John Lund, The Lund Consultants to Broadcast Management, Inc., 1330 Millbrae Avenue, Millbrae, CA 94030, Telefax: 415-692-7799.

**Local Sales Manager.** Opportunity with growing Shamrock Communications Group. Manage Wilkes-Barre/Scranton's most intense sales team on the newest radio phenomenon to hit our market - Z Rock. Minimum three years radio sales experience. Salary, commissions, override, bonus, benefits and profit sharing available. Send resume and cover letter now! Jim Davey, GM, WTZR, 149 Penn Avenue, Scranton, PA 18503. EOE.

**News Director.** Small market adjacent to L.A. FM seeks energetic go getter who loves to cover local news and create features for station heavily involved in community. Grow with this expanding company. Reply to Box 00188 EOE.

**Public communications company** located in the Southeast seeks general council to join our management team. Corporate law experience a must, FCC law experience helpful. Please send resume in confidence to Box 00212 EOE. Include states in which you are qualified to practice.

**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 staff coverage area. This is a great opportunity for an experienced Sales Manager that wants to be part of a great team. Former Sales Manager promoted to General Manager. Send resume to Cindy Weiland, General Manager, WNAX Radio, 1609 East Highway 50, Yankton, South Dakota 57078.

**Sales Manager for WMGX** in Portland, Maine. An incredible opportunity for a dynamic leader seeking a career opportunity with a heritage station in a premier lifestyle market. We'll provide you with all the tools necessary to succeed including research, training, a great team of account executives, and the resources of Saga Communications. In return, we are looking for a proven winner with a track record of success. Send or fax resume immediately in confidence to: John C. Butler, VP/GM, Portland Radio, 420 Western Avenue, South Portland, ME 04106. Fax: (207) 774-3788. EOE.

**Sales Manager.** Benchmark Communications, one of America's leading broadcast companies is seeking a dynamic sales manager to lead our newly upgraded Salisbury-Ocean City, CHR sales team. The ideal candidate should be well organized, have strong leadership skills, understand the importance of on-going sales training and be prepared to roll up her/his sleeves to get the job done. This is not a desk jockey job. Only those with a winning attitude need apply. Send your resume and cover letter with your philosophy on sales management to: Ralph Salierno, General Manager, WOSC-FM, 215 North Boulevard, Salisbury, MD 21801. Equal opportunity employer.

**Step up to Sales Manager** at a growing Illinois FM. Rated market with great numbers. If you can sell and coach others, send your resume to Rollings Communications, POB 882, Chesterfield, MO 63006.

**Vendor Sales Director** wanted for midwest FM. Program in place with great upside potential. Reply to Box 00181 EOE.

**WHKR**, Melbourne/Cocoa Beach market, seeks Promotions Director. Minimum 3 years promotions/PR experience. EOE. Resumes to P.O. Box 7010, Rockledge, FL 32955.

**WKOP/WAAL - Binghamton, NY.** Seeking experienced GM/GSM for immediate opening to join experienced sales and marketing team. Must have excellent sales record/people skills, vendor knowledge, and be willing to make a long-term commitment to the area. Full benefits package. Send resume to: Personnel Department, Regional Group Inc., P.O. Box 211, Sharon, PA 16146. Equal opportunity employer.

### HELP WANTED SALES

## AFFILIATE RELATIONS EXECUTIVE

Major northeast radio based marketing company is looking for an Affiliate Relations Executive. Candidate should have barter syndication experience in radio/radio sales and know how radio stations think and work. Fax resume and salary requirements (no calls please) to (203) 230-4202, Attn: Kerry Tuozzola, CRN International, Inc., 1 Circular Avenue, Hamden, CT 06514.

**Account Executive:** Great opportunity for an experienced professional. Super list on a 100kw Air-formal in Florida's fastest growing market-Ft. Myers/Naples. Fax resume and cover letter to GSM (813) 939-5867. EOE.

**Sales Manager - AM-FM** in leading Oklahoma market. Opportunity for leader to work hard, carry list. EOE/M/F. Jerry Patton, 501-521-8557.

### HELP WANTED NEWS

**News Writers -- Plus!** Ground floor operations position with leading national broadcast news monitoring company. Have news writing, typing, production, computer and administrative skills? You provide the core instincts, we'll train. 6am-2pm weekdays, 8am-4pm weekends, must be available for both. Advancement possible. No short-term applicants please. Letter/resume to Rob Carpenter, RTV, 41 East 42nd Street, NY, NY 10017.

### HELP WANTED ANNOUNCER

**Station with an attitude** seeks hard driving rock and roll issue - oriented entertaining talk show host. Must have experience, must have kick ass winning attitude, gotta be ready to book and win every single night!! Send tapes to Program Director, Newsradio WGST, P.O. Box 11928, Atlanta, GA 30305. Absolutely no phone calls!

### SITUATIONS WANTED MANAGEMENT

**Broadcast professional** with over 24 years experience seeks management/OM position in Michigan/Midwest. Offering knowledge, expertise and stability. Reply to Box 00204.

**Soon to be sold** and nowhere to go! 20 years experience as GM and GSM. Let's talk. (312) 927-2957.

### 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 ANNOUNCER

**Over 20 years solid experience:** Morning man, news, production, PD, copy writing. Hard worker, stable, available now. All market sizes considered. Larry Kay 717-653-2500 evenings.

### MISCELLANEOUS

**A Hot New Canadian Contact List!** Record companies, music publishers, managers. \$5.00 each or special offer if you order today and mention this ad! Receive all three lists for only \$10.00 (limited time). Canada Music Connection, 7-3585 Sheppard Avenue East, Scarborough, ON M1T 3K8. Attention: Order Department.

**MISCELLANEOUS**

Quality computer program designed specifically for basketball broadcasts. Automatically displays statistics while entering plays. Simple, fast, affordable, thorough stats. Free brochure 1-800-628-STAT.

**TELEVISION**

**HELP WANTED MANAGEMENT**

**National Sales Manager.** Top 75 market and growing! Group owned. Opening due to promotion within company. Previous national or rep experience desirable. Marshall Marketing, Stowell, etc. experience a plus. Not a job for a beginner. Reply to Box 00201 EOE, M-F.

Paxson Communications Corporation is in need of several high quality sales oriented management people with television and/or radio backgrounds for assignments at new properties we are about to acquire. If you can work in a fast paced, entrepreneurial atmosphere, and get the job done, send resume and references, in confidence, to:

JAMES B. BOCOCK, PRESIDENT  
PAXSON COMMUNICATIONS CORPORATION  
18401 US HIGHWAY 19 NORTH  
CLEARWATER, FL 34624

*No phone calls please. We are an Equal Opportunity Employer.*

**America's 2nd Best Program Director!** WBFS-TV in tropical Miami, Florida is losing America's best program director and seeks a successor. Solid program analysis, acquisition and scheduling experience a must. Sports production and scheduling and public affairs background a plus. WBFS is the home of the Florida Marlins, the Miami Heat and the Florida Panthers and the best independent program line-up in Miami. For immediate consideration send resume to: Jerry Carr, V.P. and G.M., WBFS-TV, 16550 NW 52 Avenue, Miami, FL 33014. WBFS-TV is an equal opportunity employer. No phone calls, please.

**Business Manager:** WESH-TV, a Pulitzer Broadcasting Station, is seeking a proven professional to be part of its management team. The properly qualified individual will head up our business office. This position supervises a staff of four and is responsible for all phases of accounting at the station. The position also requires extensive reporting to the station's General Manager as well as our Corporate Office. Broadcast experience or a CPA certificate required. Send resume to Jeffrey H. Lee, Vice President & General Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls, please. An equal opportunity employer.

**Creative Services Director.** WVIT, Connecticut's NBC station seeks overachievers with successful track records including at least two years as promotion manager or senior promotion producer at a major market broadcast station promoting news. Responsibilities include overseeing all on-air promotion, advertising, graphics, publicity and strategic planning for the station including a dynamic news organization and new LMA venture. Resumes and tapes to Al Bova, VP/General Manager, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**Director of Community Affairs.** Immediate opportunity at WTHR-TV, Dispatch Broadcast Group, NBC affiliate in the 24th market. Job responsibilities will include, but not limited to, overseeing Station's community outreach programming, quarterly issues report and public service obligations. Skills required include the ability to do live, in-studio and on-location interviews, write and produce local PSA's and programs, and a capability to speak in front of large groups. Experience needed includes two years of news on-air, or two years of producing/writing in community affairs, promotion or news. Individual will report to the General Manager and have department head responsibilities. Person selected will have considerable interface with news, marketing and sales. Applicants possessing these skills should submit a letter listing referral source, a current resume, tape, a summary of career goals and salary history to, General Manager, P.O. Box 1313, Indianapolis, IN 46204. Replies are held in confidence. Females and minorities encouraged to apply. Equal opportunity employer.

**Special Projects Director.** Top rated CBS affiliate is seeking a Special Projects Director. Responsibilities include producing a variety of projects including specials, vignettes, PSA's and news stories. Ability to interface with a number of departments and clients a must. Experience with programming dealing with children's and family issues helpful. Send resume and tape with salary history to Sandra Fowler-Jones, Marketing Director, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230. M-F, EOE. No phone calls please.

**EXECUTIVE DIRECTOR**  
Position Announcement

The Georgia Public Telecommunications Commission (GPTC) seeks applications for the position of Executive Director. GPTC is the licensee of a statewide network of nine television stations, eleven radio stations and operates an extensive satellite distribution system for distance education purposes. The Executive Director reports to a nine member board of directors and as CEO is responsible for leading, directing and evaluating overall planning and management of the administrative, programmatic, educational, technical, development and external relations activities of a comprehensive public telecommunications center.

The functions and responsibilities of the position require that the successful candidate have a minimum of: a Bachelor's Degree in communications, education or a related academic discipline with an advanced degree preferred; ten years of successful and relevant senior management experience; exceptional oral, written, analytical, planning and interpersonal skills; a demonstrated understanding of relevant FCC policies and regulations; a commitment to Equal Employment Opportunity/Affirmative Action; and the intellectual and physical vigor and administrative versatility necessary for successful senior leadership in a complex and dynamic public telecommunications center.

The deadline for receipt of applications is Friday, December 30, 1994. Applications must include: (1) a narrative letter describing how the applicant's training and experience directly relate to the outlined job responsibilities; (2) a detailed professional resume; and (3) the names, addresses, and telephone numbers of at least five references who can attest to the applicant's professional qualifications. Competitive salary commensurate with qualifications, training and experience.

Applications should be directed to:



Mr. Ronald C. Bornstein  
Bornstein & Associates  
1524 East Crown Ridge Way  
Tucson, Arizona 85737-7100

*Minorities and women are encouraged to apply.*

GPTC IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER



**Traffic Manager:** Top 50 group-owned network affiliate looking for problem-solving, creative pro to manage our traffic department. We are a progressive operation with all the tools necessary for the right person to excel. BIAS/Sales Line. Experience helpful. Reply in confidence to Box 00213 EOE.

**Business Manager/Controller.** Large market, Florida television station needs person with strong financial, analytical, operational and supervisory skills. Want CPA with minimum 8-10 years Big-6 and broadcasting background. Reply to Box 00199 EOE.

For all your Classified needs call:

Antoinette Fasulo  
Tel: 212.337.7073  
Fax: 212.206.8327

## NATIONAL SALES MANAGER

**KING 5 TV**, an NBC affiliate located in the Pacific Northwest, is currently seeking a National Sales Manager with minimum three years National sales management and/or rep experience. Candidates must have knowledge of research tools and be computer literate. If you are aggressive, a team player, detail oriented, and have strong leadership and communication skills, send two copies of your resume and cover letter to:

**KING 5 TV**  
**ATTN: HR DEPARTMENT, REF. #94R37**  
**333 DEXTER AVE., N., SEATTLE, WA 98109**  
*No phone calls, please. EOE, M/F/D/V.*



**General Sales Manager.** Central Wisconsin ABC Station is looking for a General Sales Manager. This is an outstanding opportunity for a highly motivated team player to lead an aggressive sales staff. Candidate must have past experience in local and national sales. Must be organized and have 3-5 years management skills and a talent for new revenue sources. Send resume to: Laurin Jorstad, President/General Manager, WAOW TV-9, 1908 Grand Avenue, Wausau, WI 54403-6897. No phone inquiries! WAOW TV-9 is an equal opportunity employer. Minorities and women are encouraged to apply!

**General Sales Manager:** GSM for top 50 market. Can you handle success? Three straight years of back to back 16% to 24% local sales increases set the bar high. Can you "think outside the box," provide excellent inventory management, handle national and local sales responsibilities, and provide a continued environment for success to some of the "best in the business?" If you think share of market increases require diving on rates, save your stamp. If you're brilliant, aggressive, sensitive, and enjoy winning with the assets you're given rather than whining about what you don't have...send your resume and a one page summary of your personal sales and management philosophy to: Hoyle Broome, Vice President and General Manager, WBMG Television, 2075 Golden Crest Drive, Birmingham, Alabama 35209. Equal opportunity employer.

**KRON-TV** in San Francisco is seeking a Director of Cable Sales to head up advertising sales and marketing for KRON's rapidly expanding growth in cable programming. Responsibilities and opportunities include the creation and execution of sales/marketing plans for BayTV, a 24-hour regional news channel. This is a job for an entrepreneur. Qualified candidates will have a minimum of five years prior media sales, plus three years sales management, a proven track record in developing and achieving revenue targets and marketing plans, plus outstanding managerial and motivational skills. A cable, TV or radio sales background will be helpful. If you are interested in setting the course for the informational highway, this is the job for you. In return, you will work with an energetic, imaginative, enthusiastic team of professionals and be rewarded with an excellent compensation and benefits package. Qualified, enthusiastic entrepreneurs should send resumes and salary history in confidence to: KRON-TV, Jan van der Voort, P.O. Box 3412, San Francisco, CA 94119.

**KOCO-TV** seeks an experienced hands-on Manager of Accounting. Qualified candidates should have a Bachelor's degree in Accounting, C.P.A. preferred. Must have excellent supervisory and organizational skills as well as a good knowledge of basic accounting. Must be strong in assisting the Business Manager in the preparation of monthly financial statements and annual budget as well as the administration of some employee benefits. Proficiency on Lotus 1-2-3 is required and knowledge of IBM A/S 400 is helpful. Contact Lynette Rodriguez, Vice President/Business Manager, P.O. Box 14555, Oklahoma City, OK 73113. EOE.

### HELP WANTED SALES

**Account Executive.** Denver's Paramount affiliate needs enthusiastic, self-motivated individual with minimum 2 years television ad sales experience. College degree preferred. Focus on new business development and servicing existing accounts. Great opportunity for already successful professional ready to move up to next level. Resume by December 2 to Personnel Manager, KTVD-TV, 11203 E. Peakview Avenue, Englewood, CO 80111. No calls. KTVD is an equal opportunity employer.

**Account Executive.** KUSI-TV, San Diego's fastest growing Station is seeking a hard hitting, aggressive Account Executive. Previous local sales experience is required. Candidate should have a proven track record of working with agencies and new business development. If you are the best, send resume to KUSI-TV, Personnel Department/Account Executive, PO Box 719051, San Diego, CA 92171. No phone calls please. EOE.

**Account Executive.** We need a pro...We are looking for an experienced Account Executive for the fastest growing Independent in the country's fastest growing market. Must be aggressive with a knowledge of sales promotion and marketing. Basic understanding of ratings and research. New business development skills at agency level as well as direct business is essential. Enormous growth potential. Fax resume to: Mr. Blackwell at KRLR-TV, 920 South Commerce, Las Vegas, NV 89106. EOE. Women and minorities encouraged to apply

**Account Executive.** Enjoy the Florida beaches. Dual market station, Fox 15 WPMI TV, needs experienced A.E. to join the Pensacola sales team. Requires successful television sales track record and the ability to cultivate new accounts and develop non-traditional broadcast revenue. Send resume to Personnel, 6706-A, Plantation Road, Pensacola, FL 32504. WPMI is a Clear Channel Communications property. EOE.

**Local Account Executive.** WHNS-TV Fox 21 is accepting applications for the position of Local Account Executive. Broadcast sales experience and skilled in new business development. Candidates should possess a knowledge of research tools and computer use. Sales promotional experience an asset. Requires light travel. Send resume to: WHNS-TV, Attn: Personnel-AE, 21 Interstate Court, Greenville, SC 29615. EOE, M/F/H

### HELP WANTED MARKETING

**Marketing Director:** Spokane, WA wants a major market caliber promotion/marketing specialist to lead our team. We want hungry, creative team player to head marketing and promotion for one of the few TV/AM/FM cable combos in the nation. Our ABC-TV affiliate, Newstalk AM, soft AC FM, cable (yes, we have a fulltime cable channel!), gives you four ways to win! Experience should demonstrate several years of successful radio and TV marketing/promotion experience. Must also have at least two years management experience. If you're a successful #2 wanting to be #1 or tired of the big market hassles, this is the job for you. Competitive salary and benefits package. Please send written resume, references and resume tapes (video/audio) or other materials to: Stephen R. Herling, VP and GM, KXLY TV/AM/FM/EXTRA, 500 W. Boone Avenue, Spokane, WA 99201 by 12/15/94. No phone calls please. EOE.

**KMGH-TV Marketing Director.** KMGH-TV/Denver seeks creative self-starter to produce unique-to-TV/non-traditional revenues. Position requires proven ability to provide imaginative, unorthodox, effective marketing ideas. Candidate must possess 3-5 years experience in brand/product management, retailing, senior account management, or magazine/direct mail. TV experience not required; related media knowledge or MBA desirable. Send cover letter/resume to Christopher Sehring, General Sales Manager, KMGH-TV, 123 Speer Boulevard, Denver, CO 80203. No phone calls, please! KMGH-TV is an equal opportunity/affirmative action employer.

### HELP WANTED TECHNICAL

## DIRECTOR OF ENGINEERING

**KABC-TV** is seeking an experienced individual who will be responsible for all aspects of our television station's technical operations, with special emphasis on planning and production. Experience in engineering management necessary. Send cover letter and resume (no phone calls) to: **Alan Nesblitt, General Manager, KABC-TV, Dept DOE-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.





# Television Engineering Manager

CBS needs an experienced Television Engineering Manager to work in Detroit. We are awaiting governmental approval to purchase television station WGPR, and, assuming that approval is granted, the successful applicant will become the Chief Engineer of that station.

The successful candidate will have a degree in Electrical Engineering and a minimum of 10 years' experience in television station engineering and the management of television technical operations. Experience in budgeting and personnel management is desirable, as is knowledge of the Detroit television market.

We offer an excellent compensation and benefits package, along with the opportunity to enjoy future career mobility throughout the CBS Engineering Organization. Please send your confidential resume, which must include salary requirements, to: Director of Technical Recruitment, CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.



## CNN HEADLINE NEWS

### TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports, and Entertainment system in satellite communications, has career opportunities for engineers with **broadcast maintenance** experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. Turner Broadcasting System offers an excellent benefit and compensation program.

Send resumes to:

**Mr. Jim Brown, Corp. Engineering**  
Turner Broadcasting System, Inc.

One CNN Center  
P.O. Box 105366

Atlanta, GA 30348-5366

(404) 827-1638 Office

(404) 827-1835 Fax

TBS is an equal opportunity employer.

FOR ALL YOUR  
CLASSIFIED NEEDS CALL:  
ANTOINETTE FASULO  
TEL: 212.337.7073  
FAX: 212.206.8327

**Operations Audio Specialist:** Houston Public Television seeks a creative, adaptable technician to serve as the primary audio operative for all station productions. Qualifications: Candidates should have a Bachelor's Degree in Radio/TV or related field and 3 years equivalent experience in studio and location broadcast TV audio operations. Additional experience will be considered in lieu of degree. Thorough understanding of and practical experience with stereo recording techniques imperative. Knowledge of and experience with computer based audio workstations is preferred. Candidates must be conscientious, able to solve problems and make decisions under pressure, work well with others in a team atmosphere, and be available for evening and weekend assignments. Salary to mid \$20k/yr. DOE. Resume w/three references, equipment list and VHS tape to: Ms. Flor Garcia, KUHT-TV, 4513 Cullen Boulevard, Houston, TX 77004. Application deadline 12/12/94. KUHT-TV is licensed to the University of Houston System and is an equal opportunity employer. Minorities and women are encouraged to apply.

**Transmitter Supervisor - WBTV, Channel 3,** Charlotte, NC. CBS Network. An opening exists for an experienced RF professional. First class facility. Dual combined transmitters with 3rd backup transmitter. Auxiliary antenna, backup transmission line and emergency generator. 2,000 foot tower with fully redundant microwave facilities. Superb physical plant. This is an excellent opportunity for a qualified professional seeking responsibility for a first-class facility in a great place to live. Respond to: Dept HR, Jefferson-Pilot Communications Company, One Julian Price Place, Charlotte, NC 28208, 704-374-3640. EOE/M/F/D

**Video Broadcast Technician.** Perform technical functions associated with LSCTV broadcast production facility. Salary \$16,600 - \$19,500. Excellent benefits. For detailed description, call Lyndon State College (VT), 802-626-9371, Ext. 110.

**Chief Engineer** - Experienced in all areas of television engineering. To oversee/maintain all transmitter and studio equipment. FCC General License required, EOE. Submit resume to: David Wittkamp, Director of Operations WYZZ-TV, 2250 Seymour Avenue, Cincinnati, Ohio 45212 or Fax 513-631-2666.

**Master Control Operator and Assistant Operators.** Seeking applicants for anticipated job openings for Master Control Operators and Assistant Operators. Operators must have experience with automated airplay. Familiarity with Alamar software a plus. Send your resume and salary history to Box 00202 EOE.

**WSAZ-Television 3,** a division of Lee Enterprises and a top NBC affiliate, has an immediate opening for a Manager of Engineering. Responsibilities include the administration of personnel and equipment in the Engineering Department and the proper operation of the station in accordance with SOP and FCC rules and regulations. FCC General License or SBE certification required. Five years previous experience in electronic equipment repair with emphasis on television preferred. Five years previous experience with management of personnel, budgeting and planning required. A thorough understanding of personal computers and computer networking required. A commitment to service and quality, as well as strong interpersonal and communications skills is essential. Please send resume to: Jill DeKeyser, Human Resources Manager, WSAZ-Television 3, 645 5th Avenue, Huntington, WV 25701. WSAZ-Television 3 is an equal opportunity employer.

**Chief Engineer** - Southwest television group station requires Chief Engineer with transmitter maintenance experience; and experience in the maintenance of studio and master control equipment. Will be responsible for staffing, supervision and long term planning. Applicant must have excellent people and computer skills. Above average pay for the right applicant. Send resume and salary history to Box 00208 EOE.

**WFSB,** a Post-Newsweek Station, is seeking an Assistant Chief Engineer in charge of Maintenance. 2-4 year advanced Engineering degree and/or minimum 5 years as Maintenance Technician in television broadcast facility and excellent people skills required. Send resume to Mike Hayes, Engineering Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

### HELP WANTED NEWS

**Anchor/Reporter.** West Texas affiliate seeks an Anchor/Reporter. General assignment reporting with weekend anchor duties; must be able to gather, write and edit three-quarter inch video tape for broadcast. On-air affiliate experience and degree required. Reply to Box 00200 EOE.

**Assistant News Director.** Assistant News Director needed for day-to-day management of newscasts and news staff. Also to assist News Director with budget management and staff scheduling. Requires current newsroom management experience as Executive Producer or Assistant News Director and 4+ years line producing experience. Prefer candidates with strong work ethic, outstanding writing skills, experience producing specials, and reporting background. Send resume to: Human Resources, KGW-TV, 1501 SW Jefferson Street, Portland, OR 97201. EOE, M/F/D/V.

## DEPUTY NEWS MANAGER-ASIA

Worldwide Television News is seeking a Deputy News Manager for Asia to be based in Hong Kong with minimum of five years television news experience. Responsibilities include coordinating coverage and delivery of full range of news, sports, and entertainment stories throughout the region in addition to client relations, cost control, and corporate production. Required knowledge of satellites and script-writing; strong logistical and interpersonal skills a must. Fluent English is mandatory; proficiency in an Asian language would be helpful. Fax resume to:

**JOHN REVERAND**  
**BUREAU CHIEF/PRODUCER FOR ASIA**  
**852-802-0014**  
**WTN • 1260 Telecom House**  
**3 Gloucester Road**  
**WANCHAI, HONG KONG**

## NEWS EXECUTIVE PRODUCER

KABC-TV is seeking an aggressive, experienced leader to guide our 11:00pm newscast. Must have strong interpersonal skills, cutting edge production techniques, excellent writing skills and solid journalistic judgement. Send cover letter and resume (no phone calls) to: **Cheryl Kunin Fair, News Director, KABC-TV, Dept NEP-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



**Anchor, sportscasters, weathercasters, field reporters, entertainment reporters.** Expanding talent agency looking for new talent. Send 3/4" or VHS tape to Talent Agency, P.O. Box 14772, Chicago, IL 60614.

**Executive Producer.** People come to this station and don't leave. Dominant #1, all the "toys" and believes in solid journalism. Quality of life is impossible to beat! Want a demonstrated leader with strong editorial judgement, writing skills and high energy to step into management role. Send statement of management and producing philosophy, show tape and resume to: Marci Burdick, Director of News and Operations, KYTV, POB 3500, Springfield, MO 65808. EOE. Phone calls welcomed from serious candidates.

**Weekend Producer:** KXAN-TV has an immediate opening for an energetic, creative News Producer for Sat/Sun evening newscasts and Associate Producer/Editor during the week. Must have experience as Producer/Editor. Rush tape/resume to Alyce Dorsey, P.O. Box 490, Austin, TX 78767.

## REPORTER

KABC-TV is seeking an experienced journalist with solid skills in television and live presentation. Send resumes and/or video tapes to: **Cheryl Kunin Fair, News Director, KABC-TV, Dept. R-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



**Freelance Sports Anchor/Reporter** wanted for Southeast station for its award winning local sports magazine shows and live game broadcasts. Send resume and non-returnable VHS tape to Box 00206 EOE.

**KMSP-TV, Minneapolis-St. Paul,** has an immediate opening for a segment/field producer. Occasional fill-in producing entire hour-long newscast. Must have all the basic skills, plus a creative, non-traditional style. Experience at a strong Independent or Fox station preferred. Rush non-returnable tape and resume to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls or faxes please. EOE.

**KOCO-TV** is seeking an Art Director with at least 2 years of experience in graphic design. Ideally each applicant should design, execute News and promotional graphics, supervise other designers and manage design workload for the TV station. Knowledge of Colorgraphics ArtStar Paintbox, Power PC 8100, Pagemaker, Photoshop and MacWrite Pro is necessary. Must also be a team player and be able to work quickly and efficiently under deadline. College degree preferred. Please send resume to: KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. Attn: Kevin Dander Koalk. EOE.

**Meteorologist/Reporter.** Dominant ABC affiliate in South looking for a Weekend Meteorologist who will also serve as General Assignment reporter 3 days a week. Will be third Meteorologist on staff. Will produce and anchor own weather segments. Must also be able to report, write and edit news stories and tape. Must pass drug test and have good driving record. Contact: Martha Smith, Business Manager, WTVM-TV, PO Box 1848, Columbus, Georgia 31909-1848. EOE.

**National Sports Jobs Weekly.** The Sports Industry's Employment Journal. Media, Administration, Marketing. 8 weeks - \$48. Call (800) 339-4345.

**Weekend News Producer.** 12 News is seeking a strong, creative candidate to help lead an aggressive news team. Two to three years front line newscast producing experience is required. If interested, send tape and resume with newscast philosophy to Darren Richards, Executive Producer, 1070 East Adams Street, Jacksonville, FL 32202

**NBC affiliate, WNDU-TV** is looking for a smart, aggressive, creative general assignment reporter. We're looking for someone who can enterprise and break stories. Two years experience as a reporter is needed, and experience with microwave and satellite lives is a plus. If you can write well and love to tell a good story - send a non-returnable tape and resume to: The WNDU Stations, Position #00106, Attention: Human Resources Manager, Box 1616, South Bend, IN 46634. No phone calls please!

**News Director.** Weekend directing of live newscasts, producing promos and other production duties. Resume to: KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81505. No calls, please. EOE.

**News Graphic Artists:** Motivated Graphic Artist with knowledge of Paint systems and Macintosh. Must be able to meet deadlines as well as previous TV news experience. Send reel and resume to: Art Director, P.O. Box 2495, Fort Worth, TX 76113. We are an equal opportunity employer!

**Producer.** WCMH-TV is looking for a qualified News Producer. Candidates should have an excellent grasp of producing with two to three years experience. Send resume to Tom Burke, WCMH, P.O. Box 4, Columbus, Ohio 43216. EOE.

**Reporter - Where Are You?** Still looking for the right person to produce general assignments and investigative pieces. 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. No telephone calls.

**Reporters/Anchors:** WAKC-TV has openings for reporter/anchors. Minorities are encouraged to apply. Requirements: On-air experience, good live reporting skills, college degree preferred. Send tape (no beta), resume and references to: Robert Tayek, WAKC-TV, 853 Copley Road, Akron, Ohio 44320. WAKC is an equal opportunity employer.

**Sports Anchor.** Indianapolis Fox affiliate looking for anchor with style, who takes risks, gets involved in stories, and takes the initiative to get involved in the community. Send non-returnable VHS tape and resume to Ron Petrovich, News Director, WXIN-TV, 1440 N. Indianapolis, IN 46202. Phone calls will disqualify candidates.

**Special Projects Producer.** Immediate opening for an experienced special projects producer. Work will include long form reports, franchises and station projects. Candidates should have three years special projects experience and a minimum of five years producing or reporting experience. Looking for a strong writer who can juggle projects and deliver quality work on deadline. Send resume and tape to: Steve Smith, Special Projects Executive Producer, WXIA-TV, 1611 West Peachtree Street, NE, Atlanta, GA 30309. No phone calls please. EOE.

**Missouri affiliated television station** expanding news department. Accepting applications for: Weekend Anchor/Reporter, Weekend Weather/News Reporter, Videographers (2), Reporter. Minimum three years commercial TV news experience. Resumes and non-returnable tapes to Box 00176 EOE.

For all your Classified needs call:

Antoinette Fasulo

Tel: 212.337.7073 • Fax: 212.206.8327

**Executive Producer:** Major market O&O is looking for a strong leader for morning news shows. Must be able to manage and motivate staff, be creative, have strong news judgement and a good sense of humor. 3-5 years management experience preferred. Send tape and resumes to Box 00203 EOE.

**F.L.T.S.A. Seeks Producer.** The Front for the Liberation of Television in San Antonio is looking for a producer for the 5:00 pm Monday-Friday newscast. Needed: good news judgement, high ethics, excellent writing skills, eye for video, positive attitude, will-to-win. We want a news junkie who can mold and shape, not stack and pack. Prior line producing experience is a must. No beginners. Tapes and resumes to: Tim G. Gardner, News Director, KMOL-TV, 1031 Navarro Street, San Antonio, Texas 78205. Don't call us, we'll call you.

**Executive Producer:** Will oversee daily operations and produce one newscast per day. Must be hands-on producer and have strong people skills. Journalism degree and previous management experience preferred. Send resumes, news and management philosophy, and tapes to Charmaine Formicola, Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE. M/F.

**Graphic Artist:** WABC-TV, New York seeks highly qualified full time computer graphic artist. Experience with Quantel Paintbox, Digital F/X and Harris Still Store is required. News graphics experience and ability to handle tight deadlines is a must. Send resume and tape to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**Director, Production Department.** Candidate must have at least 3 years experience directing live newscasts and ability to work well with news producers, reporters and talent as well as perform under tight deadlines and pressure situations. Operating knowledge of Grass Valley 300 Switcher, Harris Still Store and Chyron a plus. Please send resume to Len DePanics, Production Manager, WCPX-TV, P.O. Box 606000, Orlando, FL 32860. We are an equal opportunity/affirmative action employer. M/F.

**Sunshine state,** med market, group owned affiliate is looking for experienced, hands-on graphics manager. Bells and whistles. Talented staff. Exciting city. Send resume and tape to Box 00185 EOE.

**VIDEO SERVICES**

**Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN), 800-914-4CCN.**

**HELP WANTED PROGRAMMING PRODUCTION & OTHER**

**INTERACTIVE PRODUCER**

America's Talking, the first all-talk cable network, has an exciting career opportunity for an accomplished professional to showcase his/her talent in our state-of-the-art Fort Lee, N.J. facility.

You will be responsible for facilitating and integrating interactive services, including Prodigy and Sprint, into 12 uniquely different talk programs on NBC's newest network, AMERICA'S TALKING.

Must be computer literate in on-line services and have at least 4 years television production experience. We are looking for creative ways to integrate new technologies beyond the methods presently being used. Talk television experience a plus.

Excellent communication skills are essential, as this person will deal directly with producers of 12 different programs, and act as liaison between A-T and Prodigy.

Please fax your resume to:  
**(201) 585-6275**

We are an equal opportunity employer



**HELP WANTED PROGRAMMING PROMOTION & OTHERS**

**Promotion Writer/Producer.**

A national reality magazine seeks the best Promotion Writer/Producer in the business. Only qualified candidates with news experience need apply. Reply to Box 00190 EOE.

**PROMOTION WIZ**

**W**CIX Channel 6, Miami's CBS O&O has an immediate opening for an innovative producer who can create spots, hot and fresh and on demand. You should have a minimum of 2 years experience writing and producing on-air promotion with a heavy emphasis on news series, image and daily topicals. A college degree is preferred.

If you're an organized self-starter, who wants to win and can take on any challenge with style and flair, send your resume and reel (no phone calls please) to:

**Promotion Manager  
WCIX Channel 6  
8900 NW 18 Terrace  
Miami, Florida 33172**

EOC. Women and minorities encouraged to apply.

**Commercial Director/Editor:** KCRG-TV 9 has an immediate opening for Commercial Director/Editor. Position requires two or more years directing and computer editing experience. Shooting and writing experience helpful. Successful candidate must be experienced with Grass Valley editors, DMP 700 Digital effects, a team player and have great client and people skills. Send resume, non-returnable reel to: Lee Ulrich, KCRG-TV, Second Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. EOE

**Production Manager -** Southwest television group station requires manager able to assist in building state of the art production facility. Must have knowledge of equipment and personnel, and be computer literate. This is very hands on so don't plan on shuffling paper. Send resume and salary history to Box 00209 EOE.

**Commercial Producer:** WTLV-TV Jacksonville position available November 21st for full-time Commercial Producer. Individual must be able to write, direct, and edit commercial spots as well as work closely with Sales Department in providing creative support to clients. This position requires ability to handle a video project from start to finish within a tight deadline. Candidate should have 4 years experience as a producer/editor. Send resume to Michael Baer, Prod. Mgr., 1070 East Adams Street, Jacksonville, FL 32202.

**Post Production Editor/Photographer** needed for CBS station in the West's fastest growing market. Must have postroom computer editor and commercial shooting experience. Strong lighting skills a must. Responsible for heavy commercial and station production load. Send resume and tape to: Jeff Chesser, KLAS-TV, 3228 Channel 8 Drive, Las Vegas, NV 89109. No phone calls please. EOE.

**Post Production Editor.** Top notch editors...read this! We've got two post production rooms equipped with Grassvalley 200 switchers, four channels of ADO, an A-62, two K-Scope channels and a Chyron Infnit. Pretty slick list, isn't it? If you're an expert at operating these toys, have cutting-edge ideas and plenty of enthusiasm, please send your tape and resume to one of the country's most visible TV station! WSVN-TV Channel 7, Personnel Department, 1401 79th Street Causeway, Miami, FL 33141. EOE.

**WSYX-TV** is looking for a creative "hands on" producer/writer to join a high-energy promotion team. Do you have vision, the ability to write effectively, and the skills to get it done? Two year experience in broadcast television is required. Send demo reel and resume to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43216-0718. Attn: Promotion/Producer Director. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE

**Promotion Manager.** Immediate opening at successful midwest ABC affiliate for promotion/creative services director. Looking for enthusiastic and creative hands-on person with minimum 3 years experience. Must be team player, organized and possess demonstrated leadership and production/marketing skills. Send resume to Box 00210 EOE.

**Promotion Writer/Producer.** Come to the beach! WCIV-TV has an immediate opening in Charleston's hottest promotion department for a highly creative, aggressive, self-motivated writer/producer. Minimum two years experience in writing, editing and producing news image spots and topicals. Send non-returnable Beta or 3/4" tape and resume immediately to Chris Friedrichs, WCIV, POB 22165, Charleston, SC 29413-2165. No beginners and no phone calls please. EOE, M/F.

**Consumer Promotion Manager.** USSB is looking for applicants with 5-10 years experience, Bachelors' degree preferred, for developing and executing all forms of promotional programs. Promotion experience or relevant experience within the PPV, home video or broadcasting industry preferred. Development of the brand's annual promotional plans in keeping with the approved strategic objectives. Execution of all promotional programs and promotional events. Management of the development and distribution of all promotional materials. Coordination of promotional activity with programming partners, DSS partners and the trade marketing group. Plan and manage all aspects of promotional budget. Coordinating with on-air promotions manager to execute on-air aspects of promotions. Submit resumes to: Amy J. Stedman, EEO - 148-94, USSB, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

**On-Air Programming and Promotions Manager.** USSB is looking for applicants with 5-10 years experience. Bachelor's degree preferred, for monthly management of Channel 999 (a proprietary brand information channel) in concert with brand strategic direction and promotional needs. On-air brand identity which will involve all editing, integration and management of interstitial spots as well as high involvement in the development, integration and use of any USSB "station identification" creative. Identifying, developing and executing all on-air promotional activity focused at the subscriber base. Involvement with and assistance in the development and execution of brand marketing TV creative and production. Cross channel promotional activity and on-screen menu updating. Submit resumes to: Amy J. Stedman, EEO - 147-94, USSB, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

**HELP WANTED RESEARCH**

**Manager of Research.** USSB is looking for applicants with 5-10 years experience in consumer research - industry research experience preferred. Bachelor's degree preferred. Planning and executing all forms of quantitative exploratory research to uncover marketing insights and marketing opportunities (A&U, tracking studies). Coordinate and manage cooperative research with programmers. Establish and conduct qualitative focus groups to probe various consumer and subscriber issues. Conduct on-going subscriber database research and analysis. Establish and conduct subscriber attitudinal and behavior tracking studies. Subscriber segmentation and monitoring by package level and on the basis of geography, demographics and psychographics. Analysis of various kinds of data as it relates to advertising, direct response and other consumer promotion activities including creative and media research. Monitor competitive information and program programming trends and develop an on-going market intelligence plan. Submit resumes to: Amy J. Stedman, EEO - 149-94, USSB, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

**KPRC (NBC) Houston** is looking for a Research Director. The successful candidate must have a full working knowledge of ratings and qualitative research. Candidate will work closely with local sales staff and National rep firm, Promotion Department, News and Programming. Must have demonstrated knowledge of DOS based computer systems. Candidate should be a creative problem solver and dynamic project director. EOE. Send your resume to: Kathleen Keefe, General Sales Manager, KPRC-TV, P.O. Box 2222, Houston, Texas 77252.

**Television Research Director.** KFMB-TV (CBS) - San Diego is looking for a Research Director. The successful candidate must have full and working knowledge of ratings and qualitative research. Candidate will work closely with the local sales staff, national rep, and programming department. Individual must have strong computer skills, including experience with BMP, TvScan, Star, Market Manager, WordPerfect, Excel, Windows, Harvard Graphics, or similar systems. Television broadcast experience required. Send resume and salary history to: Howard Zeiden, Director of Sales and Marketing, 7677 Engineer Road, San Diego, CA 92111. EOE - M/F. No phone calls.

**SITUATIONS WANTED SALES**

**Give me a rope** and I come back with horses! A super achiever-articulate, quick and entrepreneurial marketer in search of a dynamic broadcast television sales and marketing opportunity or media start-up/turn-around salary-equity situation. Resume includes eight years of national cable and local radio selling experience. Call Gary at 310-479-4878.

**SITUATIONS WANTED NEWS**

**Emmy Award Winning Writer/Producer,** N.Y. based, 19 years major market-network experience. Strong writer and producer in both studio and field seeking new challenge. Prefer network magazine, morning show, or northeast major market. Excellent references. Reply to Box 00205.

**Anchor/Reporter.** Experienced small market prime anchor/reporter ready to move up. Stone Phillips look with Mike Snyder personality. Really! Comfortable, pleasant anchor style. Real person. Network quality standups. Reply to Box 00214.

**WANTED TO BUY BUSINESS**

**SEEKING ACQUISITION**

Short form program development & satellite firm seeks to acquire a television syndication/program development and (or) satellite transmission company. NYC area, Atlanta area or LA area preferred.

**Call: 601-352-6673**

**CABLE**

**HELP WANTED NEWS**

**Producer/Director.** The Weather Channel is looking for a Producer/Director with interest in weather and science. Candidates must have three years television experience with one full year as a news producer. Duties include producing and writing 10 minute in-depth live segments, package production (daily and series), field producing (tape and live) and satellite feeds. Send resumes to Jim Sutherland, Executive Producer, The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339. No calls please. EOE.

**WRITER/PRODUCER**

**CONSUMER PROMOTIONS**

USA Networks is seeking a talented, results-oriented, creative professional with strong copywriting and video production skills to write and produce promos, vignettes, and other marketing elements for the USA Network and the Sci-Fi Channel Marketing Department.

To qualify, you must have at least 4-5 years production and heavy post production experience, plus the ability to develop promotional ideas, copy and graphic images.

We offer a competitive salary and a comprehensive benefits package including 401(k), pension and profit sharing plans. For immediate, confidential consideration, please mail your resume and reel to:

Human Resources Dept. WP,  
USA NETWORKS,  
1230 Avenue of the Americas,  
New York, NY 10020

**USA NETWORK**

We are an Equal Opportunity Employer.

**HELP WANTED MANAGEMENT**

**DIRECTOR OF ADVERTISING SALES**

Cox Cable Communications is seeking a Director of Advertising Sales for the corporate offices in Atlanta, GA to manage selected advertising sales operations. Responsibilities include achieving revenue and profit objectives by overseeing the activities of selected ad sales operations, providing direction to the sales effort, training and motivating ad sales managers, and developing long term strategies towards the continued growth of the ad sales operations. College degree required, Masters preferred. Five years experience managing an ad sales organization preferred. Reports to VP of Advertising Sales.

Cox Cable is an equal opportunity employer. No phone calls please.

Send resume and salary history to:

COX CABLE COMMUNICATIONS, INC.  
1400 LAKE HEARN DRIVE  
ATLANTA, GEORGIA 30319  
ATTENTION: CABLEREP

**CABLE MANAGEMENT**

Major new cable network venture seeks experienced management team and production executives.

**Required:**

- TV "Home Shopping" experience
- A bias for top notch production values
- The imagination and talent to create something entirely new
- The resourcefulness to help build an organization from the ground up

We're an Equal Opportunity Employer. Reply to **Box 00182**

**HELP WANTED PRODUCTION**

**Production Director:** Empire Sports Network is seeking to fill position of Production Director. Applicant will be responsible for creating on-air studio and event look for the Network. Applicant must be proficient with Grass Valley Switcher and comparable equipment, having at least five years experience in producing and directing professional and/or Division I collegiate sporting events. Must be proficient in staging, lighting and audio set up for studio and remote events and programs. Must have superior communicative skills and be creative and innovative in presentations. Must have a resume tape which visually demonstrates applicable experience. A genuine interest and understanding of sports and programming is essential. Must have a four year degree in broadcast television or comparable technical degree. Must possess a valid driver's license and a good driving record. Successful applicant must pass a drug/alcohol and/or physical examination and criminal record check. Submit application, specifying position to: Adelpia Cable, 789 Indian Church Road, West Seneca, NY 14224 Attn: Human Resources, Production Director Position. No phone calls. EOE.

**HELP WANTED TECHNICAL**

**Assistant Chief Engineer.** Home Shopping Network pioneered retailing in the electronic age, setting standards for cable programming and breaking new ground in direct merchandising. Solid, smart, diverse-with a renewed corporate commitment to a supportive work environment within our world-class facility located on Florida's scenic Gulf Coast. We are gearing up for even more video retail success stories. We are currently seeking an Assistant Chief Engineer to assist in the supervision and operation of our Broadcast Engineering Department. Qualifications include a BA/BS or AA degree or equivalent work experience, along with a strong engineering background and 1-3 years of strong relevant supervisory experience. An FCC license or SBE certification is required. HSN is proud to offer competitive compensation, as well as an abundance of opportunities for motivated professionals. Please send a resume to HSN, Human Resources Department, Job Code BC, P.O. Box 9090, Clearwater, FL 34618 or Fax resumes to (813) 536-2563. EOE.

**ALLIED FIELDS**

**EMPLOYMENT 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<sup>99</sup> per min. JOBPHONE, NEWPORT BEACH, CA

**ANCHORS-REPORTERS-PRODUCERS**

LOOKING FOR A JOB? *OUR EXPERTISE:*  
 COVER LETTERS • RESUMES • TAPES  
 NEWS DIRECTOR / STATION GUIDE

Call CJ: 603-888-6788



**MARKETING WORKS**  
*"Together, we will put your best-self forward"*

**JOB OPPORTUNITIES NATIONALLY**

- Professional, Technical & Production
  - Cable & Broadcast TV, Film...
- 2x month, 6 issues/\$35, 12/\$60, 22/\$95.

Subscribe today. Send check/MO 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

**Entry level TV News Reporter** hot lead sheet. \$5.50-1 week, \$19.95-4 weeks. MCS, Box 502, Santa Ysabel, CA 92070. 619-788-1082.

**Just For Starters:** Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513

**TV Reporters, Anchors and Producers!!** You deserve the best chance to achieve your career goals. *NewsDirections* can help. Affordable, professional. (800) 639-7347.

**HELP WANTED INSTRUCTION**

**Cameron University** is accepting applications for a Television Broadcast Instructor. Tenure track position possible. Rank and salary negotiable. MA and television production and editing skills required. Ph.D. university teaching and professional experience, and knowledge of video and audio digital editing preferred. Responsibilities include: teaching television and other broadcast courses, supervising TV studio and labs, maintaining broadcast equipment, supervising and developing programming for university cable TV channel, teaching basic Communication courses as needed. Send application, transcripts, and names, addresses, and phone numbers of three references to: Personnel Office, Attn: Tony Allison, Chair of Search Committee, Cameron University, 2800 West Gore Boulevard, Lawton, OK 73505. Deadline: March 1, 1995. Cameron University is an equal opportunity/affirmative action employer.

**EDUCATIONAL 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.

**WANTED TO BUY EQUIPMENT**

**Need a 55 to 60 KW UHF Transmitter** (complete), Antenna: Skull Pattern turned to 36., Michael A. Hershman, 5430 LBJ Freeway, Suite 1260, Dallas, TX 75240 (214) 770-2257.

**WANTED DEAD OR ALIVE: UPLINK TRUCKS**

will consider any condition and will pay cash  
**BLR COMMUNICATIONS**  
**1-800-442-9199**

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

**FINANCIAL SERVICES**

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

**FOR SALE EQUIPMENT**

**STOCK ANSWERS.**

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:  
**(800)238-4300 CARPEL VIDEO**

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

**Broadcast equipment (used):** AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, Fax 313-664-9427.

**Lowest prices on videotape!** Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

**FOR SALE STATIONS**

**AM/FM COMBO**  
 Great Cash Flow • Rural Southwest  
 .....  
**C2 FM**  
 Mid-Size SW Market  
 .....  
**LPTV STATION**  
 .....  
**COMMUNICATION RESOURCES**  
 Tom Belcher, Broker  
**918-743-8300**

**For Sale - Va. FM Class B-1 stock.** #1 Arbitron. CBS affiliate. Resort area. New equipment, building, land and tower. 1-817-773-3108.

**Burt Sherwood**  
& Associates, Inc.



6415 MIDNIGHT PASS RD. SARASOTA, FL 34242 • 813-349-2165  
Jason Sherwood  
9360 ARABIAN AVENUE, VIENNA, VA 22182 • 703-242-4276  
MEDIA BROKERS • APPRAISERS • AM/FM • TV • LPTV

**FLORIDA**

**FM CLASS C 100,000 WATT \$1.2m**  
Florida coastal resort market  
**HADDEN & ASSOC.**  
PH 407-365-7832 FAX 407-366-8801

**Midwest Class A**

University Town

**Central Florida FM**

Sole FM in Small Market

**Alabama Small Market**

\$200k + in cash flow

**Louisiana Class B**

Rated Market

**407-295-2572**

**WHITLEY**  
MEDIA

**MEDIA BROKER & APPRAISER**  
12770 Coit Road Suite 1111  
Dallas, Texas 75251  
214 788 2525

**SAVANNAH, GEORGIA**

Top rated FM station with established audience and sales.

Duopoly available.

Reply to Box 00173.

**For Sale: KSYD-FM** (Class A) station located in Reedsport OR by owner, Eugene Public Schools via sealed bid. Contact Brian Steckler for solicitation (503) 687-6946.

**Oregon Coast--** Unbuilt FM, upgradable C3. \$60K. 202-265-1807, 202-265-1810 (Fax).

**For Sale** 50kw AM and Class C FM in fast growing Southwestern Top 50 market city. Serious buyers only. Call 808-845-1111. P.O. Box 25670, Honolulu, HI 96825.

**LIQUIDATION**



**LIQUIDATION SALE Call: Peter Castagna at 516-745-6300**

**When: December 8, 9, & 10th**

**Where: WYVN 1 Discovery Place, Martinsburg, WV**

**220 ft. TOWER**

- Stainless, Inc. Galvanized tower.
- (1) Top Mounted ADC-UTA 28 SH. 60 Peanut
- (4) six foot dishes w/radomes & EW64 lines
- (6) two-way antennas w/7/8" lines at 150 ft.
- (1) Nurad Silhouette ENG Antenna
- Triangular design w/ base width of 23 ft.

**VIDEO & AUDIO EQUIPMENT**

- AmpeX ADO-100 DVE's
- AmpeX Vista 18N Switchers
- AmpeX VPR-80/TBC-6 one inch VTR's
- AmpeX ACE 25 editors & ESS-5 Still Stores
- Dubner 20K Character Generator
- BTS 2000 Router 60 X 60 V+2A+13 Remotes
- (4) Panasonic WV-F250 3CCD studio cameras
- (2) Panasonic WV-F250 field cameras
- (6) Panasonic AU-62 & (2) AU-63 M2 players
- (4) Panasonic AU-65 recorders & (2) AU-410 port.
- Vinten Pedestals & tripods
- RTS intercom system
- AmeK 18 Input Audio Mixer & Otari CTM10S cart
- Ikegami, Sony & Panasonic monitors

**TRANSMITTER SYSTEM**

- CTT-J-70SKC UHF Transmitter
- Exciter Cabinet- (1) Thomson-LGT Modulator
- Driver Cabinet - Dual 300W, Class A Solid State
- HPA - (2) Klystrode Amp & (1) control cabinet
- Beam Power - 480VAC, 3-phase, 4-wire, 60Hz
- Cooling System - Liebert outdoor heat-exchanger
- E.V. Controller-Comark High Voltage
- 6 ft. standard Parabolic antenna
- 6 ft. standard Radome
- 13 GHZ Waveguide assemblies
- Dehydrator System
- Moseley MRC-2 Remote Control System
- (2) Varian Eimac 2KDW60 Klystrode Tubes
- Video DA's & Transmitter Test Equipment

**MICROWAVE EQUIPMENT**

- (2) MTS-30 C/KU Satellite Receivers w/ Remotes
- (2) CSG-60A Stereo Decoders
- (2) LNBC4 C-Band LNB & LNBC12 KU Band LNB
- (1) 13 GHZ Simplex Microwave System
- (3) 5.0 Meter Motorized Polar Antennas
- MT-830 C/ KU Satellite receiver packages

**AWARDS**

**Distinguished Professorships in Mass Media Management**

The Edward R. Murrow School of Communication at Washington State University invites applications and nominations for the Lester M. Smith Distinguished Professorship in Mass Media Management. The position calls for a person with significant professional experience in high level media management, preferably in a major market. Open August 15, 1995. Term of appointment: normally one academic year (9 months). Review of applications begins November 30, 1994. Send nominations and letters of application, vitae, and names of 3 references to Alexis S. Tan, Director, Murrow School of Communication, Washington State University, Pullman, WA 99164-2520. WSU is an Equal Opportunity/Affirmative Action Employer and Educator. Protected group members encouraged to apply.

**BUY/SELL**

**Video Switches**, 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185. Call Nigel Macrae at (702) 386-2844.

**SATELLITE**

**INTELSAT 332 AND 329 TRANSPONDERS**

- 332 Global(601) 6:1 Compressed channel from Miami. Perfect for Latin America, Europe, South Africa, Mexico City
- 329 W/W Hemi(504) Very economical transition to 310 (706) '95
- GEMS TV, Phil Dubs (305)430.7878 FAX 430.8400

**YOUR  
AD  
COULD  
BE  
HERE!**

To place an ad in  
**Broadcasting & Cable**  
Classified section,  
call Antoinette Fasulo

**212-337-7073**

**Fax: 212-206-8327**

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

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

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

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

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$160 per inch. Situations Wanted: \$80 per inch. Public Notice & Business Opportunities advertising 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.

# Broadcasting & Cable Classifieds

## Order Blank (Fax or Mail)

### CLASSIFIED RATES

**Display rate:** Display ads are **\$160** per column inch. Greater frequency rates are available in units of 1 inch or larger.

**Non-Display rates:** Non-Display classified rates (straights) are **\$1.85** per word with a minimum charge of **\$37** per advertisement. Situations Wanted rates are **95 cents** per word with a minimum charge of **\$19** per advertisement.

**Blind Boxes:** Add **\$20.00** per advertisement

**Deadlines:** Copy must be in typewritten form by the Monday prior to publishing date.

**Category:** Line ad  Display

Ad Copy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date(s) of insertion: \_\_\_\_\_

Amount enclosed: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Payment:**

Check  Visa  MasterCard  Amex

Credit Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Phone: \_\_\_\_\_

Clip and Fax or Mail this form to:

**B & C**

245 W. 17 Street ▲ NYC 10011 • Attention: Antoinette Fasulo

**FAX NUMBER: 212-206-8327**

# For the Record

## OWNERSHIP

### Granted

**WGZS(AM) Dothan, AL** (BAP940721EA)—Action Sept. 30.

**WJAM-FM Orrville, AL** (BAPH940314GV)—Action Oct. 13.

**KCKY(AM) Coolidge, AZ** (BAL940823EA)—Action Oct. 14.

**KJAZ(FM) Alameda, CA** (BALH940725-GF)—Action Sept. 26.

**WSQR(AM) Sycamore, IL** (BAL940804-EA)—Action Oct. 13.

**KTPK(FM) Topeka, KS** (BALH931108GG)—Action Oct. 12.

**WBBE(AM)-WTKT-FM Georgetown, KY** (AM: BAL940513GF; FM: BALH940531-GG)—Action Sept. 27.

**KNIR(AM) New Iberia, LA** (BAL940824-EC)—Action Sept. 29.

**KXKC(FM) New Iberia, LA** (BALH940824-ED)—Action Sept. 29.

**WBSN-FM New Orleans** (BALED940912-GE)—Action Sept. 29.

**WPON(AM) Walled Lake, MI** (BTC940829-EC)—Action Sept. 30.

**KDEF(AM) Albuquerque, NM** (BAL940728-EA)—Action Sept. 29.

**KUCU(FM) Armijo, NM** (BALH940728EB)—Action Sept. 29.

**KWTV(TV) Oklahoma City** (BTCCT940922-KE)—Action Oct. 4.

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.

**WDLS(FM) Dallas, PA** (BTCH940802GF)—Action Sept. 29.

**WFBC-AM-FM Greenville, SC** (AM: BAL940825GM; FM: BALH940825GO)—Action Oct. 12.

**WORD(AM) Spartanburg, SC** (BAL940825GN)—Action Oct. 12.

**KXCR(FM) El Paso, TX** (BTCED940906GK)—Action Sept. 27.

## FACILITIES

### Applications

**Houston, AK KADX(FM)** 94.3 mhz—Chester Coleman seeks one-step app. to change class to C2; ant. 247 m.; TL: to be located on KEYS-TV 5 tower, 24.6 km NE of Anchorage at 58 degrees true.

**Dardanelle, AR KWKK(FM)** 102.3 mhz—Johnson Communications Inc. seeks MP to

make changes; ERP: 1.43 kw; ant. 403 m., and to change antenna supporting-structure height.

**Joshua Tree, CA KKJT(FM)** 92.1 mhz—Desert Willow Broadcasters seeks mod. of CP to make changes: 70 m.; TL: Copper Mtn.; near Joshua Tree, San Bernardino Co., CA.

**Clearwater, FL WXTB(FM)** 97.9 mhz—Great American TV & Radio Co. Inc. seeks mod. of CP to make changes: ant. 100 kw; TL: approx. 0.4 km W of Dartmouth Ave., Gulf Harbors, Pasco Co., FL, and to change antenna supporting-structure height.

**Fairfield, IL WOKZ(FM)** 105.9 mhz—Wayne Co. Broadcasting Co. Inc. seeks mod. of CP to change TL: Hwy 15 E, 0.4 mi. E of Fairfield, Wayne Co., IL.

**Louisville, KY WQLL(FM)** 103.9 mhz—Neon Communications Inc. seeks CP to change ERP: 2.4 kw; ant. 156 kw.

**Old Town, ME WBZN(FM)** 107.3 mhz—Eclipse Broadcasting seeks mod. of CP to make changes; ant. 133 m.; TL: 2.3 km WNW of intersection of Dolliff Rd. and Rte 16, approx. 3 km SW of Alton, Penobscot Co., ME.

**Newberry, MI WUPQ(FM)** 97.9 mhz—Cabrian Broadcasting Co. seeks CP to make changes: ant. 150 kw; TL: Whitefish Rd., 3 km S of E and W Rd. intersection and 11.3 km NW of Eckerman, Chippewa Co., MI, and to change antenna supporting-structure height.

**Auburn, NE KCOE(FM)** 105.5 mhz—Coe-

## SERVICES

### BROADCAST DATABASE dataworld<sup>TM</sup>

#### MAPS

Coverage: Terrain Shadowing  
Allocation Studies • Directories  
P.O. Box 30730 301-652-8822  
Bethesda, MD 20814 800-368-5754

### EDS

A Div. of Moffet, Larson & Johnson, Inc.

\* AM, FM, TV, H-group databases  
\* Coverage, allocation and terrain studies  
\* FCC research  
703 824-5666 FAX: 703 824-5672

### DSI

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/LARCAN-TTC TRANSMITTERS  
ALAN DICK ANTENNAS & COMBINERS  
LEBLANC TOWER SYSTEMS

14440 CHERRY LANE CT. LAUREL, MD 20707  
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) 533-6800 FAX (502) 533-0044  
24 HOUR EMERGENCY SERVICE AVAILABLE



Tower Design and Analysis  
Tower Inspections  
Tower Design Modifications  
Construction Inspection  
"Stealth" Techniques  
Public Involvement Programs  
Simulated Video Imaging

4801 Six Forks Road, Suite 200 • Raleigh, NC 27609 • (919) 783-0211  
Internet: towers@kci.com

WOW! WHAT A LOW RATE!  
TELECONFERENCING AS LOW AS  
15¢ PER MINUTE  
Reserve your next conference call by calling Eagle Teleconferencing Services 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 AFCCE

**CARL T. JONES**  
CORPORATION  
CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD, VIRGINIA 22153  
(703) 569-7704  
MEMBER AFCCE

**LOHNES AND CULVER**  
CONSULTING RADIO ENGINEERS  
8309 Cherry Lane  
Laurel, MD 20707-4830  
(301) 776-4488  
 Since 1944 Member AFCCE

**COHEN, DIPPELL AND  
EVERIST, P.C.**  
CONSULTING ENGINEERS  
1300 "L" STREET, N.W. SUITE 1100  
WASHINGTON, D.C. 20005  
(202) 898-0111  
Member AFCCE

**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 AFCCE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128  
 (415) 342-5200  
(202) 396-5200  
Member AFCCE

**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 AFCCE

**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 AFCCE

**HATFIELD & DAWSON**  
CONSULTING ENGINEERS  
4226 SIXTH AVE. N.W.  
SEATTLE, WASHINGTON 98107  
(206) 783-9151; Facsimile: (206) 789-9834  
MEMBER AFCCE


**F.W. HANNEL & ASSOCIATES**  
Registered Professional Engineers  
911 Edward Street  
Henry, Illinois 61537  
(309) 364-3903  
Fax (309) 364-3775

  
**SPECTRUM**  
ENGINEERING COMPANY  
**BILL CORDELL, P.E.**  
11111 Katy Freeway, Suite 360  
Houston, Texas 77079  
(800) 966-8885 Fax: (713) 984-0066  
Communications Engineering Consultants  
Member AFCCE

**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 AFCCE

 **JOHN F.X. BROWNE & ASSOCIATES**  
CONSULTING ENGINEERS  
BLOOMFIELD HILLS Broadcast • Cable  
810-642-6226 • Wireless •  
WASHINGTON Member AFCCE  
202-293-2020

**D.C. WILLIAMS, P.E.**  
Consulting Radio Engineer  
Member AFCCE  
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

**Suffa & Cavell, Inc.**  
Consulting Engineers  
10300 Eaton Place, Suite 450  
Fairfax, Virginia 22030  
(202) 332-0110 (703) 591-0110  
Fax (703) 591-0115  
Member AFCCE

**George Jacobs  
& Associates, Inc.**  
Consulting Broadcast Engineers  
Domestic & International  
Member AFCCE  
Suite 410 8701 Georgia Ave.  
(301) 587-8800 Silver Spring, MD  
20910

*contact*  
**BROADCASTING MAGAZINE**  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

## PROFESSIONAL SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

52 weeks - \$55 per insertion  
26 weeks - \$70 per insertion  
13 weeks - \$85 per insertion

Coe Broadcasters Inc. seeks CP to make changes: ERP: 6 kw; ant. 100 m.; TL: approx. 1 mile W of Hwy 75 and 1.2 miles S of village of Julian, Nemaha Co., NE.

**Plattsburgh, NY** WEXP-FM 105.1 mhz—UBC Inc. seeks mod. of CP to change ERP: 23.5 kw and ant. 103 m.

**Urbana, OH** WKSU(FM) 101.7 mhz—Champaign Communications Inc. seeks CP to change ERP: 23.5 kw and ant. 103 m.

**Waynesboro, TN** WFRQ(FM) 94.9 mhz—Ohio Broadcast Assoc. seeks mod. of CP to make changes: ERP: 6.8 kw; ant. 189.7 m.; TL: approx. 6 km NW of intersection of Rte 13 and Natchez Trace Parkway near Collinwood City, Wayne Co., TN, and to change antenna supporting-structure height.

**Port Isabel, TX** KVPA(FM) 101.1 mhz—Matthew Trub seeks CP to change ERP: 4 kw.

### Actions

**Washington, DC** WMZQ-FM 98.7 mhz—Granted app. of WMZQ Inc. for CP to install auxiliary antenna system. Action Sept. 22.

## NEW STATIONS

### Applications

**Jonesboro, AR** (BPED941003MC)—American Family Association seeks 90.5 mhz; 1 kw; ant. 75 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by

Donald Wildmon and owns WAFR(FM) Tupelo and WQST-AM-FM Forrest, both Mississippi.

**Maumelle, AR** (BPH941020MJ)—Robert Copeland seeks 96.9 mhz; 6 kw; ant. 71 m. Address: 168 Business Park Dr., Ste. 200, Virginia Beach, VA 23462. Applicant has no other broadcast interests.

**Twin Falls, ID** (BPED941024MA)—Calvary Chapel of Costa Mesa Inc. seeks 88.9 mhz; 3 kw; ant. 5.8 m. Address: 2230 South Anne, Santa Anna, CA 92704. Applicant is headed by Chuck Smith and owns KWVE(FM) San Clemente, Calif.; KRSS(FM) Chubbuck, Id., and WFGU(AM) Fitchburg, Mass.

**Winter Harbor, ME** (BPH940919MB)—Theodore Enfield seeks 97.7 mhz; 6 kw; ant. 100 m. Address: 2937 Southwest 27th Ave., Ste. 104, Coconut Grove, FL 33133. Applicant has no other broadcast interests.

**Traverse City, MI** (BPED941020MB)—Good News Media Inc. seeks 104.5 mhz; 1.48 kw; ant. 144 m. Address: P.O. Box 1400, Traverse City, MI 49685. Applicant is headed by John Van Tholen and owns WLJN-FM Traverse City and WLJN(AM) Elmwood Township, both Michigan.

**Traverse City, MI** (BPED941019MA)—Central Michigan University seeks 104.5 mhz; .8 kw; ant. 154 m. Address: 3965 E. Broomfield, Mt. Pleasant, MI 48859. Applicant is headed by W. Sidney Smith and owns WCMU-FM-TV/WMHW-FM Mt. Pleasant, WCML-FM-TV

Alpena, WCMW-TV Manistee, WCMV-TV Cadillac, WCMZ-FM Sault Ste. Marie, WUCX-FM Bay City and WCMW(FM) Harbor Springs, all Michigan.

**Traverse City, MI** (BPED941020MN)—Interlochen Center for the Arts seeks 104.5 mhz; 1 kw; ant. 177 m. Address: Radio Station WIAA(FM), Interlochen, MI 49643. Applicant owns WIAA(FM) Interlochen and WIZY East Jordan, both Michigan.

**Buhl, MN** (BPED941020MA)—Minnesota Public Radio seeks 92.5 mhz; 50 kw; ant. 171 m. Address: 45 E. Seventh St., St. Paul, MN 55101. Applicant is headed by Addison Piper and owns 1 AM and 27 FMs.

**Spring Lake, NC** (BPED941005MB)—Toccoa Falls College seeks 89.3 mhz; 3 kw; ant. 66 m. Address: Falls Rd., Toccoa Falls, GA 30598. Applicant is headed by Paul Alford and owns WRAF Toccoa Falls, WCOP Warner Robins, and WCBA Marietta, all Georgia.

**Devils Lake, ND** (BPH941003MD)—Rob Ingstad Broadcasting Inc. seeks 96.7 mhz; 45 kw; ant. 156 m. Address: 232 3rd St., NE, Valley City, ND 58072. Applicant owns KQDJ-AM-FM Jamestown and KDRQ(AM)-KQQA-FM Wishek, both North Dakota.

**Thompson, OH** (BPED940916MA)—Cleveland Public Radio Inc. seeks 89.1 mhz; 15 kw; ant. 141 m. Address: 3100 Chester Ave., Cleveland, OH 44114. Applicant is headed by Susan Turben.

### THIS WEEK

**Nov. 22**—Forum in telecommunications practice, Polytechnic University, Brooklyn, N.Y. Sponsored by *Polytechnic University Center for Advanced Technology in Telecommunications*. Contact: Ameena Mustafa, (718) 260-2050.

**Nov. 22**—"The NFL: 1994 and Beyond," seminar presented by the *IRTS Foundation*. Rockefeller Plaza, New York. Contact: (212) 867-6650.

### NOVEMBER

**Nov. 22**—Forum in telecommunications practice, Polytechnic University, Brooklyn, N.Y. Sponsored by *Polytechnic University Center for Advanced Technology in Telecommunications*. Contact: Ameena Mustafa, (718) 260-2050.

**Nov. 22**—"The NFL: 1994 and Beyond," seminar presented by the *IRTS Foundation*. Rockefeller Plaza, New York. Contact: (212) 867-6650.

**Nov. 29**—Cable TV rate filings seminar, Hyatt Regency Alicante, Anaheim, Calif. Presented by *URBAN/Telecommunications*. Contact: (202) 416-1640.

**Nov. 29**—International cable/pay TV investments and finance, Anaheim Marriott, Los Angeles. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

**Nov. 30-Dec. 2**—Western Cable Show, Anaheim Convention Center, Anaheim, Calif. Sponsored by *California Cable Television Association*. Contact: Mary Pittelli, (301) 206-5393.

**Nov. 30-Dec. 2**—1994 Asia-Pacific Cable and Satellite Summit, Hong Kong Convention and Exhibition Centre, Hong Kong. Sponsored by *The Institute for International Research*. Contact: (+852) 525-5111 (Hong Kong).

### DECEMBER

**Dec. 1-3**—*MIP Asia*, international film and program market for TV, cable, video and satellite. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: Barney Bernhard, (212) 689-4220.

**Dec. 1-3**—"U.S. Competitiveness In the Global Fiber Optics Market," seminar organized by the

## Datebook

**U.S. Dept. of Commerce and Information Gatekeepers Inc.** Crystal Gateway Marriott, Arlington, Va. Contact: (800) 323-1088.

**Dec. 6**—Hale House Benefit Gala, sponsored by the New York chapter of the *National Association of Minorities in Cable*. The Supper Club, New York City. Contact: (212) 708-1766.

**Dec. 6**—"How to Get and Keep a Good Job in Advertising," workshop presented by *Northwest Cable Advertising*. NCA, Seattle. Contact: Catherine McConnell, (206) 286-1818.

**Dec. 6**—8th annual FCC Chairman's Dinner, sponsored by the *Federal Communications Bar Association*. Washington Hilton Hotel, Washington, D.C. Contact: Paula Friedman (202) 736-8640.

**Dec. 12-13**—"Marketing Strategies to Capture the Small-Office/Home-Office Market," sponsored by the *Marketing Advisory Council*. The Marriott East Side Hotel, New York City. Contact: (201) 783-4403.

**Dec. 13**—"How to Get and Keep a Good Job in Advertising," workshop presented by *Northwest Cable Advertising*. NCA, Tacoma, Wash. Contact: Catherine McConnell, (206) 286-1818.

**Dec. 14**—*The International Radio and Television Society* Christmas Benefit. Waldorf-Astoria, New York. Contact: (212) 867-6650.

### JANUARY

**Jan. 5-7**—4th annual ShowBiz Expo East, New York Hilton & Towers. Presented by *Advanstar Expositions*. Contact: Gabrielle Bergin, (800) 854-3112.

**Jan. 5-7**—Marketing and revenue management conference co-sponsored by the *National Association of Broadcasters* and *Maxagrid International, Inc.* The Doubletree Park West, Dallas, Tex. Contact: (800) 738-7231.

**Jan. 13**—16th annual CableACE Awards (non-televised ceremony), Century Plaza Hotel, Los

Angeles. Presented by *National Cable Television Association*. Contact: (202) 775-3629.

**Jan. 15**—16th annual CableACE Awards (televised ceremony), Wilmet Theatre, Los Angeles. Presented by *National Cable Television Association*. Contact: (202) 775-3629.

**Jan. 18-20**—Mobile Communications '95 Conference, Westin Hotel-Galleria Dallas, Dallas, Tex. Presented by *Frost & Sullivan*. Contact: Conference Division, (800) 256-1076.

**Jan. 20**—*The New York Festivals* 1994 International Television Programming Awards presentation, Sheraton New York Hotel & Towers, New York City. Contact: Anne White, (914) 238-4481.

**Jan. 22-23**—22nd annual *Association of Independent Television Stations* convention, Las Vegas Convention Center, Las Vegas. Contact: (202) 887-1970.

**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.

**Jan. 29-Feb. 1**—RF Expo West and EMC/ESD International, San Diego. Sponsored by *RF design* magazine and *EMC Test & Design* magazine. Contact: Bob James, (202) 371-0700.

### FEBRUARY

**Feb. 11-14**—52nd annual *National Religious Broadcasters* convention and exposition, Opryland Hotel, Nashville, Tenn. Contact: (703) 330-7000.

**Feb. 15-17**—*Broadcast Cable Credit Association* seminar, The Scottsdale Hilton, Scottsdale, Ariz. Contact: Cathy Lynch, (708) 296-0200.

### APRIL

**Apr. 10-13**—*National Association of Broadcasters* annual convention, Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

• **Major Meetings**

## Changing Hands

continued from page 57

### WRCQ-FM Dunn (Fayetteville), N.C.

□ Purchased by Kinetic Communications Inc. (Jon Peterson) from Metropolitan Broadcasting Associates LP (Steve Garchik, general partner) for \$2.8 million. **Buyer** owns WMGR-FM Bainbridge and WOBB-FM Tifton, both Georgia. **Seller** has no other broadcast interests. WRCQ-FM has AOR format on 103.5 mhz with 48 kw and antenna 502 ft. *Broker: Bergner & Co.*

### KMIX-AM-FM Modesto (Turlock), Calif.

□ Purchased by Silverado Broadcasting (John Winkle, president/COO) from Radio Associates Group (Jerry Miller, Ken Miller and Bob Salmon) for \$1.5 million. **Buyer** owns KWG(AM)-KEXX(FM)/KCBR(AM)-KWIN(FM) Stockton, Calif., and KAOO(AM)-KISC(FM)/KNFR(FM) Spokane, Wash. **Seller** owns KEWB(FM) Redding (Anderson), Calif., and WKZO(FM) Kalamazoo, Mich. KMIX(AM) has C&W format on 1390 khz with 5 kw. KMIX-FM has country format on 98.3 mhz with 1.6 kw and antenna 390 ft. *Broker: Star Media Group Inc.*

### WCEE(TV) Mount Vernon, Ill.

□ Purchased by McEntee Broadcasting Inc. (William McEntee Jr., president) from Sudbrink Broadcasting (Robert Sudbrink, president) for \$1.475 million. **Buyer** has interests in KCVU(AM) Englewood, Colo. **Seller** owns WXTL(AM) Jacksonville Beach, Fla. WCEE is independent on ch. 13 with 302 kw visual, 30.2 kw aural and antenna 991 ft. Filed Nov. 2 (BALCT941102KE).

### KDUK(AM) Eugene and KDUK-FM Florence, both Oregon

□ Purchased by Quack Radio Corp. (Richard Dames, president/director) from PTI Broadcasting Inc. for \$1.025 million. **Buyer** owns WVOC(AM)-WARQ(FM) Columbia, S.C. **Seller** owns KZMG(FM) New Plymouth, Id., and KQLO(AM) Reno and KWNZ(FM) Carson City, both Nevada. KDUK(AM) has Cool Gold/sports format on 1280 khz with 5 kw day and 1 kw night. KDUK-FM has AOR format on 104.7 mhz with 63 kw and antenna 2,326 ft. Filed Nov. 1 (BALP941101EB; FM: BALH941101EC).

### WJOS(AM)-WIFM-FM Elkin, N.C.

□ Purchased by F.S.A. Broadcasting Group Inc. (Jeffrey Smith, president/director) from Tri-County Broadcasting Co. Inc. (Stella Trapp) for \$300,000. **Buyer** and **seller** have no other broadcast interests. WJOS has

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$267,000 □ 4

FMs □ \$3,546,514 □ 6

Combos □ \$11,125,000 □ 5

TVs □ \$1,475,000 □ 1

Total □ \$16,413,514 □ 16

So far in 1994:

AMs □ \$123,758,636 □ 152

FMs □ \$782,208,022 □ 296

Combos □ \$2,216,872,119 □ 142

TVs □ \$2,498,342,834 □ 74

Total □ \$5,621,181,611 □ 664

gospel format on 1540 khz with 1 kw. WIFM-FM has oldies format on 100.9 mhz with 600 w and antenna 709 ft. Filed Oct. 14 (AM: BAL941014GF; FM: BALH941014GG).

**KSSS(FM) Bismarck, N.D.** □ Purchased by Anderson Broadcasting Co. (A.L. Anderson) from JB Broadcasting Inc. (James Primm) for \$250,000. **Buyer** and **seller** have no other broadcast interests. Filed Nov. 11 (BAPH941104GE).

**KZOC-FM Osage City, Kan.** □ Purchased by Majestic Broadcasting Corp. (Roger Jones, president) from Osage Radio Inc. (Eugene McCoy Jr., president) for \$175,000. **Buyer** has no other broadcast interests. **Seller** owns KZEN-FM Central City and KICS(AM)-KEZH(FM) Hastings, both Nebraska. KZOC-FM has country format on 92.9 mhz with 50 kw and antenna 480 ft. Filed Nov. 3 (BALH941103GF).

### WFGE(FM) Mackinaw City, Mich.

□ Purchased by Power Player Inc. (Ronald Reynolds, president/director) from Great Radio Corp. (Robert Naismith, president) for \$150,000. **Buyer** owns WCBY(AM)-WGFM(FM) Cheboygan and WGFN(FM) Glen Arbor, both Michigan. **Seller** has no other broadcast interests. WFGE is dark, licensed to 94.3 mhz with 3 kw and antenna 300 ft. Filed Sept. 22 (BALH940922GE).

### KMAC(FM) Gainesville, Mo.

□ Purchased by Country Music Communications Inc. from Dora Burnett for \$150,000. **Buyer** owns KTRI-FM Mansfield and KMAC(FM) Gainesville, both Missouri; WLEE(AM) Richmond, Va.; and KBCN(FM) Marshall, KDEW(FM) DeWitt, KERX(FM) Paris and KLRA-AM-FM England, all Arkansas. **Seller** has

no other broadcast interests. KMAC has oldies format on 99.7 mhz with 50 kw and antenna 492 ft. Filed Oct. 31 (BALH941031GK).

**KALB(AM) Alexandria, La.** □ Purchased by Faith Broadcasting (Tony Chase, CEO) from Stellar Communications (Don Chaney, president) for \$125,000. **Buyer** owns KGGR(AM) Dallas and, pending FCC approval, KALO(AM) Beaumont, both Texas. **Seller** owns KZMZ(FM) Alexandria, La.; KCKR(FM) Waco, Tex.; and is pending assignee of KTEM(AM)-KPLE(FM) Temple and KISX(FM) Whitehouse/Tyler, both Texas. KALB has oldies format on 580 khz with 5 kw day, 1 kw night. *Broker: Whitley Media.*

**WLYV(AM) Fort Wayne, Ind.** □ Purchased by Midwest Broadcasting Corp. (Ralph Van Luven, president/director) from Media Communications Group (John Pierce, president) for \$90,000. **Buyer** owns WLOV(AM) Detroit, WLCM(AM) Charlotte, and WTAC(AM) Flint, all Michigan. **Seller** has no other broadcast interests. WLYV has country/gospel format on 1450 khz with 1 kw. Filed Oct. 25 (BAL941025EB).

### WJPJ(AM) Huntingdon, Tenn.

□ Purchased by Dee Ann Perkins from Howard and Lynn Dickinson and Ernest Chandler for \$27,000. **Buyer** and **seller** have no other broadcast interests. WJPJ has Christian/Southern gospel format on 1530 khz with 1 kw day. Filed Oct. 3 (BAL941003EC).

### WKXF(AM) Eminence, Ky.

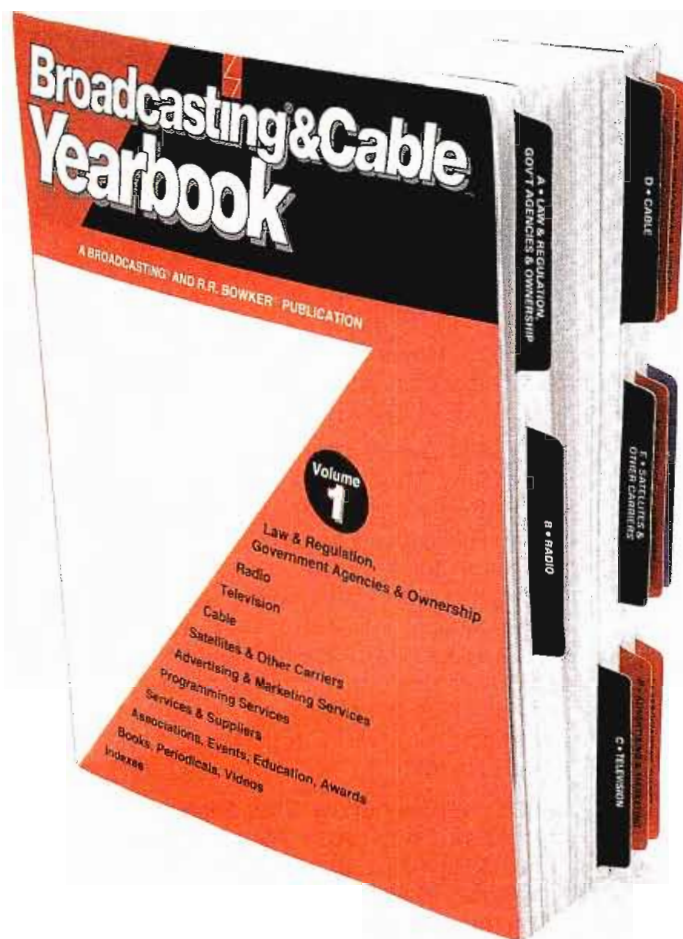
□ Purchased by Regional Christian Broadcasting Inc. (Jesse Harris, general manager) from Superior Market Eminence Inc. (Bruce Chestnut, president) for \$25,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WKXF has country format on 1600 khz with 500 w day, 48 w night. Filed Oct. 27 (BAL941027EA).

### WOVU(FM) Clarendon, Pa.

□ Purchased by Kinzua Broadcasting Co. Inc. (W. LeRoy Schneck, president/director) from Cary and Betty Simpson for \$21,514. **Buyer** owns WNAE(AM)-WRRN(FM) Warren, Pa. **Seller** owns WKBI-AM-FM St. Marys, WTRN(AM)-WGMR(FM) Tyrone, WFRM-AM-FM Coudersport, WNBT-AM-FM Wellsboro and WQRM(FM) Smethport, all Pennsylvania. WOVU is unbuilt, licensed to 106.9 mhz with 4.7 kw and antenna 371 ft. ■

# Our Yearbook is an indispensable source book for top level decision-makers in the television, cable and allied fields.

(Now, how many yearbooks can you say that about?)



## The 1995 Broadcasting & Cable Yearbook.

With one advertisement and one insertion, you get one full year of delivering your message to the people you most want to reach in the broadcasting & cable industry: broadcasters, networks, cable systems and operators, advertising agencies, suppliers of programming and equipment, governmental agencies and the media.

To place your advertising in this valuable year-round source of information, contact:

- **New York:** Larry Oliver (212) 337-6943 • Randi Schatz (212) 337-6944  
Karen Brady (212) 337-6945 • Rob Foody (212) 337-7026
- **Los Angeles:** Gary Rubin (213) 549-4115
- **West Coast – Equipment:** Rick Ayer (714) 366-9089

**Broadcasting  
& Cable**

## Theodore Frederick Shaker Jr.

**T**ed Shaker has been busy striking deals and plotting strategy since assuming the presidency of the Sports Illustrated television division (SITV) in February.

Shaker already has programming deals with three of the four networks. SITV is adapting its *Sports Illustrated for Kids* print magazine to animated programming for the Fox Children's Network.

In September, SITV produced a 40th-anniversary *Sports Illustrated* special for NBC and is producing the TV version of the magazine's swimsuit issue for February airing on ABC. It also has produced more than a dozen major feature stories for ABC's *Wide World of Sports*.

Shaker is near a deal with CBS, but it's too early to talk about the project, he says. However, sources say it's a venture with Warner Bros. Television that would adapt poignant features from the magazine (including a story about late basketball coach Jim Valvano) to *Hallmark Hall of Fame*-caliber dramatic presentations under the *SITV Theater* banner.

Although he's spent most of his 21-year career producing sports programming, Shaker thinks of himself more as a TV nut than a sports fanatic.

"I always thought I would do something for an audience," says Shaker, who was named president of the newly formed SITV after an almost 20-year stint with CBS, most of which was spent producing and overseeing production at CBS Sports.

Maybe it's in the genes. Shaker's father, Ted Sr., spent his career in television with long stints at CBS, ABC and Arbitron, which he ran until retiring in 1987. (The elder Shaker was profiled in the Jan. 22, 1962, **BROADCASTING** after he was named head of the newly formed ABC-TV National Sales Inc.)

In college, Shaker was a member of an improvisational-comedy troupe. He went to New York after graduation with aspirations of making it big in theater.

But it didn't take him long to realize that he had to get a "real job" or starve, so he started looking around for entry-level positions in the television business.

He found one at CBS as a clerk in



the videotape vault in the basement of the CBS Broadcast Center. "It shows you how much pull I had" from family connections, Shaker says. "It was an interesting place to start. The only place to go was up."

Shaker did his clerkship during the summer of 1973, and like so many young people of his generation, was inspired by the Watergate hearings to explore opportunities in journalism.

He talked his way into a job as a production assistant on a weekly CBS news show for kids called *In the News*. After producing segments for that broadcast, he began looking for other opportunities.

While news provided an entree into the world of network television, it wasn't an area for which Shaker had a consuming passion. He considered moving to the West Coast to break into entertainment programming. But Robert Wussler, then-president of the CBS Television Network, urged him to consider switching from the news division to sports.

Shaker wanted to remain on the East Coast, and says he was inspired by the ground-breaking work then being done by Roone Arledge at ABC Sports. It was a time when the network sports

divisions were relatively small enterprises, compared with what they would become in the 1980s. "Clearly, it was a growth area and an attractive opportunity," Shaker recalls.

After three years of toiling in the news division as an associate producer on the same program, Shaker moved to CBS Sports in 1978.

Shaker would produce 10 seasons of NBA coverage for the network, in addition to seven Super Bowls, two World Series and a host of tennis, golf and other events. In the course of producing those events, he earned 12 Emmys and two Peabody Awards.

In 1986 Peter Lund, then-president of CBS Sports, reorganized the division. The division had had four executive producers, including Shaker. Lund believed one executive producer made more sense. Shaker got the nod. Recalling that decision, Lund, now president of the CBS Television Network, says of Shaker, "Not only was he talented, he had a great curiosity. And he was collegial—a very important ingredient, because at the sports division there were so many personal-

ities, events and opinions. He listened and he was approachable."

After 19 years at CBS, including 14 years of working six- and seven-day weeks in the sports division, Shaker resigned in 1992. It was no secret that he and then-CBS Sports President Neal Pilson weren't getting along.

So Shaker left, and took six months off to recharge. A discussion with Time Warner Chairman Gerald Levin led to a free-lance consulting deal with *Sports Illustrated*, which was trying to figure out what direction it would take in television.

SITV was formed this past February, with Shaker at the helm. He has been busy forging strategy and relationships ever since.

"Our goal is to be an equal-opportunity program supplier," Shaker says. "We'd like to be as ubiquitous as we can be."

—SM

**President, Sports Illustrated Television; b. Sept. 24, 1949, Evanston, Ill.; BA, dramatic arts, Allegheny College, Meadville, Pa., 1972; CBS News, New York: clerk, 1973-75; associate producer, 1975-78; CBS Sports: associate producer, 1978-80; producer, 1980-82; executive producer, 1982-92; consultant, Sports Illustrated, 1993; present position since February; m. Sheryl Williams, June 18, 1983; children: Molly, 8; Grace, 5; Will, 2.**

# Fates & Fortunes

## BROADCAST TV



Lieberman

**Cynthia Lieberman**, executive director, Warner Bros. Domestic Television Distribution, Burbank, Calif., joins The Samuel Goldwyn Company, Los Angeles, as VP, television marketing.

**Kevin Wagner**, writer/producer, creative services, WPIX(TV) New York, named senior writer/producer.

**Jean Graham**, program director, WYZZ-TV Bloomington, Ill., joins KBSI(TV) Cape Girardeau, Mo., in same capacity.

Appointments at Catalyst Group of Companies, Toronto: **Nancy Chapelle**, VP/GM, named senior VP; **Jill Keenleyside**, director, program distribution, named VP.



Strauss

**Martha Strauss**, VP, international sales, Hallmark Entertainment, New York, named senior VP.

Appointments at KLFY-TV Lafayette, La.: **Rex Moore**, sports director, named

assignments editor/news producer; **Michael Roebuck**, sports director, KVOL-FM Opelousas, La., joins in same capacity.

Appointments at KRON-TV San Francisco: **Mark Mano**, freelance director, named director; **Nan Burton Marca**, continuity producer, named production coordinator.

**Mary Lou Davis**, LSM, KTBC-TV Austin, Tex., joins WGME-TV Portland, Me., in same capacity.

Appointments at WDIV(TV) Detroit: **Fred Heumann**, sportscaster/feature reporter, and **Wayne Joseph**, LSM, both of WJBK-TV Detroit, join as sports reporter and LSM, respectively.

**Gene Brink**, news director, *Arundel Edition*, Washington, joins WUTR(TV) Utica, N.Y., in same capacity.

**Dan Harrison**, programing analyst, Twentieth Television, Los Angeles, joins United Paramount Network there

as manager, program scheduling and development.

**Laurie Younger**, senior VP, network television, Walt Disney Television and Telecommunications, Burbank, Calif., named senior VP, business affairs and administration.

Appointments at QED Communications, Pittsburgh: **Melvin Ming**, VP/treasurer/chief administrative officer, WNET(TV) Newark, N.J., joins as executive VP/COO; **Michael Fields**, station manager, WQEX(TV) there, adds VP/station manager, WQED(TV) there, to his responsibilities; **Mark Smukler**, station manager, WQED, named VP, television production, engineering, special projects, WQED/WQEX.

**Ann Kirschner**, president, Comma Communications, New York, joins NFL Enterprises there as VP, programing and media development.

**Dennis Upham**, president/GM, WEEK-TV Peoria, Ill., joins KBVO(TV) Austin, Tex., in same capacity.

**John Deushane**, VP/director, sales, WEEK-TV Peoria, Ill., named president/GM.



Kosner

**John Kosner**, VP, broadcasting, National Basketball Association, New York, joins Sports Illustrated Television there as VP, program planning and development.

**John Levinsohn**, president, international distribution, Republic Pictures Corp., Los Angeles, joins Arrow Films International Inc. there in same capacity.

**Richard Pegram**, group regional manager, Park Communications, Richmond, Va., joins Dispatch Broadcast Group as VP/GM, WTHR(TV) Indianapolis.

**Dawn Steinberg**, director, casting, CBS, New York, joins Big Ticket Television, Los Angeles, in same capacity.

**Jennifer Nicholson**, owner, Nic Trix Productions Inc., Oklahoma City, joins KOCB(TV) there as director, public relations.

**Alan Parcell**, bureau chief, CBS News, Dallas, named bureau chief, Moscow.

**Pamela Dill**, publicity manager, ABC

Video, Stamford, Conn., joins WCBS-TV New York as director, press relations.



Mirabella

**Joe Mirabella**, VP, Eastern sales, Rysher Entertainment, New York, joins MG/Perin, there as senior VP/GSM.

**Marilee Mahoney**, president, MPM Communications, New York, joins NBC Entertainment, Burbank, Calif., as director, entertainment press and publicity, East Coast.

## RADIO

**Charles Gerding**, account executive, WCCO(AM) Minneapolis, joins CBS Radio Representatives, New York, as sales manager.

**Raymond Cal**, VP/GM, WFBC(AM) Greenville, S.C., joins Heritage Media, Milwaukee, Wis., as president/GM.

**Jack Swanson**, VP/GM, KING(AM) Seattle, joins KGO(AM)/KSFO(AM) San Francisco as director, operations.

**Jack Johnson**, sales manager, Banner Radio, New York, joins WOMC(FM) Detroit as GSM.

**Leonard Peace**, on-air personality, WKTU(FM) Milwaukee, named music director.

**Annell Kirkland**, GM, WDCK(FM) Williamsburg, Va., joins Keymarket Communications, Augusta, Ga., in same capacity.

**Larry Julius**, VP/senior account manager, The Interep Radio Store, New York, named executive VP/regional executive, Midwest.

## CABLE

Appointments at Prime Ticket Network, Los Angeles: **Tim Griggs**, assistant GM, named GM; **Kathryn Cohen**, VP, finance, named GM; **Dan Corsini**, executive VP, programing and production, named VP, original programing and development; **Tom Morris**, VP, regional sales, named VP, sales.

Appointments at TBS Superstation, Atlanta: **Linda Evans**, manager, national advertising, HBO, New York, joins as senior director, marketing; **Rex Wilder**, writer/producer/creative director, Rex Wilder Advertising, joins as

VP/creative director.

Appointments at Turner Broadcast Sales Inc., Atlanta: **Beverly Beeson**, VP, operations, named senior VP, operations and client services; **Mitch Goldman**, director, CNN and international sales operations, named VP; **Alissa Fine**, director, CNN strategic planning, named VP; **Scott Weller**, VP/sales manager, sports sales, named VP/sales manager, CNN.

Appointments at The Talk Channel, New York: **Gunter Kamper**, program operations consultant/network operations supervisor, Capcities/ABC, New York, joins as director, operations; **Peter Robilotta**, network consultant, Camares Communications, there, joins as director, MIS.

Appointments at A&E Television Networks, New York: **Patrick McFarland**, manager, marketing communications, named director; **Margaret Reilly** and **Peter Rosenberg**, directors, legal and business affairs, named VPs.

**Kitty Bartholomew**, interior designer/decorating correspondent, *The Home Show*, ABC TV, New York, joins Home & Garden Television Network, Knoxville, Tenn., as host, *You're Home*.

**Barry Elson**, VP/GM, western division, Cox Cable Communications Inc., Atlanta, named executive VP, operations.

**Michael Fischer**, director, advertising, *Metrowest Jewish News*, N.J., joins CNBC and America's Talking, Fort Lee, N.J., as manager, creative services.

## MULTIMEDIA



Witzke

**Karl Witzke**, assistant controller, Multimedia Inc., Greenville, S.C., named controller, Multimedia Broadcasting Co., Knoxville, Tenn.

**Ray Warren**, executive VP, sales and marketing, Raycom Inc., Charlotte, N.C., named COO.

**Jeffrey Hoops**, southern region manager, Group W Productions, Los Angeles,

named VP, syndication sales, western region.

## SATELLITE/WIRELESS

Appointments at GE Americom, Princeton, N.J.: **George Monaster**, VP, cable services, named VP, business development and international marketing; **Andreas Georghiou**, director, business operations, video/audio services, named VP, satellite services; **Gino Picasso**, VP, business development and international marketing, named president, GE Capital Spacenet Services Inc.

**Elaine Sondel**, GM, United Artists-TCI, Sonoma, Calif., joins CAI Wireless Systems, Albany, N.Y., in same capacity.

Appointments at DIRECTV Inc., Los Angeles: **L. William Butterworth**, senior VP, technical development, named executive VP; **James B. Ramo**, senior VP, sales, marketing, programing and customer service, named executive VP; **David Baylor**, VP, operations, **Larry Chapman**, VP, programing, **Lawrence Driscoll**, VP, customer service and information systems, **John Godwin**, VP, DBS network systems, **Steven Ste. Marie**, VP, sales and marketing, and **Louise Wildee**, VP, finance, named senior VPs.

## ALLIED FIELDS



Meyer

**Paul Meyer**, senior VP, administration, Viacom New Media, New York, named senior VP/GM, Chicago.

**Laraine Rodgers**, VP/chief information officer, Xerox Corp., Rosslyn, Va., joins Bell Atlantic, Arlington, Va., as VP, information processing.

**Richard Joyce**, consultant, Booz-Allen & Hamilton, New York, joins ASCAP there as director, marketing and planning.

**Dave Rizzo**, regional radio executive, Association Press, Kansas City, named sales manager, AP Express, Washington.

**Terry Worsdell**, CFO, Matthews Studio Equipment Group, Burbank, Calif., named president/CFO.

## DEATHS

**Sidney Brown**, 62, VP/treasurer, finance and administration, National Public Radio, Washington, died Nov. 15 of leukemia and lymphoma at the George Washington University Hospital there. Brown had been with NPR since 1986, and helped the organization to stabilize and grow after a financial crisis in the early 1980s. He is survived by his wife, Betty, daughter and son-in-law.

**Peter Shuebruk**, 82, communications lawyer, died Oct. 31 at United Hospital Medical Center in Port Chester, N.Y. In the 1940s Shuebruk practiced law at the FCC, specializing in radio and television stations. After World War II he established the law firm of Fly, Shuebruk. He retired in 1989 after 44 years. Shuebruk is survived by his wife, two daughters, two sisters and four grandsons.

**Israel "Ike" Cohen**, 86, treasurer, Massachusetts Broadcasters Association, and radio engineer, died Oct. 31 of a heart attack at the Lahey Clinic in Burlington, Mass. Cohen began his career as a radio officer aboard passenger ships before going to work as an engineer at WHN(AM) New York. During the heyday of radio, he engineered radio shows for show business stars and the leading big bands. In 1946 Cohen formed Northeast Radio Inc. Six years later WCAP(AM) Lowell, Mass., aired. He is survived by his brother, Maurice, and sister, Tena.



Cohen

**John Lord Booth**, 87, media pioneer, died Nov. 11 of cancer at his home in Grosse Pointe Farms, Mich. Known to his friends as Jack, Booth began purchasing radio stations in the early 1930s and continued after World War II. He constructed WJLB(FM) Detroit, one of the first FM stations. After a brief stint with UHF-TV in the '50s, Booth moved into cable television and built systems in Michigan and Virginia. He is survived by his wife, Louise, two sons, two daughters, one sister, eleven grandchildren and five great-grandchildren.

—Compiled by Denise Smith

# In Brief

## A group of federal judges is reconsidering its decision to ban cameras from federal courts.

The judges decided earlier this summer to end an experiment that allowed cameras into selected courts, but that same group now may allow cameras into all appellate courts on a permanent basis. Court TV CEO Steve Brill thinks that the 27 members of the Federal Judicial Conference felt "boxed in" by last summer's decision. Judges were faced with allowing cameras in courts or not, with no position in-between. The Judicial Conference will consider new proposals next month. It is expected to vote on whether to allow cameras into appellate courts on a permanent basis and into civil trial courts on an experimental basis.

The Spelling Premiere Network's low-rated **Heaven Help Us** syndicated hour drama appears to be the first casualty among the 1994-95 crop of new shows, with syndicator Worldvision Enterprises last week announcing plans to replace it with

new hour drama *University Hospital* the week of Jan. 16. *Heaven* has delivered a 2.5 national Nielsen household rating (season-to-date), little more than half the 4 rating Worldvision promised stations in return for strong clearances. *University Hospital* is an ensemble drama revolving around the personal and professional lives of four student nurses and their supervising RN. The other SPN show, *Robin's Hoods*, is doing slightly better than *Heaven*, with a 2.7 season-to-date rating, and is being reworked by new executive producer Bob McCullough (*Star Trek: The Next Generation*) and a new writing team.

Genesis Entertainment's syndicated off-Fox, off-HBO **Tales from the Crypt** has been cleared in 61% of the U.S., including 22 of the top 25 markets, for a fall 1995 launch. Top clearances include WNYW New York, WPHL Philadelphia, WAGA Atlanta and WPLG Miami. Station groups include Tribune, Post-Newsweek, Renaissance, Fox, New World and Clear

Channel. Eighty half-hour episodes will be packaged as a weekly one-hour show targeted for Saturday night. The show is being sold on a barter basis, with an even seven minutes each for the syndicator and stations.

**Multimedia Entertainment has cleared its Donahue on ABC affiliate WXYZ-TV Detroit** for the 1995-96 season, a switch from its current home on CBS affiliate WJBK-TV. WXYZ-TV will air the show mornings. Multimedia recently signed a new contract with Donahue to continue hosting his show through Aug. 31, 1996, which will mark the show's 29th anniversary.

*60 Minutes* correspondent **Mike Wallace and his producer, Bob Anderson, were given a "severe reprimand"** by CBS News President Eric Ober for secretly taping story source Karen Haller, who made it clear she didn't want to do an on-camera interview. Ober said it was a clear-cut violation of CBS News rules: "It was the

## Cokie's night out in Cambridge

"It clearly was time for a skirt," said ABC News correspondent Cokie Roberts as she warmed up the crowd Thursday night for her Theodore White Lecture at Harvard. (She had been preceded in that prestigious forum by four men since 1986.) Her topic was the clash of cultures between politics and journalism. "Our interests are different and our mission is different," she said. "They want us around when it's to their advantage, and not when it's not. A lot of the time they just hate it that we are there."

Roberts made room for criticism of the media, too. "It's also not our role to make problems worse," she said. "I don't quite get it, I don't get the point" of revealing a scandal about which nothing can be done.

Roberts expressed concern about some of the intramural aspects of journalistic competition and the media's approach to political solutions. "How do we treat compromise? As a base sellout to special interests?" She said many hard questions were put to politicians just to show off to colleagues in the press. How might the

press do its job differently? "It's a question of attitude," she said. "Give [the politician] a chance. We can throw obstacles or make smooth the path."

Roberts was pessimistic on at least two scores regarding the state of the moment in politics: the increasing support for referenda in the government process (which prompted her to say: "There's a very dangerous road ahead if we're headed for direct democracy"); and the prospects for bipartisanship in the next two years ("Don't expect [it] to happen," she said).

And she was critical on another point: "The main thing television covers in Congress is scandal or conflict with the President." She was encouraged on another: "The fact is that women in Congress make an incredible difference...just by being in the room."

Roberts said she advised young journalists that access to the Congress is no problem, and offered this riddle: "What has two legs and is attracted to light? Newt Gingrich."  
—DW

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* 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 TheFifthEstate 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., at 245 West 17th St., New York, NY 10011, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02458-1630; 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).



# Closed Circuit

wrong thing to do and a case of very poor judgment." Wallace spent part of last week doing mea culpa interviews with the press. Wallace said the tape would not have been used without Haller's permission.

King World's **Oprah Winfrey Show** earned a **10.0 metered-market average Nielsen rating** for the first two weeks of the November sweeps, up 22% from the metered-market ratings for October 1994, but off 11.5% from November 1993, when the show faced weaker talk competition.

Canadian broadcaster **CanWest Television** will begin airing edited versions of **Saban Entertainment's Mighty Morphin Power Rangers** this week in response to a regional censor's ruling that the show is too violent for young children. Only CanWest's Ontario station is directly affected by the ruling, but other stations and a national cable channel have pulled the show while they study the ruling.

**MCA Home Entertainment and Kellogg Co.** will launch a kids series in first-run syndication and on videocassette in January 1995. *The Adventures of Timmy the Tooth* will be introduced to the public in a nationally syndicated broadcast of five shows in mid-January with Kellogg's Rice Krispies as a sponsor.

**All American Television** will offer two one-hour country music specials in first-run syndication for 1995. *The 13th Annual Country Showdown* and *Tootsie's Orchid Lounge* will be hosted by country stars Willie Nelson and Jimmy Dean and will be shot in December on location in Nashville.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 6. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	14.2/226/98
2. Jeopardy!	11.5/217/98
3. Oprah Winfrey Show	9.3/236/99
4. Buena Vista I	9.1/160/97
4. Entertainment Tonight	7.8/176/92
6. Roseanne	7.8/164/97
6. Star Trek: Deep Space 9	7.4/238/99
8. Baywatch	7.1/216/97
9. Wheel of Fortune—wknd	7.0/165/73
10. Hard Copy	7.0/178/94
10. Inside Edition	6.1/169/92
12. Married...With Children	5.8/177/93
13. Action Pack Network	5.8/163/95
13. A Current Affair	5.7/169/93
15. Cops	5.6/181/94

## HOLLYWOOD

### New mice on the block

Syndicator Genesis Entertainment will expand its **Marvel Action Hour** animated kids block from 60 minutes to 90 minutes in fall 1995 with the addition of *Biker Mice from Mars* to existing shows *Iron Man* and *Fantastic Four*. The weekend block will be renamed the **Marvel Action Universe**. *Biker Mice*, which was expanded in its sophomore 1994-95 season to a strip, is being scaled back in part because of its tepid 1.0 national season-to-date Nielsen household rating and also because the New World television stations, owned by Genesis parent New World Communications, will no longer have room for a kids strip as a result of this year's affiliation with Fox, said Genesis Chief Executive Wayne Lepoff.

### Lieberthal return?

Former Columbia Pictures Television head Gary Lieberthal is back in Los Angeles, sources say. Three years ago he retired from Sony-owned CPT and moved to Charlottesville, Va., where he purchased an 18th-century farm. Sources say the farm has been sold and that Lieberthal has been back in Los Angeles the past two months exploring options. Sources confirmed he talked to Jeffrey Katzenberg, who is forming a new studio with Steven Spielberg and David Geffen, about the company's plan.

## LOS ANGELES

### Heeeeere's Ed

Westwood One Entertainment sources confirm that former *Tonight Show* sidekick Ed McMahon has approached the radio syndicator about launching a radio show based on McMahon's *Star Search* television program. Westwood officials say that discussions are in the "very early stages."

## WASHINGTON

### PCS bid

National Association of Black Owned Broadcasters President Jim Winston is working with Inner City Broadcasting's Percy Sutton to put

together a group of minority investors to bid on personal communication services licenses. Winston says several regional Bell companies have been holding talks with minority investors. The problem is that they want minority groups to match telco investment "dollar for dollar," he says. Winston also said the telco incentive to invest in minorities is reduced by consolidation when it comes to PCS. Nynex, Airtouch, US West and Bell Atlantic have an agreement to bid jointly for PCS. Winston says that group has not been in active discussions with minorities.

## DENVER

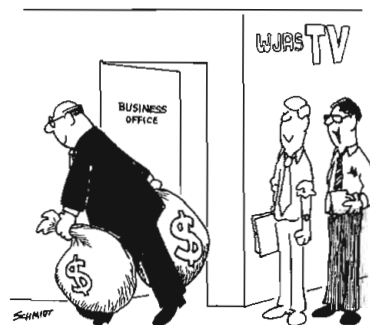
### New nets

At least two new cable networks are in the works from multiple system cable operator Jones Intercable: The Health Network, targeting a 1995 launch, and The Language Network, expected to debut in 1996. Both services will have educational elements similar to existing Jones network Mind Extension University.

## NEW YORK

### Playing solitaire

Sony Pictures has quietly bought out United Video Cable Ventures, its last remaining partner in the soon-to-be-launched Game Show Network. Word has it that as Sony kept bringing more and more resources into the venture, UVCV's percentage shrank to a point where UVCV decided it wanted out. Sony in June lost its third original partner in the venture, Mark Goodson Productions, which decided launching a new network would be too difficult in today's environment.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"Our election returns coming in."

## The GOP's new deal

The legislative way ahead is too difficult, and the stakes too high, for the Fifth Estate to breathe easy about the 104th Congress. Still, it may safely breathe a little easier. The Republican ascendancy signals a deregulatory approach in stark contrast to that of the Democrats.

This week's cover interview with Senator Larry Pressler, the chairman presumptive of the Senate Commerce Committee, sets the tone. First and foremost, he is intent on passage of an information highway bill, the most conspicuous undone telecommunications legislation of this past year. "Lights go on over here when we say, 'This is something we can do...if we change the bill some or we make some adjustments,'" is the way he puts it. Given that all prospective players in that arena long for legislative certainty, the Pressler initiative will be welcome news across the board.

The cable industry has special cause to welcome a more deregulatory hand on the reins. Ever since the Cable Act of 1992 it has been buffeted by punitive and restrictive treatment that has set back or held back the remarkable progress made under the 1984 act. A return to those halcyon days would be too much to hope for. It is not beyond imagining, however, that the screws may be backed off, if only a little. Pressler talks not in terms of repeal but revisiting; cable will hope that spirit makes its way down Pennsylvania Avenue to M Street.

The chairman-to-be declares his support for "complete free enterprise." And despite rumblings last week that Republicans might join the crowd trying to micro-manage broadcast content, when asked his opinion of indecency regulation, Pressler said he's "very afraid of government involvement." He has the same reservation about quotas for children's programming.

Pressler does not believe that broadcasters will be

asked to pony up fees for its existing spectrum, but he's not so sanguine about new spectrum. Americans like what they've seen this year with PCS and other auctions, and he feels the genie may be out of that bottle. On the other hand, the fervor for content regulation will be noticeably quieter. Pressler is not a fan of the fairness doctrine, nor is he a talk show basher. On the contrary, he says: "What's happening in radio talk shows is very healthy."

What must be kept in mind is that telecommunications legislation is, for the most part, bipartisan. Basic political attitudes affect the outcome, but you can't count on a party-line vote. The Fifth Estate, separately or together, still must rely on the merits of its/their case. Fair enough.

## Right direction

After taking the press on a rollercoaster ride of threats, warnings and criticism, the judge in the O.J. Simpson case agreed to let the cameras stay. That came after everyone involved argued to allow such coverage. Here are some of the pro-camera sentiments that came out in the oral arguments on the issue.

Judge Ito: Inaccurate reporting outside the courtroom could not be attributed to cameras in the court.

The defense: "For Mr. Simpson to have a life after this case, it will be required that the American public have an understanding that his acquittal was based on what was presented in the courtroom."

The prosecution—Coverage would help "refute wild rumors."

Journalists: Banning cameras would lead to the media's covering the spin-control at competing press conferences.

There was word last week that the prospects for cameras in the courts were brightening (see "In Brief"). We hope those still opposed to cameras in the federal courts and the few holdout states are taking notes.

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. Eggerton, *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. Zier, *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  
Stephen McClellan, *bureau chief*  
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 Bradfield, *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./Reed Publishing (USA) Inc.**  
Robert L. Krakoff, *chairman-CEO*

### Advertising

□ New York 212-337-6940; Fax 212-337-6947  
Randi T. Schatz, *international sales director*  
Millie Chiavelli, *director of cable advertising*  
Robert Foody, Karen Brady, *account executives*  
Stacie Mindich, *marketing/sales support coordinator*  
Joan Miller, *executive secretary*  
Sandra Frey, *executive assistant*  
Patrick Church, *advertising billing/contracts*  
Antoinette Fasulo, *classified advertising manager*  
Classified 212-337-7073; Fax 212-206-8327  
□ Los Angeles 213-549-4113; Fax 213-937-5272  
Gary Rubin, *national marketing director,*  
*director of syndication advertising*  
Michael Brooks, *account executive*  
□ 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 (*United Kingdom & Europe*): (44) 71 437 0493; Fax (44) 71 437 0495  
**Broadcasting & Cable Yearbook**  
Editorial 908-464-6800 Circulation 800-521-8110  
Advertising 212-337-6943

# You read it every week.

## Soon you can read it

# EVERY DAY... AT NATPE

### Introducing

Broadcasting & Cable, the industry authority on syndication, week in and week out, is introducing three show dailies for the 1995 NATPE.

Titled **Broadcasting & Cable Daily**, the dailies will be published right in Las Vegas — in the heart of all the NATPE action. With expert Broadcasting & Cable editors reporting all the developments: new program releases, market clearances and, of course, those special events and appearances planned throughout the week. All in an eye-catching, tabloid-size format.

**Broadcasting & Cable Daily** will be delivered to important television professionals attending NATPE from around the world. Copies will be distributed door-to-door at major hotels and at the NATPE exhibition hall for convenient pickup and reading anywhere, at anytime.

It's a great new opportunity to increase visibility at NATPE. Reserve now for a good position.

Call Gary Rubin at 213-549-4115 or your Broadcasting & Cable sales representative today.



## DAILY NATPE COVERAGE — JANUARY 24-25-26



### NATPE coverage you can count on. Daily.

OCTOBER 18, 1977

*I took my kid to his first ball game.*

YANKEE STADIUM

*He was more interested in Crackerjacks.*

GAME SIX

*Then something amazing happened.*

REGGIE

*By the third homer he was hoarse.*

*We both knew we'd never see anything like it again.*

4th, 5th, 8th INNING

Watch rare and exclusive programming from the vaults of the NFL, NBA, NHL, Big Fights, and Major League Baseball. The perfect and profitable companion to live sports, with games, series, documentaries, movies and original productions. The first 24 hour, all sports hall of fame on television. Launching in 1995. 212-529-8000. You don't just watch Classic Sports.™ You feel it.

Goosebumps TV

