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The Newsweekly of Television and Radio

Vol. 125 No. 18 64th Year 1995 A Cahners Publication

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**Telemedia
Week**
Page 34

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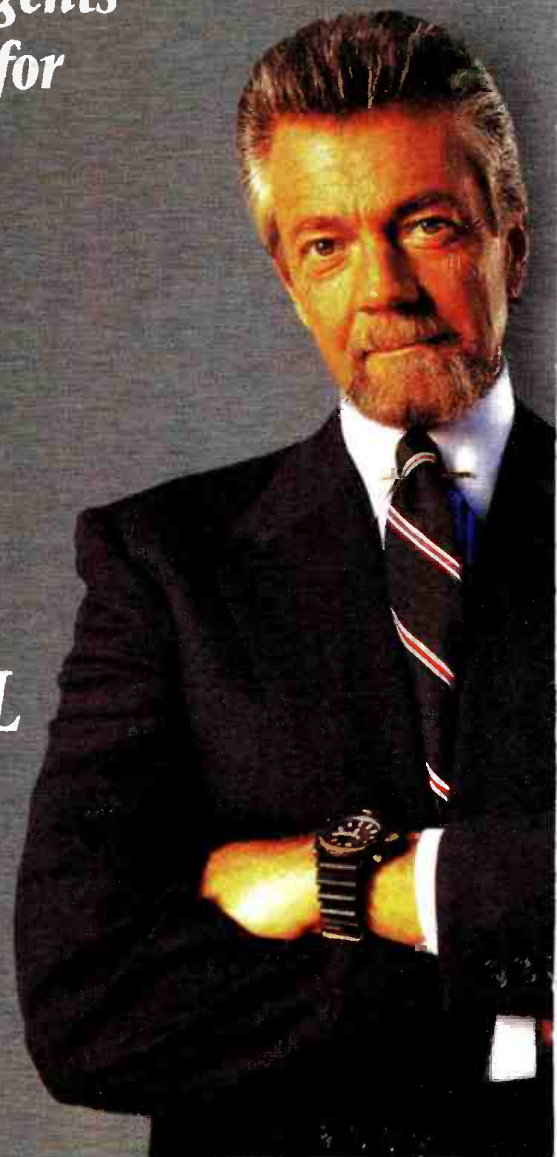
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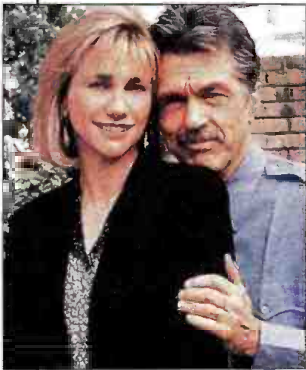
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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Extremists' licenses investigated In the wake of the Oklahoma City bombing, the FCC has begun investigating possible rules violations by a shortwave licensee that airs messages of so-called hate groups and other extremists. The investigation was prompted by remarks by a Michigan militia member who has suggested that the bombing was a plot hatched by the U.S. government. / 6



'Picket Fences' creator David Kelley will step aside as executive producer but keep his hand in the show, which stars (above) Kathy Baker and Tom Skerritt. / 10

Talk show hosts fight back Citing free speech and liberal gain, conservative radio talk show hosts last week railed against President Clinton's suggestion that political dialogue over the airwaves instigated the Oklahoma City bombing. Meanwhile, another host called for everyone involved to cool down. / 6

Kelley yields production reins After spending the past season writing for and overseeing the production of CBS dramas *Picket Fences* and *Chicago Hope*, David E. Kelley next season will step down as executive producer of both. He plans to manage his production business and create new projects. / 10

Fox foreign ownership up for vote The FCC is still divided over the Fox foreign ownership controversy. Chairman Reed Hundt worries that a decision allowing Fox to continue as is will make it difficult to defend the 25% cap on foreign ownership. Commissioner James Quello, on the other hand, says Fox violated no rules. / 11

SF gets OK for Green Bay The FCC has conditionally approved SF Broadcasting's purchase of Burnham Broadcasting's WLUK-TV Green Bay. That is perceived as a victory for Fox, which holds a minority stake in SF. / 11

COVER STORY

Banking on wireless cable

With its low break-even points and the lowest capital expenditures per subscriber of any multichannel video provider, wireless cable is attracting attention as a "potentially lucrative niche." New capital is expected to help the industry greatly expand its offerings. *Cover design by David R. Borucki / 16*



The wireless system that could

Since Cross Country Wireless Cable's debut with 25 subscribers on Jan. 1, 1991, the company has built to 42,000 households. Better marketing and a streamlined programming package that costs less than competing cable systems' have made it a model for other wireless providers across the country. / 20

PROGRAMING

New sports channel joins Outdoor Life

The first programming fruits of last year's merger of Times Mirror cable systems with Cox Communications appeared last week with the unveiling of a 24-hour cable sports network to complement the previously

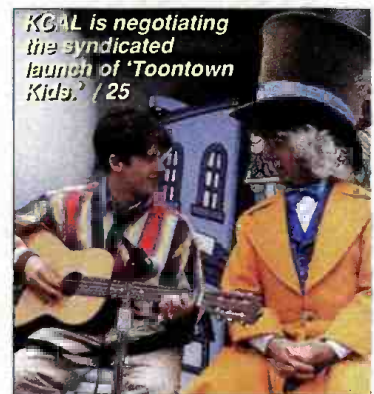
announced Outdoor Life channel. "Speedvision" will cover air, water and land motor sports. / 24

Twentieth signs former 'Seinfeld' team

Twentieth Television, in an effort to boost its half-hour comedy production, has signed writer/producers Tom Gammill and Max Pross—most recently supervising producers on *Seinfeld*—to an exclusive development and production deal. / 24

KCAL makes shows work

Walt Disney-owned independent KCAL(TV) often can't compete for top first-run syndication product. As a result, it increasingly is turning to original production to fill its schedule and hopes to syndicate some of the new shows itself. / 25



RADIO

N.Y. ♥s WRKS

Ratings for WRKS-FM soared from a 3.8 last fall to a 7.4 this past winter, lifting the station from eighth place to first among listeners 12+. WRKS in January changed its

"We would anticipate that comparative earnings gains for the balance of 1995 are likely to be more moderate."—Capcities/ABC Chairman Thomas Murphy after reporting that first-quarter income was up 35%

MAY 1, 1995

urban contemporary format to "classic soul and smooth R&B." / 32

Ratings double for O.J.



Gavel-to-gavel coverage of O.J. Simpson's trial is proving a boon to radio. / 33

Most news/talk stations carrying gavel-to-gavel coverage of the O.J. Simpson trial more than doubled their audience share and earned higher ratings than other news stations in their markets, according to winter Arbitron ratings. / 33

BUSINESS

Sony gets to 'Sesame Street'

Children's Television Workshop has awarded media rights for its *Sesame Street* program to Sony. The deal covers theatrical films, home video, audiotape and book publishing and extends through 2000. / 38

CBS eyes layoffs

CBS, in shoring up its sagging financial performance, is considering layoffs and has offered early retirement to about 335 employees. / 38

WASHINGTON

Barrett wages quiet reappointment campaign

FCC Commissioner Andy Barrett has been conducting a quiet campaign to retain his job and the status, perks and money (\$125,000 a year) that go with it. Barrett's term expires on June 30. Because of his ties to Senate Majority Leader Bob Dole, handicappers are giving him a better-than-even chance of winning reappointment. / 43



Andy Barrett feels his FCC fate is tied more closely to Bob Dole than to Bill Clinton. / 43

Network-affil rules on table

The FCC this week will propose liberalizing two more rules that govern the relationship between television networks and their affiliates. Both rules currently limit a network's ability to set its affiliates' advertising rates or sell its inventory. / 43

TECHNOLOGY

HDTV standards nearly ready, but buyers aren't

HDTV standard setting may be headed for the finish line in Washington, but makers of broadcast production equipment say they still see "quite a bit of confusion and uncertainty in the broadcast community." / 45



This airplane in ABC's 'The Langoliers' may look airborne, but it's actually flying through a Silicon Graphics computer. / 45

Bell Atlantic yanks VDT applications

Citing the falling cost of fiber-optic technology, Bell Atlantic has withdrawn two video dialtone applications pending at the FCC. The telco is considering abandoning the hybrid fiber/coaxial cable model it had planned to use for its VDT networks in the mid-Atlantic and Washington, D.C., areas for a "full-fiber" network, a company spokesman says. / 34

Telemedia Week

CNN comes to a PC near you

CompuServe soon will offer a product that will bring CNN newscasts to personal computers in the form of still video images and real-time, closed-captioned text. / 34



Users will be able to 'chat' as they watch CNN on their PCs. / 34

GI picks Microware ops

Microware's operating system will be in General Instrument's next-generation set-top box. GI still is designing the set-tops, which it calls "digital entertainment terminals." / 35

Cable modems: the fast track

By connecting cable modems to personal computers, home computer users may be able to get access to online services at lightning speeds. LANcity claims that its cable modem is 385 times faster than phone-based modems. A deal with a major cable MSO is expected to be announced within the next 120 days. / 36

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Oklahoma City backlash hits airwaves

Talk show hosts dispute Clinton's criticism

By Donna Petrozzello

Conservative radio talk show hosts last week railed against President Clinton's suggestion that political dialogue over the airwaves instigated antigovernment terrorists to bomb the Oklahoma City federal building.

"The irresponsible way the national media and the President are casting blame for the Oklahoma City tragedy is breathtaking and soon will be the focal point of well-deserved national criticism," said Chuck Harder, conservative daily talk show host on the People's Radio Network based in White Springs, Fla.

After the April 19 bombing, in which at least 110 people were killed, Clinton decried "loud and angry voices in America" for fostering paranoia and civil unrest over the airwaves. "They spread hate. They leave the impression, by their very words, that violence is acceptable," he said. The President did not mention talk radio. Clinton later amended his remarks to decry any kind of hate speech, "whether it comes from the left or the right, whether it comes on radio, television or in the movies."

In an interview on KMOX(AM) St. Louis last summer, Clinton characterized talk radio as a "constant, unremitting drumbeat of negativism and cynicism."

"This drumbeat of blame has been increased by President Clinton's accusations that talk radio has somehow triggered the awful events in Oklahoma," Harder said.

Right-wing talker G. Gordon Liddy, who



President Clinton

Right-wing shortwave comes under FCC scrutiny

By Steve McClellan

In the wake of the Oklahoma City bombing, the FCC has begun an investigation of possible rules violations by a shortwave licensee that airs messages of so-called hate groups and other extremists.

The investigation was prompted by the recent remarks of Michigan militiaman Mark Koernke, who hosts *The Intelligence Report*, a shortwave radio program rebroadcast on some commercial radio stations. The investigation is being conducted by the commission's International Bureau, which oversees regulation of shortwave licensees.

In the past two weeks, Koernke, an antigovernment militiaman from Dexter, Mich., has suggested that the Oklahoma City bombing was a plot hatched by the U.S. government.

According to Tom Albers, a lawyer with the International Bureau, the investigation centers on the question of whether Koernke's program is directed solely at a domestic U.S. audience. If so, that would violate the shortwave radio rules, which require programs delivered by that medium to serve an international audience.

Koernke's program is carried by shortwave station wvcr (World Wide Christian Radio), based in Nashville. The licensee of the station is a New Orleans-based group radio owner, F.W. Roberts Broadcasting. In addition to wvcr, Roberts owns AM stations in Knoxville and Nashville, both Tennessee, and New Orleans.

Fred Westerberger, president of F.W. Roberts, did not return several calls to his office last week. wvcr also has carried programs hosted by white supremacists Kurt Saxon and William

The FCC point of view

Talk show hosts on radio and TV may rant and rave against the government, spew racist ideologies and preach religious intolerance without bringing down the wrath of the FCC.

In fact, the agency routinely dismisses complaints about extremist political views on the airwaves, citing the First Amendment and the provision of the 1934 Communications Act prohibiting censorship.

The agency's policy is based on its 1985 decision not to go after KLLT(FM) Dodge City, Kan., for alleged attacks on Jews, blacks and other minorities, which came to national attention two years earlier.

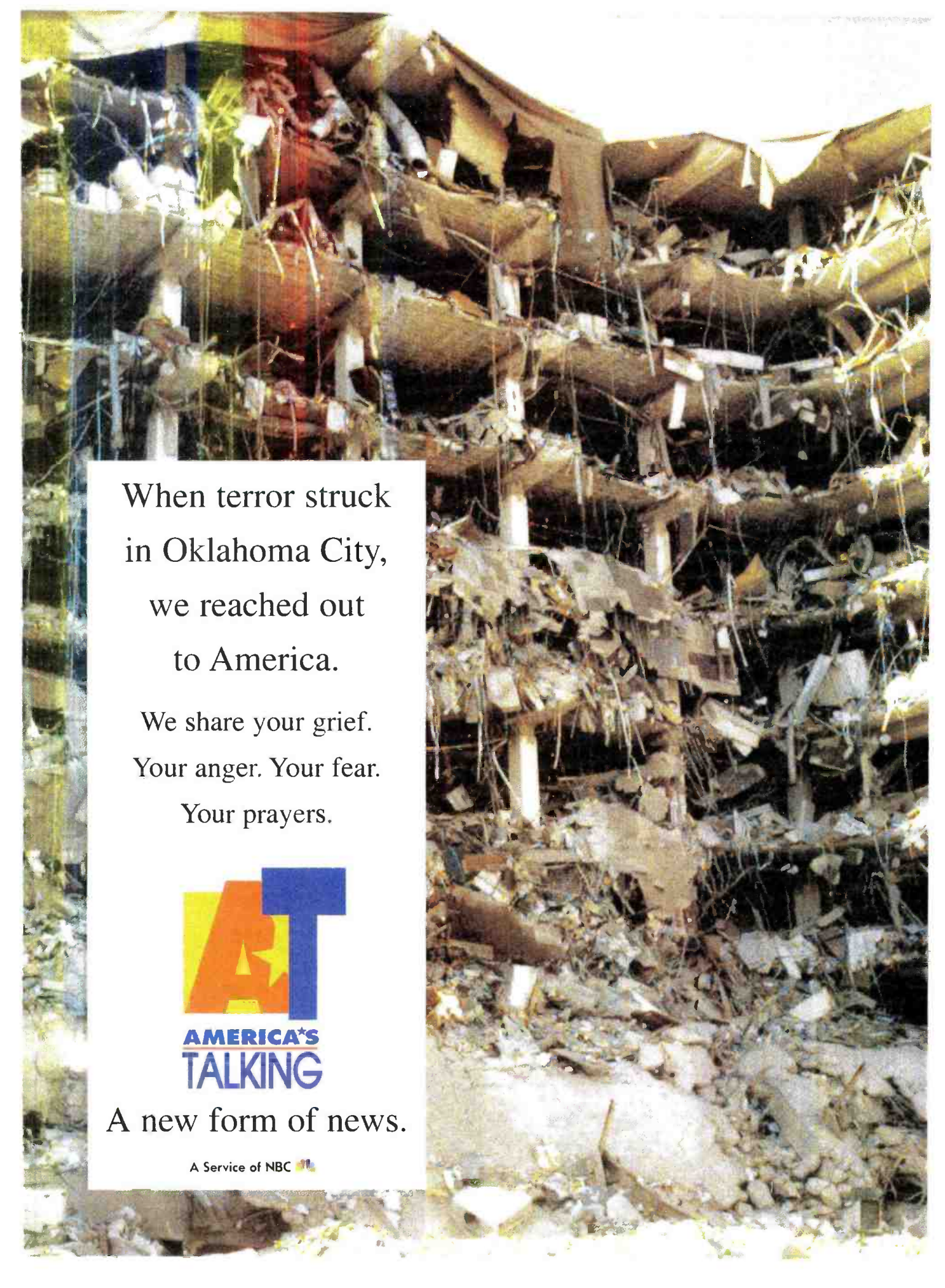
"That's the touchstone," says Chuck Kelley, chief of the Mass Media Bureau's enforcement division. "We have religiously followed that case ever since."

The FCC's January 1995 response to a complaint against Infinity Broadcasting's G. Gordon Liddy for instructing listeners how to shoot federal agents is typical. "In the absence of evidence of clear and present danger of imminent violence...we are constrained to take any action on your request," the FCC wrote to the complainant.

Given wide media exposure, Liddy's remarks attracted about two dozen telephone complaints last week.

—HAJ

Continues on page 14



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Cooper. A *New York Times* article last week reported that Saxon, no longer on the air, once told listeners how to build a bomb.

The FCC's Albers says it was "too speculative" to comment on how rules violations by WWCR, if any are found, would affect F.W. Roberts's broadcast holdings.

It's unclear how many broadcasters pick up the Koernke show. But one station that does is religious/talk formatted KDNO(AM) Delano, Calif., run by Richard Palmquist. He calls

the current administration and Congress a "renegade" government that has itself to blame for the Oklahoma City bombing, an act that Palmquist condemns.

In a letter dated April 21 to President Clinton, Palmquist wrote: "If you are looking for the real thought leader behind Oklahoma City, look in the mirror. Then, turn inward and go after the ATF and FBI terrorists who are in truth responsible for Oklahoma City as well as Waco," where federal agents invaded a

Branch Davidian religious sect compound two years ago.

Other right-wing activist groups are expanding their broadcast holdings. They include the jointly managed Citizens Committee for the Right to Keep and Bear Arms and the Second Amendment Foundation.

The groups, both headed by Bellevue, Wash.-based Alan Gottlieb, have a controlling interest in KBNP(AM) Portland, Ore., a business

Continues on page 14

Extremist groups spread message via cable access

Long before the Oklahoma City bombing, extreme-right-wing groups have used cable access channels to air volatile and controversial political shows, taking advantage of loose or sometimes nonexistent programming content guidelines.

Programming on public access cable is overseen by each franchise operator. But under the amended Cable Act of 1984, cable television franchise operators can't edit public access program material prior to its broadcast.

Armed with freedom-of-speech rhetoric invoking First Amendment protection, a handful of fringe groups is using local cable to wage hate crusades against the federal government and racial and ethnic groups.

Although small in number and limited by local subscriber bases, some shows have branched out to other states through their own word-of-mouth networks.

In Tampa, Fla., a one-hour show called *Race & Reason* presents racist and anti-Semitic programming three times weekly on Jones Intercable and Time Warner-owned Paragon Cable to approximately 150,000 subscribers.

Race & Reason, shot on a studio set adorned with a Nazi swastika and a Confederate flag, advocates racial separation and less powerful federal government, says the show's producer, Anthony Ricca. The program's constant motif: urging the emigration of African Americans to Africa and Jews to Israel.

Ricca, a retired Vietnam war veteran living on an Army disability pension, says the show has been aired by public access channels in some 20 cities, including New York; Fort Wayne, Ind.; Corpus Christi, Tex.; Springfield, Mich., and Fargo, N.D.

Another Florida-based show, *Eyes to See and Ears to Hear*, is carried on Time Warner-owned Vision Cable to approximately 133,500 subscribers in St. Petersburg. *Eyes* Producer Charles Stalnaker describes the pro-



'Race & Reason' founder Dr. Harold Poinsett

gram's focus as the "international Zionism threat in the U.S." and says the show also has aired on public access in Seattle.

In Fargo, N.D., *The White Power Hour* has been carried by Post-Newsweek-owned Cable Fargo to approximately 22,600 subscribers for about a year.

Sponsored by the National Socialist White Revolutionary Party, the show typically discusses "white Aryan views," says *White Power* producer and party founder Mike Hansen. Hansen tapes the show from his

living room, wearing a National Socialist uniform and framed by a Third Reich battle flag. He says he's received a request to run the show on public access cable in Salt Lake City.

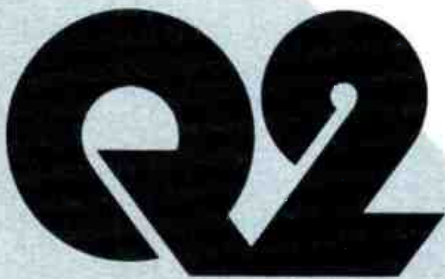
The show's far-right political content appears to include its own brand of fringe humor. Hansen says the May 1 *White Power Hour* will include a comedy skit in which Hansen pretends to order by telephone 50,000 pounds of ammonia nitrate fertilizer—an ingredient in the Oklahoma City bomb. Pretending to be an astrologer, he also calls President Clinton to tell him that "next Thursday will be a bad day for Washington, D.C." and to make sure that Clinton's cat, Socks, is out of town.

And in the tiny hamlet of Hillsboro, W.Va., a small white-supremacy group called the National Alliance has been broadcasting a syndicated radio program called *American Dissident Voices* for several years. Later this year it will move to cable, when National Alliance Chairman William Pierce will begin a TV version of *Voices*. Videocassettes will be distributed on request to public access channels.

Voices has developed an extremist cult following of sorts mainly on the strength of Pierce's 1978 novel, "The Turner Diaries," which depicts a fictitious radical group's overthrow of the U.S. government by blowing up federal buildings.

—JM

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Kelley yields production reins

Creator of 'Fences,' 'Hope' wants to hone management skills

By Steve Coe

After spending the past season writing for and overseeing the production of CBS dramas *Picket Fences* and *Chicago Hope*, David E. Kelley next season will step down as executive producer of both, BROADCASTING & CABLE has learned.

According to sources, John Tinker will assume executive-producing chores from Kelley on *Chicago Hope*, which will enter its second season this fall. Tinker had been co-executive producer for the series this year. Jeff Melvoin will take over the reins of *Picket Fences*, which will enter its fourth season this fall. Melvoin most recently was supervising producer on CBS's *Northern Exposure*.

Kelley's decision is a surprise, given his attachment to *Picket Fences* and the importance of a strong second season for *Chicago Hope*. The latter started this past season slotted against NBC's *ER*, and subsequently was moved twice before settling in on Monday nights at 10. Kelley's decision also follows a season in which he wrote nearly 40 scripts between the two series.

Kelley will remain a consultant on both shows, which are produced



David Kelley is stepping down from his two hits, 'Picket Fences' (l) and 'Chicago Hope.'

under his David E. Kelley Productions banner. He also occasionally will write scripts and keep a hand in their production.

"My intent at the end of this year was to leave *Picket* and just do *Chicago Hope*," Kelley says. "But the more I wrestled with the decision, the more I realized it was being dictated by practical motivations, i.e., *Chicago Hope* was a new show, and *Fences* was a veteran show that I was fairly creatively spent on anyway.

"And *Chicago Hope* was on Monday night at 10 p.m., commercially a much more viable project with its future ahead of it. But the other truth is, I don't think I'll ever love any show as much as I do *Picket*, so I started toy-

ing with what kind of machinery [could] I set up that [would allow] me to participate in both."

He also says the time was right to step away from *Picket Fences* because the show needed a new creative voice. "Like any drama show, when you go into year four, you have to incorporate new voices and visions, and it's best to bring in new blood."

Kelley says it was important for the shows that the incoming executive producers have free rein, without his presence hanging over the projects. "My reputation in this community, which is my own fault, is that I tend to write everything and sort of enforce my own vision. So if I'm going to bring new people in to run the show, there are basically two kinds of people to choose from: the people who are willing to subvert to my vision, or the people who have the talent and capability to execute on their own.... It's obviously the latter that I need to get. So I have to make the decision to step apart and [make] the commitment to the new people that I will let it be their show."

Next season, Kelley plans to focus on the business of David E. Kelley Productions. "I do plan to do more projects, but I'm going to try to get the hang of the management part of this equation," Kelley says. "Technically, I'm supposed to be running this company, and I'm sure if anyone did a lecture or seminar on company management I would be in the 'don't' category."

Next season, in addition to *Picket Fences* and *Chicago Hope*, Kelley's company will produce *The Pastor's Wife* for Fox. ■

Telcos sue over cable-entry process

More than 1,400 local telephone companies charged in federal court last week that the FCC is unfairly holding their industry to a higher standard than it does the cable industry for entry into the cable business.

The lawsuit, filed by the United States Telephone Association on behalf of its more than 1,400 members, seeks to overturn a March FCC regulation that requires telcos that want to provide cable services to file "214" applications. The applications are the same ones that telcos must file to construct video dialtone networks. Would-be VDT providers Bell Atlantic, BellSouth and Southwestern Bell also are parties in the suit.

The telcos say the FCC is attempting to hold them to a higher regulatory standard than it does the cable industry, which does not have to file those applications. Any limit on telcos' ability to provide cable service is a violation of their First Amendment right to free speech, the telcos argue in their lawsuit, filed in federal court in Alexandria, Va.

The suit is the latest front opened by the telcos in their bid for the right to become cable operators. "We remain fully committed to deploying full-service networks across our region as soon as possible, and we have demonstrated that with our Dover Township, N.J., [VDT testing] project," says Bell Atlantic Vice Chairman Lawrence Babbio Jr. —CSS

Fox showdown nears at FCC

Hundt still needs another vote to order restructuring

By Christopher Stern

FCC Chairman Reed Hundt is still looking for a third vote in his quest to order Fox to restructure itself.

Hundt backs a proposal that would require Fox to restructure the company, to resolve the alleged violation of current foreign ownership rules. Commissioner Susan Ness is the only vote Hundt can count on say commission sources.

Hundt reportedly is concerned that a decision that allows Fox to continue under its current ownership structure will make it difficult to defend the agency's 25% cap on foreign ownership in the future.

At the other extreme is Commissioner James Quello, who supports Fox's claims that it has in no way vio-

lated rules that limit alien ownership.

Fox conceded last year that 99% of the money it used for the purchase of six Metromedia stations in 1985 came from Australia-based News Corp. But Fox argues that since News Corp. is controlled by Rupert Murdoch, a U.S. citizen, it is in compliance.

FCC sources say the Mass Media Bureau's original recommendation fell short of finding a "lack of candor" on Fox's part. However, the staff did propose that Fox reduce its foreign equity to 25% within two years. Wall Street analysts and Fox CEO Murdoch say the restructuring could cost Fox more than \$200 million in capital gains taxes.

Had the FCC decided that Fox lied about its Australian ownership or even "misled" the commission, the

issue almost certainly would put Fox's broadcast licenses in jeopardy. If Murdoch's character is tainted by the decision, it could leave all eight Fox stations open to license challenges every time they come up for renewal.

Commissioners Andrew Barrett and Rachele Chong reportedly support a proposal put forward by Quello to grant Fox a waiver on foreign ownership. Quello has long argued that Fox accomplished an important goal of the commission in establishing a fourth network. Chong also reportedly has suggested the FCC put the issue out for public comment.

The Mass Media Bureau staff also wants to take the NAACP out of the proceeding by denying the civil rights group standing in the future. It was the NAACP that first raised questions about Fox's alien ownership more than two years ago. If the FCC succeeds in cutting the NAACP out, it would make it difficult for the group to appeal this week's decision. ■

FCC gives SF OK for Green Bay

By Christopher Stern

The FCC ducked the big questions last week in its 5-0 decision to conditionally approve SF Broadcasting's purchase of Burnham Broadcasting's WLUK-TV Green Bay, Wis.

That decision is perceived by some as a victory for Fox, which holds a minority stake in SF Broadcasting and faces a showdown at the FCC this week about allegations that it circumvented the foreign ownership rules.

But the FCC postponed, for the moment, answering critical questions about whether the SF partnership violates the foreign ownership rules. The commission also passed on allegations that Fox is using SF to avoid the 12-station ownership cap.

The FCC's hand was forced by SF's April 28 deadline for closing the \$38 million deal. The vote was held last Thursday (April 27), one day before the deadline. SF also plans to pay \$229 million for three other Burnham stations in Honolulu, New Orleans and Mobile, Ala.

Communications lawyers say the decision was good news for Fox Television Stations as well. "This demonstrates that the FCC is clearly not considering putting Fox's license in jeopardy," says one.

Last week's SF vote is contingent on two other decisions still pending at the FCC: Fox's foreign ownership case and a proposal to liberalize attribution rules.

NBC, which did not want to lose its Green Bay affiliate, alleged in an FCC petition that Fox was trying to circumvent the FCC's ownership cap through its investment in SF Broadcasting. But the FCC put off a decision on the issues raised by NBC until it concludes a proposed rulemaking to liberalize its attribution rules. Those rules determine how much investment a broadcaster may have in a station without its counting against the broadcaster's ownership cap.

Fox has claimed that its ownership in SF is passive, but NBC disagreed in a petition filed at the FCC. Commissioner Susan Ness's own concerns echoed NBC's in a statement

highly critical of the decision. (NBC later withdrew its petition to deny the transfer after sealing an agreement with Fox's parent company for carriage of CNBC in Asia.)

Ness voted in favor of SF's purchase only because it would not push Fox Television Stations over the 12-station ownership cap—even if the FCC eventually decides to count WLUK-TV as an FTS station.

Ness argued that the issue in front of the FCC is "influence," not "control." "In this case, considering the entire web of relationships, it stretches the imagination to believe the potential for influence does not exist," wrote Ness.

In her statement Ness says Fox:

- Provided 45% of SF's equity.
- Owns 25% of the SF nonvoting stock with an option to convert to voting stock.
- Has a 10-year affiliation agreement with the stations.

Several communications lawyers last week cautioned that the conditional nature of the decision means that "SF is not out of the woods yet." ■

Telcom bill negotiations hit rough spots

Republicans and Democrats jockey over degree of broadcast and cable deregulation

By Kim McAvoyn

Negotiations between House Democrats and Republicans over telecommunications-reform legislation have hit snags over broadcast and cable issues that could delay its planned introduction this week.

The Republicans want provisions deregulating cable rates and relaxing the broadcast ownership limits, but are running into stiff opposition from key Democrats.

"They're tangled up in negotiations," summed up one Hill insider.

House staffers were expected to work through the weekend trying to reach a resolution. "Things have the potential for getting nasty, but they haven't yet," said one.

The most serious issue is cable rate deregulation. House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) wants to deregulate rates for extended basic cable services 15 months after the bill's enactment.

In a series of meetings last week

with Texas broadcasters, Fields promised major regulatory relief. He told them the legislation would expand the national audience cap on broadcast TV ownership from 25% to 35%. The cap would increase to 50% in two or three years. The measure would repeal the bans on broadcast-cable and newspaper-broadcast crossownership and permit TV duopoly combinations of UHF-UHF and VHF-UHF.

But the ranking Democrat on the subcommittee, Ed Markey (D-Mass.) thinks both initiatives go too far, sources say. In that belief, he enjoys the support of the Clinton administration.

Markey also is advocating a prohibition of telco-cable mergers and joint ventures except in rural areas with populations of 50,000 or fewer. However, the National Cable Television Association says it could live with such a prohibition.

Although most believe the controversy will cause delay, some think House Republicans may move ahead

without Democratic endorsement and release a bill by Wednesday (May 3).

Fields has been working toward a bipartisan bill. But the House leadership seems more intent on producing a strongly deregulatory bill than a bipartisan one. Last Friday, House Speaker Newt Gingrich (R-Ga.) met with Fields to discuss the legislation. "Gingrich clearly wants a deregulatory bill" and is not interested in accommodating Markey, says a source familiar with the session.

Also last week there were reports that House Commerce Committee Chairman Tom Bliley (R-Va.) took a look at the draft legislation and conveyed his concerns that the measure was not sufficiently deregulatory.

The White House also stepped up its activity last week. Vice President Al Gore met with NCTA President Decker Anstrom to discuss the matter of cable rate deregulation. "It was a very pleasant and cordial meeting," says Anstrom. "We described in some detail our views and listened to his concerns. It is pretty clear we disagree on some things."

The chief goal of the legislation is to open the telephone and cable markets to competition. The National Association of Broadcasters expects the legislation will include radio ownership deregulation and broadcast license renewal reform. Such reform likely would extend the license terms for radio and TV up to 10 years and establish a two-step license process.

Broadcasters are concerned that the measure will not contain "navigational safeguards" similar to those in the Senate companion. The language would require telcos with video networks to make tuning in broadcaster signals they carry as easy as possible.

Some were predicting last week that the Senate bill (S. 652) could come up for a floor vote next week. However, others believe it will not surface until June. Debate on a Senate budget resolution is also planned for this month. ■

Raising money from the first channel

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) wants broadcasters to have a second channel for HDTV and other digital services. He's even got a plan that will insure they get the channel, but at the same time allow the government to make money.

House Budget Committee Chairman John Kasich (R-Ohio) has asked the Congressional Budget Office to calculate the value of the extra spectrum, and Fields appears to be responding to the growing congressional interest in spectrum auctions. Fields told Texas broadcasters last week (see story above) that broadcasters would get their second channel but that they must return their original channel to the FCC by 2005. Several years prior to that deadline, the original channel would be put up for auction. Anybody, including broadcasters, could bid for the channel, which would become theirs in 2005.

"We've heard about this, but we haven't seen anything and we certainly have not signed off," says one NAB source. Broadcasters want to hang on to both channels for a 15-year transition. They are not eager to have the HDTV transition timetable tied to the Republicans' deadline for achieving a balanced budget: "It's like they're trying to fit a size 12 foot into a size 8 shoe," says one industry source.



Jack Fields

—KM



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FCC scrutiny

Continued from page 6

news and talk formatted station, and are in the process of acquiring their second station—KSNB(AM) Spokane, Wash. The groups also have a 50% stake in the Canton, Mass.-based Talk America Radio Networks.

Talk America has attracted attention recently due to the remarks of one of its talk show hosts, Bo Gritz, a conservative activist, who also has theorized that the federal government may have been behind the Oklahoma City bombing. Gritz, who broadcasts on KHNC(AM) Johnstown, Colo., was quoted by *20/20*, and subsequently *Newsweek* and others, as saying the bombing was a "masterpiece of science and art."

Gritz says he's suing the program and the magazine, as well as the *New York Times*, for taking his quotes out of context.

Gritz also has been tagged anti-Semitic by the Anti-Defamation League. Gritz alleges that Jewish families control the Federal Reserve System. Talk America Vice President Tom Starr confirms Gritz's view—"That's not an allegation, that's a fact"—and cites the Rothschilds as one of the controlling families.

But gun rights activist Gottlieb says he didn't get into the broadcasting business to use the airwaves to espouse his views. Most of the airtime is programed by satellite feeds from the Business Radio Network, Bloomberg Business News and Talk America Radio, which has a mix of

right- and left-wingers, he says.

KBNP does carry *Gun Talk with Tom Gresham*, a two-hour weekly show fed by Talk America. Beyond that, says Gottlieb, gun rights messages on the station are in the form of ad spots paid for by both the Citizens Committee to Bear Arms and the Second Amendment group.

Station ownership, says Gottlieb, gives him the opportunity to fight "media bias" against gun rights face to face with other broadcasters at annual meetings such as the NAB and the NAB radio show. In addition, the two gun groups own small amounts of stock in the three major networks, Gannett and Turner Broadcasting. "We try to influence resolutions at company annual meetings," he says. ■

Talk show host

Continued from page 6

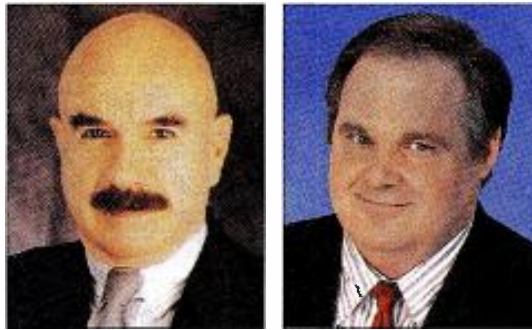
broadcasts his syndicated show from WJFK-FM Fairfax, Va., defended free speech, talk radio and some of his on-air comments that have come under fire recently.

In recent broadcasts, Liddy said he has used handmade drawings of the President and Hillary Rodham Clinton for target practice, and discussed shooting agents from the Bureau of Alcohol, Tobacco and Firearms in legally justified self-defense. "I don't believe I'm fueling the lunatic fringe," Liddy told the media after making those remarks.

But not all programers of the more than 200 radio stations that broadcast Liddy's show agreed. KCKC(AM) San Bernardino, Calif., stopped airing Liddy's midday show on April 25. The station already had notified WJFK at the end of March that it would not renew its contract for Liddy's show after the agreement expired at the end of May.

"The opinion and views of G. Gordon Liddy have the potential to foster and encourage extremist action," said KCKC General Manager Bill McNulty.

But, McNulty said, he is "not trying to initiate any kind of anti-conservative talk show position." Each show has to be judged individually, he said. McNulty has filled the pro-



Conservative talkers Liddy and Limbaugh

gramming void with news and live coverage of the O.J. Simpson trial.

McNulty said the station was flooded with calls from listeners angry about the cancelation, but days later, "the tide had turned [and about] 80% of the calls were in support" of his decision. The station has received bomb and death threats since pulling the show, McNulty said.

Another Liddy affiliate, WCKY(AM) Cincinnati, launched a call-in poll on April 26 to let listeners vote on whether to cancel the show. After the third day, Program Director Daryl Parks said voting was even. "We had a lot of calls about Liddy's program that questioned its content," Parks said. "So we decided to put it to a vote."

Parks said the controversy over Liddy's format has "made it clear how moderate this is making Rush Limbaugh look. Limbaugh has always been the standard of conservative talk

radio, but now Liddy is coming out from behind that shadow."

Limbaugh, whose talk show is aired on more than 660 stations nationwide, said Clinton is "playing the blame game" in suggesting that talk radio incited people to bomb the Oklahoma City building.

"It is irresponsible and vacuous to all of a sudden suggest that this 200-plus-year-old debate caused the explosion of a building in Oklahoma City,"

Limbaugh said on a recent show. "And make no mistake about it, liberals intend to use this tragedy for their own personal gains."

Liberal-leaning talk show host Diane Rehm, whose morning show on WAMU(FM) Washington goes into national syndication today, argued that "the notion that words don't have power is crazy."

"If you are G. Gordon Liddy and you are talking about using the Clintons as targets or killing ATF agents in self-defense, who knows whether or not someone on the extreme, extreme, extreme isn't listening and using that as a reason to go out and kill public officials?" Rehm said.

"All around, it's time for a little calming down," Rehm said. "And maybe the only silver lining coming out of the hideous event of Oklahoma City is that people will think more about what they say." ■

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MMDS (wireless cable): A capital ideal

Banks are increasingly bullish on medium's potential

By Rich Brown

These are heady days for wireless cable operators.

While it was once hard for the wireless industry to get access to capital, the tide appears to be turning.

The banking firm of Alex. Brown & Sons recently issued a report calling the wireless cable industry "a potentially lucrative niche" with low break-even points and the lowest-cost capital expenditures per subscriber of

any multichannel video provider. (One key way that wireless cable TV keeps its costs down is by delivering programming over the air rather than using cable lines to the home.)

Pacific Telesis last month paid \$175 million for the stock and debt of the nation's fourth-largest wireless operator, Cross Country Wireless, which owns a 42,000-subscriber system in Riverside (see story, page 20). In March, Bell Atlantic and Nynex invested \$100 million in CAI Wireless, with an option to purchase 45% of the company for a total investment of \$300 million. CAI in turn plans to merge its systems with those of ACS Enterprises, creating a combined base of more than 100,000 subscribers.

The deals keep coming. Publicly traded People's Choice TV Corp. last week agreed to a \$10.3 million acquisition of all of the capital stock of Indianapolis-based wireless operator Broadcast Cable, Inc. The acquisition broadens PCTV's Midwestern cluster of wireless markets which

Top 10 Wireless Cable Operators

(As of January 1995)

Operator	Subs	Reach*	Penetration %
1. American Telecasting	121,000	5,500,000	2.2%
2. ACS Enterprises	66,900	2,380,000	2.8%
3. People's Choice TV	54,000	1,888,000	2.9%
4. Cross Country	41,100	390,000	10.5%
5. Wireless Broadcasting	41,000	842,000	4.9%
6. CAI Wireless	34,000	3,628,000	0.9%
7. Cablemaxx	31,500	850,000	3.7%
8. Heartland Wireless	29,000	1,151,000	2.5%
9. Preferred Ent.	23,400	2,200,000	1.1%
10. Omnivision	17,000	117,000	14.5%

*Reach is estimated number of homes that can be served by already built transmitters and towers. Source: Alex. Brown & Sons



includes St. Louis and Kansas City and pending acquisitions in Chicago, Milwaukee and Detroit. The Chase Manhattan Corp. just last week completed an equity investment in Wireless One, a developer and operator of wireless cable systems in the south central U.S. Chase Capital is the lead investor in a \$15 million preferred stock offering along with investors Premier Ventures and Advantage Capital.

"It looks like the ship is finally coming in for the wireless cable industry," says Eric Singer of Gerard Klauer Mattison & Co., a financial services company that specializes in the industry.

Singer says that from 1990 to 1992 he spoke with about 200 banks and 400 venture capital firms trying to interest them in investing in the wireless business. In 1991, he says, an investor could have bought the whole industry for \$35 million-\$50 million. "We were told point blank it would never work," says Singer.

In its ongoing search for financ-

ing, the wireless industry in 1993 and 1994 initiated a wave of public offerings. Its

efforts were helped by passage of the 1992 Cable Act, which for the first time guaranteed wireless operators access to TNT and other popular cable programming.

There are now seven major publicly traded wireless companies with a collective annual growth rate of about 175,000 new customers a year, according to GKM. The company's wireless stock index climbed by 60.8% during first quarter 1995.

Singer says the next wave of financing for many of the growing wireless cable companies will be high-yield debt deals. Dallas-based wireless operator Heartland Wireless Communications just completed a \$100 million high-yield private placement that will be used to build out 65 markets in Texas, Oklahoma and other parts of the south. The company so far has launched 17 of those markets and has about 23,000 subscribers.

New capital is expected to help the wireless cable industry invest in digital equipment that will allow those companies to greatly expand their

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offerings. It is conceivable, for example, that the spectrum could be used for telephony, says Cross Country CEO George Ring. And channel capacity, which now stands at 33 on most systems, would expand to up to 250.

"Our new partners are going to get the attention of the manufacturers to provide the digital boxes," says ACS CEO Alan Sonnenberg. He says it probably will be another year before digital technology becomes a reality in the wireless business, and he expects the cost of the set-top box to possibly double with the new technology. But it is hard to find out exactly when wireless cable's digital revolution will arrive.

"This is all a wild guess at this point," says Sonnenberg.

PacTel decided to invest in the wireless business, even though it also is busy developing a broadband network that could offer video service by 1998 or 1999, says William

Downing, executive vice president and CFO. The company expects by 2000 to have 5 million homes hooked up to its network in San Jose, Los Angeles, Orange County and San Diego.

"We had a desire and a need to get to market more quickly," says Down-

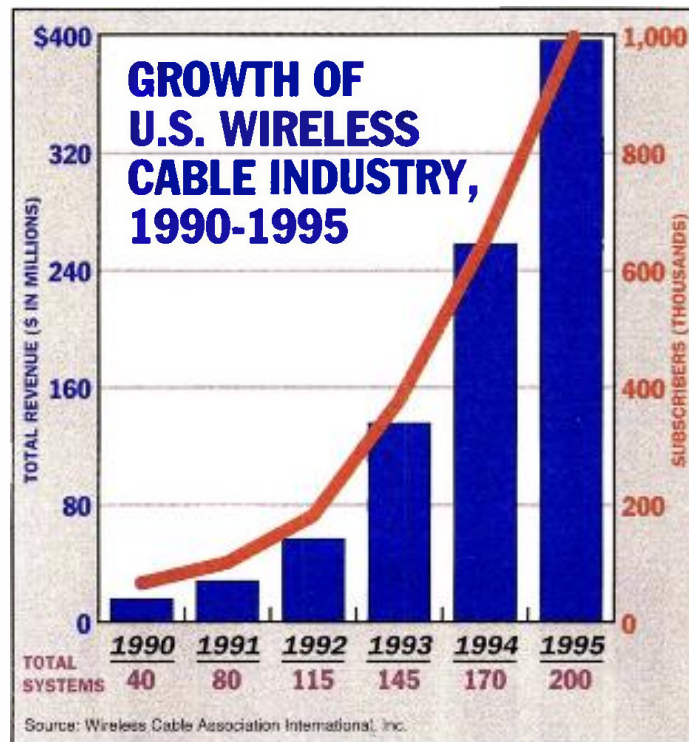
ing, explaining PacTel's decision to invest in the wireless cable business. He says the company's newly acquired wireless systems also enable it to reach 2.3 million additional homes that would not be reached by its planned broadband network.

Downing says PacTel expects its wireless cable operations to offer 100 channels of digital programming by late 1996. He says the company is projecting annual revenue of \$250 million-\$300 million by 2000 and is targeting break-even cash flow within four years.

Bell Atlantic is attracted to the wireless cable business because it gives the company early entry at a low fixed cost, says

Executive Vice President and CFO Brian Oliver. Even if wireless cable does turn out to be an interim technology, he says, it could be "interim" for as long as 15 years.

"We're not handicapping where it goes," says Oliver. "We're just excited about it now." ■



A short course in wireless cable

- Wireless cable operators broadcast cable programming to subscribers using up to 33 microwave (2 ghz) channels available for video distribution in each market. The channels include those of the Instructional Television Fixed Service (ITFS), the Multipoint Distribution Service (MDS), the Multichannel Multipoint Distribution Service (MMDS) and the Operational Fixed Service (OFS).
- To receive the service, subscribers must be equipped with a downconverter and set-top box, which transforms the microwave signals for display on conventional TV sets. They also must have a special antenna with a line of sight to the transmission tower. It costs about \$500 to hook up each subscriber.
- Today, 170 wireless cable systems provide service to roughly 700,000 subscribers in the U.S., according to the Wireless Cable Association. Another 2.8 million receive the service outside the U.S.
- Wireless cable began as a single-channel MDS service in September 1973. The now-defunct Microband Corp. of America leased an MDS channel in Washington to Motorola, which used it to broadcast pay movies to hotel rooms.
- As a single-channel service offering HBO and other movie services, MDS grew to more than 500,000 subscribers in the early 1980s. But the business soon collapsed before the onslaught of cable and home video.
- The FCC tried to revive the medium in 1983, allocating eight channels to MMDS and, perhaps more important, permitting wireless operators to lease the 20 ITFS channels, which had been limited to educational uses. But regulatory delays and lack of capital continued to bog down the business.
- Wireless cable received a boost from the 1992 Cable Act, which guaranteed cable competitors access to cable programming on reasonable terms. —HAJ

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The wireless system that could

In four years, Cross Country Wireless Cable has moved from an upstart competing against large MSOs to part of the next wave of telco video dialtone

By David Tobenkin

For the Normans, it was the Battle of Hastings; for the Allies, the beaches of Normandy, and for the wireless cable industry, one of the first successful beachheads on the territory of an entrenched cable enemy with superior resources has been the Riverside, Calif., invasion by Cross Country Wireless Cable.

Since Cross Country's debut on Jan. 1, 1991, with 25 subscribers and a technology derided as limited and interim by detractors, entrepreneurs George Ring and Vincent Tese have built the company into a service with a 42,000-household subscription base. During the same time period, cable systems operated by Tele-Communications Inc., Comcast and Crown have watched their collective subscriber totals in the market decline from 201,000 to 189,000, according to estimates by Cross Country. TCI regional spokesman Larry Edmundson says he thinks those numbers are "fairly close."

Wireless backers say that Cross Country's combination of a streamlined programming package that costs less than those of competing cable systems, capitalization on lower fixed costs, and better marketing have made it a model for other wireless providers across the country.

Two weeks ago, Cross Country's success was recognized in a more tangible fashion when regional Bell telephone operator Pacific Telesis snapped up the company for \$175 million in an effort to help launch video dialtone service throughout California. The giant has now committed to using Cross Country's Southern California wireless spectrum rights to reach 5 million Californians by the end of 1996.

"Cross Country in Riverside has been a David and Goliath story, but now David has been adopted by Goliath's big brother," says Cross Country Chief Operating Officer

Lowell Hussey. "If our cable competitors were concerned about us before, I can only wonder what they're thinking now."

Edmundson says that cable operators such as TCI are indeed concerned that they face increased competition from a variety of sources, including

wireless, at a time of increased hard-wire cable regulation. "I think you can attribute [Cross Country's] results to a lot of things," he says. "It's the nature of customers to try something different. Also, an Air Force base has closed down in that area and another is expected to do so [which may make less expensive cable alternatives more attractive.]"

Cross Country has expanded in Riverside by offering a smaller package of channels at a lower price. A 30-channel package—including big-ticket pay networks HBO and Showtime—for instance, costs consumers \$29.95, compared with about \$40 for the 50-60 channels offered by cable competitors.

Hussey says that wireless also has structural advantages over cable. Wireless providers need only invest in installation for those who buy service, whereas cable systems must invest in infrastructure for whole neighborhoods, only to see 39% or more households not order cable. Wireless also has no cables to be broken, so there is less need for large maintenance crews or large phone staffs to handle customer service calls during interruptions. In addition, wireless providers usually do not face the franchise fees of cable providers, although they must pay a fee to schools from which the spec-

trum is leased.

A further advantage is in advertising. Because wireless is broadcast in a 35-mile radius, mass media advertising is much more economical than for cable systems, which reach far smaller areas.

"We found we had incredible efficiencies that they didn't," says Hussey. "The media also began to notice that every time we would advertise, so would all the cable systems. So they gave us incredible deals."

However, cable executives such as Comcast Cable's Connie S. Cholz

contend that the relative lack of channels, lower picture quality and lack of broadcast channels offered by wireless in many markets result in many customers who experiment with wireless and opt to return to cable.


As interesting as the activities of Cross Country during the past five years is the response of the local cable companies, says Hussey. "At first their response was that of a deer in the headlights—they froze and ignored us," he says. "When they figured we were real and [here] to stay, in many cases they began aggressive price competition, which they could not win since they cannot survive if their operating margins are not in the high 30% range, while we survive quite nicely in the mid-20s."

"Eventually the smart ones declared themselves deregulated—which they can if competitors take 15% of the marketplace—and aimed themselves at the luxury end of the market by charging higher prices, improving their service and adding a lot of product we don't have the capacity for," Hussey says. ■

"Cross Country in Riverside has been a David and Goliath story, but now David has been adopted by Goliath's big brother."

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Telcos hedge bets with wireless wagers

BA, Nynex and PacTel have all invested in systems in past month

By Christopher Stern

Bell Atlantic, Nynex and PacTel are all putting big money on the table to get into the video delivery business even before they get their proposed video dialtone systems up and running.

Wireless cable entered the spotlight last month when Bell Atlantic and Nynex agreed to invest \$100 million jointly for a minority stake in CAI Wireless Cable of Albany, N.Y. Two weeks ago PacTel paid \$170 million to acquire Cross Country Cable, a wireless provider in Southern California.

The cable industry already has begun to claim that the telcos see wireless cable as a relatively unregulated alternative to video dialtone. "We believe that PacBell is using acquisition of a wireless cable company to bypass local government and avoid payment of franchise fees," said the California Cable Television Association's Peggy Keegan.

The telephone companies also have made no secret of their frustration with regulatory delays tied to the rollout of video dialtone. As wireless cable operators, telcos are not subject



to rate regulation and do not need to secure franchise agreements with local authorities.

The wireless cable companies offer the telcos little in the immediate future. Cross Country has fewer than 50,000 subscribers, and CAI hopes by the end of June to have signed 115,000 customers. And like wireless companies across the country, Cross Country and CAI each are limited to 33 channels.

Despite their low subscriber numbers, the telcos see enormous potential in the business. PacTel points out that Cross Country has the potential to reach more than 5 million customers in Southern California. Bell Atlantic says the CAI service area includes more than 7 million households.

Telcos also are banking on digital compression to increase the capacity of wireless cable to 100 channels. Digital technology could be available by next summer, said a Bell Atlantic spokesman last week.

Bell Atlantic, Nynex and PacBell have entered into a joint agreement to produce video programming for their future video dialtone networks. The venture is being headed by former CBS president Howard Stringer. With their wireless cable systems, the telcos will be able to deliver programming to services as early as next year.

"This is one of several options that Bell Atlantic and Nynex can use to quickly enter the video and entertainment market to deliver the kinds of exciting services that our customers want," said Stu Johnson, Bell Atlantic group president for Video and Large Business Services.

At the same time, the telcos maintain that they remain committed to rolling out video dialtone as soon as possible. "We have not backed off our plans for VDT at all. We fully intend to roll out a VDT network," said a Bell Atlantic spokesman. ■

Wireless anxious for auctions

By Chris McConnell

Wireless cable operators are getting ready to start the bidding.

The industry expects the FCC to propose new multichannel, multipoint distribution service (MMDS) licensing procedures next month that will include procedures for auctioning frequencies in the 2 GHz band. Commission Chairman Reed Hundt has said that the FCC hopes to clear a backlog of pending MMDS applications and legal challenges in time to hold the first MMDS auctions later this year.

Wireless cable proponents say they welcome the auctions and hope that the competitive bidding will speed both the clearing of the MMDS backlog and the assignment of channels. "The wireless industry needs to know who owns what licenses where," says CableMaxx Director Ronald Voss.

FCC staff have managed to clear more than 4,000 legal challenges from a backlog that once numbered 7,000, although much of another backlog of 7,000 pending MMDS applications remains. Next month the commission will address those

and the remaining legal challenges in a report and order it plans to issue along with the new licensing proposal, according to an FCC official.

But despite all the attention from the commission, the wireless proponents still have concerns. Topping their list is the question of what procedures the commission will propose for auctioning the MMDS frequencies. The industry hopes the FCC will grant a preference to operators who already have accumulated several of the 33 channels in each market.

Wireless cable attorney Paul Sin-

derbrand says that doing so will prevent bidders from procuring a single channel with the objective of attracting investments rather than building.

"We've been seeing that happen," Sinderbrand says, promoting an auction regime that will insure that bidders plan to actually provide a service. He hopes the FCC will establish a filing window in which only those already approaching a critical mass of channels will be eligible to bid. To procure such an advantage, the industry is willing to accept shorter construction periods in return for the frequencies, Sinderbrand says: "The commission would know that whoever gets the license is ready to build the system."

The action issue is not the only one on the industry's agenda. On Capitol Hill, wireless proponents are hoping to prevent municipalities from imposing taxes on wireless cable providers. Sinderbrand says the industry hopes to add language to Senate telecommunications legislation that will bar the imposition of taxes on systems that do not use public rights-of-way. ■

Wireless looks to a digital future

Wireless cable operators hope new Bell investments in their business will speed the industry's ride toward digitization.

The recent deals, which include investments in wireless cable systems by Nynex, Bell Atlantic and Pacific Telesis, will give the industry the ability to order digital compression en masse, industry executives say.

"I think that accelerates the time frame," says Wireless Holdings Vice President Troy D'Ambrosio. Wireless Cable Association President Robert Schmidt agrees and speculates that the industry may even beat wired cable to the punch in implementing digital systems.

"We have all the right reasons," Schmidt says, citing the constraints on wireless channels. He adds that the industry eventually will need the extra channel capacity to compete with pay-per-view services the cable companies will offer with compressed signals. "Why not preempt them?" Schmidt asks.

Others say the industry will use largely the same technology as cable systems in compressing its signals. "There's nothing different about it," says CableMaxx Director Ronald Voss, who is also executive vice president of cable operator Galaxy Telecom.

Manufacturers agree. General Instrument's Dan Sutorius says the wireless gear may require equipment to filter potentially interfering reflected signals. "Everything else should remain the same," says Sutorius, director of DigiCable product management at General Instrument.

Lindsay Allen, General Instrument's senior product manager for wireless, adds that the company hopes to begin offering a digital wireless cable product next April. —CM

Share and share alike, say LMDS firms

Study given to FCC argues for coexistence in 28 ghz band of LMDS and fixed satellite services

By Chris McConnell

Would-be wireless pioneers of the 28 ghz band last week were making their latest play for establishing a TV service in the band.

The local multipoint distribution service (LMDS) proponents presented the FCC with a study maintaining that their proposed version of wireless cable can coexist in the band with satellite-based services proposed by Hughes Communications and Teledesic Corp. The study, compiled by Bellcore, says LMDS and fixed satellite service providers can share the 27.5-29.5 ghz band with 99.9% availability for both services.

"Co-primary, co-frequency sharing is possible between the two systems," says Larrie Sutliff, director of radio spectrum management at Bellcore.

The study is the latest shot in a battle between satellite and LMDS proponents for the 28 ghz band. Last year the two sides discussed spectrum-sharing options during a negotiated rulemaking proceeding but failed to agree on a plan.

Since then, Hughes, Teledesic and other participants in a Global Satellite Communications Coalition have promoted preserving the 28 ghz band for satellite ventures while moving LMDS to frequencies at 41 ghz. LMDS proponents such as New York-based CellularVision have promoted a sharing approach. Last week's Bellcore study was financed by participants in the International CellularVision Association, which includes CellularVision and other companies.

Satellite backers, although maintaining that they would favor spectrum sharing if they thought it could

work, are skeptical of the study's results. "I'm not encouraged," says Hughes Communications Vice President Ed Fitzpatrick. He says the Bellcore study underestimates by a factor of four the number of satellite uplinks in any given geographic area his company is proposing to use in its Spaceway system. Fitzpatrick also says the study does not account for the possible existence of additional satellite systems besides the Hughes and Teledesic ventures.

Both sides, meanwhile, expect FCC action on the issue within the next few months, with some onlookers predicting that a third notice of proposed rulemaking could surface this summer. An FCC source, however, would say only that the commission "is trying to make a fair decision" and has not yet decided what to do with the band. ■

TM/Cox unveil new sports channel

Second of five networks planned over next three years

By Jim McConville

Last year's merger of Times Mirror cable systems with those of Cox Communications has produced its first programming fruits with the unveiling of a 24-hour cable sports network to complement the previously announced Outdoor Life channel.

Cox and Times Mirror will invest approximately \$100 million each to launch the first two of five projected networks to be released during the next three years, the companies announced at a press conference in New York last Tuesday.

Speedvision, which will cover air, water and land motor sports, and Cox's Outdoor Life are an outgrowth of a \$2.3 billion cash and stock transaction between Cox and Times Mirror agreed to last June. That deal created the nation's fourth-largest cable operator with more than 3.2 million subscribers.

The two advertiser-supported basic cable services will be first offered to Cox subscribers and then to other cable systems later in the year, says Roger L. Werner Jr., who will run the networks. Werner is former president of Prime Ticket Network and former CEO of ESPN.

Outdoor Life will start airing in July, followed by Speedvision next January. Cox's Speedvision announcement coincides with ESPN2's disclosure that it plans to develop a 30-minute motorsports news program to be launched next fall.

Cox and Times Mirror also have created a company to cover overhead costs in launching the networks, says Ann E. Dilworth, senior vice president, Times Mirror. The joint company will save the two companies approximately \$20 million in launching their first two net-



Shown at press conference announcing new channel are (l-r) Ajit Dalvi, senior VP, marketing and programming, Cox Communications; Ann E. Dilworth, senior VP and president, consumer media, Times Mirror; and Roger Werner, president and CEO, Outdoor Life and Speedvision.

works, she says.

Werner says that Cox will offer cable operators the two networks "essentially free" for the first two years. A rate card for networks will kick in in 1997 at the 12-14-cent range for broad distribution and run into the 20-cent range for different types of distribution packages.

Werner says Cox also will spend approximately \$80 million-\$85 million in cumulative promotional costs for each network during the next five years. He expects the networks to become profitable by 2000, the same time they will reach the 20 million-25 million subscriber mark, he says. ■

Twentieth signs former 'Seinfeld' writer/producers

By Steve Coe

Twentieth Television, in an effort to boost its production of half-hour comedies, has signed writer/producers Tom Gammill and Max Pross to an exclusive development and production deal.

Gammill and Pross most recently served as supervising producers on *Seinfeld* during the 1994-95 season. The pair joined the series in 1993 as writer/producers. Before *Seinfeld*, the duo held various positions on Showtime's *It's Garry Shandling's Show* and *Late Night with David Letterman*.

Twentieth's deal with Gammill and Pross may not kick in until next year, since the pair have the option to return to *Seinfeld* for the 1995-96 season, possibly the show's last. Peter Roth, president, Twentieth Century

Fox Television, acknowledged that the pair are in discussions to return to the show this season but said the signing is part of a long-term strategy. "If they choose to go back, then they will start [on this deal] in time to have a project ready for fall 1996. This is part of a long-range plan," he said.

Although the company has been successful in its hour drama output with *The X-Files*, *Picket Fences* and *Chicago Hope*, all produced under the Twentieth banner, its half-hour success has been somewhat less prodigious. Comedies on the networks this past season include *The Simpsons* for Fox and *The Five Mrs. Buchanans* for CBS. While the former will return, the latter's future is up in the air awaiting CBS's fall schedule announcement.

Roth says that beefing up Twentieth's half-hour output has been a two-year process that has seen the company sign a number of writer/producers with sitcom experience. In that time, Marc Cherry and Jamie Wooten were signed and produced *The Five Mrs. Buchanans*.

More recent signees are David Nichols and Don Rhymer, whose credits include *Evening Shade* and *Hearts Afire*; Jace Richdale, who has writing and producing credits on *The Simpsons*, and Michael Patrick King, whose most recent work was on *Murphy Brown*.

All of those writers have pilot projects under consideration at the networks for the fall. Overall, Twentieth has eight half-hour comedy pilots in contention for the fall to go along with five hour projects. "We've definitely been dissatisfied with the amount of half-hours we've produced," says Roth, attributing the company's difficulty to access to the writing and producing talent pool. "Now we're beginning to get the players." ■

KCAL targets 'Toontown Kids' for syndication

Station steps up local development to make mark in highly competitive market

By David Tobenkin

You might call KCAL(TV) Los Angeles's programming strategy an attempt to make lemonade from lemons. You could also say they have some high-powered help in setting up their stand.

The Walt Disney Co.-owned, stand-alone independent often can't compete for top first-run syndication product because it lacks the leverage of competing station groups. As a result, it increasingly is turning to original production, and the resources of its parent, to fill its schedule. It also hopes to syndicate some of the new shows—including a Disneyland-based kids series.

"Just getting shows can be difficult for us," says KCAL General Manager David Woodcock. "But we're trying to make KCAL a great TV station in a very competitive market through a combination of great news, sports contracts and, now, local development."

The station is in negotiations with a syndicator to launch *Toontown Kids*, an hour strip aimed at kids ages 2-11 that mixes classic Disney cartoons with live-action skits, sketches and stories taped at Disneyland. Buena Vista declined to say whether it is the syndicator.

The show, which stars Liza Del Mundo (guest roles on *Hearts Afire*

Q:

Which New Service Gives Your Subscribers The Programming They Want Most?



Hint:

In a recent Louis Harris and Associates national poll, consumers ranked "obtaining information on staying healthy, on diseases or other health topics" as their #1 choice among 14 interactive programming services.

and *My So-Called Life*) and Trevor Lissauer (feature film "The Skateboard Kid"), has aired at 8-9 a.m. weekdays since October. In the March book it earned a 3.6 Nielsen household rating and a 14 share, up 29% in ratings from the 2.8/11 of kids programming in the time period a year earlier and virtually flat with lead-in syndicated show *Mighty Max's* 3.9/15.

The show is produced for KCAL by WilMark Entertainment and executive-produced by Mark Israel. A launch date for the series has not yet been determined.

KCAL and Disney's Buena Vista Television syndication arm are mulling the national launch of another of the station's original produc-



KCAL's *Toontown Kids* is an hour strip aimed at kids 2-11.

tions, the eponymous one-hour talk show featuring licensed psychotherapist Marilyn Kagan. The show received a test run last summer and has since been moved several times

on KCAL's schedule, most recently receiving a midnight run hoped to spare it from the influence of the station's coverage of the O.J. Simpson trial. There, since the beginning of April through early last week, the show has averaged a 2.4/10, up 34% in ratings from the 1.8/8 of year-earlier programming and off from the 4.1/10 lead-in of *Jerry Springer*, a respectable showing given plummeting HUT levels at that time of the night.

Woodcock and KCAL Director of Programing Michael Binkow have sought to position *Marilyn Kagan* as a relationship-oriented offering without the outrageousness of some popular syndicated shows,

SYNDICATION MARKETPLACE

Fake fire fighter tied to 'Affair'

A man arrested last Monday morning by Oklahoma City police for allegedly stealing and wearing a fire fighter's outfit and entering a restricted area surrounding the site of the Oklahoma City bombing was alleged to have ties, at least indirectly, to Twentieth Television syndicated news magazine *A Current Affair*. Police arrested Barrington Shores, Ill., resident Mark Donlon Mercer and charged him with grand larceny, false impersonation and interfering with a fire fighter, said Sgt. Kim Hughes.

A Current Affair officials confirmed that they had given Mercer—who they say told them he was a fire fighter volunteering in the rescue effort—a Hi-8 camera to take video of the tragedy within the restricted area and allowed him to stay with their crew at a local hotel. But they said Mercer was acting on his own behalf when he was arrested and was not compensated in any way for his activities by Twentieth. "Like the officials in Oklahoma City who issued Mr. Mercer credentials and fire-fighting equipment, our producers believed him to be legiti-

mate," said Twentieth. "We deeply regret the decision to provide Mr. Mercer with a video camera. Our goal was to give viewers a glimpse of the bravery involved in the rescue effort and certainly not to become involved in any activity that would interfere with that operation." However, Hughes said that police still viewed the news-magazine show as having a possible role in Mercer's conduct: "He may not be a full-time employee, but [*A Current Affair*] admitted they gave him the cameras and he was staying at the Marriott with them." *A Current Affair* on April 20 broadcast an interview with Mercer, but Hi-8 footage taken by Mercer was not used, said a *Current Affair* spokeswoman.

'Geraldo' raises \$188,000 for victims

Geraldo Rivera has raised \$188,000 in donations for victims of the Oklahoma City bombing through his syndicated talk show, which was broadcast live April 20 from the scene of the disaster. That amount represents only credit card donations to charity organization Feed the Children, with checks and other forms of payment expected to

increase the total.

'Funniest Videos' picks up five markets

MTM Television Distribution's new off-network strip of *America's Funniest Home Videos* has cleared five additional stations for fall: WPWR-TV Gary, Ind. (Chicago); KOMO-TV Seattle; WPXI(TV) Pittsburgh; KDVR(TV) Denver, and WVIT(TV) Hartford.

'Trauma Center' terminal

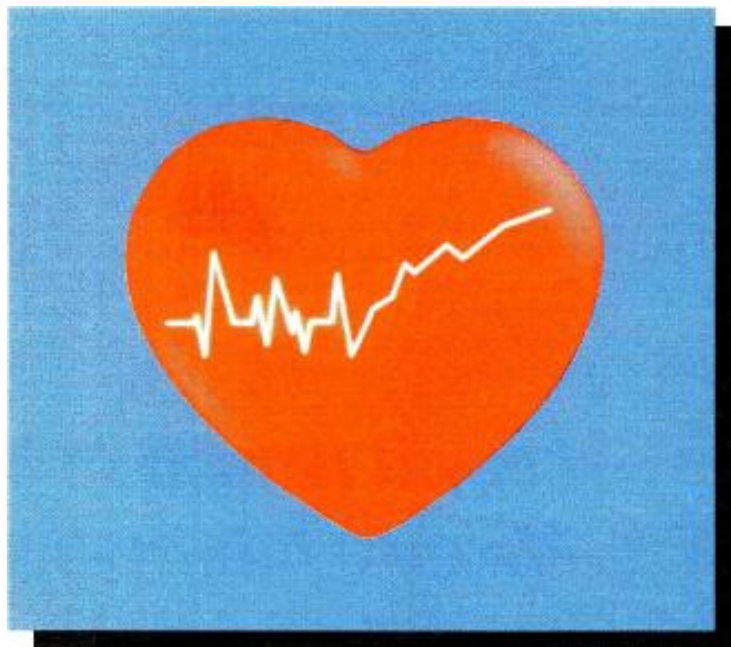
Twentieth Television has canceled weekly reality show *Trauma Center*. A source said the show's marginal ratings and lack of stripping potential meant there was no justification for producing new episodes of the show this fall.

Kelly forms cooperative

Kelly News & Entertainment is developing a news cooperative to complement *Safe Streets*, its new anti-crime weekly reality series, which debuts this fall. The cooperative will share news, sweeps features and ideas to support the program. The show has added seven more stations, raising the total count to 80 covering 74% of the country.

A:

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the latter point, especially relevant given its ties to image-conscious Disney. "This show isn't 'Who can be more outrageous this week?'" says Woodcock.

Also under consideration is syndication of several KCAL-produced *Making Of...* specials about Disney

animated feature films like "Beauty and the Beast," "The Lion King" and the upcoming "Pocahontas."

Some of KCAL's original programming efforts have fallen short. A low-budget reality strip produced for the station by Dave Forman (*On Scene: Emergency Response*) lasted less than

two months before receiving the hook last year. A morning talk show hosted by TV personality Steve Edwards failed to make headway against other stations' morning shows after nearly a year and was pulled last July. However, they were inexpensive disappointments, says Woodcock. ■

Renamed foxlab signs with William Morris

Twentieth's station production arm broadens its reach

By David Tobenkin

Twentieth Television has broadened the objectives of its Fox Television Stations Productions unit, which has been renamed foxlab, and has negotiated a deal with talent agency William Morris to expand foxlab's production opportunities.

Foxlab, created in 1988 to develop innovative shows for Fox's owned-and-operated stations and producer of shows including *Cops*, *Studs* and *America's Most Wanted*, will expand production to include shows for the Fox television network, Fox basic cable network fX and for Twentieth's domestic distribution arms. FTSP Senior Vice President Brian Graden will serve as foxlab's head.

"FTSP has been responsible for some of this company's most successful and distinctive series," says Twentieth Television President Greg Meidel. "Under Brian's direction,

foxlab will take FTSP's strong creative foundation to another level, enabling the unit to develop and produce a significantly increased number of projects."

The deal with the William Morris Agency will seek new means of doing business, including joint ventures with various distribution outlets, development of series for cable and invention of programs for new media.

"This is an aggressive marketing strategy that will push the envelope and offer fresh alternatives in the marketplace," says Mark Itkin, WMA's senior vice president and West Coast head of syndication and packaging. He will lead a group of at least six WMA staff members in arranging projects for foxlab.

As reported earlier (BROADCAST-

ING & CABLE, April 17), foxlab's next project is *Liars*, a relationship show that will feature polygraph tests of its participants. *Liars* will premiere June 5 on Fox O&Os with an eye to eventual syndication. Other projects for syndication include *Get the Boot*, a game show Meidel describes as a "young and hot" cross between *The Gong Show* and *The Original Comedy Hour*; a talk show featuring comic JM J. Bullock and Tammy Faye Messner (formerly Bakker), and an updated version of *America's Most Wanted* that mixes new footage with off-Fox episodes.

Meidel confirms that Twentieth Television also is developing a late-night newsmagazine aimed at younger viewers as well as youth-oriented soaps in the vein of *Spelling* shows on the Fox network. ■

Leavitt named to head Alliance International

By David Tobenkin

Todd P. Leavitt, executive vice president of NBC Productions and an architect of creative deals to finance productions

and form alliances for the in-house network production unit, has been named chairman of Alliance International Inc., the international wing of Toronto-based entertainment conglomerate Alliance Communications Corp.

The company hopes to leverage Canadian production advantages.

Leavitt will supervise all non-Canadian sales operations of the Canadian media industry conglomerate and will be the key Los Angeles-based executive supervising the new theatrical production and sales joint venture between Alliance and feature film producer Mark Damon Pictures.

"NBC Productions is a fascinating area where the sunseting of the fin-syn regulations is opening new

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 16. Numbers represent average audience/stations;% coverage.)

1. Wheel of Fortune	12.6/228/99
2. Jeopardy!	10.1/218/98
3. Oprah Winfrey Show	7.3/236/99
4. Star Trek: Deep Space Nine	6.7/237/99
5. Entertainment Tonight	6.5/181/94
6. Hard Copy	6.2/186/94
6. Wheel of Fortune-wknd	6.2/171/83
8. Inside Edition	5.9/174/93
9. Baywatch	5.7/221/97
10. Roseanne	5.6/184/95
11. Family Matters	5.2/192/93
12. Fresh Prince of Bel-Air	5.1/138/87
12. The Simpsons	5.1/136/86
14. Legendary Jyns of Hercules	5.0/187/95
14. Married...With Children	5.0/179/93
14. Ricki Lake	5.0/218/98

opportunities, but I have found myself increasingly interested in international co-production and feature film opportunities that NBC is not in," says Leavitt, explaining his decision to leave. "Alliance is on the vanguard of structuring deals."

Leavitt, who was responsible on the network end for the successful launches of NBCP shows *Fresh Prince of Bel-Air* and *Saved by the Bell*, said that areas of immediate interest include examining possibilities for Alliance production for U.S. first-run syndication and for U.S. cable networks such as the Family Channel.

The company hopes to leverage Canadian production advantages such as lower production costs, reciprocal national co-production arrangements between Canada and other nations, and subsidies to boost Alliance's programming output, he says.

Alliance already produces *Due South* for CBS, the first prime time show on a U.S. network produced by a Canadian studio, and kids show *Reboot* for ABC. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of April 17-23, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. Okla. City Day of Mourning Coverage	CNN	Sun 5:00p	4,892	7.6	5.1
2. Okla. City Day of Mourning Coverage	CNN	Sun 4:00p	4,852	7.5	5.1
3. Okla. City Day of Mourning Coverage	CNN	Sun 4:30p	4,825	7.5	5.1
4. Oklahoma City Bombing Coverage	CNN	Fri 4:30p	4,582	7.1	4.8
5. Oklahoma City Bombing Coverage	CNN	Fri 5:30p	4,523	7.0	4.7
6. Oklahoma City Bombing Coverage	CNN	Wed 5:30p	4,115	6.4	4.3
7. Oklahoma City Bombing Coverage	CNN	Fri 4:00p	4,084	6.3	4.3
8. Oklahoma City Bombing Coverage	CNN	Fri 3:00p	3,975	6.1	4.2
9. Janet Reno News Conference	CNN	Thu 4:30p	3,693	5.7	3.9
10. Oklahoma City Bombing Coverage	CNN	Wed 7:30p	3,630	5.6	3.8
11. Oklahoma City Bombing Coverage	CNN	Wed 3:00p	3,477	5.4	3.6
12. Okla. City Day of Mourning Coverage	CNN	Sun 3:30p	3,428	5.3	3.6
13. FBI News Conference	CNN	Thu 4:09p	3,422	5.3	3.6
14. Oklahoma City Bombing Coverage	CNN	Wed 4:30p	3,407	5.3	3.6
15. Oklahoma City Bombing Coverage	CNN	Wed 5:00p	3,398	5.3	3.6

Following are the top five pay cable programs for the week of April 17-23, ranked by households tuning in. Source: Nielsen Media Research.

1. Boxing: Foreman vs. Schulz	HBO	Sat 10:00p	4,405	19.5	4.6
2. Movie: 'Frank & Jesse'	HBO	Sat 8:00p	2,533	11.2	2.7
3. Movie: 'The Chase'	HBO	Tue 8:00p	2,523	11.2	2.6
4. HBO First Look	HBO	Sat 12:45a	2,105	9.3	2.2
5. Movie: 'Naked Gun 33 1/3'	HBO	Mon 9:30p	1,976	8.8	2.1

PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of April 17-23

UPN	
MONDAY	3.0/5
8:00	88. Star Trek: Voyager 4.3/7
8:30	
9:00	93. Pig Sty 1.8/3
9:30	94. Platypus Man 1.7/3
TUESDAY	4.2/7
8:00	
8:30	89. Legend 4.2/7
9:00	
9:30	
WEEK'S AVG	3.6/6
SSN TO DATE	4.2/6
WB	
WEDNESDAY	1.7/3
8:00	94. The Wayans Bros. 1.7/3
8:30	92. The Parent 'Hood 1.9/3
9:00	94. Unhap Ever After 1.7/3
9:30	97. Muscle 1.3/2
WEEK'S AVG	1.7/3
SSN TO DATE	1.9/3

SOURCE: NIELSEN MEDIA RESEARCH

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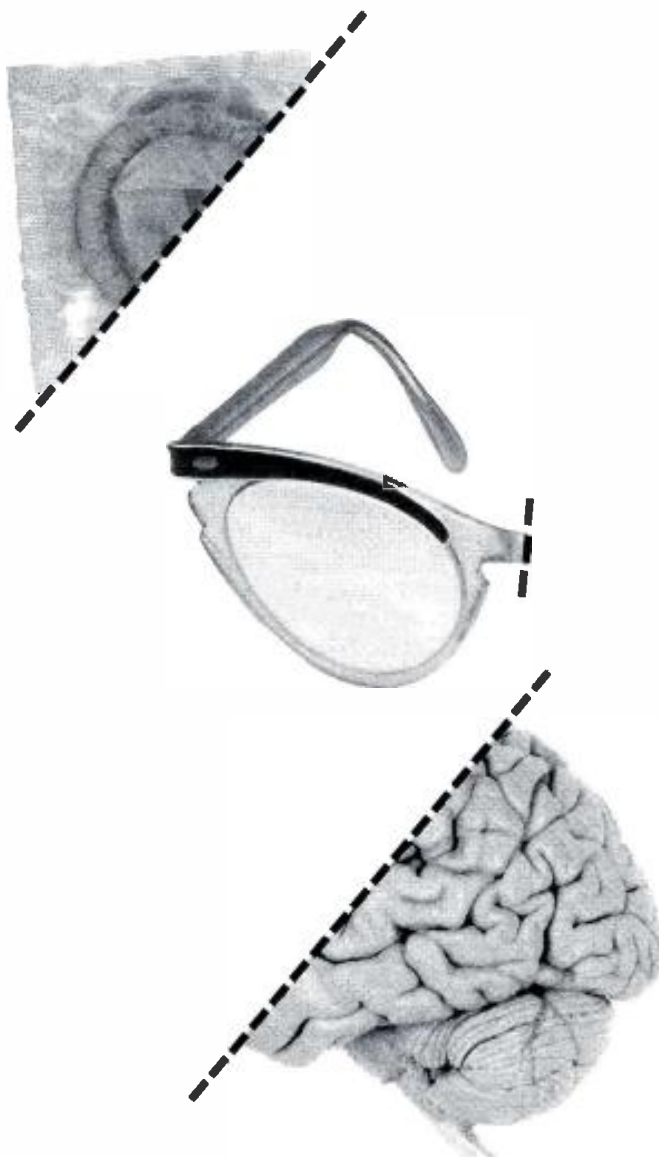
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PEOPLE'S CHOICE WEEK 31 *According to Nielsen ratings, April 17-23*

				
MONDAY	10.0/16	11.2/18	10.9/17	5.5/9
8:00	50. <i>The Marshall</i> 9.0/15	28. <i>The Nanny</i> 11.3/19	47. <i>Fresh Prince</i> 9.3/16	86. <i>Melrose Place</i> 5.3/9
8:30		31. <i>Dave's World</i> 11.1/18	40. <i>In the House</i> 9.9/16	
9:00		16. <i>Murphy Brown</i> 12.7/20		
9:30	35. <i>ABC Monday Night Movie—Texas, Part 2</i> 10.5/17	28. <i>Cybill</i> 11.3/17	25. <i>NBC Monday Night Movies—The Other Mother: Moment of Truth</i> 11.5/18	81. <i>Medicine Ball</i> 5.7/9
10:00		36. <i>Chicago Hope</i> 10.4/17		
10:30				
TUESDAY	12.1/20	6.2/10	13.9/23	6.0/10
8:00	49. <i>Full House</i> 9.2/16	62. <i>Under One Roof</i> 7.2/12	22. <i>Frasier</i> 12.2/22	
8:30	37. <i>Thunder Alley</i> 10.3/17	(nr) <i>Presidential Press Conf.</i>	27. <i>Newsradio</i> 11.4/19	77. <i>Fox Tuesday Night Movie—National Lampoon's Vacation</i> 6.0/10
9:00	8. <i>Home Improvmt</i> 15.8/24	82. <i>News Analysis</i> 5.6/9	10. <i>Frasier</i> 14.7/22	
9:30	17. <i>Roseanne</i> 12.4/19	83. <i>Walker, Texas Ranger</i> 5.5/9	6. <i>Friends</i> 16.1/25	
10:00	17. <i>NYPD Blue</i> 12.4/21		11. <i>Dateline NBC</i> 14.6/25	
10:30				
WEDNESDAY	13.4/22	8.2/13	11.5/19	6.3/10
8:00	34. <i>Ellen</i> 10.6/18	44. <i>CBS News Special: Oklahoma City</i> 9.6/16	50. <i>TV's Funniest Families</i> 9.0/15	79. <i>Beverly Hills, 90210</i> 5.8/10
8:30	24. <i>Roseanne</i> 11.8/19			
9:00	15. <i>Grace Under Fire</i> 13.5/21	61. <i>CBS Wednesday Movie—The Disappearance of Vonnie</i> 7.5/12	13. <i>Dateline NBC</i> 13.9/22	69. <i>Silders</i> 6.7/10
9:30	19. <i>Coach</i> 12.3/19		25. <i>Law and Order</i> 11.5/19	
10:00	5. <i>Primetime Live</i> 16.2/27			
10:30				
THURSDAY	7.5/12	8.5/14	16.8/27	6.6/10
8:00	78. <i>ABC News Special: Children First</i> 5.9/10	57. <i>CBS Special Movie—500 Nations, Part 1</i> 8.1/13	13. <i>Mad About You</i> 13.9/24	60. <i>Martin</i> 7.6/13
8:30			9. <i>Hope & Gloria</i> 15.2/25	72. <i>House of Buggin'</i> 6.5/11
9:00	66. <i>The Commish</i> 6.9/11		1. <i>Seinfeld</i> 19.3/30	74. <i>New York Undercover</i> 6.1/9
9:30		47. <i>48 Hours</i> 9.3/15	2. <i>Hope & Gloria</i> 17.4/27	
10:00	42. <i>Day One</i> 9.7/16		2. <i>E.R.</i> 17.4/28	
10:30				
FRIDAY	12.2/22	6.1/11	9.7/18	5.5/10
8:00	37. <i>Family Matters</i> 10.3/20	74. <i>CBS Special Movie—500 Nations, Part 2</i> 6.1/11	53. <i>Unsolved Mysteries</i> 8.5/16	90. <i>VR5</i> 3.8/7
8:30	32. <i>Sister, Sister</i> 11.0/20			
9:00	39. <i>Step By Step</i> 10.2/18	74. <i>Picket Fences</i> 6.1/11	19. <i>Dateline NBC</i> 12.3/22	62. <i>The X-Files</i> 7.2/13
9:30	44. <i>Hangin' w/Mr. C</i> 9.6/17			
10:00	7. <i>20/20</i> 15.9/29		54. <i>Homicide: Life on the Street</i> 8.3/15	
10:30				
SATURDAY	8.7/16	7.3/14	6.8/13	6.7/12
8:00	70. <i>The Adventures of Mary-Kate & Ashley</i> 6.6/13	59. <i>Christy</i> 7.7/15	85. <i>Amazing Grace</i> 5.4/11	73. <i>Cops</i> 6.2/12
8:30				62. <i>Cops</i> 7.2/14
9:00	42. <i>ABC Saturday Family Movie—Follow the River</i> 9.7/18	83. <i>Burke's Law</i> 5.5/10	68. <i>Sweet Justice</i> 6.8/12	70. <i>America's Most Wanted</i> 6.6/12
9:30		52. <i>Walker, Texas Ranger</i> 8.8/16	55. <i>Sisters</i> 8.2/15	
10:00				
10:30				
SUNDAY	11.0/18	12.9/21	10.0/16	5.9/10
7:00	41. <i>Am Fun Hm Vid</i> 9.8/18	4. <i>60 Minutes</i> 16.5/29	87. <i>Earth 2</i> 5.2/9	91. <i>1994 Clio Awards</i> 3.1/6
7:30	32. <i>Am Fun Hm Vid</i> 11.0/19			
8:00	46. <i>Lois & Clark</i> 9.5/15	19. <i>The Wright Verdicts</i> 12.3/20	66. <i>Earth 2</i> 6.9/11	55. <i>Simpsons</i> 8.2/14
8:30				65. <i>The Critic</i> 7.0/11
9:00		28. <i>CBS Sunday Movie—Danger of Love</i> 11.3/18	12. <i>NBC Sunday Night Movie—Hard to Kill</i> 14.0/22	58. <i>Married w/Child</i> 8.0/12
9:30	23. <i>ABC Sunday Night Movie—Redwood Curtain</i> 12.1/19			79. <i>House of Buggin'</i> 5.8/9
10:00				
10:30				
WEEK'S AVGS	10.7/18	8.9/15	11.3/19	6.0/10
SSN. TO DATE	12.0/20	11.0/18	11.5/19	7.6/12

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATINGS POINT EQUALS 954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY



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Source: The Research Network, UCLA Study - 3/95

WRKS jumps to number one in N.Y.

KLVE takes over first in Los Angeles; WGN stays atop Chicago

By Donna Petrozello

Two former underdogs in radio ratings captured the top spots in New York and Los Angeles, while radio market leaders held their ground in Chicago, according to Arbitron's latest winter 1995 ratings survey.

In New York, the rating for WRKS-FM soared from a 3.8 last fall to a 7.4 for the winter book, lifting the station from eighth place to first with listeners 12+. WRKS changed its urban contemporary format in January to "classic soul and smooth R&B" soon after the station was purchased by Emmis Broadcasting.

In Los Angeles, ratings for Spanish KLVE(FM) jumped from a 3.0 share last fall to a 5.2. KLVE Research Director Jeff Williams said the station made no major changes in its "romantic" adult contemporary format, but rather "made improvements in the way we program our format."

In Chicago, Tribune Broadcasting's WGN(AM) held its first-place position in the market with a 7.1, slightly above its 6.9 for fall.

All ratings are for radio usage between 6 a.m. and 12 a.m., Monday through Sunday, reported by listeners 12 and older. Arbitron's winter survey measured listening from Jan. 5 through March 29.

WRKS and urban contemporary WQHT(FM) New York were two of only a handful of stations in that market whose ratings were notably higher in the winter book than in Arbitron's fall survey. Ratings at WQHT increased from a 4.8 to a 5.4 share. Elsewhere in New York, WYNY(FM) went from a 1.8 to a 2.7, WINS(AM) went from a 3.6 to a 4.0 and WQEW(AM) from a 1.3 to a 1.8.

In Los Angeles, KLVE's strong winter ratings edged out former Spanish ratings leader KLAX-FM and contemporary hits KPWR(FM), which ranked first and second in the market, respectively, last fall. In the winter ratings survey, KLAX-FM slipped to a

4.5 from a 5.6, and KPWR dipped to a 5.0 from a 5.5. But for most Los Angeles-area stations, the winter book showed little change.

There were some Los Angeles stations that earned higher ratings in the winter than in the fall, including KNX(AM), from a 2.2 to a 3.7; KKKGO-FM, from a 1.3 to a 1.8; KKHJ(AM), from a 1.7 to a 2.2, and KZLA-FM, from a 2.3 to a 2.8.

WGN Chicago remained the ratings leader, with urban contemporary WGCI-FM second with a 6.4 and country WUSN(FM) third with a 4.3. Others that did well in Chicago included WAIT(AM), from a 1.1 to a 2.4, and WJMK(FM), from a 3.1 to a 3.4 share.

All-news WMAQ(AM) Chicago made



WRKS is New York's top station.

the largest ratings jump in the market, from a 2.2 to a 3.6. The station attributes the rise in part to its wall-to-wall coverage of the O.J. Simpson trial, which more than doubled afternoon and early evening ratings.

WMAQ General Manager Weezie Kramer said the winter survey marked the first time WMAQ rated higher than its all-news competitor, WBBM(AM), which earned a 3.4.

In other top-10 markets, the following stations showed solid ratings gains for winter: KFOG(FM) San Francisco gained .4 of a ratings point, to a 2.6; AC WBEB-FM Philadelphia increased from a 4.3 to a 5.6, and contemporary jazz WJZW(FM) Washington was up from a 3.3 to a 4.1. ■

First quarter is first rate

Many group owners post strong cash flow and earnings

By Donna Petrozello

First-quarter earnings released last week forecast a solid year for the radio industry, with several companies reporting double-digit percentage gains in broadcast cash flow over first quarter 1994.

Following are profiles of some first-quarter statements for Jan. 1 through March 31, 1995. Comparisons are with first quarter 1994, unless otherwise noted.

Clear Channel Communications

Clear Channel President/CEO Lowry Mays described the first quarter of 1995 as the most successful first quarter in the company's history. The group's financial statement shows a 47% increase in after-tax cash flow to \$11 million, a 31% increase in net income to \$2.6 million and a 49%

increase in net broadcasting revenue.

On a same-station basis, Clear Channel reported an 18% increase in net revenue and a 34% increase in broadcast cash flow. In the first three months of 1995, Clear Channel agreed to invest \$75 million for 50% ownership of Australian Radio Network Ltd. The group also acquired KMJQ(FM) Houston and 80% of KPRC(AM) Houston and KSEV(AM) Tomball, Tex.

Jacor Communications Inc.

Cincinnati-based Jacor Communications reported \$4.1 million in broadcast cash flow and \$800,000 in net income on a pro forma basis. Compared with the same period last year, Jacor's broadcast cash flow increased by 54%, and its net income rose from a net loss of \$200,000.

Jacor also reported a 21% increase in net revenue to \$24 million, up from \$19.8 million.

EZ Communications Inc.

Fairfax, Va.-based EZ Communications reported a 9.1% increase in net revenue and a 13.7% increase in broadcast cash flow on a pro forma basis. It attributed its cash-flow gains to growth in advertising revenue, particularly at its recently acquired stations in Philadelphia, Seattle and

New Orleans.

In the past quarter, EZ incurred a net loss of \$593,000 compared with net income of \$125,000 in first quarter 1994. EZ officials attributed the loss to higher interest expenses.

Heftel Broadcasting Corp.

In its second-quarter earnings statement for Jan. 1-March 31, Heftel Broadcasting reported an 8% increase in net revenue to \$13.6 million, and a 24% gain in broadcast

cash flow to \$3.1 million. Heftel Chairman Cecil Heftel said the gains were due, in part, to strong ratings for the winter 1995 Arbitron survey at the company's Spanish KLVE(FM) Los Angeles and KMRT(AM) Dallas, KESS(AM) Fort Worth and KCYT(FM) Gransbury, all Texas.

For the six months from Oct. 1, 1994, to March 31, Heftel reported a 5% increase in net revenue and a 22% increase in broadcast cash flow over the same period a year earlier. ■

O.J. doubles ratings for news/talk stations

By Donna Petrozzello

If the O.J. Simpson murder trial can be called a boon to the news media, news/talk radio stations have reaped some obvious benefits.

In Arbitron's latest winter 1995 ratings survey, most news/talk stations carrying gavel-to-gavel trial coverage more than doubled their audience share and earned higher ratings than other news stations in their markets.

Ratings for all-news KNX(AM) Los Angeles jumped from a 2.2 last fall to a 3.7 (Monday-Sunday, 6 a.m. to midnight, listeners 12+). In the weekday, 10 a.m.-3 p.m., daypart, KNX's ratings tripled, and in the weekday, 3-7 p.m., daypart, ratings nearly doubled.

The boost raised KNX from its previous mid-market ranking to the top-rated all-news station. Its trial coverage also earned higher ratings than the *Rush Limbaugh Show*, which previously ranked first in the 10 a.m.-3 p.m. daypart, according to KNX officials.

Unlike stations that are broadcasting feeds from news networks or syndicators, KNX is using its own reporters and courtroom audio feed. News Director Bob Sims says that deciding to carry wall-to-wall coverage was "expensive and risky" but has earned the station thousands of new listeners and enhanced its news reputation.

"In my community, this trial is the constant topic of conversation," says Sims. "It made eminent good sense to do the best coverage you could, and the best coverage is live coverage."

"There is a fascination with celebrities in this country. Here is O.J. Simpson, football hero turned murder suspect, and people are captivated by that," says Eric Seidel, station manager of WGST-AM-FM Atlanta.

WGST(AM) has carried ABC Radio News's continuous trial coverage since early February, and Seidel estimates that the station's average quarter hour (AQH) listenership has doubled during

10 a.m.-7 p.m. as a result.

Midday and early evening ratings at all-news WMAQ(AM) Chicago more than doubled in Arbitron's winter survey, and in overall ratings for radio listening Monday-Sunday, 6 a.m.-midnight, WMAQ rose from a 2.2 to a 3.6 among listeners 12+.

"I certainly think the Simpson trial is a major factor in our growth," says WMAQ Operations Manager Chris Witting. WMAQ has broadcast CNN Radio News's wall-to-wall trial coverage (from roughly 11 a.m. to 6 p.m. CT) since February on each weekday the court has been in session.

But, although they have gained in ratings, stations also have given up considerable commercial time to carry the trial wall-to-wall.

KNX broadcasts the trial from 9 a.m. PT through the late afternoon, forcing it to cut commercial time from morning drive. KNX General Manager George Nicholaw says that although the station has lost ad revenue, its extensive trial coverage has "established [the station] as the news

leader in the market in a short time."

WROW(AM) Albany, N.Y., launched its all-news format in June and decided to establish its news identity with CBS Radio News's gavel-to-gavel trial coverage. According to ratings estimates, the station's program director, Steve Janack, expects WROW's weekday 12+ ratings to go from a 0.9 to slightly above a 2.0. ■

WMAQ ALL NEWS 67

One of many stations whose ratings got a boost from Simpson trial coverage.

Herbie S did his last radio show May 2, 1985. He was 34.



Herb Springer, 1951-1985

- Founder, President & Chairman, RGR Broadcasting (WIGS, WTPL) Gouverneur, New York
- Engineer, WMAL, WRC/WKYS, Washington, D.C.
- Overnight Supervisor, *Larry King Show*, Mutual Broadcasting System, Arlington, Virginia
- Account Executive, JAM Creative Productions, Dallas, Texas

In his brief lifetime, he managed to win many friends and influence many people, in & out of the broadcasting industry. His love of life, generosity, talent and hugs won't ever be forgotten. He's been off the air for ten years, and things will never be the same again.

Penny A. Springer

David E. Levy • Lynn McIntosh • Laura Stroube Hughes
Melissa Young • Jon & Mary Lyn Wollert • Chris Core
Dick & Jackie Conn • Bart Tessler & Pat Hazan

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Video Dialtone

Bell Atlantic pulls back VDT applications

Says it wants to study feasibility of changing to full-fiber network

By Christopher Stern

Bell Atlantic says advances in fiber-optic technology led it last week to withdraw two video dialtone applications pending at the FCC.

The telco is considering abandoning the hybrid fiber/coaxial cable model it had planned to use for VDT networks in the mid-Atlantic and Washington, D.C., areas for a "full-fiber" network, according to Bell Atlantic spokesman Eric Rabe.

"The switched digital solution is coming along more quickly than we anticipated," said Rabe.

Under the former plan, Bell Atlantic would weave a fiber network that combined coaxial cable and fiber-optic lines. But the telco now is considering an alternative that would lay fiber to the curb. The network still would be a combination of fiber and coaxial cable, but would depend more heavily on fiber.

Bell Atlantic refused last week to discuss the specific technology it is reevaluating, but it recently invested \$7 million in North Carolina-based BroadBand Technologies, with an option to invest another \$40 million.

BBT is developing a new,

more efficient, full-fiber network, according to a company spokesman. He refused to comment on Bell Atlantic's plans for the technology.

The decision to withdraw the VDT applications is in no way an indication that Bell Atlantic is retreating from its plans to build a broadband interactive network, said Rabe.

But last week the cable industry was skeptical of Bell Atlantic's claims that it need-

ed more time to consider alternative technologies. Cable attorneys maintained that Bell Atlantic's decision to withdraw its application was a demonstration of the telco's dissatisfaction with the FCC's regulatory process.

Bell Atlantic has complained bitterly during the past year that the commission has slowed down the rollout of BA's VDT plans with its protracted regulatory review. "This is a shot

across the bow," said John Seiver, of Cole, Raywid & Braverman. He added that Bell Atlantic recently announced plans to invest \$50 million in CAI Wireless Systems. "They are saying [that] unless you give us what we want on VDT, we are going to play the wireless game," said Seiver.

The FCC granted Bell Atlantic's request to withdraw the applications. But in a tersely worded letter, Common Carrier Bureau Chief Kathleen Wallman said she expected Bell Atlantic to resubmit two applications within 30 days. Wallman's letter clearly stated that she expected the resubmitted applications to come under the same VDT regulations as the originals. **TW**

Television Via Computer

CompuServe to deliver CNN programming to PCs

By Mark Berniker

CompuServe soon will offer a product that will bring television programming to personal computers in the form of still video images and real-time, closed-captioned text.

The online screen not only will be apporportioned for still video images and text but also will provide a means for users to "chat," or conduct online communications, at the same time



they are watching the program on their computers.

CompuServe is working closely with Cable News Network on the project, which is expected to be available later this year. The multitasking image, text and chat-based application already is being used by CNN on its *TalkBack Live* interactive town meeting program.

CompuServe and CNN are testing the system by taking portions of CNN's newscasts

in real-time, adding video images updated every 30 seconds and continually offering closed-captioned text in an adjacent window.

The product will be called the CompuServe Viewer, with the goal of transforming television into the online environment by letting viewers watch the

news and simultaneously participate in online group discussions.

"The CompuServe Viewer is a way for us to mix the best of online and the best of broadcast to provide a valuable interactive television experience, today," says Tim Oren, vice president of CompuServe.

The CompuServe Viewer is one of a series of products being developed by the company's Future Technologies division, which is creating applications for cable broadband access, photo conferencing and video conferencing, wireless online communications and other emerging platforms.

TMM

Set-Top Boxes

GI picks Microware's OS for digital set-tops

DAVID chosen for new digital entertainment terminals

By Mark Berniker

General Instrument has decided to back DAVID, Microware's real-time multimedia operating system, for its next-generation set-top box.

Although the jury still is out on consumer demand for interactive television services, GI is going forward with the development of a new generation of set-tops it calls "digital entertainment terminals." It plans to begin manufacturing them toward the end of this year, with volume production to start by early next year.

GI still is designing the set-tops, which will be based on the PowerPC architecture developed by Motorola. The units will house nothing short of a computer, and will cost \$400-\$1,200, depending on the sophistication of the box and the number ordered.

"Our analog and basic digital set-tops aren't going to go away anytime soon, and the evolution to digital entertainment terminals equipped with a minicomputer inside them is going to evolve slowly," says Vinay Goel, GI's senior marketing manager for multimedia.

Goel says GI has orders for more than 2 million of both its addressable analog set-top—the CFT220—and its DigiCable box.

A variety of issues have arisen for designing set-tops for the real-time, two-way broadband networks that gradually are being constructed by cable and telephone network providers, says Goel.

"We're separating the network front end from the user

application, processing and presentation," Goel says. He adds that making a set-top for those new broadband networks is proving far more complicated than anyone expected.

Goel says the set-tops will have from 2 megabits to 64 megabits of memory.

"With our deal with General Instrument, I'm confident that DAVID is developing into a market standard," says Steve Johnson, Microware's

vice president and general manager of new media.

GI, Microware and dozens of others entering the interactive television business are discussing with a number of standards bodies the development of common specifications for video servers, broadband networks and advanced set-tops. Those standards bodies include DAVIC, VESA and DSMCC.

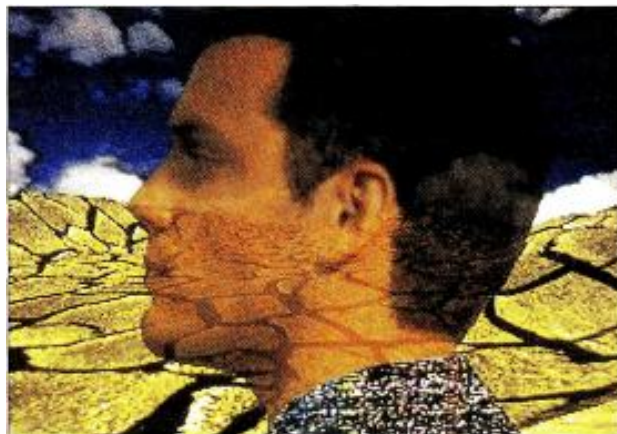
"There is uncertainty over what the standards are," says Johnson, who expects that some will develop in the next 12-18 months. Goel calls the standards process for interactive television "dicey" and thinks that some basic specs may be released within a year.

"These new set-tops are computers, but you still are going to be bound to the NTSC standard for playback on television," Johnson says, adding that there are questions involving resolution and colors for applications developed on computers and played back on television sets.

Johnson says Microware is working with a number of multimedia authoring tool developers.

Microware refused to discuss the details of a series of announcements it is planning for the National Cable Television Association convention in Dallas next week. But Johnson did say that the company will announce deals with "integrators, authoring tool developers and video server manufacturers."

TMM



Sony releases 'Mnemonic' CD-ROM

William Gibson's cyberpunk novel "Johnny Mnemonic" is now a CD-ROM game and soon will be released as a feature-length movie by TriStar Pictures. Gibson's story tracks a future world where confidential information is transported by streetwise couriers who have memory chips implanted in their brains. The *Johnny Mnemonic* CD-ROM will be available for PC and Macintosh platforms.

Online Services

Cable modems: online in the fast lane

LANcity, Motorola modems capitalize on bandwidth of cable plant

By Mark Berniker

Cable modems connected to personal computers hold out the promise of giving home computer users access to online services at lightning speeds via cable networks.

Today, online users often are frustrated with modem speeds of 9600 megabits per second (mbps), or the even faster 14.4 mbps, but a number of new cable modems may leave the phone-based variety in the dust.

LANcity has debuted its cable modem product, which costs \$595 and will ship to several cable MSOs in August, says Rouzbeh Yassini, LANci-

ty's president and CEO. He forecasts the sale of 100,000 units this year, and more than 300,000 units in 1996.

However, it remains unclear whether cable operators will pass the hefty price of the cable modems on to subscribers by monthly rental or some other scheme. Several cable operators are conducting trials of cable modem-based access with Prodigy, CompuServe and America Online.

Rouzbeh claims that LANcity's cable modem is 385 times faster than phone-based modems, greatly reducing the download time for consumers accessing data, voice, graphics and video from online networks, including the Internet.

LANcity will announce a deal with a major cable MSO within the next 90-120 days, says Rouzbeh. His company is currently in discussions with TCI, Time Warner, Continental Cable and Jones Cable for cable modem contracts.

Although LANcity has a product it will be pushing at NCTA '95 in Dallas, a number of other vendors also are entering the cable modem market.

Motorola will make its CyberSURFR cable modem commercially available in early 1996 and plans to provide integrated household units to manage the transmission of voice, data and video into the homes of cable subscribers.

"We're talking with all the major cable operators and a couple of the RBOCs," says Jim Phillips, vice president and general manager of multimedia worldwide distribution and marketing, Motorola's Multimedia Group.

Motorola is lining up orders for delivery of the modems by early next year.

Phillips says Motorola's cable modem is now operating in TCI's interactive television field trial in Arlington Heights, Ill., and the company is in discussions about participating in other cable and telco trials and rollouts.

But while the vendors are optimistic about the outlook for the consumer cable modem market, there remain questions about interference along coaxial cable, especially on the return path.

Phillips calls it "one huge mess" and cites noise problems: the coaxial cable pulls in all kinds of interference from within the home, such as from other appliances operating while the cable modem is in use.

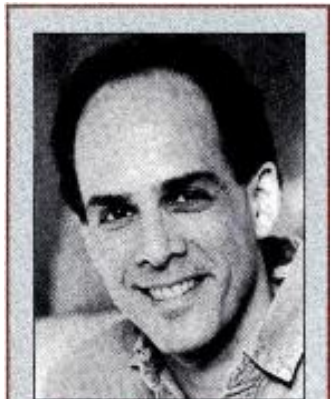
"We don't go through noise, we go around it," he says, adding that Motorola's technology uses multiple

paths around the noise so that the interference becomes transparent to the end user.

Phillips describes the current generation of powerful personal computers operating with slow phone-based modems as "Ferraris on dirt roads."

Several other manufacturers also are planning cable modem products, including Intel, Hewlett-Packard and Zenith, but it remains to be seen whether cable operators will put up the money to buy the units or whether a sufficient number of cable subscribers will be interested in paying for them.

In a related development, CableLabs last week issued a request for proposal to more than 200 companies for hardware, software and operational support that would enable cable operators to deliver high-speed data services over hybrid fiber/coaxial cable networks. TMW



Viacom New Media taps Gass

Stephen Gass has been named senior vice president, product development, Viacom New Media. He will be responsible for the development of video games and CD-ROMs. Previously, Gass was creative director for Viacom New Media and has a background in children's educational software development. At the upcoming E3 conference, Viacom New Media will release several video games and CD-ROMs, including *Congo*, *Star Trek: Deep Space Nine*, *Phantom 2040*, MTV's *Beavis and Butt-Head* CD-ROM, and *Zoop*.



NBC Desktop in Fort Lee

NBC Desktop Video has opened a new digital studio in Fort Lee, N.J. The unit delivers customized video business news to the computer desktops of several financial organizations. NBC Desktop Video has three services: NBC Professional, NBC Private Financial Network and NBC Desktop Video on Demand.

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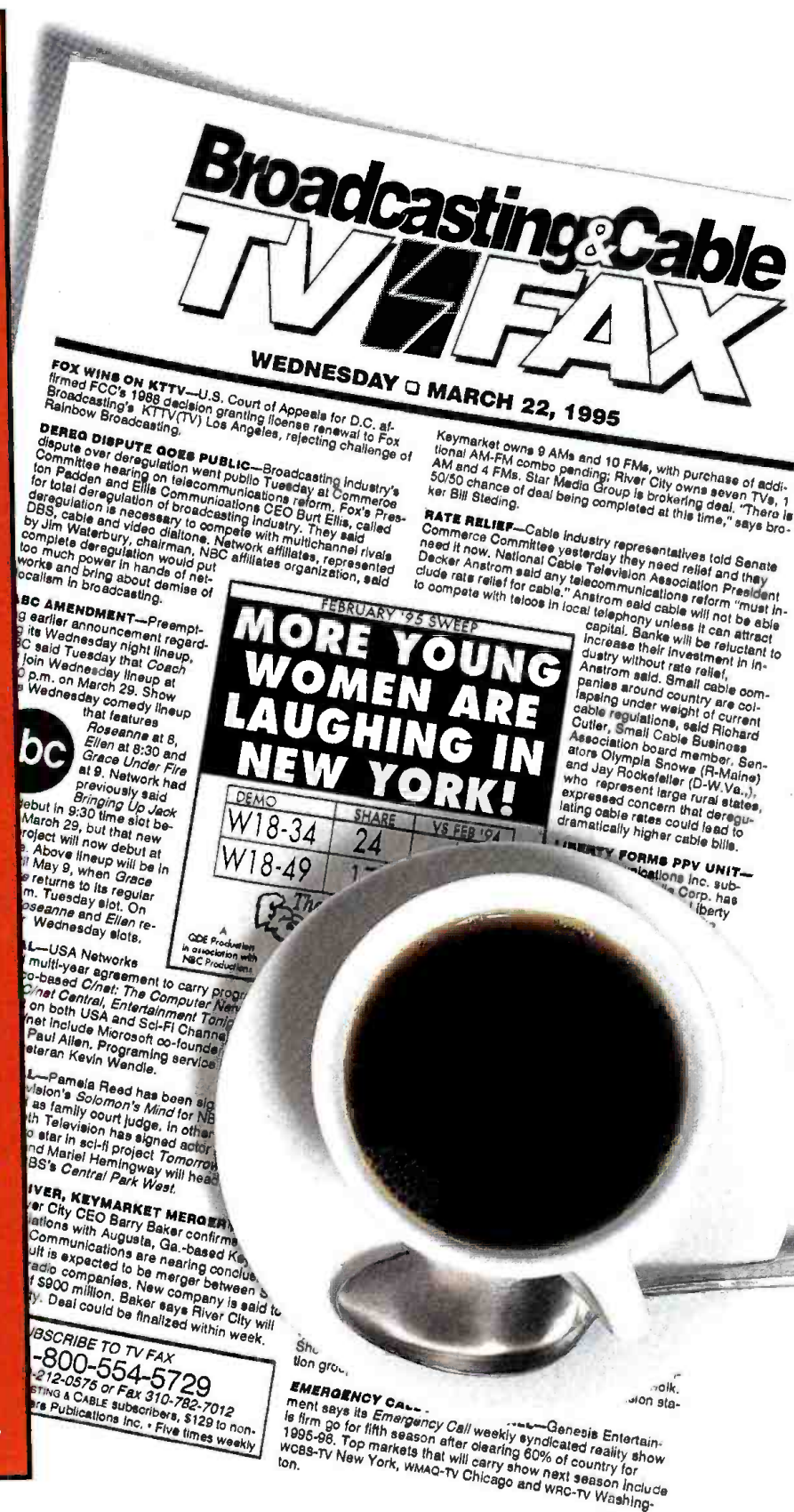
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Broadcasting & Cable TV FAX

WEDNESDAY MARCH 22, 1995

FOX WINS ON KTTV—U.S. Court of Appeals for D.C. affirmed FCC's 1988 decision granting license renewal to Fox Broadcasting's KTTV(TV) Los Angeles, rejecting challenge of Rainbow Broadcasting.

DEREGULATION GOES PUBLIC—Broadcasting Industry's dispute over deregulation went public Tuesday at Commerce Committee hearing on telecommunications reform. Fox's President Padden and Ellis Communications CEO Burt Ellis, called for total deregulation of broadcasting industry. They said deregulation is necessary to compete with multichannel rivals DBS, cable and video dialtone. Network affiliates, represented by Jim Waterbury, chairman, NBC affiliates organization, said complete deregulation would put too much power in hands of networks and bring about demise of localism in broadcasting.

Keymarket owns 9 AMs and 10 FMs, with purchase of additional AM-FM combo pending; River City owns seven TVs, 1 AM and 4 FMs. Star Media Group is brokering deal. "There is 50/50 chance of deal being completed at this time," says broker Bill Steding.

RATE RELIEF—Cable industry representatives told Senate Commerce Committee yesterday they need relief and they need it now. National Cable Television Association President Decker Anstrom said any telecommunications reform "must include rate relief for cable." Anstrom said cable will not be able to compete with telcos in local telephony unless it can attract capital. Banks will be reluctant to increase their investment in industry without rate relief.

ABC AMENDMENT—Preempting earlier announcement regarding its Wednesday night lineup, ABC said Tuesday that Coach will join Wednesday lineup at 8 p.m. on March 29. Show is Wednesday comedy lineup that features

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W18-34	24	
W18-49	17	

Small cable companies around country are competing under weight of current cable regulations, said Richard Cutler, Small Cable Business Association board member. Senators Olympia Snowe (R-Maine) and Jay Rockefeller (D-W.Va.), who represent large rural states, expressed concern that deregulating cable rates could lead to dramatically higher cable bills.

bc Roseanne at 8, Ellen at 8:30 and Grace Under Fire at 9. Network had previously said Bringing Up Jack debut in 9:30 time slot before March 29, but that new project will now debut at 8 p.m. Above lineup will be in May 9, when Grace returns to its regular 8 p.m. Tuesday slot. On Roseanne and Ellen Wednesday slots.

USA Networks multi-year agreement to carry program co-based C/net: The Computer Network Central, Entertainment Tonight on both USA and Sci-Fi Channel. Net include Microsoft co-founder Paul Allen, programming services veteran Kevin Wendle.

Pamela Read has been signed to television's Solomon's Mind for NBC as family court judge. In other news, Television has signed actor to star in sci-fi project Tomorrow and Mariel Hemingway will head BS's Central Park West.

RIVER, KEYMARKET MERGER—River City CEO Barry Baker confirms negotiations with Augusta, Ga.-based Key Communications are nearing conclusion. Deal is expected to be merger between radio companies. New company is said to be worth \$900 million. Baker says River City will buy Key. Deal could be finalized within week.

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EMERGENCY CALL—Genesis Entertainment says its Emergency Call weekly syndicated reality show is firm go for fifth season after clearing 60% of country for 1995-98. Top markets that will carry show next season include WCBS-TV New York, WMAQ-TV Chicago and WRC-TV Washington.

Sony gets to 'Sesame Street'

Multimedia deal with CTW may include other shows

By Steve McClellan

The Children's Television Workshop last week awarded media rights for its *Sesame Street* program to Sony. The deal covers theatrical films, home video, audiotape and book publishing, and extends through the year 2000.

Sony and CTW also have discussed collaborating on a basic cable channel that CTW hopes to launch in 1997. But executives stressed that CTW also is talking with other companies and that no agreements are imminent. New York-based CTW is working with Allen & Co. in the search for funding and partners in the cable channel, says David V.B. Britt, CTW's chief executive officer.

The first music titles in the partnership with Sony will hit retail stores this summer; home videos are set to follow in January. And two theatrical films based on *Sesame Street* are in development.

According to Britt, Sony beat out a half-dozen finalists for the *Sesame*

Street-related media-rights package. The companies are discussing expanding the deal to other CTW programs.

TV development and distribution rights are not a part of the agreement. CTW's major TV development focus now is the basic cable channel, Britt says.

CTW has produced a *Sesame Street*-related movie, the 1985 Warner Bros. release "Follow That Bird." Sony's Columbia Pictures theatrical film division will develop the two new films with CTW. The film division is headed by Lisa Henson, daughter of the late Jim Henson, who developed the Muppet characters that star in *Sesame Street*.

About 36 *Sesame Street* home videos are already on the market. The Sony Wonder home video label will assume the video rights from Random House. Sony Wonder then will rerelease some titles and create



'Sesame Street's' famous characters include (l-r) Elmo, Cookie Monster and Prairie Dawn.

new ones. Sony Music assumes audio music rights from Western Publishing, which also put out about 36 audio titles, officials say.

The deal with Sony will help CTW remain the largest supplier of educational programming to the Public Broadcasting Service. CTW now budgets some \$20 million annually for PBS-related programs.

In Washington, meanwhile, Senator Larry Pressler (R-S.D.) called the deal a sign that "public broadcasting can pay its own way." Pressler and House Speaker Newt Gingrich (R-Ga.) have vowed to end federal funding for the Corporation for Public Broadcasting, which helps fund PBS. According to Pressler, "Public broadcasting can...become stronger without the federal subsidy." ■

CBS offers early outs, considers layoffs

CBS Chairman Laurence Tisch is making good on his commitment to pay "strict attention to costs" as a key ingredient in shoring up the company's sagging financial performance.

The company is considering layoffs and has offered early retirement to about 335 employees, executives confirmed last week.

The early retirement package, effective July 28, is available to non-union employees who are at least 55 years old and have 10 years of pension credit. Employees who take the package will get credit for five more years than they've actually worked at the company and will receive full benefits at age 57, instead of at 62.

Employees have until June 30 to accept.

Sources also confirmed that the company will review staffing levels in August to determine if layoffs are warranted.



Three weeks ago, when the company announced a 68% drop in first-quarter income, Tisch cited the winter Olympics, which had boosted income in first quarter 1994. He also acknowledged that a sharp falloff in prime time ratings this season has hurt sales and profit. A financial turnaround would depend on improved program performance and "strict attention to costs," he said.

Some analysts say Tisch is under pressure to improve the company's bottom line if he expects to get his asking price for CBS, widely assumed to be in the \$80-to-\$85-per-share range.

Other analysts suggest that Tisch may get his price, regardless of CBS's near-term financial performance. "Any buyer will look at the potential of the network, given changes that a buyer would implement," one analyst says.

—SM

Broadcast earnings picture is positive

But ABC warns that 35% gain can't be sustained

By Steve McClellan

Earnings for many broadcasters were up in the first quarter of this year, based on continuing strong demand for advertising time.

On the network front, Capital Cities/ABC posted extremely strong gains—so strong that company chairman Thomas Murphy cautioned the investment community that there is no way the company could sustain such a pace for the rest of the year. "We would anticipate that comparative earning gains for the balance of 1995 are likely to be more moderate," Murphy said.

Capcities last week reported broadcast operating income of \$266.8 million, up 35%, with net broadcast revenue of \$1.3 billion, up 16%. The company attributed the gain to strong advertising demand, the Super Bowl and the lack of a winter Olympics, which aired on CBS last year.

General Electric also reported strong gains for NBC. Specific numbers were not broken out, but its

broadcast subsidiary was among a handful of company divisions that showed double-digit gains in operating profits. The gains were "led by plastics, NBC and appliances," GE said. NBC's net revenue also was up.

Although most indicators point to a bullish advertising marketplace at least for the remainder of the year, media analyst Frank Bodenchak says that all four networks will be hit with higher affiliate payments this year. These payments will take millions of dollars off the networks' bottom lines.

"At the stations' level, the trend is very positive," Bodenchak says. Advertising prices in the second quarter are 20%-30% ahead of last year's upfront market.

LIN Television, which last December spun off as a separate public company from LIN Broadcasting, reported a 43% gain in operating income, to \$14.9 million, on revenue of \$48.4 million, up 56%. Contributing to the revenue hike was the acquisition that month of WTNH-TV

New Haven, Conn.

LIN reported a 10% drop in net income, to \$5.3 million, which it attributed primarily to increased interest expense. According to LIN Television President Gary Chapman, results were boosted by gains in advertising sales as well as new network-affiliation agreements.

Belo Broadcasting reported a 22% gain in broadcasting operating income, to \$14.1 million, on a 42% gain in broadcast revenue, to \$69.7 million. Belo's earnings were boosted in part by the acquisition of WWL-TV New Orleans last June and KIRO-TV Seattle this past February. On a same-station basis, revenue was up 13% and earnings were up 18%, Belo said.

Multimedia reported a 14% gain in broadcasting revenue for the quarter, to \$33.5 million, with broadcast cash flow totaling \$11.9 million, up 14% from a year ago.

Lee Enterprises reported a broadcast revenue gain of 4% despite the absence of the winter Olympics. ■

Changing Hands

This week's tabulation of station and system sales

WGHP(TV) Greensboro-High Point-Winston Salem, N.C., and WBRC(TV) Birmingham, Ala., and two translators □ 100% of stock purchased by Fox Television Stations Inc. from WBRC and WGHP Trust (Brian Byrnes, trustee) for \$135 million. **Buyer** owns KTTV(TV) Los Angeles; KSTU(TV) Salt Lake City; KRIV(TV) Houston; KDAF(TV) Dallas-Fort Worth; WTTG(TV) Washington; WNYW(TV) New York, and WFLD(TV) Chicago. **Seller's** trustee, Byrnes, has 15% interest in KODE(TV) Joplin, Mo.; KAAL(TV) Austin, Minn., and KTVU(TV) Casper and KKTU(TV) Cheyenne, both Wyoming. WGHP is Fox affiliate on ch. 8 with 316 kw visual, 31.6 kw aural and antenna 1,270 ft. WBRC is Fox affiliate on ch. 6 with 100 kw visual, 10 kw aural and antenna 1,270 ft. Filed April 6 (WGHP:

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$2,167,000 □ 8

FMs □ \$2,800,000 □ 10

Combos □ \$2,027,500 □ 3

TVs □ \$150,920,000 □ 3

Total □ \$157,814,500 □ 24

So far in 1995:

AMs □ \$50,017,500 □ 62

FMs □ \$287,826,221 □ 121

Combos □ \$649,537,300 □ 83

TVs □ \$1,426,282,000 □ 39

Total □ \$2,413,563,021 □ 305

BTCCT950406KI; WBRC: BTCCT-950406KF).

WKBW-TV Buffalo, N.Y. □ 55% of

Queen City Broadcasting III LP purchased by Granite Broadcasting Corp. (Don Cornwell, chairman/CEO) from Queen City III LP for \$13.42 million (the net purchase price is \$14.245 million, but seller's expenses were subtracted). **Buyer** owns KSEE(TV) Fresno and KNTV(TV) San Jose, both California; WEEK-TV Peoria, Ill.; WPTA(TV) Fort Wayne, Ind.; WTVH(TV) Syracuse, N.Y.; KBVO(TV) Austin, Tex., and KBJR-TV Superior, Wis. **Seller** has no other broadcast interests. WKBW-TV is ABC affiliate on ch. 7 with 100 kw visual, 18.2 kw aural and antenna 1,420 ft. Filed April 14 (BTCCT950414KE).

WHKE(TV) Kenosha, Wis. □ Purchased by The Christian Network Inc. (James West, chairman) from LeSEA

Broadcasting Corp. (Stephen Sumrall, president) for \$2.5 million. **Buyer** owns WCTD(TV) Miami and is proposed assignee of WIRB(TV) Melbourne, Fla. **Seller** owns WHMB(TV) Indianapolis and WHME-FM-TV South Bend, both Indiana; KWHB(TV) Tulsa, Okla.; KWHB(TV) Castle Rock, Colo., and KWHE(TV) Honolulu, KWHM(TV) Wailuku and KWHH(TV) Hilo, all Hawaii. WHKE is independent on ch. 55 with 741 kw visual, 74.1 kw aural and antenna 449 ft. *Broker: Fox Media Inc.*

WCLI(AM)-WNKI(FM) Corning, WQIX(AM)-WPGI(FM) Horseheads and WHDL(AM)-WPIG(FM) Olean, all New York, and WFXX(AM)-WZXR(FM) South Williamsport and WHTO(FM) Muncy, both Pennsylvania □ Transfer of control of Sabre Communications Inc. from Rothfuss Family LP (75% voting stock) and Daniel Farr (25% voting stock) to Axiom Venture Partners LP (Martin Chanzit, Alan Mendelson and Samuel McKay, general partners) for \$1.5 million. Axiom will own 56.18% of Sabre's outstanding shares. The stock ownership of RFLP and Farr will be diluted to 32.865% and 10.955%, respectively. All shares of preferred stock will be held by Axiom.

WEKO(AM) Cabo Rojo, P.R. □ Purchased by Maria Isabel Ortiz-Aviles (51% interest) and Miguel Magraner-Lizardi (49% interest) from David Ortiz Cintron (51% owner) and Inocencia Aviles (49% owner) for \$1.1 million. **Buyer** owns WMIO(FM) Cabo Rojo. **Seller** owns WMIO-FM Cabo Rojo. WEKO has news/top 40 format on 930 khz with 2.5 kw. Filed April 3 (BTC950403EE).

WZEA(FM) Hampton, N.H. □ Purchased by The Add Radio Group Inc. (Peter Arpin and David McNamee) from Coastal Broadcasting Corp. (J. Bonnie Newman, president/sole owner) for \$1.1 million. **Buyer** and **seller** have no other broadcast interests. WZEA has AC format on 102.1 mhz with 3 kw and antenna 328 ft. *Broker: Media Services Group.*

WYOC-FM High Springs (Gainesville), Fla. □ Purchased by Millstone Broadcasting LLC (Joseph Galo, president) from Santa Fe Wireless Inc. (Beth Kenney, president) for \$750,000. **Buyer** and **seller** have no other broadcast interests. WYOC-FM has oldies format on 104.9 mhz with

6 kw and antenna 450 ft. *Broker: Hadden & Associates.*

KMTW(AM) Las Vegas □ Purchased by Brandon 21st Century Ltd. (Richard Grisar, president/director/80% interest) from Max Radio License Inc. (Larry Saunders, president) for \$350,000. Max Radio purchased station in January with KKLZ-FM Las Vegas for \$4.1 million. **Buyer** has interests in KVEG(AM) Las Vegas. **Seller** owns WWDE-FM/WNVZ-FM Norfolk, Va., and WMQX-FM/WTMH-FM Greensboro, N.C. KMTW has news format on 1340 khz with 1 kw. Filed March 21 (BAL950321ED).

KBOK-AM-FM Malvern, Ark. □ Purchased by Malvern Entertainment Corp. Inc. (Scott and Janet Gray) from Malvern Broadcasting Co. Inc. (Kermit Richardson) for \$330,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KBOK(AM) has C&W format on 1310 khz with 1 kw. KBOK-FM has C&W format on 93.3 mhz with 5,800 w and antenna 215 ft. *Broker: Sunbelt Media Inc.*

WVOJ(AM) Jacksonville, Fla. □ Purchased by Spanish Broadcasting Media Corp. (Robin Rivera, 100% interest) from WBOM Inc. (Bruce Timm, president) for \$275,000. **Buyer** has no other broadcast interests. **Seller** owns WDMG-AM-FM Douglas and WRCC-AM-FM Warner Robins, both Georgia, and WOZN(FM) Key West, WSGL(FM) Naples, WANM(AM)-WGLF(FM) Tallahassee and WMMY(FM) Solana, all Florida. WVOJ has religious/news/talk format on 970 khz with 1 kw and 165 w night. Filed March 21 (BAL950321EC). *Broker: Media Services Group Inc.*

WORG(FM) Elloree, S.C. □ Purchased by JoMar Inc. (Marion Garris, president/50% interest; Jody Garris, 50%) from Clarence Jones for \$225,000. **Buyer** has no other broadcast interests. **Seller** owns WMNY(AM) Elloree, S.C. WORG has news/talk/black format on 100.3 mhz with 25 kw and antenna 328 ft. Filed April 11 (BALH950411GG).

WLCQ(FM) Clarksville, Va. □ Purchased by JLC Properties Inc. (John Cole III, president/50% voting stock; Catherine Cole, 50%) from Clarksville Broadcasting Co. (Robert Boyd, chairman) for \$200,000. **Buyer** owns WHLF(AM)-WJLC(FM) South Boston, Va.

Seller has no other broadcast interests. WLCQ has AC/oldies format on 98.3 mhz with 17.5 kw and antenna 394 ft. Filed April 10 (BALH950410GM). *Broker: World Media Inc.*

WBIN-AM-FM Benton, Tenn. □ Purchased by Family Worship Center of Cleveland Inc. (Thomas Cavin, president/20% interest) from Stonewood Communications Corp. (W. Jasper Woody, president) for \$197,500. **Buyer** has no other broadcast interests. **Seller** owns WCPH(AM) Etowah, Tenn. WBIN(AM) has southern gospel format on 1540 khz with 1 kw. WBIN-FM is unbuilt, licensed to 93.1 mhz with 6 kw and antenna 307 ft. Filed April 13 (AM: BAL950413GE; FM: BAPH950413GF).

KOUA(FM) Mena, Ark. □ CP purchased by Max Pearson from Wendell Harlan for \$175,000. **Buyer** owns WLEE(AM) Richard, Va.; KDEW(FM) DeWitt, KBCN(FM) Marshall, KERX(FM) Paris and KLRA-AM-FM England, all Arkansas, and KLWT(AM)-KCLQ(FM) Lebanon, KMAC(FM) Gainesville and KTRI (FM) Mansfield, all Missouri. **Seller** has no other broadcast interests. KOUA is licensed to 96.3 mhz with 47.18 kw and antenna 1,314 ft. Filed March 28 (BAPH950328GL).

KSBN(AM) Spokane, Wash. □ Purchased by KBSN Radio Inc. (Alan Gottlieb, president) from T.C.C. Broadcasting Co. (Thomas Cock Jr.) for \$150,000. **Buyer** is owned 50% by Second Amendment Foundation and 50% by Citizens Committee for the Right to Keep and Bear Arms, and is licensee of KBNP(AM) Portland, Ore. **Seller** has no other broadcast interests. KSBN has business/talk format on 1230 khz with 1 kw. Filed March 21 (BTC950321EA). *Broker: Montcalm.*

WCMG(FM) Marion, S.C. □ Purchased by Nautical Broadcasting Inc. (Roger Ingram, president/85% interest) from Winfas of Virginia Inc. (Roger Ingram, president/14.3% interest) for \$150,000. **Buyer** owns WKJA(FM) Belhaven and WKOQ(FM) Jacksonville, both North Carolina. **Seller** has no other broadcast interests. WCMG has Christian country format on 94.3 mhz with 3 kw and antenna 499 ft. Filed April 14 (BALH-950414GE).

KBFI(AM) Bonners Ferry, Idaho □ Purchased by Kim and Helen Benefield from Harold and Eula Sims, Peter

and Rhonda Wilson and Merthel Howe for \$125,000. **Buyers** own KSPT(AM)-KPND(FM) Sandpoint, Idaho. KBFI has AC/country format on 1450 khz with 1 kw. Filed April 4 (BTC950404EB).

WJTO(AM) Bath, Me. □ Purchased by Carl Strube from Kaleidoscope Inc. (J. Frank Burke) for \$85,000. **Buyer** has no other broadcast interests. **Seller** also is selling WKRH-FM Bath. WJTO has nostalgia format on 730 khz with 1 kw day, 29 w night. *Broker: Kozacko Media Services.*

KABK-FM Augusta, Ark. □ Purchased by KPIK Communications Inc. (Judith Davis, president/51% voting

B O T T O M L I N E

Wicks tries TV

Radio operator Wicks Broadcast Group is expanding into television by purchasing Fox-affiliated UHF's KCIT-TV Amarillo, Tex., and KJTL-TV Wichita Falls, Tex./Lawton, Okla., from Epic Broadcasting. The purchase price is estimated at \$15 million. Wicks plans to build a mid-market TV group to "complement our existing radio properties." Wicks owns nine radio stations in Charleston, S.C.; Chattanooga, Tenn., and Binghamton, N.Y. Epic President Pete D'Acosta will continue as president of the new TV division. The group is an affiliate of The Wicks Group of Companies, which has interests in newspapers and book publishing.

H&D out of receivership

H&D's eight radio stations have been bought out of receivership by newly formed Spring Broadcasting for \$15.3 million. The bid is subject to due diligence, creditworthiness and an overbid procedure. Overbids must be at least \$325,000 and will be accepted until May 17. Spring is headed by Bill Sherard and Rick Zitelman. Charles Giddens of Media Venture Partners is acting as receiver. H&D's stations are WBSM(AM)-WFHN-FM New Bedford, Mass.; WKRS(AM)-WXLC-FM Waukegan, Ill.; WFPG-AM-FM Atlantic City, N.J., and WSUB(AM)-WQGN-FM Groton, Conn. —JAZ

stock; Moffett Davis, 49%) from Harvey Fritts, receiver, for \$62,500. **Buyer** owns KPIK(FM) Beebe, Ark. **Seller**, separate from position as receiver, owns KGHT(AM) Sheridan/Little Rock, Ark. KABK-FM is dark, licensed to 97.7 mhz with 3 kw and antenna 298 ft. Filed April 10 (BALH950410GE).

WONG(AM) Canton, Miss. □ Purchased by Ola Communications System (William Truly Jr., 100% interest) from John Pembroke for \$62,000. **Buyer** has no other broadcast interests. **Seller** owns WVIX(AM) Vicksburg, Miss. WONG is 500 w daytimer with blues/soul classics/gospel format on 1150 khz. Filed March 21 (BAL950321EB).

KXGJ(FM) Bay City, Tex. □ CP purchased by Ron Latimer from Ammerman Enterprises Inc. for \$57,500. **Buyer** and **seller** have no other broadcast interests. KXGJ is unbuilt, licensed to 101.7 mhz with 100 kw and antenna 299 m. Filed April 10 (BAPH950410GG). *Broker: John W. Saunders.*

WYOO(FM) Springfield, Fla. □ Patricia Prigge is buying 50% of Tideline

Broadcasting Inc., licensee of WYOO, from Randall Wahlberg (100% owner) for \$50,000, resulting in negative control. Wahlberg and Prigge are brother- and sister-in-law and have no other broadcast interests. WYOO has news/talk format on 101.3 mhz with 5.2 kw and antenna 267 ft. Filed April 11 (BALH950411GL).

KPWX(FM) Clovis, N.M. □ Purchased by RICKochet Communications Inc. (Sandi Bergman, 51% interest; Mark Bergman, 49%) from Taber Communications Corp. (Michael Garr) for \$30,000. **Buyer** owns KSEL-AM-FM Portales, N.M. **Seller** has no other broadcast interests. KPWX is licensed to 107.5 mhz with 100 kw and antenna 550 ft. Filed April 10 (BALH950410GF).

WKCV(AM) Kingsport, Tenn. □ Purchased by Appalachian Educational Communications Corp. (Kenneth Hill, president/11.1% voting stock) from Tadlock Radio Inc. (Richard Ray, director) for \$20,000. **Buyer** owns WHCB(FM) Bristol, Tenn. **Seller** has no other broadcast interests. WKCV is licensed to 1090 khz with 10 kw day. Filed April 7 (BAL950407EA).

This notice appears as a matter of record only.

GALAXY TELECOM, L.P.

has acquired certain cable television systems from

VISTA COMMUNICATIONS LIMITED PARTNERSHIP III

servicing approximately 30,000 basic subscribers in Georgia, Alabama, Florida, Louisiana and Mississippi.

The undersigned initiated this transaction, served as financial advisor to Galaxy Telecom, L.P. and assisted in negotiations.

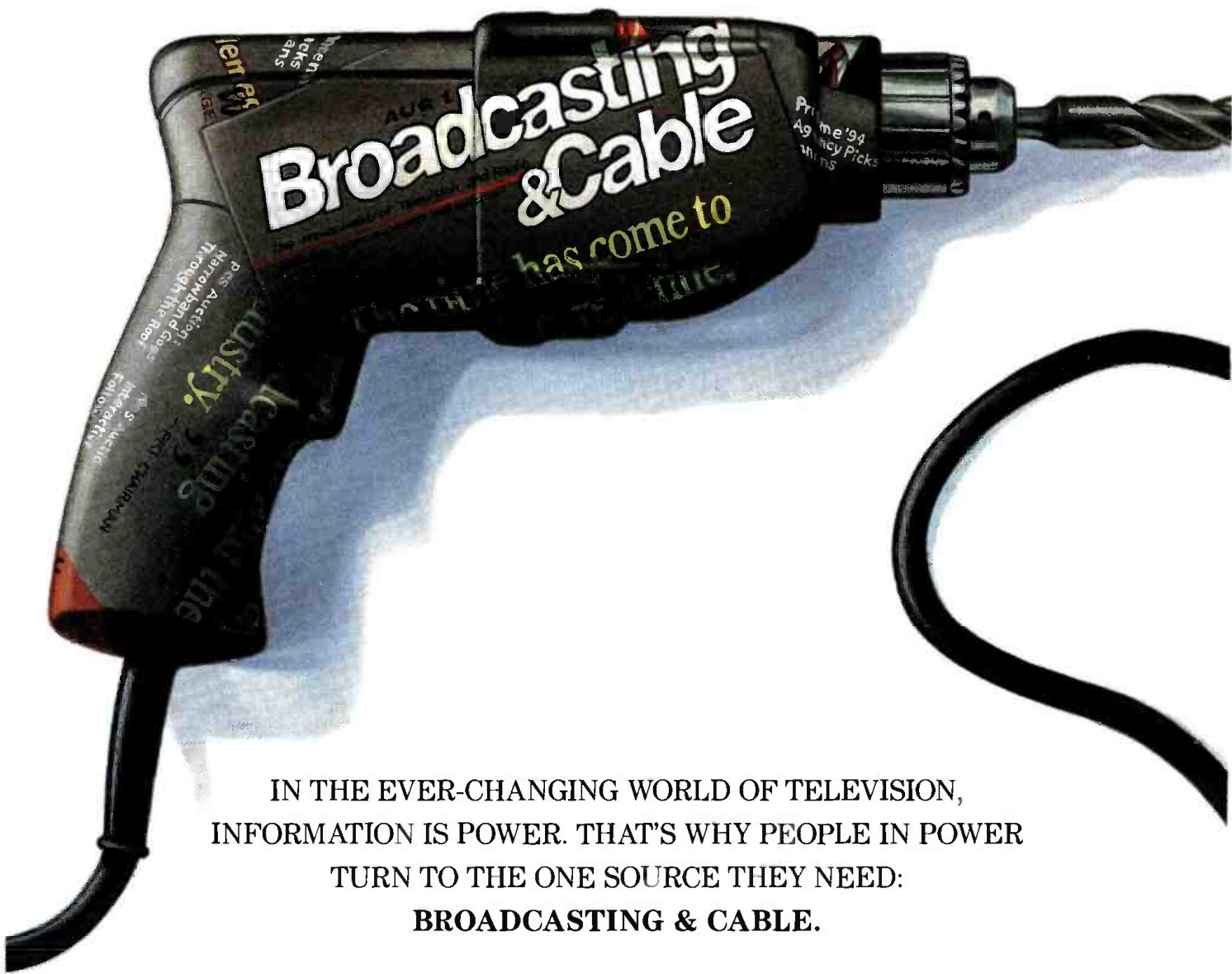
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Barrett's quiet reappointment campaign

Ties to Dole may pay off for another five-year term in Republican FCC seat

By Harry A. Jessell

Andy Barrett says he's not worried.

Should an appointment to another five-year term as FCC commissioner not come through, he will move on. "I have contingency plans," he says.

"This is not my job," he says. "It's just a job you hold for a certain period of time. Nobody owes me anything."

While Barrett may be prepared to take a turn as a practicing lawyer, businessman or academic, he has been conducting a quiet campaign to retain his job and the status, perks and money (\$116,000 a year) that go with it. Barrett's term expires June 30, but if he's replaced, he may retain the seat until the replacement is appointed.

FCC handicappers are giving the Republican from Illinois a better-than-even chance of winning reappointment because of his ties to Senate Majority Leader Bob Dole (R-Kan.) and the lack so far of any viable alternative candidates.

It's the President's prerogative to select and appoint FCC commissioners, with the approval of the Senate. But FCC watchers say Dole may have as much to say as President Clinton



"Nobody owes me anything."

—FCC Commissioner Andrew Barrett

in the selection of the FCC's next commissioner.

For all practical purposes, the seat must go to a Republican. By law, three of the five FCC commissioners may be members of the President's party, and the Democratic quota already is filled by Chairman Reed Hundt and commissioners James Quello and Susan Ness.

Clinton is willing to defer to Dole when it comes to the Republican FCC job to win Dole's support for (or at least his pledge not to block) the many

Democratic appointments that the White House routinely sends to the Senate for its imprimatur, the FCC observers say.

Dole demonstrated his interest in the FCC last year when Clinton searched for a candidate for the other Republican seat. Dole vetoed several candidates he felt were Republicans in name only before okaying San Francisco communications lawyer Rachele Chong.

Barrett seems to feel that his fate is more closely tied to Dole than to Clinton. Since the Republican takeover of Congress last November, Barrett has adopted a decidedly more conservative tone.

Barrett is a longtime Dole supporter. He was a Dole delegate to the 1988 Republican convention. And when Barrett went before a Senate committee considering his first nomination five years ago, Dole spoke on his behalf.

Nonetheless, Dole has yet to tap Barrett for another term although, sources say, they have met at least twice in recent months to discuss the subject. Now a candidate for President, Dole reportedly is holding the FCC card for the campaign, where patronage means votes.

Dole's office says the senator has

Network-affil rules on table

The FCC this week will propose liberalizing two more rules that govern the relationship between television networks and their affiliates.

Both rules on the table for Thursday's FCC meeting limit the network's ability to set their affiliates' advertising rates or sell their inventory. The first rule bars networks from influencing advertising rates at affiliated stations. The commission also will seek comment on the rule that bars the networks from representing stations in the national spot advertising business.

The FCC's Mass Media Bureau is working its way through about a dozen regulations that set the ground rules for the relationship between networks and stations.

The FCC already has proposed getting rid of rules that limit network station ownership in small markets. It also

has proposed eliminating the regulation that requires stations to file their affiliate agreements with the FCC.

Although many of the rules have become obsolete because of the growth of the television marketplace, some may prove controversial. For example, the networks would like to see the FCC take the dual-network rule off the books. But affiliate groups support the regulation, which effectively bars ABC, CBS, NBC and Fox from operating secondary networks.

The FCC also is expected to seek industry comments for the agency's annual report to Congress on the state of competition in video programming. The report will seek comment on competition faced by cable from other video transmission technologies, including direct broadcast satellite, MMDS and video dialtone. —CSS

heard from Barrett's supporters, but has not heard from the White House and has "not made up his mind."

Barrett enjoys the public support of the major industries that the FCC regulates, but none seems ready to use much political capital to insure his reappointment.

The reason may be that few can count on his vote because of his strong independent streak. Former FCC chairman Alfred Sikes once called Barrett "mercurial." He generally opposes government intrusion

into business, but will occasionally abandon the ideology.

For instance, he went against his own deregulatory instincts and in 1991 bucked the Bush White House to vote against complete repeal of the rules that keep the Big Three TV networks out of prime time program production and domestic syndication.

Barrett's strongest support comes from his home state of Illinois and his hometown, Chicago. Chief among his provincial backers is Chicago-based Tribune Co., which has ex-

pected political chits in his behalf.

The only name being mentioned as a possible successor to Barrett is Riley Temple, a former aide to Senate Communication Subcommittee Chairman Bob Packwood (R-Ore.). Like Barrett, Temple is an African American with solid Republican credentials. He is a friend of Tom Bliley (R-Va.), chairman of the House Commerce Committee. But Temple, now with the Washington law firm Halprin, Temple & Goodman, says he has no interest in the job. ■



McCormick

Count US West Chairman Richard McCormick among those calling for deregulation of cable rates in pending telecommunications-reform legislation. The 1992 Cable Act, which spawned rate regulations, has been a "disaster" for the country, he said last week after a speech before the Federal Communications Bar Association in Washington. Regulations are

"just nonsense," he said.

McCormick's interest in cable rules is more than academic: US West has substantial cable holdings, including systems outside Atlanta and a 25% stake in Time Warner's cable systems and programming services. McCormick declined comment on reports that US West plans to invest in other large cable operators, namely Continental Cablevision and Cablevision Systems. However, he left open the possibility of such an investment. "If it's a deal at the right price that can be done, I'm for it," he said. McCormick said US West is involved in Time Warner's efforts to restructure to reduce debt and boost its stock price. It's a "great partnership," he said. Asked if US West would increase its interest in Time Warner, he said that is one possibility.

FCC General Counsel Bill Kennard was on the hot seat at a Federal Communications Bar Association seminar last Tuesday. Members of the bar attacked an FCC proposal to relax its ex parte rules, forcing Kennard to defend it. The proposal would permit parties on one side of adjudicatory cases to lobby FCC officials before a hearing, as long as they provided public notice of their meetings with a summary of what was said. Current rules prohibit unilateral meetings. The lawyers complained that the proposal would skew proceedings, giving an upper hand to those with the best access to commissioners and other officials. Also, they argued, there is no guarantee that the meeting summaries would be complete or accurate. But Kennard countered that reforms are needed because the current restrictions are difficult to understand and enforce. What's more, he said, FCC officials believe that meeting with the parties

involved is of "great value" in trying to understand cases.

United States Telephone Association President Roy Neel says his former colleagues at the White House are slowing down telecommunications legislation. "The major barrier to getting this done is the White House," says Neel, a former deputy chief of staff under President Clinton. Neel complained that the White House staff is too involved in the details of the bill, particularly areas covering the entry of local and long-distance phone companies into each other's businesses.



Washington Watch

Edited By Kim McAvoy

"I think certain folks in the White House are involving themselves because they were involved in communications issues in the past and they can't help themselves," Neel says.

Senate Antitrust Subcommittee members will have an opportunity to discuss telecommunications-reform legis-

lation aimed at opening the local and long-distance telephone and cable markets to competition. The subcommittee on Wednesday is scheduled to convene a hearing on the bill, S. 652. Expected to testify are Senator William S. Cohen, sponsor of set-top-box legislation; Anne Bingaman, chief of the Justice Department's antitrust division; Larry Irving, head of the National Telecommunications and Information Administration; Decker Anstrom, president, National Cable Television Association, and James Young, vice president/general counsel, Bell Atlantic. And if House Telecommunications Subcommittee Chairman Jack Fields introduces his reform bill this week as planned, a series of hearings in the House may begin next week. The House Judiciary Committee also is likely to schedule at least one hearing on the antitrust implications of Fields's bill.

David H. Fiske is the FCC's new deputy director of public affairs. Fiske, who covers the FCC for newsletters *Communications Daily* and *Television Digest*, has a strong public relations background: Formerly he was director of government and media relations for CBS and press officer and assistant staff director for information services at the Federal Election Commission.

HDTV standards nearly ready, buyers aren't

Catch-22: Manufacturers won't make gear until there's demand from broadcasters; broadcasters won't order until they know it all works

By Chris McConnell

HD TV standard setting may be headed for the finish line in Washington, but makers of broadcast production equipment say they aren't ready to start marking off convention floor space for HDTV gear.

Although the issue has won recent attention from policymakers and network executives and even prompted a demonstration of transmission technology at last month's NAB convention, equipment for handling high-definition in other parts of a broadcast facility occupied little space at the Las Vegas show.

"It's not something that our customers are asking for," says Alec Shapiro, general manager of marketing at Panasonic Broadcast & Television Systems Co. "We need some indication of customer demand." Sony's Anthony Gargano agrees, maintaining that his company still sees "quite a bit of confusion and uncertainty in the broadcast community."

"Nobody's buying high-definition," says BTS Marketing Director Brian Hagen, adding that floor space at this year's convention was too scarce to devote to high-definition gear.

But the manufacturers will need to begin developing new HD equipment if broadcasters are to have production tools that are consistent with the system developed by the Grand Alliance, says PBS's Mark Richer.

Richer, vice president of engineering and computer services, cites the need for equipment matching the scanning parameters defined in the Grand Alliance specifications. Without such gear, he says, broadcasters will need to conduct format conversion before broadcasting the high-definition material.

"The manufacturers have been sitting on the bench watching the game," says Richer, who chairs a working party of the FCC's Advisory Committee on Advanced Television Service

(ACATS). "The strike has been called off."

Manufacturers counter that they will be ready to develop the gear when they hear from broadcasters. "Building the equipment is all very doable," says Shapiro. "When standards are set, we'll come out with a product that supports the U.S. standard." Doing so will take about 12-16 months, he says.

"We can respond very quickly," says Gargano, who also maintains that his company has been keeping tabs on the Grand Alliance development work.

Others say that new HD-related products were not totally absent from this year's convention. Hagen cites his company's LDK 9000 high-definition camera. Other products included a high-definition camera from JVC, which says its KH-100U camera is compatible with SMPTE standard high-definition recording systems and JVC's W-VHS format. Shapiro says his company brought 16:9 monitors and a camera capable



JVC introduced a new HD camera during the National Association of Broadcasters convention.

of switching between the 16:9 and 4:3 aspect ratios.

Also looking toward the 16:9 aspect ratio was Avid, which unveiled software upgrades to support editing in the 16:9 aspect ratios. Avid's Eric Peters says his company will need to address compression issues in order to tailor its disk-based equipment to high-definition production, but like the other manufacturers, reports a lack of demand.

"We're not really seeing any push at all for high-definition," says Peters, Avid's chief technology officer. ■

Not your plane old footage

Image Design uses computer to generate airliner for ABC

By Chris McConnell

It may look airborne, but the airplane in ABC's upcoming *The Langoliers* actually was flying through a Silicon Graphics computer.

To cut costs, the film's producers moved portions of the production into the world of computer-generated imaging. Rather than shoot expensive air-to-air photography, the producers instead turned to a computer-generated model that viewers will see in the airborne shots.

"It saved an enormous amount of money," says Thomas Barham, visual-effects supervisor at New York-based Image Design, which conducted the 3D imaging and all of the film's visual effects. "It was much easier to generate the plane and marry it to stock footage."

He says that the group also consulted a handful of stock footage houses to find footage of the sky matching various requirements of the script such as the proper time of



Image Design used Lockheed blueprints to construct this computer-generated image of an L-1011 airplane for ABC's upcoming feature, 'The Langoliers.'

day. In addition to generating the plane, Image Design generated flares to simulate the sun reflecting off an airborne camera's lens. In

other cases the group enhanced flares found on stock footage.

Viewers of the completed product will see a real plane taking off and a

computer-generated version in the air.

To construct its model of the Lockheed L-1011 plane, Image Design used Lockheed blueprints of the plane along with several photographs of a genuine plane. Technicians used the photographs to insure the proper placement of dents, dirt and markings on the computer-generated version.

The work was done using Silicon Graphics hardware and Alias software, Barham says. The plane was one of several effects Image Design provided to the film, which features computer-generated monsters and other effects.

The film airs May 14-15. ■

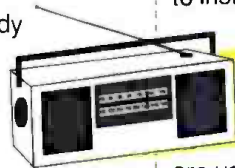
Cutting Edge

By Chris McConnell

PanAmSat last week said it was expecting more than 13 broadcasters from Asia, North America, Europe and the Middle East to use its satellite system in providing coverage of the 20th anniversary of the end of the Vietnam war. The company was anticipating more than 100 hours of total transmissions on the PAS-1 and PAS-2 satellite from April 25 to May 1.

Orion Atlantic has signed a pact with Asianet to distribute cable programming to European markets from the Orion 1 satellite. Orion this month will begin transmitting the Asianet programming to cable systems in the UK.

TFT Inc. has released a study that estimates that approximately 44% of radio listeners tune out or change stations



when they hear the weekly test of the Emergency Broadcast System. The survey, conducted by the Denver-based Eagle Group, concluded that 23% of viewers "always" tune out the test, while another 21% "sometimes" tune out. The results are based on a survey of 400 car radio listeners ages 25-54. TFT released the results at last month's NAB convention as part of an effort to promote new Emergency Alert System hardware. EAS, approved by the FCC last year, calls for the use of digital technology to provide a weekly test that is inaudible to viewers along with an eight-second, monthly test that viewers can hear. The FCC has granted broadcasters until July 1, 1996, to install new EAS equipment.

Toko America Inc. says CNN and CBS are using its transmission gear to deliver news cover-

age from Baghdad, Iraq. The networks are using Toko's VAST-p transmission terminal. Intended as a replacement for larger Ku-band flyaway kits, the VAST-p system provides full-motion video and audio over seven data channels. CNN and CBS are using the terminal with an Inmarsat-A mobile earth station.

Videonics says it is venturing into the professional video/broadcast marketplace with a new character generator. The company says its PowerScript machine offers more than 4 million colors. Users can choose from 35 built-in fonts and add PostScript Type 1 fonts from desktop computers. Titles can be placed on solid-color, patterned or graduated backgrounds. The unit costs \$2,500.

A.F. Associates is teaming with software provider ELECTROGIG to offer virtual-set technology. The companies are working to integrate ELECTROGIG's Reality Tracking system

into broadcast and post-production systems to create the virtual sets.

Four Media Company has opened a production and network origination operation in Singapore. The 20,000-square-foot facility houses four component digital online edit suites, Quantel Paintbox, HAL and Picturebox systems, equipment for converting between PAL and NTSC, and other gear. Four Media is targeting TV programmers entering the Asian market and companies seeking to distribute programming in China, India and throughout Asia.

GEC-Marconi has won a contract from the BBC to supply and install the first phase of the UK's National Digital Audio Broadcasting network at about 27 sites throughout the country. The network is scheduled for installation between 1995 and 1998. It will cover most main metropolitan areas and the primary road networks and 60% of the UK population, GEC-Marconi says. The service is scheduled to begin operation in London in September. ■

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Sales Manager. Sales Manager wanted for powerhouse Upstate NY FM and heritage Daytime AM. Seeking high energy, aggressive leader with strong sales background, who will carry a list and lead by example. Emphasis on training, written presentations and consultancy sell. Send personal billing history with letter explaining your qualifications and financial requirements to Matt Cooney, Owner, WKXZ/WCHN, 100 North Broad Street, Norwich, NY 13815. Women and minorities are encouraged to apply. Cooney Communications is an EOE. No phone calls please.

Five station group needs GM for duopoly acquisition in superb midwest college market. Must have proven sales management track record. Salary, bonus, equity, 401K, opportunity to grow with successful group. Resume to Jim Glassman, President, Community Service Radio, Box 3335, Peoria, IL 61612 or fax 309-694-2233. EOE, F/M.

General Sales Manager. Very busy absentee owner (car dealer) has an immediate opportunity for a professional General Sales Manager. This station has been in the red for almost 5 years. Can you hire, train, motivate and sell better than the competitors? Must have 2-5 years experience with a proven track record. Send resume today to WOCW Oldies 92.1, P.O. Box 2087, Beaufort, SC 29901 or Fax 803-524-3921. Do it now.

Sales Manager: Immediate opening for experienced goal oriented individual seeking position with established (30 years) broadcaster in rapidly growing resort market. Leadership, training and sales strategy a must. Management, integrity, competitor, winner, do you want to be more than another sales person, with a rock format. Please send resume and salary requirements to Grand Strand Broadcasting, P.O. Box 2005, Myrtle Beach, SC 29577. EOE.

General Sales Manager: Barnstable Broadcasting seeks experienced, successful manager for its new Harrisburg duopoly. Strong skills required in recruiting, hiring, training, organization and new business development. Rush resume to: Ron Roy, VP/GM, WWKL-FM, 3605 Vartan Way, Harrisburg, PA 17110. Equal Opportunity Employer.

HELP WANTED TECHNICAL

Radio Chief Engineer. Colfax Communications is accepting applications for the position of Chief Engineer at its Washington D.C. facility. Applicants must have a minimum 10 years or experience in a similar position. SBE certification and or FCC General Class Radio Telephone Certificate required. Mail resumes and references to James Stanley, Director of Engineering, Colfax Communications, Inc., 60 South 6th Street, Suite 920, Minneapolis, Minnesota 55402. Colfax Communications is an Equal Opportunity Employer.

CE for 10 kw AM DA-2 contemplating new studio construction. Resort community, western state. Competency in: AM DA's, PC computer systems, PC computer networks, TVRO, studio / RF construction, maintenance, FCC compliance. Minimum five years experience and FCC General Class Permit. Resume, references, salary expectations, and credentials to: "Resumes" at 2950 SW 2nd Avenue, Fort Lauderdale, FL 33315 or Fax to (305) 524-8734. EOE.

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Controller. Emerging high growth syndicated radio programmer seeks self-motivated, control-oriented, and hands-on individual. Duties to include month-end closing, financial statement prep, close supervision of A/P and A/R, and budget analysis. Applicants should possess 6+ years public/private accounting experience, prior media experience plus. Salary range \$50-\$60k. Send resume to TWL, 230 Park Avenue, Suite 3126, New York, NY 10169.

SITUATIONS WANTED NEWS

Sports Director - 10 years experience. Play-by-play for 6 different sports. Talk-Host/Feature Reporter. Young/Unique/Talented. (619) 270-8837.

SITUATIONS WANTED MANAGEMENT

Why settle for second best when you could have a hands-on GM or GSM with 20 years experience. Sale makes me available. Will relocate. (309)755-8311.

Seasoned GM. Successful with tough turnarounds. Dramatic increases in revenue, ratings, and cash flow. Most to #1. Sales and programming expertise. Available for long term or interim management. Current interim agreement ends July 1. Terrell L. Metheny, Jr. (808)875-8191 or (808)242-6611. 10 Wailea Ekolu Place/ #405, Wailea, Maui, HI 96753.

I've enjoyed Radio many years... Announcing Copy, Production, Sales, Management (2 years). Looking for base city 15-30,000. Call Gary 316-343-9896.

Man of many hats. Network Director of Operations/Sports Director. Young, enthusiastic leader looking for new challenges!! Rob 703-256-4623.

Immediate Impact. GM/GSM. Rare, creative, 90's style. Unparalleled new business development success, including vendor, co-op, manufacturer-direct, event marketing, and sports. 12 years proven experience delivering disproportionate shares of deserved revenue. Sales-driven, yet strong programming, promotional, and community focus. Superior leadership, hiring, training, communication, and organizational abilities. Profit-oriented, yet people-sensitive. Highly-motivated professional seeking "right" turn-around or start-up situation with financially secure broadcaster. Must include high-end performance bonus and/or equity share for over-achievement. 813-787-8840.

TELEVISION

HELP WANTED MANAGEMENT

General Manager/Sales Manager. Florida-based, Spanish station looking for unique person who wants opportunity to be involved in entire operation, i.e. programming, business plan, aggressive sales plan. Sales leadership a must, extensive experience in television sales with verifiable history of success at out-performing competitors. Must have previous management experience or possess ability to develop and execute strategic marketing and programming, with a proven understanding or track record in aggressive, creative promotion tactics and creative community service projects. Will consider candidate now holding No. 2 position at your present station or network or one who has the ability, drive, and commitment to be No. 1. Good people skills and bilingual a must. Probably the best opportunity in TV today for the right person. Top remuneration plan if you can make it happen. Send cover letter with resume, references, and salary history, in confidence to: Televerde, P.O. Box 1039, Newport News, VA 23601. EOE.

Key Positions In Regional Satellite Broadcasting

A Malaysian-based consortium will provide subscription-based multi-channel direct-to-user satellite TV services in 1996 utilising digital compression technology incorporated in the design of the Malaysia East Asia Satellite (MEASAT-1). The broadcast services will initially be transmitted in Malaysia and be expanded to include other territories in East Asia and the Indian sub-continent. As such, we seek to appoint individuals with a proven track record in the media and broadcasting industry as:

DIRECTOR OF PROGRAMMING (REF NO: 2088)

You will be responsible for developing the programming strategy of the broadcasting activities in line with corporate and business objectives. Working closely with the Director of Marketing, you will drive the overall activities of the programming division.

It is expected that you:

- possess strong knowledge and skills in the area of programming, scheduling, negotiations and acquisitions;
- AND,**
- possess excellent communications skills with a proven track record in top-level management in a similar industry.

Working knowledge of, and interest in, interactive multi-media applications and/or related technology would be an advantage.

CHANNEL MANAGERS - PROGRAMMING (REF NO: 2089)

Your role will be to evaluate and conceptualise programming content and mix including assisting in the on-going management of a multi-channel subscription TV service and pay-per-view offering. Programming expertise is sought for the English language programmes and various Asian language programmes, particularly the Chinese language channel management.

In order to excel in this role, you would ideally:

- possess quality functional experience in programme planning, evaluation and acquisitions;
- possess hands-on experience in liaising with major and independent programme suppliers for the multi-channel and pay-per-view sector;
- be familiar with programming impact on technical support requirements;
- AND,**
- possess strong and proven skills in market research and analysis or with a media planning background.

Production coordination and planning experience would be a strong asset to your candidacy.

DIRECTOR OF MARKETING (REF NO: 2090)

You will be responsible for the critical role of devising, developing and implementing marketing strategies where the achievement of budgeted volume and market share would be your immediate objectives. Working closely with the Director of Programming and the subscriber management team, you will lead and drive the following units:

- advertising & promotion
- market research
- sales and distribution - services & consumer hardware

where your experience in developing and maintaining a qualified and motivated marketing team would be a pivotal part of the business.

To succeed in this role, you are expected to:

- be an accomplished marketing professional with a proven track record and sound technical understanding
- possess in-depth product management experience of at least 10 years in the consumer electronics industry, preferably with a multinational organisation
- be action-oriented with keen business and commercial acumen, independent and motivated by a passion to succeed

ACQUISITIONS MANAGER - PROGRAMMING (REF NO: 2103)

You will be responsible for negotiations, management and administration of the programme supplies contracts.

You should:

- have a proven track record in a similar role in the broadcasting industry
- have a background which includes legal knowledge, specifically in the area of acquisition and supply contracts
- be experienced in contract negotiation with major studios and independent suppliers

Reply to Box 00411 EOE

WISH-TV seeking Local Sales Manager. Must be able to lead strong local staff. Must understand qualitative and quantitative selling. Sales management experience preferred. Send resume to: General Sales Manager, WISH-TV, 1950 North Meridian Street, Indianapolis, IN 46202. No phone calls please. M/F. EEO.

Vice President Marketing. The National Captioning Institute, the leading supplier of closed-captioned TV services for the deaf and hard-of-hearing, is seeking an experienced, innovative, sales-oriented individual for the position of Vice President, Marketing, located in the Washington, D.C. area. Reporting to the President, the selected individual will be responsible for planning, supporting, directing, and executing sales and marketing of our services. Responsibilities include the definition and development of new and current markets for captioning and other NCI services. Specific experience in the principal industry markets is a definite plus. The position requires a minimum of 10 years' specific experience in broadcast or advertising, to include progressive experience in management and policy, a proven track record in increasing sales and developing markets, and knowledge of advertising, public relations, and marketing support. NCI offers a performance-based package, including base salary and incentive bonus plan, with excellent benefits. Send or fax your resume with salary requirements to: Human Resources, National Captioning Institute, 1900 Gallows Road, Suite 3000, Vienna, VA 22182. Fax: (703)917-9878. EOE.

General Manager: For FOX affiliate in growing western market. Minimum of five years general management of top 75 TV market station required. Owned by rapidly growing broadcast group. Characteristics must include high business ethic; hard work ethic; high leadership skills, team player and successful track record in leading performance in audience delivery, promotion, news, sales and marketing. Reply to Box 00403 EOE/M/F/H.

Local Sales Manager. KNTV, the ABC affiliate located in San Jose, Calif., has an immediate opening for a dynamic person with strong leadership skills to lead our local sales department. We are looking for someone who is energetic, creative, self motivated, possesses excellent oral and written presentation skills and has a strong desire to win. Other requirements include 2-5 years management experience, heavy local retail sales development and experience in creating and executing special events and sales promotions. Mail resume to Christine Jenkins, KNTV/ABC, 645 Park Avenue, San Jose, CA 95110. No phone calls please. Equal opportunity employer. A Granite Broadcasting Corporation Station.

National Sales Manager. KTVK-TV in Phoenix seeks individual with a college degree and a minimum of 3 years National Sales experience. Candidates must have a proven track record of accomplishments and possess comprehensive communication skills with the knowledge and ability to translate statistical data into effective sales presentations. Candidates must be self-disciplined team player with competitive spirit and excellent people skills. Send resume and references to Jim Galvin, General Sales Manager, KTVK-TV, 3435 North 16th Street, Phoenix, AZ 85016. EOE.

Sales Manager. WHSV-TV is seeking a Sales Manager. Successful candidate will be hands on leader of station's sales force, develop revenue through promotion. 5+ years television sales experience preferred. Send resume and success stories to: Bob Ganzer, General Manager, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. EOE.

Promotion/Creative Services Director - We're switching from ABC to FOX and have a great growth opportunity in a well-equipped company that provides excellent compensation and fringe benefits. WSJV-TV (South Bend/Elkhart, Indiana) needs a hands-on, creative person to build the FOX brand along with expanding current local news/community image for the station. Experience in all areas of promotion and advertising required. Send resume to Ralph M. Oakley, QNI Broadcast Group, P.O. Box 909, Quincy, IL 62306. EOE/M-F.

General Sales Manager position open in Southeastern market. FOX affiliate with number one rated non metered news in FOX network. Local sales staff equipped with state of the art laptop-based operation. Candidate must have at least three years experience in electronic media. Send resume and references to Box 00402 EOE.

General Manager - WSJV-TV in South Bend-Elkhart, Indiana is switching from ABC to FOX in October, and we're looking for an experienced, aggressive broadcaster to lead our team. Candidates should have general manager experience, with strong FOX or independent background preferred as well as strength in news and sales. QNI companies have excellent salary and fringe benefit packages. This opportunity provides a chance to grow in a strong, stable, privately held media company which has a long-term commitment to free over-the-air broadcasting. WSJV is a well staffed and equipped station with the goal of expanding current news and local programming consistent with the FOX business plan. Resumes should be sent to Ralph M. Oakley, QNI Broadcast Group, P.O. Box 909, Quincy, IL 62306. EOE/M-F.

General Sales Manager. Columbia, S.C. WACH Fox 57, an Ellis Communications Station, needs a GSM that will oversee the Local Sales Department. Candidate must have previous LSM and/or GSM experience. Needs strong background in retail sales development, collateral sales materials, inventory control, expense control budget preparation and must possess strong leadership skills. Computer skills are also a requirement. This is a "hands on" assignment and not a desk job. Send resumes to Joe Tonsing, 1221 Sunset Boulevard, West Columbia, S.C. 29169. Ellis Communications is an EEO employer.

HELP WANTED SALES

Account Executives. Sinclair Broadcast Group has openings for experienced (2 years local TV minimum) Account Executives at its top-rated FOX and UPN affiliates in Baltimore, MD. New business development and ad agency experience a must! We are seeking revenue driven, creative, research literate individuals to join our sales team. Send resume, cover letter and references to: Robert A. Epstein, Director of Sales and Marketing, WBFF-TV and WNUV-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. Equal opportunity employer.

WFTX-TV, the Fox Affiliate in Ft. Myers, Florida is seeking a highly self motivated Account Executive. Successful candidate must possess strong qualities in prospecting and new business development. Education in Marketing and Advertising a plus. Enjoy the sunshine in one of the fastest growing markets in the country. Minimum two years television sales experience required. Send resume and reference to: General Sales Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

Television Salesperson. FOX affiliate in top 25 market seeks an experienced salesperson to join our dynamic staff. Must have 3-5 years broadcast sales experience, with expertise in auto and retail accounts. This is a commission only position. Obtain the required employment application by calling (503)239-4949. Submit resume, salary history, and employment application in person or by mail no later than May 22, 1995 to: KPDX-TV, 910 NE Martin Luther King Jr. Boulevard, Portland, OR 97232. Women and minorities are urged to apply. We are an Equal Opportunity Employer.

Local Account Executive. WLVI-TV, Boston, is currently seeking a Local Account Executive. This position requires a highly motivated, energetic individual. Applicants must have at least 2 years of strong radio, television or cable sales experience. If you are results-oriented and possess a strong sales track record, please send a resume and cover letter to: Howard Studler, Local Sales Manager, Dept. #157, WLVI-TV, 75 Morrissey Boulevard, Boston, MA 02125. A Tribune Broadcasting Station and an EEO.

Account Executive: WNDU-TV, NBC affiliate and #1 station serving South Bend, IN seeks an Account Executive with a proven track record to sell and service established client list as well as develop new clients. Individual will have complete knowledge of Nielsen and BMP. Must be a self starter with good communication skills. Minimum three years broadcast sales required. We're a solid company offering an excellent work environment and benefit package. Send resume and salary requirements to: The WNDU Stations, Position #00112, Attention: Human Resources Manager, Box 1616, South Bend, IN 46634. No phone calls please. EOE.

KETV, Omaha's ABC affiliate, is seeking an experienced Account Executive. Requirements are a minimum of three years in television advertising or media sales, excellent organizational and communication skills, creativity, and an ability to prospect for and develop new business. Send resume and cover letter to Jim Nelson, LSM, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE/ADA.

HELP WANTED TECHNICAL

Video Engineer. Fast paced stock film company seeks individual with minimum of 3 years video production and film transfer experience to operate 1", Bet SP and 3/4" equipment on evening shift. Resume to London Terrace, P.O. Box 20236, NYC 10111.



TURNER ENTERTAINMENT NETWORKS

TELEVISION ENGINEERS

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

Send resumes to:

MR. JIM BROWN, CORP. ENGINEERING
TURNER BROADCASTING SYSTEM, INC.
ONE CNN CENTER
P.O. BOX 105366
ATLANTA, GA 30348-5366
(404) 827-1638 OFFICE
(404) 827-1835 FAX

TBS is an equal opportunity employer.

TELEVISION MAINTENANCE ENGINEER

Detroit's #1 affiliate is seeking a Television Maintenance Engineer to perform maintenance duties for television equipment, ENG, studio, videotape and RF. Prefer applicants with at least six years experience in maintenance in above areas; and a working knowledge of digital equipment, still store, computer technology, and video effects. Minimum of two years technical schooling required.

Send resume to:

WDIV-TV4, Personnel Department
550 West Lafayette Boulevard
Detroit, MI 48231

Equal Opportunity Employer

Maintenance Engineer-Vacation Relief: Responsibilities include the maintenance of studio, video tape and electronic news equipment, including cameras, video tape recorders, video switchers, editing and transmitting equipment. Digital video and audio experience preferred. Broadcast or related professional experience required. Send resume to: Bill Beam, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an Equal Opportunity Employer.

KCSO-TV, is currently seeking an Assistant Engineer. Applicants must have SBE certification and or FCC General Class License, a minimum of two years experience in installing and maintaining television broadcasting equipment, and the ability to perform assigned tasks with minimum supervision. Send resume to: Personnel Department, Post Office Box 4159, Modesto, California 95352. EOE.

TECHNICAL FACILITIES MANAGER

KGO-TV is seeking a Technical Facilities Manager for our TV Engineering Department. Will be responsible for operational readiness of all technical facilities. Will directly manage eleven field service engineers and be responsible for all related operational budgets. Must have at least 10 years engineering/technical experience with a strong field service background. A degree in a technically related field or equivalent experience is required. Application deadline is May 19, 1995. Please send resume and cover letter to:

KGO-TV PERSONNEL
900 Front Street
San Francisco, CA 94111
EOE

Assistant Chief Engineer. Two years training in electronics engineering technology and ability to repair Sony/Ampex VTR's, Grass Valley Switchers to component level. VHF transmitter experience preferred. SBE certificate and FCC General Class license helpful. Resumes to Judith M. Tredore, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

Engineering Manager. CBS/Teleport Minnesota is looking for an Engineering Manager with extensive experience in television, microwave and satellite operations management. Education and training will include a College education or Equivalency Degree or extensive vocational training. Requirements include experience with budget management and cost accountability procedures and experience in project management, including installation of major communications systems such as routing systems, fiber optics systems, microwave paths and satellite uplinks. This is a singular opportunity for the right candidate. Please forward written resume and salary requirements to: Mark Durenberger, CBS/Teleport Minnesota, 90 South 11th Street, Minneapolis, MN 55403. CBS is an Equal Opportunity Employer.

Television Technical Director. Must be able to efficiently perform switching and video source routing during Monday - Friday, 5PM, 6PM and 10PM newscasts. Familiar with operation of Grass Valley 3000 Switcher, Pinnacle DVE, Pinnacle Still Store, SP Chyron Inifinit and Sony 370 studio cameras. Able to perform under pressure, meet deadlines and communicate well with Directors and Producers. Able to do some directing. Three years experience in a major market either directing or technical directing newscasts. Degree in Communications or related field desired. Qualified applicants will be motivated, creative and able to meet strict deadlines. To apply, please contact: Lyle Schulze, Program Director, KPRC-TV, P.O. Box 2222, Houston, TX 77252. 713-778-4750. EOE/Drug Free.

Assistant Chief Engineer. WMSN, Fox 47, Madison, Wisconsin. Three years experience in component level trouble-shooting, plus maintenance experience with UHF transmitter, studio gear, Betacam and Betacart. Good people and team skills required, computer background and SBE certification a plus. Additional duties include scheduling, training and supervising master control. Resumes to Chief Engineer, WMSN-TV, 7847 Big Sky Drive, Madison, WI 53719. Fax 608-833-5055 or call 608-833-0047. EOE, females and minorities encouraged to apply.

Engineering Maintenance Technician. WCFT-TV in Tuscaloosa is looking for a Maintenance Technician to maintain all 3/4" tape machines, portable vo 8800 and vo 6800, also 5000 and 9000 series 3/4" Sony machines. Requirements will include three to five years experience; FCC general class license; maintenance of field cameras such as Sony dxc 3000, dxc 327, m3/m3a, UHF transmitter, satellite dishes, and 3/4" tape facility, etc. SBE certification is preferred, but not required. Send resume to: John Fletcher, C.E., WCFT-TV, 4000 37th Street East, Tuscaloosa, AL 35405.

Chief Engineer: Aggressive Southwest Affiliate looking for hands on Chief Engineer. Must have strong computer and digital skills, people skills, maintenance skills, as well as transmitter experience. EOE. Minorities are encouraged. Reply to Box 00404.

Chief Engineer: Seeking hands-on Chief Engineer. Must be knowledgeable in maintenance and repair of Harris VHF Transmitters, beta, 1" and 3/4" formats. Experience in Microwave also required. Send resume to John Rogers, GM, WABG-TV, Box 1243, Greenville, MS 38701. Fax 601-335-7029. EOE.

Operations Engineer. The Department of Journalism and Telecommunications and LISTN (Louisiana Instructional Satellite and Telecommunications Network at Northwestern) at Northwestern State University of Louisiana invites applicants for the position of Operations Engineer. The position requires a First Class FCC License (or equivalent), three years experience in preventative maintenance and repair for broadcast television equipment. The salary is competitive. Applications should include a letter of application, resume, three references and any support materials. To apply, forward application to: Dr. Ron McBride, Department Head, Journalism and Telecommunications, Northwestern State University, Natchitoches, LA 71497, (318)357-4425. Applications deadline is April 28, 1995. Northwestern State University of Louisiana is an Affirmative Action/Equal Opportunity Employer. Women, minorities and individuals with disabilities are encouraged to apply.

HELP WANTED NEWS

Broadcast Editor. SRDS is North America's premier publisher of media and marketing information. You will be responsible for reviewing, interpreting, coordinating and adjusting of data by listings and category for the Television and Radio books. This position works closely with all areas of the business including sales, production, marketing and editorial. Excellent communications skills are a must along with attention to detail. An overall understanding of the broadcast and cable industries is needed including knowledge of how various segments work separately and together (i.e. cable systems, MSO's, interconnects, syndication, etc.). Also needed, is an understanding of the broadcast and cable buying process from an agency and media buying service perspective. The qualifying person must be resourceful at being able to contact key companies for relevant data. Three years of experience in the Television and Radio industry, in an equivalent position. SRDS offers a salary commensurate with experience and an attractive benefit package. Please forward confidential resumes, including salary history, to: SRDS, Attn: Human Resources, 1700 Higgins Road, Des Plaines, IL 60018. EOE. M/F/D/V.

LOCAL NEWS COORDINATOR

KABC-TV is seeking a Local News Coordinator to assist producers and directors in the production of daily newscasts, coordinate graphics, script preparation and clerical support. Should have newsroom experience with excellent written and verbal communication skills. Computer experience preferred. Send resumes to: **Kristi Remmen, News Business Manager, Dept. LNC-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



JOIN THE STATION THAT'S
ON THE MOVE



NEWS DIRECTOR

Do you have what it takes to lead a solid station to market dominance? WTAJ-TV, Altoona, Pa offers a great opportunity for an experienced news director with vision, strong leadership and management skills, plus a commitment to excellence. Grow with us as we continue our major facility and staff expansion.

Outstanding benefits package, including 401(k) and profit sharing. Send resume, news philosophy, and an outline of how you have led a staff to excellence to: General Manager, WTAJ-TV, P.O. Box 10, Altoona, Pa. 16603-0010.



GATEWAY COMMUNICATIONS, INC.

AN EQUAL OPPORTUNITY EMPLOYER

News Photographer: CBS affiliate needs new photographer and editor. Minimum one year news experience. Drivers License. Resume and non-returnable tape to K. Ferrell, KTVA-TV, 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date May 22, 1995. EOE.

Sports Anchor. West Texas, CBS affiliate, seeks a weekday Sports Anchor. Must be able to gather, write, and edit sports for broadcast and handle live shots at sporting events. Requires a working knowledge of Texas high school, college, and professional sports. Play-by-play experience helpful. Degree and prior experience preferred. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

TV News Reporter... Creative, memorable story teller. Live experience essential. No beginners--minimum of three years TV news experience. Please send resume and tape to Billy Otwell, Assistant News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

TV Promotion Producer. ABC affiliate in Richmond, VA needs a dynamic self-starter to write/produce daily news topicals and special news series. If you are a team player who has an instinct for news, please send a non-returnable tape, resume and references to Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. No phone calls please. Excellent benefits. An equal opportunity employer; women and minorities encouraged to apply.

Wanted: Weekend Weathercaster. Need person to anchor weekend forecasts and do feature reports during the week. Current weekend weatherperson will soon be promoted to the main weather chair. Major market affiliate. Please send tape and resume to Box 00389 EOE.

We are looking to add another Reporter to our top-notch staff. You need to be a go-getter with live experience. Anchor experience a plus. Someone who loves hard news and knows how to grab ours. Give it your best shot the 1st time. We're ready to hire now. Send resume, tape from last three days and references to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. (Non-returnable tapes.) EOE. Women and minorities encouraged.

Weekend Anchor/Reporter - We're looking for a strong anchor who is also an excellent storyteller. We need a team player who can report during the week and anchor weekends. Anchor and live shot experience a must. Send non-returnable tape, resume and cover letter to Gary Stokes, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls!

Writer/Producer - Dallas based agency representing leading Christian non-profit organization is seeking a full-time, creative radio/TV writer ready to put their talent to work. Our clients rely on us to make electronic media a success for them. Ideal candidate will possess a minimum 4 years in radio and/or TV advertising, experience with promotion and/or direct response writing and demonstrated radio/TV production skills. We offer a competitive salary and comprehensive benefits package along with a fast-paced, professional work environment. If you are ready for a creative challenge, are a team player and have an understanding of fund-raising for organizations of integrity, send your resume, VHS reel and salary history to: Jon Simpson, KMC Media, Inc., 12001 North Central Expressway, Suite #700, Dallas, Texas 75243. No calls please. EOE.

The market leader in Alabama's capital city is looking for a dynamic co-anchor for its 5:00 newscast. Will anchor alongside a female anchor who is a 5-year veteran in the market. Will also report for the 10:00 newscast. Live experience a must. Must also be able to produce newscasts when needed. Send non-returnable tapes (VHS ok) and resume to: Lucy Riley, News Director, WSFA-TV, 12 East Delano, Montgomery, AL 36105. EOE.

WTHR-TV, Dispatch Broadcast Group, (NBC affiliate, Indianapolis) seeks experienced Reporter/Anchor to lead viewer-oriented medical unit. This is a high profile position which includes nightly live health segment and showcased packaging on all newscasts. Indianapolis is a capitol city with a world class medical community including the IU Medical School and world headquarters of pharmaceutical giant Eli Lilly. Requirements: prior television medical reporting experience, ability to backup anchor main newscasts, college degree. Send your resume and non-returnable tapes to: John Butte, News Director, WTHR-TV, 1000 North Meridian Street, Indianapolis, IN 46204-1076. Replies held in confidence. Qualified women and minorities are encouraged to apply. Equal Opportunity Employer.

Wanted: Main Anchor - Top 30 Fox affiliate. This is not a job for a "news reader." If you can make your mark reporting every night, then anchoring, this is the job for you. This position requires strong reporting skills and anchoring abilities. We are looking for an enthusiastic individual who can uncover great stories and make yourself the most credible anchor/reporter in town. We need someone who doesn't need a dinner break every night, and needs to be both a reporter and anchor. We need someone who looks at this like the best of both worlds, not a burden going out into the street everynight, and not have all night to get ready for the show. If you are a self starter, and a newsroom team player, this is the job for you. Please send tape and resume to Box 00388 EOE.

ABC affiliate with major commitment to news is looking for a Producer/Director. Must have a minimum of three years directing and supervisory experience. Looking for someone who is dedicated to directing newscasts, high-end production and participation in creative process. Background in technical directing, studio lighting and set design a plus. Send resume, non-returnable aircheck with call track to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718, Attn: Producer/Director. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Reporter. Looking for a great communicator with terrific live skills. You need to walk, talk and deliver a story so everyone understands. This dominant, aggressive, top 150 station in the Northeast has all the tools to make you a star. No beginners. Please send tape and resume to Box 00410 EOE.

Reporter: For the growing news of top-rated independent in top 20 market. We need someone who can dig up stories, go live, write powerful, conversational copy. This is a big break for a motivated reporter. Pleasant atmosphere, great benefits. Send your tape and resume to: KPLR-TV, Dept. 24G, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer. No calls please.

Aggressive, computerized Pacific Rim newsroom looking for experienced, enterprising Reporters and Anchors. We are an award winning news department with a heavy emphasis on hard news. No feature reporters need apply. We want people who can kick butt in this tropical island paradise. We need a General Assignment Reporter, a Weekend Anchor/Reporter, and an Investigative Reporter. You need to have at least one year of professional TV news experience, two for the investigative position. We are also looking for a seasoned pro to run our Saipan bureau. In each position we promise an adventure you will never forget. EOE. Non-returnable 3/4 or VHS tapes, references/resumes by priority mail to Kirk Chaisson, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910.

Associate Producers: For aggressive CBS affiliate in the 8th market. Will assist Producers in preparing a one-hour morning newscast or half-hour 10 P.M. newscast. Candidates must have at least one year's broadcast experience, a degree in Broadcast Journalism or an allied field, and understand contemporary broadcast writing and storytelling techniques. Send tape and resume to Fred Ertz, Assistant News Director, 5233 Bridge Street, Fort Worth, TX 76103. We are an Equal Opportunity Employer.

Executive Producer. This dominant, top 150 station with all the toys, needs an out-of-the-box thinker and leader with all the tools to help shape and create compelling newscasts. Responsible for producing daily 5pm newscast, overseeing all other producers and planning and execution of special projects. This progressive, growing company in the great Northeast offers terrific benefits and a state-of-the-art working environment. Please send tape and resume to Box 00408 EOE.

News Director: Aggressive Southwest Affiliate, in rebuild mode, looking for News Director. Must have strong journalistic skills, strong producing skills, good people skills and be a team player. Looking for longevity, jumpers need not apply. Minorities encouraged to apply. EOE. Send resume and tape to Box 00406.

News Director. Need people and issue-oriented News leader for premium opportunity at medium market, Southeast network affiliate. Send resume, salary history, references and essay on management philosophy and journalistic standards in the 90's to Box 00407 EOE.

Newscast Producer. Want to work for a winner? This dominant, aggressive, top 150 station in the Northeast needs a Producer who does more than stack. Strong writing skills and the ability to lead will put you at the top of our list. We have all the tools and a great benefits package, too. No beginners. Please send tape and resume to Box 00409 EOE.

Morning Hour Show Anchor/Host.. with excellent interviewing skills, able to ad-lib when necessary, good voice and personable on-camera presence for Mid-Atlantic ABC affiliate. Co-host does hard news. Also, handle reporting, special event assignments. If you have a year's experience with the above, send tape and salary requirements to Neil Bayne, ND, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE M/F.

Assignment Manager. Southern California leading broadcaster seeks individual w/5 years of major market news experience in a senior position. Requirements: undergraduate degree in broadcast journalism or equivalent related experience; familiarity w/Southern California geography, working conditions in the field, news equipment capabilities, government and private agency operations. Rush resume to: AM0195A-BC, P.O. Box 2307, Los Angeles, CA 90078.

Canal de Noticias NBC: 24-hour Spanish news channel located in Charlotte, NC, looking for qualified journalists and technicians as it grows. Openings for anchors, Washington correspondent, reporters, producers, writers, editors, audio, chyron, graphics, and directors. Please send tapes, resumes and references to Box 00356 EOE.

Director: KCAU-TV/ABC affiliate in Sioux City, Iowa. This full-time employee will supervise and direct newscast floor crew in presenting newscasts, programs, and announcements in a creative and efficient manner. A Bachelor's degree with broadcasting emphasis is desired, and at least two years of hands-on production experience is required. Send resume to Kim Cleaver, General Manager, KCAU-TV, 625 Douglas, Sioux City, IA 51101, or fax (712)277-3733. EOE.

New Video Magazine seeks experienced Producer/Reporters and Interviewers for occasional freelance assignment. Mail resume, non-returnable tape to CFC, Suite 131, 847A Second Avenue, New York, NY 10017.

News Anchor/Reporter. If you live and breathe news, we want you. No readers, just solid journalist to compliment our current anchor. Anchor 6PM and 10PM weekday newscasts. Strong reporting and producing background. Must be great at lives and big-time team player. Minimum 2 years main anchor experience. Women and all minorities are encouraged to apply. No phone calls please. Send resume and non-returnable tape to: KCEN-TV Personnel Department, Dept. 24-A, P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

News Anchor - To complement established female anchor. Are you stuck in a small market or in a backup role with nowhere to go? Here's your chance to anchor at a growing station in the number one market. Must be a top-notch writer, communicator and team player. Tape and resume to: Anchor Search, WTZA-TV, 721 Broadway, Kingston, NY 12401. EOE.

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, Conus Communications, Job #45-95, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal Employment Opportunity.

Meteorologist... Looking for the true weather enthusiast to join a powerhouse staff at the number 1 station in New York's capital region. Degree in meteorology a must, AMS seal and knowledge of WSI Weather Spectrum equipment a plus. Send tapes and resumes to Neil Goldstein, News Director, WRGB-TV, Box 1400 Balltown Road, Schenectady, NY 12301-1400.

Morning Show Co-Anchor: Dominant small market leader looking for experienced Co-Anchor to complement our male Co-Anchor. Minimum of one year on-camera anchoring experience required, previous morning show experience a plus. We have a two hour live show every morning with a hard news format. You will produce your own news segments and must be able to conduct a wide range of interviews. Successful applicant will be a team player who can also report. Tapes (3/4" or VHS) and resume to: Roy Frostenson, News Director, KNOE-TV, P.O. Box 4067, Monroe, LA 71211. No phone calls. Equal Opportunity Employer.

Meteorologist--Immediate Opening: Weekend Meteorologist and Environment/Science Reporter. Full time position. Number one station, where weather is a priority. State of the art weather tools. Tape and resume to: John Wheeler, Chief Meteorologist, WDAY Television, 301 8th Street South, Fargo, North Dakota 58103. EOE.

KMIZ-TV has an immediate opening for a weekday anchor/reporter, degree and experience required. No beginners! Must know how to shoot and edit videotape. Please send non-returnable tape and resume to: KMIZ-TV, News Director, 501 Business Loop 70E, Columbia, MO 65201. Equal Opportunity Employer.

HELP WANTED PRODUCTION

Assistant Production Editor. Broadcast affiliate in beautiful eastern resort area needs an experienced editor to assist in local commercial production. Knowledge of shooting is also a plus. Pay range is \$18,000 - \$20,000. Must have hands-on experience, which includes Beta time code editing and 2-channel DVE. Send a resume and tape that shows good use of graphics and DVE moves - more than just 3/4 inch cut and wipe edits. EOE. M/F. Reply to Box 00401.

Production Associate: Top ten CBS affiliate. Broadcasting or related degree preferred. At least one year television production experience is preferred. Send resumes to: Glenn Nickerson, Production Manager, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer!

Production Manager: Are you aggressive? Want to help build a winning team? Basics already exist. Looking for creativity, energy, good people skills, good working knowledge of most all production equipment for all live shows and commercials. Aggressive Southwest Affiliate with a lot of exciting plans. EOE. Minorities are encouraged. Reply to Box 00405.

Studio Engineer-Vacation Relief: Position requires at least five years experience operating studio, control room and videotape equipment in a broadcast environment. Expertise in two or more of the following areas is required: studio camera and robotics, CG, Still Store and videotape. Experience as an Audio Operator for news a plus. Candidates should have a thorough understanding of TV studio operations, and a degree in Communications or Electronics. Send resume to: Bill Beam, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Technical Director: Top ten CBS affiliate. Broadcasting or related degree preferred. At least three years television production experience is preferred. Send resumes and/or non-returnable tapes to: Glenn Nickerson, Production Manager, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

Creative Services Director, KNDO-TV, NBC affiliate, Yakima, WA. Required skills include audio, camera, editing, lighting and computerized graphics for commercial, non-commercial and news production. Degree preferred. 4 years experience in TV production required. Candidate must be organized and demonstrate potential to supervise, train, motivate and inspire others to quality work. Please rush resume and tape to: KNDO-TV, P.O. Box 10028, Yakima, WA 98909. Women and minorities encouraged to apply. Equal Opportunity Employer.

Broadcast Designer. NBC affiliate seeks strong designer who is motivated, able to meet tough deadlines and plays well with others. We're progressive, we pay well and we're only 40 minutes from Lake Michigan! Two (2) years experience; Design/Art degree required. DP, and Mac experience preferred. Send reel and resume ASAP to: Attn: Amanda Hargis, WOOD TV8, 120 College SE, Grand Rapids, MI 49503. (616) 456-9169. WOOD TV is an Equal Opportunity Employer.

Camera Operator: Top ten CBS affiliate. Broadcasting or related degree preferred. At least one year television production experience is preferred. Send resumes to: Glenn Nickerson, Production Manager, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer!

Chyron Inifit Operator: Top ten CBS affiliate. Broadcasting or related degree preferred. At least three years television production or electronic graphic experience is preferred. Send resumes to: Glenn Nickerson, Production Manager, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an equal opportunity employer!

Production Suite Editor... Top 50 ABC affiliate is seeking an individual to join our awarding winning promotion and creative services department. Previous experience with Beta, 1 inch, CG, computer editing, as well as college degree required. Forward cover letter, resume and tape ASAP to: Michele Brown, HR #508, WHAS-TV, 520 West Chestnut Street, Louisville, KY 40202. EOE. M/F/D/V.

Top 50 network affiliate is seeking a Creative Services Director. Ideal candidate has superior promotion and production skills, boundless energy, enthusiasm and vision, and can write, produce and edit imaginative promos that cut through the clutter. If you think out-of-the-box, if you know how to make miracles happen on a shoestring budget, if you have a killer demo reel, send your resume and non-returnable tape along with salary history and promotion philosophy to Box 00399 EOE.

Freelance Producer/Shooters. 1-person does all for nationally distributed sports magazine shows. Top 50 market experience preferred. Send tapes to: Provision, 3-1/2 North Santa Cruz Avenue, Los Gatos, CA 95030.

Technical Director. Need experience in all aspects of production, on-line computerized editing suite, switching live newscasts. Directing skills also required. Not entry level. Resume and taped examples to: Bill Mendoza, Production Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

HELP WANTED PROMOTION

Promotion Director for ABC affiliate in fast-growing Ft. Smith/Fayetteville Arkansas. We are a 118th market station with big ideas and performance to include award-winning 40-person news staff, ENG truck and all the tools. We need a leader in promotion strategy and execution. Ideal candidate would have two or more years experience in writing and producing creative, effective promos with heavy emphasis on news topicals. Send current resume and latest reel to General Manager, KHBS-TV, 2415 N. Albert Pike, Ft. Smith, AR 72904. No phone calls please. EOE.

HELP WANTED RESEARCH

Manager of Research - WSPA-TV. CBS affiliate in the 35th DMA and the best kept secret in the sunbelt is seeking a highly skilled individual with a minimum 3 years experience at the station or rep level to be Manager of Sales Research. Must have superior writing skills to produce station sales and market presentations. Computer literacy in Window and Broadcast based software is essential. Only well organized, highly motivated, energetic and creative "out of the box" thinkers and doers need apply. Send resume with salary history to: Greg Rose, GSM; WSPA-TV; P.O. Box 1717; Spartanburg, South Carolina 29304-1717. EOE. M/F.

Research Director: For ABC affiliate in 24th ranked Indianapolis. Seeking a qualified Research Director with a minimum of three years television or related experience. Must have strong ratings, qualitative and trend analysis skills. Excellent verbal and written skills a must. Data base and computer experience a plus. Send resume to Deanne Haviland, WRTV, 1330 N. Meridian, Indianapolis, IN 46202 or fax (317) 269-1400. EOE.

HELP WANTED FINANCIAL & ACCOUNTING

Chief Financial Officer: Group broadcaster seeks individual with TV accounting experience for Florida home office. CPA with group background preferred. Salary open. Fax resume to Petracom, Inc., (813) 948-2557.

SITUATIONS WANTED TECHNICAL

Chief Engineer, Project Engineer, Overseas Employment Desired. Highly talented, VHF/UHF Television and AM/FM Radio Engineer, seeks contract or full time Stateside or overseas employment. Extensive US and overseas studio and RF design, construction, maintenance experience. Challenging projects welcome. Available to relocate worldwide. Call anytime for immediate resume. (909) 735-4602.

SITUATIONS WANTED NEWS

Producer/Executive Producer. Get your money's worth and more. 13-year veteran, experience in aggressive top ten operation, seeking newsroom with high production value and higher journalistic standards. I can motivate your team to be the best! Fax/Call: Flashpoint Productions (617) 545-7767.

SITUATIONS WANTED VOICEOVERS

NY Voiceover Artist. Voiceovers, Promos, and Narrations. With digital recording studio including phone patch call Bill at 212-255-7859 or Fax for V.O. and/or promo demo at 212-229-1887.

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CABLE

HELP WANTED MANAGEMENT

ADVERTISING SALES MANAGER

West Virginia Area

Cablevision Industries (CVI), the 9th largest MSO, is accepting applications for the position of Ad Sales Manager in our Clarksburg/Fairmont, West Virginia system. The area enjoys a rapidly growing economy, and new business expansion includes companies such as NASA, Grumman Aircraft, and the FBI.

Responsibilities will include the development of revenue through effective management and motivation of a six-person staff. The ideal applicant should have at least 3 years experience in Cable Ad Sales Management with accomplished management skills in sales training, promotion, client service and retention. College degree is preferred.

No phone calls. Please fax cover letter and resume to (914) 295-2681 or mail to:



Neil Schwartz, Corporate Director of Advertising Sales
CABLEVISION INDUSTRIES CORPORATION
 1 Cablevision Center, Liberty, New York 12754

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HELP WANTED SALES

Sales Manager. Ready to try something new yet use your existing skills? Rapidly growing audiotext 800/900 telecom company with offices in Philadelphia, Toronto, London, San Juan, seeks sales manager for North America. Target markets are media and direct marketing agencies with special emphasis on cable. Top pay, benefits. Send resume and salary history to: Bob Bentz, Director of Marketing, Advanced Telecom Services, 996 Old Eagle School Road, Wayne, PA 19087-1806.

SYSTEMS FOR SALE

CABLE SYSTEM FOR SALE.

6000+ subscribers - Single headend - Growing East Coast Year-Round Resort. Qualified principals only. Contact: Reply to Box 00398.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Radio/Television: Assistant Professor with primary teaching responsibility in television production classes. Coordinate active cable TV production and programming schedule with faculty/staff program advisers. Additional assignments possible in Introduction to Mass Communications, Broadcast Promotion and Marketing, Media Law and Ethics. Requirements: Ph.D., higher education teaching experience and extensive industry experience in television and video production. For purposes of reappointment, tenure and promotion, emphasis will be placed primarily on teaching effectiveness, but scholarly and creative achievement and service to the university and community are required. Salary commensurate with background and experience. A letter of application, resume, three letters of recommendation and transcripts should be sent to: Dr. John Stratton, Dean of Arts & Humanities, R/TV Search, Ashland University, 401 College Avenue, Ashland, OH 44805. Position begins mid-August 1995. Review of applications will begin immediately and continue until the position is filled. Applications from minorities are encouraged. AA/EOE.

HELP WANTED MANAGEMENT

GENERAL MANAGER OF ADVERTISING SALES

Cox Communications, Inc. has two openings for General Manager of Advertising Sales with cable ad sales operations in Gainesville, FL and Roanoke, VA. Qualified applicants should possess the ability to manage the development of and servicing of a client base to achieve revenue and profit objectives through spot sales and production services. Duties will include overseeing the design and implementation of sales programs to attract and retain clients. Also responsible for selecting, training, monitoring, and coaching sales and sales support employees.

Proven successful media sales and sales management experience required. College degree preferred. Excellent communications skills essential. Send resumes to:

COX COMMUNICATIONS INC.
 1400 Lake Hearn Drive
 Atlanta, GA 30318
 ATTN: CableRep

Cox Communications, Inc. is an Equal Opportunity Employer.

For all your Classified Needs Call Antoinette Fasulo
 Tel: 212.337.7073 • Fax: 212.206.8327

HELP WANTED FINANCIAL & ACCOUNTING

SR. ACCOUNTANT

Outdoor Life Channel, a new 24 hr-per-day cable channel featuring outdoor activities, is seeking a Sr. Accountant.

Responsibilities include preparing financial statements, management and corporate reporting, show cost analysis, revenue and expense variance analysis, balance sheet reconciliations and special projects. Candidates should have at least 3+ years of experience in broadcast or cable TV channel environment.

We offer a competitive salary commensurate with experience and a generous benefits package. Please send resume and cover letter indicating position of interest and salary requirements to:

Kim Putman
 OUTDOOR LIFE CHANNEL
 2 Park Avenue
 New York, NY 10016



eeo/m/f/h

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:
 Box _____,
 245 West 17th St.,
 New York, NY 10011

Broadcast Journalism: The Newhouse School of Public Communications at Syracuse University is accepting applications for a non-tenure track appointment as an Instructor to teach Broadcast Writing, Radio Reporting, Television Reporting and producing/anchoring at one of the premiere undergraduate programs in the country. Applicants must have extensive professional experience in Broadcast Journalism and strong potential for becoming an excellent teacher. Applicants must have a positive attitude and high levels of energy and enthusiasm. Advanced degree preferred. Screening will begin immediately and continue until the position is filled. The appointment is for August 1995. Applicants should send letter of application, resume, video tape of on-air work, and references to: Chair, Broadcast Journalism, The Newhouse School at Syracuse University, Syracuse, NY 13244-2100. Women and members of other traditionally underrepresented groups are encouraged to apply.

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 Inside Job Openings, Nationwide
PRESS 1 Radio Jobs, updated daily
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 Updated daily, 85 cents a minute.
 To place a free listing call: (202) 659-6510; fax: (202) 223-4007; RTNDA, 1000 Connecticut Ave., NW, Suite 615, Washington, DC 20036

Current Top Three Television Market News Producer with numerous contacts will help on your job search. On-air talent and producers who want 1 hour professional critique of resume and tape call Paul 312-482-8378.

WANTED TO BUY EQUIPMENT

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

Wanted: Gates BT-18H transmitter and/or parts for same. Reply to Box 00391.

EQUIPMENT FOR SALE

STOCK ANSWERS.
 For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:
(800)238-4300 CARPEL VIDEO

1 ea. Lake Systems, La Kart, television commercial spot playback system. Modified for component video output. Has 8 Sony VO-5000 3/4" playback machines. All equipment installed in compact roll-around rack unit. We also have 1" tape machines and other equipment. Please call Bill Brister, Director of Engineering, WRBW-TV, Orlando, Florida. (407) 248-6500.

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

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

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

6000' Studio Lighting - Grid, 80 instruments, hangers, Barndoors, phantographs, etc, Strand CD80 dimmer bank, Cyc track \$35,000 or will part out. TV Pedestal w/MarkV head \$3,750. All available immediately. 212-355-7540.

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We are seeking to acquire a Broadcast Station for a small to medium size market in the Massachusetts, Connecticut or New Hampshire area; also, a business opportunity in related field. **Please contact:**

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MS	20K	AM/A	450K	75K	10 yr-9%
MO	15K	C-3	500K	150K	10 yr-8%
AR	20K	A(C-3-cp)	135K	25K	10 yr-8%
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Beaumont, Texas. Major investor in new Class C2 FM construction permit licensed for Beaumont-Port Arthur, Texas interested in sale of equity. Financing available. Also would discuss option of Local Marketing Agreement. 317-469-4545.

TECHNICAL SERVICES WANTED

Requests for Proposals for technical services for UHF-TV Channel 25 Varian/Harris Vista transmitter at Empire State Building, NYC has been issued by WNYE-TV. Proposals due 5/24/95. Contact: Terence M. O'Driscoll, Director of Broadcasting, WNYE-TV, 112 Tillary Street, Brooklyn, NY 11201. (718) 250-5826. Fax: (718) 855-8863.

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

**BROADCASTING & CABLE'S
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

New Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

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

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.85 per word, \$37 weekly minimum. Situations Wanted: 95¢ per word, \$19 weekly minimum. Optional formats: Bold Type: \$2.15 per word, Screened Background: \$2.30, Expanded Type: \$2.85 Bold, Screened, Expanded Type: \$3.25 per word. All other classifications: \$1.85 per word, \$37 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$160 per inch. Situations Wanted: \$80 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

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

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Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

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Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are **\$160** per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are **\$1.85** per word with a minimum charge of **\$37** per advertisement. Situations Wanted rates are **95 cents** per word with a minimum charge of **\$19** per advertisement.

Blind Boxes: Add **\$20.00** per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: _____ **Line ad** **Display**

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Authorized Signature: _____

Payment:

Check Visa MasterCard Amex

Credit Card #: _____

Name on Card: _____

Exp. Date: _____ **Phone:** _____

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FAX NUMBER: 212-206-8327



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Broadcasting and Cable's "Classifieds on Demand", is an easy to use, prompted, programmed telephone system, which gives you information on positions and services available in the broadcasting industry.

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Just call 1-800-860-8419 and place yourself a step ahead of the rest.

Broadcasting
The Newsweekly of Television and Radio
& Cable

For the Record

NEW STATION APPLICATIONS

Chatom, AL (BPH950417MC)—Capital Assets Inc. seeks 106.1 mhz; 18.6 kw; ant. 116.4 m. Address: 311 Green St., NE, Ste. 211, Gainesville, AL 30501. Applicant is headed by Bennie Hewett and owns WHOD-AM-FM Jackson, Ala.

Houston, AK (BPH950206MU)—UBIK Corp. seeks 92.1 mhz; 6 kw; ant. 80 m. Address: P.O. Box 92782, 500 E. 5th Ave., Anchorage, AK 99509-2782. Applicant is headed by Aaron Wallender and Wolfgang Kurtz and has no other broadcast interests.

Seward, AK (BPH950417MA)—William Holzheimer seeks 105.9 mhz; 3 kw; ant. -525.8 m. Address: P.O. Box 671003, Chugiak, AK 99567. Applicant has no other broadcast interests.

McCloud, CA (BPED950210MA)—State of Oregon acting by and through the State Board of Higher Education for the Benefit of Southern Oregon State College seeks 91.9 mhz; 0.035 kw; ant. 723.8 m. Address: P.O. Box 3175, Eugene, OR 97403. Applicant is headed by Les Swanson Jr. and owns KSOR(AM)-KSMF(FM) Ashland, KSBA(FM) Coos Bay, KSKF(FM) Klamath Falls, KSRS(FM) Roseburg, KSJK(AM) Talent and KAGI(AM) Grants Pass, all Oregon, and KNSQ(FM) Mt. Shasta, KNYR(FM) Yreka and KNCA(FM) Burney, all California.

Virginia, IL (BPH950213MF)—Mark Langston seeks 101.3 mhz; 6 kw; ant. 100 m. Address: c/o Gammon & Grange PC, 8280 Greensboro Dr., 7th floor, McLean, VA 22102. Applicant has no other broadcast interests.

Anderson, IN (BPED950209MA)—Ball State University seeks 89.5 mhz; 0.4 kw; ant. 111 m. Address: AD 103, Muncie, IN 47306. Applicant is headed by Dr. John Worthen and owns WIPB-TV and WBST.

Indianapolis (BPED950213MA)—Sabbath Inc. seeks 88.1 mhz; 0.1 kw; ant. -10.3 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig Gill and has no other broadcast interests.

Islesboro, ME (BPH950207MB)—Megunticook Gramophone and Radio Inc. seeks 105.5 mhz; 25 kw; ant. 82 m. Address: P.O. Box 1228, Camden, ME 04843. Applicant is headed by Kevin Keogh and Arnold Lerner and has interests in WLLH(AM) Lowell, Mass.; WLAM(AM) Gorham, WQSS(FM) Camden, WTHT(FM)-WZOU(AM) Lewiston and WKZS(FM) Auburn, all Maine; WPLY(FM) Media, Pa., and WIQI(FM) South Bristol Township, N.Y.

Nantucket, MA (BPED950206MC)—Cape and Islands Community Public Radio Inc. seeks 91.1 mhz; 2 kw; ant. 22 m. Address: P.O. Box 445, Woods Hole, MA 02543. Applicant is headed by Jay Allison and has no other broadcast interests.

Benton Harbor, MI (BPH950417MF)—Wylde

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; MIL—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.

Broadcasting seeks 94.9 mhz; 3 kw; ant. 100 m. Address: 15 Hillsboro St., Hartford, MI 49057. Applicant is headed by Paul Peterson and has no other broadcast interests.

Benton Harbor, MI (BPH950417MD)—Michael Walton Jr. seeks 94.9 mhz; 2.15 kw; ant. 117 m. Address: 235 Lafayette NE, Grand Rapids, MI 49503. Applicant has interests in WHTC(AM)-WAKX-FM Holland, Mich.

Benton Harbor, MI (BPH950414MC)—Benton Harbor Partners seeks 94.9 mhz; 2.1 kw; ant. 381 ft./116 m. P.O. Box 393, Cassopolis, MI 49031. Applicant is headed by Abraham Thompson Jr., Larry Langford Jr. and Donald Anderson and has no other broadcast interests. Individuals own WUBU(FM) South Bend, IN; WCSY-AM-FM South Haven, WLLJ(AM) Cassopolis and WCSE-FM Bridgman, all Michigan.

Benton Harbor, MI (BPED950417MH)—Andrews Broadcasting Corp. seeks 94.9 mhz; 6 kw; ant. 75.6 m. Address: Andrews University, Berrien Springs, MI 49104. Applicant is headed by Steve Vitrano and owns WAUS(FM) Berrien Springs, Mich.

Nashwauk, MN (BPH950201MB)—Min-

nesota Christian Broadcasters Inc. seeks 102.9 mhz; 25 kw; ant. 100 m. Address: P.O. Box 409, Pequo Lakes, MN 56472. Applicant is headed by Dale Shelley and owns KTIG(FM) Pequot Lakes and KBHW(FM) International Falls, both Minnesota.

Greenville, MS (BPH950413MC)—Mondy-Burke Broadcasting Network seeks 104.7 mhz; 50 kw; ant. 150 m. Address: 6044 Bishop St., Chicago, IL 60636. Applicant is headed by Kirkland Burke and Elijah Mondy and owns KJIW-FM Helena, Ark.

Greenville, MS (BPH950417ME)—Delta Radio Inc. seeks 104.7 mhz; 50 kw; ant. 145 m. Address: P.O. Box 1438, Cleveland, MS 38732. Applicant is headed by Larry Fuss and owns WKZB(AM)-WDTL-FM Cleveland and WOHT(FM) Drew, both Mississippi.

Greenville, MS (BPH950417ME)—CD Communications Inc. seeks 104.7 mhz; 50 kw; ant. 150 m. Address: 907 Military Rd., Columbus, MS 39701. Applicant is headed by Earnest Davis III and Roland Colom and has no other broadcast interests.

Pascagoula, MS (BPED950329MC)—Judah Broadcasting Network seeks 88.9 mhz; 27.5 kw; ant. 105 m. Address: 5115 Telephone Rd., Pascagoula, MS 39567. Applicant is headed by Kevin Grady and owns WZZJ(AM) Pascagoula.

Missoula, MT (BPED950418MA)—Faith Communications Corp. seeks 91.3 mhz; 1 kw; ant. 622.1 m. Address: 2201 S. 6th St., Las Vegas, NV 89104. Applicant is headed by Jack French and has no other broadcast interests.

Keno, OR (BPED950206MB)—Renaissance Community Improvement Association Inc. seeks 98.5 mhz; 1.47 kw; ant. 200 m. Address: 7544 Second St., Downey, CA 90241. Applicant is headed by Ralph Saul and has no other broadcast interests.

BY THE NUMBERS

BROADCASTING		Service		Total
Service	Total			
Commercial AM	4,909	Commercial VHF TV		559
Commercial FM	5,122	Commercial UHF TV		605
Educational FM	1,736	Educational VHF TV		123
Total Radio	11,767	Educational UHF TV		240
VHF LPTV	534	Total TV		1,527
UHF LPTV	1,057	CABLE		
Total LPTV	1,591	Total systems		11,217
FM translators & boosters	2,289	Total subscribers		60,495,090
VHF translators	2,215	Homes passed		91,250,000
UHF translators	2,464	Cable penetration*		66.3%
Total Translators	6,968	*Based on TV household universe of 95.4 million.		

Sources: Nielsen, NCTA and FCC

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THIS WEEK

May 2—Fred Friendly First Amendment Award presentation to Bill Moyers from *Quinnipiac College*. Palace Hotel, New York City. Contact: (203) 281-8655.

May 2-3—French American Animation Conference, organized by the *Cultural Services of the French Embassy*. Embassy of France, New York City. Contact: Gerard Blondel, (203) 281-8655.

May 4-7—*New Mexico Broadcasters Association* annual convention. Ramada Classic Hotel, Albuquerque. Contact: (505) 856-6748.

• **May 7-10**—44th annual *National Cable Television Association* convention. Dallas Convention Center, Dallas, Tex. Contact: (202) 775-3669.

MAY

May 8—54th annual *Peabody Awards* banquet and presentation. Waldorf-Astoria, New York City. Contact: (706) 542-3787.

May 9—*International Radio & Television Society Foundation* awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

May 9—"For Whom the Bells Toll," seminar presented by the *Hollywood Radio & Television Society*. Beverly Hilton, Beverly Hills, Calif. Contact: (818) 789-1182.

May 10—*Women in Cable & Telecommunications* annual accolades breakfast. Dallas. Contact: Tracy Mitchell, (312) 634-2339.

May 10-14—*Pacific Mountain Network* annual conference. Dana Point Resort, Orange County, Calif. Contact: Michele Nelson, (303) 837-8000.

May 13—22nd annual *National Academy of Television Arts and Sciences* Daytime Emmy Awards Creative Arts Categories. Marriott Marquis, New York City/Beverly Hilton, Los Angeles. Contact: Harry Eggart, (212) 586-8426.

May 16—Radio license renewal seminar presented by *National Association of Broadcasters*. Holiday Inn Crowne Plaza, Toledo, Ohio. Contact: Christina Griffin, (202) 775-3511.

May 17—*Federal Communications Bar Association* luncheon featuring FCC General Counsel William Kennard. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

May 17—*American Women in Radio and Television* D.C. chapter annual Leadership Awards Luncheon. Omni Shoreham, Washington. Contact: Ellen McCloskey, (202) 541-3237.

May 17—"Forum on the Future," focus group presented by *CTAM New York*. FX Television Studios, New York City. Contact: Rebecca Kramer, (212) 818-9151.

May 17—National Media Owl Awards presentation, sponsored by the *Retirement Research Foundation*. First Chicago Center, Chicago. Contact: Harry Schwartz, (312) 664-6100.

May 18—Forum on copyright laws and global licensing systems sponsored by *New York County Lawyers' Association* and *New York State Bar Association*. NYCLA Home of Law, New York City. Contact: Rich Klein, (212) 673-8786.

May 19—22nd annual *National Academy of Television Arts and Sciences* Daytime Emmy Awards. Marriott Marquis, New York City. Contact: Harry Eggart, (212) 586-8426.

May 19-21—*Federal Communications Bar Association* annual seminar. The Homestead, Hot Springs, Va. Contact: Paula Friedman, (202) 736-8640.

May 19-24—*National Association of Black-Owned Broadcasters* annual spring management conference. Marriott Frenchman's Reef, St. Thomas, U.S. Virgin Islands. Contact: (202) 463-8970.

• **May 21-24**—35th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. The Mirage, Las Vegas. Contact: Cathy Lynch, (708) 296-0200.

May 21-25—Annual public radio conference,

Sept. 27—*BROADCASTING & CABLE* Interface IX Conference, co-sponsored by *BROADCASTING & CABLE* magazine and the *Federal Communications Bar Association*. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.

Nov. 6—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

presented by *National Public Radio*. Sheraton Harbor Island, San Diego. Contact: Alma Long, (202) 414-2000.

May 22-23—Technology studies seminar for newsroom professionals presented by the *Freedom Forum Media Studies Center*. Columbia University, New York City. Contact: Shirley Gazzi, (212) 678-6600.

May 23-25—*Cincinnati Bell Information Systems* TEK-21 Conference. The Wigwam Resort, Phoenix, Ariz. Contact: (800) 238-3521.

May 23-25—*MIDEM-Asia*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (203) 840-5301.

May 24-25—2nd annual Pan Asia Cable and Telephony Conference, presented by *AIC Conferences*. Hotel Shangri-La, Singapore. Contact: (65) 3-222-700.

May 24-27—*Native American Journalists Association* annual conference. Bismarck Radisson, Bismarck, N.D. Contact: (612) 874-8833.

May 28-31—"Cableroute '95," 38th annual *Canadian Cable Television Association* convention and expo. World Trade and Convention Center, Halifax, Nova Scotia. Contact: Christiane Thompson, (613) 232-2631.

May 30-June 2—*Public Telecommunications Financial Management Association* conference. Westin La Paloma, Tucson, Ariz. Contact: Norma Gay, (803) 799-5517.

May 31-June 3—*American Advertising Federation* national advertising conference. Hyatt Regency Tampa, Tampa, Fla. Contact: Jenny Pfalzgraf, (800) 999-2231.

JUNE

• **June 1-3**—44th annual *American Women in Radio and Television* convention. Beverly Hilton, Beverly Hills, Calif. Contact: (703) 506-3290.

June 2-4—"Civic Journalism Going Into '96," workshop sponsored by the *Radio and Television News Directors Foundation*, *Pew Center for Civic Journalism* and *Poynter Institute for Media Studies*. Radisson Plaza Lord Baltimore Hotel, Baltimore. Contact: Cy Porter, (202) 467-5219.

June 6-11—13th annual *National Association of Hispanic Journalists* convention. El Camino Real Hotel, El Paso, Tex. Contact: (202) 662-7145.

• **June 7-10**—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Sheraton Washington Hotel and Washington Hilton & Towers, Washington, D.C. Contact: (213) 465-3777.

June 8-9—"Video Dial Tone in the New Competitive and Deregulated Telecom World," conference presented by the *Strategic Research Institute*. The Carlton Hotel, Washington. Contact: (800) 599-4950.

• **June 8-13**—*19th Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland.

June 10-12—12th annual Showbiz Expo West, presented by *Advantstar Expositions*. Los Angeles Convention Center, Los Angeles. Contact: Leanne Lambert, (800) 854-3112.

June 10-14—Public and educational telecommunications national utilization conference, sponsored by the *Southern Educational Communications Association*. Ramada Plaza, Jackson, Miss. Contact: Norma Gay, (803) 799-5517.

June 11-14—*Cable Television Association of Maryland, Delaware and the District of Columbia* annual spring meeting. Sheraton Fountainebleau

Hotel, Ocean City, Md. Contact: Wayne O'Dell, (410) 266-9111.

June 12-14—*New Jersey Broadcasters Association/Maryland, Delaware, D.C. Broadcasters Association* joint convention and first annual Mid-Atlantic States Exposition. Trump's Castle Casino Resort, Atlantic City. Contact: Philip Roberts, (800) 998-9291.

June 12-15—*Women in Cable & Telecommunications* national management conference. Radisson Hotel, Denver, Colo. Contact: Tracy Mitchell, (312) 634-2339.

June 12-17—*INFOCOMM International*, presented by the *International Communications Industries Association*. Dallas Convention Center, Dallas, Tex. Contact: (800) 345-3976.

June 14—Radio-Mercury Awards gala, presented by *The Radio Creative Fund*. The Waldorf-Astoria, New York City. Contact: Laura Morandin, (212) 387-2166.

• **June 18-24**—16th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

June 21-23—*Cable in the Classroom* annual corporate representative meeting. Annapolis Marriott Waterfront Hotel, Annapolis, Md. Contact: Linette Lepore, (703) 845-1400.

June 21-25—*Florida Association of Broadcasters* 60th annual convention. Ritz-Carlton, Naples, Fla. Contact: Valerie Peacock, (904) 681-4444.

June 22—*Federal Communications Bar Association* luncheon featuring NTIA Administrator Larry Irving. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

June 22—Interactive seminar on cable television production and programming sponsored by *Cable Television Network of New Jersey*. Ramada Inn, East Windsor, N.J. Contact: Holly Culver, (800) 421-0443.

June 23-24—*The Bethesda Project/Marketing Public Affairs* conference for broadcasters and public service organizations. NIH Natcher Conference Center, Bethesda, Md. Contact: Gay Ball, (215) 925-2929 or Leisa Weir, (301) 986-9322.

June 26-27—"Developing Successful Strategies for Cable Franchising's Future," conference presented by the *Strategic Research Institute*. The Carlton Hotel, Washington, D.C. Contact: (800) 599-4950.

June 27-29—*Florida Cable Telecommunications Association* annual convention and trade show. PGA National Resort & Spa, Palm Beach Gardens, Fla. Contact: Joyce Ventry, (904) 926-2508.

June 30—Deadline for entries in the *Unda-USA 1995 Gabriel Awards*. Contact: (513) 229-2303.

JULY

• **July 17-19**—8th annual *Wireless Cable Association* forum and exhibition. Grand Hyatt Washington, Washington, D.C. Contact: (202) 452-7823.

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 Convention Center, New Orleans. Contact: Karen Dada, (202) 429-4194.

JANUARY 1996

• **Jan. 22-25**—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

FEBRUARY 1996

• **Feb. 9-15**—36th annual *Monte Carlo Television Festival*. Loews Hotel, Monte Carlo. Contact: Liliane Vitale, (201) 869-4022.

• **Major Meetings**

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Shapiro's risk pays off with 3-night 'Dateline'

Many careers are forged with talent and boosted by luck. For *Dateline NBC* Executive Producer Neal Shapiro, there has been no shortage of either. Fifteen years out of college, Shapiro, 37, manages the first network news magazine to occupy three regularly scheduled weekly hours in prime time.

Two years ago, when Shapiro arrived at NBC, *Dateline* had just come through a demoralizing four-month scandal involving producers, since dismissed, who faked explosive footage for a story on faulty GM trucks.

Shapiro was hired at NBC News after the departure of President Michael Gartner and just a month before Andrew Lack was hired to replace Gartner.

Had Lack been hired first at NBC, Shapiro's chances of getting the top post at *Dateline* would not have been good, sources say. "More than likely, Neal never would have been hired by Andy Lack," a former colleague of Shapiro's says. "It was a case of being in the right place at the right time, and he knows that."

Looking back, Shapiro says, "Such are moments of opportunity—you have to take a risk." He recalls thinking that one of the attractive things about NBC's offer was that "the show wasn't going to get any worse than it had gotten, and it was a great opportunity to rebuild it. I thought I'd be good at that."

To Lack's credit, he allowed Shapiro to shine. And shine he did, with the help of a staff that grew from 85 to 200 (including about two dozen producers brought from ABC News), and as the broadcast expanded first to Wednesdays and then, last fall, to Fridays. The program has shored up two time periods for which NBC Entertainment didn't have great plans. With a strong demographic profile and an average second-place ranking in its time periods, it now accounts for about half of the news division's \$50 million in annual profits.

Like many present and former Shapiro colleagues interviewed, Ed Hersh, broadcast producer, ABC News's *Day One*, calls Shapiro an anomaly in television news. "He does great television and manages people



"[Dateline NBC] wasn't going to get any worse than it had gotten, and it was a great opportunity to rebuild it. I thought I'd be good at that."

Neal Barry Shapiro

Executive producer, *Dateline NBC*, NBC, New York; b. March 9, 1958, Albany, N.Y.; B.A., Tufts University, Medford, Mass., 1980; ABC News: assistant, VP David Burke, New York, 1980-81; assignment desk editor, New York, 1981-82; field producer, Chicago, 1983-85; special-segment producer, New York, 1986-89; producer, *PrimeTime Live*, New York, 1989-93; current position since March 1993.

well," a rare combination, Hersh says.

Ironically, Shapiro "fell into" broadcast journalism. At Tufts University he was a stringer for the *New York Times* and the *Boston Globe*, and was editor of the college paper for two years.

After graduation, Shapiro expected to launch his career in the print side of the business. He blanketed the newspaper industry with unsolicited resumes. "On a lark," he also wrote top executives at the three major news divisions.

One of those executives was David Burke, then-executive vice president, ABC News and, like Shapiro, a Tufts graduate. He was looking for an assistant and called Shapiro for an interview. "I was very relaxed because I was sure there was going to be no job at stake," Shapiro recalls.

Burke asked him what he thought of television news, "and I told him I didn't think it was very good," Shapiro says. Burke gave him the job. Not unexpectedly, Shapiro's view of TV journalism has changed.

"In some ways, it's harder to be in television," he says. "The decisions about how you artfully write the pictures are much harder because you have to convey a whole story in less time."

After stints on the ABC News assignment desk and as a producer at the network's Midwest bureau in Chicago, Shapiro moved back to New York as a special-segment producer. He wrote and produced stories with Peter Jennings on, among other topics, Cuba, the Far East and the 1988 election.

In 1989, Shapiro joined the new ABC magazine *PrimeTime Live*. During the show's first season, Shapiro won an Emmy for a story on the downing of Pan Am Flight 103, blown up by terrorists over Scotland. Other awards followed, including a George Polk Award for a 1992 piece on the neo-Nazi movement.

How long *Dateline* remains a three-night-a-week show may be tied to how strong the NBC Entertainment development slate is. "I think for now, three *Datelines* is exactly the right number," Shapiro says. "The ratings speak larger than my confidence that the audience has found it, likes it and has accepted it." —SM

Fates & Fortunes

BROADCAST TV

Tom Wall, GM, WTOK-TV Meridian, Miss., joins WTVY(TV) Dothan, Ala., as VP/GM.

Appointments at KTVT(TV) Dallas: **Timm Matthews**, weekend sports anchor/reporter, named primary sports anchor; **Jeff Gibson**, executive sports producer, named sports director; **Geraud Moncuré**, sports director/anchor, KJEO(TV) Fresno, Calif., joins as weekend sports anchor.

James Baum, COO, Louisiana Public Broadcasting, Baton Rouge, joins WLVT-TV Allentown, Pa., as president.

Cree Craig, anchor/executive news producer, WMDT(TV) Salisbury, Md., joins KPLR-TV St. Louis as co-anchor.

Charlie Fagan, engineering manager, KDKA-TV and KDKA(AM) Pittsburgh, joins KYW-TV Philadelphia in same capacity.

Gilbert Hoban, sales executive, MMT Sales and WCBS-TV New York City, joins WOLF-TV Scranton, Pa., as GM.

Carolyn Worford, director, programing operations, WJBK-TV Detroit, named station manager/VP, program development.

Appointments at New World Communications Group Inc.'s stations: **Spencer Koch**, station manager/VP, sales and marketing, WJBK-TV Detroit, joins KTVI(TV) St. Louis as president/GM; **David Whitaker**, VP, station development, Argyle Television Operations Inc., joins KDFW-TV Dallas as president/GM; **Craig Millar**, president/GM, WBRC-TV Birmingham, Ala., joins KTBC-TV Austin, Tex., in same capacity; **Chuck Wing**, VP, sales and marketing, WAGA-TV Atlanta, joins WVTM-TV Birmingham as president/GM.

Richard Rogala Jr., VP/director, sales, KDFW-TV/KDFI-TV Dallas, joins WZZM-TV Grand Rapids, Mich., as GM.

PROGRAMING

Dallas Clement, director, finance, Cox Communications, Atlanta, named assistant treasurer, Cox Enterprises.

Herb Weisbaum, consumer reporter, KIRO-TV Seattle, joins *CBS This Morning* there in same capacity.



Gould

Bert Gould, senior VP, marketing, promotion and program strategy, Fox Children's Networks, Beverly Hills, Calif., named executive VP.

Susan Binford, senior VP, public relations,

Turner Entertainment Group, Atlanta, named executive VP.

Larry Goodman, executive VP, operations and client services, Turner Broadcasting Sales Inc., Atlanta, named executive VP, news and operations.



Moss

Dann Moss, CEO, Frette Inc., New York, joins Sequent Communications there as president, Time-Span Entertainment (entertainment division).

Ann Sardini, CFO/VP, Q2, New York, joins

Children's Television Workshop there as senior VP/CFO.

RADIO

Appointments at KMOX(AM) St. Louis: **Carol Daniel**, co-anchor/host, KZIM(AM) Cape Girardeau, Mo., joins as reporter/host/anchor; **Darryl Lloyd**, executive producer, named news reporter.

Peter Feinstein, retail marketing manager, KLDE(FM) Houston, named manager, strategic business.

Michele Snyder, director, marketing, WTEM(AM) Bethesda, Md., joins WTOP(AM) Washington in same capacity.

Claudia Marshall, anchor/reporter, KXL(AM) Portland, Ore., joins CBS News Radio, New York, as reporter.

Appointments at Westwood One Formats, Los Angeles: **Dick Heather-ton**, air personality, Adult Standards/AM Only format, named regional manager, Northeast; **Ken**

Mellgren, regional director, operations and news, Metro Networks, Houston, joins as manager, affiliate relations, Northeast.

Gayl Murphy, reporter, ABC News and KLOS(FM) Los Angeles, joins SW Networks, New York, as news director/anchor/reporter, SW Entertainment.

Ernie Caldemone, GM, WYSW Radio, Indianapolis, joins Wabash Valley Broadcasting there as GM, Network Indiana.

Andy Barrett, GSM, Texas State Networks, Dallas, named VP/GM.

CABLE



Basawapatna

Appointments at Encore Media Corp., Englewood, Colo.:

Ganesh Basawapatna, VP, technology, business development, named president/COO,

Encore International; **Mark Bau-**

man, senior VP/CFO, named executive VP/COO; **Glenn Curtis**, partner, KPMG Peat Marwick LLP, joins as senior VP/CFO.

Gina Garrubbo-Colbath, VP, Eastern region, Discovery Networks, Bethesda, Md., named VP, advertising sales.

Sean Bratches, director, Northeast region, ESPN, Bristol, Conn., named VP, affiliate sales and marketing, Eastern division.

Appointments at Cartoon Network, Atlanta: **Keith Crofford**, senior producer, *Space Ghost Coast to Coast*, named director, production and development; **Craig McAnsh**, senior manager, national marketing, McDonald's Corp., joins as VP, marketing.

MULTIMEDIA

Appointments at Pappas Teleproductions, Visalia, Calif.: **Dale Kelly**, corporate director, engineering, named senior VP/director, engineering; **Lise Markham**, GM, KMPH(TV) Visalia, named executive VP, Pappas Tele-casting Inc.; **Elliott Troshinsky**, GM,

KPWB-AM-FM Piedmont, Mo., named executive VP, Pappas Telecasting Co.

Robert Strutzel, broadcast television consultant, AT&T Network Systems, Lisle, Ill., joins Mediatech, Chicago, as senior VP/chief technology officer.

Melinda Mount, VP, Morgan Stanley & Co., New York, joins Time Warner Inc. there as executive director, corporate strategy and development.

SATELLITE/WIRELESS

Appointments at Orion Atlantic LP, Rockville, Md.: **David Gardner**, manager, customer services, GE Americom, joins as director, media services; **Ed Wright**, senior account manager, GTE Spacenet, joins as manager, satellite sales.

Appointments at DIRECTV Inc., Los Angeles: **Erik Moe Jr.**, VP, sales, named VP, marketing, sales and distribution, Galaxy Latin America business unit; **Scott Nordhaus**, regional sales director, named VP, sales.

John Mattingly, VP, European ventures, COMSAT International Ventures, Bethesda, Md., named VP/GM, COMSAT World Systems.

WASHINGTON

Appointments at RTNDA, Washington: **Michele Grassley Franklin**, marketing director, named director, operations; **Jerry Dahmen**, news director, WSM-AM-FM Nashville, named director, Region 10. He will represent Kentucky and Tennessee on association's board of directors.

Appointments at National Cable Television Association: **Lisa Meredith**, assistant director, program publicity, **Angela Hidlebaugh**, assistant director, industry affairs, and **Kelly Kotwicki**, assistant director, industry affairs, named directors.

TELEMEDIA

Bernd Schiphorst, GM, UFA Film-und Fernseh-GmbH, named president/CEO of European joint venture between Bertelsmann, AG, Guetersloh, Germany, and America Online Inc., Vienna, Va.

Appointments at The Los Angeles Interactive Network: **Brent Imai**, executive producer, Prime Sports, joins as VP/project manager; **Tracy Condon**, public affairs coordinator, Bristol-

Howard Cosell, 1918-1995

Howard Cosell, 77, the outspoken lawyer turned sportscaster who promised to "tell it like it is" and usually delivered, died of a heart embolism April 23 at New York University hospital in New York. He joined ABC TV as a commentator in 1956 and remained with the TV network until 1985, when his *SportsBeat* weekly show was canceled. He remained a commentator for ABC Radio until his retirement in 1992, and once said his *Speaking of Everything* show on the radio network meant more to him than "any other show I've done." Cosell, whose distinctive face and voice made him one of the most recognizable media personalities in sports or elsewhere, was best known as part of the trio (the others were Don Meredith and Keith Jackson) that helped make *Monday Night Football* a prime time hit when it debuted in 1970, and as the verbal sparring partner of heavyweight champion Muhammad Ali, whose conscientious objector status Cosell defended. Cosell helped popularize boxing on TV, but eventually shunned it, saying it was barbaric and should be banned. His credits also included Olympics coverage and ABC's *Wide World of Sports*. He is survived by two daughters.



—JE

Myers Products, New York, joins as marketing manager, L.A. project.

DEATHS

Arthur Fazzin Fleming, 70, actor and former game show host, died April 25 of pancreatic cancer at his home in Crystal River, Fla. Fleming acted in radio, television, films and theater. Television shows he appeared in include *Starsky and Hutch*, *Lou Grant* and *Moneychangers*. Best known as the original host of *Jeopardy!*, from 1964 to 1975, Fleming also hosted *College Bowl* for seven years. He is survived by his wife, Rebecca; two children; a sister, and four grandchildren.

William Martin McCormick, 73, president, McCormick Broadcasting, died April 23 of pulmonary fibrosis at the Brigham and Women's Hospital in Boston. His broadcasting career began at WOR(AM) New York and continued at then-WNAC-TV, WRKO radio and the Yankee Network as president/GM. In 1972 he formed McCormick Communications, which later became McCormick Broadcasting Co. The company, based in Osterville, Mass., owns WBMQ(AM) and WIXV(FM) both in Savannah, Georgia. He is survived by his wife, Joan; four children, and a sister.

William N. Robson, 88, director, died April 10 of Alzheimer's disease at his

home in Alexandria, Va. In the 1930s, after writing for Paramount Pictures, Robson began directing and producing radio programs such as *Calling All Cars*, *Big Town* and *The Man Called X*. In the '40s he won the first of six Peabody Awards, for *Man Behind the Gun*. His second was for *Open Letter on Race Hatred*. After World War II Robson created, produced and directed in many genres, including westerns, adventure and real-life drama. He went to France in 1950 to direct the Maurice Chevalier show *This Is Paris*. When he returned to the U.S., he directed *Suspense* and *The CBS Radio Workshop*. In 1961 he became chief documentary writer/producer/director at Voice of America. Robson is survived by his wife, Shirley; three sons, and one grandson.

Burton L. Levine, 70, former radio station owner, died April 4 of cancer at his home in Roanoke Valley, Va. Levine bought WRVO(AM) Roanoke in 1955, and he and his wife ran the station together. Levine sold the station in 1988, but stayed on as a consultant. During his retirement he was an active fundraiser for WVTF(FM), Roanoke's public radio station.

Gloria A. Jones, 44, research coordinator, WXYZ-TV Detroit, died of a heart attack April 12 at her home. A 21-year veteran of WXYZ-TV, she is survived by two sisters and two brothers.

—Compiled by Denise Smith

CBS stock jumped \$2.50 Friday on a report by CNBC's Dan Dorfman that Westinghouse was rumored to be putting together a plan to buy CBS for \$80 a share, or just under \$5 billion. No comments from parties involved. Analysts were somewhat skeptical of the report, but did note that Westinghouse and CBS have gotten to know each other better in the past year through their new station and syndication programming joint venture and a new 10-year affiliation agreement. "They have compatible strategic interests in broadcasting," says one Wall Streeter.

Start-up studio DreamWorks SKG has received a \$300 million investment commitment from One World Media, a division of a South Korea-based conglomerate with ties to Samsung. The deal, subject to approval by the South Korean government, would make parent company Cheil Foods & Chemicals the second-largest outside investor in the company (behind software billionaire Paul G. Allen's \$500 million commitment). Cheil is a diversified consumer products business and is the founding company of electronics giant Samsung. Its managing director is Jay Lee, grandson of Samsung founder B.C. Lee and nephew of Samsung's current chairman. DreamWorks also is weighing a deal with MCA for the latter to handle foreign distribution of DreamWorks' theatrical movies and home video releases. Sources were not sure if the deal also would include the new studio's TV, cable, multimedia and other non-film output.

All American Television is in serious negotiations with Mark Goodson Productions to acquire the game show producer and licensor, confirms a well-placed source. All American reportedly

SPN return unlikely

The Spelling Premiere Network will almost certainly not return in a second season in the fall, a victim of low ratings for dramas *Robin's Hoods*, the already canceled *Heaven Help Us* and replacement show *University Hospital*, confirm sources close to SPN syndicator Worldvision Enterprises. However, Worldvision has three youthful ensemble drama shows that it likely will offer stations, two by January and one possibly in time for fall. The new shows will attempt a more balanced appeal to men and women rather than the female-skewing target of the SPN shows. Worldvision is now promising stations first crack at the new shows if they will continue running the SPN shows until fall, which the source says would allow Worldvision to continue selling advertising time in the block. So far, despite some downgrades, mass defections from the lineup have not taken place, he says. Worldvision may have helped win station loyalty by investing heavily to replace the underperforming *Heaven Help Us* with *University Hospital* in January. Adding nine episodes of *University*—while paying off a full-season, 22-episode commitment to some talent for *Heaven Help Us* after canceling the rest of its run—added some \$5 million to SPE's tab.

Despite reported strong sales of the SPN shows abroad, the shows collectively have averaged only a 2.5 household rating season-to-date domestically. Spelling has shouldered all of SPN's production and distribution costs. —DT

made a \$40 million previous offer, but may have increased that in the latest round of bidding. Staff at the Los Angeles-based production company recently received written notice of an "impending takeover."

Archival news film company Sequent Communications has created an entertainment division to produce original programming, TimeSpan Entertainment, and has named entertainment lawyer Dann Moss president. The division will use newsreel footage to create programming for TV home video and interactive media. TimeSpan is in negotiations with American Movie Classics to produce a 30-hour themed series on Hollywood stars and also is negotiating with Turner Broadcasting System on two projects. TimeSpan also will supply Turner footage for a 20-hour series on the Cold War to be produced by Anthony Isaacs for airing in 1996.

UPN's new Tuesday night schedule debuted last week to flat ratings but a significant share improvement from the season-to-date numbers for the evening. The heavily promoted debut of the 8-10 p.m. block, which includes new show *Legend* at 8 and a move of *Marker* from that time period to 9, earned a 3.7 Nielsen overnight household rating and a 6 share, up 20% in share from the season-to-date 5 for the previous schedule, which included the now-canceled *Watcher* at 9. *Legend* earned a 4.1/7, improving on the February sweeps 3.9/6 average of *Marker*, but was down from the 6.0/9 of the show's two-hour premiere a week earlier. The 3.2/5 of *Marker* was up 23%/25% from the 2.6/4 February sweeps performance of *The Watcher*.

In the face of congressional budget cuts, PBS is trimming its staff and returning money to member stations. "We have no

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prudent choice but to scale back now," President Ervin Duggan said in a statement last Friday. Twelve staff jobs will be cut, including two senior VP slots that are vacant: broadcast technology and programming. Beginning July 1, PBS will reduce by \$2.7 million the fees that member stations pay for programming and other services. The service also will redistribute \$2 million from the current fiscal year that was slated to be seed money for new programs and services. National programming will be cut in a way not yet determined, and PBS Learning Link will be scaled back.

With 16 months under its belt, the TV Food Network reported last week that its subscriber viewing base is 12 million households. Included for the first time in the Nielsen ratings, TVFN averaged a 0.3 household rating during the first quarter of this year. Launched in November 1993, TVFN's goal for 1995 is to reach 16.5 million households and to earn a 0.4 Nielsen household rating by the end of the year, says TVFN President Reese Schonfeld. He predicts that TVFN's subscriber base will increase, on average, 43% per year, growing to 20 million-21 million by the end of 1998.

The FCC last week dismissed an application by Advanced Communications Corp. to transfer DBS channels to TCI subsidiary Tempo. The commission dismissed the application as part of an action reclaiming the channels at orbital locations 110 degrees west and 148 degrees west. Advanced Communications had controlled 27 channels at the 110 degrees west slot and another 24 at the 148 degrees slot. The FCC ruled that the company has not met its due diligence obligation in providing a DBS service to the public and is requiring the company to return the channel "to the public." The FCC dismissed as moot the company's request to transfer channels to Tempo.

Errata: A first reference to Carsey-Werner Chief Executive Stuart Glickman was inadvertently deleted from an April 24 profile of the company's syndication unit.

WASHINGTON

No new ads

Expanded advertising has been ruled out as a future source of funding for public TV, sources say. If the current "enhanced underwriting" spots were expanded, money actually would be lost because stations' tax-exempt status would be hurt, according to a study of public TV's financing options by Lehman Bros. The Corporation for Public Broadcasting this week will present its proposals for future federal funding to House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.). Those proposals, partially based on the CPB-funded Lehman Bros. report, include station mergers and proposed new revenue sources, the sources say.

Meeting of minds

NAB President Eddie Fritts has arranged a meeting in Washington of broadcast TV networks and their affiliates and major TV group owners to see if they can reach a consensus on broadcast ownership issues. The Network Affiliated Stations Alliance wants to maintain the 25% cap on national TV ownership limits, while the networks want to abolish it but could live with a 50% cap. Chances of compromise remain slim, given that networks see support for a 50% cap in the House Telecommunications Subcommittee, while affiliates seem unwilling to go beyond 35%.

HOLLYWOOD

Yard sale

A Group W Productions official denies speculation that a recent Paramount Studios lot sale of equipment and furniture from its syndicated *Marilyn* talk show was the final chapter for the low-rated show. For sale at the April 21 event were items including director's chairs, props, end tables and office accessories. Reportedly among the items for sale were the chairs used by host Marilyn Henner's guests—which a source said went for \$5 each—and the platform on which those chairs sat. A Group W spokesman said that such end-of-season sales are common-

place and added that the syndicator will await the May sweeps performance of unaired, previously taped episodes of the show, which is now in production hiatus, before making a decision on whether to cancel it.

NEW YORK

Blockbuster sports

Huizenga Holdings, run by former Blockbuster chairman Wayne Huizenga, has become an investor in Classic Sports Network. Also new to the network's investment team are Citibank, Essex, Mass Mutual and Tudor Investments. The network debuts this Saturday.

New news service

MSO Cablevision Systems is developing a text and digital-photograph news service it hopes to launch soon on select owned systems. As planned, viewers would first tune to the company's News 12 regional news channel and then use the remote control to click onto the more localized text service. The text service will attempt to recreate a community newspaper and will include some full-motion video.

DALLAS

Quello honored

FCC Commissioner James Quello is to be honored by the National Cable Television Association at its convention in Dallas next week. The trade group will present its newly created Distinguished Public Service Award to Quello at a by-invitation-only luncheon on Sunday (May 7) for congressmen and other public officials.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"Hey Ted, how's the 'digital imaging' coming along?"

Fixing Fox II

After a two-year proceeding, the FCC staff has reached a conclusion in the Fox foreign ownership case: that, for whatever reason, News Corp. has been 74% over the limit for the past 10 years. Now it's up to the FCC to bring the law into compliance with News Corp. or bring News Corp. into compliance with the law.

Rupert Murdoch has dodged the worst bullet in the FCC's arsenal: a finding of lack of candor, which could have led to revocation. The commission is scheduled to go into open meeting this Thursday, essentially polarized between Chairman Reed Hundt's opinion that News Corp. should be restructured to meet the test of law and Commissioner James H. Quello's view that it should be waived free on grounds of the public interest. It's not at all certain which view will prevail.

This page holds with Hundt that the present arrangement is outside the law. We favor a nonpunitive approach that would permit News Corp. to restructure over a generous period of time, armed with a tax certificate or other administrative remedy to make the transition fiscally transparent, and with a provision to allow the restructuring to comply with more generous foreign ownership regulation or legislation, should it be enacted.

Something on the order of a consent decree strikes us as the right instrument to effect all this, with News Corp. and the FCC sitting down together to work out the terms of the settlement, and with no concession of fault.

For all the reasons we cited in a March 13 editorial on this subject, we think the public interest and the industry have been well served by Rupert Murdoch et al. The law, at the moment, is not. The two must be squared.

Encore

Andrew Barrett brings his own drummer to the FCC. For five years he has been the least predictable, the least known, the most maverick of the present FCC. Not for those reasons alone, we support his reappointment.

As a story in this issue indicates, we are not alone. He has the backing of broadcasters, cable and telephone—not a bad trick for a commissioner whose vote is not committed to any camp. He also has Senator Bob Dole on his side; he may need no one else.

Barrett has served under three chairmen (Sikes, Quello and Hundt) and has never been a vote any could count upon without persuasion. Many credit him as the most expert of the commissioners on the increasingly complex common carrier agenda. Independent and savvy; five more years, please.

The mouth that roared

Brash. Bombastic. Opinionated. Thin-skinned despite interminable layers of ego. This was Howard Cosell, who died last week at 77. He was a lawyer (we could just see him going head-to-head with *Picket Fences*'s Douglas Wambaugh) turned sportscaster turned celebrity who ultimately became something of a self-caricature. But in a world where sports and TV often sit cozily at a corner table, he was the obnoxious guy who sat down uninvited and asked questions nobody wanted answered, except maybe Cosell and a few million viewers. He was—simultaneously—the best- and least-liked guy behind the microphone. He wouldn't have had it any other way.

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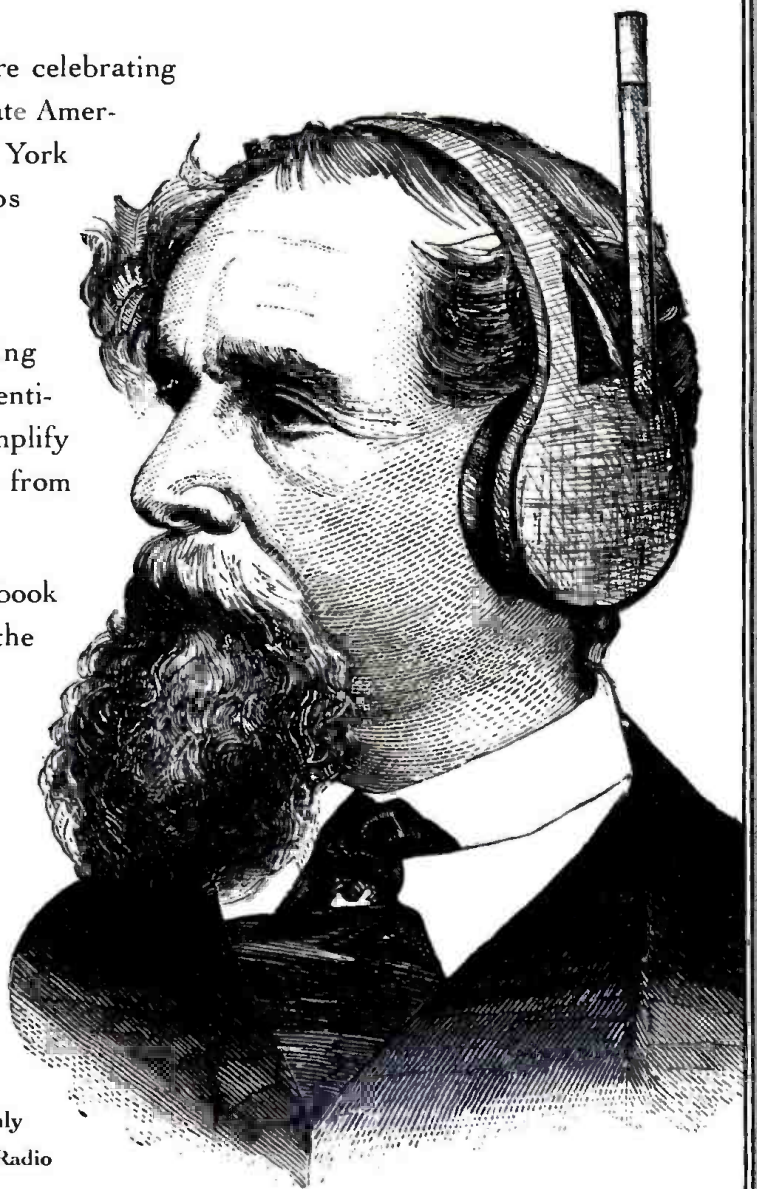
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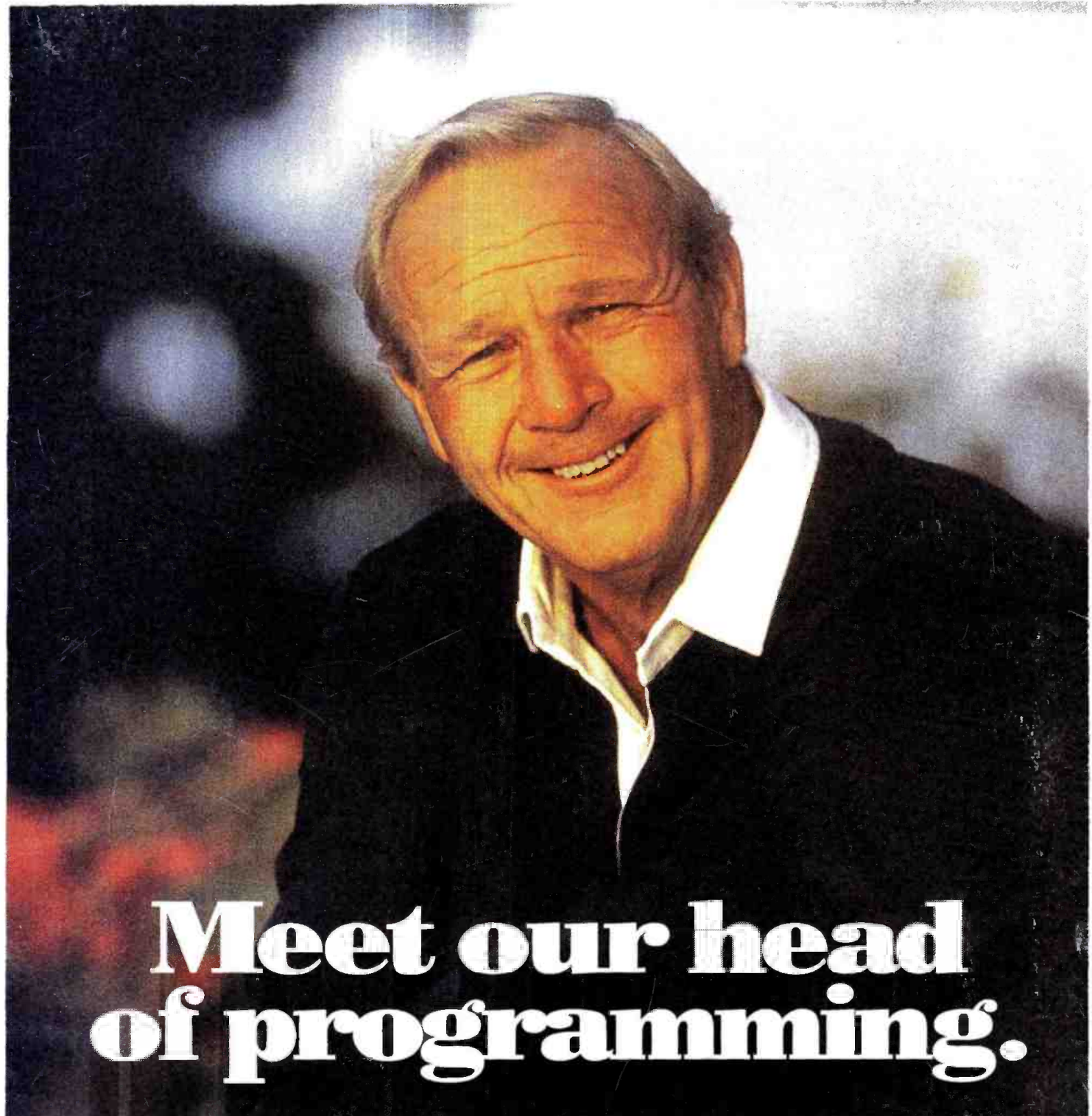
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