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Broadcasting & Cable

The Newsweek

Vol. 125 No. 7 64th Year

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idenberg

Leading Nynex Into the Next Generation of Television

TIME WARNER ON A ROLL

- **Cablevision Merger Makes It Full House**
- **Turner Stock on Block**
- **Restructuring in Sight**

**Fox: In the News
In Prime Time
And in Washington**

**Telemedia
Week**
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CHICAGO
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11:00 pm

6.4/17

5.1/14

+25% / +21%

DETROIT
WXYZ
11:00 am

5.2/18

3.3/12

+58% / +50%

Nov. '94

w/o 1/16/95



The Move!

PHILADELPHIA
KYW
11:00 am

4.2/14

3.4/13

+24% / +8%

DALLAS
WFAA
11:35 pm

5.5/15

4.0/14

+38% / +7%

TAMPA
WFLA
10:00 am

3.8/14

2.8/12

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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Time Warner reorganizes Heeding investor restlessness about the lagging value of company stock, Time Warner Chairman Gerald Levin has instituted a corporate restructuring that he hopes will maximize the value of its cable and telecommunications assets. / 6

Big decision The FCC will have to decide in April whether Fox misled the commission regarding its ownership a decade ago. Questions remain about Fox's and the FCC's handling of station transfers. / 7

Broadcasters oppose deregulation The National Association of Broadcasters is expected to vote today to oppose the sweeping broadcast deregulation legislation proposed by Senator Larry Pressler. / 8

Pressler meets with resistance It appears that Senate Commerce Committee Chairman Larry Pressler will have to give ground on his telecommunications-reform legislation that's "as deregulatory as possible" if he's going to get support from Senate Democrats, the House and the White House. / 12

Panel is OK with O.J. coverage Media coverage of the O.J. Simpson trial has its faults, but it is not likely to impact the outcome of the case—and may even educate the public about the judicial process. That was the consensus of "News on Trial: A Cross Examination," a panel discussion during the IRTS Foundation Industry Conference last week. / 18



'Texas Justice' is one of ABC's weapons in the February sweeps battle. / 13

COVER STORY

Expanding Nynex's horizons

Ivan Seidenberg, who steps up to become chairman/CEO of Nynex in April, is among the new breed of telco executives determined to push his company into interactive TV and other high-tech communications and information businesses. In an interview, Seidenberg shares his belief that both cable and telephone can prosper in the coming competition by "expanding the pie" with attractive new services. **Cover photo by Jonathan Lockwood-Smith / 32**



Incoming Nynex Chairman Ivan Seidenberg says the telco's priority is to 'remain the market leader in our own home region.' / 32

PROGRAMMING

Fox switches three nights

Beginning in March, four series will debut on Fox, and *M.A.N.T.I.S.*, *House of Buggin'*, *Get Smart* and *Models, Inc.* will exit to make room for their arrival. Three

nights will be affected as a result of the changes. / 18

WB feeds O.J. to affiliates

The WB Network is offering its affiliates a satellite feed of Tribune Broadcasting station KTLA(TV) Los Angeles's gavel-to-gavel coverage of the O.J. Simpson trial. / 24

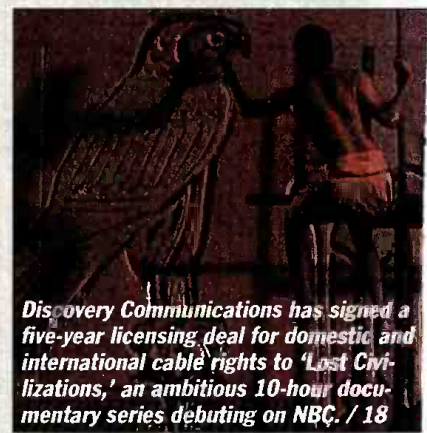
RADIO

Record revenue gains in '94

Last year was the first year in which radio advertising revenue exceeded \$10 billion, according to the Radio Advertising Bureau. And May 1994 revenue totaled more than \$1 billion, the highest level recorded in a single month. / 40

Casey Kasem: 25 years and counting

Twenty-five years after launching his trademark *American Top 40* countdown show, Casey Kasem is still



Discovery Communications has signed a five-year licensing deal for domestic and international cable rights to 'Lost Civilizations,' an ambitious 10-hour documentary series debuting on NBC. / 18

“This was an example of seeing an opportunity and capitalizing on it.”
 —WB Network spokesman Jim Yaeger on the network’s offering its affiliates
 a satellite feed of the O.J. Simpson double-murder trial

delivering—three shows for adult contemporary and contemporary hits formats, a weekday “biggest hits” segment, and a televised countdown show on E! / **42**

BUSINESS

The selling of public TV

With Congress’s new Republican leaders calling for the privatization of the Corporation for Public Broadcasting, further enhancement of advertising on public TV has arisen as a possible answer. But the subject is an explosive one. Both Congressional and FCC action likely would be required. / **43**



News Corp. offsets NFL loss

News Corp. has opted to use the \$600 million windfall it gained from the public offering of BSkyB to take a \$350 million charge against earnings for Fox Broadcasting’s four-year NFL contract. / **45**

WASHINGTON

FCC budget boosted in 1996

President Clinton has asked Congress to increase the FCC’s budget by 20% in 1996. He also wants increases for the Commerce Department’s National Telecommunications Information Agency and CPB. / **48**

Foreign ownership rules to be relaxed

The FCC has proposed new alien ownership rules that would give foreign companies greater access to U.S. broadcast properties—as long as their home markets are open to U.S. investors. Meanwhile, a bill pending in the Senate would require reciprocal investment. / **49**

Panel votes to kill tax-certificate program

A congressional committee has voted to abolish the minority tax-certificate program. The vote poses an immediate threat to Viacom’s plans to sell its cable television systems to a minority-controlled company for \$2.3 billion. / **50**

TECHNOLOGY

Broadcasters may get more spectrum

The FCC has set aside 50 mhz of spectrum for private industry. Half of that is designated for “fixed and mobile” services, an allocation the FCC says could include broadcast auxiliary operations. / **52**

NBC shuns strike players

NBC Sports Senior VP Jon Miller says the network has “no interest” in broadcasting MLB games if they are played with replacement players. / **72**

TV programs lured by CD-ROM

Telemedia Week

Byron Preiss Multimedia has struck two major licensing agreements with the producers of highly rated NBC and Fox television programs to bring those properties to CD-ROM. / **28**



Bringing multimedia to life

Digital Equipment is working with OptImage to create “the first comprehensive interactive television applications development system.” The system will leverage OptImage’s multimedia authoring tool into an integrated multimedia presentation. / **28**

‘Seinfeld’ is on the cutting edge of comedy—and CD-ROM use. / 28



This CBS ‘video wall’ can be found on the World Wide Web. / 29

Networks go fishing on the ‘Net

The broadcast networks are beginning to take advantage of the Internet as a way to distribute information about shows, as a marketing tool, and as a conduit to communicate with viewers. CBS is the first of the major networks to set up a dedicated site on the Internet. NBC, ABC and Fox are also creating sites. / **29**

Nynex, BellSouth cleared for VDT

The FCC has approved video dialtone applications from Nynex and BellSouth. Sixteen other applications are still waiting to be processed. / **29**

Jim Moloshok: Warner’s e-mailman

Jim Moloshok is leading Warner Bros. Domestic Television Distribution into the online promotion business. He sees the day when computer tie-ins could become a second revenue stream for the company. / **30**

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Deja vu all over again: Diller, Turner and Tisch

Barry Diller didn't buy CBS last week, but that hasn't stopped the speculation. Fueled by press reports that the resurgent telecommunications entrepreneur was renewing his bid to take over the network that eluded him last year, CBS stock jumped 7% on the week.

CBS Chairman Larry Tisch told BROADCASTING & CABLE that no conversations had taken place. Pointing to reports that Diller thought CBS was worth \$50 a share, Tisch said that didn't sound like a serious buyer to him. CBS stock closed at 63 3/4% on Friday, and sources think it would take a bid in the \$75-\$80 range to interest Tisch.

There were simultaneous reports that Ted Turner

was ready for another run at CBS, the network he's been after for almost a decade. An element in that speculation was Time Warner's announcement that it was ready to sell its 18% interest in Turner Broadcasting, a move that would make it easier for Turner to buy a network. Both he and Diller appeared to suffer from the same deficiency: a lack of ready cash. Diller walked away from the closing of the QVC-Comcast deal last Thursday with \$100 million, but would need a partner to close the gap of an estimated \$5 billion purchase price. (He could acquire control for something like \$2 billion.) Turner could offer stock in Turner Broadcasting, but it's believed that Tisch wants a clean cash-out.

It's certain that there are two willing buyers out there, and it's likely there's a willing seller. The smart money is betting that they'll find each other—but it may take awhile. —DW

Upward and onward for Time Warner

Company will acquire 1.3 million subs from Cablevision Industries for \$2.7 million in stock; plans restructuring to enhance market value

By Steve McClellan

Time Warner took another giant step into the telecommunications future last week, buying 1.3 million subscribers from Cablevision Industries for \$2.7 billion and solidifying its grip as the number two MSO with 11.5 million subs overall. (TCI is number one with 14.5 million.) It was, among other things, further evidence that consolidation is the name of the game in cable in 1995.

At the same time, TW Chairman Gerald Levin took steps to allay concerns of investors that the company's stock price has not moved as aggressively as its management. He said a corporate restructuring was in the works to reduce its massive debt load by selling off "non-strategic" assets, including its 18% interest in Turner Broadcasting System.

In a meeting with analysts last Tuesday (Feb. 7) he said Time Warner had completed its cable MSO buying spree with the Cablevision deal, and reported that three-fourths of its subscribers are now in "strategic" clus-



TW Chairman Gerald Levin (left) says the company has completed its buying spree with the acquisition of Cablevision Industries. Its founder/chairman, Alan Gerry (below), will swap his equity in Cablevision for stock in TW and will serve on the board of TW Entertainment.



ters that will help drive advertising and facilitate the company's entry into the telephone business. TW said 60% of the acquired CVI subscribers will be merged into an existing venture with Advance/Newhouse.

In addition to its share in TBS, Levin said, Time Warner will sell non-clustered cable units totaling 200,000-

300,000 subscribers, which will leave the company with no fewer than 11.2 million cable subscribers—a close second on the MSO list to Tele-Communications Inc., with a subscriber count now totaling 14.5 million.

The planned reorganization is designed to simplify the company's structure and maximize the value of its cable and telecommunications assets by spinning them off into a separate "enterprise," as one Time Warner official put it last week. What shape that enterprise will take is still being worked out, but it could be a publicly traded unit.

The restructuring process is complicated by the fact that partners are involved, including US West, Toshiba and Itochu. In 1992 the company created a new venture, Time Warner Entertainment, in which it placed the Warner Bros. studio, Home Box Office Inc. and Time Warner Cable.

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AFTER 14 MONTHS OF CONTROVERSY

It's still a sticky wicket for Fox

A News Analysis
by Harry A. Jessell

As FCC Commissioner Jim Quello might say, "It's a tough putt."

Quello and the other commissioners will have to decide, probably in April, whether Fox misled the FCC about the extent of its foreign ownership a decade ago when it purchased its first six TV stations from Metromedia.

If the commissioners decide Fox "lacked candor," they could send the network into a full-blown hearing to determine whether Fox is still fit to hold broadcast licenses. Or they could impose less draconian sanctions: a big fine, mandated corporate restructuring or denial of pending station acquisitions.

On the other hand, if the commissioners decide Fox was forthcoming in 1985, then it must scramble to justify—10 years after the fact—why ownership of TV stations by a foreign corporation is in the public interest. The law essentially prohibits foreign ownership in excess of 25% without an FCC determination that it's in the best interest of the country.

Complicating the FCC's decision are conflicting statements from the FCC staffers who reviewed the Fox-Metromedia deal and ultimately recommended its approval. Those statements were taken as part of the FCC's informal investigation of Fox ownership. Closing the investigation last week, the FCC released the statements along with depositions from Fox executives and attorneys.

Fox now freely admits that 99.9% of the equity of the Fox networks and its owned-and-operated stations is owned by News Corp., an Australian corporation. It's true today and it was true in 1985, it says.

Almost all the \$600 million in cash needed to buy the Metromedia stations came from News Corp., which incurs all the profits and losses, Rupert Murdoch says in his deposition. "We said it a dozen times, and either you people can't read, don't understand English, don't understand the damn structure or you have a witch-hunt in this."

More important than the equity, Fox contends, is the ownership structure that puts 76% of the voting capital stock in the hands of Murdoch, who became an American citizen prior to FCC approval of his Metromedia buy to satisfy the foreign ownership law. They also say Murdoch's control of News Corp. is unchallenged.

The fact of the 99.9% foreign ownership may have been clear to Fox, but it was not clear to everyone at the FCC in 1985, according to statements by FCC staff involved in the proceeding. Steve Sewell, then deputy chief of the FCC division handling station acquisitions, says he did not know foreign ownership exceeded 25%. If he had, he says, "I would have recommended that the applications not be granted unless News Corp.'s equity interest...was reduced to 25% or less."



When Fox's Rupert Murdoch (l) and Metromedia's John Kluge (r) visited FCC Commissioner James Quello in May 1985 to inform him of Fox's plan to purchase six Metromedia TV stations for \$1.5 billion, they were taped by a Metromedia news crew.

Sewell retired from the FCC two years ago.

Roy Stewart, who was Sewell's immediate superior and who is now chief of the Mass Media Bureau, told the *Washington Post* last June essentially the same thing Sewell told the FCC in its investigation. Stewart has recused himself from the investigation because of his involvement in the decision and has declined further comment.

But others involved say they were well aware of the extent of foreign ownership.

Alan Glasser, the staff attorney assigned to the deal, says the "application clearly showed that control was to rest with Mr. Murdoch and that News Corp. would have all the equity benefits and risks in exchange for putting up all the money." (In an earlier statement, Glasser concurred with Sewell and Stewart. But, he says in the later statement, he changed his mind after being shown a copy of the original application by Fox attorneys.)

But if the FCC was fully aware that foreign ownership of Fox exceeded 25% in 1985, communications lawyers say, FCC precedent demanded an explanation. "They have to confront the issue and weigh the public interest," says former FCC general counsel Henry Geller.

The FCC investigation also turned up internal Fox legal memos warning Fox not to tamper with the Fox ownership structure for tax purposes. "Because of the uncertainty, however, of the outcome of a challenge to Fox TV's ownership structure," says a 1990 memo over the name of outside attorney Michael Gardner, "we have been in agreement that it is paramount to avoid any corporate restructuring which would potentially invite reexamination of Fox TV's ownership structure by the commission."

In its defense, Fox also points out that in February 1994—after an NAACP challenge of a station purchase—it invited the FCC to scrutinize its ownership and to settle the foreign ownership question once and for all so it would not interfere with plans to acquire additional stations.

Most FCC watchers feel the FCC will stop far short of ordering a hearing that could lead to license revocation. "They would have RKO all over again," Geller says, referring to the FCC's two-decades-long license proceedings that resulted in the forced sell-off of the company's stations.

A far more likely course for the FCC to follow, Geller says, would be to say the evidence is unclear, declare the case a "purple cow"—one that sets no precedent—and make the post de facto explanation of why foreign ownership of Fox is in the public interest.

Of course, that might not be the end of it. If it doesn't like the result, the NAACP will soon be in the U.S. Court of Appeals, which will settle the matter or send it back to the FCC for that full hearing that Fox dreads. ■

TV board to say no to dereg bill

After disagreement by networks and stations, NAB set to vote to oppose Senate plan

By Kim McAvoy

The National Association of Broadcasters TV board is expected to vote today, Feb. 13, in Washington to put the brakes on a Senate broadcast deregulation proposal.

It seems a majority of the board wants NAB to oppose wholesale deregulation of the industry. Under the Senate proposal, all broadcast ownership rules would be eliminated, including national ownership caps, duopoly for radio and TV, one-to-a-market rule, newspaper-broadcast crossownership ban, and all rules dealing with LMAs and time-brokerage agreements.

The vote, however, is not likely to occur without a "heated and emotional" debate. The TV board is divided. On one side are the four networks—ABC, CBS, Fox and NBC—and at least one group, Tribune. They want NAB to endorse the proposal.

"Our number-one priority should be to preserve the effectiveness and unity of NAB so it can fight for us on big issues like digital, spectrum fees and telco navigations systems," says Preston Padden, president, network distribution, for Fox Broadcasting.

But network affiliate groups, who also are represented on the NAB board, and the rest of the directors, who are affiliates, are not about to sign off on such a sweeping deregulatory package.

"The affiliates are up in arms," says one network source.

While the networks refused to concede defeat last week, they were already preparing a statement for Congress just in case. "We want legislators to know there is support for deregulation in the industry," says Padden.

"If we lose, we certainly don't want the majority position to be the only word on the subject," says another network source.

Indeed, the board is apt to take a position that is even more regulatory than the stand NAB took at its January board meeting. In January, the board wrestled with the FCC's deregulation proposal. The FCC has sug-

gested eliminating the numerical cap on national TV station ownership, increasing the national audience cap eventually to 50%, creating a duopoly rule for TV, relaxing the one-to-a-market rule and permitting LMAs.

The networks and Tribune want at least a 50% cap. But the majority of the TV board would sign off only on a 30% cap, although they did not oppose the other FCC dereg proposals.

But now that may change. Last week the ABC affiliate board of governors took a hard line against deregulation. "We want to encourage Congress to hold at the 30% cap, beyond that would be detrimental to the industry," says John Garwood of WPLG Miami and chairman of the ABC board of governors. "We do not favor relaxation of the one-to-a-market rule or a duopoly rule. Within the context of duopoly, however, Grade B overlaps should be allowed. We're opposed to LMAs except on a case-by-case basis. Under no circumstances should anybody be allowed to LMA unless they can prove econom-

ic hardship," adds Garwood. And the ABC affiliates are opposed to relaxation of the broadcast-cable cross-ownership prohibition.

Garwood also made it clear that the ABC affiliates staunchly oppose any provisions that would affect network rules.

The Network Affiliate Station Alliance (NASA), which represents all affiliates, and the CBS and NBC affiliates also share ABC's views.

"It's disgusting to see NAB be less deregulatory than [FCC Chairman] Reed Hundt. Leave it to the affiliates to make Hundt look like the mad monk of deregulation," says one network source.

This is not a network-versus-affiliates battle, says Phil Jones, president of Meredith Broadcasting and vice chairman of NAB's TV board.

"They have their own fish to fry. I am not asking CBS to believe in this. The stations need to tell Congress what they want. Broadcasters are arguing for what they believe is in the best interest of local TV," says Jones. ■

Radio stands foursquare behind dereg

Although television networks and station owners are divided over the possible impact of deregulation, radio industry executives uniformly support the idea.

Repealing radio ownership limits, now at 20 AM and 20 FM stations, will help radio attract a larger slice of advertising revenue and strengthen its position with financial backers, industry leaders say.

"The radio business clearly benefits from the economies of scale that could be realized by putting stations together," says Herb McCord, Granum Communications president/CEO. "Clearly, the development of duopoly has made the marketing of the radio industry better. The radio industry is healthier than ever."

With a draft bill introduced by Senate Commerce Committee Chairman Larry Pressler (R-S.D.) earlier this month that proposes sweeping deregulation and repeal of all broadcast ownership rules, radio broadcasters may be poised to push for rapid industry consolidation.

But the industry will need lobbying support from the National Association of Broadcasters, which also represents television interests that are divided by the issue. The NAB hosted its annual Radio Group Head Fly-in in Washington last week, and radio broadcasters attending the session said discussion revolved around deregulation.

Most radio group leaders say they expect the NAB will be able to separate the concerns of radio and television broadcasters and represent radio's interests effectively to Congress.

—DP



**This
Year,
There
Was
A
Lot
Of
Talk
At
NATPE...**



Most of it was abc



**Already seen
and on**

Including ...

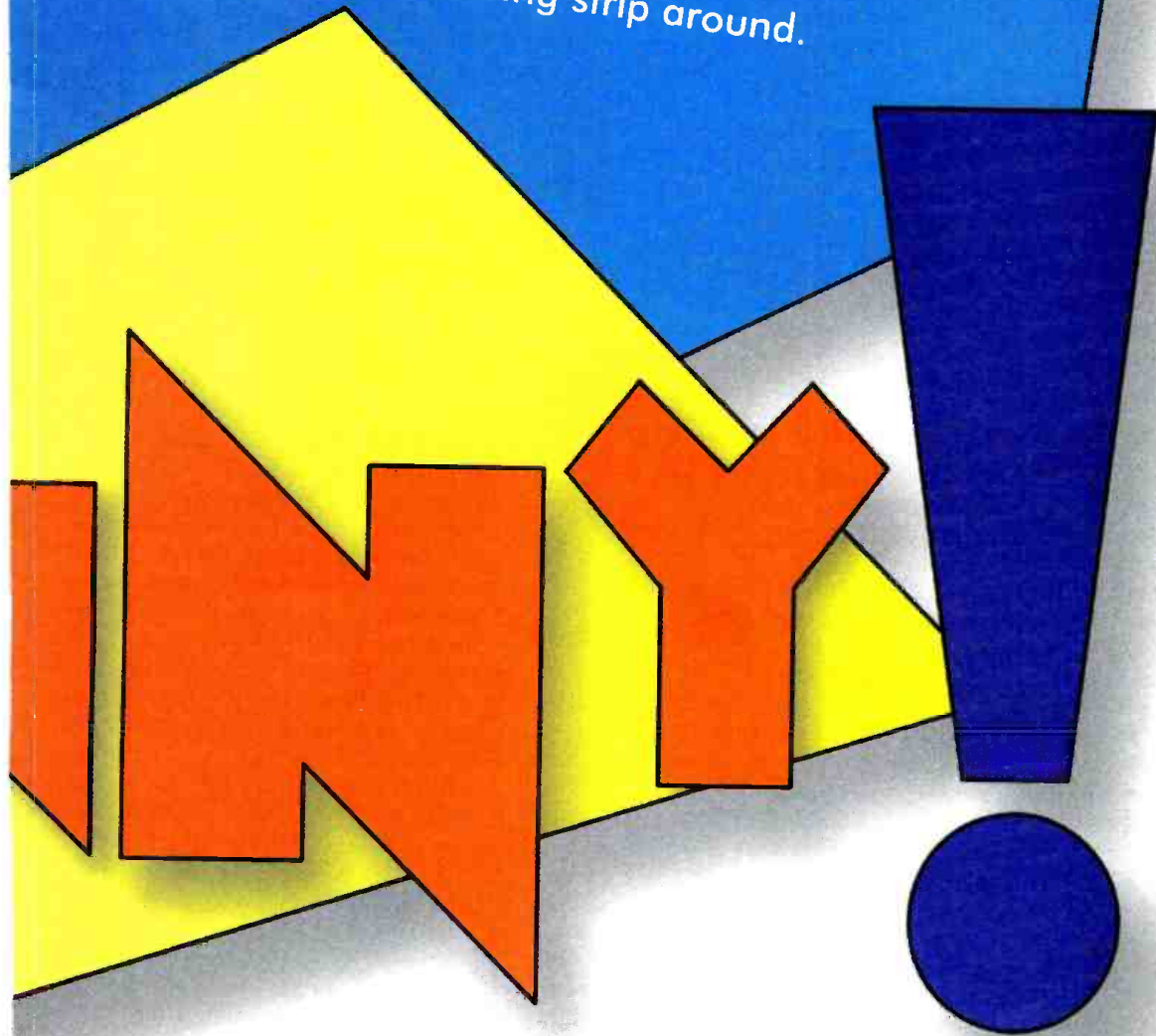
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Wholesale dereg proves tough sell

Pressler may have to add more 'reg' to pass muster with Hill, White House and industry

By Kim McAvoy

Senate Commerce Committee Chairman Larry Pressler wants telecommunications-reform legislation to be "as deregulatory as possible." The South Dakota Republican made that clear with a controversial draft bill that would eliminate most broadcast ownership restrictions and repeal all cable rate regulation (BROADCASTING & CABLE, Feb. 6).

But last week it appeared Pressler will have to give ground to get support from Senate Democrats, the White House and the House.

"I think we want some limits" on broadcast ownership, House Commerce Committee Chairman Tom Bliley (R-Va.) told BROADCASTING & CABLE last week. "We don't want one company owning the entire spectrum in a market," he said.

Pressler's proposal would put no limit on the number of stations a



Tom Bliley



Byron Dorgan

broadcaster can own either locally or nationally.

In the House, Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) is considering leaving broadcast deregulation provisions out of his telecommunications-reform bill. To reach a consensus with Ed Markey (Mass.), the ranking Democrat on the subcommittee, he said, broadcast issues may have to be dealt with as a separate amendment.

John Dingell (Mich.), now the ranking Democrat on the House Commerce Committee, "is not absolutely opposed to change," says a Dingell aide. "On the other hand, I am not sure he'll be interested in wholesale repeal." As chairman of the committee, he forced the FCC to scale back its relaxation of the radio ownership limits in 1992.

Senate Democrats also aren't inclined to blow out the ownership limits. Pressler's predecessor as chairman of the Commerce Committee, Ernest Hollings (D-S.C.), is also a cautious deregulator. His bill last year was limited to the multiple ownership rules and ordered the FCC to modify them only if necessary. "He's open to a review," an aide said, "not repeal."

Hollings is expected this week to give Pressler a packet of revisions Democrats would like to make to the draft bill.

Pressler's proposal to repeal all cable rate regulation is unpopular with the White House and Senate Democrats. "Many of us in Congress would encourage the President to veto a repeal of cable rate regulation," Senator Byron Dorgan (D-N.D.) told reporters at a conference sponsored by the United States Telephone Association last week. "I think the President is not going to look kindly" upon such a proposal, he said. "At this point we need rate regulation. We're not at a point where we have competition."

Even if Pressler revises his proposal and seeks repeal of rate regulation only for enhanced basic services, he likely will meet with stiff resistance from Hollings. The rollback of rate regulation is a "big problem" for Hollings and other committee Democrats, said a Hollings aide. "I don't think they could live with" eliminating rate regulation for enhanced basic. "If that happens, 88% of consumers would see an increase in cable rates," said the aide.

The White House is concerned about the legislation, according to House Telecommunications Chairman Fields. "I've talked to the Vice

TCI's Clouston: Let the games begin in two years

Tele-Communications Inc. would like a firm date for wide-open competition, and specificity on key provisions in telecommunications-reform legislation now being written in Congress, TCI Executive Vice President Brendan Clouston said last week. Two years after enactment, cable and the long-distance and local telephone companies should be allowed into each other's businesses, Clouston said at a Washington Metropolitan Cable Club luncheon. One year prior to opening the competitive gates, the three industries should be deregulated, he said.

Cable rate deregulation is "critical" if cable is to make the investment necessary to maintain its position in video and enter telephony, he said. The legislation should also include specific language on local telcos' obligations to provide interconnection with competition in the local telephone business, he said. TCI advocates a simple "bill and keep" policy under which the local telcos and their competitors would keep the revenue from the phone calls they terminate.

TCI also wants clear language guaranteeing "number portability"—the ability of telephone customers who switch to a telco competitor to retain their original telephone numbers, Clouston said. And if TCI and other cable operators are to compete in telephony, he added, the legislation must not only preempt state and local barriers to entry but also spell out the government's regulatory role so as not to discourage competition.

—HAJ



Brendan Clouston

President; he's asked if we plan to rub something in his face," he said during the USTA conference. He later told reporters that Gore's concerns include cable regulation.

Fields, who is aiming to have a House bill ready this week or next, also said the measure will be highly deregulatory. "We felt we had a fairly good proposal last year... I think you'll find this bill more deregulatory and procompetitive."

But he also indicated that the House may shoot for repealing enhanced basic regulations only. "We think there is a distinction between basic and enhanced basic," Fields told reporters. Basic service is the package of channels including broadcast signals. Enhanced basic is the package containing most cable networks.

Pressler also may have to change his draft bill to appease long-distance telcos, which don't like its deregulatory approach toward Bell entry into their business. Cable also has concerns (see box, page 12) with the proposal.

While some are pushing Pressler to pull back on deregulation, others, notably Republican senators Bob Packwood (Ore.) and John McCain (Ariz.), may want him to go further. "The draft is headed in the right direction," McCain said at the USTA conference, "but I am concerned about certain aspects." ■

NBC takes early sweeps lead

Order could shift after Sunday's big-ticket specials

By Steve Coe

NBC has jumped out to an early lead over ABC with one week played out in the February sweeps, thanks to two strong Thursday night performances, a rare Wednesday night win and some strong-performing specials. ABC was looking to gain some ground over the weekend (Feb. 11 and 12).

Through last Thursday night (eight days into the sweeps), NBC was in first place with a 13.4 rating/21 share in Nielsen numbers. ABC was second with a 12.1/19, followed by CBS's 11.2/18 and Fox's 8.6/13. Among adults 18-49, NBC was also in first with an 8.6, followed by ABC with a 7.0. Fox was in third place with a 5.9, and CBS was fourth with a 5.3.

The order may have changed by today (Monday, Feb. 13), since all three networks were scheduling big-ticket programming for Sunday, Feb. 12. ABC was to have kicked off the first part of the heavily promoted two-parter *Texas Justice*, starring Peter Strauss, Dennis Franz and Heather Locklear. Part two of the miniseries airs tonight.



ABC hopes to get back in first with 'Texas Justice' starring Heather Locklear.

Scheduled against part one of ABC's miniseries were the broadcast television premiere of "Batman Returns" on NBC and a CBS made-for featuring a *Waltons* reunion.

For the past two Thursday nights, NBC has averaged a 21.5/33 and 19.9/31, respectively. The network benefited from having the February sweeps begin on Thursday, Feb. 2, allowing it to post a strong early lead. Last Thursday night, NBC won every time period from 8-11 p.m. and also ranked first among adults 18-49.

Although the Thursday night wins were expected, NBC sneaked off with a rare Wednesday victory last week thanks to a bloopers special at 8 p.m. and solid numbers from *Date-line* and *Law & Order*. *All Star Ultra TV Censored Bloopers* pulled in a 13.7/21 at 8 p.m., ranking first in households and tied for first in adults 18-49. The midweek edition of *Date-line* NBC averaged an 11.5/18 from 9-10 p.m. followed by *Law & Order*, which built on its lead-in and finished with a 12.4/21 at 10-11 p.m.

After starting fast, NBC is looking to finish the sweeps the same way, with the network scheduling its two miniseries during the last two weekends of the month. The six-hour *A Woman of Independent Means* airs Feb. 19, 20 and 22, and the four-hour *OP Center* will be telecast Feb. 26 and 28. ■

Fox adds new entries to Children's Network

The Fox Children's Network has ordered four new series for its Saturday and weekday programming lineups, including *The Masked Rider*, from *Mighty Morphin Power Rangers* producer Saban Entertainment.

Like *Power Rangers*, *Masked Rider* is a live-action half-hour. It features an alien teenager who must save Earth from world domination by the evil Emperor Draygon. The program debuts in the fall on Saturday at 8:30 a.m.

Another new Saturday morning entry is *Life with Louie* (billed as a "Fat Albert for the '90s"), an animated take on the offbeat childhood experiences of comedian Louie Anderson.

Scheduled for next season's midseason is a new take on *Casper, The Friendly Ghost*, from producer Steven Spielberg, whose theatrical film of the same name is scheduled for summer release.

Fox also is introducing a new series to its preschool-targeted shows, which air under the Fox Cubhouse banner at 8 a.m. weekdays. It's Britt Allcroft's *Magical Adventures of Mumfie*.

FCN is the top draw among kids on both weekdays and Saturday mornings. This season, its ratings among children 2-11 are up 12% weekdays and up 3% on Saturday mornings.

Leaving the schedule are Spielberg's *Animaniacs* and *Tiny Toon Adventures*, which switch to the WB Network kids lineup next fall. Also departing, after three seasons, is Jim Henson's *Dog City*. —SM

ACTION HOURS...THE SU

KTTLA Los Angeles
5.7/10
Up 67% from
Nov. '94

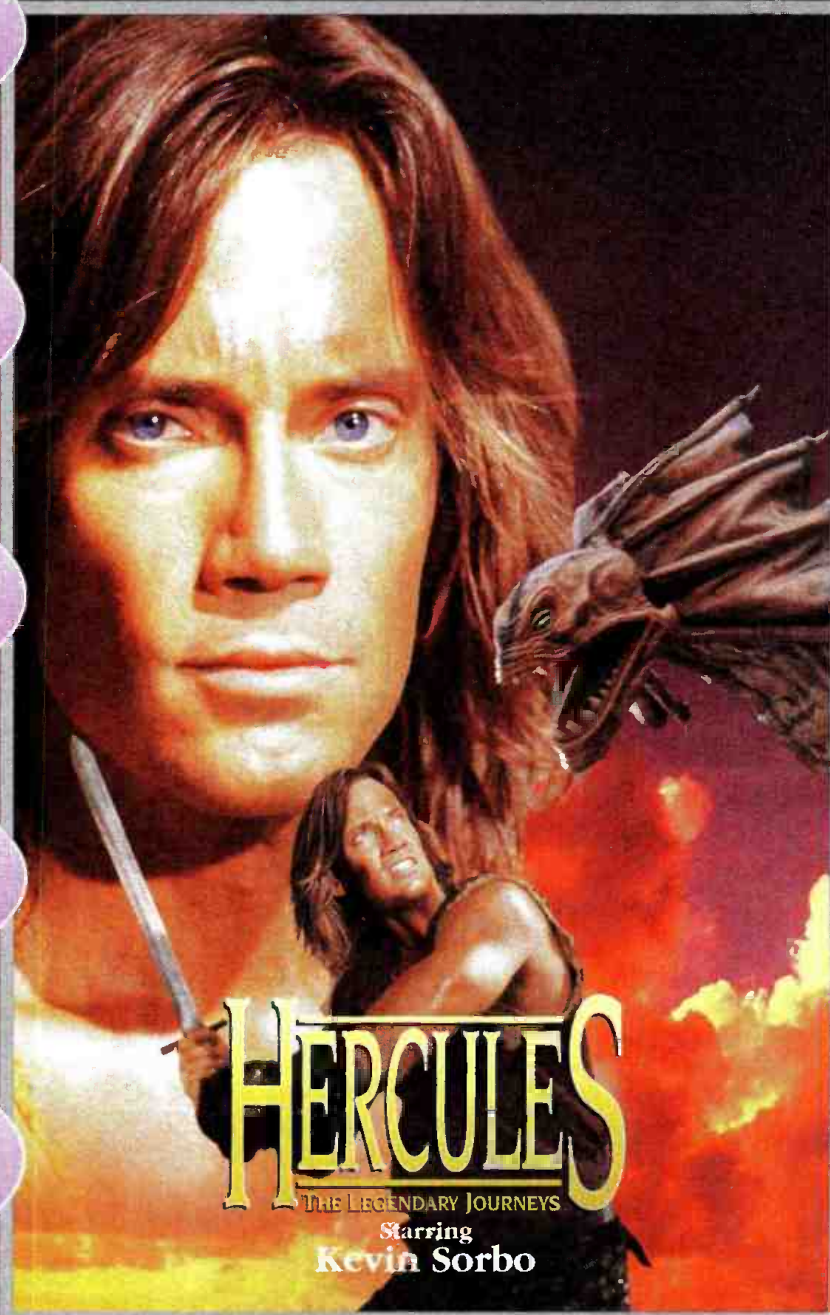
WGBC Philadelphia
4.0/8
Up 100% from
Nov. '94

WDZL Miami
6.8/10
Up 25% from
Nov. '94

WPIX New York
7.3/18
#2 in the time period

KHTV Houston
5.7/11
Up 57% from
Nov. '94

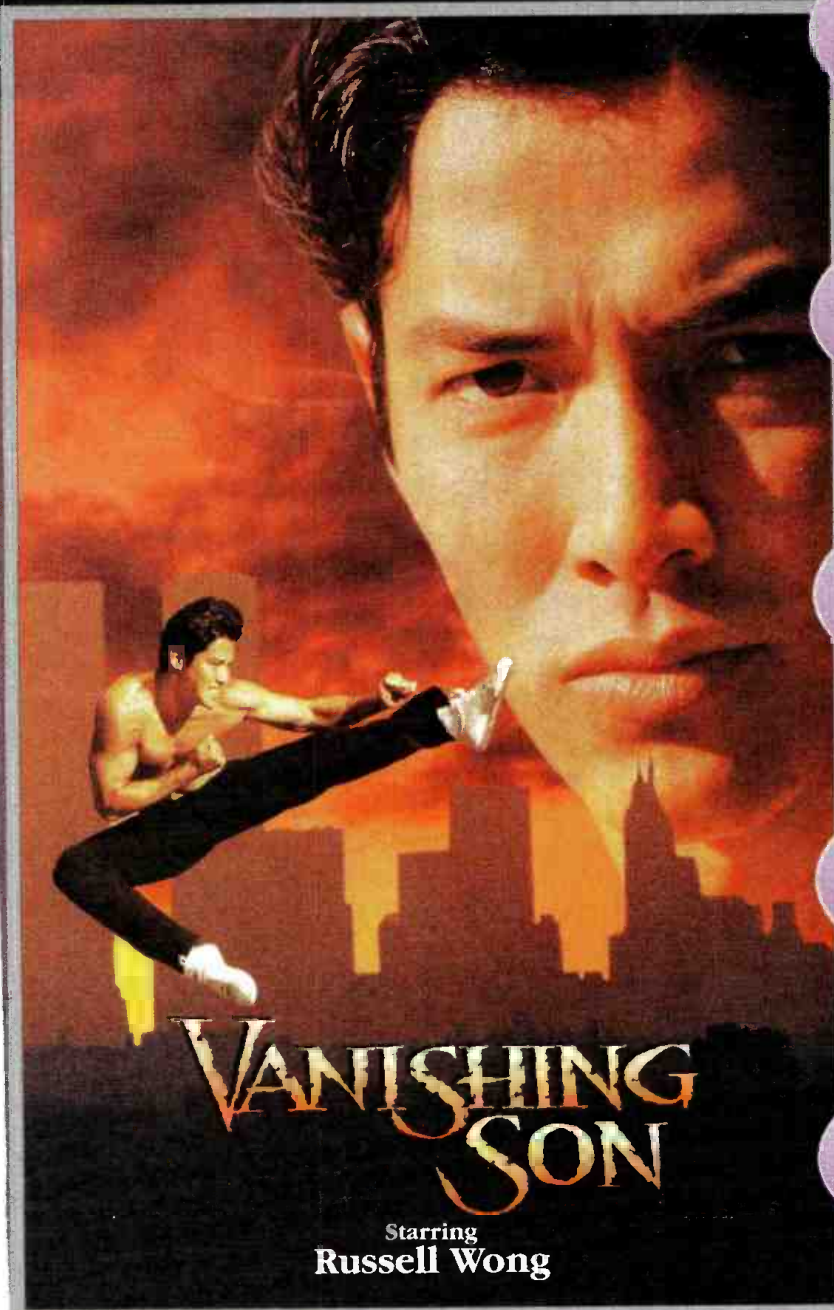
WDCA Washington D.C.
4.5/10
Up 67% from
Nov. '94



Source: NSI metered-market overnights week of 1/23/
vs. 11/94 time period sha

ACCESS CONTINUES!

Week 2



KDFW Dallas

4.1/13

Up 44% from
Nov. '94

KTLA Los Angeles

5.1/8

Up 60% from
Nov. '94

WXON Detroit

4.3/6

Up 100% from Week 1

WFTC Minneapolis

4.1/18

Up 200% from
Nov. '94

KPWB Sacramento

4.2/7

Up 40% from
Nov. '94

KHTV Houston

4.7/7

Up 250% from
Nov. '94

from The

**ACTION
PACK**

MEATV

THE #1 NEW LATE

NORTHERN EXPOSURE

The only series new to syndication
to improve time periods.

	Household share	Women 18-49 share	Men 18-49 share
Northern Exposure	+11%	+20%	+25%
Dennis Prager	-30%	-44%	-50%
Extra	-8%	-38%	-38%
Gordon Elliott	-29%	-15%	-14%
Jon Stewart	-50%	-62%	-50%
Jones & Jury	-23%	-47%	-38%
Judge For Yourself	-8%	-7%	-40%
The Newz	-25%	-44%	-25%
Top Cops	NC	-25%	NC

MCA TV
ADVERTISER SALES

SOURCE: SNAP NSI 1/94 vs. 11/93 All late fringe occurrences: Shows with 10+ occurrences only.

NIGHT STRIP!



Panasonic

MCA TV

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TIME WARNER

continued from page 6

Time Warner owns 62% of the venture, while US West paid \$2.5 billion for a 25.5% stake. The two Japanese partners contributed about \$1 billion for a combined 12% stake.

The consensus from analysts is that Time Warner Entertainment will be dissolved. Ideally, Time Warner would like to undo that venture to separate the cable system holdings. US West, however, has made it clear that it has no intention of giving up its stake in HBO or the Warner Bros. Studio. "We like our investment in Time Warner very much," said one US West official. "Obviously, we will work with them to do whatever can be done to maximize the potential of that investment."

Meanwhile, Time Warner will take on \$3 billion more in debt to acquire Houston Industries and Cablevision Industries, bringing its total debt to \$18 billion.

However, Levin told analysts he intends to dispose of \$2 billion-\$3 billion in non-strategic assets that will be applied directly to the debt load.

That still will leave the company \$15 billion-\$16 billion in debt. However, company officials stress that the company's cash flow will be a half-billion dollars or so better once the two latest cable deals close (later this year), to about \$3.5 billion a year.

Time Warner's 55 million shares of Turner stock approach \$1 billion in market value, although analysts say interesting a third party in the investment could be a tough sell. "It's not a money-making proposition," says one industry source. "You get no cash flow." Lack of cash flow is the reason cited by a Time Warner spokesman for the stock's classification by the company as a "non-strategic asset."

Levin's plan to reorganize and sell assets, coupled with the release of Time Warner's 1994 year-end results, was received well by Wall Street. The company's stock was up a point and three-quarters the day after the meeting with analysts, but lost half that gain the following day. ■

O.J. coverage has ripple effect in local markets

By David Tobenkin

Coverage of the O.J. Simpson trial is causing frantic schedule revamps by stations, painful preemptions of shows for syndicators, and unusual Nielsen ratings shifts during the all-important February sweeps.

The provision of free, live pool footage of the case to the four major networks' affiliates has made live cov-



The Simpson trial has disrupted the programming schedules of many TV stations.

erage inexpensive for stations and has led to massive preemptions in at least the first week of the trial's arguments-and-evidence phase, Jan. 23-29.

Some stations, especially network affiliates already strong in news, report that coverage of the trial is making or breaking their daytime ratings.

"We're doing enormous numbers when we cover the trial, and it hurts us when we don't cover it," says Bill Bauman, news director at news-intensive KCRA(TV) Sacramento, Calif.

When the station fails to carry Simpson coverage, Bauman says, viewers instead tune to CNN and Court TV to follow the trial. And the station's daytime ratings during trial coverage are four times that of its regular schedule.

Stations are finding that running the programming need not interfere with their advertising revenue, as had been predicted, since they are finding ample time in the proceedings during which to take commercial breaks, most notably during the many sidebar discussions between Judge Lance Ito and attorneys and during court recesses.

The coverage also is spreading to at least one of the new networks. Already, 10 WB affiliates have asked for a live feed of Tribune-owned KTLA Los Angeles's coverage of the case, made available under Tribune's role as the lead WB station group (see story, page 24).

UPN has held discussions with its Los Angeles affiliate, KCOP, about making the station's Simpson news coverage available to UPN affiliates, but a decision probably will not be reached until after February, says KCOP General Manager Rick Feldman.

Others say live coverage probably has diminished since the first week, with stations now breaking into their regularly scheduled programming only during especially interesting testimony and relegating much of their coverage to their regular news slots.

However, CNN and Court TV's cable coverage may be taking a toll on daytime viewing of network shows. "Our estimate is that the trial is reducing the three networks' daytime audiences by 10%, because of CNN and Court TV," says David Poltrack, CBS executive vice president of planning and research.

The preemptions by stations are causing gloom for syndicators, who have seen ratings for many talk shows and other programming drop significantly.

"This trial is forcing the ratings down and is resulting in shows getting preempted and blown out," says Group W Productions President Derk Zimmerman. "A lot of them are taking network feeds of the trial where they can preempt as much as they want."

"If stations can sell spots and not lose a ton of money with the Simpson coverage, this could spread very wide and become a real problem," says an executive at a major studio's syndication wing. "The KTLA feed is particularly disturbing, since a number of WB stations carry a lot of syndicated programming." ■

Fox shuffles three nights

'Get Smart,' 'M.A.N.T.I.S.,' 'Models, Inc.' and 'House of Buggin' are bugging out to make room for new shows

By Steve Coe

Fox has told a number of series, including *Get Smart*, to get lost while the network restructures its prime time schedule. Beginning in March, four series will debut, and *Get Smart*, *M.A.N.T.I.S.*, *House of Buggin'* and *Models, Inc.* will exit to make room for their arrival.

As a result of the changes, three nights—Sunday, Monday and Friday—will be affected. First up is the Sunday night schedule, which takes on two new shows beginning March 5. *The Great Defender*, a legal drama, debuts in the 7-8 slot leading into *The Simpsons*. Michael Rispoli stars as a streetwise attorney who joins a conservative Boston law firm. The series is produced by Schenck/Cardea Productions in association with Warner Bros. Television. Fox has ordered eight episodes.

Also on March 5, *The Critic*, which had a brief run on ABC last season, joins the schedule in the 8:30-9 p.m. slot. Produced by Jim Brooks's Gracie Films, the animated series will serve as the lead-out to Gracie's *The Simpsons* and has been given a 10-episode commitment from the network. To make room for the two shows on Sunday, *Get Smart* and repeat episodes of *The Simpsons* no longer will be seen. The former, which will have aired its last episode on Feb. 19, will not return and will not be considered for reslotting in the fall.

On March 10, *VR 5* debuts in the Friday 8-9 p.m. time slot. The network hopes the sci-fi drama will provide a stronger lead-in to award-winning *The X-Files*. The hour stars Lori Singer as a shy young woman who stumbles on a way to enter the world of computer virtual reality. John Sacret Young, executive producer of *China Beach*, serves in the same capacity on this project. Louise Fletcher and David McCallum also star. Fox has ordered



Fox's new 'The Great Defender'

nine episodes of the show, produced by Samoset Productions in association with Rysher Entertainment. *M.A.N.T.I.S.*, which has its final episode of the season on March 3, will be evaluated for a fall berth.

Models, Inc. will air its season finale March 6 and leaves to make room for *Medicine Ball* in the Monday 9-10 p.m. slot beginning March 13. The network is hoping to retain more of the *Melrose Place* audience at 9 than has been the case with either *Party of Five* or *Models*. *Medicine Ball* is an ensemble drama set in a Seattle hospital. Produced by Warner Bros. Television, the show has been given a nine-episode order. ■

Discovery channel finds 'Lost Civilizations'

Cable net locks up rights to Time-Life/NBC documentary

By Rich Brown

Discovery Communications Inc. has signed a five-year licensing deal for domestic and international cable rights to *Lost Civilizations*, an ambitious 10-hour documentary series set to debut on NBC in the 1995-96 season.

Discovery won rights to the series based on the company's fast-growing reach abroad, according to R. Bernard Macleod, vice president, international sales and development, Time-Life Video & Television, which is producing the epic. Discovery's unprecedentedly broad geographic package includes U.S. cable rights as well as international rights on cable and DBS systems in South America, Asia and the Middle East.

"It allows us to realize the full value of our international rights in

territories that are historically difficult to sell with one all-encompassing deal," says Macleod.

Time-Life is investing \$12 million in the historical miniseries, which uses state-of-the-art computer recreations to help tell the stories of lost civilizations from ancient Babylon to modern Tibet. In addition to the Discovery deal, Time-Life will look to recoup its investment with a home video set that will be released simultaneously with the NBC premiere. (NBC is said to be considering a June debut, and Discovery could make it a part of the cable network's fall 1996 lineup.) Discovery's five-year cable window opens after NBC's one-year window expires. Additional overseas rights will be pitched at MIP in April.

The project, two years in the mak-

ing, marks the first in-house production for Time-Life Video & Television. A second project currently in the finishing stages with Telepictures Productions, *The History of Rock-and-Roll*, is being distributed by Warner Bros. Domestic Television Distribution and is set to air in March on its syndicated Prime Time Entertainment Network. The company also plans to work with Sony on one as-yet-unnamed TV project and has several other projects in development based on the popular Time-Life Books series.

All of the activity represents Time-Life Video & Television's strategy to move beyond direct response marketing and into a financing partner position on projects, says Betsy Bruce, president of the company.

Lost Civilizations was shot in 20 countries and includes the first film taken out of Iraq in 10 years, says Bruce. Using computer-based tech-



The creation myth of ancient Egypt is recreated using live-action elements against a computer-generated background.

nology, the ancient ruins appearing on the film are rebuilt in archaeologically correct detail, then overlaid with costumed actors who appear to

be at the sites. The realistic scenes of ancient events and the special effects mark something of a departure from typical broadcast network fare. ■

SYNDICATION MARKETPLACE

Hosts remain at Wheel, Jeopardy!

King World Productions has signed new contracts with the hosts of its two leading game shows, *Jeopardy!*'s Alex Trebek and *Wheel of Fortune*'s Pat Sajak and Vanna White, that will keep them at the shows through the end of the decade.

Active kids shows a go

Active Entertainment has cleared all four of its syndicated kids shows in more than 60% of the country for fall 1995. Its *Mutant League* half-hour strip has been cleared in 62 markets covering 66% of the country; *Happy NESS*, *the Secret of the Loch* and *Jelly Bean Jungle* FCC-friendly weeklies have been cleared in 65 markets covering 64% of the country; *Creatures of Delight* weekly has been cleared in 61 markets covering 60% of the country.

Cluster clearances

Cluster Television's new syndicated kids shows *The Littlest Pet Shop* and *G.I. Joe* have been cleared in more than 70% of the country for a fall 1995 launch. *The Littlest Pet Shop*

strip has been cleared on 70 stations representing 76% of the country, including 45 of the top 50. *G.I. Joe*, a weekly, has been cleared on 64 stations representing 71% of the country, including 46 of the top 50. Both shows have been cleared on WPIX(TV) New York and KCOP(TV) Los Angeles. Cluster's returning *The Baby Huey Show* has been cleared for a second season on 62 stations covering 70% of the country.

Geraldo renews top 80%

Tribune Entertainment's flagship *Geraldo* syndicated talk show has been renewed for 1995-96 in 80% of the country, including 29 of the top 30 markets. Top market clearances include CBS O&Os in New York, Los Angeles, Philadelphia, and Miami, as well as WGN-TV Chicago, KPIX(TV) San Francisco and WHDH-TV Boston.

Bohbot rounds out kids block

Bohbot Entertainment Inc. has selected FCC-friendly, live-action kids show *A.J.'s Time Travelers* as the fourth show in its new Amazin'

Adventures II weekend kids block, which launches in September. Bohbot has commissioned 40 original episodes of the show at a production budget of \$300,000 per episode, with intentions of stripping the show in September 1996.

George & Alana clear Big Apple

Rysher Entertainment's new talk/variety strip *George & Alana* has been cleared on CBS O&O WCBS-TV New York, where it will air at 9 a.m. opposite WABC-TV's similarly themed *Live with Regis & Kathie Lee*. The New York clearance brings *George & Alana*'s national coverage to 100 stations in 78% of the country, including 15 of the top 20 markets.

On the move

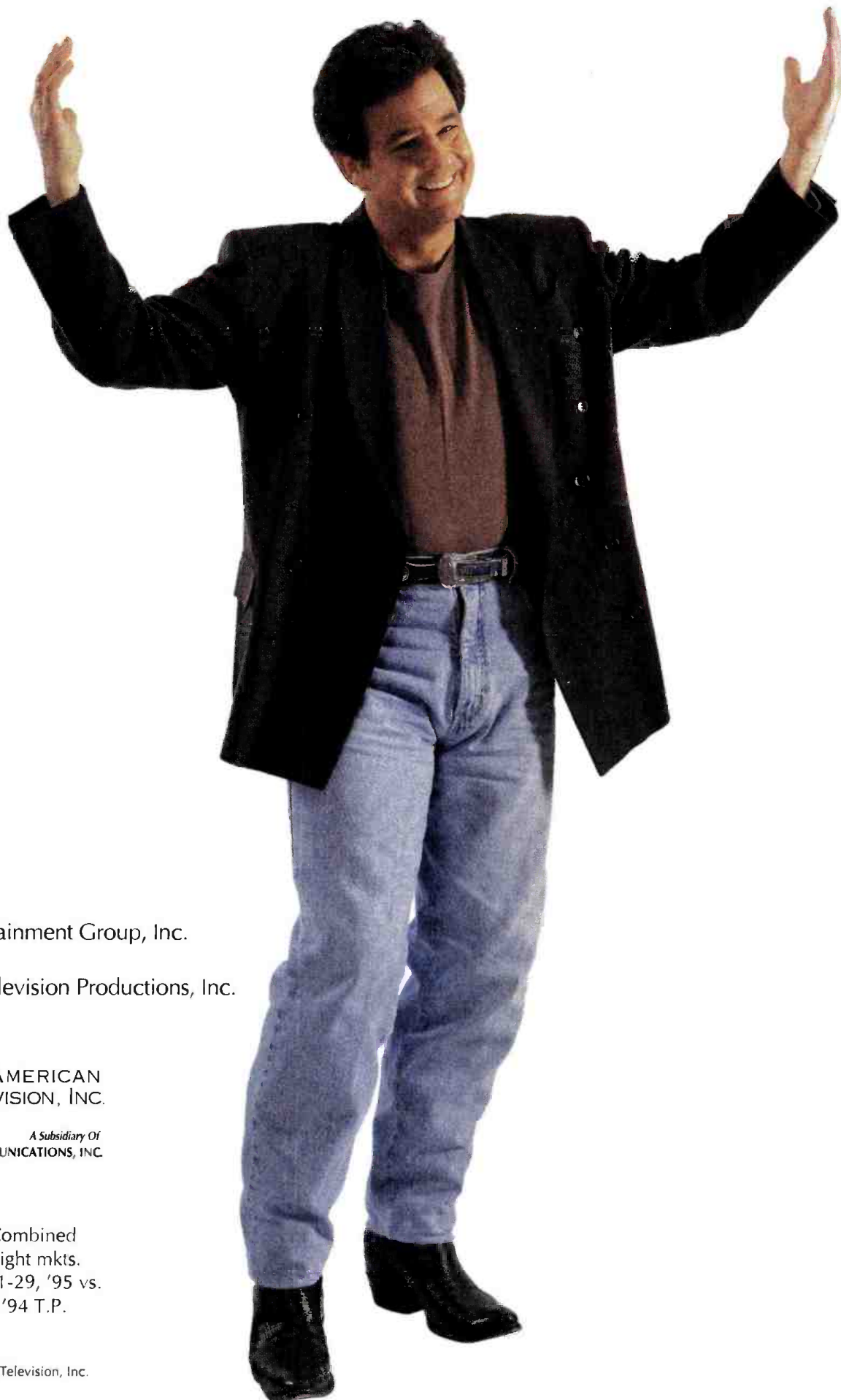
Christie Christl, a freelance producer supervisor and auditor, has joined Rysher Entertainment as vice president of production. She will head a new department overseeing production and finance on all Rysher-produced TV and theatrical projects.

Clearance roundup

An updated survey of clearances and station counts for new first-run syndicated series debuting through spring 1996

Program (Distributor)	Length	Stations/ Coverage	Launch Date	Program (Distributor)	Length	Stations/ Coverage	Launch Date
First-Run Strips							
Talk Shows							
<i>Armstrong Williams</i> (Cannell)	30	WND	Sept.	<i>Prescription for Health</i> (Int'l Tele-film)	30	0/0	Sept.
<i>Richard Bey</i> (All American)	60	66/70%	Jan. 95	<i>Peter Quarry Show</i> (Int'l Tele-film)	30	0/0	Sept.
<i>Carnie</i> (Warner Bros.)	60	97/84%	Sept.	<i>Safe Streets</i> (Kelly)	60	43/65%	Sept.
<i>Ray Combs</i> (SeaGull)	60	44/50%	Spg 95	<i>Scams</i> (MG/Perin)	30	52/48%	Sept.
<i>Danny!</i> (Buena Vista)	60	35/48%	Sept.	<i>Tales from the Lottery</i> (Wolfson/Satin)	30	WND	Sept.
<i>Downey</i> (Western Int'l)	60	15/25%	Sept.	<i>Talk Music</i> (Bohbot)	30	45/50%	Sept.
<i>George & Alana</i> (Ryser)	60	100/78%	Sept.	<i>A Year to Remember</i> (TeleMarc)	60	WND	Sept.
<i>Lauren Hutton and...</i> (Turner)	30	WND	Sept.	<i>Your Mind and Body</i> (Warner Bros.)	30	22/38%	Sept.
<i>Gabrielle Carteris</i> (Twentieth)	60	73/68%	Sept.	<i>U.S. Customs: Classified</i> (Cannell)	60	WND	Sept.
<i>Paget Show</i> (Group W)	60		Delayed	Action-Adventure/Drama/Live Performance			
<i>Charles Perez</i> (Tribune)	60	30/50%	Mar. 95	<i>Baywatch Nights</i> (All American)	60	103/81%	Sept.
<i>Charles Perez</i> (Tribune)	60	40/55%	Sept.	<i>Beyond Reality</i> (ACI)	30	21/29%	Sept.
<i>Stephanie Miller</i> (Buena Vista)	60	100/80%	Sept.	<i>Branson U.S.A.</i> (Starcom)	60	40/38%	Apr95
<i>Tempestt Bledsoe</i> (Columbia)	60	130/85%	Sept.	<i>Flipper</i> (Goldwyn)	60	40/45%	Sept.
<i>Mark Walberg</i> (Genesis)	60	75/69%	Sept.	<i>Land's End</i> (Buena Vista)	60	80/72%	Sept.
Reality-Based				<i>Hercules</i> (MCA)	60	DNA	Ja 95
<i>Inside America's Courts</i> (New Line)	30	61/67%	Sept.	<i>Mystery Science 3000</i> (Tradewinds)	60	55/39%	Sept.
<i>Day & Date</i> (CBS/Group W)	60	36/50%	Sept.	<i>Night Stand</i> (Worldvision)	60	77/70%	Sept.
<i>Detour</i> (Worldvision)	30	Cancelled		<i>One West Waikiki</i> (Ryser)	60	45/50%	Sept.
<i>Juvenile Justice</i> (Genesis)	30	55/51%	Ja 95	<i>Outer Limits</i> (MGM)	60	137/88	Sept.
<i>LAPD</i> (MGM)	30	112/77%	Sept.	<i>Pointman</i> (Warner Bros.)	60	DNA	Ja 95
<i>Living Better</i> (GTV)	60	0/0	Sept.	<i>University Hospital</i> (Worldvision)	60	DNA	Ja 95
<i>Thanks a Million</i> (All American)	30	20/30%	Sept.	<i>Vanishing Son</i> (MCA)	60	DNA	Ja 95
Game Shows				<i>The Wanderer</i> (DLT)	60	WND	Sept.
<i>Enquiring Minds</i> (Active)	30	Delayed	Ja. 96	Children/Teens			
<i>Incredible Mail</i> (GTV)	30	41/48%	Sept.	<i>Action Man</i> (Bohbot)	30	50/50%	Sept.
Children/Teens				<i>Amazin' Adventures II block</i> (Bohbot)	120	48/51%	Sept.
<i>Bananas in Pajamas</i> (Sachs Family)	30	106/80%	Sept.	<i>Gadget Girl</i> (new)			
<i>Blinky Bill</i> (Sachs Family)	30	111/84%	Sept.	<i>Enchanted Camelot</i> (new)			
<i>California Dreams</i> (Ryser)	30	60/70%	Sept.	<i>A.J.'s Time Travelers</i> (new)			
<i>Gargoyles</i> (Buena Vista)	30	DNA	Sept.	<i>Beverly Hills Beach Club</i> (SeaGull)	30	41/50%	Sept.
<i>Highlander</i> (Bohbot)	30	60/60%	Sept.	<i>Creatures of Delight</i> (Active)	30	61/60%	Sept.
<i>Littlest Pet Shop</i> (Claster)	30	70/76%	Sept.	<i>Dragon Ball</i> (SeaGull)	30	46/56%	Sept.
<i>Mutant League</i> (Active)	30	62/66%	Sept.	<i>Dude Gang</i> (Simitar)	30	14/NA	Sept.
<i>Sailor Moon</i> (SeaGull)	30	54/62%	Sept.	<i>G.I. Joe</i> (Claster)	30	64/71%	Sept.
Stripped First-Run Repeats				<i>Happy NESS</i> (Active)	30	65/64%	Sept.
<i>Baywatch</i> (All American)	60	94/73%	Sept.	<i>Hardy Boys</i> (New Line)	30	WND	Sept.
First-Run Weeklies				<i>Jelly Bean Jungle</i> (Active)	30	65/64%	Sept.
Reality-based				<i>Life's Little Lessons</i> (Int'l Tele-film)	30	0/0	Sept.
<i>Amazing Tails</i> (Litton)	30	83/47%	Sept.	<i>Magic Knight Rayearth</i> (Summit)	30	50/60%	Sept.
<i>Business Matters</i> (Hearst)	30	20/30%	Sept.	<i>Nancy Drew</i> (New Line)	30	WND	Sept.
<i>Coast Guard</i> (MG/Perin)	30	50/45%	Sept.	<i>Out of the Blue</i> (Tribune)	30	25/35%	Sept.
<i>Confrontation</i> (Wolfson/Satin)	30	WDN	Sept.	<i>Quest for the Dragon Star</i> (Summit)	30	85/78%	Sept.
<i>Feelin' Great</i> (TeleMarc)	30	WND	Sept.	<i>Reality Check</i> (Genesis)	30	58/50	Sept.
<i>Guardians</i> (Litton)	30	99/58%	Sept.	<i>Shnookums & Meat</i> (Buena Vista)	30	DNA	Ja 95
<i>Hollywood People</i> (DLT)	30	WND	Sept.	<i>Belle's Book & Music Shop</i> (Buena Vista)	30	90/60%	Sept.
<i>On the Road Again</i> (Litton)	30	77/48%	Sept.	<i>Success by 6</i> (Hearst)	30	20/WND	Sept.
				<i>Tenko</i> (Saban)	30	83/70%	Sept.
				<i>Timon & Pumbaa</i> (Buena Vista)	30	DNA	Sept.

WND = would not disclose. N/A = not available. DNA = does not apply. Used in conjunction with many new shows that appear in returning blocks. Source: Distributors



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and
Chris Craft Television Productions, Inc.

Distributed by



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OVER

70%

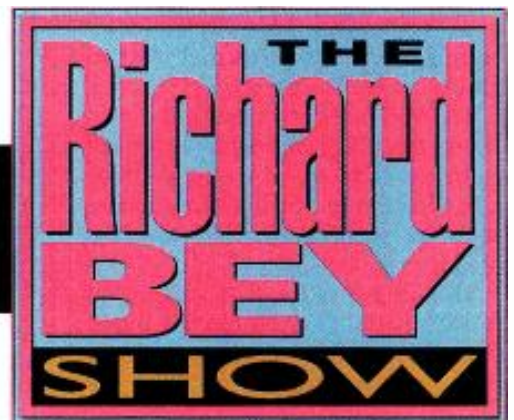
**OF THE COUNTRY HAS DECIDED
NOT TO WAIT 'TIL SEPTEMBER...**

BECAUSE THEY'RE GETTING

40%

SHARE INCREASES NOW!*

**ONE HOUR TALK STRIP
AVAILABLE NOW**



WB feeds O.J. to affiliates

Fledgling network also unveils kids show

By David Tobenkin

The WB Network last week began offering its affiliates a satellite feed of Tribune Broadcasting station KTLA(TV) Los Angeles's gavel-to-gavel coverage of the O.J. Simpson trial.

It also announced a new show for its Saturday morning kids block, which launches in the fall.

WB signed an agreement with KTLA, one of Tribune's six WB-affiliated stations, under which all WB affiliates beginning last Tuesday could receive KTLA's Simpson coverage.

Stations are required to pay a one-time \$300 authorization fee to the satellite provider and to give WB one 30-second promotional spot during Simpson coverage for every seven spots they retain.

The coverage could prove a boon in attracting viewers to the stations affiliated with WB.

"This was an example of seeing an opportunity and capitalizing on it," says WB spokesman Jim Yaeger, adding that there currently are no other plans for news programming from the network or similar news or information feeds from other WB affiliates.

Yaeger at press time said he was not sure how many of WB's affiliates had signed up for the feed, which will last as long as KTLA covers the trial.

Trial coverage has sent the station's ratings soaring, especially after competitors in the market ceased gavel-to-gavel coverage.

The WB Network's new children's show, *Earthworm Jim*, is a weekly animated show based on Sega's popular video game of the same name. MCA Universal Cartoon Studios will produce the show.

The project is the first announced for the Kids' WB children's block that will not be produced by Warner Bros. Animation or Amblin TV. ■

History, Sci-Fi top wish lists



Twenty-nine percent of cable system operators say they are most interested in adding The History Channel to their system, on expanded basic, a tier or a la carte, by the end of 1995, according to a survey by Syosset, N.Y.-based Beta Research Corp.

The 24-hour history channel from A&E Networks drew the greatest interest from cable system operators, followed closely by the Sci-Fi Channel (see chart below).

Retransmission consent channels ranked highest among the new networks that cable system operators added to their systems in 1994. Among the networks most frequently cited: FX (26%); ESPN2 (22%); America's Talking (15%); TV Food Network (9%); The Cartoon Network and The Learning Channel (7% each); Court TV and Turner Classic Movies (6% each), and Sci-Fi Channel (5%).

The survey of more than 150 cable system operators, conducted in December 1994, found that 70% of the operators either have channel capacity or will have capacity by the end of 1995 to accommodate new services.

Of those with channel capacity, the average operator had six or seven channels to carry new services. At least 80% of the operators were from systems with 10,000 or more basic subscribers and at least 40% were from systems with 30,000 or more basic subs. —RB

Broadcasting & Cable Ratings: Emerging broadcast networks, Jan. 30-Feb. 5

WB	
WEDNESDAY	1.8/3
8:00	95. <i>The Wayans Bros.</i> 2.0/3
8:30	96. <i>The Parent 'Hood</i> 1.9/3
9:00	97. <i>Unhap Ever After</i> 1.6/3
9:30	97. <i>Muscle</i> 1.6/3
WEEK'S AVG	1.8/3
SSN TO DATE	2.0/3

UPN UPN	
MONDAY	5.8/9
8:00	63. <i>Star Trek: Voyager</i> 8.8/13
8:30	
9:00	92. <i>Platypus Man</i> 3.0/4
9:30	93. <i>Pig Sty</i> 2.6/4
TUESDAY	3.0/4
8:00	91. <i>Marker</i> 3.6/5
8:30	
9:00	94. <i>The Watcher</i> 2.4/4
9:30	
WEEK'S AVG	4.4/6
SSN TO DATE	6.0/9

SOURCE: NIELSEN MEDIA RESEARCH

HEAD ENDINGS

New at Nick

Nickelodeon this fall/winter will debut its newest original animated series, *Hey Arnold!*, about an inner-city kid "with a creative mind, an admirable nonchalance and a gravity-defying hairdo." Executive producer and creator is Craig Barlett, whose credits include Nickelodeon series *Rugrats* and *The Ren & Stimpy Show*.

Gumbel gets HBO show

NBC *Today* show anchor Bryant Gumbel has signed to host a new investigative sports magazine show for Home Box Office. *Real Sports with Bryant Gumbel* will debut this April. Contributors include senior correspondent Jim Lampley and on-air personalities James Brown, Frank Deford, Larry Merchant and Sonja Step-toe, writers Ira Berkow and William Rhoden, and editorial consultant Gary Myers. The show will air four times in 1995.

World history

A&E Television Networks has created a new international sales development initiative, The History Channel International, designed to engage international media companies in launching their own locally owned niche channels focusing on historical programming.

TCI buys into Viewer's Choice

Top multiple system operator Tele-Communications Inc. has become a 10% owner in top pay-per-view distributor Viewer's Choice through the MSO's purchase of TeleCable Corp. TCI's acquisition of TeleCable and its equity position in Viewer's Choice were finalized on Jan. 26. In other ownership shifts, Cox Cable has increased its ownership in Viewer's Choice to 20% through its purchase of fellow Viewer's Choice shareholder Times Mirror Cable Television.

Top cable shows

Following are the top 15 basic cable programs for the week of Jan. 30-Feb. 5, 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	Rating U.S.
1. <i>O.J. Simpson Trial</i>	CNN	Fri 5:30p	5,153	8.0	5.4
2. <i>O.J. Simpson Trial</i>	CNN	Wed 4:30p	4,573	7.1	4.8
3. <i>O.J. Simpson Trial</i>	CNN	Thu 5:30p	4,439	6.9	4.7
4. <i>O.J. Simpson Trial</i>	CNN	Tue 5:00p	4,294	6.7	4.5
5. <i>O.J. Simpson Trial</i>	CNN	Fri 5:00p	4,241	6.6	4.4
6. <i>O.J. Simpson Trial</i>	CNN	Wed 4:00p	4,136	6.5	4.3
7. <i>O.J. Simpson Trial</i>	CNN	Fri 2:00p	4,120	6.4	4.3
8. <i>O.J. Simpson Trial</i>	CNN	Tue 5:30p	4,117	6.4	4.3
9. <i>O.J. Simpson Trial</i>	CNN	Wed 2:00p	4,068	6.3	4.3
10. <i>O.J. Simpson Trial</i>	CNN	Fri 1:00p	4,029	6.3	4.2
11. <i>O.J. Simpson Trial</i>	CNN	Tue 2:00p	3,970	6.2	4.2
12. <i>O.J. Simpson Trial</i>	CNN	Thu 5:00p	3,929	6.1	4.1
13. <i>O.J. Simpson Trial</i>	CNN	Mon 7:30p	3,922	6.1	4.1
14. <i>O.J. Simpson Trial</i>	CNN	Tue 1:00p	3,910	6.1	4.1
15. <i>O.J. Simpson Trial</i>	CNN	Tue 3:00p	3,815	6.0	4.0

Following are the top five pay cable programs for the period of Jan. 30-Feb. 5, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. <i>Movie: 'Ace Ventura Pet Detective'</i>	HBO	Sat 8:00p	4,480	20.8	4.7
2. <i>Movie: 'Nat'l Lampoon's Vacation'</i>	HBO	Sat 9:30p	3,018	14.0	3.2
3. <i>Movie: 'Extreme Justice'</i>	HBO	Sat 11:15p	1,976	9.2	2.1
4. <i>Movie: 'Robin Hood: Men in Tights'</i>	HBO	Wed 8:00p	1,742	8.1	1.8
5. <i>Movie: 'The Dangerous'</i>	HBO	Thu 9:00p	1,691	7.8	1.8

SIE, TVN join forces

Michael Jay Solomon and his Solomon International Enterprises (SIE) have joined forces with Stu Levin and his TVN Entertainment to format TVN Solomon International. The new company will offer pay-per-view and pay television services and related delivery systems to countries worldwide.

The venture will call upon the international relationships developed by SIE, as well as its marketing and overseas programming capabilities, and the technological expertise and direct-to-home knowledge gained by TVN.

"TVN has pioneered the transmission of pay-per-view movies, sports and concerts to the home," says Solomon. "SIE has deals under way around the globe, and now with TVN in our camp, we will move even faster to develop these foreign markets in partnership with experienced local operators."

According to Levin, TVN has been looking for a partner to open the international market. "I have known Michael Solomon for many years and have admired his amazing track record, from Telepictures to Lorimar to Warner Bros. I am very excited that we have now teamed up to develop these foreign markets."

With much of the domestic television industry making a slow transition from analog technology to digital, the overseas market's lack of existing structure will be an advantage, says Levin. "In many international markets there is nothing there yet, so there is no burden with analog. [When we open a market] it might be digital, analog or MMDS. It will depend on the terrain, what systems might be in place or the partners we have in those countries." Levin says. ■

Ratings: Week 20, according to Nielsen, Jan. 30-Feb. 5

	abc ABC	CBS	NBC	FOX
MONDAY	15.4/23	10.3/15	15.6/24	7.2/10
8:00		22. <i>The Nanny</i> 12.3/18	63. <i>Fresh Prince</i> 8.8/13	79. <i>Cops</i> 7.3/11
8:30		46. <i>Dave's World</i> 10.3/15		75. <i>Cops</i> 7.5/11
9:00	9. <i>American Music Awards</i> 15.4/23	49. <i>Murphy Brown</i> 10.0/14	7. <i>NBC Monday Night Movies—Pretty Woman</i> 17.0/26	80. <i>Cops</i> 7.2/10
9:30		60. <i>Cybill</i> 9.0/13		83. <i>Cops</i> 6.9/10
10:00		49. <i>Chicago Hope</i> 10.0/16		
10:30				
TUESDAY	15.0/23	11.0/17	11.3/17	11.2/17
8:00	30. <i>Full House</i> 11.4/18	36. <i>Rescue: 911</i> 11.2/17	22. <i>Wings</i> 12.3/19	36. <i>Fox Tuesday Night Movie—The O.J. Simpson Story</i> 11.2/17
8:30	25. <i>Me and the Boys</i> 11.8/18		42. <i>Smthing Wilder</i> 10.8/16	
9:00	3. <i>Home Improvmt</i> 20.0/29	41. <i>CBS Tuesday Movie—Not Our Son</i> 10.9/17	22. <i>Frasier</i> 12.3/18	
9:30	6. <i>Grace Under Fire</i> 17.7/26		49. <i>J Larroquette</i> 10.0/15	
10:00	13. <i>The Marshal</i> 14.4/24		38. <i>Dateline NBC</i> 11.1/18	
10:30				
WEDNESDAY	13.1/21	7.8/12	11.1/18	9.4/15
8:00	47. <i>Sister, Sister</i> 10.2/17	72. <i>Women/House</i> 7.6/12	58. <i>The Cosby Mysteries</i> 9.1/14	30. <i>Beverly Hills, 90210</i> 11.4/18
8:30	45. <i>All American Girl</i> 10.4/16	75. <i>Hearts Afire</i> 7.5/12		
9:00	8. <i>Roseanne</i> 15.6/24	88. <i>Double Rush</i> 6.2/10	27. <i>Dateline NBC</i> 11.6/18	77. <i>Party of Five</i> 7.4/12
9:30	16. <i>Ellen</i> 13.6/21	80. <i>Love & War</i> 7.2/11		
10:00	14. <i>ABC Special Report: Men, Women & Dif</i> 14.3/24	60. <i>Northern Exposure</i> 9.0/15	20. <i>Law and Order</i> 12.6/21	
10:30				
THURSDAY	10.0/15	8.3/13	21.5/33	8.9/13
8:00	38. <i>Matlock</i> 11.1/17	63. <i>Due South</i> 8.8/13	5. <i>Mad About You</i> 18.6/28	58. <i>Martin</i> 9.1/14
8:30		72. <i>Eye to Eye with Connie Chung</i> 7.6/11	2. <i>Seinfeld</i> 22.6/33	54. <i>Living Single</i> 9.4/14
9:00	44. <i>The Commish</i> 10.6/15	67. <i>48 Hours</i> 8.5/14	1. <i>E.R.</i> 23.3/37	66. <i>New York Undercover</i> 8.6/12
9:30				
10:00	68. <i>Day One</i> 8.4/13			
10:30				
FRIDAY	12.8/22	9.7/16	9.8/17	8.9/15
8:00	21. <i>Family Matters</i> 12.4/22	38. <i>Diagnosis Murder</i> 11.1/19	54. <i>Unsolved Mysteries</i> 9.4/16	88. <i>Tales fr/Crypt</i> 6.2/11
8:30	29. <i>Boy Meets Wld</i> 11.5/20	69. <i>Under Suspicion</i> 8.3/14	42. <i>Dateline NBC</i> 10.8/18	85. <i>Tales fr/Crypt</i> 6.7/11
9:00	30. <i>Step By Step</i> 11.4/19	52. <i>Picket Fences</i> 9.6/16	57. <i>Homicide: Life on the Street</i> 9.3/16	33. <i>The X-Files</i> 11.3/19
9:30	33. <i>Hangin w/Mr. C</i> 11.3/18			
10:00	12. <i>20/20</i> 15.1/26			
10:30				
SATURDAY	8.7/16	13.1/22	7.7/13	8.4/14
8:00		19. <i>Dr. Quinn Medicine Woman</i> 12.8/21	80. <i>Empty Nest</i> 7.2/12	77. <i>Cops</i> 7.4/13
8:30	53. <i>ABC Saturday Family Movie—Encino Man</i> 9.5/16	16. <i>Walker, Texas Ranger</i> 13.6/23	83. <i>Mommies</i> 6.9/11	70. <i>Cops</i> 8.2/13
9:00			85. <i>Sweet Justice</i> 6.7/11	60. <i>America's Most Wanted</i> 9.0/14
9:30	48. <i>The Marshal*</i> 10.1/17		54. <i>Sisters</i> 9.4/16	
10:00				
10:30				
SUNDAY	13.5/21	15.5/24	10.7/16	9.3/14
7:00		4. <i>60 Minutes</i> 18.8/30	71. <i>Earth 2</i> 7.8/12	85. <i>Simpsons</i> 6.7/11
7:30		11. <i>Murder, She Wrote</i> 15.3/23		90. <i>Get Smart</i> 5.3/8
8:00	(nr) <i>AFC-NFC Pro Bowl</i> 11.8/20	15. <i>CBS Sunday Movie—The Piano Lesson</i> 14.0/21	27. <i>NBC Sunday Night Movie—Prince of Tides</i> 11.6/18	33. <i>Simpsons</i> 11.3/17
8:30				25. <i>Married w/Chld</i> 11.8/17
9:00	9. <i>ABC Sunday Night Movie—Under Siege</i> 15.4/24			18. <i>Married w/Chld</i> 13.2/19
9:30				72. <i>Dream On</i> 7.6/11
10:00				
10:30				
WEEK'S AVGS	12.8/20	11.0/17	12.4/20	9.1/14
SSN. TO DATE	12.2/20	11.4/19	11.5/19	7.8/12

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

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Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

CD-ROM



Preiss bringing TV shows to CD-ROM

Viacom, Spelling TV properties spawn multimedia software

By Mark Berniker

Television shows are proving to be a springboard for software publishers trying to drum up concepts for CD-ROM titles.

Byron Preiss Multimedia Co. says it has struck two major licensing agreements with the producers of highly rated television programs on NBC and Fox to bring those properties to multimedia personal computers equipped with a CD-ROM drive.

The first licensing deal is with Viacom's Paramount Pictures Corp. for a multimedia CD-ROM based on *Frasier*; the second is with Spelling Entertainment's Worldvision Enterprises for CD-ROMs based on *Beverly Hills, 90210* and *Melrose Place*.

The rights to a TV program are controlled by a show's producers, not the network on which it airs. An unanswered question is whether broadcasters will be left out of profiting from the potentially lucrative ancillary revenue stream of CD-ROM software.

Jackie Snyder, director of marketing for Byron Preiss Multimedia, says her company works directly with a show's producers and not with its network.

The Frasier Companion CD-ROM springs from NBC's weekly sitcom starring Kelsey Grammer. The disc will con-

continues on page 31

Interactive

Companies create interactive TV Tools

By Mark Berniker

Before any interactive television applications arrive in the homes of consumers, software developers and television producers need to have access to multimedia software authoring tools.

Digital Equipment Corp. says it is working with OptImage to create "the first comprehensive interactive television application development system."

DEC and OptImage say the system will be an integrated hardware/software package that will run on interactive set-top boxes based on Microware's DAVID operating system, among others. It will be available by summer.

The partners are calling their interactive television development platform a "turnkey system." The new system will leverage OptImage's existing multimedia authoring tool, which allows developers to combine full-motion video, music, voice, sounds, images, drawings and animation sequences into an integrated multimedia presentation.

DEC's media server has been selected by several telephone and cable companies conducting interactive television trials, and by allying with OptImage the company is aiming to provide a one-stop shop for those developing applications for set-top boxes.

Another leading tool developer, Oracle, said at Intermedia '95 last week that it has attracted more than 500 developers

for the beta release of its Oracle Media Objects authoring tool used for creating CD-ROM and interactive television applications.

Although several companies are coming out with tools, most of the developers are devoting their energies to creating CD-ROM software titles; interactive television applications are being seen as further in the future. ■

Errata

A Feb. 6 "Telemedia Week" item gave the wrong name for the online service handling internal communications for the WB Network. The correct name is Entertainment Communications Network.

The Internet

Broadcast networks jumping aboard the Internet

CBS leads with its own site; NBC dabbles, ABC looking

By Mark Berniker

Even though the Internet computer network is not thought of as a mass medium, the broadcast television networks are beginning to take advantage of it as a means by which to distribute information about shows, as a marketing tool, and as a way to communicate with viewers.

CBS is the first of the major networks to set up a dedicated site on the Internet. However, to a lesser extent, NBC, ABC and Fox also are creating sites on the net.

CBS Eye on the Net is an Internet site that offers information about entertainment, news and sports programming, and is a sales and marketing tool for the

broadcast network.

"It's important that all broadcasters become familiar and conversant with all the new technologies," says George Schweitzer, executive vice president of marketing and communications for CBS.

"We've had tremendous interest from our advertisers," Schweitzer says, adding that many top advertisers that buy time on the TV network increasingly are becoming interested in tie-ins with Prodigy and the Internet.

Schweitzer says that since CBS went on Prodigy last September there have been more than 2 million log-ons. CBS has an exclusive relation-



ship with Prodigy that Schweitzer calls "open-ended."

Prodigy, the leading consumer online service, recently repositioned itself to become a gateway to the networks that make up the Internet.

Schweitzer says CBS is encouraging its affiliates to go online and connect with both Prodigy and the Internet.

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Video Dialtone

Nynex, BellSouth get OK for VDT; 16 bids pending

Nynex to roll out in Northeast; BellSouth's Atlanta trial approved

By Mark Berniker

The FCC has approved video dialtone applications submitted by Nynex and BellSouth to move into the business of offering television services over their networks.

After months of delays, the FCC is moving forward with processing the applications of telephone companies eager to offer both analog and digital cable television services in competition with incumbent cable operators.

The FCC has approved

eight commercial video service applications and nine other applications for video dialtone trials. However, 16 applications still have not been processed, including filings from US West (5), Pacific Telesis (4), GTE (4) and Bell Atlantic (3).

As part of the FCC's approval of its application, Nynex says it will offer a menu of video programming services to 330,000 households in eastern Massachusetts, including Cambridge, Newton, Watertown, Brook-

line and parts of Boston.

The Northeast telco also will pass 60,000 homes in Rhode Island; Somerville and Warwick are expected to be served first. Time Warner Cable is the incumbent operator in Somerville.

Nynex immediately will begin construction of its hybrid fiber-coax network, which will include advanced broadband switches and other network equipment.

Within the next few months, Nynex will submit proposed tariffs to the FCC

for commercial video services expected to arrive in 1996. But even though the telco is allowed to go forward with construction of the network, there remain outstanding issues, such as channel capacity and local franchise fees.

Currently, cable operators pay franchise fees to local, municipal and regional authorities that are a key source of revenue for those bodies. The FCC has yet to decide whether the telephone companies will be required to pay localities similar franchise fees.

"We're seeking comment on that issue," says Susan Lewis Sallet, special assistant in the FCC's Common Carrier Bureau.

Although local officials are *continues on page 31*

Online

Jim Moloshok: Warner's e-mailman

Senior VP brings viewers closer to shows by computer link

It was Jan. 25, 1994, in Miami Beach and Jim Moloshok, part of a Warner Bros. cadre of executives in town for the NATPE International convention, was in his hotel room uploading Babylon 5 electronic trading cards from his laptop onto the CompuServe computer network.

This low-key debut marked Warner Bros. Domestic Television Distribution's entry into the online promotion business. Moloshok, senior vice president for marketing and advertising, has seen the popularity of online promotions grow exponentially. Today, WBDTD has computer tie-ins with its new syndicated magazine show, Extra, and the new WB Network.

Moloshok sees the day when computer tie-ins could become a second revenue stream for the company. They already are covering their costs and, more important, Moloshok says, are keeping the company in close, interactive touch with its audience. After all, the answer to the question "Will it play in Peoria?" is now only an e-mail away.

With the enthusiasm of someone who knows a hard drive from a soft boot, Moloshok talked with BROADCASTING & CABLE Assistant Managing Editor John Eggerton about the online future.



Tell us about these electronic trading cards.

We posted some on CompuServe, some on GeNie, some on America Online and some on the Internet. The idea was to create word-of-mouth [for the launch that month of Warner's *Babylon 5* syndicated series] because people would write back and say: 'I have cards 3, 5 and 8; I'm looking for 10. Does anybody have it?' We did 21 cards, one for each star plus some for episodes. We released four or five on each of the [online] services.

[Users could download them for free], and we also did an interactive press kit. Initially, it was just to upload, but we popped it onto a disc as well and sent it out to the stations to use with their local newspapers. That kit is still all over. I still get e-mail from Europe about it. And now with *Extra*, we have an extremely active area on America Online. We went online Sept. 22, 1994. Every month we've increased the number of people coming to our area by 150% over the previous month. [In December], about 200,000 came to exchange information about *Extra*.

The *Extra* area is very organized. We have a file where people can download photos of the guests or hosts. This has become bigger than we ever anticipated. When the movie "Disclosure" opened, we created a special "Disclosure" library that had video clips and ran information and photos

from the movie so that people could get a preview from *Extra* of the movie opening. We also have a section of our *Extra* area called "Special Promotions." Each week we have major stars like Whoopi Goldberg and Demi Moore and Christian Slater. People can leave questions, and we do a whole segment on the show [two or three times a week in which the stars answer the] questions submitted to us. We also do special polls.

Who writes the software?

The software for *Extra* is done through America Online. They have a person who creates the area for us. We tell them what we're doing, what special promotions we're doing, and they set it up. Right now we are setting up a self-standing area, connected to the *Extra* area, for the WB Network.

Could these areas on America Online conceivably have a life of their own beyond the show?

Yes. To use an analogy: America Online is a cable system, and we are one of the channels on the cable system.

Do you anticipate this being a moneymaking venture?

Yes. Right now it basically covers the cost of sustaining the area. But given time and the huge increase in the use of computers and the large number of people who are signing onto online services each day, this could easily become a separate profit center and an ancillary market for television shows.

What prompted you to get into online promotion?

It behooves everybody to keep abreast of the changing ways that shows can be marketed, and it puts us a little bit farther along the learning curve.

What is the added value of online promotion?

First, it's a whole other type of marketing that I call "relationship marketing." We're able to really get into contact with the viewers. It's an experience that we have never had and the producers have never had. We get thousands of pieces of e-mail each week, and we digest these and put out a 12- to 15-page packet to everyone involved in the show and its management. It really gives them a grassroots report card on the program. It also gives us content for the show.

It's [also] an opportunity for people who generally watch from a very divorced perspective to get a personal relationship with a show.... As shows get bigger and more sophisticated, they tend to become less connected to the people viewing them at home. You are inclined when you are located in a city like Los Angeles to become very incestuous and convince each other that what you're doing is right. And anytime you can create a connection to the end user of your product, be it a magazine, a television show or cereal, it gives you instantaneous feedback that what you're doing is right or wrong. ■

BYRON PREISS

continued from page 28

tain more than an hour of video clips, a trivia bank, an episode listing and a number of other software programs, including a screen-saver and a day planner.

Beverly Hills, 90210 and *Melrose Place* will inspire CD-ROM titles, which along with *Frasier* and *Seinfeld* are part of a suite of multimedia software publishing products from Preiss's TV-ROM group.

All three CD-ROM titles will be available for use on Windows-based multime-

dia PCs and are expected later this year.

Late last year Preiss said that it would publish a CD-ROM based on NBC's *Seinfeld*, to be distributed by Time Warner Interactive. The licensing deal was negotiated with the show's producer, Castle Rock Entertainment, and Marquee Images.

Snyder says the *Seinfeld* CD-ROM will contain more than 100 video clips ranging from a few seconds to a few minutes. She says the TV-ROM titles combine a series of software utilities with a catalogue of video clips for avid fans. ■

CBS EYE

continued from page 29

"Only six or seven affiliates have their own web sites," Schweitzer says, adding that local broadcasters have a tremendous amount of valuable content, including local news, weather and community information, that never gets used on television.

In a related matter, Schweitzer said later this year CBS also will produce two CD-ROMs based on network TV shows. He would not say which programs or when the software will be available.

Not all the broadcast networks are taking the same route to the Internet. NBC is trying to distinguish itself from CBS and the others. "We have a different strategy, and we're not trying to recre-

ate what we're already doing online," says Alan Cohen, executive vice president of marketing for NBC-TV.

Cohen says NBC has plans to create a full Internet site, but he is "not prepared to say when." NBC is working with CKS Partners to create online areas for its shows. Its presence on the Internet began with *The Tonight Show Starring Jay Leno*, Cohen says, adding that there are expansion plans which could include an area devoted to *Saturday Night Live*.

NBC announced that it will launch its Interactive Viewers Club, which Cohen describes as an "electronic affinity group," in May.

Cohen says the revenue generated from online or the Internet is minuscule com-

pared with that from the network, but the value is in developing a one-to-one marketing relationship with the network's viewers.

ABC has created a detailed area on America Online that has attracted attention from online users, but the network has not yet decided whether to invest resources in creating an Internet site. "The company doesn't have anything planned yet, but we're looking into it," says Veronica Pollard, an ABC spokeswoman.

Meanwhile, Fox already has some areas for its television programming on Delphi Internet. Delphi Internet was purchased by Rupert Murdoch and is expected to be the online network for all of the media properties of his News Corp. ■

our rulemaking," Sallet says. The FCC hopes the rulemaking will be completed by June.

Glenn Brandow, Nynex spokesman, says there will be 400-800 digital channels, depending on the video compression algorithm used. But precisely how many channels will be allocated to each video information provider has not been elucidated by the FCC. "The digital channels are going to be first come, first served," Sallet says.

"We're looking for some clarification from the FCC on that issue," Brandow says.

Brandow expects there will be some "channel-sharing arrangement" between competitive video programmers vying for channel capacity on Nynex's video dialtone network. ■

Calendar

Feb. 14-15—Interactive Advertising, sponsored by Kagan Seminars. The Park Lane, New York. Contact: 408-624-1536.

Feb. 15-17—Interactive Television, sponsored by Multichannel CommPerspectives and the Interactive Television Association. Doubletree Philadelphia, Philadelphia. Contact: 303-393-7449.

Feb. 16—DBS: New Competition in the Sky, sponsored by Kagan Seminars. Ma Maison Sofitel, Los Angeles. Contact: Genni Russell, 408-624-1536.

Feb. 22-23—Digital Hollywood, sponsored by American Expositions Inc. Beverly Hills Hilton, Beverly Hills. Contact: 212-226-4141.

Feb. 27-March 1—Consumer Online Services II: Entry Strategies for Mainstream Media, sponsored by Jupiter Communications and CMP Publications. Crowne Plaza Hotel, New York. Contact: Harry Larson, 212-941-9252.

Feb. 28-March 3—Satellite '95, sponsored by Phillips Business Information. Sheraton Washington, Washington. Contact: 1-800-777-5006; 301-424-3338.

March 14-16—New Media Expo, sponsored by The Interface Group. Los Angeles Convention Center. Contact: 617-449-6600.

March 20-23—SUPERCOMM '95 with ICA EXPO, sponsored by the Telecommunications Industry Association, the United States Telephone Association and the International Communications Association. Anaheim Convention Center, Anaheim, Calif. Contact: ICA, 214-716-4140; TIA, 202-457-4935; USTA, 202-326-7279.

May 7-10—Cable '95, sponsored by the National Cable Television Association. Dallas Convention Center, Dallas. Contact: NCTA, 202-775-3606.

May 31-June 3—Multimedia '95 Exposition and Forum, sponsored by Multimedia Trade Shows Inc. Metropolitan Toronto Convention Centre, Toronto, Canada. Contact: 905-660-2491.

NYNEX, BELLSOUTH VDT OK

continued from page 29

adamant that those fees should flow into their coffers, the telephone companies don't think they should have to pay franchise fees to operate a common carrier video network.

Another unresolved issue is the number of analog channels Nynex will allocate to broadcasters and other programmers on its video dialtone network. Nynex proposed to give broadcasters and public access channels priority for the 20 analog channels it plans to offer initially over the common carrier network.

"We're not authorizing their proposal to give all the analog channels to broadcasters, and Nynex can't go forward until we finish with

Ivan Seidenberg: Expanding Nynex's entertainment horizons



Ivan Seidenberg, who steps up to become chairman/CEO of Nynex in April, is among the new breed of telco executive determined to push his company beyond "plain old telephone service" into interactive TV and other high-tech communications and information businesses. Seidenberg pushed for Nynex's \$1.2 billion investment in Viacom. And he was instrumental in bringing Nynex together with Bell Atlantic, PacTel and Hollywood's Creative Artists Agency to invent the next generation of television.

In this interview with *BROADCASTING & CABLE* Senior Editor Mark Berniker, Seidenberg explains the strategy behind the CAA and Viacom deals and shares his belief that cable and telephone can both prosper in the coming competition by "expanding the pie" with attractive new services.

How did the Creative Artists Agency deal come together, and what are your expectations for it?

It started two years ago with an overture that we made to [CAAs] Michael Ovitz about Nynex's working with CAA to acquire, procure, license and do all of the things we need to do to get some content over our network. When we started

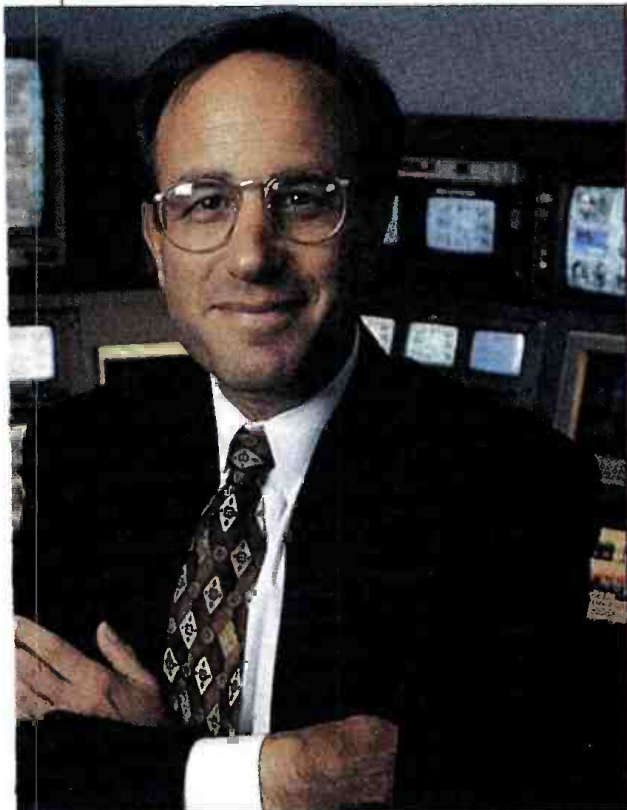
talking about the deal, we hadn't really thought through the issue of bringing the other two [regional Bell operating companies] into it. At the time, Bell Atlantic and Southwestern Bell and some of the others were still involved in deals with the cable companies. As those deals started to look like they wouldn't work, we put together a plan involving the other two. If you took the combined scale of Nynex, Bell Atlantic and Pacific Bell in terms of the distribution, then we could gain access to a critical number of TV households. We took the creative skills and the access CAA has to the creative community and said we would then have a partnership worth looking at.

Michael and CAA were looking for us to create an open-architecture and high-technology access to as many as 40 million households, including six of the top seven television markets. We thought we had a marriage made in heaven. We now have been up and running for about three months and meeting every three or four weeks, and everything is moving along real well.

What are some of the complicating factors in trying to meld the strategies and cultures of the three different telcos with CAA?

Actually, when it comes to the distribution of content and the development of a broadband network, we have remarkably similar perspectives. History had the three companies moving ahead with their own technology deployment using different manufacturers and slightly different architectures. One of the things to which we've all committed ourselves is to relook at that, so that we will be able

COVER STORY



A telephone operator

Ivan G. Seidenberg will assume the positions of Nynex chairman/CEO on April 1. Currently, he is the RBOC's president/COO and vice chairman of Nynex's Telecommunications Group, based in New York.

Seidenberg has held various positions at Nynex, including vice president of Government Affairs in Washington, and president of Nynex Worldwide Information and Cellular Service Group. Seidenberg began his career more than 28 years ago with New York Telephone. He also served in the United States Army and was stationed in South Vietnam from 1967 to 1968. Seidenberg lives with his wife and two children in West Nyack, N.Y.

He will be replacing William Ferguson, who is retiring at age 65 after serving as chairman/CEO since October 1989.

Bell Atlantic has been perceived as the leading telephone company in the video business. How much of its experience is going to be parlayed into this alliance? What are you learning as you attempt to enter the cable television and interactive services business?

Learning is bilateral, so we're learning from each other. Bell Atlantic has done an excellent job in getting some of the technology deployed; they've really concentrated on the development of the narrowband network, and they've moved very aggressively into some video and broadband deployment. What Nynex has done is start one of the first trials with customers in Manhattan with Liberty Cable. We also have a very large combined cable and telephony business in the UK. Coupled with our strategic relationship with Viacom, I think even Bell Atlantic would tell you we're bringing quite a

to drive the deployment of the technology more consistently and quicker. One of the goals of our new-platform company is to look at the navigational tools that everybody talks about, so we intend to make that a standard among the three companies. If we could then, in turn, make that the standard in six of the seven top markets, then we could begin to drive some commonality.

The three of us also have something else in common: Each has a love affair with the region of the country that we serve. We love the Northeast. Nynex feels blessed that it's serving the media center not just of the U.S., but of the globe. California [served by PacTel] is obviously a major media center. With Bell Atlantic serving another large part of the Boston-Washington corridor, we think we're focusing on the right markets.

The alliance calls for two companies: a media company and a technology company. What will each of these entities do in the near-term and in the future?

The technology company will focus on the architecture, the navigator and all of the deployment issues that go along with that. That's a very extensive project, considering that the three regions have 40 million-50 million access lines that potentially can be equipped over the next 10 years. What we see is [building] somewhere between 4 million or 5 million access lines over the next four or five years. What we're looking at is a pretty early deployment of lots of capacity, and then you'll see steady building out.

The media company is in the business of acquiring and licensing and partnering with creative people to develop content that would be owned and licensed for distribution over our networks.

bit of intellectual property to the partnership.

You mention Nynex's \$1.2 billion investment in Viacom. What does that do for Nynex and the alliance?

We firmly believe that our investment in Viacom is strategic for several reasons. Over a period of time, it will give us the skill sets, experience, access and product that we will put over our networks. There has been a lot of discussion about the exclusivity of content. We believe in an open architecture, so our investment in Viacom secures content for a very long time. As we get our network built out, we will have access to the kind of content that Viacom provides. We're already working with Viacom in the UK and also have some projects under way in the Asia-Pacific region. We're doing some things with Viacom in Bangkok and have a cable system over there, and we're talking about expanding into China and other places in the region.

The other thing about Viacom is that they know a lot more about what the customer wants and how to present the information to them. So we're gaining a lot of experience in getting the programming up and running. Over time, Viacom will be a large supplier of content, not only to the new Nynex-Bell Atlantic-Pacific Bell consortium, but to all distribution networks that are bringing information out to the customer.

The combination of the Viacom investment and the CAA relationship brings to Nynex a source of creative talent—and a source of creative information that we eventually will be able to package over our network without any interference from others who might want to make that information exclusive.

The culture of the telephone companies is quite different from that of a company like Viacom. What are you going to do, as chairman of Nynex, to redefine or possibly transform the company?

What we're good at is deploying technology, providing services to customers and running a communications system. The old telephone company is no longer in existence. The new technology has shifted us into a world in which we need to manage integrated networks that include wire-free, wire line and video. With respect to the Viacom, Disneys and CAAs of the world, we believe in the theory that we aren't trying to acquire and vertically integrate everything and manage it under the umbrella of a single communications company. We believe much more in a virtual-relationship situation. Nynex has stepped out and developed a model in the industry in which we have strategic partners and some equity participation. We'll rely on Viacom to be Viacom. We'll rely on Creative Artists to be Creative Artists. And through our relationships, we will be able to create the package of services for customers.

We're not trying to change their culture, nor do we want our culture to become like theirs. What we have to do is be focused on the marketplace and what the customer wants: low cost, easy-to-use services in a variety of forms, including entertainment, education, games and all sorts of offerings. Our bottom line is, we are not trying to change our culture to theirs. We are trying to evolve our culture to be much more focused on the customer. The entertainment companies are trying to do the same thing.

But the competitive marketplace for entertainment and communications services is changing dramatically. What are your priorities as you consider the opportunities in wireless, local access, long distance, cable television and video dialtone?

Our number-one priority is to remain the market leader in our own home region. The technology says that our current business, which is voice communications-based, will no longer be sufficient to serve our customers. So we need to migrate our business to a narrowband platform, then a broadband platform, and we need the applications that go along with those networks. The priorities are simple. We've got to refocus our resources on the customer, deploy the technology, reduce the cost structure, change regulation, and partner with those who can help put applications over the network.

The other part of the growth of this company is to expand into selected international markets where we can offer the same kind of thing, meaning the UK and Asia-Pacific regions. So what we see ourselves as is an integrated packager of communications services that range from anything from voice right up through narrowband ISDN to broadband entertainment.

Do you envision the telcos' video dialtone networks taking market share away from existing cable operators?

We will begin to deploy broadband over the next few years and ramp up the number of customers connected to us. I see the market evolving slightly differently than what's been talked about. I don't see the market as static, in which we grow and the cable companies lose share.... What we believe we need to do is expand the market, so people who don't use cable service today will now choose to because we're providing a different variety of channels at a different price. We'll take some share from the cable companies, but we'll also create brand new demand. What we're finding is the market keeps expanding, so at Nynex we are committed to expanding the pie.

I'm encouraged by the fact that the cable companies are deploying technology and trying to expand the network and are going after a piece of our share. Between the two of us, the market is going to be stronger, providing better choice to the customer than either of us could alone.

"I believe strongly in the idea that you are going to talk to your television and you are going to watch your telephone."

With this changing competitive matrix, who do you see as your principal competition? Time Warner and US West, or the New York Times and the Boston Globe with their alliance spanning the Northeast?

[Our competition is] the cable companies and the other regional Bell companies. In the future you are going to see different categories of competitors: those who build networks directly like ourselves, the cable companies, the wireless companies that might eventually deploy technology that would allow them

carry some forms of broadband, and the satellite companies. Then, in a few years, you're going to see marketing companies spring up and do nothing more than under-build, purchasing facilities from us, purchasing facilities from cable companies and packaging stuff on their own.

We can't predict all of that, but what we believe is that the marketplace will be intensely competitive and will be market-driven. We'll probably get competition from more than just the cable companies.

While you and the other telcos are building broadband networks, questions remain about consumer demand for new video and interactive services. What if consumers balk at footing the bill for this expensive broadband network?

In the Nynex territory, our customers on average spend a lot more on entertainment than [do customers] anywhere else in the country. We have a base of people willing to spend the money on the various forms of entertainment services. That says to us that if we can build the quality network for the right price, then we will have a base to build on.

Also, we are completely convinced that there are lifestyle issues, generational issues and all sorts of changes going on in society that can help us stimulate demand for all of this. That is not an empty vision. If you look at the Internet, Prodigy and the other online services,

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if you look at all the satellite dishes that are popping up, what you see is that the water level keeps rising. With the right cost structure, the right marketing and an easy-to-use system, we think we can expand the market.

In terms of the cost, the price of the technology was out of bounds a couple of years ago. Now we are finding that the cost is almost the same as it would be for the cable company to equip and upgrade its network. So the cost to us for fiber and a little coax is not much more than [what] it is costing the cable company to upgrade its facilities from its current systems to new systems.

How soon will you be taking customers away from Time Warner and other operators in your region? You're starting at zero.

Let's turn it around. The cable companies don't have any telephone customers, nor do they have a switching network. They need to build one, but it's going to take some time. We already have a trial in Manhattan with Liberty Cable. Bell Atlantic has some trials up and running. During the next 12 months, among Pacific Bell, Bell Atlantic and Nynex, you're going to see upwards of 750,000 to a million customers with access to our services. During the next two or three years, we'll have access to 5 million customers. That's when the share will start shifting, and we'll start expanding the market. And remember, it's not just reallocating existing share, it's growing it. Large parts of New York City are not served by any cable provider, and some of the highest usage of telephone service is in those areas. There are untapped marketplaces [where] we can expand and do very well.

How much was risk-sharing a factor in your alliance with Bell Atlantic and PacTel?

You've got to take a risk to grow. You've got to be entrepreneurial all the time. When regional Bell companies like Nynex seek to be entrepreneurs, people are sometimes surprised. There's no question that we can work at the technology quicker by sharing in the development costs three ways. We can get the navigator out there, and we can get all of the electronics done quicker. We have more leverage with the manufacturers. There is a clear economic incentive for us to work together with those two companies.

On the programing side, it's very simple. Although we are not programing experts, we've been told very clearly that the more customers you bring up, the better your rates are going to be for the content that you want to offer. So if you take the [number of] lines that Nynex intends to make available and multiply it by three, then we immediately can do content deals with the networks and the creative people that will drive much better pricing for content.

Then we have an economy-of-scale and scope question. While the three companies are working together and remaining independent, it brings the economies of scale and scope to the deployment of the technology and to the

acquisition of the content. It's really not a hard formula and not any different than the two or three largest cable companies getting together. They're doing the same thing.

You said earlier that phone customers will not be paying for your entry into video. Cable operators disagree. They say cross-subsidization is inevitable.

Our telephone rates are trackable and are under the governance of more regulators and government officials than you could probably put on the planet. Most of those arguments are strictly used to administratively slow down the inevitable. If people want to spend their time and effort doing that, then fine. But our focus is not to complain or jaw-bone about regulation. Our view is, let's free up the marketplace, because in the final analysis what we want to see happen in this world of entertainment and information services is what happened in consumer electronics. Everybody would agree that there is more choice and higher quality in consumer electronics than ever before. We need to do the same thing with telephony and entertainment and information services.

Do you think this administration and the new Congress will set the right policies to develop the market as you would like to see it develop?

In general, the customer and the technology tend to be ahead of government. It isn't a matter of which parties are there; it's really a question of the learning curve and people becoming comfortable. The customer and the technology are the ones driving the market. What's beginning to happen now in all government, state and federal, is that

officials are seeing the economic power in high-capacity, high-quality communications networks and what it can bring to economic development and in choice and services. I'm very sanguine that on the federal level we are going to see a lot of liberalism of these markets. If you can see liberalization happening in places like Germany, France, Japan, India and China, then you have hope that our politicians can be much further along than the rest of the world.

There are so many different media chasing the future of information and communications—online services, CD-ROM, interactive television. Which are the winners? The losers?

My personal view of this—and none of us is clairvoyant—is that in business you take prudent risks in chasing several different things and hope a couple of them work. But there are a couple of secret, hidden services that customers would really be interested in over time. There is no question that there will be some expansion in the whole area of electronic commerce and home shopping, and the whole acquisition of new products in various ways. We believe this whole issue of education is an untapped area. The other thing I believe is that we have no idea of what all the killer applications are, and I'm very happy with that because there are a lot of creative, smart people in this world who, if we provide the right incentives, will invent the next forms of entertainment. ■

"I think we can double the size of Nynex in the next seven to 10 years and be one of the major global players."



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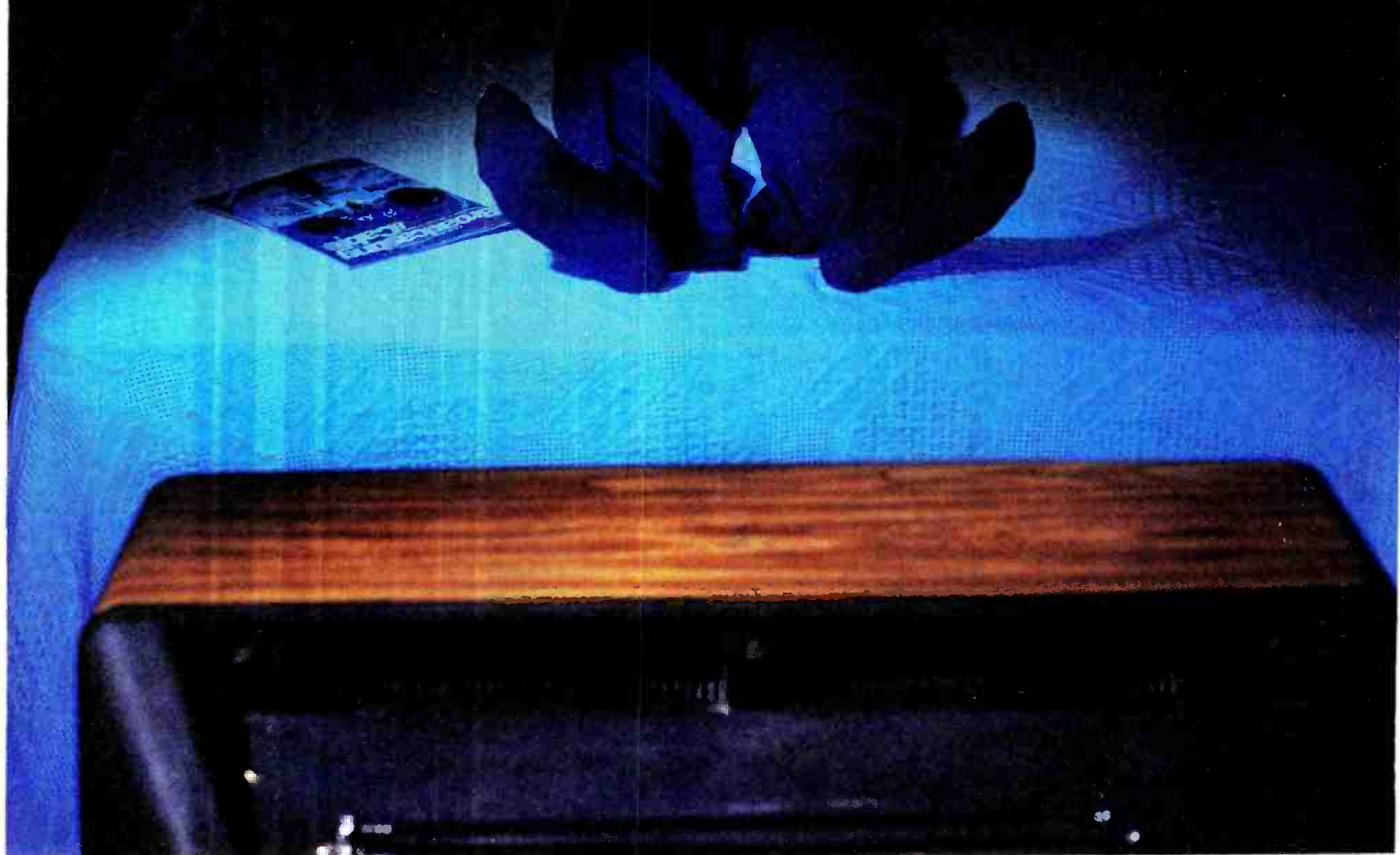
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Radio sees big revenue gains in 1994

Ad revenue increase—11.3%—biggest since '85; year-end totals break \$10 billion

By Donna Petrozello

Radio station revenue from local, national and network advertising peaked at \$10.65 billion in 1994, an 11.3% increase over the \$9.56 billion year-end total for 1993, according to market surveys compiled by the Radio Advertising Bureau. Last year also was the first year in which radio advertising revenue exceeded \$10 billion, according to the RAB.

The double-digit increase represents the steepest growth in revenue totals since 1985, when advertisers spent an additional 11.5% in radio over 1984 levels, the RAB says, adding that in May 1994 revenue totaled more than \$1 billion, the highest recorded in a single month.

RAB President Gary Fries says that the selling points of radio as an advertising medium account for its success last year.

"Key to radio's growth both this past year and in the future are its steadily increasing audience in the face of a proliferation of new media options, its status as the only electronic medium to travel easily with consumers outside the home, and

[its] targeted advertising environment," Fries says.

Market to market, on average, national ad revenue increased 14.8%, to an estimated \$1.86 billion in 1994 over 1993 levels. Revenue from local advertising sales—which constitute about 75% of all radio revenue—increased by 11.2%, to \$8.37 billion in 1994 over 1993, the RAB reports.

Combined in a weighted average, national and local ad revenue increased by an average 12%, the RAB says. A survey of local and national ad revenue at radio stations in 100 markets was conducted by the accounting firms of Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter for the RAB.

Advertising revenue from network ad sales, which constitute only about 4% of radio advertising revenue, totaled an estimated \$411 million for 1994, a 1% increase over 1993 levels, the RAB reports. A survey of network ad revenue was compiled by the Radio Network Association with Miller Kaplan Arase & Co.

Radio stations in the southeastern U.S. report the largest gains in

national ad revenue, an average 17% increase for 1994 over 1993 levels. National revenue increases averaged 15% for stations in the eastern and western U.S. Increases in local ad revenue were fairly consistent throughout U.S. regions, with an overall average of 11.2% for the year.

In a 1994 year-end survey of radio revenue and retail sales figures in radio markets nationwide, BIA Publications found stations in Southwestern markets generally showed the highest increases in revenue over 1993 levels.

Stations in Albuquerque showed revenue increases of 23% in 1994 over 1993, BIA reports, with estimated revenue at \$24.8 million for 1994 compared with \$20.1 million in 1993. And stations in Boston, Atlanta, Phoenix and Las Vegas also report 20% average increases.

The RAB also reported revenue totals for December 1994. Local ad revenue showed an average 10% increase across all markets and national revenue increased an average 19% for the month.

Stations in the eastern, midwestern and western U.S. each reported national revenue totals for the month more than 20% greater than totals in December 1993, the RAB states. Network ad revenue, on average, edged up nearly 2% last year over 1993.

In a survey of 65 Los Angeles-area stations, the Southern California Broadcasters Association reported estimated radio revenue at \$503 million from local and national advertising, says Gordon Mason of the SCBA. Thirty-four of those stations, which were also surveyed by Miller Kaplan Arase & Co., report revenue of \$457 million.

Mason says that the automotive industry continued in the second half of 1994 to be the largest radio advertiser in the Los Angeles area. Retail department stores and telephone companies also advertised heavily on radio in the same period, he said. ■

Early results look good for 4th quarter

Solid fourth-quarter fiscal reports from many radio groups ended a year that industry executives considered perhaps radio's best since the downturn in business in 1989. Below are early results from two groups.

Infinity reported a 35% increase in net revenue and a 17% increase in operating cash flow (on a pro forma basis) for fourth quarter 1994 over the same period in 1993. Net revenue for the quarter ended Dec. 31, 1994, was \$82.6 million, compared with \$61.1 million for 1993. Operating cash flow for fourth quarter 1994 was \$38.8 million, compared with \$27.8 million in 1993. Infinity's net income for fourth quarter 1994 was \$14.1 million, compared with its net income of \$9 million for the same period in 1993. Earnings per share for fourth quarter 1994 were 32 cents per share, compared with 20 cents per share for fourth-quarter 1993.

Tribune's radio division had net revenue that rose 7.3% in December 1994; a 9.7% increase for fourth quarter 1994, and a 1.1% increase for 1994 over the same periods in 1993. Tribune says last summer's Major League Baseball strike caused the company's broadcasting and entertainment properties to lose an estimated \$30 million in advertising revenue for the year. —DP

From cable to radio, comedy bits make crossover

By Donna Petrozzello

When he is not busy writing song parodies based on "bizarre" news events and personalities, David Kolin is trying to bring the best of television to radio.

A year ago, Dick Clark purchased a company Kolin had launched to distribute his song parodies and made the company part of the United Stations Radio Network. The network's early comedy services repertoire for radio included Kolin's established *Dr. Dave's Comedy Drops* and *Laugh Attack* series. In association with Clark, Kolin decided to tape comedy routines from cable and network television and distribute the bits to radio.

The network's first venture was distributing last October the *Come-*



A caricature used in promotional literature for Kolin's radio series portrays him at mike, surrounded by personalities he has parodied for cable TV and radio.

dy Central Minute segment of routines and show highlights from the Comedy Central cable network. United Stations has since started distributing the *Martin Lawrence Minute* excerpts from Fox TV's *Martin*. Kolin says he wants to syn-

dicating excerpts from WOR-TV's *Jon Stewart* show.

"There is a great synergy between television and radio," Kolin says. "I think the combination of radio and cable TV is perfect—and something people don't do enough of."

Kolin's other credits include writing/producing Home Box Office's *Hardcore* TV late-night series. HBO has tentatively agreed to air *Hardcore* for another season and possibly produce a movie based on the series. Kolin's upcoming projects include a deal with MTV to reshoot a selection of rap and rock music videos using a modified visual set and revised lyrics that satirize the original song and artist.

Kolin's song parodies were first heard on radio when WHTZ(FM) New York hired him for \$25 a week to set original lyrics to hit songs. Eight years later, Kolin's parodies sell to hundreds of stations in all formats. And, he says, he is never at a loss for material.

"The news of the day is so bizarre it lends itself to parody easily," Kolin says. "The inmates are truly running the asylum. There is more out there than what I need to work on." ■

Cuomo talk show in works

Former New York governor Mario Cuomo may soon join the ranks of politicians turned radio talk show hosts.

Cuomo spokesman Jim Griffin says "a deal is imminent" between the former governor and a major radio syndicator to launch a "multiple hour" weekend talk show hosted by Cuomo. Griffin says many radio syndicators have sought Cuomo since he lost his bid for a fourth gubernatorial term to George Pataki last year.

Cuomo has met with Ed McLaughlin, CEO/chairman of EFM Media Management, which syndicates the *Rush Limbaugh* and *Dr. Dean Edell* shows, but EFM sources declined to comment on whether they had forged a deal.

Regarded as one of the most eloquent speakers of the Democratic party, Cuomo also was urged by party representatives to host a talk show to counter the pervasive Limbaugh, who boasts more than 660 radio affiliates nationwide and whose late-night syndicated TV show does very well in the ratings.

But Griffin says the structure of Cuomo's proposed

weekend show precludes him from banging heads with Limbaugh, whose three-hour program airs weekdays coast-to-coast: "We're talking about once a week; it wouldn't be comparable [to Limbaugh]."

The New York-based show is expected to blend a topical discussion of Cuomo's choice with a calls and a variety of guests ranging from "prominent national political figures to welfare mothers," Griffin says.

Cuomo also has been courted by television syndicators to host a talk show, Griffin says. But the former governor "feels comfortable with radio." Cuomo contributed a talk segment to public radio WAMC(FM) Albany, N.Y., during his tenure as governor. Griffin says Cuomo "enjoys the medium of radio and likes its immediacy, but he felt [doing a radio show] five times a week was not right" for his schedule.

Simon & Schuster signed Cuomo to write a book on national issues and has been retained by the New York law firm Willkie Farr & Gallagher as a partner. —DP

Casey Kasem: 25 years and counting

Formula for his first show in 1970, counting down top radio hits, is still a winner

By Donna Petrozello

Pop music artists have come and gone, but radio countdown king Casey Kasem has stayed on top of the charts.

Twenty-five years after launching his trademark *American Top 40* hit song countdown show to eight stations in 1970, Kasem delivers three shows for adult contemporary and contemporary hits radio formats, a weekday "biggest hits" segment and a Saturday morning countdown show on E! Entertainment Television. Kasem has also extended his contract with Westwood One Entertainment to syndicate his shows through the year 2000.

Despite fragmentation of the traditional top 40 format in radio in recent years and a shift by listeners to adult contemporary formats, Kasem's shows air in every major market because he has tailored his show to different formats while keeping his trademark formula intact. His current shows include *Casey's Hot 20*, *Casey's Top 40*, *Casey's Countdown* and a daily segment, *Casey's Biggest Hits*.

Kasem's newest feature, *Casey's Hot 20*, was introduced on adult contemporary KBIG(FM) Los Angeles and



on "hot" adult contemporary WMXV(FM) New York, both Bonneville International-owned stations. Kasem had a countdown show on WHTZ(FM) New York before moving to WMXV. *Casey's Hot 20* counts down the top songs in the hot AC format, which has attracted some of the listeners that lost interest in top 40.

"Two years ago, we saw top 40 stations [and listeners] switching over to a hot AC format because they were concerned about rap and other hard music," Kasem said. "We didn't want to eliminate any songs from the

countdown charts, so we created a new show for the hot AC format."

Boasting one of the most identifiable voices in radio, Kasem also created one of the most distinctive show styles. As a top 40 disk jockey in Oakland, Calif., Kasem developed a "teaser-bio" format, where he would "tease" the audience by talking about an artist and hit record minutes before he played it, building anticipation.

Kasem matured the technique in his countdown shows by talking about the artists, their careers and hit records between spinning disks in the countdown. The formula worked and launched his career.

"The simplicity of the show makes it work," Kasem contends. "Counting down the numbers gives the show a story line. It is basically the same thing I started with from day one."

Eight years after Kasem's *American Top 40* debuted, he added a "requests and dedications" segment in which he answered listeners' letters and song dedications on the air. The segment has become "probably the most popular part of the show," generating 250-300 letters weekly, Kasem says.

Kasem also has tapped into a young television audience again with a new show on E!, *Casey's Top Ten* countdown of contemporary hits music videos. The 60-minute Saturday morning show marks Kasem's reentry into television. He hosted the *American Top Ten* in syndication on network television for 12 years beginning in 1980. With the E! show, Kasem varies his weekly countdown by format to appeal to the network's target audience, women 18-49.

Yet it is Kasem's adeptness at weaving a story around a song that keeps listeners pivoted to a countdown show of hits.

"With the right words, you can create an image in the minds of the listeners. The pictures you draw become part of the psyche of the listener," Kasem says. "And that's why radio is so fascinating—because you have an unlimited budget. All you need are the words." ■

Talk show targets working mothers

For single, working mothers exhausted from being chauffeur, breadwinner and chef, radio talk show host Debbie Nigro tries to put it all in perspective.

In her two-hour Saturday morning radio show, *The Working Mom on the Run*, aka *What the Heck Happened to My Life*, Nigro provides advice for her target demographic—single mothers. She lets her listeners know she understands their struggles, but helps them find humor in their hectic routines.

"Everybody is trying to do everything," Nigro says. "Everybody is feeling guilty about not doing everything perfectly, and the good news is—nobody is."

Recent *Working Mom* shows have featured debates on health care, advice on getting children to listen without screaming and interviews with celebrity mother guests such as Sally Jessy Raphael and Mary Alice Williams.

Nigro's Sweet Talk Productions produces the show at studios in New York and syndicates it to more than 100 affiliates. The show is sponsored by Avon. In her not-so-spare time, Nigro is writing a companion book, "The Working Mom on the Run Manual," and has filmed an exercise video. Nigro and her seven-year-old daughter, Alexis, were recently featured on the cover of *Working Mother* magazine.

Nigro is a former morning show talent at a New York radio station. —DP

The selling of public TV

Facing loss of federal funding, stations may have to buy into advertising; some already have started

By Elizabeth Rathbun

Although public television station WIPB Muncie, Ind., gets 30% of its budget from the Corporation for Public Broadcasting, General Manager Joe Misiewicz says he could live without that federal funding.

"I don't have any problem with [Congress's] pulling away the CPB money," Misiewicz says. But he thinks it should be gradual—over several years—and that FCC rules should be changed to allow stations to make up the loss of revenue. "Eventually we're going to lose federal dollars, and we ought to get proactive about this," he says.

Among the solutions Misiewicz would fall back on if Congress cuts its support for CPB is increased advertising. Yes, advertising. Although legally noncommercial, public stations since 1981 have been allowed to run a form of advertising called "enhanced underwriting," or credit for corporations and other underwriters that allows for logos and product pictures (see box). With Congress's new Republican leaders calling for the privatization of CPB, further enhancement of advertising has arisen as a possible answer.

But while even public broadcasters have broached the issue among themselves, the subject is an explosive one. One station president, asked for comment, requested that his name not be used, for fear of getting caught in the sometimes bitter political wars that have erupted over the issue.

"There are people in public broadcasting who would sooner commit suicide than be associated with an advertisement," the station president says. But, he adds, corporate underwriting announcements and enhanced underwriting spots already are ads of sorts. "We would love to be cut loose. This pledge business isn't making it," he says, referring to on-air fundraising.

Opponents of expanded advertis-

ing on public TV say it would guarantee a decline in program quality. Broadcasters would change their programming to attract a wider audience for advertisers, they say.

Randall Feldman, president, WYES-TV New Orleans, says advertising "might make up some of the money" that Congress is threatening to withdraw. But, he warns, "You're only going to put on the air what gets ratings. The local productions, the outreach activities, don't do that."

The anonymous station president disagrees. He says the quality of programming on public TV actually would improve. As advertising brought in more money, stations could afford better programs, he says.

The fate of local stations and local productions is also murky. CPB funnels the federal money it gets from Congress—\$285.6 million this year, or about 14% of public broadcasting's total support—to the Public Broadcasting Service and National Public Radio for national programs, and to the approximately 950 public TV and radio stations for their operations.

In the home state of Republican



At WIPB Muncie, Ind., advertisers include banks, florists, the local McDonald's and Ball Memorial Hospital, above. Rates range from \$15 to \$19 for a 15-second spot, and from \$22 to \$28 for a 30-second spot.

Senator Larry Pressler, who is leading the charge against continued CPB funding, 25% of South Dakota Public Broadcasting's \$1.7 million budget comes from federal funds. If that disappeared, the state's economy would not be able to generate more advertising for public television, says Don Checots, executive director of the system. "In some markets, it might work," he says. But "we don't believe

An ad by any other name...

When is an ad not an ad? When it's called "enhanced underwriting" on noncommercial public broadcasting stations.

A 1981 law mandates that regular public broadcasting programs may not be interrupted by ads.

A 1986 public notice by the FCC elaborates that public broadcasting stations may not be paid to promote the sale of goods and services of for-profit entities. The key word is "promote." In an ad for a for-profit company, prices may not be mentioned, nor may inducements such as "six months' free service."

However, stations may acknowledge contributors with:

- logos or slogans that identify but do not promote;
- location information and a telephone number;
- "value-neutral" descriptions of a product line or service, including pictures of specific products; and
- brand and trade names and product or service listings.

Such spots should not include qualitative or comparative language, the FCC says.

Fines because of violations are rare, an FCC official says. —EAR

The demographic picture

A September 1983 study of advertising on public television found advertisers attracted by what they perceived as "somewhat larger high-income and well-educated...households than other television audiences," households that were more likely to include hard-to-reach and occasional viewers. Nielsen numbers collected between October 1993 and May 1994 show the trend has lessened somewhat in some categories. Here is that snapshot of public TV households:

RACE*	Public TV	Total TV hh	INCOME	Public TV	Total TV hh
Black	10.7%	11.4%	\$60,000+	23%	20.8%
Nonblack	89.3%	88.6%	\$40K-\$59,999	20.4%	19.3%
			\$20K-\$39,999	29.7%	29.7%
			Less than \$20,000	26.9%	30.2%
EDUCATION*			AGE	WOMEN	MEN
4+ yrs. college	24.1%	22.3%		Public TV/Total TV hh	Public TV/Total TV hh
1-3 yrs. college	22.7%	22.6%	18-34	10.6%/13.4%	10.4%/13.2%
4 yrs. high school	33.3%	33.6%	35-49	11%/11.9%	11.1%/11.4%
Less than 4 yrs. HS	19.9%	21.5%	50-64	8.5%/7.2%	7.9%/6.6%
			65+	9.8%/7.2%	7.5%/5.1%
OCCUPATION*			CHILDREN	Public TV	Total TV hh
Professional/owner/ managerial	24.9%	24.1%	2-5	9.6%	6.4%
Skilled/semiskilled	28.5%	30%	6-11	8.4%	9%
Clerical/sales	14.5%	15.7%	12-17	5.2%	8.6%
Not in labor force	32.2%	30.3%			

*Head of household Source: Nielsen Television Index

there's enough business in this state to replace federal funding."

The 19,000 members of South Dakota Public Broadcasting also would be turned off by more advertising, Checots says. The station runs underwriting credits, but "we've tried to avoid becoming more commercial."

Without federal funding, Checots may cut the number of hours on the air or shut down transmitters that serve isolated parts of the state. Those people, he says, would be entirely cut off from broadcast services: "We're the only thing they get."

Muncie's WIBP, on the other hand, already is doing well with enhanced underwriting. It sells about 60% of the time available and earns about \$210,000 per year, or 14% of its budget, Misiewicz says. "We could potentially sell all that time," as long as the underwriting rules were relaxed by the FCC. As they are now, the rules "really put a bind on the

Survey finds stations, audiences pleased

Senate Commerce Committee Chairman Larry Pressler (R-S.D.), in his attacks on public broadcasting, quotes a study that Congress ordered as it cut federal funding for the Corporation for Public Broadcasting in 1981.

In conducting the two-year study, which allowed advertising on nine television stations, "funding alternatives [should] not interfere with the content and quality of programming," Congress said. The Temporary Commission on Alternative Financing for Public Telecommunications later set guidelines requiring that no ads were to interrupt programs unless programs ran two hours or longer; there were to be no more than two minutes' worth of consecutive ads; and no ads were to promote opinions, religious interests or political candidates.

While admitting advertising's potential, the report said no alternative was found that would be "preferable to traditional funding sources [including federal funding] as a means to preserve the existing public broadcasting system."

Among the study's findings:

- The seven stations that carried product advertising rang up just under \$4.5 million in gross billings for fiscal 1983, with net proceeds of just over \$3.1 million. WNET New York and WQED Pittsburgh, which tested enhanced underwriting only, earned more than \$1.1 million, with net proceeds of about \$887,000. Delays and high start-up costs probably depressed net earnings.

- Viewers were not turned off in droves. According to polls conducted before and after the study by ELRA Group of East Lansing, Mich., the more "involved" someone was

with public TV, "the more positive were the changes in attitudes." The attitude among station subscribers, one-tenth of whom earlier said they would stop donating if ads were carried, "underwent the sharpest increase of all.... When people were actually exposed to the limited form of advertising carried on public [TV], their attitudes toward advertising improved." Only 4.1% of those who didn't resubscribe to their local station cited advertising-related reasons.

- As for the quality of programming, which supporters of federal funding continue to worry would deteriorate with "commercialization," "this was not at all so inevitable an effect," the study said. However, regular advertising could have "subtle potential effects" if stations came to depend on steady growth in income from advertising.

While advertising could increase the money available to spend on programming, it also could lead to price hikes by suppliers, the report added. Also of concern were the possibility of higher copyright fees, union rates and taxes if the noncommercial stations aired ads.

- The study noted "a possible slowing of audience growth" at the participating stations. Although audiences grew, they grew more at a control group of stations that didn't have advertising.

- Advertisers found public TV an attractive marketplace, citing the quality programming and less cluttered atmosphere. "Hundreds of different advertisers, in many lines of business, bought advertising time on the seven stations carrying regular commercial messages," the study showed.

—EAR

retailer who wants to sell things for a certain season or hype a certain sale."

Viewers don't complain about the station's spots, Misiewicz says: "The viewers know it's a pretty important source of income."

Nor is quality of programming an issue, he says. "The quality of some of these programs is truly being made possible by advertisers." That includes national shows and locally produced shows such as a high school academic show and basketball games, which are "very popular" with underwriters.

"I'd be very careful of walking down that slippery slope" of expanded advertising, warns George Miles, president, WQED Pittsburgh, particularly "if we ever started interrupting programs—that would be a big mistake. Our niche is noncommercial."

"I don't foresee us interrupting programming. That's one of the key draws that we have," says Werner Rogers, executive director of the Georgia Public Telecommunications Commission. Republican House Speaker Newt Gingrich hails from Georgia and, like Pressler, is seeking cuts in CPB. As far as expanded advertising, "that wouldn't be the first thing that we would look at" if federal funding were cut, Rogers says.

Despite the controversy, the time may be right to conduct another experiment in advertising on public television, says FCC Commissioner James Quello. From 1981 to 1983 Quello chaired the Temporary Commission on Alternative Financing for Public Telecommunications, which Congress ordered set up to test advertising on nine public TV stations.

"Things change in 12 years," Quello says. "It may not be a bad idea to do another study, but it's entirely up to Congress."

WQED, WYES-TV and WIPB participated in that experiment along with KCSM-TV San Mateo, Calif.; WPBT(TV) Miami; WTTW(TV) Chicago; WNET(TV) New York; WHYY-TV Philadelphia, and WQLN(TV) Erie, Pa. Two types of advertising were tested: direct product advertising and enhanced underwriting. WNET and WQED tested enhanced underwriting only.

The study document calls the results "less than conclusive." However, public opinion polls conducted before and after the experiment

showed that "advertising on public television can meet with the acceptance of both the general public and public television subscribers, if it is handled carefully."

"The experiment showed...that [advertising] would not be particularly successful," says Feldman. However, he is not opposed to another test.

Advertisers probably would welcome expanded advertising on public TV, says John Kamp, a former FCC staff member who worked on

the study. Kamp now is senior vice president of the American Association of Advertising Agencies. Public television's audience is perceived as upscale and well educated. Some of them don't watch any other channels, which advertisers admit are too cluttered.

"The environment in which your ad runs is very important to brand sellers," Kamp says. "Advertisers would pay a premium on public broadcasting [unless] the environment changes significantly." ■

News Corp. offsets NFL loss

Football gains stressed despite \$350 million ad shortfall

By Steve McClellan

Rupert Murdoch's News Corp. has opted to use the \$600 million windfall it gained from the public offering of B SkyB to take a \$350 million charge against earnings for Fox Broadcasting's four-year National Football League contract.

News Corp. officials say the \$350 million represents the shortfall in advertising versus the cost of the contract over four years. Some analysts say the onetime charge was "conservative" and that it would not surprise them if the company took another NFL-related charge in the future.

The charge basically allows Fox Broadcasting to show the NFL as a break-even deal on its books. Specifically, the \$350 million will be held in reserve so that each year part of it can be applied to whatever shortfall exists on the ad sales side, to make it even with the rights costs for that year.

Despite the writedown, which was anticipated, News Corp. officials stress the benefits of airing NFL games, particularly to the owned-stations division. That division showed a 50% operating profit gain on a 25% revenue gain for the first half of the year.

Operating income for the television division, which includes the Fox network and owned stations, was up 65%, to \$144 million.

News Corp. executives also credit the NFL deal with enabling Fox to boost its affiliate base from 134 sta-

tions to 199, and its circulation from 93% to 98% coverage of the country.

The rest of the B SkyB sales gain was used to pay off bank debt and cover \$75 million-\$100 million in start-up costs for the Fox cable service, fX.

For the first six months of News Corp.'s fiscal year, which ended Dec. 31, 1994, the company reports a 9% gain in operating income, to \$626 million, on a 17% revenue gain, to \$4.5 billion.

During a teleconference with analysts last week, News Corp.'s vice president for finance, Bill Sorrenson, said the company has reduced its debt from more than \$8 billion to about \$5.8 billion.

The company has approximately \$1 billion in cash, but may spend \$500 million or so to acquire more television stations. However, pending acquisitions are on hold as the FCC investigates the alleged foreign ownership of News Corp.

B SkyB, the direct broadcast satellite service in the UK, shows a 63% gain in operating income, to \$110 million. The DBS service is now seen in about 4 million homes, analysts were told.

In an effort to get more U.S. investors to buy News Corp. stock, executives say the company will break out quarterly results in both Australian and U.S. dollars. Sorrenson says 72% of the company's earnings are derived from the U.S. operations. ■

Changing Hands

This week's tabulation of station and system sales

KSPR-TV Springfield, Mo., KMID-TV Midland, Tex., and KCPM-TV Chico-Redding, Calif. □ Purchased by Cottonwood Communications Corp. (Albin Seethaler) from Davis-Goldfarb Co. (John Davis) for \$32.5 million. **Buyer** and **seller** have no other broadcast interests. KSPR-TV is ABC affiliate on ch. 33 with 5010 kw visual, 112 kw aural and antenna 1,990 ft. KMID-TV is ABC affiliate on ch. 2 with 100 kw visual, 10 kw aural and antenna 1,050 ft. KCPM-TV is NBC affiliate on ch. 24 with 5000 kw visual, 600 kw aural and antenna 1,849 ft. *Broker: Kalil & Co.*

KDWB-FM Minneapolis □ Purchased by Chancellor Broadcasting (Steve Dinetz, president/CEO) from Midcontinent Broadcasting Co. (Larry Bentson, chairman/president) for \$22 million. **Buyer** owns KFBK(AM)-KGBY(FM)/KHYL(FM) Sacramento and KMEN(AM)-KGGI(FM) Riverside, both California; WALK-AM-FM Long Island, N.Y.; WUBE-AM-FM/WYGY(FM) Cincinnati; WOCL(FM) Orlando, Fla., and KTCJ(AM)-KTCZ-FM Minneapolis. **Seller** owns KELO-AM-FM Sioux Falls and WTSO(AM)-WZEE(FM) Madison, both Wisconsin; KDLO(TV) Sioux Falls and KCLO(TV) Rapid City, both South Dakota. KDWB-FM has contemporary hits format on 101.3 mhz with 100 kw and antenna 817 ft. *Broker: Star Media Group.*

WKGR(FM) Palm Beach/Treasure Island and WPBZ(FM) Indianhead, both Florida □ Purchased by American Radio Systems Inc. (Steven Dodge, CEO) from Amaturio Group Ltd. Prices: WKGR, \$19 million; WPBZ, \$10 million. **Buyer** owns WBZT(AM)-WIRK(FM) West Palm Beach, Fla.; WRKO(AM)-WEGQ(FM)/WEEI(AM)-WBMX(FM) Boston; WCMF-AM-FM/WRMM-FM Rochester, WNBK(AM)-WHWK(FM) Binghamton and WYRK(AM)/WECK(AM)-WJYE(FM) Buffalo, all New York; WMMX(FM)/WONE(AM)-WTUE(FM) Dayton, Ohio; WZMX-FM/WNEZ(AM)-WRCH-FM Hartford, Conn., and WBMD(AM)-WQSR(FM) Baltimore. **Seller** owns KKMJ-FM/KPTY-FM Austin, Tex., and KFRG-FM/KOOJ-FM Riverside-San Bernardino, both California. WKGR

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$3,050,000 □ 2
 FMs □ \$64,400,000 □ 7
 Combos □ \$38,750,000 □ 4
 TVs □ \$46,600,000 □ 4
 Total □ \$152,800,000 □ 17

So far in 1994:

AMs □ \$12,347,000 □ 17
 FMs □ \$103,254,000 □ 34
 Combos □ \$63,083,500 □ 31
 TVs □ \$938,100,000 □ 15
 Total □ \$1,164,604,500 □ 87

has rock format on 98.7 mhz with 100 kw and antenna 1,381 ft. WPBZ has Z-Rock format on 103.1 mhz with 50 kw and antenna 482 ft. *Broker: Blackburn & Co.*

WEAT-AM-FM West Palm Beach and WXXL(FM) Tavares, both Florida □ Stations owned by J.J. Taylor Companies Inc. (John J. Taylor III) are being merged into OmniAmerica Group (Carl Hirsch, chairman/CEO) for \$15 million plus 14.85% general partnership interest in Omni. Deal is estimated to be worth \$30 million. Taylor also owns WFAL(FM) Falmouth, WFXR(FM) Harwichport and WCOD(FM) Hyannis, all Massachusetts. Omni-America owns WHOK(FM) Lancaster, WLOH(AM) Columbus, WLLD(FM) Upper Arlington and WMJI(FM)/WHK(AM)-WMMS(FM) Cleveland, all Ohio; WAPE-FM Jacksonville and WFVY-FM Atlantic Beach, both Florida. WEAT(AM) has easy listening format on 850 khz with 5 kw day and 1 kw night. WEAT-FM has soft AC format on 104.3 mhz with 100 kw and antenna 1,273 ft. WXXL has CHR format on 106.7 mhz with 100 kw and antenna 800 ft. Filed Jan. 11 (BAL950111GJ). *Broker: Media Venture Partners.*

KATN-TV Fairbanks, KIMO-TV Anchorage and KJUD-TV Juneau, all Alaska □ Purchased by Desert Communications VI Inc. (Samuel Eichenfield, CEO) from Cookerly

Communications (Thomas Cookerly, court-appointed receiver). Prices: KJUD-TV, \$1.05 million; KATN-TV, \$2.1 million; KIMO-TV, \$5.15 million. **Buyer** owns KYIS(FM) Oklahoma City; WWTI-TV Watertown, N.Y., and WQWQ-AM-FM Honolulu. **Seller** has no other broadcast interests. KATN-TV is ABC and NBC affiliate on ch. 2 with 28.2 kw visual, 5.5 kw aural, and antenna 200 ft. KIMO-TV is ABC affiliate on ch. 13 with 38.1 kw visual, 7.76 kw aural, and antenna 100 ft. KJUD-TV is ABC and NBC affiliate on ch. 8 with 239 w visual, 47 w aural and antenna 1,160 ft. *Broker: Kalil & Co.*

KDZR(FM) Denton, Tex. □ Purchased by HBC Texas Inc. (Cecil Heftel and H. Carl Parmer, co-chairman) and Corsicana Communications Inc. (Marcos Rodriguez Jr., president/director) from Broadcast House Inc. of Texas, debtor-in-possession (Larry Greene) for \$4.1 million. **Buyer** owns KESS(AM) Fort Worth, KICI(AM) Denton and KMRT(AM) Dallas, all Texas; KTNQ(AM)-KLVE(FM) Los Angeles; WADO(AM) New York; WGLI(AM) Babylon, N.Y., and WAQI(AM) Miami and WRTO-FM Goulds, both Florida; has FCC approval to buy WQBA-AM-FM Miami; and is permittee of KECS(FM) Gainesville, Tex. **Seller** has no other broadcast interests. KSZR has hard rock format on 99.1 mhz with 97 kw and antenna 1,168 ft. *Broker: Gammon Media Brokers.*

WIRB-TV Melbourne, Fla. □ Purchased by Channel 56 of Orlando Inc. from Treasure Coast Communications Inc. for \$3.8 million. **Buyer** is a wholly owned subsidiary of The Christian Network (James West, chairman/president), which also owns WCTD(TV) Miami. **Seller** has no other broadcast interests. WIRB-TV is independent on ch. 56 with 2040 kw visual, 204 kw aural and antenna 1,028 ft. Filed Jan. 9 (BALCT950109KH).

KLTN-FM Port Arthur, Tex. □ Purchased by BBR Corp. (Frank Washington, president/CEO) from Gulfstar Communications Port Arthur Licenses Inc. (John Barger, president) for \$3.5

million plus tax certificate. **Buyer** has no other broadcast interests. **Seller** is a wholly owned subsidiary of Gulfstar Communications Holding Inc., which owns KLV(AM)-KYKR(FM) Beaumont, KYKS(FM) Lufkin, KNUE(FM) Tyler and KXS(FM) Victoria, all Texas, and KKYR-AM-FM Texarkana, Arkansas. KLTN-FM has Spanish format on 93.3 mhz with 100 kw and antenna 420 ft. Filed January 20 (BALH950120GF).

WNLC(AM)-WTYD(FM) New London, Conn. □ Purchased by Hall Communications Inc. (Robert Hall, chairman of the board/CEO, 56% stockholder) from New London Broadcasting LP (Ross Elder, president of Andross Management Co. Inc., partner of assignor) for \$3.5 million. **Buyer** owns WONN(AM) Lakeland and WPCV(FM) Winter Haven, both Florida; WLPA(AM)-WROZ(FM) Lancaster, Pa.; WNBH(AM)-WCTK(FM) New Bedford, Mass.; WJOY(AM)-WOKO(FM) Burlington, Vt., and WICH(AM)-WCTY(FM) Norwich, Conn. **Seller** owns WCLZ-AM-FM Brunswick, Me. WNLC has news format on 1510 khz with 10 kw day and 5 kw night. WTYD has light AC format on 100.9 mhz with 3 kw and antenna 328 ft. Filed Dec. 1 (AM: BAL941201GH; FM: BALH941201GI). *Brokers: Media Services Group and Americom.*

WSTP(AM)-WRDX(FM) Salisbury, N.C. □ Purchased by The Dalton Group Inc. (William and Sue Dalton, owners) from WSTP Inc. (Thomas Harrell Jr. and Mary Laningham, owners) for \$3 million. **Buyer** owns WWMG(FM) Shelby, N.C., and WGRR(FM) Hamilton, Ohio. **Seller** has no other

Errata

■ In the Jan. 30 issue, the interests of the buyer and seller of WJOL(AM)-WLLI-FM Joliet, Ill., were stated incorrectly. Buyer, Barden Broadcasting of Coal City Inc., owns WKBM(FM) Coal City and WKOT(FM) Marseilles, both Illinois. The sellers trustee, Stanley Friedman, owns KBLU(AM)-KTTI(FM) Yuma, Ariz.; KTOP(AM)-KDVV(FM) Topeka, Kans., and KOLE(AM)-KKMY(FM) Port Arthur/Orange, Tex.

■ Questcom Radio Brokerage was omitted as broker in the Jan. 30 sale of KKJD(AM) Denver.

broadcast interests. WSTP has nostalgia format on 1490 khz with 1 kw. WRDX has beach music format on 106.5 mhz with 100 kw and antenna 1,003 ft. *Broker: Gordon Rice Associates.*

KOMA-FM Oklahoma City, Okla. □ Purchased by Diamond Broadcasting Inc. (Daniel Lee, president, 100% stockholder) from Wilks-Schwartz Southwest Broadcasting Inc. (Donald Wilks) for \$2.5 million. **Buyer** owns WSBC(AM)/WSCR(AM)-WXRT(FM) Chicago, and KOMA(AM)-KRXO(FM) Oklahoma City. **Seller** owns WGUS(AM) Augusta, Ga.; WEKL(FM) North Augusta, S.C.; WYNF(FM) Coral Cove, Fla., and is permittee of WSPB(AM)-WSRZ-FM Sarasota, Fla. (latter two are being sold). KOMA-FM has oldies format on 92.5 mhz with 98 kw and antenna 984 ft.

WCMB(AM)-WIMX-FM Harrisburg, Pa. □ Purchased by Barnstable Broadcasting (Albert Kaneb) from Gemini Broadcasting Corp. (Brian Danzis) for \$2.25 million. **Buyer** owns WWKL-FM Harrisburg, Pa. **Seller** has no other broadcast interests. WCMB has news/talk format on 1460 khz with 5 kw. WIMX-FM has AC format on 99.3 mhz with 3 kw and antenna 328 ft. *Broker: Bergner & Co.*

KSJX(AM) San Jose, Calif. □ Purchased by Douglas Broadcasting Inc. (John Douglas, president) from Bay-Com Partners LP (Jack McSorley, COO) for \$2.1 million plus tax certificate. **Buyer** owns WNRJ(AM) New York; KMAX-FM Los Angeles; WNDZ(FM)/WVX(FM) Chicago; KGOL(AM) Houston-Galveston, Tex., and KEST(AM) San Francisco, KWIZ-FM Anaheim-Santa Ana, KBAX-FM N. San Diego, KAXX(FM) Oxnard-Ventura and KOBO(AM) N. Sacramento, all California. **Seller** owns KSJO-FM San Jose, Calif., and KKJZ-FM/KUPL-AM-FM Portland, Ore.

KSJX has international format on 1500 khz with 10 kw day, 5 kw night.

WMFQ(FM) Ocala, Fla. □ Purchased by Asterisk Communications Inc. (Frederick Ingham, president/director) from Greater Ocala Broadcasting Corp. (Robert Hauck, president) for \$2.1 million. **Buyer** owns WTRS-FM Dunnellon, WAMR(AM)-WCTQ(FM) Venice, and WYGC(AM) Gainesville, all Florida. **Seller** owns WOCA(AM) Ocala, Fla. WMFQ has MOR format on 92.9 mhz with 50 kw and antenna 476 ft.

WUNI(TV) Worcester, Mass. □ Purchased by JASAS Corp. (John Foster) from The Mayan Group (Dwayne Toler, president/director, 100% stockholder) for \$2 million. **Buyer** has no other broadcast interests. **Seller** owns WFTY-TV Washington, D.C. WUNI is Univision affiliate on ch. 27 with 1,195 kw visual, 245 kw aural, and antenna 1,531 ft. Filed January 23 (BALCT950123KH).

WFGM(FM) Fairmont, W.Va. □ Purchased by Fantasia Broadcasting Inc. (Rosemary and Nick Fantasia, owners) from The Dailey Corp. (Calvin Dailey, president) for \$1.2 million. **Buyer** owns WMMN-AM-FM Fairmont, W.Va. **Seller** owns WADC(AM)-WHCM(FM) Parkersburg, W.Va. WFGM has CHR format on 97.9 mhz with 32 kw and antenna 600 ft. *Broker: Ray Rosenblum.*

WTMP(AM) Temple Terrace, Fla. □ Purchased by Cruz Broadcast Entertainment Group Inc. (Carmel Cruz, president, 55% stockholder) from WTMP Radio Ltd. (John Oxendine, president) for \$950,000. **Buyer** and **Seller** have no other broadcast interests. WTMP has urban contemporary format on 1150 khz with 5 kw day and 2.5 kw night. Filed Jan. 12 (BAPL-950112EA).

Advertising Sales Representative/New York City

Cable sales and marketing group looking for an Advertising Sales Rep with 3-5 years cable network sales experience with proven ability to sell niche-oriented programming to national advertisers and agencies. Position involves representing various interactive television products as well as new and emerging cable networks.

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Marketing & Sales Service For Cable Networks

FCC budget boosted in '96

NTIA, CPB also would grow under Clinton plan

By Christopher Stern

President Clinton has asked Congress to increase the FCC's budget by 20% in 1996, including a onetime charge of \$25 million to cover the cost of moving the agency's headquarters.

The Clinton budget for fiscal year 1996, which begins Oct. 1, also proposes increases for the Commerce Department's National Telecommunications Information Agency and for the Corporation for Public Broadcasting. The United States Information Agency would see an 8% cut in its budget, to \$1.3 billion, according to the proposal, released last week.

The FCC would get \$223.6 million to spend under the president's budget, up from this year's \$185.3 million. There would be no increase in the \$116 million in user fees paid by companies regulated by the FCC.

The FCC budget would allow for no increases in the number of FCC employees, now 2,271, but does request an additional \$5 million to update computer equipment.

Although the FCC would get \$25 million to cover its move to the Portals in Southwest Washington, agency officials continue to resist the move. In a recent report to Congress, the FCC asked for independent leas-

ing authority to "procure its own office space." Currently, the FCC must rely on the General Services Administration to find office space. The agency has outgrown its headquarters in downtown Washington.

Earlier this month, the FCC asked Congress to expand the agency's authority to demand money from the industries it regulates. "This proposal would bring the FCC closer to full funding," the proposal says.

The FCC also requested permission to charge regulated industries to "recover legal and executive costs it incurs in the discharge of enforcement, policy- and rule-making, user information series and international activities." That expanded authority could result in regulated industries' paying additional fees to cover overhead costs for the commissioners' and general counsel's office.

At a time when Republicans want to eliminate funding for the Corporation of Public Broadcasting [see story, page 43], Clinton has proposed a 9% increase for 1996, to \$312 million. CPB currently counts on the federal government for about \$285 million, which it dispenses to public broadcasters.

The National Telecommunications and Information Agency would see an 18% increase in its budget, to \$133.3 million. The biggest increase would be in its annual Information Infrastructure Grant program, which would grow to \$99 million from \$64 million. Its Public Broadcasting Facilities grant program would decrease from \$29 million to \$7.9 million, but NTIA expects to replace much of that money with information infrastructure grants. The Endowment for Children's Educational Television would remain flat, at \$2.5 million.

The United States Information Agency would see an 8% decrease in its budget, to \$1.3 billion. But the budget allots \$26 million for broadcasting to Cuba, a 4% increase from fiscal 1995. Radio Marti would receive \$14 million under the proposal, while TV Marti would get \$11 million. ■

Spectrum fees are non-starter

Never mind.

Assistant Secretary of Commerce Larry Irving last Monday afternoon told reporters to ignore a proposal in the Clinton administration's 1995-96 budget—released that morning—that would have empowered the FCC to raise \$4.8 billion over five years in new fees on users of spectrum "and/or" by auctioning spectrum.

"The budget does not include user fees," Irving says. But the administration still wants to extend the FCC's authority to auction spectrum, he says.

The proposal would extend the FCC current auction authority beyond 1998, he says. It excludes channels the FCC has set aside for high-definition television and other broadcast spectrum. It includes spectrum shifted from one use to another by the FCC and spectrum shifted from government to commercial use. The proposal insures that any users who lose spectrum because of reallocation receive just compensation.

The FCC's Robert Pepper says the agency now has 175 mhz of former government spectrum that could be put on the block. What's more, he says, the government may turn over another 150 mhz for private use.

Irving did not explain the appearance of the fees proposal in the new federal budget, but says the Commerce Department, Office of Management and Budget and White House concur that no fees should be imposed.

In the weeks leading up to the release of the budget, the National Association of Broadcasters warned its members that substantial new fees could be included. NAB remains wary. "We'll wait and see what legislative proposal is put forth," a spokeswoman says.

The FCC currently is auctioning 60 mhz of spectrum for personal communications services, which has been described as the next generation of cellular telephone service. So far, that auction has generated more than \$4.9 billion in bids.

—HAJ

FCC seeks to ease foreign ownership rules

Inquiry would have 'zero impact on Fox'

By Christopher Stern

The FCC has proposed new alien ownership rules that would give foreign companies greater access to U.S. broadcast properties—as long as their home markets are open to U.S. investors.

The proposal is similar to that in a bill introduced by Senate Commerce Chairman Larry Pressler (R-S.D.) that would allow increased foreign investment in broadcast properties in the U.S., as long as reciprocal investment is allowed in an alien investor's home market.

Although the FCC's proposal does not call for reciprocity, it would add an "effective market access" test to the public interest provisions of the foreign ownership rules. The test would determine a U.S. citizen's ability to buy similar properties in a foreign investor's home market. The FCC proposal is part of a broad examination of its foreign ownership rules, including those covering investment in telephone companies.

Any changes in the rule would not affect the agency's inquiry into allegations that Fox failed to fully inform the FCC about the degree of its for-

foreign ownership 10 years ago. "This will have zero impact on Fox," according to the FCC's Scott Harris, chief of the International Bureau. Any rule changes would apply to future deals only, Harris says.

The FCC now bars foreign companies from owning more than 25% of a U.S. broadcaster's property. The rules can be waived if the FCC says the deal is in the public interest.

Although Fox would not be affected by the proposal, Sprint's deal with French and German telecommunications companies could benefit. France Telecom and Deutsche Telekom are seeking FCC permission to acquire a 20% interest in the long-distance telephone company.

The FCC's decision to act on the issue was spurred by dramatic increases in global telecommunications partnerships, Harris says. In addition to the proposed Sprint deal, several U.S. telephone and cable companies—including Tele-Communications Inc., US West and Time Warner—have invested heavily overseas.

"Opening global markets on a parity basis is a good idea," says Washington-based lawyer Michael Gard-

ner, who is active in international broadcasting issues. Increasing access to the U.S. market will give other countries incentives to open their own markets, he says.

In 1985, Gardner played a key role in Rupert Murdoch's purchase of Metromedia's six television stations. It is that transaction that the FCC is investigating; Murdoch's News Corp owns the Fox television network.

Minority broadcasters may have concerns about the FCC's proposal, says David Honig, executive director of the Minority Media and Telecommunications Council: "Foreign investment tends to go to members of the dominant group."

The NAACP says foreign investment in U.S. broadcast companies crowds out opportunities for minorities. Honig expects minority groups to ask the FCC to create incentives for foreigners to invest in minority-owned broadcast companies.

Besides Pressler's bill, Representative Michael Oxley (R-Ohio) has introduced a bill that would unilaterally drop all barriers to foreign investment in U.S. broadcast and cable companies. ■

FCC wants to streamline ex parte rules

Press Broadcasting case raises questions about relations between staff members, applicants

By Christopher Stern

The FCC has proposed tightening its rules covering contacts between commission officials and lobbyists.

"The ex parte rules are just too complicated," FCC General Counsel William Kennard says. "We thought it was time to take another look." The FCC proposed the rule changes last Tuesday during its regular monthly public meeting.

But some communications bar lawyers say that the FCC was motivated more by legal concerns than by an interest in streamlining its rules.

FCC officials are scheduled to appear in court in April to present oral arguments in a case involving the rules.

Press Broadcasting has accused several FCC staff members of violating agency rules. The FCC has defended itself, in part, by claiming that its rules are unclear. An FCC inspector general report, released last year, also said the rules were overly complicated. Kennard says the case highlights the FCC's need to revisit its ex parte rules.

Kennard's proposal would reduce the number of so-called restricted proceedings at the FCC. In restricted pro-



FCC General Counsel William Kennard wants more details from lawyers and lobbyists who visit the FCC.

ceedings, adversarial parties may not meet with FCC officials without giving their opponents an opportunity to attend the meeting. Parties also must furnish their opponents with all written material filed at the commission.

Under Kennard's proposal, only those licenses designated for hearing and those with two or more applicants would be dubbed restricted proceedings.

Current rules for restricted proceedings apply when two or more parties apply for the same license or when a license faces formal opposition. Challenges to an FCC decision to allot a channel to a particular party also are restricted proceedings.

Kennard also proposes increasing the obligation of lobbyists and lawyers to report what goes on behind closed doors at the commission. Now, lobbyists must file a letter with the FCC stating that a visit took place, but there is no requirement that a detailed account of the meeting be provided.

The proposal also would expand the commission's "sunshine" rules to include decisions reached by the FCC "on circulation." Although commissioners generally vote on the most important issues in public meetings, they also often vote on issues without leaving their offices by circulating items from one commissioner's desk to another.

Under the proposal, the public would not be allowed to contact the FCC on matters voted "on circulation" between the time the vote was announced and the time the final order on the matter was released.

Although Kennard says the FCC's current rules are confusing, several lawyers disagree. Asked if there is a problem with the ex parte rules, Pepper & Corazzini's Vincent Pepper says, "No, I don't think there is something that is broke that needs fixing."

Pepper attributes the FCC's decision to revisit its rules to legal troubles raised in a case brought by Orlando, Fla.-based Press Broadcasting. Press, which owns WKCF(TV) Orlando, has been fighting the application of Rainbow Broadcasting's WRBW(TV), also in Orlando.

In summer 1993, Rainbow and FCC officials met without informing representatives from Press. Shortly after the meeting, the agency

reversed a decision that had been favorable to Press.

Press Broadcasting has challenged the decision in court, and the U.S. District Court in Washington is expected to hear additional oral arguments in the case on April 17.

Press's attorney, Harry Cole of Bechtel & Cole, says there is no question that the FCC was responding to his lawsuit. "The position the FCC took in my case is that the rules were so confusing that Rainbow could not have guessed what the ex parte rules

were," Cole says. The FCC is trying to prove that the rules are confusing by saying they need to be reformed, Cole says, adding, "it's very difficult for me to take seriously that the rules are confusing or misleading."

At least one lawyer agrees that the FCC needs to change its ex parte rules. But Dick Wiley of Wiley, Rein & Fielding says the commission's proposal is moving in the wrong direction. The FCC should relax the rules rather than tighten them, the former FCC chairman says. ■

Tax certificates threatened

By Christopher Stern

A congressional committee has voted to abolish the minority tax-certificate program, a cornerstone of the FCC's efforts to promote broadcast ownership among minorities.

The vote last Wednesday posed an immediate threat to Viacom's plans to sell its cable television systems to a minority-controlled company for \$2.3 billion. When Viacom announced the deal last month, it was estimated that a minority tax certificate could save the company more than \$400 million.

The House Ways and Means Committee last Wednesday voted to end the program, and made the action retractive to Jan. 17, three days before the Viacom deal was announced. The committee acted speedily, voting Wednesday night on a bill that had been introduced on Monday.

"It really troubles me how a congressional body can introduce a bill in the middle of a Monday night and mark it up on a Wednesday. That precludes an accurate review," says Frank Washington, who heads Mitgo, the minority company that plans to buy Viacom's cable assets.

The high-profile deal attracted even more attention because Washington was part of a team that created the tax-certificate program in 1978 when he was a legal assistant to then-FCC Chairman Charles Ferris.

Ways and Means Committee Chairman Bill Archer (R-Texas) is an outspoken critic of the Viacom-Mitgo deal. Repealing the program

would save taxpayers \$1.6 billion over the next five years, he says. The committee already has slotted the savings to cover the cost of tax deductions on health insurance for the self-employed.

But supporters of the program say repealing it won't save taxpayers that much because many deals won't take place without the program. Viacom says it will not complete the deal with Mitgo unless it receives the tax break. "If the legislation unhooks the minority tax certificate, it unhooks the transaction," a Viacom spokesman says.

Although Washington controls the partnership that will purchase the Viacom cable properties, most of the capital will come from nonminority-controlled Intermedia Partners and Tele-Communications Inc. The deal also is expected to resolve a long-standing antitrust lawsuit between Viacom and TCI.

The tax-certificate program allows a company that sells a broadcast or cable property to a minority to defer capital gains payments. The program is designed to increase minority ownership in broadcasting and cable. Currently, fewer than 3% of all broadcast stations are owned by minorities.

Five minority groups are conducting a joint effort to keep the program as is: the National Association of Black Owned Broadcasters, League of United Latin American Citizens, NAACP, American Hispanic Owned Radio Association and Minority Media and Telecommunications Council. ■

Last week, those hoping to offer programming via telephone company-owned video networks were complaining about a Republican-backed legislative proposal that would delay construction of such networks. If the draft bill is enacted as written, "consumers will lose, companies involved in the video dialtone industry will lose and, ultimately, competition in the video marketplace will suffer," Peter Price, chairman of the newly formed Video Dialtone Association, said in a Feb. 7 letter to Senate Commerce Committee Chairman Larry Pressler (R-S.D.). Pressler is the author of the draft bill. Price cites a provision in the draft that would prohibit the FCC from approving any new networks until one year after enactment, and another provision that would freeze construction of any networks already approved. Under the FCC's video dialtone rules, telcos that build video networks must make capacity available to third parties. Price, who is president of Liberty Cable, a programmer involved in video trials with Nynex in New York, also complained about a provision that would authorize local governments to charge VDT programmers a fee comparable to the franchise fees most governments levy on cable systems.

Small cable operators did not have to wait until last Tuesday's public FCC meeting for regulatory relief.

In an early vote, the FCC on Feb. 4 agreed to allow many small cable operators to increase their rates by 5.21% to account for inflation. FCC officials say it was no coincidence that the vote came on the eve of last week's annual Small Cable Business Association meeting in Washington. Only small cable operators who had opted for transition relief from rate regulation were affected by the vote. Under transition relief, cable operators did not have to reduce their rates the full 17% required last year by the FCC; however, they also were barred from increasing their rates for inflation. Also on Feb. 4, the FCC voted to allow all small cable operators to enter into agreements with their local franchise authority, which preempts FCC rate regulation. The FCC says it will honor local agreements, even those subject to complaints by a local subscriber.

Children's television advocates continue to push for stronger rules at the FCC regarding children's TV.

Last week more than 80 groups signed a letter to FCC Chairman Reed Hundt calling for new rules requiring stations to air "at least one hour a day of educational and informational children's shows between the hours of 7 a.m. and 10 p.m. in regularly scheduled time slots." Among the organizations signing were the Center for Media Education, Children Now, American Academy of Pediatrics, American Association of School Administrators, American Psychological Association, Consumer Federation of America and United Church of Christ. "Broadcast television can play an unprecedented role in nourishing the minds of our nation's children," the letter says. "We know that broadcasters have the talent to create children's shows that are as educational as they are entertaining. Yet, today's children have greater access to sensationalistic talk shows,

violent cartoons and adult sitcoms than they do to programming designed to enrich their minds."

The war of words over public broadcasting continues. House Speaker Newt Gingrich (R-Ga.) will debate Corporation for Public Broadcasting President Richard Carlson next week. Carlson is scheduled to appear Feb. 21 on Gingrich's weekly cable show on National Empowerment Television, where Gingrich first said he wanted to "zero out" federal funding for CPB.

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) is promising to make the FCC "more user-friendly."

Fields, who spoke last week at a United States Telephone Association conference in Washington, is planning to conduct an extensive review of FCC "policy and procedures." Fields says his subcommittee will conduct FCC oversight hearings after it votes on telecommunications-reform legislation. "It's house-cleaning time, but that doesn't mean we're going to destroy legitimate functions," Fields said. He also wants to scrutinize the agency's budget. House Commerce Committee Chairman Tom Bliley (R-Va.), who also appeared at the conference, indicated that the FCC could be in store for budget cuts. If Budget Committee Chairman John Kaisch (R-Ohio) has his way, Bliley said, "everybody's budget will be cut."

A Department of Education survey released earlier this month says two-thirds of the nation's public schools do not have access to the Internet.

However, the survey also found that 75% of schools have computers, 74% have cable TV, and 70% have broadcast TV. Vice President Al Gore has called on telephone and cable television companies to work with educational institutions to connect all schools to the information superhighway by 2000.

The Motion Picture Association of America is all for a U.S. trade war with China.

MPAA President Jack Valenti last week sent a letter to U.S. Trade Representative Mickey Kantor endorsing the tough stand the U.S. has taken with China over copyright. "The plain fact is that there is just about 100% piracy of U.S. intellectual property in China—movies, TV programs, home video, music recordings, computer software and books," Valenti wrote. "Without swift, stern enforcement of its laws guarding intellectual property, China leaves the U.S. with no alternative."

Reporter Dawson B. (Tack) Nail of Television Digest and Communications Daily will receive the National Association of Broadcasters "Spirit of Broadcasting" award.

The award, to be presented April 10 at the NAB's annual convention in Las Vegas, recognizes individuals "who have made a lifetime of contributions to the radio and TV industry." A former BROADCASTING magazine reporter, Nail joined *Television Digest* in 1964 as executive editor.



Washington Watch

Edited By Kim McAvoy

Broadcasters may get more spectrum

FCC considering allocating some of 50 mhz turned in by government for ENG, other uses

By Chris McConnell

Broadcasters may get some more newsgathering frequencies out of a spectrum allocation the FCC issued last week.

The commission set aside 50 mhz of spectrum the government has turned back in for the use of private industry. Half of the spectrum was designated for "fixed and mobile" services, an allocation the FCC says could include broadcast auxiliary operations along with other services. Such operations include electronic newsgathering in addition to intercity relays and links between studios and transmitters.

"Broadcast auxiliary would be allowed," says Steve Sharkey of the commission's Office of Engineering and Technology. Other operations potentially allowed under the fixed and mobile allocation include aeronautical and maritime communications and land mobile services such

as cellular service.

The commission next will consider whether any technical restrictions should be set on operations in the band and how the FCC should go about issuing licenses to use the frequencies, Sharkey says. "There are a lot of different options open," he adds.

Broadcasters welcome the chance to secure additional auxiliary spectrum, but say that such an allocation is not yet final. "We want to make sure this is a genuine allocation the broadcasters can use," says Barry Umansky, deputy general counsel for the NAB.

Umansky cites potential problems with other services operating in the band and says his group will need to insure that broadcasters can use the "new" band efficiently. One option, he says, might be to seek an exclusive piece of the band for broadcast auxiliary services.

"The next step is to allocate [the

spectrum] for video," says Victor Tawil of the Association for Maximum Service Television (MSTV). Tawil calls last week's allocation in the 4660-4685 mhz band a step in the right direction.

Both Tawil and Umansky have been seeking the 4660-4685 mhz frequencies as relief for overcrowding in the auxiliary broadcast band at 2 ghz. An MSTV filing to the FCC last summer cited a 1993 Commerce Department report predicting an annual usage growth rate of 15% for the broadcast auxiliary band. Some of the current overcrowding is coming from the increased use of the band by cable news operations, Umansky says: "Those guys have got eligibility access as well."

Tawil says that broadcasters will need more auxiliary broadcast spectrum once they begin transmitting advanced television signals. "We're looking at [4660-4685 mhz] as a band for transition," Tawil says, adding that news crews may need to transmit both NTSC and ATV signals in the broadcast auxiliary spectrum.

Tawil says that his group also plans to seek frequencies in the 4435-4460 mhz range for broadcast auxiliary use. The band is slated for a move from government to private sector use. ■

CNN's Simpson promo becomes bumper

CNN is getting some extra mileage out of work it did on O.J. Simpson trial promos last summer.

The cable network, which is using the graphic each time the trial coverage breaks for a commercial, began work on the promo shortly after Simpson's arrest last June. The spot uses a mix of news footage and specially shot material and has evolved from a promotion

for upcoming coverage to a familiar bumper for viewers following the trial.

"We've gotten quite a bit of use [from it]," says Dan Brown, CNN's art director for creative services.

The bumpers use video that CNN shot of a "blind justice" statue on loan last summer from a county courthouse in Georgia. CNN took the video and news footage from its coverage of the story to Atlanta post-



production house Rubber Duck Video to combine them into a trial coverage promo. Rubber Duck animator Joni McLane loaded the statue and news video into a Quantel Harry machine to edit the video clips seen in the spot.

McLane says she used the Harry machine to automatically cut between video sources seen in the spot, a process called "entangling."

The completed product features a series of three- and six-frame video clips of prominent trial figures. CNN has since cut the promo down to bumper length to air it during commercial breaks.

Viewers likely will continue to see the graphic work throughout the trial, Brown says, adding that CNN will stick with the bumper unless the network decides to freshen it.

—CM

Tapeless in Honolulu

KHNL is gearing up for switch to NBC with disk-based gear for new news department

By Chris McConnell

A Honolulu broadcaster is gearing up for an affiliation switch with a new collection of tapeless production hardware.

KHNL(TV), which is shifting from Fox to NBC this year, plans to launch its local news operation in April with a largely tape-free news facility. The Providence Journal Broadcasting-owned station is installing a series of disk-based machines from Avid for storing, editing and airing news stories.

"We didn't want to be hobbled with old technologies," says John Hayes, Providence Journal Broadcasting's vice president of television. Hayes and Providence Journal corporate engineering manager Al Rouff say the disk-based equipment will boost productivity in the fledgling news operation. "We're going to be able to do more stories faster," Hayes says.

The planned facility at the Honolulu station will be built around an Avid MediaServer capable of holding 32 hours of video. The server uses a Silicon Graphics Challenge computer with Avid software and employs JPEG compression to hold the video in compressed form. KHNL will use two Avid Media Recorders to record incoming feeds and another two Media Recorders for viewing material on the server.

The station is buying six Avid NewsCutter systems to edit the video, which will originate on tape and also will be archived on tape. The station is installing an AirPlay system to air the completed material directly from a disk.

The disk-based operation is one of two "tapeless" facilities Providence Journal Broadcasting is launching this year. The other, scheduled for a June start-up, will handle news production for the Seattle-based NorthWest Cable News. Providence Journal tapped Avid to supply equipment for the 24-hour cable news service last fall (BROADCASTING & CABLE, Oct. 17, 1994).

Like the Honolulu station, the Seattle facility will use an Avid

MediaServer to support surrounding workstations, including five NewsCutter systems, five Media Recorders and two AirPlay units.

"We'll be able to see how [the disk-based equipment] works under constant usage," Hayes says of the 24-hour news operation.

Although the two operations will be using traditional cameras to capture footage, Hayes and Rouff have high expectations for the disk-based camera Avid is developing with Ikegami Electronics. Avid plans to show a model of the camera at this year's National Association of Broadcasters convention.

Hayes says that the company will be watching the performance of the two news operations to assess future investments in the disk technology.



KHNL will center its news operations on the Avid MediaServer (left) and NewsCutter (right) machines.

Avid executives hope other broadcasters will follow the two tapeless operations. "There will be a number of vendors looking at this to see how it works," says Tony Mark, vice president and general manager of Avid's Broadcast Group. "I think it's the precursor to the tapeless evolution." ■

Hughes extends life of Galaxy 3

Inclined orbit will give satellite extra seven months

By Chris McConnell

With space capacity scarce, Hughes Communications plans to keep its Galaxy 3 satellite flying for an extra seven months.

The satellite operator is planning an inclined orbit for the Galaxy 3, which was scheduled to reach the end of its life this month. Hughes expects the inclined orbit will keep the satellite functioning into mid-September. The satellite carries 24 C-band transponders.

When operating in the inclined orbit, a satellite oscillates from north to south each day. The north/south movement increases over time, eventually causing its signals to degrade.

Operators at uplink and downlink sites can reposition antennas to com-

pensate for the degradation, although the need to do this depends on several factors, including antenna size.

A Hughes spokeswoman says the company is ready to place the Galaxy 3 into an inclined orbit, but is awaiting approval of the plan from the satellite's customers before making a final decision.

Users on the satellite include Spaceconnection, Broadcast Satellite International, Spector Entertainment Group, Access America, Empire Sports Network, TV Asia and ESPN International. The C-band users say they welcome the time extension in light of the short supply of capacity elsewhere.

"It buys time for longer-term planning," says Gino Coladonato, director of transponder and compression services for capacity

reseller Spector Entertainment Group. Coladonato says the added time will give users seven more months to implement equipment for compressing their signals.

He also says the added months should keep the satellite going until the launch of Galaxy 3R, scheduled for September.

Spaceconnection owner Priscilla Davis says that the added months will give capacity resellers more time to prepare for the rate hikes that have occurred since customers booked capacity on the Galaxy 3.

Satellite industry sources have reported doubling and trebling of C-band transponder rates since last summer.

"It's very helpful," Davis says of the planned inclined orbit. ■

Keystone-IDB merger in works

Officials at satellite capacity reseller Keystone Communications expect to complete a merger with IDB Broadcast this month.

Keystone is negotiating with IDB Broadcast's new parent company, LDDS Communications, to acquire space capacity, ground equipment and all other assets of the IDB Broadcast unit. IDB is the largest U.S. reseller of satellite time and owns teleports in New York, Los Angeles and Houston.

"The negotiations are still going on," says Keystone President Peter Marshall, who expects them to conclude by month's end.

Others following the deal say that the two sides will need to work around IDB Communications' recent deal with LDDS Communications. The long-distance carrier completed a purchase of the company Dec. 30, 1994, through a stock swap agreement. Keystone and IDB had discussed a merger before the LDDS acquisition, but had to put the negotiations on hold when LDDS acquired IDB.

With those negotiations now back on, sources expect the companies to strike a deal in which Keystone initially will manage the IDB unit, and a purchase of the company's assets will follow later. —CM

Cutting Edge

By Chris McConnell

Orion Atlantic last week announced a series of lease agreements on its Orion 1 Atlantic Ocean satellite. BAF Communications and Global Access Telecommunications Services have booked capacity on the satellite to resell occasional-use video services. Fifth Dimension Communications will use the satellite's Northern European spot beam to deliver programming from North America to Europe. Orion also announced a multimillion-dollar deal with Washington-based Trans-Global Television to transmit cable programming from the U.S. to developing cable markets in Eastern Europe. Trans-Global will lease one-half of a 54 mhz transatlantic transponder to distribute the digitally compressed

programming to cable head-ends throughout Europe.

The Electronic Industries Association has submitted a new proposal on cable/consumer electronics compatibility to the FCC. Engineers from the cable and consumer electronics industries have been working to develop a "decoder interface" standard that would specify a method for delivering cable signals to a TV set or VCR. A lingering dispute in the standard-setting effort has concerned the treatment of infrared signals from remote controls. The National Cable Television Association has favored an approach that would send remote control signals directly to a module on the back of the television, bypassing circuitry in the TV. The EIA has opposed the "infrared bypass." Its latest proposal calls for a

decoder interface that will address only the descrambling of cable signals.

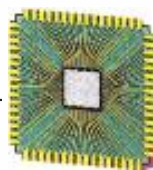
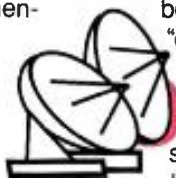
GE Americom reports that digital compression technology is mature enough for widespread implementation this year. In a new white paper on compressed video entertainment satellite signals, GE Americom Engineering Vice President Richard Langhans assesses the state of the technology and the practicality of implementing it for satellite transmission. "Overall," Langhans writes, "compression allows programmers to offer higher-quality video products and services while raising the number of program choices for the consumer." He also reports initial high implementation costs, citing the need for digital compression uplink equipment and decoder boxes. Evaluating the MPEG-2 standard, the white paper reports that the standard can accom-

modate, on average, four to six video channels in the bandwidth of a 36 mhz satellite transponder.

The NAB has promoted Lynn Claudy to senior vice president. Claudy, vice president of science and technology, will succeed Michael Rau as head of the nine-person science and technology department.

PanAmSat last week announced a contract to deliver China Central Television (CCTV) to viewers in Asia, the Americas, Europe and Africa. CCTV, China's national broadcaster, will use channels on the PAS-2 Pacific Ocean satellite and the planned PAS-3 Atlantic Ocean satellite.

BTS says its U.S. marketing unit has received international quality accreditation. The company's marketing, sales and service headquarters for the Americas and Far East has won "ISO 9000" certification. BTS says the unit is the last in the company to receive the ISO certification.



Classifieds

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RADIO

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Position open for Station Manager/Sales Manager for our Arkansas small market stations (30,000+). Stations are located in a beautiful area with excellent schools, lakes and recreational facilities and offers an exceptional quality of life. Stations are market leaders and poised for rapid growth with right management. Equity position a possibility for right person. Reply to Box 00301 EOE.

Local Sales Manager to help lead great sales team. Will also handle established account list. Resume to Colin Rosse, WINA/WQMZ/WKAV, P.O. Box 498, Charlottesville, VA 22902. EOE.

General Sales Managers. Expanding Texas group is currently seeking individuals for General Sales Management with the potential for greater responsibilities. These individuals must have successful sales backgrounds and be willing to work in a structured environment. Potential to train and lead is a must. Those who may not qualify at this time could also have an opportunity to get in on the ground floor for future advancement. Salary, commission and bonuses. Good benefits. An equal opportunity employer. Send resume to Stellar Communications, Inc. at P.O. Box 130970, Tyler, Texas 75713-0970.

HELP WANTED SALES

WXTR Radio, a Liberty Broadcasting station, seeks an experienced Retail Sales Manager to provide leadership and direction to Retail Sales Staff. Candidate must: have ability to motivate, train staff, and develop new business; be detail-oriented, aggressive, enthusiastic; and possess working knowledge of co-op/vendor and new business programs. Send resume to: Kathy Franseen, WXTR Radio, 5210 Auth Road, Marlow Heights, MD 20746. No phone calls. Equal opportunity employer.

Experienced Salesperson. Immediate opening at our established AM/FM. Join an exciting, aggressive team. You'll work in a mature, healthy territory and help expand our markets. Creativity a plus! Experience with promotions helpful. Great salary potential, excellent benefits. We're located about 1 1/2 hours from Chicago, Peoria and Rockford. Send resume to J. McCullough, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301.

HELP WANTED NEWS

WEPM-WKM7 looking for a seasoned intelligent writer/reporter/anchor. Writing skills, knowledge and respect for the English Language a must. Commitment to honest, factual, unbiased reporting of local government, education and community. Must be willing to accept style guidelines and open to professional criticism. EOE. Tape, resume to Richard Strader, PO Box 767, Martinsburg, WV 25401.

Radio Writer -- Conservative organization seeks radio writer/producer for expanding Washington, D.C. based news service. 2-5 years newsroom experience. Fast, flexible, mature, service oriented. Political experience preferred. Salary commensurate with experience. Benefits. T & R, writing samples, two references to Box 00298 EOE.

Radio Reporter. WTVN Radio has a fulltime opening for a street reporter. Duties include taping interviews, attending news conferences, and producing stories for newscast use. Must be creative and motivated with ability to develop original story ideas. Women and minorities encouraged to apply. For further information call Robert Bauer, News Director, at 614-487-2521 or send tape and resume to WTVN Radio, 1301 Dublin Road, Columbus, OH 43215. EOE.

HELP WANTED PRODUCTION

Radio Producer. WTVN Radio has a fulltime opening for a producer to work with air talent, develop show ideas, schedule guests, screen calls, and be involved in all aspects of show prep and execution. Experience a plus, but not absolutely necessary. For further information call Bill White, PD, at 614-487-2476 or send resume to WTVN Radio, 1301 Dublin Road, Columbus, OH 43215. EOE.

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\$50,000+ for AM Drive co-host. Now that we've got your attention, get our attention with your tape and resume. Send to Box 00294 EOE.

Morning Host/News Person: Responsible for hosting 6-8 AM news, information program on KBYR. Also, news gathering for afternoon reporting, run satellite programming when needed and other misc. duties. 40 hrs/wk split shift. License required. College or 3 years experience. Send resume/tape to K. Ferrell, KBYR-AM, 1007 W. 32nd Avenue, Anchorage, AK 99503. Closing date 2/27/95. EOE.

Program Director/Announcer Oldies 107.9 is looking for a real team leader to fill the position of program director. Please send a resume with references and an air check. All candidates for P.D. should have at least three years experience. In addition we are looking for a full time announcer/production person with at least three years experience. Send information to Webster James, General Manager, WNCT Radio, P.B. Box 7167, Greenville, North Carolina 27835. WNCT Radio is an Equal Opportunity Employer.

Air Talent. New national classical radio network seeks personable, warm, bright, interesting on-air talents to host fast-paced 24 hour format. Exciting and challenging. Knowledge of classics preferred. Competitive salary and benefits. EOE. Send demo tape to: SW Networks, Classical, 1370 Avenue of the Americas, New York, NY 10019.

SITUATIONS WANTED MANAGEMENT

Radio broadcasting professional with 20 years experience looking for challenging new opportunity as General Manager with opportunity to grow. Resume includes sales and program management in all sized markets, East and West, with six years as VP/GM in Philadelphia and New York. Will relocate. Send inquiries to Reply to Box 00296.

General Manager with 15 years experience looking for small to medium market opportunity. Bottom line oriented. Have done it all. Equity position considered. WI or MN preferred. 715-234-7188.

20 years experience as GM/GSM in various size markets. They've sold the stations. I need a new challenge. Your confidential inquiry to (309) 755-8311.

SITUATIONS WANTED ANNOUNCERS

Experienced Sports Broadcaster looking to energize your station. Exciting, outspoken play-by-play, color and Talk Show Host for all sports. Also experienced with sales, promotions and news. Very professional, motivated and versatile. Salary and location secondary concern. For a fresh sound and attitude, call Todd 713-531-8953.

PROGRAMMING SERVICES

Come on Up where the Air is Fresh and Clean



The hot new "positive country" niche format

- ★ CD-Quality Satellite Audio
- ★ Major Market Air Personalities
- ★ LOCALIZED (Digitally Addressable)

Call Dick Marsh or Tom Perrault
Morningstar Radio Network

Nashville
(615) 367-2210

TELEVISION

HELP WANTED MANAGEMENT

DIRECTOR, ONLINE PROMOTIONS

Do you have a passion for online services? A burning desire to create an all-new communications medium? Then America Online is looking for you. The nation's fastest growing provider of online services for home computer users, we're seeking a dynamic, creative, promotion-minded pioneer to help develop the rules for a new, interactive medium. Working with Channel Producers and partners from the media and publishing worlds, you will create online promotions and cross-programming.

To qualify, you need 5+ years' broadcast, media, promotions and/or entertainment industry experience and the enthusiasm and energy it takes to join our fast-paced, dynamic environment.

For consideration, send or FAX your resume to: America Online, Inc., Attn: Pauline Cooper, 8619 Westwood Center Drive, Vienna, VA 22182; Fax: (703) 556-3750. E-mail: PACooper. No phone calls, please. We are an equal opportunity employer. Principals Only.



VICE PRESIDENT OF INFORMATION SYSTEMS ■

DIRECTV®, the nation's premier direct broadcast satellite service, delivers 150 channels to American homes that are equipped with the DSS™ home receiving unit, which features an 18-inch satellite dish.

This individual will be responsible for all Information Systems-related activities including managing billing, customer service, remittance processing, traffic system and credit card processing vendors and technical operations. Will also manage local DIRECTV computer operations, including AP/AR, Human Resources and Supplier and Dealer management systems, application development, networking, desktop services and reporting.

The qualified candidate will have work experience as the Vice President of Information Systems for a cable multiple systems operator with heavy emphasis on transaction-based services. Advanced degree or equivalent required.

DIRECTV offers an exciting compensation and flexible benefits package, along with a rare opportunity to make a major impact in a developing industry. For immediate consideration, please send your resume with salary history to: DIRECTV, Inc., Employment-LD, P.O. Box 915, RE/R8/N301, El Segundo, CA 90245. An Equal Opportunity/Affirmative Action Employer.



Local-Regional Sales Manager: Opportunity for top notch TV Sales Rep., ready to move up! News business development, vendor, co-op, comparative sales and management skills a must. Minimum of 2 years small market TV Sales required. Submit resume detailing sales experience to: G.S.M., KRCR-TV, P.O. Box 992217, Redding, CA 96099. No phone calls. EOE.

Director. Network affiliate in top market is searching for a director. Three to five years experience directing main newscasts and special projects in a medium or major market required. Excellent knowledge of technical aspects of live production and ability to work with producers and crew to achieve clean, crisp shows with a creative flair. Send tape and resume to: Director-B&C, P.O. Box 77010, Atlanta, GA 30309. No phone calls please. EOE.

Station Manager of WEIU TV - Has primary responsibility for the operation of WEIU TV including production, programming and master control room operations. This position supervises six full time staff and may be required to teach one course per semester. Requirements include a Master's degree in Radio/Television or related discipline and minimum of 5 years experience in station management and/or programming. Experience in studio, field and post production also required. Extensive related experience will be considered in lieu of Masters degree. Starting date is May 1, 1995. Send letter of application, resume, salary requirements and names of three references by March 15, 1995 to: Search Committee, Station Manager - WEIU TV, Eastern Illinois University, Charleston, Illinois 61920. Eastern Illinois University is an affirmative action, equal opportunity employer and invites and encourages applications from women and minorities.

National Underwriting Manager. Executive opportunity securing and managing national underwriters for line extension productions and projects of "Nightly Business Report," the most viewed business news program on TV. Reports to V.P./Marketing. Candidates should have proven track record w/ability to develop and present sales materials. Media sales w/previous PBS underwriting experience and relationships w/ Fortune 500 companies a plus. Degree preferred. Base + commission and relocation allowance. Resume in confidence to V.P./Admin., WPBT/TV2, Human Resources, P.O. Box 2, Miami, FL 33261-0002. EOE, M/F/D/V.

National Sales Manager. Outstanding opportunity for a dedicated, organized sales professional to join one of America's fastest growing broadcast groups. The individual will have either NSM or rep firm experience and be extremely knowledgeable on selling estimates. Strong negotiating skills a must. Excellent position for a proven sales leader. Send resume to Stephen Mann, GSM, WTO-TV, P.O. Box 832100, Birmingham, AL 35283. EOE. M/F.

National Sales Manager- West Coast for Seattle CBS affiliate (effective 3/95). 5 years TV/Rep sales and 3 to 5 years national sales management experience preferred. 4 year college degree required. Mail resume and application to KSTW-TV, Attn: Polly LeMar, P.O. Box 11411, Tacoma, WA 98411. EOE.

The North American National Broadcasters Association (NANBA)

Secretary General



The North American National Broadcasters Association (NANBA) is seeking a Secretary General. The Association is a non-profit international organization incorporated under Canadian law. Its headquarters is located in Ottawa, Canada. Its membership includes the national broadcasting networks of Canada, Mexico and the United States as full members and a number of associate members.

The objective of the Association is to provide a framework for the identification, study and active solution of international issues affecting broadcasting and, by working with other international broadcasting unions and associations, to gain an effective voice in international forums on matters affecting broadcasting.

Responsibilities

- to be responsible to the President and Board of Directors for the organization, administration and coordination of the Association's activities.
- to take a leadership role in intelligence gathering and research, and in recommending courses of action to the Board.
- to ensure continuity in the Association's day-to-day business and, with the Secretariat, provide coordination and support for NANBA meetings, committees and projects.

Candidate must have

- a solid familiarity with the North American (Canada, Mexico, U.S.) broadcasting environment.
- an awareness of international broadcasting organizations and issues as well as a knowledge of global telecommunications systems and institutions.
- good interpersonal skills and representational ability, important in meeting the Association's objective. Spanish language fluency would be a definite asset.

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Please mail full resume with salary expectations by the 6th of March, 1995, to:
The Secretariat, NANBA, 1500 Bronson Avenue, Ottawa, Ontario, CANADA K1G 3J5.

(Only those being considered for an interview will be contacted).

National Sales Manager. WXIN-TV FOX 59 has an immediate opening for a NSM. Candidate will possess a minimum of four years TV sales experience, national TV rep experience preferred, a thorough knowledge of TV operations, sales management and leadership abilities, strong oral and written communications skills, ability to travel and a college degree preferred. Candidate will work under the direction of GSM in establishing sales goals, setting rates, maintaining inventory control and setting share goals by account. Will be responsible for national sales revenues, will maintain local contact with key national accounts, assist and oversee station and rep research directors and participate with local sales team. For consideration, send cover letter and resume by March 3 to: Tom Comerford, GSM, WXIN-TV, 1440 North Meridian Street, Indianapolis, IN 46202. EOE. Job offer contingent upon results of substance abuse testing.

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

Hot Shot Art Director. Want to break into the best market in the country-and make a name for yourself??? San Diego affiliate is looking for a dynamic Art Director to lead our design team to the top in a highly competitive market. The requirements: great work, 3 years as art director, knows how to build a winning team, can develop station look from A to Z, good people skills, loves a challenge, loves to win. You'll work closely with a great promotional team in a growing department. Opportunities in San Diego don't come along every day, so if you've got what it takes...rush your resume and best shots to Judy Vance, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No phone calls. EOE/M/F.

Executive Opportunity. A leading performing right organization seeks Director/General Manager for domestic licensing operations. Candidate needs to demonstrate excellent track record as a negotiator and possess organizational skills to oversee business and daily operations. Planning ability, technological fluency and outstanding interpersonal/managerial strength critical - but strongest suit must be vendor negotiation. Requirements: At least 10 years of experience in cable, radio, TV or broadcast licensing management, at least 5 which have been at executive level. Appropriate educational credentials. A challenging opportunity for a qualified candidate. Send your confidential inquiry and resume to Box 00292 EOE.

Local Sales Manager for unusual sales organization. NBC and ABC affiliates with united sales force, via LMA. Sharp, professional, ethical, creative, hands-on, experienced, sales winner-coach to lead large local staff. Send credentials: Diane Gower, Dir Sales, P.O. Box 7578, Ft. Myers, FL 33911. College degree, minimum 2 years sales management a must. EOE.

Manager of Long Range Planning. Experienced long-term planner wanted to help our organization conceive and realize strategies which will ensure growth and competitive edge. You will help us evaluate the effectiveness of shorter term solutions and resources and position them towards long-range goals. A matrix management position, this requires the ability to merge creative vision with pragmatic realities. Must be fluent in current technological developments. Computer literacy, appropriate educational credentials and at least 5 years experience as a planner needed. Must deal successfully with outside vendors, senior managers and supervisory personnel. Please send your resume in complete confidence to Box 00291 EOE.

HELP WANTED SALES

ACCOUNT EXECUTIVE

KGO-TV has an opening beginning April 1, 1995 for an Account Executive with at least 3 to 5 years major market television sales experience. Must have excellent communication skills and exceptional organizational and presentation skills. Superior PC skills required with Window software preferred. A four year college degree or equivalency desired. Application deadline is March 10, 1995. Please send resume and cover letter to:

KGO-TV PERSONNEL
900 FRONT STREET
SAN FRANCISCO, CA 94111
EOE

Account Executive: Fox 68 WSYT has an immediate opening for a broadcasting or advertising professional with two to three years sales experience. Knowledge of research, sales promotions, and vendor/co-op programs a must. Our growing company is committed to the development and promotion of our employees in an environment that puts its customers and employees first. If you possess the necessary requirements for this position, send your resume and cover letter to Dan Walding, GSM, Fox 68 WSYT, 1000 James Street, Syracuse, NY 13203. EOE/M/F.

Local Sales Manager - Prefer candidates with sales management experience and history of leadership, creating new revenue streams, servicing and negotiation with existing customers, training and motivating salespeople, computer and computer system knowledge. Send cover letter, resume and references to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Sales/Promotion Executive. Major TV Promotion firm seeks sharp sales executive to market new promotional products and services. Must be familiar with local television station operation. Must have experience in contact sales. Sell yourself in your resume. Reply to Box 00300 EOE.

Account Executive. America's largest broadcast group seeks experienced TV sales person. No, it's not who you think, it's the Univision Television Group Station in Houston: KXLN-TV! We're 11 stations strong and the Hispanic market is booming, making this job a great opportunity for long-term career growth for a person with a strong TV sales background. English/Spanish bilingual a plus, but not required. Send resume to: A/E, KXLN-TV, Attn: Chas Wilson, 9440 Kirby, Houston, TX 77054 EOE.

Local Account Executive. WTTO is looking for a true sales professional with proven television sales experience. This is an outstanding opportunity for an aggressive and innovative individual looking to grow with one of America's fastest growing broadcast groups. The winning candidate will acquire an established list with excellent growth potential. If you are looking to advance in the television industry with a performance driven company, send resume to Ed Goldfluss, LSM, WTTO-TV, P.O. Box 832100, Birmingham, AL 35283. EOE. M/F.

HELP WANTED TECHNICAL

VIDEO ENGINEER

If you have a demonstrated ability to maintain and repair 1", D3, S-VHS, and 3/4" SP VTRs; GVG switchers, CG, and DVE; Sony cameras and monitors, and Tektronix test equipment, then we have an excellent opportunity for you in our Philadelphia area TV production facility. We need someone who is detail oriented and who has planning, budgeting, and computer experience. If interested, send your resume and salary history to:

Dept. VE
1250 Haddonfield-Berlin Road
Cherry Hill, NJ 08034

Maintenance Engineer: Immediate opening. Experienced in component level troubleshooting of studio video and audio equipment, VTR, VCR, ENG, microwave, UHF transmitter, etc. Remote production experience a plus. Please fax (904) 371-0747 or mail resume to WCJB-TV, 6220 NW 43rd Street, Gainesville, Florida 32653. EOE.

Major market VHF affiliate has immediate opening for a person with three to five years experience maintaining television broadcast equipment. Extensive digital experience required. Must be able to diagnose and troubleshoot to the component level. Computer literacy a must; LAN/Novell Netware experience a major plus. Qualified applicants should send their resume to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718, Attn: Maintenance Engineer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Maintenance Engineer. FCC General Class license required. Must have 3 years experience trouble-shooting to component level in RF, video and audio TV equipment. Experience in maintaining digital and microprocessor based equipment required. SBE certification desirable. Resume and salary requirements to: Elmer Chancellor, WEHT-TV, P.O. Box 25, Evansville, IN 47701. Fax 502-826-6823. EOE, M/F.

Master Control/Video Tape Operator needed by WSYX, the ABC television affiliate in Columbus, Ohio. Applicants should have two years experience in broadcast station master control/video tape operations. Familiarity with Master Control switching, transmitter remote control and the operation of Betacam format, 1-inch, U-Matic VTR's required. Preference will be given to applicants with experience in setting up recording of syndicated and news program feeds from satellite and of ENG microwave live shots. Qualified applicants should send their resume to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718, Attn: Master Control. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Chief Engineer: Team oriented, experienced professional with thorough knowledge of all aspects of broadcast engineering, maintenance, transmitter and mobile production. Must have people skills and a vision for the future. Please fax (904) 371-0747 or mail resume to WCJB-TV, 6220 NW 43rd Street, Gainesville, Florida 32653. EOE.

Asst. Chief Engineer: Trinity Broadcasting station seeks qualified engineer with SBE certification or FCC general class license, 1 or 2 years studio experience, UHF, RF familiarity a big plus. Submit resumes and salary requirements to: Chief Eng., WHSG TV/63, 1550 Agape Way, Decatur, GA 30035. M/F EOE.

Chief Engineer for Cox CBS TV affiliate: WHIO TV, Dayton, OH's number one station is looking for the right engineering manager to complete our team. We want an excellent engineer to provide leadership and management for our department. Responsibilities will include designing, installing and maintaining all technical facilities. If you enjoy managing by example and servicing customer needs, if you're a team player with excellent skills to offer and you want to help build for the future you'll want to be considered for this opportunity with one of the industry's best broadcast groups. Send/fax resume to: David Lippoff, VP and GM, WHIO TV, 1414 Wilmington Avenue, Dayton, OH 45420. Fax 513-259-2058. No phone calls please. EOE.

WFSB, a Post-Newsweek Station, is seeking an Assistant Chief Engineer. Candidate should have excellent people management skills, budgeting experience and knowledge of television engineering. Send resume to Mike Hayes, Chief Engineer, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

KTGF-TV, Great Falls, Montana. Opening for detail-oriented, well-organized, self-starter maintenance engineer with UHF and studio experience. Send resume, income requirements and references to Fax (406) 727-7134 or E-Mail ctn1623@aol.com. EOE.

Chief Engineer. KETA-TV, Oklahoma City, is seeking a hands on leader with a strong maintenance background. Supervisory and organizational skills will be essential in guiding our technical team in planning and implementing projects. Please send your resume and salary history to the Personnel Department, Oklahoma Educational Television Authority, P.O. Box 14190, Oklahoma City, Oklahoma 73113. AA/EOE.

Chief Engineer/Maintenance Engineer combination for full broadcast station. UHF experience a must. KNAT-TV 23, 1510 Coors Road NW, Albuquerque, NM 87121. EOE.

HELP WANTED NEWS

TALENT AGENCY

Talent agency looking for a consumer reporter to fill opening. Agency handles on-air news talent in top 50 markets. All tapes will be accepted and reviewed. Please send 3/4" or VHS tape to:

Seth Kean & Associates
Attention: Talent Coordinator
533 Barry Avenue
Suite 7E
Chicago, IL 60657

EOE. Tape will not be returned. Please no phone calls.

NWN, National Weather Network, is seeking experienced meteorologists for expanding broadcast weather service. Send resume and tape to: NWN, 916 Foley Street, Jackson, MS 39202. (601) 352-6673

Anchor/Reporter needed at growing New York-based TV news production division for studio and field-based, live business and financial programming. Background and experience in European TV news/broadcasting preferred. Strong knowledge of European TV programming and reporting required. Outstanding benefits. Send resumes and tapes to WSJ-TV, 200 Liberty Street, New York, N.Y. 10281. ATTN: Executive Producer, EOE.

Weather Anchor/Reporter. NW ABC affiliate looking for quality Weather Anchor/Reporter to join outstanding weather team. 4 years experience TV weather anchoring/reporting preferred; strong meteorology background a plus; radio experience a plus; Bachelor's degree required. Please send tape, resume and references ASAP to: Michael Espinoza, Executive News Director, KXLY TV/AM/FM/Extra!, 500 West Boone Avenue, Spokane, WA 99201. No phone calls please. KXLY is an equal opportunity employer.

We are looking for a producer who is a news room leader, puts on a newscast that delivers both information and watchable television and brings fresh ideas to the table everyday. Must be able to take the ultimate responsibility for every aspect of the newscast. Send resume, Non-returnable tape and writing samples to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718, Attn: News Producer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Wanted... newscast producer for aggressive number one team. Must have strong writing skills and the ability to innovate. EEO. Send tape and resume to: Neil Goldstein, WRGB-TV, 1400 Balltown Road, Box 1400, Schenectady, NY 12301-1400.

News Photographer. WXIN-TV FOX 59 seeks a News Photographer. Selected applicant will be extremely creative and competitive, possess the ability to shoot with a sense of urgency, have solid production and technical skills, be a team player and maintain a valid driver's license and sound driving record. Responsibilities will include the ability to shoot news stories; gather information; edit packages, vo's, vo/sots and news shows; shoot live shots and edit entire news shows several days a week. For consideration, send cover letter, resume and non-returnable tape by March 3 to: Ron Petrovich, News Director, WXIN-TV, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in applicant disqualification. EOE. Job offer contingent upon results of substance abuse testing.

News Producer. 2-3 years experience. Top 20 market needs hard working, smart producer for 9:00 to 10:00P news. We like a fast-paced, news heavy newscast. If you're thoughtful, imaginative and can think on your feet, we'd like to see your tape and resume. Send to KPLR-TV, Attn: Dept. 24G, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO employer.

Mississippi's No. 1 News Team looking for Managing Editor. Duties include quality control, copy editing, coordinating with producers, desk, reporters, graphics, and special projects. Also, investigative reporter who can put people on the edge of their seat with clear understanding of how to tell a story. Live shots and backup anchor a plus. Send resumes and/or tape to: Dennis Smith, News Director, WLBT-TV, P.O. Box 1712, 715 South Jefferson Street, Jackson, MS 39202. EOE.

Sports Reporter. Strong reporting background required for general sports assignment and weekend anchor duties. Small mid-Atlantic NBC affiliate. Send non-returnable 3/4" demo tape. Drug screen required. Please send your resume to WHAG-TV, Dept. W, East Washington Street, Hagerstown, MD 21740. No phone calls. EOE.

Television ENG Photographer: Top LA network bureau opportunity for bright, hard-working, reliable shooter w/pro news experience. Resume, cover letter with salary history, references and tape to Box 00295 EOE.

WJBF-TV is looking for an Assignment Editor. We want more than a desk person. We need someone who can crank-up a news department. Send news philosophy and resume to Pete Michenfelder, ND-4, WJBF-TV, 1001 Reynolds Street, Augusta, Georgia. 30901. EOE.

Wanted... experienced reporter for aggressive number one news team. Strong live and investigative skills a must. EEO. Send tape and resume to: Neil Goldstein, WRGB-TV, 1400 Balltown Road, Box 1400, Schenectady, NY 12301-1400.

Producer. Producer for All News Channel, a 24 hour national news network based in Minneapolis, 3 to 5 years experience. Must be a team leader, a solid writer and creative. College degree preferred. Resume, writing samples and non-returnable tape to: Amy J. Stedman, EEO 155-94, Conus Communications, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal employment opportunity.

Wanted: Senior writer/producer with a minimum of 5 years on-air news promotion experience to join our team. Strong emphasis on news, fast-breaking topicals for radio/TV and videotape camera a definite plus. If you're ready for a tough challenge in a great market, let us know. This is not an entry level job. Send your reel and resume (no phone calls please). Contact Kevin L. Vanderkolk, Creative Services Manager, KOCO-TV, 1300 East Britton Road, Oklahoma City, OK 73131. EOE.

Associate Producer. Conus Communications is looking for an Associate Producer. This is a fast paced environment which the individual will help produce newsteeds for television stations around the country. Good writing skills, sound editorial judgement and some videotape editing experience required. College degree preferred. Submit resume to: Amy J. Stedman, EEO 154-95, Conus/All News Channel, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

Reporter: Need aggressive versatile, creative storyteller who can break stories. Producing, weather experience a plus. No beginners, no phone calls. Send non-returnable VHS or 3/4 tape with at least one enterprise story to: Karen Frankola, News Director, WKJG-TV, 2633 West State Boulevard, Fort Wayne, Indiana 46808. EOE.

Morning Meteorologist-WSMV-Nashville seeks a bright and knowledgeable communicator for our 90 minute morning news and our midday newscast. Send tape, resume and salary requirements to Al Tompkins/News Director, WSMV, 5700 Knob Road, Nashville, TN 37309. Minorities are encouraged to apply.

News Director: Prior news management experience with track record of leading a department that has all of the talent and technical equipment necessary to be a leader. Must be a "back-to-the-basics" kind of person that understands today's visually-oriented newscasts. Position available immediately. Respond ASAP to General Manager, WOOD-TV, P.O. Box B, Grand Rapids, MI 49501.

News Director. Position requires management experience, with a working knowledge of TV news operation. Qualified applicants should submit a resume and a one page statement of personal news philosophy to Lori Lembrich, KOLN/KGIN-TV, P.O. Box 30350, Lincoln, NE 68503. Deadline for applications: February 24, 1995. We are an equal opportunity employer.

Wanted: Full-time Photographer/Editor. Minimum two years working with Betacam and Beta editing system. Must be completely familiar with microwave live truck operation. Journalistic skills as vital as shooting skills. Must be enthusiastic about working extra hours when needed. No bad attitudes. Send tape and resume to: Al Marabella, Chief Photographer, KXAN-TV, P.O. Box 490, Austin, TX 78767.

Reporter - Experience is a must. Looking for a reporter who isn't afraid to ask tough questions and pursue difficult stories. Must be able to write clearly and edit. Send letter, resume and non-returnable demo tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

News Reporter/Producer/Anchor - KBTX-TV in Bryan/College Station, TX will have a mid-March opening for an individual with one year of professional reporting experience. Live reporting and previous experience producing and anchoring are preferred. Send resume and non-returnable tape to: Jeff L. Braun, News Director, KBTX-TV, 4141 East 29th Street, Bryan, TX 77802. No phone calls. EOE.

News Photographer Editor. ABC's #1 affiliate, for late night news, has an immediate opening for a TV News Photographer/Editor. Must be willing to work evenings, overnight and/or weekends. Candidates must have a minimum of 2 years experience videotaping and editing TV news footage on BETA and/or 3/4" equipment. Related college degree preferred, if you'd like to be part of Albuquerque's #1 TV Station, send resume and non-returnable tape: Dave Mathew, E.N.G. Manager, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Drug free work place. Equal opportunity employer.

TV Reporter/Anchor. Kansas City affiliate looking for lead reporter who can do spot story or good feature. Depending on candidate, possible weekend anchor. Want creative, self-starter who can find way to tell story about people not institutions. Someone who can walk and talk during live shot-not use brick wall as background. Minimum one year experience and degree. Send resume, references and non-returnable videotape to Assistant News Director, KMBC-TV, 1049 Central, Kansas City, MO 64105. No phone calls. Women and minorities are encouraged to apply. EOE.

WSYX-TV Columbus, Ohio is looking for an energetic main sportscaster. Must be able to combine the entertainment qualities of the sportsworld with a solid knowledge of sports journalism. Ability to perform during 30 to 60 minute live sports specials a must. Duties will include hosting weekly 30 minute sports show. Please send non-returnable tape & resume to: WSYX-TV attn: Sports Anchor. PO Box 718 Columbus, Ohio 43216. NO PHONE CALLS PLEASE. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

Producer/Director: If you're an experienced Director looking to join a #1 News Station, we want to hear from you. WYTV, the ABC affiliate in Youngstown, is seeking applications for a Producer/Director. Responsibilities include directing our 6 and 11:00 pm award-winning newscasts, producing and/or directing promotion and commercial spots and various local programs. Position requires a minimum of two years recent experience directing newscasts, preferably with "live" ENG. Writing skills are a plus. Send resume to Producer/Director, c/o WYTV, 3800 Shady Run Road, Youngstown, OH 44502. No phone calls please! EOE.

Reporter: The Washington D.C. News Bureau of King Broadcasting Company, a division of Providence Journal Broadcasting is seeking an experienced general assignment reporter. If you are aggressive, enterprising, consistently deliver quality stories, have exceptional live skills, and minimum two years experience, please send your resume and a non-returnable 3/4" or Beta tape to: D.C. News Bureau, Attn: George Snyder, 400 North Capitol Street, #890, Washington, DC 20001. EOE - M/F/D/V.

HELP WANTED PRODUCTION

THE CITY IS CALLING!

KPIX is building the best creative services department on San Francisco Bay! We are in search of wildly creative, motivated and organized Promotion Writer/Producers and Graphic Designers.

Promo Producers: Two years experience in television promotion, with background in news topical and image marketing. Excellent writing, conceptualization and whiz-bang editing skills are a must. You will work in a creative team environment with some of the best equipment around. Radio station production and writing experience is a plus!

Graphic Designers: Two years experience in television design and production, with heavy emphasis in news and promotion. Practical experience with Quantel Paintbox, Hal or Harriet (we've got them all)! Ability in Mac-Based design is essential, and if you know 3D and post, we'll give you a gold star! (Really!)

We offer a great environment to live and work in, competitive benefits and room to grow.

RUSH your tape and resume to:

KPIX 5

KPIX Human Resources,
855 Battery Street, San Francisco, CA 94111

NO TELEPHONE CALLS, PLEASE!

 An Equal Opportunity Employer/M/F/V

GRAPHIC ARTISTS (Video/TV)

Capital Cities/ABC Video Design Group has the following immediate opportunities for television graphics professionals with 3-5 years experience:

LEAD ARTIST

You will assist the Artist in Charge, scheduling paintbox personnel, tracking jobs, maintaining job jackets and carrying a full design load on Harriet. Knowledge of Quantel equipment is essential.

HAL DESIGNER

You will design and produce artwork using a Hal system. This position has an evening schedule (3pm-11pm).

Send resume and reel, indicating position of interest, to: **David Snapp, CC/ABC Video Design Group, Dept. GA-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.

TV-Announcer/Director. KFSN-TV is searching for a Director to join versatile and creative team. Experience in all aspects of video production including directing news and commercial production is essential. Operational experience with editor Ampex ACE 25, Ampex ADO and Vista switcher a plus. Must be willing to work weekends and holidays. Send resume to Program Director, KFSN-TV, 1777 G Street, Dept. B, Fresno, CA 93706. KFSN-TV is an equal opportunity employer. Women and minorities encouraged to apply.

Videotape Editor - Minimum 3 years CMX experience, DVE and associated equipment. Strong client service, creativity, technical knowledge essential. Resume and tape to: Terry Dull, Scene Three Inc., 1813 8th Avenue South, Nashville, TN 37203.

Associate Director - Experience necessary for a hands-on technician with newscast directing abilities and technical abilities in studio and control room capacities. Excellent communication and organizational skills are necessary for this position. Candidate must be able to work flexible hours and/or weekends. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Traffic Manager. WXIN-TV Fox 59 seeks a Traffic Manager. The selected candidate will possess a thorough knowledge of all aspects of broadcast traffic, three years experience with a traffic computer system/JDS2000 preferred, strong supervisory skills, ability to interact with all station departments and personnel and a college degree preferred. Responsibilities will include the ability to work with sales managers to maximize inventory, minimize discrepancies, produce a log with a superior on-air look and ensure the attainment of station revenue goals. For consideration, send cover letter and resume to: Tom Comerford, General Sales Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. EOE. Job offer contingent upon results of substance abuse testing.

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Director. If you think you're good enough to direct Kansas City's top-rated newscasts, we want to hear from you. We have the toys - you provide the creativity. Extensive experience directing newscasts required. Resumes and tapes to Pat Patton, KMBC-TV, 1049 Central, Kansas City, MO 64105, by February 13. EOE.

Television Video Director/Producer/Editor. WTXX-TV/Channel 20 is looking for a creative, highly skilled Video Director/Producer/Editor. Minimum 2 years experience directing multi-camera studio programs as well as hands-on experience with a computerized editor and full complement of broadcast equipment is a must. Duties include directing and producing both in studio and the field, post editing, script writing and field shooting. Send resume and 3/4" or VHS tape to: Jim Bittel, Production Manager, WTXX-TV, 15 Peach Orchard Road, Prospect, CT 06712. (No phone calls please.) WTXX-TV is an equal opportunity employer.

WXIN-TV Fox 59 has an immediate opening for a CMX Editor in the Production Department. The qualified candidate will have a minimum of four years TV or video production experience and a working knowledge of CMX or comparable editor, Ampex VPR 3 1/2" machines, Grass Valley 300 switcher, A51 DVE and Chryon 4200. Must be creative and have ability to work closely with clients and station personnel on a flexible schedule. College degree preferred. Candidate will edit on-line, direct three-camera shoots through bay and participate in pre-production and production projects. For consideration, send cover letter and resume by February 19 to: Mr. Jamie Berns, Production Manager, WXIN-TV, 1440 North Meridian Street, Indianapolis 46202. EOE. Job offer contingent upon results of substance abuse testing.

Production Manager and News Producers: New cable network seeks people who want to win! Fast-paced, energetic and compelling programming needs people with a get-it-done attitude. Send resume and salary requirements to Brian Jones, 717 Second Street, N.E., Washington, D.C. 20002.

Traffic Manager. Have you had it with winter? If your winters feel like they're eight months long, our summers really are! Pack your traffic management experience and sun screen and join our team in beautiful Orlando Florida Television/Radio combo is seeking a Traffic Manager with at least five years of traffic management experience. Enterprise traffic system experience a plus. Strong management, organizational and people skills a must. Fax resume today to: Maria D'Alessandro, Human Resources Manager, 407-645-4795.

Producer (On-Air Fundraising). Public TV station in #1 market seeks experienced producer to create and produce on-air fundraising campaigns, including pledge drives, marketing promotions, underwriting materials and other assigned projects. Must have good communications skills and television background. Knowledge of PBS fundraising highly desirable. Salary negotiable. Reports to Director of Production Projects. Resumes to Lisa Rosas, WLIW21, P.O. Box 21, Plainview, Long Island, New York 11803. EOE/AA.

Post Production Editor: Full-time evening position. Work with ADO, ACE, A-72, BetaSP. Qualified applicants will have a proven creative ability, strong technical skills and be able to work well with clients. Work with a great team, close to the lakes and Branson. Resume and tape to KDEB-TV, 3000 Cherry, Springfield, MO 65802.

Producer/Writer. KMSG-TV 59 Telemundo seeking qualified individual who is bilingual. Must speak, read, write Spanish/English. Requirements: write, direct, edit commercials and promos. Experience in radio/TV production a plus. Send resume to: 706 West Herndon Avenue, Fresno, CA 93650.

HELP WANTED PROMOTION

Dominant affiliate in the South looking for creative promotion manager that can get things done. This is a great opportunity for someone who wants "to take charge" of the promotional efforts of a dynamic station. If you are interested please send resume and tape to Box 00303 EOE.

Director, Advertising and Promotion. Major Los Angeles based studio is looking for a Director, Advertising and Promotion in the Marketing Department of its television distribution division. Seeking an experienced, aggressive and highly motivated individual to handle account management. Must have excellent communication skills, flexibility to work long hours and the ability to handle many projects simultaneously. Duties include station relations, co-op administration and creative supervision of print and on-air promotion for first-run and off-network shows. Send resume to Box 00304 EOE.

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 a 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.

Raleigh's soon-to-be NBC affiliate seeks talented promotion writer/producer. This is a hands-on, high-intensity position. If you don't like a challenge...don't bother! Send resume and tape to Ed Stephen, WNCN TV 622, South Barbour Street, Clayton, NC 27520. Minorities are encouraged to apply. WNCN is an equal opportunity employer.

Promotion Producer: WTVR NewsChannel 6 has an immediate opening for a Promotion Producer. Good copywriting skills a must! Responsibilities include writing and producing news promotion and PSAs. Send resume, tape and salary history to Sandra Fowler-Jones, Marketing Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

Court TV, one of the fastest growing basic cable networks is looking for a Director of On Air Promotion. Candidates must have extensive experience writing and producing news oriented promotions. Strong interest in the judicial system required. Responsibilities include planning, designing and coordinating all aspects of on air promotion. Please send resume, nonreturnable vhs tape and salary history to: Human Resources, Court TV, 600 Third Avenue, New York, NY 10016. No phone calls please.

HELP WANTED RESEARCH



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Turner Entertainment Networks is seeking to fill the position of Audience Research Project Manager. Based in Atlanta, this person will be responsible for providing the management of Turner Network Television (TNT) with audience information used for decision making purposes.

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We are looking for a Research Analyst to aid the General Sales Manager with television ratings analysis. You must have excellent knowledge of Nielsen Ratings, have a solid broadcasting or ad agency background and be proficient with the PC in a Windows environment. Please send resume to Box 00302 EOE.

SITUATIONS WANTED MANAGEMENT

Production Manager - 10 years in Number One market. Seeking similar position in NY Tri-State area. National production experience. Proven record in managing studio, EFP and long form productions. Reply to Box 00297.

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SITUATIONS WANTED SALES

Successful TV ad sales executive in #1 Market seeks challenging and financially rewarding sales/marketing position in entertainment/media or cable/telephone company. 7 years sales/management experience including the launch of 3 ad sales operations. MBA in Marketing. Prefer NY based position with dynamic organization. Reply to Box 00278.

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Community Affairs Director. KOAT-TV (in New Mexico) is searching for a sharp Public Relations/Community Affairs Specialist. Strong writing, interpersonal and organizational skills required. TV or radio production knowledge preferred. Main duties: coordination of community outreach projects and events; writing press releases and personnel biographies; arranging personal appearances by KOAT personalities; writing/producing PSAs; overseeing station reports (children's issues and programming, station license renewal documents, etc.). Work closely w/ Marketing Director on various other station projects. College degree and previous experience as TV or radio Public Relations/Affairs coordinator preferred. Resume/(tape): Yvette Perez, Marketing Director, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Equal opportunity employer.

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Station Acquisition Coordinator. The industry's hottest National Representative firm is looking for a dedicated team player to become an integral part of our highly successful acquisition efforts. Candidate should possess solid clerical skills, strong communication skills and good analytical/computer skills. Minimum 1 year experience in television advertising/research preferred. Knowledge of DOS and Windows important. All candidates should send or Fax resume with cover letter to: New Business Department, Settel, Inc., 575 Fifth Avenue, New York, NY 10017. Fax (212) 986-9433. No phone calls please. EOE.

INTERACTIVE/MULTIMEDIA

SITUATIONS WANTED PRODUCTION

Former ABC, now cable multimedia. Want to move to warmth to find interactive tools for your company. Ready to be on the cutting edge? Gahoory@ aol.com or Reply to Box 00288.

CABLE

HELP WANTED PRODUCTION

Network Production Manager. Major East Coast cable network is seeking a Production Manager with demonstrated experience in all facets of film and video production, post production, budgeting and project management. Requirements include a minimum 5-7 years of experience in documentaries as well as feature film and/or television work as a Production Manager. Must have a solid understanding of production logistics, rights issues, talent negotiations and union issues, post production, budgeting and project management. Strong communications skills also essential. For consideration, please send resume to Box 00293 EOE.

Production Freelancers Needed. Freelance Copy Writers. Can you write hot spots? Show us your reel! Experienced DP/camera person and Production Assistants. Send reel and resume: TKR Productions, 275 Centennial Avenue, CN 6805, Piscataway, New Jersey 08855.

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SITUATIONS WANTED SALES

Experienced Sales and Satellite person looking for affiliate sales position for cable programming network. 203-531-4775.

ALLIED FIELDS

HELP WANTED SALES

Video production company with offices in Chicago and Washington, DC looking for a full-time sales rep at our DC location. Please send resume and references to Box 00299 EOE.

HELP WANTED INSTRUCTION

Journalism-Mass Communication Broadcasting. The H.H. Herbert School of Journalism and Mass Communication is seeking tenure-track faculty to fill a position being vacated by a retiring senior faculty member. Broadcasting and Electronic Media, rank open. Primary teaching areas must include two from the following: broadcasting journalism, copy writing, programming, management, multimedia and video production. Secondary teaching area in one of the following desirable: audio production, mass communication law, intro mass communication, graphics. Must be computer literate and qualified to advise graduate students and supervise theses and have strong interest in implementation of new technologies. Substantial professional experience required. Candidates must have a record of good teaching M.A. required. PhD. preferred. Salary commensurate with experience. Salaries, teaching responsibilities and support for research and creative activities are very competitive. Applications will be reviewed beginning March 15 and continue until positions are filled. Applicants must provide (1) a letter of application providing specifics regarding their teaching and professional experience and describing how they would expect to publish or engage in creative activity as a faculty member; (2) a curriculum vitae; and (3) three letters of reference. All materials should be sent to: Director, School of Journalism and Mass Communication, The University of Oklahoma, 860 Van Fleet Oval, Room 101, Norman, OK 73019-0270. The University of Oklahoma is an equal opportunity/affirmative action employer. Women and minorities are especially encouraged to apply. OU has a policy of being responsive to the needs of dual-career couples.

The Department of Telecommunications at Indiana (Bloomington) seeks applicants for a renewable 12-month lecturer/staff position to begin August 15, 1995. Primary responsibility to teach undergraduate courses in electronic media writing, design, and production. Staff responsibilities may include student advising, assistance in supervising production facilities, and computer support. Qualifications: proficiency in audio, video, and multimedia production and demonstrated teaching effectiveness. Professional experience desirable. Send cover letter, resume, three letters of recommendation, portfolio materials (sample reel), and evaluations of teaching to Mike McGregor, Department of Telecommunications, R-TV Building, Indiana University, Bloomington, IN 47405. Direct questions to Prof. McGregor at 812-855-6295, fax 812-855-7955, or by e-mail to mcgregom@indiana.edu. Full consideration given to applicants whose materials are received prior to March 31, 1995. Indiana University is an equal opportunity/affirmative action employer.

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KMGN(FM) Flagstaff, AZ (BALH941-101GE)—Action Dec. 20.

KOLD-TV Tucson, AZ (BTCCT941021-KK)—Action Dec. 21.

KUKI-AM-FM Ukiah, CA (AM: BTC940-920EA; FM: BTCH940920EB)—Action Dec. 21.

WSUB(AM)-WQGN-FM Groton, CT (AM: BAL941206GI; FM: BALH941206GJ)—Action Dec. 19.

WMAF(AM) Madison, FL (BTC941201-EA)—Action Dec. 21.

WSAV-TV Savannah, GA (BTCCT941021-KR)—Action Dec. 21.

KNUQ(FM) Paauilo, HI (BALH941019-GH)—Action Dec. 21.

KRLC(AM)-KMOK(FM) Lewiston, ID (AM: BTC940923GN; FM: BTCH940923GO)—

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 verticle; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power update; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Action Dec. 20.

WKRS(AM)-WXLC(FM) Waukegan, IL (AM: BAL941206GG; FM: BALH941206-GH)—Action Dec. 19.

WBNW(AM) Boston (BTC941130EA)—Action Dec. 21.

WFHN(FM) Fairhaven, MA (BALH941206-GL)—Action Dec. 19.

WBSM(AM) New Bedford, MA (BAL941-206GK)—Action Dec. 19.

WMDR(AM) Augusta, ME (BAL941031-EC)—Action Dec. 20.

WJTV(TV) Jackson, MS (BTCCT9410-21KT)—Action Dec. 21.

WHLT(TV) Hattiesburg, MS (BTCCT9410-21KU)—Action Dec. 21.

KMAC(FM) Gainesville, MO (BALH94-1031GK)—Action Dec. 19.

KATH(FM) Bozeman, MT (BALH94062-0GM)—Action Dec. 14.

KBOZ-FM Livingston, MT (BALH940620-GN)—Action Dec. 14.

WFPG-AM-FM Atlantic City, NJ (AM: BAL941206GE; FM: BALH941206GF)—Action Dec. 19.

WBNJ(FM) Cape May Court House, NJ (BALH940916GI)—Action Dec. 20.

WRSF(FM) Columbia, NC (BALH940919-GG)—Action Dec. 22.

WXQR-FM Jacksonville, NC (BAPLH9404-01GI)—Action Dec. 21.

WSFL(AM) New Bern, NC (BAL940921-ED)—Action Dec. 21.

THIS WEEK

- **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. Opryland Hotel, Nashville, Tenn. Contact: (703) 330-7000.
- **Feb. 12-16**—"The State of Media Studies," seminar presented by the *Freedom Forum Media Studies Center*. Columbia University School of Journalism, New York. Contact: Shirley Gazsi, (212) 678-6600.
- **Feb. 13**—3rd annual ESPY Awards, presented by *ESPN*. Radio City Music Hall, New York City. Contact: Kathy Slavin, (212) 333-7500.
- **Feb. 14**—Telecommunications legislative update, presented by the *Cable Television Administration & Marketing Society (CTAM)*. Adam's Mark Hotel, Philadelphia. Contact: (610) 668-6516.
- **Feb. 14**—*American Women in Radio and Television* Golden Gate chapter "Queen of Hearts" benefit dance. Showplace Square, San Francisco. Contact: (415) 985-7135.
- **Feb. 14-16**—50th annual Georgia Radio-TV Institute, presented by the *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Contact: (404) 395-7200.
- **Feb. 15**—*Federal Communications Bar Association* reception for new members of the House Commerce Committee and the Senate Commerce, Science and Transportation Committee. Contact: Paula Friedman, (202) 736-8640.
- **Feb. 15-17**—*Broadcast Cable Credit Association* seminar. Scottsdale Hilton, Scottsdale, Ariz. Contact: Cathy Lynch, (708) 296-0200.
- **Feb. 16**—*Federal Communications Bar Association* luncheon featuring FCC Chief of Staff Blair Levin. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- **Feb. 17**—Deadline for entries to the 1995 Hometown Video Festival, presented by the *Alliance for Community Media*. Contact: Randy VanDalsen, (916) 441-6277.
- **Feb. 18**—"Safe Harbors and Stern Warnings:

Datebook

FCC Regulation of Indecent Broadcasting," symposium presented by *Villanova Sports & Entertainment Law Forum*. Villanova University School of Law, Villanova, Pa. Contact: Joseph McMahon, (610) 519-7605.

FEBRUARY

- **Feb. 20-22**—Great Lakes broadcasting conference and expo, presented by the *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: Karole L. White, (517) 484-7444.
- **Feb. 22**—*Texas Association of Broadcasters* Legislative Day conference and luncheon. Capitol Marriott, Austin, Tex. Contact: Oscar Rodriguez, (512) 322-9944.
- **Feb. 22**—"Richard Durham: His Friends Remember," tribute presented by *The Museum of Broadcast Communications*, Chicago. Contact: (312) 629-6000.
- **Feb. 23-24**—Video-on-demand conference, presented by *IBC Technical Services Ltd.* The Langham Hilton, London. Contact: Caroline Bishop, +44 71 637 4383.
- **Feb. 24-25**—Black College All-American Awards weekend, presented by the *SBN Sports Network*. Hyatt-Peachtree Center, Atlanta, Ga. Contact: C. Ottley, (212) 486-4255.
- **Feb. 24-27**—*National Federation of Community Broadcasters* annual meeting. Albuquerque Hilton, Albuquerque, N.M. Contact: David LePage, (202) 393-2355.

MARCH

- **March 1-17**—*The Museum of Television & Radio's* 12th Television Festival. Directors Guild of America Building, Los Angeles. Contact: David Lewis, (212) 621-6685.
- **March 3**—Entry deadline for The Radio-Mercury Awards. Contact: *The Radio Creative Fund*, (212) 387-2156.
- **March 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

- **April 3-5**—Cable & Satellite 95 conference and exhibition, sponsored by *Reed Exhibitions*. The Grand Hall at Olympia, London. Contact: 081 948 9800.
- **April 7-10**—40th annual *Broadcast Education Association* convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenco, (202) 429-5354.
- **April 7-12**—MIP-TV international television marketplace, sponsored by *Reed Exhibitions*. Palais des Festivals, Cannes, France. Contact: (212) 689-4220.
- **April 9-13**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.
- **April 10-11**—*Television Bureau of Advertising (TVB)* annual sales and marketing conference. Las Vegas Convention Center, Las Vegas. Contact: Robert Romano, (212) 486-1111.

MAY

- **May 7-10**—44th annual *National Cable Television Association* convention. Dallas Convention Center, Dallas, Tex. Contact: (202) 775-3669.

JUNE

- **June 18-24**—16th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

SEPTEMBER

- **Sept. 6-9**—Radio Show & World Media Expo, sponsored by the *National Association of Broadcasters, Radio Television News Directors Association, Society of Broadcast Engineers and Society of Motion Picture and Television Engineers*. New Orleans, La. Contact: Lynn McReynolds, (202) 429-5350.
- **Major Meetings**

—Compiled by Kenneth Ray

FOR THE RECORD

WECT(TV) Wilmington, NC (BTCCT9410-21KS)—Action Dec. 21.

KDUK(AM) Eugene, OR (BAPL941101-EB)—Action Dec. 20.

KDUK-FM Florence, OR (BALH941101-EC)—Action Dec. 20.

WCMB(AM)-WIMX-FM Harrisburg, PA (AM: BAL941109GG; FM: BALH941109-GH)—Action Dec. 1.

WARQ(FM) Columbia, SC (BALH941208-GE)—Action Dec. 22.

WAJY(FM) New Ellenton, SC (BALH9408-08GM)—Action Dec. 22.

KABY-TV Aberdeen, SD (BTCCT941021-KO)—Action Dec. 21.

KPRY-TV Pierre, SD (BTCCT941021KP)—Action Dec. 21.

KSFY-TV Sioux Falls, SD (BTCCT941021-KN)—Action Dec. 21.

WTZX(AM) Sparta, TN (BAL941101ED)—Action Dec. 20.

KFXJ(FM) Abilene, TX (BAPH9410-03GE)—Action Dec. 1.

KBVO-TV Austin, TX (BALCT941013KI)—Action Dec. 20.

KRBG(FM) Canadian, TX (BALH940921-GK)—Action Dec. 20.

KRBG(FM) Canadian, TX (BALH940921-GK)—Action Dec. 20.

KDGE(FM) Gainesville, TX (BALH9409-12GJ)—Action Dec. 1.

KCLK(FM) San Angelo, TX (BAPH9410-

03GF)—Action Dec. 1.

KWSM(FM) Sherman, TX (BALH940524-GE)—Action Nov. 29.

KUSG(TV) St. George, UT (BTCCT940-826KK)—Action Dec. 22.

KUTV(TV) Salt Lake City, UT (BTCCT94-0826KJ)—Action Dec. 22.

WFDL(FM) Lomira, WI (BTCH941110-GK)—Action Dec. 1.

WOSH(AM)-WVBO(FM) Oshkosh, WI (AM: BTC941110GI; FM: BTCH941110GJ)—Action Dec. 1.

Dismissed

KTEI(FM) Piggott, AR (BALH940519GH)—Action Dec. 19.

WQUE-AM-FM New Orleans (AM: BAL931103GX; FM: BALH931103GY)—Action Dec. 19.

KAKC(AM)-KMOD-FM Tulsa, OK (AM: BAL931103GV; FM: BALH931103GW)—Action Dec. 19.

FACILITIES CHANGES

Applications

Basalt, CO KVYT(FM) 106.1 mhz—Caren Lacy seeks MP to make changes: ERP: 2 kw; ant. 111 m.; TL: approx. 2.7 km S of Snowmass, CO, in Pitkin Co., and to change antenna supporting-structure height.

Princeton, IN WSJD(FM) 100.5 mhz—Randolph Victor Bell seeks mod. of CP to make changes: ERP: 6 kw; TL: SW corner

of US Hwy 41.

Goldsboro, NC WYED(TV) ch. 17—Outlet Broadcasting Inc. seeks CP to change ERP (vis): 5000 kw.

Paris, TN WМУF-FM 94.1 mhz—Benton Weatherford Broadcast Inc. of Tenn. seeks CP to change class from A to C3 (per MM docket 93-10).

Rupert, VT WMNV(FM) 104.1 mhz—Family Broadcasting Inc. seeks CP to make changes: ERP: 2.9 kw; ant. 68 m. and to change antenna supporting-structure height.

Actions

Cave Creek, AZ KCCF(AM) 1100 khz—Granted app. of Cave Creek Broadcasting Co. Inc. for MP to increase day power to 50 kw. Action Dec. 2.

Brush, CO KSIR(AM) 1010 khz—Granted app. of New Directions Media Inc. for MP to increase day power to 25 kw; add night service with 280 w; make changes in antenna system; change TL 6 km NE of Brush, adjacent to County Rd. 71, Brush, CO. Change from non-DA to DA. Action Dec. 22.

Albia, IA KLBA-FM 96.7 mhz—Granted app. of H&H Broadcasting Corp. for mod. of CP to make changes: ERP: 10 kw; ant. 155 m.; TL: within the city limits of Albia, IA, 0.3 km N of County Rd. 35. Action Dec. 22.

Florence, KY WBND(AM) 1180 khz—Granted app. of KLM Broadcasting Inc. for MP to change TL to 9068 Fowler Creek Rd. near Union, KY, and make changes in antenna system. Action Dec. 21.

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Jack G. Thayer

EDITOR: I read with great sadness your Jan. 9 notice of the New Year's Day death of my onetime boss, and former NBC radio executive, Jack G. Thayer.

Not noted in your obituary was Jack's visionary contribution to what eventually became the savior of AM radio as a powerful communications medium.

In 1965 Jack became the manager of KLAC(AM) Los Angeles, inheriting just another low-rated music and news station. Sizing up the competition, Jack was impressed with the late-night ratings of conservative talk personality Joe Pyne. Jack hired Pyne to do a morning drive-time telephone-talk program and converted our disk jockeys into talk show hosts, creating the first (and for a long time, the only) 24-hour talk-radio format. The station's accomplishments in behalf of the betterment of life for the people of Southern California are too numerous to mention.

Jack Thayer's enthusiasm for an open marketplace of ideas, and his sense that hooking telephones and radios could create a sense of community for listeners in the sprawl of Southern California, foreshadowed what became (30 years later) talk-radio's power to influence a nation in creating a public revolution.

Several years ago, Jack suffered a stroke which would have floored most men. Instead, he fought his way back to head a new challenge in the brand-new medium of wireless cable. Anybody who ever worked with or for Jack Thayer will tell you, there goes a great guy...a tough and happy pioneer.—*David Crane, The David Crane Agency, Ormond Beach, Fla.*

Losing diversity

EDITOR: The Dec. 19, 1994, issue of BROADCASTING & CABLE contained an article, "FCC raises roof on TV ownership," outlining new rules that can only lead to fewer individuals owning more and more of the broadcast spectrum and industry. Other articles contain statements of lip service to the goals of more diversity and minority ownership of broadcasting.

The FCC is being hypocritical here. Is this what Congress is asking for? Broadcasting already has lost a great deal of diversity over the past 20

years, both in programming and ownership. It has become a boring medium.

Do we truly want a "one-size-fits-all" broadcast industry? I would not want to do all of my shopping at, say, Wal-Mart, as nice as they may be, and even though the prices are cheap.—*Al Martin, Merrifield, Minn.*

Father figure

EDITOR: I enjoyed reading about the BROADCASTING & CABLE Hall of Fame, but was disappointed with the portion pertaining to Guglielmo Marconi. The misconceptions further perpetrated by this item show the power of public relations over truth.

The fundamental work on radio was done earlier in the 19th century by Hertz, Oliver Lodge and others. Nikola Tesla, acknowledging the earlier works by these gentlemen, disclosed (and demonstrated) the four fundamental circuits of radio in 1893 (two years before Marconi), and his patent No. 645576 (and others), held in 1943 by the Supreme Court of the United States to precede Marconi's work, made Tesla, in essence, the inventor of radio.

I do not in any way wish to diminish Marconi's contribution to the art and science of transmission of information by electromagnetic means; however, he should not be mentioned alone as anything approaching the "father of radio."—*Thomas L. Mann, managing director of new technology, Argyle Television, Los Angeles*

Murray Oken

EDITOR: I am writing this so that friends and associates will know that there has been a great loss in the veteran ranks of the television syndication business. Murray Oken passed away Christmas night 1994.

I considered Murray Oken to be my best friend. Murray helped countless people in the television business advance in their careers.

I met Murray in 1972, in Idaho. I was the program director for two new ABC affiliates, one in Boise and one in Pocatello/Idaho Falls. Murray came to town to sell movie titles for United Artists/MGM. Our stations were new and undercapitalized, and Murray listened to our plight and became creative in helping us out, so that our budget could be utilized in

the most effective way for his customer. In 1980, with the encouragement of Murray, I started a mobile television production company on a shoestring.

Murray was a man who put many people around the country into much better career positions. Murray worked as an independent contractor. He had no company benefits afforded the rest of the staff. That meant no medical insurance and no life insurance. When diagnosed and operated on for cancer, Murray could not get insurance on a pre-existing condition.

Murray Oken was a genuine "nice person." More than that, he was a "gentle man" and a "gentleman."

Donations in memory of Murray Oken can be made to the American Cancer Society.—*Raymond M. Barp, Glendale, Calif.*

Keep public TV public

EDITOR: Public broadcasting is the final frontier for responsible programming in this country. If the new Republican Congress is successful in its bid for privatization, as discussed on the editorial page of the Jan. 12 edition, no outlets for responsible programming will remain. The effect of the proposed \$285 million cut in federal funding of the Corporation for Public Broadcasting is twofold: It will enable the entertainment industry to air programs detrimental to viewers of public television, and it will allow conservatives to claim another channel to preach their policies.

The Republicans' hope that the budget cut will slant public television away from its so-called liberal tendencies and biases. Is educational and nonviolent programming liberal? In truth, the Republicans aren't concerned with the welfare of public television, rather they want to slant the liberal bias to the right. They want another conservative mouthpiece.

CPB is by no means dependent on the federal government. But government oversight is important if we are to maintain the ideals developed when public television was born. Let's keep the public airwaves out of the hands of private investment and conservative fraidy-cats and keep it in the loving arms of its wonderful babysitter, the U.S. government.—*Bryan Luhn, San Marcos, Tex.*

Michael Rubens Bloomberg

When it comes to business, especially a mature one dominated by established players, a new player can come in and do it better. That's the credo that has made Michael Bloomberg an established player in the world of providing financial news and information.

Once a high-flying equities trader at Salomon Bros., Bloomberg founded Bloomberg Financial Markets in 1981. "[Former Salomon Bros. head] John Gutfreund did two wonderful things for me—he hired me and he fired me," Bloomberg says, citing office political battles as reason for his leaving. "And his timing was impeccable in both cases."

He joined Salomon as a \$9,000-a-year clerk in 1966, after receiving his MBA from Harvard Business School. When he left, he was a general partner and head of the equity trading desk. He also designed Salomon's first computerized system for tracking trades.

Bloomberg LP, principally owned by Bloomberg (Merrill Lynch has a 30% stake), has annual revenue estimated at about \$600 million.

Bloomberg expects to grow significantly in the broadcasting business by being lean and mean. "Let me give you a good example," he says. "When it comes to producing television, everybody tells me that you must have an executive producer, a producer, a minor producer and a minuscule producer, and then you do the same thing with 10 levels of directors and then film this and crew that."

The economics of the business no longer support that approach—and it doesn't have to be done that way, he says. A case in point is Bloomberg Information Television, a 24-hour financial news service distributed over direct broadcast satellite company DIRECTV. The anchor of that program sits in a corner of Bloomberg's New York City newsroom. In addition to reading the news, she scrolls the teleprompter and controls the camera that shoots her reading the news.

Bloomberg shares an anecdote about the TV news organizations that covered his purchase two years ago



of WNEW(AM) New York, which he turned into all-news WBBR(AM). One was a network news show that came in with a crew of seven people. One local TV station arrived with a crew of four. Also covering the story was New York 1, which sent one reporter with his own camera.

"He put the makeup on, adjusted the camera in its tripod, fixed the mike, asked the questions, packed up and left," Bloomberg says. "When you saw all three pieces, the public couldn't tell the difference."

The satellite news channel is just one of several broadcast financial news services that Bloomberg offers. The others include weekly and nightly versions of the PBS financial news program *Bloomberg Business News*;

a business news wire service distributed to 150 newspapers and more than 50 broadcast outlets; and a syndicated radio news feed picked up by 35 stations.

At the NATPE International convention last month, Bloomberg introduced a syndicated financial news show that is expected to debut in August. Bloomberg also does financial news inserts for over-the-air stations and cable networks, including CNBC. Last year, the company became a partner in PBS's *Charlie Rose* interview program.

Bloomberg didn't think seriously about starting his own company until the writing was on the wall at Salomon. He stayed long enough to collect a huge bonus, reportedly \$20 million. "No other firm on Wall Street rushed to offer me a job, and I decided it was time to do something different."

There's another part of Bloomberg's credo that might be characterized as "don't think, do." A lot of companies "talk about setting up a committee to study the feasibility of Project X. By the time they've got that done, we're on our third version of Project X."

When he decided to take on financial information suppliers including Dow Jones and Reuters, Bloomberg says, "I saw there was demand and I thought it was great enough to have a profitable company. But I never really did a five- or 10-year plan. I don't know how you do those things. I don't know how you forecast the business six months from now."

He denies a report that main competitor Reuters offered to buy the company for \$800 million. Bloomberg doesn't rule out a possible merger or

sale, but he likes running the company as an independent. "I plan on doing this for the rest of my life. Nobody is going to let you play with their money like you play with your own."

Bloomberg doesn't believe in titles. No one at the company of

2,000 has one. Bloomberg's only title is founder, but there is no doubt he is the boss.

No one has an office or a secretary under Bloomberg's pro-cooperation, pro-communication philosophy. "It also takes away most of the politics."

"If you and I have a fight, we have it out in the middle of that room," Bloomberg says, pointing to the newsroom. "Then everybody gets the message, and you and I get it out of our systems. It's a lot less serious if it's in front of everybody." Then, he says, it's on to the business at hand. —SM

Founder, Bloomberg LP, New York; b. Feb. 14, 1942, Boston; BS, engineering, Johns Hopkins University, Baltimore, 1964; MBA, Harvard University, Cambridge, Mass., 1966; various positions leading to general partner, Salomon Brothers, New York, 1966-81; current position since 1981; divorced.

Fates & Fortunes

BROADCAST TV



Eigner

Michael Eigner, executive VP/GM, WPIX(TV) New York, adds VP, Tribune Television East Coast (WPHL-TV Philadelphia and WLVI-TV Cambridge, Mass.) to his responsibilities.

Burt Spangler, director, *First at 5:00*, WSAZ-TV Huntington, W.Va., named director, creative services.

Janice Rogers, weekend anchor, WVTV-TV Birmingham, Ala., joins WBRC-TV there as co-anchor.

Mary Ellen Maynard, senior account executive, WBMG(TV) Birmingham, Ala., named GSM.

Appointments at KTXL(TV) Sacramento, Calif.: **Sharon Owens-Thomas**, editor/reporter, KFBK(AM) Sacramento, joins as weekend assignment editor; **Glen Cornish**, video production manager, Aviation & Electronic Schools of America, Colfax, Calif., joins as weeknight assignment editor; **Dave Kriegel**, account executive, MMT Sales, Los Angeles, joins as NSM.

Carl Eidsvaag, corporate and foundation manager, WPBT(TV) Miami, joins KAET(TV) Phoenix as assistant marketing manager.

Terry Gaughan, local/national sales manager, WPGH-TV Pittsburgh, joins WVTU(TV) and WCGV-TV, both Milwaukee, as director, sales and marketing.

Appointments at Turner Pictures Worldwide, Atlanta: **Brad Bird**, executive consultant, *The Simpsons*, joins as producer/developer, animated feature films; **Maurice Noble**, layout/background artist, animation, joins as designer.

Beth Arcilesi, writer/producer/director, Inspirational Network, Charlotte, N.C., joins WSOC-TV there as creative services executive producer.

Roxann Nelson, creative services director, KFOR-TV Oklahoma City, joins KMBC-TV Kansas City, Mo., in same capacity.

Ron Odom, broadcasting instructor, Denver Community College, Denver, joins WALA-TV Mobile, Ala., as news reporter.

Brad Gilmer, project manager, technology assessment, Turner Entertainment Networks Engineering, Atlanta, named director, advanced network operations, Turner Entertainment Group.

Marc Pariser, agent, Creative Artists Agency, Los Angeles, joins Shukovsky English Entertainment there as executive VP, creative affairs.

Susan Simons, VP, development, Filament Productions, Los Angeles, joins CBS Entertainment there as director,

late night and special programs.

Gloria Schmidt, senior promotion writer/producer, WSVN(TV) Miami, joins KCAL(TV) Los Angeles as on-air producer.

Terry McSweeney, anchor, KNTV(TV) San Jose, Calif., joins WPBF(TV) West Palm Beach, Fla., in same capacity.

Francisco Litardo, director, production and community affairs, WUNI(TV) Needham, Mass., joins WLVI-TV Cambridge, Mass., as host, *Mosaic*.

Appointments at ABC News, Washington: **Kathryn Christensen**, senior broadcast producer/managing editor, *World News Tonight with Peter Jennings*, Washington, adds executive producer, weekend news, to her responsibilities; **Dorrance Smith**, independent media consultant, joins as executive producer, *This Week with David Brinkley*.

RADIO

Kelli Austin, morning host/news director, WKSU (FM) Urbana, Ohio, joins WHIO(AM) Dayton, Ohio, as afternoon news anchor.

Appointments at The Interep Radio Store: **Sally Bean**, account executive, WRIF(FM) Detroit, joins as director, sales, Infinity Radio Sales there; **Graham Keenan**, VP, sales, named VP/director, Radio Marketing Specialist, New York; **Lisette Costa**, account executive, Banner Radio, Los Angeles, joins as director, sales, Infinity Radio Sales there; **Mark Ransdell**, account executive, KITS(FM) San Francisco, joins as director, sales, Infinity Radio Sales there; **Arthur Katz**, account executive, WABU(TV) Boston, joins as director, sales, Infinity Radio Sales there.

Phil West, program director, KKSU-FM Portland, Ore., joins KRWM(FM) Bremerton, Wash., in same capacity.

Janine McAdams, national director, publicity, Perspective Records, Los Angeles, joins Billboard Music Group there as managing editor, R&B Airplay Monitor.

Stu Dinetz, senior account executive, WQHT(FM) New York, named NSM.

Fox governors board elects new members

Fox Affiliate Association Board of Governors has named its new chairman, Joseph A. Young, VP and general manager of wxin(tv) Indianapolis, and has added four new officers to its nine-member board. Young, previously vice chairman, succeeds Gregg Filandrinis, VP and general manager of KDNL-TV St. Louis. The new board includes four new members and five returning members, all of whom serve two-year terms. Newly elected members include Board Vice Chairman Bob Leider, VP and general manager, WSVN(TV) Miami; Secretary Pat Mullen, VP and general manager, wxmi(tv) Grand Rapids, Mich.; Ed Groves, VP and general manager, WEMT(TV) Greeneville, Tenn., and Board Chairman of Fox Children's Network's Oversight Committee Stu Powell, VP and general manager, wxix-tv Newport, Ky. (Cincinnati, Ohio). Returning board member Heather Farnsworth, vice president and general manager of WUHF(TV) Rochester, N.Y., will serve as board treasurer.

—JE

Alan Box, president, EZ Communications, Fairfax, Va., adds CEO to his responsibilities.

Michael Wheeler, associate GM, TeleMedia, Providence, R.I., named GM.

Bill Grunder, GSM, WLXG(AM)/WGKS (FM) Lexington, Ky., joins Virginia Network Inc., Vienna, Va., as GM.

CABLE



Maria

Appointments at The Talk Channel, New York: **Lisa Maria**, talk show radio host, WQHT(FM) New York, and **Patrick Halpin**, co-host, *Face Off*, Public Broadcasting Service, join as programing hosts.

Teresa Rix, account executive, Chicago-Land Television News, Chicago, named national sales manager.



Halpin

Appointments at Prime Sports, Los Angeles: **Jeff**

Proctor, producer, KCAL(TV) Los Angeles, joins Prime Ticket as producer, special projects and promotions; **Dan Patin**, production manager, Prime Sports, named director, production, SportsCom West.

Appointments at The Family Channel, Virginia Beach, Va.: **Robert Turnbull**, on-air anchor, wVFS(FM) Tallahassee, Fla., joins as publicist; **Ann Abraham**, promotion writer/programing liaison, named manager, public relations, trade press and ad sales liaison; **Harold Moore**, affiliate marketing manager, named director.

Appointments at VH1, New York: **Marcia Mulé**, independent producer, joins as director, news production; **Rob Barnett**, producer, news and specials, MTV News there, joins as supervising producer.

Vincent Gardino, VP/GSM, WOR(AM) New York, joins CNBC/America's Talking, Fort Lee, N.J., as VP,

Eastern sales.



Scannell

Appointments at Nickelodeon, New York: **Herb Scannell**, senior VP, programing, named executive VP, Nickelodeon Network and U.S. Television; **Anne Kreamer**, senior VP, consumer products,

Nickelodeon/Nick at Nite, named executive VP, creative; **Marva Smalls**, VP, public affairs and administration, named senior VP.

ALLIED FIELDS



Paul

Indra Paul, VP, operations, Vyvx, Tulsa, Okla., joins TV Guide on Screen, Englewood, Colo., in same capacity.

Michael Carney, manager, Audio Plus Video International, New York, joins Video Services Corp. there as VP/GM.

DEATHS

Doug McClure, 59, actor, died of cancer Feb. 5 at his home in Sherman Oaks, Calif. His first acting job was in a syndicated series, *Men of Annapolis*. McClure's part in *The Overland Trail* launched his television acting career. In 1962 he joined the cast of *The Virginian* and played "Trampas," a happy-go-lucky cowpoke. The show lasted eight years. He also starred in many movies, including "The Enemy Below," "Gidget," "Shenandoah," "Beau Geste," "Omega Syndrome" and "The Unforgiven." Since the '70s McClure appeared in *Search*, *Barbary Coast* and *Roots*. He is survived by his wife, two children, his mother and a brother.

Fred Briggs, 63, news correspondent, NBC, died of cancer Feb. 2 in Boston. Briggs joined the network in 1966. He had been stationed in

Boston since 1983, the year he won an Emmy for reporting on black lung disease.

Willard Waterman, 80, radio and TV personality, died Feb. 2 of bone marrow disease in Burlingame, Calif. He performed 40 radio shows a week in 1934, including *The Great Gildersleeve*, *Guiding Light*, *Ma Perkins*, *Amos 'n Andy*, *The Whistler*, *Li'l Abner*, *My Friend Irma* and *Helen Trent*. He had an acting role in the television shows *Dennis the Menace* and *The Great Gildersleeve*.

Joseph T. Nixon, 70, retired radio personality, died Feb. 2 of leukemia at home in La Crescenta, Calif. Nixon was a country music disk jockey recently profiled in a *Radio & Records* article entitled "Legends of Country Radio." He had been a television announcer in Los Angeles and appeared in many local commercials. He was a songwriter and taught broadcasting courses at Los Angeles City College. Nixon is survived by his wife, Liz; two sons, Joseph and Kevin, and a daughter, Mary.

Lee Dolnick, 63, director, promotions, New England Life Insurance Co., Milwaukee, died Jan. 12 of complications from cancer. In the 1950s Dolnick wrote commercials for the Easter Seals campaigns before becoming promotions manager and later GSM for WOKY(AM) Milwaukee. He also worked with the Hearst Corp.'s WISN(AM) Milwaukee and then moved to television to help launch local stations. Dolnick is survived by four daughters, one brother, one sister, three stepdaughters and four step-grandchildren.

Richard A. Moore, 81, died of cancer Jan. 27 in Washington. Moore's career spanned many areas. He was founder and associate producer of *The McLaughlin Group*, a public affairs television program, from 1982 to 1989. He won an Emmy for his work on the show in 1984. He served as assistant general counsel to ABC and as CEO of Times Mirror Co.'s Los Angeles television division. Moore was also special counsel to President Nixon. He is survived by his wife, Esther, four sons, a daughter and seven grandchildren.

—Compiled by Denise Smith

NBC said last week it doesn't plan to carry Major League Baseball games if they are played by replacement players.

(There was no movement on strike negotiations last week despite the President's efforts to bring about a settlement.) At an IRTS conference in New York (co-sponsored by BROADCASTING & CABLE), Jon Miller, senior VP of NBC Sports Programming, said that "NBC has no interest in broadcasting anything other than Major League games with regular players." Seconding that sentiment from the advertising side was BBDO Senior VP Stephen Grubbs, who said that "from an advertising standpoint, there's no way we'll support games played by replacement players." On the topic of **NFL coverage**, panelist Len DeLuca, VP/programming for CBS Sports, hinted that the network may try to wrest broadcast rights back from Fox when their four-year contract ends in 1997. "There may be a little alteration in the next NFL deal," DeLuca said without elaboration.

The Carsey-Werner Co., responsible for some of the biggest hits in television in the past 10 years, is **turning its attention to feature films** with the formation of Carsey-Werner Moving Pictures. The company also signed feature film producer Polly Platt to an exclusive production deal.

The FCC may create new call letters for radio and TV stations and auction them to the highest bidder, if a Clinton administration budget proposal becomes law. The legislative proposal would empower the FCC to auction new call letters when more than one station applies for them, said an administrative official. And to heighten interest in new calls, the official said, the proposal also would allow the FCC to issue calls starting

ABC, CBS turn profit in '94

Capital Cities/ABC Inc. reported a 43% operating income gain for 1994, totaling \$1.238 billion, on revenue of \$6.379 billion, an increase of 12%. Capcities' fourth-quarter numbers: operating income up 45%, to \$440 million, on revenue of \$1.974 billion, up 12%. Capcities reported strong across-the-board gains for the ABC Television Network, its owned-stations division and ESPN.

CBS Inc., which also reported year-end and fourth-quarter results last week, showed a 1994 operating profit of \$426.2 million (up 3%) on revenue of \$3.711 billion, up 5%. For the fourth quarter, however, CBS showed a revenue drop of 18%, to \$855.2 million. But operating income was up by 4%, to \$65.5 million, led by strong results from the owned television stations and radio divisions. CBS said net income was down 14% for the year, primarily because of lower interest income and a higher effective tax rate, according to the company. Although revenue was down in the fourth quarter due to the lack of pro football inventory (it lost rights to NFC coverage to Fox in 1994), earnings were unaffected, because earlier writedowns accounted for the losses.

—SM

with letters other than "K" and "W."

In its continuing push to clear the top 10 markets, the **Samuel Goldwyn Co. has cleared *Flipper*** on Disney-owned KCAL(TV) Los Angeles for a fall launch. The first-run series will air in weekend access on the station. The show has been sold in 40 markets representing 45% of the country, including eight of the top 10 markets (New York and Chicago are the exceptions).

FCC Chairman Reed Hundt has taken to calling himself the agency's "CEO." He made the reference to himself while telling reporters about the agency's year-long reorganization effort. That reorganization added two new bureaus and shifted 20 of the agency's top staffers to new jobs.

Toronto-based **Skyvision Entertainment** and Los Angeles-based **IndieProd Co.** have wrapped up a deal with feature film producer Carolco Pictures Inc. for rights to **produce an action hour TV series** based on Carolco's film "Universal Soldier." The

deal was first reported in BROADCASTING & CABLE (Dec. 12, 1994).

Gross-Weston Productions partners **Marcy Gross and Ann Weston have signed an exclusive in-house production deal with MGM Television** to develop and produce a wide range of TV projects.

The UPN Saturday afternoon movie block, **UPN Movie Trailer**, earned a 4.0 Nielsen rating/10 share in 20 metered markets for its airing of "Airline" on Feb. 4, up 25% from the 8 share of its lead-in and up an equal amount from the time period's share in February 1994. The movie was the highest rated of the first three UPN films to air since the network launched in January.

The Fox Affiliate Association Board of Governors has named a new chairman—Joseph A. Young, VP/GM of wxIN(TV) Indianapolis—and has added four new officers to its nine-member board. Young, previously vice chairman, succeeds Gregg Filandrinos, VP/GM of KDNL-TV St. Louis. The new board comprises

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Closed Circuit

four new members and five returning members, all of whom serve two-year terms. Newly elected members are Vice Chairman Bob Leider, wsvn(tv) Miami; Secretary Pat Mullen, wxmi(tv) Grand Rapids, Mich.; Ed Groves, wemt(tv) Bristol-Kingsport-Johnson City, Tenn., and chairman of the Fox Children's Network's Oversight Committee Stu Powell, wxix-TV Newport, Ky. Returning board member Heather Farnsworth, wuhf(tv) Rochester, N.Y., becomes treasurer.

ABC will schedule a new one-hour adventure series,

Extreme, in a regular slot—Thursday, 8-9 p.m.—beginning March 2. The series' preview garnered an 11.7 Nielsen rating/35 share among men 18-49 in its post-Super Bowl slot on Sunday, Jan. 29. The show will take the time slot of *Matlock*, which finishes its regular season run on Feb. 23. However, two original two-hour *Matlock* movies are slated for later in the year. The show is executive-produced by Alan Barnette and is distributed by MCA Television Ltd. in association with Greengrass Productions.

GTV's syndicated action hour **Space Precinct** and reality show **Tough Target** have been renewed for 1995-96 in 55% of the country. New game show strip *The Incredible Mall* has been cleared in 48% of the country, and new health/lifestyle magazine strip *Living Better* has been cleared in 32% of the country for fall 1995 debuts.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 29. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	14.4/226/98
2. Jeopardy!	11.6/212/97
3. Entertainment Tonight	8.0/174/93
4. Baywatch	7.8/217/97
4. Oprah Winfrey Show	7.8/231/94
6. Star Trek: Deep Space 9	7.1/232/99
7. Roseanne	6.9/179/93
8. Wheel of Fortune-wknd	6.8/172/99
9. The Simpsons	6.7/130/85
10. Family Matters	6.2/186/93
10. Married...With Children	6.2/173/91
12. Fresh Prince of Bel-Air	6.1/131/87
13. Hard Copy	6.0/169/90
13. Inside Edition	6.0/159/87
15. Cops	5.7/182/94

No rush for CBS

While press accounts last week had Barry Diller and any number of partners poised to buy CBS, some Hollywood sources say any deal will happen (if at all) no sooner than the fourth quarter. "If I'm [CBS Chairman Larry] Tisch, I'm looking with great interest at what [Senator] Larry Pressler and others have said about crossownership and foreign ownership," said one source. "If I do want to sell, I want to sell it to any 10 buyers rather than any two buyers so I can kick up the price." A source also said Tisch's partnership with Group W may serve "as a poison pill to some prospective buyers, especially Disney." As part of a CBS-Group W deal, Group W will distribute any product jointly produced by the two companies. The alliance will continue even if the network changes hands. However, another source argued the deal would not discourage a Disney. "The deal is only for [jointly produced] product. Any product CBS Entertainment produces for the network will be distributed by the highest bidder." In any case, sources say both Diller and Tisch would be best served by waiting. "There's no reason for Tisch to move quickly today, because in the next six-to-nine months, Congress will be doing something to increase the number of buyers," said a source. —SC

WASHINGTON

Swap talk

One broadcast regulation that may fall in the Republican-controlled Congress is the prohibition against VHF-UHF channel swaps, which former Senate Commerce Committee chairman Ernest Hollings (D-S.C.) each year inserted into the FCC's funding legislation. Most likely to lead the effort for its exclusion from next year's appropriation is Hubbard Broadcasting, whose WTOG-TV Tampa-St. Petersburg, Fla., has a long-pending deal to swap its channel 44 for noncommercial WEDU-TV's channel 3. Hubbard's Washington attorney declined comment on the group's intentions, but said that the FCC also would have to be persuaded to expand its swapping rules, which now are limited to V/V or U/U deals.

HOLLYWOOD

Enquiring Minds will have to wait

Active Entertainment is delaying the national launch of its Enquiring Minds tabloid game show strip until at least January 1996, with the show possibly testing on a few stations this summer. Action President Adrien Seixas says that a late start by the syndicator and the show's half-hour format led to difficulties

clearing it, given the hour format of most talk shows already on stations' schedules or bought for fall. Seixas would like to pair the show with another half-hour, preferably a game show such as Columbia TriStar Television Distribution's *Dating Game*, which remains in development.

Detour reaches end of road

Worldvision Enterprises has scrapped its *Detour* news magazine after failing to secure sufficient access and early fringe clearances for the project to pencil out after a fall launch. "There was a lot of interest, but we couldn't generate enough momentum to crack the most competitive time periods in access, which was where the show was targeted," says Worldvision Senior Vice President of Domestic Sales Robert Raleigh. "To afford to do the show we wanted to do, we needed aggressive support."



Drawn for BROADCASTING & CABLE by Jack Schmidt
"Well, it looks like I was a little off on the snow forecast."

OK for now

We had a scare at the beginning of last week when the new federal budget was released. Its FCC authorization appeared to empower the commission to raise money through user fees. Not so, said National Telecommunications and Information Administration head Larry Irving, who insisted that despite the budget's wording, the Commerce Department, Office of Management and Budget and White House concur that no fees should be imposed. That's good news.

NAB remains cautious, however, saying it will wait and see whether Congress adds its name to that list. The billions of dollars the FCC has raised through spectrum auctions has not gone unnoticed on the Hill, where some would like to see broadcasters pay more for their frequencies than the journalistic freedom now exacted. Cautious optimism is the watchword here as well.

Right track

Senator Kent Conrad (D-N.D.) introduced a "kitchen sink" TV violence bill two weeks ago that belongs down the drain. It proposes banning violent programming from 6 a.m. to 10 p.m. and calls for V-chips and a rating system. What, no gags and blinders?

The introduction of that bill, which has—and deserves—little support on the Hill, reminds us that lost somewhat amid the recent rush of NATPE wheels and deals was FCC Chairman Reed Hundt's one-year report card on the industry's TV violence efforts. Hundt, who in a speech to a combined INTV/NATPE audience a year ago took broadcasters to task for violent programming,

told BROADCASTING & CABLE on the eve of this year's convention in Las Vegas that he applauded industry efforts to address the problem, including airing parental advisories. More important, Hundt said that FCC intervention in the issue would not be necessary, thanks to the industry's efforts to police itself.

Adding an exclamation point to the issue was Commissioner Andrew Barrett, who told a NATPE audience: "I don't think government ought to be going around telling people what ought to go into their house." We agree. Parental warnings and heightened sensitivity to the issue strike us as a responsible industry approach. Now, perhaps, Washington can concentrate on the real-world causes of violence.

Share and share alike

Reed Hundt's market-by-market approach to gauging children's TV compliance (BROADCASTING & CABLE, Jan. 23) is intriguing. It would make programming marketwide, not of each station, the benchmark. The FCC is expected to propose changes to its children's TV rules, possibly as early as next month.

We don't like the thought of quotas, but any approach to evaluating children's TV that recognizes, as one FCC source put it, that "a parent doesn't care if the program is on channel 2 or 5, so long as it's on," is at least refreshingly real-world, particularly in a city whose officials often can't tell a local program from a network, cable or syndicated one.

We will reserve judgment until we see the plan, but FCC conversations with TV executives about "maximizing the role of the marketplace and minimizing the role of the FCC" sound encouraging from here.

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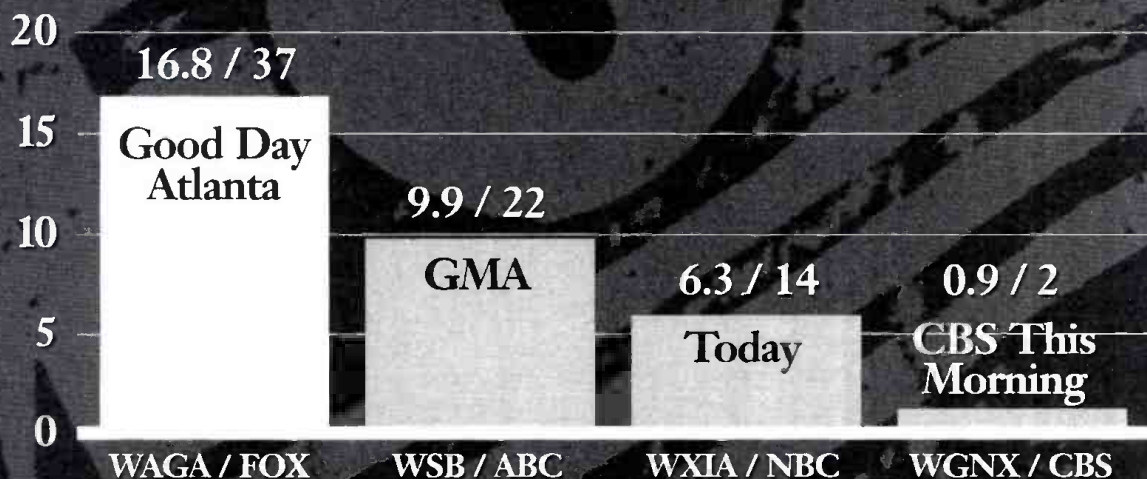
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- WAGA/FOX dominated all network competition from 7-9am with a record-setting 16.8 HH Rating/37 HH Share!

ATLANTA MORNING NEWSCASTS

(7-9am Household Rating/Share)



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Congratulations to WAGA 5!



Source: NSI Metered Markets Overnight, 2/8/95 (11a-11a30)

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