

MAY 9

# Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 124 No. 19 63rd Year 1994 \$3.95 A Cahners Publication

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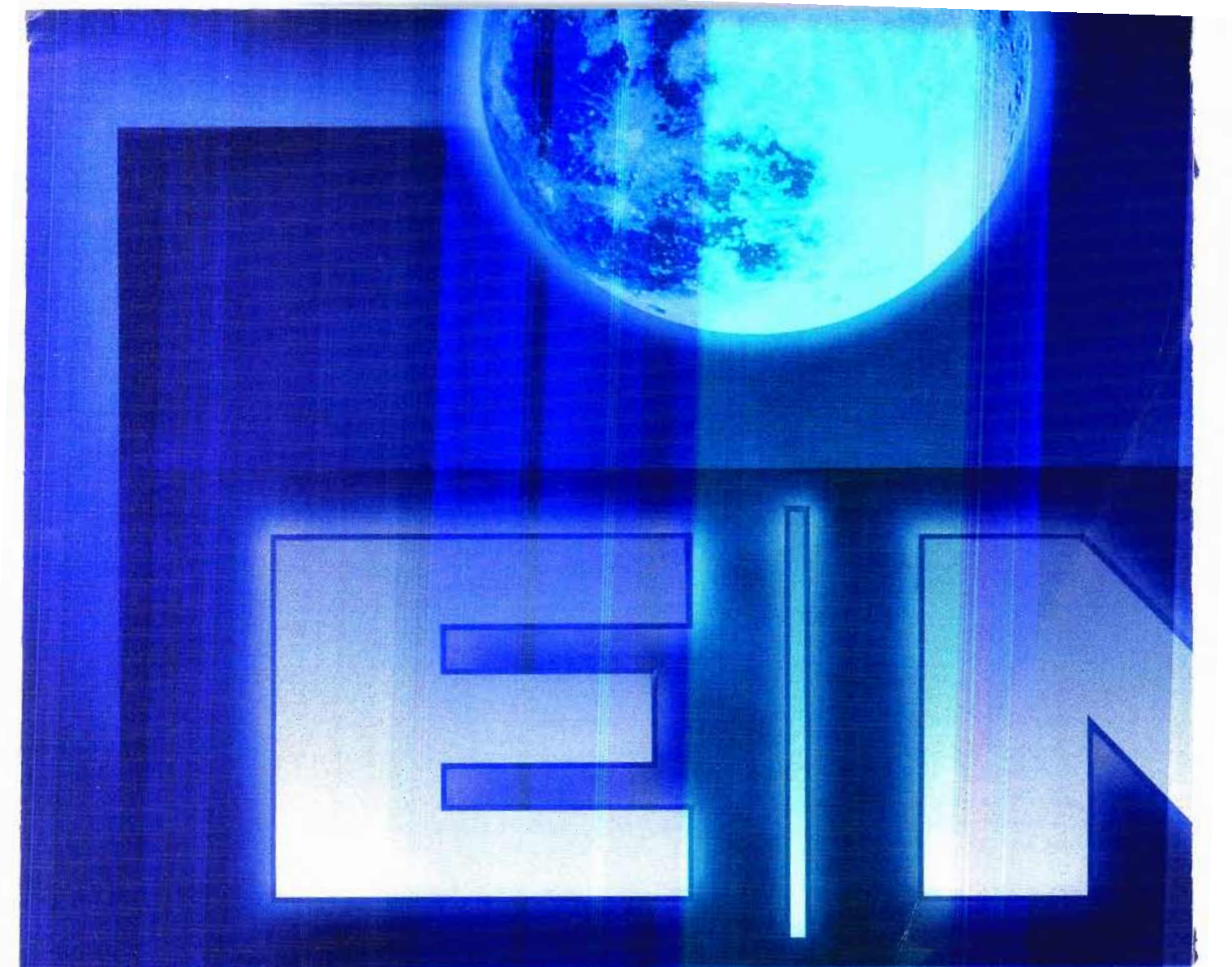
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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Gore to the rescue** Hoping to revive information highway legislation, Vice President Al Gore is pressuring the nation's largest local and long-distance telephone companies to put aside their differences and work for passage this year. / 9

**New selling scheme at Viacom-Paramount** In one of the first indications of a new Viacom-Paramount structure, Paramount salespeople have begun selling Viacom product, specifically securing renewals for *The Montel Williams Show*. / 10

**NBC rushes CBS affiliate in Buffalo** NBC and King World part-owned CBS affiliate in Buffalo, N.Y., are discussing an affiliate deal. The talks triggered speculation that the proposed new alliance might be prelude to an acquisition of King World by NBC-parent General Electric. / 12

**Maryland cable system ordered to refund \$20 million** Southwestern Bell's suburban Washington cable system has been ordered to pay \$20 million in refunds to subscribers and lower its basic cable rate. / 14

**Viacom, Nynex explore video on demand** Nynex and Viacom plan jointly to explore video-on-demand possibilities for the vast Viacom and Paramount film and TV libraries. The companies also plan to work together to create interactive versions of Viacom's cable networks. / 18

**Telemedia** The FCC may be moving forward on video dialtone applications. ...Firms selling parts for the information highway saw big opportunities at SuperComm '94. ...Cable complaints against flexible use of spectrum are countered. / 18



*'The Oldest Living Confederate Widow Tells All'* helped CBS win the first week of May sweeps. / 13

## COVER STORY

### 'The reality is that reality bites'

Although no one is ready to declare reality programming dead, the genre has cooled in the past year. Viewer burn-out is among the factors being blamed. However, some say audiences aren't sated, and a show with a new twist could succeed. / 29

### Reality still going strong in syndication

The only challenge to syndicated reality programming may be the increasing number of shows crowding the landscape and reaction to the genre's sensationalism. The coming season will test the format's mettle. / 34

### 'ENT,' 'ET' prepare to slug it out

The entry this fall of Warner Bros.' new *ENT*



*'Rescue 911,'* above, helped pioneer reality programming. News magazines like *'20/20,'* right, are big earners for networks. / 29, 40



entertainment magazine strip into the same day-part as Paramount's juggernaut *Entertainment Tonight* has led to comparisons to a boxing match, despite the efforts of both studios to downplay the matchup. / 34

### Cable borrows broadcast footage

Cable networks are using unconventional methods, including deals with broadcast networks for footage, to bring reality programming to their customers. / 38

### Magazines prime earners in prime time

News magazines are displacing hour dramas, which the networks are finding increasingly expensive and harder to develop. / 40

### Tabloids pull out checkbook

Discussion of checkbook journalism is moving into the realm of respectable debate. Many programs admit writing the checks, not by way of confession but as an explanation of how to do business. / 42

**"I'm of the opinion that every news organization pays for information in one way or another."—John Tomlin of 'Inside Edition' and 'American Journal' on checkbook journalism**

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**PROGRAMING**

**Braun to head NBC TV Network**

Neil Braun, chairman and chief executive officer of Viacom Entertainment, has been named president of the NBC Television Network. / 20



Seven more large markets have joined the 'Seinfeld' off-net stable. / 20

**Another seven for Seinfeld**

Columbia TriStar Television Distribution sold *Seinfeld* off-network in seven additional large markets. The show has been selling 10%-20% above CTTD's asking price in most places. / 20

**Softer 'Downey'?**

Combative talk show host Morton Downey Jr.'s new syndicated talk show will be distributed by start-up syndicator Grand Entertainment Corp. beginning in 1994. / 26

**Who's talking on America's Talking?**

There will be a mix of seriousness and humor on America's Talking when the network launches to more than 10 million homes this summer. / 26

**BUSINESS**

**Cable gives wireless the business**

Wireless cable operators say there is a large and largely untapped market in unwired office buildings, shopping malls and other business locations. / 44

**RADIO**

**Earnings continue to climb dial**

First-quarter earnings reported by top radio groups



**On the Cover:**

Don't pronounce reality programming dead yet. Network demand is waning, but the genre still is going strong in syndication. And increasingly, network news units are producing programs for other outlets, including cable and overseas users. / 29  
Cover photo courtesy 'Rescue 911'

reflect continued growth in an industry that still is rebounding from a downturn. Some company officials describe the first quarter of this year as their best quarter ever. / 48

**Native American radio show debuting**

Leaders in Native American radio plan a national two-hour, daily call-in talk show, news and cultural events program on Native American concerns. / 48

**WASHINGTON**

**Hollings stands firm on superhighway bill**

The chances that the Senate will move an information superhighway bill this year are growing dimmer. Not only does the local telephone industry oppose the bill, but its chief proponent, Senator Ernest Hollings, is in no rush to move the measure. / 50

**C-SPAN minus 200,000**

When Fox's fX cable channel launches on June 1, it's going to cost C-SPAN 200,000 viewers. Some cable operators that want to make room for the channel will yank C-SPAN and C-SPAN 2 to plug in fX. It's just the latest bad news for C-SPAN. / 53

**TECHNOLOGY**

**Digital video: technology in search of jobs**

Even if digital video networks work on the drafting table, not all telco and cable managers are convinced



Info highway managers turned out in force at SuperComm '94 in New Orleans last week. / 54

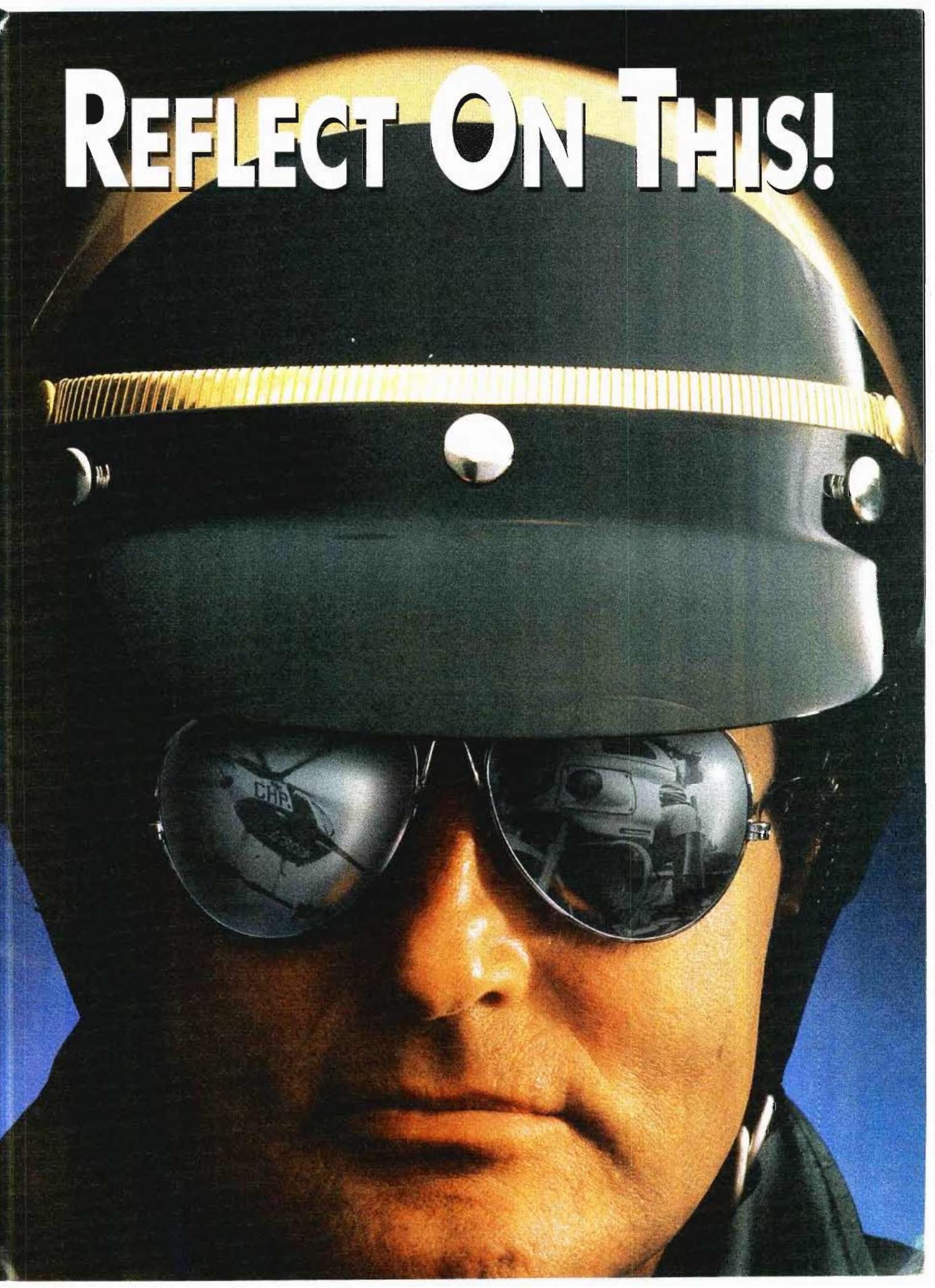
that the most advanced systems will work on the balance sheet. Managers are looking for applications to justify installing the complete video-on-demand, all-purpose highway to the home. / 54

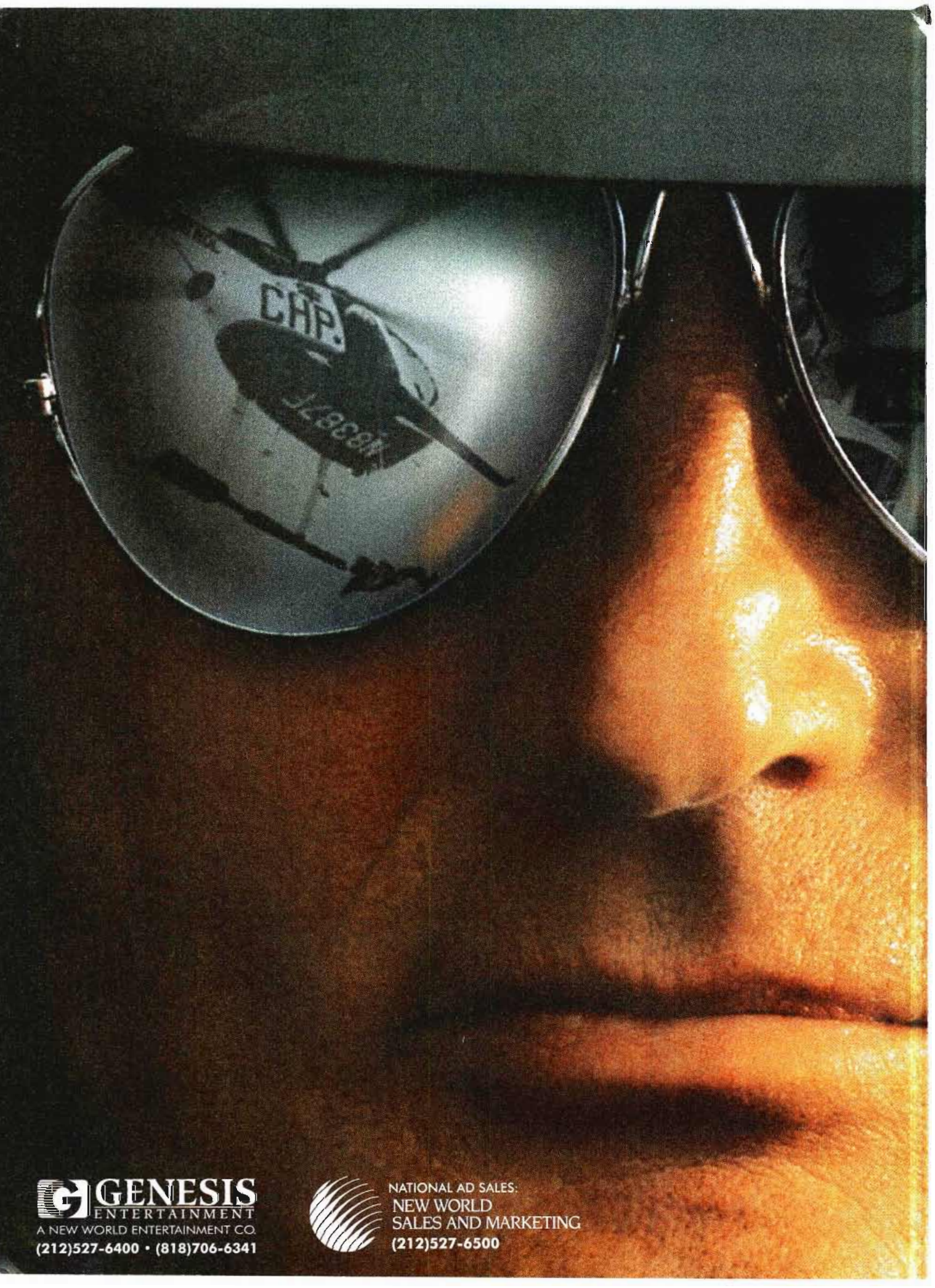
**Cable, telco merge—on equipment**

Their businesses appear to be staying on opposite sides of the fence for now, but cable and telephone technologies collided last week at SuperComm. Network designers this year favor combinations of traditional cable and telco equipment. / 54

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**REFLECT ON THIS!**



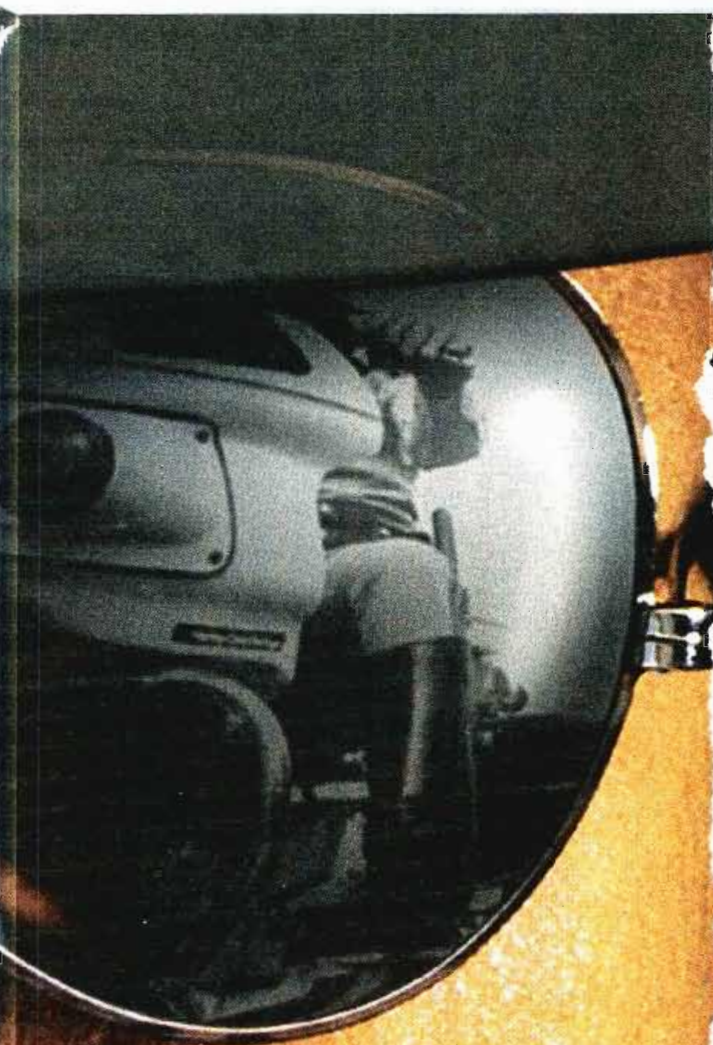


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DETROIT	+86%
ORLANDO	+38%
PORTLAND	+38%
NASHVILLE	NC
GRAND RAPIDS	+200%
SAN ANTONIO	-18%
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professionalism, and concern for others into shows with a positive format."

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our nation's citizens...TOP COPS presents police officers as positive role models for our children..."

James D. Amburgey, Host, Dr. Stuart  
Hindman, Psychiatry

"...emotionally jarring re-enactments...sensitive stories touch even the most stoic viewer."

Only Variety

"...a superior documentary series about police..."

Wall Street Journal

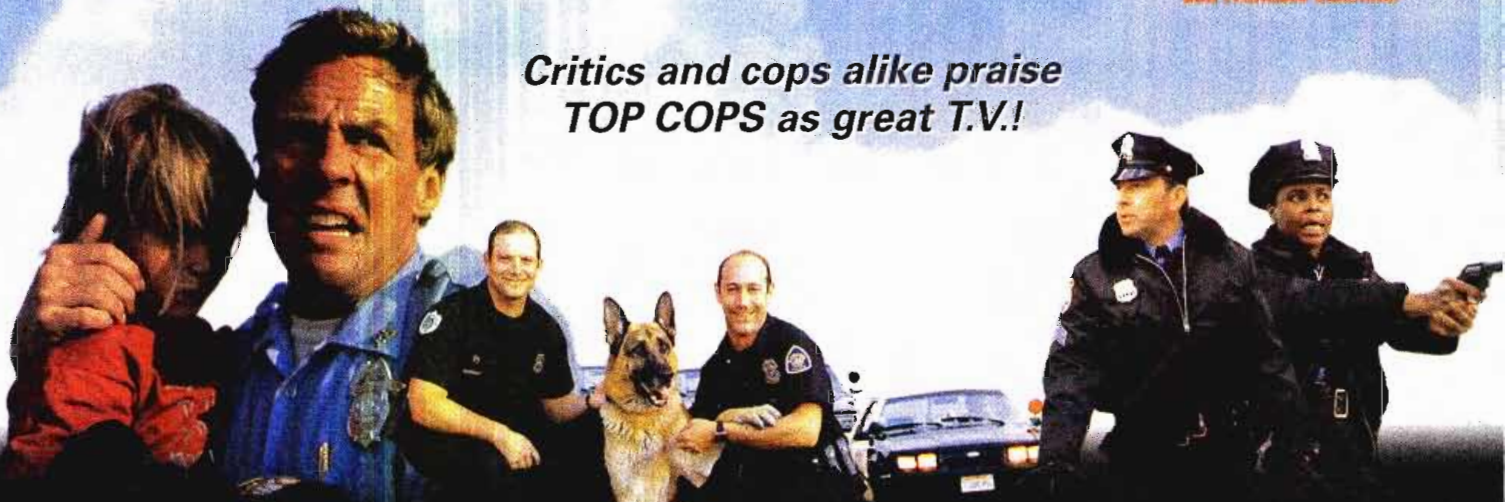
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New York Post

"...T.V.'s most exciting cop drama...an astonishing,  
gut-twisting glimpse of a cop's vulnerability...before you realize it, you're hooked."

San Francisco Examiner

*Critics and cops alike praise  
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## Gore to the rescue

VP leans on telcos to keep superhighway bills moving

By Kim McAvoy

**H**oping to revive information highway legislation, Vice President Al Gore last week pressured the nation's largest local and long-distance telephone companies to put aside their differences and work for passage this year.

Gore met with top executives of the seven regional Bell operating companies and GTE on Thursday morning and with the leading long-distance carriers later in the day.

Cable and broadcasting officials share Gore's enthusiasm for the legislation. If enacted, it will clear the way for cable operators to provide local telephone services and will allow broadcasters to use spectrum for new nonbroadcast services. It also would direct the FCC to review TV ownership restrictions.

"The meetings were not designed to broker any kind of deal," says Greg Simon, Gore's chief domestic policy adviser. "All we're trying to do is make sure everybody is on board. We're trying to keep the bill moving."

Gore wants to get the legislation to a House-Senate conference committee, Simon says. At that point, the parties can resolve their differences. "We want both the RBOCs and long-distance companies to enter the other's business in a fair way across-the-board," he says.

Gore's intervention seemed to have the desired effect.

"We intend to work with the administration and congressional leadership to pass legislation that will benefit this country and allow the building of the world's best information infrastructure," Bell Atlantic Chairman and Chief Executive Officer Ray Smith said in a statement on behalf of local telco executives.

"It is not our intent to kill or block or drive a stake through the heart of the legislation," says Eric Rabe, director of corporate relations, Bell Atlantic. "S. 1822 has a long way to go," says Laird Walker, vice president, US West. But "we are committed to passing a bill this year." S. 1822

is the info highway bill authored by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.).

Such talk is a far cry from the stand that telco executives took earlier last week at a Commerce Committee hearing (see story, page 50). US West Chairman Richard McCormick and Richard D'Antonio, president of the Bentleyville [Pa.] Telephone Co., indicated that they could not support the bill unless major revisions were made, particularly to provisions that keep them from immediate entry into the long-distance telephone business.

The local telcos also are troubled by a House companion bill that would heavily regulate their entry into cable TV and, they claim, put them at a competitive disadvantage.

The long-distance companies back Hollings's bill, but also are concerned about a House bill that would clear the way for the RBOCs to deliver long-distance services in less than five years.

Gore's attempt to jump-start the legislation is viewed positively by



Al Gore hopes to get info highway legislation back in the fast lane

some on Capitol Hill. "He's trying to drum up support; that's good," one House staff member says.

The development of the information superhighway is a top priority for the Clinton administration. Before last week, the administration was keeping a low profile, working behind the scenes to tweak certain provisions and keep the legislation on track.

"We don't want to be obtrusive or disruptive," says Larry Irving, head of the National Telecommunications and Information Administration. "It's not our style to grab all the glory and the gusto." ■

### NAB goes on offense against spectrum fees

The National Association of Broadcasters is urging its members to lobby against a revenue-raising proposal that would cost spectrum users almost \$5 billion during the next five years.

NAB last week told broadcasters that the Office of Management and Budget still is promoting the idea, which NAB calls a bad one.

OMB needs to raise \$4 billion-\$4.8 billion to offset the costs of implementing the GATT free trade agreement. The agency reportedly is suggesting that the money come from a spectrum royalty fee.

An OMB spokesman says the agency can neither confirm nor deny that such a proposal is under consideration. The agency says it is looking at a variety of proposals to raise the revenues needed for GATT. "No decisions will be made without close consultation with the Hill," an OMB spokesman said.

NAB hoped that OMB might retreat after the agency received a stern rebuke from House Commerce Committee Chairman John Dingell (D-Mich.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) for promoting the idea (BROADCASTING & CABLE, May 2).

But last week, NAB learned from a reliable source that OMB was sticking by the idea of charging a spectrum royalty fee and that it anticipates broadcasters will pay at least 84% of those fees. NAB says OMB wants to tax 1% of broadcasters' gross receipts the first year and increase that tax by 1% each year. The fee would be capped at 5% after five years. —KM

# New selling regime at Viacom-Paramount

*Paramount staff secures renewal for Viacom's 'Montel,' clears Paramount product in process*

By Steve Coe

**T**he Paramount-Viacom merger is beginning to be felt in the broadcast syndication marketplace.

Paramount salespeople have been seeking renewals for Viacom's *Montel Williams Show*, offering the talk show in tandem with Paramount programs and demanding higher prices for it.

In Jackson, Miss., possibly the first market where Paramount has sold a Viacom show, WLBT bought *Montel* for 1995-96 and 1996-97. WJTV there holds the rights to the show through the fall of 1995.

Dan Modisett, WLBT president/general manager, said the deal was done through Paramount salesman Stuart Marcus. "I had been working with Viacom [to acquire *Montel*], and then a Viacom representative called and said I'd be dealing with a Paramount rep," said Modisett.

In addition to *Montel*, Modisett also purchased Paramount's *The Maury Povich Show* and gave a commitment to buy another Paramount series. Modisett wouldn't say *Montel* was used as leverage to get the station to purchase the Paramount programs, but he acknowledged *Montel* was one of the "engines that drive the programming train in Jackson."

According to a source, WLBT paid

around \$5,000 per week for the show, more than double what WJTV pays. Modisett would not disclose the price, but said "we probably paid at least double."

Rick Jacobson, president, domestic markets, Viacom Entertainment, who heads Viacom's sales force, downplayed Paramount's handling of the Jackson sale. "We really view this as one company, and if a guy in the Paramount sales staff can help *Montel* in a specific market, he will and vice versa."

Jacobson said he was unaware of the WLBT renewal for 1996-97. But, he added, "there's no reason not to sell it." *Montel* is cleared in most markets for the upcoming season and in more than 30% of the country for 1995-96.

How the Paramount and Viacom distribution divisions will be melded is still to be determined by Kerry McCluggage, chairman of the Paramount Television Group. Although it was Viacom that acquired Paramount, several sources say it appears Paramount is emerging as the dominant sales division.

"I think you'll eventually see



Viacom's 'Montel' helping to sell Paramount product

everyone reporting to Steve Goldman [president, domestic television, Paramount TV Group]," said one source.

Jacobson said no decisions have been made on the final structure. And, he said, there has been no acrimony between the sales units. "Until Kerry makes those decisions, we're just working together."

*Montel* apparently is not the only Viacom product being eyed by the Paramount sales staff, according to a station rep. "The Paramount people are licking their chops over the *Roseanne* renewals."

With the economic recovery and the show's strong performance, renewal prices are expected to exceed those of the first cycle. ■

## 'Caroline' seeks to fill 'Arsenio' seat

Fred Silverman and Witt-Thomas-Harris Prods. think they have found a replacement for the canceled *Arsenio*—and her name is Caroline.

Comedienne and VH-1 reality show host Caroline Rhea will be featured in *Caroline*, a late-night syndicated talk show being developed by Witt-Thomas and Silverman, former programming guru at ABC, CBS and NBC.

"She brings a point of view to late night that doesn't exist—a woman's point of view," says Silverman, who is now an independent producer. "She's very appealing, very sharp and her whole demeanor is quite Midwestern, which has been a prerequisite for the people who have worked in late night. The time is right for a woman to come and tear



Rhea promises to bring out the natural sense of humor in her guests.

that time period apart."

Silverman and Witt-Thomas are negotiating with distributors to launch the one-hour strip in a slow rollout in six to 12 markets by late summer or early fall.

Rhea is ideal to capture the young, female-skewing late-night audience of the canceled *Arsenio Hall Show*, Silverman says. Canadian-born Rhea is co-host of VH-1's *Fools for Love*, a weekly half-hour series on relationships and dating. She is also a stand-up comic, a frequent guest on cable comedy shows and an actress. She has a sitcom development deal with CBS and Witt-Thomas.

The new show will feature a house band, a sidekick, guest interviews, a live studio audience, segments filmed outside the studio and a group of regulars.

The show will be more spontaneous than other talk shows, Rhea says. "I'm going to try to bring out the natural sense of humor in people. I'm not intimidating, so I think that will come out." —DT



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# NBC rushes CBS affiliate in Buffalo

Talks fan speculation of station part-owner King World merging with NBC-owner GE

By Steve McClellan

**N**BC last week put its Buffalo, N.Y., affiliate, Tak Communications-owned WGRZ-TV, on notice that it is "exploring other opportunities" in the market for the next affiliation cycle beginning Oct. 1.

NBC and the King World-managed CBS affiliate in the market, WIVB-TV, are discussing an affiliate deal. Several sources in the market say the new agreement is a "done deal," but NBC and CBS sources deny that. Tony Kiernan, general manager at WIVB-TV, declined comment.

The King World-NBC talks have triggered speculation that the proposed new alliance in Buffalo, the 38th-ranked market, may be a prelude to an acquisition of King World by NBC-parent General Electric. Both companies declined comment. King World owns WIVB-TV in partnership with financial lenders.

Rumors of a King World sale have been circulating for months, usually with Capital Cities/ABC cited as the possible buyer. Most of ABC's owned stations have purchased the key King World Productions shows. The group has locked in *Wheel of Fortune* and *Jeopardy!* through 1999, although rep sources say *Oprah Winfrey* has not been renewed beyond the current term, which runs to 1995.

Industry analysts and executives say a GE purchase of King World is logical. "It makes sense for any network looking to get in the syndication business," says Jessica Reif, an analyst with Oppenheimer & Co. "A network needs a third-party distributor to be in that business. It would be too awkward to have their own sales staff making calls on ABC and CBS affiliates. And King World is the best in the business."

Added one broadcast executive in Buffalo: "Unless there is an enormous shift in network compensation, which ain't exactly the trend these days, you have to wonder what's driving this deal."

WIVB-TV, he says, would be giving up a lot to align itself with NBC, including *David Letterman* in late night and CBS's prime time and daytime strength. But others counter that WIVB-TV would be in a better position

to expand its local news output in the mornings with the *Today* show's second-place position in the market.

WIVB-TV also would significantly enhance its position in sports with the acquisition of the enormously popular Buffalo Bills, several Super Bowls, Olympics and the National Basketball Association.

NBC's motivation for a swap is more straightforward. Sources say it is dissatisfied with WGRZ-TV's performance, which has included a liberal pre-emption policy. The station is

third in the market. Also, sources say, the network believes Tak's management is unstable. The group entered a Chapter 11 proceeding last year.

If an affiliate swap takes place, CBS could pick up WGRZ-TV or try to convince the market leader, WKWB-TV, to switch from ABC.

But sources at WKWB-TV say it is "virtually unthinkable" that the station would switch. "CBS would have an easier time buying WKWB outright than it would convincing the management to switch," a source says. ■

## New World on the prowl

\$350 million purchase makes group owner eighth-largest

By Geoffrey Foisie

**N**ew World Communications is living up to its grand ambitions. The newly amalgamated collection of TV stations, programming operations and in-house station rep last week agreed to pay \$350 million cash for four TV stations owned by Great American Communications.

Sources last week said New World also was looking at at least two other acquisitions, one of them being of group owner Continental Broadcasting, which also was being sought by River City Broadcasting.

Another object of attention is said to be WSMV Nashville, Tenn. WSMV used to be part of the New World station group in the group's previous incarnation, Gillett Holdings. Robert E. Selwyn Jr., head of the New World station group, visited the station last week, according to the *Nashville Banner*.

The Great American stations are CBS affiliate KSAZ-TV Phoenix; ABC affiliates WBRC-TV Birmingham, Ala., and WGHP-TV High Point, N.C.; and NBC affiliate WDAF-TV Kansas City, Mo. The acquisition will give New World 11 stations with 11.9% U.S. coverage.

New World also gave Great American non-cash consideration for the four stations in the form of 5-year

warrants, or long-term options, to buy 5 million shares of New World stock at \$15 each. With New World stock trading at just over \$9 last week, the shares will have to perform well for the warrants to be worth anything.

More than one source suggested that the \$350 million purchase price was slightly below 10 times the stations' trailing cash flow. New World may have gotten an advantageous purchase since the four stations' cash flow is said to be up significantly so far this year. Great American has talked with at least several other interested buyers.

From the investors' point of view, the biggest beneficiary of last week's big transaction was Great American. Its stock jumped more than 10% on the news, while shares of New World slipped slightly.

Proceeds from the sale will help Great American pay down debt and pursue a duopoly-acquisition strategy in radio. Great American has accumulated tax losses that can be used to offset a sizable portion of taxable gain from the sale, said Executive Vice President Gregory Thomas. The fact that those tax losses will be used up could convince Great American to keep its two remaining stations, WTSP-TV Tampa St Petersburg and WKRC-TV Cincinnati. ■

## Time Warner blames FCC for fiscal troubles

Time Warner Cable last week issued a statement criticizing the FCC and announced some belt tightening that it said was necessitated by the second round of rate regulation.

In last Wednesday's announcement, the second-largest MSO said it would cut expenses by \$100 million in 1994, immediately institute a hiring freeze and "initiate cost-cutting measures in all our divisions."

The capital-spending reduction would still leave the company spending perhaps double the \$353 million it spent in 1993, according to an estimate by Jay Nelson of Brown Brothers Harriman.

The reduction would not affect the company's rollout of fiber to nodes serving roughly 500 homes, according to a Time Warner spokesman. Nor would it affect the company's showcase interactive TV project in Orlando, Fla., or its recently announced contract to purchase digital-capable converter boxes from Scientific-Atlanta.

Asked for examples of what the budget reduction would affect, the spokesman said fewer purchases of cars and trucks and perhaps extensions of cable to less dense neighborhoods.

Nelson and Oppenheimer & Co.'s Jessica Reif both project a roughly \$90 million decline, or about 8%, in the company's cable cash flow in 1994 versus a year ago due to the latest round of rate reregulation. —GF

## Curtain going up on Independent Film Channel

By Rich Brown

**H**ow long does it take to launch a new cable network?

Four months, according to executives at Rainbow Programming Holdings. The cable programming company last week said it will launch a new cable network, The Independent Film Channel, on Sept. 1.

Helping distribution along will be Rainbow's parent company, Cablevision Systems Corp., which has committed to launch the new network in the 2.5 million homes it serves. Cablevision will roll out the channel as part of its "Spectrum" programming tier which currently is available to half of Cablevision's subscribers and eventually will be on all company systems.

IFC programming will include 30-35 premiere feature-length titles per month, along with documentaries, shorts, animation and original productions featuring behind-the-scenes looks at independent filmmaking. The first of these original productions, to be done in conjunction with the network's University Advisory Board, will be a look at the recent black cinema conference at New York University. The network also will have a



Filmmakers Advisory Board, composed of directors Martin Scorsese, Robert Altman, Spike Lee and others.

In preparation for the new network, Rainbow has renewed or extended film agreements with Sony Classics, Fine Line, New Line, Samuel Goldwyn, October Films, Janus, Triton and Castle Hill. Titles on the network will be presented unedited and without commercial interruption.

IFC is the latest addition to a family of Rainbow programming services that includes movie channels Bravo, American Movie Classics and Romance Classics as well as NewSport and News 12 Long Island. Kathleen Dore, senior vice president and general manager of Bravo, will serve as general manager of the new service. ■



'Confederate Widow' got CBS off to a strong start in the May sweeps race.

## 'Widow' wins week for CBS

By David Tobenkin

**C**BS took the household ratings prize in the first week of the May sweeps, aided by its strong Saturday and Sunday night lineups and the strength of miniseries *The Oldest Living Confederate Widow Tells All*.

For the first eight days of the May sweeps through last Thursday night, CBS averaged a 12.3 rating/20 share, followed by NBC's 11.7/19, ABC's 11.3/19 and Fox's 7.8/13. *Widow's* Sunday installment of 15.7/24 helped CBS best NBC's network debut of the feature film "Cape Fear" (12.4/21) and a strong showing by ABC's TV movie *A Place for Annie* (14.8/23). *Widow's* second installment on Tuesday (13.8/21), however, could not overcome ABC's usual strength in that night. The *29th Annual Country Music Awards* on NBC generated a 13.4/21, dominating the early hours of Tuesday evening.

NBC's hastily made and critically panned *Tonya and Nancy: The Inside Story* generated a disappointing 10.4/19 on Saturday, a distant second to CBS's *Dr. Quinn, Medicine Woman* (13.7/25) and *Walker, Texas Ranger* (11.4/21). Fox stalwart *The Simpsons* showed unusual strength on Thursday with the show's 100th episode (12.4/21) and a special repeat of the show's first episode afterward (12.7/20). ■

# Cable system ordered to refund \$20 million

*Local regulators say operator charged discriminatory rates, in effect before Southwestern Bell bought system; refunds would average \$118 per subscriber; FCC appeal planned*

By Christopher Stern

Local regulators have ordered one of Southwestern Bell's suburban Washington cable systems to refund \$20 million to subscribers and lower its basic cable rate.

Refunds for the 168,435-subscriber system in Montgomery County, Md., would average \$118 per subscriber.

County regulators accused Cable TV Montgomery (CTM) of improperly charging discriminatory rates. The county alleges some subscribers were charged \$7.32 for basic service, others were charged \$10.53 and still others paid \$14.68.

An unfortunate side effect of creating a uniform basic charge is an increase in the cable bills of approximately 5,000 subscribers, said an attorney who represents the county, Frederick Ellrod, of Miller & Holbrooke in Washington.

Local authorities may regulate their cable franchises if they file a form with the FCC. As of last week, 5,936 franchising authorities had filed, covering most of the top 100 cities in the country. Several statewide franchising authorities have also filed with the FCC, including cable authorities in New York, Massachusetts, West Virginia, Kentucky, Alaska, Hawaii and Vermont.

Refunds from the alleged discriminatory pricing will total \$10 million, according to Ellrod. An additional \$10 million will be refunded from equipment rates; the county ordered the price for remote controls lowered from \$5.21 to 16 cents a month.

CTM says it will appeal the order to the FCC, and that it takes particular issue with charges of discriminatory pricing. "The rate order is something we feel is off the wall, and we will work as hard as we can to refute it," says CTM President John Eddy.

Eddy also disputes the county's calculation of the cable system's basic-rate benchmark, which was ordered reduced by 39 cents to \$14.29. The complicated benchmark formulas leave room for disagreement, according to Eddy: "That's what the FCC is there for—to mediate these situations."

Ellrod emphasized that all the rates were in place before Southwestern Bell finalized its deal to purchase the system from Hauser Communications on Jan. 7. "Southwestern Bell has inherited an unfortunate situation," said Ellrod.

The cable system is already planning to lower rates under the second round of cable regulations that goes into effect May 15. However, like most cable systems, CTM will take

advantage of the transition relief offered by the FCC that allows it to delay implementation of the latest benchmarks until July 15.

The order is one of several issued by local regulators recently, including franchise authorities in St. Louis and Tallahassee, Fla. ■

## Move may be in FCC's future

The FCC may yet have to move to the Portals, an unbuilt office building in southwest Washington. At least one member of a three-judge federal appeals court panel last week seemed to agree with a lower court finding that the General Services Administration reneged on the 1991 award of an FCC lease to the Portals.

"The FCC did everything in its power not to go to the Portals," Chief Judge Glenn Archer said at oral arguments in the government's appeal of the prior ruling. "The critical question" is what remedy is appropriate, he said.

Richard Conway, attorney for the Portals, argued that the only acceptable remedy is to force the GSA to finalize the Portals contracts, valued at \$225 million-\$250 million over 20 years. But Donald Kinner, Justice Department attorney, countered that the GSA should be allowed to solicit another round of bids for the FCC lease because the Portals had been unable to accommodate the agency's expanded space needs. At best, he said, the Portals is entitled to no more than recovery of its bidding expenses.

After the argument, Portals representative Elliott Levitas told BROADCASTING & CABLE that the Portals is not interested in expenses, which amount to \$3 million-\$7 million; it needs the FCC as an anchor to attract other tenants. To that end, it has proposed sweetening its bid with \$102 million in rent concessions, build-out credits and other "benefits." ■

## Satellite licensing bill good news for Fox

In a victory for the satellite broadcasting industry, the Senate Judiciary Committee last week approved a bill that would extend the satellite copyright license under current fee schedules.

A House version of the bill would attach a fair market value to the copyright fee. That could raise costs significantly for satellite broadcasters. Currently, the fees are set by an arbitration panel, which takes into account what the cable industry pays in copyright fees.

Broadcasters are pushing the fair-market-value language in the House version of the satellite copyright legislation in hopes of setting a precedent for the cable industry. Broadcasters say cable operators are not paying them enough in copyright fees.

The Senate bill is also good news for the Fox network. An amendment to the bill would change the definition of a local service area and allow cable operators to retransmit any station in its market without paying distant signal copyright fees. That is important for Fox because many of its UHF stations are outside the 35-mile zone that defines a local service area.

If the bill becomes law, it would add 1 million viewers to the Fox network, according to Preston Padden, executive vice president, affiliates. —CSS



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MARKET	STATION	WOMEN 18-49 SH vs 2/93 TP	WOMEN 25-54 SH vs. 2/93 TP
Los Angeles	KCBS	+13%	+13%
Chicago	WPWR	+83%	+120%
Boston	WLVI	+71%	+20%
Dallas	KDFI	+33%	+50%
Detroit	WXON	+8%	+22%
Houston	KTXH	+111%	+17%
Seattle	KSTW	+200%	+150%
Phoenix	KTVK	+19%	+17%
Hartford	WTIC	+64%	+50%
Milwaukee	WTVV	+10%	+9%
Charlotte	WJZY	+171%	+57%
Cincinnati	WSTR	+50%	+50%
Kansas City	KCTV	+3%	+6%
Norfolk	WTKR	+680%	+438%
San Antonio	KRRT	+700%	+600%
New Orleans	WNOL	+150%	+200%
West Palm Beach	WTVX	+100%	+200%
Louisville	WLKY	+45%	+36%
Birmingham	WABM	+200%	+100%
Tulsa	KTFO	+300%	+220%
Flint	WSMH	+350%	+150%
Austin	KVC	+100%	+100%
Shreveport	KTBS	+15%	+20%
Davenport	KLJB	+50%	+100%
Tri-Cities	WKPT	+67%	+22%
Waco	KWKT	+100%	+56%
Savannah	WTGS	+100%	+125%
Peoria	WYZZ	+100%	+100%
Tallahassee	WTLH	+114%	+217%
Anchorage	KTBY	+480%	+243%
Utica	WFXV	+133%	+33%
Jackson	WBBJ	+25%	+32%
Eureka	KVIQ	+64%	+65%
Casper	KGWC	+86%	+200%
Twin Falls	KKVI	+20%	+50%

Source: NSI SNAP Feb 94 vs. Feb 93 T.P.

**11 Years Later,  
Our Success Continues  
To Unfold.**



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CONNECTION**



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# Viacom joins Nynex in exploring video on demand

*Companies also developing interactive cable networks*

By Rich Brown

Venturing further into the video dialtone business, Nynex says it will work with Viacom to jointly pursue programming projects in the U.S. and the UK.

Plans call for Nynex and Viacom to jointly explore video-on-demand possibilities for the vast Viacom and Paramount film and TV libraries. The companies also plan to work together to create interactive versions of Viacom's cable networks, including MTV, Nickelodeon and VH-1, and possibly to develop multiplayer video games.

Word of the Viacom deal came as Nynex provided further details on its video dialtone experiment in New York City. As reported last week in *BROADCASTING & CABLE*, 15 trial participants have signed on to receive video-on-demand service since March.

Nynex executives hope to have as many as 800 customers in three Manhattan buildings involved in the video dialtone test by the end of the year.

Video-on-demand programs offered on the Nynex system are being supplied by three main providers: Advanced Research and Technologies Inc., wireless cable operator Liberty Cable Television and Urban Communications Transport. Local cable franchisee Time Warner Cable is expected to provide video-on-demand services when Nynex expands its program capacity later this year.

The majority of the programming in the Nynex video-on-demand trial is being offered by Liberty. It includes movies, vintage TV series, and news and documentary programs from ABC, NBC, WNET, Reuters and Dow Jones. Liberty later this year plans to offer classes from the New School, sports programs, airport flight information, live traffic views and a home shopping service from Bergdorf Goodman. The shopping service could involve a one-way video and

two-way audio link with an on-camera salesperson.

On the equipment side, Nynex has agreements with eight vendors for the New York City test. The initial phase

of the test, which is being conducted in analog, includes video-server software from On-Demand Technologies plus equipment from Stratus Computer, Dynair Electronics, Scientific-Atlanta and American Lightwave Systems.

The digital portion of the trial, scheduled to begin by September, will use a digital server from Digital Equipment Corp., transmitters and receivers from ADC Telecommunications, and set-top boxes and signal processing equipment from Zenith Electronics Corp. ■

## TeleMediaWatch

**There is further evidence that the FCC is moving forward on video dialtone applications:** The Common Carrier Bureau has sent Ameritech three pages of questions about its video dialtone applications in Michigan, Ohio, Indiana, Illinois and Wisconsin. The FCC wants more details about the projects' finances, including information about revenues and construction costs. The agency also wants more information about channel capacity and terms and conditions that apply to the networks' users. Ameritech must respond to the questions by today (May 9).

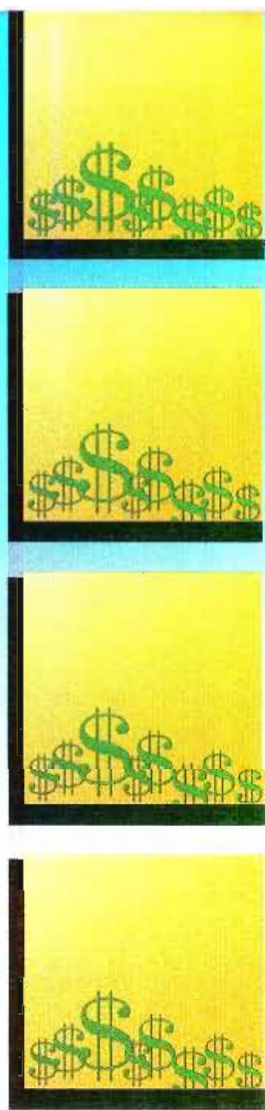
**Away from the world of wired networks, the Association for Maximum Service Television (MSTV) last week countered cable industry complaints against proposed flexible use of broadcast spectrum.** Answering a recent letter from the National Cable Television Association criticizing broadcasting efforts to provide multiple 525-line pictures or other digital services, MSTV said it is too early to set any restrictions.

"Nobody, not even the NCTA's Blue Ribbon Committee, can foresee the future with such clarity that it can craft rules at this premature point in time," MSTV President Margita White said. The association maintained that further restrictions on broadcast use of spectrum will hinder public access to high-definition television.

**Bell Atlantic and The Interpublic Group of Companies** are forming a company called InterActive Partners to finance new content providers for interactive services. The companies are forming InterActive Partners with Silicon Valley venture capital firms Technology Partners and Kleiner, Perkins, Caufield and Byers, and they expect another "large content provider" to join the project. Initial companies of InterActive Partners are VideoStream, The New Children's Studio and Silicon Gaming.

**Another RBOC, Ameritech,** said it has chosen Scientific-Atlanta Inc. to supply more than \$300 million worth of analog and digital equipment for its planned video dialtone network.

**The NCTA has asked the FCC to investigate statements Bell Atlantic Video Services' Larry Plumb made** in the April 25 issue of *BROADCASTING & CABLE* about the company's New Jersey video dialtone project. Plumb told *BROADCASTING & Cable* that some fiber optic cable is already in place and that all that remains to do is insert electronics to make the network capable of delivering video. The NCTA claims if Plumb's statements are accurate, Bell Atlantic may be in violation of the commission's video dialtone rules. Bell Atlantic's application in New Jersey was first filed with the commission more than a year and a half ago.



# Watch for it.

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## Braun to head NBC Television Network

*Viacom Entertainment chief picked to succeed Pier Mapes*

By Steve Coe

**N**eil Braun, chairman and chief executive officer, Viacom Entertainment, has been named president of the NBC Television Network, replacing Pier Mapes. Mapes, who has held the position for 12 years, is taking early retirement.

Braun, who had found himself without a significant position in the newly realigned Viacom-Paramount structure, will assume the NBC job June 15, following the network's affiliate meeting in Los Angeles. Braun will report directly to Bob Wright, president and CEO of NBC.

In his new position, Braun's chief responsibility will be to "develop new and dynamic business relationships

with both our affiliates and our advertisers," Wright said.

The NBC job is New York-based, and Braun said location was a factor in his taking the position. In a conference call last week, Braun said that staying at Viacom likely would have meant relocating to Los Angeles. Following the sale of Paramount to Viacom, the television activities of both companies were placed under Kerry McCluggage, chairman, Paramount Television Group. That devel-



New NBC-TV chief Neil Braun

opment left Braun without a significant East Coast position, and with the prospect of moving west undesirable, he said he began looking for a position elsewhere.

Mapes, who spent nearly 25 years with NBC, will remain in the post through the end of the year.

Wright denied that Mapes was forced out, saying that the decision by Mapes to take early retirement and Braun's availability were merely coincidental. ■

## Another seven stations for 'Seinfeld'

*Latest sales bring show's coverage to 12 markets/27%*

By David Tobenkin

**C**olumbia TriStar Television Distribution sold *Seinfeld* off-network in seven additional large markets last week, including a network affiliate that will be unable to run the expensive show in access under the prime time access rule.

CBS affiliate WTKR-TV Norfolk, Va., will air the show in early fringe and upgrade it if PTAR is scrapped, said the station's general manager, Christopher Pike.

"When the FCC does consider the prime time access rule, I believe it will go away," said Pike. "But the time frame of when they get around to it is unclear, and it didn't enter into our evaluation."

Other stations buying the show for a fall 1995 launch include Fox Broadcasting's WATL Atlanta, Cannell's WUAB Cleveland, Meredith Corp.'s KPHO-TV Phoenix, independent KUSTV San Diego, River City Broadcasting's WTTV Indianapolis and Chris Craft/United's KPTV Portland, Ore.

The show has been selling 10%-20% above CTTD's asking price in most markets, said Dick Kurlander,

vice president and director of programming at Petry Television Inc.

However, Pike said that WTKR-TV, in the smallest market yet cleared, was the exception. "It is accurate to say in this market, the price for the show was below the asking price," said Pike, who would not divulge the price. A competitor in the

### CBS talking football

CBS confirms that it has talked with a group considering the launch of a Sunday afternoon football league. The league would start in 1995, with teams backed by hometown sponsors.

For example, Federal Express is said to be interested in backing a team in Memphis, and Anheuser-Busch is considering a St. Louis franchise. Organizers include former World Football League president Mike Lynn and Federal Express Chairman Fred Smith.

Network executives say it is still "very early" in the negotiations. —SM

market said the show was sold to WTKR-TV for about \$8,900 per episode, 20% below the \$11,100 floor for bidding and significantly less than what WTKR-TV paid for *Home Improvement*.

But a knowledgeable source disputed those figures and said the show sold for more than the asking price.

Pike also said that the deal with CTTD confirmed that the contract has contingencies that adjust the price depending on when the show is aired. "There are some contractual implications that are more typical of a first-run show that have been written into the contract," he said.

Regardless of the actual price in smaller markets such as Norfolk, the show's strength in the larger markets sold so far guarantees its success, said Kurlander: "All Columbia TriStar really needs is the top 25 markets—all the rest is gravy."

The show was previously sold to Tribune's WPIX New York and KTLA Los Angeles, Fox's WFLD Chicago, WSBK-TV Boston and KDVR Denver. In total, the 12 markets sold represent 27% of the country. ■



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will  
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# New network is music to Galavision

*Telehit launch will be accompanied by marketing blitz; Galavision revamps programming*

By Rich Brown

**G**alavision is preparing to further boost its position among Spanish-language cable networks with an aggressive marketing push and the launch of a sister network, Telehit, in the third quarter of this year.

Galavision, which is managed and marketed by the Univision Hispanic broadcast network, has just reformat- ted its programming line-up and is planning to win new viewers to the revamped channel with its prime time coverage of World Cup Soccer (June 17-July 17). Galavision will replay all 52 World Cup games, which will air live during the day on Univision.

Meanwhile, the network is planning to import Telehit, a Mexico-based music video network. Telehit, which will be officially unveiled to the U.S. marketplace at the upcoming National Cable Television Association convention in New Orleans, will target the 18-34 audience with a variety of music blocks aimed at the various subsections within that group. MTV last October launched its



Galavision GM Manuel Calvo

own Hispanic music video network in the U.S., MTV Latino, now available in 373,000 U.S. households.

Galavision has kept a relatively low profile since its launch in 1979. The network has gone through various permutations in its 15 years of business, from a pay service to a basic cable service to a broadcast service and, as of last year, back to a basic cable service. Galavision now has 1.5 million subscribers and bills itself as the largest Spanish-language cable service in the U.S. The network has two carryover carriage deals from its previous incarnations—a broadcast affiliate in Houston with 230,000 homes and a pay TV agreement with a cable operator in Miami. The network's distribution covers 28% of the U.S. Hispanic market, according to J. Manuel

Calvo, general manager. Roughly 80% of the cable system operators carrying Galavision pay carriage fees for the network, he says.

Calvo, who became general manager last October, realizes it is a difficult marketplace in which to launch and

relaunch new networks. Rate reregulation and limited channel capacity restricted Galavision's growth last year to 120,000 homes, he says. But he says the company, backed by the financial strength of Univision, is moving forward with its expansion plans and expects eventually to offer at least four Hispanic services in the U.S. Galavision is not the only company aggressively targeting the Hispanic cable market—other networks, such as Gems, a channel for Hispanic women, and La Cadena Deportiva (Hispanic sports), are pushing for carriage.

"When channel capacity stops being an issue, the services must be there," says Calvo.

Calvo says another network likely to be offered in the future is a 24-hour version of ECO, the Mexico-based international news service that airs part-time on the Galavision schedule. He says Galavision is about to sign a deal with A.C. Nielsen for audience measurement of the channel, which will help to test audience demand for ECO news and other possible spin-off programming concepts seen on Galavision. Calvo admits that signing a Nielsen deal is a costly, unusual step for a cable network with just 1.5 million subscribers.

"In order for us to do it smart, we have to invest," says Calvo. "We're in this for the long term." ■

## New World to dish up late-night soap

By David Tobenkin

**N**ew World Entertainment has given the go-ahead for production of a late-night soap that will be the first in a series of new projects produced primarily for the company's TV station group, domestic syndication and international distribution rather than for a network, the company said last week.

The company has ordered 65 episodes of *Valley of the Dolls*, which will launch on the company's seven stations on June 13, be syndicated domestically by subsidiary Genesis Entertainment two months later and also will be sold internationally.

"We are embarking on a new era at New World where what we will produce for our stations will be the cornerstone of our efforts," said New World Television President Barbara Corday. "All of our stations are network affiliates, so we will stay out of prime time programming, but we will be looking at producing anything non-prime time—reality, talks, soaps."

She said the company also has a one-hour morning talk show strip under development that it hopes to launch on the stations in September and later syndicate.

The new strategy is another element in the effort to decrease dependence on

network licensing for its product adopted since New World was purchased in 1989 by the Andrew Group. Since then, the company has acquired its own syndication arm, Genesis Entertainment, announced that it will represent its own stations, increased the number of international co-productions and created two animation production arms.

*Valley of the Dolls*, based on the Jacqueline Susann novel about three women struggling for success in Hollywood, will star Sally Kirkland.

New World will produce 260 half-hour episodes of *Valley* for the full-year's schedule. ■





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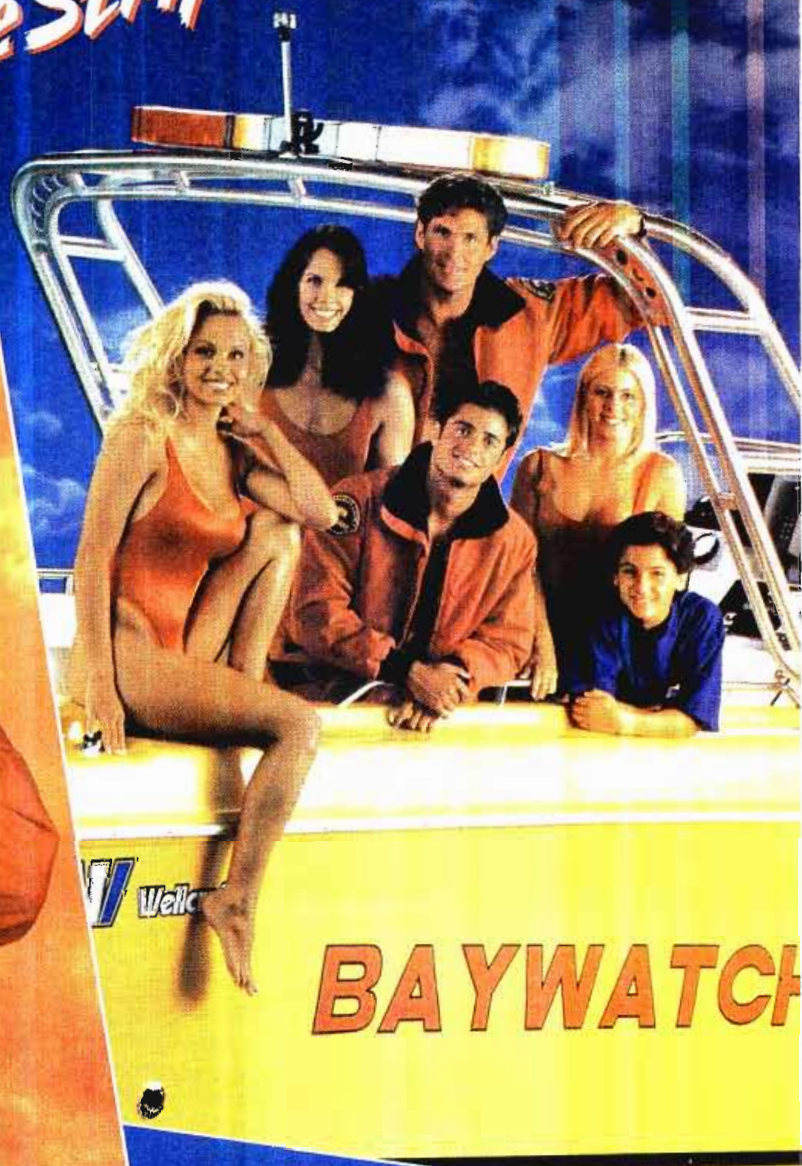
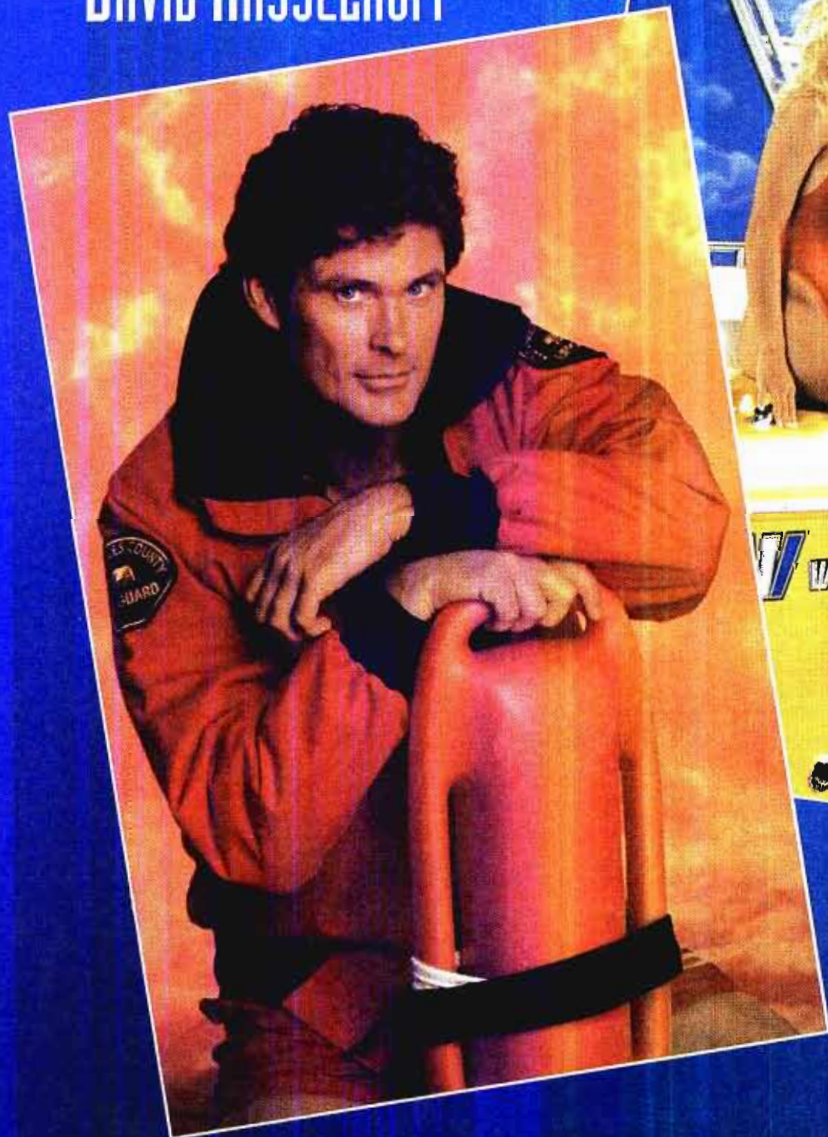
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# Grand selected to market softer 'Downey'

Talk show's producer opts for start-up syndicator

By David Tobenkin

The mouth has a pipeline. Combative talk show host Morton Downey Jr.'s new syndicated talk show will be distributed by start-up syndicator Grand Entertainment Corp. beginning in January, the show's executive producer, Major Broadcasting, said last week.

*Downey* is the highest-profile project yet for Grand, which was formed by syndication veterans Peter Yaman, Carl Dietze and Tom Sieracki in May 1993. The company is creating a Saturday morning series for Fox Children's Network and is negotiating with another network for a stripped series.

"We held discussions with several syndicators but chose to go with Grand Entertainment because they will focus...on *Downey* exclusively in the talk TV forum—unlike other syndicators with multiple talk shows to juggle," said Chris Devine, president of Major Broadcasting, which syndicates Downey's daily radio show to more than 40 stations.

Downey, whose original talk show

was distributed in 1987-89 by MCA TV and pulled—despite strong ratings—after advertisers balked at his confrontational style, is being repositioned as a kinder, gentler host.

"It was never our feeling that Morton wasn't a dynamite personality," said Yaman. "The way he did his shows was not the best platform for

him. We think his talents can be redirected at Middle America."

Yaman said he will begin selling the one-hour show, which will be taped in front of a Chicago studio audience, in several weeks. It will be pitched as a barter show for daytime and early fringe dayparts with a time split "to the advantage of stations," he said. ■

## Who's talking on America's Talking?

By Rich Brown

There will be a mix of seriousness and humor on America's Talking when the network launches to more than 10 million homes this summer.

With just two months before its July 4 launch, NBC-owned cable network America's Talking has unveiled a large chunk of the original live talk programming that will fill its schedule. The scheduled times that follow are all eastern time. The lineup so far includes:

■ *America's Talking* (Mon.-Fri., 7-9 a.m.; repeated daily, noon-2 p.m.) Hosted by Steve Doocy, former host of NBC's syndicated morning show, *House Party*, and Kai Kim, most recently with WTNH-TV New Haven, Conn. The show will also feature regular contributors from around the country.

■ *What's New* (Mon.-Fri., 9-10 a.m.) Hosted by former *HBO Entertainment Report* anchor Mike Jerrick, the show will cover everything new, ranging from books to inventions.

■ *Wellness* (Mon.-Fri., 10-11 a.m.) Guest experts in the studio and via satellite will take in-depth looks at alternative medicine.

■ *Am I Nuts?* (Mon.-Fri., 11 a.m.-noon) Psychologists will offer advice and instant evaluations on a variety of mental topics.

■ *Have a Heart* (Mon.-Fri., 4-5 p.m.) Guests talk about their problems and viewers are invited to help.

■ *Pork* (Mon.-Fri., 5-6 p.m.) Will take aim at government waste. Each show will feature a guest President of the U.S. who will field questions from journalism students and viewers.

■ *A-T in Depth* (Mon.-Fri., 6-8 p.m.) A look at the day's events.

■ *R&R with Roger Rose* (Mon.-Fri., 8-9 p.m.) A freewheeling celebrity interview show hosted by Roger Rose.

■ *Bugged!* (Mon.-Fri., 10-11 p.m.) Billed as "primal scream therapy brought to you courtesy of the information superhighway," the show will give viewers, in-studio guests and audience members a chance to vent.

The network's Monday-Friday lineup of original programming will be repeated 11 p.m.-7 a.m. daily. ■

### Top cable shows and nets

Following are the top 15 basic cable programs (April 25-May 1), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHS. (000)	Rating	
				Cable	U.S.
1. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,569	4.1	2.7
2. <i>Murder, She Wrote</i>	USA	Thu 8:00p	2,351	3.8	2.5
3. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,342	3.8	2.5
4. <i>NASCAR: Winston Cup</i>	ESPN	Sun 1:30p	2,300	3.7	2.4
5. <i>Nixon Funeral Coverage</i>	CNN	Wed 8:00p	2,298	3.7	2.4
6. <i>Nixon Funeral Coverage</i>	CNN	Wed 7:30p	2,275	3.6	2.4
7. <i>Nixon Funeral Coverage</i>	CNN	Wed 7:00p	2,165	3.5	2.3
8. <i>Rugrats</i>	NICK	Sun 10:30a	2,161	3.6	2.3
9. <i>Ren &amp; Stimpy</i>	NICK	Sun 11:00a	2,009	3.3	2.1
10. <i>Ren &amp; Stimpy</i>	NICK	Sat 9:00p	1,965	3.3	2.1
11. <i>WWF: Monday Night Raw</i>	USA	Mon 9:00p	1,963	3.2	2.1
12. <i>MLB: Braves vs. Marlins</i>	TBS	Mon 7:30p	1,857	3.0	2.0
13. <i>Murder, She Wrote</i>	USA	Wed 8:00p	1,706	2.7	1.8
14. <i>Rocko's Modern Life</i>	NICK	Sun 11:30a	1,665	2.8	1.8
15. <i>Doug</i>	NICK	Sun 10:00a	1,611	2.7	1.7

The top five basic cable services for the week of Apr. 25-May 1 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

	Network	HHS. (000)	Rating/ Share
1.	USA	1,361	2.2/3.5
2.	TBS	1,324	2.2/3.6
3.	TNT	998	1.6/2.7
4.	ESPN	812	1.3/2.1
5.	NICK	706	1.2/1.9

	<b>abc ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>11.0/18</b>	<b>10.9/18</b>	<b>10.9/17</b>	<b>6.6/11</b>
8:00		56. <i>Dave's World</i> 9.3/16	26. <i>Fresh Prince</i> 11.8/20	72. <i>Fox Night at the Movies—Hostage for a Day</i> 6.6/11
8:30	33. <i>Day One</i> 10.9/18	52. <i>704 Hauser</i> 9.7/16	39. <i>Someone Lk Me</i> 10.5/17	
9:00		18. <i>Murphy Brown</i> 12.5/20		
9:30	31. <i>ABC Monday Night Movie—Getting Out</i> 11.1/18	27. <i>Hearts Afire</i> 11.6/18	36. <i>NBC Monday Night Movies—Web of Deception</i> 10.7/17	
10:00		31. <i>Northern Exposure</i> 11.1/19		
10:30				
<b>TUESDAY</b>	<b>13.3/23</b>	<b>10.0/17</b>	<b>7.4/12</b>	<b>4.8/8</b>
8:00	23. <i>Full House</i> 11.9/22	(nr) <i>Kids Killing Kids</i>		(nr) <i>Kids Killing Kids</i>
8:30	15. <i>Phenom</i> 12.8/22		75. <i>Movie of the Week—The Dreamer of Oz</i> 6.1/10	
9:00	4. <i>Roseanne</i> 17.1/28	48. <i>CBS Tuesday Movie—House of Secrets and Lies</i> 10.0/17		80. <i>Front Page</i> 4.8/8
9:30	8. <i>Coach</i> 15.1/24			
10:00	28. <i>NYPD Blue</i> 11.5/20		48. <i>Dateline NBC</i> 10.0/17	
10:30				
<b>WEDNESDAY</b>	<b>14.8/23</b>	<b>8.1/13</b>	<b>9.5/15</b>	<b>12.5/20</b>
8:00	(nr) <i>Nixon Funeral Coverage</i>	(nr) <i>Nixon Funeral Coverage</i>	(nr) <i>Nixon Funeral Coverage</i>	17. <i>Beverly Hills, 90210</i> 12.6/20
8:30	10. <i>Behind Closed Doors</i> 13.7/21	77. <i>Tom</i> 5.9/9	41. <i>Unsolved Mysteries</i> 10.4/16	
9:00		68. <i>Traps</i> 7.5/11	59. <i>Now w/T and K</i> 8.8/13	20. <i>Melrose Place</i> 12.4/19
9:30	3. <i>Home Improvmt</i> 18.1/27			
10:00	6. <i>These Fr of Mine</i> 16.0/25	51. <i>48 Hours</i> 9.8/17	56. <i>Law and Order</i> 9.3/16	
10:30	18. <i>Turning Point</i> 12.5/23			
<b>THURSDAY</b>	<b>11.1/18</b>	<b>10.3/17</b>	<b>15.2/24</b>	<b>10.2/16</b>
8:00	60. <i>Byrds of Paradise</i> 8.6/14	46. <i>Christy</i> 10.2/17	30. <i>Mad About You</i> 11.3/19	20. <i>The Simpsons</i> 12.4/21
8:30			13. <i>Wings</i> 12.9/20	16. <i>The Simpsons</i> 12.7/20
9:00	23. <i>Matlock</i> 11.9/18	41. <i>Mysteries of the Ancient World</i> 10.4/17	1. <i>Seinfeld</i> 20.4/31	63. <i>In Living Color</i> 8.4/13
9:30			12. <i>L.A. Law</i> 13.1/22	69. <i>In Living Color</i> 7.4/11
10:00	13. <i>Primetime Live</i> 12.9/22			
10:30				
<b>FRIDAY</b>	<b>11.0/20</b>	<b>10.4/19</b>	<b>7.7/14</b>	<b>7.0/13</b>
8:00	34. <i>Family Matters</i> 10.8/21	44. <i>Diagnosis Murder</i> 10.3/20	73. <i>On Trial</i> 6.5/12	78. <i>Adventures of Brisco County Jr.</i> 5.8/11
8:30	39. <i>Boy Meets World</i> 10.5/19			
9:00	44. <i>Step By Step</i> 10.3/18	36. <i>Burke's Law</i> 10.7/19	64. <i>NBC Friday Night Mystery—MacShayne: Final Roll of the Dice</i> 8.3/15	65. <i>The X-Files</i> 8.2/14
9:30	34. <i>Sister, Sister</i> 10.8/19			
10:00	23. <i>20/20</i> 11.9/22	46. <i>Picket Fences</i> 10.2/19		
10:30				
<b>SATURDAY</b>	<b>7.2/13</b>	<b>12.9/24</b>	<b>10.1/18</b>	<b>6.8/12</b>
8:00		10. <i>Dr. Quinn Medicine Woman</i> 13.7/25	41. <i>Movie of the Week—Tonya and Nancy: The Inside Story</i> 10.4/19	74. <i>Cops</i> 6.4/12
8:30	76. <i>ABC Saturday Night Movie—The Jerk</i> 6.0/11			70. <i>Cops</i> 7.0/13
9:00		29. <i>Walker, Texas Ranger</i> 11.4/21	54. <i>Sisters</i> 9.5/17	71. <i>America's Most Wanted</i> 6.8/12
9:30				
10:00	53. <i>The Commish</i> 9.6/18			
10:30				
<b>SUNDAY</b>	<b>11.6/19</b>	<b>16.7/27</b>	<b>10.3/17</b>	<b>7.9/13</b>
7:00	60. <i>Am Fun Hm Vid</i> 8.6/17	2. <i>60 Minutes</i> 18.6/35	(nr) <i>NBA Playoffs</i> 6.9/14	79. <i>TV's Classic Comedy</i> 5.0/9
7:30	67. <i>Am Fun People</i> 7.7/14	5. <i>Murder, She Wrote</i> 16.7/27	48. <i>seaQuest DSV</i> 10.0/16	58. <i>Martin</i> 9.0/15
8:00				55. <i>Living Single</i> 9.4/15
8:30	62. <i>Lois &amp; Clark</i> 8.5/14	7. <i>CBS Sunday Movie—The Oldest Living Confederate Widow Tells All, Part 1</i> 15.7/24	20. <i>NBC Sunday Night Movie—Cape Fear</i> 12.4/21	36. <i>Married w/Chld</i> 10.7/16
9:00				66. <i>George Carlin</i> 8.0/12
9:30	9. <i>ABC Sunday Night Movie—A Place for Annie</i> 14.8/23			
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>11.4/19</b>	<b>11.7/20</b>	<b>10.2/17</b>	<b>8.2/14</b>
<b>SSN. TO DATE</b>	<b>12.3/20</b>	<b>13.8/22</b>	<b>11.0/18</b>	<b>7.2/12</b>

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

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# REALITY 1994



One of the pioneers: CBS's 'Rescue 911'

The network demand for reality programs—particularly those developed by the entertainment divisions—is waning. But the push to maintain and develop magazines and other shows within their own news divisions, where ownership means bigger profits, appears stronger than ever. Increasingly, the news units are producing programs for other outlets, including cable and overseas users. In syndication, reality is still going strong. In this special report, we examine the genre, from its status on the networks (this page), in syndication (page 34) and on cable (page 38) to its influence on news, in the form of network news magazines (page 40) and tabloid TV (page 42).

## 'The reality is that [some network] reality bites'

*Reality programing on network schedules is declining, some say burning out; others say audiences want more, but with a new twist; network news magazines still hot*

By Steve Coe

**A**lthough no one is ready to declare reality programing dead, the genre has cooled in the past year. Evidence of that fact is the paucity of reality development projects being examined by the networks for the upcoming season.

Another indication is the number of reality shows on the network schedules this year versus last. At the end of the 1992-93 season, 14 reality series were either in the lineups or being held in backup. This year, only six reality

shows are on the air, with several more in reserve.

One explanation for the decline is that each network has a stronger schedule than in the past few years. "The reality is that reality bites," says Jim Paratore, president, Telepictures Productions. "It's tough right now for the reality form.

"Right now, you've got two net-

works [ABC and CBS] with schedules that are working well. Historically, networks want to program comedies and dramas as long-term solutions. In order to get a reality show developed and scheduled, you need a network with some problems. You need a network to put it on and leave it in place for a while. The networks have done that for their news magazine shows."

### Genre's burning out

"It's burnout of the genre," says Paul Schulman, president, Paul Schulman

## COVER STORY



Reality can be comedy, such as ABC's 'America's Funniest Home Videos,' or news, such as '60 Minutes,' with which it competes. The more traditional reality program, 'America's Most Wanted,' is secure on the Fox schedule.

Co. "Since network television is the greatest copycat medium in the world, it put too much reality on and brought about a deterioration of the ratings. The problem of most reality shows is that if the numbers are there, they don't get the same kind of sponsorship dollars that other programming getting the same numbers [does]. And that is truly the reality of it," he says.

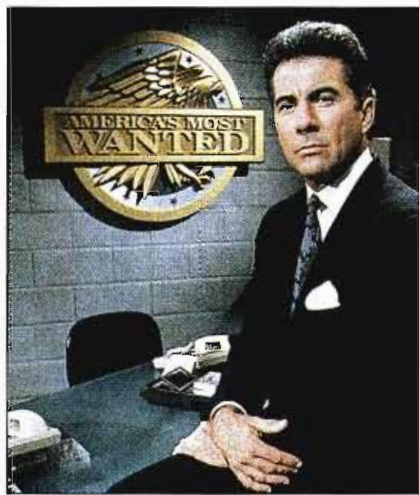
The only network to announce any reality projects in its fall development slate was ABC, which listed three pilots. Given that ABC has the fewest holes to fill and a full complement of comedy and drama development from which to choose, it is doubtful that more than one reality show—if any—will make the fall lineup.

"We really didn't have any reality development," says Preston Beckman, senior VP, program planning and scheduling, NBC Entertainment. "We had a couple of specials that could have been backdoor pilots," he says, citing *On Trial* and *After the Headlines*. "If they would have worked well enough, then we'd have looked at them for series."

Beckman says that advertising concerns and the network's improved schedule led to the lack of reality development.

**Form isn't dead**

Although the amount of reality programming has declined, Beckman says that shouldn't be taken as a sign that the form is dead. "The audience's appetite for reality hasn't really been sated. All



it takes is for a reality show to be developed with a new twist and you've got a resurgence of the genre," he says.

That rationale explains why Fox doesn't have a slate of reality development for the fall, says Doug Binzak, vice president, scheduling and planning, Fox Entertainment. "I'd say there is still a demonstrated audience appetite for this programming. But what we're running into is that it's harder to come up with a unique slant and vision. This genre is like others in that it has to be new and not formulaic."

Fox is looking at one potential reality series that, like *Unsolved Mysteries*, was born from a special. The network aired the one-hour *Encounters: The UFO Conspiracy* in February, and the time period showed a 40% improvement. "We're looking at it as a possible summer series, and we'll make a decision in the next couple of weeks," Binzak says.

**'Tapped for a while'**

However, don't expect a boom in reality programming anytime soon. "I think

it's tapped for a while," Schulman says. "I don't think we'll see an increase in this genre for another three to five years at the earliest."

One advantage of reality programming has always been its cost to produce, compared with comedy or drama. However, that advantage often is balanced by its sales weakness. "The cost factor doesn't seem to be enough of an advantage," says Paratore, whose Telepictures produced *How'd They Do That?* for CBS. "*How'd They Do That?* has been pushed out of a time period twice by shows that performed no better but cost twice as much."

"The biggest plus of the genre is that it's in expensive to do," Schulman says. "The biggest minus, however, is that a 10 rating on a reality show gets the same advertising dollars that a 7 rating gets on a sitcom. They are not preferable by all advertisers. Many will buy into them only if they come with a cheaper [cost per minute]."

**Established programs are secure**

For now, reality programs responsible for launching the genre—Fox's *America's Most Wanted* and *Cops*, NBC's *Unsolved Mysteries*, CBS's *Rescue 911* and ABC's *America's Funniest Home Videos*—appear to be secure.

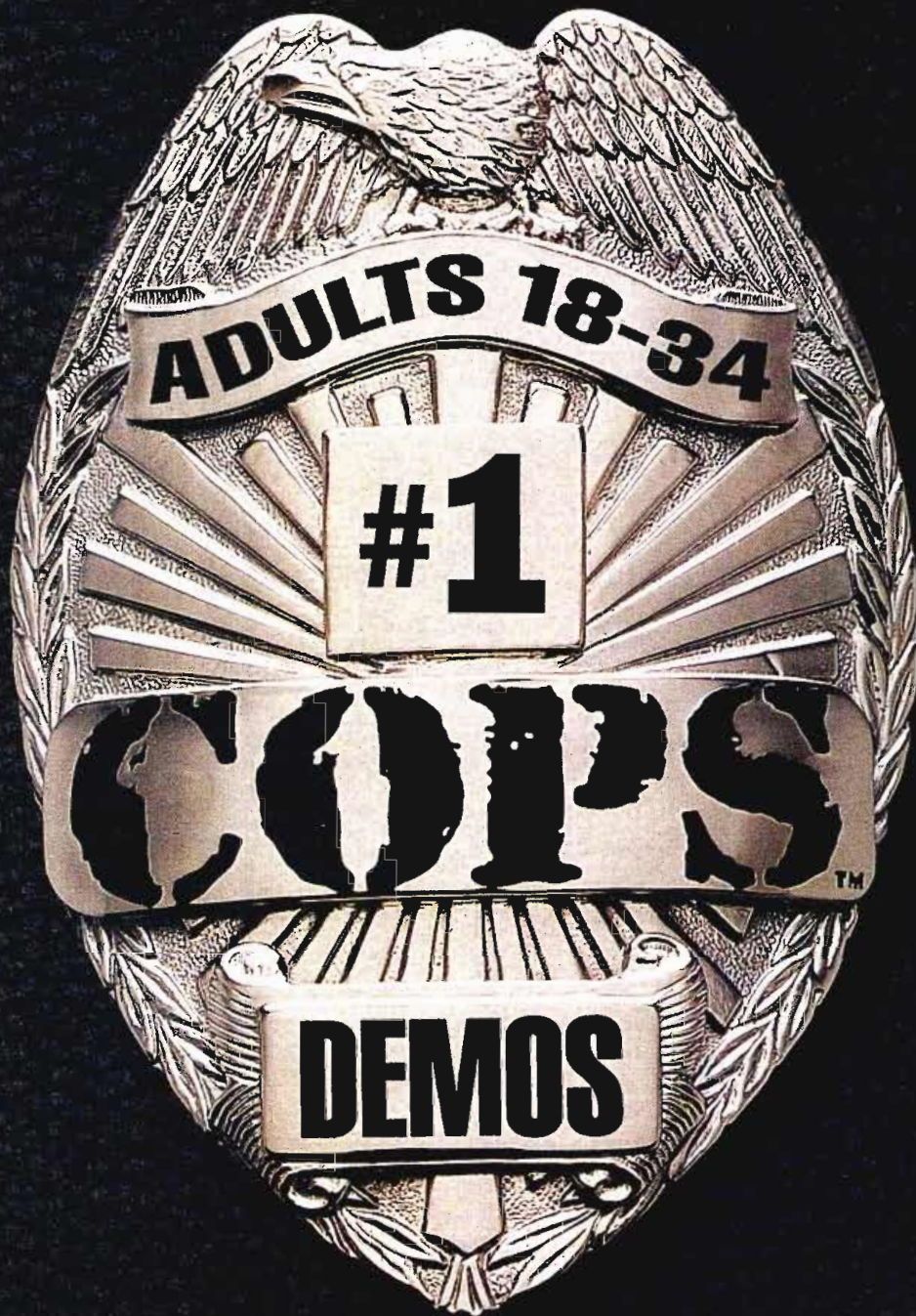
For example, *America's Most Wanted*, now in its seventh season, recently taped its 300th episode, coinciding with its 300th criminal capture. The series, which previously aired on Friday nights, this season saw action in two different time periods. In the fall, the show ran on Tuesday nights with rookie comedies as its lead-in.

Despite the weak numbers delivered to the show at 9 p.m., *AMW* increased its lead-in. When the program was moved to Saturday nights in January and paired with two half-hours of *Cops*, the series averaged a 14 share among adults 18-49, improving on the 11 share that Fox's *The Front Page* averaged in the time period.

"We feel our reality night on Saturday is going great," says Andy Fessel, senior vice president, research and marketing, Fox Broadcasting Co. "We have seen some small declines, but that is due to competitive moves," such as the emergence of CBS's schedule, which includes *Dr. Quinn, Medicine Woman*. "*Cops* ranks as the No. 2 show among adults 18-49 from 8-9 p.m. and some weeks it's No. 1," says Fessel, "especially when *Dr. Quinn* is in repeats." ■



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# Reality still going strong in syndication

Programs move toward more investigative pieces to reduce sensationalism; success of genre results in crowded market

By David Tobenkin

**R**elatively inexpensive, self-renewing and able to run in a variety of time periods, the only real challenges to syndicated reality programming may be the increasing number of shows crowding the landscape and reaction to the genre's frequent sensationalism.

So far, the genre has escaped the shakeout many predicted, with the successful addition of another magazine show, *American Journal*, and the successful national launches this year of two off-network and one new first-run cop/emergency strip.

"Reality has taken hold in a bigger way than ever before in virtually all dimensions," says Scott Carlin, Warner Bros. Domestic Television Distribution, senior vice president of sales. However, the coming season will test

the format's mettle: In prime access, there are four magazine shows as well as the off-network *Cops* competing with *Entertainment Tonight* and a deep-pocketed newcomer, Warner Bros.'s *ENT*, which will test viewer demand for another entertainment news show. With access clearances running at only 50% of the 100 stations carrying the show, even Warner Bros. executives admit that the show may operate at a deficit for more than a year (see box).

*Entertainment Tonight* is certainly not making things any easier for *ENT*. The veteran's 13th season has been among its strongest, with a record 9.5 Nielsen rating in the February sweeps. *ET* has been fine-tuned this season, adding Leanza Cornett, former Miss America, and Julie Moran of ABC's *Wide World of Sports* as correspon-



Off-network reality strips such as 'Cops' are still ratings winners.

dents and substitute anchors. It also is producing more behind-the-scenes specials and single-topic shows such as this month's hour-long special on the exit of *Star Trek: The Next Generation*.

"We just want to keep growing and evolving and not make any radical changes," says show executive producer Jim Van Messel. "We just want to

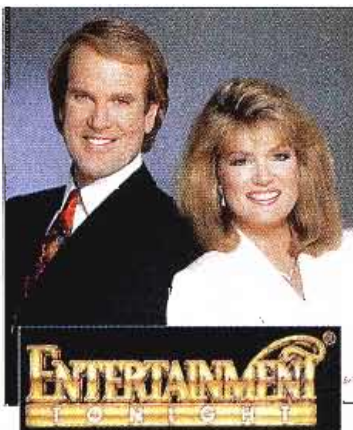
## 'ENT' and 'ET' prepare to slug it out

The entry of Warner Bros.' new *ENT* entertainment magazine strip into the same day-part as Paramount's juggernaut *Entertainment Tonight* this fall has led to comparisons of the two shows fit for a boxing match, despite the efforts of both studios to downplay the matchup.

In one corner is the world champion *ET*, a 13-season veteran that is the highest-ranked syndicated magazine show, and one that commands a premium with advertisers for its huge 18-49 demographics and advertiser-friendly content.

Strewn across past seasons are failed entertainment magazine challengers: Gannett's *USA Today on TV*; Tribune Entertainment's *Public People*, *Private Lives*; Viacom's *Exclusive*, *America's Hit List* and *Entertainment Coast to Coast*; Lorimar's *Eye on L.A.*, and Fox's *Entertainment Daily Journal*.

In the other corner is *ENT*, the still-mysterious challenger backed by Hollywood's most powerful studio and the nation's most powerful magazine group. Together, Warner



After 13 seasons, 'ET' with John Tesh and Mary Hart will face a direct competitor.

Bros.' Telepictures Productions and Time Inc. have committed \$70 million during the first two years to underwrite the long haul that may be necessary to establish the show, scheduled for launch on Sept. 5.

Relations between backers of the two shows are cordial—officially. "The tabloids have replicated themselves and found complementary business; no one has done that yet in entertainment news," says Scott Carlin, Warner Bros. senior vice president of sales. "So it's not us against [*ET*]. It's us versus everything else in access."

*ET* Executive Producer Jim Van Messel agrees: "I'm looking forward to seeing [*ENT*]. I don't know what it is. Will its entry affect *Entertainment Tonight*? No. *Entertainment Tonight* will continue—as it has for the last 13 seasons—to set its own agenda."

However, *ENT* producers decline to discuss many aspects of the show, expressing fear that *ET* will pirate them before they go on the air. And *ET* and Paramount officials, for their part, clearly resent the level of attention being given

make sure it's fresh."

The other three magazine shows continue bunched together in the ratings, with a notable improvement in household ratings this season for *Hard Copy* and a decrease for *A Current Affair*. However, the question is whether the shows would have been able to maintain their ratings without controversies such as those surrounding Michael Jackson and Tonya Harding/Nancy Kerrigan. King World's *American Journal*, positioned with an enormous investment by the company in the show's own newsgathering facilities and on-location taping and the leverage that few besides King World can deliver, rose to a 4.9 average audience rating in the February sweeps.

King World President Michael King says the success of the show also reflects the fact that it grew out of a perceived need from King World's *Inside Edition*. "We started covering breaking news by covering Hurricane Andrew, and the ratings went up accordingly," says King. "We thought there should be one type of show that goes around the country and deals with those types of stories."

Buena Vista Television is hanging tough with its rookie entry, *The Crusaders*, despite clearing the expensive weekly magazine show in only 45% of

markets in access so far. BVT will bring the weekly back this fall and expand it to a strip—the only form in which the show can generate a profit—by fall 1995.

The magazines all say they are trying to boost ratings and reduce sensationalism through more investigations. "Investigative stories are where we're going to focus most of our attention," says John Tomlin, executive producer of *Inside Edition* and *American Journal*. "I think maybe it takes longer if you're not as sensational, but we think we'll be around a lot longer." *Hard Copy* in September added two new executive producers, seasoned network and station news producers Linda Ellman and Linda Bell Blue, who have worked to increase the show's news value. As for police and rescue shows, Twentieth Television's *Cops* proved during the past season that off-network reality strips can deliver big numbers. The show delivered a 6.0 in February and has been upgraded in numerous markets.

"Audiences still have a thirst for more quality reality programming and, as a company, we like to do things that haven't been done before," says Twentieth Television Executive Vice Presi-



Nancy Glass of 'American Journal': going for more investigative pieces.

dent and General Sales Manager Ken Solomon. "When we brought *Cops* into the market, they said there was no room in the market, and that wasn't true." The show now is cleared in 93% of the country, including 65% access, 25% late night and 15% early fringe.

CBS Entertainment Productions'

to a show that has yet to prove itself and that is cleared in access by only 50% of the 100 stations that have agreed to carry the show (and that figure is questioned by Paramount and some other syndicators because Warner Bros. has not said in which markets the show will run in access).

Carlin says the rest of the clearances, which cover 80% of the country, include 30% in late night and 20% in early fringe. *ET* is cleared in 99% of the country, with 90% of the clearances in access.

The major question of how *ENT* will differ from its older sibling remains unanswered, with no demo tape of the show made and Warner Bros. officials largely remaining mum.

One difference will be an updated look and a younger-skewing approach, says *ENT* Executive Producer David Nuell. "The look and style of *ET* are rooted in 1981 [when the show went on the air]," Nuell says. "*ET* looks old."

He stresses the youth of *ENT* host Arthel Neville, only 31, and her ability at interviewing. The search is still on for a male co-anchor. He also says the show may be more selective and feature-oriented than *ET* in what it covers.



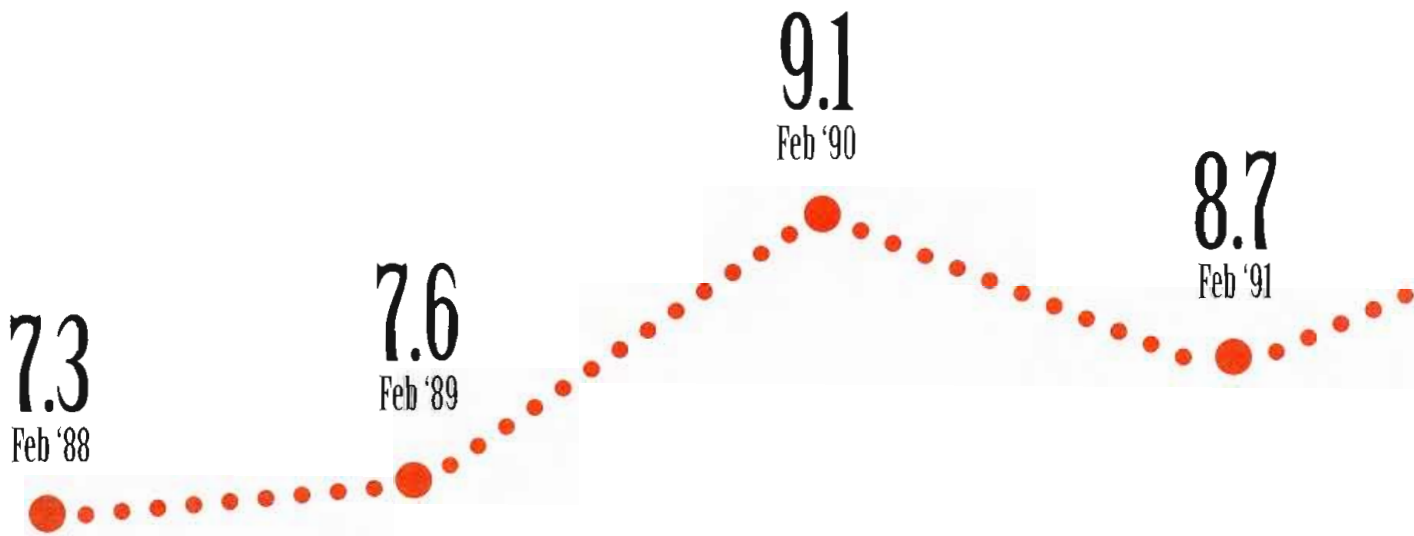
'ENT' debuts Sept. 5 with host Arthel Neville

The information resources of Time Inc. magazines *People* and *Entertainment Weekly* will also help the show receive breaking news first, says Jim Moloshok, Warner Bros. senior vice president of marketing and advertising. The launch will be supported with \$20 million in media buys and promotions in the first year, he says.

So far *ENT* has replaced *ET* in only one market, Los Angeles, where it will be on KNBC-TV. In the handful of markets where exact access clearances for both shows have been set, the shows will go head-to-head in about the same number where they will be run back-to-back, says Warner Bros. Senior Vice President Barbara Brogliatti.

While many syndicators and station reps say Warner Bros. will face a major challenge in making *ENT* successful, others praise the company for making the attempt. "This is the type of move that a studio with the resources of a Warner Bros. should make," one syndication executive says. "When you look at the other syndicators, there's nothing new out there or major throws of the dice being made. This has the potential of a major cash revenue stream for Warner, and it makes perfect sense that they are going after it." —DT

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*Rescue 911* also launched off-network to fairly strong ratings, but generally weaker clearances.

Genesis Entertainment's *Real Stories of the Highway Patrol* also delivered an impressive first-run syndication debut, averaging 3.4 in February after launching nationally in November. Genesis will attempt to add a fourth cop/emergency strip to syndication this fall with the debut of *Top Cops*. Grove Television's weekly *Tough Targets* hopes to put a new spin on a well-worn genre

this fall by having a homicide detective explain how viewers can avoid becoming crime targets.

Twentieth Television's launch of weekly *Trauma Center* in the fall will try to defy the views of many syndicators in the past that firefighter and medical reality shows were a cut below cop shows in viewer interest.

Responding to advertiser concerns, all the news magazines have toned down their newscasts hoping to attract advertisers put off by lurid content;

many of the newer cop/emergency shows are less gritty than *Cops*. That has not changed the view of the shows for many advertisers, some say. "As far as our clients are concerned, we still tend to stay away from them as much as possible," said Marc Feidelson, senior vice president and media director for Dailey & Associates. "There are other shows we can advertise on and get impact. Shows of the reality genre don't necessarily help but could hurt." ■

# Cable borrows broadcast footage

*Unique methods used to hold down production expenses of costly shows*

By Rich Brown

**C**able networks are using unconventional methods, including making deals with broadcast networks, to bring reality programming home to their customers.

They have to resort to these techniques because producing reality programming is too expensive for cable networks, some cable programming executives say. That is also why the genre has not yet proliferated on cable, they add.

Lifetime has managed to produce its prime time newsmagazine by striking a deal with the news division of one of its parent companies, ABC. ABC News is supplying footage for the program, *Lifetime Magazine*, and has set up a unit at Lifetime's headquarters in Astoria, N.Y., to supervise its production.

As a result, the cost of producing *Lifetime Magazine* is about one-third that of a typical broadcast network newsmagazine, says Alan Wurtzel, senior vice president, magazine programs, ABC News. "Probably 90% of the material that comes into ABC News never gets on the air," Wurtzel says. "This way, we're maximizing the resources."

And it has paid off for the women's network. Tackling subjects such as "date violence" and "love after AIDS," *Lifetime Magazine* debuted in January. In its first month of Sunday-night telecasts, Lifetime found that 41% of its viewers were women 18-49, according to A.C. Nielsen Co. data supplied by the network. The closest competitor in audience composition was *Dateline NBC*, with 31% of its viewers from that demographic group.



ABC has found an outlet for some of its extra news footage on 'Lifetime Magazine,' anchored by Lisa McRee.

ABC News footage also is used in The Discovery Channel's reality series, *Justice Files*, which airs Saturdays at 10 p.m. Hosted by ABC News correspondent Jay Schaedler, the show explores the roots of various crimes. The show is Discovery's highest-rated show among adults 25-54, according to network research. Other reality shows on the network include two Friday-night series, *Those Who Dare* and *Spirit of Survival*, which do not use ABC footage.

Arts & Entertainment Network helps hold down the costs of its reality programming by exchanging footage with programming partners, including the BBC, and by working with independent producers who know how to work on a budget, says Michael Cascio, vice president, documentary pro-

ductions. Improved technology also has made it easier to keep production costs down, he says.

A&E also prides itself on differing from the broadcast networks in other ways. Its three reality-based series—*Investigative Reports*, *American Justice* and *Biography*—differ from most reality series on broadcast TV in that each episode focuses on a single subject, Cascio says. The A&E series also tend to focus more on details. The formula has translated into success for A&E, which has seen *Biography* develop into the network's most-watched series. Starting May 30, the series will be stripped at 8 p.m. and midnight ET.

"I have an enormous respect for what the broadcast networks do, but it is not our style," Cascio says. "We tell our producers to let the sound bites run a little longer."

Many of the top cable networks offer some type of reality series. CNN taps into its news resources to produce *CNN Presents*, in-depth, hour-long looks at topics ranging from race relations to health care. Even Nickelodeon, the kids network, presents a weekly prime time news show, hosted and produced by Linda Ellerbe, called *Nick News W/5*.

One of America's most-watched cable networks, USA, has yet to dive deeply into the reality waters. The network's current programming lineup includes just one entry, *Case Closed*, a true-crime series hosted by Stacy Keach. The show, which airs Saturdays at 7 p.m. ET and 9 p.m. Sundays, has earned a 1.5 rating. ■





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# Magazines prime earners in prime time

Networks filling more time, making more money from news shows

By Steve McClellan

**T**hey're now a billion-dollar business. In two seasons the number of prime time news magazines has doubled from five shows to 10, while advertising revenues have climbed 64% to roughly \$1.1 billion. And that doesn't include international sales, a modest but growing revenue stream.

On the big three networks, news magazines now account for 15% of the 66 combined hours of prime time programming each week. The magazines are displacing hour dramas, which the networks are finding harder to develop (at least ones that viewers want to watch) and increasingly expensive.

Every indication is that the networks will call on their news divisions even more in the future to develop programs for prime time. Fox got into the act this season with *Front Page*, and although it's inconsistent, as many new news magazines are, and has a small audience, the network isn't giving up on it.

A week ago, *Front Page* went on hiatus for a long-planned move to New York and is expected to be back on the air by mid-to-late summer, according to David Corvo, the show's executive producer. Changes are forthcoming. Among them: a new executive editor, Andrew Neil, who is moving from the *Sunday Times*, the Murdoch-owned newspaper in London; a studio base (versus being on location all the time);



'20/20' stalwarts Hugh Downs and Barbara Walters



The bucks started here: CBS's '60 Minutes.'

an anchor (up to now reporters have introduced their own stories), and beyond that, a generally more mainstream look and feel.

"Our goal has always been to try to attract the natural Fox audience and grow beyond that to appeal to the more traditional news viewer," says Corvo. "We need them both to succeed. That's our next step—trying to grow into a slightly more mature and ambitious mix of stories with mainstream appeal and do them on a more timely basis."

Questions emerged at the end of the 1993-94 regular season about whether viewers now are watching all the prime time magazines they can handle. The category was down 10% in household rating if the sharp drops the ABC and NBC magazines faced against the Olympics are factored in; the drop is 5% if February (and the games) are discounted, network researchers say.

But network executives dismiss the category's overall ratings decline as insignificant. For one thing, they say, the category performs exceptionally well in the summer months when the magazines still are airing mostly originals and the entertainment shows are in reruns. Researchers expect most, if not all, of those season-long declines to be made up.

Each magazine has a different set of

problems and circumstances, those executives say. And they point out that not every show was down. NBC's *Dateline*, for example, held its own, retaining as many viewers this season as last, and dispelling doomsayer predictions that it couldn't survive last year's General Motors-exploding-truck story.

The program received kudos from critics for several investigative pieces, including a three-part series on credit-card fraud. This spring, the network tested a second *Dateline* edition on Thursday nights, a test that will continue throughout the summer.

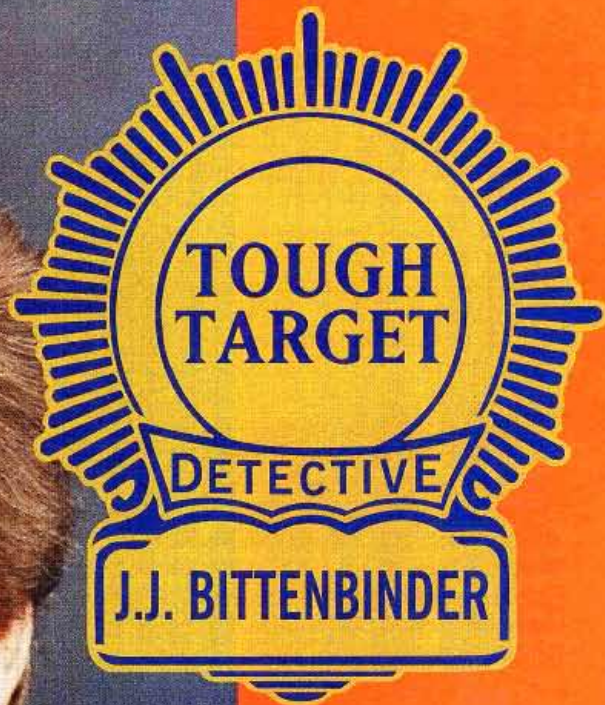
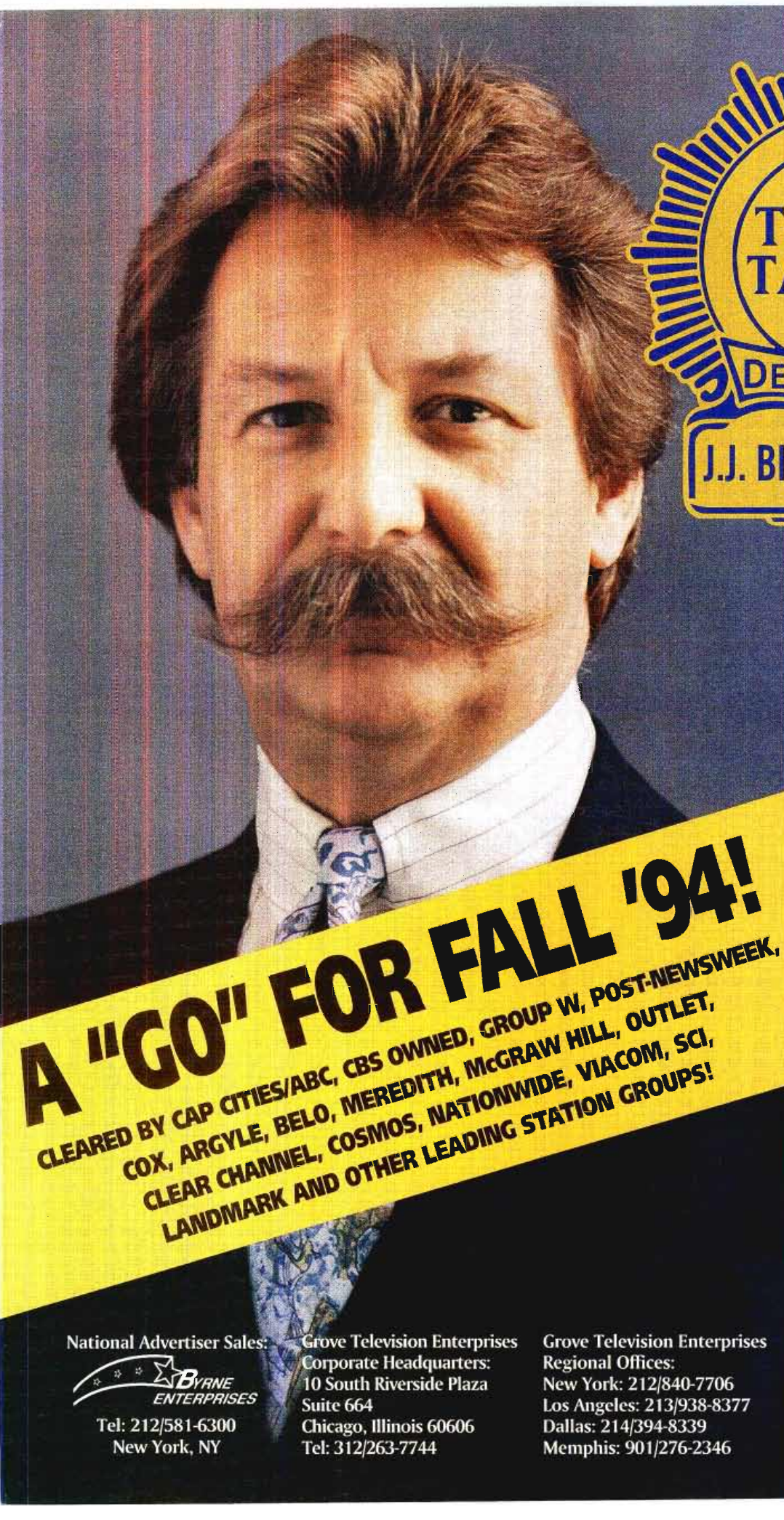
The two most watched magazines, CBS's *60 Minutes* and ABC's *20/20*, showed slight declines this season, of 5% and 4%, respectively. Significant? No, the researchers say. The average prime time show decreases 9% year-to-year. Any program decreasing less than that is considered ahead of the game.

But with so many magazines on the air, and with all the networks developing others, look for more head-on battles and less use of the programs as counterprogramming vehicles.

This spring's battle between ABC's new *Turning Point* and CBS's *48 Hours* is one example. ABC launched the show March 9 with a somewhat sensational story about convicted mass murderer Charles Manson. The broadcast averaged an 18.1 rating/30 share in the Nielsens, while *48 Hours*, which had been in the 12-rating range, dipped to an 8.9/15 for the night.

By season's end, *Turning Point* had emerged as a hit that surprised even ABC executives with its strong and younger-skewing-demographic performance. It was the highest-rated magazine among adults 18-49 and the second-highest among adults 25-54, beaten only by *60 Minutes*.

Meanwhile, *48 Hours*, reeling from its first encounter with *Turning Point*, ended the season with a 14% decline in household rating—down to an 11.6/21. However, executives note that *Turning Point* benefits from a huge *Home Improvement* lead-in, while *48 Hours*



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remains the one bright spot on CBS's Wednesday night lineup.

While the networks frequently point to the news magazines as a public service, they also are seen as good business. "It's not that they are cheap to do," says Alan Wurtzel, senior vice president magazine programs, ABC News. "While there is some efficiency in cost, the differential is not as big as many believe, because we produce original episodes almost every week. The real value is in the fact that we own them. So in four years, which is how long it frequently takes to grow and develop these shows, it's ours and we aren't subjected to outside producers demanding huge license



Fox has its own news magazine, 'Front Page,' which debuted this season.

fees with the threat they can take it to another network."

The networks also are tapping a growing international market for their

magazines. Estimates on how big that market is range from \$50 million to \$100 million.

But most agree the market is expanding. The shows are marketed in different ways. NBC, for example, schedules both *Dateline* and *Now* on the recently acquired NBC SuperChannel, an advertiser-supported channel reaching 56 million European viewers. The programs are also sold in about 20 other countries.

CBS has widely sold *60 Minutes*, *48 Hours* and *Eye to Eye with Connie Chung* internationally. In the case of *60 Minutes*, international buyers acquire format rights as well as yearly subscriptions. ■

## Tabloids pull out the checkbook, proudly

*Paying for scoops—but not much—keeps shows in business, producers claim*

By Steve McClellan

That vilified news practice—checkbook journalism—has re-emerged in the wake of the windfall sum figure skater Tonya Harding received from King World for a series of exclusive interviews with *Inside Edition* and co-owned *Rolonda Watts*.

But discussion of the issue is moving into the realm of respectable debate. Many of those writing the checks are admitting it, not by way of confession but as an explanation of how to do business.

"This is not a new story, but now it is out of the closet," wrote *Inside Edition* anchor Bill O'Reilly in an op-ed piece for the *New York Times* two months ago. Intense competition for stories, he said, compels the program to pay for scoops from time to time. "If we didn't pay, we'd be off the air. Simple as that."

While the big three news organizations decry the practice, critics counter that questionable network policies—such as the use of so-called paid consultants, payment of travel expenses, or deals between entertainment units and news sources that spill over to interviews for the news divisions—have the same net result.

"I'm of the opinion that every news organization pays for information in one way or another," says John Tomlin, who with Bob Young oversees *Inside Edition* and *American Journal*.



Tonya Harding sold her story to King World for an undisclosed sum.

"We admit we do it, and we have a fairly strict policy of when we will or won't do it," Tomlin says. "We don't hand reporters cash to go out on the street and buy stories. But there are times when a payment will get an interview."

Tomlin says the show pays sources in a "very small percentage" of instances, and that in most cases the payment is less than \$1,000. The Harding case was a notable exception, he says, but he declined to discuss the details of the agreement. Most reports put the payment in the \$500,000 range.

*Inside Edition* was not the only syndicated news magazine to pull out the checkbook in the Harding-Kerrigan affair. It has been widely reported that A

*Current Affair* paid Jeff Gillooly, Harding's estranged husband, \$250,000 for an appearance. And according to Portland, Ore.-based radio reporter Paul Gowen, *Hard Copy* paid \$100,000 into a legal defense fund for the two bodyguards who attacked Nancy Kerrigan.

But as veteran journalist and broadcaster Jerry Nachman argues, it was CBS, not the syndicated magazines, that pioneered checkbook journalism. One of the more well-known cases was the network's payment to H.R. Haldeman, former Nixon White House chief of staff, for an interview that turned out to have little news value. CBS opted out of the paid-interview business thereafter.

Nachman says that the big three networks, which set themselves up as the "high church of journalism," have no choice but to disavow the practice. But of the syndicated magazines, he says, "One of the confusions of the modern era of TV news is expecting nonorthodox magazines and reality shows to play by the same rules as the traditional news divisions do." Nachman, former vice president of news for NBC-owned stations, is the soon-to-be host of an upcoming syndicated show, *Truth of Tabloid*.

"The key issue is disclosure," he says. "If you pay for it, say so, so the viewer can draw whatever inferences are appropriate about the veracity of what the paid [source] is saying." ■

## 1994 Editorial Calendar

DATE	CLOSING	SPECIAL REPORT / EDITORIAL FEATURE	BONUS DISTRIBUTION	DATE OF CONFERENCE
01/03	12/24			
01/10	12/31			
01/17	01/07	• Pre NATPE Tabloid		
01/24	01/14	• NATPE Tabloid	• NATPE • INTV	1/24-27, Miami 1/23-24, Miami
01/31	01/21		• SMPTE	2/4-5, Chicago
02/07	01/28	• Satellites '94	• SBCA	2/10-12, Anaheim
02/14	02/04			
02/21	02/11	• Original Cable Programming	• Texas Cable Show	2/23-25, San Antonio
02/28	02/18	• Digital Technology Supplement		
03/07	02/25	• Station & Cable Trading		
03/14	03/04	• Baseball '94		
03/21	03/11		• NAB Convention	3/21-24, Las Vegas
03/28	03/18	• NAB Convention Coverage '94		
04/04	03/25	• Sitcoms '94		
04/11	04/01		• CTAM PPV Conference • CAB Conference	4/11-13, Orlando 4/10-12, New York
04/18	04/08			
04/25	04/15			
05/02	04/22		• SUPERCOMM	5/2-5, New Orleans
05/09	04/29	• Reality Programming		
05/16	05/06	• Pre NCTA		
05/23	05/13	• NCTA Convention Issue	• NCTA	5/22-25, New Orleans
05/30	05/20	• NCTA Coverage		
06/06	05/27	• PROMAX Preview	• PROMAX	6/8-11, New Orleans
06/13	06/03	• Radio Syndication		
06/20	06/10			
06/27	06/17	• Top 100 Companies		
07/04	06/24			
07/11	07/01	• Satellites		
07/18	07/08	• News Services	• CAB Local Cable Sales Conf.	7/16-19, Chicago
07/25	07/15	• Children's TV New Services	• CTAM	7/24-27, Chicago
08/01	07/22		• Eastern Cable Show	8/1-3, Atlanta
08/08	07/29			
08/15	08/05	• Football		
08/22	08/12	• Action Hours		
08/29	08/19			
09/05	08/26			
09/12	09/02		• IBC	9/16-20, Amsterdam
09/19	09/09			
09/26	09/16			
10/03	09/23		• Atlantic Cable Show	10/4-6, Atlantic City
10/10	09/30	• Journalism	• RTNDA, Radio '94, SMPTE, SBE	10/12-15, Los Angeles
10/17	10/07			
10/31	10/21			
11/07	10/28			
11/14	11/04	• Hispanic Broadcasting & Cable		
11/21	11/11			
11/28	11/18	• Western Cable	• Western Show	11/30-12/2, Anaheim
12/05	11/25			
12/12	12/02	• Talk Shows		
12/19	12/09			
12/26	12/16			

\* Subject to change

## Cable gives wireless the business

*Unwired offices, shops prove fertile ground for wireless cable operators*

By Geoffrey Foisie

**H**ardly anyone talks about businesses bypassed by cable. But perhaps they should. According to some wireless cable operators, there is a large and largely untapped market in unwired office buildings, shopping malls and other business locations.

Last month, Wireless Cable of Atlanta sent out a mailer making a pitch for business subscribers. It now has a backlog of commercial establishments waiting to be hooked up, says Wireless Cable President Rick Haney. One shopping center had been quoted an installation cost of about \$8,000 by the local cable operator, Haney says. "We put our service in for \$700, and now we have a half-dozen stores in the one mall."

It is expensive for cable operators to

wire downtown areas where many businesses are located, says Victor Oristano, a former cable operator and now vice chairman of wireless operator People's Choice TV. Downtown construction is "invariably underground," he says. "Very seldom do you find conduits for rent, and dragging cable through someone's conduit is not always practical. And then to have to go into high-rise buildings—by the time you get the first subscriber, you have invested a tremendous amount of cash."

At least some of cable's construction expense gets passed along to the business subscriber. One customer of Time Warner's New York system was quoted an installation cost of \$300 for each floor the wire had to pass, with another \$150 per office. The monthly charge for basic service was \$40 per office, \$58 per conference room. "Business customers haven't been part of our strategy," says the manager of one large cable TV system that competes with People's Choice TV.

Even while underpricing cable, wireless can charge businesses more than it gets from residential customers. Among the potential subscribers are law firms, which Oristano says often want C-SPAN and Court TV, and brokerage firms. Haney notes that integrated circuit boards can be installed in personal computers, allowing them to function as TV sets.

Other potential customers include bars, health clubs and airports. A news distributor at one supermarket had a TV installed at every checkout, Oristano says. Hotels are also an attractive, if competitive, market.

The size of the business-subscriber market is estimated at roughly 15%-20% of the consumer market, according to several operators who discussed the topic at a recent seminar, "Wireless Cable Values & Finance," sponsored by Kagan Seminars Inc. in New York.

If wireless cable has a window of opportunity to tap the business market, it may not last too long. As cable upgrades technologically, it also will expand the number of services it can

sell to business. "We will put cable plant in commercial areas, where in the past we hadn't done that," says Comcast Cable President Tom Baxter. Among the new services he cited were telephone and data transmission.

Wireless also is looking at increasing the variety of services it offers to businesses. Haney says he has been talking with some educators who lease him their instructional television fixed service channels about producing pay-per-view courses for businesses that might use them to provide job training. He also says he has had discussions about offering a Muzak-type service using a portion of one of the wireless channels. ■

### Networks report Olympic-sized first-quarter revenue gains

The three major broadcast television networks last week reported a sizable first-quarter revenue gain. The 25% jump, to \$2.2 billion, was not unexpected, given the benefit of the Winter Olympics telecast. ABC and NBC also used a reporting period several days longer than was used in 1993.

Daypart	Net revenue from time sales (in millions)	% change from 1st quarter '93
Prime time	\$836,276	(1.59%)
Late night	\$78,942	17.63%
A.M.	\$62,304	15.84%
Daytime	\$233,669	17.06%
Children	\$25,824	(0.80%)
Sports	\$775,293	92.48%
News	\$196,484	17.71%
<b>Total</b>	<b>\$2,208,792</b>	<b>25.07%</b>

Data compiled by Ernst & Young under auspices of Broadcast Cable Financial Management Association

### Hispanic Broadcasting Network, Inc.

has acquired the assets of

**KGRE-AM**

Greeley, Colorado

from

### Broadcasters Unlimited, Inc.

Doug Stephens

initiated the transaction and represented the buyer

*Satterfield & Perry, Inc.*

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# Changing Hands

The week's tabulation of station and system sales

**KSAZ(TV) Phoenix; WBRC-TV Birmingham, Ala., and WDAF-TV Kansas City, Mo.** □ Purchased by New World Communications Group Inc. (Ron Perelman) from Great American Television and Radio Co. Inc. (John Zanotti, CEO) for \$350 million in cash and warrants valued at \$10 million (see box). KSAZ is CBS affiliate

on ch. 10 with 316 kw visual, 47 kw aural, and antenna 1,700 ft. WBRC-TV is ABC affiliate on ch. 6 with 100 kw visual, 10 kw aural and antenna 1,377 ft. WDAF-TV is NBC affiliate on ch. 4 with 100 kw visual, 10 kw aural and antenna 1,130 ft.

**WOCL(FM) De Land, Fla.; WALK-AM-FM Patchogue, N.Y.; WUBE-AM-FM Cincinnati and WYGY(FM) Hamilton, both Ohio; KTCJ(AM)-KTCZ-FM Minneapolis, and KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California** □ Purchased by newly formed MBD Broadcasting Inc. from American Media Inc. (Arthur Kern, chairman; Alan Beck, president) for \$163.603 million. **Buyer**, headed by Steve Dinetz, also is purchasing KHYL (FM) Sacramento, Calif. (see below). **Seller** has no other broadcast interests. WOCL has oldies format on 105.9 mhz with 100 kw and antenna 1,650 ft. WALK(AM) has AC format on 1370 khz with 500 w day, 102 w night. WALK-FM has AC format on 97.5 mhz with 39 kw and antenna 544 ft. WUBE(AM) has country format on 1230 khz with 1 kw. WUBE-FM has country format on 105.1 mhz with 14 kw and antenna 683 ft. WYGY has young country format on 96.5 mhz with 19.5 kw and antenna 810 ft. KTCJ has progressive format on 690 khz with 500 w. KTCZ-FM has adult album alternative format on 97.1 mhz with 100 kw and antenna 1,033 ft. KMEN has AC format on 1290 khz with 5 kw. KGGI has top-40 format on 99.1 mhz with 2.55 kw and an-

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$0 □ 0

FMs □ \$23,368,000 □ 6

Combos □ \$164,053,000 □ 2

TVs □ \$355,400,000 □ 2

Total □ \$542,821,000 □ 10

So far in 1994:

AMs □ \$57,285,934 □ 54

FMs □ \$293,316,300 □ 113

Combos □ \$585,930,575 □ 82

TVs □ \$738,160,000 □ 26

Total □ \$1,674,692,809 □ 281

tenna 1,843 ft. Filed April 22 (WOCL-FM: BALH940422GN; WALK(AM): BAL940422GU; WALK-FM: BAL90422GV; WUBE(AM): BAL940422GO; WUBE-FM: BAL940422GP; WYGY: BAL940422GG; KTCJ: BAL940422GR; KTCZ-FM: BAL940422GS; KMEN: BAL940422HE; KGGI: BALH940422HF).

**KHYL(FM) Auburn,**

**Calif.** □ Purchased by Chancellor Communications Inc. from American Media Inc. (Arthur Kern, chairman; Alan Beck, president) for \$16.653 million. **Buyer**, headed by Steven Dinetz, owns KFBK(AM)-KGBY(FM) Sacramento, Calif., and is also purchasing 10 stations from American Media Inc. (see above). **Seller** has no other broadcast interests. KHYL has oldies format on 101.1 mhz with 36.3 mhz and antenna 577 ft. Filed April 22 (BALH940422GT).

**WYED(TV) Raleigh-Durham-Goldsboro, N.C.** □ Purchased by Outlet Communications Inc. (James G. Babb, chairman/CEO) from Group H Broadcasting (George Beasley) for \$5.4 million. **Buyer** owns WCMH(TV) Columbus, Ohio, and WJAR-TV Providence, R.I.-New Bedford, Mass. **Seller** owns 6 AMs and 8 FMs. WYED is independent on ch. 17 with 2,570 kw visual, 257 aural, and antenna 1,610 ft.

**KDJK(FM) Oakdale, Calif.** □ Purchased by Photosphere Broadcasting LP (Clifford Burnstein and Peter Mensch, owners) from W. Lawrence Patrick, receiver, for \$2.5 million. **Buyer** has interests in KSTT-FM and KSLY-FM, both San Luis Obispo, KRAB (FM) Greenacres, KFCL-FM Woodlake and KKXX-FM Delano, all California. **Seller** has no other broadcast interests. KDJK has AOR format on 95.1 mhz with 29.5 kw and antenna 633 ft. *Broker: Media Venture Partners.*

**KFGI-FM Luling, Tex.** □ Purchased by Amaturio Group Ltd. (Joseph Am-

# CLOSED!

**KSSK-AM/FM, Honolulu** from Coast Broadcasting Company to NewTex Communications, LLC, Robert Sherman, President for \$7,350,000.

Elliot B. Evers  
Broker

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CHARLES E. GIDDENS  
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RANDALL E. JEFFERY, JR.  
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aturo) from New Thinking Inc. (David Bamberger) for \$2.5 million. **Buyer** owns WKGR(FM) Fort Pierce, Fla.; WRUS (AM)-WBVR(FM) Russellville, Ky.; KJCE (AM) Rollingwood and KKMJ(FM) Austin, both Texas, and KFRG(FM) San Bernardino and KOJ(FM) Riverside, both California, and is preparing to close on WOKC-AM-FM Okeechobee, Fla. **Seller** has no other broadcast interests. KFGI-FM has oldies format on 94.7 mhz with 100 kw and antenna 1,154 ft. Filed April 19 (BALH940419GF).

**KROR(FM) Yucca Valley, Calif.** □ Station and related translators purchased by Country Club Communications Inc. (William Hart Sr., president/director) from Corinthians XIII Broadcasting Co. Inc. (John Davis, president) for \$600,000. **Buyer** and **seller** have no other broadcast interests. KROR has country format on 106.9 mhz with 4 kw and antenna 1,371 ft. Filed April 21 (940421GR).

**WSNV(FM) Howland, Me.** □ Purchased by WSNV Inc. (Gordon Dunn, president/director) from Bay Communications Inc. (Robert J. Cole) for \$565,000. **Buyer** has no other broadcast interests. **Seller** owns WCME-FM Bath/Boothbay and WPME(FM) Topsham, both Maine, and is permittee of WAAW-FM Williston, S.C. WSNV is off the air, licensed to 103.9 mhz with 54 kw and antenna 1,535 ft. Filed April 18 (BALH940418GI).

**KHEZ(FM) Caldwell, Idaho** □ Purchased by Sundance Broadcasting (David Reese, chairman) from Citadel Communications Corp. (Lawrence Wilson, chairman) for \$550,000. **Buyer** owns KIDO(AM)-KLTB(FM) Boise, Idaho. **Seller** owns 7 AMs and 13 FMs. KHEZ has easy listening format on 103.3 mhz with 54 kw and antenna 2,525 ft. Filed April 21 (BALH940421GS).

**KRED-AM-FM Eureka, Calif.** □ Purchased by KRED Radio Inc. (William Groody, president) from Hoff Broadcasting Inc. (James Hoff, president) for \$450,000. **Buyer** owns KXBX-AM-FM Lakeport and KQPM-FM Ukiah, both California. **Seller** has no other broadcast interests. KRED(AM) has country format on 1480 khz with 5 kw day, 1 kw night. KRED-FM has AC format on 92.3 mhz with 25 kw and antenna 1,544 ft. *Broker: William A. Exline Inc.*

**Errata:** Ben La Rue was inadvertently omitted as the broker of Nationwide's sale of three TVs to Young Broadcasting in May 2 "Changing Hands."

## Tak bankruptcy saga continues

*Creditors may want owner back at helm; TV station renewals on hold*

By Geoffrey Foisie

**T**he ongoing financial restructuring of Tak Communications has seen just about everything: failed banks, a landmark federal court decision, novel regulatory issues, contested license renewals and aborted settlement agree-

date. And in the meantime, someone else has filed a competing application for the TV licenses—Terry Shockley. Shockley ran the stations before Tak bought them.

In limbo since last January is whether the stations are entitled to

### TAK COMMUNICATIONS: A BANKRUPTCY CHRONOLOGY

- Jan. 1990** Tak Communications misses first interest payment
- July 1990** Creditors and Tak make short-lived debt restructuring pact
- Jan. 1991** Tak files voluntary Chapter 11 bankruptcy
- April 1991** Banks file suit claiming Tak's TV licenses as security/collateral
- Sept. 1991** Federal court denies banks' license security claims
- Jan. 1993** Bankruptcy court approves creditor-proposed reorganization plan; control transferred from Sharad Tak to Michael Eskridge
- Nov. 1992** Terry Shockley files competing application for stations; Shockley ran stations before Tak bought them in 1985
- Sept. 1993** Creditors propose settlement agreement with Shockley
- Nov. 1993** FCC fails to approve settlement agreement with Shockley
- Feb. 1994** Bankruptcy reorganization plan withdrawn; creditors file application to transfer control of company from Eskridge back to Sharad Tak

ments. About the only thing the bankruptcy still doesn't have is a resolution.

Company founder Sharad Tak and company creditors last week were back at the negotiating table, trying to come up with yet another reorganization plan under Chapter 11 bankruptcy.

The creditors, principally banks, had a court-approved plan to their liking, with the company to be run by someone appointed at their behest, former NBC executive Michael Eskridge. But the plan was not extended beyond the end of January.

In fact, the creditors want to put Tak back in authority, says one person who opposes the application to do so. That short-form application is pending at the FCC. Tak Communications' holdings comprise six television and three radio stations. The company is headquartered in Rockville, Md.

The creditors took away control of Tak's four Wisconsin television stations in January 1993. That was just before the stations' license renewal

"renewal expectancy." They may have retained that had Tak stayed on to run the firm, and may get it if he is reappointed. Without it, the reorganization could be delayed. At worst, the company could lose the licenses.

Also adding complexity to the picture is the improved economy, which has boosted TV station revenues. That might give Tak more leverage in his negotiations with creditors.

It also may make it more likely that liquidating the company would allow creditors to be fully repaid.

How the FCC will deal with the short-form application to transfer control of the company to Tak is not yet known.

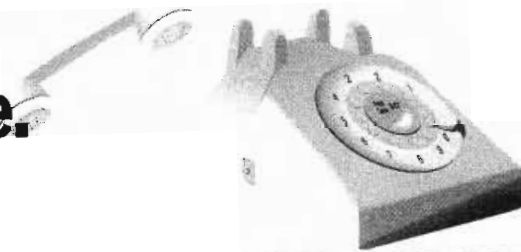
In any case, the license-renewal issue is going nowhere fast. The commission has a freeze on comparative renewal hearings.

Said one person familiar with the situation: "Things are in flux, which isn't much different from the way it's always been." ■



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# Earnings continue to climb the dial

*RAB: March revenue gains mean 19th straight month of increases*

By Donna Petrozello

**F**irst-quarter earnings reported by top radio groups reflect continued growth in an industry that still is rebounding from a downturn. Some company officials describe the first quarter of this year as their best quarter ever.

Clear Channel Communications President and Chief Executive Officer Lowry Mays says this year's was the most successful first quarter in the company's history. Net broadcasting revenue increased by roughly 60%, from \$20,997,199 in 1993 to \$33,917,189. The company's net income increased to \$2,047,000, compared with \$119,000 at the end of March 1993.

"We are extremely optimistic about the remainder of 1994 and continue to evaluate acquisition opportunities both in radio and television [that] will produce continued growth," Mays stated in a press release.

Also in the first quarter of 1994, Clear Channel acquired KEBC(FM) Oklahoma City, the company's third holding there, and WXY(FM) Miami, which is operated under a local marketing agreement through Metroplex Communications. The acquisitions increased Clear Channel's holdings to 14 AM and 17 FM stations and eight television stations.

The first quarter of 1994 marked the 10th consecutive quarter of increased revenues and cash flow for Infinity Broadcasting since the company went public in January 1992. Eliminating the effect of recent acquisitions, net revenues for the company increased roughly 18% and cash flow was up 22%. Actual cash flow was \$17.8 million on revenue of \$48.1 million.

Infinity spokesman Farid Suleman attributes Infinity's strong standing and favorable earnings statement to holdings in strong markets, including New York, Chicago and Detroit, and duopolies in New York, Boston and Philadelphia. Infinity's stations there have become "institutions," Suleman says. He adds that Infinity's gains were the result of "general growth in

radio across the board."

EZ Communications Inc. reported a station operating income of \$3.3 million on net broadcasting revenue of \$12.3 million for the first quarter. Eliminating the effect of recent station transactions, the revenue gain was 6%, while operating income jumped 95%.

EZ Communications President Alan Box attributes the upward figures to the company's recent acquisition of KSD-AM-FM St. Louis, creating a duopoly with KYKY(FM); the acquisition of KNCI(FM) Sacramento, and "growth in radio revenue spending in all EZ markets."

Complementing the strong first-quarter figures, the Radio Advertising Bureau reported a 13% increase in combined first-quarter ad revenue in the more than 100 local and national markets surveyed. In March alone, local revenue was up 13%, compared with an 18% jump in national revenue. The revenue gains in March represent the 19th straight month of revenue increases in radio, RAB president Gary Fries says.

Other groups reporting first-quarter earnings:

■ Park Communications: Revenue

from television and radio holdings increased from \$18,376,000 to \$22,637,000; cash flow increased from \$6.2 million to \$7.2 million.

■ The Tribune Co.: 4% increase in radio revenues. Revenues for the company's overall broadcasting and entertainment holdings, including eight television stations and six radio stations, jumped by 122%, from \$9,170,000 to \$20,375,000.

■ SFX Broadcasting: Cash flow up by 113% on a pro forma basis, to \$3,006,000 from \$1,414,000. Pro forma net revenues gained 21%, from \$9.2 million to \$11.2 million.

■ The Heritage Media Corp.: A pro forma revenue gain of 18% for the company's five AM and eight FM holdings; a pro forma increase of 42% in operating cash flow.

■ Saga Communications: 20% increase in net revenue from \$6,873,000 to \$8,261,000. During the same period, broadcast cash flow increased nearly 22%, from \$1,647,000 to \$2,007,000.

Saga Chairman and Chief Executive Officer Edward Christian says the strong first quarter was "indicative of the relative strength of radio as an advertising medium." ■

## Native American show to debut

*Programing will feature news, talk show and cultural fare, reaching stations on Indian reservations*

By Donna Petrozello

**L**eaders in Native American radio plan to broadcast a national two-hour, daily call-in talk show, news and cultural events program on Native American concerns. The goal of the program, debuting May 30, is to provide more programing produced by Native Americans for stations licensed to Indian reservations.

*American Indian Radio on Satellite* (AIROS) will be co-produced by the Native American Public Broadcasting Consortium (NAPBC) and the Indigenous Communications Association (ICA)

and will be broadcast from Consortium headquarters in Lincoln, Neb. In its first year, AIROS will be broadcast on a channel subleased over the National Public Radio satellite system, says ICA executive director Ray Cook.

AIROS has been funded through a \$459,000 grant to the NAPBC from the Corporation for Public Broadcasting (CPB) for its first three years, according to Rick Madden, director of CPB's radio program fund. Cook says AIROS hopes eventually to have its own channel on the satellite system.

In the first year, AIROS will broad-

cast a Native American news segment and *Native America Calling*, a daily call-in show, which Cook compares to *The Larry King Show*, featuring a host, guest and audience participation. CPB also has granted \$370,000 to fund the call-in show for 1994-95, Madden says. *Native America Calling* is a joint production of the Alaska Public Radio Network and the NAPBC. Madden says AIROS and *Native America Calling* "will provide a unique, first-time opportunity for these native peoples to talk about common issues and cultures."

Once a week, AIROS will carry *Indigenous Voices*, an hour-long segment featuring news on events from tribes nationwide. Other segments will include taped programs from the archives of universities, NPR and the Smithsonian Institution, poetry and political commentary.

AIROS will, for the first time, Cook says, allow tribes on reservations nationwide to receive the same programming and will broaden the distribution of such programming to traditional public radio stations. In its first year, AIROS will be heard on most of the 25 stations licensed to Indian tribes, and is expected to be picked up by mainstream public radio stations after its first year of production, Cook says.

Those 25 radio stations, 21 of which are public and four commercial, now play mainly country and contemporary music with public affairs segments and news of issues facing Native Americans, according to author Michael Keith, who has researched radio broadcasting by Native Americans for his new book, "Signals in the Air: Native Broadcasting in America." Proceeds from the book will be donated to ICA,

Keith says.

Cook criticized some current public radio programming on Indian matters, saying that a program such as American Public Radio's *Spirits of the Present*, about modern Native American culture, is closer to being a "glorified documentary to educate white people" than an informational forum on Native American issues.

"Public radio was established as an urban, affluent medium," Cook says. "This is an answer to a long-standing problem within public radio."

Cook hopes AIROS will encourage more Native Americans to produce radio shows and will provide opportunities for those shows to be heard. "The importance for Native Americans to get their programming out can't be downplayed," Cook says. "It gives our artists, musicians and writers an outlet for their work." ■

## BOTTOM LINES

### RAB makes sales call

Members of the Radio Advertising Bureau board of directors gathered in Atlanta April 30-May 3 to meet with corporate executives in the region and to promote radio advertising.

Les Goldberg, president of Interep Radio Store, said the meetings helped "create an awareness of radio" for business executives with advertising dollars to spend, but should not be thought of as a new business development program. Goldberg and other board members agreed, however, that the RAB should do more to follow through on sales calls.

Gary Fries, president-CEO of RAB, said it was essential to "know through follow-through how an advertiser decided to do business in radio and know what got them to buy."

### Friends of Bill?

For listeners who can't get enough of Bill Clinton, Jameson Broadcasting is distributing "Big Bill's Telephone Radio Revue," prerecorded 80-second comedy segments in which a Clinton impersonator ex-



The RAB board met in Atlanta last week to discuss ways to increase radio's share of the corporate advertising budget.

ey introduces the comedic monologue; in others, he interacts with the prerecorded material. "Big Bill's Telephone Radio Revue" is being offered on a cash basis according to market rank, Maxwell says. For a weekly fee, stations will be provided with five different segments, one for each weekday. Stations interested in hearing a demo or purchasing the segments may call (202) 328-3283 (FAT-DATE).

### Weather around the world

Accu-Weather has hired

The Republic Group of Arlington, Va., to represent the weather forecasting, data and consulting service in international markets.

The forecasting firm serves clients primarily in the U.S. and Canada, including the CBS Network and CNN, says Accu-Weather senior vice president Michael A. Steinberg. The Republic Group represents weather technology companies worldwide. Steinberg says Accu-Weather hopes to gain clients in Europe, Asia, Africa, Mexico, Australia and New Zealand.

pounds on the President's favorite topics.

The most popular segments include "Sax with Big Bill," "This Day in Elvis History," "Big Bill's Fast Food Trivia" and "Big Bill's Weekend Guide to Fun," says segment co-producer Ben Maxwell. The show features a Clinton spoofster who honed his craft at WCRX (FM) Washington and WCFX (FM) Detroit before Jameson Broadcasting decided to market the segments nationally.

In some segments, the disk jock-



**"You all can block the bill. We will be around next year and the next year."**

**Senator Ernest Hollings  
(D-S.C.)**



**"This legislation will not speed the arrival of the information superhighway, it will delay it."**

**Richard McCormick  
Chairman, US West**



**"The rules of the road need to be established."**

**Decker Anstrom  
President, NCTA**

Liz Roll

## Hollings stands firm on superhighway bill

*Odds of passage by year's end diminish as committee chairman ignores RBOC pleas*

By Kim McAvoy

**T**he chances that the Senate will move an information superhighway bill this year grew dimmer last week.

Not only does the local telephone industry oppose S. 1822, but its chief proponent, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), indicated he is in no rush to move the measure. Nor is he willing to make any revisions to satisfy the telcos.

"You all can block the bill," Hollings told telco representatives last Wednesday during a Commerce Committee hearing on the bill, which he sponsored. "We will be around next year and the next year." Later, Hollings said he did not have "any idea" when—or if—the committee would vote on the legislation.

"We don't want to create seven Bell monopolies," Hollings said. And Congress does not want to make the same mistakes in deregulating the telecommunications industry that it did with the airline industry. "We know from that experience...airline deregulation did not work."

Meanwhile, both broadcast and cable industry representatives urged committee members not to delay

action on the measure. And consumer advocate Jeffrey Chester of the Center for Media Education praised the bill for containing strong regulatory safeguards guaranteeing that rate-payers will not have to pay for construction of the information superhighway.

The telephone industry's problems with S. 1822 stem from provisions that would keep the regional Bell operating companies from immediate entry into the long-distance telephone business. The measure also would make it easier for cable companies to offer local telephone service, and would remove barriers that prevent local phone companies from delivering cable in their service territory.

However, the measure would impose serious safeguards against anticompetitive behavior by telcos that offer video and other information services. And it would permit TV and radio stations to offer new digital services over their channels and prod the FCC to consider easing broadcast ownership limits.

US West Chairman Richard McCormick made it clear that if the bill becomes law, the telco will not be able to continue building the info highway.

"We will stop building the informa-

tion superhighway in Orlando [Fla.]," McCormick said, referring to the US West-Time Warner-proposed full-service network. "This legislation will not speed the arrival of the information superhighway, it will delay it."

McCormick complained that the measure is far too regulatory. The bill's stringent requirements essentially would keep the telcos out of the cable business for at least two years. "And once we're allowed in, we're required to do so through a separate subsidiary, without the opportunity to jointly market voice and video. That just makes it more costly, more cumbersome, less customer-friendly," McCormick said.

The cable industry, however, can enter the local telephone business virtually free of regulation, he said; what Congress must do is adopt one set of rules for cable and telcos.

The bill's regulatory bent would discourage telco investment in cable, said Richard D'Antonio, president, Bentleyville [Pa.] Telephone Co., who testified on behalf of the United States Telephone Association. "If we have to provide co-location, equal access, interconnection and then unbundle our services before we can provide local



**"The [RBOCs] will just continue arranging the future of telecommunications"**

**Eddie Fritts  
President, NAB**

cable services, I doubt Bentleyville would have the revenue to invest in a local cable structure."

D'Antonio also complained about the bill's cross-subsidy provisions. "If a telco and cable company are competing in an area head-to-head against each other, why must both be in a separate subsidiary? Doesn't this deny the very benefits of convergence that we are seeking?"

But both the cable and the broadcast industries want legislation enacted this year. "Absent any direction from Congress, the regional Bell operating companies will just continue arranging the future of telecommunications in their best interest," said Eddie Fritts, president, National Association of Broadcasters.

While generally pleased with the measure, Fritts said it could be improved by including provisions that would require telcos to offer broadcasters nondiscriminatory access to their video network. However, he pledged his support.

"The rules of the road need to be established," said National Cable Television Association President Decker Anstrom. Like Fritts, Anstrom emphasized the importance of enacting legislation this year. However, he also called for several revisions, including insuring that telco entry into cable is delayed until a competitive marketplace is established. NCTA wants a three-year transition period. ■

## Business group drops Infinity deal opposition

**A**n African American business group has dropped its opposition to Infinity Broadcasting Corp.'s purchase of WPGC-AM-FM in return for Infinity's agreement to spend \$2.75 million to aid minority businesses in the Washington area.

The agreement, disclosed last week and subject to FCC approval, could speed the FCC's consideration of the deal, but there are still two anonymous indecency complaints against Infinity radio personality Howard Stern. The African American Business Association had asked the FCC to deny the \$60 million WPGC deal because of Stern's allegedly racist broadcasts.

As part of the agreement with the association, Infinity will train minorities in the radio business. It also will

give advice about advertising and discounted airtime to "African American businesses which have not regularly used radio as an advertising medium." Association representative David Honig said he hopes that the FCC will approve the station purchase quickly so the deal will not be delayed.

Another petition to deny, submitted by Al Westcott, a Las Vegas listener, was dropped as a result of the settlement with the association. Westcott, who has submitted several complaints to the FCC about Stern, said he endorsed the deal because it will "assist African Americans to enter the mainstream of the broadcasting industry and to sensitize senior management ... to some of the social ill effects of Infinity's racist programing." —CS

## Hill staffers decry delays

The chances of pending information superhighway legislation becoming law this year are no better than 50-50, Capitol Hill staff members said last week at SuperComm '94.

"It's quite clear that no consensus has been reached" on the bills (two in the House and one in the Senate), said House Telecommunications Subcommittee Minority Counsel Catherine Reid.

Time is running out, said Mark Buse, an aide to Senator John McCain (R-Ariz.). The number of congressional days left on this session's calendar has dipped below 70.

The staff members said administration officials will need to place a few calls to get the legislation moving. "They've really got to shepherd this thing," added Michael Regan, minority counsel with the House Energy and Commerce Committee. (To help break the impasse over local telephone companies' entry into the long-distance business, Vice President Al Gore met with representatives of the industries last Thursday [see "Top of the Week"].)

The House and Senate measures seek to allow cable and telephone companies to get into each other's businesses. Both measures also include a provision that would allow broadcasters, for a fee, to use their new advanced television channel to provide various digital data services.

Another sticking point is a provision that would allow regional Bell operating companies to manufacture telecommunications equipment on the condition that 60% of its components are U.S.-made. That provision will incur a Senate filibuster if left in the measure, Buse said.

But no bill is better than a flawed bill, Regan said. "We can make the outrage over the [FCC's] cable [rate re]regulation look like small potatoes if we screw this up."

During another SuperComm session, Tom Sugrue, deputy assistant director, National Telecommunications and Information Administration, expressed optimism about the legislation, adding it is important that it be passed this year.

"If we don't get things started this year, parties will start making investments based on the current rules," and such investments would create a vested interest in the status quo, Sugrue said. —CM

### House telecommunications policymakers haven't given up.

Indeed, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has spoken with Judiciary Committee Chairman Jack Brooks (D-Tex.) and remains optimistic that their bill, H.R. 3626, will move expeditiously, a Commerce Committee aide says. The measure would pave the way for regional Bell operating companies to enter the long-distance telephone business. First, Dingell and Brooks must iron out differences over the legislation, which was altered by the Judiciary Committee. Also, committee reports on the bill—and another telecommunications measure that would permit telcos to enter the cable business and make it easier for cable to offer local phone service—have not been completed. The bills are expected to move to the floor together. It is anticipated that the House will consider the measures before Congress adjourns for the Memorial Day recess.

### FCC Chairman Reed Hundt says the FCC is "not in the censorship business."

That's what he told an audience at the National Press Club in Washington last week in response to a question about how far the agency should go to regulate content. FCC regulations require broadcasters to "channel" indecent programming to a time when children are not in the audience. But, Hundt said, "We don't do censorship." The chairman also was asked to respond to harsh criticism of the FCC by Senate Minority Leader Bob Dole of Kansas. Dole last month issued a stinging indictment of the FCC's cable rate regulations and said he was troubled by the agency's current mind-set (BROADCASTING & CABLE, April 18). Hundt defended the agency, which he said is "fit and capable.... I can't say enough about the dedication and talent of the FCC."



The Walt Disney Co., Public Broadcasting Service, Lin Broadcasting and the National Science Foundation have entered a joint venture to finance the children's series 'Disney Presents Bill Nye the Science Guy' on PBS and commercial stations. The four entities will contribute \$13 million toward production of the science-oriented educational program. Disney, through the show's distributor, Buena Vista Television, will contribute \$5.5 million, the National Science Foundation \$4.5 million, PBS \$2 million and Lin Broadcasting \$1 million. PBS will strip the syndicated series Monday-Friday beginning this fall. Commercial stations will carry it on weekends. Making the announcement last Tuesday in Washington: (from left) PBS President Ervin Duggan, Nye and Richard Frank, president, Walt Disney Studios.

Besides fielding questions, Hundt talked about the development of the information superhighway. The "vigorous competition" that will build the highway must include "three key principles...choice, opportunity and fairness." The chairman also revealed how the communications industry changed his family's history. When his grandfather died during the Depression, his grandmother, who had no skills, had to support the family. She became a switchboard operator, Hundt said. "The communications revolution of that time brought her a job. That's how she made ends meet."



# Washington Watch

Edited By Kim McAvoy

As the communications revolution continues, he says, "we will see that another parent gets a job that does not now exist. Another parent will be able to make ends meet where hope might otherwise not exist. Another parent will be able to give his or her child a better life. And the cycle of progress will continue."

### The FCC has told the U.S. Court of Appeals in Washington that it will do its best to issue an order on or before May 23 on alleged ex parte violations

by Orlando, Fla.-based Rainbow Broadcasting and the Mass Media Bureau. At the center of the case is the extension of a construction permit for Rainbow to build a TV station in Orlando. The Mass Media Bureau initially denied the construction permit extension, then reversed itself a month later. Press Broadcasting, which already operates a station in the Orlando market, claims the bureau changed its mind after holding improper meetings with Rainbow officials. The FCC's inspector general agrees with Press.

Although the commission has not yet ruled on whether there were ex parte violations, if it rescinds the construction permit extension, it could avoid making a ruling, according to Press Broadcasting's attorney, Harry Cole. Although Rainbow has completed construction of its station, it still cannot broadcast without the permit. In that case, Press would have succeeded in keeping Rainbow off the air and would have little interest in pursuing the ex parte issue. However, the Appeals Court has expressed concern about the alleged violations and has retained jurisdiction over the case.

### "He's lost his sanity," Senator Alfonse D'Amato says about FCC Commissioner James Quello.

D'Amato (R-N.Y.) fired this latest salvo at Quello during the *Howard Stern Show* last Thursday. He was responding to a seven-page letter he recently received from Quello rebutting charges that D'Amato had made in March. The senator accused the FCC of violating Infinity Broadcasting's First Amendment rights as exercised by its most famous employee—Stern. D'Amato referred to the agency as Big Brother and called the dealy in approving Infinity's purchase of KRTH(FM) Los Angeles an "outrageous example of bureaucratic abuse."

Quello said he found it hard to understand how a member of Congress could criticize the FCC for enforcing federal laws. D'Amato told Stern's listeners he found Quello's letter objectionable. The letter said Stern's broadcasts "would embarrass any responsible adult, let alone we Catholic Italian-Americans." Later, an aide to Quello pointed out that D'Amato voted for legislation that strengthened the FCC's indecency standards. ■

# FX factor: C-SPAN minus 200,000 subs

*Cable systems drop public affairs channels for new Fox network; FCC rules cited*

By Christopher Stern

**W**hen Fox's fX cable channel launches on June 1, it will cost C-SPAN 200,000 viewers.

That's because some cable operators who want to make room for the channel will yank C-SPAN and C-SPAN 2 to plug in fX, according to Brian Lamb, chairman and chief executive officer of C-SPAN.

It's just the latest bad news for C-SPAN in a year in which 3 million of its subscribers will be affected by must carry, retransmission consent and new cable rate regulations.

"It continues to be very discouraging," Lamb says, adding that C-SPAN probably has been hurt more than any other network. "To see C-SPAN treated this way by its own industry continues to be difficult to take."

Although C-SPAN was removed from some cable systems, in other cases operators removed C-SPAN 2 or

trimmed carriage of the network from 24 hours.

The latest round of subscriber defections came after the FCC issued a waiver last month for fX and other channels launching March 30-July 15, the so-called transition period for operators who want extra time to comply with the cable rules. To get the extra time, the operators had to agree not to restructure their programming.

However, the FCC waiver allows operators to replace channels that already had announced a launch during the transition window. Those channels include fX, NBC's America's Talking, Turner's Turner Classic Movies and QVC's Q2. The FCC expects most operators to take advantage of the transition period.

Another aspect of the waiver prevents operators from replacing incumbent channels with less expensive ones. That means C-SPAN and other

inexpensive channels may face even further reduction in their subscriber base as the start-up networks launch. C-SPAN costs approximately three cents, and C-SPAN 2 is offered free to operators that carry C-SPAN.

For instance, Bravo has not heard of any subscriber defections, but the network is "nervous" that it will get some bad news from cable operators, says a spokeswoman. It expects any notifications from operators to come in at the last minute. "They don't want you to marshal grass-roots support," she says.

Bravo, like many other small-to-medium-size networks, was anxious last year about the impact of must carry, retransmission consent and cable reregulation. However, contrary to their fears, cable reregulation resulted in networks adding millions of subscribers as operators scrambled to add channels to their basic tier to meet last September's reregulation deadline. ■

## PCS pioneer preference picks questioned

**A** congressional oversight committee has launched an investigation into the FCC's decision to grant "pioneer preferences" to four companies for personal communication services.

House Commerce Committee Chairman John Dingell (D-Mich.) last week issued a letter raising questions about the merits of the pioneer preference policy and revisiting allegations of ex parte violations between applicants and the FCC.

Last December, the FCC granted a pioneer preference to American Personal Communications (Baltimore-Washington), Cox Enterprises (San Diego) and Omnipoint Communications (New Jersey). A fourth license, which Dingell also is investigating, was granted in the narrow band.

The FCC granted the licenses on grounds that the companies already had accomplished significant innovations in telecommunication. Companies that are granted a pioneer preference do not have to compete in the spectrum auction scheduled for later this year.

Dingell described his actions as an "investigation" in the letter to FCC General Counsel William Kennard. But Scott Schelle, executive vice president of APC, downplayed it as "an exchange of letters."

"We believe we have played the game according to all the rules," says Schelle, adding that the letter is not a complete surprise. "I think this is a new policy that

has yielded awards that are substantial in size, so it is not out of the realm to take a look at something like this."

Cox's Alexander Netchvolodoff says that his company's "hands are absolutely clean" in regard to the ex parte inquiries. He also indicated some frustration with the latest development: "One wonders if at some point it does not reach closure." —CS

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## Digital video: technology in search of jobs

*SuperComm and IEEE attendees look for applications to justify cost of new networks*

By Chris McConnell

Even if digital video networks work on the drafting table, not all telco and cable managers are convinced that the most advanced systems will work on the balance sheet.

Discussing the shape of networks to come at last week's SuperComm '94 and the concurrent IEEE International Conference on Communications in New Orleans, managers still found themselves looking for applications to justify installing the complete video-on-demand, all-purpose highway to the home.

"There's no killer application," US West's B.J. Mandel said in recounting her company's research with Viewer Controlled Television (VCTV). Ken Wright of Jones Intercable also voiced doubt that the complete video-on-demand system will justify its cost. Wright, director of technology at Jones Intercable, cited statistics from the video rental industry showing that most of the videos purchased come from the top 20 titles.

While maintaining that "near-video-on-demand" or enhanced pay-per-view options may reap rewards, Wright doubts cable companies will want to pay to store hundreds of movies that viewers only occasionally will buy.

The cautious mood was not limited to network architecture discussions. Reviewing telecommunications legislation, House Energy and Commerce Committee Telecommunications Counsel Michael Regan cited studies showing required consumer investments as high as \$100 per month to support some networks. "It is a subject worthy of attention as we move forward," Regan said.

Mandel noted that none of the services tried in her company's VCTV project with AT&T and Tele-Communications Inc. accounted for most of the revenue. During the trial, which will continue through June, the companies offered an on-demand service and a pay-per-view service to customers in Colorado.

While cautious about cost, however, cable and telephone executives still



Info highway designers were looking for the perfect network at SuperComm '94.

were looking for sources of new revenue. Mandel, for example, differed with others on the prospects for on-demand video. She said that roughly 70% of the 300 participants in the Colorado trial used the service each month, with buy rates averaging 2.5 movies per household per month.

Mandel cited additions such as asynchronous transfer mode (ATM) switching and all-digital networks as improvements that will boost opportunities, while others recommended making the most of existing infrastructures before writing the big checks for new networks.

The best approach, said Donald McCullough of BroadBand Technologies Inc., is to use today's network to search for the profitable applications.

Some possibilities he cited include real-time viewer polling, impulse pay per view and two-way interactive text. "These are services that are being built today to be provided in 1994," said McCullough, BroadBand's product line manager.

Mandel said that her company is exploring another pay-per-view service in an extension of the VCTV trial. The service, called Personal Intermission, substitutes heavily multiplexed programing for providing VCR functions over a network. Rather than pausing a movie with a remote, Mandel said, viewers can leave the room for as much as 15 minutes and catch up on what they missed by switching to another channel carrying the same program on a staggered schedule. ■

## Cable, telco equipment merging

*Network designers favor combining telephone switching gear with hybrid fiber/coaxial cable*

By Chris McConnell

Their businesses appear to be staying on opposite sides of the fence for now, but cable and telephone technologies collided last week in New Orleans at SuperComm, the telephone industry's largest gathering.

Posting their latest plans for the information highway, network

designers this year favored combinations of traditional cable and telco equipment. Although few plugged fiber-to-the-home or even fiber-to-the-curb as a cost-effective approach, many of the video network diagrams on display featured telephone switching equipment combined with hybrid fiber/coaxial lines.



"The only thing I know is that the service requirements are converging," said John McConnell, director of marketing for access platforms at ADC Telecommunications. Like others at the convention, McConnell promoted a hybrid fiber/coaxial network (known to the industry as HFC) as the most practical approach to delivering video dialtone-type services.

The design models typically involved use fiber to take programming and other services from a cable head-end or a file server through a "broadband gateway" to an optical node. Coaxial cable then carries the signals over the last portion of the network to the home.

The once-favored fiber-to-the-curb approach—which involves bringing fiber much closer to each home—will cost more than twice as much as the hybrid system, said Scientific-Atlanta Inc.'s Ronald Foster. Relating his company's research on three network

designs, Foster, Scientific-Atlanta's vice president and general manager of telecom systems, said the digital fiber approach carries a cost-per-home-passed of \$1,009.

The hybrid fiber/coax plan would come to \$401, according to Scientific-Atlanta research. The company's projection assumes a network passing 2 million homes with a subscriber penetration of 40%. On the cost-per-subscriber forecast, the fiber approach carries a cost of \$2,522 per subscriber, with the hybrid method coming in at \$1,003.

Indicating the decreased enthusiasm for an all-fiber network design, Northern Telecom's Stephen Fleming noted that most show participants a few years ago had raised their hands when asked if they expected significant fiber-to-the-home penetration within the next decade. The same question this year produced only a few hands.

Despite the cost advantage of the

hybrid approach, however, Foster said he favors a still less expensive network model—called fiber-to-the-service-area—that would not bring fiber as close to customer homes as the hybrid design. Fiber-to-the-service-area, or FSA, would cost roughly \$324 per home passed and \$811 per subscriber, according to Scientific-Atlanta. "This is a much more attractive way to deploy the service," Foster said.

Foster also says that the cheaper approach still could provide impulse pay per view, although not new-video-on-demand, and would provide a migration path to network upgrades.

Addressing the popular topic of channel capacity, ADC's McConnell said his hybrid fiber/coax design would assume a cable carrying 750 mhz of bandwidth. The cable, McConnell said, can provide 80 analog channels, 200 digital channels and another 200 channels for interactive services. ■

## Sie pessimistic over video on demand

*Technology doesn't make economic sense; what's needed is NVOD-multiplex combination*

By Harry A. Jessell

**V**ideo-on-demand (VOD) services "will fail to the nth degree," says Encore President John Sie.

Cable and telephone companies pushing video on demand are investing heavily to create massive media services to deliver thousands of programs, when all consumers want are the eight or 10 hit movies each month, Sie says. "It's really backwards; it's bad."

Sie advocates near-video-on-demand (NVOD) service delivering the hits along with a low-cost multiple channel pay movie service such as Encore's Thematic Multiplex. Sie made his remarks at the National Cable Television Association-sponsored cable technology press tour in Denver last week.

VOD, which requires expensive switched broadband networks and enormous video databases called servers, permits subscribers to order from a menu of hundreds or even thousands of television programs for instant viewing.

NVOD, which can be offered over high-capacity cable systems with the

help of video compression, offers a much shorter menu with periodic start times.

How long between start times is a function of how many channels are dedicated to the service and how many movies are offered. According to Sie, it would take 70 channels to offer 10 hit movies with start times every 15 minutes.

Like VOD, Sie argues, NVOD is uneconomical unless cable operators offer it in tandem with a multiplex movie service. By itself, Sie says, NVOD would not yield sufficient revenue to justify the cost of equipping homes with interactive set-top converters necessary for NVOD. Such boxes cost \$300 each, he says. "This thing doesn't compute."

If cable operators spend \$15 billion to equip 50 million homes with boxes, Sie says, they may be able to capture \$2 billion—a quarter of the \$8 billion spent each year on renting hit movies from home video stores.

But after giving Hollywood its 45% share of the revenues and other expenses, operators would net just \$800 million. That breaks down to

\$16 per NVOD-equipped home a year or \$1.33 per home per month.

At a rate of \$1.33 a month, he says, it would take more than 18 years to recover the cost of the \$300 box. Cable operators generally expect a "cash-on-cash" payback within five years, he says.

To make it work, operators need another revenue stream. And that could come from Encore Thematic Multiplex, which offers seven channels of commercial-free movies (each a different genre) for \$6 a month.

Since Hollywood's share for the older movies is far less than that for hit movies, operators would net \$4 per home per month. When that is added to the \$1.33 from NVOD, Sie says, the cash flow per home jumps to \$5.33 and the payback on the box falls to an acceptable 4.6 years.

According to Encore's research, Sie says, 33% of cable homes would buy the seven-channel service for \$6 a month.

Together, he says, NVOD and a multiplex can be marketed "as a true home video store" and act as the "driver" for digital cable. ■

# Cutting Edge

by Chris McConnell

**The United States Telephone Association last week estimated SuperComm/ICC '94 attendance at 20,230.** The association said attendance jumped about 5% from last year's convention and included participants from all 50 states as well as six territories and 78 foreign countries.

**Ericsson Network Systems last week introduced a new switching system for broadband networks.** The company's asynchronous transfer mode (ATM) switching system will serve broadband, multimedia networks. The ATM technology allows network providers to integrate voice, video and data information into a single stream of data. Ericsson said its system will carry 3 gigabits per second, with the capability of growing to 80 gigabits per second. Ericsson also announced the appointment of Bo Hedfors as president/COO. Hedfors was senior vice president and chief technical officer of Ericsson's parent, LM Ericsson.

**AT&T Network Systems last week announced an improvement to its ATM equipment** that the company said will boost the ability of video providers to tap into various program sources. AT&T's GlobeView-2000 Broadband System allows service users to access services on other ATM networks as well as their own network. AT&T Network Systems Vice

President Harry Bosco said the system will allow video-on-demand service providers to establish circuits between viewer homes and growing numbers of program sources.

**Also joining the ATM parade at SuperComm last week was Fujitsu Network Switching of America,** which demonstrated voice, video and data transfers between New Orleans and Las Vegas. The company conducted a demonstration of video transfer between the SuperComm show and the Network+Interop Show in Las Vegas. The demonstration involved Fujitsu's SMX-6000 Service Multiplexer, a gateway aimed at providing access to high-speed networks. The unit, designed to function with all public and private ATM switches, takes data and assembles it into ATM cells for transport to an ATM switch.

**Raynet Corp. last week announced a new hybrid fiber/coax architecture** aimed at allowing telephone companies to offer video on demand and other broadband services. The company's system uses central office equipment to combine narrowband telephone signals with broadband video and data signals for delivery over a single fiber pair. The fiber delivers the signals to a neighborhood optical network unit where they are converted to electrical signals for delivery to the home via coaxial cable.

Subscribers in the system will be able to access video and other digital services with set-top boxes

and computers. The architecture also will carry compressed digital signals from TV broadcasters. Raynet said combining the narrowband and wideband signals eliminates the need for separate pairs of fiber for the two services. The company also said that systems using the hybrid architecture will be available for the first applications this fall.

**Also jumping on the hybrid fiber/coax bandwagon was General Instrument Corp.,** which

demonstrated a network linking the SuperComm show to the company's communications division in Philadelphia. The demonstration allowed show visitors to hold video conversations with participants in Philadelphia. GI sponsored the demonstration to show the hybrid network's capability of providing video telephony. The company also plans to produce a video telephone module in time for a trial by the end of next year.

Additionally, General Instrument demonstrated an addressable cable TV converter carrying the StarSight electronic program guide. The StarSight system provides an on-screen guide that is updated with programing being carried within the next seven days. The system also allows users to select programs for recording. The Jerrold CFT-2900 converter is being used in interactive tests with Viacom Cable in Castro Valley, Calif., and with TCI in Mt. Prospect, Ill.

**IBM brought the latest version of its digital file server to New Orleans last week.** The company, which supplied an earlier version for Bell Atlantic's trial of video on demand in northern Virginia, plans to

announce the commercial availability of its server to other users within the next couple of months. The model on display in New Orleans carried up to 200 gigabits of storage capability. The version used in the Bell Atlantic trial stored up to 60 gigabits, or about 30 movies. The server uses MPEG-1 compression to store the video material.

**Loral Corp.'s Loral TerraCom division last week**

**introduced a series of emergency microwave radios** aimed at supporting telephone and television service during emergencies. The company's TCM-900 radios can transmit up to 155 megabits per second. Loral said they can operate in extreme heat or cold and can be rack- or tripod mounted. The company said the first of the new units debuted at the winter Olympic games in Lillehammer, Norway, where they supported uninterrupted transmissions of TV signals from Norwegian Telecom.

**Antec Corp. last week said it is creating a new business unit** to design products for consumer interactive systems.

The company said its Digital Video unit will develop file servers designed to work with existing cable and telephone networks. Services the company cited as potentially lucrative applications for the file server include near-video-on-demand and video-on-demand. The company also said its products will be compatible with NTSC analog signals, MPEG 2 compression and transmission standards such as synchronous optical network (SONET).

Products the company is developing include the DV1000 program server for storing video and the DV100 master server for accessing other servers through the public switched telephone network.



**MULTIMEDIA**

# Classifieds

See page 61 for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**K-Country/WOGK Gainesville/Ocala** has an immediate opening for an organized, people oriented sales manager. You must be ready to train and work the streets with your team. We're 100,000 watts and the fastest growing station in North Central Florida. Sales management experience desired. Send your selling philosophy and resume to: Jim Robertson, General Manager, 3602 N.E. 20th Place, Ocala, FL 34470. WOGK is an equal opportunity employer.

**General manager:** Seeking experienced sales oriented general manager. Must have general and sales management experience with a proven track record. Good leadership skills with a bottom line focus a must. Send resume and salary history to: Rick Prusator, Vice President/Radio Operations, PO Box 550, Terrace Hill, Ithaca, NY 14851. EOE.

**Selling sales manager:** Experienced or first time! Must have successful radio sales background and strong people skills! Harry Dyer. KSIW/KWFX. Woodward, OK 405-256-1450. EOE.

**Sales manager** to lead 19-station, 10-location group in KY, IN, IL & TN. Proven small-medium market winner with record of hands-on sales, training and personnel recruitment. Will work with GMs, salespersons and trainees on sales promotions, will call on accounts to demonstrate necessary skills. Applicant could operate preferably from mid-group "hub" of choice. Salary \$50,000+, and benefits. Resume, pay history and cover letter to Key Broadcasting, PO Box 1450, Corbin, KY 40702. EOE.

**Proven sales manager/account executive:** Highly-rated, group-owned, Class C FM; located in attractive, western Virginia market (180,000+ TSA); seeking strong sales manager/leader who would carry significant list. Excellent compensation pkge. Dynamic, client-driven environment with advancement track to station mgt. Please forward credentials to General Mgr., Box C-11. EOE.

**GSM needed immediately:** Chances are, you aren't looking for a job...or if you are it's the first time in your career because duopoly or a change in ownership left you holding the short end of the stick. Maybe you're even a former general manager with strong sales experience. Maybe you're just ready for a new challenge. We're Ameron Broadcasting, Inc., a small committed group of people who operate two of Birmingham, Alabama's best radio stations. WMJJ-FM (Magic 96) has been dominant in the market as an AC for over ten years. WERC (NewsTalk 960) also has more than a decade of history in the format. The tools are in place...an incredible team, solid ratings, every research tool you can imagine, and a very committed ownership with deep pockets. If you can inspire a sales team to greatness...if you can work creatively as a client resource and problem solver...if you want to have fun keeping the competition on their toes...and you'd like to grow within a company with expansion plans...we should talk this week. Contact Bill Thomas, President/CEO of Ameron Broadcasting, Inc. and the GM of WMJJ-WERC. We're looking for a GSM who is ready to form a successful partnership with a great management team and staff. The compensation, benefits, working environment and quality of life in Birmingham are all excellent. Fax your resume/letter of interest today to 205-945-9013, or overnight your materials to: 530 Beacon Parkway W., Suite 600, Birmingham, AL 35209. EOE. Minority and female applicants are strongly encouraged to apply. All inquiries are held in the strictest of confidence.

**Are you an aggressive, ambitious streetfighter** that has the ability to move up to local sales manager. This could be your opportunity. Call Mike at KXUS-97 in Springfield, MO. 417-831-9700. EOE.

**General sales manager:** Solid family broadcast group needs 90's sales manager in top 75 Southwest market. Station is paid for and growing. Send resume and philosophy to Box C-1. EOE.

### HELP WANTED SALES

**Sales position:** Immediate opening, broadcasting's oldest media/merchandising sales/promotion firm (40 years). TV/radio sales management experience required—full-time travel (Monday/Friday). Draw against generous commission. Six figure potential. Resume and recent picture to: John Gilmore, President, CCA, PO Box 151, Westport, CT 06881. EOE.

**We are looking for winners!** PA/WV/OH small market group seeks aggressive, organized, experienced AE's looking for advancement and possible management placement. Must have successful track record and know local sales. Resume, work & salary history, and sales philosophy to: Nittany Broadcasting Co., Box 888, State College, PA 16804. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Non-commercial WCAL** (100 KW FM serving Mpls/St. Paul, #14 ADE) seeks a music producer and a technical assistant. Both positions require sympathy to the public broadcasting mission and desire to work with an imaginative, dedicated team of 21 at Minnesota's first listener supported station. Qualifications for the music producer include proficiency in music production, programming and recording classical music. Familiarity with digital audio technology and announcing capability desirable. B.A. preferred. To apply send cover letter, resume, non-returnable work samples (programming playlists, recording tapes, productions). The technical assistant coordinates remote recordings and live daily broadcasts, announces, directs skilled student staff and works on operations/engineering projects. Qualifications include 2 years experience recording acoustic music and PA operation; FCC restricted operator's permit; excellent technical, teaching, writing skills. Familiarity with classical music and computer expertise desirable. Must be available days, evenings, weekends. To apply send cover letter, resume, non-returnable tape. Send application material to: Assistant Director of Personnel, St. Olaf College, 1520 St. Olaf Avenue, Northfield, MN 55057. Applications by 5/31/94 receive fullest consideration. EOE/AA.

### SITUATIONS WANTED MANAGEMENT

**Bob Bolton:** Continuing my management search. Recently GM/GSM with Eastern NC station I built from CP. Management/sales/programming and construction career spans 25 years. Capable of wearing many hats to reduce your overhead. Call anytime including nights! 919-249-1893.

**Free services** in exchange for trying new market exclusive format. Looking for three client stations in small/medium markets. Call Seagull Management, 910-452-2498!

**Somewhere there's a station** that needs a professional, dedicated, creative, multi-faceted, experienced GM, GSM or combination of the two, with a documented track record of successful billing results and growth. If your station has such a need, let's talk. RAB/CRSM credentials. All responses will be answered. Reply to Box C-12 in complete confidence.

**General manager:** Strong on sales, community involvement, honest, excellent references. Small to medium markets. 716-992-4690.

**Seeking general manager/sales manager** in small market with possible buyout potential. Experienced in radio and real estate management. Conscientious. Top biller. Call Ted: 914-357-9425. 399 Rte. 202, Suffern, NY 10901.

### SITUATIONS WANTED ANNOUNCERS

**23 years solid experience:** Morning man, news, production, copywriting, management, team player! Salary, benefits, security more important than market size. Available now. Pleasant, relaxed delivery. Larry Kay, 717-653-2500 evenings.

### SITUATIONS WANTED NEWS

**Together we crush your competitors** sports coverage. Improve your ratings. Ability to handle talk, commentary, color etc. Contacting me will be a business decision you'll never regret. Steve Karr, 301-588-3822.

## TELEVISION

### HELP WANTED MANAGEMENT

**Operations manager** for WGME-TV a CBS affiliate in Portland, Maine. Candidate must possess minimum of 6 years experience in production. Prior management experience helpful. Send resume and salary requirement to Bill Stough, VP & General Manager, WGME-TV, 1335 Washington Ave., Portland, ME 04103. WGME-TV is an equal opportunity employer.

**Local sales manager:** For Sunbelt affiliate. Proven track record in television sales and management required. Send salary history, resume, references to Box C-13. EOE.

**CBS market growth leader** wants dynamic, accomplished television sales manager to build on our record of success. If you have the right stuff to lead a winning team of sales veterans, enjoy guerrilla selling and helping customers find successful solutions then you may be the person we are looking for. Call or write Ron Johnson, VP/General Manager, WHBF-TV, 231 18th Street, Rock Island, IL 61201. 309-786-5441. WHBF-TV is an equal opportunity employer.

**General sales manager:** Supervise the activities of the national and local sales personnel, develop long and short range sales plans, set rate structure of station, develop new business, and yearly revenue budgets, expense budget, and administer throughout year, and assure sales compliance with all policies. Qualifications: Demonstrated success in TV sales management. Excellent communication skills, and the ability to manage and motivate an aggressive sales staff in a competitive marketplace. Apply to Steve Wasserman, General Manager, 8181 Southwest Freeway, Houston, TX 77074. 713-778-4894. Equal opportunity employer/drug free workplace.

**National sales manager:** Directs the selling of commercial air time to national clients. Extensive travel. Negotiate and close sales contracts, develop new sources of revenue, maintain relationships with clients located both within and outside the market. Effective use of research data and materials. Qualifications: Previous TV national sales or major agency experience, excellent communication skills, and ability to manage heavy volume of detail and change. Apply to Steve Wasserman, General Manager, 8181 Southwest Freeway, Houston, TX 77074. 713-778-4894. Equal opportunity employer/drug free workplace.

**Financial manager wanted** for group-owned, Midwest Fox TV. Winning candidate will be a hard worker, wants to be in love with their job and has a strong base of skills. Candidates will be interviewed at the BCFM conference in San Diego. Reply to Box C-14. EEO.

**HELP WANTED SALES**

**General sales manager:** Accepting resumes for future openings within our group of 10 mid/small market television stations. Ideal candidates are creative, energetic team players who possess strong management skills and can "think outside the box." Experience with Greene Marketing's local database research is a plus. Those looking to work only 8 to 5 need not apply. Send your employment history, salary requirements and sales philosophy to RP Companies, 350 Park Avenue, 16th Floor, New York, NY 10022. EOE. No phone calls! Confidentiality guaranteed!

**Television salesperson:** Cannell Communications' Portland, Oregon Fox affiliate is looking for a local account executive with 3 to 5 years of broadcast media sales experience. Retail and agency sales techniques and experience are of equal importance...automotive experience is a plus. Send resumes to Sunny Wetzel, KPDX-TV, 910 N.E. MLK Jr., Blvd., Portland, OR 97232. EEO.

**Account executive:** WCSC-TV sales department has an opening for an account executive. The job requirements include: Experience in broadcast sales, good oral and written presentation skills, new accounts development, and the ability to function as a member of a goal oriented, successful selling team. Send resume to Debbie Hiott, WCSC-TV, PO Box 186, Charleston, SC 29402. EOE/M-F.

**HELP WANTED TECHNICAL**

**Chief engineer:** You're now #2, looking to move up. We need your leadership and energy to take us to the top. We're a beautiful station in a wonderful market and we never see snow. This is a fabulous opportunity for the right team player. Send resume and salary requirements now! Reply to Box L-33. EOE.

**South Florida: Chief engineer:** Trinity Broadcasting station in the south Florida area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, PO Box C-11949, Santa Ana, CA 92711. M/F EOE.

**Audio design and maintenance engineer:** Telemundo Television Group seeks a highly qualified audio technician for its Florida network facility. Candidates must be experienced in the installation and maintenance of various studio and production audio and communications systems. Salaries are competitive. Send resume to: Telemundo Group, Human Resources Department, 2470 W. 8th Avenue, Hialeah, FL 33010. EOE.

**Broadcast engineer:** Southern CT sports entertainment company looking for a broadcast engineer. Candidate must have 3-5 years experience and the ability to handle Sony Betacam BVW-35, 50, 70, 75, cameras BVP-7, BTS LDK-26, GVG switchers 110, 200, 300 and repair/set-up of Ultimatte 5. Autocad 12 and system design experience a plus. Please send resume with salary requirements to: B.E., PO Box 3857, Stamford, CT 06902. EOE.

**Northeast UHF TV station** seeks "hands on" assistant chief engineer for transmitter supervision. Must be experienced in UHF transmitter maintenance. RCA TTU-110 transmitter experience a plus. Repair and maintenance experience of studio equipment and computer knowledge will also be required. Please send resume to: Chief Engineer, WHSH-TV, 71 Parmenter Road, Hudson, MA 01749 or fax 508-562-1166. No phone calls. EOE.

**TV engineer:** Seeking a television engineer with hands-on knowledge of transmitters, microwave and studio equipment. Minimum 5 years experience. FCC General Class or SBE certification preferred. Send resume to: Personnel Officer, Post Office Box 4159, Modesto, CA 95352. EOE.

**Telemundo Television Group** seeks to fill a variety of positions needed to build, operate and maintain the broadcast facility in Hialeah, Florida. The facility will include new studios, videotape and master control areas. Audio operators, directors, maintenance & construction engineers, technical directors, traffic assistants. Applicants should send resumes to: Telemundo Group, Human Resources Department, 2340 West 8th Avenue, Hialeah, FL 33010. We are an equal opportunity employer.

**Chief engineer:** Insure that the technical facilities, staff are managed, scheduled, motivated, evaluated, trained, supervised in the most efficient and economical manner to meet the current and long range needs of the station. Qualifications: Two to four year advanced engineering degree, excellent-communication skills, ability to manage change, and demonstrated success in TV engineering management. Apply to Steve Wasserman, General Manager, 8181 Southwest Freeway, Houston, TX 77074. 713-778-4894. Equal opportunity employer/drug free workplace.

**HELP WANTED NEWS**

**Needed now!!** Investigative reporters. Guam Cable TV's cable news, winner of Polk, AGA Silver Gavel and 8 Ace Awards, is looking for the next Woodward and Bernstein's willing to work as a team. Send letter with news philosophy, resume, non-returnable tape, salary history and references via domestic priority mail to: Harrison Flora, Vice President, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. EOE.

**News producers/directors:** We are a state-of-the-art TV news operation breaking new ground for an internationally known and respected journalistic organization. We are looking for multi-talented and experienced TV journalists with strong editing and TD skills. Excellent research, writing and studio/field producing experiences a must. Shooting a plus. Resume and non-returnable tape to: George Kindel, VP News, MPI-42nd Floor, 1271 Avenue of the Americas, New York, NY 10020. No phone calls. EOE.

**Morning news anchor/producer:** For a group-owned, 100+ NBC affiliate's morning newscast. Excellent fringes benefits package and opportunity to work with a first-rate news organization. Send resume and non-returnable VHS tape to: Cheri Haag, News Director, WVVA Television, Inc., POB 1930, Bluefield, WV 24701. EOE/M-F.

**News director:** Accepting resumes for future openings within our group of 10 mid/small market television stations. Ideal candidates are strategic thinkers who can execute their plans while maintaining a team atmosphere in the newsroom. We believe that local news is our future rather than a necessary evil. Send your employment history, salary requirements and news philosophy to RP Companies, 350 Park Avenue, 16th Floor, New York, NY 10022. EOE. No phone calls! Confidentiality guaranteed!

**New aggressive news department** in fast growing southeastern market seeks individuals for all positions. Those wanting to be stars need not apply. If you are a hard working journalist committed to truth, excellence and service, come work with us. Send tapes and resumes to Box C-16. EOE.

**Meteorologist:** Experienced weatherperson needed to anchor the 6pm and 11pm weathercasts. This person will be responsible for the graphic look of our weather as well as running an aggressive weather department. No beginners! Send tape and resume to: Nelson Burg, News Director, WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

**Freelance newswriter:** Major market East Coast station seeks experienced newswriter for freelance assignments. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and VO-SOT's. Familiarity with New-Star computer systems a plus. Please send resume and writing sample to: Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**Photojournalists (full-time):** 12 News is looking for 2 photojournalists with two years experience and who want to do it all. You must know how to shoot run and gun with a flair, understand video storytelling and work with aesthetic quality in mind. Must want to constantly learn. Most importantly: Understand you are not just a "shooter" and are expected to contribute editorially. Send tapes with resumes to: Bill Zetterower, Chief Photographer, PO Box TV12, Jacksonville, FL 32231. EOE.

**Assistant news director/executive producer:** #2 person in a growing news department. Will oversee daily operations and produce one newscast per day. Must be hands-on producer and have strong people skills. Journalism degree and previous management experience preferred. Send resumes, news and management philosophy, and tapes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE M/F.

**Weekend weather anchor/reporter.** We're looking for a mix of weather talent and environmental reporter to complement our expanding news team. On-air weather experience required. AMS seal desirable. Position will be available in June. Send a resume and non-returnable VHS demo tape to: Dave Collins, News Director, WWSB TV, 5725 Lawton Drive, Sarasota, FL 34233. No phone calls, please. EOE.

**Weather anchor/reporter:** We're seeking a weekend weather anchor who will also report during the week. Must be a good communicator who enjoys and understands weather. The ideal candidate will have strong writing and story-telling skills. Minorities and women encouraged to apply. Send resume and non-returnable tape to: Personnel Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE, M/F/D.

**Director:** Responsible for directing and technical directing news and special projects. Strong leadership skills a must. Must be proficient in all areas of pre-production. Working knowledge of Grass Valley 300 helpful. Must have one year experience as a director and/or technical director at a network affiliate. Must be a team player and motivator. Send cover letter, resume and non-returnable demo reel with director track to: Human Resources Manager, KJRH-TV, PO Box 2, Tulsa, OK 74101. No phone calls, please. EOE.

**News director** for dominant affiliate on California's beautiful Central Coast. We are looking for a strong leader with great ideas, high journalistic standards and excellent people skills. Must have at least three years news management experience. Send cover letter and resume to: Cindy Lindsay McGillen, General Manager, KSBW-TV, PO Box 81651, Salinas, CA 93912. No phone calls. EOE.

**WDTN has an opening** for a full-time news producer. The show producer is in full charge of daily newscast, from story selection to writing, to on-air presentation, working with multiple live and satellite shots. Producer candidates must display good news judgement, have above average writing skills, the proven ability to make quick decisions and to communicate well with anchors and staff. The candidate should have at least two years of experience as a daily line producer. Newsroom computer experience desired and candidates must be able to climb stairs, and to type. No beginners. Send resume to WDTN-TV 2, Personnel Administrator, PO Box 741, Dayton, OH 45401. EOE M/F/V/H.

## CLASSIFIEDS

**Executive producer:** We are a CBS affiliate in the nation's most livable mid-sized city. We are number 1 in all newscasts. We produce 4 1/2 hours of news each day, and only a handful of stations across the country can make that claim. We set the standard in the marketplace. And we have an openings for a number two person to lead a strong staff of 60. You have major market line producing experience. You may already be an EP in a medium-sized market. You are a take charge person with a high energy level and even higher journalism values. You've taken your college degree and worked in the business at least 5 years and you can definitely define the discount rate. If we have a fit, you need to rush a tape, resume, and statement of news philosophy to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120. We're all in a rating book, so please no phone calls. EOE/M/F.

**Meteorologist:** Medium-market CBS affiliate in Southeast needs polished meteorologist with pleasing personality who is willing to make numerous public appearances. Should be familiar with Liveline computer systems and have a seal with at least two years broadcast experience. Send tape and resume to Box C-15. EOE.

**Assignment editor:** Career opportunity for energetic, people-oriented, self starter with excellent news judgment and a creative manner. Bachelor's in Journalism preferred and 1-2 years related experience in fast-paced broadcast news environment. Competitive salary plus excellent benefits. News Director, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE.

**Photog/editor:** This is an entry-level position with the obligatory long hours and low pay. But I still want the best beginner in the country. Prove you're exceptional with tape/references/resume. Brad Rinehart, ND, WFMZ-TV, 300 East Rock Road, Allentown, PA 18103. No calls. EOE.

**Anchor:** We are resuming our search for a dynamic experienced co-anchor to complement our male anchor on our 6:00 pm and 11:00 pm newscasts. You must have two years anchoring experience for a commercial broadcast station. You must also be able to report and package. Previous applicants need not apply. Non-returnable tape and resume to News Director, WFMJ-TV, 101 W. Boardman St., Youngstown, OH 44503. No beginners. No phone calls. EOE.

**News reporter:** Two years experience required. We need a self-starter who can work quickly and do great live shots. Non-returnable tapes and resumes to: Dave Busiek, News Director, KCCTV, PO Box 10305, Des Moines, IA 50306. No phone calls please. EOE.

**News director:** Oversee the entire operation of the news department. Maintain and improve the quality and appearance of the newscasts as well as increase the audiences. Recruit and hire new staff, oversee their growth and development. Develop and operate within a budget for the department, negotiate contracts, keep standards up to "state-of-the-art" technically, and maintain and improve reporting and production standards. Qualifications: degree in communications/journalism preferred. Demonstrated success in TV news management. Leadership, organization, creativity and ability to manage and motivate an aggressive news operation in a competitive marketplace. Excellent communication skills and ability to manage change. Apply to Steve Wasserman, General Manager, 8181 Southwest Freeway, Houston, TX 77074. 713-778-4894. Equal opportunity employer/drug free workplace.

**News director:** Orlando NBC affiliate, WESH-TV, a Pulitzer station, is seeking a news director. We desire a proven leader with a measurable track record. Three years experience as a news director in a competitive market required. Send resumes to Jeffrey H. Lee, Vice President & General Manager, WESH-TV, PO Box 547697, Orlando, FL 32854. No phone calls, please. An equal opportunity employer.

**Competitive ABC affiliate** seeking warm, authoritative anchors for possible expansion. News, sports and weather anchors needed. Substantial anchor experience a must. Women and minorities encouraged to apply. VHS or 3/4" tapes to Jim Parisi, News Director, WSJV-TV, PO Box 28, South Bend, IN 46624. No calls. EOE.

**News producer:** KXAN-TV looking for creative energetic person to produce Saturday and Sunday morning early news program. Must have prior news experience, excellent organization skills, and strong writing skills. Person will work a four day schedule that includes some overnight work. Please send tape and resume to Alyce Dorsey, KXAN-TV, PO Box 490, Austin, TX 78767. EOE.

**News producer wanted** for top-rated newsroom on California's beautiful Central Coast. 2 years' experience; must be an extremely strong writer and a "people person" with exceptional news judgment and organizational skills. Computer knowledge a plus. Send resume and cover letter (which must specify where you saw this ad) to: KSBW-TV, Joan Williams, PO Box 81651, Salinas, CA 93912. No phone calls. EOE.

**Manager on-air promotion:** Top 35 market affiliate wants creative writer-producer who can sell our news. We'll give you an on-air schedule worth a fortune. You have to make it work to recruit viewers to our news. You'll even have two producers working with you. If you have at least three years of news promotion experience, send us your resume. We'll call you for a tape. Reply to Box C-17. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion producer:** #1 network affiliate in Northeast looking for dynamic news promotion producer. Strong creative team player with reel to back it up. Rush tape, resume to: Box C-19. M/F EOE.

**Graphic artist:** One year experience needed in commercial production, news and promotion and with Pinnacle systems preferred. Resume and non-returnable tape to T. Hiebert, KTVB (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close 5/16/94. EOE.

**Production manager:** You're now #2, looking to move up. We need your leadership and energy to take us to the top. We're a beautiful station in a wonderful market and we never see snow. This is a fabulous opportunity for the right team player. Send resume and salary requirements now! EOE. Reply to Box L-37.

**Creative services director:** Aggressive Ft. Myers Fox affiliate is seeking a news-oriented, highly creative thinker and writer to oversee on-air and all outside promotion. If you strive for excellence, are people-oriented and want to work in the environment that fostered AP's Best Newscast in Florida among medium markets, send non-returnable tape and resume to: Chris Andrews, VP/General Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. Minimum 5 years experience. We are an equal opportunity employer.

**ST Productions,** a service of WRCB-TV, Chattanooga, has an opening for a commercial producer/director/post-production editor. 2 years experience producing, directing, shooting and editing commercials, corporate/industrial videos, graphics and promotional announcements preferred. Knowledge of The GVG 141 computer editor preferred. Submit tape and resume with references and salary requirements to Vinnie Fusco, Operations Manager, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. Tapes will not be returned. No phone calls please. WRCB-TV is an equal opportunity employer.

**KRDO-TV, ABC affiliate** in Colo. Spgs., Colorado, is looking for a promotions dept. writer/producer. Send resume and tape to Cynthia Cramer, KRDO-TV, 399 S. 8th St., Colorado Springs, CO 80905. EOE.

**NYC area editors/tape ops:** National Basketball Assoc. seeks freelance editors and tape operators for night and weekend shifts. Sports knowledge a big plus. Excellent skills with GV editors, switchers, K-Scope, Abekas and D2 required. Must have minimum 3 yrs. on-line editing experience. Send resume, references & reel to Heather Messer, 450 Harmon Meadow Blvd., Secaucus, NJ 07094. EOE.

**Design director:** Top 20 market, ABC affiliate. 3-5 yrs. as design or art director in broadcast or related field. Extensive Macintosh exp., 2D paint and 3D animation. Some knowledge of SGI helpful. Great design skills; able to manage people and budgets. Will be involved with TV station, our radio station and city mag. Great company; crazy department, good budgets and equipment. If you want to be on the cutting edge both creatively and equipment-wise, send reel/resume/samples of print to: Creative Services Director, KTVK-TV, 3435 N. 16th Street, Phoenix, AZ 85016. No calls please. EOE.

**Promotion writer/producer:** WATE-TV, Knoxville, Tennessee seeks an ace news promotion writer/producer. Responsible for all facets of news promotion, including topical, image and series promotion. Applicants should be creative, innovative, have strong writing skills and be capable of directing shoots and edit suite/control room sessions. A minimum of two years affiliate news promotion experience is preferred. EEO. No phone calls, please. Send resume and reel to: David Rosch, Promotion Director, WATE-TV6, 1306 North Broadway, Knoxville, TN 39717.

**Promotion writer/producer:** The dominant Capital Cities/ABC, Inc. owned station in Philadelphia is looking for a promotion writer/producer. This creative person must have great writing, editing and post-production skills. Must like news, tight deadlines and pressure. Candidates should have at least 2 years experience at a local television station. Require tape with resume (no calls). Send to William Burton, Director of Promotion and Station Advertising, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

**Promotion manager:** West Coast CBS affiliate seeks creative, hands-on manager. Must have strong news promotion background and 2-3 years TV promotion experience. Minority applicants encouraged. Send resume/tape to: Personnel Department, KCOY-TV 12, 1211 W. Mc Coy Lane, Santa Maria, CA 93455. EOE. Drugfree workplace.

**Production/post-production marketing representative:** Sell production/post production services must have producer skills and production knowledge. Prepare proposals and accurate quotes. Work closely with clients and creative staff. Good environment, pay, and benefits. Send resume to Bill Stewart, Seagate 11 Productions, 730 N. Summit St., PO Box 1111, Toledo, OH 43695-1111. EOE.

**Field producer-videographer:** Successful candidate will be responsible for the videotaping of all field production projects, serve as a producer and station lighting director and maintain all field production equipment. Requirements include at least two years experience in the operation of TV field and editing equipment and various other studio equipment—excellent lighting skills a must. Candidate must demonstrate the ability to carry a project from the concept stage through scripting and post production phases. Flexibility and the ability to work positively within all levels of the organization are essential. Submit resume and tape of recent work to Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. Excellent benefits. No phone calls please. An equal opportunity employer; women and minorities encouraged to apply.

**Editor:** Excellent opportunity for talented editor with experience on Ampex equipment, Avid, D-2, 1" and Beta SP. Must have superb client skills for industrial and commercial projects. Good working environment, pay and benefits. Send resume and reel to Bill Stewart, Seagate 11 Productions, 730 N. Summit St., PO Box 1111, Toledo, OH 43699-1111. 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, PO 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.

**Promotion manager:** Immediate opening for creative, high-energy team player with exceptionally strong writing and production skills to lead CBS affiliate's market-dominating news and community involvement promotion efforts. BA degree, flexible hours and can-do attitude a must. Send cover letter and resume to Ms Shay Merritt, Operations Manager, WTOG-TV, PO Box 8086, Savannah, GA 31412. No phone calls! EOE.

**CBS O&O design director:** Hands-on experience w/Paintbox, Harriet and 3-D. Prior management experience preferred. Looking for breakthrough design and get-it-done type. Heavy news emphasis. Send tape & resume to Gayle Allen, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE.

**Art director needed** to lead 2-person art department at Spanish-language O&O station in Los Angeles. Excellent print production skills (Macintosh Quadra 650) and experience in computer graphics and animation (Aurora AU 250) a must. Bilingual (Spanish/English). This is your chance to make your mark in the #1 market.. Fax resumes to: P.Gallo, 818-502-0029. Or mail: KVEA, 1139 Grand Central Avenue, Glendale, CA 91201. EOE.

**Dominant ABC television affiliate** in beautiful southwest resort community needs director/editor. Experience directing and switching fast-paced newscast required. Editing experience on GVG-141 and 200 switcher also helpful. Please send resume to Box C-18. EOE.

**Needed promotions leader:** WFSB-TV, a Post Newsweek station, has an opening in promotion. We are looking for someone to drive our promos into the 21st century. If you have experience in writing, producing, and enjoy an occasional film shoot, fax us. Creativity, graphic smarts, supervisory skills, minimum 3 years experience, are a must. Send resume to Don Graham, Creative Services Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103. Fax 203-247-8940. EOE.

#### SITUATIONS WANTED SALES

**Dale Carnegie sales graduate** with six years selling radio advertising, currently employed with AT&T, is looking for a position as an account executive with a television station. Please call Martin Garbus at 213-749-3461 or write to him at 27113 Sanford Way, Valencia, CA 91355.

#### SITUATIONS WANTED TECHNICAL

**Maintenance technician available:** Tim 614-898-9120.

#### SITUATIONS WANTED NEWS

**SWM seeks sports anchor gig** at steady TV station. Good pay and benefits a plus. Serious inquiries only. 14 years TV news/sports experience. Rep is William Morris. Call 912-920-2415.

**Minority female anchor.** Network experience. Superb writing and live shot skills. Call 804-379-0991.

#### SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

I'll create/help produce game shows on your station/syndicators will market/let's talk/Buddy Piper, Co-creator Classic Concentration, 1-800-743-0707.

## CABLE

### HELP WANTED MANAGEMENT

**Director/affiliate relations:** Oversee the development, implementation and growth of affiliate relations for a new 24-hour cable shopping network. Dynamic position requiring seasoning, aggressiveness and "hands on" experience (8+ years) in the cable TV industry. Must have demonstrated "business sense" and be motivated to succeed, especially when it includes a great life-style in the southwest, excellent salary + bonus and growth opportunity. Don't miss out...send cover letter, resume, salary expectations to Personnel Director, Dept RR SG 23, 12701 Whitewater Drive, Minnetonka, MN 55343. EOE.

**Affiliate relations managers:** New 24 hour cable shopping network has high visibility positions available for seasoned (2+ years) affiliate managers who have proven track records, excellent business skills and a lot of "people savvy." Must be "hands on," client oriented with a strong desire to succeed. These positions offer great life style, excellent base plus...and opportunity to grow. Resume, cover letter, salary expectations to Personnel Director, Dept RR, SG 23, 12701 Whitewater Dr., Minnetonka, MN 55343. EOE.

**Affiliate marketing managers:** Highly visible with new 24-hour cable shopping network. Not for everyone! You must have 3+ years experience demonstrating aggressive success in "tough" markets. You will be up against competition who want that "prime space" on the channel selector. Your marketing skills, business know-how, and strong desire to succeed will guarantee we get the space. Excellent salary plus bonus, great lifestyle. Outstanding opportunity. Resume, cover letter, salary expectations to Personnel Director, Dept. RR SG-23, 12701 Whitewater Drive, Minnetonka, MN 55343. EOE.

### HELP WANTED PROGRAMING PROMOTION & OTHERS

**Writer/producer/director:** Is your "stuff" hot? Do you believe that the message is more important than technique, but know how to use technique to enhance the message... in other words, does your "hot stuff" sell? Can you sell? Do you possess a thorough knowledge of advertising and television production, superior writing, producing, directing, editing/post skills, boundless positive energy and enthusiasm, and the attitude and ability to get whatever needs to be done done... and done on schedule? Are you looking for an exciting growth opportunity where you can be a leader; a key player in shaping the most creative high-performance production team in the market? If you're what we're looking for, we'll offer you excellent, competitive compensation and benefits, free-wheeling "hands-on control" of all production tools, and the full support of a talented team to assist your efforts. So... if you answered "yes" to all of those questions and your reel can help prove it, then send it along with a resume and a :30 script selling us on you. Send it right away to: CableRep Advertising Mid-Georgia Interconnect, Inc. 252 Holt Avenue, Macon, GA 31204. Attention: Gregg Peterman, Production Supervisor. (No phone calls please). A Division of Cox Cable Communications, Inc. EOE.

### HELP WANTED NEWS

**Editor wanted:** Entrepreneur for exciting start-up, cable news daily! 813-748-5805. EOE.

**Senior producer:** National cable network seeking experienced producer to oversee one-hour documentaries. Must have 8-10 years serious news/journalism background, including print. Legal background helpful. Top writing, editing skills a priority. Send resume: Jamie Alter, Court TV, 600 3rd Avenue, New York, NY 10016. Or fax: 212-973-3355. No calls. EOE.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Broadcasting (Tenure-track position):** East Tennessee State University is seeking to fill an instructor of broadcasting position beginning August 15, 1994. The successful candidate will assist in advising the department's radio and TV laboratory stations, assist in advising the student/alumni organization and coordinate its activities, and teach such undergraduate courses as Survey of Broadcasting, Audio Production, Broadcast Management, Broadcast Performance, Broadcast Programming and Radio and TV Writing, and other broadcasting courses. Professional experience in broadcast writing, performance, or management, teaching experience, and a Master's degree in the area are required, a Ph.D. in addition to the minimum requirements will enhance the application. The successful candidate will demonstrate the potential to develop and maintain a program of research/creative activity. Salary is \$27,000 plus benefits. The ACEJMC accredited Department of Communication administers the broadcasting area, which has more than 120 of the department's 300+ majors. Review of applications will begin July 5, 1994. East Tennessee State University is an equal opportunity/affirmative action employer. Send vita and the names, telephone numbers, and addresses of three references to: Tom Headley, Chair of the Search Committee, Department of Communication, Box 70667, ETSU, Johnson City, TN 37614-0667. EOE.

### HELP WANTED ADMINISTRATION

**The School of Communication, Northeast Louisiana University,** seeks applicants to administer program of 125 majors, 4 faculty, undergraduate and graduate programs in broadcast news, broadcast management, and production. Terminal degree required. Teaching and professional experience essential, with strength in broadcast news desirable. Rank and salary competitive, depending upon qualifications. Desired start date: August, 1994. Applicant review begins immediately and continues until suitable candidate found. Send letter of application, vita, three references, and official transcripts to Dr. William R. Rabin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209-0320; 318-342-1390. AA/EOE.

### HELP WANTED TECHNICAL

**TV services coordinator:** Qualifications: Masters' degree in appropriate field, minimum 3 years experience in TV/cable programing and/or engineering, ability to teach variety of broadcast courses, basic computer skills and ability to work with multicultural, diverse student population required; Society of Broadcast Engineers certification preferred. Responsibilities: Report to communication department chair teach 1-3 broadcast courses in area of specialty, program college Higher Education Access channel, schedule and coordinate access channel message service recording and broadcast, back up studio engineer/technician, schedule and supervise student crews in support of on-campus client programing, coordinate and bill client extracurricular recording/editing sessions, supervise video dubbing for CE courses, maintain videotape library. Applications: Submit three professional references to Edward J. Kelly, Assistant to the President, 350 New Campus Drive, SUNY College at Brockport, Brockport, NY 14420-2922, by May 25, 1994. SUNY College at Brockport is an AA/EEO employer.

**Director of engineering:** National production/post-production company in southwest seeks experienced director of engineering with advanced technical and interpersonal skills. Must be experienced in all video formats; studio & remote production; computer literate in PC, CAD, mainframe systems; facility documentation; & operational training. Send resume, references, salary history, to: DOE, PMI, 834 N. 7th Ave., Phoenix, AZ 85007. EOE.

**EMPLOYMENT SERVICES**

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

**FINANCIAL SERVICES**

**Lease purchase option:** Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020.

**Immediate financing** on all broadcast 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.

**EDUCATIONAL SERVICES**

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

**WANTED TO BUY EQUIPMENT**

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

**FOR SALE EQUIPMENT**

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

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

**50KW AM:** Continental 317C3 (1986), Harris MW50B (1982), Transcom 800-441-8454.

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

**TV—MISCELLANEOUS**

**College grads and others:** Career Videos prepares your personalized resume tape. Unique format, excellent rates, proven success, job search assistance. 708-272-2917.

**TV news journalists!** Know what will put you ahead of the pack for that job? We do! Want to know more? Write/call: C...Marketing Works, 18 Lisa Dr., Ste. B, Nashua, NH 03062, 603-888-6788.

**CABLE****HELP WANTED TECHNICAL****TECHNICAL CHALLENGES**

CNBC and America's Talking, the first all-talk cable network, join forces in presenting accomplished professionals with an opportunity to showcase their talent in our state-of-the-art Fort Lee, NJ facility.

**TECHNICAL DIRECTOR**

In addition to experience switching live news, this high-profile position requires 2-3 years experience with the Grass Valley 300 and 3000 3ME Switcher, DVE-ABEKAS A53 and Quantel Picturebox Still Store. **Write Dept. TD**

**MAINTENANCE ENGINEERS  
(Temporary & Full Time)**

These fast-paced positions call for hands-on experience in television broadcast engineering as well as all phases of television operations. **Write Dept. ME**  
To be part of our premier, team-oriented environment, please send your resume to the Department indicated above.



FIRST IN BUSINESS • FIRST IN TALK



**Personnel Manager,  
CNBC/AT  
2200 Fletcher Avenue  
Fort Lee, New Jersey 07024**

We are an Equal Opportunity Employer

**HELP WANTED PROGRAMING PROMOTION & OTHERS****PROMOTIONS  
WRITER/PRODUCER**

Country Music Television, located in Nashville, Tennessee is looking for an experienced Promotions Writer/Producer to be a part of our creative team. You will be responsible for creating, planning and developing on-air promotions. The successful candidate will have at least 3 years experience writing and producing television promotions. Send cover letter, resume and reel to:

**Manager, Employment  
Country Music Television  
2806 Opryland Drive  
Nashville, TN 37214**

We are an Equal Opportunity Employer



COUNTRY MUSIC TELEVISION.

**DIRECTOR of PROGRAMMING**

TNN: The Nashville Network, a leader in cable television located in Nashville, TN has a position open for a Director of Programming. We are seeking a highly experienced, creative visionary to develop and oversee our programming efforts.

Qualified candidates will have at least 10 years broadcast or cable programming administration experience, a Bachelor's degree in Communications or a related field, and excellent management and organizational skills. We offer a competitive salary, excellent benefits and an organizational atmosphere that is challenging, professional and rewarding. Qualified candidates should send a resume with cover letter in confidence to:

**Manager, Employment  
THE NASHVILLE NETWORK  
2806 Opryland Drive  
Nashville, TN 37214**

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

**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, 1705 DeSales St., N.W. Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

**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 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

**New Deadline** is Monday at 9:00am Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

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

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

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85c per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

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

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. For Sales Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o Broadcasting & Cable, 1705 DeSales St., N.W., Washington, DC 20036.

**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.

**HELP WANTED PROGRAMING  
PROMOTION & OTHERS CONTINUED**

**SUPPORT  
OPPORTUNITIES**

**OUR PROGRAMMING IS  
ALL TALK, OUR CAREERS  
ARE SOLID.**

On July 4th something revolutionary will be happening in the broadcast industry, and you can be part of it. This is no ordinary opportunity...it's a chance to get in on the ground floor of the birth of America's Talking™ the first all-talk cable network.

**SNG TRUCK OPERATOR**

You will be the engineer in charge of state-of-the-art three camera production/Ku uplink truck, demonstrating your experience in originating satellite uplinks, electronic field production and routine maintenance of electronic and mechanical equipment found in an SNG truck. **Write Dept. SNGTO**

Essential qualifications include being comfortable on the road for long periods of time and working well with others under pressure situations. Truck driving experience, a valid driver's license and clean driving record a must.

**STUDIO/FIELD  
SCHEDULING COORDINATOR**

The successful candidate will schedule technical staff for studio operations, track attendance and manage the over-time budget. Additional challenges include assisting in the hiring/evaluation of staff and freelancers; performing nationwide scheduling of SNG vehicle including the hiring of freelance crews for remote production requirements, SNG vehicle site access and booking; and coordinating satellite time.

To be considered, you must have knowledge of SNG truck operations and nationwide freelance technical personnel, as well as strong interpersonal, organizational and administrative skills. **Write Dept. SFSO.**

To be part of our premier, team-oriented environment, please send your resume to the Department indicated above. **Att: Personnel Manager, AT, 2200 Fletcher Avenue, Fort Lee, New Jersey 07024**

We are an Equal Opportunity Employer.



**RADIO**

**LEASED TIME PROGRAMING**

**Radio time available for lease  
all time periods**

Sussex/Kent Co., DE; Mercer Co., NJ; Bucks, Montgomery, Chester, Berks Co., Eastern PA; Lawrence, Butler Co., Western PA; Cayuga, Onondaga, Seneca, Tompkins, Cortland Co., NY

Cost efficient rates!

Call: 610/326-4000 Fax: 610/326-4809

**HELP WANTED TECHNICAL**

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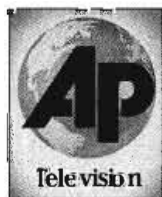
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# For the Record

## OWNERSHIP

### Granted

**WAPI-AM-FM Birmingham, AL** (AM: BAPL931122GN; FM: BALH931122GO)—Action March 3.

**WHOD-AM-FM Jackson, AL** (AM: BAL940222GK; FM: BALH940113GJ)—Action March 7.

**KAZR(FM) Coolidge, AZ** (BALH940113GJ)—Action March 7.

**KALI(AM) San Gabriel, CA** (BAL9402223EA)—Action March 4.

**KMAT(FM) Sutter Creek, CA** (BAPH931209GF)—Action March 4.

**KGLL(FM) Greeley, CO** (BTCH940209GH)—Action March 9.

**WPBR(AM) Palm Beach, FL** (BAPL940106ED)—Action March 4.

**WJCM(AM) Sebring, FL** (BTC940210EB)—Action March 3.

**WTAL(AM) Tallahassee, FL** (BAL940125EA)—Action March 14.

**WMGR(AM)-WJAD(FM) Bainbridge, GA** (AM: BAL931015GS; FM: BALH931015GF)—Action March 2.

**WELF(TV) Dalton, GA** (BTCCT940222KE)—Action March 11.

**WLBA(AM) Gainesville, GA** (BAL940222GG)—Action March 7.

**WHFE(FM) Lakeland, GA** (BALH940222GH)—Action March 7.

**WNGA(AM) Nashville, GA** (BAL940222GI)—Action March 7.

**KZQD(FM) Liberal, KS** (BAPH930824GE)—Action March 8.

**KXOR-FM Thibodaux, LA** (BTCH940214GG)—Action March 7.

**WMBH(AM)-KJKT(FM) Joplin, MO** (AM: BAL940114GE; FM: BALH940114GF)—Action March 3.

**WIDE(AM) Biddeford, ME** (BAL940121EA)—Action March 15.

**WLOL(FM) Cambridge, MN** (BALH940107GG)—Action March 4.

**KDNI(FM)-KDNW(FM) Duluth, MN** (KDNI: BALED940215GG; KDNW: BALH940215GF)—Action March 4.

**WJON(AM)-WWJO(FM) St. Cloud, MN** (AM: BAL940214GK; FM: BALH940214GL)—Action March 7.

**KRJV(FM) St. Louis** (BALH940110GH)—Action March 9.

**WMSI-FM Jackson, MS** (BTCH940124GY)—Action March 2.

**WKDX(AM) Hamlet, NC** (BAL931220EC)—Action March 7.

**WMYI(FM) Hendersonville, NC** (BTCH940124HA)—Action March 2.

**WAYV(FM) Atlantic City, NJ** (BALH931213GG)—Action March 4.

**WJDM(AM) Elizabeth, NJ** (BAL940207EA)—Action March 3.

Abbreviations: alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; PSA—presunrise service authority; pwr.—power; RC—remote control; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; \*—noncommercial. One meter equals 3.28 feet.

**KTRC(AM) Santa Fe, NM** (BAL930629EC)—Action March 7.

**WYUT-AM-FM Herkimer, NY** (AM: BAL930407GH; FM: BALH930407GI)—Action March 2.

**WRZR(FM) Johnstown, OH** (BALH940118GG)—Action March 4.

**WSSL-FM Gray Court, SC** (BTCH940124GZ)—Action March 2.

**WSSL(AM) Greenville, SC** (BTC940124GU)—Action March 2.

**WSIX-FM Nashville, TN** (BTCH940124HB)—Action March 2.

**KRLD(AM) Dallas** (BTC940124GS)—Action March 2.

**KODA(FM) Houston** (BTCH940123GW)—Action March 2.

**KJOE(AM)-KKBE-FM Ogden, UT** (AM: BAL940128ED; FM: BALH940128EE)—Action March 14.

**WANV-FM Staunton, VA** (BALH940209GJ)—Action March 7.

**WAFX(FM) Suffolk, VA** (BALH931108GH)—Action March 15.

**WANV(AM) Waynesboro, VA** (BAL940209GI)—Action March 7.

**KWIQ-AM-FM Moses Lake, WA** (AM: BTC931021EB; FM: BTCH931021EC)—Action March 14.

**WHIT(AM) Madison, WI** (BAL940103GS)—

Action March 7.

**WWQM-FM Middleton, WI** (BALH940103GR)—Action March 7.

### Dismissed

**KQIL(AM)-KQIX(FM) Grand Junction, CO** (AM: BAL931222EB; FM: BALH931222EC)—Action March 10.

**WDCA(TV) Washington, DC** (BTCCT931029KI)—Action March 2.

**WCSJ(AM) Morris, IL** (BAL930708EB)—Action March 10.

**WKLO(FM) Westport, IN** (BTCED930819GE)—Action March 9.

**WKBD(TV) Detroit** (BTCCT9310029KE)—Action March 2.

**WLFL(TV) Raleigh, NC** (BTCCT931029KK)—Action March 2.

**WTXF(TV) Philadelphia** (BTCCT931029KG)—Action March 2.

**WGBS-TV Philadelphia** (BTCCT930818KE)—Action March 3.

**KTXA(TV) Arlington, TX** (BTCCT931029KH)—Action March 2.

**KTXH(TV) Houston** (BTCCT931029KF)—Action March 2.

**KRRT(TV) Kerrville, TX** (BTCCT931029KJ)—Action March 2.

**KODM(FM) Odessa, TX** (BALH930518GG)—Action March 15.

## FACILITIES

### Applications

**North Platte, NE** KJLT-FM 94.9 mhz—Granted app. of Tri-State Broadcasting Association for CP to make changes: ant. 230 m.; TL: 17.5 km SSW of N. Platte, Lincoln Co., NE. Action Feb. 25.

**Newton, NJ** WNNJ-FM 103.7 mhz—Group M Communications Inc. seeks CP to make changes: ERP: 2.5 kw; ant. 272 m.; TL: .12 km SW Normanook Lookout Tower, Frankford Township, NJ.

## BY THE NUMBERS

### BROADCASTING

Service	Total
Commercial AM	4,933
Commercial FM	5,001
Educational FM	1,674
<b>Total Radio</b>	<b>11,608</b>
VHF LPTV	524
UHF LPTV	978
<b>Total LPTV</b>	<b>1,502</b>
FM translators	2,163
VHF translators	2,319
UHF translators	2,464
<b>Total Translators</b>	<b>6,949</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	594
Educational VHF TV	123
Educational UHF TV	242
<b>Total TV</b>	<b>1,518</b>

### CABLE

Total systems	11,385
Total subscribers	58,834,440
Homes passed	91,433,000
Cable penetration*	62.5%

\*Based on TV household universe of 94.2 million.  
Sources: Nielsen, NCTA and FCC

**Patchogue, NJ** WBLI(FM) 106.1 mhz—WBLI Inc. seeks mod. of CP for changes: ERP: 48.5 kw; ant. 152 m.

**San Juan, PR** WSJU(TV) ch. 18—International Broadcasting Corp. seeks MP to change ant. 275 m.; TL: 1.4 mile N-30 E directly from Aguas Buenas - same site WRWR, ch. 30.

**Actions**

**Demopolis, AL** WXAL(AM) 1400 khz—Granted app. of Southstar Communications Inc. for CP to make changes in antenna system and reduce power to .79 kw. Action March 10.

**Yountville, CA** KRKL(AM) 840 khz—Dismissed app. of Heritage Communications for MP to increase power to 1 kw/5 kw; make changes in antenna system; change to DA-N; change night TL, SW shore of Lake Hennessy, N of Yountville, CA (daytime site). Action Dec. 17, 1993.

**Monticello, FL** WJPH(FM) 101.9 mhz—Granted app. of Webster Broadcasting Inc. for CP to make changes: ERP: 25 kw; TL: Old Pinhook Rd., Wacissa, Jefferson Co., FL. Action March 3.

**Perry, IA** KDLS-FM 101.7 mhz—Granted app. of Perry Broadcasting Co. for CP to make changes; change ant. 86 m. Action March 3.

**Lincoln, IL** WESZ(FM) 93.9 mhz—Granted app. of L & M Broadcasting Co. Inc. for mod. of CP to make changes: ERP: 13 kw; ant. 138 m.; TL: 4.5 km NE of Williamsville, IL, on E side of Interstate Rte 55; change class to B1 (per MM docket 92-204); change antenna, coaxial cable and transmitter. Action Feb. 28.

**Manhattan, KS** KTDf(FM) 104.7 mhz—Granted app. of Little Apple Broadcasting for mod. of CP to make changes: ERP: 20 kw;

ant. 153 m.; TL: 2.47 mi (3.97 km) SSW of Flush, KS, at bearing of 214.6 degrees true. Action March 1.

**Ashley, MI** WJSZ(FM) 92.5 mhz—Granted app. of Owosso Broadcasting Co. Inc. for mod. of CP to change TL: W of Ranson Rd., .68 km N of M-57, 1.48 km E of Ashley Graftiot Co., MI. Action March 9.

**Murfreesboro, NC** WBCG(FM) 98.3 mhz—Dismissed app. of Roanoke Chowan Broadcasting Corp. for CP to make changes; change ERP: 6 kw; ant. 82 m.; TL: intersection of US Rte 158 and US Rte 258, 1 km W of Hertford Co. line, Murfreesboro, Northampton Co., NC. Action Feb. 17.

**Odessa, TX** KPEJ(TV) ch. 24—Granted app. of Associated Broadcasters Inc. for CP to change ERP (vis): 2,874 kw. Action March 14.

**Eagle Pass, TX** KEPX(FM) 89.5 mhz—Granted app. of World Radio Network for mod. of CP to make changes: ERP: 52 kw; ant. 78 m.; TL: 10.03 km at bearing 125.7 degrees true from Eagle Pass, in rural Maverick Co., TX. Action March 1.

is headed by William Mittick and has no other broadcast interests.

**Pittsfield, MA** (BPED940420MA)—Granite State Educational Fellowship Inc. seeks 91.3 mhz; .3 kw; ant. 35 m. Address: P.O. Box 1840, Dover, NH 03820. Applicant is headed by William Mittick and has no other broadcast interests.

**Minetto, NY** (BPH940411MF)—Minetto Radio Partners seeks 106.5 mhz; 5.7 kw; ant. 100 m. Address: 9222 Loma St., Villa Park, CA 92667. Applicant is headed by James Primm and has interests in new FM's in Bismarck, ND; Littlefield, TX; Bagdad, AZ; Sibley, IA; Old Forge, NY, and Hermantown, MN.

**Athens, OH** (BPH940411MG)—Lakeside Broadcasting Inc. seeks 95.9 mhz; 6 kw; ant. 100 m. Address: 254 Winnebago Dr., Fond du Lac, WI 54936-1167. Applicant is headed by Donald G. Jones and owns WCNZ(AM) Sheboygan and KFIZ-AM-FM Fond du Lac, both Wisconsin, and is awaiting FCC approval for new FM's at Taylorville, IL; Hermantown, MN; Athens, OH, and Balsam Lake, WI.

**Actions**

**Denver** (BPCT930301KE)—Dismissed app. of Roberts Broadcasting Co. of Denver for CP on ch. 20; ERP vis: 5,000 kw; ant. 382.7 m.; TL: on top of Mt. Morrison, Jefferson Co., ENE of Idledale, CO. Action March 11.

**Gifford, FL** (BPH880309MF)—Granted app. of Ameriwave Inc. for CP on 94.7 mhz; ERP: 3 kw; ant. 100 m. Action Feb. 28.

**Myrtle Point, OR** (BPH930601MD)—Granted app. of K/S Riggs Broadcasting Inc. for CP on 94.1 mhz; ERP: 2.222 kw; ant. 114 m. Action March 3.

**NEW STATIONS**

**Applications**

**Templeton, CA** (BPH940428MA)—Earlilmart Educational Foundation Inc. seeks 100.5 mhz; 1.05 kw; ant. 229 m. Address: 12550 Brookhurst St., Ste A, Garden Grove, CA 92640. Applicant is headed by William Zawila and is permittee of KNKD(FM) Earlilmart, CA.

**N. Dartmouth, MA** (BPED940420MB)—Granite State Educational Fellowship Inc. seeks 89.3 mhz; 15 kw; ant. 122 m. Address: P.O. Box 1840, Dover, NH 03820. Applicant

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## PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

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## Shares and shares unlike

EDITOR: The Capital Cities annual report for 1993 contradicts Robert Iger's prediction in your April 25 issue that "three-network shares are likely to be higher than lower in five years."

On page 14 of the report it is projected that ESPN2 will be in 30,000,000 homes by the end of 1996. This threefold increase in distribution will surely increase the 42,000 households that ESPN2 delivered this past first quarter.

Invariably some of their new viewership will come from network audience in cable homes. When you add the ambitious expansion plans for fX, America's Talking, The Food Channel, Turner Movie Classics and others, how will it be possible that network shares will grow? They can't grow any greater in non-cable homes and are imploding in cable homes.

The expansion of cable distribution will ultimately cause the broadcast world to snap. And given

that the three networks did only 56 share points in cable homes this past first Olympics quarter, perhaps they have already.—*William M. Sternberg, president, Network Broadcast Marketing Consultants Inc., New York*

## Nixon and the press

EDITOR: I found your May 2 reprint of an anti-Nixon editorial from 20 years before most unbecoming. Your magazine would have shown

far more class to have run a piece remembering Richard Nixon in the fullness of time. He did do much for this country and no doubt could have done more. He was truly America's elder statesman, commanding the respect and admiration of a great many people.

That he disliked the liberal press continues to matter far more to them than it does or ever did to the country. To that 60% of the American people who gave Richard Nixon a resounding vote of confidence in 1972, he was worth more than all of them put together.—*Jay Caruso, senior manager, creative services, Cablevision Systems Development Corp., Woodbury, N.Y.*

**Editor's Note:** The Leonard Zeidenberg article to which reader Caruso refers was not an editorial. It was a perspective on the Nixon-media relationship that took neither side. The editors reprinted it to fill out the historical record through the eyes of an honored contemporary, as we print the Caruso letter as evidence that controversy continues to encumber the Nixon legacy.

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## THIS WEEK

**May 8-11**—*Conference on Interactive Marketing: East*. Marriott Orlando World Center Resort and Convention Center, Orlando, Fla. Contact: (310) 798-0433.

**May 10**—*International Radio and Television Society Foundation* awards luncheon. Honorees: John Hendricks, chairman/CEO, Discovery Communications Inc.; Diane Sawyer, ABC's *PrimeTime Live*, and Howard Stringer, president, CBS/Broadcast Group. Waldorf-Astoria, New York. Contact: Marilyn Ellis, (212) 867-6650.

**May 11-12**—*National Infomercial Marketing Association* third annual midyear meeting. Grand Hyatt, Washington. Contact: David Savage, (202) 962-8342.

**May 13-15**—*Federal Communications Bar Association* annual seminar. Nemaconlin Woodlands Resort, Farmington, Pa. Contact: (202) 736-8149.

## MAY

• **May 22-24**—*NBC affiliates* meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 664-4444.

• **May 22-25**—*National Cable Television Association*. New Orleans. Contact: (202) 775-3669.

**May 22-25**—*National Association of Minorities in Cable*. New Orleans. Contact: (310) 404-6208.

**May 22-25**—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* annual conference. Sheraton Harbor Island Hotel, San Diego, Calif. Contact: Cathy Lynch, (708) 296-0200.

**May 25**—*National Academy of Television Arts & Sciences* 21st annual Daytime Emmy Awards, broadcast live on ABC. Marriott Marquis Hotel, New York. Contact: Trudy Wilson, (212) 586-8424.

**May 25**—*National Media Owl Awards*. First Chicago Center, Chicago. Contact: Mary Schwartz, (312) 664-6100.

## Datebook

### JUNE

• **June 1-4**—*CBS affiliates* meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.

**June 2-4**—*43rd American Women in Radio and Television* national convention. Minneapolis Hilton and Towers, Minneapolis. Contact: Gene Barnes, (212) 302-3399.

**June 4-7**—*National Association of Broadcasters* board meeting. Washington. Contact: (202) 775-3527.

**June 5-11**—15th annual *Banff Television Festival*. Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-3060.

• **June 7-9**—*ABC affiliates* meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 456-7777.

**June 8-11**—*PROMAX International and Broadcast Designers Association*. New Orleans. Contact: (213) 465-3777.

**June 9-11**—*Radio Montreux International Symposium*. Montreux, Switzerland. Contact: Lynn Christian, (213) 938-3228.

**June 10-12**—*Radio Television News Directors Foundation* community journalism training seminar. Medill School of Journalism, Northwestern University, Evanston, Ill. Contact: Hayley Sterling, (202) 659-6510.

**June 10-13**—*American Advertising Federation* national conference. Houston. Contact: (800) 999-2231, ext. 332.

**June 11-13**—*ShowBiz Expo*. Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.

• **June 20-23**—*Wireless Cable Association International* annual convention. Las Vegas Hilton, Las Vegas. Contact: Connie Clark, (319) 752-8336.

• **June 20-23**—*Women In Cable* 13th annual national cable management conference. Atlanta Hilton and Towers, Atlanta. Contact: Tracy Mitchell, (312) 661-1700.

• **June 23-24**—*Fox Broadcasting affiliates* meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: Ciro Abate, (310) 203-1169.

### JULY

**July 7-10**—*Upper Midwest Communications Conclave*. Downtown Hilton and Towers, Minneapolis. Contact: (612) 927-4487.

**July 16-18**—*California Broadcasters Association* summer convention. Hyatt Regency Monterey, Monterey, Calif. Contact: (916) 444-2237.

**July 19-21**—*Florida Cable Television Association* annual convention. Ritz Carlton, Amelia Island, Fla. Contact: Joice Ventry, (904) 681-1990.

**July 21-23**—South Carolina/North Carolina joint summer meeting sponsored by *South Carolina Cable Television Association*. Hyatt Regency Hotel, Hilton Head, S.C. Contact: Nancy Horne, (404) 252-2454.

• **July 24-27**—*Cable Television Administration and Marketing Society* national marketing conference. Chicago. Contact: (703) 549-4200.

• **July 27-31**—Unity '94. Co-sponsored by *National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association and Native American Journalists Association*. Atlanta. Contact: (800) 948-6489.

### AUGUST

• **Aug. 1-3**—1994 *Eastern Cable Show*. Inforum Exhibit Hall, Atlanta. Contact: (404) 252-2454.

• **Aug. 4-6**—*Satellite Broadcasting & Communications Association* national convention. Orlando Convention Center, Orlando, Fla. Contact: (703) 549-6990.

• **Major Meetings**

## Paul Lewis Sagan

**B**y early 1991, after seven years on the job, Paul Sagan had had enough of being news director at WCBS-TV New York.

Sagan, who is now developing news-on-demand programming at Time Warner, recalls being increasingly frustrated with the bureaucratic nature of the news director's post, and there were other unappealing tasks that loomed regularly—like feeding the quarterly sweeps beast with audience-drawing “special reports.”

Sagan was 32 when he resigned, having been promoted to news director at age 25, the youngest person ever to hold the post within the CBS organization. Broadcast journalism scholar Vernon Stone says the average age of a news director in the top 25 markets is 40.

Sagan's seven-year tenure as WCBS-TV news director also was one of the longest within the CBS station group, and far surpasses the top 25 average of three years, according to Stone.

Despite his growing frustration, Sagan was realistic about his role. As news director, he was more involved with budgets and ratings than with breaking news. “You spend a lot of time saying, ‘How can I plan for the next sweeps and come up with some stunt for the 11 o'clock news that will get the audience to stay tuned?’”

And he was good at it. During his tenure at WCBS-TV, the station's 11 p.m. newscast went from third to first in the ratings.

Sagan is a born journalist. “That's what I always wanted to be,” he says. And with his background, it's no wonder. His father, Bruce, owned and managed the Chicago-based Economist Newspapers chain, which was acquired by the Pulitzer Co.

As a boy, Sagan did odd jobs around the newsroom. When he was 13, he started doing spot news reporting. He took a turn at all the key positions in the family enterprise and “learned the newspaper business inside out.”

At the time, Sagan, cousin to astronomer Carl Sagan, never thought that someday he would be trying to fashion the next generation of television news programming.

He credits his father for his initial



interest in television. “He was always interested in technology,” Sagan says. “Unlike a lot of newspaper people, he wasn't really snobby about television.”

Sagan's 16-year career with CBS started when he was still in high school in Chicago. A student jobs program one summer landed him at network-owned KNXT-TV (now KCBS-TV) Los Angeles. That in turn led to a full-time job as associate producer at WBBM-TV, the CBS-owned station in Chicago, while he attended Northwestern University's Medill School of Journalism.

Sagan landed a summer researching stint at WCBS-TV New York in 1979. After graduation, he was offered a job as a news writer. He almost got fired the first week. The problem: He wasn't trained to write copy for air. But before the ax fell, then-News Director Steve Cohen and the owned-stations president stepped in. They felt Sagan was hired for his overall promise, not his news writing skills.

“He was very aggressive and know-

ledgeable and got noticed quickly,” recalls Cohen, who now runs WGRZ-TV Buffalo. “And he never did it in the political way. With Paul, it was always a matter of pure, simple competency.”

In five years, Sagan worked his way up from news writer to news director. Seven years later, he left without another job to go to, tired of the “nearly impossible mandate” of serving the myriad news interests of those residing in the nation's largest market.

Sagan turned down several offers CBS made to induce him to stay, including station manager at one of its stations and a position at CBS News. “I wanted to remain on the cutting edge of electronic journalism, and I felt the best way to do that was probably outside the traditional broadcast station or network model,” he says.

That's when Time Warner offered the opportunity to create an all-news cable channel serving New York—New York 1. The initial consultancy quickly turned into a full-time general management post.

Sagan still refers to the 2-year-old local news channel, by most accounts

an overwhelming editorial success, as “my baby.” He retains supervisory control, although last year he left day-to-day operation to develop a news-on-demand service. The service will be launched on Time Warner's Full Service Network in Orlando, Fla.

Using computer server technology, Sagan and his colleagues are developing news program

packages that will allow viewers to select the kind and volume of stories they want to see.

“We're not asking people to go from couch potato to marathoner,” he says. “We just want them to lift their chin for a minute, follow some very simple directions, and we'll even try to make it fun. I think people will respond well.”

—SM

**Senior vice president, Time Warner cable programming/managing editor, news-on-demand, Time Inc.; b. Feb. 9, 1959, Chicago; BA, Medill School of Journalism, Northwestern University, Chicago, 1981; associate producer, WBBM-TV Chicago, 1977-78; researcher, WCBS-TV New York, 1979-81; news writer, 1981; field producer, 1982; co-producer, 1983; executive producer, 1984; news director, 1985-91; vice president/general manager, New York 1, 1991-93. Current position since November 1993. Married Ann Burks, 1982; children: Katharine, 7; Michael, 5; Emma, 2.**

# Fates & Fortunes

## BROADCAST TV

**Brad Kreisberg**, director, Disney's *Mickey Mouse Club*, joins DIC Entertainment, Burbank, Calif., as executive director, live action.

Appointments at Telemundo Group Inc., Miami: **Otto Padron**, senior producer, *Lo Mejor De Lo Mejor*, named director, programing, production administration, Telemundo Network; **Marie Pouget**, senior producer, special events, named GM, *Maria Laria Show*; **Eduardo Suarez**, executive producer/director, specials, named director, dramatic division operations; **Veronica Diaz**, public relations coordinator, named public relations manager; **Janice Lusky**, director, public relations, special events, Sanchez & Levitan, Miami, joins as manager, media relations; **Bill Press**, director, operations, named VP, operations, Telemundo Network.

**Tim Noonan**, senior VP, RHI Entertainment/New Line Television, Los Angeles, joins ITC Entertainment Group, Cedar Falls, Iowa, as director, midwest sales; **Bill Behrens**, founder, Show Business Inc., Atlanta joins ITC Entertainment Group there as director, southeast sales.



Heston

**Joe Heston**, VP/station manager, WBAL-TV Baltimore, joins WTAE-TV Pittsburgh as VP/GM.

Appointments at Fox Broadcasting, New York: **Neil Baker**, account executive, network sales, prime

time/late night, CBS Television Network, there; **Lorie Durnan**, VP/associate media director, BBDO, there; and **Dale Lawrence**, account executive, Lifetime Television, there, join as account executives; **Cliff Pozner**, finance manager, sales analysis, CBS Sports and CBS News, there, joins as director, revenue analysis.

**Caroline Welsh**, writer/producer, news promotion, WPVI-TV Philadelphia, named assistant director, promotion, station advertising.

**Fred Witte**, controller, WPIX-TV Boston, joins WLVI-TV Boston in same capacity.

Appointments at WFLD-TV Chicago: **Scott Wert**, national sales manager, named local sales manager; **Spencer McCoy**, account executive, WLS-TV Chicago, joins as national sales manager; **Rich Gentile**, executive producer, *Bears Extra*, WBBM-TV Chicago, joins as executive producer, Chicago Bears coverage.

**Robert Brockmeyer**, news editor, WMAR-TV Baltimore, named production editor.

**Diann Burns**, co-anchor, 5 p.m. news, WLS-TV Chicago, assumes similar duties for 10 p.m. news.

**Nesita Kwan**, co-anchor, weekend news, KHOU-TV Houston, joins WMAQ-TV Chicago in same capacity.

Appointments at WHDH-TV Boston: **Jilda Unruh**, reporter/anchor, WPLG-TV Miami, joins as reporter; **Steve Longo**, planning editor, named associate producer, special projects; **Nancy Lynch**, weekend assignment editor, named planning editor; **Laura Sweeney**, producer, *7 News Morning Edition*, named producer, *7 News at 5 p.m.*; **Charles Carter**, weekend producer, WTAE-TV Pittsburgh, joins as producer, *7 News Morning Edition*.

**Andrea Kane**, manager, human resources, Clairol Inc., New York, joins WNBC-TV New York as director, human resources.

**Susan Koch**, administrator, National Provider Corp., Washington, joins WJLA-TV Washington as director, human resources.

**John Harris**, news director, WESH-TV Orlando, Fla., joins WRAL-TV Raleigh, N.C., in same capacity.

**Frank Gregg**, VP, sales, KDFW-TV Dallas, joins WTTV Indianapolis and WTKK-TV Kokomo, Ind., as sales director.

## RADIO

**Mark Larson**, program/operations manager, KFMB(AM) San Diego, joins KPRZ(AM) there as GM.

**Tim Huelsing**, GM, WSNF(AM)-

WSHX(FM)/WMRR-FM Muskegon/Grand Rapids, Mich., joins WMUS-FM Muskegon/Grand Rapids, Mich., in same capacity.

**Mark Bradley**, assistant program/music research director, WZGC-FM Atlanta, joins WAIA-FM Jacksonville, Fla., as program director.

**Mike DePriest**, director, promotions, marketing, KRFX-FM/KAZY-FM Denver, joins WWBZ-FM Chicago as director, promotions.

**Sarah Gardner**, freelance reporter, Los Angeles, joins American Public Radio's *Marketplace* there as business editor.

## CABLE

**Marcia Norcia**, president, Lowe Cable Group, New York, joins Popcorn Channel there as executive VP.

**Harriet Seidler**, VP, marketing, ESPN and ESPN2, New York, joins Q2 there as senior VP, marketing.



Dolman

**J.P. (Tim) Dolman**, senior VP, marketing, broadcasting, IndyCar, New York, joins ESPN's subsidiary, OCC Sports, there, as VP, marketing.

**David Cohn**, deputy director, marketing, MTV

Europe, named VP, consumer marketing, MTV, New York.

**Ted Andrusz**, VP, sports sales, Turner Broadcasting, Detroit, joins ESPN there as VP, advertising sales, mid-eastern region.

**Dan McKenrick**, senior lighting director, WETA-TV Washington, joins The Inspiration Network, Charlotte, N.C., as VP, operations.

**David Bartis**, director, creative affairs, HBO Independent Productions, Los Angeles, named VP.

**Bridget Baker**, regional VP, West, CNBC, Los Angeles, named VP, national accounts, CNBC and America's Talking; **Warren Vandever**



Jr., manager, engineering, maintenance, entertainment production operations, NBC Inc., New York, named VP, technical operations, CNBC and America's Talking, both Fort Lee, N.J.; **Mike Tanaka**, producer, ABC's *Good Morning America*, joins CNBC, Fort Lee, N.J., as executive producer, *Good Morning America*.



Sperber

**Stephanie Sperber**, manager, marketing, Hanna-Barbera, Hollywood, named director.

**Scot McBride**, director, financial planning, MTV Networks, New York, named director, finance, MTV Latino, Miami.

**Ray Giacopelli**, manager, research, USA Networks, New York, named director, research, Sci-Fi Channel, there.

**Sara Tasnady**, marketing/sales manager, IMAX Theater, Scottsdale, Ariz., joins American Movie Classics, Woodbury, N.Y., as marketing manager.

**Carol McCoy**, director, marketing/sales, Apollo Theatre TV and Recording Studios, New York, joins Lifetime Studios there as studio manager.

**Chet Coppock**, host, *Coppock on Sports*, WMVP(AM) Chicago, joins NewSport, New York, as host, *NewSport Talk*.

**Jennifer Mills**, host, *Talk of the Town*, WTVF-TV Nashville, joins The Travel Channel, Atlanta, as host, *Exploring America*.

## ADVERTISING

Appointments at Wunderman Cato Johnson, New York: **Fred Slobodin**, VP/director, broadcast production, named senior VP; **Hyla Solganick**, broadcast supervisor, named VP/integrated broadcast manager; **Allison Knapp**, account supervisor, named VP.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **John Powers**, VP/management supervisor, Young & Rubicam, New York and Detroit, joins in same capacity; **Ken-**

## New York WIC presents honors

Sarah Frank (r), president and CEO of BBC/Lionheart Television International Inc. received the 1994 Matrix Award from New York Women in Communications for her achievement in broadcasting. Congratulating Frank is actress/writer Jean Marsh.



The award was presented during a luncheon at the Waldorf-Astoria. Other Matrix winners were: Advertising: Ruth Wooden, president, The Advertising Council Inc.; Books: Naomi Wolf, author; Film/Photography: Mary Ellen Mark, photographer; Magazines: Ann Moore, president, *People* magazine; Newspapers: Maureen Dowd, correspondent, Washington bureau, the *New York Times*; Public Relations: Gail Blanke, senior VP, corporate affairs, advertising, Avon Products Inc.

**neth King**, director, account planning, research, Frank J. Corbett Inc., Chicago, joins as strategic planning, research manager; **Elizabeth Kachellek**, account executive, Ericson Marketing Communications, Nashville, Tenn., joins as account manager.

**Ann McCarthy**, media supervisor, Focus Media Inc., Schaumburg, Ill., joins DDB Needham, Chicago, in same capacity.

## WASHINGTON

**Dr. Solyman Ashrafi**, consultant, Washington, joins Lukas, McGowan, Nace & Gutierrez there as director, emerging technologies.

**L.C. (Mitch) Mitchell**, partner, Deloitte & Touche, Dallas, joins EDS Management Consulting Services there as national director, telecommunications industry consulting. **Dr. Joseph Kramer**, telecommunications, electronic services national industry director, Deloitte & Touche, Washington, joins EDS there as managing director, communications industries consulting practice.

## DEATHS

**Fred Kilian**, 83, TV pioneer who created such programs as *Super Circus*, *Penthouse Players*, *The Mary Hartline Show* and other Chicago-

based programs on the ABC network in the 1940s and 1950s, died April 25 at St. Joseph's Hospital in Atlanta. Kilian went to Chicago in 1943 as a program executive for CBS. He later joined ABC Radio, where he produced *Terry and the Pirates* and *Stump the Authors*. He was program director of ABC's WENR-TV Chicago when it went on the air in 1948. Kilian was one of the first to broadcast full-length movies on television, as well as a live detective show starring Mike Wallace. He left ABC in 1953 and joined Lennen and Newell Advertising. He later operated his own advertising agencies in Fort Lauderdale, Fla. and Atlanta. Survivors include his wife, Sarah, and seven children.

**David Langston**, 82, actor best known for his portrayal of politician Lord Bellamy in the British television series *Upstairs, Downstairs*, died April 25 of a heart attack in Stratford-upon-Avon. *Upstairs, Downstairs*, about life in a grand London house in the first four decades of this century, ran on PBS's *Masterpiece Theater* from 1971 to 1976. His other TV credits include *Winston Churchill—The Wilderness Years* and *Charles and Diana: A Royal Love Story*. Survivors include his wife, Claire, and three sons.

—Compiled by Marsha L. Bell

**The FCC may have five sitting commissioners before the end of the month.** The Senate Communications Subcommittee is holding a confirmation hearing Tuesday (May 10) on the nominations of Rachele Chong and Susan Ness. Chong has been nominated to fill the Republican vacancy; Ness is the Democratic nominee. Both nominations are expected to win approval from the parent Commerce Committee on May 17 and by the full Senate soon after.

**Columbia TriStar Television Distribution cleared *Seinfeld* in three more markets** late last week (also see page 20), adding Fox O&O WTTG Washington, Gaylord's KTVT Dallas-Fort Worth and KHTV Houston. The three bring CTTD's clearances for the sitcom to 15 markets representing 33% of the country.

**ABC**, still setting its fall schedule for announcement Tuesday, apparently is considering moving **Coach**

**from its Roseanne lead-out slot** of 9:30 Tuesday and inserting *These Friends of Mine*. The network also is expected to give commitments to *Life Happens*, starring Kirk Cameron, *On Our Own*, from Miller-Boyett, and a sitcom starring comedian Steve Harvey (BROADCASTING & CABLE, May 2). Other comedy projects still being strongly considered are ABC Productions' *Bringing Up Jack* and *Worlds Apart*, from Witt-Thomas Productions.

**Phil Donahue wants to tape and air an execution on his program.** The show's lawyers are petitioning North Carolina courts for the right to televise the execution of David Lawson, now set for June 15. Lawson wrote to Donahue requesting the coverage, but the North Carolina State Attorney's office is opposing it.

**A vote on Senator Strom Thurmond's beer and wine ad labeling bill is scheduled for May 17** by the Senate Commerce

Committee. Broadcasters have been working hard to convince committee members not to support the measure, which effectively would restrict beer and wine commercials on radio and TV. Thurmond may be forced to revise the measure in order to gain enough support for his bill.

**The FCC has denied third-party presidential candidate Lenora Fulani's equal time claim against ABC.** Fulani claimed she was entitled to equal time after ABC ran a program called *Who Is Ross Perot?* on June 29, 1992. ABC claimed, and the FCC agreed, that the program was a regularly scheduled bona fide news interview on *Nightline*.

In a highly unusual deal, **the Robert Wood Johnson Foundation will pay NBC \$2.5 million** for the network's news division to produce, without strings, both parties say, a two-hour special examining health-care issues. The special, anchored by Tom Brokaw, will air June 21 (9-11 p.m.) without network commercials, but with some limited breaks for affiliates.

After 20 years on PBS, **National Geographic Specials is returning to NBC** in 1995 under a new two-year agreement. Separately, National Geographic and PBS are developing a new series, *National Geographic Horizons*, which will start with two multipart specials on the network in the 1994-95 season. Under the NBC deal, five one-hour prime time specials will air each year.

**NBC will air an hour special July 3 (5 p.m.) to announce baseball's All-Star Game player selections.** NBC airs the game on July 12.

Grove Television Enterprises has named **Roger Lefkon president of Grove Entertainment.** The new division will produce and develop programs for all TV media. Lefkon will

## Another superhighway casualty?

Any suspicion that the Blockbuster/Viacom merger was in trouble was confirmed last week when the Miami-based home video supplier sent a letter to shareholders saying that it might never call the special shareholders meeting required to approve the merger.

The letter, signed by Blockbuster Chairman H. Wayne Huizenga, said, "At this time we are unable to say whether or not the transaction will go forward or whether or not any special meeting of Blockbuster shareholders will be called to vote on the merger."

He laid the blame for the deal's dismal status on Viacom's declining stock price, which as of last week had reduced the value of securities the proposed merger would offer to Blockbuster shareholders by \$3 billion, from \$8.4 billion to \$5.4 billion.

Furthermore, if the special shareholders meeting were called, said Huizenga, "there can be no assurance that the board would be able to recommend the transaction."

With more than four months left before the merger pact expires, a revised agreement or an improvement in Viacom's stock price could change the outlook for a combination between the two companies. Blockbuster will have a regularly scheduled shareholders meeting on May 24. The proposed Viacom merger is not on the agenda. —GF

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# Closed Circuit

serve as co-executive producer on *Space Police*, a new syndicated sci-fi drama planned for this fall.

## WMAR-TV Baltimore is not giving up the two most popular game shows in syndication

—King World-distributed *Wheel of Fortune* and *Jeopardy!*—after all. The station recently signed a renewal agreement for the two shows that gives it rights to them up to 1999. Last month, the station opted not to match a higher bid for *Oprah*, made by Hearst-owned WBAL-TV, to renew the show. As a result, *Oprah* will leave WMAR-TV for WBAL-TV in 1995. At the time the *Oprah* decision was made, WMAR-TV also said it would not renew the two game shows. At press time, station General Manager Joe Lewin could not be reached for comment on the reversal.

## Having severed its ties with Rupert Murdoch's Pan-Asian satellite service Star TV, MTV now could be facing an even bigger threat:

Murdoch is reportedly in discussions with record companies Sony Music, Warner, PolyGram and Thorn EMI to launch a global rival to MTV and its three regional services (MTV Europe, MTV Asia and MTV Latin America). Star TV stopped broadcasting MTV Asia last week after a long dispute, but Viacom intends to have its service (split into Chinese and Southeast Asian versions) back on the air by the end of the year.

**Errata:** Jamie Kellner's title in May 2 "Closed Circuit" box should have been chief executive for the WB Network.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 24. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	12.8/227/98
2. Jeopardy!	10.9/216/98
3. Star Trek: Next Generation	8.5/246/99
6. Entertainment Tonight	7.5/184/96
8. Star Trek: DS9	7.5/235/98
1. Wheel of Fortune-wknd	7.1/181/84
5. Oprah Winfrey Show	7.0/227/95
8. Roseanne	7.0/181/96
10. Hard Copy	6.5/165/93
9. Inside Edition	6.5/166/93
13. Baywatch	6.3/203/96
12. A Current Affair	5.7/181/95
11. Married...with Children	5.5/183/95
14. Cops	5.1/170/93
15. Action Pack Network	5.0/160/95

## New radio revenue stream?

American Indian tribes are considering broadcasting bingo games over the two dozen radio stations licensed to Native American reservations. The stations would carry the games (distributed nationally over a satellite channel leased from National Public Radio) on a sideband frequency not receivable on regular radios.

Broadcasting bingo games potentially could increase the gaming audience 10-fold for the 50 U.S. tribes that have gaming on their reservations, says Ray Cook, executive director of the Indigenous Communications Association (ICA).

The FCC generally prohibits bingo and other lottery-type games from being promoted on the air. Congress, however, waived the prohibition for Native Americans and allows tribes to advertise bingo games on American Indian lands, according to FCC official Chuck Kelley. If the Bureau of Indian Affairs approves, tribes also may be permitted to broadcast the games, he says.

Cook says there is only a "possibility" that tribes may broadcast bingo. But if the games are broadcast, the sideband signal would be received in homes and buildings on the reservation, he says. —DP

## WASHINGTON

### Stern response

Determined to get in the last word (at least last week's last word) in his battle with Senator Alfonse D'Amato (R-N.Y.) over Howard Stern (see "Washington Watch," page 52), FCC Commissioner Jim Quello fired off a letter to D'Amato on Friday pointing out certain inconsistencies in the senator's broadcast-indecency record. Given D'Amato's criticism of the FCC for fining Stern for indecency, Quello says it's "ironic" that D'Amato twice voted to make indecency rules more restrictive. In fact, he says, D'Amato voted for the around-the-clock ban that was subsequently overturned by courts.

Quello says his aides advised against the letter, but he couldn't resist. "I think [D'Amato] wanted me to lay down and play dead."

## NEW YORK

### Magazine in Fox's future?

Fox will use its new Sunday NFL package to launch a prime time news magazine. At least that's the long-term plan, sources say. Currently, its only prime time magazine, *Front Page*, is on hiatus as it relocates to New York. No word yet on its time period when it returns to air this summer, but Fox is considering putting it—or possibly a new

magazine—after football and against CBS's *60 Minutes*. The network has drafted Andrew Neil, editor of the co-owned *Sunday Times* of London to help put some punch in *Front Page*, and possibly to develop a new show envisioned as an "upscale" tabloid magazine.

## KNOXVILLE

### Joint news/talk effort

Multimedia-owned NBC affiliate WBIR-TV Knoxville, Tenn., has quietly launched TNi (Tennessee interactive), a local news/talk cable channel created with local franchisee Scripps Howard Cable TV. The retransmission-consent channel, which debuted May 2, features three hours of original programming each weekday in addition to rebroadcasts of WBIR-TV newscasts and other shows.



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## Stuck on the superhighway

It's still too early to hang the crepe for S. 1822, the information highway bill, but it's not too soon to get it ready. Truth is, the Hollings bill has lost the Big Mo, victim of the big damper put on the information highway when the FCC started super-regulating cable TV. Without the pressure of the marketplace behind this legislation, there's little reason for Congress to step between the rock (RBOCs) and the hard place (long-distance carriers).

That's bad news for broadcasters, who are enthusiastic about the flexibility and safeguards built into the Hollings bill, and for cable, which is even more anxious to get into the telephone business than it is concerned about telcos getting into cable.

Of course, there's still the House, and one can't yet say nay to the Hollings bill itself. Still, we'd feel more optimistic if Time Warner weren't cutting back its capital outlays and C-SPAN weren't hemorrhaging viewers. Nothing succeeds like success, they say, and nothing's so catching as a governmentally induced slump.

## Viva independence

The Senate this week will begin considering whether to give its advice and consent to the nominations of Rachelle Chong and Susan Ness to the FCC. In case it's waiting for a nod from this corner, here's one.

It's not just that this FCC needs two more votes; it's that it needs two more viewpoints at the table. Both Chong and Ness bring strong business and telecommunications background to the party, and there's hope they'll bring enlightened regulation as well.

What the FCC doesn't need is two more votes in lock-

step with the chairman. If that's to be the case, we'd just as soon stay put with three.

## Give the red light to greenmail

It looks as though Howard Stern was fined another million or so last week, bringing to about \$10 million the amount Mel Karmazin and Infinity Broadcasting have paid (or potentially will pay) for the right to stay on the air. Talk about a spectrum fee.

This time the fine appears to have been applied by proxy. Instead of the FCC's going directly for the Stern jugular, a Washington group is going the petition-to-deny route, challenging Infinity's \$60 million purchase of WPGC-AM-FM Washington on the grounds that Stern's broadcasts are racially offensive. It agreed to drop the challenge when Infinity said it would make a deal to aid minority businesses there. Classic greenmail, of the sort the FCC has said it will no longer condone.

Presumably, Infinity thinks it's a good deal, amounting to less than a 5% premium on the WPGC purchase. (Infinity paid a \$5 million premium on its last station purchase, held up for months by FCC inaction.) Indeed, Karmazin and company must have a line in their budgets for tribute to the government.

We don't think it's a good deal. It puts the integrity of broadcast programming at risk every time a station changes hands. Any group anywhere can intervene on behalf of whatever cause is socially popular at the moment. Generations of lawyers yet unborn will be enriched by the litigation this deal will engender.

The fault is clearly with the FCC. By failing to protect broadcasters' First Amendment rights it has made a target of the entire medium. It should not in this instance compound error by endorsing extortion.

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