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MAURY POVICH  
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Source: NSI Oct. 1994 vs. Oct. 1993. DMA shares.



While Ricki,  
Phil, Jenny & Sally  
are yelling,  
women still say...





# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**FCC takes bigger step into Fox, NBC debate** The FCC has escalated its investigation into charges that Fox is violating the agency's foreign ownership limits. And the argument over those limits has turned into all-out war between Fox and NBC, which insists that the case is not a matter of fighting Fox, but a matter of whether the law is to be enforced fairly. / 6

**Gag order silences ownership proceeding** The FCC has issued a broad gag order barring Fox and the NAACP from publicly discussing the commission's pending foreign ownership proceeding. Communications lawyers say the order is unconstitutional. / 10

**Expanded basic not likely before February** Despite recent FCC approval of expanded basic cable packages, systems will not be adding channels or boosting rates until early next year. / 11

**PCS sale shatters auction record** In the first week of bidding, the FCC's PCS auction broke the record for proceeds from a government auction. It could take months to sell the 99 major-market licenses. / 14

**Fox shores up Sundays** Hoping to take better advantage of its football lead-in, Fox is restructuring Sunday night's schedule by adding three new series: *Get Smart*, with Don Adams and Barbara Feldon; sketch comedy series *House of Buggin'*; and recently acquired episodes of HBO's half-hour *Dream On*. / 15



Episodes of HBO's 'Dream On' will round out Fox's Sunday night beginning Jan. 8. / 15

## SPECIAL REPORT: TALK SHOWS '94



Star talker Ricki Lake sets a new standard. / 56

### The new talk of the town

Buoyed by the winning ratings of *Ricki Lake* and other relative newcomers to the genre, syndicators are preparing yet another full plate of TV talkers for 1995. BROADCASTING & CABLE takes you through them, day and night, and sits down with Lake to find out the secrets of her success. At 26, and in her second season on the air, Lake's ratings are the fastest-growing in talk-TV history. **Cover photo by Steve Winter/Black Star / 46, 56**

### Bumper crop of shows for 1995

A new constellation of stars is rising on the talk show horizon, with *Ricki Lake*, *Jenny Jones* and *The Montel Williams Show* surpassing more established shows—and even denting the ratings of talk queen Oprah Winfrey. Inspired by their success, at least 13 new talk shows are shooting for fall 1995 launch. / 47

### How late can they go?

The late-night daypart keeps getting more crowded. CBS on Jan. 9 debuts *The Late, Late Show with Tom Snyder*, which could be a final test for NBC's Conan O'Brien. Meanwhile, Fox is actively developing a project. / 58

## PROGRAMING

### CBS operates on prime time lineup

CBS has overhauled its prime time schedule, adding three new series, moving eight established shows and putting one show on hiatus in an effort to shore up the network's declining Monday night lineup and establish a Wednesday night schedule that will attract upscale women. / 17

### Disney dramas mark return

Walt Disney Television is returning to the production of dramas with a new weekly action hour, *Land's End*. "It took this series to vault us back into the one-hour business," WDT President Dean Valentine says. / 26



'Mighty Morphin Power Rangers' helped power The Fox Kids Network to November sweeps victory. / 30

### MIP'Asia: West meets East

Many of the 4,000 attendees of the new program market MIP'Asia came to pay respects to a new contingent of cable, satellite and terrestrial TV buyers. But budgets were tight for buyers and sellers. / 40



'Chicago Hope' moves for the third time this season, to Monday. / 17



**"I did the pilot basically for the \$5,000 fee.... I thought, 'Wow, January's rent is covered.'"**

—Ricki Lake on her talk show start

**DECEMBER 12, 1994**

**RADIO**

**Formats make beautiful music**

Program consultants are seeing more fragmentation than ever when it comes to music. Alternative rock, for example, traditionally the mainstay of college radio stations, increasingly is being picked up by commercial rock stations. / 75

**BUSINESS**



**'Space Precinct' meets its new maker. / 78**

**Grove sells to Gilman**

Richard Grove, founder and principal owner of syndicator GTV Enterprises (*Space Precinct*, *Tough Target*), has sold his interest in the company to investment company Gilman Securities. / 78

**WASHINGTON**

**Pressler wants to streamline superhighway bill**

The next chairman of the Senate Commerce Committee, Larry Pressler (R-S.D.), says passage of a more "streamlined and deregulatory" measure is his top priority. Pressler plans to schedule hearings for January or February. / 82



**Larry Pressler plans to reach out to the FCC. / 82**

**PCS help may hamper minorities, women**

FCC rules designed to promote investments by minorities, women and small businesses that want to break into the PCS business actually make attracting capital difficult, members of a panel on wireless communications said last week. / 82

**Must-carry backlog tops 200**

The FCC's Cable Services Bureau has more than 200 must-carry complaints pending, many of which have been awaiting action for more than a year. / 83

**TECHNOLOGY**

**C-band on endangered list**

With Hughes Communications selling out the last of capacity on two satellites—one of them still on the



ground—customers and transponder brokers are describing available analog C-band transponders as a depleted resource. Would-be customers are voicing new interest in alternatives such as compressed signals and fiber delivery. / 85

**Hughes's Galaxy 3R is booked solid. / 85**

**ABC forms software company**

ABC and major software developer Electronic Arts are forming a company to create interactive titles for children. ABC brings its video archive and production expertise, while EA contributes its software development experience and retail distribution system. / 70

**Telemedia Week**

**Making Mickey interactive**

Disney, deciding it no longer can avoid the rapidly evolving video-game and CD-ROM software markets, will create an interactive division devoted to developing, publishing and licensing software for children's entertainment and educational markets. / 71



**'Aladdin' comes to CD-ROM along with 'Snow White' and 'Winnie the Pooh.'**

**Comcast coming to PCs via cable**

Comcast is not waiting for the price of cable modems to drop before offering an online service for personal computers through its upgraded cable plant. Comcast PC Connect is being tested in suburban Philadelphia, making Comcast the first cable operator to create a dedicated-cable, modem-based online service and offer it over its hybrid fiber/coaxial cable TV network. / 71

**Time Warner makes PCS plans**

Time Warner will generate more than \$1 billion from cellular services within the next eight years, says Dennis Patrick, president of Time Warner Telecommunications. However, it didn't make sense for Time Warner to pay top dollar for new wireless spectrum being auctioned by the FCC, Patrick says. / 74

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# THIS FALL, WE KICKED MORE THAN A FEW FOOTBALLS

FOX is the only network to show growth in the key Adult 18-49 demographic this fall... while ABC, CBS and NBC fell flat.

## FOX PRIME TIME

FOX is #1 among the four networks in growth.

FOX is up in the key demographic—Adult 18-49 Ratings season-to-date. FOX +10%, CBS -18%, ABC -3%, NBC 0%. FOX is the only network to show ratings growth in households and all key demographics. FOX also enjoyed the best sweep since broadcasting seven nights a week (Adults 18-49 5.7 / 15; Households 8.0 / 13).

## FOX KIDS NETWORK

FOX is #1 in kids programming.

#1 on weekdays with 5 of the top 8 shows. #1 season-to-date growth, up 12%. #1 on Saturday morning with a 7.0 / 28 among kids 2-11. #1 each half-hour: leads ABC and CBS by an average of 12 share points. #1 in distribution—reaching over 35 million kids and teens each month... more than any other kids' program source.

## FOX SPORTS

FOX is #1 with the most valuable audience in football.

FOX NFL Sunday is reaching the desirable upper income, educated audience that advertisers want to reach (\$40+HOH/POM)—more than NBC this year, or CBS last year. Head-to-head, FOX NFL Sunday Pregame is the #1 choice among viewers this season, and is significantly ahead of CBS in 1993.

“While FOX grows impressively, the webs are withering.”

—Daily Variety



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Source:  
Prime-TI: All programming 9/19/94-11/27/94, 9/20/93-11/28/93  
Kids-NT/NS: 9/19/94-11/27/94 Nielsen-Cume system audience estimates, uncumulated reach among P2-17 October 1994 for all kids programming aired by each individual program service  
Sports-NT: September/October 1993/1994 \$40+income; head of household is professional owner or manager  
Includes preliminary estimates subject to qualifications



## Turning up the heat on Fox

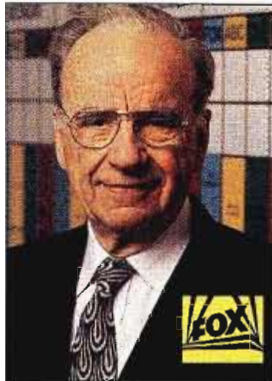
FCC orders new investigation of foreign ownership complete with gag order; NBC keeps up the pressure on 'special advantages'; Fox charges 'blatant' intervention

By Don West

The FCC last week escalated its investigation of charges that Fox Television Stations Inc. is in violation of the foreign ownership limits, ordering a new proceeding to elicit information. Concurrently, the intramural brawl between network rivals Fox and NBC went from a simmer to a boil.

The call for a new investigation was accompanied by a controversial gag order to prevent disclosure or discussion of issues in the case (see page 10). The "interim procedural order" stated that while the Mass Media Bureau has not yet reached any conclusions, it needs additional information. Sources say this approach is being taken to avoid designating the Fox license renewal (of WNYW-TV New York) for hearing, a process that could take months. The expedited investigation could be concluded within weeks.

From NBC's point of view, the case is not a matter of NBC against Fox, but of whether the law is to be enforced fairly. It turns on one issue, according to Richard Cotton, the general counsel: whether Fox is being given special advantage that adversely



Fox's Rupert Murdoch



NBC's Bob Wright

affects the network, station and program production competition. NBC cites waivers of the financial interest and syndication rules, the prime time access rule and, potentially, permission to extend Fox's station reach through buying arrangements that, in NBC's opinion, violate the FCC's attribution rules. Most recently, NBC notes, Fox was given a waiver to broadcast live to Mexico, a privilege the other networks don't enjoy.

From Fox's point of view, the NBC involvement is a vendetta by a wounded competitor. "This present strategy is a blatant attempt to preserve the status quo and thereby the value of an established oligopoly," wrote Fox Inc. Chair-

man Rupert Murdoch to FCC Chairman Reed Hundt last week. Moreover, in an interview with the *Washington Post*, Murdoch threatened to file challenges to NBC's owned station licenses because of indictments or convictions of General Electric executives. GE is NBC's parent. "Two can play at this game," Murdoch said. "If they want a brawl, they can have one."

A Murdoch spokesman confirmed the accuracy of the quotation and the intention. It's expected that Fox will file against NBC's applications to purchase stations in Philadelphia and Miami.

Although NBC emphasizes the legal nature of its cause, chairman Robert Wright is reported to have charged in a telephone conversation with Murdoch that Fox's agitation of the network affiliation marketplace was costing NBC \$100 million per year. Another source translated that estimate into a \$1 billion reduction in NBC's current net worth, a considerable hit to a network known to be for sale.

Fox's Preston Padden, president of network distribution, called NBC's charges of special advantage "the biggest canard in this whole debate."

## A Fox/News Corp. time line

*A short history of Fox's effort to get out from under its down-under roots. An asterisk indicates the date of publication in BROADCASTING magazine. Other dates are when action took place.*

**May 6, 1985\***—Twentieth Century Film Corp., half owned by Marvin Davis and half by Australian Rupert Murdoch's News Corp., announces a deal to acquire six stations from Metromedia for \$1.45 billion, including \$600 million in cash

and assumption of debt.

**July 1, 1985\***—With Marvin Davis and Twentieth Century Film Corp. stepping out of the picture, Rupert Murdoch-controlled News America Television Inc. asks the FCC to approve its acquisition of the six Metromedia stations. According to the filing, NATI, the proposed licensee, is wholly owned by Twentieth Holdings Corp. (THC), of whose voting stock Murdoch owns 76% and News Corp. owns 24%.

Murdoch's stock is preferred; News Corp.'s is common, it says. A publicly traded foreign (primarily Australian) corporation, News Corp. is controlled by Murdoch through his family's 46% interest, it says. Murdoch promises to become a U.S. citizen prior to closing. The filing says the \$600 million in cash needed for the acquisition will come from "open credit lines in favor of The News Corp. Limited and its subsidiaries."

**Sept. 30, 1985\***—A year after acquiring a half interest in Twentieth Century Film Corp., Murdoch announces he is buying out Marvin Davis's half share in the studio for \$325 million.

**Nov. 18, 1985\***—FCC approves Murdoch-controlled News America Television Inc.'s acquisition of six Metromedia stations, granting waivers of its crossownership rules to permit Murdoch to retain ownership of daily newspapers in Chicago and New York for two years. Congressmen and others protest



He recalled that Fox in 1990 had the option of going for a waiver of the fin-syn rules, but instead decided to join the other networks in attempting to blow up the rules. Had Fox not done so, he asserted, the other three networks "would still be in the box where Jack Valenti [of the Motion Picture Association of America] had them since 1983. They were totally stuck. To now say we got some sort of advantage at their expense is a crock." The fin-syn rules, after a tortuous process, are now scheduled to be eliminated in November 1995.

As to PTAR, Padden noted that Fox had taken a position of neutrality on that rule's repeal. The Mexican broadcasting waiver he called a transborder broadcasting license that all the networks enjoy.

"We're going to do a billion dollars in network revenue this year," Padden added. "That's a billion dollars the other guys would much rather have for themselves."

Fox had planned to run full-page ads in the *Post* and the *Washington Times* to print the Murdoch letter in full, but pulled both ads—with some difficul-

ty—after pressure from the FCC staff on Tuesday. On Wednesday, the FCC issued its formal gag order that sought to enjoin anyone—not just the parties and their counsel—from receiving information about the proceeding. The FCC began stonewalling reporters about the case immediately after issuance of the order, and Fox officials canceled previously scheduled interviews. (NBC is not a party to the basic foreign ownership case, which was brought against Fox by the NAACP.)

#### There are three basic issues:

■ Whether News America Television Inc. (the predecessor of Fox) misrepresented the holdings of the Australian media company News Corp. when Murdoch sought to buy the Metromedia station group in 1985 for \$1.45 billion. U.S. policy restricts alien ownership to 25%. News Corp. owns more than 99% of Fox. Murdoch, now an American citizen, effectively controls News Corp. through 33% ownership.

■ Whether foreign ownership interests in Savoy/Fox (SF) invalidate its attempts to purchase U.S. TV stations,

and whether Fox's exercise of control over SF violates the FCC's station ownership limits.

■ An NBC petition asserting that the FCC should "affirm and enforce" its existing policies on foreign ownership or begin a general rulemaking on the subject.

#### The News Corp. connection

Rupert Murdoch's Australian antecedents, and his status as an international media power, were well known when he first sought to establish a U.S. station base in 1985. Most of the attention at the time focused on his citizenship. His connection to News Corp. was deemphasized, particularly through a corporate structure that had him and Barry Diller, then president, voting 76% of the capital stock of Twentieth Holdings Corp., parent of the licensee company. That put News Corp.'s holdings at 24%, presumably within the legal limit.

The position now advanced by NAACP's challenge is that News Corp. actually owned 99% of the company, then and now. Fox in a filing this May admitted to that analysis,

L-r: Fox President of Network Distribution Preston Padden; NBC General Counsel Richard Cotton; NAACP attorney, representing local chapters, David Honig, and FCC General Counsel William Kennard



the crossownership waivers. The FCC order notes that Murdoch became a U.S. citizen on Sept. 4, 1985.

**Nov. 19, 1993**—Opposing Fox's acquisition of wgsb-tv Philadelphia, a branch of the NAACP alleges that Murdoch's control of the Fox station group is a "sham." While Murdoch may have de facto control, News Corp. has de jure control, it says. It cites SEC documents stating that News Corp.'s 24% common stock interest in Twentieth Holdings Corp. (the corporate parent of the station

licensees) "represent[s] substantially all the equity thereof." It also cites THC's certificate of incorporation, which empowers News Corp., by a two-thirds vote, to redeem Murdoch's 76% preferred stock for \$760,000, so long as the redemption would not place any subsidiary in violation of the foreign ownership restriction.

**Feb. 23, 1994**—Fox says its acquisition of wgsb-tv Philadelphia has been called off, but asks the FCC to settle the foreign ownership charges raised by the NAACP.

**April 12, 1994**—Once again raising the foreign ownership question,

branches of the NAACP ask the FCC to deny the renewal of Fox's license for wnyw-tv New York.

**May 23, 1994**—In response to pointed inquiries from the FCC, Fox says News Corp.'s common stock in parent Twentieth Holdings Corp. (24% of it voting stock) represents more than 99% of the equity in the Fox stations. But, Fox argues, nothing has changed since the deal was approved in 1985: Murdoch, a U.S. citizen, controls News Corp. (now with a 33% stake), THC and the Fox stations.

**June 2, 1994**—FCC Mass Media Bureau Chief Roy Stew-

art is quoted in the *Washington Post*: "If we knew that equity control in excess of 25% was in the hands of aliens, we would have raised the question in 1985." (Stewart later voluntarily recused himself from the Fox foreign-ownership proceeding because of his involvement in the FCC's 1985 approval of Murdoch's purchase of the Metromedia stations.)

**Nov. 30, 1994**—NBC petitions the FCC not to approve any station acquisition involving Fox until the agency decides whether Fox is complying with the foreign ownership requirement. —HAJ



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but said the issue of control is compelling. "Today I personally own 76% of the capital stock...and effectively designate the manner in which 100% of [the] stock is voted by virtue of my de facto control of News Corp.," Murdoch said in his letter to Hundt.

The Fox argument depends importantly on a "Source of Funds" exhibit in its original filing, which detailed that News Corp. would provide \$600 million to finance the Metromedia purchase but that the loan agreement would be structured to deny any operational control to the Australians. NBC says the FCC has held repeatedly that the issue is not of debt or control, but of equity ownership, which the "Source of Funds" exhibit does not address.

Murdoch also argues that there is no flat prohibition on foreign ownership over 25%, saying that Congress simply gave the FCC discretion to deny applications that exceeded that level. NBC says the FCC has never knowingly granted foreign ownership over 25% during the 60 years that restriction has been law.

#### The Savoy/Fox connection

Earlier this year, Fox Television (58%) and Savoy Pictures (41%) entered into a joint venture to purchase television stations, backed by a \$100 million bank account it expected to leverage with debt. It was named SF Broadcasting Limited Liability Corp., with Tom Herwitz, a former Fox executive, as president/CEO. (Hervitz had been on the FCC chairman's staff at the time of the Murdoch purchase.) Fox was not to have voting interests or control. Subsequently, the venture has sought to buy four Burnham Broadcasting stations for \$229 million. NBC filed an opposition to the transfer of one of those four—WLUK-TV Green Bay, Wis.—on both foreign ownership and attribution grounds. Late Friday, it filed similar challenges against the other three: WVUE-TV New Orleans, KHON-TV Honolulu and WALA-TV Mobile, Ala.

Also Friday, the NAACP filed against Fox's WVUE-TV purchase, citing equal employment opportunity, alien ownership and attribution rule violations. Cosmos Broadcasting filed in support of NBC's WLUK-TV petition, saying it took no position on the specific issues but felt the fundamental policy questions should be resolved.

In its WLUK-TV position Thursday, NBC, citing what it called "a simple,

## FCC draws the curtain

In what may be a precedent-setting move, the FCC issued a gag order barring Fox and the NAACP from divulging any information in connection with the FCC's expected investigation into NAACP's charges that Fox is foreign owned in violation of the law.

Communications lawyers contacted last week were highly critical of the order, alleging that it is unconstitutional and exceeds the commission's authority.

"It is especially unsettling that an agency charged with a special duty in respect to the First Amendment would issue such an order," said Andrew Schwartzman, executive director of the Media Access Project.

The order was issued last Wednesday during a closed-door session with representatives of Fox and the National Association for the Advancement of Colored People. Last April the NAACP asked the FCC to revoke Fox's broadcast licenses for misstating the degree of its foreign ownership.

Fox also has been conducting a highly public war of words with NBC, which raised the foreign ownership issue in a petition with the FCC. The gag order presumably will silence Fox but does not affect NBC, which is not a party to the order.

Last week Fox backed off plans to publish in the *Washington Post* and

*Washington Times* full-page rebuttals to NBC's accusation. Fox pulled the ads after a conference call with FCC officials, who expressed displeasure with the planned advertisements, sources said.

"I've never seen anything like it before at the commission," said Timothy Dyk, of Jones Day Reavis & Pogue. Dyk was referring to the gag order which, he said, exceeds the commission's authority. Dyk said the order is "vulnerable" to a challenge on constitutional grounds.

The commission regularly grants requests to keep some proprietary information confidential, but never has issued such a blanket gag order, said FCC observers. "I don't know what's so special about this; they offer no explanation," one longtime FCC attorney said.

FCC General Counsel Bill Kennard said the "interim procedural order" was "not really a gag order." Asked to explain, he said: "I have asked the other parties not to discuss this case. I don't think it's proper for me to [discuss it] either." Kennard also refused to comment on whether there was precedent for such an order.

The two-page document states that it has been imposed "to prevent public disclosure of investigatory or other confidential material as well as to achieve an orderly and expeditious resolution of this phase of the proceeding." —CSS

## Looking at the bottom line

Any action the FCC might take to curb Rupert Murdoch's U.S. TV holdings could cut deep into his profit base. Since Murdoch acquired the Metromedia station group in 1986, annual operating profit for the station group (now called Fox Television Stations Inc.) has grown from about \$94 million to \$217 million, reports William Sorenson, News Corp. finance vice president.

In the past five years, most of News Corp.'s earnings growth has come from the electronic media side of the company. In 1990 more than 90% of the company's income came from print products. In 1994, reports Sorenson, "almost 50%" of the company's \$1.2 billion in income is derived from electronic media. "This is clearly the strategic thrust that Mr. Murdoch had in mind back in the 1980s and which he has continued to build on."

Fox Broadcasting Network had its best upfront advertising sales season in 1994, up 25%, to almost \$700 million. The network sold an additional \$300 million to National Football Conference advertisers. The NFL rights acquisition has enabled the network's affiliate roster to grow from 138 stations to 200, Sorenson reports.

—SM



glisteningly clear reality at the core of the SF venture," charged that Fox had participated intimately in developing the SF concept, in establishing its structure, in selecting its board of directors, in choosing the CEO, in dictating that acquired stations would affiliate with Fox, in assuming the overwhelming share of financial risk and in securing the unrestricted right to take direct control of the stations within three years of closing. "Under these circumstances," NBC said, "the commission's cases—not to mention common sense—compel the conclusion that Fox has de facto control over SF, and all stations owned by SF must be counted against Fox's ownership limit."

That was on the attribution side of the argument. On the foreign ownership side, NBC produced a chart showing that Savoy had 23.834% foreign ownership that counted against 100% of SF, while Fox had more than 99% foreign ownership that applied against 25% of SF, amounting to a total 48.584% foreign ownership. Consequently, NBC said, the transfer application should be denied.

Asked for comment, Padden said "that's SF's application and Savoy will be responding. However, for NBC to attack our 25% interest in SF while sitting with a 49% interest in their own Cleveland affiliate raises chutzpah to a new level."

The four-member FCC that approved the Murdoch transaction included Chairman Mark Fowler and commissioners James Quello, Dennis Patrick and Mimi Dawson. Only Patrick could be reached by deadline. He says the case was "hotly contested and thoroughly reviewed" and that "we were satisfied they were in compliance with the rules at the time."

Jim McKinney, then the Mass Media Bureau chief, puts another spin on it. "We knew that News Corp. was the owner," he says, but the question was control—whether an Australian citizen could be allowed to control the stations. "The answer was that Murdoch had to become an American citizen, and lo and behold, wonder of wonders, Murdoch did become a citizen, almost overnight."

#### The congressional angle

Congress is keeping a close watch on the Fox case, but Republican leaders don't appear eager to intercede. However, the lawmakers are hearing from

both sides. Murdoch made the rounds last week, and Wright is expected on the Hill this week.

The foreign ownership restriction may not find much sympathy with the new chairman of the Senate Commerce Committee. Larry Pressler (R-S.D.) told reporters he thinks foreign ownership restrictions should be lifted on a reciprocal basis. Although he declined to comment specifically about the Fox case, Pressler did indicate he'd rather see companies compete than "take the battle to Washington, if you can't win in the marketplace."

And in the House, Michael Oxley

(Ohio), a senior Republican on the Telecommunications Subcommittee, is planning to introduce a bill that would lift restrictions on foreign ownership of telephone and broadcast properties. Oxley thinks the restrictions are a "relic rooted in Cold War mentality," said an aide.

The issue of foreign ownership may be addressed in telecommunications legislation by Jack Fields, the incoming chairman of the House Telecommunications Subcommittee. He "shares Oxley's interest" in the matter, said an aide. "He's looking to open new markets wherever possible." ■

## Expanded basic not likely before February

*Many MSOs are taking their time before implementing rate-raising packages*

By Rich Brown

It looks like it will be at least February 1995 before many cable systems operators will look to boost their rates with new FCC-approved expanded basic packages.

Cable systems owned by number-two MSO Time Warner will not be adding channels and boosting their rates under the new FCC guidelines until at least Feb. 1, 1995, according to spokesman Michael Luftman. He says the various Time Warner Cable regional divisions have been submitting their plans for the addition of new channels to corporate headquarters, and those plans are under review.

"It was more important to take the time to do this in a thoughtful way than to rush it through," says Luftman. Under the 30-day-notice rule, he adds, Time Warner and other MSOs earlier this month would have been forced to notify customers of any planned changes for the start of the year.

Luftman says he cannot yet predict what channel additions will be made at Time Warner Cable systems or what rate hikes will accompany those changes.

Comcast is evaluating the possibility of additional channels on a system-by-system basis and does not expect to add any new channels until the end of the first quarter, according to vice

chairman Julian Brodsky.

Cablevision Systems Corp., which hiked the rates at some of its systems on Nov. 1, is not boosting any of its rates on Jan. 1, 1995. Company spokesman Norm Fein says the MSO has not yet decided whether the company will offer the expanded basic package allowed under the FCC's new going-forward rules.

Most of the Jan. 1, 1995, rate hikes at systems owned by TeleCable Corp. will be tied to cost-of-living increases and to FCC fees of 3-4 cents that will be passed along to subscribers, according to spokesman Mike Smith. He says the MSO does not plan to boost its rates through added channels at many of its systems because of limited channel capacity.

"Retransmission forced us to put on a variety of channels, and that goofed up our channel capacity for the most part," says Smith.

Top MSO Tele-Communications Inc. expects to be prepared this week to talk about planned rate increases under the going forward rules, according to company spokesman Bob Thomson. Whether or not that will include expanded basic packages will vary from system to system, he says.

"Clearly," Thomson says, "there is pent-up demand for adding programming services." ■



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Markey, Pressler, Gore, Hundt FCC commissioners Jim Quello and Susan Ness and FCC Wireless Bureau Chief Gina Keener

## PCS auction shatters record

*Licenses bring \$753 million in 1st week; sale may take months*

By Christopher Stern

In the first week of bidding, the FCC's PCS auction brought in \$752.7 million for the federal government, with bids ranging from \$150 million for the New York market to \$10 for the Tulsa, Okla., market.

While some auction observers say the broadband spectrum sale got off to a slow start last Monday, it took only three days and four rounds of bidding to break the record for a government auction.

The FCC expects it will take weeks—if not months—to sell the 99 major-market personal communications services licenses. It will conduct at least three major auctions covering 120 mhz of the broadband spectrum.

FCC Chairman Reed Hundt emphasizes that his agency is not concerned with the amount of money raised at the auction. The FCC's only mandate is to conduct a "fair and efficient" sale of government property, he says.

Other members of Congress already have proposed alternatives for using the money raised by the auction. Vice President Al Gore wants to use some for "connecting the nation's classrooms to the information highway." Putting modems in every classroom has been a consistent goal of the Clinton administration.

Outgoing Telecommunications Subcommittee Chairman Edward

Markey (D-Mass.) has proposed using auction revenue to subsidize public television and children's TV programming. But neither public television nor efforts to regulate children's television are expected to enjoy the same level of support under the new Republican-controlled Congress that they have had under the Democrats.

Incoming Senate Commerce Committee Chairman Larry Pressler (R-S.D.) was quick to rebuke Markey and

Gore for their plans to spend money that has not even been collected. "The gavel hadn't even sounded on the latest round of spectrum action before there were proposals to spend the proceeds," Pressler says. Under legislation authorizing the auctions, all proceeds go to the U.S. Treasury to offset the deficit.

While members of Congress debated how to spend the money, some auction observers were predicting that overall auction revenue might be disappointing. "The results will not be as large as expected 12 months ago," says C.J. Waylon, vice president, marketing and business development, GTE.

The 30 qualified bidders were showing "less enthusiasm or more caution," Waylon says, but he refuses to speculate on how much the auction eventually will raise. GTE expects the auction to last approximately 150 rounds.

Many of the companies with the deepest pockets formed partnerships rather than enter a bidding war against each other. The current top bidder, WirelessCo, is a partnership of Sprint, Comcast, Cox and Tele-Communications Inc. PCS PRIMECO is a partnership of Airtouch Communications, Bell Atlantic, Nynex and US West. Continental and Cablevision systems also have teamed up to bid for licenses.

Robert Pepper, chief of the FCC's Office of Plans and Policy, says the auction's slow start and the absence of bids for some markets were predicted by auction experts and game theorists who were consulted by the FCC when it designed the spectrum sale. ■

### FCC wants to raise ownership limits

The FCC will propose liberalizing broadcast ownership rules next week while increasing incentives for women and minorities to own radio and TV properties. The FCC is expected to issue a notice of proposed rulemaking that would increase the national ownership cap to 35% of television households from the current 25%.

In a separate proceeding, the commission will also propose increasing the number of stations a broadcaster may own by up to six stations. Broadcasters are currently limited to 12 stations.

The FCC also is seeking comments on its attribution rules. The FCC is looking into limited liability companies, local management agreements and television duopoly.

One industry observer suggested the FCC may pursue more liberal rules than had been expected in light of Republican promises to push for deregulation in the federal government. "Incrementalism may not be in [the FCC's] best interest," says an industry source.

In a third ownership-related item on the agenda, the FCC is expected to increase incentives for broadcasters to invest in minority-owned-and-controlled broadcast properties. The FCC is expected to allow broadcasters to exceed national ownership restrictions by one station for every minority group they help foster.

—CSS



# Fox moves to shore up Sunday evening

Network adds three shows following football

By Steve Coe

In an effort to take better advantage of its football lead-in and repair its Sunday night lineup, Fox is restructuring that night's schedule by adding three new series beginning Jan. 8.

In addition, the network has signed a deal with Hallmark Entertainment that will see Hallmark producing movies for the Fox Tuesday movie night. John Matoian, president, Fox Entertainment Group, facing members of the press for the first time since his appointment two months ago, made the announcements last week at a press conference in Hollywood. The former CBS long-form executive also said that Fox no longer will air tabloid-like, biographical movies such as last month's Madonna made-for.

The network will use two airings of *The Simpsons* on Sunday night—a repeat at 7 as the football lead-out and a new episode in the show's regular

slot at 8. Sandwiched at 7:30 is *Get Smart*, with Don Adams and Barbara Feldon reprising the roles that made them famous in the 1960s. *House of Buggin'*, starring John Leguizamo, airs at 8:30-9. The sketch comedy series debuts on the same night that spawned *In Living Color*. *Married... With Children* remains at 9-9:30, followed by recently acquired episodes of HBO's half-hour *Dream On*. As a result of the addition, *Encounters: The Hidden Truth* will have its last regular telecast on Sunday, Dec. 18, and will return as either a series or a series of specials. Also, *The George Carlin Show* will have its last broadcast on Jan. 1.

Matoian acknowledged that the new Sunday schedule is a temporary



Fox's Matoian meets the press

one, with a repeat airing of *The Simpsons* and *Dream On* (which a small segment of the audience already has seen), until backup shows in development become available. Projects that will be considered for the night include *The Critic*, which has been delayed due to production constraints for animation and won't be

available until March, and *Something's Gotta Give* starring Lisa Ann Walter.

The Hallmark deal eventually will yield one original movie per month for Tuesday night, said Matoian. "We'd like to have an original movie 32 weeks out of the season," he said, acknowledging "that's dramatically more than we've been doing." ■

## Gore tries to get back on the infohighway

Vice President Al Gore was courting Republican congressional leaders last week hoping to work with them on telecommunications reform legislation next year.

Gore met with incoming Senate Commerce Committee Chairman Larry Pressler (R-S.D.) and Jack Fields (R-Tex.), the next chairman of the House Telecommunications Subcommittee, at the White House last Wednesday.

The meeting was described as "excellent," but some Hill insiders doubt the White House and Congress will cooperate. "They [the administration] couldn't work with a Democrat-controlled Congress; what makes you think they can work with a Republican-controlled Congress?" asks one source.

Even as they were meeting, some strains were already evident. Last week the administration announced it will hold a telecommunications summit on Jan. 9 featuring Gore, Commerce Secretary Ron Brown, Justice Department Antitrust Chief Anne Bingaman and FCC Chairman Reed Hundt. State and local officials also are slated to attend. But Hill Republicans may boycott the event, predicted one congressional insider.

Indeed, the Republicans were said to be irked by the White House's failure to inform them of the summit. Instead, they heard about it through the press.

And while Pressler says he wants to work with Senate Democrats, there was some grumbling last week from the other side of the aisle. Commerce Committee Democrats were feeling left out of the process.

Ernest Hollings (D-S.C.), the committee's soon-to-be ranking Democrat, is waiting to see what Pressler will produce. "It's way too early to say" whether Hollings will co-sponsor a bill with Pressler, a committee aide says. "If we can't get together," Hollings might reintroduce S. 1822, but the senator does want to work with Pressler, the aide emphasizes.

Also last week, Pressler met with committee Republicans in his office to discuss possible legislation. "There's a serious push to get a bill in before the end of January," says one source familiar with the meeting.

According to sources, Pressler is trying to reach a consensus among Republicans before he approaches committee Democrats with a draft. The senator also is expected to consult closely with the new Senate Majority Leader Bob Dole (R-Kan.). Dole and the committee Republicans have told Pressler that they want the measure to include cable deregulation.

In a speech last Monday, Pressler promised to report legislation that was more deregulatory and streamlined than S. 1822, which passed the Commerce Committee earlier this year (see page 82). The Republicans also may decide to place a greater emphasis on the states' role in their bill.

Pressler also is likely to confer with his counterparts in the House. He and Tom Bliley (R-Va.), the next House Commerce Committee chairman, play tennis and he's already directed his staff to cooperate with Fields. —KM



## Reading the industry tea leaves

*A roster of high-profile media executives paraded before analysts at the annual PaineWebber Media Conference in New York last week. Those in broadcast businesses reported strong gains in 1994, with strong results expected next year as well. Several companies reported plans to expand existing activities and explore new media opportunities. Some highlights follow.*

■ **NBC** may sell its 50% interest in Sports Channel New York to its partner in the venture, Cablevision Systems Corp., for \$92 million, said Barry O'Leary, Cablevision senior VP of finance and treasurer. As the result of Cablevision's investment in Madison Square Garden (MSG), NBC may choose to divest its stake in Sports Channel, he said. If NBC relinquishes its stake, Sports Channel would fall under the arm of Rainbow Programming Holdings Inc., the programing division of Cablevision. O'Leary put the MSG acquisition price at \$1.08 billion and said \$375 million of that would be raised as stand-alone financing. The balance of \$700 million would be divided evenly between ITT and Rainbow. O'Leary said Rainbow has \$110 million of the required \$350 million investment, and that ITT is planning to lend Rainbow the additional \$240 million when the deal is closed, which he anticipated would be early next year. Rainbow then would have one year in which to pay back ITT, O'Leary said.

■ **The Tribune Co.** is having a banner year that would be even better if not for the baseball strike, which company executives last week said would cost it \$30 million in earnings for 1994, or roughly 10 cents a share. Tribune Chairman Charles Brumback said nine-month earnings are up 23% on a 9% revenue gain. The fourth-quarter outlook is as good or better, with October newspaper revenue up 9%, while TV revenue is up 16%. Cash reserves total \$500 million and company debt has been reduced by half since 1990, also to \$500 million. According to James Dowdle, executive vice president, media operations, predictions for 1995 include revenue gains of at least 11% for its broadcast and entertainment sectors, with a 12% gain in cash flow, to \$565 million. The company will continue to invest aggressively in new media operations (it owns 8% of America Online), which

now generate about \$100 million in revenue and should account for perhaps 20%-25% of total revenue by the end of the decade. The company will continue to acquire or invest in television stations. Tribune Entertainment is testing a new talk show, *The Charles Perez Show*, on its eight owned stations starting Dec. 12.

■ **The New York Times Co.** announced an aggressive plan to expand its interests in electronic media. Executives said the company will invest \$1 billion-\$1.5 billion over the next five years to buy TV stations and other businesses, including cable programing and online and multimedia computer services. The \$2 billion-plus company now earns 90% of its income from print publications and the remaining 10% from electronic media. Over time, that balance will shift to about 75% print/25% electronic media, executives predicted.

■ **Gannett Co.** announced the creation of Gannett Media Technologies Inc. (GMTI), a subsidiary that will develop and market software-based products for newspapers and other media companies. GMTI has acquired the AdLink software package, which allows real estate firms to transmit display advertising directly to newspapers via PCs. GMTI also will market products such as a digital text and photo archive, developed through Gannett's alliance with Digital Collections of Hamburg, Germany. Gary Watson, Gannett newspaper division president, said Gannett prefers to develop online links for its newspapers with local cable TV systems or telcos rather than with national online services. Watson said local online carriers would create "brand identity" between Gannett's newspapers and the local carrier and also would eliminate the cost to Gannett of contracting for online services with a national carrier.

## Cable programmers delay separate association

By Rich Brown

**T**he nation's cable programmers have put on hold plans to form their own trade association.

While the programmers are still considering the formation of their own association, a gathering of 35 cable network executives at the Hearst Corp.'s New York headquarters last Wednesday agreed to give the National Cable Television Association a chance to put into place a full-time staffer specifically dedicated to programmer concerns. The new hire would report directly to NCTA President/CEO Decker Anstrom rather than to the association's board. The NCTA has interviewed at least five candidates and is expected to fill the position by early 1995.

The formation of an independent programmer's group is a sensitive issue. One top network executive present at the meeting said he was afraid that leaving the NCTA would be a slap in the face to the cable system operators that helped many of the programmers get where they are today. Some top network executives said they would likely maintain their NCTA membership in addition to joining any new group.

Nevertheless, programmers at the meeting expressed concerns that the rise of competition from telephone companies and other alternative distribution technologies likely would divide the interests of the cable operators from those of the programmers. Programmers say they see new technologies as new markets, while the NCTA sees them as competition.

The programmers are expected to reconvene at the NCTA convention this spring to discuss the NCTA's progress in addressing their concerns and to reexamine the possibility of forming a separate association.

Programmers now are reviewing a feasibility study on the would-be association compiled by former New York congressman George J. Hochbrueckner. Last week's meeting marked the third such gathering by programmers since February. ■



## CBS makes major midseason shifts

Changes designed to attract upscale women to Wednesdays

By Steve Coe

**C**BS has overhauled its prime time schedule, adding three new series, moving eight established shows and putting one show on hiatus.

The network last week also said it will give *Chicago Hope* an unprecedented promotional boost during the last week of December, with four airings of the show.

Joining the network's schedule are three new series from Shukovsky-English Entertainment, Linda Bloodworth-Thomason and Carsey-Werner. *Touched by an Angel* will have its last airing this Wednesday in the 9-10 p.m. time period. The network says the show will return to the lineup at a later date.

Carsey-Werner's *Cybill*, starring Cybill Shepherd, is moving into the post-*Murphy Brown* slot of 9:30 p.m. Monday starting Jan. 2. Shukovsky-English's *Love & War*, which has been airing in the coveted *Murphy* lead-out spot, will move to the same time on Wednesday starting Jan. 4. It may be the show's last chance to succeed: Now in its third season, it has yet to establish itself with viewers. Also on Monday, *Northern Exposure*, a long-time fixture at 10 p.m., will move to 10 p.m. Wednesday beginning Jan. 4.

Taking over the Monday 10 p.m. slot is first-year show *Chicago Hope*, which will settle into its third time slot this season. It started out on Thursday nights at 10, then moved to an hour earlier to avoid head-to-head competition with NBC's *ER*. *Hope* makes its move Jan. 2.

To prepare viewers for the switch and give the critically acclaimed drama a chance at additional sampling, CBS will air the show four times during the week of Dec. 26-Jan. 1. The show will be telecast on Monday (Dec. 26), Tuesday (Dec. 27) and Friday (Dec. 30) in the 10-11 p.m. time period and on Thursday (Dec. 29) 9-10 p.m., during what the net-



'Chicago Hope' (below) and 'Northern Exposure' are changing places as part of the CBS changes. It will be 'Hope's' third time period of this its first season. It debuted opposite 'ER' in a much-touted Thursday night matchup.



Women character in a congressional setting. In the 8:30 p.m. lead-out slot is Bloodworth-Thomason's *Hearts Afire*, which the network hopes will at long last catch fire in a new time slot. Anchoring the night at 9 p.m. is *Dou-*

work is calling "Hope for the Holidays" week.

The moves are geared primarily to shoring up CBS's declining Monday night lineup and establishing a Wednesday night schedule that will attract an audience similar to its Monday night viewership: primarily upscale and female. To that end, CBS has scheduled a two-hour comedy block, 8-10 p.m., followed by *Northern Exposure* at 10. Comedies produced by Bloodworth-Thomason will fill the 8-9 hour, and two Diane English sitcoms will fill the 9-10 block.

Opening Wednesday night is *Women of the House*, starring Delta Burke. Burke reprises her *Designing*

### ABC calls on 'The Marshall'

ABC is bringing *The Marshall* to its prime time schedule. The action hour will debut at 10 p.m. Tuesday, Jan. 31, before taking over its regular time period of 10-11 p.m. Saturday beginning Feb. 4. The drama stars Jeff Fahey as a federal marshal.

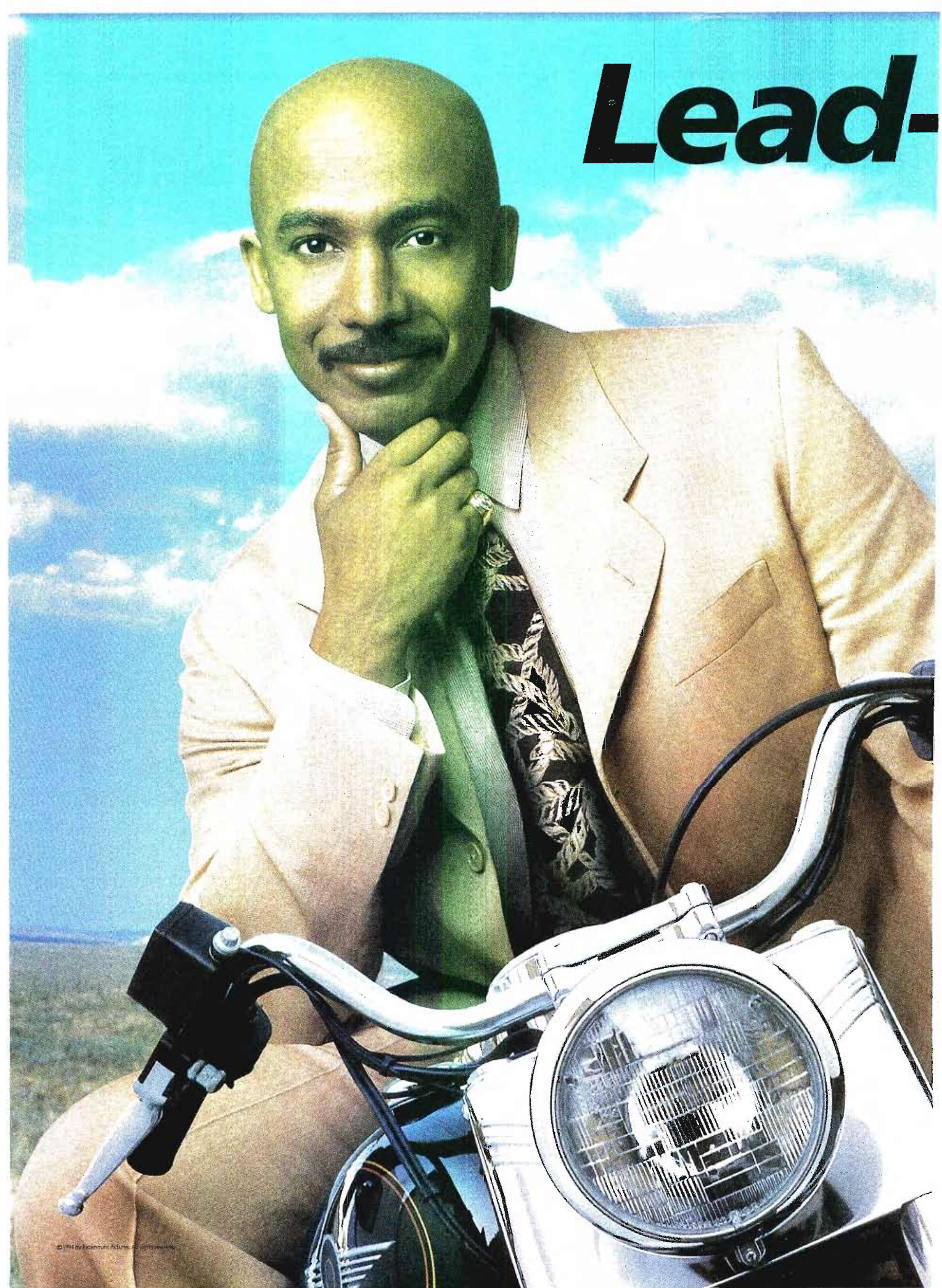
*The Commish*, which now airs in the 10-11 p.m. Saturday time slot, will move to Thursday nights from 9-10 beginning Feb. 2. As a result, *Matlock*, which airs in the 9 p.m. Thursday slot, will move to the 8-9 p.m. time period.

*My So-Called Life*, which has been in the 8 p.m. Thursday slot, will leave the schedule following its Jan. 26 airing after completing its 19-episode run. Ted Harbert, president, ABC Entertainment, who called the series "an excellent program," says the network will retain its rights to the show and will reconsider it for next season.

—SC



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RICKI +64%

**MONTEL +67%**

WOMEN 18-49

OPRAH +23%

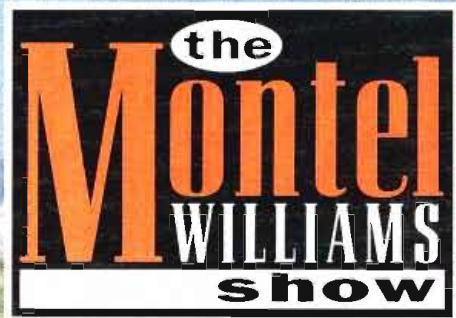
JENNY +29%

RICKI +31%

**MONTEL +42%**

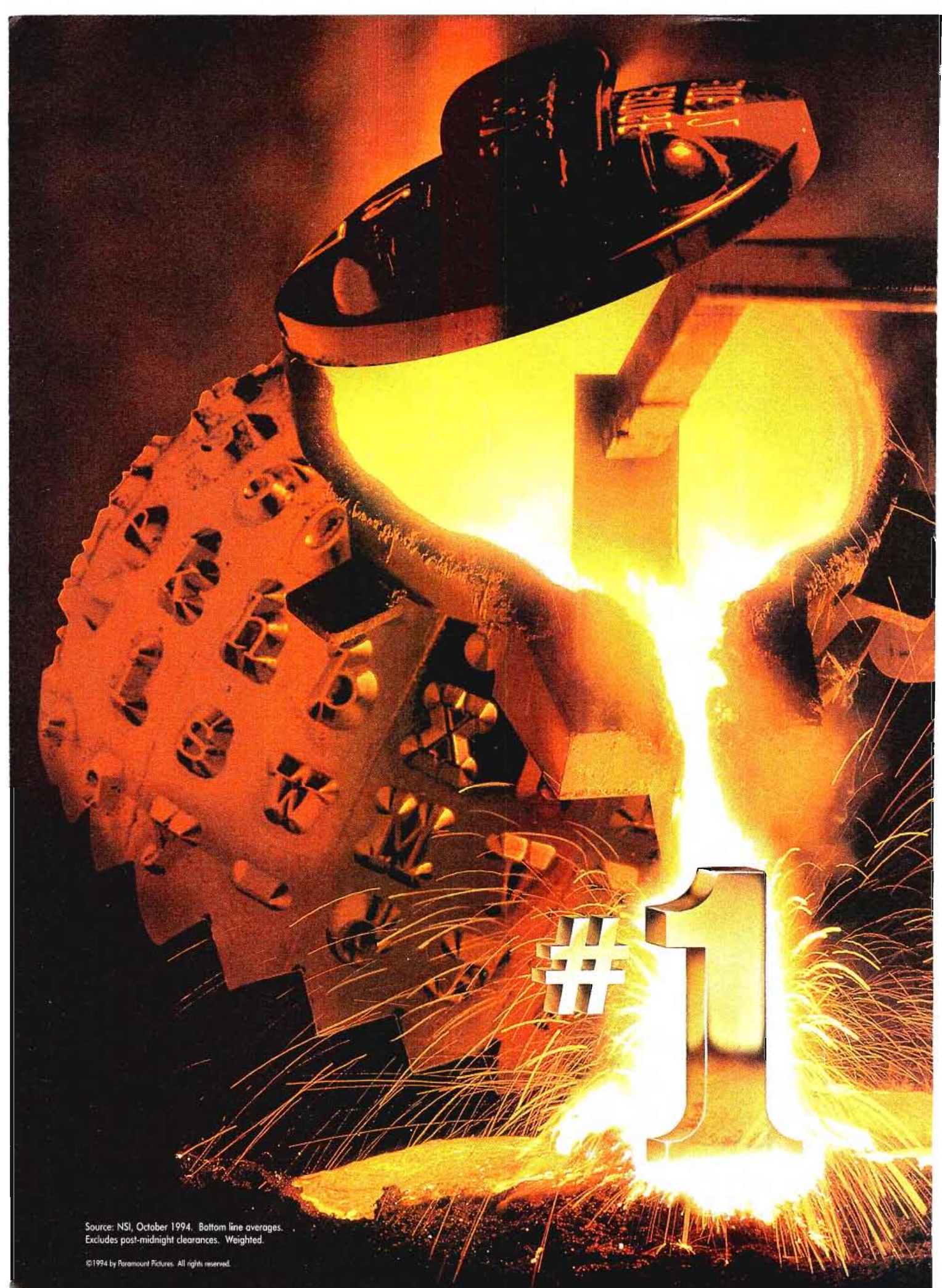
WOMEN 25-54

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Source: NSI, October 1994. Pre-midnight clearances. Original telecast.  
% increase based on DMA shares. Daytime talk shows.



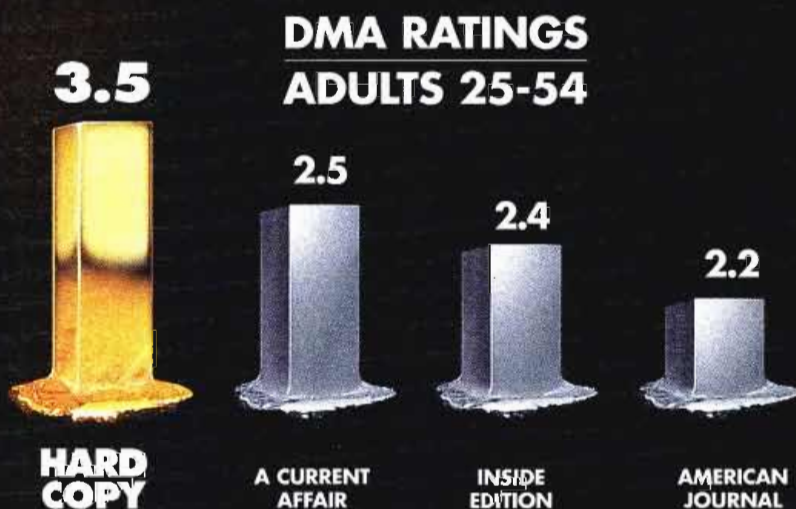


Source: NSI, October 1994. Bottom line averages.  
Excludes post-midnight clearances. Weighted.

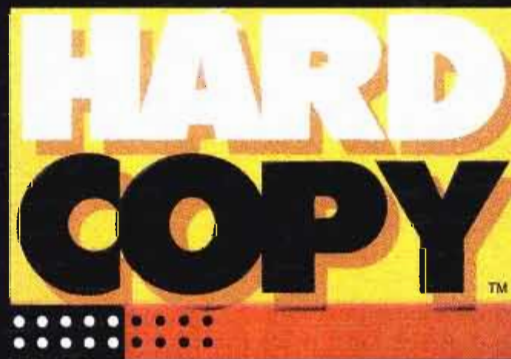
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ble *Rush*, about a bicycle messenger service. The show was created by English and Stephen Nathan with English, Nathan and Joel Shukovsky serving as executive producers.

*Rush*'s main competition will be ABC's *Roseanne*. *Women* and *Rush* debut Jan. 4, and *Hearts* joins the Wednesday lineup a week later. Making way for the new Wednesday night entries are *48 Hours*, which moves from its 10-11 p.m. Wednesday slot to 10 p.m. Thursday starting Jan. 5.

Also, first-year series *The Boys Are Back* moves from its Wednesday 8 p.m. berth to 9-9:30 p.m. Saturday beginning Jan. 7.

The remaining changes are *Eye to Eye with Connie Chung*, now airing from 10-11 p.m. Thursday. It will move an hour earlier, to 9 p.m., creating a two-hour news magazine block, 9-11 p.m., effective Jan. 5. And *The Five Mrs. Buchanans*, airing in the 9-9:30 p.m. Saturday slot, moves to 9:30 p.m. beginning Jan. 7. ■

### 'Dolls' shelved

*Valley of the Dolls*, New World Television's steamy late-night soap strip that yielded strong ratings on seven New World stations this summer during a 13-week test, has been dropped from development. The show was pitched to cable networks at the recent Western Cable Show but found no buyers.

## Fox's Meidel adds non-network TV

Peter Faiman to new post as president of production

By David Tobenkin

**F**ox Television has consolidated its non-network television production operations under Twentieth Television President/COO Greg Meidel and has raised Fox Circle Productions Senior Vice President Peter Faiman to the newly created post of Twentieth president of production.

Now reporting to Faiman and ultimately to Meidel are telemovie and fX producer Fox Circle Productions, Steve Bell's TV movie unit Foxstar Productions, Brian Graden's *A Current Affair* producer, new programming laboratory Fox Television Stations Productions and new infomercial development unit Fox Transactional Television.

Previously, those production units had reported independently to Fox Television, while Meidel, previously president of Domestic Television, handled primarily the Twentieth Domestic Television syndication unit as well as isolated first-run production.

Faiman already is stoking the development fires, having signed John Tomlin and Bob Young, executive producers of King World Productions' *Inside Edition*, to a development deal with Twentieth Television on the expiration of their contracts with King World in May.

In his new position, Faiman will serve as the focal point for the division's production operations, looking for original writing and producing talent to develop reality, news and comedy-based series, specials and movies for television.



Greg Meidel

Since joining Fox Circle Productions in May 1993, Faiman, a 49-year-old Australia native, has created and executive-produced seven hours of daily live programming for Fox's new fX cable channel through Fox Circle subsidiary Morning Studios. He earlier directed the hit feature film "Crocodile Dundee."

As part of the restructuring, Morning Studios will be broken off from Fox Circle and will operate under Fox's fX cable network umbrella.

The studio also renamed its network television division Twentieth Century Fox Television (formerly Twentieth Network Television) to reflect an earlier move of the unit under the feature film division headed by Twentieth Century Fox Chairman Peter Chernin. ■

### MCA pulls plug on Somers

MCA TV's low-rated *Suzanne Somers* syndicated talk show strip was canceled last week, becoming the first of this season's new talk shows to fall. *Suzanne* will continue to run repeats through Feb. 3. The show has been cleared by 67 stations in 55% of the country. It mustered a .7 national Nielsen Gross Average Audience household rating in November, the lowest of the new crop of shows.

MCA TV President Shelly Schwab praised Somers' and husband Alan Hamel's efforts on the show. "We admire the dedication, hard work and passion that Suzanne and the show's production team put into *The Suzanne Somers Show*," said Schwab. "Unfortunately, viewers simply did not respond." MCA TV has two other talk shows in development, one featuring syndicated radio personality Dr. Laura Schlessinger and another with Los Angeles TV reporters Wendy Walsh and Mark Thompson, but Schwab said that one or both will be pitched at NATPE in January for later in 1995 rather than as midseason replacements. "We would rather wait and be able to put our best foot forward than rush into the market prematurely," said Schwab.

—DT



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# Disney unveils action hour for Fall 1995

*Fred Dryer to star in co-production with Canada's Skyvision*

By David Tobenkin

**W**alt Disney Television is returning to the production of dramas with a new weekly action hour, featuring *Hunter* star Fred Dryer, intended for first-run syndication beginning in fall 1995.

Described as combining the sex appeal of *Baywatch* and the action of *Hunter*, *Land's End* will be produced by Walt Disney Television, Fred Dryer Productions and Canada's Skyvision Entertainment, producer of Rysher's *Robocop: The Series* and upcoming *FIX* action hour shows.

The show stars Dryer as Mike Land, a detective based in Mexico's Cabo San Lucas and partnered in a fledgling security and private investigation agency with ne'er-do-well friend Willis P. Dunleavy, played by Geoffrey Lewis. The show will be syndicated by Disney syndication wing Buena Vista Television, which has not distributed an action hour before.

Although Disney produces hit comedies such as *Home Improvement*, *Blossom* and *Empty Nest*, the company moved away from dramas and action hours years ago as costs rose and the off-network market for hours softened. "It took this series to vault us back into the one-hour business," said WDT President Dean Valentine. "*Land's End* has all the ingredients of a winner. Screenwriters Peter Gethers and David Handler are terrific in this genre, and Fred Dryer has tremendous appeal."

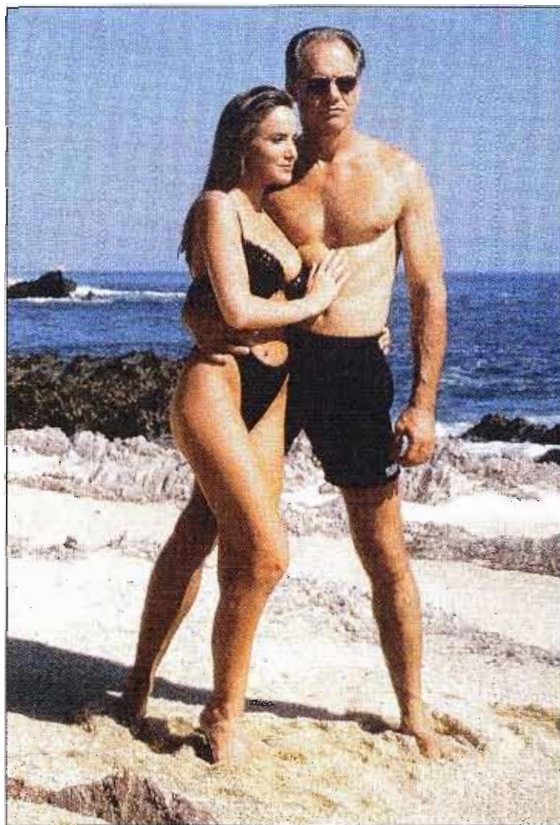
*Hunter* enjoyed a seven-season network run that concluded in 1991. "We're entering the market with a proven star," said Buena Vista Television President Mort Marcus.

Most of this year's new syndicated action hours have debuted to sub-par ratings and will need to rely on foreign sales to break even. *Land's End* also will face stepped-up competition from new action hours on the United Paramount and WB Television networks, which launch in January.

Disney will own all domestic rights to the show and Skyvision international rights, although both partners have a shared revenue stream system for dividing show proceeds.

Production of the first season's 22 episodes, which Marcus said will cost roughly the same as network action hours, will begin in the spring.

*Land's End* will be executive produced by Dryer, Victor Schiro and Skyvision's Brian K. Ross and Jim Reid.



■ Disney's 'Land's End': 'Hunter' meets 'Baywatch'

## Operators take infomercials into their own hands

*Systems take various stands on paid programming slates*

By Rich Brown

**S**ome cable system operators say they're mad as hell about infomercials on cable networks and are not going to take it anymore, at least not without getting a piece of the action.

Cable system operators say they are growing impatient with the idea of giving networks a platform to run infomercials and not seeing any of the revenue from those long-form commercials.

The issue likely will become even bigger as many of the new networks, such as America's Talking and fX, fill out their schedules with several hours of infomercials each week. America's Talking President/CEO Roger Ailes says the network's weekend lineup of infomercials is a temporary situation designed to pump up revenue for the

fledgling network. But regardless of the reasons given by the networks for running the infomercials, many cable system executives say they would like to see some of that revenue for themselves.

Two multiple system operators, Cox Cable Communications and Jones Intercable, have formed a joint venture to combine their infomercial networks, Consumer Information Network and Product Information Network, which will allow affiliates to share in the revenue. The combined Cox-Jones networks reach 2.4 million households nationally.

"As you study the infomercial industry, it is the fastest-growing advertising segment in America," says Greg Liptak, president of Jones Satellite Networks and program director, Product Information Network. In the

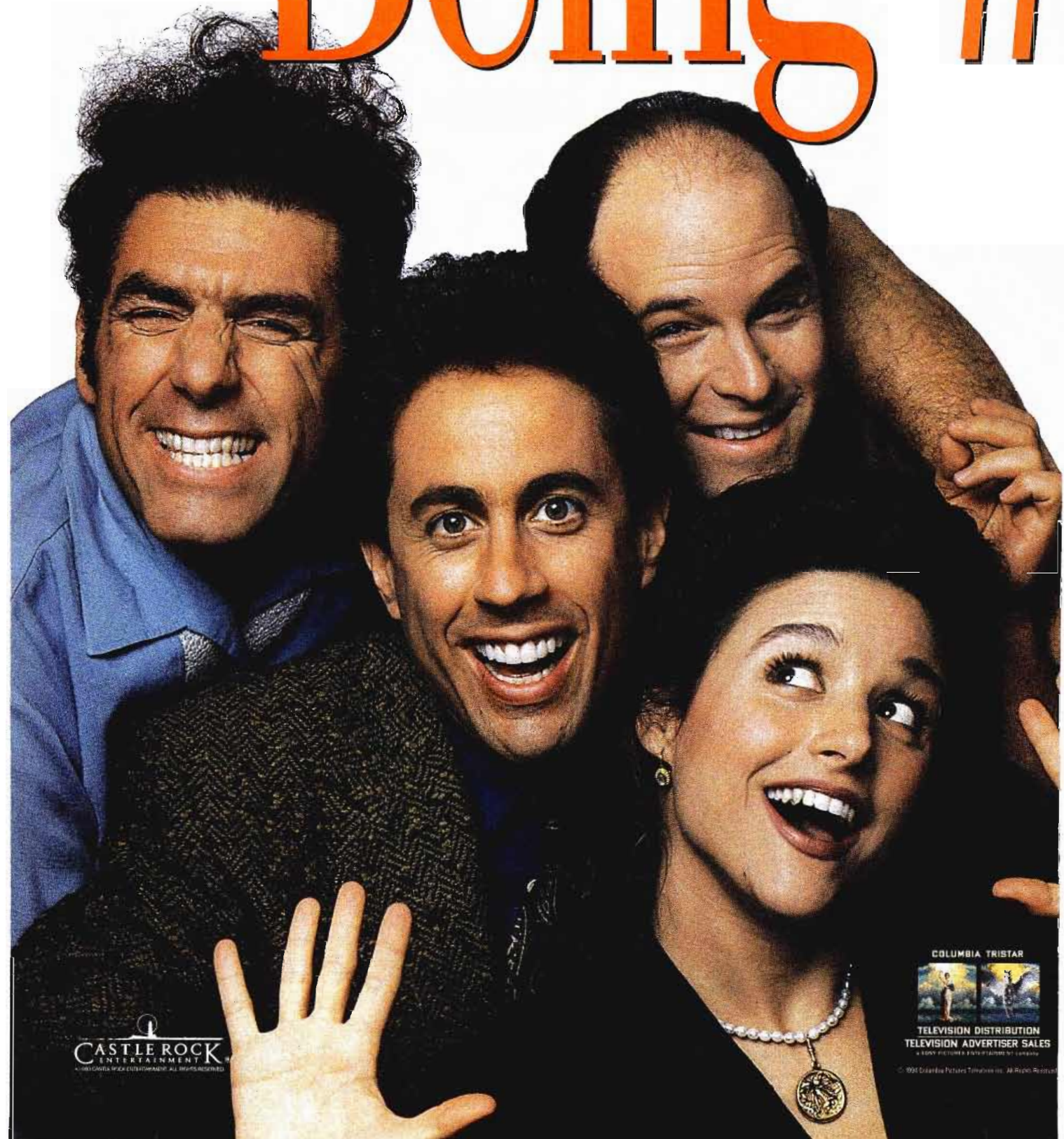


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# Being #



  
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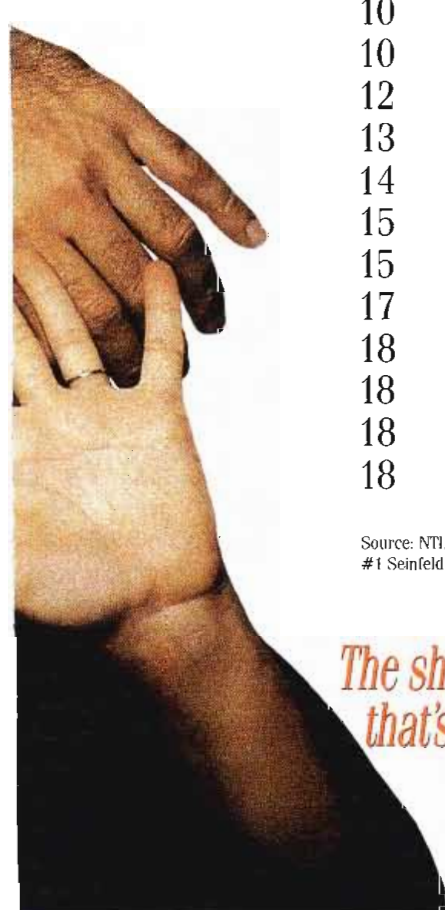


# 1 and #2!

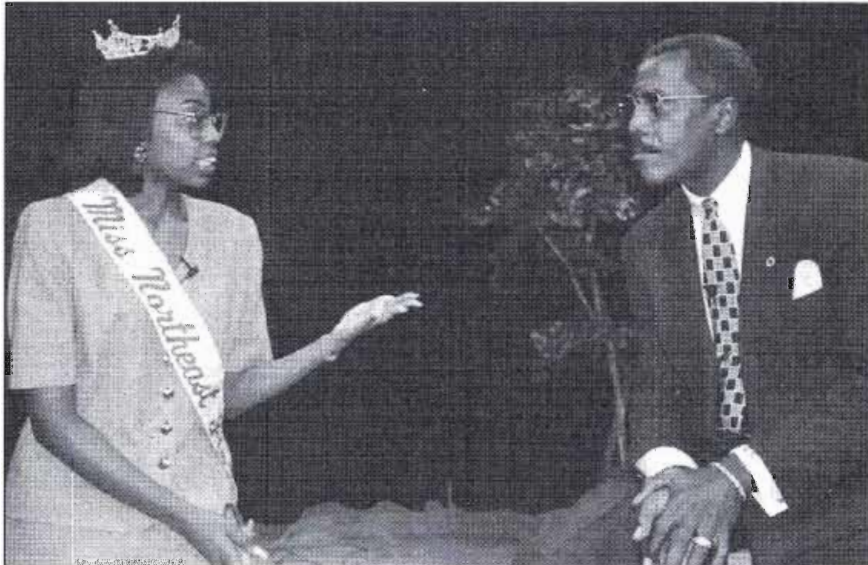
RANK	PROGRAM	RATING
1	SEINFELD	21.3
2	SEINFELD	20.6
3	60 MINUTES	18.7
4	HOME IMPROVEMENT	18.6
5	GRACE UNDER FIRE	18.5
6	NYPD BLUE	18.1
7	CBS MOVIE: SCARLETT-PART 3	17.8
8	CBS MOVIE: SCARLETT-PART 4	17.7
9	E.R.	17.3
10	CBS MOVIE: SCARLETT-PART 2	17.1
10	NFL MONDAY NIGHT FOOTBALL	17.1
12	ROSEANNE	16.9
13	MURDER, SHE WROTE	16.4
14	MAD ABOUT YOU	16.2
15	CBS MOVIE: MILLION DOLLAR BABIES-PART 1	15.9
15	HOME IMPROVEMENT	15.9
17	FRIENDS	15.7
18	ELLEN	15.2
18	FRASIER	15.2
18	MURPHY BROWN	15.2
18	NBC MOVIE: A CHILD'S CRY FOR HELP	15.2

Source: NTL, Week Ending 11/20/94.  
 #1 Seinfeld=Thurs. 9PM. #2 Seinfeld=Thurs. 9:30PM.

*The show about NOTHING  
 that's really something.*





Bill Randall, minority community relations manager for Continental Cablevision of Jacksonville, Fla., interviews beauty pageant winner on a program that is part of a block of local shows preempting BET's weekend lineup of infomercials.

past 10 years, he says, the industry's annual revenue has skyrocketed from \$30 million to \$900 million. "We, as cable operators, just want a piece of the action."

Liptak says affiliates are encouraged to run the infomercial network full-

time or on a part-time basis on local origination channels; on regional sports networks that do not cablecast a full day or, if their contracts allow, even during infomercial blocks on the major cable networks. He says MSOs are welcome to join the network on an equity basis or affiliate with the service and share in one-third of the revenue in

their market.

MSOs also are battling back on a local level. Continental Cablevision of Jacksonville, Fla., is preempting Black Entertainment Television's weekend lineup of infomercials with locally produced minority programming. The cable system now has eight programs running each week and has managed to find local advertisers, such as Shoney's restaurants, to sponsor the shows. Programming includes a gospel show, *Sunday Videos*; *Spanish World Report*; and *Politically Speaking*, a local issues-oriented show featuring a panel representing various ethnicities.

Recognizing the growing opposition, Court TV is using its own infomercial-free programming lineup as a selling tool to cable system operators. In its current sales pitch to MSOs, Court TV uses Cabletelevision Advertising Bureau research to show that 12 cable networks offer more than 20 hours per week of infomercial programming. According to the data, the networks with the most paid programming hours per week are Lifetime (52); Black Entertainment Television (48); The Nashville Network and The Discovery Channel (42 each). ■

## Powell Meredith Communications, Company

has acquired the assets of

## KKHR-FM

Abilene, Texas

from

## Webster Broadcasting, Inc.

Bob Austin

initiated the transaction and assisted in the sale



Satterfield & Perry, Inc.

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## Fox corrals kids in November

The Fox Kids Network continued its climb to the top of the hill of network kids schedules by winning the November sweeps.

The victory for the Saturday morning lineup was the network's eighth consecutive sweeps victory and made Fox the only network to show growth in ratings and share from the November 1993 sweeps.

Among children 2-11, Fox averaged a 7.3 rating and a 28 share last month, easily outdistancing CBS's 4.0/15 and ABC's 3.8/15. The results reflect a 6% increase in ratings and a 12% jump in share for Fox from November 1993. CBS was down 15% and 12%, and ABC dropped 21% and 17%.

The Fox Kids Network also featured the six highest-rated series among children 2-11 and seven of the top 10. Fox captured the top seven slots among viewers 6-17 as well as the top seven, and eight of the top 10 shows in terms of household audience. The 10 highest-rated series among viewers 2-11 in November were *The Mighty Morphin Power Rangers*, *Animaniacs*, *Spiderman*, *Eek!Stravaganza*, *Batman & Robin* and *X-Men*, all from Fox, *ABC Kids Movie Matinee*, *The Tick* (Fox), *Disney's Aladdin* (CBS) and *The New Mutant Ninja Turtles* (CBS).

*The Tick* is the only first-year show to rank number one in its time period among the key 2-11 demographic. The show averaged a 6.2 rating, 51% better than its ABC competition and 94% higher than the CBS show. —SC



Fox 'Morphs' to the top.



HEADENDINGS

**Healthy boost**

Surprisingly few cable programmers walked away from the Western Cable Show with carriage agreements of any sort. But one that did was the Cable Health Club, the around-the-clock fitness channel from International Family Entertainment. Cable Health signed agreements with Time Warner, Adelphia and Cablevision Systems, which give their individual systems the green light to consider carriage of the service, according to Cable Health President Craig Sherwood. The deals also include "significant guarantees," Sherwood says, declining to say how significant. The potential of the deals is great. Together, the three operators reach more than 10 million homes. However, Sherwood acknowledges, Cable Health must now persuade the systems to pick up or recommend the service. Like other services, he says, Cable Health hopes to land a spot on the operators' basic or enhanced basic tiers or unregulated new-programming tier with high penetration.

**Choice offerings**

Pay-per-view distributor Viewer's Choice has struck a multiyear deal with Universal Pay Television that makes "Jurassic Park," "The Shadow," "The Flintstones" and other titles available to VC beginning Feb. 1, 1995. The deal gives VC access to titles from every large studio except Fox. In other developments, VC, beginning on Jan. 12, 1995, will offer a generic promotion feed and a new video service to provide affiliates with MSO-branded promotion at "modest" cost.

**Turner additions**

TNT on Jan. 2, 1995, will add off-net hours *Starsky and Hutch* and *In the Heat of the Night* to its schedule weeknights at 6 p.m. and 7 p.m., respectively. The network also is said to be eyeing off-net rights to Fox series *Melrose Place* as a possible addition to its growing lineup of off-net hours.

**Top cable shows**

Following are the top 15 basic cable programs for the week of Nov. 28-Dec. 4, 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	8,064	12.9	8.5
2. <i>NFL Football</i>	ESPN	Thu 7:56p	6,622	10.6	6.9
3. <i>Movie: 'Kindergarten Cop'</i>	USA	Sun 3:00p	2,807	4.5	2.9
4. <i>Movie: 'Kindergarten Cop'</i>	USA	Sat 8:00p	2,582	4.2	2.7
5. <i>NFL Sportscenter</i>	ESPN	Sun 11:26p	2,424	3.9	2.5
6. <i>NFL Prime Time</i>	ESPN	Sun 7:00p	2,203	3.5	2.3
7. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,153	3.5	2.3
8. <i>NFL Sportscenter</i>	ESPN	Thu 11:23p	2,060	3.3	2.2
9. <i>Murder, She Wrote</i>	USA	Mon 8:00p	1,998	3.2	2.1
10. <i>Doug</i>	NICK	Mon 7:00p	1,807	3.0	1.9
11. <i>Movie: 'A View to a Kill'</i>	TBS	Fri 8:05p	1,787	2.9	1.9
12. <i>Movie: 'For Your Eyes Only'</i>	TBS	Sat 8:05p	1,757	2.8	1.8
13. <i>Movie: 'Octopussy'</i>	TBS	Sun 10:35a	1,753	2.8	1.8
13. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,741	2.8	1.8
15. <i>Movie: 'Lone Wolf McQuade'</i>	TBS	Sat 4:00p	1,725	2.8	1.8

Following are the top five pay cable programs for the period of Nov. 28-Dec. 4, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. <i>Boxing: Bowe-Donald</i>	HBO	Sat 9:30p	3,516	17.2	3.7
2. <i>Movie: 'Home Alone 2: Lost in NY'</i>	HBO	Sun 5:45p	2,114	10.4	2.2
3. <i>Movie: 'Wayne's World 2'</i>	HBO	Sat 8:00p	2,080	10.2	2.2
4. <i>Movie: 'The Sandlot'</i>	HBO	Sat 6:00p	1,977	9.7	2.1
5. <i>Movie: 'Blue Tiger'</i>	HBO	Thu 9:00p	1,674	8.2	1.8

**Reality Check:**

*When light viewers watch, they watch...*

*The Three Networks reach 78% of light viewing households, compared to 34% for 22 cable networks.*

*Avg. Wk. Primetime M-Sa 8-11pm Su 7-11pm, NTA Reach Est., CCS, 10/25-11/21 '93. Subject to qualifications, available upon request.*

ABC · CBS · NBC

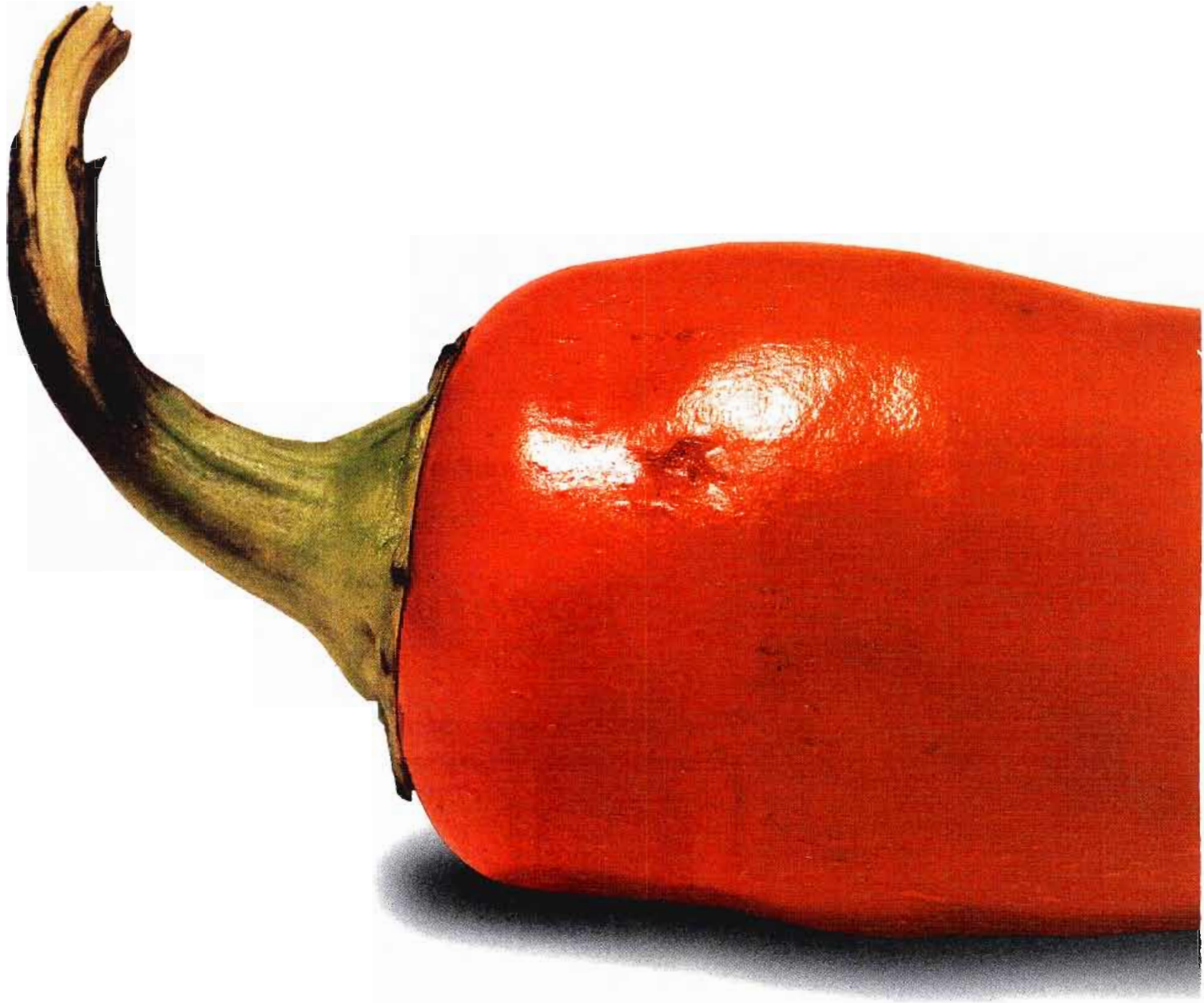


THE NETS WORK

Network Television Association



 **HOT.**

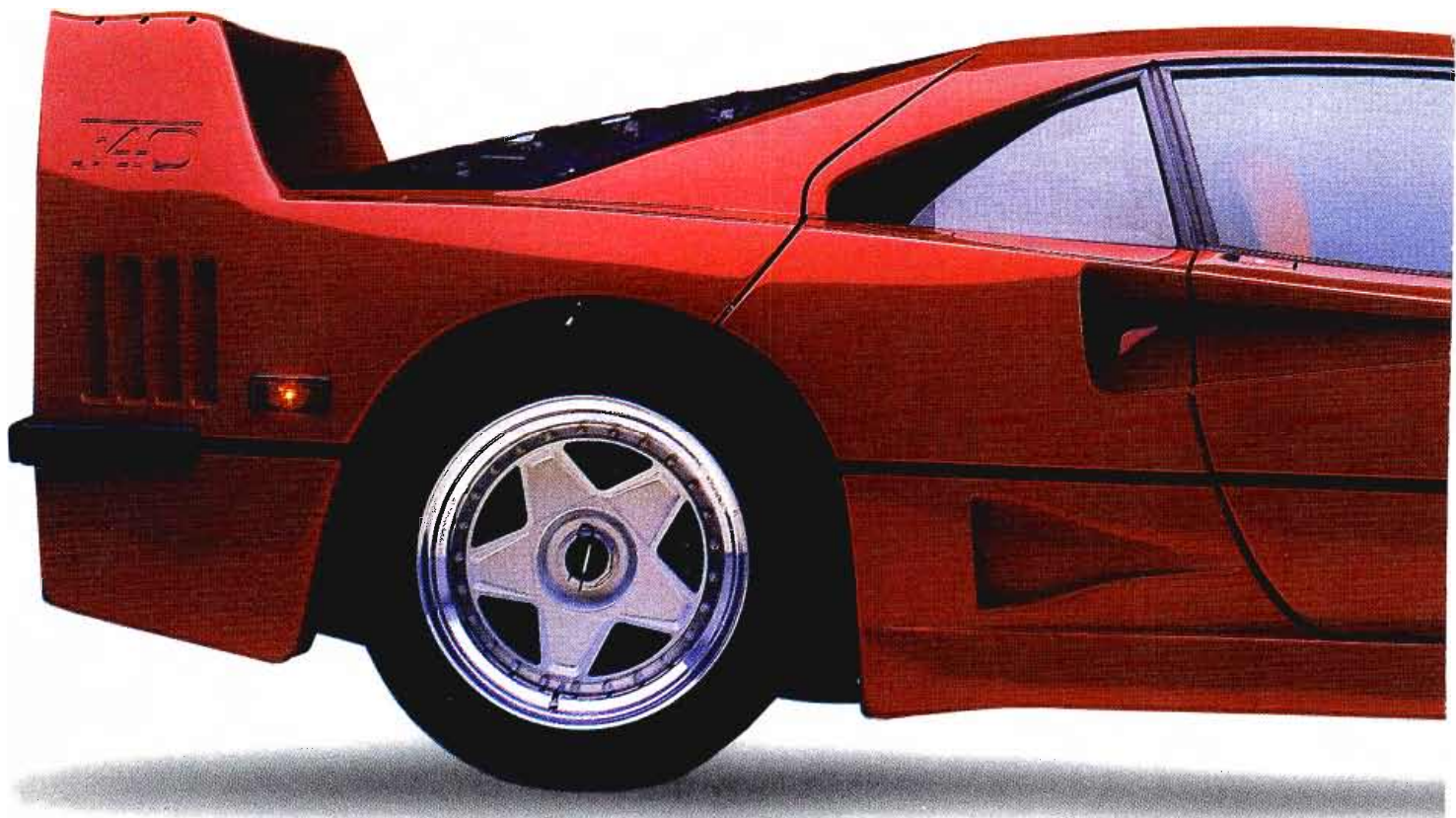




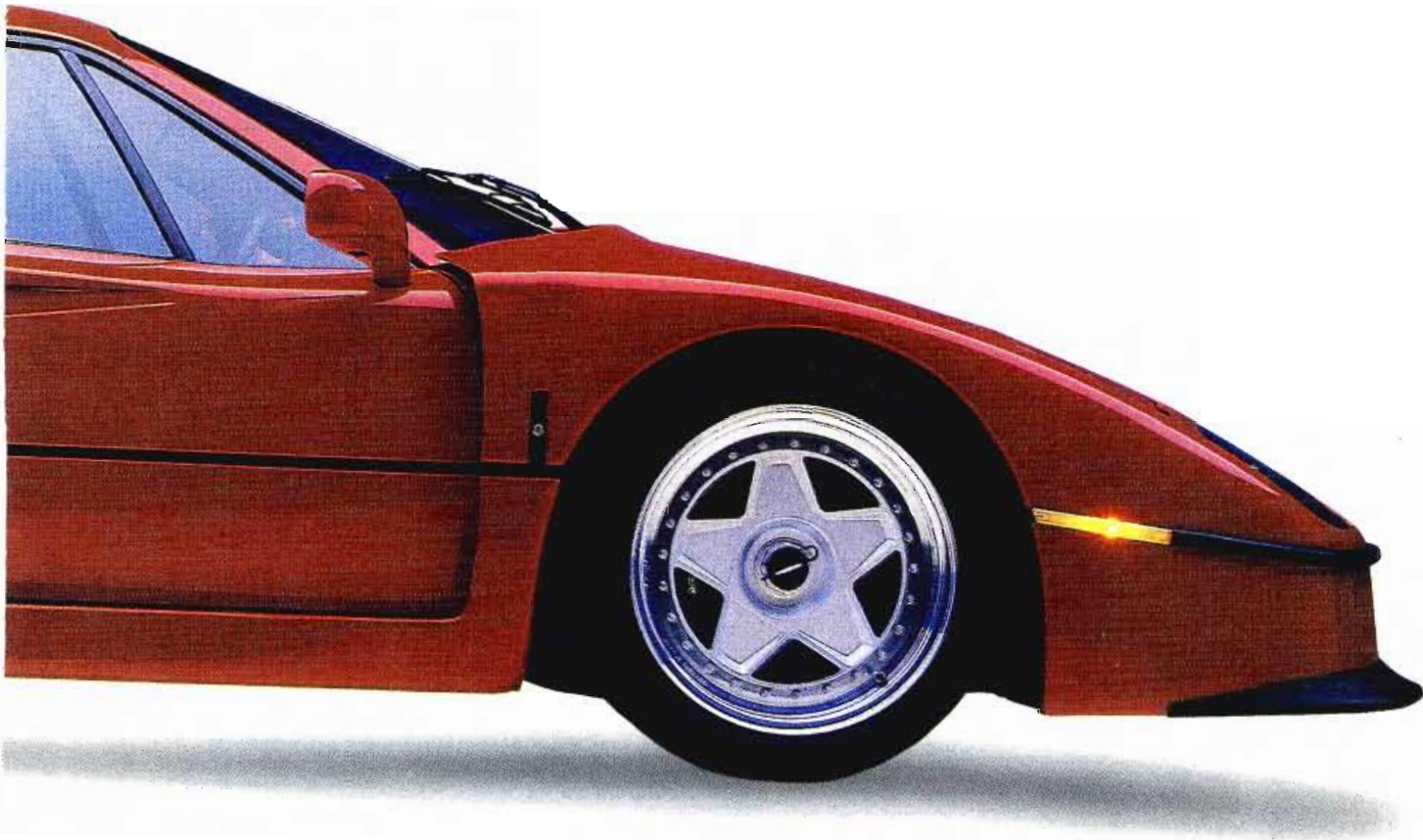




 **HOTTER.**









**HOTTEST.**

**JENNY JONES -**



Market

**New York**  
**Los Angeles**  
**Chicago**  
**Philadelphia**  
**Boston**  
**Washington**  
**Dallas**  
**Detroit**  
**Atlanta**  
**Houston**  
**Seattle**  
**Cleveland**  
**Minneapolis**  
**Miami**  
**Denver**  
**Baltimore**  
**Indianapolis**  
**Hartford**  
**Cincinnati**  
**Kansas City**  
**New Orleans**



## The Hottest Growth From October '93 to October '94.

<u>Station</u>	<u>Time Period</u>	<u>W18-34 Rating</u>	<u>W18-49 Rating</u>
<b>WWOR</b>	<b>1:00PM</b>	<b>+100%</b>	<b>+62%</b>
<b>KCOP</b>	<b>11:00AM</b>	<b>+111%</b>	<b>+133%</b>
<b>WGN</b>	<b>3:00PM</b>	<b>+850%</b>	<b>+1067%</b>
<b>WPVI</b>	<b>9:00AM</b>	<b>+136%</b>	<b>+104%</b>
<b>WBZ</b>	<b>9:00AM</b>	<b>+160%</b>	<b>+75%</b>
<b>WTTG</b>	<b>9:00AM</b>	<b>+43%</b>	<b>+35%</b>
<b>KXAS</b>	<b>3:00PM</b>	<b>+44%</b>	<b>+31%</b>
<b>WDIV</b>	<b>11:00AM</b>	<b>+70%</b>	<b>+107%</b>
<b>WSB</b>	<b>10:00AM</b>	<b>+138%</b>	<b>+107%</b>
<b>KPRC</b>	<b>9:00AM</b>	<b>+271%</b>	<b>+167%</b>
<b>KTZZ</b>	<b>8:00PM</b>	<b>+40%</b>	<b>+20%</b>
<b>WUAB</b>	<b>11:00AM</b>	<b>+189%</b>	<b>+200%</b>
<b>KMSP</b>	<b>12:00N</b>	<b>+124%</b>	<b>+38%</b>
<b>WPLG</b>	<b>11:00AM</b>	<b>+76%</b>	<b>+44%</b>
<b>KDVR</b>	<b>12:00N</b>	<b>+214%</b>	<b>+27%</b>
<b>WJZ</b>	<b>9:00AM</b>	<b>+94%</b>	<b>+106%</b>
<b>WXIN</b>	<b>12:00N</b>	<b>+31%</b>	<b>+56%</b>
<b>WFSB</b>	<b>10:00AM</b>	<b>+800%</b>	<b>+475%</b>
<b>WLWT</b>	<b>4:00PM</b>	<b>+159%</b>	<b>+135%</b>
<b>WDAF</b>	<b>10:00AM</b>	<b>+191%</b>	<b>+93%</b>
<b>WVUE</b>	<b>3:00PM</b>	<b>+56%</b>	<b>+70%</b>

Source: NSI/Snap



**WHEN YOU'RE  HOT.  
YOU'RE  HOT.**

**HIGHEST NATIONAL  
RATING EVER.**

**4.7**

**HH RATING**

**jenny  
jones**



**TELEPICTURES  
PRODUCTIONS**

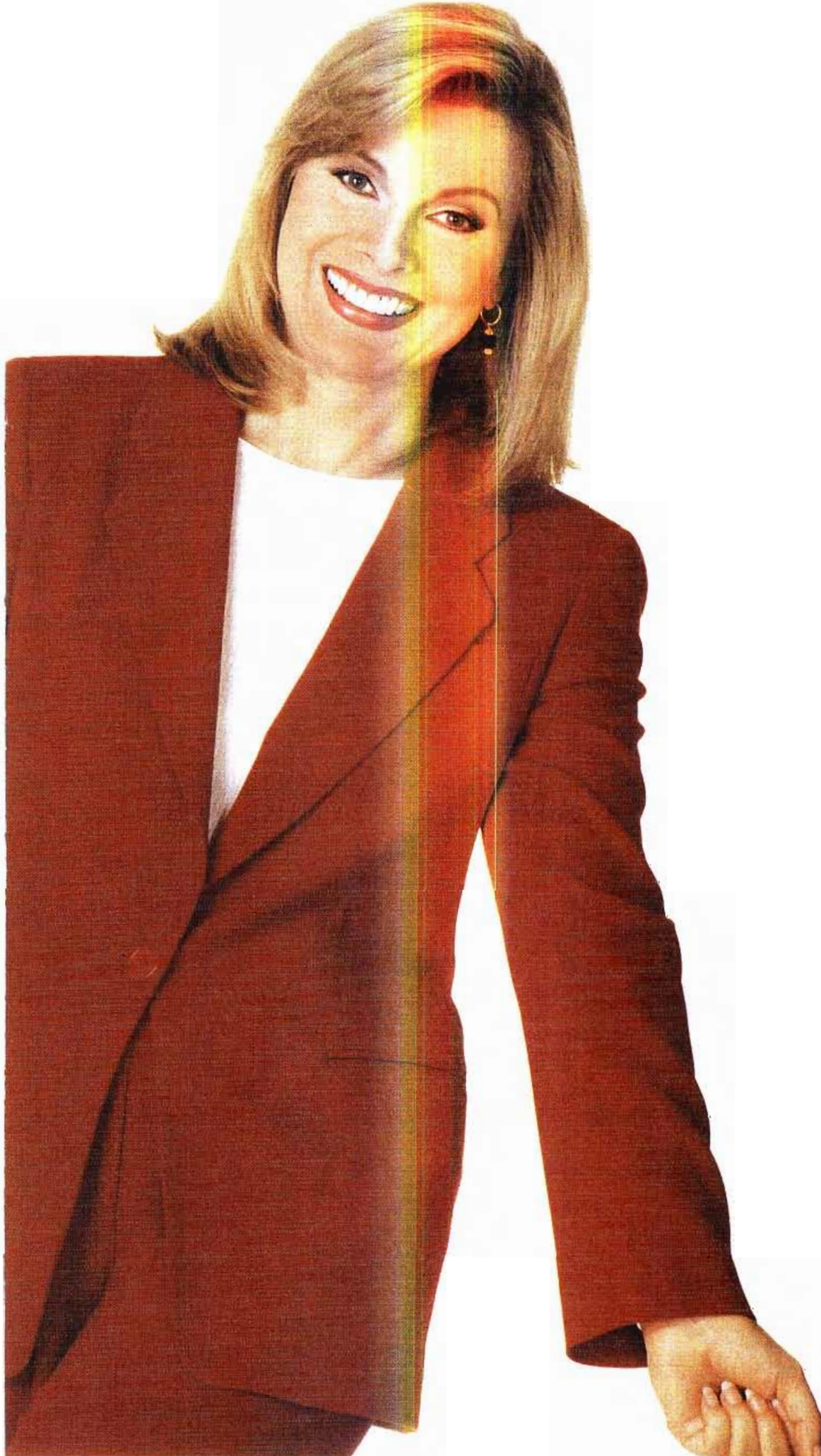
in association with

**QDE**

PRODUCTIONS

Source: NSS GAA Week Ending 11/20/94





**WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION**

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# MIP'Asia: West meets East in Hong Kong, but sales take slow boat

*Programmers make more contacts than sales at first major international program market for Asia region*

By Meredith Amdur

**N**o sex, no violence, no news." It may not sound like riveting commercial TV, but that's the formula Hong Kong TV entrepreneur Robert Chua trusts will be perfect for his new Mandarin-language satellite-delivered entertainment service, CETV.

Most Western distributors who convened in Hong Kong Dec. 1-3 for Reed-Midem's first MIP'Asia program market snickered at Chua's slogan for his regional satellite channel, but it indicates the role government plays in many conservative Asian countries.

In China, political correctness is the rage. "We'd love to import good programs from abroad, but [U.S. shows] delivered [uncensored] via satellite might not be good programs," said Chen Guhua, deputy general manager of state-owned China TV Program agency, the main buyer for broadcaster CCTV.

Nevertheless, sales at adult entertainment programmer Penthouse and Japanese animation distributors were reportedly brisk, indicating that some local buyers are more concerned with ratings than regulations.

China, the prize of developing markets, may develop slowly as an

active program trader. According to Guhua, China's main buyer, the vast region is enjoying a cable TV boom but is as short of funds as it is of programming.

Many of the 4,000 attendees of the new program market came to pay respects to a new contingent of cable, satellite and terrestrial TV buyers. But budgets were tight for buyers and sellers. "Program prices, especially for the new cable services in Thailand, the Philippines and China, have to be low until the infrastructure develops," one Western supplier said. "Asian TV is trying to do in less than five years what the U.S. did in 40."

## Help Your Audience Avoid the Silent Disaster

It's not dramatic. No howling winds, roaring fires, or trembling earth. But it leaves a terrible mess in the house... and a costly cleanup.

Hundreds of thousands of homeowners face a monumental headache each year when Old Man Winter creates the silent disaster - frozen water pipes.

But this disaster is avoidable. Your station can tell your audience how to keep pipes from freezing. We can help by providing an expert. (Call 309-766-0935).

We also can send you free non-commercial public service announcements and brochures. Order them with the form below.

Please send me the following "Prevent Frozen Pipes" public service materials.

Materials Preferred:

- TV PSA's (3/4" tape)  
 Radio PSA's  
 Brochures (quantity needed: \_\_\_\_\_)

Name \_\_\_\_\_  
 Station \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Mail to: Frozen Pipes, Public Affairs Dept.  
 State Farm Insurance  
 One State Farm Plaza  
 Bloomington, IL 61710-0001



State Farm Fire and Casualty Company Home Office: Bloomington, Illinois



### Calm atmosphere

For a program trade fair, the atmosphere at the plush Hong Kong Convention Center was uncharacteristically calm. Organizers reported 654 registered local buyers. At least one bored and disgruntled seller (who asked to remain anonymous) claimed that exhibition booths outnumbered buyers by almost 3 to 1.

Other major distributors were equally dismayed about business, although smaller program suppliers reported that cash was changing hands, albeit in small denominations and various Asian currencies.

Most distributors justified the trip as a long-term investment and a way to form relationships, not pocket license fees. For most buyers, particularly the Chinese, learning the ropes of Western-style TV trade was daunting, as was the amount of cash necessary to buy even "B" product.

But the turnout reflected the lure of the Asian market, which soon will hold two-thirds of the world's population, much of which will acquire middle-class consumer tastes. In a region with nearly 2 billion people and countries enjoying double-digit economic growth, even jet-lagged distributors did not dismiss Asia's potential.

Not all were discouraged by the lack of selling activity, high-pressure sales being anathema to the Asian way of business. "Markets like this develop the competition; buyers are seeing each other for the first time," said King World International President Fred Cohen.

Some sellers were bullish and dismissed the moral overtones of some governments. "For channels with no money and lots of time, we've got a turnkey operation," said David Carman, president of infomercial purveyor Quantum International, a subsidiary of National Media. "We're a shopping program, and in Asia they shop and buy."

### Cutting deals

■ Solomon International Enterprises joined forces with Indian production group Amritraj Entertainment in a broad-based production and distribution group, Amritraj/Solomon Communications Ltd. Plans for the joint venture include Indian-language feature films and TV series, satellite TV launches or acquisitions, and production agreements with existing Indian satellite networks Zee TV and Sun



MIP'Asia headquarters: The Hong Kong Convention Center on Victoria Harbor

TV.

■ Hong Kong's fledgling Wharf Cable signed on U.S. producers MGM, Walt Disney and New Line for much-needed exclusive output deals for its pay-per-view service, Cable Cineplex. All first-run films in the multiyear deal will be dubbed in Cantonese, although the English soundtrack also will be available. One-year-old Wharf is struggling to meet its target of 200,000 subscribers (of the colony's 1.6 million TV homes) by the end of the year.

■ The Discovery Channel, nearing its 2 millionth international subscriber, confirmed several new Asian cable deals, including 1995 launches in Thailand and Korea as well as expected berths in Singapore and Hong Kong. Hoping to get away from its "Eurocentric" tendencies, Discovery is embarking on its most expensive production, a \$1.5 million history of Beijing's 900-year-old Forbidden City co-produced with the Chinese ministry of culture.

■ After nearly a year of negotiations, HBO Asia secured exclusive pay TV programming services from Sony Pictures Entertainment and MCA/Universal. The studios will join Paramount and Warner Bros. as "equal" equity partners in the Asian version of the subtitled Hollywood movie service, although ownership

details were not disclosed. The longer-term licensing agreement, assumed to be five years, includes new and library product. HBO Asia claims 300,000 subs in the region via cable, with Taiwan its strongest single market.

■ Unapix International closed several output deals for its film and series packages, including CTV network in Taiwan, broadcaster ATV in Hong Kong, cable service TWN in Taiwan and the Century Network of Korea.

■ Turner International will debut CNNI, TNT and The Cartoon Network Asia in Thailand in early 1995, after signing a basic cable agreement with Bangkok-based Universal Cable TV Network. The new service, Thailand's first official fiber cable network, hopes to secure 200,000 subs by the end of next year.

■ ESPN International concluded a deal with Indian industrial group MODI Enterprises to distribute its sports service to cable, hotel and other "nonstandard" TV outlets in India.

■ Saban International entered a co-production agreement with China's Shanghai Educational Film Studio to produce an animated "encyclopedia," *The WhyWhy Family*. In its year-old venture with the PRC's Film Bureau and Ministry of Radio, Film & Television, Saban also will develop an animated half-hour series, *The Adventures of Oliver Twist*. ■



# Ratings: Week 11, according to Nielsen, Nov. 28-Dec. 4

	<b>abc</b> <b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>14.8/23</b>	<b>13.6/21</b>	<b>13.4/21</b>	<b>8.6/13</b>
8:00	53. <i>Coach</i> 10.0/16	23. <i>The Nanny</i> 12.9/19	31. <i>Fresh Prince</i> 11.9/18	49. <i>Melrose Place</i> 10.4/15
8:30	66. <i>Coach</i> 8.7/13	21. <i>Dave's World</i> 13.2/19	30. <i>Blossom</i> 12.0/18	
9:00	7. <i>NFL Monday Night Football—San Francisco 49ers vs. New Orleans Saints</i> 16.3/27	11. <i>Murphy Brown</i> 15.2/22	15. <i>NBC Monday Night Movies—Following Your Heart</i> 14.1/22	90. <i>Party of Five</i> 6.8/10
9:30		20. <i>Love and War</i> 13.3/20		
10:00		18. <i>Northern Exposure</i> 13.6/22		
10:30				
<b>TUESDAY</b>	<b>16.5/25</b>	<b>12.6/19</b>	<b>12.7/19</b>	<b>8.0/12</b>
8:00	27. <i>Full House</i> 12.2/19	16. <i>Rudolph the Red-Nosed Reindeer</i> 13.7/21	24. <i>Wings</i> 12.8/20	72. <i>Fox Tuesday Night Movie—Madonna: Innocence Lost</i> 8.0/12
8:30	35. <i>Me and the Boys</i> 11.8/18		16. <i>Mad About You</i> 13.7/20	
9:00	2. <i>Home Improvmt</i> 19.1/27	29. <i>CBS Tuesday Movie—Bionic Ever After?</i> 12.1/18	7. <i>Frasier</i> 16.3/23	
9:30	1. <i>Grace Under Fire</i> 19.3/28		31. <i>J Larroquette</i> 11.9/17	
10:00	3. <i>NYPD Blue</i> 18.2/29		45. <i>Dateline NBC</i> 10.7/17	
10:30				
<b>WEDNESDAY</b>	<b>12.6/20</b>	<b>8.7/14</b>	<b>11.7/19</b>	<b>9.6/14</b>
8:00	53. <i>Sister, Sister</i> 10.0/16	31. <i>Frost/Snowman</i> 11.9/19	48. <i>Cosby Mysteries</i> 10.5/16	37. <i>Beverly Hills 90210</i> 11.7/18
8:30	53. <i>All American Girl</i> 10.0/15	67. <i>Boys Are Back</i> 8.6/13		
9:00	4. <i>Roseanne</i> 17.5/27	89. <i>Star Trek: A Captain's Log</i> 6.9/11	40. <i>Dateline NBC</i> 11.2/17	82. <i>Models Inc.</i> 7.4/11
9:30	9. <i>Ellen</i> 15.9/24	65. <i>48 Hours</i> 8.9/15	19. <i>Law and Order</i> 13.5/23	
10:00	43. <i>Turning Point</i> 11.1/19			
10:30				
<b>THURSDAY</b>	<b>9.5/15</b>	<b>8.8/13</b>	<b>14.2/22</b>	<b>7.3/12</b>
8:00	76. <i>My So-Called Life</i> 7.6/12	47. <i>Due South</i> 10.6/16	21. <i>Mad About You</i> 13.2/21	85. <i>Martin</i> 7.3/12
8:30			26. <i>Friends</i> 12.3/19	74. <i>Living Single</i> 7.8/12
9:00	52. <i>Matlock</i> 10.1/15	70. <i>Under Suspicion</i> 8.3/12	5. <i>Seinfeld</i> 17.1/25	88. <i>New York Undercover</i> 7.0/11
9:30		82. <i>Eye to Eye with Connie Chung</i> 7.4/12	25. <i>Madman/Peop</i> 12.4/19	
10:00	45. <i>Primetime Live</i> 10.7/18		12. <i>E.R.</i> 15.1/25	
10:30				
<b>FRIDAY</b>	<b>13.0/23</b>	<b>9.2/16</b>	<b>7.8/14</b>	<b>5.9/10</b>
8:00	35. <i>Family Matters</i> 11.8/22	50. <i>Diagnosis Murder</i> 10.2/19	76. <i>Unsolved Mysteries</i> 7.6/14	94. <i>M.A.N.T.I.S.</i> 4.5/8
8:30	37. <i>Boy Meets Wld</i> 11.7/21	71. <i>Under Suspicion</i> 8.1/14	67. <i>Dateline NBC</i> 8.6/15	86. <i>The X-Files</i> 7.2/12
9:00	27. <i>Step By Step</i> 12.2/21	60. <i>Picket Fences</i> 9.2/16	86. <i>Homicide: Life on the Street</i> 7.2/13	
9:30	31. <i>Hangin w/Mr. C</i> 11.9/20			
10:00	10. <i>20/20</i> 15.3/27			
10:30				
<b>SATURDAY</b>	<b>9.8/17</b>	<b>10.3/18</b>	<b>7.9/14</b>	<b>7.6/14</b>
8:00	57. <i>ABC Saturday Family Movie—Willy Wonka and the Chocolate Factory</i> 9.7/17	40. <i>Dr. Quinn Medicine Woman</i> 11.2/20	92. <i>Empty Nest</i> 6.4/12	80. <i>Cops</i> 7.5/14
8:30		61. <i>Five Mrs. Buch</i> 9.1/16	91. <i>Empty Nest</i> 6.6/12	73. <i>Cops</i> 7.9/14
9:00		76. <i>Hearts Afire</i> 7.6/13	75. <i>Sweet Justice</i> 7.7/13	80. <i>America's Most Wanted</i> 7.5/13
9:30		40. <i>Walker, Texas Ranger</i> 11.2/20	58. <i>Sisters</i> 9.5/17	
10:00	56. <i>The Commish</i> 9.9/17			
10:30				
<b>SUNDAY</b>	<b>12.1/18</b>	<b>13.6/21</b>	<b>7.8/13</b>	<b>8.4/13</b>
7:00	61. <i>Am Fam Hrr Vid</i> 9.1/14	5. <i>60 Minutes</i> 17.1/27	61. <i>Earth 2</i> 9.1/14	(nr) <i>NFL Game 2</i> 9.0/15
7:30	69. <i>On Our Own</i> 8.4/13	13. <i>Murder, She Wrote</i> 14.6/22		93. <i>Encounters</i> 5.7/9
8:00	44. <i>Lois &amp; Clark</i> 10.9/16	39. <i>CBS Sunday Movie—Return of the Native</i> 11.3/18	82. <i>NBC Sunday Night Movie—The Fisher King</i> 7.4/12	64. <i>Simpsons</i> 9.0/14
8:30				58. <i>Simpsons</i> 9.5/14
9:00	14. <i>ABC Sunday Night Movie—Someone Else's Child</i> 14.4/22			50. <i>Married w/Chldr</i> 10.2/15
9:30				76. <i>George Carlin</i> 7.6/11
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>12.6/20</b>	<b>11.1/18</b>	<b>10.7/17</b>	<b>7.9/12</b>
<b>SSN. TO DATE</b>	<b>12.2/20</b>	<b>12.0/20</b>	<b>11.5/19</b>	<b>7.8/12</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





Between the

playground

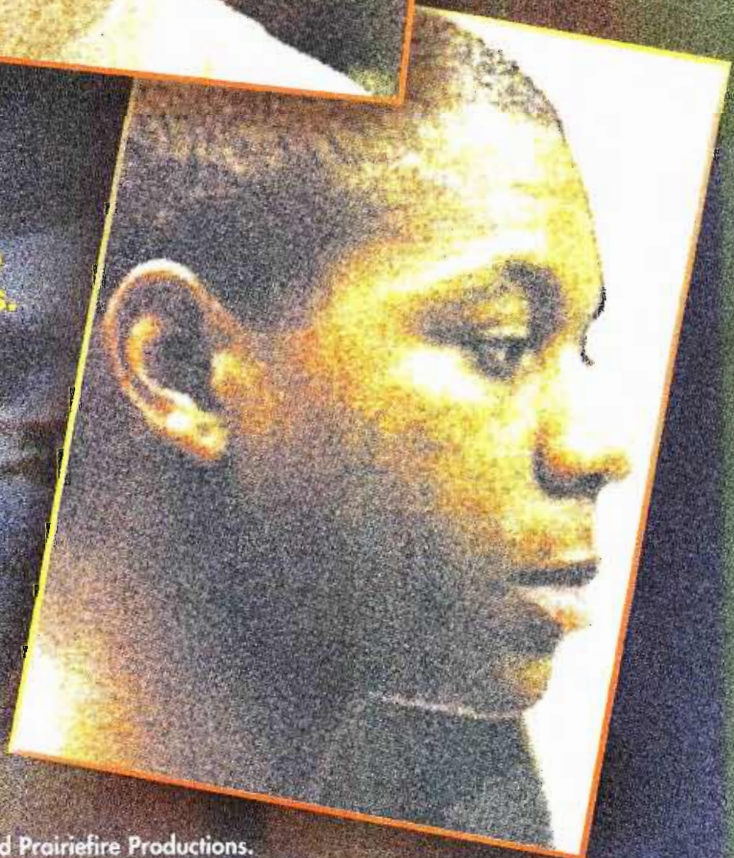
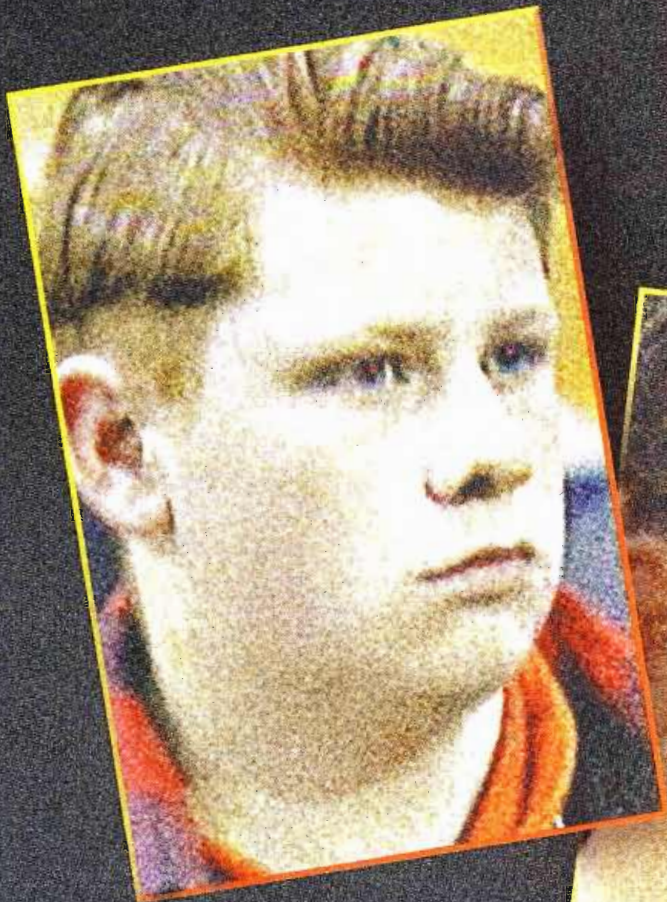
and the

prison yard,

there is one

last stop:





When kids turn to  
crime, how do you  
turn them around?

Introducing *Juvenile Justice*.

No actors, no scripts, no  
re-creations. Just a real judge  
inside a real courtroom, trying to  
separate the kids from the killers.  
Pre-tested in eight markets,  
it's a proven winner on both  
affiliates and independents.

It's gripping. Emotional. Real.

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Juvenile Justice is produced by Grosso Jacobson Productions and Prairiefire Productions.

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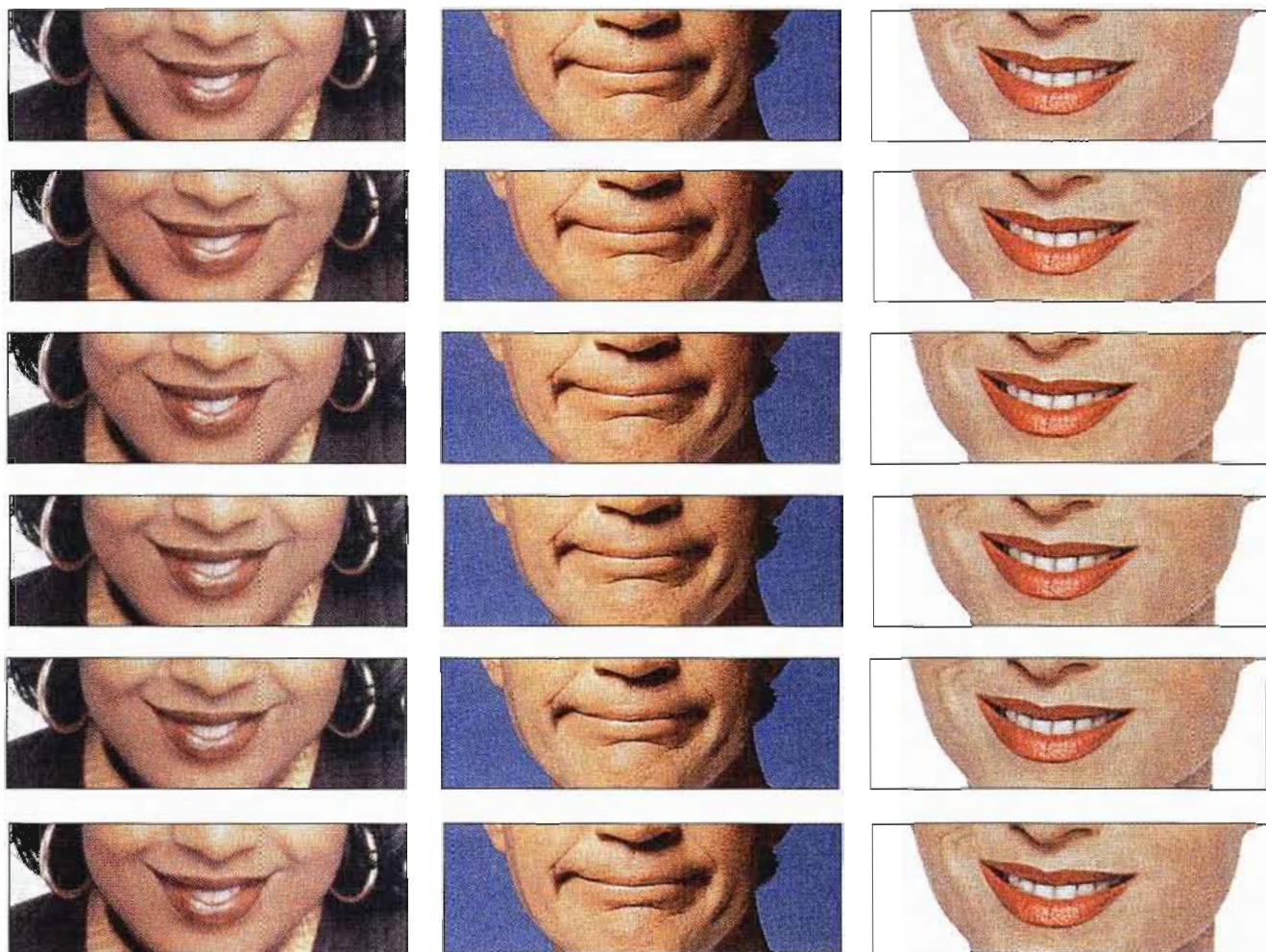




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# Talk, talk, talk of the town

*Buoyed by the success of Ricki Lake and other relative newcomers to the genre, syndicators are preparing yet another full plate of TV talkers for 1995. A younger audience is being wooed to daytime talk, and Ricki Lake has their number. BROADCASTING & CABLE talks with Columbia's new talk star about her quest to be the next Oprah. Page 56. Letterman still leads late night, but Tom Snyder and comedian Greg Kinnear have added new wrinkles to late, late night. Page 58. The networks hope higher daytime clearances mandated in new affiliate agreements will improve the ratings fortunes of their talk offerings. Page 59. Cable is putting its money where its mouth is with two new channels, adding to the wired medium's steady diet of talk, which includes a show featuring talk show fan and outspoken House speaker-to-be Newt Gingrich. Page 64.*



an array of young hosts, including:

- singer Carnie Wilson (Warner Bros. Domestic Television Distribution);
- former *Cosby Show* actress Tempestt Bledsoe (Columbia TriStar);
- possibly Joan Rivers's daughter, Melissa (MCA TV), and
- KFI-AM Los Angeles host Stephanie Miller in a late-night show (Buena Vista Television).

Early clearances indicate strong demand for new shows: *Carnie* is cleared in 70% of the country, while *The*

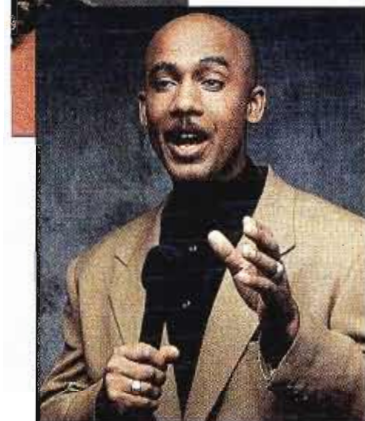
*Stephanie Miller Show* is cleared in 50% and *The George & Alana Show*, featuring ex-spouses George Hamilton and Alana Stewart, is cleared in 40%.

However, the crowded market has delayed some launches. King World almost launched a show with film actor Charles Grodin, but decided to make Grodin the replacement for Tom Snyder on CNBC. In an innovative deal, King World will retain the right to syndicate a national show, with participation by CNBC, should the cable show take off.

"This deal is about getting back to basics and [Grodin's] learning how to do a talk show so you don't end up on the air and off in a short period of time," King World President Michael King says. "If this works, it will be a major new show. And if it doesn't, there will be a lot less time and expense for everyone."

**Syndicators' patience helps**

Success stories similar to *Ricki Lake's* have



Montel Williams



Jenny Jones

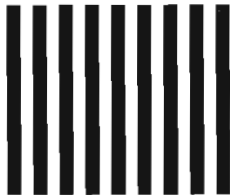


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## Shows hope to tap 'Ricki's' success

New fall 1995 launches hope to follow in footsteps of talk's newest stars

By David Tobenkin

A new constellation of stars is rising on the talk show horizon, with *Ricki Lake*, *Jenny Jones* and *The Montel Williams Show* surpassing more established shows—and even denting the ratings of talk queen Oprah Winfrey.

A year after its debut, Columbia TriStar Television Distribution's *Ricki Lake* has managed to draw a new young audience to daytime. The show's ratings have soared 104%, from a 2.6 national Nielson rating in November 1993 to a 5.4 a year later. Meanwhile, the show jumped from 87% to 99% national coverage.

And although that is about half the 9.7 November household rating of King World's *Oprah Winfrey Show*, *Ricki Lake* manages some weeks to top the veteran in the key female 18-

ers," says Alan Perris, senior vice president, first-run programming, Columbia TriStar. "When we announced this program two years ago, we took slams from everyone that no one would watch."

*Ricki* will continue to program for its core 18-49 audience and will not go after older viewers, Perris says.

The show's surprise success has inspired a flurry of competition for next season. At least 13 new talk shows are being aimed at fall 1995, aimed at





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 169

## TALK SHOWS '94

ing last month, and Paramount Domestic Television's *Montel Williams* has grown 27%, to a 3.8.

However, in both cases the growth may reflect the patience of the shows' syndicators as much as the performance of their hosts.

It took *Jenny Jones* three seasons and a complete revamp from soft-edged to issued-oriented to find its pace. "If we were playing by the numbers, the show would have been dead, buried and just a footnote in television history two years ago," says Scott Carlin, senior vice president of sales, WBDTD. "We stuck with it, however, because we believed there was something right with *Jenny*—and now the viewers have come to see the same thing."

*Montel Williams*, which is entering its third season in national syndication, has benefited from more seasoned producers and Paramount's assumption of the show following the Paramount-Viacom merger. "Our sales force has tripled, as have our publicity efforts, which really helps get the word out," Executive Producer Mary Duffy says.

Another turnaround seems to be occurring in Multimedia Entertainment's *Jerry Springer*, which is benefiting from a more youthful, energetic format and increased audience participation in its third season in national syndication. It rose 23% in the ratings between November 1993 and last month, and shot up a remarkable 54% in the women 18-34 demo.

With a continuing flood of new talk shows, such long-in-the-making success stories may prove the rule rather than the exception, observers say. "With so many shows, it's going to take the audience a much longer time to find shows," says Bruce Vinton, Tele-

court/talk hybrids, Buena Vista Television's *Judge for Yourself* and Group W's *Jones & Jury*. Many observers also would include King World's *Rolonda* on that list.

The glut of shows is taking a toll on the traditional leaders. Between November 1993 and last month, Multimedia's *Donahue* dropped a 21% in the ratings, to a 4.1, and its *Sally Jessy Raphael* fell 13%, to a 4.5. *Geraldo* fell

an 18% year-to-year decline in early 1994-95 that followed Winfrey's decision to concentrate on less-sensational issues. Even the show's fiercest competitors say they expect the show to remain singular.

"I'd put Oprah in a class by herself," Columbia TriStar's Perris says. "Oprah is one of the most trusted women in America and can do anything she wants to do, which makes her different from anyone else. We're proud to be second."

Tim Bennett, recently installed president of Winfrey's Harpo Productions, has tried to freshen the show by taping the host's activities before and after the show.

### Late-night void

If there is a void in syndicated talk shows, it is in late night. Arsenio Hall left his six-season-old show in May after a combination of lagging ratings, media controversy, affiliation losses to Fox's ill-starred *Chey Chase* show and the arrival of David Letterman at CBS. Multimedia's late-night *Rush Limbaugh: The Television Show* continues to improve in the ratings, but the ideological nature of the show gives it a limited audience.

This year's late-night entries—Paramount's *The Jon Stewart Show* and MCA TV's *Last Call*—also debuted to low ratings.

"It's amazing [to me that] there are not that many shows in late night," BVT's Marcus says of the decision to steer *Stephanie Miller* that way. Although many stations take second-runs of daytime talk shows, the audience is limited because the shows lack a late-night feel and skew toward women, he says.

Supermodel/actress Lauren Hutton also will make a run at late night next year. *Lauren Hutton And...*, from Turner Broadcasting, will



Stephanie Miller



Tempestt Bledsoe



George Hamilton & Alana Stewart



Carnie Wilson

12%, to a 3.4, and leader *Oprah Winfrey* declined 11%, to a 9.7. Paramount's *Maury Povich Show* was flat—not a bad showing given the competition's rating declines.

### Leaders 'leveled'

"It's not a changing of the guard," says Dick Coveny, executive vice president, Multimedia. "What's happening is that the shows of the



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*Sally*



*Jerry Springer*

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*Rush Limbaugh*  
*The Television Show*



*Susan Powter*



*Dennis Prager*

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## Daytime-afternoon talk ratings

Rank	Program	Nov. 1994		Nov. 1993		% chg
		GAA	HH rating	GAA	HH rating	
1	Oprah Winfrey	9.7	10.9			-11
2	Ricki Lake	5.4	2.6			+104
3	Regis & Kathie Lee	4.5	4.6			-2
4	Jenny Jones	4.5	2.4			+88
5	Sally Jessy Raphael	4.5	5.2			-13
6	Maury Povich	4.2	4.2			.0
7	Donahue	4.1	5.2			-21
8	Montel Williams	3.8	3.0			+27
9	Geraldo	3.4	3.9			-12
10	Jerry Springer	2.7	2.2			+23
11	Gordon Elliott	2.5	N/A			N/A
12	Rolonda	1.9	N/A			N/A
13	Judge For Yourself	1.7	N/A			N/A
14	Susan Powter	1.5	N/A			N/A
15	Jones and Jury	1.2	N/A			N/A
16	Marilu	1.1	N/A			N/A
17	Dennis Prager	0.8	N/A			N/A
18	Suzanne Somers	0.7	N/A			N/A

Source: Nielsen Media Research, Columbia TriStar Television Distribution

Buena Vista Television's *Live with Regis & Kathie Lee*. The seven-season, soft-edged, celebrity interview-crammed morning show garnered a 4.5 rating last month, virtually unchanged from a year earlier. It is advertiser-friendly to boot.

Hoping to follow in its footsteps next year is Rysher Entertainment's celebrity-driven *George & Alana*. "We think there is plenty of audience for another show like *Regis & Kathie Lee*," Rysher President Keith Samples says.

Next season also will see a host return from the past: Morton Downey

Jr. hopes to capture the working-class spirit of his popular original show, but without the name-calling and physical brawls that brought advertising—and then the show—to a halt in 1988.

### Other shows likely to launch in 1995-96 include:

- A daytime talk show featuring actress Lucie Arnaz (Worldvision Enterprises);

- A talk show hosted by California House Speaker Willie Brown Jr. (Kelly Entertainment);

- A show hosted by ABC News's



Oprah Winfrey

Kathleen Sullivan (20th Television);

- *He Says, She Says*, a talk and issues strip with L.A. journalists Wendy Walsh and Mark Thompson leading discussions about gender-specific issues (MCA TV);

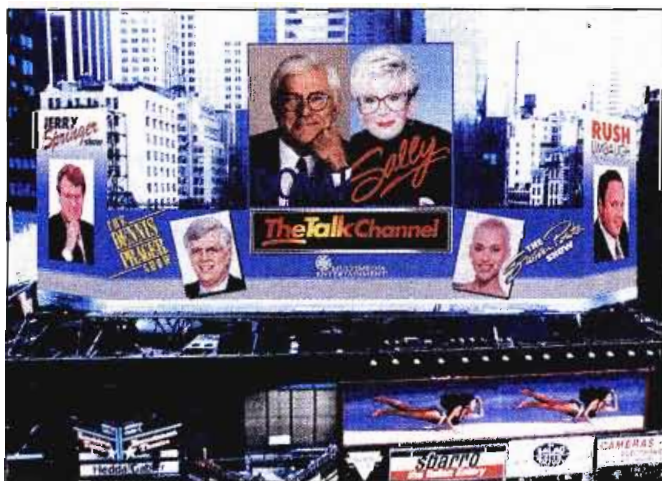
- A show hosted by syndicated radio psychotherapist Dr. Laura Schlessinger (MCA TV), and

- A show centered around veteran public affairs talker John McLaughlin (Paramount).

Increasingly, station groups are getting into the talk show act by testing their stations' local talent to see if they have the potential for national appeal. Chris Craft/United, for instance, tested its *Richard Bey* talk show on its independent stations before deciding to have All American Television take it national in January 1995.

And Tribune is launching a show with youthful talk show producer Charles Perez on its eight stations in 1995. ■

## Multimedia unveils giant billboard in Times Square



Multimedia Entertainment, producer and syndicator of six television talk shows and owner of cable network *The Talk Channel*, has leased a huge billboard in New York's Times Square to promote the programs. The billboard spans a city block—Broadway between 44th and 45th—and features a 58 foot by 58 foot electronic board that turns at regular intervals showing Phil Donahue, Sally Jessy Raphael and *The Talk Channel*. Below the turning panels is a multicolor LED message board (58 feet by six feet) that provides information about Multimedia's talk shows, and is controlled from the company headquarters in Rockefeller Center. At the end of the billboard are high-resolution light boxes portraying Jerry Springer and Rush Limbaugh. There are also direct image photos of Dennis Prager and Susan Powter. The billboard was turned on last Tuesday night.



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# Star talker: The next

**R**icki Lake is the new talk show phenom. At 26, and in her second season on the air, her ratings are the fastest growing in talk TV history, having tapped into a younger-skewing market. She's now the number-two daytime talk show in households and key female demographics. She's also the fastest-selling talk show. In year two, 212 stations have cleared the Columbia Pictures Television Distribution show, breaking Oprah Winfrey's previous record of 179 stations. In the following interview, Lake talks about her ability to reach out to young viewers; the state of talk television and her next career moves.

**Before [Ricki Lake executive producer] Garth Ancier approached you about doing a talk show, had you given any serious thought to a career in that profession?**

Never. I once told Oprah Winfrey I wanted to be the new Oprah, but I never anticipated this happening at such a young age. I thought I had certain qualities like her—likeability and candor—I thought, wow, I could do that. But I never thought it would happen.

**Why did you agree to do the show?**

I did the pilot basically for the \$5,000 fee. I was living day to day at that time [1991]. Times were tough. So I thought: "Wow, January's rent is covered." And then it just snowballed into this thing that I never could even anticipate happening. I never thought it would go beyond the pilot. Even Garth never imagined it would take off the way it has.

**How did you prepare for the role?**

I watched Oprah for years, not knowing I was training for this job. After doing the pilot, the producers just said go with it. I continued to watch the best, Oprah and Phil, seeing how they asked certain questions, how they handled certain conflicts. That was helpful. And we had a trainer who came and trained me technically. She broke down every possible situation from handling a microphone to sounding natural when reading off the teleprompter. Things like that.

**Any changes coming up for the show?**

I just learned that we're going to be traveling, starting after the new year. It's exciting to see other parts of the country, so that will be great.

**Has the show traveled before?**

No, but I just got back from London, to promote the show on Channel 4

there, where it replaced *Oprah*. [*Oprah* has moved to Sky Television there.] They want me to go to Australia too, where it's just been picked up.

**Why do you think you've struck such a chord with young viewers?**

One thing that I have going for me is I'm true to myself. I think there's no bull about me. I'm not a 30-year-old trying to be 20. They wanted a young woman in her 20s and that's exactly what they got—who struggled through a weight problem, who had financial problems, who had been through a lot for my 24 years when they found me. The viewers can see through someone who pretends to be someone they're not.

**You're approachable?**

I'm not this glamour girl who had everything sort of magically happen for her. For some reason they relate to me and feel I'm one of them.





# generation

## Do you talk about your struggle with your weight on the air?

Not as much as we did. But we do many stories on the subject. I'd be lying if I didn't bring my own personal experience to an issue I'm so close to.

## Some have described you as the voice of Generation X. Are you?

I hate to think there even is a Generation X, or labeling an entire generation and saying that they're all this. On the other hand, yes, this show is geared toward a totally different audience, which could not relate to talk shows before we came along. So in that sense I guess we are a voice for younger people.

## Do you see yourself as a role model?

It's hard for me to be comfortable with the idea that I'm a role model. I do express my opinion, but I don't force it on anyone else. But all it is, is just that: my opinion.

## How long do you see yourself doing this?

Well, I have a contract for another five and a half or so years, so at least until I'm 30, I would imagine. [Lake is 26.] For me, the best thing about this job is the stability. Being an unemployed actor is scary, and every actor is the same; they think their job is the last job

they'll ever have. For me, nine months out of the year I have a gig.

## What about beyond the current contract cycle?

I don't see myself doing this my whole life, like Phil Donahue or somebody. I have other aspirations. I want to have a family. I want to sing and continue acting and produce. But for the next five years, I'm here.

## How much time do you devote to the show?

All of my time during the week. You have to be incredibly focused. I did not realize how much work was involved in doing a show like this. I tape

only three days a week [two or three shows a day], but the rest of the time is spent preparing, doing press, photo shoots. And now with the movie happening, I have production meetings on that. It's incredible how limited my schedule is to do other things.

## Are there certain acting skills you bring to the role of talk show host?

Absolutely. We do these "surprise" shows, like, "Surprise, I'm in Love with You." I have to be just like the home viewer, and even though I know what's going to happen I still act surprised. All the communications skills I have picked up from acting, and doing this job every day and just living my life. Being in therapy and talking about my own problems and being able to communicate honestly has affected my work.

## Do you talk about being in therapy on the show?

Yes. It's helped me tremendously in my career and in my personal life. I'm pro-therapy.

## How much revenue is your show taking in?

I have no idea. I would really like to know that. I imagine a lot.

## Do you deal with the station managers that carry your show?

Yes. I go to NATPE every year. I see a

lot of people at various promotional events.

## Are you planning to start your own production company?

Yes, probably after the new year. My plan is, hopefully, by next year to have produced a television movie. I just want to get my feet wet and not be in it, but to executive produce it. I'm looking for projects about young women.

## Will you do it under the Columbia-TriStar wing?

I don't know, I haven't pursued it that far yet. But I'm not an idiot, and I'm looking at what Oprah did. Certainly I'm not at that level yet, but I've always been interested in production.

## What about series production?

Right now, just getting my feet wet in the television movie business is all I can even think about. I mean, sure, I would love to find a *Ricki Lake* to produce. [Columbia] hit a gold mine, and I want to do the same thing with them.

## Do you own a piece of your show?

Yes.

## Can you elaborate?

No.

## Some critics have called you a flash in the pan and labeled your show's content trash TV.

I don't think talk shows are for everyone, but luckily they're for most people. Sure, a lot of the stuff we discuss is really tasteless. Some guy's infidelities can be hard to watch, embarrassing and even considered trashy. But I don't think we're trashy to the level a lot of other talk shows are. There's a line we don't cross. We won't put someone on a stage to laugh at them, belittle them, make fun of them and basically destroy their life.

## You were arrested in November in New York during an anti-fur protest. Was that a publicity stunt for the sweeps?

No. It was a stunt to bring attention to the issue. It was a protest about the killing of innocent animals for a luxury item, period. But people are going to believe what they want, and I'm resigned to that. ■



# Late-night talk: Serious business

*Letterman, Leno still heavyweights of late-night talk; second round begins at 12:30 a.m. as Snyder prepares to challenge O'Brien; Kinnear going strong at 1:30 a.m.*

By Steve Coe

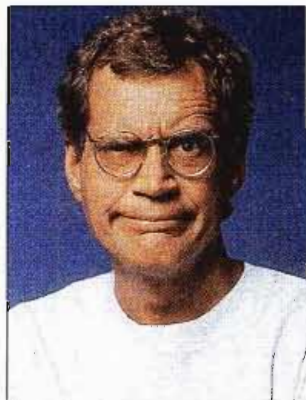
The late-night talk show landscape is about to welcome another member: *The Late, Late Show with Tom Snyder*. CBS debuts the former NBC host's new show on Jan. 9, following the *Late Show with David Letterman* at 12:30.

The daypart could get even more crowded, with Fox in "active development" for a late-night project, according to Fox Entertainment Group President John Matoian. He says executives will consider up to 10 projects, hoping that a fall 1995 show will come from the development crop.

The challenge for CBS is to build on *Letterman's* success at 11:30 p.m. later into the night, as NBC did in the early 1980s when *Late Night with David Letterman* successfully built from *The Tonight Show* lead-in. It's no easy task, NBC is finding: *The Late Show with Conan O'Brien*, which replaced *Letterman* a year ago at 12:30 a.m., has pulled in only mediocre ratings.

One problem facing the *Snyder* show from the start is the perception that the longtime broadcaster will not hold *Letterman's* younger viewers, whom advertisers are trying to reach at that time. "You want to go after the 18-34-year-old audience in that time period," says Tom DeCabia, senior vice president, The Paul Schulman Co. "He'll [Snyder] be much more of a 25-54 show."

However, John Pike, senior vice president, late-night and non-network programming, CBS Entertainment, says that perception is inaccurate. "We believe that *Snyder* will skew broader than *Dave*, but it's not going to be an older-skewing show. I think there's a misnomer out there that we're going to be doing a news show. This is not a breaking news show. This is an inter-



David Letterman



Jay Leno with Jason Alexander



Conan O'Brien with Mike Myers



Greg Kinnear with Dick Cavett

view show, in which we'll be looking for interesting people to interview. We're looking at it to be for television what *People* magazine is for print," he says.

Pike also says the show will have a feeling of immediacy and topicality because it will be produced live. "We'll be featuring interviews with people who are interesting at that time. Also, the show will have a radio telecast and a phone-in capability because we're producing it live," he says.

One certainty is that, like syndicators who have a hit show and are trying to launch another, CBS is using *Letterman* as leverage with advertisers to sell inventory in the *Snyder* show. "You're pretty much forced to buy [Snyder] if you want *Letterman*," says DeCabia. "Nobody much wants to buy *Snyder* right now." He says CBS used this technique to sell the *Crimetime After Primetime* programs that followed *Letterman*, when his show debuted.

Pike, however, says the network is doing nothing differently than other networks: "It's called sales packaging, and it happens over all of television. If you've got a Tiffany program like *Letterman*, you package it with other programming."

One difficult area for CBS and the

*Snyder* show is clearances. CBS is not saying what its projected clearances will be at launch time. The network is starting at a 30% total clearance number for the time period, which is a substantially smaller clearance number than what the network started with when it launched *Letterman*. "Needless to say, it's going to be work in progress," says Pike.

The arrival of *Snyder* could be a final test for *Conan O'Brien*. Now in its 15th month, the show showed slight gains in the just-completed November sweeps—up 18% from November 1993, shortly after it debuted. DeCabia, who predicts that *Snyder* will skew older than *Conan*, says the latter may benefit from *Snyder's* entry. "NBC will realize what they have in *Conan* when *Snyder* comes on," he says.

The network recently renewed *Late Night with Conan O'Brien* through the beginning of 1995, but NBC executives are noncommittal beyond that date. "We're not prepared to say *Conan* will be here in 10 years," says Warren Littlefield, president, NBC Entertainment. "What we can say is there are encouraging signs."

The wild card for NBC may be Howard Stern. NBC executives confirmed two weeks ago that the network



## ABC, NBC keep on talking in daytime

Both networks are experimenting with new projects, both traditional and unusual

By Steve McClellan

is in discussions with the self-described "King of all media." "Everyone talks to everyone in this business and it's no secret," says Don Ohlmeyer, president, NBC, West Coast. "Have there been conversations? Yes. About what, who knows?"

Even with Tom Snyder in the mix, the big late-night battle is still between Letterman and Leno. Although it appeared earlier last month that *The Tonight Show with Jay Leno* was closing the gap with *Late Show with David Letterman*, the CBS show has pulled ahead again. In the most recent full week of ratings ending Dec. 4, *Letterman* averaged a 5.8/18 versus Leno's 4.6/14. For the November sweeps, *Letterman* pulled in a 5.6/17, with *Leno* trailing with a 4.8/14.

"Leno is closing the gap a bit, but I don't think Letterman has anything to worry about," says DeCabia. "Leno won't overtake Letterman. He's closing the gap in households, but there's still the gap in adults 18-34, which is what advertisers want."

In the key late-night adults 18-34 demographic, *Letterman* has averaged a 3.2 rating season-to-date, compared with Leno's 1.9.

Despite the difference in ratings between the two shows, NBC still can point to growth from *Leno* this season, versus last year when *Letterman* debuted. In a comparison of the first two months of this year's TV season versus the first two months of last year's season, *The Tonight Show* is up .4 of a rating point in households, up .8 of a rating point among adults 18-34, and up .2 of a rating point among adults 18-49.

In the 9 months since Greg Kinnear took over for Bob Costas in the late, late slot on NBC at 1:30 a.m., the show has flourished under its new stewardship. In November, *Later with Greg Kinnear* averaged a 1.2 rating and 8 share, also garnering its highest rating ever among women 18-34 and 18-49. In a November-to-November comparison, *Later* was up some 20% during the sweeps versus November 1993, when the show was hosted by Costas. ■

For ABC and NBC during the past year, implementing successful talk program strategies in daytime has been an uphill struggle. But executives at both networks, citing signs of growth, say they remain committed to the genre.

ABC Daytime President Pat Fili-Krushel told BROADCASTING & CABLE last week that the network has just renewed *Mike & Maty* for a second 26-week cycle, which keeps the show on the air through next June. A proposal to add a third daily hour of *Good Morning America* to the network's morning lineup has been put on the back burner for now, Fili-Krushel confirmed.

Meanwhile, at NBC, owned stations and daytime head John Rohrbeck expects greater daytime clearance levels (mandated by new affiliate agreements) to boost ratings for both *Leeza* and a recently added "concept" show, *The Other Side*, which will cover "paranormal" topics.

Both executives also point out that their talk entries are faring better than most of the new syndicated talk shows, some of which are having a hard time breaking a 1 rating.

As for *Mike & Maty*, which debuted in April, Fili-Kushel reports the show has boosted its women 18-49 time period performance by 20%, while viewing by women 25-54 is up 25%, according to Nielsen numbers. In October the show was number one in its time period in both Chicago and Los Angeles.

"It's not where we'd like it to be yet, but the show is trending in the

right direction," she says. "We think it's the right show to complement our soap lineup, and with its multi-segment format, it's an alternative to the single-host, single-subject talk shows in syndication."

Clearance levels have been more an issue for NBC's daytime lineup. While *Mike & Maty* is cleared in 85% of the country, *Leeza* is in only 78% and *The Other Side* is in 61%. The poor clearance levels could be costing each show half a rating point, says Rohrbeck.

*Leeza* has undergone a complete



NBC's Leeza Gibbons



ABC's Mike & Maty

format change and staff realignment since debuting last year as *John [Tesh] & Leeza*. Nancy Alspaugh recently signed on as executive producer.

"*Leeza* is building gradually, and the quality of the show has improved" with the staff changes, Rohrbeck says. "With so many talk shows out there, it's harder to find an audience; it's a matter of patience."

*The Other Side*, hosted by psychoanalyst-minister-comic Dr. Will Miller, debuted in October. Among the topics the show covers are alien sightings and communing with the dead. "It tested extremely well," says Rohrbeck. ■



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WCVB Sat. 11:30 pm

**ATLANTA**

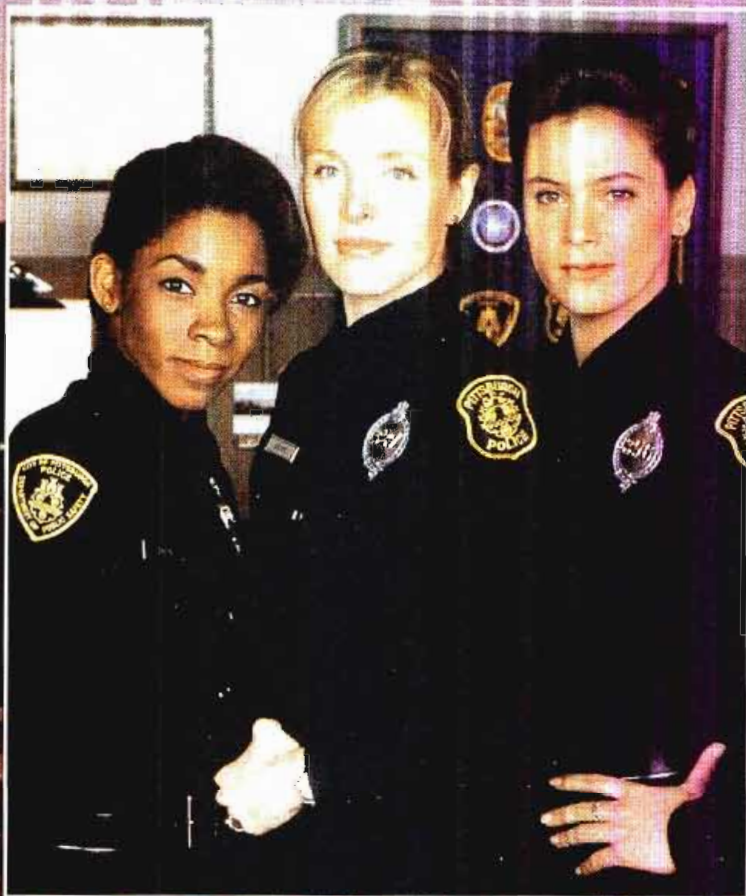
**#2 New Action Hour!**

WAGA Sun. 4 pm

**HARTFORD**

**#2 New Action Hour!**

WFSB Sun. 5 pm



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Source: Nielsen Oct. 94 HH Ratings



# Competition!

# SIRENS

Cop a new attitude with SIRENS, the new weekly drama that leads all other new first-run action hours with significant growth from its premiere:

HH Ratings

Series	Premiere	Current	% Change
Lonesome Dove	5.0	4.7	-6
<b>SIRENS</b>	<b>2.6</b>	<b>3.3</b>	<b>+27</b>
Robin's Hoods	4.1	2.5	-39
Heaven Help Us	3.5	2.4	-31
High Tide	2.0	2.2	+10
Forever Knight	2.7	2.1	-22
Hawkeye	2.8	2.0	-29
Space Precinct	1.3	1.4	+8

Source: NSS Ranking Report, Premiere Week - Week Ending 11/6/94

Produced By



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**REAL**

**PROBLEMS**

**REAL**

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**THE NEW REALITY STRIP AVAILABLE FOR FALL 1995**



# Cable raises its voice

Two new talk channels put money where their mouths are

By Rich Brown

**T**alk programing is nothing new to cable television. But add new networks such as America's Talking and The Talk Channel to the list, and you've really got an earful.

Last July marked the debut of America's Talking, the NBC-owned network that features a full lineup of talk programing. The network's schedule includes a morning talk and information show, *America's Talking*; a health-oriented show, *Alive and Wellness*; advice shows like *Ask E. Jean*; and entertainment-based shows, including *Break a Leg and Bugged*. The shows encourage live feedback from viewers via telephone, fax, computer and in-studio audiences.

America's Talking and other new services are expanding on the talk formula that already is in place at the more established cable networks. Lifetime currently offers *Live from Queens*, a talk show for women that airs live weekday afternoons on the network. E! Entertainment Television



The Talk Channel's Denise Richardson

provides nightly telecasts from the popular Howard Stern radio show as well as a nightly talk show roundup, *Talk Soup*. CNN offers a lineup of talk shows that includes *Larry King Live*. HBO has *The Dennis Miller Show* as well as talk show send-up *The Larry Sanders Show*. And America's Talking sister network CNBC has a full lineup of prime time talk talent, including a show hosted by newly signed CNBC personality Charles Grodin.

America's Talking will capitalize on its CNBC ties later this month by temporarily substituting the normal CNBC lineup with America's Talking programing to CNBC's 51 million



Carol Martin of 'Alive and Wellness' on America's Talking

subscribers. The two networks also have just opened a new studio in Manhattan to better accommodate talent than the networks' existing Fort Lee, N.J., studios.

Multimedia's The Talk Channel, which launched in October, telecasts all its programing from its Manhattan studios. Executives at the network say the channel is designed to capitalize on the success of the talk radio format, one of radio's fastest-growing genres. A survey by the *M Street Radio Directory* found that 1,028 radio stations in 1994 adopted a news/talk format (including general news, financial, sports and issue-oriented talk), a 234% increase over the number of stations signing on in 1989.

"We've seen what's been happening in radio, and we feel this is the natural next step," says Don Ershow, senior vice president, advertising sales, The Talk Channel. "There's a huge demand for news/talk out there without a lot of the rhetoric."

The Talk Channel hosts, who are described by Ershow as "nonpartisan news moderators," include veteran New York news anchor Ernie Anastos; former *Good Morning America* correspondent Denise Richardson; veteran talk show host Dick Wolfis, and Patrick Halpern, former host of *Face Off* on PBS.

The format is designed to address the topics of the day. Rather than stick with a rigid format of half-hour and hour-long programs, the network has

## Speak to the Speaker

Want to tell incoming House Speaker Newt Gingrich (R-Ga.) exactly what's on your mind?

Then tune in Tuesday nights at 10 p.m. ET to *The Progress Report*, the Gingrich-hosted talk show that airs each week on National Empowerment Television. Like virtually all of the shows on the conservative-skewing non-profit network, the program airs live and features viewer call-ins.

"Viewers can call, beat up on him, and say whatever is on their minds," says Burton Yale Pines, NET's vice president/COO.

Pines expects Gingrich's growing political prominence to help raise awareness for the network. In fact, his announcement last week to a national cable TV audience that he was going to try to "zero out" funding for the Corporation for Public Broadcasting got national play.

NET is planning a mass mailing to cable MSOs that will give systems not already carrying the channel the opportunity to offer *The Progress Report* as a stand-alone program. This week's show (Dec. 13) features guest John Malone, president/CEO of Tele-Communications Inc.

NET, which this month celebrates its first year on the air, currently reaches more than 11 million homes through a combination of cable systems, backyard dishes and low-power TV stations.

—RB



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a more free-form approach that allows shows to expand within the schedule. Instantaneous audience polling at the network's New York City studio plus phone calls conducted by the network provide viewer opinions throughout the day on various issues.

The Talk Channel currently is airing four hours of live programming daily and plans to expand to eight hours within the next few weeks, says Ershow. He says the network plans to feature 10 hours of live talk programming a day by late January 1995. And on Jan. 1, 1995, the network will begin to air select episodes of Multimedia's syndicated *Rush Limbaugh, The Television Show*. The channel will feature two different shows on week-end evenings to avoid conflict with Limbaugh's weekday radio and TV programs.

The Talk Channel and America's Talking both have a ways to go on distribution. America's Talking is in the lead, thanks in large part to retransmission consent negotiations with cable system operators that have boosted distribution to about 11 million homes nationally. And MSO commitments will further boost its subscriber base to more than 35 million in the next three years. The Talk Channel is now in 1 million cable homes. The Talk Channel struck a deal to buy leased access time on Time Warner Cable's Manhattan systems.

Several other new cable networks feature shows with some talk elements. Television Food Network, for example, offers two hours of talk every week-

## Fine-tuning and retuning talk shows

Program development can be a vicious cycle. Stations frequently complain that syndicators serve up the same old fare. But last season, several distributors tried to develop fresh approaches for their talk entries, including Multimedia's *Susan Powter*, Buena Vista's *Judge for Yourself* and Group W's *Jones & Jury*. The ratings results have been disappointing, although syndicators say they haven't given up hope.

But the bell already has tolled for another talk hybrid, *Can We Shop!?*, canceled earlier this year, after a dismal January start in the ratings that failed to improve after two sweeps.

"We're disappointed the [*Susan Powter Show*] numbers haven't been better," says Dick Coveny, executive vice president, Multimedia Entertainment. But the producers continue to fine-tune the show, and Coveny says: "We're very pleased with how it is coming along. We're looking forward to a second season." Coveny says executives are considering whether to expand the show to an hour next year. "If any season calls for patience, it's this one," says Group W Productions President Derk Zimmerman, referring to the relatively poor start for new first-run strips.

Zimmerman says *Jones* has been modified to be more a "straightforward legal show" with less audience input. At this point, he says, the show is being produced "as good as it can be produced." —SM

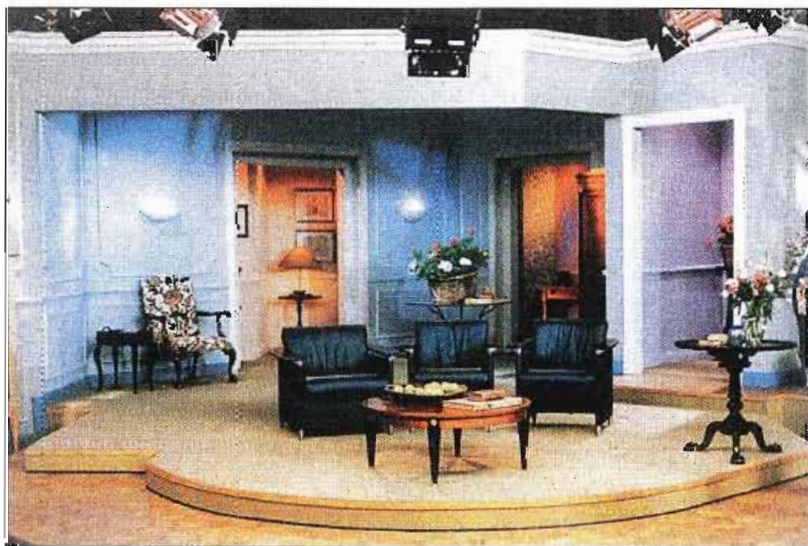


*'The Susan Powter Show' has generated lackluster ratings.*

night with *Robin Leach Talking Food and Getting Healthy*. Even The Cartoon Network is getting into the act with *Space Ghost Coast to Coast*, an animated/live-action talk show that marks one of the network's first entries into original production. The show, which debuted last April, airs Friday nights at 11 p.m. on the channel.

Just how much more talk there will

be on cable will depend on how many of the planned cable networks are successful in launching their services. ATN: The Automotive Television Network, Booknet, Collectors Channel, The Parents Channel and The Singles Network are but a few of the many would-be networks that will be looking to add some chatter to the fast-growing category. ■



## Talking Home & Garden

The talk on this set will focus on problems at home, but not the "husband dates stepdaughter, Mom's a stripper" variety. *Rooms for Improvement* on the upcoming Home & Garden Television Network will feature studio interviews, talk and demonstrations as well as field reports featuring visits to beautiful homes. The hour-long show on the new 24-hour cable network will be hosted by Joe Reggiero, former design consultant with *This Old House*, and actress-entertainer Leslie Uggams. It will be taped before a studio audience. HGTV is owned by E.W. Scripps Co.



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## Pay per view takes off with DBS

Satellite customers find higher quality with veritable in-home video store

Home Shopping Network has launched its new online store on both Prodigy and the Internet. Jeff Gentry, president of

HSN Interactive, says the initial rollout of its online shopping service has thus far "exceeded expectations." Gentry says that although

HSN Interactive is participating in a couple of the interactive television trials around the country, its focus is on building online services that

will be available over broadband networks in the future. The online home shopping service developed by Home Shopping Interac-



Oracle's information superhighway exhibit

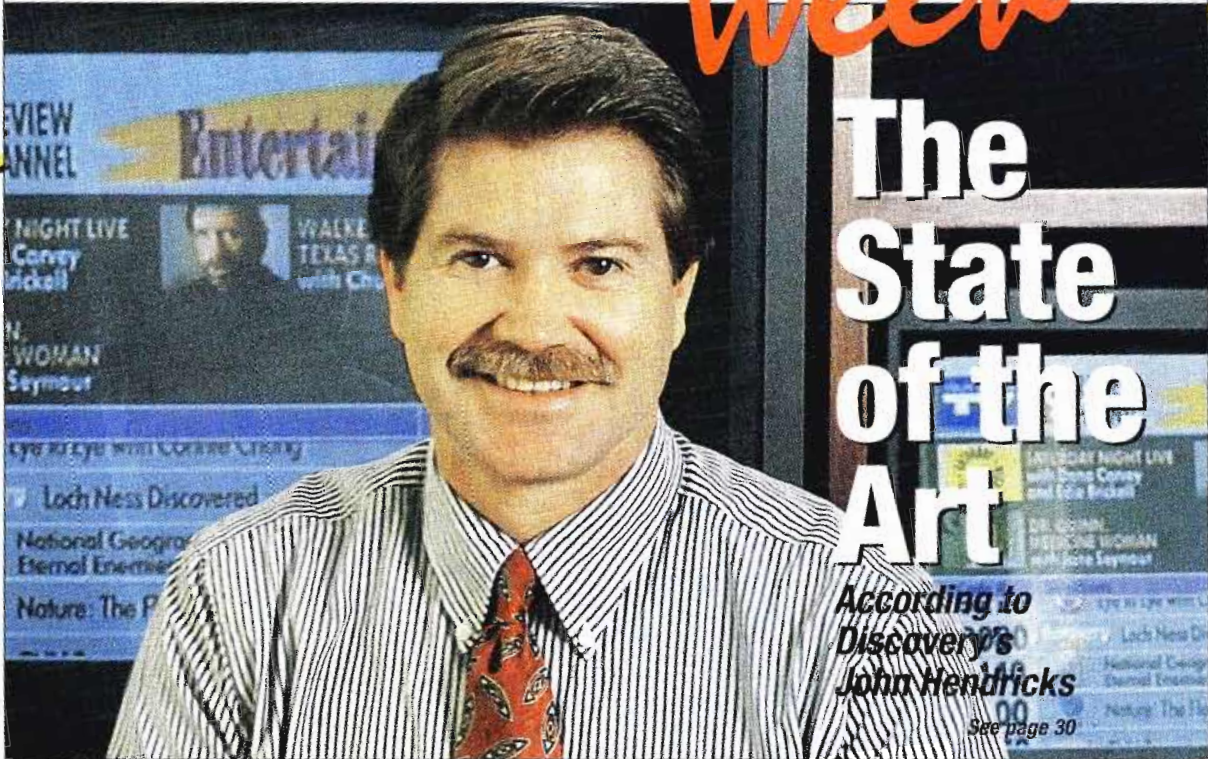
# Telemedia Week

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

## The State of the Art

According to Discovery's John Hendricks

See page 30



### Microsoft gears up for interactive competition



Even if interactive television is a long way from arriving in the homes of millions of Americans, Microsoft is aggressively positioning itself to be the global software leader for this nascent marketplace. Cable and telco network operators are setting up

See page 21

### Telephony over cable TV in Japan

First Pacific Networks said it is working with Fujitsu and Tomen to provide a trial residential telephone service to 300 households on Yokohama TV Corp.'s hybrid fiber/coax cable system in Japan. Japan's regulatory policy allows its

See page 24

## The set-top box: key to the highway

By Mark Benninger

America Online, Apple Computer and Medeor Inc. next month will announce the launch of an electronic shopping service that combines the storage capability of CD-ROM with the communications and transactions options of online services.

The CD-ROM/online service will be called 2Market and is an outgrowth of En Passant, a pilot venture between Apple, EDS and Redgate Communications. The hybrid CD-ROM/online home shopping service will be delivered to personal computers and marks a departure from the linear home shopping service offered over cable television.

America Online acquired Redgate Communications earlier this year and the newly merged entity is quickly moving to create the home shopping venture and other services that combine the CD-ROM and online platforms.

"We can't talk about the specifics and will make a formal announcement concerning the launch on Nov. 21," says Lisa Cort, a 2Market spokesperson. She says the new venture is under non-disclosure agreements not to release the names of the national merchants involved, but she says that more than 20 will be part of

# Telemedia Week Magazine

The Interactive World of Video, Voice and Data.



# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week

CD-ROMs

## ABC, Electronic Arts form software company

It will focus on CD-ROM, 32-bit video games for kids market

By Mark Berniker

**A**BC has joined with a major software developer to form a company that will create interactive titles for children.

ABC/EA Home Software will develop interactive CD-ROM software for both PC and Macintosh computers and a variety of 32-bit videogame platforms. ABC and Electronic Arts each will own 50% of the company

and will share seats on its board. No specific financial details were released, but Stephen Weiswasser, president of Capital Cities/ABC Multimedia Group, says, "Our contribution is larger in cash."

ABC brings its video archive and production expertise, while EA is contributing its software development experience and retail distribution system.



Weiswasser says the broadcast network needs to go "beyond television" into rapidly growing interactive software markets but admits that it lacks experience in this new arena.

"ABC is more focused on multimedia than any of the other television networks,"

says Larry Probst, EA's chairman, president/CEO. His company is considering working with Hollywood studios, major media companies and other television networks.

Probst says development costs for cartridge-based video games have been around \$500,000, but the costs to develop CD-ROM products are rising and are approaching \$1 million per title. But, he adds, the venture is "well capitalized" to do what it takes to compete with top CD-ROM software publishers, including Microsoft, Broderbund and The Learning Company.

Greg Bestick, former Electronic Arts vice president and division general manager, will be the president of ABC/EA Home Software. The company will create 5-10 original titles during its first year and plans to port that set of original titles to multiple platforms for both the PC and various videogame systems, says Bestick.

The first two interactive software titles will grow out of ABC's *Schoolhouse Rock Video* and *Bump in the Night* Saturday morning TV programs. Bestick says those titles will be available by next Christmas.

Bestick says each of the CD-ROM titles will cost \$250,000-\$750,000 to develop. That could increase slightly, he adds, as production values are improved.

Bestick says ABC/EA Software "will use more of a television documentary as a

**continued on page 72**

## Viacom New Media plans 20 new titles

Viacom New Media will announce at the upcoming Winter Consumer Electronics Show that it will publish 20 new multimedia software titles next year.

One will be based on Hearst's *Phantom 2040* TV series and will be available in the second quarter of next year on Nintendo's SNES, Sega's Game Gear and Genesis cartridge videogame platforms.

Michele DiLorenzo, president of Viacom New Media, says new titles from Viacom's MTV, Nickelodeon and Paramount brands will be released in the second half of the year.

DiLorenzo says Viacom New Media also will release a "children's theater title" in cooperation with Robert Redford's Sundance Institute. She says her company is developing software both in-house and with leading software developers around the world.

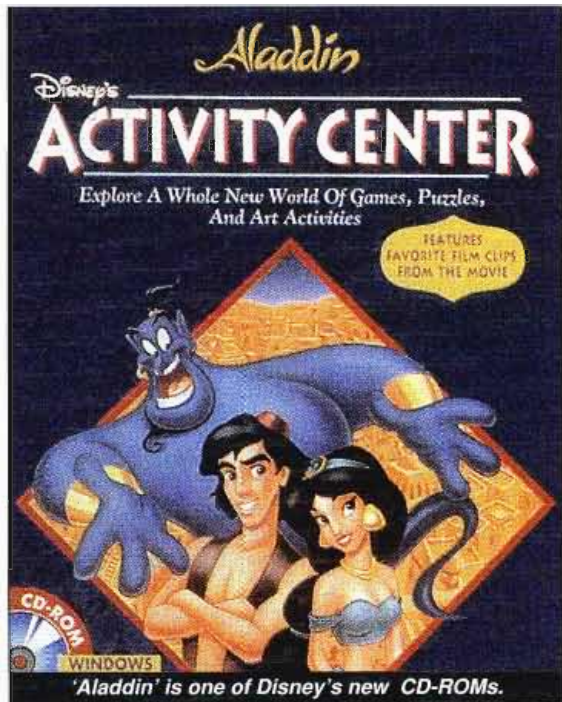
MTV, part of the expanding Viacom media empire, has just released its first CD-ROM, *MTV's Club Dead*, a science-fiction mystery adventure game set in the future. The multimedia production contains more than 90 minutes of live-action video and an original rock score.

Viacom New Media also recently released two other CD-ROMs—*Are You Afraid of the Dark?: The Tale of Orpheo's Curse*, a mystery adventure game based on Nickelodeon's anthology suspense series, and *Nickelodeon's Director's Lab*, which lets kids create their own multimedia video projects. —MB





Interactive



# Disney jumps into interactive software

McBeth to lead new unit with ambitious CD-ROM, game plans

By Mark Berniker

Disney has decided it can no longer avoid the rapidly evolving videogame and CD-ROM software markets, and said it will commit considerable resources to interactive ventures.

Disney announced the creation of an interactive division devoted to developing, publishing and licensing software for children's entertainment and educational markets.

"In 1995 we will be releasing between 18 and 20 multimedia CD-ROMs and video games," says Steve McBeth, president of Disney Interactive. He adds that Disney hopes to produce and distribute 35-40 software titles in 1996, and 50-60 in 1997.

Disney Interactive's first software products will include a video game based on the soon-to-be-released animated feature "Pocahontas" and a software title based on Disney's *Gargoyles* TV show. Disney also will release CD-ROM titles based on "Snow White" and "Winnie the Pooh," probably in the second half of next year, says McBeth.

Richard Frank, chairman of Walt Disney Television and Telecommunications, expects Disney Interactive to become a \$1 billion venture within the next five years.

Disney Interactive will begin with 100 employees and expand threefold by the end of next year. McBeth says his

*continued on page 74*

Online Services

# Comcast coming to PCs via cable

Upgraded modems to bring data to homes 50 times faster than phone lines

By Mark Berniker

Comcast is not waiting for the price of cable modems to drop before offering an online service for personal computers through its upgraded cable plant.

The service, Comcast PC Connect, is being tested in suburban Philadelphia. It will expand early next year to 300 homes before being rolled out nationally via Comcast's cable systems.

Comcast is the first cable operator to create a dedicated cable modem-based online service and offer it over its hybrid fiber/coaxial cable TV network.

During the technical trial in Philadelphia, Comcast is using modems that permit data, photos and video to be transmitted more than 50 times faster than PC modems over existing telephone lines.

Comcast will deploy computer servers locally so that a cable operator can provide access not only to national and worldwide online ser-

vices, such as Prodigy, America Online and the Internet, but to still-undeveloped regional and local information services.

Comcast plans to help spur the development of these regional and local services, which could offer news, sports, home shopping, personal finance and education services, and real estate and classified listings. The services could help the operator pry the local information franchise away from the daily newspaper.

Another motivation for Comcast is the onset of competition from mid-Atlantic telephone giant Bell Atlantic. The telco is working with Knight-Ridder's *Philadelphia Inquirer* to provide electronic information to television sets over its evolving interactive broadband network.

At the top of Comcast's PC programing lineup is the QVC home shopping channel, which will bring its Q Online service to a variety of online networks next year.

On the hardware side, Comcast is working closely with Intel, General Instrument and Hybrid Networks. There are unresolved technical questions about the speed and reliability of the "return path" from the subscriber to the headend.

There also is a lack of cable modem standards. General Instrument/Intel, Zenith and other cable modem manufacturers will have to agree on basic specifications before the market can grow.

Pricing details are vague, but there will be a baseline

*continued on page 74*

## Cablevision plans phone service in Bronx, Yonkers

Cablevision Systems hopes to conduct a trial of residential telephone services in the Bronx and Yonkers next year. The move by the Long Island-based cable operator is pending New York state regulatory approval, and is an effort to position the company into the evolving alternate access telephone business. Time Warner is the leading cable operator in and around New York City, and it has said it plans to offer both business and residential telephone service in the future.



**And the question is...**

*TV Guide Multimedia Crosswords* is a new TV trivia series of three CD-ROMs from InterMedia Interactive Software Inc. and News America New Media. The first volume is available, and the next two volumes will be out next year. The series contains more than 1,800 video, audio, photographic and illustrative clues and tests the user's knowledge of television history.

**Tribune invests in CheckFree**

The Tribune Co. has acquired a minority equity interest in Checkfree Corp. Checkfree provides interactive financial transaction processing and electronic funds transfer services. Tribune plans to offer a variety of interactive services, but has lacked the financial processing technology to securely process those transactions.

**ValueVision on board with Time Warner, Montgomery Ward**

Time Warner Cable has agreed to carry the ValueVision home shopping service to as many as 2 million additional cable homes by next September. ValueVision is the third-largest home shopping programming service behind QVC and HSN. ValueVision also announced a 10-20-year equity, license and service agreement with Montgomery Ward.

**New York Times, Boston Globe expand stake into electronic media**

The New York Times Company says it will spend \$1 billion or more per year by 2000 to buy television stations and cable programming networks and to develop its own electronic information products. The Times relies on its newspaper operations for 90% of its profits and says it plans eventually to shift more resources into television and interactive media. Meanwhile, the *Boston Globe*, recently acquired by the *New York Times*, says it is creating a subsidiary devoted to developing interactive news and advertising services in the New England area.

**SNET picks vendors for interactive TV network**

SNET has chosen five strategic vendors to build its planned video dialtone network for the state of Connecticut.

SNET is putting the various pieces of the interactive television puzzle together: installing video servers in its central office; configuring software for those servers; installing switching, transport and network equipment; and installing the set-top boxes in subscribers' homes.

The telco chose Hewlett-Packard for its MediaStream video server, Sybase for its multimedia authoring tools and software for the server, Scientific-Atlanta for both its analog and digital set-top boxes and headend equipment, AT&T Network Systems for its ATM switch, and ADC Telecommunications for its digital transport technology.

SNET already operates a video on demand and cable TV service for select trial customers in West Hartford. The company recently won regulatory approval from the FCC and will expand its trial to 150,000 homes in parts of Hartford and Fairfield counties next year.

In a related development, SNET says it has closed a deal with CAI Wireless Systems to continue as a video programming provider for the independent telco's video dialtone trials in Connecticut. CAI operates wireless cable systems in Albany and Rochester, both New York, as well as in the Norfolk-Virginia Beach, Va., region. CAI also is involved in Rochester Telephone's video dialtone trial, which has been under way for several months.

As part of CAI Wireless's push into interactive television, the wireless cable provider says it will invest \$500,000 in ACTV, which is creating interactive television programming services and is testing many of its new offerings.

—MB

**ABC**  
*continued from page 70*

metaphor [for its product], rather than anything created for the print medium."

The company will draw content from ABC News, ABC/Kane, ABC Children's Entertainment and possibly other parts of ABC to create titles in the children's information and reference software categories.

Weiswasser says ABC's various intellectual properties may be available for new software products using original characters and concepts from cartoons that can be "exploitable across media." Weiswasser says that not only could ideas come from TV shows but that successful software titles could give rise to new television programs.

The importance of negotiating specific rights arrangements should not be underestimated, he adds; licensing deals, as opposed to TV and software products developed in-house, are becoming increasingly sensitive. Weiswasser says there is no problem in developing software from ABC News and daytime programming, but

**ABC will develop new software from concepts and characters that can be "exploitable across media."**

—Stephen Weiswasser

many of the children's cartoons are part of complex licensing and revenue-sharing agreements with outside producers.

There also are questions about what CD-ROM and videogame software will be developed by ABC/EA Home Software, as opposed to other units of Capcities/ABC involved with creating new interactive products. ESPN, for example, has its own multititle deal with Sony Imagesoft.

"There is no clear delimitation," Weiswasser says, but he adds that ABC/EA Home Software will not create sports titles.

ABC/EA Software will be based in San Mateo, Calif., and is an outgrowth of EA Kids and EA Worlds divisions. It will start with 20 employees and expand to at least 35 within six months.

Bestick says the venture will develop video games for 32-bit systems that include The 3DO Company's Interactive Multiplayer, Sega's Saturn, Sony's PlayStation and Nintendo's yet-to-be-announced system.

"Revenue will be dominated by the PC segment of the business," says Probst, who adds that CD-ROM revenue likely will outpace that from videogame sales.

Bestick also says that ABC/EA Home Software is considering how it might provide an online connection to its various CD-ROM products.

The venture will migrate with future technology and plans to make its titles available for multiplayer game environments and over interactive TV systems offered by cable and telephone companies, but the principals in the deal say those markets are further down the road. ■



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

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Calendar

**Dec. 13-14**—PCS Auctions: Getting an Edge on the Competition, sponsored by TeleStrategies Inc. Sheraton Crystal City, Arlington, Va. Contact: 703-734-7050.

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

**Jan. 13-16, 1995**—Milia '95: International Publishing & New Media Market, sponsored by Milia. Palais des Festivals, Cannes, France. Contact: Diana Butler, 212-689-4220.

**Jan. 17-18, 1995**—Home-Shopping: Technologies and Opportunities, sponsored by Interactive Media in Retail Group. Dorchester Hotel, London. Contact: Gillian Charlton or Caroline Bishop in London, 44-71-637-4383.

**Jan. 18-20, 1995**—Mobile Communications '95 Conference: The Next Generation, sponsored by Frost & Sullivan. Westin Hotel Galleria Texas, Dallas. Contact: Amy Arnell, 415-961-9000.

**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, sponsored by IDG World Expo, Washington Convention Center. Renaissance Hotel and Grand Hyatt Hotel, Washington. Contact: Barbara Inglese, 800-545-3976.

**Jan. 23-26, 1995**—32nd Annual NATPE Conference & Exhibition, sponsored by NATPE. Sands Expo Center, Las Vegas. Contact: NATPE, 310-453-4440.

**Jan. 24-27, 1995**—ITA Information Superhighway Conference and Exhibition, sponsored by International Tape Association. Santa Clara Convention Center, Santa Clara, Calif. Contact: ITA, 212-643-0620.

# Patrick says TW Cellular will generate \$1 billion in revenue

By Mark Berniker

**D**ennis Patrick says it didn't make sense for Time Warner to pay top dollar for new PCS spectrum being auctioned by the FCC, but says his company will generate more than \$1 billion from cellular services within the next eight years.

Patrick, president/CEO of Time Warner Telecommunications, says his company will enter the retail wireless telephony business in each of the top 14 markets where it has cable operations.

Patrick told financial analysts at PaineWebber's 1994

Media Conference last week that his company will pursue a financially prudent strategy that will enable it to get into the wireless market quicker and with dramatically lower capital costs by not having to build expensive PCS networks: "We're going to roll out big time in our major clusters."

Time Warner Cellular began offering its competitive wireless service in Rochester, N.Y., in November and plans to expand to other parts of New York and states where favorable regulatory climates exist.

Patrick says Time Warner Cable next year will complete the infrastructural upgrade of its cable plant in Rochester. The company also will change its name from Greater Rochester Cable to Time Warner Cable next year.

Patrick says Time Warner has every intention of entering the wireline local telephone business in the future and connecting both its wireless and wireline services to its Full Service Networks. But he expects that revenue generated from those ventures will be "slightly longer term." ■

## DISNEY

*continued from page 71*

company will draw talent from both inside and outside the company.

"Development for these software products is going to range from several hundred thousand dollars to a million dollars," McBeth says, addressing what it will cost Disney to create its ambitious menu of software titles.

"Producers and directors of animated features will be involved in our creative development process for CD-ROMs and video games," he says.

McBeth says Disney realizes that production is becoming an increasingly multifaceted process. When creating an animated film or home video, the company also must have plans to spin off a variety of software products. "Only recently has the technology changed enough to take advantage of what we do as an

entertainment company," McBeth says.

Disney Interactive will produce not only CD-ROM titles but also games for Sega's Saturn 32-bit platform, Sony's PlayStation and Nintendo's Ultra 64-bit platforms. McBeth says Disney Interactive's titles will be distributed by computer software and mass merchant retailers through its Buena Vista Home Video distribution arm.

Even though Disney is creating a new interactive division, this Christmas season the company is releasing its first two CD-ROM titles, *Disney's Animated Storybook: The Lion King* and *Aladdin's Activity Center*. Both are ancillary products to successful theatrical and home video releases.

Disney is putting the finishing touches on a new interactive television joint venture with Pacific Telesis, Southwestern Bell and Ameritech. It's expected to be concluded within the next two months. ■

## COMCAST

*continued from page 71*

connection fee of \$5-\$10 per month, says Brian Roberts, president, Comcast. He did not detail how many hours of access subscribers would get for that price.

"We don't know yet, but it won't be more than a second phone line," says Comcast spokeswoman Barbara Lukens. "The economics have

not been figured out yet." But a marketing study is under way, and PC Connect's pricing structure will be set by next summer, she says.

Comcast plans to make PC Connect available to most of its 3.3 million subscribers by the end of next year. After Comcast's purchase of Maclean Hunter's cable systems closes, the company will have more than 700,000

subscribers in New Jersey, more than 480,000 in Florida, more than 460,000 in Michigan, almost 300,000 in Maryland and more than 250,000 in Pennsylvania.

Comcast is upgrading its cable systems to the hybrid fiber/coaxial cable architecture, with 200-1,000 homes per local node. Roberts has said that the overhaul will be finished by 1999. ■



## Fragmentation the key to music formats

*As competition for listeners increases, niche programming proliferates*

By Donna Petrozzello

**R**adio programming consultants predict growth in rock formats and further fragmentation of all music formats during the next year.

"Niche formatting is gradually becoming the norm rather than the exception," says programming consultant Jack Hayes. He expects stations to reach out to often overlooked, but strong consumer groups.

"We're seeing more fragmentation than ever before with music formats," says Jay Albright, general manager of Seattle's BP Consulting Group.

Hayes, under his affiliation with Interstar Programming, recently has developed and is marketing "The Groove," a new niche format targeted mainly to Hispanic women 19-44.

Hayes notes that Hispanic women are a viable consumer group, but are overlooked by advertisers because they do not respond consistently to Arbitron's listener surveys. "The Groove" combines hits from Motown artists, and Latin pop artists such as Paula Abdul and Gloria Estefan, to draw Hispanic female listeners.

Other consultants expect an increasing number of stations to adopt an alternative/modern rock format. Alter-

native rock traditionally has been the mainstay of college radio stations, but the format increasingly has been picked up by commercial rock stations.

"Alternative formats will continue to grow by leaps and bounds in 1995," says Jeff Pollack, chairman/CEO of Pollack Media Group, who expects the format to break into more midsize markets next year. "New rock is the top 40 of the 1990s."

"The hottest trend of 1995 will be the emergence of alternative rock in many more markets," says Albright. "There may be room for one alternative rock station in every market."

Banking on the success of new rock bands such as Pavement and Hole, modern rock mainstay WDRE-FM Garden City, N.Y., launched its own "modern rock network" this year. The station now syndicates its alternative format to six rock stations in markets including Memphis, Little Rock and Philadelphia.

Successful alternative rock bands have made it easier for traditional album-oriented and classic rock stations to add their songs to playlists and have encouraged more rock stations to adopt a modern playlist, Albright says.

Country formats, whether slanted to traditional, young country or mainstream playlists, still dominate the radio landscape. Nearly 23% of commercial stations nationwide broadcast country music, and programming consultants predict that country will remain a strong format for decades.

According to format trends tracked by the *M Street Radio Directory*, the number of country stations increased from 2,448 stations in 1989 to 2,642 in 1994; the number of rock stations rose from 365 stations in 1989 to 721 stations in 1994, and the number of ethnic-oriented stations rose from 313 stations in 1989 to 470 in 1994.

In contrast, the number of adult contemporary stations dropped from 2,058 stations in 1989 to 1,784 stations in 1994, and the number of top 40 stations dropped from 951 in 1989 to 358 in 1994, according to *M Street*.

Oldies formats based on rock music also are expected to gain affiliates next year. This year, stations in Los Angeles and Tampa adopted a 1970s-era rock and pop format that has been successful in their respective markets.

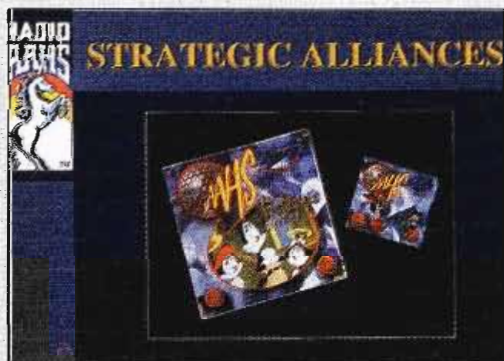
CBS Radio launched its "all rock and roll oldies [ARROW]" format at KCBS(FM) Los Angeles, and Cox

### Radio AAHS/Warner plan kids magazine, CD

The Children's Broadcasting Corp., producers and distributors of children's radio format Radio AAHS, will launch a monthly magazine for kids with Warner Music Enterprises in early February.

CBC President Christopher T. Dahl and executive vice president James G. Gilbertson met with representatives of Warner Music, a division of Time Warner, in New York this month to discuss the project. The magazine, as yet unnamed, will incorporate many elements of the long-form radio format, including interactive games, celebrity profiles and story-reading shows, Dahl says.

Radio AAHS is broadcast on 24 stations, five of



which are owned by CBC. Its estimated weekly cumulative audience of children 2-11 is 89,800, and an estimated 44,100 parents also listen each week, according to Arbitron.

Radio listeners will be able to subscribe to the magazine through mail or phone requests, Dahl says, and it will come with a compact disc of popular kids music.

Dahl says that Warner Music executives approached him earlier this year about producing a monthly magazine and a CD for kids, to be packaged similar to Warner's newly released *New Country* and *Music* magazines, which are shipped to subscribers with a companion CD.

—DP



Broadcasting unveiled its own brand of 1970s-era oldies format at WCOF(FM) St. Petersburg. Westwood One Radio Networks launched a syndicated 1970s oldies format soon after.

Although some format consultants

argue that pop music in the 1970s, with hits in rock, dance and top 40 genres, is too diverse to merge into a single format, others contend that the nostalgic appeal of the format will insure its popularity, especially in large markets.

"1970s-era music will continue to grow until programmers find that it can't work in midsize markets," Hayes says. "But in a market such as Los Angeles, New York, Chicago or Miami, it will be successful." ■

## RIDING GAIN

### Sandler invests in SFX

Sandler Capital Management has purchased 305,000 shares of Class A common stock of SFX Broadcasting Inc.—equal to an 8% stake in the company. Sandler Capital general partner Barry Lewis says the group invested with SFX because of the relatively inexpensive price of its stock, which was trading last week at an average \$15 per share.

Sandler Capital had been a major shareholder in Katz Media Corp. until last July, when DLJ Merchant Banking Partners Inc. purchased the majority of Katz's stock, including shares held by Sandler.

### Oldies, talk radio lovers sign on to CompuServe

CompuServe has established interactive forums for listeners of oldies and talk radio stations to exchange opinions and tips and to discuss their favorite oldies or talk shows. Last

week CompuServe made the "American Oldies Diner" and "Go Talk USA" forums accessible to its mem-

bers for communication with each other and with radio show hosts and station management who are linked to CompuServe.

"This is the first radio online situation that's specifically devoted to a format," says Eliot Stein, who helped to create the chat lines for CompuServe. The WOR Radio Network, People's Radio Network and Major Talk Radio Network are signed on to "Go Talk USA."

### Emmis gets New York duopoly

Emmis Broadcasting closed its \$68 million deal to purchase WRKS-FM New York from Summit Communi-

cations last week and promptly eliminated most of the rap music from the station's playlist. Since rap generally appeals to a younger urban audience, the format shift is intended to attract an older urban audience, which may pit it more directly against rival urban contemporary

WBLs(FM).

The addition of WRKS-FM to Emmis's adult contemporary WQHT(FM) gives Emmis the first FM duopoly in New York. According to Arbitron's summer 1994 ratings, WQHT earned a 4.5 share, WRKS-FM a 4.2 and WBLs a 4.1 share among listeners 12-plus, Monday-Sunday.

### Magazine enters radio

*Publishers Weekly* early next year will launch a topical talk show hosted by humorist Mort Sahl. The hour-long *Between the Covers with Mort Sahl* will feature interviews

with authors, book publishers, book agents and editors, and previews of upcoming releases. The show will be syndicated by *Publishers Weekly* from ABC Radio studios in New York and will be carried over the ABC satellite.

### News/talk garners largest listener shares

News/talk-formatted stations ranked highest among average listener shares, according to BIA Publications' *MasterAccess* software data program. With its software program, BIA analyzed station ratings reported in Arbitron's summer 1994 survey and found that average listener shares for news/talk stations peaked at 14.8, while shares for country stations were 14.0, and contemporary hits stations were 11.6.

A study by the Interep Radio Store research division concluded that 38 million adults living in the top 25 metro areas listen to news/talk radio at least once per week. The majority of those listeners are men, the study found. —DP

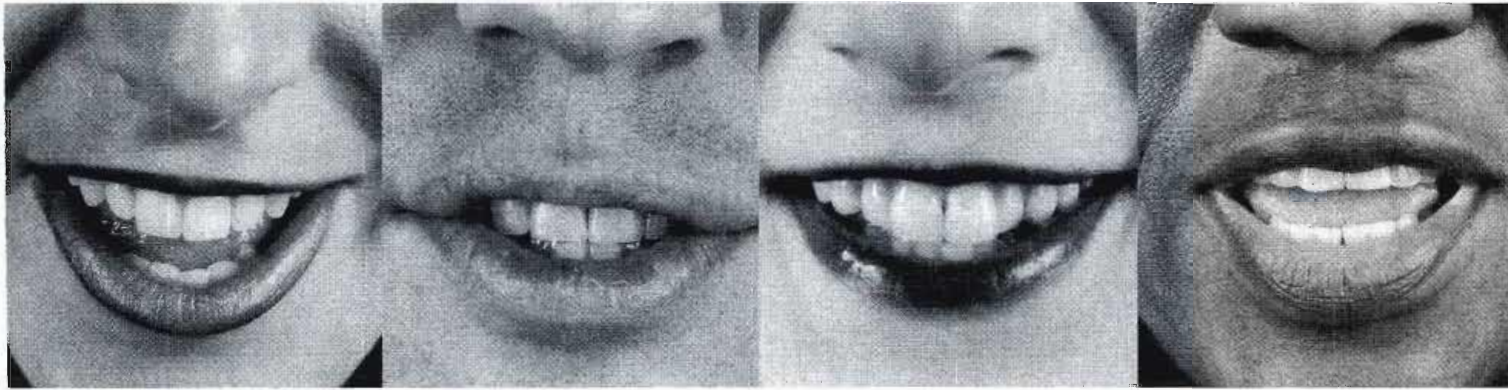


Among the nearly 900 partygoers from radio stations, rep firms, advertising agencies and buying services who celebrated at the New York Market Radio Broadcasters Association (NYMRAD) holiday party at the Marriott Marquis last week were (l-r): Sandy Josephson, NYMRAD executive director; Bob Bruno, VP/GM, WOR(AM) New York; Maire Mason, VP/GM, WCBS-FM New York, and Gary Starr, VP/GM, WINE(AM)-WRKI(FM) Brookfield, Conn.





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## Grove sells GTV to investor Gilman

*Brunner takes over as head of syndicator; other managers remain*

By Steve McClellan

**R**ichard Grove, founder and principal owner of syndicator Grove Television Enterprises, has sold his interest in the company to Gilman Securities, a New York-based investment company.

Gilman has been a major financial backer of GTV, investing about \$25 million in the company and its marquee weekly action science fiction drama, *Space Precinct*, which debuted Oct. 3.

Grove resigned as chairman/chief executive of GTV and was replaced by Gilman President Jeffrey Brunner. Other GTV management remains in place, including Mel Smith, president/COO, and Roger Lefkon, president, GTV Entertainment, Los Angeles. The company's headquarters has been moved from Chicago to New York.

Meanwhile, Grove has formed a new company to develop programs: Grove Televentures will be 20% owned by Gilman.

The Gilman group includes a bond-trading firm and affiliates in the paper, railroad, publishing and theatrical management businesses.

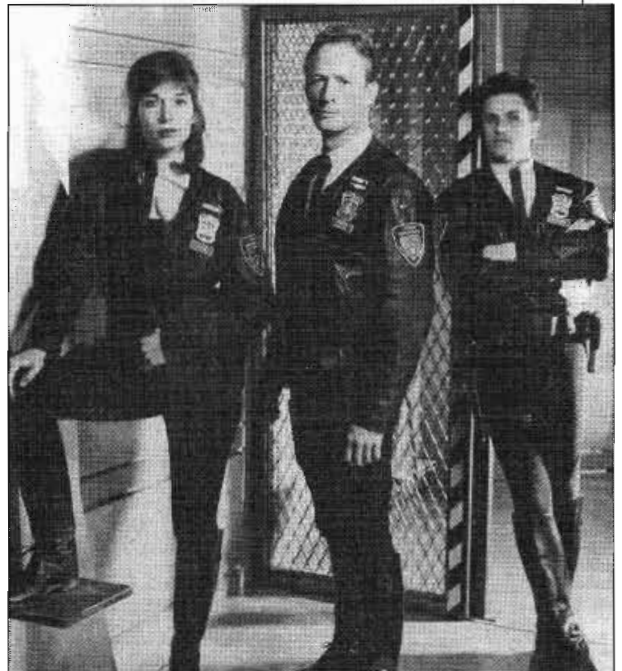
According to Brunner, Grove's departure was a mutual decision. "I think as the *Space Precinct* project evolved, Rich came to realize—more

or less as we did—that his particular talent is finding programming and not running what was becoming a fairly large organization. At the same time...we were feeling a need to have more control over the operation of the company, partly because of the size of our financial commitment.

"[Other] realizations meshed in a transaction that frankly didn't involve any significant amount of upfront money, but gave Rich a continuing piece of the various programs we have and an investment in his company," Brunner says. GTV has right of first refusal on any projects developed by Grove Televentures. Grove could not be reached for comment.

Meanwhile, GTV's immediate priority is to strengthen *Space Precinct's* position in the domestic marketplace. Early ratings are down from year-ago time periods; results that GTV officials blame on bad scheduling exacerbated by a late production start.

The show, with a first-year budget of \$35 million, is cleared in 85% of



GTV's *'Space Precinct'* series stars Nancy Paul, Ted Shackelford (center) and Rob Youngblood.

the country. Stations have been impressed with the quality of the show, and a substantial number of time period upgrades are in the works, Smith says.

But according to Brunner, deciding whether to renew for a second year won't hinge on this season's ratings. The show has wide international appeal.

"Our merchandising partners tell us that our royalties from merchandise for the first cycle will be substantially greater than first-cycle production costs," Brunner adds.

If nothing else, Lefkon says, the company has demonstrated its ability to deliver a quality show. "It makes it that much easier to distribute the next project," he says.

Meanwhile, GTV executives expect to renew their weekly half-hour reality show, *Tough Target*, for a second season. And the company has shot two pilots it will bring to NATPE International: *Incredible Mall*, a game show with a home shopping element, and *Living Better*, a one-hour magazine strip. ■

### BOTTOM LINE

#### Broadcap president bows out

John Oxendine is stepping down as president of the Broadcast Capital Fund, a broadcast industry-backed venture that provides financing, consulting and training to minorities who are entering broadcasting. Oxendine, who has headed the fund for 14 years, plans to concentrate on his own growing broadcast TV business. He owns three stations and is seeking additional stations with backing from Fox. Oxendine plans to remain on the Broadcap board. Incoming Chairman Lawrence J. Hass of Paul, Hastings, Janofsky &

Walker, is heading the search committee to find Oxendine's successor.

#### Narragansett selling?

Narragansett Television Inc. has retained Lazard Freres & Co. to examine the possibility of selling its WPRI-TV Providence, R.I., and WTKR-TV Norfolk, Va. The combined revenue of the stations is about \$42 million. Narragansett Chairman Jonathan Nelson says the stations have received several "unsolicited expressions of interest [and] we feel we have a fiduciary responsibility to respond to inquiries from well-qualified prospective buyers."



# Changing Hands

This week's tabulation of station and system sales

**WOKR(TV) Rochester, N.Y.** □ Purchased by Guy Ganett Communications (Madeleine Corson, chairman) from Veronis Suhler & Associates-Hughes Inc. for \$68 million. Buyer owns WGME-TV Portland, Me.; WGGB(TV) Springfield, Mass.; WICS(TV) Springfield and WCD(TV) Champaign, both Illinois, and KGAN(TV) Cedar Rapids, Iowa. **Seller**

has interests in KUTV(TV) Salt Lake City and is permittee of KUSG(TV) St. George, both Utah. WOKR is ABC affiliate on ch. 13 with 316 kw visual, 47.9 kw aural and antenna 500 ft. Filed Nov. 18 (BTCCT941118KE).

**KZKI(TV) San Bernardino (Los Angeles), Calif.** □ Purchased by Paxson Communications Corp. (Lowell "Bud" Paxson) from Sandino Telecaster (Jose Oti) for \$18 million. **Buyer** owns WTGI-TV Wilmington, Del.; WPTN(AM)-WGSQ(FM) Cookeville, Tenn.; WTLK-TV Rome, Ga.; WPBF-TV Tequesta, WZNZ(AM)/WNZS(AM)/WROO-FM Jacksonville, WAIA-FM Callahan, WINZ(AM) Miami, WLVE-FM/WZTA-FM Miami Beach, WWNZ(AM) Orlando, WJRR-FM Cocoa Beach, WNZE(AM) Tampa, WEZY(FM) Lakeland, WMGF-FM Mt. Dora, WHNZ(AM) Pinellas Park and WHPT-FM Sarasota, all Florida. **Seller** has no other broadcast interests. KZKI is dark, licensed to ch. 30 with 3800 kw visual, 251 kw aural, and antenna 2,345 ft. *Broker: Media Venture Partners.*

**WHOO(AM)-WHTQ(FM) Orlando, Fla.** □ Purchased by Granum Communications Inc. (Herb McCord, president/CEO) from TK Communications (John Tenaglia) for \$11.5 million. **Buyer** owns WBOS(FM)/WSSH-FM Boston; KMRT(AM)-KOAI(FM)/KHVN(AM)-KJMZ(FM) Dallas; WAOK(AM)-WVEE(FM) Atlanta, and WCAO(AM)-WXYV(FM) Baltimore. **Seller** owns WSRF(AM)-WSHE(FM) Miami-Fort Lauderdale, Fla. whoo has classic rock format on 990

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ **\$4,509,000** □ 9  
 FMs □ **\$6,302,500** □ 9  
 Combos □ **\$11,500,000** □ 1  
 TVs □ **\$94,600,000** □ 4  
 Total □ **\$116,911,500** □ 23

So far in 1994:

AMs □ **\$128,428,636** □ 162  
 FMs □ **\$810,557,522** □ 313  
 Combos □ **\$2,962,799,119** □ 148  
 TVs □ **\$2,616,992,834** □ 80  
 Total □ **\$6,518,778,111** □ 703

khz with 50 kw day, 5 kw night. WHTQ has AOR format on 96.5 mhz with 100 kw and antenna 1,600 ft.

**KTHI-TV Fargo, N.D., and TV translators** ■ Purchased by Meyer Broadcasting Co. (Judith Johnson, president) from Spokane Television Inc. for \$6.7 million. **Buyer** owns KFVR-AM-TV/KYYY(FM) Bismarck, KMOT-TV Minot, KUMV-TV Willis-

ton and KQCD-TV Dickinson, all North Dakota. **Seller** has no other broadcast interests. KTHI-TV is NBC affiliate on ch. 11 with 304 kw visual, 45.7 kw aural, and antenna 2,000 ft.

**WYVN-TV Martinsburg, W. Va.** □ Purchased by Paxson Communications Corp. (Lowell "Bud" Paxson, chairman) from Flying A Communications LP (Gary Rosen, bankruptcy trustee) for \$1.9 million. **Buyer** owns WTGI-TV Wilmington, Del.; WPTN(AM)-WGSQ(FM) Cookeville, Tenn.; WTLK-TV Rome, Ga.; WPBF-TV Tequesta, WZNZ(AM)/WNZS(AM)/WROO(FM) Jacksonville, WAIA(FM) Callahan, WINZ(AM) Miami, WLVE(FM)/WZTA(FM) Miami Beach, WWNZ(AM) Orlando, WJRR(FM) Cocoa Beach, WNZE(AM) Tampa, WEZY(FM) Lakeland, WMGF(FM) Mt. Dora, WHNZ(AM) Pinellas Park and WHPT(FM) Sarasota, all Florida. **Seller** has no other broadcast interests. WYVN-TV is currently dark, licensed to ch. 60 with 3890 kw visual and antenna 1,717 ft. *Broker: Patrick Clawson and Media Venture Partners.*

**KBOY-FM Medford and KROG(FM) Phoenix (Medford), both Oregon** □ Purchased by DeSchutes River Broadcasting Inc. (Edward Hardy, president/CEO) from KBOY Radio Inc. (Robert Esty, president) for \$1.9 million. **Buyer** owns KORD-AM-FM Tri-Cities and KXR(X) Walla Walla, both Washington, and pending FCC approval, KDWG(AM)-KCTR-FM/KKBR(FM) Billings and KATH(FM)/KBOZ-AM-FM Bozeman, all Montana. **Seller** owns

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KRKT-AM-FM Albany, Ore. KBOY-FM has AOR format on 95.7 mhz with 100 kw and antenna 935 ft. KROG has hot AC format on 105.1 mhz with 52 kw and antenna 545 ft. *Broker: The Exline Co.*

**KBER(FM) Ogden, Utah** □ Purchased by RadioWest Communications LP (Curtis Harris, president) from Chestnut Broadcasting Inc. (Chris Devine) for \$1.65 million. **Buyer** and **seller** have no other broadcast interests. KBER has AOR format on 101.1 mhz with 25 kw and antenna 3,740 ft. Filed Nov. 10 (BAL941110GH).

**WBYU(AM) New Orleans** ■ Purchased by EZ Communications (Alan Box, president) from Radio Vanderbilt Inc. (Seymour Smith, president) for \$1.1 million. **Buyer** owns WUSL(FM) WIOQ(FM) Philadelphia; WTPX(FM) Miami; KMPS-AM-FM Seattle; KHTK(AM)-KNCI(FM)/KRAK-FM Sacramento, Calif.; KYKY(FM)/KSD-AM-FM St. Louis; WBZZ(FM)/WQKB(FM) Pittsburgh; WEZB(FM) New Orleans, and WSOC-FM/WMXC(FM) Charlotte, N.C. **Seller** has no other broadcast interests. WBYU has nostalgia/easy listening format on 1450 khz with 1 kw.

**KENI(AM) Anchorage** ■ Purchased by Community Pacific Broadcasting Co. LP (David Benjamin, president) from TCT Communications Inc. (Thomas Tierney) for \$800,000. **Buyer** owns KKSD(AM)-KASH(FM)/KBFX(FM) Anchorage and KFIV(AM)-KJSN(FM) Modesto and KVFX(FM) Manteca, both California. **Seller** owns KVOK(AM)-KJZJ(FM) Kodiak, KVAK(AM) Valdez, and KSWD(AM) Seward, all Alaska. KENI has talk format on 550 khz with 5 kw. Filed Oct. 12 (BAL941012EA).

**KTOT(FM) Big Bear Lake, Calif.** □ Purchased by Lazer Broadcasting Corp. (Alfredo Plascencia, president) from Mountain Broadcasting Co. (Vernon Thompson, president) for \$750,000. **Buyer** owns KXLM(FM) Oxnard and KSDT(AM)-KXRS(FM) Hemet, both California. **Seller** owns KBBV(AM) Big Bear Lake, Calif. KTOT has talk and country format on 101.7 mhz with 90 w and antenna 1,500 ft. *Broker: The Exline Co.*

**WNOE(AM) New Orleans** □ Purchased by Communicom Co. (Richard Kylberg Jr. and Carl DiMaria) from Radio Equity Partners (George Sos-

son, managing general partner) for \$700,000. **Buyer** owns WSSH(AM) Boston. **Seller** owns WNOE-FM/KLTZ(FM) New Orleans; WREC(AM)-WEGR(FM)-WRXQ(FM) Memphis; WSJS(AM)-WTQR(FM)/WXRA(FM) Greensboro, N.C.; KXXY-AM-FM/KTST(FM) Oklahoma City; WWBB(FM) Providence, R.I.; WHYN-AM-FM Springfield, Mass.; WCKT(FM) Fort Myers, Fla.; WWDM(FM) Columbia, S.C., and pending FCC approval, WARQ(FM) Columbia, S.C., and WIXI(FM) Naples, Fla. WNOE has country format on 1060 khz with 50 kw day, 5 kw night. Filed Nov. 9 (BAL941109ED). *Broker: Richard A. Foreman Associates Inc.*

**WDCT(AM) Fairfax, Va.** □ Purchased by Family Radio Ltd. (Kyung Sup Shin, president) from Children's Radio Group Inc. (Christopher Dahl) for \$700,000. **Buyer** has no other broadcast interests. **Seller** owns KRRZ(AM)-KZPR(FM)/KIZZ(FM) Minot, N.D.; KJJQ(AM)-KKQQ(FM) Volga, KKAAM-AM-FM Aberdeen, and KBHB(AM)-KRCS(FM) Sturgis, both South Dakota; KNUI-AM-FM Kahalui, Hawaii, and KOHT(FM) Crookston, KLGR-AM-FM Redwood Falls and KKBJ-AM-FM Bemidji, all Minnesota. WDCT has talk format on 1310 khz with 5 kw day, 500 w night. Filed Oct. 4 (BAL941004EA).

**KAND(AM) Corsicana, Tex.** ■ Purchased by Corsicana Media Inc. (John Whetzell, president/director) from KAN-D Land Inc. (Richard Parker) for \$500,000. **Buyer** and **seller** have no other broadcast interests. KAND has C&W format on 1340 khz with 1 kw. Filed Nov. 14 (BAL941114EF).

**WOWO-FM Huntington, Ind.** □ Purchased by Robert Taylor from Inner City Broadcasting Corp. (Pierre Sutton, CEO) for \$300,000. **Buyer** owns WXKE(FM) Fort Wayne, Ind. **Seller** owns WOWO(AM) Fort Wayne; WLIB(AM)-WBLS(FM) New York; KSJL(FM) San Antonio, Tex., and KVTO(AM)-KBLX(FM) Berkeley, Calif. WOWO-FM has full-service oldies format on 103.1 mhz with 3 kw and antenna 298 ft. Filed Nov. 15 (BALH941115GK).

**WLYZ-FM Greer (Greenville), S.C.** □ Purchased by HMW Communications Inc. (Owen Weber) from Greer Communications Corp. (Joe Sessoms) for \$1.2 million. **Buyer** owns WRDU-FM/WTRG-FM Raleigh/Durham, WGLD(AM)-WWBB-FM/WMFR(AM)-WMAG-FM Greensboro-Highpoint-Winston Salem, both North Carolina, and WOIC(AM)-WNOK-FM

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Columbia and WJMZ-FM/WLWZ-FM Greenville/Spartanburg, both South Carolina. **Seller** has interests in WASC (AM) Spartanburg, S.C. WLYZ-FM has new rock format on 103.3 mhz with 2.7 kw and antenna 495 ft. **Broker:** Media Services Group Inc.

**KKSB(AM) Santa Barbara, Calif.** □ Purchased by Rotijefco Inc. (David Capell) from Joyce and Guy Erway for \$299,000. **Buyer** and **seller** have no other broadcast interests. KKSB has country format on 1290 khz with 500 w day, 122 w night. Filed Oct. 7 (BAL941011EA).

**WCNX(AM) Middletown, Conn.** □ Purchased by WCNX LC (H.I. "Sonny" Bloch, owner of parent, Broadcast Radio Group) from Radio Middletown Inc. (Corydon Thurston, president) for \$280,000. **Buyer** owns WGGG(AM) Gainesville and WBDN(AM) Brandon, both Florida. **Seller** has interests in WNAW(AM)-WMNB(FM) North Adams and wsbs(AM) Great Barrington, both Massachusetts. WCNX has news/talk format on 1150 khz with 2.5 kw day, 46 w night. Filed Nov. 9 (BAL941109EA). **Broker:** Robert Atkinson.

**WSTD(FM) Standish, Mich.** ■ Purchased by Camerom Communications Inc. (Ronald Cameron, president) from Agri-Valley Communications Inc. (Edwin Eichler, president) for \$250,000. **Buyer** and **seller** have no other broadcast interests. WSTD has AC format on 96.9 mhz with 3 kw and antenna 328 ft. Filed Nov. 10 (BALH941110GF).

**WSKO(FM) Buffalo Gap, Va.** □ Purchased by Ridle Radio Inc. (Robert Ridle, president) from Tschudy Com-

munications Corp. (Earl Judy), debtor-in-possession, for \$185,000. **Buyer** has no other broadcast interests. **Seller** owns WBRJ(AM)-WEYQ(FM) Marietta, Ohio, and WKOY(AM) Bluefield, WKMY(FM) Princeton, WPDx-AM-FM Clarkburg and WMQC(FM) Westover, all West Virginia. wsko has AC format on 105.5 mhz with 3 kw and antenna 308 ft. Filed Nov. 10 (BALH941110GM).

**WOKC(AM) Okeechobee, Fla.** ■ Purchased by William Stokes from Charles Castle for \$100,000. **Buyer** has no other broadcast interests. **Seller** owns WITS(AM)-WCAC(FM) Sebring, Fla. WOKC has Hispanic dance music format on 1570 khz with 1 kw day, 14 w night. Filed Oct. 3 (BTC941003EB).

**KCOE(FM) Auburn, Neb.** ■ Purchased by Sunrise Broadcasting of Nebraska Inc. (Joerg Klebe, president) from Coe-Coe Broadcasters Inc. (Judy Coe) for \$67,500. **Buyer** owns KNCY-AM-FM Nebraska City and KISP(FM) Blair, both Nebraska; WQLS-AM-FM Ozark, Ala.; WCKX(FM) London, Ohio, and WGNV-AM-FM Newburgh, N.Y. **Seller** has no other broadcast interests. KCOE has country format on 105.5 mhz with 3 kw and antenna 154 ft. Filed Oct. 3 (BALH941003GJ).

**KEVT(AM) Cortaro, Ariz.** ■ Transfer of control of Cortaro Broadcasting Corp. from Gloria Rodriguez to Christian Communications (Moises Herrea Jr., president) for \$30,000. **Buyer** and **seller** have no other broadcast interests. KEVT has Christian format on 1030 khz with 10 kw day, 1 kw night. Filed Oct. 6 (BTC941006EB).

## UPN settles in Boston

The United Paramount Network, the only TV network without an outlet in Boston, has solved that problem through parent Viacom's purchase of New World's wsbk-TV for \$100 million.

The recent deal for the Boston station had been anticipated since this past summer, when New World's purchase of four Citicasters TV stations pushed the group's total to 11. An option to purchase Argyle's four stations would put New World over the 12-station ownership limit.

According to a Paramount statement, the deal "is part of a series of transactions undertaken by Viacom to replace its network-affiliated stations with independent stations to be affiliated with United Paramount Network."

Paramount's purchase concludes the affiliate scramble in the sixth-largest market. CBS moved to wzb as part of the Group W-CBS agreement, leaving NBC to align with Sunbeam's WHDH. Fox bought its affiliate, UHF WFXT (TV), from the Boston Celtics. And Paramount's main competitor, the Warner Bros. Network, will affiliate with Tribune's WLVI-TV when it debuts in January.

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KRPQ(FM), Santa Rosa, California, from Sunrise Broadcasting to Results Radio for \$2,100,000.

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## Pressler wants simpler telecommunications bill

New Senate Commerce chairman seeks passage by June

By Kim McAvoy

The next chairman of the Senate Commerce Committee says telecommunications reform legislation must be simplified.

Larry Pressler (R-S.D.), who will chair the committee when the 104th Congress convenes in January, says passage of a more "streamlined and deregulatory" measure is his "top priority." He adds that Congress has "got to do something by June or not do it."

Pressler will schedule hearings on a telecommunications bill in January or February. The senator, speaking last week at a Federal Communications Bar Association conference in Washington, also announced plans to visit the FCC. "I want to learn about [the FCC's] problems and reach out my hand in friendship," he said. "He's showing them he's the boss," one committee source said.

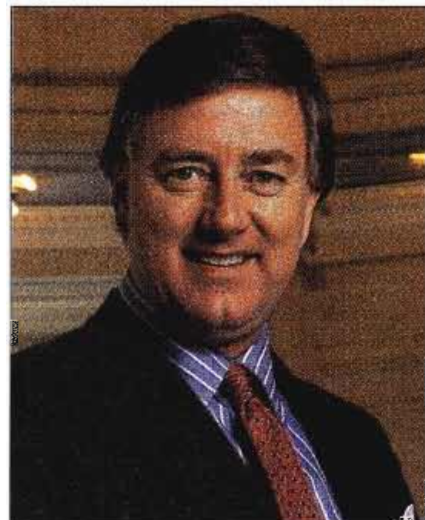
Pressler criticized the FCC for its "regulatory lag," which has delayed the introduction of new technologies and competition. He pointed out that although the FCC's video dialtone

rules were established in 1992, they were completed just this past summer. "Three dozen [VDT applications are] pending, with a grand total of one commercial system approved. So here we are, half a decade after the expert agency said 'Competition is the answer,' and we're still not far along."

Pressler promises to deliver a bill that the American people want: "Less government and less regulation." He criticized S. 1822, proposed in the last Congress, for being too regulatory and complicated—it would require up to 50 new FCC rulemaking proceedings.

For example, he said, there is no need to have "four different sets of separate subsidiary requirements" for telcos delivering other services.

"Conceptually, the primary flaw with both the Senate and House legislation is that they focused on transition rules—how to get from here to there—without a clear vision of the final goal," Pressler said. "Transition rules designed to bring closed markets to full competition must be carefully crafted. They must not be left to linger as impedi-



Senator Larry Pressler says the FCC has delayed introduction of new technology.

ments to future growth.... There needs to be a way out from regulation."

Pressler also said he would not include domestic content provisions in the bill. Under S. 1822, the regional Bell operating companies could have manufactured telecommunications equipment only in the U.S.

A Republican-controlled Congress will not necessarily be pro-RBOC, Pressler added: "I realize that the term 'deregulatory' is often used as a code word for pro-RBOC. I can assure you that neither I nor my Republican colleagues on the Commerce Committee want to be labeled as pro- or anti-RBOC. We want a balanced bill." ■

### PCS rules may hamper minorities, women

FCC rules designed to promote investments in minorities, women and small businesses that want to break into PCS actually make attracting capital difficult, members of a wireless communications panel said last week.

The so-called designated entities will have difficulty raising money because the FCC limits the control an investor can wield over a personal communications services license purchased by a designated entity, the panelists said last Tuesday during a Telecommunications Policy and Regulation Conference in Washington. The conference was sponsored by the Federal Communications Bar Association.

"It will be difficult [to attract capital] if there is no control," said C.J. Waylan, executive vice president, marketing and business cellular communications, GTE.

FCC rules require designated entities to control 51.1% of a PCS company's voting stock and 25% of the equity in a PCS license. The commission enacted the tight rules to protect against companies being owned by des-

ignated entities only in name.

The FCC has set aside for designated entities about 1,000 of the broadband radio spectrum licenses scheduled for auction next spring.

When Congress last year authorized the FCC to auction the spectrum, it required the agency to create opportunities for women, minorities and small businesses.

But it remains critical for the designated entities to attract capital to participate in the wireless future: Not only are the licenses expected to cost billions of dollars, but building the systems is expected to cost even more.

Designated entities outbid other auction participants by 38% in the narrowband PCS auction, virtually negating their 40% bidding credits, said Gerard Salemmé of McCaw Cellular Communications. "They did not come away from the auction paying less."

But designated entities that won narrowband licenses will get a break when it comes to financing their acquisition: They can pay in installments.

—CSS



# Must-carry backlog surpasses 200

*FCC hasn't met congressionally imposed 120-day deadline for action on disputes*

By Christopher Stern

**A**dd must-carry complaints to the list of backlogged issues at the FCC.

The FCC's Cable Services Bureau has more than 200 must-carry complaints pending, many of which have been awaiting action for more than a year.

The backlog includes complaints from stations seeking carriage and from cable operators seeking to omit broadcasters from their lineup.

When Congress enacted the must-carry rules in the 1992 Cable Act, it gave the FCC 120 days to resolve disputes between cable operators and broadcasters over signal carriage.

However, the commission has not met that legal deadline. FCC Cable Services Bureau Deputy Chief Bill Johnson says decisions on complaints were delayed pending U.S. Supreme Court action and the commission's own reconsideration of the must-carry rules.

The Supreme Court in June remanded the issue to the Federal District Court in Washington. A final decision is not expected for a year.

The Nov. 4 reconsideration also failed to relieve the backlog. "The [FCC's] reconsideration did not resolve many of the ambiguities that we thought it would," Johnson said.

The bureau has five staff members working to resolve the complaints and a deadline to dispose of the backlog, Johnson says. He declined to say what that deadline is.

In addition to the more than 200 must-carry complaints, the Cable Services Bureau also is working through a backlog of more than 6,000 cable rate complaints and approximately 40 decisions on a la carte offerings. The bureau expects to work through the a la carte backlog by Jan. 1.

Michael Vlock, who recently agreed to sell WHAI-TV Bridgeport, Conn., says the must-carry backlog had an "absolutely negative" effect on the price he got for his station. Value-Vision agreed to pay \$3.8 million for the station. Vlock will get an additional \$12 million if WHAI-TV wins its must-carry disputes with Time Warner and Cablevision Systems.

WHAI-TV reaches 400,000 viewers, but Vlock thinks that must carry enti-

ties his home shopping station to be carried in every cable home in the New York area of dominant influence (ADI), as defined by Arbitron. Both Time Warner and Cablevision Systems have asked the FCC to modify the New York ADI to exclude WHAI-TV from their must-carry obligation.

Cable operators say they should not have to carry a station they believe is not part of their local area. Broadcast and cable attorneys say new stations and those located at the geographic fringe of a market are most likely to become subject to a complaint.

Under the FCC's must-carry rules, cable systems are obligated to carry broadcast stations that are in their own market. The station also must deliver at least a grade B signal to the cable system's headend in order to qualify for must carry.

Congress did clear up one contentious issue when it passed the Home Viewers Act in October. The law frees stations of all copyright obligations within their own ADI. Previously, stations were liable for copyright payments outside a 35-mile radius. ■

## Cable, telco clash over VDT

*Telephone company programing at center of dispute*

By Harry A. Jessell

**S**hould telephone companies that program their own video dial-tone systems be subject to cable regulations?

That's the question facing the FCC, and not surprisingly, the commission is receiving conflicting advice from the telephone and cable industries.

The telcos with programing plans say no. The VDT rules shield them from cable regulations, including having to obtain municipal franchises and paying the hefty fees that go with them.

Cable operators disagree. The VDT rules permit telcos to avoid the regulations only if they stay out of programing and act solely as common carriers. "The minute they become pro-

gramers, they become subject to the whole panoply of cable regulations," says Steve Effros, president, Cable Telecommunications Association.

"They should be subject to the same regulatory treatment as we are," says Dan Brenner, the top lawyer at the National Cable Television Association.

The FCC adopted the VDT rules to encourage telcos to build broadband networks capable of delivering video programing to the home, in competition with cable operators. VDT providers would be common carriers, providing capacity to unaffiliated programers on a nondiscriminatory basis, and would be exempt from municipal franchising, which the agency saw as the principal barrier to competition.

At the time, federal law barred all but the smallest telcos serving rural areas from offering programing in their telephone service areas. But since then, the federal courts, citing the First Amendment, have freed four of the largest telcos—Bell Atlantic, US West, Ameritech and BellSouth—to provide programing in their service areas.

Bell Atlantic and the other would-be VDT operators that have won the right to program have been pressing the FCC for a ruling affirming their immunity from cable regulation.

In granting Bell Atlantic permission to build a VDT system in Dover Township, N.J., earlier this year, the FCC denied permission for the telco to program the system. Bell Atlantic asked the agency to reconsider, asserting its hard-won First Amendment rights.

FCC attorney Donna Lampert says the FCC is considering a rulemaking to decide the question. Should it come down on the side of the VDT opera-



tor/programer, she says, it would determine what, if any, safeguards are needed to prevent anticompetitive conduct by the telcos. Such a formal proceeding would not preclude more immediate action on a case-by-case basis, she adds.

VDT operators/programers should be exempt from cable regulations, says Patricia Koch, assistant vice president, federal external affairs, Bell Atlantic. Even if the telcos program a portion of their network, she says, they still have common carrier obligations to make capacity available to other unaffiliated programers—obligations that true cable operators do not. “We’re an open system,” she says. “We have to take on all comers.”

Although not common carriers, cable operators have a statutory obligation to make some capacity available to unaffiliated programers, Brenner says.

In any event, how much capacity is

available to third parties is beside the point, says John Seiver, a cable attorney at Cole, Raywid & Braverman. Allowing telcos to be both programer and network operator without subjecting them to cable regulations would violate the 1994 Cable Act, he says.

The law defines a cable operator as anyone who delivers video programming over the network in which it has an ownership interest, he says. And that’s precisely what the telcos are proposing to be, he says. “Boom. They’re a cable operator. Content and conduit are merged.”

The telcos can’t have it both ways, Brenner says. Exempt from the telco-cable crossownership law, many small rural telcos provide cable service, and no one argues that they should be exempt from cable regulations, he says.

If cable operators are successful in blocking VDT operators from being programers, they not only may slow

construction of VDT systems, which they see as overbuilds, but may win new allies in their efforts for regulatory relief at the FCC and in Congress. The telcos would have the same impetus as cable to lessen the regulatory load, Effros says.

If deemed cable operators, the telcos will have to “put up with a lot of rules they’re not going to like,” Effros says. In addition to the franchising fees—typically 5% of gross annual revenue—the telcos would have to provide access channels, adhere to customer service requirements and meet broadcasters’ demands for carriage, he says. But one thing they won’t suffer is rate regulation, since the incumbent cable operators would provide “effective competition,” which under the law exempts new entrants.

“If they want to be in the cable business, they have to play the game just like everybody else,” Effros says. ■

### **Bell Atlantic Chairman Ray Smith says the FCC's VDT construction permit process should be thrown out.**

The 60-year-old rule that governs telephone company construction of VDT networks “has nothing whatsoever to do with today’s reality, and it certainly can’t accommodate the pace of technological change in today’s world,” he says. Congress can “rectify this situation in a heartbeat, simply by taking the rational step of eliminating the [permit] process in any new communications legislation in 1995.” Smith’s pitch occurred last Monday during a Federal Communications Bar Association conference in Washington. He also called on the FCC to act quickly on 214 applications from telcos proposing to offer video dialtone services. “The applications filed to date with the FCC represent more than \$3.6 billion of investment covering 8.8 million homes across this country. But so far, only one application” has been approved, for 38,000 homes in Dover Township, N.J., Smith said. The agency is trying to take care of the backlog by redeploying staff members to the task, FCC Commissioner Susan Ness told the FCBA audience.

**The administration will “spare no effort” to work with Congress to pass information superhighway legislation next year,** Vice President Al Gore says. “And based on the positive discussions I’ve had with the new Republican leadership, I believe this time we will succeed,” Gore said last Monday during the FCC’s personal communications services auction. Gore and incoming Senate Commerce Committee Chairman Larry Pressler (R-S.D.) have met once to discuss the legislation and will get together again soon, Gore said.

### **Two of the Senate’s newly elected Republican**

### **leaders already have indicated their desire to see telecommunications reform pass next year.**

Majority Leader Robert Dole of Kansas opposed this year’s bill, but wants to move a less regulatory measure next year, staff members say. And Trent Lott of Mississippi, who was chosen assistant majority leader, played a key role in helping broker a compromise between senators and industry groups over the issue of regional Bell operating company entry into the long-distance telephone market. Lott will be a principal player in the coming legislative debate because he “knows the issues and the players,” one source says. Lott also has close ties to the broadcasting industry: He’s a former college classmate of Eddie Fritts, president, the National Association of Broadcasters, and his daughter interned in NAB’s government relations department.

### **House Speaker-designate Newt Gingrich (R-Ga.) wants to ax the Corporation for Public Broadcasting.**

The congressman, who has a weekly show on the conservative television network National Empowerment Television, promised to “zero out [CPB], which has been eating taxpayers’ money.” NET viewers “have been paying taxes involuntarily to subsidize something which told them how they should think, and NET is free,” he said. “Just two weeks ago, Congressman Gingrich said that an expansion of distance education by satellite could unleash a great economic and educational boom,” CPB President/CEO Richard Carlson said in a statement. “We agree. In fact, it’s our franchise. Public broadcasting has been doing distance education and things like it for 25 years.” ■

# Washington Watch

Edited By Kim McAvooy



## Users look beyond scarce analog C-band

*Fiber, compression, Ku considered to relieve pressure on dwindling satellite fleet*

By Chris McConnell

**S**atellite users are taking a new look at alternate routes for their signals.

With Hughes Communications selling the last of capacity on two satellites—one of them still on the ground—customers and transponder brokers last week were describing available analog C-band transponders as a depleted resource. The Hughes transponder leases followed an already existing domestic transponder shortage made worse in September by the loss of the AT&T Telstar 402 satellite. With no immediate relief in sight and more satellites reaching their end of life this year, would-be customers last week were voicing new interest in compressed signals, fiber delivery and other alternatives.

"Fiber has got to open up," says Raycom Inc. Distribution Manager Stephanie Frazier, whose company relies on part-time capacity to deliver college basketball backhauls. She voices hopes that Vyvx and other fiber providers will extend their lines beyond professional sports venues to college areas.

Frazier, like other occasional-use C-band customers, has been relying more on Ku-band transponders to make up for the short C-band supply. Although scheduling Ku time has not been a problem so far, Frazier expects to run into problems during 1995 as more customers move from C- to Ku-band transponders.

"There's a lot more emphasis to move everything that's backhaul-related onto fiber," says Vyvx President Del Bothof, adding that the transponder shortage already is bringing more business to the fiber company. Global Access Telecommunications Services President Jack Morse says his company recently recommended the fiber option to potential customers in issuing its latest rate card. "It's a lot more economical on a point-to-point basis," Morse says.

In addition to filling the occasional-use gap, Vyvx is fielding cable programmer requests about forward distri-

bution. The requests for such services, in which the company would distribute cable programming via fiber to cable headends, have promoted plans for some tests of fiber program distribution at Vyvx. Bothof hopes that the cable systems in large markets reached by Vyvx will prove to be the ones with available capacity to add channels. "Then fiber makes a lot of sense," he says.

Others are not so sure, citing the need for cable programmers to reach as many systems as possible. A more likely alternative for cable programmers, says Group W Satellite Communications Senior Vice President/General Manager Altan Stalker, will be digital compression. The technology allows programmers to lease one-fourth of a transponder rather than an entire unit. Popcorn Channel Marketing Vice President Marcia Norci agrees, saying that her channel is negotiating to obtain compressed satellite carriage.

"Nobody's asking for full analog video," says Columbia Communications Corp. Sales Vice President Arthur Hill. "It's almost as if it ceases to exist." Hill, whose company last month won FCC permission to use leased transponders on the NASA Tracking Data and Relay Satellite (TDRS) system to provide domestic service for six months, says Columbia plans to announce U.S. customers for the international satellite system.

Other cable programmers voice less enthusiasm for compression, citing the additional equipment cost for encoding and decoding the signal. Home & Garden Television Network's Mark Hale says that the compressed signals limit access to the backyard dish market. Hale, vice president of operations for the network, says his service managed to procure a full-time transponder on the Hughes



Hughes says it already has booked all capacity on the Galaxy 3R, scheduled to launch in September.

Galaxy 1R satellite in July. "We got in by the skin of our teeth," he says.

Hale's company also booked its transponder ahead of the sharp price increase the industry has seen since midyear. "You've got to come with your checkbook open," one industry onlooker says of current prices, adding that transponders for the Hughes Galaxy 7 satellite were going for as much as \$180,000 per month before the satellite reached its customer limit. Other industry sources maintain that monthly C-band transponder rates have gone from the \$50,000 range to the \$150,000 range since mid-1994.

Sources say that the C-band shortage has spilled over into the Ku-band supply, causing increases in carrier rates from \$100,000 per month to as much as \$185,000. The situation is similar for occasional-use prices, where customers say prime time hourly rates for C-band transponders have gone from about \$300 to \$500 since 1993.

"It's only going to get worse," Raycom's Frazier says, citing the dwindling fuel supply of orbiting satel-



lites. AT&T's Telstar 302, for instance, is expected to go into inclined orbit next month. AT&T hopes the inclined orbit will allow the satellite to remain active into 1997, although users eventually will need a larger dish to communicate with the bird.

The inclined orbit operation is also an option for AT&T Telstar 303, scheduled to reach its end of life in 1995. The carrier also has booked five C-band transponders on the Telesat Canada Anik E2 to handle customer traffic. Also expected to reach its end of life during 1995 is GE Americom's Satcom 2R satellite.

New satellites are not yet on the

launch pad. Hughes Communications is scheduled to launch the next domestic satellite in September, although its Galaxy 3R already is sold out. GE Americom plans to launch its GE-1 satellite during the first half of 1996, even though launcher Ariane-space last week put its launch program on hold after a third-stage rocket failure sent PanAmSat's PAS-3 satellite into the Atlantic Ocean. AT&T, meanwhile, is awaiting the results of an investigation into the Telstar 402 failure and has not announced a launch date for the replacement.

Capacity resellers expect the quickest relief to come from alternate tech-

nologies rather than from new satellites. Global Access's Morse, who expects the current situation to last another 20-25 months, cites international systems such as Columbia Communications as a near-term solution. Another international satellite carrier, Orion Atlantic, also has asked the FCC for permission to devote Ku-band capacity to domestic service.

Morse also stresses the potential of fiber delivery for occasional-use customers. Keystone Communications Account Manager Melodee Baird concurs, adding that her company also is scrambling for transponders: "It's going to be a whole new realm." ■

## Showtime makes long-distance call

*Spanish blow-by-blow on IBF fight requires fancy technical footwork*

By Chris McConnell

**S**panish commentators will be far from ringside when they deliver the blow-by-blow during this week's International Boxing Federation (IBF) Middleweight title bout.

The commentators will be watching a satellite feed of the Dec. 17 fight in Quito, Ecuador, and adding their remarks at Lifetime Studio's Astoria, N.Y., facility. The commentary will reach viewers of Showtime Networks' Spanish-language channel. For the program's English channel, Lifetime will place announcers in front of TV screens to add their analysis.

The studio plans to position English-speaking announcers on a set at the Astoria facility where they will watch the satellite-delivered pictures and add commentary during the breaks between rounds. The Spanish blow-by-blow audio will originate from Astoria, but the between-rounds material will supplement English commentary from announcers at ringside.

"We're integrating a remote studio feed with studio segments," says George Krug, Lifetime's director of technical operations. Krug says that switching between the fight video and the in-studio commentary will be controlled at Lifetime rather than at the Viacom operations center in Long Island. "For the length of the fight we are the Showtime network," Krug says.

His studio will be receiving the fight coverage from a fiber link between its

facility and the IDB Communications teleport. Lifetime then will retransmit the fight and the integrated material via fiber to the Viacom network operations center for delivery to U.S. cable systems. The Spanish commentary will travel along with the video on a separate audio channel.

Although the satellite-delivered view of the bout will save some commentators a trip to Ecuador, the technology is not saving Don King Productions from shipping the equivalent of a remote truck to Quito to produce the fight.

The company, which estimates the cost of the project at close to \$1 million, is building a production facility

at the fight coliseum. Don King Productions Producer/Director Marty Corwin says the company is shipping all the gear typically found in a 45-foot remote truck, including five cameras, six tape machines, a switcher, an audio board and routing equipment.

"It's the way to go when you can't drive a truck to the site," Corwin says, adding that the company also is bringing a C-band fly-away mobile uplink unit to transmit the fight coverage via the Intelsat satellite system. In addition to a graphics-free "clean feed" for Lifetime Studios and Showtime, the production company will transmit a "world feed" with graphics for viewers in other countries. ■

## Reuters digitizing newsreels

*Company is converting archival film footage*

By Chris McConnell

**R**euters Television is pulling its old newsreel footage out of the vault for transfer to digital tape.

In the next six months the company hopes to wrap up digitizing 1,000 hours of archival footage spanning most of the 20th century. Reuters hopes the digitization project eventually will enable it to offer the video online to cable and broadcast news



Reuters is using an Ampex DCT machine to digitize its archival newsreel footage.



organizations as well as to other customers.

"Our theory is that everybody is going to have these archives digitized and online in the future," says Chris Travers, senior vice president of Reuters New Media Television.

Travers says that the company plans to load the digitized material onto a digital tape cart system once the digital masters are prepared. That cart system then will feed a disk-based file server capable of distributing the material to online users. The company is preparing to purchase equipment to handle the next phase of the project.

To accomplish the initial phase of digitization, Reuters has relied on an Ampex DCT 700d tape machine. The unit, also used by Fox to archive filmed program material and NFL footage, provides users with a disk

drive-like technology for fixing flaws in the digital video data, says Ampex DCT National Sales Manager Mike Wolschon.

Wolschon says the DCT units carry coding technology that allows them to calculate missing pixel information when gaps in the digital picture data appear on a tape. Such gaps can occur on blemished areas of a tape. Although an alternate solution calls for filling a gap with data from the surrounding area of the picture—a process called error concealment—error correction requires an actual calculation of the missing data.

"You want it to be the exact information," Wolschon says. His company estimates that the DCT drives can digitally record material for eight hours without having to rely on an error concealment. Wolschon also

says the use of metal particles in the tape provides it with a longer shelf life than that of other videotapes.

Reuters's Travers agrees with the importance of error correction, adding that the technology was a factor in his company's choice of the DCT format.

Travers says the company plans to digitize more of its archive once it completes the initial batch of material. "It's only a fraction of our main archive," Travers says of the initial run. The 1,000 hours of footage, taken from a library of tens of thousands of hours, consists largely of highlight-reel material.

Travers, who estimates the initial digitization price tag at less than \$500,000, says Reuters will select more material for digitization once it is able to gauge marketplace demand for the footage. ■

# Cutting Edge

By Chris McConnell

## A technical subgroup of the Advanced Television Advisory Committee

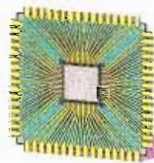
last week approved the process that engineers will use to produce a channel allotment and assignment plan for advanced TV service. The group preparing the plan hopes to produce a draft of its work in mid-January. The subgroup last week also approved technical specifications of the Grand Alliance system. The seven-company alliance said it expects to complete construction of the system prototype in time to begin system testing in February.

**Spot distribution company Cycle Sat Inc.** last week announced the purchase of another spot distributor. Cycle Sat said it

is acquiring New York-based TFI, formerly a subsidiary of MPO Videotronics. Cycle Sat plans to convert the TFI business to its satellite-based distribution system. The company also said it expects the new acquisition to add at least \$10 million in annual revenue to its existing \$25 million business.

**Carlsbad, Calif.-based IPITEK** is offering fiber optic equipment aimed at

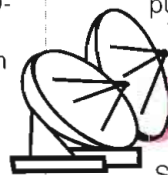
replacing studio-to-transmitter links at broadcast facilities. The company says its Imtran 10-bit professional line of fiber delivery equipment can carry four or eight NTSC composite analog video feeds on a single fiber. Each video channel also



can carry up to four CD-quality audio lines and one RS-232 data line. In addition to studio-to-transmitter links, the company is aiming the fiber equipment at other applications, including satellite-to-studio links, studio-to-studio links and must-carry handoffs.

**Jampro Antennas Inc.** is adding a new division specializing in designing passive RF parts. The new branch, Jampro RF Systems Inc., will produce a product line that includes harmonic filters, directional couplers, UHF RF systems, MMDS filters and channel combiners and TV intermode filters. The company has named James T. Stenberg to head the division.

**Advent Communications** has introduced a line of satellite uplink equipment for digital and analog applications. The company says its Lynx2000-MA gear can be used in a range of vans, trucks and special



purpose vehicles.

The company also cited Reuters as a recent buyer of the new SNG gear.

**Teleport London International** last week said it will provide satellite services for Associated Press Television's global video news service. TLI will provide full-time connections between Washington and London and between London, North America and Hong Kong. TLI will use satellite capacity of the Columbia Communications Corp. system along with earth station services of Hong Kong Telecom, ICG/Denver Teleport and Washington International Teleport.

**Recognition Concepts Inc.** says it has shipped a video disk capable of storing more than 25 minutes of uncompressed video. The Carson City, Nev.-based company says a 10-bit version of the disk allows for 50 minutes of storage.



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## RADIO

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# AUDIO/RADIO SUPERVISOR

The Disneyland Broadcast Services Department is looking for a talented professional with a wide range of audio-for-broadcast skills and motivated by working in a fast-paced broadcast environment.

As Area Supervisor for Audio/Radio, the successful candidate will have responsibility for technically producing routine radio broadcasts originating from the Magic Kingdom, as well as planning and producing simultaneous radio remotes for large, multi-station media events. You will also be responsible for audio as it relates to TV broadcasts and video production.

A minimum of 7 years experience in radio/TV broadcast engineering with an astute understanding of satellite, fiber optics, ISDN and Switch 56 broadcast methods are required. Experience in management and audio system design are highly desired.

Please send your resume with salary requirements to: Professional Staffing, Dept. P-11-95, 1313 Harbor Blvd., P.O. Box 3232, Anaheim, CA 92803. (Resumes without salary history will not be considered.) Equal Opportunity Employer.

Share  
The Magic

Disneyland

© The Walt Disney Company

**Best ski resort station** in Northwest seeks GSM to lead sales team of 3. If you've been a successful AE and are looking for a step-up in a growing area with great lifestyle write to P.O. Box 2936, Sun Valley, ID 83353. EOE.

**Top 50 General Sales Manager:** Southwestern NewsTalk leader interviewing GSM's with winning track records. Resume, salary history and your three key attributes for success to: President, Suite 260, 1101 Gulf Breeze Parkway, Gulf Breeze, Florida 32561. EOE/Minorities encouraged.

**Operations Manager Needed.** Top National Christian Radio Broadcasting Company needs experienced Operations Manager with strong concept and On-Air skills. Will supervise the announcing and news staffs of three stations. Flag ship station is 80% light Christian Contemporary music with 50,000 watts, highly rated, tops in audience competitiveness and is one of the highest nationally in spot commercial volume. Very involved in community ministries and community networking. Track record of people management skills and be a coach and team player. Competitive secular radio experience a plus. True ministry commitment and personal spiritual character are essential. Mail resumes to Box 00228 EOE.

### HELP WANTED SALES

**Proven Sales Professionals,** Sales Managers and General Managers with desire to succeed. Great growth potential with solid 9 station, and growing, group on East Coast. Previous sales experience and commitment to radio as a career required. Fax resume to Great Scott Broadcasting, (610) 326-4809. EOE. Minorities are encouraged to apply.

**Account Executive.** Heritage urban stations seeks hard hitting, aggressive news business developer with proven track record. Send resume, salary history to: Scott Peters, GM, WVOL/WOQK, P.O. Box 70085, Nashville, TN 37207.

### HELP WANTED TECHNICAL

**Chief Engineer** - For two New York City AM suburban radio stations located in Northern New Jersey and Long Island, New York. Must have proven track record and experience in AM directional systems. Send cover letter and resume, including salary requirements to: General Manager, WVNJ, 1086 Teaneck Road, Suite 4F, Teaneck, NJ 07666 or fax to (201) 837-9664. EOE.

**National Public Radio** seeks qualified individual to design, develop and manage various Satellite Earth Terminal projects. Qualified applicant should have a minimum of five years experience in the operation and engineering of broadcast or satellite transmit/receive facilities and equipment, and will have demonstrated an ability to handle full administrative and technical responsibilities for projects in these fields. Knowledge of SPCP technology will be a definite plus. We are looking for a person who can take an idea and turn it into a finished product with minimum supervision. Salary range is 52K. Send cover letter, resume and salary requirements to: National Public Radio, Department of Human Resources - #99, 635 Massachusetts Avenue, NW, Washington, DC 20001. NPR is an equal opportunity employer.

## Manager Marketing Communications

ABC Radio Networks has an immediate opening in Dallas for an individual with strong writing skills: heavy emphasis on PR and Advertising. Produce press releases under deadline pressure and develop creative print ad campaigns. Act as liaison with media contacts and affiliate stations. Experience in radio/marketing a plus. Must be organized, detail-oriented, aggressive, and not afraid of long hours or deadlines.

*Capital Cities/ABC, Inc., is an equal opportunity employer.*

Send resumes to Marketing:  
P.O. Box 515969, Dallas, TX 75251

abc ABC RADIO NETWORKS

**Unique Career Opportunity.** Listen, if you're (and read this carefully) a strong, results-oriented manager with solid problem-solving skills (there's more) and have recent radio experience, this could be for you. We need a talented, creative marketer who'll head up a staff of sales professionals for the finest music production service in the world. You'll work directly with the producers of FirstCom to serve the industry you know so well -- and your career will go as high as you've got it in you to go. Send resume to Cecelia Garr, President/CEO, FirstCom Broadcast Services, 13747 Montfort Drive, Suite 220, Dallas, Texas 75240-4459. No calls please.

**The best General Manager** we ever had is leaving to start his own business. We must replace him soon. Applicants must have previous General Manager experience, be promotionally minded, be hands on, be "doers" and not just "talkers." We don't want a theorist we want results. We offer above average earnings potential and an environment that really allows you to be in charge. We are a group operator and our outgoing manager will highly recommend our company. This is the kind of situation you wish you had now. Reply immediately to Box 00227 EOE.



Engineering Assistant/Trainee for 25,000 watt Christian format commercial AM directional station in West Palm Beach, FL. Applicant should have good electronics background acquired through formal educational program or on the job experience. Job will include 20 hours per week as a board operator with minimal announcing. Other time will be spent with our Chief Engineer at the transmitter site or doing studio maintenance. Our Chief Engineer will train you if you have the education or background. We are an equal opportunity employer. Women and minorities are encouraged to apply. Please bring your resume with you to the first interview. For an appointment call Cynthia Reamsnyder at 407-688-9585 or write her at WLWJ, 1601 Belvedere Road, Suite 204 E, West Palm Beach, FL 33406.

### HELP WANTED NEWS

## Medical REPORTER/PRODUCER

The Office of Public Affairs of The Johns Hopkins Medical Institution seeks an experienced reporter/producer with medical and science reporting experience to design, produce, narrate and promote a daily radio news service.

Requirements include demonstrated ability to identify, comprehend, report, write and narrate complicated news stories in a manner that is accurate and informative. Experience is required in reporting, writing and reading at a level acceptable by commercial and non-commercial radio stations and networks. The ability to operate desktop computers and portable and studio audio production equipment is essential. Experience in digital audio editing is a plus.

The successful candidate will serve as a senior member of the Office of Public Affairs staff, with responsibilities and assignments across the spectrum of OPA activities.

Salary is competitive, with a comprehensive benefit program including benefit options such as life and health insurance, dental plans and tuition for the employee, spouse and dependent children.

Applications should include a cover letter highlighting experience and salary requirements, a resume, written scripts and taped work samples. Apply at once to:

DON HORAN  
EMPLOYMENT MANAGER  
SCHOOL OF MEDICINE  
THE JOHNS HOPKINS UNIVERSITY  
P.O. Box 2454  
BALTIMORE, MD 21203-2454

News Director/PM Drive Anchor WALK FM/AM. WALK-FM 97.5, Long Island's powerhouse full service adult contemporary station, seeking F/T News pro with minimum 3 years on-air news experience. WALK is committed to presenting award-winning news and to community involvement-if you are too, rush resume, tape, news philosophy statement and aircheck of your proposed WALK news presentation to: General Manager, WALK FM/AM, P.O. Box 230, Long Island, New York 11772-0230. EOE, M/F.

### SITUATIONS WANTED MANAGEMENT

Broadcast management veteran seeking AM/FM or FM only. Owner/operator situation. Approximately \$1 million or under. Bob Holtan, 3619 Greendale Court, Eau Claire, WI 54701. Phone: 715-831-8110.

14 Year Seasoned Small/Medium Market no bull GM available. Station sold, looking for new opportunity. All areas considered. Start-up's and turnarounds my specialty. Former owner who can do it all. Equity situations a plus. Give me the reigns and I'll make your horse a winner! 1-800-827-2483.

### SITUATIONS WANTED PROGRAMMING PROMOTION & OTHERS

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

### 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

Director, Stations Relations. CPB, a private, non-profit corporation, is seeking an individual to initiate, maintain, and foster liaison with public radio and television stations, to ascertain station problems and needs, and to recommend resolution of problems. Requires: college degree in business or broadcast-related field; thorough understanding of public broadcasting station needs obtained through minimum 5 years management experience at a public broadcasting station and including experience working in both public radio and television, preferably at a joint license; knowledge of EEO laws and practices; demonstrated strong oral and written communications and presentation skills, and minimum 3 years experience managing professional staff and budget. Graduate degree in related field and knowledge of grants administration highly desirable. Excellent benefits. Please send a resume and cover letter, with salary history to: The Corporation for Public Broadcasting, 901 E Street, NW, Washington, DC 20004-2037. Attn: S. Kerry. AA/EOE.

Traffic Manager: WOOD-TV (Grand Rapids, Michigan, 38th DMA) 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 Bob Weinstein, GSM, WOOD-TV, 120 College Avenue, SE, Grand Rapids, MI 49505. (616) 456-8888. EOE.

Regional-Local Sales Manager: Outstanding opportunity for right candidate in a 100+, fast growing market. ABC affiliate with 2 satellites. Minimum of 2 years small market television management experience required. Submit resume, references and details of 1993 sales records to: G.S.M., KRCC-TV, P.O. Box 992217, Redding, CA 96099. No phone calls. EOE.

Liberty Sports is creating a new Latin American Network. Several positions are available. All candidates must be fluent in Spanish and English language, both oral and written and a degree in Communication or equivalent training is preferred:

### General Manager

Responsible for day to day operations and function of channel as well as creation and management of budget. Essential Job Requirements: minimum 10 years experience.

### Manager of Program Operations

Management of all channel operational areas, supervision of facility, liaison for all BO&E departments, analyze and recommend changes in facilities and procedures, manage all regional and international satellite requirements and bookings, management of shipping, receiving and post-production facility requirements and works closely with traffic and library departments. Essential Job Requirements: minimum 5 years experience and strong management skills.

### Production Assistant/Librarian

Prepare program material for air including working with producers on formatting and quality control, liaison with tape traffic coordinator, ensure all relevant tape information is provided, pursue new and efficient ways of coordinating tape movement. Essential Job Requirements: minimum 2 years experience, computer skills (WordPerfect and Excel) preferred and strong organizational skills.

### Producer/Director

Directs channel's live to air studio programs, work on production (pre and post) of regional and international programs and coordinate post producing tape events for network, including voice over and graphic presentations. Essential Job Requirements: minimum 4 years experience.

### Producer/Presenter

Anchor and produce international regional live product, voice over and commentary work on tape product, day-to-day production of the channel's live and tape product and work with producer/director. Essential Job Requirements: minimum 3 years experience, strong writing skills a must and knowledge of sports preferred.

Houston location, competitive salary, benefits package. Resumes should include salary and employment history. Please mail to:

PRIME LATINO/LSC,  
5251 GULFTON,  
HOUSTON, TX 77081,  
OR FAX TO (713) 661-5601,  
ATTN: RM.

All successful applicants  
will be drug tested.

Equal Opportunity Employer



**National Sales Manager.** Top CBS affiliate in Sunbelt seeks experienced professional with strong TV sales background; minimum three years required. Good research and communication skills a must. Rep experience a plus, but not essential. Send resume, salary history, sales philosophy to Wanda Lewis, VP/Sales, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

**Business Manager/Controller.** Orlando CBS affiliate needs person with strong financial, analytical, operational and supervisory skills. Want CPA with minimum 8-10 years Big-6 and broadcasting background. Send resume to Doug Lowe, First Media Television, 400 Perimeter Center Terr #975, Atlanta, GA 30346 or fax to (404)395-1007. EOE.

**General Sales Manager.** KOAT-TV, Albuquerque's #1 ABC affiliate is looking for General Sales Manager with a proven track record of over-achieving market shares and creating new revenue opportunities. The successful candidate must be experienced in inventory control; training and motivating a local staff in the effective use of sales support tools such as Marshall Marketing. Send resume and letter: Mary Lynn Roper, Vice President/General Manager, P.O. Box 25982, Albuquerque, NM 87125. No phone calls, please. Equal opportunity employer.

**General Sales Manager.** KCEN-TV/NBC Temple. If your a results oriented idea person who knows how to lead, we may be interested in you. Fax resume to General Manager, Dept. 24B, 817-859-5831. Equal opportunity employer.

**General Sales Manager.** Strong single station market is taking applications for a General Sales Manager. Must possess leadership skills, promotional sales ideas, agency and national sales knowledge. Station is ABC with Fox Football. Send resume and success story to Bob Ganzer, General Manager, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. EOE.

### HELP WANTED SALES

**International Sales/Marketing Executive:** Established Washington, DC area production and distribution company, producing non-fiction programming for international television and radio syndication, seeks creative, effective pro who can deliver sales results. This is a new position in a start-up department, so the person we're looking for must be able to do it all: create marketing materials, arrange for booth space at MIP and MIPCOM, develop relationships with program buyers, negotiate license agreements and seek co-production and acquisition opportunities. Position reports directly to the President. Candidate must be multi-lingual (preferably Spanish), have a minimum of 2 years experience selling to foreign TV and Radio markets and be willing to travel to world program markets. We offer excellent benefits, relocation allowance, attractive environment and a salary in the mid 30's to low 40's, depending on experience. Send resume, cover letter, salary history and references to President, P.O. Box 221843, Chantilly, VA 22022-1843 or fax information to 703/222-3964.

**Account Executive:** Leading ABC affiliate seeks a highly self motivated individual to join our sales team. Candidate should be creative with a proven successful track record and be able to handle multiple tasks while following management directions. Send resumes to Steve Hensley, Local Sales Manager, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. Park Broadcasting of Kentucky, Inc is an EOE.

**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.

**Fox affiliate** seeks individual with four to five years of combined radio and television sales experience. Thorough knowledge and application of co-op, research, vendor, promotions, sports marketing, and client needs analysis a must. Applicant must be creative, organized, willing to learn and grow within our customer and people-oriented company. Resume to Dan Walding, GSM, Fox 68 WSYT, 1000 James Street, Syracuse, NY 13203. EOE/M/F.

**The Austin, Texas Warner Bros. Station KNVA-TV,** currently has openings for aggressive, self-starting Local Account Executives. Critical tasks include making sales calls on new and existing customers, prospecting and qualifying new business leads, service customers with research support tools, assume responsibility for all paperwork necessary to service clients and be an ambassador in the community. This job offers enormous growth potential. Previous sales or media related experience helpful. Please send resume to: Eric Jontra-Local Sales Manager, KNVA-54, P.O. Box 490, Austin, TX 78767.

**Senior Account Executive.** CBS affiliate in Rockford needs experienced media salesperson to sell and service a list of local retail, auto, and agency accounts. Come and work for a great management team, at the number one station in the market. Enjoy a great lifestyle only 80 miles from downtown Chicago, Madison or Milwaukee. Send resume to Lori Hayes, Local Sales Manager, WIFR-TV, 2523 North Meridian Road, Rockford, IL 61101. WIFR-TV is an equal opportunity employer, employment discrimination because of race, color, natural origin, or sex is prohibited by the FCC and other federal, state and local agencies.

### HELP WANTED MARKETING

**Corporate Marketing Manager.** Excellent opportunity cultivating and securing local program and production underwriting. Responsibilities include directing all corporate and foundation development efforts as well as developing/implementing annual corporate giving program. Three years directly related experience and proven track record required. Send resume in confidence to: Vice President/Administration, WPBT2, Human Resources, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer. M/F/D/V.

### HELP WANTED TECHNICAL

**NEP,** the recognized leader in Mobile Television Production Facilities, has immediate openings for EICs, Maintenance Technicians and Drivers. To be considered, applicants must have exceptional problem solving and communications skills along with experience in television remote engineering. Driver applicants must have a current CDL and clean driving record along with experience in the entertainment industry. Extensive travel required. Fax applications to George Hoover, Director of Engineering, NEP (412) 826-1433.

## TELEVISION

### MANAGER TV Broadcast Operations

WNYC currently seeks a Manager for the TV Broadcast Operations Department. Responsibilities include overseeing daily operations of TV Tape Operation/Master Control facility and remote control of TV Transmitter at World Trade Center; scheduling staff to meet daily program requirements; train staff in operation of equipment; maintain Program Logs and Trans Logs as per FCC regulations. Requirements include Bachelor's Degree; 5 years experience in managerial capacity in TV operations; minimum 3 years supervisory experience; knowledge of video/audio signal evaluation equipment, automation system and LMS; FCC General Class license. Send resume to:

## WNYC,

Dept 13-MB0, 1 Centre Street,  
26th Floor, NYC 10007.

Only resumes of interest under consideration  
will be contacted. EOE. M/F/H/V.

**Maintenance Engineer:** KDFW-TV, Dallas, TX has an immediate opening for a System Maintenance Engineer with experience on Utah routing, GVG switchers, 1" and Beta tape. Qualified candidate must be computer literate and have strong people skills. Send resume to Director of Engineering, KDFW-TV, 400 N. Griffin Street, Dallas, Texas 75202. EOE.

**Maintenance Engineer, WLWT/5, (NBC)** Cincinnati. Experience in studio and RF maintenance, as well as in facility design and installation. FCC General. SBE certification preferred. Resume to: Jerry Plemmons, V.P. Engineering, Multimedia Broadcasting, 140 West 9th Street, Cincinnati, Ohio 45202. EOE.

**On-Line Editor** needed at growing New York-based TV News production division. Prefer experience with GVG 241 edit controller, A-53 and A-51 DVE, GVG 200 switcher, CG/SS, Beta and 1". Prefer some background in switching live and live-to-tape broadcasts. Must learn operation of TSM robotic camera system. Opportunity to work in a respectful and productive team environment with versatile, multi-task oriented staff. Opportunity to learn and advance. Outstanding benefits. Send resumes to WSJ-TV, 200 Liberty Street, New York, NY 10281. Attn: T. Newhall, Director of Program Operations. EOE.

**An independent Washington, D.C. television** production company is looking for experienced personnel in ENG/EFP Field Videographer and Video Engineer. Minimum two years experience. Mail a tape and/or resume to Christopher Lane, Potomac Television/Communications, 500 North Capitol Street, N.W., 8th Floor, Washington, DC 20001. No phone calls please.

**ENG/Field Camera** needed at growing New York based TV news division and private satellite network. Knowledge of Betacam equipment, standard field lighting and audio package. Emphasis on fast set-ups with good lighting for talking heads and creative B-roll, plus seminar and conference set-ups with knowledge of live remotes. There is an opportunity to learn TSM robotic camera system. Outstanding benefits. Send resumes to WSJ-TV, 200 Liberty Street, New York, NY 10281. Attn: K. Alpert, Manager of Program Operations. EOE.

**Communications Systems Engineer.** PBS. We are seeking an experienced engineer to participate in and manage ongoing engineering development projects and provide in-depth technical analyses. Other responsibilities include coordinating activities of outside consultants, monitoring industry standards committees, and evaluating new technologies for revenue generating potential for public television. Qualifications: BS degree in Electrical Engineering with 5-7 years experience in broadcast systems engineering satellite, and data communications. Experience in digital video/audio signal processing and digital transmission technologies strongly preferred. Must have technical writing and presentation skills and effective interpersonal skills. PBS offers a salary commensurate with experience and an excellent benefits package. This is an outstanding opportunity to work for a first-class organization. Please send letter of interest, resume, and salary requirements to: PBS, Attn: Carla J. Anderson, 1320 Braddock Place, Alexandria, VA 22314. PBS is an equal opportunity employer.

**Associate Director Technical Operations.** Five year experienced broadcast television engineering manager needed to oversee the daily activities of on-air operations, master control, production tape operations, and maintenance engineers. Must be FCC General Class Radiotelephone Operations Licensed, SBE Certification desirable, degreed in electronics with a thorough understanding of databases and CAD systems. Works flex hours and some weekends. Submit resume, with salary history to: KCET, HR/Tech Ops, 4401 Sunset Boulevard, Los Angeles, CA 90027. EOE.

**Director of Engineering/Operations** for major Midwest market. State of the art plant, state of the art News Operation. Must be able to stay 2 steps ahead of the News Director. Requires B.S. in Electrical Engineering or related field. SBE certification preferred. Equivalent combinations of education and experience will be considered. EEOC women and minorities encouraged to apply. Reply to Box 00229 EOE.

**Transmitter Supervisor.** KUSI-TV, San Diego's fastest growing station, is seeking an experienced RF Engineer that possesses both UHF transmitter and studio equipment maintenance abilities. Great opportunity for an experienced individual who is seeking new responsibilities. Send resume (no phone calls please) to: KUSI-TV, Personnel/Transmitter Supervisor, P.O. Box 719051, San Diego, CA 92171. EOE.

**Expanding again--** Traffic person needed for software installation and support for our growing number of stations. Minimum of 2 to 3 years experience in TV traffic required. PC knowledge a plus. Position based out of Western Massachusetts. Extensive travel is required. Send resume and references: Attn: Mary, c/o VCI, P.O. Box 215, Feeding Hills, MA 01030.

**Technical Director:** If you are an aggressive, take-charge Technical Director, who demands perfection on every show, there is an immediate opening waiting for you at a top 10 affiliate. Qualified candidate will have 3-5 years experience in switching live newscasts, with hands-on experience on GVG 300. Send resume to Box 00225 EOE.

For all your Classified needs call Antoinette Fasulo  
Tel: 212.337.7073 • Fax: 212.206.8327

**Operating Technician:** KDFW-TV, Dallas, TX has an immediate opening for an Operating Technician. Qualified candidate will be working all areas of operation, including master control, robotic cameras, and tape room operation to include Betacart and ACR-225. This position requires a working knowledge of computers. Send resume to Director of Engineering, KDFW-TV, 400 North Griffin Street, Dallas, Texas 75202. EOE.

HELP WANTED NEWS

**EXECUTIVE PRODUCER**  
KGO-TV is seeking an Executive Producer with at least 5 years of major market news production experience. Will be responsible for supervising the production and editorial content of daily news promotion as well as news special projects. Will write daily topicals and be responsible for coordinating overall promotional goals and objectives with Station's Promotions department. Applicant must have excellent writing, production and managerial skills. Application deadline is December 23, 1994. Please send resume, cover letter and videotape to:  
**KGO-TV PERSONNEL  
900 FRONT STREET  
SAN FRANCISCO, CA 94111 EOE**

**NEWS PRODUCTION SUPERVISOR**  
KGO-TV is seeking a News Production Supervisor who will be responsible for supervision of editorial aspects of daily news editing and coordination of news department satellite needs. Will have editorial control over editing process and will work closely with reporters, producers and executive producers in all aspects of producing daily newscasts including arranging for and coordination of satellite feeds and the development of news sources. Must have at least 5 years experience producing television news. Operations experience is preferred. Application deadline is December 23, 1994. Please send resume and cover letter to:  
**KGO-TV PERSONNEL  
900 FRONT STREET  
SAN FRANCISCO, CA 94111 EOE**

**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 resume to Box 00230 EOE.

**Director needed ASAP!** Top 5 market. Network O&O. We need someone who cooks in the news control room. Has to be able to raise the bar. Clear thinker who can lead TD, AD, Audio, Chyron, Floor crew toward daily "whiz-bang" clean shows. Send resumes and tapes to Kimberly Godwin-Webb, Assistant News Director, WCAU-TV, City Avenue and Monument Road, Philadelphia, PA 19131. EOE.

**Assignment Editor.** Named the Best Newscast in Florida by the Associated Press, Fox News at 10 continues to expand. Now seeking an Assignment Editor with knowledge of South Florida helpful. College degree and 3 years broadcasting experience preferred. No phone calls please. Send non-returnable tape and resume to: Mark Pierce/Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an equal opportunity employer.

**General Assignment Reporter:** CBS affiliate TV, Anchorage, Alaska. Must be aggressive at digging up stories with good writing skills. A journalism degree and a valid drivers license is required. Minimum of 1 year experience. Salary DOE. Send non-returnable tape and resume to K. Ferrell, KTVATV, 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date 12/24/94. EOE.

**A very good Top 20 news operation** is getting set to take things to the next level. Adding quality people to an already excellent staff will be the key. If you want to be part of the excitement 1995 has in store contact Jim Sanders, News Director, KOVR 13, 2713 KOVR Drive, West Sacramento, CA 95605. Send cover letter, resume and tape where applicable. Please no phone calls. Applications must be received no later than December 23, 1994. We are looking for the following: Executive Producer, Senior Producer/Weekend News Manager, Planning Editor, Assignment Desk Assistant, 2 Videotape Editors, 2 Photographers, Writer, 4 Associate Producers. KOVR 13 is an equal opportunity employer. Women and minorities are encouraged to apply. Successful applicants must pass drug screening.

**Anchor/News Director.** KAUZ-TV has an immediate opening for a 6 and 10PM Anchor/News Director to compliment our female anchor. 3 years experience and college degree preferred. Must be able to write, shoot, edit, do live shots and lead by example. This is not a 9 to 5PM job for someone tied to a set or desk but a working manager's position. We are looking for an experienced journalist to supervise producers, reporters, photographers and anchors. Will also supervise news special projects, including series, special programming, election coverage and debates. Must have a proven record of success and winning. Competitive salary and benefits package. Please send tapes and resume to: KAUZ-TV, P.O. Box 2130, Wichita Falls, TX 76307, ATTN: General Manager. No phone calls please. KAUZ is an equal opportunity/affirmative action employer.

**BLIND BOX RESPONSE**  
Box Number  
245 West 17th St.  
New York New York 10011  
Tapes are now accepted



**Assignment Editor:** WXII-TV, the NBC affiliate in Winston-Salem, NC is looking for an aggressive, creative, top-notch journalist to run the assignment desk. Must be able to develop, coordinate and assign news stories on a daily basis; be familiar with SNG and ENG technology; and have the ability and composure to efficiently dispatch and coordinate multiple crews. Three to five years television news experience a must, preferably as assignment editor. Send resume and statement of news philosophy to Bill Sandefur, News Director, WXII-TV, P.O. Box 11847, Winston-Salem, NC 27116. EOE.

**CNN's Washington Bureau** seeks experienced Writer/Producer. Must have at least three years experience writing broadcast news anchor copy, be able to meet tight deadlines and exercise sound judgement in breaking news situations. Selecting video and sound for air and some line producing also required. Qualified candidates will be contacted for interview and writing test. Please send resume and writing samples to: CNN, HR-WP, 820 First Street, NE, Washington, DC 20002. No phone calls please. EOE.

**Creative Services Director.** New England ABC affiliate paying top dollar for the right person to lead our promotion department. Hands on graphic artist and promotion producing experience a must. Great benefits, great station, great opportunity. Fax your resume to Creative Services Director 214-520-2001. Then follow up with a non-returnable resume reel to CSD, Media and Marketing Incorporated, 600 North Pearl Street, Suite 400, Box 200, Dallas, Texas 75201. EOE.

**Immediate opening** for creative and personable editor. D-2, 1-inch, Avid and ADO experience preferred. 3 years editorial experience required. Send reel, resume and salary requirements to: Operations Manager, Production Masters, Inc., 321 First Avenue, Pittsburgh, PA 15222.

**KCEN-TV** has an opening for Main News Anchor for 6 and 10pm. 2 years experience in the position. College degree preferred. Should have live shot experience. Must be able to write, shoot and edit their stories. Must be team player with good driving record. Send resume and non-returnable 3/4 inch tape to: Mike Snuffer, News Director, KCEN-TV, Dept. 24A, P.O. Box 6103, Temple, TX 76703-6103. (817) 859-5481. EOE.

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

**News Producer** - Looking for the right person to produce hour long morning newscast. Right candidates must be solid writer, good people person, experience in live ENG and SNG, knowledge of newsroom computer and solid editorial skills. Three years minimum show producing experience necessary. Must be flexible producer, willing to take risks. Send resume and non-returnable tape by December 30th to Personnel, WAVE-TV, P.O. Box 32970, Louisville, Kentucky 40232. EOE.

**Sports Photojournalist:** Jacksonville's most exciting television sports department needs another photojournalist to bring the Jacksonville Jaguars and other sports news home to the viewer. You must have solid basic ability and a creative flair equal to the excitement of sports. The ability to tell stories alone or with a reporter is essential. If you have the basics, the creativity and a love for shooting sports action send us your tape. Contact: Kevin Brennan, News Director, WTLV, 1070 East Adams Street, Jacksonville, FL 32202. EOE.

**News Producer.** KSDK, blockbuster top station, searching for morning show producer. Must be creative, assertive, organized. Candidate needs at least three years newscast experience, superb writing and leasing skills. Excellent opportunity long term career satisfaction. Send resume, tape and news philosophy to Warren Canull, Director Human Resources, KSDK, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

**News magazine** needs veteran anchors/reporters. Send non-returnable resume and tape to Box 00231 EOE.

**Newscast Producers.** News leader on California's beautiful central coast needs strong, dynamic and creative producers to take newscasts to a news level. The ideal candidates have two to three years producing experience. Must be excellent communicators, writers and organizers. Good people skills a must. Send resume and 3/4" tape to Sandra McKeller/M, News Director, KSBY6, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls please. EOE.

**Photojournalist:** Responsibilities include: two years experience and a person who wants to do it all. You must know how to shoot run and gun with a flair, understand video storytelling and work with aesthetic quality in mind. Must be a person always wanting to learn. But most importantly understand that you are not just a "shooter" and are expected to contribute editorially. Contact: Bill Zetterower, Chief Photographer, WTLV, 1070 East Adams Street, Jacksonville, FL 32202. EOE.

**Producer - "Excellence"** If you truly understand what this word means read on. National TV news service in Central Florida seeks producer. Law enforcement/criminal justice background a plus. Detail oriented, strong research and writing skills and the ability to work in a fast paced environment are a must. Send non-returnable tape to Ivanhoe Broadcast News, 401 South Rosalind Avenue, Orlando, FL 32801 with resume and your definition of excellence.

**Producer** - Solid, dependable producer for main newscast at a mid-west NBC affiliate. Must be creative and able to give meaning to today's news. Experienced writer a must. Send resumes to News Director, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. EOE/M/F. No phone calls please.

**Producer.** Growing television news organization has immediate opening for an experienced producer. Individual must have 5 years experience in TV newsroom along with college degree. Interested persons should send tape and resume to Doug Cray, Executive Producer, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No phone calls, please. EOE.

**WQAD-TV,** a New York Times owned and operated ABC affiliate, in the Quad Cities is looking for an experienced, high energy News Anchor/Reporter for weekday evening newscasts. If you have more than two years continuous experience as a News Anchor on a commercial TV station, if you're one of the best newswriters using a super conversational writing style, and you want to be a hands-on performer in a fast-growing news operation, we want to talk to you. Send non-returnable 3/4 inch tape samples of two newscasts aired after November 14, 1994, scripts you wrote for that newscast, and a resume, including references to Jim Turpin, News Director, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265. Absolutely no phone calls. EOE.

**WSAZ-TV,** a division of Lee Enterprises, seeks an Anchor and Weathercaster for its 6AM and Noon top-rated newscasts. Anchor must be a good writer and communicator who enjoys community involvement. Weathercaster must be a strong forecaster and likeable personality with presence. Send tape to Ken Selvaggio, 645 Fifth Avenue, Huntington, WV 25701. EOE.

**Sports Anchor/Reporter.** Seeking a sports fan who can go beyond scores and highlights to make sports fun and meaningful to all viewers. Ideal candidate should have knowledge of a broad variety of sports, must be a good writer, and have a pleasant on-air presence. Responsibilities include reporting sports three weekdays, anchoring sports on the weekend, and occasional fill-in sports anchoring Monday thru Friday. Knowledge of ENG a must. Minorities and women urged to apply. Send resume and non-returnable tape to Lloyd Winnecke, News Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE - M/F/D.

**Sports Anchor.** Join highly-rated Southeast news team as main Sports Anchor for 6 and 11PM. Looking for an innovative journalist who believes sports is more than reading and voicing over highlights. Ideal candidates exceptional anchoring and reporting skills and likes being involved in community events. Mid-Atlantic regional ties a big plus. Send non-returnable tape, resume and salary history to Elliot Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

**Sports Director KHQA-TV7** is looking for someone who lives and breathes local sports. Folks around here like the football Bears and the baseball Cards, but they're more interested in seeing their own kids play for the local schools and colleges. They also love the outdoors. If you can bring me stories from the duckblind as well as the sidelines, send me your tape showing good writing, shooting and anchoring. No calls. T & R to: News Director, KHQA-TV7, 510 Maine Street, Quincy, IL 62301.

**Sports Producer/Reporter:** A chance to work in the newest NFL market. The most energized and creative sports department in Jacksonville, Florida television needs someone who matches those attributes. Work at the official station of the Jacksonville Jaguars. Organization is the key to this job. Can you help maintain a schedule of operations, stories, shoots...help produce the sportscast and special sports presentations and do it creatively. And in your leisure time report and do some back up anchoring. We want someone who love sports and loves making it fun for the viewer. Contact: Kevin Brennan, News Director, WTLV, 1070 East Adams Street, Jacksonville, Florida 32302. EOE.

**Wanted Assistant News Director.** Guy Gannett Communications seeks a creative, energetic news manager for its Springfield MA, ABC affiliate. Prior management experience required. Send resume to WGGB-TV, Dan Salamone, News Director, 1300 Liberty Street, P.O. Box 40, Springfield, MA 01102-0040. No calls please.

**Get that On-Air TV news opportunity** as you build your resume tape. Long Island N.Y.'s "L.I. News Tonight" can give you hands-on TV news reporting, shooting and editing experience while earning graduate and undergraduate credit. Contact L.I. News Tonight, Attn: A.F. Piazza, New York Institute of Technology, Box 8000, Old Westbury, NY 11568-8000.

**WPBT's "The Nightly Business Report"** has two openings in their New York Bureau: 1. **Writer - Responsibilities** include coordinating and researching interviews as well as writing and developing visuals for the program. Two years broadcast news writing and production experience as well as familiarity with covering business, financial and economic news. 2. **Reporter/Field Producer - Responsible** for reporting TV news reports for "The Nightly Business Report" and other programs/services of WPBT. Assists other reporters in story production as needed. Three years experience in TV news reporting and production. Familiarity with covering business, financial and economic news. Send resume which must include salary requirements to: Human Resources, WPBT2, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/D/V.

**WSB-TV, Atlanta**, has an immediate opening for a **Photographer/Editor** in our award-winning Local Programming department. To get this job, you must be able to show on your resume tape strong shooting, editing and lighting skills in the news magazine/documentary style. You must have worked as a P/E in mid-to large markets for the last 5 years. You must be willing to have a flexible schedule and have the ability to deal well with people. This job is a lot of work, but it is also a great opportunity for the right person. EOE. No phone calls, please. Your tape speaks for you on the first round, so blow me away! **Deadline:** December 31, 1994. Mark Engel, WSB-TV, 1601 West Peachtree Street, NE, Atlanta, GA 30309.

#### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**Producer, WYFF**, the NBC affiliate in Greenville, SC is searching for an aggressive producer who understands pacing, advancing stories, graphics, teasing, live and demographics. Must think out-of-the-box, motivate others by example and constantly strive to improve the newscast. One year of experience required. EOE. Tape and resume to: Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602.

**Creative Services Editor/Producer.** Are you an extremely creative computer/television geek with a good sense of humor and easy going personality? KHTV Television in Houston is still seeking qualified candidates for the position of Creative Services Editor/Producer. Must have at least 5 years computer editing experience. Must be extremely creative with strong electronic graphic ability from conception to execution. Equipment experience with GV 241 editor and 110 switcher, GV Kaleidoscope and Abekas A72 are a must. No phone calls. Send salary requirements, resume, and non-returnable tape to: KHTV, Attn: Personnel CR501, P.O. Box 630129, Houston, Texas 77263-0129. EOE.

**Video Graphic Designer/Editor.** Established Washington, DC area production and distribution company, working on international programming, is seeking a hot freelance designer/artist/editor to work on our new Power Macintosh 8100 graphic workstation capable of paint, animation, 3-D, morphing and video editing. Candidates should be familiar with Adobe, PhotoShop, Painter 3.0, CoSa After Effects, Infini-D Elastic Reality and Adobe Premier 4.0 and non-linear editing on Imix Video Cube. Position could evolve into a full time staff position. Please send resume, cover letter, freelance wage scale to President, P.O. Box 221843, Chantilly, VA 22022-1843 or fax information to 703/222-3964.

**Videotape Editor.** C-SPAN cable network is seeking a full time videotape editor. Hours: Monday - Friday, 3 - 11:30pm plus occasional weekends. Position includes MII videotape editing using on-line and off-line systems. Candidate must demonstrate experience with computerized editing and still store as well as ability to handle multiple projects quickly and accurately. Send resumes to: C-SPAN, Human Resources/BC, 400 North Capitol Street, N.W., Suite 650, Washington, DC 20001. EOE.

**Segment Writer/Producer.** Established Washington, DC area production and distribution company producing an international TV magazine series and documentaries seeks a staff writer who loves words and has the dedication of a hard-nose producer for insisting on quality and meeting deadlines. We offer excellent benefits, international travel, great production environment, and a salary in mid to high 30's. Send resume, cover letter, salary history and references to President, P.O. Box 221843, Chantilly, VA 22022-1843 or fax information to 703/222-3964.

**Creative Services Director/KXAN-TV 36.** Manages and is responsible for Creative Services Department and all commercial production for the station. Must have proven ability to produce creative broadcast quality television commercials. Highly motivated, creative individual who works well with others and under pressure. Must have good driving record. Send resume and non-returnable tape to KXAN-TV 36, General Sales Manager, P.O. Box 490, Austin, TX 78767. All materials must be received no later than December 14, 1994. Equal employment opportunity.

**Electronic Graphic Artist.** Network affiliate in top 10 market is searching for art designer with at least three years broadcast television or advertising experience. This individual must possess skills in the operation of the Quantel Paintbox, Art Star or Facsimile. Please send tape and resume to EGA-B&C, P.O. Box 77010, Atlanta, GA 30309. No phone calls please. EOE.

**KTCA-TV** has an opening for a **Managing Producer** for Emmy Award winning national science series, *Newton's Apple*. This position provides an opportunity to join an established and successful production team. Minimum requirements 7 years production experience, exceptional writing and producing skills. Directing on-camera talent in the field and studio, experience in managing and mentoring production staff teams and developing and funding productions with time and budget constraints. Successful applicants shall possess a proven interest in science and the ability to make highly complex content clear and engaging for the audience. Science or educational TV experience a plus. Send cover letter, resume and reel by 1-1-95 to: Box 150, KTCA, 172 East Fourth Street, St. Paul, MN 55101. EOE.

#### HELP WANTED PROGRAMMING PROMOTION & OTHERS

**Senior Writer/Producer** - Handle news and program promotion including promotion for weekly prime time news magazine show. Experience in writing and producing news series promotions; location production (tape and film) including directing; design and post graphic animation; previous station and/or ad agency experience essential. Send resume to Steve Miller, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE, M/F, ADA.

**Promotion Producer** wanted for the #1 CBS affiliate in America's Heartland. You'll produce, write and edit station news, programming and special event promos. (Some shooting, too.) You'll also coordinate various station promotion projects. If your writing skills are great, and you have the ability to work on multiple projects, under a tight deadline keep reading: We want a team player, who is highly creative, organized, and self-motivated. If you feel comfortable on location and in a post production suite, and have been doing this kind of thing for at least one year, then we want to hear from you. Equal opportunity employer. Send resume and demo tape to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

**Creative Director.** Get in on the groundfloor of a major Pay Television service launching in Australia this Spring. This individual will develop the overall creative strategy for all interstitial programming elements (promo trailers, behind-the-scenes segments, graphics, etc.) Responsibilities include hiring staff and supervising activities of writers/producers, editors, graphic artists and voice-over talent. Qualifications include 5-7 years experience in marketing, advertising or promotions with at least 2 years as a direct supervisor of creative staff and television production or programming experience. Direct experience in the conception of a station's identity and launch campaign a plus. Must be willing to operate out of office in Australia. Send resume and salary history to: Creative Director Fax # 310-280-1874.

**Promotion Producer.** Become the newest member of a powerhouse team. Tampa Bay's United/Paramount affiliate has an immediate opening for a Promotion Producer. If you are an exceptional writer and a production whiz, we want to hear from you. Send resume and killer reel to: Jonathan Katz, WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33716. (No phone calls accepted) EOE.

**Promotion Producer/Editor.** KMPH Fox 26 is looking for a Producer/Editor who can blaze a new trail in our Emmy winning promotion department. The can-do person we seek can create, write, and edit award winning spots with speed and a smile. Work on a state-of-the-art Matrox non-linear/Beta SP edit system as we help build the WB Television Network on our newest station - C43. Experience promoting movies, news, syndicated programming and sports and BA in Communications preferred. Creative vision and technical skills a must. If your reel rocks and you're ready to roll send a resume, references and non-returnable tape to: Personnel Department, KMPH Fox 26, 5111 East McKinley Avenue, Fresno, CA 93727. Applications will be accepted until 12/30/94. No beginners or phone calls please. An EOE-M/F/D. Women and minorities are encouraged to apply.

**Promotion Director--** WVVA-TV has an immediate opening for an enthusiastic and creative hands-on promotion director. Job requires a minimum two years experience writing and producing on-air promotion with heavy emphasis on news image and topicals. Responsibilities include planning and implementation of all on-air and outside media. If you think you're the person who can take our 50+ share news to a 60+ and who would like to live in the beautiful southern WV mountains, we offer an excellent fringe benefits package and opportunity to work in a first-rate organization. Send resume and non-returnable VHS tape to: Mr. Larry Roe, WVVA-TV, P.O. Box 1930, Bluefield, WV 24701. EOE, M/F.



**HELP WANTED RESEARCH**

**Research Director:** KREM-TV, a King Broadcasting Company station is seeking a Research Director. Candidates must have a full working knowledge of television ratings and qualitative research. Will work closely with local sales staff, national rep, promotion, news and programming departments. Must have demonstrated knowledge of PC based software systems. Previous experience with BIAS, TV Scan, Nielsen Conquest and STAR strongly preferred. Send letter of introduction and resume to Terry Coker, Human Resources Director, KREM-TV, 4103 South Regal, Spokane, WA 99223. KREM-TV is an equal opportunity employer. M/F/D/V.

**SITUATIONS WANTED NEWS**

**Weathercaster.** Experienced minority looking for a home. Great personality, outstanding live shots, loves making personal appearances. Computer skills. Team player. Reply to Box 00216.

**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.

**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.

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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.

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**CABLE****HELP WANTED MANAGEMENT****National Sales Manager**

Newly launched, internationally distributed music television channel seeks National Sales Manager with a minimum of 4-5 years of sales and marketing experience in the cable industry.

Responsibilities will include sales, marketing and promotional activities with U.S. regional/MSO accounts and various other distributors; as well as the development, implementation and analysis of strategic business plan. Must have proven sales ability, strong organizational, interpersonal and communication skills; and the ability to work independently and creatively. BA or BS required; experience and/or interest in music industry preferred. Frequent travel.



Excellent benefits package. Send resume with earnings requirements to: P.O. Box 999-DB, Woodbury, NY 11797. We are an equal opportunity employer.

**DIRECTOR OF CORPORATE COMMUNICATIONS**

Continental Cablevision, Inc., the third largest cable system operator in the U.S., seeks individual with excellent writing and public relations skills to become Director of Corporate Communications at its headquarters in Boston.

Qualifications include a minimum of 7-10 years experience as a journalist or public affairs professional, and a college degree, preferably in English or journalism.

Responsibilities include writing and editing of news releases, speeches, corporate brochures, employee and share-holder communications. Successful candidate will be responsible also for media contacts and internal public relations training. Candidate must have strong interpersonal skills and be able to perform well under pressure. Some travel and long hours required.

If you possess the requisite experience and skills and are looking for career change that offers challenge and opportunity, please send resume, salary history and requirements. No phone calls.

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**FINANCIAL & ACCOUNTING**

**Revenue Accounting Manager.** The Golf Channel, a new cable television network based in Orlando, is seeking outstanding candidates for the newly-created position of Revenue Accounting Manager. The position will be responsible for managing the accounts receivable and revenue audit functions, and will report to the Director of Accounting. Requirements include a minimum of two years related experience in cable/broadcasting, excellent interpersonal skills and a team-oriented attitude. We offer a challenging, fast-paced, professional environment, a competitive compensation and benefits package, and the opportunity to join a growing organization. Please send or fax resumes to: The Golf Channel, Attn: Director of Accounting, 7580 Commerce Center Drive, Orlando, FL 32819; Fax 407-248-3238.

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Northland Communications, a nationally-ranked cable television management company, located in downtown Seattle, has an immediate opening for the following position:

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Please apply immediately by sending resume to  
Ms. Kim Benson, Northland Communications Corporation,  
1201 Third Avenue, Suite 3600, Seattle, WA 98101.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

University of Illinois at Urbana-Champaign Department of Journalism seeks candidates for two broadcast positions, one an assistant professor on the tenure-track, the other an associate professor with tenure, both beginning August 21, 1995. Both are full-time for the academic year, and the salary for both is negotiable. Assistant professor candidates must have significant professional television news reporting or producing experience; minimum of Master's degree. This professor will teach beginning, advanced and possibly documentary broadcast journalism. Associate professor candidates must have considerable professional television news reporting or producing experience covering at least 10 years with a record of distinction; minimum of Master's degree. This professor will teach beginning, advanced and documentary broadcast journalism. The UI Department of Journalism has a proud tradition in its focus on public affairs journalism. It has highly selective students at one of America's great public universities. A new teaching studio will soon be built. Women and minority applicants are strongly encouraged. To apply for either position, please send full details on qualifications, videotape, names and addresses of three references to: Robert D. Reid, Chair, Search Committee, Department of Journalism, University of Illinois, 119 Gregory Hall, 810 South Wright Street, Urbana, IL 61801; (217) 333-0709. To ensure full consideration, applications must be received by February 3, 1995. The University of Illinois is an affirmative action and equal opportunity employer.

Media Department. State University of New York at New Paltz seeks applicants for tenure-track, assistant professor in media management starting Fall 1995. Responsibilities include teaching in at least four of the following areas: regulations, management, research methods, international media, programming, new technology. Ability to teach basic production a plus. Must have Ph.D. in communication or journalism and be committed to research-publications. New Paltz has 8,000 students, located in the Hudson Valley, 90 minutes from NYC. Department has 350 majors. Send resume, reprints, teaching evaluations, transcript of graduate work, 3 reference letters to Dr. Robert Miraldi, Search Chair, HAB 902, SUNY New Paltz, NY 12561. Open until filled. AA/EOE/ADA. Women and minorities urged to apply.

Baylor University. The Department of Communication Studies at Baylor University invites applications for an assistant professor in Telecommunication. This is a tenure track position, requiring an M.F.A. in Telecommunication or related field. Responsibilities include teaching classes in film style production, studio production, and other areas of interest. This person should pursue a systematic program of creative endeavor culminating in the production of artifacts for juried competition. Applicants should be willing to develop undergraduate and graduate courses and direct graduate theses. Salary is competitive depending on education and experience. Applicants should submit a letter of application, complete VITA, and three letters of recommendation by January 15, 1995 to Dr. Lee R. Polk, Chair, Department of Communication Studies, Baylor University, P.O. Box 97368, Waco, TX 76798-7368. Baylor is a Baptist university affiliated with the Baptist General Convention of Texas. As an affirmative action/equal employment opportunity employer, Baylor encourages minorities, women and persons with disabilities to apply.

The Department of Communications at the State University of New York College at Fredonia invites applications for a tenure track assistant or associate professor position in Video beginning in Fall 1995. Teaching and research competencies expected in video production include field production, electronic graphics, and advanced production and criticism. Experience in one or more of the following areas is expected: video news, computer applications, audio production, media writing, media research. Applicants should have Ph.D. or Masters with professional experience. The College has a 5,000 student campus located near Lake Erie. The department enrolls 300 majors and offers programs in video production, audio production, media management, and human communication. Applications, due by March 1995, should include a vita and three letters of recommendation. Send to: Dr. Ted Schwalbe, Chair, Department of Communication, McEwen Hall, Room 326, SUNY College at Fredonia, Fredonia, NY 14063. EOE/AA.

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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.

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# For the Record

## OWNERSHIP

### Granted

- KYKD(FM) Bethel, AK** (BALH940729GH)—Action Nov. 10.
- KITA(AM) Little Rock, AR** (BAL941021-EC)—Action Nov. 2.
- KPMO(AM)-KMFB(FM) Mendocino, CA** (AM: BAL940826EA; FM: BALH940826-EB)—Action Nov. 15.
- KJAY(AM) Sacramento, CA** (BAL940809-EB)—Action Nov. 2.
- WPOP(AM) Hartford, CT** (BAL941018-GH)—Action Nov. 1.
- WYSR(FM) Waterbury, CT** (BALH941018-GI)—Action Nov. 1.
- WAND(TV) Decatur, IL** (BTCCT940629-KH)—Action Nov. 14.
- WAND(TV) Decatur, IL** (BTCCT940629-KN)—Action Nov. 14.
- WANE-TV Fort Wayne, IN** (BTCCT940629-KI)—Action Nov. 14.
- WANE-TV Fort Wayne, IN** (BALCT940629-LD)—Action Nov. 14.
- WISH-TV Indianapolis** (BTCCT940629-KK)—Action Nov. 14.
- WISH-TV Indianapolis** (BALCT940629-LC)—Action Nov. 14.

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.

- WLUX(AM) Port Allen, LA** (BAL940902-EC)—Action Nov. 15.
- WZZM-TV Grand Rapids, MI** (BTCCT9409-02KF)—Action Nov. 7.
- WLIN(FM) Gluckstadt, MS** (BAPLH940826-GK)—Action Nov. 10.
- WGCM-AM-FM Gulfport, MS** (AM: BAL94-0825GE; FM: BALH940825GF)—Action Nov. 15.
- WAPT(TV) Jackson, MS** (BTCCT9409-02KE)—Action Nov. 7.
- WAPT(TV) Jackson, MS** (BALCT941007-KG)—Action Nov. 7.
- WLRM(AM) Ridgeland, MS** (BAL940826-

- GJ)—Action Nov. 10.
- WPYX(FM) Albany, NY** (BALH941018GF)—Action Nov. 1.
- WTRY(AM) Troy, NY** (BAL941018GE)—Action Nov. 1.
- WLON(AM) Lincolnton, NC** (BAL940315-EB)—Action Nov. 2.
- KLAK(FM) Durant, OK** (BTCH941019GJ)—Action Nov. 4.
- KECO(FM) Elk City, OK** (BALH941011-GE)—Action Nov. 1.
- KZRU(FM) Elk City, OK** (BAPH941011-GF)—Action Nov. 1.
- KGFF(AM) Shawnee, OK** (BAL940926-EC)—Action Nov. 15.
- KSLM(AM) Salem, OR** (BAL940715EB)—Action Nov. 2.
- WHJJ(AM)-WHJY(FM) Providence, RI** (AM: BAL941018GK; FM: BALH941018GJ)—Action Nov. 1.
- KXAN-TV Austin, TX** (BTCCT940629KE)—Action Nov. 14.
- KXAN-TV Austin, TX** (BTCCT941014KO)—Action Nov. 14.
- KMRT(AM) Dallas** (BAL940902EB)—Action Nov. 3.
- KXAS-TV Fort Worth, TX** (BTCCT940629-KG)—Action Nov. 14.

## THIS WEEK

- Dec. 12-13**—“Marketing Strategies to Capture the Small-Office/Home-Office Market,” sponsored by the *Marketing Advisory Council*. 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. 13**—*American Women in Radio and Television* D.C. chapter holiday party. American News Women's Club, Washington, D.C. Contact: Tiffany Morrison, (202) 414-2095.
- Dec. 14**—*The International Radio and Television Society* Christmas Benefit. Waldorf-Astoria, New York City. Contact: (212) 867-6650.
- Dec. 14**—Forum in telecommunications practice, sponsored by *Polytechnic University Center for Advanced Technology in Telecommunications*. Polytechnic University, Brooklyn, N.Y. Contact: Ameena Mustafa, (718) 260-3050.

## JANUARY

- Jan. 5-7**—4th annual ShowBiz Expo East, presented by *Advanstar Expositions*. New York Hilton & Towers, New York City. 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. 12**—*The Caucus for Producers, Writers & Directors* general membership meeting. Chasen's Restaurant, Beverly Hills. Contact: David Levy, (818) 843-7572.
- Jan. 13**—16th annual CableACE Awards (non-televised ceremony), presented by *National Cable Television Association*. Century Plaza Hotel, Los Angeles. Contact: (202) 775-3629.
- Jan. 15**—16th annual CableACE Awards (televised ceremony), presented by *National Cable Television Association*. Wilmet Theatre, Los Ange-

## Datebook

- les. Contact: (202) 775-3629.
- Jan. 18-20**—Mobile Communications '95 Conference, presented by *Frost & Sullivan*. Westin Hotel-Galleria Dallas, Dallas, Tex. Contact: Conference Division, (800) 256-1076.
- Jan. 19**—*Federal Communications Bar Association* luncheon featuring FCC Commissioner Rachelle Chong. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- 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**—*Nebraska Broadcasters Association* 1995 state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.
- 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. 24-25**—*South Carolina Cable Television Association* annual winter meeting. Adams Mark Hotel, Columbia, S.C. Contact: Nancy Horne, (404) 252-2454.
- 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.
- Jan. 30-31**—Third annual Midwest Broadcasters Conference and Broadcast Electronics Trade Show, sponsored by the *Minnesota Broadcasters Association*. St. Paul Radisson Hotel, St. Paul, Minn. Contact: (612) 926-8123.

## FEBRUARY

- Feb. 7-8**—*Cable Television Association of Georgia* annual convention. Westin Peachtree Plaza Hotel, Atlanta, Ga. Contact: Nancy Horne, (404) 252-4371.
- Feb. 8-9**—*North Carolina Cable Television Association* winter meeting. Sheraton Imperial, Raleigh-Durham, N.C. Contact: Laura Ridgeway, (919) 821-4711.
- Feb. 8-9**—Asia Pacific TV programming conference sponsored by *Kagan World Media Ltd.* The New York Helmsley, New York City. Contact: Genni Russell, (408) 624-1536.
- Feb. 10-15**—35th *Monte Carlo Television Festival*. Loews Hotel, Monte Carlo. Contact: (33) 93-30-49-44.
- Feb. 11-14**—52nd annual *National Religious Broadcasters* convention and exposition. Opryland Hotel, Nashville, Tenn. Contact: (703) 330-7000.
- Feb. 28-Mar. 3**—“Satellite '95: Targeting the New Millennium” annual conference and exhibition, sponsored by *Phillips Business Information Inc.* Sheraton Washington Hotel, Washington, D.C. Contact: Scott Chase, (301) 340-1520.

## MARCH

- Mar. 14-17**—MediaVision '95, Latin American conference on programing and promotion, co-sponsored by *NATPE International*, *Promax International* and *NIMA International*. Hyatt Regency Santiago, Santiago, Chile. Contact: Christine LeFort, (310) 453-4440.

## APRIL

- Apr. 10-13**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

## JUNE

- June 18-24**—16th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.
- Major Meetings**



## Make Sure Your Calendar Is On Our Calendar

The Editors of BROADCASTING & CABLE call for entries for their

### 1995 Datebook of the Fifth Estate

**Conventions Shows Seminars Meetings Forums**  
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Submit by Dec. 26, 1994 to: Denise Smith, BROADCASTING & CABLE,  
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**KXAM-TV Llano, TX** (BTCCT940629KF)—Action Nov. 14.

**KXAM-TV Llano, TX** (BTCCT941014KP)—Action Nov. 14.

### FACILITIES

#### Actions

**Hot Springs, AR KVTH(TV)** ch. 26—Granted app. of Agape Church Inc. for MP to change ERP (vis): 500 kw; ant. 238 m. Action Nov. 7.

**Bakersfield, CA KNZR(AM)** 1560 khz—Granted app. of Buckley Broadcasting Corp.

of California for MP to increase daytime power to 25 kw and make changes in antenna system. Action Nov. 15.

**Cedartown, GA WJCK(FM)** 88.3 mhz—Dismissed app. of Immanuel Broadcasting Network Inc. for mod. of CP to make changes: main studio location. Action Nov. 2.

**Chicago WSCR(AM)** 820 khz—Granted app. of Diamond Broadcasting Inc. for CP to add night service with 1.2 kw; add separate nighttime site and make changes in antenna system. Action Nov. 10.

**Cedar Rapids, IA KTVC(TV)** ch. 48—Dismissed app. of Fant Broadcasting Co. for MP to change ERP (vis): 14 kw; ant. 56.8 m.; TL: 425 Second St., SE, Cedar Rapids, Linn Co., IA. Action Nov. 4.

**Muskegon, MI WMUS-FM** 106.9 mhz—Granted app. of Greater Muskegon Broadcasters Inc. for CP to make changes: ERP: 15.5 kw; ant. 112 m.; TL: .6 km S of M-46 (Apple Ave.) and .1 km E of Hilton Park Rd., Muskegon, MI. Action Nov. 14.

**Byhalia, MS WHLE(FM)** 94.9 mhz—Granted app. of Albert Crain for mod. of CP to make changes: antenna supporting-structure height. Action Nov. 9.

**Champlain, NY WCHP(AM)** 760 khz—Granted app. of Champlain Radio for CP to add night power with 11 w. Action Nov. 15.

**Tulsa, OK KWMJ(TV)** ch. 53—Granted app. of Native American Broadcasting Co. for MP to change the ERP (vis): 1770 kw; ant. 182 m.; TL: 8181 S. Lewis St., Tulsa Co., OK. Action Nov. 7.

**Eugene, OR KDBS(AM)** 840 khz—Granted app. of Bjornstad Broadcasting for MP to make changes in antenna system. Action Nov. 14.

**Eugene, OR KDUK(AM)** 1280 khz—Granted app. of PTI Broadcasting Inc. for CP to increase night power to 1.5 kw; change TL to 89699 N. Game Farm Rd., Eugene, OR; make changes in antenna system. Action Nov. 15.

**Wichita Falls, TX KWFT(AM)** 620 khz—Granted app. of Worth Texas Radio Inc. for CP to change city of license to Plano, TX; change TL to 0.9 km N of FM 1827; 0.7 km W of CR 409, 4.3 km NE of New Hope, TX, and make changes in antenna system. Action Nov. 9.

**Madison, WI WMSN-TV** ch. 47—Granted app. of Channel 47 LP for CP to change ERP (vis): 1,152 kw; ant. 450 m.; TL: 8559 Mineral Point Rd., Madison, Dane Co., WI. Action Nov. 7.

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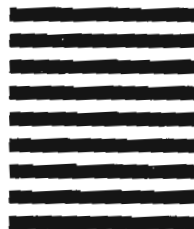
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## Patricia Edenfield Mitchell

**P**at Mitchell's father sold television sets at his appliance store, but withheld them from his family for years. "I think we were the last people on the block" to have a TV, Mitchell recalls with a laugh.

But Mitchell eventually found television for herself—in a big way. After years of reporting, production and on-air work, in 1992 she became senior vice president of Turner Broadcasting System Productions. Her promotion last week to executive VP reflects the growth of the division and the job she's been doing in managing that growth, says Scott Sassa, president, Turner Entertainment Group.

Mitchell supervises all of TBS's original programming, which under her leadership has been growing in number and expanding internationally. TBS hopes to better position its superstation WTBS(TV) Atlanta as a provider of "broad family entertainment," Mitchell says. "We want to be *the* dominant broad-based basic cable network."

Before Mitchell came to TBS, original productions were limited to a few shows such as National Geographic's *Explorer*. Next year, however, will set a record for the number of originals aired. These will include multipart documentaries and two-hour entertainment specials. Mitchell also is developing a two-hour daypart for women.

Mitchell proudly brings a feminist sensibility to her job. TBS Chairman/President Ted Turner supports her in that, she says, believing "you can combine cause with commerce." She actually got the job at Turner while pitching the drama/historical documentary *A Century of Women*, which she produced with her VU Productions. The six-hour show aired in June on WTBS.

She also makes her mark on her 21 employees. "People love working with her," says VP/Supervising Producer Jacoba Atlas, who started working with Mitchell on *Today* in the mid-1980s. "She's very appreciative of other people's efforts." Mitchell also "brings this extraordinary sense of television because she's worked in it so long."

Mitchell is a pioneer among women in television. She had been teaching college English when she was offered a job as a researcher/writer at *Look*



magazine in New York. Seven months later, when *Look* folded, she took the story she was working on, about Chinese gang wars, to WNBC. Once the story was approved, the crew had to lead her through the entire process to air, she says.

But "when I did that first story, I was hooked. I suddenly saw this whole new profession, and fortunately for me, television was looking at women seriously for the first time."

Nine months later, she became associate producer for a weekly political magazine at WBZ-TV Boston. She worked all hours on all aspects of production, from editing to anchoring. "I found going in front of a television camera a piece of cake compared with going in front of 35 [college] freshmen," she says.

But she wanted to tell bigger stories in documentary form. She left WBZ-TV to form her own production company, Pat Mitchell Productions, and became the first woman with a nationally syndicated talk show, *Woman to Woman*.

Despite an Emmy award, the show went off the air and Mitchell went

back to NBC, this time to produce, write and host similar segments for *Today*. She again left NBC in 1989 to found VU Productions, where *A Century of Women* took hold.

Except for an occasional stint filling in for Larry King on CNN, Mitchell no longer appears on the air. However, as executive producer of all TBS's originals, she is active in the day-to-day workings of each production. "We're very hands-on," she says. "We're involved every step of the way to make sure a program is right for TBS."

She also looks to create other lives for TBS shows. "We're providing software for a lot of the other ancillary businesses," such as books, CD-ROM and home video, Mitchell says. She's especially proud of the book version of *Moonshot*, which reached No. 3 on the *New York Times* best-seller list.

The shows also provide timeless repeats and have sales and syndication appeal overseas, Mitchell says. TBS

recently opened Turner Productions FA in Paris and has been seeking foreign coproducers. For example, a Russian partner is possible for a 20-hour series on the Cold War, slated for 1998.

Ratings for some of the originals, such as *A Century of Women* and *The Native Americans*, have been disappointing, but that is to be expected when a new level of programming is being created, Mitchell says. Knowing that the problems aren't with the quality of the shows, she is considering ways to better promote them and

juggle air dates to make them more accessible.

Mitchell's view of the value of original programming boils down to the viewer: "Originals say, 'Hey, we care about you.' Let's give [viewers] something new. Let's give them something original and of lasting value too." —EAR

**Executive vice president, TBS Productions, Atlanta; b. Jan. 20, 1943, Statesboro, Ga.; BA, MA, University of Georgia, 1963, 1965; college instructor, University of Georgia, Virginia Commonwealth University, 1965-69; writer, *Look*, New York City, 1969-70; political/media strategist, David Garth Associates, New York, 1970-71; executive producer/producer/anchor/host, WBZ-TV Boston, 1972-77; host, *Panorama*, WTTB-TV Washington, 1977-78; host, *America Alive*, New York, Los Angeles, 1978-79; co-host, *Hour Magazine*, Group W, Los Angeles, 1979-83; executive producer/host, *Woman to Woman*, Los Angeles, 1983-84; executive producer/host, "Woman to Woman" segment, *Today*, NBC, New York, 1985-89; co-founder/ executive producer, VU Productions, Los Angeles, 1989-92; senior VP, TBS Productions, 1992-94; current position since Dec. 6; divorced; one son, Mark.**



# Fates & Fortunes

## BROADCAST TV



Sher

Appointments at WJZ-TV Baltimore: **Richard Sher**, co-anchor/host, *Eyewitness News* weekend forecasts, named co-anchor, *Eyewitness News at Five*; **Kai Jackson**, education reporter, named

weekend co-anchor; **Kellye Lynn**, healthwatch reporter, named co-anchor, *Eyewitness News at Noon*.

Appointments at WXYZ-TV Detroit: **Kurt Rivera**, general assignment reporter, WFLD(TV) Chicago, joins as anchor, *Action News This Morning*; **Chad Myers**, chief meteorologist, WSYX(TV) Columbus, Ohio, joins as meteorologist.

Appointments at WPBF(TV) Tequesta, Fla.: **Mike Keene**, entertainment reporter, WPEC(TV) West Palm Beach, Fla., joins as anchor/reporter; **Melannie O'Connor**, anchor, WWSB(TV) Sarasota, Fla., joins as weekend anchor/reporter.

**Madelene Dowler**, manager, West Coast creative services, Tribune Entertainment Co., Los Angeles, joins MCA TV, Universal City, Calif., as manager, affiliate relations.



Cruse

**Cathy Cruse**, manager, publicity, Buena Vista Television, Burbank, Calif., joins WB Domestic Television Distribution, there as director, publicity.

**Steven Blondy**, director, investment banking, Merrill Lynch, New York, joins Grundy Worldwide there as senior VP/CFO.

**Luis Patiño**, news reporter, KCAL(TV) Los Angeles, joins KMEX-TV there as executive news producer.

**Steve Jennings**, GSM, KLSB-TV Nacogdoches, Tex., joins KXAN-TV Austin, Tex., as LSM.

**Terry Hurley**, GSM, KHQA-TV Hannibal, Mo., joins KDLH(TV) Duluth, Minn., as VP/GM.

## New phone numbers for BROADCASTING & CABLE

Effectively immediately, BROADCASTING & CABLE's Washington headquarters has a new telephone system. The old phone number, 202-659-2340, is still the office's main number and 429-0651 remains the fax number, but staff members now have direct dial numbers:

Dave Borucki:	463-3721
John Eggerton:	463-3712
Kira Greene:	463-3711
Rick Higgs:	463-3718
Harry Jessell:	463-3702
Doris Kelly:	659-2340
Kim McAvoy:	463-3703
Chris McConnell:	463-3706
Mark Miller:	463-3713
Liz Rathbun:	463-3710
Ken Ray:	463-3723
Denise Smith:	463-3722
Christopher Stern:	463-3705
Don West:	463-3701
Julie Zier:	463-3708

**Lisa Jackson**, executive producer, public affairs, WGRB(TV) Campbellsville, Ky., named manager, creative services.

**Karen Scott**, executive producer, *News at Ten*, WPIX(TV) New York, adds assistant news director to responsibilities.



Thoren

**Terry Thoren**, VP, Will Vinton Entertainment, Los Angeles, joins Klasky Csupo Inc. there as president/CEO.

**R. Kevin Tannehill**, consultant, joins United Paramount Network, Hollywood, as senior VP, network distribution.

**Ric Renner**, sports reporter/anchor, WEAR-TV Pensacola, Fla., joins WRGB(TV) Schenectady, N.Y., as sports director.

Appointments at Public Broadcasting Service, Alexandria, Va.: **Frances Levey**, consultant, joins as director, major gifts and planned giving; **Harry Haber**, president, Pacific Arts Publishing Inc., Los Angeles, joins as direc-

tor, PBS Direct.

Appointments at KTVI(TV) St. Louis: **Kathryn Hansen**, promotion manager, WYFF(TV) Greenville, S.C., joins as director, creative services; **David Slaznik**, NSM, named LSM.

**Bonnie Barclay**, manager, advertising and marketing, WAVE(TV) Louisville, Ky. joins WSOC-TV Charlotte, N.C., as director, creative services.

**Bob Faust**, **Pam Wade** and **Dennis De Paola**, account executives, WMAQ-TV Chicago, named sales managers.

**Paul Trelstad**, GSM, KPNX(TV) Mesa, Ariz., joins KTHV(TV) Little Rock, Ark., as VP/GM.

**J. David Koch**, director, multimedia, The Walt Disney Co., Los Angeles, joins Saban Entertainment, Burbank, Calif., as VP, development, Saban Interactive.



Koch

**Matthew Maier**, systems manager/systems coordinator, syndication contracts, Columbia TriStar Television Distribution, Culver City, Calif., named director, operations.

**Charles Kolmann**, promotion manager, WCIX(TV) Miami, joins WGPR-TV Detroit, as director, communications.

## RADIO

**Dave Lancaster**, AM program director, KSSK(AM) Honolulu, named afternoon air personality.

**Charlene Paparizos**, account manager, Whelan Communications, Cleveland, joins WGAR-FM there as promotion director.

**Dave Sonefeld**, NSM, KGSR(FM) Bastrop, Tex., named GSM.

**Chris Witting**, acting program director, WMAQ(AM) Chicago, named operations manager.

**Bob Neumann**, program director, WLWQ(FM) Columbus, Ohio, joins WNCX(FM) there in same capacity.

**David Mark**, station manager, WATJ(AM) Chardon, Ohio, named GM.

Appointments at SJS Entertainment,



Nashville: **Rosemary Young**, director, artist relations, MJI Broadcasting, joins as VP/director, country programming; **Linda Fuller**, correspondent, Olympia Broadcasting, Nashville, joins as senior producer, country programming.

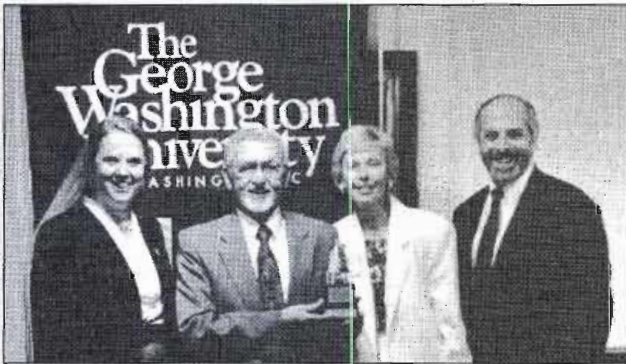
**Jude Doherty**, deputy national editor, National Public Radio, Washington, joins Soundprint Media Center there as director, programs and development.



Biggs

Ariz., named GM, KRQQ(FM)/KCEE(AM) there.

*The Washington, D.C., area chapter of RTNDA honored broadcaster and educator Lou Prato, director, broadcasting, Medill News Service, at a luncheon on November 16 at George Washington University. The Peter Hackes memorial*



*Award, in memory of the late NBC News correspondent, recognizes Prato's significant contributions to journalism as a reporter, news director and educator. Pictured (l-r) Nan Siemer, president, RTNDA D.C. area chapter; Prato and his wife Carole, and Mike Freedman, VP, RTNDA, D.C. area chapter.*

**Johnny Biggs**, VP, Radio Express, Los Angeles, joins Westwood One there as VP, international division.

**Debbie Wagner**, GSM, KRQQ(FM)/KWFM-FM/KNST (AM) Tucson,

manager, named LSM; **Paige Beal**, GM, WRRK(FM) Braddock, Pa., joins as area sales manager.

Appointments at Lifetime Television, New York: **Rosemary O'Brien**, director, entertainment press, East Coast, NBC, New York, joins as director, press relations, public affairs; **Lois Alexander**, research manager, named director, programing/affiliate relations research.

**Kathleen Murphy**, producer/host, *Conversations*, Albany, N.Y., joins MSG Network there as co-host of *Live from the Play-by-Play*.

**David Zucker**, VP, programing, ESPN, Bristol, Conn., named senior VP/assistant GM.

**Peter Cohen**, independent sales and marketing consultant, joins Rainbow Programming Holdings Inc., Woodbury, N.Y., as VP, sales and marketing, MuchMusic.

**Gary Stevenson**, executive VP, business affairs, PGA Tour, joins Golf Channel, Orlando, Fla., as executive VP/COO.



Kesselman

**Karen Kesselman**, VP, strategic marketing, Turner International, Atlanta, named VP, marketing, Turner Cable Network Sales, there.

Appointments at Time Warner Cable, New York: **Steve Kirby**, manager, technical operations, programing, named director, programing operations; **Dean Adrian**, manager, technical design and maintenance, named

director; **Marion Boykin**, supervisor, technical operations, named manager, programing operations; **Jim Oakes**, commercial insertion engineer, named manager, technical design; **Cynthia Bayley**, administrator, hotel and dedicated video, named manager, service quality, business services.

**Claude Wells**, director, ethnic marketing, HBO, New York, joins Court TV there as VP, affiliate relations, central region.

Appointments at World Championship Wrestling, Atlanta: **René Vance**, marketing coordinator, named marketing manager; **Yvonne Fernandes**, promotions coordinator, named affiliate relations manager.

**Abbe Raven**, VP, production, A&E Network, New York, adds VP, programing/productions, History Channel, there, to responsibilities.

## MULTIMEDIA

**Rebecca Baybrook-Heckenbach**, director, employment, Knight-Ridder Inc., Miami, named assistant VP, human resources.

**Fred Cannon**, event coordinator, World Music Awards, Monte Carlo, joins Broadcast Music Inc., New York, as legislative liaison.

Appointments at Hubbard Broadcasting Inc., St. Paul/Minneapolis: **David Jones**, shareholder, Popham Haik Schnobrich & Kaufman Ltd., Minneapolis, joins as general counsel; **John McDonough**, chief counsel, named senior counsel.

Appointments at The New York Times Co., New York: **Olin Morris**, president/GM, WREG-TV Memphis, named group senior VP, government and cable relations; **Robert Eoff**, president/GM, KFSM-TV Fort Smith, Ariz., joins WREG-TV in same capacity; **Ronald Walter**, VP/station manager, WREG-TV, named executive VP/station manager; **Tim Morrissey**, group news director/VP, news, WREG-TV, named president/GM, KFSM-TV.

**Warren Maurer**, VP, development,

## CABLE

**Richard Bencivengo**, senior VP, programing and production, Playboy Entertainment Group, Beverly Hills, Calif., named executive VP, programing and production, Pay TV.

**John Glicksman**, assistant general counsel, Adelphia, Coudersport, Pa., named deputy general counsel.

Appointments at USA Networks, New York: **Katherine Cross**, account executive, named director, advertising sales, central region; **Karen Reynolds**, entertainment press representative, ABC-TV there, joins as senior publicist.

Appointments at the Home & Garden Television Network, Knoxville, Tenn.: **Laurie Benson**, senior sales representative, Time Inc., New York, joins as regional VP, New York advertiser sales; **Bernard Bell**, regional manager, affiliate relations, Court TV, New York, joins as director, affiliate relations, mid-Atlantic territory.

Appointments at Cable AdNet, Pittsburgh: **Jennifer Tomko Kehm**, area sales

Group W, New York, joins Shadow Broadcast Services, Rutherford, N.J., as president/CEO.

**Glenn Elvington**, manager, operations, Fisher Broadcasting, Washington, named bureau chief.



Ray

**Rita Ray**, GM and acting executive director, WSWP-TV Grandview, W.Va., named executive director, West Virginia Educational Broadcasting Authority, Charleston, W.Va.

**Ellen Schned**, director, government affairs, Viacom Inc., New York, named VP.

### ADVERTISING/MARKETING

**Neal Schore**, account executive, McGavren Guild Radio, Los Angeles, named director, sales.

**Dena Kaplan**, local advertising sales manager, CNI, Los Angeles, joins Rainbow Advertising Sales Corp., New York, as director, advertising sales, western region, Los Angeles.

Appointments at Meridian Communications, Lexington, Ky.: **Ave Lawyer**, senior VP, creative, named executive VP; **Randy Barker**, VP/creative director, named senior VP; **Joel Rapp**, VP/media director, named senior VP, media.

Appointments at Rainbow Advertising Sales Corp., New York: **Jonathan Jones**, senior programmer analyst, Group W Cable Inc., New York, joins as director, business systems; **Nan Keeton**, graphic designer, Cabletelevision Advertising Bureau, New York, joins as manager, creative services.

**Donna Peltier**, director, public relations, Public Relations Society of America, New York, joins Cabletelevision Advertising Bureau there in same capacity.

**Jeffrey Manoff**, VP/account executive, Premier Advertiser Sales, Hollywood, named VP, eastern sales manager.

**Paige Hirsch**, traffic manager/production assistant, Williams Whittle Associates, Alexandria, Va., joins AbramsonEhrlichManes, Washington, as traffic manager.

### ALLIED FIELDS

**Ben Feder**, director, interactive media, Delphi Internet Services Corp., Cam-

bridge, Mass., named VP, business affairs.

**Donald Whiteman**, VP, Western Telecommunications Inc., Englewood, Colo., named senior VP.

**George Mendoza**, producer, Leo Burnett, Los Angeles, joins CIS, Hollywood, as head, commercial production.

**Deborah Strickland**, assistant controller, Communications Equity Associates, Tampa, Fla., named controller.

**Edwin Samuels**, VP, information systems, Katz Corp., New York, joins Jefferson Pilot-Data Services there as senior director, systems and technology.

**Steve Tullo**, account manager, Tele-measurements, Clifton, N.J., joins Philips TV Test Equipment, Mahwah, N.J., as national sales manager.

**Lisa Schwartz**, VP, affiliate marketing, StarNet, West Chester, Pa., joins Music Choice, Horsham, Pa., as VP, sales.

**Charlotte Scott**, director, royalty distribution and affiliations administration, SESAC, New York, named VP, operations.

**Kimberly Cook**, production coordinator/associate producer, WGOT(TV) Merrimack, N.H., joins Global Access, Boston, as syndication coordinator.

**Elliott Dahan**, VP, business development, Compton's NewMedia, Carlsbad, Calif., named VP, strategic alliances.

**Pierre Steele**, manager, corporate alliances, The Walt Disney Company, Los Angeles, joins 20th Century Fox Licensing and Merchandising, Beverly Hills, Calif., as VP, worldwide promotions.

**Suena Williams**, VP, marketing and artist relations, McGillis/Allen Entertainment, New York, named executive VP/general partner.

### WASHINGTON

**Larry Jefferson**, associate director, technical maintenance center, Public Broadcasting Service, Alexandria, Va., named director.

Appointments at National Empowerment Television, Washington: **Nancy Hinds**, producer, WMAR-TV Baltimore, joins in same capacity; **Gordon Davis**, senior producer/director, WFTY(TV) Washington, joins as producer; **Pat Obermeier**, promotions producer,

WGRZ-TV Buffalo, N.Y., joins as promotions director.

**Phyllis Whitten**, general attorney, Sprint Communications Co., Washington, joins Swidler & Berlin there as of counsel.

**Jack Young**, senior VP, Edison Electric Institute, Washington, joins Kearns & West there as senior counselor.

**Mark MacCarthy**, VP, Capital Cities/ABC, New York, joins The Wexler Group, Washington, as executive VP.

### DEATHS

**Hector Davis III**, 61, supervisory electronics engineer, FCC Laboratory, died Nov. 30 of cancer at his home in Columbia, Md. Davis spent 30 years of his career at the FCC Laboratory and played a key role in developing transmission standards for NTSC color television and HDTV. He was an expert in television interference. Davis is survived by his wife, Ann, and three sons.

**Rick Ricigliano**, 39, program director, WKOK-AM-FM Sunbury, Pa., died Nov. 29 of a heart attack at Pottsville, Pa., Regional Medical Center. Ricigliano began his career at WPAM(AM) Pottsville, and moved to WSP(FM) Mount Carmel, Pa. At WKOK he was afternoon drive announcer and two months ago was promoted to program director. He is survived by his parents and one brother.

**Anthony Patrick Downey**, 58, television researcher and brother of TV talk host Morton Downey Jr., died Dec. 1 of complications from AIDS at Harbor View Hospital Hospice, San Diego, Calif. He first came to national prominence in 1987 when he admitted he had AIDS on the original *Morton Downey Jr.* show. He is survived by his brother and several nieces.

**George S. Fox**, 89, pioneer/director, died Nov. 23 of congestive heart failure in Los Angeles. In the 1930s he founded the George Fox Corp., which filmed and directed such broadcasts as *Linkletter and the Kids*, *People Are Funny with Art Linkletter* and *Life with Elizabeth*, with Betty White. He also hired the original production crew for *I Love Lucy*. Fox is survived by his wife, Dena, a son, Robert—former NAB Radio Board Chairman—a daughter-in-law and two granddaughters.

—Compiled by Denise Smith



**CBS has struck a new \$1.725 billion deal with the NCAA for rights to the men's basketball championship tournament** and other sports through 2002. For the past four years, CBS has paid an average \$143 million annually for NCAA rights. That annual payment will jump 50%, to roughly \$215 million. NCAA announced a separate new seven-year deal with ESPN for women's basketball, swimming, volleyball, wrestling and other sports for a total price of \$19 million.

**Top cable MSO Tele-Communications Inc. has won FTC approval on its planned \$1 billion purchase of another MSO, TeleCable Corp.,** according to Bernard Schotters, TCI's senior VP, finance, and treasurer. As part of the agreement, TCI will sell one of two systems with 2,800 overlapping subscribers in Columbus, Ga. In other develop-

## **Gingrich vs. public broadcasting**

Public broadcasting—which has increasingly come under fire from conservative groups for its programming and merchandising—was threatened last week by comments from incoming House Speaker Newt Gingrich (see "Washington Watch," p. 84) and Commerce Committee Chairman Larry Pressler. Pressler told *CNN Morning News* that his committee is trying to find ways to privatize public broadcasting. He also said that funding cuts for public radio and TV should be made at the state level. Sources within the industry say PBS is preparing a massive reorganization that would divide the network into three components—programming, station relations and educational multimedia—and at the same time adopt a more entrepreneurial approach.

—JAZ

## **Countdown to NATPE**

**Active Entertainment** will launch a game show strip for fall 1995 featuring questions culled from the archives of the *National Enquirer*. The half-hour strip, produced by Baton Television's Glenn-Warren Productions, will be hosted by the *Enquirer's* general editor Mike Walker. Active also has a fall 1995 launch planned for first-run weekly kids shows *Creatures of Delight*, *Happy NESS*, *the Secret of the Loch* and *Jelly Bean Jungle*.

**SeaGull Entertainment's** syndication slate for launch in fall 1995 will include a talk show strip hosted by former *Family Feud* host Ray Combs and a weekly kids show adapted from the Japanese series *Dragon Ball*. The *Ray Combs Show* is a one-hour daily show featuring celebrities promoting merchandise, entertainment projects and books. The show will be produced in Burbank, Calif. *Dragon Ball* is a weekly half-hour animated show produced by Japanese production company Toei and adapted for the U.S. market. It will be supported by a Bandai toy line. A total of 26 half-hours are being adapted for the first season and offered to stations on a 2 1/2 minute national/3 1/2 minute local barter basis. Other SeaGull shows for fall 1995 include a stripped U.S. adaptation of Toei kids show *Sailor Moon* and teen sitcom strip *Beverly Hills Beach Club*.

ments, Schotters says TCI still is not close to getting approval from the FTC on the planned TCI-Comcast purchase of QVC.

**Ed Markey** (D-Mass.), lame-duck chairman of the House Telecommunications Subcommittee, sent a letter to the FCC last week, **urging the agency to strengthen its children's TV rules.** Markey and John Bryant (D-Tex.) suggested that the FCC should adopt rules requiring a "minimum number of hours of educational programming per day" as well as adopt a stronger definition of "educational programming." The FCC is slated to issue new rules on children's TV in January.

**House Republicans officially named Tom Bliley (Va.) chairman of the newly renamed Commerce Committee.** They also made Henry Hyde (Ill.) Judiciary Committee chairman. New Commerce members include Chris Cox (Calif.), Steve Largent (Okla.), Greg Ganske (Iowa), Brian Bilbray (Calif.), Richard Burr (N.C.), Ed Whitfield (Ky.), Daniel Frisa (N.Y.), Charlie Norwood (Ga.),

Rick White (Wash.) and Tom Coburn (Okla.) Absent from the list is Congressman-elect Sonny Bono (R-Calif.), who said he wanted a seat on the committee, which oversees telecommunications issues. Bono, however, was given a seat on Judiciary.

**Ad-supported basic cable networks averaged a 14.3 prime time rating during the November sweeps period,** a 4.4% boost over November 1993 sweeps, according to A.C. Nielsen Co. data supplied by the Cabletelevision Advertising Bureau. CAB also reports that ABC, CBS and NBC saw their aggregate prime time rating drop 2.5%, from 37.9 to 36.9, during the same period.

**Gannett Co. has grounded its USA Today Sky Radio in-flight news service** because of lack of interest by advertisers. The announcement was made last week by Douglas McCorkindale, Gannett VP/CFO. USA Today Sky Radio served United, Northwest and Delta airlines by broadcasting news updates from *USA Today* publica-

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## **Incorporating TheFifthEstate TELEVISION Broadcasting**

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tions. The service launched in 1992.

**Hartford, Conn.-based FiberVision Corp. has been awarded final approval by the Connecticut Department of Public Utility Control to construct a \$29 million cable system overhaul** in an area with 100,000 households currently served by TCI. FiberVision in February was awarded the state's first competitive cable franchise for a neighboring region serving 136,500, but the company's entry has been delayed by legal challenges from TCI. FiberVision has two additional franchise applications pending before the DPUC to provide competitive service to another 220,500 households now served by Cablevision Systems Corp. and Comcast.

**Shock jock Howard Stern apparently talked a man out of jumping off the George Washington Bridge** last Wednesday morning. The would-be jumper, 29-year-old Emilio Bonilla, called Stern at WXRK(FM) New York on a cellular phone and told him he was about to throw himself off the bridge. Stern urged him not to jump, telling Bonilla he had Stern's planned film biography to look forward to. Stern's co-host, Robin Quivers, invited Bonilla to visit the radio show. Stern kept Bonilla on the phone for several minutes until police were able to remove him from the bridge.

**Errata:** In the Dec. 5 Affiliation Scorecard charts, the ownership of KTVD(TV) Denver has changed to NewsWeb Corp. Also, KCPQ(TV) Seattle programs only the Fox network.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 27. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	12.9/222/97
2. Jeopardy!	10.7/210/96
3. Portfolio XV	10.6/181/97
4. Oprah Winfrey Show	9.2/232/99
5. Entertainment Tonight	8.5/176/94
5. Star Trek: Deep Space 9	8.5/238/99
7. Roseanne	7.3/176/94
8. Baywatch	7.1/211/95
9. Entertainment Tonight Sp	7.0/169/92
10. Action Pack Network	6.8/158/95
10. Hard Copy	6.8/176/94
10. Imagination I	6.8/179/96
13. Wheel of Fortune—wknd	6.7/163/73
14. Inside Edition	5.9/160/91
15. Family Matters	5.8/185/92

## 'Bike' on the beach

TV production and distribution company Rigel Independent Distribution and Entertainment is developing three shows for fall 1995 debuts. *Santa Monica Bike Patrol*, produced by *Happy Days* and *Family Ties* executive producer Gary Nardino, would include 20 one-hour episodes and a two-hour TV movie. Bidders for the cable show include USA Network and Showtime. Negotiating for roles in the show are *Hill Street Blues* star Ed Marinaro and supermodel Kathy Ireland. Another project is *Universal Soldier*, based on the Carolco feature film of the same name. Canadian production company Skyvision Entertainment is negotiating with Carolco for the rights to produce 20 hour-long episodes and a two-hour pilot. Rigel would handle international distribution, with Skyvision selling the show in the U.S. Dolph Lundgren, one of the stars of the feature film, is considering starring in the series. Rigel also has a half-hour weekly interactive game show, *Yo-Yo*, in development. —DT

WASHINGTON

## In the wings

With solid support from Hill Republicans and industry groups, FCC Commissioner Andrew Barrett may have the clout necessary to win reappointment next June when his current term expires. But that's not stopping talk about a possible replacement. Last week such talk centered on Riley Temple, who like Barrett is an African American. A former aide to former Senate Commerce Committee chairman Bob Packwood (R-Ore.), Temple is now with the Washington firm of Halprin, Temple & Goodman. He is also said to be a friend of Tom Bliley's (R-Va.), incoming House Commerce Committee chairman.

## Zeidenberg winner

Walter Cronkite has been chosen to receive this year's Len Zeidenberg First Amendment Award, given annually by the Radio and Television News Directors Foundation for lifetime contributions to the First Amendment. The award is named for the former chief correspondent for BROADCASTING & CABLE. Past winners are Jim Snyder, John Chancellor and David Brinkley

SARASOTA

## ABC challenge

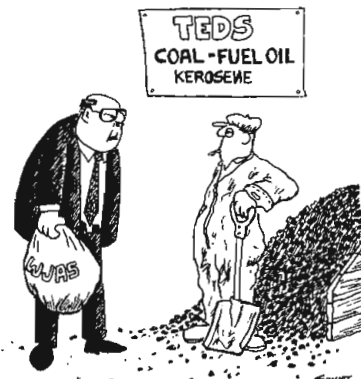
A Sarasota, Fla., broadcaster is seeking to block ABC's purchase of two VHF stations because of the network's role earlier this year in an affiliation deal with Scripps Howard Broadcasting. Southern Broadcast Corp. already has accused Scripps of requiring ABC to drop its affilia-

tion with Sarasota's WWSB(TV) as a condition of an affiliation deal in the adjacent Tampa market—a charge Scripps denies. Southern Broadcast Group now has charged that ABC also violated FCC rules in making the affiliation deal and thus “lacks the basic qualifications to be a commission licensee.” Southern Broadcast has asked the commission to deny ABC's application to acquire WJRT-TV Flint, Mich., and WTVG-TV Toledo, Ohio. ABC offered no reaction to the charge last week, but said it is planning to file a response with the FCC..

NEW YORK

## Taking care of business

Mick Schafbuch, who retired last month as executive VP of KOIN-TV Portland, has been hired as project director for the CBS affiliates business task force. Schafbuch is exploring a number of businesses that affiliates might enter as a group with the network or other partners.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
It's for Christmas—I need six bags of coal for a sales staff that didn't make budget!



## Sticky wicket

Far be it from us to predict when—or how—the Fox foreign ownership question will be resolved. At the rate the ripples are spreading, it could be years. Thanks to NBC, the issue is no longer who is the rightful, lawful owner of Fox Television, but how the FCC is enforcing the law. Once that genie is loose, there may be no returning.

To hear NBC tell it, the foreign ownership imbroglio is only one in a series of exceptions that have advantaged Fox to the detriment of the industry at large: The fin-syn exemption, which has allowed Fox to operate as a network (although legally a non-network) while remaining a major force in the syndication business. The PTAR exemption, which allows Fox product to be treated as non-off-network while the Big Three are penalized. Most recently, an exemption to broadcast live to Mexico. And then all those station acquisitions by Fox subsidiary Savoy, fashioned to lengthen the station list while avoiding the FCC's attribution rules.

It isn't considered cricket for one member of the club to blow the whistle on another member, especially when the fallout (i.e., a tightening of the attribution rules, among other things) could affect the entire industry. Those who abhor government intervention into free enterprise are appalled. If NBC has a problem with Fox, it should duke it out in the marketplace, they say, not run to the government for cover. But, NBC would reply, it's the government that determines the marketplace; there's no other place to go for justice.

How the FCC determines the outcome of the instant case is almost beside the point. Whatever the agency decides, the case will go upward to a court of appeals, and perhaps even to the Supreme Court, and we'll all find out what the law is. By that time, it may have changed.

## Gagging on the gag

Looking back, it might have been better if the Hundt FCC had issued a gag order the day it took office. It could have avoided a lot of bad press if the world never found out what was going on over there. Whether it can successfully keep the Fox-foreign ownership inquiry behind closed doors we very much doubt, but it's a bad sign that they're trying to.

It's also unconstitutional, in our view, although that remains to be seen.

We confess to a vested interest in the truth's coming out, if only by fits and starts and bits and pieces. Just as we confess an aversion to "true facts," filtered and fed by a federal agency. A free press goes with the territory. Or it used to.

## Speaking out

This week's special report on talk television suggests that neither the audience nor syndicators have yet been talked out. Ricki Lake has tapped into a younger audience, and others are looking to follow suit with, at last count, 15 new shows planned for a fall 1995 rollout.

On the cable side, two new channels are vying for the hearts, minds and ears of talk fans. Meanwhile, the stock of broadcast and cable talk in Washington appears to have gone up. The outspoken future speaker of the House, Newt Gingrich, is not only a fan, he is co-host of his own talk show, *Progress Report*, on the National Empowerment Television cable network. We guess that will make him Talker of the House and, one would hope, a sympathetic ear to the protection of broadcast speech in all forms.

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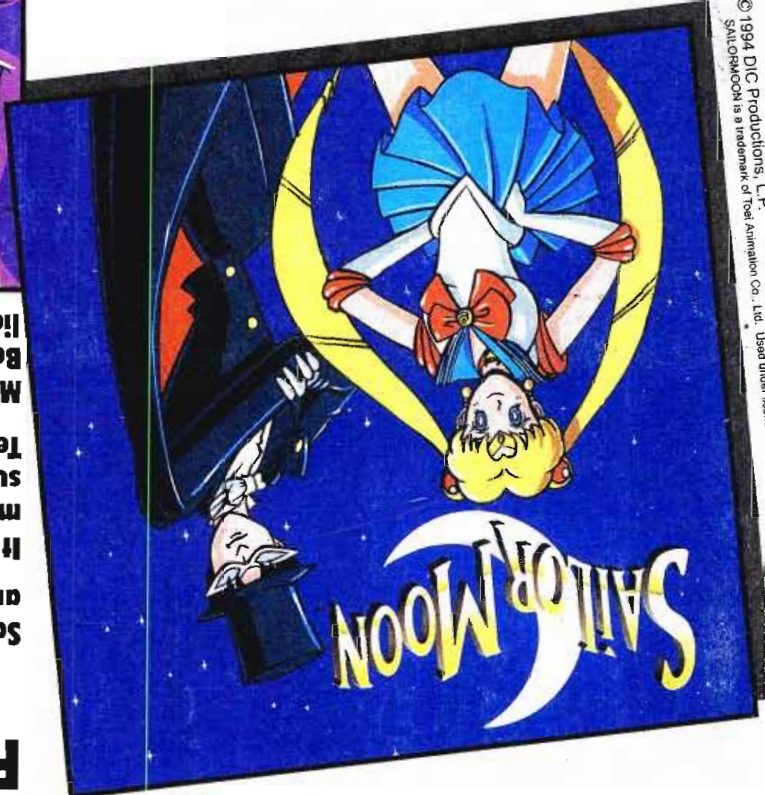




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