

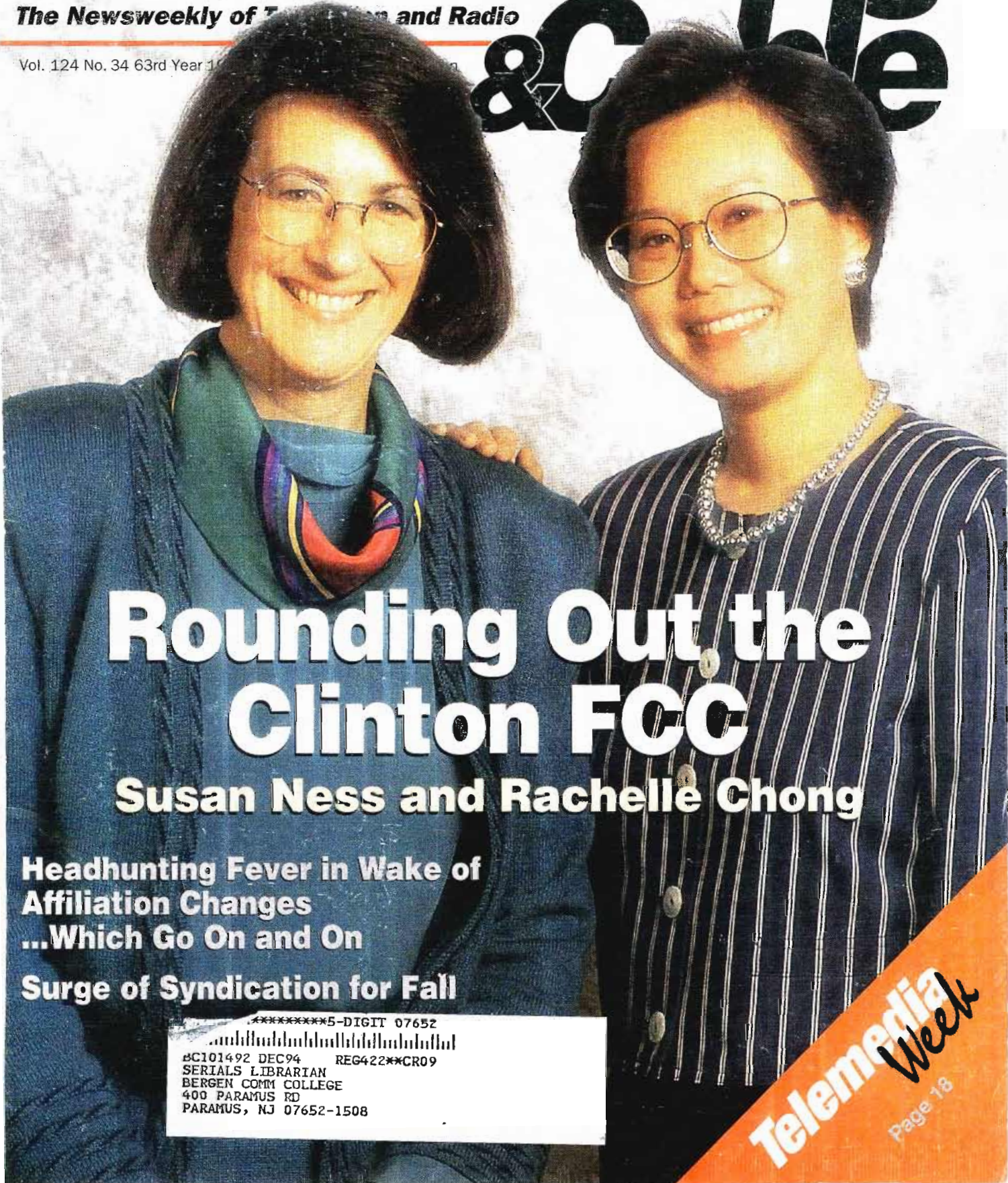
AUG 22

# Broadcasting

The Newsweekly of Television and Radio

Vol. 124 No. 34 63rd Year 1991

# & Cable



## Rounding Out the Clinton FCC

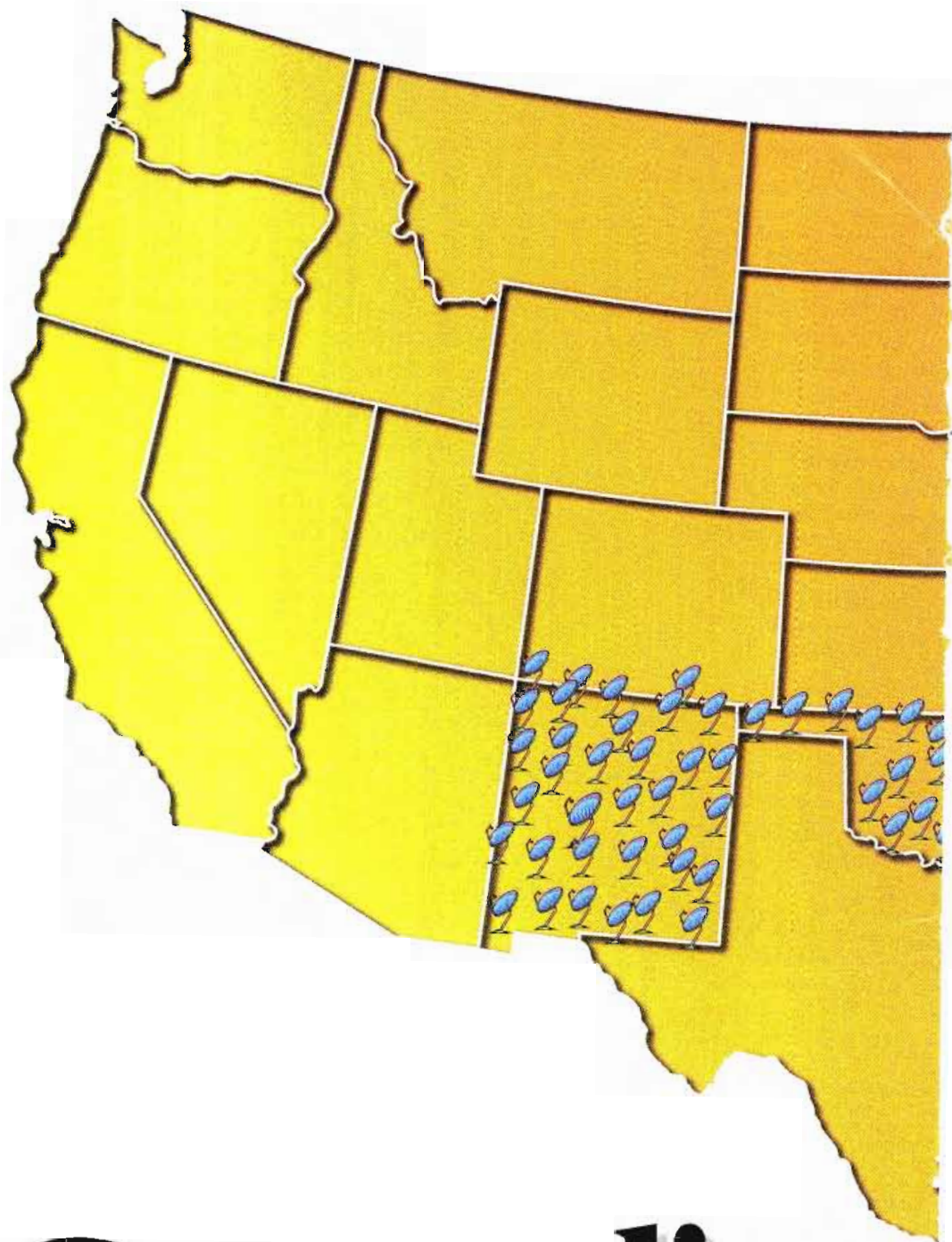
Susan Ness and Rachelle Chong

Headhunting Fever in Wake of Affiliation Changes  
...Which Go On and On

Surge of Syndication for Fall

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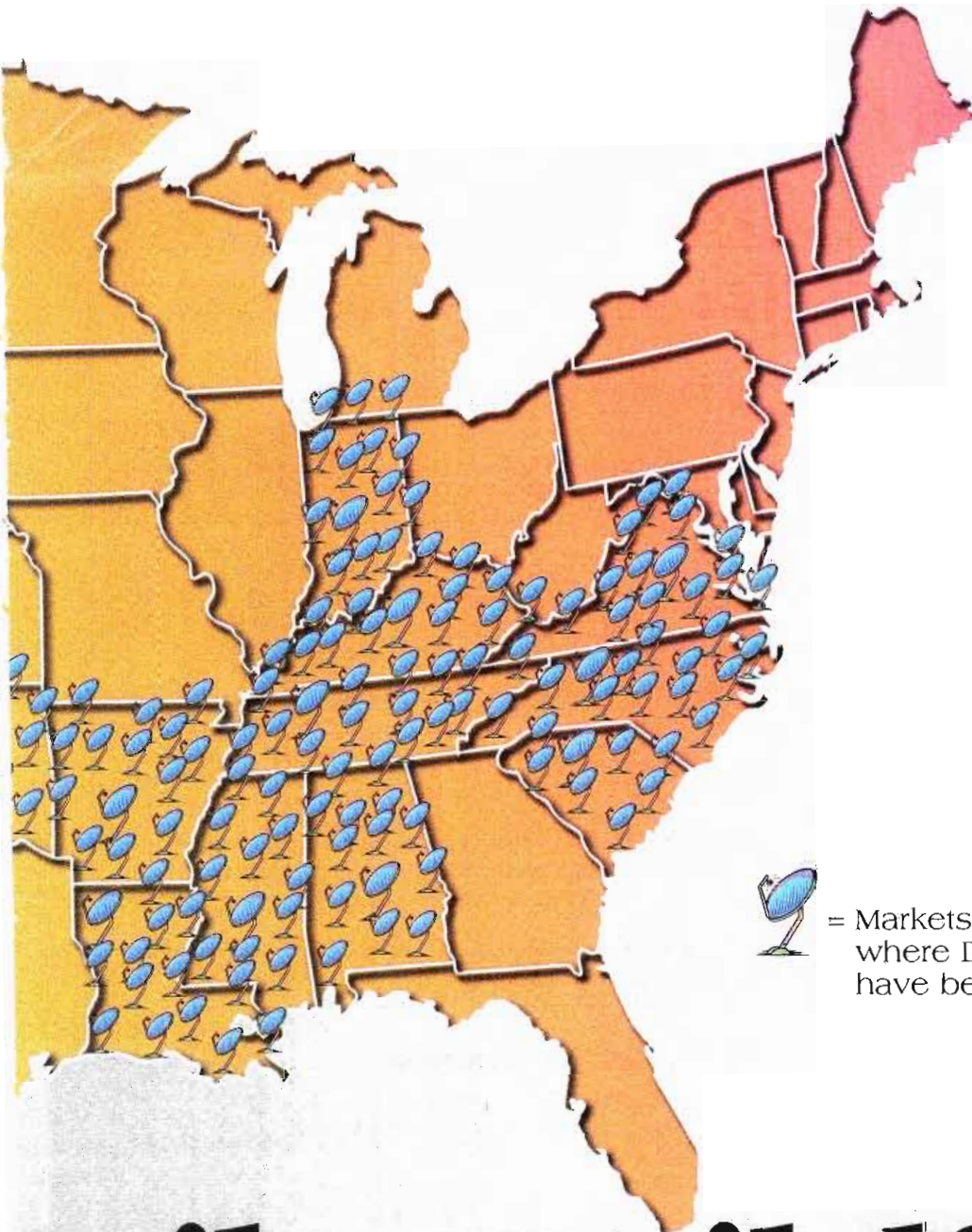
Telemedia  
Week  
Page 18



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Nine weeks and running. Consumer sales of DSS™ (Digital Satellite System) have been nothing short of overwhelming. And every day brings us closer to this fall when national distribution of DSS will be complete. As DSS

enters each new market, new opportunities arise for local broadcasters. New advertising revenues from the DSS players. Plus viewers will look to broadcast television more than ever for the outstanding programming and



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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**New news** The shifting affiliate/independent status of dozens of stations has created numerous local news opportunities, with stations rushing to fill the void with new people and programs. / 6

**Warner strikes back** Warner Bros. filed a countersuit last week against Gaylord, which contends it had no firm deal to affiliate with Warner's new network. / 6

**Whole lot of shakin'** The affiliation shuffle continued apace last week, with Fox poised to buy three new stations and NBC rumored to be considering a station swap with CBS for the latter's WCAU(TV) in Philadelphia, where NBC will soon lose its affiliation. / 7

**Packing the pipeline** Syndicators are filling their '95-'96 development slates with dozens of projects, including a possible CBS/Group W reality strip in the rough image of NBC's *Today* and a new version of *The Dating Game* that could be in the works from Columbia-TriStar. Shows are being pitched in all genres for all dayparts, with a handful already testing on-air. / 8

**CBS firms up for fall** CBS has unveiled the debut dates for its fall season, including the surprising switch of *The Nanny* into the Monday night lead-off spot. / 9

**Report card time?** North Dakota Democratic Senator Byron Dorgan plans to attach an amendment to National Telecommunications and Information Administration authorizing legislation that would fund quarterly report cards on violent programming shown by cable and broadcast networks. / 11

**Caruso bolts 'Blue'** David Caruso, the Emmy-nominated co-star of ABC's record Emmy-nominated *NYPD Blue*, is making the jump to feature films after only one season. Jimmy Smits will replace him. / 56



'Rolonda' will get a makeover, with magazine-style pieces and live cut-ins. / 8

## COVER STORY

### New members

BROADCASTING & CABLE profiles the FCC's newest commissioners, Rachelle Chong and Susan Ness, including exclusive interviews with both. In button-down business attire or Hawaiian shirt and grass skirt, Chong has attacked her post with energy and style. In contrast, Ness emerges as quiet and methodical. Although observers say Ness is no "rubber stamp," they also see her developing a close working relationship with the chairman that could make her a key in pushing the Hundt agenda and a potential policy-shaper. **Cover Photo by Stephen R. Brown / 22**



The appointments of Susan Ness (l) and Rachelle Chong round out the Hundt FCC.

## PROGRAMMING

### Syndication scramble

Affiliation switches have prompted wheeling and dealing among newly affiliated and independent stations that must remake themselves in a new image. / 12

### ABC, DIC go to China

The network and the kids entertainment supplier have formed a venture to create the first ad-supported children's cable and broadcast networks in China, targeted to reach 70% of their 360 million TV audience. / 14

### Keefe, Lacey re-team at Zen

Peter Keefe and Brian Lacey, former partners in animation producer Zodiac, have formed a new animation production house, Zen Entertainment. / 14

### TBS promotes cable execs

Three executives were named to president posts last week. Betty Cohen has been put in charge of the company's growing international network portfolio. / 15

### TV's top charts

According to two new studies, three times as many homes lack phones as lack at least one TV set. Nielsen ups its estimate of TV households to 95.4 million, an increase of 1.2 million over last year. / 16



Greg Moyer will be the new president/COO of Discovery Communications, succeeding Ruth Otte. / 13

**"[I]t's a big problem.... Now that prime time and everything else has been yanked away, there's not much room left."**—A station executive, on shedding syndicated programming due to an affiliation switch

**AUGUST 22, 1994**

**Life imitates art**

GGP found itself making news last week when interview subjects on one of its public service specials on violence were arrested for murder. / 16

**RADIO**



**Women in radio**

BROADCASTING & CABLE talks to some of the women who have fought listener and management stereotypes to achieve success as radio talk show hosts. / 27



SportsFan Network has made a name for itself in the competitive game of talk radio. / 28

**BUSINESS**

**NBC buys KUTV**

The network is paying more than \$100 million to buy 88% of a Salt Lake City UHF and its post-production facility. / 29

**WASHINGTON**

**Fairness fight**

A California antismoking group has asked the FCC to recodify the fairness doctrine by Sept. 6. It appears unlikely, however, that the commission will take action by that date. / 35

**Hundt invites APA to tackle TV violence**

FCC Chairman Reed Hundt last week invited an American Psychological Association crowd to speak out against TV violence and help draw up rules for promoting appropriate children's TV. / 32

**GSA finds new home for FCC**

The FCC was surprised last week by the news that the General Services Administration had signed a deal to move the agency to a site almost two miles away from its present location. Although the commission had fought the move to the Portals complex, FCC General Counsel Bill Kennard said an appeal of the move was unlikely. / 34



**TECHNOLOGY**

**MiniDisc tackles cart market**

Another company wants to convince radio stations to replace cart machines with MiniDisc players. / 36

**D-2 makeover**

Keeping pace with with ABC's move to digital, the Washington bureau is changing to Sony D-2 machines. / 36



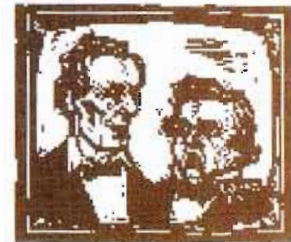
**Digital pitches**

CBS is climbing on the infohighway bandwagon, tapping into Prodigy to help promote its programming and releasing a CD-ROM featuring previews of its fall lineup. / 18

**Telemedia Week**

**Multimedia debate**

C-SPAN is bringing the Lincoln-Douglas Debates to the superhighway stump with a multimedia CD-ROM version and an online link to its multi-month television production. / 18



**Tale of the IVDS tape**

The FCC last week released its list of the 27 companies (out of 178) that defaulted on their bids for IVDS spectrum. The list included bidders in the top two markets, with uncollected down payments making up roughly 40% of the total money bid. / 19

**EIA, NCTA at odds over set-top gatekeeper**

Amid dispute over infrared codes, the Electronic Industries Association and the National Cable Television Association last week submitted a draft standard for cable/consumer electronics compatibility. / 20

**Underperforming at Woodstock '94**

Pay-per-view buy rates were lower than expected for Woodstock '94, the muddy musical extravaganza, but operators still were happy with its showing relative to other concerts. / 20

Changing Hands.....30	Datebook.....53	Fifth Estater.....51
Classified.....39	Editorials.....58	For the Record.....48
Closed Circuit.....57	Fates & Fortunes.....54	In Brief.....56

## Help wanted, big time

*Affiliation changes generate burgeoning market for TV news jobs*

By Julie A. Zier

**T**he broadcast television affiliation war, touched off last May by Fox's blanket affiliation agreement with the New World stations, has ignited an explosion in news hiring.

"A conservative estimate of brand-new positions is somewhere between 1,500 and 2,000," says talent agent Barbara Frye, of Frank N. Magid Associates. "In my 16 years, this is the most hectic and active I've ever seen it."

"I've never seen movement in the industry as great as it is right now," says headhunter Don Fitzpatrick. "We've made more placements in the first six months of 1994 than in the last five years."

Broadcast news employs some 25,000, including on-air reporters and anchors, producers, assignment editors, video editors and technical support, according to Vernon Stone, professor emeritus at the University of Missouri, who tracks newsroom trends.

More than two dozen stations switching affiliation from the Big Three to Fox are expanding news in the process. Several others facing the loss of affiliation are planning more news to fill the vacuum that the loss of network programming will create. And at least four are entering the news



*Stations need more news personnel as they beef up in the wake of affiliation switches.*

business for the first time as they make the leap from Fox to the Big Three.

Cases in point: As CBS affiliate KSAZ Phoenix prepares to move to Fox, it is adding four hours of local news for a daily total of seven. Another Fox-to-be, CBS-affiliate WJBK-TV Detroit, will add three hours to its current four and a half hours of daily news. WFTS Tampa, which offered no news as a Fox affiliate, will air three hours a day when it makes the switch to ABC.

Stations expanding news are causing some rival stations to follow suit. What's more, as stations directly affected by the affiliate wars recruit employees, they leave behind holes in other stations' staffs.

"Every one of our stations, if they are not looking for talent, they are looking for managers or both," says Jack Bowen, head of McHugh & Hoffman, a consulting firm.

Phoenix, one of the markets hardest

### WB countersues Gaylord

WB Network last Thursday filed a countersuit against Gaylord Broadcasting alleging breach of contract and bad faith. It seeks an undisclosed amount in punitive damages. The lawsuit had been expected since Gaylord filed suit in July to establish that three of its stations were not obligated to affiliate with the start-up fifth network.

The WB suit also seeks to prevent Gaylord from affiliating those three stations with any other network until the dispute has been resolved.

Gaylord's legal action was designed to establish that its Dallas-Fort Worth, Houston and Seattle stations were free to affiliate with one of the Big Three networks. The move by Gaylord came after the current network-affiliate churn started following the Fox-New World deal at the end of May.

Included in the WB Network suit is a copy of an affilia-

tion agreement that was sent to Gaylord in April stipulating that the three stations in question would be affiliates of the new network. The contract also states that the network will not affiliate with any station in the Nashville market, after Gaylord expressed interest in purchasing a station there and affiliating it with WB. Although that affiliation agreement is not signed by Gaylord, WB asserts that the agreement was drafted after lengthy conversations with Gaylord executives that resulted in an oral agreement stipulating those points.

Because the marketplace has changed drastically since Gaylord and WB began affiliation conversations, the station group has stepped back from the new network in an attempt to align itself with one of the Big Three, specifically CBS, which has shown an interest in Gaylord's Dallas station.

—SC

hit by the affiliation war, has 100-150 job openings, estimates Phil Alvidrez, news director at KTVK, which is going from ABC to independent and is looking to add an extra three and a half or four hours of news each day.

"Last year at this time, you were lucky to have three jobs available in Phoenix," Fitzpatrick says. "For the 21st market to need people is totally unheard of."

Other factors are at work in the hiring boom. "The overall health of the economy and the profitability of the industry is indisputably a large part [of the increase in hiring]," says Marci Burdick, chairwoman of the board of the Radio-Television News Directors Association.

That more time is being set aside for news is part of the "news on demand" trend, says KSAZ News Director Tom Dolan. If stations did not have to clear network programming, he says, they would provide more news: "People prefer local news."

But some still say many stations are continuing to hold back on news budgets. "The broadcast industry doesn't feel safe enough after the flat advertising revenue" of the late 1980s and

early '90s, says Bowen. "They are not in a free-spending mode yet."

Fox is one of the primary drivers. It's trying to introduce an hour-long 10 o'clock newscast, not only at its growing list of new affiliates, but at all of its 180-plus affiliates, according to Joe Siatti, Fox's VP, affiliate news.

"Fox is hungry," says Heidi Foglesong, a newly hired anchor at KSAZ and former KTVK anchor. "You try a lot harder when you operate at the bottom rung of the ladder."

While Big Three affiliates-turning-Fox have the benefit of an existing news infrastructure, most Fox-affiliates-turning-Big Three have little or no news in place on which to expand. Bob Rowe, Scripps Howard's vice president of news, is facing the prospect of having to build a news operation from the ground up at three stations.

"For people involved in the expansion of these stations, it's like we're pioneers," he says. "It's like going out and building a town out in the Old West. This is a massive undertaking."

Rowe declines to mention the number of available positions in Phoenix,

Tampa and Kansas City, saying they are "backing into" the hiring process by first deciding what kind of news operations to build.

"It's probably the most exciting thing going on for people looking for work or looking to make a change," Rowe says.

Simple economics would dictate that the demand for news staffs would drive up salaries. "Stations used to have the upper hand," Frye says. "Now it's the talent who has the upper hand."

But KSAZ's Dolan says he has not seen an increase in salary expectations. Though it is obviously an "employee-leveraged market" right now, people are shopping around more for "a situation and role," he says.

Alvidrez agrees, noting that stations that are looking to fill their staffs quickly are more willing to overpay. "We will still reject many more applicants than we will ever have jobs for," he says.

A second, smaller wave of hiring will follow as stations try to work out the kinks in programming, Fitzpatrick says. "Stations have to hire bodies now," he says. "There won't be superstar talent right out of the chute." ■

## Fox et al. to buy three stations

*Affiliation shuffle continues; NBC said to have inside track for CBS's WCAU-TV Philadelphia*

By Geoffrey Foisie and Julie A. Zier

Industry executives expect CBS to announce, possibly as early as this week, the stations it would take in trade for WCAU-TV Philadelphia. Although New World Communications Group owns the stations that CBS wants most, a deal between the two companies was not seen as likely last week.

Instead, it was NBC—which soon will lack an affiliate in the number-four market—that observers thought most likely to make a deal for WCAU-TV. Speculation was that NBC would trade WRC-TV Washington and WTVJ(TV) Miami for WCAU-TV. A Miami deal would most likely involve WCIX(TV), CBS's station there, which has a weaker signal than WTVJ's. Other combinations of NBC properties and/or cash also were said to be possibilities.

Fox was the most active network last week—it proposed buying WHBQ-

TV Memphis. It also was revealed that Fox—or a "designee"—would buy two stations from New World Communications Group. The two stations, WBRC-TV Birmingham, Ala., and WGHP-TV Greensboro-High Point, N.C., are among the four that New World is buying from Citicasters. One source speculated that the two stations most likely would not be sold directly to Fox, but rather to its joint venture operated by Savoy.

In Memphis, where Fox has been looking around for several months, the TV group paid \$75 million-\$80 million for WHBQ-TV. The station was bought by Tom Galloway's ComCorp in April for \$43 million, according to FCC filings, but industry sources say the final purchase price was closer to \$56 million-\$60 million. After two backers fell through, Fox stepped up to provide financing for ComCorp's purchase. The closing took place

simultaneously with Fox's announcement of WHBQ-TV's purchase from ComCorp.

In July, Burt Ellis ended rumors of a Fox alliance with his WMC-TV Memphis when he re-upped with NBC. Clear Channel's Lowry Mays, owner of current Fox affiliate WPTY-TV, was assured then—and again two weeks ago—that his stations would not be affected by Fox's stated goal of upgrading to VHF stations.

Elsewhere, Fox was said to still be talking with Hubbard Broadcasting about an affiliation deal involving Hubbard's KSTP-TV Minneapolis, currently an ABC affiliate. Hubbard Chairman Stanley S. Hubbard said it was a "reasonable expectation" that the company would sign a new long-term affiliation deal within the next month. However, he declined to comment on the networks with which he was negotiating. ■

# Syndicators load up development plates

CBS, Group W ponder reality strip; CTTD said to be considering 'Dating Game' return

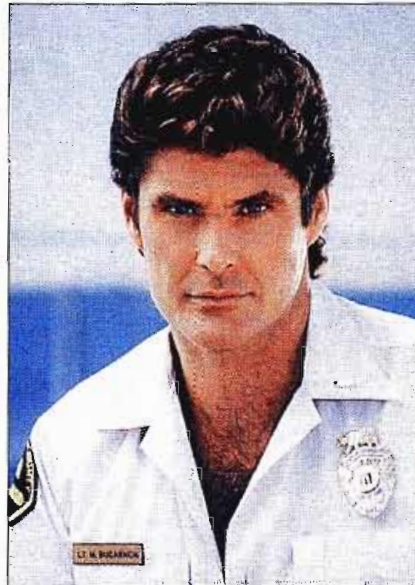
By Steve McClellan  
and David Tobenkin

**C**BS and Group W are discussing the development of a new one-hour afternoon reality strip modeled loosely on NBC's *Today* show, sources familiar with the talks said last week. In the game show category, Columbia TriStar Television Distribution is considering a remake of the *Dating Game*, sources say.

Those projects are two of dozens being discussed by producers and distributors as the program development effort for the 1995-96 season moves into full swing. Shows are being pitched in all genres for all dayparts, and a handful are being tested on the air.

The CBS-Group W project, sources caution, is still in the early discussion stages, and is one of several programs being considered. The two companies agreed last month to jointly produce new shows for their owned stations and for national distribution when Group W signed a new network affiliation contract that binds its five O&Os to CBS for the next decade (BROADCASTING & CABLE, July 18).

The afternoon strip is said to be the most ambitious of the projects being



David Hasselhoff relocates to Hawaii in a 'Baywatch' spin-off called 'Baywatch Knights,' for 1995.

considered. If it gets the green light, it will be produced by Group W Productions. Designed for the 4-5 p.m. time period, it would be a mix of talk, interviews, feature segments and news.

In one scenario, the program would be live in all time zones, meaning

multiple feeds. Sources say an all-live configuration of such a program might cost \$50 million per year to produce. "It's under consideration, and at this point it's an issue," says one Group W executive. "That'd be a major investment and take a lot of work to pull off." Executives at both companies declined comment on the record, saying it was premature.

At least four game shows are in development, including a new version of the *Dating Game* from Columbia TriStar. A company spokesman said executives would not comment on the project. The last incarnation of the 28-year-old game show came in 1988 when Guber-Peters Television put a version hosted by Jeff MacGregor in syndication that lasted one season. The company was absorbed into the Sony empire (of which Columbia-TriStar is a segment) when Peter Guber and Jon Peters were hired to run Columbia Pictures.

Grove Entertainment is planning to launch a home shopping game show, *The Incredible Mall*, to be hosted by former *Saturday Night Live* regular Gary Kroeger. The show will have barter time, and stations also will get 20% of the home shopping revenue.

Another game show in development involves bowling. David Sams, producer of *Rollergames*, is working on a weekly hour show, *Five Frame Bowling*, that Sams says will "bring bowling into the '90s." It is being produced with Chuck Underwood Productions.

Multimedia also is developing a game show strip for the 1995 season, says Executive Vice President Dick Coveny. He declined to provide details, citing competitive factors, but confirmed it would have interactive elements.

Coveny also confirmed Multimedia is considering a multisubject talk/magazine program with former New York news anchor Ernie Anastos. Anastos, who anchored newscasts at WABC-TV and WCBS-TV during the past 15 years, currently hosts a weekly program on Multimedia's Talk Channel, which launches in October, but is currently seen on TCI's tv! preview channel for new cable networks.

Anastos is one of more than a dozen

## Newsier angle for 'Rolonda'

King World talk show *Rolonda* has a new set and format that will incorporate magazine-type segments and frequently go live. The aim is to link the show's topics more closely with the day's news, the show's producers said last week.

"She thrives on getting her teeth into a good story," says executive producer Bruce McKay of host Rolonda Watts, who spent 12 years in TV news before launching her talk show in January. The program, based at the New York studio that also houses KWP's *Inside Edition* and *American Journal*, will work closely with those two magazines, says McKay. The talk show will have access to magazine pieces and can use them to set up its talk segments.

KWP President Michael King says the move was inspired in part by the 18% ratings boost the show received one week in July while airing six live episodes on the O.J. Simpson story.

*Rolonda* is the second talk show in two weeks to introduce a live, more news-oriented makeover. Tribune's *Geraldo* made a similar announcement two weeks ago, also citing success with some live Simpson episodes (BROADCASTING & CABLE, Aug. 15).

—SM



'Rolonda' will get a makeover, with magazine-style pieces and live cut-ins.



names being floated as possible new talk show hosts in 1995. Among the others are Melissa Rivers, daughter of Joan (from MCA), and Carney Wilson, daughter of Beach Boy Brian Wilson (from Warner Bros. Domestic Television Distribution). The perception on the street is that both twentysomethings are targeted to the younger female audience that made Columbia's *Ricki Lake* an instant hit.

Buena Vista Television is taking the opposite tack with one show in development, BROADCASTING & CABLE has learned. BVT officials say former "Golden Girl" Betty White will pilot a one-hour talk show targeted to an older audience. BVT also has rights to develop a talk show around former KCBS-TV anchor Bree Walker.

Columbia also is said to be developing a second talk show, possibly with former *Cosby Show* star Tempest Bledsoe. Rysler Entertainment has actor George Hamilton under contract to develop a talk show, while MCA reportedly is considering inspirational speaker John Bradshaw.

Twentieth Television is developing a talk/transactional show around former KNBC-TV psychologist Dr. David Viscount. Viewers would be able to order self-help books and videos.

A number of new dramas are in the works, including two hours to be based in Hawaii—*Diamond Head*, from Scripps Howard Productions, and a *Baywatch* spin-off from All American Television. David Percelay, president, SHP, said the company is

scouting for a syndicator to sell *Diamond Head* domestically.

Feature film producers Robert Rehme, Mace Neufeld, Benjamin Melniker and Michael Uslan, and Italian TV studio RCS Films, are developing a family-oriented action hour based on a contemporary version of the classic comic strip "Terry and the Pirates."

Samuel Goldwyn Television is developing a half-hour drama, a remake of *Flipper*, which originally aired on NBC 30 years ago.

On the late-night front, Twentieth is developing a half-hour comedy strip, *Sherman Oaks*, from producers Vin DiBona and Chris Bearde.

Several syndicators already have tested the waters for their proposed syndicated offerings, testing them on-air for possible rollout next year, including two from Genesis Entertainment—a late-night serial, *Valley of the Dolls*, and a reality program, *Juvenile Justice*.

A 13-week test run of *Dolls* on the co-owned New World TV stations wraps in September. According to Genesis Executive Vice President Phil Oldham, "It's a pretty sure bet the project will be rolled out," given the \$5 million New World has so far invested in the project.

The rollout strategy, he said, will be determined in part by the show's demographic performance (numbers not yet in). Another factor, he said, is how the late-night market shakes out in the coming season, when several

new late-night shows make their debuts.

*Juvenile Justice* currently is being tested on non-New World stations (with the exception of O&O KNSD-TV San Diego) in various dayparts. So far, only two stations have completed the two-week test run, including KTXH-TV Houston, where it averaged a 5 rating and 12 share at 11 p.m., 2 share points higher than the show it replaced, says Oldham. On KCAL-TV Los Angeles, it averaged a 3/6 at 5:30 p.m., compared with a 2/6 for the show it replaced, he said.

In the magazine category, Chris Craft has extended its test of *Premiere Story* (produced by former *A Current Affair* and *Hard Copy* producer Peter Brennan) on five of its outlets. The show, scheduled in late night, averaged a respectable 2.9/9 for the first 13 weeks. Another solid 13-week run would make it a likely candidate for national rollout next year.

Another magazine, Buena Vista's *Crusaders*, is entering its second year as a weekly show, with plans to expand to strip in fall 1995, a spokesman confirmed.

Twentieth is developing a reality strip, *Secrets of a Small Town*, based on a book by Jerry Biederman.

Twentieth also is developing four weekly transactional shows, including *Real Sports*, a magazine; *Bargain Basement*, a talk show with comedy; *Behind the Scenes*, about the entertainment industry, and a music-based show for selling CDs and tapes. ■

## CBS firms up for fall

In an unexpected schedule change, CBS is moving *The Nanny* from Wednesday nights into the 8 p.m. lead-off slot on Monday. As a result, *The Boys Are Back*, a first-year project that had been pegged to open Monday nights for the network, will move to *The Nanny*'s original 8 p.m. Wednesday slot. Although the move was characterized as a "win-win situation" by CBS Entertainment President Peter Tortorici, the announcement was not so clear-cut for ABC. ABC Productions produces *The Boys Are Back* for CBS—the first time that one of the Big Three networks has produced a series for another. Not only is ABC Productions losing one of the best time slots on CBS's schedule, but CBS also has decided to sneak-preview the program on Sunday, Sept. 11, at 8 p.m., leading into CBS's presentation of the theatrical "Steel Magnolias." Normally that would be good news for a production company, but in this case, Sept. 11 is the night ABC will telecast the *Primetime Emmy Awards*. —SC

## Debut schedule

### Sunday, Sept. 11

60 Minutes

### Monday, Sept. 12

The Nanny

### Wednesday, Sept. 14

*The Boys Are Back*  
*Daddy's Girls*  
*Touched by an Angel*  
48 Hours

### Friday, Sept. 16

Diagnosis Murder  
*Under Suspicion*

### Monday, Sept. 19

Murphy Brown  
Love & War  
Northern Exposure

### Tuesday, Sept. 20

Rescue 911  
CBS Tuesday Movie

### Thursday, Sept. 22

*Due South*  
*Chicago Hope*

### Friday, Sept. 23

Picket Fences

### Saturday, Sept. 24

Dr. Quinn, Medicine Woman  
*The Five Mrs. Buchanans*  
Hearts Afire  
Walker, Texas Ranger

### Sunday, September 25

Murder, She Wrote  
CBS Sunday Movie



# If you offer it, they will buy

MTV begins six-month test of home shopping

By Rich Brown

**M**TV's test of home shopping programming during the Woodstock '94 weekend rang up more than \$1 million in sales of commemorative concert merchandise ranging from raincoats to dog tags, according to MTV Networks Chairman/CEO Tom Freston. And the company is just getting started.

For the next six months, MTV Networks and merchandiser Fingerhut Companies will test a variety of 30-minute and hour-long home shopping shows on MTV and sister networks VH-1 and Nick at Nite. Test results will help MTV decide whether to launch a stand-alone shopping channel, according to Mark Rosenthal, MTV Networks executive vice president, who is overseeing the project.

The home shopping test shows, known as *The Goods*, will run in various time slots on the three networks. During the test, cable system operators will receive the standard 5% cut of home shopping revenues on merchandise sold in their markets.



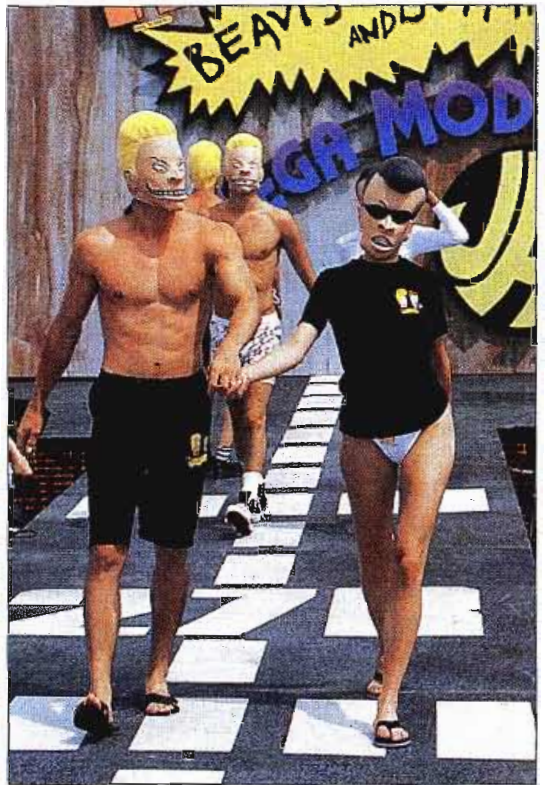
Among the 11 home shopping shows to appear on the MTV Networks in upcoming weeks:

- *Beavis & Butt-Head Mega Model Jam*, shot at the MTV Beach House and scheduled to air on MTV, features an exclusive line of merchandise tied to the animated duo.

- *Rolling Stones Voodoo Lounge Tour* features interviews with the band and merchandise from the current North American concert tour and will be triplecast on the networks.

- *Classic Video Collections* offers Nick at Nite viewers a collection of classic TV series on home video and is produced in conjunction with Columbia House Video Library.

- *Gotta Get It*, debuting Oct. 1 on VH-1, offers fashion, sports, electronic and music items ranging from Doc



MTV's home shopping will let you be a Beavis or a Butt-head, or order merchandise from other shows.

Martin hiking boots to a 210-karat cubic zirconium ring.

- *Music Door to Door*, debuting Nov. 11 on MTV and VH-1, offers CDs and related merchandise. Each of the seven shows will be based on specific music genres.

- *Watch It* offers wristwatches based on *Bewitched*, *I Dream of Jeannie*, *Twilight Zone* and other Nick at Nite shows.

- *The Goods Go Street*, presented by Yo! MTV Raps hosts Doctor Dre and Ed Lover, offers exclusive artist product lines from the duo and other hip-hop acts such as Naughty by Nature and Snoop Doggy Dogg.

- *The Goods: VH-1 Style* features exclusive clothing and fashion accessories by designer Todd Oldham.

- *The Goods: MTV Style* features exclusive MTV fashions by designers Marc Jacobs, Todd Oldham and Anna Sui.

- *Todd Time* again features designer Todd Oldham and a lineup of original housewares, including oven mitts, dish towels, placemats and serving bowls, exclusively for sale on Nick at Nite.

- *Isaac Mizrahi for Nick at Nite* presents the fashion designer and a line of classic TV-inspired products, including an apron, a skirt and a tote bag. ■

## Garden for sale?

Widespread rumors that ITT Corp. and Cablevision Systems Corp. have made a joint \$1.4 billion bid for the Madison Square Garden properties are "premature and inaccurate," according to



to MSG parent company Viacom. The offer would top the \$1 billion said to have been offered by top MSO Tele-Communications Inc. for the properties, which include the MSG regional cable sports network, the Knicks and Rangers sports teams and the arena itself. Through its investment in InterMedia Partners, TCI also is among the companies looking to buy Viacom's cable systems for more than \$2 billion.

—RB

## 'Report card' proposed by Dorgan

Senator to attach amendment authorizing NTIA to fund violence rankings

By Kim McAvoy

**T**V violence is back on the congressional agenda.

Action on the matter is expected to arise in the Senate. Senator Byron Dorgan (D-N.D.) says he'll attach a modified version of his TV violence "report card" bill to other telecommunications legislation moving there.

Last week, a Dorgan aide confirmed the senator's plans. She said the senator would offer his violence measure as an amendment to legislation that would authorize the National Telecommunications and Information Administration. The NTIA bill is expected to clear the Senate Commerce Committee later this year.

According to a Commerce Committee aide, Chairman Ernest Hollings (D-S.C.) has not taken a position or even focused on the Dorgan amendment. However, the staffer said the amendment was "not incon-

sistent with what Hollings would like to do insofar as it attempts to address the issue of excessive violence on TV."

The aide said the Commerce Committee would consider the NTIA bill in September and that it was also possible that Hollings might bring up his own TV violence legislation. Hollings has said he would like to move some type of violence bill, but that his first priority is the infohighway legislation. Hollings is proposing to ban the airing of violent programs during hours when children are in the viewing audience. The punishment for transgressors would be license revocation.

The amendment would authorize NTIA to give out grants to nonprofit organizations to conduct surveys and produce quarterly report cards on the amount of violent programming on cable and broadcast networks, explained Dorgan's aide. The report cards would be distributed to the public.

Currently, NTIA provides funding for educational children's programs. The grants for the report cards would be administered under NTIA's National Endowment for Children's Educational Programs. Dorgan's amendment would increase the agency's funding for those grants by \$6 million.

Originally, Dorgan proposed that the FCC grade stations for the amount of violent programming. The cards also would identify sponsors and would be circulated to the public.

Last December, Dorgan released the results of a sample report card. The survey, conducted by Concordia College students during the week of Sept. 28-Oct. 4, 1993, found that Fox's prime time programming was more violent than that of any other network. Fox had 352 violent acts during the one week; ABC was in second place with 224, followed by NBC with 187 and CBS with 172. ■

## Cable moves to block video dialtone build

By Christopher Stern

**T**he cable industry pledged last week to continue its efforts to delay construction of Bell Atlantic's video dialtone system in Dover Township, N.J., despite the FCC's approval of the project.

Last month the FCC granted the telco permission to build the country's first commercial video dialtone (VDT) system in Dover Township, but the National Cable Television Association last week petitioned the FCC to stay the decision and promised a court fight if the commission turns down the request.

The NCTA filing comes a week after Bell Atlantic complained to the commission that the cable industry was trying to slow down the approval process by flooding the agency with petitions to oppose VDTs.

The NCTA maintains in its latest petition that the FCC does not have the regulatory framework in place to oversee the entry of telephone companies into the video marketplace. Without that framework, NCTA claims, the

telcos will subsidize the construction of the advanced interactive systems with revenues from their regular telephone subscribers.

"The Dover decision is flawed because what we have here is a shell game. Who is going to pay for these very expensive modernizations?" asked Decker Anstrom, NCTA's president.

Bell Atlantic claims cross-subsidization will be addressed during the tariff process, when the FCC will rule on the prices Bell Atlantic will charge its customers, both programmers and end-users.

Although the NCTA has been pushing the FCC to look at the costs associated with VDTs, it is worried about taking on the economic issues during the tariff procedure. Tariff decisions are notoriously difficult to appeal. "To the extent the commission reaches deci-



NCTA President Decker Anstrom

sions, parties injured by the policies will likely have to wait a year or more to even begin their appeals," wrote the NCTA in its appeal.

Last week Anstrom accused Bell Atlantic of trying to take advantage of the VDT approval while trying to block congressional legislation that would allow cable companies into the local telephone

business.

"This is a company that is trying to rush a series of rules through the commission while trying to block a bill on the Hill that would open up their business to competition," Anstrom said. Bell Atlantic opposes legislation now pending in the Senate that includes a provision allowing cable companies to provide local telephone service without simultaneous entry of telcos into the video business. ■

## Affil swaps launch syndication scramble

New independents and affiliates reprogram to fit new identities

By David Tobenkin

**A**ffiliation switching has prompted a round of fevered horse-trading of syndicated programming in affected markets.

Independent and Fox stations moving to the Big Three networks are shedding syndicated product for which they now lack time periods, while stations losing network affiliations are acquiring product to fill soon-to-be-empty time periods.

The crunch may be felt most by stations that acquired pricey new off-network sitcoms to run in access. New Big Three affiliates that as independents acquired *Seinfeld* and *Home Improvement* cannot run the shows in prime or prime access because of the network's schedule and the Prime Time Access Rule, which forbids top-50 market stations from running off-network shows in prime access.

However, the problem extends beyond those shows to the large inventory of syndicated programming acquired for 1994-95 that must now be disposed of to make way for a network schedule.

While many affected station managers try to put the best possible spin on the situation, others in private admit the dimensions of the problem.

"Oh yeah, it's a big problem," says one executive at a station moving from Fox to a Big Three network. "When we bought this stuff we thought we were a Fox affiliate. Now that prime time and everything else has been yanked away, there's not much room left. There are many things on air half-used that will never get used up and that nobody wants."

Station executives are responding in a variety of ways: asking distributors to sell product to other stations in the market, rescheduling shows in other time periods, and, for access-targeted shows, praying that PTAR is repealed in time for fall 1995, when *Home Improvement* and *Seinfeld* debut.

The move from Fox to ABC affiliation will force KNXV-TV Phoenix, for instance, to run *Home Improvement* in late fringe rather than in access if PTAR is not repealed, a switch KNXV-TV General Manager Ray Hunt says likely will reduce the show's ratings from a 10 or 11 to a 6 or 7. Hunt also has responded to the move by selling *Star Trek: The Next Generation* and *Coach*, as well as additional B product, to other stations in the market—a move he insists did not cost the station money.

There are problems and costs with all of the options available to new Big Three affiliates. In many markets, no other stations have room for syndicated product, or the stations can drive a hard bargain because they know they are the only potential buyer. In that case, it is the station, not the syndicator, who will eat the difference between the original license fee or barter arrangement and the less favorable terms at the new station.

As to moving shows targeted for a particular time period: In addition to the lower ratings for shows forced from prime access into early or late fringe, contracts for some major barter shows also require stations to compensate a syndicator if a program is run outside a specific window.

Network officials rule out another option: allowing stations to preempt their schedules to run syndicated product.

As for repealing PTAR, the FCC under court order is receiving testimony on changing the rule, but has given no indication whether it will take action.

The affiliation switching is proving a mixed bag for syndicators. Warner Bros. Domestic Television Distribution President Dick Robertson says the company acquired access clearances in several markets for its new *Extra—The Entertainment Magazine* as a result of stations moving from Big Three affiliations to Fox and hoping to replace lost news programming.

But it is causing at least procedural headaches for the sale of some strips, such as Columbia TriStar Television Distribution's *Seinfeld*. CTTD has postponed sales in several markets where affiliations are being switched to avoid the possibility of having to sell a show twice, says a CTTD spokesman.

Syndicators also will likely see few gains from New World stations moving from Big Three affiliation to Fox, since production arm New World Entertainment actively is developing a number of syndicated shows to run in the time periods that will be opened

### Gridiron grudge match

CBS and Fox got into a hissing contest last week over the ratings performance of Fox's first-ever coverage of a National Football Conference telecast (Friday, Aug. 12, Denver Broncos at San Francisco 49ers). The game averaged a national 6.7 Nielsen rating and a 13 share. Fox said that was better than CBS's average 6.4/14 for coverage of preseason games in the last four-year NFC rights cycle. But CBS issued a release stating that the game was 20% below the comparable game a year ago on CBS and that Fox's game should have done much better in the absence of baseball competition, due to the players' strike. The rating for Fox's game, the network said, was 18% higher than Fox's year-to-date Friday prime time performance (5.7/11). CBS countered that the game was in fourth place for every half-hour of prime time, when the Big Three were airing nothing but repeats. A CBS source said it was a pretty sure bet the CBS research department would be taking a fine-tooth comb to every Fox NFC telecast, "at least for the first season." Fox's NFC contract runs four years. A Fox spokesman was quoted last week as saying CBS executives clearly had "too much time on their hands" after losing their NFL rights.

—SM

up as well as on the Fox O&Os.

Some stations praised the efforts of syndicators in selling product to other stations in the market.

KSHB-TV Kansas City General Manager Charlotte Moore English, whose station is switching from Fox to NBC, praised Rysher and Cannell for finding new homes for shows such as *The Renegade*, *Hawkeye* and *Thunder in Paradise* under similar terms at other stations in the market.

"They have been absolutely helpful because they understand no one could have predicted this dilemma and because they've done business with us for years. So far, no one has played any hardball."

Rysher Entertainment President Keith Samples says many stations that lack other stations in their market willing to pick up their product are bidding their time, hoping for an eventual opening in their competitors' schedules. ■

## WBTD replaces 'Extra' co-host

Warner Bros. Domestic Television Distribution has replaced a co-host of its high-profile *Extra*—*The Entertainment Magazine* syndicated strip. Dave Nemeth, previously senior correspondent, will trade places with co-host Ben Patrick Johnson after show taping determined that Nemeth had better chemistry with co-host Arthel Neville, says Dick Robertson, WBTD president. The switch occurred in the middle of production of test episodes designed to refine the program before its Sept. 5 debut.

"After doing two weeks of testing, it became clear to us that Ben was not as comfortable in the studio as in the field and that the chemistry was so good between Arthel and Dave. It was an obvious decision," says Robertson. "We want to make sure everything is the way it should be with the show before it goes on the air, rather than having to change an anchor after launching, as many of the other magazine shows have had to do."

Before joining *Extra*, Nemeth was a local TV veteran in front of and behind the camera. He most recently was movie critic at WXYZ-TV Detroit. Johnson, previously a radio/television announcer, radio disk jockey and commercial actor, joined *Extra* in June after an extensive search for a male co-host.

In other *Extra* news, Time Inc., a co-partner in the show, has named Judy Kessler vice president, creative affairs, at subsidiary Time Inc. Television. Kessler, formerly a senior producer at *Entertainment Tonight*, will work from the division's Los Angeles office on *Extra* and other Time Inc. Television projects. —DT

# Moyer succeeds Otte atop Discovery

Outgoing president joins educational software company

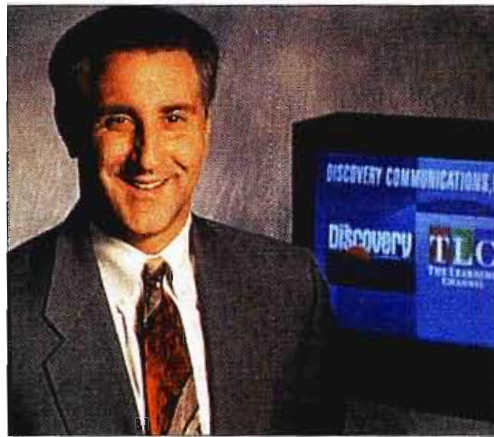
By Rich Brown

**D**iscovery Communications President/COO Ruth Otte resigned last week and will be replaced by company veteran Greg Moyer.

Otte left the company after eight years to join Knowledge Adventures Inc., a La Crescenta, Calif.-based developer of multimedia educational software owned by Steven Spielberg, AT&T Venture Company, Paramount Communications and others.

Otte says she is looking forward to new entrepreneurial opportunities at the three-year-old company. She also will have an equity stake in Knowledge Adventures, which has revenues of \$30 million per year. Additionally, Otte has been told by Discovery executives that the cable programmer is interested in exploring potential collaborative efforts with her new company.

Otte's former responsibilities at Discovery will be handled by Greg Moyer, who previously held the title of executive vice president, worldwide programming and corporate devel-



New Discovery President Greg Moyer

opment. Moyer will serve as president and COO of Discovery Networks and worldwide programming, a newly consolidated unit of Discovery Communications Inc. The company's programming efforts include The Discovery Channel, distributed to more than 62 million cable homes, and The Learning Channel, which reaches 30 million.

Moyer, who joined Discovery nine years ago as a marketing and communications executive, has been the

senior programmer at the company since 1988. He also has been heavily involved in the company's push abroad and earlier this year assumed responsibility for worldwide programming and corporate development.

International growth is an important area for Discovery Chairman/CEO John Hendricks, who says he expects revenues abroad to equal the company's domestic revenues within six to seven years. He says it is "real possible" that international revenues, which now account for less than 10% of the company's sales, eventually could surpass domestic revenues.

Moyer also will keep an eye on new domestic opportunities. Hendricks says Discovery Communications might use its two satellite transponders to launch as many as 16 niche-oriented spin-off channels to coincide with the rollout of digital compression in late 1995 and beyond. Single-subject digital services focusing on nature, history, astronomy and preschool programming are among spin-off possibilities. ■

# ABC, DIC target children in China

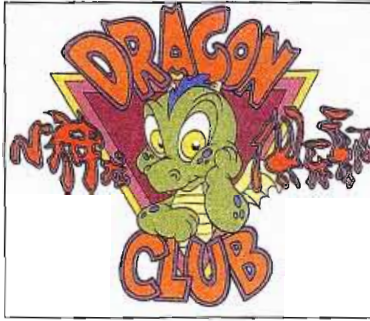
Two-form programing venture to create kids programing channels there

By Steve McClellan

**A**BC and DIC Entertainment have formed a venture to create what they say will be the first two children's program services for the People's Republic of China. The initial commitment is for three years.

There are no firm figures for the children's viewing audience in China; estimates range from 70 million to 120 million. The total Chinese viewing audience is estimated at 360 million.

A cable service, Dragon Club, will launch Sept. 19 and will air two hours a day, seven days per week, on cable systems in major cities throughout the country. A broadcast service, Panda Club, will launch Oct. 3 and will air one hour daily, five days a week, on four major regional broadcasters. The



services, both advertiser supported and in Mandarin Chinese, together will reach 70% of China's TV audience, the partners say.

The services will air programs from the ABC/DIC libraries, including *Madeline*, *Sonic the Hedgehog*, *Double Dragon*, *Super Mario Brothers 3* and *C.O.W. Boys of Moo Mesa*. Local production also is planned, including a version of DIC's *Rimba's Island* (debuting this fall on Fox) and a live-action children's game show. Eventually, the partners want a 50%-50% mix of library and locally produced material.

According to John Healy, president, ABC International Operations, the partners expect to expand the cable block into a full-time children's channel. "It's not in the contract, but all the

parties agree it would be a natural expectation if the service works the way we think it will," he says.

Healy says the venture is a straight-barter arrangement negotiated through regional governmental offices and cable associations. Each of the broadcast and cable outlets in China is state-owned. ABC and DIC retain one minute of advertising per half-hour; a second minute will be split evenly with the local distributors, and the split on a third minute is negotiable. In addition, the local exhibitors will receive 25% of the merchandising revenues generated from the venture, Healy says.

Healy says the venture "will be our model for establishing children's program services in other Asian territories."

The venture will be managed from ABC's offices in Beijing and Shanghai by two of the company's local managers. DIC COO Jeff Wernick is overseeing the company's involvement. ■

## Zen and the art of animation production

Ex-Zodiac executive starts new company; former partner to join next year

By Steve McClellan

**W**ith the backing of a major South Korean animation house, veteran children's TV producer Peter Keefe has formed a new company—Zen Entertainment.

Zen, based in Santa Monica, Calif., will develop and produce its own animation programs and provide various TV animation-related services to other producers.

Keefe was most recently partnered with Brian Lacey in the domestic syndication company Zodiac Entertainment, whose principal financial backer was the UK's Central Television.

Zodiac, formed in 1989, has launched three first-run syndicated kids shows in five years: *Widget*, *The World Watcher*; *The Mr. Bogus Show* and *Twinkle*, *The Dream Being*. Earlier this year, Central merged with UK-based Carlton Communications, and

Zodiac was shut down.

According to Keefe, Zen will farm out domestic distribution of its shows on a project-by-project basis. Lacey will join the company next year to spearhead international sales and marketing.

The principal backer of the company is Sei Young Animation, the South Korean firm that did the ink-to-cel work on both *Bogus* and *Twinkle*. Sei Young has also done animation for other kids shows, including *Alvin & The Chipmunks*, *Real Ghostbusters*, *Teenage Mutant Ninja Turtles* and *Muppet Babies*.

Zen's first in-house project will be *Power Animals*—developed at Zodiac—which Keefe says should be ready within 18 months. The company is talking to a slew of international

broadcasters and producers, including executives from Canal+, Korean Broadcasting System, Sony Japan, Polygram of France and South Korea's Samsung, about investing in that and other projects.

"Teaming up with Sei Young gives us an edge," says Keefe, "because in addition to producing our own programs we will offer a menu of services to outside producers encompassing everything from initial concept, to graphic design, to a complete animation production package."

Adds Lacey: "Anytime you can start a venture on the software side, it's a good opportunity. In the international market there is room for tremendous growth both for production and distribution." ■



Peter Keefe

## '60s sitcoms for \$400



In a new series of promos for King World's 'Jeopardy!', the two home viewers eagerly answering 'Brady Brunch'-related questions turn out to be none other than grown-up Brady kids Cindy (Susan Olsen) and Jan (Eve Plumb).

Tina Louise, who played Ginger on *Gilligan's Island*, has a new TV role. So do Dawn Wells (*Gilligan's Mary Ann*), former *Monkees* star Mickey Dolenz and two former *Brady Bunch* siblings. They all are featured in an on-air

promotional campaign, "Everyone gets into *Jeopardy!*," that King World has created for its popular game show, entering its 11th season in syndication. The campaign begins this month. —SM

## Turner Broadcasting ups cable executives

*Cohen to oversee international cable networks abroad*

By Rich Brown

**T**urner Broadcasting System has named three of its top cable network executives to newly created president positions and has chosen one of them, Betty Cohen, to oversee the rapid growth of its entertainment networks abroad.

Cohen, a company veteran who was instrumental in the launch of The Cartoon Network and Turner Network Television, now will assume responsibility for overseas channels TNT & Cartoon Network Europe; TNT Latin America; Cartoon Network in Latin America, and TNT & Cartoon Network Asia (BROADCASTING & CABLE, Aug. 15), scheduled for launch in October. In her new capacity as president of Cartoon Network Worldwide and Turner Network Television International, she will continue to oversee operations, marketing, programming and development for The Cartoon Network domestically.

Cohen has enjoyed a good run at The Cartoon Network since its launch in October 1992. The network had a 1.4 Nielsen prime time rating in its 11 million-home universe during the second quarter of this year. Internal pro-



Betty Cohen



Terry Segal

jections show the network turning a profit a year ahead of its original break-even target of three years.

Cohen's new challenge will be to build on the overseas expansion of the Turner entertainment networks that began with the launch of TNT Latin America in 1991. That network now reaches 2.7 million households throughout the Latin America/Caribbean region and has spawned a sister network, The Cartoon Network in Latin America, available since April 1993. The other existing Turner entertainment network abroad, TNT & Cartoon Network Europe, has grown to 18.5 million cable and satellite households since its launch in Sep-

tember 1993.

Turner veteran Terry Segal also has been named president from his previous post as executive vice president and general manager of superstation WTBS-TV Atlanta. Since he joined WTBS-TV in May 1991, the network frequently has ranked as the number one Nielsen-rated cable network on a 24-hour basis. Segal previously served as senior vice president and general manager at TNT and has been with Turner since 1981.

Brad Siegel, the third Turner executive to be promoted, is relatively new to the company but has managed to make his mark since joining in December 1992. The newly named president of TNT and Turner Classic Movies has overseen TNT's growth in event programming and series acquisitions and has been on-board for the debut of five of the network's highest-rated original movies. He also has guided Turner's newest network, Turner Classic Movies, since its launch last April. (For more on Siegel, see "Fifth Estate," page 51.)

Each of the Atlanta-based executives will continue to report to Scott Sassa, president, Turner Entertainment Group. ■

## For GGP, life imitates art

Interview subjects for violence special later charged with murder

By Steve Coe

**G**GP's special *Growing Up Scared: Giving Childhood Back to Our Kids*, has become especially relevant to viewers in Davenport, Iowa, who will see the show Sept. 3. Two gang members interviewed last month for the program have been charged with the Aug. 10 shooting death of a former rival gang member in a Davenport McDonald's. As a result of the interview, the Scott County district attorney has filed a subpoena for the tape.

GGP's production crew, working on the latest in the company's *Lifewatch* quarterly public-service specials, traveled to Davenport in mid-July to tape a segment showing that the problem of gang violence was no longer exclusive to large urban areas. While there, the producers were given the names of suspected gang members by the local police department to serve as interview subjects.

Three weeks later, during post-production, the producers saw the names of the two interviewees on a news wire service as having been arrested in connection with the death of another gang member. The producers called KWQC-TV Davenport, which already had purchased the special, and notified station executives of the taped interviews. As a result, a day after the shooting the station was able to run the interviews during its 6 and 11 p.m. newscasts. In return, the station sent GGP tape of the newscast to edit into the special.

Duane Mathias, vice president, promotion and programing, KWQC-TV, says the station plans to air the special on a Saturday and Sunday afternoon and also may run it in prime time. The station was served with a subpoena by the district attorney's office so that the GGP tape could be used as evidence.

*Growing Up Scared*, the fourth in the *Lifewatch* specials, has been cleared on 187 stations representing 90% of the country. The window for the show is Aug. 20-Sept. 4. ■

## TVs top telephones, say studies

There are three times as many households in the U.S. without telephones as there are without TV sets, according to new and separate estimates issued by Nielsen Media Research and the U.S. Commerce Dept. Meanwhile, a third study, commissioned by the Committee on Nationwide Television Audience Measurement (CONTAM), concludes that 68% of homes now have two or more sets, and 33% have three or more TVs.

Nielsen Media Research has increased its estimate of the number of TV households to 95.4 million, an increase of 1.2 million from last year's estimate. Thus, as of Sept. 5, when the new estimate takes effect, a household rating point will equal 954,000 homes. The new universe estimate represents 98.3% of all homes in the country. Nielsen estimates that 246,510,000 persons age 2 or older reside in those TV homes.

According to Nielsen, only 1.7% of U.S. homes are without at least one TV set. By comparison, slightly more than 5.1% of the nation's homes do not have at least one telephone, the Commerce Department says in a survey being released today (Aug. 22).

The Commerce study is based on figures from the 1990 census. According to the study, approximately 5 million homes are phoneless. Mississippi and New Mexico lead the list of states with phoneless homes, with slightly more than 12% each. The CONTAM study was conducted by Statistical Research Inc. of Westfield, N.J. "It's remarkable," says company president Gale Metzger. "There are more TV sets than adults in U.S. households. These data show the continuing spread of television throughout the home as it moves from a family to a more personal medium." The CONTAM study also reveals that 90% of homes have at least one TV with remote control, a more than 25% gain in five years. The study also concludes that VCR ownership is now at 82%, up 25% from 66% in 1989, while 26% of all TV homes own two or more VCRs, up from 11% in 1989.

Almost one-third of TV homes (31%) report owning video games that attach to the television set. —SM

## Top cable shows

Following are the top 15 basic cable programs for the week of Aug. 8-14, 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>Movie: 'Don't Talk to Strangers'</i>	USA	Thu 9:00p	2,282	3.7	2.4
2. <i>NASCAR Winston Cup</i>	ESPN	Sun 1:00p	2,230	3.5	2.4
3. <i>Rugrats</i>	NICK	Sun 10:30a	1,895	3.1	2.0
4. <i>Murder, She Wrote</i>	USA	Mon 8:00p	1,842	3.0	2.0
5. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,813	2.9	1.9
6. <i>Silk Stalkings</i>	USA	Mon 10:00p	1,773	2.9	1.9
7. <i>World Basketball Championships</i>	TNT	Tue 9:00p	1,746	2.9	1.9
8. <i>Murder, She Wrote</i>	USA	Wed 8:00p	1,745	2.8	1.9
9. <i>Boxing: Tuesday Night Fights</i>	USA	Tue 9:00p	1,742	2.8	1.8
9. <i>Silk Stalkings</i>	USA	Sun 10:00p	1,742	2.8	1.8
11. <i>Movie: 'The Gambler, Part 2'</i>	TBS	Sun 3:00p	1,712	2.8	1.8
12. <i>Deadly Illusion</i>	USA	Wed 9:00p	1,689	2.7	1.8
13. <i>World Basketball Championships</i>	TNT	Wed 9:00p	1,680	2.7	1.8
14. <i>Silk Stalkings</i>	USA	Sun 11:00p	1,668	2.7	1.8
15. <i>The Ren &amp; Stimpy Show</i>	NICK	Sun 11:00a	1,646	2.7	1.7

Following are the top five pay cable programs for the week of Aug. 8-14, ranked by the number of households tuning in during prime time (8-11 p.m.). Source: Nielsen Media Research.

Program	Network	Time (ET)	(000)	Cable	U.S.
1. <i>Movie: 'Under Siege'</i>	HBO	Sun 8:00p	3,033	14.5	3.2
2. <i>Movie: 'Rookie of the Year'</i>	HBO	Sat 8:00p	2,935	14.0	3.1
3. <i>Real Sex 9</i>	HBO	Sat 11:30p	2,803	13.4	3.0
4. <i>Boxing: Bowe vs. Mathis</i>	HBO	Sat 10:00p	2,138	10.2	2.3
5. <i>Movie: 'Falling Down'</i>	HBO	Mon 8:00p	1,974	9.4	2.1



# Ratings Week According to Nielsen, Aug. 8-14

	<b>abc ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>9.9/18</b>	<b>10.4/18</b>	<b>9.5/17</b>	<b>4.9/9</b>
8:00		34. <b>The Nanny</b> 9.2/18	39. <b>Fresh Prince</b> 8.6/16	
8:30	28. <b>NFL Pre-season Football—Washington Redskins vs. Buffalo Bills</b> 9.8/18	21. <b>Dave's World</b> 10.2/18	39. <b>Blossom</b> 8.6/15	82. <b>Fox Night at the Movies—12:01</b> 4.9/9
9:00		12. <b>Murphy Brown</b> 11.4/19	25. <b>NBC Monday Night Movies—Desperate Choices: To Save My Child</b> 9.9/17	
9:30		16. <b>Love &amp; War</b> 10.8/18		
10:00		19. <b>Northern Exposure</b> 10.3/18		
10:30				
<b>TUESDAY</b>	<b>11.1/19</b>	<b>10.6/18</b>	<b>7.5/13</b>	<b>4.8/8</b>
8:00	25. <b>Full House</b> 9.9/19	36. <b>Rescue 911</b> 8.9/17	69. <b>TV Nation</b> 6.4/12	81. <b>South Central</b> 5.0/9
8:30	25. <b>Sister, Sister</b> 9.9/18		71. <b>J. Larroquette</b> 6.1/10	85. <b>Tales fr/the Crypt</b> 4.6/8
9:00	5. <b>Roseanne</b> 14.0/24	12. <b>CBS Tuesday Movie—I Can Make You Love Me</b> 11.4/19	62. <b>Wings</b> 6.8/11	84. <b>Tales fr/the Crypt</b> 4.7/8
9:30	8. <b>Ellen</b> 12.5/21		31. <b>Dateline NBC</b> 9.5/16	
10:00	24. <b>NYPD Blue</b> 10.0/17			
10:30				
<b>WEDNESDAY</b>	<b>11.9/21</b>	<b>6.8/12</b>	<b>9.4/17</b>	<b>6.2/11</b>
8:00	50. <b>Thunder Alley</b> 8.1/16	56. <b>The Nanny</b> 7.4/14	29. <b>Unsolved Mysteries</b> 9.7/18	77. <b>Beverly Hills 90210</b> 5.4/10
8:30	42. <b>Phenom</b> 8.4/16	66. <b>Good Advice</b> 6.5/12	37. <b>Now with Tom and Katie</b> 8.8/15	60. <b>Models Inc.</b> 7.0/12
9:00	1. <b>Home Improvmt</b> 17.4/30	87. <b>America Tonight</b> 3.9/7	29. <b>Law and Order</b> 9.7/17	
9:30	2. <b>Grace Under Fire</b> 16.2/27	31. <b>48 Hours</b> 9.5/17		
10:00	18. <b>Turning Point</b> 10.6/19			
10:30				
<b>THURSDAY</b>	<b>9.0/16</b>	<b>8.4/15</b>	<b>12.8/23</b>	<b>5.5/10</b>
8:00	38. <b>Matlock</b> 8.7/16	42. <b>One West Waikiki</b> 8.4/16	17. <b>Mad About You</b> 10.7/21	71. <b>Martin</b> 6.1/12
8:30		42. <b>Eye to Eye with Connie Chung</b> 8.4/14	9. <b>Wings</b> 11.8/21	62. <b>Living Single</b> 6.8/12
9:00	50. <b>The Commish</b> 8.1/14	49. <b>Hotel Malibu</b> 8.3/15	3. <b>Seinfeld</b> 16.1/27	86. <b>Queen Latifah &amp; Friends</b> 4.5/8
9:30			4. <b>Frasier</b> 15.8/26	
10:00	21. <b>Primetime Live</b> 10.2/18		14. <b>Dateline NBC</b> 11.1/20	
10:30				
<b>FRIDAY</b>	<b>10.4/20</b>	<b>8.3/16</b>	<b>7.3/14</b>	<b>6.5/13</b>
8:00	33. <b>Family Matters</b> 9.3/20	53. <b>Diagnosis Murder</b> 8.0/17	57. <b>Movie of the Week—Danielle Steel's 'Jewels,' Part 1</b> 7.3/14	66. <b>Fox Preseason Football—Denver Broncos vs. San Francisco 49ers</b> 6.5/13
8:30	35. <b>Boy Meets World</b> 9.1/18			
9:00	23. <b>Step By Step</b> 10.1/20	42. <b>CBS Special Movie—Against Her Will: An Incident in Baltimore</b> 8.4/16		
9:30	19. <b>HangIn w/Mr. C</b> 10.3/19			
10:00	9. <b>20/20</b> 11.8/22			
10:30				
<b>SATURDAY</b>	<b>5.1/11</b>	<b>7.0/15</b>	<b>7.1/14</b>	<b>6.5/14</b>
8:00		62. <b>Dr. Quinn Medicine Woman</b> 6.8/15	82. <b>The Mommies</b> 4.9/11	73. <b>Cops</b> 6.0/14
8:30	80. <b>ABC Saturday Night Movie—Earth Angel</b> 5.1/11	75. <b>Muddling Thru</b> 5.6/12	78. <b>Empty Nest</b> 5.2/11	59. <b>Cops</b> 7.1/15
9:00		74. <b>Hearts Afire</b> 5.8/12	50. <b>Movie of the Week—Danielle Steel's 'Jewels,' Part 2</b> 8.1/16	69. <b>America's Most Wanted</b> 6.4/13
9:30		42. <b>Walker, Texas Ranger</b> 8.4/17		
10:00	78. <b>What Happened to Hitler?</b> 5.2/11			
10:30				
<b>SUNDAY</b>	<b>9.4/17</b>	<b>12.3/23</b>	<b>7.3/14</b>	<b>6.4/12</b>
7:00	55. <b>Am Fun Hm Vid</b> 7.5/16	5. <b>60 Minutes</b> 14.0/30	76. <b>Mystery of the Sphinx</b> 5.5/12	88. <b>Adventures of Brisco County Jr.</b> 3.7/8
7:30	60. <b>Am Fun People</b> 7.0/14	7. <b>Murder She Wrote</b> 13.2/24	65. <b>seaQuest DSV</b> 6.7/12	54. <b>Simpsons</b> 7.6/14
8:00	57. <b>Lois &amp; Clark</b> 7.3/13	15. <b>CBS Sunday Movie—The Secret</b> 10.9/19	42. <b>NBC Sunday Night Movie—The Lawrenceia Bambenek Story, Part 1</b> 8.4/15	42. <b>Simpsons</b> 8.4/15
8:30				41. <b>Married w/Chldr</b> 8.5/15
9:00	11. <b>ABC Sunday Night Movie—Ghostbusters II</b> 11.6/20			66. <b>George Carlin</b> 6.5/11
9:30				
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>9.5/18</b>	<b>9.2/17</b>	<b>8.6/16</b>	<b>5.9/11</b>
<b>SSN. TO DATE</b>	<b>11.6/20</b>	<b>12.4/21</b>	<b>10.4/17</b>	<b>6.8/11</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

# Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

# Week

CD-ROM



Find out what's happening on CBS from your computer.

## CBS pushing fall schedule via Prodigy CD-ROM

By Mark Berniker

CBS is using the Prodigy service to market its television programs and is developing a CD-ROM of its upcoming fall lineup to test how video clips run on the online service.

"We're linking our online and on-air promotions," says George Schweitzer, executive vice president of marketing and communications for CBS/Broadcast Group, who has taken the network's multimedia experiments under his marketing wing.

CBS will air its first late-night preview show to pump its fall lineup on four consecutive nights—Sept. 12-15—just before the kickoff of the new season.

CBS and Prodigy are planning a series of promotions together, including making the stars of new CBS shows available online through Prodigy. Those stars will include Adam Arkin of *Chicago Hope*, Fran Drescher of *Nanny* and Hal Linden of *The Boys Are Back*.

The partners are pushing the *David Letterman* part of the CBS area on Prodigy, with selections of *Letterman's* top 10 lists, trivia quizzes and information about getting tickets for the show.

During the first month of offering the CBS Online Store, a shopping area within Prodigy, the network has received more

*continued on page 20*

Interactive

## C-SPAN brings Lincoln-Douglas debates to online, CD-ROM

By Mark Berniker

C-SPAN is leveraging its revival of the Lincoln-Douglas debates into multimedia CD-ROM software while also providing an online connection to its multimonth television production.

C-SPAN will broadcast reenactments of the seven Lincoln-Douglas senatorial debates between Aug. 20 and Oct. 15 in the Illinois cities where they originally took place in 1858.

Each of the seven installments will contain a two-hour background on the debate, a three-hour reenactment using local actors, and a one-hour call-in question-and-answer session.

C-SPAN also is providing online and CD-ROM access as an adjunct to the debate programs. The multimedia software will complement the television programming and the traditional study guides and reference materials of schools that incorporate the cable programming into their curriculum.

Mark West, online publisher for C-SPAN, says C-SPAN

schedules are available on both America Online and an area of the Internet. (C-SPAN already provides its complete schedule listing online, with updates every few hours.) West says that at least 200 people per day visit the C-SPAN area on America Online.



Online subscribers can learn more about C-SPAN's 'Lincoln-Douglas Debates' from CD-ROM software.

West adds that C-SPAN plans to go on Prodigy within the next few weeks, and eventually to be available on all the major online services.

West says that plans include creating a "political resource area which would offer biographies, photos, bills, background on congressional issues." C-SPAN wants to be a resource for members of the public and educators who are interested in

*continued on page 21*

IVDS

# 27 IVDS auction bidders default

By Mark Berniker

The FCC last week said that 27 of the 178 IVDS auction bidders failed to make the down payment to the commission for their licenses (see below).

The commission said it collected \$13,078,690.80 of the \$21,688,149.26 bid for IVDS licenses last month. That means the FCC has collected only 60% of the money bid during the auctions.

waivers.

The FCC issued a public notice last week and Spivak says the commission is reviewing its data on IVDS auction payments. Those companies will be in default unless they can prove to the commission that a valid payment was made.

The companies determined to be in default will lose the rights to the IVDS licenses they won at the auctions, and those markets will

cause considerable financial complications for IVDS license holders.

Interactive America Corp. filed for a waiver with the FCC on Aug. 8 asking for a 30-day extension for its down payment, stating it would be willing to pay interest on the money it owes the FCC.

"We could tie the licenses up in the courts for one to two years," says Christopher Pedersen, CEO of Interactive

"We hope to get FCC-type acceptance within the next 60 to 90 days," says Louis Martinez, president of Radio Telecom & Technology, the only official competitor to Eon. Several other companies are said to be trying to get IVDS set-top devices and remote controls approved by the FCC. Sources say General Instrument, Scientific-Atlanta and AT&T are considering developing IVDS equip-

Bidder	# of licenses	Bid	Adjusted bid*	Bidder	# of licenses	Bid	Adjusted bid*
Commercial Realty St. Pete	20	\$42,450,000	\$32,762,500	Manoranjnan Das	2	\$1,250,000	\$768,750
Interactive America Corp.	15	\$17,050,000	\$13,737,500	America Interchange	2	\$915,000	\$686,500
Phoenix Data Communication	5	\$7,710,000	\$5,792,500	Welch Communications	2	\$825,000	\$600,000
Rasputin International	5	\$7,725,000	\$6,318,750	Interactive Control Two	2	\$800,000	\$712,500
Tarik Choudhury	3	\$6,275,000	\$5,081,250	Louisiana Interactive			
The Broward Times	1	\$3,800,000	\$2,850,000	Broadcasting System	5	\$780,000	\$606,250
James Speight II	2	\$3,036,000	\$2,275,250	Windgate Fund	5	\$650,000	\$650,000
Skytouch Communications Inc.	10	\$2,100,000	\$1,738,250	Henry Mayfield	1	\$600,000	\$450,000
Vision TV	2	\$1,825,000	\$1,825,000	N-Touch	3	\$435,000	\$357,500
WVI Partners	5	\$1,780,000	\$1,325,000	Bayshore IVDS Partners	3	\$360,000	\$327,500
Ruth Das	3	\$1,660,000	\$1,245,000	Euphemia Banas	2	\$350,000	\$252,500
Gardner Productions	1	\$1,525,000	\$1,525,000	Harford SMR	1	\$260,000	\$260,000
SK Communications	2	\$1,375,000	\$1,031,250	Ernestine Kincer	1	\$120,000	\$120,000
Rita McCauley	3	\$1,300,000	\$1,000,000	Clarke Group	1	\$100,000	\$100,000

Source: FCC public notices. \*Total after small business, women, and minority exemptions are applied.

Seventy-eight percent of the default dollars came from 3% of the bidders. Commercial Realty St. Pete Inc. and Interactive America Corp., the top two bidders, accounted for 57% of the defaulted dollars.

Audrey Spivak, FCC spokesperson, says 85% of the bidders got their money in on time, and of the 117 women and minorities who won IVDS licenses, 80.3% paid on time.

Jerry Vaughn, deputy chief of the FCC's Common Carrier Bureau, says six companies have filed waivers seeking delays on their IVDS license payments. The commission is reviewing those

be re-auctioned. Vaughn says a date for the re-auctions has not been determined, but it will not be before the end of the year.

Furthermore, the companies in default could receive stiff penalties and will be expected to pay the difference between their winning auction bid and the new auction price, plus 3%.

It is unclear how the defaults and re-auctions will affect the FCC's strict timetable for rolling out commercial IVDS services to a percentage of the public in certain top markets. It is expected that court cases could tie up several markets for months, if not years, and

America Corp.

Pedersen suggests that a legal cloud could hover over any companies granted IVDS licenses in markets where Interactive America Corp. originally won. However, he admitted his company took a risk by not submitting its down payment before the FCC's deadline.

Pedersen echoes the complaints of James Hartley, COO of Commercial Realty St. Pete, the largest bidder. Both voice concern that Eon Corp.—the only manufacturer of FCC-approved IVDS equipment—may not be able to supply everyone in time to meet the FCC's construction deadlines.

ment, but that could not be confirmed.

Martinez says his company has deals with Oki of Japan to manufacture the set-top boxes and with Sanwa Electronics of Japan to make the remote control devices. "We will be able to provide the technology for two-way television on the existing broadcast channel," Martinez adds.

Martinez says RTT has an "experimental license" to test its system with WNET(TV) New York before the end of the year. RTT's technology uses unallocated spectrum in the 216-217 mhz band that will tap into the vertical blanking interval. ■

### BellSouth picks Reliance

BellSouth has selected Reliance Comm/Tec Corp. to provide Fiber-in-the-Loop (FITL) systems for widespread deployment of broadband multimedia services throughout its southern operating region. The deal is worth several million dollars and will be rolled out during the next three years. BellSouth also said it declined to exercise its option to invest \$500 million in QVC Inc., which is being acquired by Comcast and Liberty Media for \$1.42 billion. BellSouth had stepped in last year when QVC's Barry Diller was making his bid against Viacom for Paramount Communications.

### Pactel drops interactive trial, goes straight to rollout

Pacific Telesis has decided to skip an interactive TV trial it had planned for 1,000 homes with AT&T in Milpitas, Calif. The California telco said it has decided "to move toward commercial deployment of interactive TV services in a number of locations throughout California." Those markets include San Jose, Los Angeles, San Diego and Orange County, and Pacific Telesis is awaiting FCC approval for its video dialtone applications, which were filed in December 1993. Pacific Telesis Video Services "plans to begin delivery of these services in the spring of 1995, pending regulatory approval."

### Interactive Network gets loan from TCI and NBC

Interactive Network's stock price has plunged more than 28%, following news that the company has lost \$8.4 million (59 cents per share) for the second quarter, compared with a loss of \$3.5 million (38 cents per share) a year earlier. The interactive TV subscription-based service offers play-along games in a few markets, but has had trouble getting off the ground. IN received a "bridge loan" of \$500,000 from TCI Programming Holding III and NBC, allowing the company to operate and stave off bankruptcy. TCI, NBC, Gannett and A.C. Nielsen are investors in Interactive Network.

### CBS continued from page 18

than 2,000 orders totaling more than \$50,000 in sales. *Letterman* T-shirts, *Murphy Brown* hats and CBS-logo coffee mugs have been among the hottest items.

Schweitzer says a CD-ROM containing previews of CBS's fall lineup will be "out shortly." The free multimedia disk will be targeted to the media, advertisers and agencies.

CBS has contracted with the Judson Rosebush Co. to create the promo CD-ROM of the network's fall lineup. The CD-ROM contains full-motion video and information about the upcoming schedule and the show's personalities.

"Data is sound, photos and text, and now, motion video," says Scott Kurnit, Prodigy's executive vice president, consumer products, marketing and development. Within a year, Kurnit hopes to link CBS's CD-ROM with Prodigy's online service to provide hooks between the two as an interim step on the road to interactive television.

Bob Bossert, Prodigy's design manager of interactive cable, showed a sample of video online featuring Suzanne Pleshette, who will

co-star this fall with Hal Linden in *The Boys Are Back*. The video window appears somewhat choppy with video running at 15 frames per second. Bossert says the video clips are compressed in Microsoft's Video for Windows 1.1 and that there are "better quality images when using Video for Windows."

Bossert says that when personal computers are loaded with MPEG video compression boards it will be possible to run full-screen motion video at 30 frames per second.

"The problem with CD-ROM is that the minute a disk is published it becomes out of date," Kurnit says, adding that Prodigy plans to provide hooks that will update the content of a CD-ROM by going online. He says Prodigy is discussing providing online links with a number of CD-ROM publishers.

CBS and Prodigy have an exclusive, "rolling agreement" for an unspecified period. "A year or two years from now, it's hard to say what these relationships are going to look like," Kurnit says, since the networks want to be on all the online services, while the online service providers are seeking long-term, exclusive deals with networks. ■

### Compatibility

## EIA, NCTA disagree over infrared standard

By Chris McConnell

Cable and electronics industry engineers submitted a draft standard on cable/consumer electronics compatibility last week, although the two sides did not solve all disputes in the compatibility effort.

The envisioned "decoder interface" standard would specify a method for attaching a set-back box to a television or VCR. The purpose of the interface is to deliver a cable signal to the television or VCR.

Submitting the decoder interface standard proposal to the FCC, the Electronic Industries Association said it still disagrees with the National Cable Television Association on the issue of communication between infrared codes from remote controls and the set-back

module. The association objects to an NCTA proposal that the TV receiver pass all information from a remote control directly to the set-back module rather than send the information through TV circuitry first.

"The necessary consequence of this would be that cable operators would provide their own remotes," the EIA said in a filing at the FCC along with the decoder interface standard. A TV "pass-through" feature, adds EIA's George Hanover, also would disrupt electronic traffic on a system the EIA and NCTA are developing to allow for communication among multiple set-top devices.

The planned communication system, Hanover says, will rely on coordinated messages between set-top devices. Direct infrared mes-

sages from remotes, he says, would represent a loose canon that potentially might disrupt other communication among set-top devices.

Instead, Hanover says, the EIA favors a scheme in which infrared codes would go first to a microprocessor within the television, where the information could be coordinated with other electronic traffic on the envisioned bus.

The proposed decoder interface standard, Hanover says, offers enough detail for interested parties to begin planning hardware designs. But, he says, the standard cannot be completely implemented until the two sides resolve the dispute over infrared codes. The two sides plan to meet along with other interested parties in Washington later this month. ■

PPV

# Woodstock PPV underperforms

*Despite lower than expected buy rates, many operators are happy with music event's showing*

By Mark Berniker

**I**t was two days of peace, music and lower than projected pay-per-view sales.

The much-hyped Woodstock '94 concert averaged a PPV buy rate between 1% and 1.5% at cable systems around the country during the Aug. 13-14 weekend, according to preliminary numbers supplied by cable systems and other industry sources. That range translates into \$10 million-\$15 million in revenues.

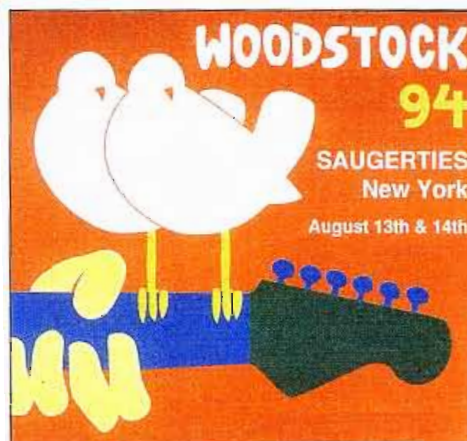
The numbers fall short of earlier projections by show promoter Polygram Diversified Entertainment, which had estimated that more than 2% of the 23 million homes equipped to receive the event would pay the \$49.95 suggested retail price.

Many cable system operators nevertheless seemed pleased with the event, especially considering the somewhat lackluster performance of past music events on PPV.

"The numbers are pretty good for a concert," says Lori Spagna, manager, marketing and PPV, Falcon Cable TV, a multiple system cable operator serving 1.2 million cable households nationally. Preliminary results showed buy rates of 1% or higher in Falcon markets as varied as Plattsburgh, N.Y.; Port Orchard, Wash., and Suffolk, Va.

The Woodstock event appeared to sell best in the Northeast, where local promotion was heavy for the Upstate New York event.

Top-grossing PPV music events prior to Woodstock were concerts by the New Kids on the Block (March 1990) and the Judds (December 1991), each bringing in \$5.5 million in revenues with buy rates of 2.0% and 1.2%, respectively, according to Paul Kagan Associates Inc. estimates. The gross revenues for the two concerts were much lower than



those of the Woodstock concert because both events were available in fewer homes with lower suggested retail prices. The biggest non-sports PPV event to date has been The Miss Howard Stern New Year's Pageant, which earlier this year grossed \$16 million with a 2% buy rate.

"Everyone was expecting a little bit more with Woodstock because of the hype," says Roger Reece, vice president, marketing, at Telecorp Systems. "But for music events, it was a pretty good start."

Reece says a spot check early last week showed buy rates of 1%-2% on cable systems served by Telecorp, a company that provides telephone dialing systems to about 500 systems with 6 million homes able to receive PPV programming. He says the Woodstock orders showed an unusually high level of invalid account numbers and other difficulties in ordering that indicated the event probably attracted several first-time buyers to PPV.

"That's what you're really after—to get the 'nevers' to try pay per view," says Reece. ■

## C-SPAN continued from page 18

obtaining more information about their leaders in Washington.

In a related development, C-SPAN has contracted Mike McGrath, president of Grafica Multimedia Inc., to produce the CD-ROM for C-SPAN's *Lincoln-Douglas Debate* series. The multimedia disk will house a wealth of information that could not be squeezed into the TV programs.

The Lincoln-Douglas Debates CD-ROM will contain debate excerpts, cartoons, photographs and newspaper articles from the period and the entire versions of the two teacher resource guides, "A Companion to the Lincoln-Douglas Debates."

Grafica licensed the content about the debates from C-SPAN and is marketing the disk to high schools and colleges.

McGrath says users will be able to navigate through a man-

sion into different rooms offering a variety of options, such as stopping in the parlor to play dozens of piano pieces from the era, playing trivia games, running slide shows, or accessing video footnotes placing the speeches in historical context.

The CD-ROM, a hybrid disk running both IBM and Macintosh systems, costs \$35 and will be available in late October. The multimedia disk will contain video clips in the QuickTime for Windows format. ■

## Calendar

**Aug. 23-24**—Cyberspace and the American Dream, sponsored by The Progress & Freedom Foundation. Stouffer Waverly Hotel, Atlanta. Contact: Bethany Noble, 202-484-2312.

**SEPT. 12-14**—Telco-Cable VI, sponsored by Telecommunications Reports and the Yankee Group. Omni Shoreham Hotel, Washington. Contact: 202-842-3022.

**Sept. 13-15**—First Annual Online Developers Conference, sponsored by Jupiter Communications. Park Lane's Parc Fifty Five Hotel, San Francisco. Contact: Harry Larson, 212-941-9252.

**SEPT. 26-28**—Information Superhighway Summit/San Jose, sponsored by IDG World Expo and McQuillan Consulting. Red Lion Hotel, San Jose, Calif. Contact: Jeff Silha, 800-225-4698.

**SEPT. 28-29**—Convergence '94: Interactive Television, sponsored by Multichannel CommPerspectives, Santa Clara Convention Center and Westin Hotel, Santa Clara, Calif. Contact: Sarah Harvey, 303-393-7449.

**Oct. 4**—Broadcasting/Cable Interface, 8th annual conference, sponsored by BROADCASTING & CABLE and the Federal Communications Bar Association, Omni Shoreham Hotel, Washington. Contact: Joan Miller, 212-337-6940.

**Oct. 5-7**—CD-ROM Expo/Boston, sponsored by IDG World Expo. World Trade Center, Boston. Contact: Mitch Hall & Associates, 617-361-2001.

**Oct. 10-13**—The Conference On Interactive Marketing/West, sponsored by Interactive Marketing Inc. The Camelback Inn, Scottsdale, Ariz. Contact: Andy Batkin, 310-798-0433.

**Oct. 25**—Eighth annual Advanced Television Update, sponsored by the Association for Maximum Service Television. ANA Westin Hotel, Washington. Contact: MSTV, 202-861-0344.

**Oct. 26-28**—Wireless Data '94, sponsored by Probe Research Inc., Sheraton Palace, San Francisco. Contact: Ted Sienicki, 201-285-1500.

# FCC's new powers tha

*Rachelle Chong and Susan Ness, Clinton's newest FCC's appointees, arrived together at the agency in May with strong backgrounds in telecommunications. Chong was a communications lawyer; Ness, a media lender. Both still are learning their new jobs. Neither is yet prepared to divulge her thinking on telecommunications issues, but the betting is that their regulatory*

## Surfing the Internet with Rachelle Chong

*New commissioner setting her own style at the FCC*

By Christopher Stern

**H**awaiian Shirt Day probably was not what Senator Robert Dole had in mind when he gave his political blessing to Rachelle Chong's nomination for the Republican vacancy on the FCC.

But on a recent Friday, Chong temporarily renamed her office the Aloha Lounge and on her initiative the normally buttoned-down FCC bureaucracy traded in their starched shirts and blouses for their loudest tropical wear.

Even Commissioner James Quello dug into his closet for his brightest Hawaiian shirt. Not to be outdone, Chong sported a grass skirt with her floral top. And amid the sound of the Beach Boys, her office served as headquarters for the agency's first Hawaiian shirt contest.

"She is the Andre Agassi of the FCC; she has a style and personality that is not typical of the commission," said one communications bar attorney.

Chong, who turned 35 last month, already has attracted the attention of FCC observers, not just for youthful stunts, but



also for the enthusiasm with which she is attacking her job. And many lawyers are particularly pleased that an actual practicing communications lawyer is occupying a commissioner's office.

Chong's practice at the San Francisco firm of Graham & James was dominated by cellular clients, including McCaw Cellular Communications and Pacific Telesis. Although wireless telephony is her area of expertise, Chong did some work on broadcast-related issues during her three years at the former Washington firm of Kadison Pfaelzer Woodard Quinn & Rossi.

Chong's current clientele, the communications bar and trade groups that represent the industries regulated by the FCC, are impressed by her style and substance. "She does not hesitate to offer her beliefs and then does not hesitate to question her point of view," says the National Association of Broadcasters' Jeff Bauman, executive vice president and general counsel.

Chong "impressed everybody," says Bauman of her June address to the NAB's board of directors. Like others, Bauman was par-

*continued on page 24*

### Rachelle Blossom Chong

**Born:** June 22, 1959, Stockton, Calif.

**Education:** Hastings College of Law, JD, 1984; University of California at Berkeley, BA, 1981

**Employment:** Graham & James, San Francisco, communications attorney, 1987-94; Kadison Pfaelzer Woodard Quinn & Rossi, Washington, communications attorney, 1984-87

**Personal:** Married to Kirk Del Prete, project director, Whalen & Co., Lafayette, Calif., digital communications consulting and construction firm. They live in Washington.

# It be: Chong and Ness

routes eventually will diverge. Chong, the Republican, may chart a more independent and less regulatory course than Ness, who comes from the same liberal Democratic tradition as Chairman Reed Hundt. But for now, the differences are matters of style and personality. Chong's ebullience contrasts sharply with Ness's reserve.



## Susan Ness: Democrats' key FCC commissioner

*Former media lender described as solid vote for Hundt but no rubber stamp*

### Susan Paula Ness

**Born:** Aug. 11, 1948, Elizabeth, N.J.

**Education:** Wharton School, U. of Pa., MBA, 1983; Boston College Law, JD, 1974; Douglass College (Rutgers), BA, 1970.

**Employment:** American Security Bank, VP, media lending division, Washington, 1983-92; assistant counsel, House Banking Committee, 1975-77; attorney, Consumer Product Safety Commission, 1974-75.

**Personal:** Married to Lawrence Schneider, international trade lawyer, Arnold & Porter, Washington. They live with their two children in Bethesda, Md.

By Kim McAvoy

**W**hen the Supreme Court heard arguments on the must-carry law last January, the room was packed with communications lawyers and lobbyists. Among the onlookers was Susan Ness.

Ness was there, she said at the time, as simply an interested member of the communications bar. But there may have been more to her presence. She was deep into her quiet, methodical and ultimately successful campaign to win a Clinton appointment to the FCC.

She launched the campaign with solid professional and political credentials, including an acquaintance with the President and First Lady.

Attendance at the hearing and at industry-sponsored social gatherings early this year gave her the chance to build support within Washington's communications establishment.

The FCC campaign may be the best guide to Ness as a commissioner—quiet and methodical. Few expect Ness to take the lead or to buck Chairman Reed Hundt,

but those who know her think she will be able to shape policy.

Ness says she knew Hundt "casually" before her appointment. As fellow liberal Democrats, they have much in common. Commission sources say the two already have developed a "close working" relationship.

Some believe Hundt will rely on Ness in much the same way that former FCC chairman Mark Fowler depended on then-commissioner Dennis Patrick—as a near-certain second vote, the key to pushing his agenda.

There already have been some minor differences, however. The two were, for instance, not in lockstep on rules for the personal communication services. "She was off the reservation, but she wasn't the only one off," says one FCC staffer.

"She may see the world the same way as the chairman, but she's nobody's rubber stamp," says Richard Wiley, a former FCC chairman.

"I don't have the slightest fear that you won't be able to go to her on any issue and

*continued on page 24*

## Helping hands—Chong's staff

### Jane Mago, senior advisor

Mago, a 16-year FCC veteran, most recently was assistant general counsel for trial and enforcement. She has held several other positions at the agency, including legal assistant to former commissioner Anne Jones. Mago also served as the deputy chief of the land mobile and microwave division of the Private Radio Bureau. As a trial lawyer for the FCC, Mago has been responsible for defending the FCC rules regarding radio deregulation, access charges, dial-a-porn services and broadcast indecency. She received her law degree from the University of New York in Buffalo in 1978.

### Jill Luckett, special advisor

For the past five years, Luckett is the former legislative director for Sen. Bob Packwood (R-Ore.) She served in Packwood's office for 10 years and was directly respon-

sible for all Commerce Committee related issues, including communications matters. Luckett now oversees cable issues. She is a graduate of Bucknell University.

### Richard Welch, legal advisor

Welch comes from the FCC's general counsel's office, where he worked for three years on both common carrier and cable rate issues. Now he is responsible for common carrier matters. He received his law degree in 1988 from Washington & Lee University.

### Angela Wu, confidential assistant

Wu received her law degree in 1991 from the University of San Francisco. Most recently, she was an account representative for Mead Data Central. She also worked in administrative positions at several law firms, including Graham & James, where Chong served as a partner.

### CHONG continued from page 22

ticularly pleased by Chong's apparent enthusiasm to learn the issues important to his industry.

While Bauman expresses enthusiasm for Chong's intellectual curiosity, the commissioner has been sending strong messages to the broadcast industry in one of the only areas where she has established a record: television content.

"There are times when I believe the content does need to be regulated. The most obvious area is obscenity. The second area is indecency. And in indecency there's a very careful line to walk where you're trying to control it, primarily during the hours when children are watching," says Chong. But at the same time, she expresses a high regard for the First Amendment.

In the wake of the FCC's July en banc hearings on children's television, Chong has voiced concern about violence and kids programming in general. She even has endorsed the idea of issuing report cards to stations when their licenses come up for renewal: "I liked the idea of the report card in that it was a step in the right direction, which is to look at how they're doing and see whether there's been improvement."

The commissioner says she is not eager to regulate on the content issue but will do so if broadcasters do not increase their commitment to kids TV. "Quantitative guidelines are not my preference. However, I am not ruling them out if there fails to be dramatic and significant actual improvement," Chong says.

Since her arrival, Chong has voted on

only relatively minor cable issues and says she is still learning the issues. However, she has met with several cable companies, and her staff has briefed her on the history of the Cable Act and its implementation by the FCC.

Generally, she has kept her views on cable regulations close to the vest. "I haven't studied them enough," Chong says. "People describe them to me in briefings, but it's hard to get a sense of the rules without reading them myself, and that's my style, I'm very hands-on."

As a lawyer who spent the last seven years practicing in front of California's public-utilities commission, Chong says she favors straightforward regulations: "I fear that perhaps the cable rules are not as simple as I would have liked, which is easy for me to say; I wasn't there at the time." She is particularly concerned about the small cable operator, who she says may unfairly suffer under the weight of regulations created for the large companies that dominate the business.

Chong says one of her overall goals at the agency is to "forward the implementation of more straightforward, simple, pragmatic regulations, and that is one of those battles that we fight every day here at the commission."

Like Hundt, Chong advocates strong competition as a remedy for regulation. That includes the entry of telephone companies into the video marketplace: "I favor telcos coming in with video dialtone; I favor cable being able to compete in the local telephone area. You know—the more the merrier."

Chong's ability was evident early in

her 10-year legal career, according to Carl Northrop, who supervised her at Kadison Pfaelzer. "When I first heard that she was under consideration [for commissioner], I thought she probably wouldn't get it because she was a good candidate on the merits," says Northrop, who is now with the Washington law firm of Bryan Cave.

In a move that one colleague said was typical of Chong, she left nothing to chance once she heard her name was being floated for the job. She quickly enlisted the help of her politically connected law partners in California and her old friends back in Washington.

Chong began calling California's congressional delegation seeking support for her candidacy. Her pitch was simple. "Look," Chong told potential supporters, "I'm being considered for this position. I'm interested, I believe I'm highly qualified, and I would like the senator or Congress member's support."

Chong said her efforts paid off with backing from a large group of California Congress members. By the time she was finished, Chong, who was born in Stockton, Calif., had won recommendations from both of California's Democratic senators, Dianne Feinstein and Barbara Boxer, and Democratic representatives Robert Matsui and Vic Fazio.

She also lined up support from the Coalition of Asian Pacific Americans and the Asian American Bar Association, along with Women in Communications and Women in Telecommunications. Another big supporter was the American Bar Association's Forum



on Communication Law.

The next step was Senator Dole. After impressing Dole's staff with her knowledge of the issues, she was cleared for the Republican spot. Dole reportedly had nixed other candidates, at least one of whom he said was not "Republican enough."

Before she got the final nod, Chong also met with Blair Levin, who now serves as Hundt's chief of staff. But for Chong, the highlight of the nomination process was a 15-minute interview with Vice President Al Gore, who impressed her with his knowledge of and commitment to telecommunications issues.

Chong met all the criteria the White House was looking for, says Commerce Department General Counsel Ginger Lew, who conducted the search for the administration. Lew was told that the successful candidate should be a Republican, female, minority lawyer with a background in the telecommunications industry. "The field started getting very small," says Lew, also a recent California transplant.

"I guess I was toward the tail end of the people that they found," says Chong. Lew would not say where Chong's original standing was among the candidates, but did say that others

ruled themselves out because of financial or family concerns.

While lawyers say a familiarity with the issues is a plus for Chong, they also point out that as a communications lawyer, she is familiar with the need for consensus building, which is central to the practice of regulatory

law. A significant difference, one lawyer points out, to the adversarial background of former litigator and current FCC Chairman Reed Hundt.

But like Hundt, Chong's hands-on, detail-oriented work ethic reflects the fact that she arrived at the FCC directly from the halls of a large corporate law firm. (An article about her former firm in *The American Lawyer's* June issue says Graham & James is currently shoring up its corporate culture after a new managing partner decided that its laid-back approach to management was having a negative effect on the firm's profits.)

"If personality is any indication to predict how she will act, then certainly she seems to have the ability to think and act independently," says Bauman.

Others say anyone who stood up at her formal meeting with the press and started reciting her own version of the prologue to *Star Trek* is obviously independent-minded: "This is

the voyage of Commissioner Chong, whose three-year mission is to seek out new communication life-forms, new services to improve civilization and to boldly surf the Internet where no commissioner has gone before." Then she flashed the Vulcan greeting. ■



Standing (l-r): Ellen Rafferty (legislative affairs), Commissioner Chong, Diane Cornell (Common Carrier Bureau), Lyndon Boozer (legislative affairs) Jane Mago (Chong's office), Commissioner James Quello, Kwok Soo Hoo (summer intern) and Andrea Marsden (temporary employe). Kneeling (l-r): Angela Wu (Chong's office), Florence Setzer (plans and policy). (Setzer was the winner of the Hawaiian shirt contest.)

### NESS continued from page 23

get an independent hearing," says Phil Verveer, a communications lawyer who worked with Ness on the Clinton campaign. What's more, he says, she has the kind of "conciliatory" personality that will help all the commissioners work through the tough issues. "You'll get an honest count from her."

Although she has yet to reveal much of her thinking on communications issues, broadcasters and cable operators have high hopes. Those hopes are based on her nine years (1983-92) in the media lending division of American Security Bank.

There, she financed broadcast and cable TV, local and long-distance tele-

phony, and the cellular and paging businesses. She was responsible for roughly half of the \$500 million the division lent during her years at the bank.

"I've known her for a long time," says National Association of Broadcasters President Eddie Fritts. "She understands the economics of our business.... Her background can't help but provide her with enhanced insight into many of the broadcasting issues the commission will take up."

During those years, Ness regularly attended the NAB's conventions, trying to drum up business for the bank. The experience has given her "an intimate knowledge of our industry," says one broadcast lawyer.

Those who have worked with Ness

say she's "serious-minded and dedicated" to getting the job done. But her reserve likely will keep her from grabbing headlines. "She's a backroom lady who's not used to massive exposure," says one lawyer.

Indeed in an interview with BROADCASTING & CABLE Ness was reluctant to discuss her views on specific issues. Broadcast representatives who have come to see her say she has a keen interest in the pending children's TV proceeding. She acknowledges that interest, but insists it is not her only concern. She plans to have a large role in regulating the coming competition between telephone and cable.

"I'm interested in a wide range of things," Ness says. "I do try to under-

## Helping hands—Ness's staff

### Jim Casserly, senior legal adviser

Formerly a partner at the Washington firm of Squire, Sanders & Dempsey. His practice was in communications law, with an emphasis on technology. One of his clients was the Electronic Industries Association. Casserly is a 1976 graduate of Columbia University School of Law.

### Mary McManus, legal adviser

A former Republican counsel on communications for the Senator Ernest Hollings' Commerce Committee, she is responsible for spectrum auctions, cable and international issues. She was involved in the passage of the 1992 Cable Act and legislation authorizing spectrum auctions. McManus is a 1984 graduate of

Georgetown University's Law Center.

### David Siddall, legal adviser

He handles mass media and wireless issues and is an FCC veteran, having joined the agency in 1985. Most recently, he was chief of the frequency allocation branch of the Office of Engineering & Technology. Siddall is a graduate of the National Law Center of George Washington University.

### Donna L. Stapleton, confidential assistant

She manages Ness's office and handles the commissioner's schedule. She was executive assistant to the managing partner of the Washington law firm of Weil, Gotshal & Manges.

stand the financial underpinnings, and given my background, that's something I can contribute to the commission in its deliberations. And I try very hard to understand the industries themselves."

Ness is reluctant to discuss her connections with the White House. She says she met the Clintons through the Renaissance group, a group of public officials and other professionals who meet each New Year's weekend to network and ponder the issues of the day.

Ness's principal contact at the White House is Deputy Chief of Staff Phil Lader, who founded the Renaissance group. "She's an extremely bright and conscientious professional," says Lader. "She gets as much 'stuff' done personally and professionally as anyone I know."

Ness's friends say she is a devoted mother who's been able to manage a successful career and a family life. She's done a fine job raising her nine-year-old daughter, Elisabeth, and her five-year-old son, David, says one of her friends.

After leaving American Security when it folded its lending division in 1992, Ness divided her time between her children and her duties as co-chair of the Maryland Finance Committee for the Clinton-Gore campaign. She was part of a high-powered group of Washington lawyers and lobbyists raising money for Clinton.

The work for Clinton was the culmination of years of active involvement as a campaign worker and fundraiser in Montgomery County, Md., the Washington suburb where she lives with her family. Her husband, Lawrence Schneider, is an international trade attorney at the Washington law firm of Arnold & Porter, which also has an active communications practice.

Her local work includes stints as chairwoman of the Montgomery County Charter Review Commission. And she served as vice chair of the county's task force on community access television. The task force issued a report that led to the formation of a nonprofit community television corporation. She's also a founding member of the Democratic National Committee's Women's Leadership Forum and a DNC trustee.

Ness formally was sworn in on June 3 by an old friend, Supreme Court Justice Ruth Bader Ginsburg. They met when Ness was working with the National Women's Political Caucus in the late 1970s as director of its judicial

appointments project, which was trying to get more women appointed to the bench.

Ness helped Ginsburg win her appointment, at one point arranging a meeting with then-Maryland Republican senator Charles (Mac) Mathias. "The meeting went smoothly and was anxiety free," the justice says. Ness's handling of that situation was key, says Ginsburg. The fact that her meeting with Mathias was so cordial meant that Ginsburg's nomination likely would clear the Senate.

Ginsburg returned the favor at the swearing-in, praising Ness as "a person of extraordinary sense and sensitivity."

The Justice also describes Ness as "unruffled." She doesn't get upset if things don't go right." Instead, she views that as a "challenge," says Ginsburg.

Ness's interest in communications extends back to her days as an undergraduate at Rutgers University, where she spent long hours at the campus radio station.

She remains an avid fan of the medium. "The power of radio is considerable," says Ness, not only "in terms of providing information," but in its ability to "brighten up and enrich people's lives. That's why I enjoy it."

The 46-year-old New Jersey native earned a law degree from Boston College Law School in 1974. During law school summers, she helped consumers with credit problems. That experience helped her with her first post-law school job: an attorney at the Consumer Product Safety Commission.

Ness then moved on to Capitol Hill, where she worked as an assistant counsel to the House Committee on Banking, Currency & Housing. "During that period, they were doing a complete review of all of the banking laws, which was a fabulous opportunity," she says.

In 1983, Ness earned a master's in business administration from the University of Pennsylvania's Wharton School. That prepared her for the American Security Bank.

Borrowing a phrase from the Vice President, Ness says she "would like this era of the FCC to be reported as 'the little agency that could'—the agency that helped to create robust competition with new and exciting services at reasonable prices for consumers and increased opportunities for players. If we can accomplish all of that, then that's more of a legacy than anyone could want." ■

## Breaking the talk radio sound barrier

*Syndicated talk shows on sports, politics and finance now hosted by women*

By Donna Petrozzello

**A**lthough more women hold high-profile positions in broadcasting than they did 20 years ago, most women who have succeeded in syndicated talk radio say they fought negative stereotypes to get their shows on the air and to attract listeners.

Some say they had to overcome "bimbo bias" and found that some program directors and producers wanted to either steer them clear of radio or downplay their ambition to do political or financial talk shows. Others found that some of their listen-

ers did not take them seriously because of the topics they discussed on-air.

in the rain for a quote. "For every one person who was supportive and would have given me an opportunity to do what I wanted, there were 10 others who wouldn't even acknowledge me because I was a woman," Donnellan says. "Early on in my career, I knew there were opportunities open, but people wouldn't interview me for [them] because I was a woman and some GMs couldn't fathom putting a woman on the air for sports."

Now that she is on the air, Donnellan encounters an occasional caller

who questions her knowledge of sports "because of my gender." But she says athletes accept her more readily now as an increasing number of women work in sports-related fields.

WOR Radio Network's resident radio psychologist Dr. Joy Browne to Virginia political talk show host Blanquita Cullum, want to be recognized for their talent as entertaining, intelligent and provocative talk show hosts, without the burden of fighting sex discrimination.

Browne, who formerly had a private practice, launched her radio career at WITS(AM) Boston—now WSSH(AM)—in 1978 and worked at San Francisco's KGO(AM) before moving to New York's WABC(AM) in 1985. WOR Radio Network began syndicating Browne's



**Nanci Donnellan,** ESPN's 'Fabulous Sports Babe'



**Daria Dolan,** 'Smart Money with the Dolans,' WOR(AM) New York



**Dr. Joy Browne,** syndicated psychologist, WOR(AM) New York



**Blanquita Cullum,** political talk show host, WLEE(AM) Richmond, Va.



**Judy Jarvis,** political talk show host, WPOP(AM) Hartford, Conn.

Last July, ESPN Radio introduced the "Fabulous Sports Babe," aka Nanci Donnellan, to listeners nationwide. Donnellan, according to ESPN, is the first woman to host a nationally syndicated radio sports talk show. More than 30 sports/talk stations in markets including Seattle and Chicago carry her weekday, four-hour show of frank sports talk and sardonic wit. In marketing herself as a sports talker, Donnellan breached two male domains—sports and talk radio. She recalls being passed over early in her career by men seeking on-air sports reporting positions, she says, because of her sex.

During the mid-1980s when she covered sports for stations in Boston and Tampa, Donnellan says that she was often barred from talking to players in the locker room and sometimes found herself waiting outside

show less than two years ago. She says women have been slow to break into talk radio because the industry is slow-moving, changes in on-air personalities are seldom made and new talent may take a long time to develop listenership.

"I don't think I'm good because I'm a woman; I think I'm good because I'm talented," Browne says. "I bring to the table my intelligence. It has nothing to do with whether I wear blue booties or pink booties." Blanquita Cullum hosts a political issues-oriented talk show on WLEE(AM) Richmond, Va., that she calls "the hottest talk in town," and plays in the same afternoon time slot as *The Rush Limbaugh Show* on WRVA(AM). The show recently was aired by several affiliates in Southeast markets. "When I first came on the air, I didn't want to come across as being sexy. I wanted to be a wholesome voice you could relate to on a level

Other women talk show hosts, from

that was not connected with any sexual identity," says Cullum, who prefers to be called "BQ."

Cullum entered radio 20 years ago as a copywriter and wrote on-air parts for herself in the ad scripts. She co-anchored the morning drive at KTSA (AM) San Antonio and spent two years as a White House liaison, but says she encountered discrimination by radio executives along the way.

At one station, she was introduced on air as "the wonder secretary." At another, the general manager refused to renew her contract when she became pregnant, insisting she would not want to return to work full-time after her child was born. But Cullum persisted, a quality she says is essential for women in radio, and that she thinks of herself not as a woman in radio, but as a talent in radio.

Talk America Radio Network's political talker Judy Jarvis also competes with Rush Limbaugh. However, the time slot is all the two hosts have in common, she says. *The Judy Jarvis Show*, a call-in, political issues-oriented talk show based at WPOP(AM) Hartford, Conn., was launched last fall and now has 30 affiliates.

Jarvis was a reporter with the

*Boston Globe* and *Time* magazine, and produced an evening television show at WBZ-TV Boston that she compares to ABC's *Nightline* before she moved to radio. Jarvis says that although she had a track record as a journalist, she had to overcome a "bimbo bias" in radio.

Jarvis says she found some program directors and station managers who considered women qualified to work as disk jockeys or read traffic and weather reports, but who tried to dissuade her from hosting a political-issues talk show.

As more women break into talk radio, skeptical attitudes they may have encountered with radio executives seem to be dissipating. Tom Lee, program director at Seattle's all-sports KJR(AM), worked with Nanci Donnellan and said she was accepted by station staff and listeners "because she was truly a good radio entertainer and did her homework.

"Certainly she faced an uphill climb as a woman in sports, but she was able to overcome that because she knew the business," Lee says. "I looked at her as one of our on-air talents who did a good sports show. Certainly there are qualified women for sports talk, and

there's no doubt they have been discriminated against in the past."

David Pearlman, co-chief operating officer of American Radio Systems, said while there may have been some "conservative" programmers who resisted putting women on the air years ago, the same is not true today. Many stations owned by American Radio Systems have female morning drive personalities and newscasters, Pearlman said, and hiring decisions are based on talent, not gender.

Revised hiring guidelines established by the FCC in 1980 also have helped women get a foot in the door at broadcast television and radio stations. At that time, the FCC established a 50% equal employment opportunity rule, which requires station staffing to reflect at 50% parity the number of women and minorities living in the communities they serve.

According to FCC hiring statistics released by the National Association of Broadcasters, women held 13.2% of the "decisionmaking" positions, such as general manager, sales manager or program director, at broadcast radio and television stations in 1975. Comparatively, by 1992, women held 32.6% of those positions. ■

## Sports/talk network stays up all night with fans

Two sports programming fans with an ear for the needs of sports/talk stations have developed the SportsFan Radio Network, which delivers live sports talk and commentary weeknights from 9 p.m. to 9 a.m. EST and 24-hours a day on weekends.

SportsFan Executive Vice President Jonathan Goldman, formerly a public relations executive, and network CEO Kyle Heinrich, formerly in publishing, teamed up to create the network, which launched last January. SportsFan is carried by more than 60 stations nationwide in 22 of the top 30 markets, including New York, Dallas, Los Angeles and Chicago.

The programming features game updates, recaps and commentary, listener call-in shows and live interviews with athletes, team managers, coaches and nationally known sportswriters. Recent guests include golfer Jack Nicklaus, baseball pitchers Rollie Fingers and Gaylord Perry and Buffalo Bills head coach Marv Levy.

A big plus is the location of the network, Goldman said. It broadcasts from the Las Vegas Hilton Superbook, a center for sports gaming that is equipped with hundreds of wide-screen televisions for game viewing. The location allows SportsFan's on-air talent to monitor several games simultaneously and to include the



reaction of fans watching at the Superbook, helping listeners feel almost as if they were at the game, said Rob Scalero, a spokesperson for SportsFan.

SportsFan has signed an exclusive deal with the Professional Football Writers' Association (PFWA) this month. PFWA writers, including columnists and sports writers from nationally known daily newspapers, will contribute interviews and commentary on NFL games for SportsFan starting Sept. 4 and lasting through the the football season, Goldman said.

SportsFan also has attracted well-known personalities in sports coverage, including former *Sporting News* writer and editor Howard Balzer, who co-hosts SportsFan's signature program, *SportsFan Tonight* and *SportsFan Spotlight*. Balzer's co-host, Michael Woodley, hosted a sports talk show at wcco(AM) Minneapolis and worked for CBS Radio, contributing coverage of the 1994 winter Olympics and guest hosting CBS's *Sportsbeat*. In addition, former ABC Radio senior vice president and director of sales and marketing Lou Severine has joined SportsFan as senior vice president, sales. The Premier Radio Networks is handling national sales for SportsFan. National advertisers include Nike, American Express and Sears, Heinrich said.

—DP

## NBC to buy its seventh television station

All but 12% of KUTV Salt Lake City will cost network more than \$100 million

By Geoffrey Foisie

**N**BC last week made a preemptive bid for its affiliate in Salt Lake City, KUTV(TV). The purchase (an acquisition of 88% of the station for a price said to be more than \$100 million) is subject to FCC approval. The deal also includes a post-production facility, TeleScene.

NBC's partner, the Hatch family, will keep its 12% stake in the VHF facility. Details of a revised agreement between the partners-to-be have yet to be worked out, says George Hatch, chairman of the family-owned company.

The current owners of the stake NBC has proposed buying are investors in a fund managed by New York-based investment and brokerage firm Veronis Suhler & Associates. Among those in the fund are financial services firm Primerica and station operator Paul Hughes.

VS&A's Jeffrey Stevenson says the fund is also in the process of "marketing" WOKR(TV) Rochester, N.Y., an ABC affiliate. One industry executive speculates that among the parties preparing to bid on that station are Outlet Communications and Hughes himself.

Taking place against the backdrop of TV network raids on each other's affiliates, last week's acquisition raised the possibility that NBC made the preemptive bid to protect its presence in the market. The pressure to do so may have seemed to be less in the 37th-ranked market, since it is a four-VHF-station market (meaning there are enough V's for the four major networks).

But observers note that one of those VHF stations, the ABC affiliate, is owned by Chris Craft, which is the dominant partner in the new Paramount network. If the Paramount network were to expand to new nights, ABC could theoretically find itself out on the street. That in turn could have endangered NBC's carriage in the market had it not moved to protect its interests.

John Rohrbeck, president of the NBC TV stations, denies that the affiliation battle entered into last week's acquisition: "I doubt very much that Chris Craft is going to align themselves with the fifth or six network; that was not a consideration."

Instead, Rohrbeck points to several factors, including the Salt Lake market's strong growth and its similarity of



NBC TV's John Rohrbeck hopes to find synergies between his O&O in Denver and KUTV in Salt Lake City.

"lifestyle" to that of Denver, another market in which NBC owns a station.

Roger Ogden, president/GM of NBC's KCNC(TV) Denver, says the two stations have similar advertisers and might be able to coordinate their regional selling efforts. He also says news is one of the operations where KUTV would benefit by being part of the NBC-owned group. Ogden was named by Rohrbeck to head the "transition" work of the acquisition.

The acquisition will give the NBC TV group seven stations, covering 20.88% of U.S. TV households, well under the FCC's 25% limit. ■

### ABC, CBS and NBC post revenue gains in 2nd quarter

Daypart	Net revenue from time sales	% change from 2nd quarter '93	Daypart	Net revenue from time sales	% change from 2nd quarter '93
Prime time	\$931,462,000	(2.81)	Children's	\$25,608,000	(16.85)
Late night	\$99,707,000	8.81	Sports	\$385,628,000	11.22
A.M.	\$75,031,000	13.93	News	\$234,164,000	14.09
Daytime	\$241,104,000	4.59	Total	\$1,992,704,000	3.30

Source: Data gathered by Ernst & Young on behalf of Broadcast Cable Financial Management Association.

Three-network revenue gained 3.3% in the second quarter, to \$1,992,704,000. The unaudited results, compiled by Ernst & Young for the Broadcast Cable Financial Management Association, show that prime time revenue for ABC, CBS and NBC in the quarter was off 2.8%, to \$931.5 million.

Most or all of that change was definitional, with the Academy Awards telecast airing on ABC in the second quarter of last year but in the first quarter of 1994. Telecasts of the O.J. Simpson arrest detracted from the prime time performance, since few commercial breaks were made in the first few days of coverage. The addi-

tion of new network news magazine shows, which replaced prime time entertainment shows, also detracted from prime time.

Bolstered in part by the new magazine shows, news revenue was up 14%, to \$234.2 million. Sports gained 11.2%, to \$385.6 million, helped by ABC's carriage of hockey and World Cup soccer. Children's was down 16.9%, to \$25.6 million, which may have reflected some audience deficiencies. Daytime was up 4.6%, to \$241.1 million; A.M. was up 13.9%, to \$75 million, and late night was up 8.8%, to \$99.7 million, helped by the continuing strength of the *Late Show with David Letterman*. —GF

## B O T T O M   L I N E

**Quarterly report**

■ Citicasters says second-quarter operating cash flow jumped 21%, to \$25.2 million, on an 8% increase in net revenue, to \$60.4 million.

■ For Outlet Communications, operating income jumped 27.4%, to \$5.4 million, on a 16% increase in revenue, to \$14.8 million. The company's bottom line benefited from a reduction in net interest expense that "reflected the beneficial outcome of a debt refinancing that occurred in 1993."

■ Cosmos Broadcasting reports a 22% jump in second-quarter net

earnings, to \$3.9 million, on an 11% revenue gain, to \$25.7 million. The Greenville, S.C.-based group owner says the results were due to a \$1.1 million gain in political revenue for the quarter and an 8% increase in national revenue, "reflecting strong increases in major advertising categories, particularly automobiles, retail and fast food."

**Katz closes a sale**

Purchase of Katz Media Corp. by DLJ Merchant Banking Partners, a limited partnership managed by New York-based investment banking firm Donaldson, Lufkin & Jen-

rette, has been completed. The acquisition, for \$287.1 million, still will leave Katz management holding "a significant equity position" and "operational responsibility," the company says.

**The government taketh away**

In its most recent financial filing with the SEC, Cablevision Systems Corp. estimates that the most recent round of cable rate regulation will result in a 4% decline in regulated revenue (3% of total revenue). Operating profit, says the MSO, will be off by 6% due to the latest reregulation.

# Changing Hands

This week's tabulation of station and system sales

**WHNS(TV) Asheville, N.C. (Greenville, S.C.); KPDX(TV) Vancouver, Wash.; WCPX(TV) Orlando, Fla., and 16 LPTV stations** □

Purchased by First Media Television (Richard Marriott, chairman/CEO) from Cannell Communications (William Schwartz, limited partner) for \$96 million. **Buyer** has no other broadcast interests. **Seller** owns WUAB(TV) Lorain, Ohio. WHNS is Fox affiliate on ch. 21 with 3370 kw visual, 398 kw aural and antenna 2,509 ft. KPDX is Fox affiliate on ch. 49 with 2612 kw visual, 216 kw aural and antenna 1,785 ft. WCPX is CBS affiliate on ch. 6 with 74.1 kw visual, 14.8 kw aural and antenna 1,460 ft.

**KCRZ-FM Tucson, Ariz.** □ Purchased by Rex Broadcasting Corp. (Jim Slone) from Tucson Community Broadcasting Inc. (Thomas S. Rockler) for \$3.5 million. **Buyer** owns KCUB(AM)-KIIM-FM Tucson, Ariz. **Seller** owns KSED-FM Sedona, Ariz. KCRZ-FM has country format on 107.5 mhz with 14.5 kw and antenna 3,527 ft. *Broker: Kalil & Co. Inc.*

**WBVP(AM)-WWKS(FM) Beaver Falls, Pa.** □ Purchased by a new partnership headed by Michael Schwartz, Aaron Daniels and Frank Torio from the Baltimore Radio Show (Harry Shriver) for \$2 million. Schwartz is formerly of Wilks & Schwartz Broadcast-

ing; Daniels is former president of the ABC Radio Network, and Torio is former GM of WWKY(AM)-WVEZ-FM Louisville, Ky. **Seller** has no other broadcast interests. WBVP has all news format on 1230 khz with 1 kw. WWKS has adult rock hits format on 106.7 mhz with 47 kw and antenna 520 ft. *Broker: Bergner & Co.*

**KTOP(AM)-KDVV(FM) Topeka, Kan.** □ Purchased by FR Corp. and Midland Broadcasters Inc. (Frederick Reynolds Sr., president of FR, and Frederick Reynolds Jr., president of Midland) from Stanley Friedman, trustee in bankruptcy, for \$750,000. FR Corp. also is buying KMAJ-AM-FM Topeka, Kan., from Midland Broadcasters for \$50,000. **Seller** has no other broadcast interests. KTOP has big band format on 1490 khz with 1 kw. KDVV has adult rock 'n' roll format on 100.3 mhz with 100 kw and antenna 984 ft. Filed July 25 (AM: BAL940725GH; FM: BALH940725-GE).

**KPFX(FM) Fargo, N.D.** □ Purchased by T&J Broadcasting Inc. (Thomas Ingstad, president) from Nan Carlisle and Jitendra Patel for \$375,000. **Buyer** owns KPXR(FM)/KEAG(FM) Anchorage; KXIC(AM)-KKRO(FM) Iowa City, Iowa; KIMM(AM)-KGGG(FM) Rapid City and KSOO(AM)-KPAT(FM) Sioux Falls, both South Dakota; KIT(AM)-

KATS(FM) Yakima, Wash., and KLTA(FM) Breckenridge, Minn. **Seller** has no other broadcast interests. KPFX has classic rock format on 107.9 mhz with 100 kw, and antenna 713 ft. Filed July 29 (BALH940729GJ).

**WIIS(FM) Key West, Fla.** □ Purchased by Tropic of Key West (John Rayl, president of parent Partech Communications Group Inc.) from White Broadcasting Corp. (J. Larry White) for \$325,000. **Buyer** owns WLTT(FM) Shalotte, N.C.; WMLO(FM) Havana and WMLF(AM)-WJPH(FM) Monticello, both Florida, and WMOG(AM) Brunswick and WMOG-FM St. Simons Island, both Georgia. **Seller** has no other broadcast interests. WIIS has hot AC format on 107.1 mhz with 3 kw and antenna 200 ft. Filed July 26 (BALH-940726GJ).

**WBZW(FM) Loudonville, Ohio** □ Purchased by K-Country Inc. (Mark Bohach, president) from Charter Broadcast Group Ltd. (Donald Martin) for \$325,000. **Buyer** owns WWBK(FM) Fredericktown, Ohio. **Seller** has no other broadcast interests. WBZW has oldies format on 107.7 mhz with 6 kw and antenna 328 ft. Filed July 29 (BALH940729GI).

**WTIK(AM) Durham, N.C.** □ Purchased by Positive Radio Group Inc. (Vernon Baker, president) from W&W Broadcasting Inc. (Harry Welch Jr.,

VP) for \$320,000. **Buyer** owns WKGM (AM) Smithfield, Va., and WFTK(AM) Creedmore, N.C. **Seller** has no other broadcast interests. WTK has C&W/religion/sports format on 1310 khz with 5 kw day, 1 kw night. Filed July 18 (BAL940718EA).

**New TV on ch. 20, New Orleans** □ Purchased by LeSEA Broadcasting Corp. (Lester Sumrall, trustee) from Tucker Broadcasting Inc. (Bob Tucker) for \$240,000. **Buyer** owns WHME-FM-TV South Bend and WHMB(TV) Indianapolis, both Indiana; WHKE(TV) Kenosha, Wis.; KWHB(TV) Tulsa, Okla.; KWHD(TV) Castle Rock, Colo.; and KWHE(TV) Honolulu, KWHN(TV) Hilo and KWHM(TV) Wailuku, all Hawaii. **Seller** has no other broadcast interests. Station is licensed for ch. 20 with 5,000 kw visual, 500 kw aural and antenna 905 ft. Filed July 25 (BAL940725EB).

**WIRC(AM) Hickory, N.C.** □ Purchased by Newton-Conover Communications (David Lingafelt, president) from Westcom Ltd. (Jerry Oakley) for \$225,000. **Buyer** owns WNNC(AM) Newton, N.C. **Seller** also is selling WXR(AM) Hickory, N.C., to Pacific Broadcasting Group for \$3.05 million. WIRC has C&W format on 630 khz with 1 kw day, 57 w night. Filed July 26 (BAL940726EB).

**WBTZ(FM) Pinconning, Mich.** □ Purchased by Pinconning Communication Corp. (R. Charles McLavy, president) from P&G Media Corp. (Thomas Beauvais, president) for \$222,750. **Buyer** owns WKQZ(FM) Midland, Mich., and WAFX-FM Prattville, Ala. **Seller** has interests in WFR(FM) Grand Rapids, Mich., and WJZE(FM) Oak Harbor, Ohio. WBTZ has AC format on 100.9 mhz with 1.3 kw and antenna 495 ft. Filed July 25 (BALH940725GS).

**KMMJ(AM) Grand Isle, Neb.** □ Purchased by Central Nebraska Broadcasting Inc. (Tommy Gleason Jr., president) from Cornhusker Radio for \$186,000. **Buyer** owns KAWL(AM)-KTMX(FM) York, Neb. **Seller** owns WDAZ-TV Devils Lake, WDAY-AM-FM-TV

Fargo, and KBMY-TV Bismarck, all North Dakota. KMMJ has country/news/farm format on 750 khz with 10 kw. Filed July 25 (BAL940725EA). **Broker: Johnson Communications Properties Inc.**

**Proposed station trades**

By dollar volume and number of sales

This week:

- AMs □ \$884,560 □ 7
  - FMs □ \$4,779,750 □ 6
  - Combos □ \$2,750,000 □ 2
  - TVs □ \$96,240,000 □ 2
  - Total □ \$104,654,310 □ 17
- So far in 1994:
- AMs □ \$103,271,164 □ 106
  - FMs □ \$556,668,266 □ 222
  - Combos □ \$1,078,924,200 □ 156
  - TVs □ \$1,509,121,334 □ 48
  - Total □ \$3,258,004,944 □ 532

**WNTT(AM) Taze-well, Tenn.** □ Purchased by Aileen Standifer Craft from Eddie Shoffner for \$90,000. **Buyer** and **seller** have no other broadcast interests. WNTT is 55 w daytimer with country format on 1250 khz. Filed July 11 (BAL 940711EC).

**KCJJ(AM) Iowa City, Iowa** □ Stock of River City Radio purchased by Steven Soboroff from Cordell Braverman and Rodney Haag for \$45,000. **Buyer** and **seller** have no other broadcast interests. Once transaction is completed, Soboroff will hold 51% of the stock of River City Radio. KCJJ has AC/oldies format on 1560 khz with 840 w. Filed July 12 (BTC940712EC).

**KYKD(FM) Bethel, Alaska** □ Purchased by Voice of Christ Ministries Inc. (Robert Eldridge, general director) from Arctic Broadcasting Association (Stephen Dawson) for \$32,000. **Buyer** owns KIAM(AM) Nenana, Alaska. **Seller** owns KICY-AM-FM Nome, Alaska. KYKD is not on air, licensed to 100.1 mhz with 3 kw and antenna 76 ft. Filed July 29 (BALH940729GH).

**WVEF(AM) Camden, S.C.** □ Purchased by The George Buck Jr. Jazz Foundation Inc. (George Buck Jr., chairman) from Kershaw County Vocational Education Foundation (Charles Baxley, trustee) for \$18,550. **Buyer** and **seller** have no other broadcast interests. WVEF is dark, licensed to 1130 khz with 1 kw. Filed July 25 (BAL940725EB).

**WGZS(AM) Dothan, Ala.** □ Purchased by Genesis Radio Co. Inc. (Jerald Katz, president) from Holy Ground Broadcasting Inc. (Brenda Huff, president) for \$10. **Buyer** is purchasing WARI(AM)-WIZB(FM) Abbeville, Ala. **Seller** has no other broadcast interests. WGZS is not on air, licensed as 5 kw daytimer on 700 khz.

# CLOSED!

KYCY(FM) (previously KYA(FM)), San Francisco, California, from **First Broadcasting Company**, Ron Unkefer, President, to **Alliance Broadcasting**, John P. Hayes, Jr., President and Chief Executive Officer for \$18,000,000.

Elliot B. Evers initiated this transaction and represented Alliance in the negotiations.

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## FCC chairman urges psychologists to speak out against TV violence

*Hundt tells APA: 'There is no one better-suited to guide our thinking...than you'*

By Harry A. Jessell

**F**CC Chairman Reed Hundt last week called on the nation's psychologists to speak out against TV violence and to help devise rules promoting educational TV for children.

"The relationship between viewing violent acts on television and aggressive behavior is well documented," Hundt said in an Aug. 13 speech before the American Psychological Association in Los Angeles. APA members "can have a tremendous impact by analyzing, reporting on and speaking out against televised violence," said Hundt, whose wife, Elizabeth Katz, is a clinical psychologist.

The FCC also is now deciding what TV stations must do to fulfill their statutory obligation to meet educational needs of children, Hundt said. "There is no one better-suited to guide our thinking on this subject than you."

Several bills regulating TV violence have been temporarily shelved, as lawmakers led by Senator Paul Simon (D-Ill.) give broadcasting and cable an opportunity to curb violent programming on their own. Each industry has commissioned independent "monitors" to gauge and analyze violent TV content.

The FCC is preparing a rulemaking to put some teeth in the 1990 Children's TV Act, which requires TV stations to meet the educational needs of children. Children's TV advocates are urging the FCC to mandate an hour of educational programming per day. The agency has yet to set a timetable for action.

In urging the psychologists to tackle TV violence, Hundt cited the APA's own research. The APA Task Force on Television and Society recommended action to promote quality programming for minorities and to protect "citizens and society from [TV's] harmful effects."

Hundt reiterated his own policy,

which seems to flow from the task force's findings. "First, we want a policy that promotes choice, opportunity and fairness in media markets," he said. "Second, we want a policy that redefines, restates and renews the public-interest responsibility of broadcasters."

"In this new social compact, the key word is responsibility," Hundt said.

"Responsibility means that the TV industry must recognize the full implications of its huge role in our society. Specifically, responsibility means that the TV industry must address the needs of all Americans in its programming—children, minorities, the disabled and the elderly. Responsibility also means admitting the real impact of TV violence." ■

## Casino advertising permitted by infohighway bill

*Provision would create revenue stream for broadcasters to use toward new consumer services*

By Kim McAvoy

**T**he Senate infohighway bill gives broadcasters more than just an opportunity to offer new digital services. There also is a provision that would clear the way for radio and TV stations to earn additional advertising revenue from casinos and gaming establishments.

Tucked away in the bill is language that would permit gambling casinos or other gaming establishments to advertise on radio and TV stations in those states that authorize it. There is currently a federal ban on casino gambling ads, but states such as Nevada have overturned the law.

Asked about the relevance of the language to the overall thrust of the measure, a committee aide said: "One could argue that it is related to the bill's other broadcast provisions." He said it "goes to the issue of revenue for broadcasters. They can use the revenue to deploy new services that will benefit consumers."

The Commerce Committee passed S. 1822 two weeks ago. It is a major

telecommunications reform package that would allow telephone and cable companies to compete with each other. In addition to permitting broadcasters to offer new digital services, the measure would direct the FCC to "modify or remove" national and local broadcast-ownership restrictions.

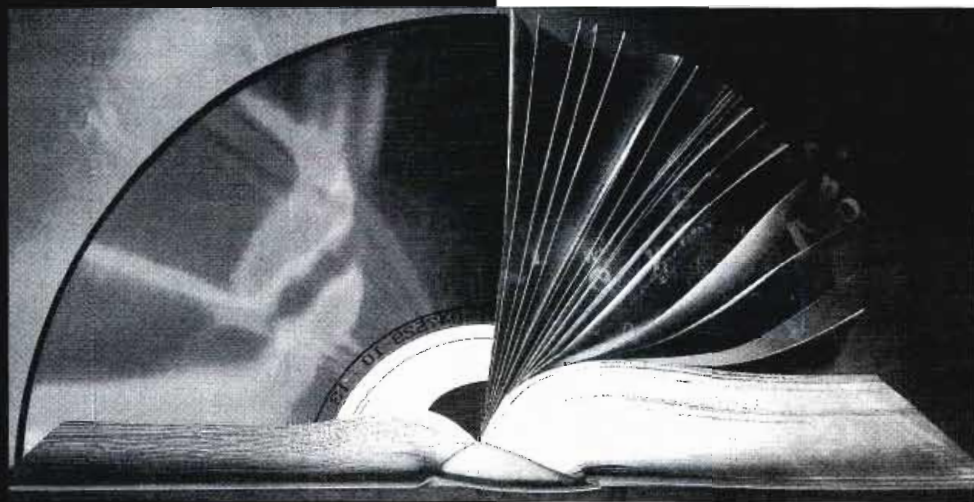
Nevada Democrat Richard Bryan asked Commerce Committee Chairman Ernest Hollings (D-S.C.) to include the language. Hollings and the bill's other key sponsors, John Danforth (R-Mo.) and Daniel Inouye (D-Hawaii), agreed, a committee aide said. Indeed, none of the Commerce Committee members objected to the insertion, the aide said.

According to a Bryan aide, the senator has pursued this "in the past." The National Association of Broadcasters wasn't taking credit for the gambling provision. But staffers say NAB supports the provision and was a driving force behind its inclusion. NAB's Jim May, executive vice president for government relations, would not comment. ■



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# FCC moving to a new Washington neighborhood

*Commission resisted move, but GSA prevails in court appeal*

By Christopher Stern

The FCC was caught by surprise last week when the General Services Administration signed a deal to relocate the agency to an office development almost two miles from its current location.

The commission was not consulted on the new agreement, despite its request to be part of the negotiations, said one FCC official last week. FCC General Counsel Bill Kennard said an appeal of the decision was unlikely.

The FCC has been fighting the move to the Portals office development since 1991, when the GSA first signed the deal to relocate the agency headquarters in southwest Washington.

The announcement that GSA had entered into a contract with the Portals came one week after the federal appeals court in Washington ruled the FCC was improperly trying to scuttle the deal. The GSA is the administrative branch of the federal government and handles major purchasing for most agencies, including office leasing.

Under the terms of the new deal, the FCC will have roughly 440,000 square feet of office space that will cost the federal government \$13 million-\$16 million a year. The original contract called for 287,000 square feet at a cost of \$89.3 million, or \$32.40 per square foot.

FCC officials have claimed that there is not enough space at the project for the agency.

But a federal appeals court upheld a claim that the FCC attempted to improperly scuttle the deal because it did not want to move out of its current neighborhood. In a 10-block area around the FCC's current location are



*A computer-manipulated photograph showing the still mostly unbuilt Portals Development in Southwest Washington, the new home of the FCC.*

*The map at right shows the FCC's current location along with the trade groups and other organizations in the neighborhood.*



the offices of the National Cable Television Association, the National Association of Broadcasters and several law firms specializing in communications law. (The offices of BROADCASTING & CABLE magazine are also in the FCC's downtown neighborhood.)

When asked why the GSA conducted an "end run" around the FCC and conducted negotiations without consulting the agency, several observers familiar with the deal pointed the finger at the District of Columbia's congressional delegate, Eleanor Holmes Norton.

Norton serves on the Public Works Subcommittee on Public Buildings and Grounds. The subcommittee oversees the GSA. In a prepared statement, Norton applauded the federal court's decision to reinstate the agreement between the Portals and GSA. "Given the unconscionable delays already incurred, the subcommittee would expect the GSA to take immediate steps to comply with the court

order and to move expeditiously to finalize the lease."

The FCC will move into one of several buildings scheduled to be constructed at the site near the banks of the Potomac river. The deal calls for the FCC to move into the second of five buildings to be constructed during the next six to eight years, says Steve Grigg, president of Republic Properties, the company overseeing the project. Grigg would not disclose who the other partners in the project are. He did say the project includes significant "minority participation."

The Portals will have no trouble accommodating the agency's additional needs, Grigg says. A GSA spokesman also anticipates quick congressional approval for the additional space. "Everyone is in agreement to get this behind us," the spokesman said. ■

# Antismoking coalition seeks return of fairness doctrine

*Group is hopeful Clinton FCC will reconsider 1987 repeal*

By Harry A. Jessell

Californians battling a smokers'-rights proposition on the state's November ballot have asked the FCC to resurrect the fairness doctrine by Sept. 6.

If the FCC grants the request, TV and radio stations once again will be required to present all sides of controversial public issues. In the case of ballot issues, stations might have to provide free or discounted airtime to balance claims made in paid political ads.

The petitioners' immediate concern is Proposition 188. Backed by cigarette giant Philip Morris USA, it would preempt tough local prohibitions on smoking and mandate smoking areas in public places.

The chances of any FCC action by Sept. 6 are remote. FCC General Counsel William Kennard had no comment on the petition, other than to say the agency had had no internal discussions on the matter.

Nonetheless, Gigi Sohn, an attorney representing the California group, is hopeful the petition for restoration of the doctrine (or at least its ballot-issue corollary) eventually will get a sympathetic hearing at the commis-

sion, now dominated by three Clinton appointees, Chairman Reed Hundt and commissioners Rachele Chong and Susan Ness.

"I think we have new commissioners who understand why the fairness doctrine is important," says Sohn, of the Media Access Project, a public-interest law firm.

The two remaining Bush appointees at the agency, Jim Quello and Andrew Barrett, are split. Quello voted to repeal the doctrine in 1987; Barrett has voiced support for it.

The FCC's repeal of the basic fairness doctrine seven years ago was led by then-chairman Dennis Patrick, a Reagan appointee. He and the other commissioners, Quello included, argued that the doctrine was an intrusion on broadcasters' First Amendment rights and tended to discourage rather than promote free and open debate.

Congress vowed at the time to resurrect the doctrine, but never has. At first, it was due to veto threats by the Republican Presidents. In recent years, a vocal constituency against the doctrine has been stirred up by Rush Limbaugh and other radio talk show hosts.

In 1987 an FCC decision left intact

the so-called fairness doctrine corollaries, a collection of rules requiring "reasonable balance" under particular circumstances. But in 1992, under the chairmanship of Alfred Sikes, the FCC scuttled the ballot-issue corollary.

The FCC actions were based on a 1985 federal appeals court ruling that the doctrine was not a law but a discretionary rule. A second appeals court last year affirmed the first.

In its petition, the California group, which includes the Coalition for a Healthy California and Consumer Action of California, asked the FCC to declare the doctrine a statutory obligation, despite the two court rulings to the contrary. In the alternative, the petitioner says, the FCC should use its discretion to resume enforcement of the ballot-issue corollary.

The question of whether the doctrine is law is far from settled, says Sohn. The appeals courts are split, she says, citing two pre-1985 cases that affirmed the doctrine's statutory roots.

In a related action last week, a second group also represented by the Media Access Project asked the U.S. Court of Appeals for the Ninth Circuit to force the FCC to take up its two-year-old petition challenging the FCC's repeal of the ballot-issue corollary. The FCC repeal came without the "necessary reasoned analysis," the group says. In addition, it adds, congressional findings underlying the 1990 Children's TV Act and the Supreme Court's *Metro* decision "cast doubt" on the FCC justifications. ■

**The House of Representatives voted last week to extend the copyright license for satellite programmers.** The bill includes

a provision, opposed by the satellite industry, that ties the license fees to their fair market value. The Senate version does not include the fair market value language. The two bills now are headed to conference to resolve their differences. An extension on the copyright is necessary because the so-called compulsory license expires at the end of this year.

The fair market value language ties the fees paid by satellite programmers to what they would get on the open market. Satellite copyright fees now are pegged to those paid by the cable industry. The broadcast networks are pushing for the fair market language for the satellite industry in hopes of forcing a similar increase for cable.

**The next round of narrowband personal communication services licenses is set for Oct. 26.** Six

licenses will be available in five regions covering the U.S. Two 50/50 mhz paired licenses and four 50/12.5 mhz licenses will be on the block in each market.

The FCC also tweaked its rules for women, minority and small business bidders. Small businesses now include companies with

less than \$40 million in revenue. The bidding credits for women and minorities were raised to 40% from 25%.

The commission also said that it is considering setting aside "entrepreneurial blocks" for the so-called designated entities and small businesses bidding on the narrowband PCS spectrum.



Edited By Kim McAvoiy

## Otari's MiniDisc tackles cart market

*Will be third company to pitch writable discs for random-access playback*

By Chris McConnell

**A** new company is joining Sony's effort to push MiniDisc technology as a random-access solution for radio.

Otari Corp. is jumping into the professional MiniDisc market with a recorder/player aimed at replacing cart machines at radio stations. The \$3,300 Otari M-10 recorder/player represents the newest brand name among MiniDisc suppliers, following models from Sony and Denon.

The machines use magneto-optical technology that allows users to digitally store up to 74 minutes of audio on 2.5-inch re-writable discs. While Sony has been trying to push the machines as consumer players for portable digital audio, the company—along with Denon and Otari—also is bringing professional versions of the machines to the radio industry as a means of storing and playing spots and promotional material.



Otari hopes radio stations searching for random access will invest in its new MiniDisc recorders and players.

"It's a perfect cart replacement," says Otari Marketing Manager James Goodman, citing the random access available on the discs and the 74 minutes of storage capacity. Harris Allied's Jim Hauptstueck, whose company distributes machines from all three manufacturers, also cites the option of using the random-access features to edit material recorded onto the discs for news and other programming.

Although it has been more than a

year since Sony introduced its professional model, Hauptstueck, worldwide digital sales specialist at Harris Allied, says his company and others still are making their case for the machines to the industry.

"You've got to take yourself out of the cart frame of mind," says Denon Product Manager Mike Stelts, whose company offers MiniDisc

recorders and players.

While the idea of replacing cart machines with digital technologies has become well entrenched, says the NAB's Ken Springer, the industry has not yet settled on a format.

"Nothing has really captured the market," Springer says, citing competition from hard disk-based computer storage systems. Corporate Computer Systems, for instance, is using disk-based storage for the random-access editing system it is supplying to CBS Radio for news editing applications.

While some broadcasters cite such machines as the long-term solution for the industry, others say the MiniDisc recorders offer a faster and cheaper route to digital storage.

"It's a cost-effective way to get out of carts," says WDBM(FM) Station Manager Patrick Norager, whose East Lansing, Mich., station is using two of the machines. Another user, KXTQ(FM) Engineering Director Art Smith, says his Lubbock, Tex., station was looking for a way to randomly access spots when it purchased two recorders and two players.

"That achieved our goals," Smith says, adding that staff at the station are able to use the machines without much trouble. He also cites the removable discs as a plus. A failed disc, Smith says, easily can be replaced with a backup.

But not all of the industry reviews are glowing. The MiniDisc compression approach, for instance, has drawn criticism. "In my opinion, the audio compression is not very good," says one broadcaster, maintaining the machines trade a reduction in audio

### ABC News going digital in DC

ABC's Washington bureau is keeping pace with the network's move to digital technology.

The bureau, which produces *Nightline* and *This Week with David Brinkley*, is upgrading its tape machines to Sony D-2 units. Technicians at the bureau have been using Beta tape machines in online edit rooms as well as some 3/4-inch recorders in offline rooms. The bureau is installing 12 of the new digital machines as the network's New York headquarters plans its own investment in digital and high-definition equipment (BROADCASTING & CABLE, July 18).

The D-2 machines, says ABC videotape editor Robert Libero, will be used for online editing and eventually may form the core of a planned all-digital post-production room in Washington. Libero says the bureau is contemplating the purchase of more digital gear and hopes to establish a digital post-production room with access to all 12 of the machines.

When the last of the new machines is installed, the bureau will house four edit cubicles, each containing three of the D-2 units. The Washington office hopes to have the last of the machines installed by the end of September.

The Sony machines, six of which already have been installed, carry a pair of ABC retrofits. The network last year worked with Sony engineers to develop a new control panel aimed at speeding the VTR functions.

Dissatisfied with portions of the Sony editing software, the network technicians also plan to hook the machines to a Grass Valley Group video production editor to perform editing functions. The Grass Valley machines, in use at the Washington bureau for years, allow users to change the in points of an edit without changing the duration of the edit. ABC technicians had trouble executing such changes with the original Sony software, Libero says. —CM

noise for a distinct lack of fidelity.

Others think the industry eventually will embrace another approach to digital storage. Smith, who describes the MiniDisc players as an interim step between cart machines and computer servers, says that his company bought a computer disk-based system for its automated station after purchasing the MiniDisc units. Were he

faced again with a buying decision for the station, which is not automated, he says he likely would opt for a computer disk-based solution. "I think we might as well get used to it," Smith says.

Harris Allied's Hauptstueck speculates the magneto-optical technology will co-exist with hard disk systems. Discussing criticisms of MD sound

quality, he says that the problem is one of applications and not design.

"It's not a technology that was meant to replace CD players," Hauptstueck says; the compression algorithm discards inaudible data but begins to discard audible information if users attempt to record sounds from another recording rather than from the master. ■



CNN has designed a new system to include online comments in its 'TalkBack Live' show.

## High-tech talking for CNN

*New computer system will allow tracking, sorting and screening of online comments*

By Chris McConnell

**C**NN this week is launching its new system for airing online computer chatter.

The network Monday will kick off *TalkBack Live*, a daily talk show featuring input on current events from studio audience members and viewers. Billed as an "interactive television town meeting," the show will include faxes, phone calls and video-conferenced opinions from viewers.

The format also calls for incorporating comments from online CompuServe subscribers, a feature that has had CNN technicians working on a scheme to deliver online comments while maintaining the show's G rating.

"We'll utilize anything that will increase communications," Teya Ryan, the show's executive producer, says of the use of new technologies. "It's not like a call-in talk show."

Viewers, Ryan says, will see typed CompuServe user opinions on their

screens during *TalkBack Live*. But the show's 15-member production staff will not simply train a camera on a CompuServe window. While the crew could do so without running into picture resolution problems, a week of surveying uncensored online chatter turned the show's crew toward another solution, says *TalkBack Live* interactive specialist Chet Burgess.

Instead, Burgess says, the network has installed a Macintosh computer to interface with the CompuServe users. The computer will identify, track and sort the comments of up to 20 online users. The show's staff can then cut and paste portions of the comments, spell-check them, content-check them and send selected portions into a Chyron iNFiNit! graphics machine for on-screen rendering.

"Nobody has to re-keyboard it," Burgess says of the CompuServe comments. The process of taking the user statements from CompuServe to

the iNFiNit!, he adds, will take a minute or two.

The show's producers also plan to incorporate CompuServe users by having host Susan Rook read comments directly off a computer screen. Viewers will be able to see the computer screen, though not clearly enough to read from it.

CompuServe subscribers, though, will be able to read comments made on the show without tuning into CNN. The network last week was testing a system for delivering the show's closed-captioning text to users logged onto CompuServe. Burgess said the system seemed to be working during last week's test and added the network hoped to begin delivering the closed captioning to CompuServe users with the show's debut this week.

The amount of CompuServe input featured on the show, Ryan says, will depend on what the keyboard jockeys have to say. "Everything is going to carry equal weight," she says.

The CompuServe link is one of several network connections that CNN has established to accommodate comments from outside the Atlanta studio. The network has renovated and expanded one of its control rooms to accommodate phone and fax lines from MCI.

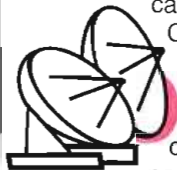
In addition to phone-in comments, the show's infrastructure will allow callers to talk to one another. MCI also will deliver live videoconferencing from cameras set up at malls and department stores.

Burgess estimates CNN has spent as much as \$100,000 just to establish the network connections that will be used in the show. He says, though, that the network was able to construct the show's control room using off-the-shelf equipment. CNN also built a new amphitheater to house the show and some 150 audience members. The network will shoot the program using three hand-held cameras and one fixed unit. ■

# Cutting Edge

By Chris McConnell

**PanAmSat** has signed a pact to provide satellite carriage of



Country Music Television to Asia and Latin America. The company will transmit the 24-hour country music service throughout Asia on the PAS-2 satellite and to Latin America on the PAS-3 bird, scheduled for launch in November. Transmission to Asia will begin in mid-September, and the Latin America transmissions will begin in January 1995.

**ASC Audio Video Corp.** plans to unveil a series of upgrades to its tapeless random-access player this fall. The company will add six products to its Virtual Recorder (VR) line at the World Media Expo this October in Los Angeles. New products include an online, nonlinear editor, VR NLE, as well as a slow-motion controller with pre-selectable speeds, VR Sports. The company says a planned add-on, VR PlayList, will allow users to program the playback of nonsequential segments and stills as though they were edited together. ASC also plans to offer VR FiberNet, which will allow multiple VR systems to access the same storage media.

**PrimeTime 24** is adding a series of West Coast network affiliates to its home satellite service. The satellite distributor says its new package, PT West, will include Seattle ABC affiliate KOMO-TV, San Francisco CBS affiliate KPX and Los

Angeles NBC affiliate KNBC-TV. The new package, delivered via the Spacenet 4 satellite, will be available Oct. 1. PrimeTime provides another package of East Coast network affiliates that the company says will now be called PT East. PrimeTime says the PT East package will move from the GE American Communications Satcom 2R satellite to Hughes Galaxy 4 in October. From Oct. 1-15, the PT East package will be transmitted from both satellites to insure a smooth transition. A package carrying both the East Coast and West Coast services, AmericaPak, will launch Oct. 1. Additionally, PrimeTime will carry the Chicago Fox affiliate, WFLD, beginning Sept. 1.

**Arianespace** plans to launch two Japanese direct broadcast satellites in 1997 and 1998. The European launch consortium says Hughes Communications International has selected it to boost the BSAT-1a and BSAT-1b satellites. The DBS birds will deliver programming for NHK and Japan Satellite Broadcast Inc. as well as other users. Arianespace plans to launch the first satellite early in 1997.

**Kansas City's WDAF-TV this month is replacing its RCA transmitter with a Larcon solid-state VHF transmission system.** The station is installing a Larcon M series transmission system that the broadcaster says will require less maintenance and less electrical power than does the 20-year-old vacuum-tube system. The station says the new transmitter installation will take up to three

weeks but will not require on-air interruptions.

**Time-Life** is using a new video encoding technology to track its television advertising. The company has signed an agreement with advertising monitoring service Radio TV Reports to use the company's VeriCheck broadcast verification system. The system, aimed at verifying ad placement, uses video encoded invisible light (VEIL). The technology involves imbedding a digital bit stream onto a video signal. A decoder then continuously scans the TV signal for footage carrying the encoded information. When it detects the data, the decoder stores the time, data, market, station and other information about the footage carrying the digital bit stream.

**Silicon Graphics Inc.** has introduced a graphics supercomputer aimed at the animation industry and other businesses. The company's new machine, Power Onyx, will carry a triple-keyboard option that allows customers to support up to three graphics users on a single workstation. The company also has introduced a new flat-panel color display for its Indy line of desktop graphics systems. The display, Indy Presenter, delivers images on a 1024 x 768 direct-view display. The 12-inch display costs \$14,000.

**Akron, Ohio-based Creative Technology** is expanding its TV production/post-production operation into a 10-room, 40,000-square-foot facility. The company, which works on national and regional commercial campaigns, among other projects, is stocking its expanded shop with a Solid State Logic Scenaria digital audio/video post-production system. The expanded facil-

ity also will feature an Abekas-based digital component edit suite and a Silicon Graphics Supercomputer-based film and video edit suite. Additional gear will include Avid nonlinear edit suites, Rank telecine film-to-tape transfer and a 200,000-cubic-foot sound stage. Construction is scheduled to wrap up in September.

**Lightworks** says it is moving production of its editing hardware to a larger site to keep up with demand. The new site—near London's Heathrow Airport—is expected to boost production capacity of the Lightworks products four times. The company's nonlinear editing system digitizes pictures and sound to provide random access for offline editing.

**Asian satellite broadcaster Star TV** says it has acquired pay television rights to titles from more than 20 independent film distributors. The company, which transmits programming to viewers in Asia, India and the Middle East, plans to place the new titles on its subscription-supported Star Movies channels. The independent studio deals follow agreements the company has reached with Orion Pictures Corp. and PolyGram Filmed Entertainment.



**Ampex Corp.** will supply tape drives to Korea's new cable TV system. In an agreement with Hyundai Electronic Industries Co. Ltd., Ampex will supply the new system with its DCT 1700d tape drives. The Korean company has ordered 26 of the DCT 1700d drives along with related equipment, including DCT 700s switchers, DCT 500a special effects systems, DCT 700e editors and DCT 700i and 710i interface units.

# IMPORTANT READING FROM: *Broadcasting & Cable* & FOCAL PRESS

*Your Partners in Professional Development*

## Global Television

**How to Create Effective Television for the 1990s**

**Tony Verna**

Evolving technologies such as fiber optics, high definition television, digital transmission, and computerization are expanding possibilities, heightening audience expectations, and driving producers toward creating more complex and lavish, yet more cost-effective international productions. This book examines and explains how technology and the demands of the marketplace are driving television into becoming truly global.

1993 • 336pp • hc • 0-240-80134-2 • \$44.95

## The Broadcast Century

**A Biography of American Broadcasting**

**Robert L. Hilliard and Michael C. Keith**

Blends personal insight and authoritative scholarship, fact and anecdote to fully capture the many facets of electronic media. A history of American radio and television that relates events in broadcasting to major events in the world.

1992 • 296pp • hc • 0-240-80046-X • \$41.95

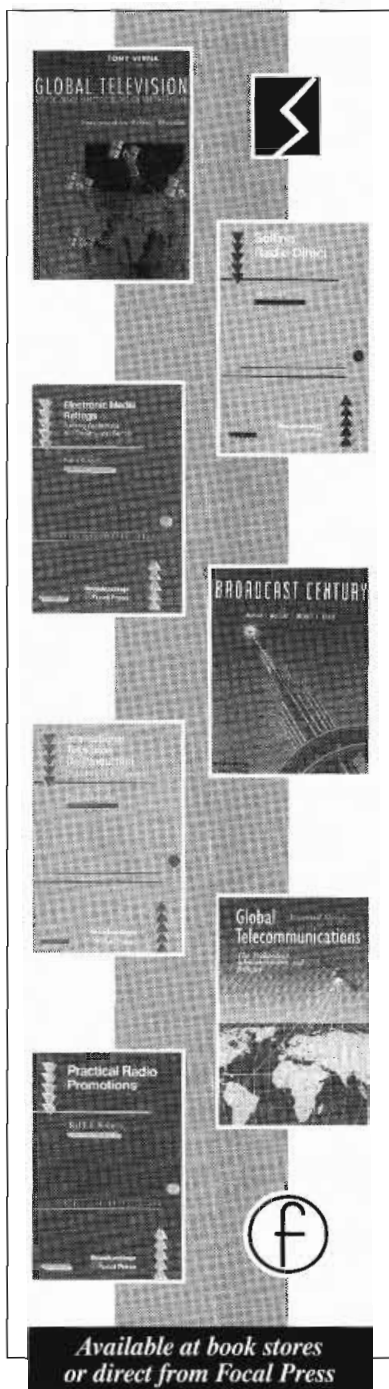
## Global Telecommunications

**The Technology, Administration and Policies**

**Raymond Akwule**

Telecommunications and computer technologies are shaping the way the world's population receives information. This book looks at the demands created by dynamic Western countries, the needs of developing Third-World countries, and the need to develop networks that provide information equally and fairly.

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*Available at book stores or direct from Focal Press*

## Selling Radio Direct

**Michael C. Keith**

Covers in pragmatic detail radio sales fundamentals, from researching a buying market and finding new clients to successfully employing rate cards and turning rejections into selling points.

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## Electronic Media Ratings

**Karen Buzzard**

Ratings are of vital importance to all broadcasters and advertisers. This handbook introduces the latest methods for gathering proper data, and it analyzes the theories behind the ratings process.

1992 • 119pp • pa • 0-240-80066-4 • \$15.95

## International Television Co-Production

**From Access to Success**

**Carla Brooks Johnston**

A groundbreaking, pragmatic guide to success in the global TV marketplace of the 90s and beyond. This book explains the legal, political, economic and technological challenges of developing programming with professionals from other countries. It covers acquisition and distribution of internationally co-produced programs and lists information sources and contacts.

1992 • 108pp • pa • 0-240-80110-5 • \$15.95

## Practical Radio Promotions

**Ted E.F. Roberts**

Details the techniques, methods, goals, and ethics of successful radio promotions and explains the components of an effective promotions team. Discusses the planning, coordinating, and implementation of a promotion campaign using a learn-by-doing/learn-from-the-experience-of-others approach.

1992 • 92pp • pa • 0-240-80090-7 • \$15.95

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# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Established Radio Group** accepting resumes for Sales/Management positions in mid-size Southern market. Minimum three years successful sales experience required. All replies treated confidentially. Reply to Box 00077 EOE.

### ORLANDO, FLORIDA

Local Sales Manager opening. 17 year leader NAC. Fax to WLOQ c/o John Gross 407-647-4495 or send resume to P.O. Box 2085, Winter Park, FL 32790. EOE.

**General Sales Manager.** WCKU-FM "Hot 102" a Top 40/Rhythm-Crossover radio station in Lexington is seeking a sales manager. Successful radio sales experience required with radio sales management background or demonstrable management skill. Women and minorities are encouraged to apply. Send resume and cover letter to General Manager, 651 Perimeter Drive, Suite 102, Dept. BM, Lexington, KY 40517. Deadline for application is Friday, September 2nd. WCKU-FM/Clark Broadcasting Company is an equal opportunity employer.

**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 00054 EOE.

**LSM SW MO** who is an aggressive street fighter, needed to drive local direct sales. Fax your resume to Mike at KXUS-FM in Springfield, MO (417) 831-1142. EOE.

**Sales Leader/Manager.** Highly-rated, group-owned, Class C FM seeking sales manager with exceptional leadership qualities. Picturesque 160,000+ New River Valley, Virginia market. Perfect for smaller-market GM/GSM seeking larger market, existing sales manager seeking greater opportunity, or an AE ready for move to management with strong record of leading teams. Excellent compensation package. Dynamic, duopoly operation with advancement track to station/general management. Please forward credentials to A Great Broadcast Company, Box 00076 EOE.

**WUSY, Chattanooga, Tennessee** is seeking applications for the Local Sales Manager's position. Candidates must have proven sales management success, with a minimum of 5 years on-street experience. Send us your documented success stories. Mail to: Charles Sells, General Sales Manager, WUSY, P.O. Box 8799, Chattanooga, TN 37411. WUSY and Colonial Broadcasting are Equal Opportunity Employers.

**Sales Manager** - We have acquired the only station in a vibrant Northern Illinois town of 10,000+. Looking for Sales Manager with leadership qualities and successful local street sales experience. Resume to L. Nelson, WAUR, Plano, IL 60545. Fax (708) 552-9300. EEO. Affirmative action.

**Sales Manager.** V-Teck Communications seeks SM for high performance radio sales team. Assist GM in training and field-coaching large staff. Plus handle key "challenge" accounts. V-Teck Communications has an outstanding commitment to training and professional growth. Great lifestyle with plenty of golfing, skiing and boating in the area. EOE. Tell us about your success history and your personal sales philosophy. Mr. Lou Vito, President/GM, WPKO & WBLL, 1501 Road 235, Bellefontaine, OH 43311.

### HELP WANTED SALES

**Account Executive** for top-rated suburban Chicago Country FM. Excellent opportunity with established list for competitive sales professional. Send resume to: Larry Frisaro, GSM, WCCQ, 1520 N. Rock Run, Joliet, IL 60435. EOE.

**New blood needed** to fill vacancy created by Sales Manager's retirement. Akron, Ohio top-rated talk station, WNIR 100 FM and new TV station Channel 29. Experienced Account Executive wanted. Call Bob Klaus at 216-673-2323 or fax resumes to: 216-673-0301. EOE.

### HELP WANTED TECHNICAL

**Broadcast Technical Associate, KUNI/KHKE,** University of Northern Iowa. Performs engineering tasks; installs and repairs RF and digital audio equipment for eight station system; maintains DOS/network computer systems, automation, and satellite downlinks; and produces and announces as needed. Bachelor's degree plus one year of experience or Associate's degree in Electronics/Technology plus five years of related experience required. Knowledge of modern broadcast technology and digital application plus FCC license or comparable certification required. Minimum salary of \$21,240 plus liberal fringe benefits. Review of applications will begin August 22, 1994 and will continue until an appointment is made. Additional information provided upon request (319-273-6400). Send resume and cassette tape air check to: Wayne Jarvis, KUNI/KHKE, UNI, Cedar Falls, Iowa 50614-0359. AA/EEO.

**Chief engineer** - University of Kentucky public radio station seeks engineer to maintain 20KW FM transmitter, STL system, and all studio equipment at very high audio quality standards. Ensure FCC rules compliance. Minimum requirements are an Associate's degree and three years of related radio experience, or the equivalent combination of education and experience. Applicant must be able to perform all essential job functions as identified in position description; copy available to candidates selected for interview. Deadline for receipt of letter of application, resume and minimum acceptable salary is August 19, 1994, but may be extended if additional applications are necessary. Reply to Job#311676, Employment, UK, 252 E. Maxwell Street, Lexington, KY 40508-2613. Equal opportunity employer.

### SITUATION WANTED MANAGEMENT

**Broadcast manager** with small and medium market turnaround track record. Desires management position with company sharing same values and philosophies. Inquiries (707) 795-0750.

**Public Broadcasters:** Altruistic, tenacious team player with diverse broadcast, print, sales, corporate background seeks secure development (other responsibilities?) position with respected public broadcasting outlet. B.A., articulate, excellent organizational, interpersonal skills. Serious inquiries, pleasant environments only, please. Reply to Box 00070 EOE.

### WANTED TO BUY EQUIPMENT

**Want to buy used equipment** to receive N.B.C. Network. Call Robbie at 501-623-6661.

### WANTED TO BUY STATION

**Ohio-based media company** seeks small FM radio station in Northeastern Ohio. Will finance own deal. Reply to Box 00057 EOE.

## TELEVISION

### HELP WANTED MANAGEMENT

**Director of Design and Graphics:** Philadelphia market. Network owned TV station seeks experienced Broadcast Design Director. Candidate must have proven TV design credentials. Must have Quantel, MAC, animation and print design expertise. EOE. Call A. Dusek (610) 668-5772.

**Experienced, seasoned talk show director** wanted for new live morning program. Must be knowledgeable with satellite feeds and live remotes. Must be creative, diplomatic, and able to work closely with the executive producer and on air talent. Need to have worked in top 20 major media market. EOE, M/F. Qualified candidates should send a tape reel and resume to: Executive Producer, Good Morning Texas, WFAA-TV, 606 Young Street, Dallas, TX 75202.

**General Sales Manager:** Are you a sales manager or sale person still waiting for a move up...but find a crowd ahead of you in seniority, not necessarily skill? Then come with us! Sunrise Broadcasting is looking for GSM's and GM's for several of our markets. Resume to Robert A. DeFelice, V.P./GM, Sunrise Broadcasting, P.O. Box 2307, Newburgh, NY 12550. EOE/Minorities encouraged.

**General Sales Manager:** Pittsburgh/WPXI-TV, an NBC affiliate seeks an aggressive sales leader with 6-10 years of management experience in both local and national sales. Must be a great communicator and be able to motivate an experienced sales staff. Computer literate with strong management skills in pricing and inventory analysis, along with forecasting and a thorough knowledge of budgeting. A strong background in new business development with vendor and co-op knowledge is required. Candidate must analytically understand all aspects of sales, marketing and research. EOE. Send resumes to John Howell, Vice President & General Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214.

**Personnel director.** Have you served in the position of personnel director or E.E.O. officer for a TV or radio station for a minimum of two years and are ready to move up to personnel director for a group of broadcast stations? If so, please send resume, including salary history and references to Susie Bobb, Dispatch Broadcast Group, 770 Twin Rivers Drive, Columbus, Ohio 43215. Replies held in confidence. EOE employer.



# CAREER OPPORTUNITY

WilTel is a full service telecommunications company offering a comprehensive package of data, voice, video, and switched long distance services and equipment to corporations nationwide. WilTel owns and operates a nationwide digital fiber-optic network, one of only four in the United States, and is the only fiber-optic network dedicated primarily to business communications services.

Our continued growth has created the following exceptional career opportunity at our **Tulsa, OK headquarters.**

## PRODUCT MANAGER - BROADCAST TELEVISION -

Primary responsibilities: Provide product-marketing direction for VVYX broadcast television services product line, including product performance/revenue generation responsibility. Specific activities include: research & analysis of technical, financial, & operational feasibility of new product ideas, as well as target market applications; establishment, development, & control of product planning activities (i.e., development of product/service attributes, packaging, demand, competitive positioning, pricing, advertising, promotional strategies, etc.); product performance analysis & reporting; on-going marketing support of new/existing service offerings, including development of strategy & plan for product/technical training and representing VVYX and its' product/service information to industry analysts & the media; work direction of product marketing staff, and providing customer specific proposal/quote development.

Qualifications are: Bachelor's Degree in Marketing, Engineering, or related field (MBA with technical undergraduate desirable); minimum of 5 years' broadcast/cable industry staff marketing or research experience; excellent oral & written communication, presentation, and interpersonal skills; and proficiency with PC spreadsheet, database, graphics, & word processing software packages. Video and/or broadcast television experience desired.

WilTel offers competitive salaries, excellent benefits, and the opportunity to grow in a new and innovative organization. **If you're a leader and oriented to change, PLEASE SUBMIT YOUR RESUME TO:**

918/588-5611 (fax)  
WilTel  
Human Resources Dept. #LM3198  
P.O. Box 21348  
Tulsa, OK 74121

# WILTEL



Equal Opportunity Employer M/F/D/V

No Agencies Please

**General Sales Manager:** KOTV, the CBS affiliate in Tulsa, OK, has an immediate opening for a General Sales Manager. Ideal candidate will have 5 years television sales/sales management experience. Candidates must be familiar with computer systems and how they relate to sales and traffic. Must demonstrate strong negotiating and number skills. Candidates should provide documents attesting to achievements. Interested applicants should send resume to Human Resources Department, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE.

**Marketing Manager:** Degree in Marketing or MBA with 5+ years advertising related marketing and sales experience preferred. Marketing expertise in a broad range of product, service and retail categories needed. Generate new/incremental revenue for WABC-TV. Create and coordinate the sales effort and materials for new products, sales promotions and WABC-TV sponsored events and special programs. Please send resume to: Todd Wheeler, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**News Director:** Southern Minnesota's #1 newschannel, located in America's most livable city, seeks energetic, aggressive leader to direct top-notch staff of seasoned veterans and bright young talent. Excellent group with great benefits. Send resume to Jerry Watson, VP-GM, KTTC-TV 601 1st Avenue SW, Rochester, MN 55902. EOE.

**Promotion Manager:** WANE-TV in Fort Wayne, Indiana is accepting resumes for the position of Promotion Manager. We are seeking an aggressive, hands-on creative pro to produce high-energy news promotion in a highly competitive market. Rush resumes and tape reel (no telephone calls please) to: Personnel Manager, 2915 West State Boulevard, Fort Wayne, IN 46808. We are an equal opportunity employer.

**News Director:** Are you ready for the top fifty? We've got the tools (chopper, SNG, 2 Bureaus) and now we're looking for an outstanding experienced, hands-on leader to take our product to new heights. Send resumé and salary requirements to Bill Christian VP/GM WYOU, 415 Lackawanna Ave., Scranton, PA 18503. No phone calls, please. EOE.

**GSM - Group Owned Fox Affiliate.** Requirements include strong people skills, LSM experience, computer and sales training skills, knowledge of qualitative research, sales promotions and proven ability to develop new business. EOE. M/F. Ed Groves, Fox 39, Box 3489 CRS, Johnson City, TN 37602-3489. No phone calls please.

**Group Owner Major Market Independent is Expanding:** Program Director • Creative Services • Account Executives • Production Professionals • Business Manager • Graphic Designer (Computer Literate) We're looking for talented, aggressive professionals who want to grow with an exciting medium sized company in the Midwest. Salaries competitive with marketplace, funded pension and partially funded health care. Degree desirable but not necessary, talent is. Please send resume with reference to: Broadcasting & Cable, Box B-04. Our employees know of this ad. EOE.

### HELP WANTED TRAFFIC PERSONNEL

Person to install TV Traffic Software and train personnel on use. Minimum 2 years experience in TV Traffic. Extensive travel required. Must relocate to Western Mass. Send resume & salary required to: VCI, PO Box 215, Feeding Hills, MA 01030. EOE.

### HELP WANTED PRODUCTION

## PRODUCTION ASSOCIATE

The Annenberg Institute for Education Reform based at Brown University is seeking candidates for the position of (Production) Associate. The Associate working with the Math/Science Associate will be responsible for the televised production documenting the change associated with whole school reform. Associate will be involved with education reform on a national level and television production. Qualifications are: television production experience necessary, strong background in school reform and experience with schools involved in the change process, experience with professional development issues, knowledge of national reform efforts & the work of national reform efforts. Applications accepted until position is filled. To apply send letter of application and resume to: Julia Nesbitt, Director of Finance and Administration, Coalition of Essential Schools, Brown University - Box 1879/F-190 Providence, RI 02912. Brown University is an Equal Employment/Affirmative Action Employer M/F.



**BROWN UNIVERSITY**

**Creative Services Producer:** WATE-TV in Knoxville, TN, has an immediate opening for a producer in the Creative Services Department. This person will work directly with the sales department supervising commercial productions, sales projects, and general station projects. Candidate should possess the ability to combine creative ideas with quality script writing and be an accomplished videographer and editor. Resumes and tapes to: Personnel, WATE-TV, 1306 North Broadway, Knoxville, TN 37917. EEO.

## QA/FORMATTING OPERATOR ■

DIRECTV, Inc., a unit of GM Hughes Electronics, is North America's first high-powered, direct-to-home satellite service, offering up to 150 channels of premium entertainment programming via a small 18-inch satellite dish installed on homes throughout the U.S.

We are seeking a QA/Formatting Operator to evaluate and complete technical quality reports on programming submitted to DIRECTV for distribution. Will also perform corrective videotape editing, dubbing, spot-reel compilation, etc. Requires 5+ years experience operating analog and digital broadcast VTR's and monitoring equipment; the ability to quantify analog and digital impairments; a familiarity with PC platforms and applications as well as broadcast plant architecture and operations; excellent vision (including color perception) and hearing; and a willingness to work all shifts. BA/BS in related field, SBE certification preferred.

DIRECTV offers an exciting compensation and flexible benefits package, along with a rare opportunity to make a major impact in a developing industry. For immediate consideration, please send your resume with salary history to: **DIRECTV, Inc., Attn: Employment-DK, 5454 Garton Rd., Castle Rock, CO 80104, Fax (303) 660-7199.**

An Equal Opportunity/Affirmative Action Employer. We foster a culturally diverse workforce and strongly encourage women and minorities to apply for this position.



## PAINTBOX GRAPHIC ARTIST

**Must have strong design skills,  
3-5 years hands-on experience. Quantel Hal/Paintbox experience preferred.  
Salary commensurate with experience.  
Great facility. Top-rated television station in top 25 market.  
Send resume only to:**

**BOX 19955  
Baltimore, MD 21211.**

Equal Opportunity Employer M/F/D/V

**Broadcast Designer/Animator:** WCCO-TV, CBS O&O is seeking out-of-the-box designer/animator with experience on Harriet, 3-D Soft Image, Quantel Paintbox, 3-D Vertigo, and Infiini! Looking for someone who likes lost of high-end image for news and promotion...oh, and daily grind stuff too! Send tape and resume to: Catherine Wompey, Design Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE.

**NewsCast Director.** Soon to be ABC affiliate adding newscasts. Need a take charge Director who can direct high content, fast paced newscast. If you can handle late scripts and floating stories and still pull off a flawless program, have 5+ years experience in large market station, send resume, salary requirements and non-returnable recent aircheck (w/director track if possible) to: Paul Hollowell, Production Manager, KNXV-TV, 4625 S. 33rd Place, Phoenix, AZ 85040. KNXV-TV is an EOE station. No calls.

**Designer...Mostly Print:** WCCO-TV, CBS O&O is seeking a designer for print ads, brochures, collateral, posters, logos, identity packages, signs, forms, sets and scenic designs. Quantel paintbox experience necessary too! Send tape, print examples and resume to: Catherine Wompey, Design Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE.

**Production Manager:** WATE in Knoxville, TN, is searching for a hands on Production Manager who will be part of our creative team. We need someone who will not only supervise and schedule, but will shoot and edit on state of the art equipment. Minimum three years production field experience shooting commercials and promotion. Resumes and tapes to Larry O. Cazavan, Operations Manager, WATE-TV, 1306 North Broadway, Knoxville, TN 37917. EEO.

**Videotape editor:** Midwestern production company in search of creative, versatile team player. Minimum 3 years experience required. Calloway and or ACE background and familiarity with wide variety of tape formats preferred. Competitive pay and benefits package. Please call 1-800-960-3838 today as well as faxing resume with salary history to John Prechtel at 515-472-6043.

**Traffic:** Television Network seeks to fill positions for Assistant Traffic Managers and Traffic Assistants immediately; Columbine/Donovan preferred; Bilingual a plus; Traffic experience required. Reply to Box 00075 EOE.

**Producer:** Need a creative, take-charge producer for Western New York's dominant news leader. Candidates must have strong writing skills and previous experience producing newscasts for television. Send resume, non-returnable tape, and cover letter explaining why you want the job to: Madonna Figura, Executive Producer, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an equal opportunity employer.

### HELP WANTED SALES

**Account Executive:** WNGM TV-34, growing independent in top 10 ARB ADI is taking applications for the position of local account executive. Emphasis on new business development and strong customer service skills. Will service and increase sales from an existing account list. Not a desk job, this position requires face to face selling in the business community. Prior TV or radio sales and computer skills desirable. Resumes to Personnel Director, WNGM TV-34, 185 Ben Burton Circle, Bogart, GA 30622. EOE.

**National Sales Manager - Responsibilities:** Direct the selling of commercial air time to national clients, negotiate and close sales contracts, effective use of research data and materials, help plan and execute the station's sales program to include day to day negotiations, major sports sponsorship sales, research, knowledge of competition and sales promotions; extensive travel, other responsibilities as assigned. Qualifications: Previous TV national sales experience, excellent communication skills, ability to manage heavy volume of detail and change. Send your resume to: Chad Craig, Business Manager/Personnel, KSAT-TV, P.O. Box 2478, San Antonio, TX 78298. No phone calls. Any job offer contingent upon results of substance abuse testing. EOE/M-F/DV/ADA.

**TV Sales.** Sell the excitement of television. Fast paced, high energy environment seeking sales reps with direct sales track record. Excellent compensation package with benefits. Send resume, cover letter and salary history to Phyllis Kessler, WLIG-TV 55, PO Box 1355, Melville, NY 11747. E.O.E.

**Sales-marketing opportunity,** self-starter with great deal of enthusiasm. Income commensurate with experience. Send resume, no phone calls, WJET-TV, Mike George, Sales Manager, 8455 Peach Street, Erie, PA 16509. Affirmative action EOE.

### HELP WANTED TECHNICAL

**Assistant Chief Engineer:** Rapidly growing network affiliate in mid-size market has an immediate opening for an Assistant Chief Engineer. Requirements include: previous supervisory experience, hands-on maintenance of beta, 3/4," 1" videotape, cameras, studio equipment, the ability to diagnose/repair complex equipment at the component level, and the ability to teach others. Transmitter experience and computer literacy a plus. Send resume, references, and salary history to: Chief Engineer, WOWK-TV, 555 Fifth Avenue, Huntington, WV 25701. Applicants who fail to supply all requested information will not be considered. No phone calls! EEO.

**CBS affiliate,** new facility. Needs technician to repair videotape, ENG, satellite truck, and other equipment. Send salary/resume to: WCBI-TV C.E.; P.O. Box 271; Columbus, MS 39703 or Fax to (601) 329-1004.

**Chief Engineer:** Chief Engineer retiring 1 Nov. Looking for highly qualified experienced CE in all aspects of broadcast engineering to oversee/maintain transmitter & studio equipment. FCC general license; SBE certification required. Submit resume w/salary requirements to Box B-03. EOE.

**Chief Engineer** for small market northeast network affiliate. Staff supervision, knowledge of FCC rules, maintenance of studio equipment and UHF transmitter. Send resume to Box B-01. EOE.

**Maintenance Engineer.** Aggressive UHF affiliate seeks team player for installation and maintenance of studio equipment. Send resume to Box B-02. EOE

**Chief Engineer** for northeastern Ohio UHF TV station. Must be experienced in UHF transmitters (T-TU-110 desirable) and studio facilities such as Sony beta VTRs and studio cameras. Candidate should have an FCC diploma style license and 5 years minimum chief engineer experience. A BSEE degree is a plus. Computer literacy, knowledge of building and facilities maintenance including strong engineering and management background are desired. EOE. Send resumes: John Grdic, General Manager, 101 West Boardman Street, Youngstown, OH 44503. Fax 216-744-3402.

**Fox Television Station, KDAF** Channel 33 is seeking a Maintenance Engineer. Minimum 5 years experience as a Television Maintenance Engineer and FCC license or SBE certification required. Maintain all electronic and electric broadcast equipment. Send resume to: Glenda Jones, Personnel, Fox Television Station, 8001 John Carpenter Freeway, Dallas, TX 75247. No telephone calls, please!!!! EOE. M/F/H/V.

**Maintenance Engineer:** KING-TV is seeking a Maintenance Engineer with experience in troubleshooting and repairing electronic equipment to a component level. Must be able to install and maintain computer networks and TV broadcast transmitting and microwave systems, lift 50lbs, work on ladders up to 15 ft., and have a General Class FCC license. If qualified, please send 2 copies of your resume to: KING 5 TV, HR Dept.-Ref. #94R23, 333 Dexter Avenue North, Seattle, WA 98109. No phone calls please. EOE M/F/D/V.

**Temporary ENG Engineer:** WABC-TV seeks temporary ENG engineers for a Los Angeles based assignment. Candidates should have three to five years experience in medium market news operation, editing ability on Sony 800 system and should also be proficient with Sony BVW-505 camera/deck combination. The ability to work unsupervised is a necessity as well as a valid driver's license. A first class FCC license is preferred. Please send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**HELP WANTED NEWS**

**Anchor/Reporter.** Anchor weekend newscasts, fill in mid-week as required. Cover and report stories in the field. Minimum of 2 years television experience. College degree. EOE. Send resume and non-returnable tape to: Carol Wells, Human Resources, WVTM-TV, P.O. Box 10502, Birmingham, AL 35202.

**Anchor/Reporter:** I'm looking for a friendly anchor who can break stories on a daily basis. You'll anchor our Saturday morning news, and report four days a week. You must have three years of television news experience. Prior applicants need not apply. Rush your tape, resume and salary history to Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. M/F/EOE.

**Absolutely Unique Position** for someone who wants to be fully in charge of his/her own daily news program presently syndicated to more than 150 stations, and who wants to play a pivotal role in the creation of extensive original programming delivered through new technologies. This is for a dynamic entrepreneurial visionary with some or all to the following experience: producer, program director, news director, executive producer. Manage small aggressive staff, supervise all production elements including editorial content, talent, graphics, presentation and integration of pieces... Hands-on experience in national programming most desirable. Midwest based company. If you are intrigued, respond. Resumes to Suite 146, 331 West 57th Street, New York, NY 10019.

**Co-Anchors.** Named the best newscast in Florida by the Associated Press, Fox News at Ten needs co-anchors for weekend newscast. Three years experience, college degree preferred. No phone calls. Send non-returnable tape and resume to: Mark Pierce, Station Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. Equal opportunity employer.

**Master Control Operator.** West Texas, CBS affiliate, seeks a Master Control Operator. Master Control experience or related preferred. Knowledge of PC's and Windows helpful. FCC Restricted Radiotelephone Operator Permit required. Send resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Newscast producer.** Great opportunity to join the station with the TV rights to the 1996 Olympic Games! Must have at least 5 years newscast producing experience. Looking for excellent writing skills and quality news judgement. Must be able to motivate and work with others. Required: demonstrated thoughtful and creative newscast producing on tape. No phone calls please! Send tape, resume and references to: Laura Newborn, Managing Editor, WXIA-TV, 1611 Peachtree Street, Atlanta, GA 30303.

**Meteorologist** - who loves forecasting and is good at it. If you have a year or more television experience, a college degree, and a dominant on-air presence, I want to see your tape. State of the art shop: Kavouras i7, and DIFAX, and other good stuff. You'll do mornings and noons in a competitive market. Closing date: September 2, 1994. Tape and resume to Nevin Gnagey, News Director, KWWL Television, 500 East Fourth Street, Waterloo, Iowa 50703. Applicants will be asked to complete and submit a standard application form prior to consideration. A pre employment drug screen is required. KWWL-TV is an affirmative action/equal opportunity employer.

**Newsperson** - All news station needs reporter with knowledge of Pennsylvania state government for Harrisburg Bureau. At least 5 years broadcast experience. Send resume to Mark Helms, Executive Editor, KYW-Newsradio, Independence Mall East, Philadelphia, PA 19106. EOE. M/F. ADA.

**Photographer:** Work in the nation's largest small market. If it happens in Alaska, we're there. Minimum 1 year experience in television news. Strong N.P.P.A. philosophy. Send non-returnable Beta SP or 3/4" tape to: Barry Johnson, Chief Photographer, KTUU-TV, 701 East Tudor Road, Suite 220, Anchorage, AK 99503-7488. EOE.

**Producer/Writer:** Major market East Coast station seeks experienced news producer/writer. Ideal candidate is an excellent writer and self starter who has produced daily newscasts. Familiarity with NewStar computer system 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.

**News Producer** WMAR-TV in Baltimore needs a strong newscast producer to handle primary newscast. Candidates must have college degree, strong editorial judgement, strong writing skills and an ability to manage people. Minimum 3 years news producing experience. Tape, writing samples, references and resume to Jack Cahalan, WMAR-TV, 6400 York Road, Baltimore, MD 21212.

**Producer:** WTVD, the Cap Cities/ABC O&O in Raleigh-Durham, is looking for someone who can produce programs with pacing and passion. Send tape and resume to Rick Willis, Executive Producer, WTVD, P.O. Box 2009, Durham, NC 27702. No phone calls. Equal opportunity employer.

**We're looking for a great communicator!** You'll have three years TV experience in front of the camera and on the street. You'll anchor two nights and handle general assignment reporting the rest of the week. Strong live work and on-set ability are necessary. Send resume and non-returnable tape to Kevin Kelly, News Director, WFLV-TV Fox 22, 1205 Front Street, Raleigh, NC 27609. EOE.

**HELP WANTED PROGRAMMING PROMOTION & OTHERS**

**Assistant Promotion Manager.** Strong, creative person with 3-5 years experience in TV promotion to work for #1 ABC affiliate in SouthEast. If you want to use your creative talents to the max, this is the place for you with advancement encouraged. If you have the abilities, we have the salary. Rush bio, info and anything to "sell yourself" to us. Daryn Leigh, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804 or Fax to (205) 533-6616. EOE and drug testing.

**Promotion Writer/Producer.** #1 Southwest Florida CBS affiliate needs experienced, creative writer/producer. Applicants must be able to handle a multitude of tasks including writing, producing, and editing. Great station, great equipment, and great people. Send reel and resume to: Paul Greeley, Director of Marketing and Promotion, WINK-TV, 2824 Palm Beach Boulevard, Fort Myers, FL 33916. EOE.

**WDTN is looking for a talented promotion writer/producer** to join our marketing and promotion department. Responsibilities include the writing and production of daily topicals as well as image, and special projects. Applicant should have two years experience in TV promotion or news, superior writing and editing skills and post production experience. College degree preferred. Work schedule must be flexible. Should be computer literate. Send resume and tape to Personnel Admn., WDTN TV2, P.O. Box 741, Dayton, Ohio 45402 M/F/V/H.

**SITUATION WANTED TECHNICAL**

**29 years broadcast engineering.** 19 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Reply to Box 00027 EOE.

**Engineer, 15 years experience,** in video, satellite, RF, and facility construction. Seeking CE or maintenance position. Prefer Northeast. Call (301) 540-8439.

**SITUATION WANTED NEWS**

**One-man band** ready to take act on the road. Black female media professional 15 years radio/TV news experience seeks news/public affairs positions. Contact Deborah Allen 816-387-5455.

**Patrick Emory looking for anchor-reporter job.** Vast experience. Great results. Tape/resume on request. Self-represented. 916-646-3368.

Intelligent, enthusiastic, mature anchor. Great at putting words together. Great at reading them. Good teacher. Available now. Call John. (601) 482-2611.

**SITUATION WANTED PROGRAMMING PROMOTION & OTHERS**

Free agent looking for new team. If you need a TD/graphics person for your news or production staff, here I am. Can also write commercial and promo copy. Ten years experience. Give me an audible at Box 00073. Thanks.

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New cable network in conceptual phase. San Francisco Bay Area. All-original programming, upscale, educational. Executives needed for fund-seeking and launch. 415-688-3540.

**Editor:** Experienced, bi-lingual, for nationwide Arab-American cable network. GVG systems, Ampex 1" and Beta, Dubner, Harris. Resume, salary history, 10310 Main Street, Suite 184, Fairfax, VA 22030.

**HELP WANTED TECHNICAL**

20-94 Cable Studio Engineer, City of Raleigh, NC, administrative/professional engineering work directing and performing technical equipment maintenance. To apply call (919) 890-3315 before 08/31. EOE M/F/H.

**Public Relations Director. Washington Bureau, CNN.** Dynamic person, with at least five years of experience in national television publicity, to head important 4-person public relations office. Responsible for designing and implementing publicity activities for all Washington-based CNN programs, and for coordinating other public relations needs of the Washington bureau, including general CNN publicity in Washington, White House and other Correspondents Dinners, and liaison with the TBS office of Government Affairs and representatives of the cable industry. Need a college degree, strong management skills, excellent news judgement, effective written and oral communications, organizational skills and willingness to work long hours. Send resumes to Steve Haworth, CNN Public Relations, One CNN Center, P.O. Box 105366, Atlanta, Georgia 30348.

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**HELP WANTED MANAGEMENT**

**NORTHWEST CABLE NEWS**

King Broadcasting Company is proud to announce an exciting new venture in the Pacific Northwest. NorthWest Cable News is scheduled to launch in January as a 24-hour regional news channel, based in Seattle. This is an opportunity to work with the latest tapeless technology. We are currently recruiting for all staff positions including:

- NEWS:** Executive Producers, Assignment Editors, Producers, Writers, Video-journalist (one person band to use BETA SP equipment to report and shoot).
- ON-AIR:** Anchors, Weathercasters, Sportcasters
- OPERATIONS:** Editors, Tape Operators, Technical Directors, Audio

All Positions will be multi-tasked requiring a combination of functions listed above in a non-traditional organization utilizing new digital equipment. Most positions will be located in Seattle, but we will also have people in Spokane, WA, Boise, ID, and Portland, OR.

To apply for one of the positions, please send two copies of your resume, and for on-air positions a 3/4" non returnable tape, to:

**NorthWest Cable News**  
Attn: Human Resources  
333 Dexter Ave. N. Seattle, WA 98109  
No phone calls, please. EOE-M/F/D/V



**HELP WANTED PRODUCTION**



**INFINIT OPERATOR**



Turner Entertainment Networks seeks Live/Sports Infnit Operator who has 3 years experience with all aspects of the machine. Must have a strong graphics sense to create and execute font on the fly for live/taped events and video post production sessions. Work to include live remate, studio shows and control room sessions. Must be willing to travel, work nights and weekends. This highly motivated individual should be able to work in stressful situations and take direction from font coordinator, producer, director and clients. Must have excellent client/interpersonal skills. Working knowledge of Sports helpful. Should be able to identify colors. MAC experience helpful. If you have fast hands, a quick mind and are more than just a button pusher, send resume and reel to Ron Toron, Turner Production/Graphics, 1050 Techwood Drive, Atlanta, Georgia 30318. TBS, Inc. is an Equal Opportunity Employer.



HELP WANTED SALES

**ACCOUNT EXECUTIVE  
AFFILIATED RELATIONS**

CNBC and America's Talking has an exciting career opportunity for a highly motivated, intelligent, mature, resourceful and creative account executive who will manage affiliate relations with cable clients in the Mid-Atlantic Region.



Responsibilities include developing and managing CNBC and America's Talking subscriber base in several mid-atlantic states; maintaining contact with regional offices; monitoring and managing affiliation agreements, overseeing national marketing campaign sell-in with local affiliates; managing and developing distribution and local marketing efforts within the region for both networks.

Candidates should have related marketing/sales experience in the television industry and excellent interpersonal/presentation skills. This career opportunity has great potential for growth in a fast-paced entrepreneurial environment. The position is based in CNBC/A-T's corporate office in Fort Lee, NJ and requires approx. 50% travel. Please forward resumes and salary requirements to: Personnel Manager, AE, 2200 Fletcher Ave., Fort Lee, NJ 07024. Equal Opportunity Employer.



**ACCOUNT EXECUTIVE**

Corporate Video Production Company in Atlanta, GA is looking for an experienced Account Executive to represent the company to "Fortune 500" market. Position requires strong sales background; excellent writing skills; ability to close complicated sales. Salary plus commission. Fax resume to 404-876-1715.

**ALLIED FIELDS**

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Would you like to live and work in beautiful Colorado? Trainer/Product Specialist: Software vendor needs people to train and support clients on software for the broadcasting industry. Broadcasting experience in traffic, sales service, or accounts receivable and/or extensive training experience preferred. Enterprise Systems experience is helpful. Must be self motivated, organized, and have good people and communication skills. Relocation to Colorado Springs and extensive travel required. Competitive compensation package. Fax resume today to: Human Resources (719) 548-1818. We are hiring now!

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

**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**

KNOP-TV Wants to buy RCATT25FL transmitter in good working condition. Call Ulysses Carlini 1-308-532-2222.

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

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, Fax 313-664-9427.

For Sale: Ikegami HK-323 cameras with Canon PV18x11 lenses; HL79EAL -- no lense. Original owner. Please call Debbie at 818-980-0704.

New FM antenna - never used. Packaged in original box. Cost: \$57,000.00. Will sell for \$26,500.00. Shively model 6810, 8 bays directional 100.3 MHz, 10kw power rating per bay, maximum of 40kw for 4 or more bays. For more information contact: Thomas P. Lewis, 8701 S. Kimbark, Chicago, IL 60619. 312-374-9200.

**TELEVISION MISCELLANEOUS**

ANCHORS, REPORTERS, PRODUCERS! You're looking for a job and you're not getting any response. C...Marketing Works "Tips on Tape" audiocassette not only critiques your work, we tell you what can give you the edge. Call 603-888-6788.

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GA	CLASS A COMBO	\$650,000	WCJM WEST POINT
TX	CLASS A COMBO	\$650,000	KLLF/KWFS WICHITA FALLS
GA	FULLTIME AM METRO	\$500,000	WVNF ALPHARETTA
OKL	CLASS A COMBO	\$395,000	WLH WCOK PAULS VALLEY
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GA	CLASS A COMBO	\$250,000	WSNT SANDERSVILLE
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**For all your classified needs, call:**  
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**Telephone:**  
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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

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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.**

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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: 85¢ 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 Sale 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 (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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# **NOTICE**

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**Effective immediately,  
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**The new Classified Manager is**

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**Please update your records**

# For the Record

## OWNERSHIP

### Granted

**KLAM(AM) Cordova, AK** (BAL940614EC)—Action Aug. 10.

**WABM(TV) Birmingham** (BALCT940711-KG)—Action Aug. 1.

**WQRX(AM) Valley Head, AL** (BAL940627-EB)—Action Aug. 10.

**KHYL(FM) Auburn, CA** (BALH940422GT)—Action Aug. 9.

**KAIL(TV) Clovis, CA** (BTCCT940715KO)—Action Aug. 5.

**KXEX(AM) Fresno, CA** (BAL940518ED)—Action Aug. 10.

**KMEN(AM) San Bernardino, CA** (BAL940422HE)—Action July 29.

**KTYM(AM) Inglewood, CA** (BTC940715-KP)—Action Aug. 5.

**KHUG(FM) Rocky Ford, CO** (BALH940520GG)—Action Aug. 10.

**WTBS(TV) Atlanta** (BTCCT940712KF)—Action Aug. 1.

**WNDE(AM) Indianapolis** (BAL940722GJ)—Action Aug. 11.

**WRZX(FM) Indianapolis** (BALH940722-GP)—Action Aug. 11.

**WFBQ(FM) Indianapolis** (BALH940722-GQ)—Action Aug. 11.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power update; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to nup coordinates. One meter equals 3.28 feet.

**WXOX(AM) Bay City, MI** (BAL940715EQ)—Action July 8.

**WMVN(AM)-WMQT-FM Ishpeming, MI** (AM: BTC940620GO; FM: BTCH940620GP)—Action Aug. 3.

**WMXD(FM) Detroit** (BALH940722GL)—Action Aug. 11.

**WJLB(FM) Detroit** (BALH940722GK)—Action Aug. 11.

**KTCJ(AM)-KTCZ-FM Minneapolis** (AM: BAL940422GP; FM: BALH940422GR)—Action July 29.

**KPLR-TV St. Louis** (BALCT940711KF)—Action Aug. 5.

**KRLV(FM) Las Vegas** (BTCH940608GL)—Action August 1.

**WTSB(AM)-WKML(FM) Lumberton, NC**

(AM: BAL940722GG; FM: BALH940722-GH)—Action Aug. 11.

**WUBE-AM-FM Cincinnati** (AM: BAL940422GO; FM: BALH940422GQ)—Action July 29.

**WWNK-FM Cincinnati** (BALH940722GM)—Action Aug. 11.

**WWWE(AM)-WLTF(FM) Cleveland** (AM: BAL940722GI; FM: BALH940722GN)—Action Aug. 11.

**WYGY(FM) Hamilton, OH** (BALH940422-GS)—Action July 29.

**WDVE(FM) Pittsburgh** (BALH940722GO)—Action Aug. 11.

**WOIC(AM) Columbia, SC** (BAL940615-GO)—Action Aug. 3.

**WNOK(FM) Columbia, SC** (BALH940615-GP)—Action Aug. 3.

**KTBB(AM) Tyler, TX** (BAL940623EA)—Action Aug. 10.

**KZHT(FM) Provo, UT** (BALH940712GH)—Action Aug. 2.

**KYVE(TV) Yakima, WA** (BALET940524-KE)—Action Aug. 1.

### Dismissed

**KZJG(TV) Longmont, CO** (BTCCT920410-KE)—Action July 28.

**KNEK-AM-FM Washington, LA** (AM: BTC910807EF; FM: BTCH910807EG)—Action Aug. 10.

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**KNEK(AM) Washington, LA** (BAL911025-EA)—Action Aug. 10.

**WKSC(AM) Kershaw, SC** (BTC940602-EA)—Action Aug. 10.

## FACILITIES

### Applications

**Oro Valley, AZ** KCDI(FM) 97.5 mhz—Maloney Broadcasting Co. seeks mod. of CP to make changes; ERP: 3 kw; ant. -6 m.; TL: 2250 W Ina Rd., Tucson, Pima Co., AZ.

**Chatsworth, GA** WQMT(FM) 98.9 mhz—Annice Haygood Trevitt Support Trust seeks CP to make changes; ERP: 1.3 kw; ant. 214.3 m.; TL: GA 52.5 km E of Chatsworth in Murry Co., GA.

**New Orleans** WHNO(TV) ch. 20—LeSea Broadcasting Corp. seeks MP to change ant. 275 m.; ERP vis: 3715 kw.

**Cleveland, MS** WOHT(AM) 1410 khz—Delta Radio Inc. seeks CP to operate at night with .023 kw and make changes in antenna system.

**Centreville, MS** WZFL-FM 104.9 mhz—Port Allen Educational Broadcasting Foundation seeks CP to change TL: just E of State Hwy 24/33 0.35 mi. N of intersection of State Hwy 24/33 and state Hwy 48, 1.7 mi. ENE of Centreville in Amite Co., MS.

**Asheboro, NC** WPER(FM) 89.3 mhz—Positive Alternative Radio Inc. seeks mod. of CP to make changes; ERP: 12.5 kw; change class to C3.

**Butler, PA** WISR(AM) 680 khz—Butler Broadcasting Co. Inc. seeks CP to add service with 50 w.

**Pittsburgh** WDUQ(FM) 90.5 mhz—Duquesne University seeks CP to make changes; ant. 145.7 m.

**Pittsburgh** WVTY(FM) 96.1 mhz—The Hearst Corp. seeks CP to install auxiliary antenna system (for auxiliary purposes only).

**Harrisonburg, VA** WMRA(FM) 90.7 mhz—The Board of Visitors of James Madison University seeks mod. of CP to make changes; ERP: 10.5 kw; ant. 318 m.

### Actions

**Twenty-Nine Palms, CA** KQYN(FM) 95.7 mhz—Granted app. of Three D Radio Inc. seeks CP to make changes; ERP: 6 kw; ant. 74.3 m.; change class from B1 to A. Action Aug. 11.

**St. Marys, KS** KTPQ(FM) 102.9 mhz—Granted app. of Shawnee Broadcasting Corp. for mod. of CP to make changes; ERP: 50 kw; ant. 97.7 ft.; TL: 1.4 mi. E of Rossville Rd. on NW 54th St., Rossville, Shawnee Co., KS. Action Aug. 9.

**Natchez, MS** WNTZ(TV) ch. 48—Granted app. of Delta Management Corp. for CP to change; ant. 378 m.; ERP vis: 2,765 kw; TL: in Concordia Parish (Co.), LA, 0.3 km E of Brushy Bayou, 0.5 km S of Ballina oil field,

approx. 1.4 km WNW of Ballina Plantation, 7 km SW of Dunbarton, LA. Action July 21.

**Monroe, NY** WLJP(FM) 89.3 mhz—Granted app. of Sound of Life Inc. for CP to make changes; ERP: .20 kw; ant. 316.5 m.; TL: approx. 1.6 mi. NW of Rte 32 and Erie Railroad in Highland Mills, Orange Co., NY. Action Aug. 4.

**Kannapolis, NC** WKAY(TV) ch. 64—Granted app. of Community Action Communications Inc. for MP to change; TL: 910 Fairview St., Kannapolis, Cabarrus, NC. Action Nov. 19, 1993.

**Brookings, OR** KURY(AM) 910 khz—Granted app. of KURY Radio Inc. for CP to change TL to end of East Benham Rd., Brookings, OR, and make changes in antenna system. Action Aug. 9.

**Bradford, PA** WBRR(FM) 100.1 mhz—Granted app. of Radio Station WESB Inc. for CP to make changes; ERP: 2 kw; ant. 160 m. Action Aug. 9.

**Kingstree, SC** WWKT-FM 99.3 mhz—Granted app. of Davidson Communications Inc. for CP to make changes; ERP: 12 kw; ant. 147 m.; TL: 1.87 km NW of intersection of State Rds. 78 & 287. Change class to C3 (per MM docket 91-251). Action Aug. 5.

**Lexington, SC** WLXC(FM) 98.5 mhz—Granted app. of Lexington Communications

## BY THE NUMBERS

### BROADCASTING

Service	Total
Commercial AM	4,929
Commercial FM	5,044
Educational FM	1,697
<b>Total Radio</b>	<b>11,670</b>
Commercial VHF TV	559
Commercial UHF TV	596
Educational VHF TV	123
Educational UHF TV	241
<b>Total TV</b>	<b>1,519</b>
VHF LPTV	531
UHF LPTV	993
<b>Total LPTV</b>	<b>1,524</b>
FM translators	2,189
VHF translators	2,253
UHF translators	2,427
<b>Total Translators</b>	<b>6,869</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.  
Source: Nielsen, NCTA and FCC.

## Errata

Under new station applicants in the July 25 "For the Record," Tom Howe should have been listed as head of the University of North Carolina in the entry for Lumberton, N.C.

Inc. for mod. of CP to make changes; ERP: 2.1 kw; ant. 169 m.; TL: Carl St., 1.65 km S of Interstate 20 (exit 55) of State Rte 6, Lexington, SC. Action Aug. 3.

**Clinton, TN** WYSH(AM) 1380 khz—Granted app. of Clinton Broadcasters Inc. for CP to reduce nighttime power to 250 w and make changes in antenna system. Action Aug. 10.

**Burnet, TX** KBLK(FM) 92.5 mhz—Granted app. of Maxagrid Broadcasting Corp. for CP to make changes; ERP: 0.64 kw; ant. 178 m. Action Aug. 11.

**Edinburg, VA** WOTC(FM) 88.3 mhz—Granted app. of Valley Baptist Church-Christian School for mod. of CP to make changes: ant. 123 m.; TL: on Buck Hill, 3 km S of Conicville, Shenandoah Co., VA. Action Aug. 9.

**Aberdeen, WA** KXRO(AM) 1320 khz—Granted app. of Pioneer Broadcasting Co. for CP to correct coordinates. Action Aug. 9.

## NEW STATIONS

### Applications

**Fairbanks, AK** (BPCT940715KN)—Tanana Valley Television Co. seeks ch. 7; 9.4 kw vis; ant. 18 m. Address: 3650 Bradock St., Ste 2, Fairbanks, AK 99701. Applicant is headed by William St. Pierre and has no other broadcast interests.

**Flagstaff, AZ** (BPED940719MZ)—Northern Arizona University seeks 91.7 mhz; 0.5 kw; ant. 560 m. Address: P.O. Box 5764, Flagstaff, AZ 87011. Applicant is headed by John Stark and owns KNAU-FM Flagstaff, KUAS-TV/KUAT-AM-FM-TV Tucson, and KAET-TV Phoenix, all Arizona.

**Mecca, CA** (BPED940718MZ)—World Radio Network Inc. seeks 89.7 mhz; 3 kw; ant. -6 m. Address: Box 3333, McAllen, TX 78502. Applicant is headed by Abe VanDerPuy and owns KVMV(FM) McAllen, KBNR(FM) Brownsville, KBNJ(FM) Corpus Christi, KBNL(FM) Laredo, KVER(FM) El Paso and KEPX(FM) Eagle Pass, all Texas.

**Rensselaerville, NY** (BPED940718MA)—Sound of Life Inc. seeks 89.9 mhz; .34 kw; ant. 232.2 m. Address: P.O. Box 777, Lake Katrine, NY 12401. Applicant is headed by Dennis Newcomer and owns WFGB Kingston, WLJP Monroe and WRPJ Port Jervis, all New York.

## Bradley J. Siegel

It is the rare television executive who has expertise in areas as diverse as network development, production, program development, scheduling, acquisitions and marketing. But it is just that combination that makes newly promoted Brad Siegel a valuable asset at Turner Broadcasting.

Siegel got started in the entertainment business while still a student at Washington University in St. Louis, booking on-campus appearances by personalities such as Muhammad Ali and Charles Mingus. After graduation, he parlayed those booking skills into a full-time job at a local nightclub called Caleco's. He promised the owner of the club that he could double business and wound up tripling it during his first week on the job.

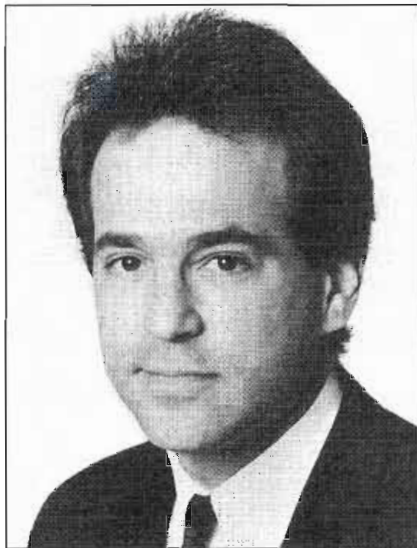
About a year later, a friend told Siegel about a New York-based magazine called *Sportswise* that was looking for a promotion director to create event tie-ins and other promotional opportunities.

"I told them I really don't know what this job is, but I know how to organize events and promote them and get people to come to them," says Siegel. He wound up creating 12 sports events around the city, some of which are still being held.

*Sportswise* parent company TPI in 1982 offered Siegel an opportunity to join Campus Entertainment Network, a new division formed to deliver live concerts to college campuses via closed-circuit TV. Siegel took the job and managed to distribute three events—*Devo Live in 3D*, *The Who's Final Concert* and *Sophisticated Ladies Live From Broadway*—before the company folded a year later.

Campus Entertainment Network had its share of problems. At the time, it was hard explaining to college activity boards exactly how the satellite technology worked ("It was like we were from Mars," says Siegel). It also turned out to be very costly to rent all the satellite receiving equipment needed to deliver the programming. And then there was the basic problem that college kids apparently did not want to watch concerts on big screens.

But Siegel also saw an opportunity as he visited campuses around the country—many colleges had cable



TV channels but they didn't know what to do with them. Considering that many of those channels were also received in the neighboring residential communities, there seemed to be tremendous potential. He suggested to his backers at Campus Entertainment Network that they form a new entity, National College Television, which each week would supply 20 hours of original, ad-supported programming to those operations.

National College Television launched in 1983 on six campuses serving 15,000 cable homes. By the time Siegel left the company in 1988, the network had grown to an \$8 million a year company serving 450 campuses and 14 million cable homes. Programming ranged from a soap opera co-produced with UCLA to a college magazine, *Campus America*, featuring reports by TV journalism students.

Siegel eventually left the company at the prompting of Arthur Taylor, a former CBS president who had been doing some consulting work with National College Television. Taylor

had an investment in a broadcasting company called Bridgeways Communications, and he hired Siegel to develop new program formats, scheduling and original programming for WBCT-TV Bridgeport, Conn. (now WHAT-TV).

Less than a year later, he was offered a job as vice president of programming and production at American Movie Classics. Siegel stayed four years with the cable network, handling program acquisitions and scheduling and developing original productions that complemented the channel's classic movies.

He enjoyed a successful run at AMC which, during his tenure, saw a 60% rise in distribution (from 17 million to 43 million households) and a 50% growth in the size of its program library.

In early 1993, Siegel was hired away by Turner Broadcasting System to serve as executive vice president of TNT. His ability to negotiate movie packages has come in handy at the network, which features a program lineup that is 60% library movies. His

original programming background also has been a plus for the network, where sports, documentaries and big-budget original movies like "Gettysburg" make up about 20% of the schedule (cartoons fill out the remaining 20%).

His AMC experience is no doubt proving helpful, since he now has the added responsibility of running Turner Classic Movies, the rival start-up network to AMC launched by Turner last April. Looking

forward, it's likely there will be more new Turner networks and more responsibilities for Siegel. "We're constantly looking at new opportunities," says Siegel. "I don't know if I'll be involved in all of them, but certainly I'll be involved in some of them." —RB

**President, Turner Network Television and Turner Classic Movies, Atlanta; b. Nov. 12, 1957, Far Rockaway, N.Y.; BA, Washington University, St. Louis, 1979; entertainment manager, Caleco's of St. Louis, 1980; promotion director, Sportswise, New York, 1980-81; VP, Campus Entertainment Network, 1982; VP/GM, National College Television, 1983-88; VP, programming/marketing, Bridgeways Communications, 1988-89; VP, programming/production, American Movie Classics, 1989-92; executive VP, TNT, January 1993-August 1994; executive VP, TCM, September 1993-August 1994; current position since last week; m. Jill Opolinsky, April 16, 1988; children: Casey, 3, twins Jake and Griffin, 2.**

## States' rights

EDITOR: I read with interest your July 18 special report on news services available to radio and television stations. While you mentioned national and local services, you neglected to write about state radio networks.

There are 26 state radio networks in operation, each serving an important niche and service within their borders. State radio networks cover the state's capitol, the governor's major addresses, the state's pro, college and high school teams, and work with affiliates who are in effect bureaus or correspondents for the network. For example, if a plane crashes or a train derails in downstate Illinois, who is there to cover the story? More than likely the local radio station. And since fewer and fewer small-market stations are affiliated with AP or UPI, the reporter calls the state network with the story.

Only one network per state is allowed membership into the National Association of State Radio Networks. Among the criteria for admittance is a satellite-delivered product and a significant amount of news and sports programming. This information is invaluable to the one-person news operation or the station that has fewer news staffers than in "the old days."

State radio networks are an important service for the newsroom, just like national and local networks.—*Jim Roberts, director of operations, Wisconsin Radio Network/Illinois News Network, Chicago.*

## Public service and the First Amendment

EDITOR: As usual, the most significant issues of the day in our industry are being debated on the pages of BROADCASTING & CABLE. Here's Fox's two cents' worth.

No one can deny that a social compact has existed between broadcasters and the government regarding public service and the use of public spectrum. As we move toward necessary deregulation of antiquated regulations, it is a perfectly appropriate time for the chairman of the FCC to seek a review and restatement of that social compact. There is no reason to presume that a renewal of broadcasters' historic commitment to public

service is necessarily inconsistent with the First Amendment and free expression in the broadcast medium.—*Preston R. Padden, president, network distribution, Fox Broadcasting Co., Washington.*

## Word of warning

EDITOR: How many times do America's news people have to be bashed over the head before learning not to report half-truths, total untruths and unsubstantiated rumors? The sensational news reports centering on the murder of O.J. Simpson's wife and her male companion have given the news media the opportunity to reach a new low in journalism. And, I'm sorry to say, the members of the media have been successful in their effort.

I spent 31 years in broadcasting, and during many of those years I hated the fairness doctrine. If members of the media don't start covering both sides of a story, the dreaded fairness doctrine will be back. The personal attacks on political leaders by persons who have their own private agenda decreases respect for the leaders we've elected.

It's time we returned to the practice of not reporting "unnamed sources." If a person won't allow his name to be used when "leaking" to a reporter, he obviously has a vested interest in "leaking."

Perhaps it would be a good idea not to report criminal cases until the person supposedly involved in the criminal activity is actually charged in a court of law. That practice would end all the irresponsible reports we've been hearing these past weeks.

If the managers and the editors

involved with the reporting of the news don't soon start practicing restraint and journalistic fairness you can bet the farm that the members of the House and Senate soon will be talking about enacting laws which will force restraint upon an irresponsible media.—*Don Karnes, Washington.*

## Beware social engineering

EDITOR: Of all the books I've read in the past dozen or so years, the one that I feel gives the clearest picture of life in the closing decades of the 20th century is "Modern Times" by Paul Johnson. Johnson traces the most virulent ills of our century to a widespread passion for "social engineering," the firmly held conviction by various elites that their superior understanding gives them the right to control other people's lives. He points out time and again how these elites summarily dismiss any inconvenient facts that don't conform to their "certainties" as they break however many eggs they deem necessary to create whatever utopian omelette it is that they fancy.

Johnson also describes how the relentless "law of unintended consequence" operates as those inconvenient facts so fervently ignored insistently resurface with unexpected effects. Reality, it seems, will not be forever denied, however much we try to wish it away.

So what do the "social engineers" have in mind for broadcasting? The most direct ideological challenge (at least in the U.S.) is the attempt to reinstate by statute the so-called fairness doctrine that was abandoned by the FCC some years ago as a counter-

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productive, bureaucratic nightmare (a clear example of the way the law of unintended consequence works). Who could possibly object to "fairness"? No one, obviously. But blind faith that "fairness" can be equitably enforced by a faceless bureaucrat closeted somewhere in the enlightened city of Washington requires one to ignore as many inconvenient facts as would accepting Piltown Man as important evidence of a specific stage in human development. And this is even apart from the violence the proposed legislation does to both the spirit and the text of the First Amendment to the U.S. Constitution.

Not so directly ideological (but often fueled largely by the same ideological assumptions) are the advocates of hefty user fees, spectrum royalty fees, performers' royalty fees, etc., and of ever more stringent regulations on advertising, minority employment, etc. These advocates "know" that everyone engaged in broadcasting is making obscene amounts of money using a public resource, so why not charge these freeloaders the full cost of regulating their industry...and while we're at it, why not tap that limitless resource to

pay for some of our other pet projects?

I am not suggesting that broadcasters have any less obligation to be good citizens than do any other members of society, nor that they are somehow more virtuous than others and should, therefore, be exempt from rules that apply to others. But neither should they be singled out and burdened with onerous rules and taxes that limit their ability to provide the best service they can to their audiences and advertisers or that put them at a competitive disadvantage with other media.

A proper understanding of history is in the long run optimistic: Truth ultimately will triumph; reality cannot be forever suppressed. But let the unhappy example of the deserted lumber mills we see all over the Pacific Northwest stand as stark evidence that the social engineers can do a lot of immediate damage, virtually destroying entire industries if they are not effectively opposed. Ideologues, using the red herrings of supposedly threatened northern spotted owls and marbled murrelets, virtually have stopped all logging on public lands in the Northwest, one of the

most productive timber-growing areas in the world. As the loggers and mill workers in the Pacific Northwest have found to their regret, broadcasters cannot rely on the good sense and restraint of bureaucracies, legislatures or courts to protect them from the excesses of the ideologues and their allies.

Broadcasters must use the resources they have to tell their story, using the same creativity to defend their livelihood that they so effectively employ in that livelihood itself. Be fair, but be bold. Tell the truth and tell it often: on the air, to every service club and organization you can wangle an invitation to, in letters and phone calls to the FCC and to your congressmen and senators—and most important, face-to-face, one-on-one with those same congressmen and senators when they come by to use your facilities to ingratiate themselves with their constituents.

Social engineers are at work, and broadcasting is the target of choice for many of them. That's an unpleasant fact that broadcasters ignore at extreme peril.—*I. Jerome Kenagy, president, CBSI/Custom Business Systems Inc., Reedsport, Ore.*

### THIS WEEK

- Aug. 24-25**—Investing in Asia-Pacific Media & Telecom, Park Lane, New York. Sponsored by *Kagan World Media*. Contact: Genni Russell, (408) 624-1536.
- Aug. 25-27**—*Nebraska Broadcasters Association* annual convention, Ramada Inn, Kearney, Neb. Contact: Dick Palmquist, (402) 333-3034.
- Aug. 26**—Deadline for the submission of entries by individual producers and artists for the 16th annual *CableACE Awards*. Contact: (202) 775-3629.

### AUGUST

- Aug. 31**—1993 Community Service and Public Service Announcements Emmy Awards, Marriott Marquis Hotel, New York City. Presented by *NATAS*. Contact: Robert F. Blake, (212) 586-8424.
- Aug. 31-Sept. 1**—*Wisconsin Cable Communications Association* annual convention, Chula Vista Resort & Conference Center, Wisconsin Dells, Wis. Contact: Tom Hanson, (608) 256-1683.

### SEPTEMBER

- Sept. 8**—15th Annual News and Documentary Emmy Awards, Marriott Marquis Hotel, New York City. Presented by *NATAS*. Contact: Robert F. Blake, (212) 586-8424.
- Sept. 8**—*Hollywood Radio and Television Society* newsmaker luncheon featuring network presidents' panel, Beverly Hilton Hotel, Beverly Hills. Contact: HRTS, (818) 789-1182.
- Sept. 9-11**—*National Academy of Television Arts and Sciences* chapter presidents and administrators meeting, Fairmont Hotel, Chicago. Contact: Trudy Wilson, (212) 586-8424.
- Sept. 9-11**—*Oregon Association of Broadcasters* annual fall conference, Inn of the Seventh Mountain, Bend, Ore. Contact: Gordon Bussey, (503) 257-3041.
- Sept. 12-14**—Telco-Cable VI, Omni Shoreham, Washington, D.C. Sponsored by *Business Research Publications, Wiley, Rein & Felding* and the *Yankee Group*. Contact: (800) 822-MEET or (202) 842-3022.

## Datebook

- Sept. 13**—Everett C. Parker Ethics in Telecommunications Lecture and Awards, The Interchurch Center, New York City. Sponsored by the *National Council of Churches and United Church of Christ*. Contact: (212) 870-2137.
- Sept. 13-15**—*Brazilian Broadcasters and Broadcasting Industry's* 15th exhibition of equipment for broadcasting, 19th Brazilian Congress of Broadcasting and 14th broadcasting seminar, Goiania, Golas, Brazil. Contact: 55-61-224-4600 or (212) 870-2137.
- Sept. 14-18**—*International Broadcasting Convention* biennial meeting, Amsterdam, Holland. Contact: Sarah Campbell, 44-71-240-3839.
- Sept. 16-17**—Creating Critical Viewers conference, Yale University. Presented by *NATAS*. Contact: Trudy Wilson, (212) 586-8424.
- Sept. 22-23**—*Institute of Electronic & Electrical Engineers/Broadcast Technology Society* 44th annual broadcast symposium, Washington, D.C. Contact: Susan Crawford, (202) 659-3707.

### OCTOBER

- Oct. 12-15**—*National Association of Broadcasters* Radio Show, Los Angeles. Contact: Doug Wills, (202) 429-5350.
- Oct. 12-15**—*Radio and Television News Directors Association* international conference, Los Angeles. Contact: Doug Wills, (202) 429-5350.

- Oct. 4**—*BROADCASTING & CABLE* Interface. Three-city teleconference (Washington, New York and Hollywood) co-sponsored by *Federal Communications Bar Association, International Radio & Television Society and Hollywood Radio & Television Society*. Contact: Joan Miller, (212) 337-6940.
- Nov. 7**—*BROADCASTING & CABLE* 1994 Hall of Fame dinner, New York Marriott Marquis. Contact: Steve Labunski, Circle Special Events, (212) 686-2200.

- Nov. 6-9**—*Canadian Association of Broadcasters/Western Association of Broadcast Engineers* joint convention and national trade show, Winnipeg Convention Centre, Winnipeg, Manitoba. Contact: Nathalie Samson, (613) 233-4035.
- Oct. 12-15**—*Society of Broadcast Engineers* engineering conference, Los Angeles. Contact: Doug Wills, (202) 429-5350.
- Oct. 12-15**—*SMPTE* 136th annual technical conference, Los Angeles. Contact: Doug Wills, (202) 429-5350.
- Oct. 18-21**—*NIMA International's* fifth annual meeting and trade exhibition, The Mirage, Las Vegas. Contact: David Savage, (202) 962-8342.

### NOVEMBER

- Nov. 6-9**—*Canadian Association of Broadcasters/Western Association of Broadcast Engineers* joint convention and national trade show, Winnipeg Convention Centre, Winnipeg, Manitoba. Contact: Nathalie Samson, (613) 233-4035.

### JANUARY

- Jan. 13**—16th annual *CableACE Awards* (non-televised ceremony), Century Plaza Hotel, Los Angeles. Presented by *National Cable Television Association*. Contact: (202) 775-3629.
- Jan. 15**—16th annual *CableACE Awards* (televised ceremony), Wilmet Theatre, Los Angeles. Presented by *National Cable Television Association*. Contact: (202) 775-3629.
- Jan. 23-26**—32nd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition, Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

### CONTINUING

- Now through Sept. 30**—"Country Music: On the Air," exhibition and seminars presented by *The Museum of Broadcast Communications*, Chicago. Contact: Anne Barlow, (312) 629-6026.
- Now through Nov. 2**—"Rock 'n' Roll and Radio," a listening series. Sponsored by *The Museum of Television & Radio*, New York. Contact: Dana Rogers, (212) 621-6705.

### Major Meetings

# Fates & Fortunes

## BROADCAST TV



Phillips



Pucher

Appointments at ABC Television Network Group, New York: **Bruce Phillips**, VP, design and development, named VP, real estate and construction;

**Andrew Pucher**, VP, facilities and security, Capital Cities/ABC New York, named VP, East Coast administration.

**Maria Grasso**, director, comedy development, Universal Television, Universal City, Calif., named VP.

**Suzy Polse**, director, development, Buena Vista Production, Los Angeles, named VP.

**Joe Kissack**, VP, southwestern region, Columbia TriStar Television Distrib-

ution, Dallas, named VP, southern region.

**Sean Deneny**, president, STS Entertainment Inc., New York, joins Grove Television Enterprises there as senior VP, East Coast sales.

**Melinda McGregor**, director, financial reporting, Sony Pictures Entertainment Television Group, Culver City, Calif., named assistant controller.

**Lois Friedman**, director, sales marketing, Seltel Inc., New York, joins WNBC (TV) there as manager, research.

Appointments at Telemundo Station Group: **Enrique Perez**, GM, KTMD(TV) Galveston, Tex., joins KSTS(TV) San Jose, Calif., as VP/GM; **Luis Fernandez-Rocha**, GSM, KTMD, named GM; **Arthur Emerson**, GM, KTMD, named VP.

**Jim DeSchepper**, VP/GM, WLS(TV) Roanoke, Va., joins KTIV(TV) Sioux City, Iowa, in same capacity.

Appointments at Worldwide Target Demographic Television, Deerfield Beach, Fla.: **Jeff Rosenfeld**, controller, named CFO; **Robert Hess**, senior producer, *Lifestyles of the Rich and*

*Famous*, New York, accepts additional duties as co-executive producer.



Neufeld

**Marjorie Neufeld**, senior contracts attorney, NBC Entertainment, Burbank, Calif., named director, business affairs.

Appointments at WBRE-TV Wilkes-Barre, Pa.: **Art Daube**, VP/GM,

WTOV-TV Steubenville, Ohio/Wheeling, W.V., named VP/GM; **Micah Johnson**, news director, WTOV-TV, named news director.

## RADIO

Appointments at Evergreen Media, Washington: **Tom McKinley**, VP/GM, WASH-FM/WTOP(AM) Washington, named executive VP; **Mark O'Brien**, sales director, WASH-FM/WTOP, named GM, WASH-FM.

**Cynthia Weiland**, GSM, WNAX-AM-FM Yankton, S.D., named GM.

**Jeff Cena**, sales representative, CBS Radio, Los Angeles, joins KNX(AM) there as NSM.



McKay

**Dave McKay**, music director, WPST(FM) Princeton, N.J., named assistant program director.

**Scott Aurand**, program director, WPKX-FM Springfield, Mass., joins WDSY-FM Pittsburgh in same capacity.

**Albie Dee**, DJ, 7-midnight shift, WPGC-FM Morningside, Md., named to afternoon (2-6 p.m.) shift.

## CABLE

**Jan Hatcher**, director of national accounts, The Disney Channel, Los Angeles, joins the Home & Garden Network there as western region VP, affiliate relations.

**Elizabeth Ruhland**, field manager, marketing, Showtime Networks Sales and Marketing, New York, named director, direct marketing operations.

**Gary Zelamsky**, VP of operations, Puget Sound (Wash.) region, Viacom Cable,

## Moving and shaking at Fox

Appointments at Fox Broadcasting Company, Beverly Hills, Calif.: **Larry Jacobson**, senior VP, finance, named executive VP/CFO; **Doug Binzak**, VP, program scheduling and planning, named senior VP, scheduling and marketing strategy; **Bob Harbin**, VP, named senior VP, talent and casting; **Bill Coveny**, VP, current programming, named senior VP; **George Oswald**, VP, named senior VP, creative services; **Jonathan Littman**, director, current programming, named VP; **Danielle Claman**, director, drama development, named VP; **Theresa Edy**, VP, series development, Twentieth Television, joins as VP; **Kelly McCray**, manager, comedy development, named director.



Jacobson



Binzak



Harbin



Coveny



Oswald



Littman



Claman



Edy



McCray

named senior VP, Bay Area (Calif.) region.



**Nicholas Makris**, manager, national accounts, Showtime Networks Inc., Denver, joins Bresnan Communications, White Plains, N.Y., as operations manager.

**Makris** Appointments at Nickelodeon Studios, Orlando, Fla.: **Robin Ireland**, controller, named VP/controller; **Timothy Quealy**, VP, entertainment production finance, NBC, Burbank, Calif., joins as VP, operations.

Appointments at Turner Broadcasting Sales Inc., Atlanta: **Rick Survaitis**, executive VP, corporate sales, named executive VP, news; **Joe Uva**, executive VP, news, named executive VP, entertainment sales and marketing; **Stan Weils**, senior VP, sales, named executive VP, entertainment advertising sales.

Appointments at VH-1, New York City: **Sal LoCurto**, VP, programing and scheduling, named VP, programing and program planning; **Lee Chesnut**, program director, WSTR(FM) Smyrna, Ga., joins as VP, music programing; **Jill Newfield**, VP/counsel, Viacom International Inc., New York, joins as VP, business affairs.

## SATELLITE/WIRELESS

**Bert McCoy**, director, research and development, Prevue Networks Inc., Tulsa, Okla., named VP.

Appointments at Primestar Partners, Bala Cynwyd, Pa.: **Donald Herr**, president, Lehigh Valley Dairies division, John Labatt Inc., Flemington, N.J., joins as senior VP, marketing and distribution; **Marcus Evans**, VP/general counsel, named senior VP/general counsel; **Peter Hampton**, director, consumer communications, The Yankee Group, Boston, joins as director, market planning and development.

## MULTIMEDIA

**Thomas Devlin**, VP, international sales and worldwide home video, Hearst Entertainment, New York, named senior VP, international sales.

Appointments at The WNYC Communication Group, New York: **John Platt**, director, marketing and promo-

tion, WNEW(FM)/WYNY(FM) Lake Success, N.Y., joins in same capacity; **Roxanne Robertson**, supervisor, public relations, named deputy director, marketing and communications; **Theodore Manekin**, theatrical producer, joins as director, membership.

## ADVERTISING

**Robert Drury**, controller, Paramount Pictures, Hollywood, joins TeleRep Inc., New York, as VP/controller.



**Drury**

Appointments at Bader Rutter & Assoc. Inc., Milwaukee: **Bruce Herz**, account supervisor, named VP/group supervisor; **Stewart Colovin**, copywriter, NKH&W, Kansas City, Mo., joins in same capacity.

Appointments at Rainbow Advertising Sales Corp., New York: **Jim Nuzzo**, director, finance and administration, named VP; **Gary Mancuso**, VP/director, sports, Petry Inc., there, joins as VP, national sales, SportsChannel Regional Networks; **Keith Kaplan**, national account executive, named assistant sales manager.

## ALLIED FIELDS

**Katie Chin**, VP, worldwide promotions, Twentieth Century Fox licensing and merchandising, Beverly Hills, Calif., named senior VP, marketing and promotions.

**Lawrence Fraiberg**, chairman/CEO, Pinelands Inc., New York, joins AdMedia Corporate Advisors Inc. there as senior advisor.

**Samantha McCloskey**, executive director, business development, Professional Video Services Corp., Washington, joins Washington International Teleport, Alexandria, Va., as VP, business development.

**Domhnal Slattery**, VP, marketing for Latin America, General Electric Capital Aviation Services, Miami, joins Communications Equity Associates, Tampa, Fla., as director of corporate development.

## DEATHS

**Nev Chandler**, 47, the voice of the Cleveland Browns and sports director for WEWS-TV Cleveland, died Aug. 7

of colon cancer. Chandler teamed with Herb Score from 1980-84 for radio broadcasts of Cleveland Indians games. He joined WEWS-TV in 1984 and became the play-by-play announcer for the Browns later that year. He was named Ohio Sportscaster of the Year in 1987, 1988, 1989 and 1992. Survivors include his wife, a son and a daughter.

**Craig Smith**, 42, program director for KING-TV Seattle, died in Seattle Aug. 13 of complications following a bone marrow transplant to treat leukemia. A graduate of Texas Tech University with a degree in business management, Smith began his career in 1970 as a director at KSEL-TV (now KMCC-TV) Lubbock, Tex., and served in the same capacity from 1973-76 at WGN-TV Chicago. He joined KING-TV in 1977 as a floor director and moved to sister station KGW-TV Portland in 1978 as operations manager. In 1988 he returned to KING-TV as program director. He was on the board of trustees of NATPE. Survivors include his wife, Kathie, and two children.



**Vassar**

**Michael V. Vassar**, 41, general sales manager for KPOI-FM Honolulu, died in Honolulu Aug. 12 of melanoma. Vassar graduated with a degree in forestry from Oregon State University in

1974 and moved to Honolulu shortly thereafter. In 1983, after a three-year stint as assistant sales manager at KDEO-AM, he joined KPOI-FM as an account executive. Survivors include his parents and two brothers.

**Marik Swiecicki**, 79, retired writer-editor for the Voice of America, died in Washington Aug. 11 of lung cancer. Swiecicki was born in Odessa and received a law degree from the University of Warsaw. He was a combat reporter and served in the Polish Army during World War II, joining Radio Free Europe and Voice of America after the war's end. He worked for RFE and the VOA in Munich, New York and Washington for 36 years, settling in Washington in 1957. He retired in 1992. Survivors include his wife, Krystyna, a son and two grandchildren.

**Meredith Corp. is purchasing Cook Inlet's wsmv-TV Nashville for \$159 million.** Sale price is a combination of cash and debt. The station will remain an NBC affiliate, according to Craig Maltby, Meredith's manager of public relations. Cook Inlet was rumored to have been close to a deal with New World and Bert Ellis on two separate occasions. Meredith also owns TV stations in Orlando, Las Vegas, Kansas City, Phoenix and Flint, Mich.

**The Senate voted 88-10 Friday to appropriate \$185.2 million for the FCC's fiscal '95 budget.** The House approved the same budget earlier in the week. It amounts to a \$25 million increase for the FCC and will allow the agency to hire 225 additional employees needed to implement provisions of the 1992 Cable Act. The agency originally asked for \$166 million, but that request was increased in order to hire the additional staffers. About \$116 million of the budget will be raised through regulatory fees; the rest will come from the U.S. Treasury.

Home shopping programmer **Value-**



## Rollins back at ABC

Sherrie Sandy Rollins, former ABC executive and senior White House official, rejoined the ABC Television Network Group as senior VP, network communications. In Rollins's new position, she will oversee communications activities for the network group, including news, entertainment, sports, daytime, children's programming and ABC productions. She will be based in New York.

Previously, Rollins was senior VP, communications, for *U.S. News & World Report* and *The Atlantic Monthly* and executive producer of the U.S. News Television Debate Series. During her first stint with ABC, Rollins was director of news information.

Much of her career has been in the Washington area, including work for the Bush administration and media relations work for the 1984 Reagan-Bush campaign and the 1984 and 1988 Republican national conventions. —DS

**Vision International bought its fourth UHF station, WHAI-TV Bridgeport, Conn., for \$3.9 million cash plus "a contingent payment of up to \$12 million subject to the final affirmation of the current must-carry provisions of the Cable Act of 1992."** The station serves New York City and is available to 400,000 cable subscribers. The Ted Hepburn

Co. brokered the sale.

**KCBS-TV Los Angeles News Director Robert Jordan will leave** the station on Aug. 26 after less than a year. He is going to WFTS-TV Tampa, Fla., to help the Scripps Howard station make the leap from Fox to ABC affiliation by starting a news operation. The departure of Jordan, who last month was forced to issue an embarrassing retraction of a high-profile story charging that the prosecutor in the O.J. Simpson case entered Simpson's estate before a search warrant was issued, was described as voluntary and KCBS-TV officials praised his performance. No replacement has been announced.

**Grove Television's** new weekly, syndicated reality strip *Tough Target* has cleared 65% of the country, including WLS-TV Chicago, WGBS-TV Philadelphia and KPX San Francisco. Final negotiations are under way in Los Angeles and New York. The show, which features retired detective J.J. Bittenbinder offering advice on how to avoid being a crime victim, launches Sept. 19.

TV reporter **Steve Powers**, fired

## 'L.A. Law' star to 'NYPD' lead

ABC and Steven Bochco Productions confirmed last week that former *L.A. Law* co-star Jimmy Smits will join the cast of *NYPD Blue* this season. Smits's character is expected to be introduced in the fifth episode, which will air in late October or early November, depending on the outcome of the baseball strike.

Smits's hiring comes days after a resolution between the production company and *NYPD Blue* star David Caruso that will allow the actor to leave the show after the fourth episode. Reasons for Caruso's exit focused on his reported demand for an increase in his per-episode salary (to \$100,000 an episode, up from the \$40,000 he was expected to receive this season), as well as his desire to more actively pursue a feature film career.

According to sources, Smits will receive about \$80,000 an episode. One report says that Smits asked for and received a three-year contract. Cast members generally sign for a five-year stint on a series to avoid the kind of cast churn the highly rated *NYPD Blue* is undergoing. Ironically, Smits was Bochco's first choice to play the lead in the series.

The series is scheduled to make its second-season premiere on Oct. 11 but could begin earlier if the baseball strike wipes out the rest of the season. —SC

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from Fox O&O WNYW(TV) New York in 1992, filed a \$2 million age-bias lawsuit against Fox Television Stations Inc. in Manhattan Supreme Court. Powers, who worked for WNYW between 1980 and 1992, said in a complaint that he was fired because of his age—58 at the time of the firing. Fox officials said it was company policy not to comment on pending litigation.

**Carl's Jr. restaurants will support the new season of Columbia TriStar Television Distribution's kids educational show *Beakman's World* on CBS and The Learning Channel with 1 million units of four show-related educational products to be given away at Carl's Jr. outlets. An accompanying booklet will explain how to learn from the products. The campaign, also sponsored by Universal Belo Productions and Sony Signatures Licensing, will begin late this month.**

**Claster Television's syndicated kids show *Transformers Generation 2* has cleared more than 85% of the country for a Sept. 19 launch.**

**Fox O&O KTTV(TV) Los Angeles will air Twentieth Domestic Television's off-network sitcom *The Simpsons* in access at 7:30 p.m. as part of its new fall schedule. Time periods for other high-profile shows include Twentieth Domestic Television's *The Gordon Elliott Show* at 10 a.m., followed by Multimedia's *The Dennis Prager Show* at 11. In late-fringe/access, TDT's *A Current Affair* moves from 7:30 p.m. to 6. Saban Entertainment's new live-action children's strip *V.R. Troopers* has been slotted at 5 p.m., following Saban's *Mighty Morphin Power Rangers*.**

**CBS O&O KCBS-TV Los Angeles will move its network news from 6:30 p.m. to 6, to allow three syndicated shows to run in access from 6:30 to 8: *Real Stories of the Highway Patrol* (6:30), *Hard Copy* (7) and *Entertainment Tonight* (7:30). KCBS-TV also will add 4 and 4:30 p.m. local newscasts to its present *Action News at 5 p.m.* The schedule takes effect Sept. 12. The move also will push *Geraldo* from 4 p.m. to 3 and has prompted Group W to move its new *Jones & Jury* court-talk show from KCBS-TV to KCAL-TV.**

## Carlson signs Fox deal

KSTP(AM) St. Paul's racy morning talk show host Barbara Carlson has signed a deal with Fox to shoot a pilot for a syndicated talk show, says Carlson's agent, Mendes Napoli of Napoli Management Group of Minneapolis. The outspoken Carlson, who once served as a Minneapolis city councilwoman and is the ex-wife of current Minnesota Governor Arne Carlson, earned the moniker "mouth of the twin cities" by interviewing everyone from state gubernatorial candidates to women who work for "phone sex" lines, Napoli says. On Friday mornings Carlson delivers the show, and interviews her guests, while soaking in her home hot tub. Napoli says the Fox pilot will be "a talk show built around her and her personality." If the pilot is developed and launched, Carlson intends to continue the radio show. A Fox TV spokesperson declined to comment on the deal. —DP

### HOLLYWOOD

#### Pinch runners

If the baseball strike lingers into the start of the new TV season, NBC plans to air movies and specials on Friday nights, which would have featured ballgames. According to Preston Beckman, NBC Entertainment, if the strike continues, NBC will debut its Friday night schedule three or four weeks into the season. Initially, NBC had planned to debut its Friday lineup in November following the league championship series and the World Series. In other fall season news, NBC's *The Martin Short Show* will feature a Sept. 20 guest appearance by another wild and crazy kind of comedian, actor-comedian Steve, in its first airing in its regular Tuesday 8:30 p.m. time slot. The week before, the show will get a sneak preview on the network's powerhouse Thursday night lineup at 8:30, sandwiched between two episodes of *Seinfeld*.

### WASHINGTON

#### Flexibility foes

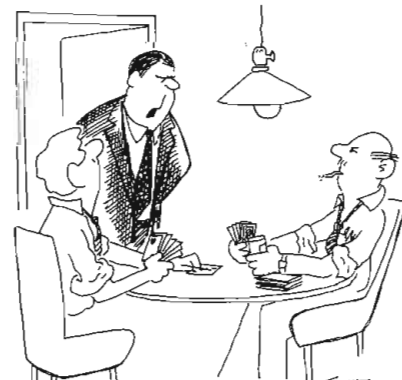
Broadcast spectrum flexibility opponents last week were turning their sights toward the Senate information highway bill. Opponents of the flexibility amendment, which allows broadcasters to provide digital "ancillary" service on new channels they receive for advanced television, say broadcasters should be required to return one of their channels once advanced television is implemented. While an older House measure carries such a requirement, the Senate version does not. "We were deeply

disappointed to learn that your committee has rejected the language in the House bill, and instead has adopted legislation to permit broadcasters to use valuable spectrum primarily for non-broadcast services, without an obligation to return any spectrum," Association of Public Safety Communications Officials Executive Director Ronnie Rand told Senate Commerce Committee Chairman Ernest Hollings.

### HOLLYWOOD

#### Making of 'Hawkeye'

Cannell Distribution Co. will provide stations running new fall frontier-themed action hour *Hawkeye* with a 30-minute special on the making of the show, said Cannell Distribution President Pat Kenney. The special will be sent to stations by satellite Sept. 8., four days before the launch of the show. *Hawkeye* is cleared on 130 stations covering 85% of the country.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"When you guys said you needed extra time to 'make the deal,' I thought you were talking sales!"

## Having it made at the FCC

We still don't know exactly what Reed Hundt has in mind, but whatever it is, he can do it.

It's been a long time since an FCC chairman has had the kind of power Hundt has amassed. Needing only two other votes to have his way on the five-person commission, he has, by our count, three and a half (subtracting half a vote for occasional dissents).

Hundt's lock on policy came with the arrival of fellow Clinton appointees Susan Ness and Rachele Chong. Hundt didn't pick them but approved their selection. With common Democratic liberal roots, Ness is a natural ally. As a Republican, Chong might be expected to distance herself from the chairman, but she's given no indication she intends to. (That could change if Clinton loses his grip on the Presidency and she were positioned as the chairman-presumptive.) Neither Ness nor Chong, at the moment, seems to have an agenda of her own.

Commissioner Andrew Barrett criticized the FCC (and Hundt by extension) for its harsh cable regulations earlier this year, but has since eschewed his maverick ways. He'll continue to do so, if he wants another five-year turn at the agency (his current term expires next June). Jim Quello's history is to defer to the chairman—he has served with five—whenever possible.

As long as the Democrats continue to control Congress, Hundt will run into little interference from Capitol Hill. For the most part, the Democratic lawmakers with FCC oversight see eye-to-eye with Hundt.

Hundt's Republican predecessors never had it so good. Denied like-minded commissioners by a hostile Congress, Reagan's Dennis Patrick was stuck on a three-person commission with two Democrats, neither of whom shared his ideological vision. The Bush-appointed Alfred Sikes drew one of the toughest hands in recent memory—four

independent-minded individuals, including one who had battled him for the chairmanship (Sherrie Marshall) and another who thought the chairman's power should be diffused among all the commissioners (Ervin Duggan).

Hundt's power also derives from his firm grip on the FCC's rapidly expanding bureaucracy. By directing the staff, the chairman sets the agenda and makes the policy recommendations put before all the commissioners.

Hundt inherited the system, but he knows how to make it work. Hundt's appointees now dominate the agency's top positions, and many are newcomers without prior loyalties—not to mention experience.

Hundt is off on holiday—his first extended vacation since arriving at the agency last Thanksgiving. On his return, he'll resume command of a powerful policymaking apparatus. Given this critical moment in the histories of its constituent industries, the Fifth Estate will hope he uses it wisely.

## Triple play

We've got to hand it to NBC. Its *Dateline* has risen like a phoenix from the ashes of its inflammatory GM truck story. It wasn't that long ago that NBC News President Michael Gartner was resigning, producers were being sent to Siberia and the show's fate hung by a thread as media critics debated the size of the hole NBC News had dug for itself. NBC took its licks, made some changes and hardly a year and a half later came the news two weeks ago that *Now with Tom Brokaw and Katie Couric* was now history, and in its stead a third—that's right—episode of *Dateline* would occupy the NBC lineup. *Dateline* now regularly wins its time period in its original Tuesday slot, and gives *Primetime Live* a run for its money Thursdays.

Those who rubbernecked at the crash site now face NBC's fleet of rebuilt news vehicles. More power to it.

Lawrence B. Taishoff, chairman  
Peggy Conlon, publisher

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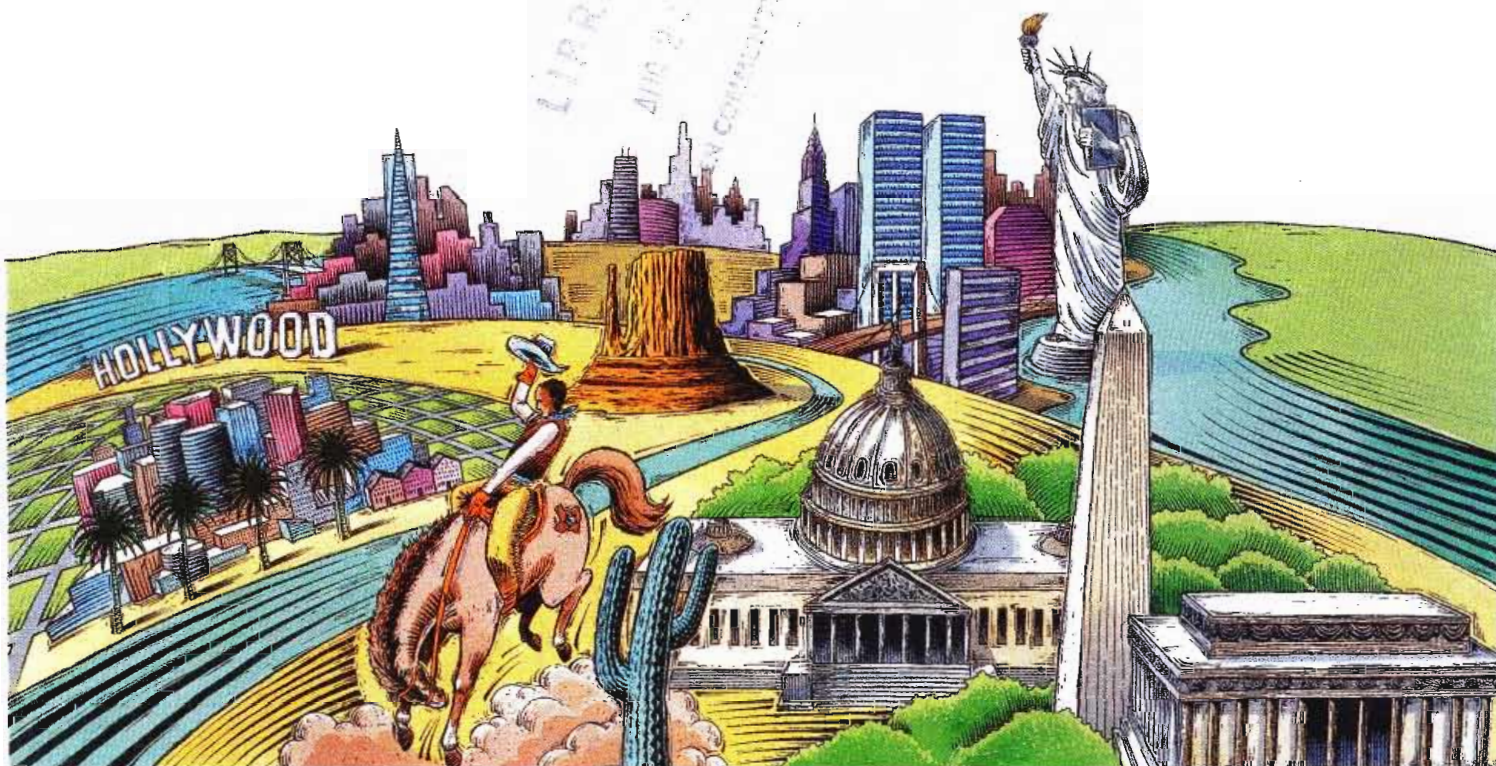
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