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Cable '95

Figures in a Dallas Landscape

MCI/Murdoch Megadeal

Budget Busting By the GOP

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Fast Track

MUST READING FROM BROADCASTING & CABLE



'Cable' minus 'television'

When talk at the NCTA convention last week turned to the future, it was more likely to be about telephony and high-speed data communications than about more TV channels or interactive TV. But only the larger operators, such as TCI and Time Warner, are in the best position to quickly begin competing with telcos. / 6

It's Hundt vs. FCC on cable upgrades

FCC Chairman Reed Hundt used an NCTA speech to maintain his opposition to allowing cable operators to "pass through" to subscribers some of the costs of updating their systems. But the four other FCC commissioners are all for considering the incentives. / 12

Quello questions Primestar decision

FCC Commissioner James Quello and cable backers of

NCTA '95

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Programers rethink multiple-channel model

Cable programers are reconsidering the launching of new networks as they adapt to life under the FCC's going-forward rules. Instead, they need to develop their existing services through interactivity and other means. / 18



Gerald Levin

Levin lashes out at rate regulation

Rate regulation by the FCC has hammered the cable business, says Time Warner Chairman Gerald Levin. He urges passage of House telecommunications-reform legislation to help. / 20

TOP OF THE WEEK

MCI-Murdoch megadeal

Although News Corp. says it has no specific plans yet for spending a \$2 billion infusion from MCI, the options include TV stations, online ventures and a Latin American satellite-TV project. / 6

GOP budget-busting

Congressional Republicans want broadcasters to pay more in FCC user fees and their current and future uses of spectrum. The Republicans, who want to eliminate the federal deficit by 2002, are exploring every option they can to raise revenue. / 17

PROGRAMING

Telco video venture 'open for business'

Telcos Bell Atlantic, Nynex and Pacific Telesis Group have christened their new venture TELE-TV. Initial

programming may resemble that of cable operators', including licensing of major broadcast networks and cable channels. / 32

NBC adds sitcoms

With four comedies on Tuesday and Thursday nights, NBC is looking at making Wednesday its third "Must See TV"

night. NBC Entertainment is leaning toward slotting no fewer than 14 comedies for the network's fall lineup, to be released today. / 34

Savoy adds 'TV' to name

Savoy Pictures has announced the formation of Savoy Pictures TV and has named independent producer Stanley Brooks president of the new division. / 35

RADIO

Newspapers' loss may be radio's gain

Radio should reap additional revenue this year, as advertisers are expected to spend less money in newspapers and more money in broadcast media. / 38

BUSINESS

TBS, King World discuss merging kingdoms

Word that Turner Broadcasting System was considering purchasing King World Productions came as TBS issued strong first-quarter results last week. Some analysts said the companies would make a great fit. / 48

Viacom takes WVEU-TV off CBS's hands

Seven months after buying paid-programing station WVEU-TV Atlanta and promptly deciding to sell it, CBS has found a buyer: Viacom is offering \$27 million. / 49

WASHINGTON

Dingell opposes telecom amendments

Representative John Dingell, a key sponsor of House

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The Beatles are back! ABC has a five-hour special that promises to tell the original super group's inside story. / 35

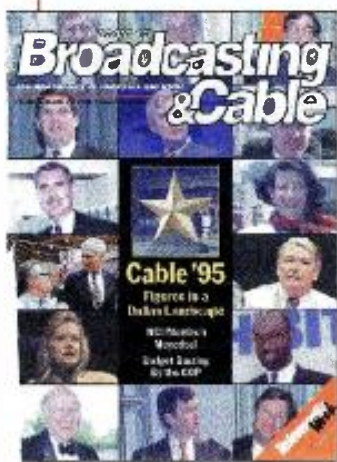
"No business has had to undergo the microscopic, tortured regulation of its rates and its structure [as cable has]."

—Time Warner Chairman Gerald Levin

MAY 15, 1995

Anstrom preaches redemption

The cable industry has taken extraordinary steps to redeem itself, says NCTA President Decker Anstrom. The



On the cover, figures in a Dallas landscape. Clockwise from upper left: NCTA's Decker Anstrom, StarSight's Larry Wangburg, Marcus Cable's Jeffrey Marcus, Viacom's Frank Biondi, FCC's Susan Ness, TCI's John Malone, NCTA's Larry Irving, Cox Communications' Jim Robbins, FCC's Reed Hundt, Scientific-Atlanta's Sid Topol, USA Networks' Kay Koplovitz, CNN's Larry King (l) with TBS's Ted Turner, Time Warner's Gerald Levin, Rep. Jack Fields and Continental Cablevision's Amos Hostetter (center). Photos by Stephen

NCTA's next priority is passage of legislation that would remove barriers to cable's entry into telephony. / 22

Searching for new revenue streams

As new cable subscriptions begin to peak, operators will have to turn to other sources to keep their cash flowing. These alternatives include pay per view, home shopping and interactive services. / 22

A tale of two operators

The operating health of large and small cable companies tells different stories. In 1994 the established networks had a good year, while distribution was nearly impossible for small cable companies and proposed cable channels. / 24

Broadcast upheaval benefits cable

Cable TV networks are reaping the advertising benefits of an unstable broadcasting system caused by network affiliation wars. The instability causes viewers to look elsewhere—usually to a cable network. / 26

telecommunications reform, last week warned that he might "reevaluate" his support for the reform bill if several amendments make it into the final version. Among the important issues that Dingell thinks still need to be resolved are amendments addressing cable deregulation, broadcast ownership and public utility entry into the telecommunications business. / 52

NAACP will appeal Fox decision

The NAACP plans to petition the FCC to reconsider its Fox foreign ownership decision, citing "some rather casual findings" in the commission's determination that Fox had not lied about its alien ownership. / 52

TECHNOLOGY

Broadcasters make case for 2 ghz space

Broadcasters have taken new steps in their effort to secure the 2 ghz broadcast auxiliary spectrum reservation, preparing surveys to document their dependence on the 2 ghz band as well as their equipment investment. / 54



ABC plans to use its BTS Media Pool disk-based technology to play commercials and clips from New York during multiple sporting events. / 56

Cable's migration to digital **Telemedia Week**

It won't be cheap, but the cable industry plans to upgrade its networks and deploy digital services as consumer demand warrants. One Time Warner VP says it will cost up to \$150 per subscriber to pass their homes and another \$800 per home to provide the network interface and advanced switching. / 42

Microsoft moves into cable

Microsoft has formed Interactive Television Media Partners. Among the 13 companies that will develop services for broadband networks are Discovery, ESPN and Time Warner Interactive. The key will be to create innovative interactive television services. / 42

IVDS: Going mobile

The FCC has proposed letting holders of Interactive Video and Data Service licenses provide mobile services over the IVDS spectrum. The frequencies still would be used primarily to provide subscribers at fixed locations with interactive capabilities. / 46



Discovery Communications' planned Internet site may feature programming originally intended for Discovery Channel spin-off cable networks. / 45

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NCTA's annual convention attracted 25,277 to Dallas last week.

Cable focuses on telcom

By Harry A. Jessell and Mark Berniker

NCTA's convention in Dallas last week was about cable—but not necessarily television.

Scores of programing networks, old and new, dominated the expansive exhibit floor, vying for the attention of thousands of cable operators.

But when talk turned to the future, it was more likely to be about telephony and high-speed data communications than about more program networks or interactive TV.

"The excitement is in telecommunications," said Comcast President Brian Roberts, who assumed the chairmanship of the National Cable Television Association at show's end. "Video is the small pie, and telecommunications is the big one. We are shooting at the big one."

Consumers have a hard time understanding the benefits of interactive TV, but have no problem understanding those of a competitive mobile telephone service or a high-speed computer modem, Roberts said. "They get that right away."

Continental Cablevision Chair-

Continues on page 17

News Corp., MCI make \$2 billion partnership

Deal will give phone company 13.5% interest in media firm

By Chris McConnell

News Corp. has a new media war chest. With an infusion of as much as \$2 billion on the way from last week's deal with MCI, the Australian media giant says it now will consider a range of potential investments. Although the company says it has no specific plans yet for spending the money, options include TV stations, online ventures and a new Latin America satellite-TV project.

"It gives us financial strength to accelerate what we're doing," News Corp. Chairman/CEO Rupert Murdoch says of the MCI deal.

Announced last Wednesday by Murdoch and MCI Chairman/CEO Bert Roberts, the deal calls for MCI initially to invest \$1 billion in News Corp., with another \$1 billion to follow later. MCI's investment, once it reaches \$2 billion, will give the long-distance carrier a 13.5% stake in News Corp., with an option to acquire up to 20%. Additionally, each company will invest \$200 million in a new media company.

The two companies are unclear on exactly what services their partnership will bring, although they cite potential combinations of News Corp. entertainment and news programming with MCI delivery systems. Roberts describes a possible service in which business subscribers could receive News Corp.-provided news clips on desktop computers. "We bring the distribution," he says.

"What [Murdoch] needs is more global distribution," says Ladenburg Thalmann & Co. Managing Director Porter Bibb, who stresses the global nature of the MCI/News Corp. deal. Bibb cites MCI's marketing of distri-



Roberts and Murdoch say alliance will explore broadcasting, online services and Latin American DBS.

bution services as well as the carrier's access to the distribution systems of British Telecom, a 20% owner of MCI. "All of their technology is available to MCI," he says.

In addition to its distribution technology, MCI brings a giant capital investment to News Corp. that brings praise from analysts and others following the company. "They're selling equity at a premium," says Merrill Lynch & Co.'s Jessica Reif. "It gives them a war chest," says Harold Vogel of Cowen & Co.

"They could buy CBS," says Bibb. CBS and News Corp.'s Fox, in fact, are leading the charge in Washington to relax TV ownership limits in a way that would permit mergers between large station groups.

Discussing potential uses for the \$2 billion trove, Murdoch last week cited new magazine ventures or more TV station acquisitions. Discussing the deal with analysts last Thursday, Murdoch also said he would like to see News Corp.'s BSKyB business replicated in Latin America.

BSKyB, which reaches 71% of its subscribers in the UK and Ireland through direct-to-home satellite receivers, earlier this month reported a sales increase of \$915 million for

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the company's third quarter.

Onlookers warn that the company will need to move fast if it chooses to pursue similar results in Latin America. Both Hughes Communications and PanAmSat have announced plans to deliver direct-to-home satellite services to the market.

"There is a market," DBS analyst Michael Alpert says of Latin America. "The big challenge for [News Corp.] is to be able to accelerate [its] plans and establish a beachhead early."

Murdoch also says the company might funnel some of the \$2 billion

into the \$400 million joint venture with MCI. What that venture will do also is unclear, although the companies have said that they plan to combine News Corp.'s Delphi Internet operations with MCI's internetMCI. Discussing the joint venture with analysts last week, Roberts said the venture will be looking for cable partners and that Time Warner could be a possibility. Seagram Co. is looking to sell its 15% stake in Time Warner.

MCI's investment in News Corp. comes a week after the FCC's deci-

sion on the Fox foreign ownership proceeding. The commission found the News Corp.-owned network in violation of U.S. foreign ownership restrictions that limit broadcast ownership by foreign companies to 25%. The FCC invited Murdoch to file for a retroactive waiver. Last week's deal will place another 13.5% of Australia-based News Corp. stock in the hands of a U.S. company, although Murdoch downplays the deal's relevance to the FCC: "I don't think this has any impact on [the FCC proceeding] one way or the other." ■

Fox moves to put its FCC house in order

One week after commission decision, it announces restructuring

By Don West

Fox Television Stations launched a three-front campaign against the FCC last week: (1) restructuring to bring its foreign ownership within at least one commission benchmark; (2) arguing that a more elaborate restructuring would cost an untenable \$540 million-\$720 million, and (3) declaring the public's interest in approving the Rupert Murdoch/News Corp. ownership status as it is.

All three were part of FTS's response to the FCC's May 4 decision holding that News Corp.'s equity in Fox exceeded the existing 25% foreign ownership limit of Section 310(b)(4) of the Communications Act. A 5-0 FCC vote gave Fox the option of restructuring to come within the benchmark or applying for a public interest waiver. Fox's own emphasis last week was on the public interest finding; while volunteering the restructuring, it downplayed its significance. "The underlying economic structure of the News Corp./FTS relationship will not be affected by the revised capitalization," Fox said.

Others may be more impressed, although it was too soon for official FCC readings last week. From the beginning of the Fox investigation it was conceded that had Fox taken \$600 million in financing from News Corp. as debt instead of capital contribution, it would have been within the statute. That's what will be done

now, in this fashion:

THC (Twentieth Holdings Corp.) will distribute to Fox Inc. an amount of cash equal to its paid-in capital. This distribution qualifies as a return of capital, not subject to tax, and reduces Fox Inc.'s basis in the THC common stock to approximately \$24,000, the amount originally paid for that stock. Fox Inc., in turn, will lend a substantial amount of the distributed funds to THC as debt, evidenced by a promissory note from THC. All profits and losses in the Fox Television Stations operation will continue to flow to News Corp.

A tougher test would require that News Corp. restructure by reducing THS's ownership share in Fox from 100% to 25%, or by selling or transferring 75% of the common shares. According to the Fox filing last week, such an effort would constitute a taxable event that could cost between \$540 million and \$720 million. This is the basic calculation:

- Annual cash flow from FTS is \$300 million-\$330 million.

- At current price levels, sale prices would be determined at 10 to 12 times cash flow.

- FTS stock would be divided into two classes, with THC retaining 25% of the common stock (all the voting stock). A separate class of non-voting stock (75% of total equity) would be sold to U.S. citizens.

- News Corp.'s tax basis in its FTS common stock is approximately \$1.2

billion after capitalizing its intercompany debt.

- The federal and state tax rate would be approximately 40%. Based on a 10-times multiple, the value would be \$3 billion taxed at \$540 million. Based on a 12-times multiple, the value would be \$3.6 billion taxed at \$720 million.

Even if this course were taken, according to the Fox filing, "there would be no corresponding public interest benefit in justification of such a penalty...even after such a restructuring, Murdoch would continue to exercise de jure and de facto control of THC and FTS."

The better way to go, according to Fox, would be to find that its public interest contributions over the last 10 years warrant a waiver of the 25% benchmark. It cites in that regard establishment of the fourth TV network, stabilization and growth of weaker UHF stations, economic stability of local broadcasting, children's programming (the Fox Children's Network, programming 19 hours a week), local TV news (more than tripling its spending from \$24 million to \$76 million from 1987 to 1995), local public service and service to minorities.

The fast Fox filing (one week after the FCC's decision) triggers a 30-day comments period for the world at large. Fox then will have 15 days to reply. The FCC has made this stage of the proceeding nonrestricted to facilitate broad public participation. ■



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It's Hundt vs. FCC on cable upgrades

4-1 majority wants to consider permitting operators to raise rates to fund improvements

By Harry A. Jessell

FCC Chairman Reed Hundt last week maintained his opposition to allowing cable operators to "pass through" to subscribers some of the costs of upgrading their systems. "Incentive upgrades are synonymous with price increases," Hundt said at the National Cable Television Association convention, dismissing the proposal.

But the four other FCC commissioners are all for considering the investment incentives. James Quello and Rachelle Chong said so May 7 at an NCTA luncheon in Quello's honor. And at a panel session two days later, aides to Andrew Barrett and Susan Ness said their bosses also favor the proposal.

"It's not a question of whether; it's a question of how," Ness aide Mary McManus said.

Neither Quello nor Chong has qualms about opposing Hundt. "He may change his mind because of pressure of the other commissioners," Quello said. "There is more than one commissioner," Chong added.

Through his control of the commissioners' staff, the chairman controls the FCC agenda. But a determined majority of the other commissioners could force his hand.

Finding himself on the short end of a 4-1 count, Hundt may decide that the better part of valor is to agree to an "upgrades proceeding" of some kind.

At a closing NCTA session on May 10, Hundt aide John Nakahata said the chairman's office is willing to at least talk about the upgrades.

Hundt's failure to consider upgrades incentives has brought



FCC Chairman Reed Hundt addresses the NCTA convention.

him the lasting ire of the cable industry. Cable executives and their Washington representatives believe that Hundt reneged on a promise to consider the incentives after the FCC adopted similar incentives for adding new programming last November.

Cable lawyers actively working on the upgrade were surprised to learn through an article in *BROADCASTING & CABLE* last Nov. 21 that upgrades incentives no longer were in Hundt's plans. Hundt made it official in December: "If we let all single sellers of much-valued essential products raise their prices to consumers to get extra money for investments, to be fair, we'd have to do the same thing for the local telephone companies and for the local electric utilities."

The upgrades incentives appeared as a half-finished proposal in the FCC's February 1994 cable regulations that trimmed cable rates 17%. The proposal would allow operators to exceed the mandated rate caps on basic service for "significant" system upgrades such as "expansion of bandwidth and conversion to fiber optics." But to merit the "capital improvement add-on," the agency said, the operators would have to demonstrate that improvements benefit the basic subscribers who are paying for them. And, it said, the rate hikes would have to wait until the upgrade was completed.

"From the start, the commission has recognized that you can't add channels until there are channels to put them on," said Peter Ross, a cable lawyer who has championed the proposal. "A means of recovering cost of system upgrades...was part of the rate regulation regime. They just haven't delivered it yet." ■

FCC to address digital revolution

An FCC inquiry on digital compatibility issues could be on its way to cable operators.

Addressing the industry at last week's NCTA convention, FCC Chairman Reed Hundt said the commission will seek to insure "that consumers don't have to pay hundreds of extra dollars for a digital receiver, and hundreds more redundant dollars to make the cable connection compatible."

"We will be reaching out to you in the next few weeks to seek your advice on the commission's role concerning what we might call digital compatibility issues," Hundt said.

Seeking that advice could take the form of an FCC inquiry or a roundtable discussion, an FCC official said. The source added that the FCC would determine from its inquiry whether any digital standard-setting proceeding is needed for cable and what technical issues any standard-setting should cover.

Hundt offered his remarks on the digital cable issues during a speech in which he also warned the cable industry of impending competition from digitized broadcasters. Maintaining that he expects the FCC to have authorized a digital broadcast standard by this time next year, Hundt predicted that Congress will give broadcasters flexibility to "use their bits for whatever they want to send."

"With 200 million bits per second, 10 broadcasters could, as a group, transmit 40 to 60 different TV signals," Hundt said. "And they could deliver hundreds of radio signals using the same spectrum." —CM

Quello questions Primestar decision

Cable goes to bat for DBS company move to high-power bird

By Harry A. Jessell

Cable backers of DBS company Primestar last week began their push to reverse an FCC staff ruling that would deny Primestar the channels it needs to enter the high-power direct broadcast satellite business.

They apparently enlisted the support of FCC Commissioner James Quello. At a luncheon in his honor at the National Cable Television Association convention last week, Quello criticized FCC staff for making the ruling without input from the five commissioners. Decisions of such importance should not be made on "bureaucratic autopilot," he said.

Although Quello avoided comment on the merit of the ruling, he reportedly is ready to vote to reverse it and take the lead in persuading other commissioners to do likewise.

FCC Chairman Reed Hundt, who said he was unaware of the staff deci-

sion until after it was made, last week also avoided comment on substance, but defended the International Bureau's initiative. "Quello is completely wrong," Hundt said. "If we made those decisions on the commission level, we would not have time to breathe."

In any event, the issue is headed for review by the full commission with at least three affected parties—Primestar, Advanced Communications and Tempo DBS—prepared to ask for reconsideration, perhaps as early as May 22.

Currently, Primestar offers 70 channels of direct-to-home satellite service, competing with Hughes's DIRECTV and Hubbard's United States Satellite Broadcasting. Because Primestar uses a conventional medium-power "fixed" satellite, it is at a disadvantage to DIRECTV and USSB, which share a high-power bird. Primestar has fewer channels and requires a bigger receiving antenna.

Primestar planned to make the leap to high-power DBS and technical parity using channels provided by Tempo DBS, a DBS satellite operators owned by Tele-Communications Inc. Lacking sufficient channels, Tempo/TCI agreed to acquire 27 channels from Advanced Communications in a stock deal worth \$40 million.

But on April 26, the FCC's International Bureau upset those plans, reclaiming the channels it had awarded to Advanced on the grounds the company had failed to meet "diligence requirements." In doing so, it denied the channels to Tempo and, ultimately, Primestar.

At NCTA, TCI President John Malone blasted the staff ruling, saying it "creates an uncertainty that is unwanted and unwarranted."

Primestar President John Cusick seconded Malone, complaining that it would be difficult to compete with just the 12 high-power DBS channels Primestar has now. ■

Reed Hundt: Still remote, but losing control?

Is FCC Chairman Reed Hundt losing his grip on the FCC? A growing number of FCC-watchers think so.

During the past few months, the chairman has failed to have his way on several major issues because of opposition from a majority of three other commissioners. Democrat James Quello has found common ground with Republicans Andrew Barrett and Rachelle Chong to thwart Hundt on telephone price caps, children's TV programming requirements and the Fox foreign ownership investigation. "He's had egg on his face, big item after big item," says a communications lawyer.

Last week at the NCTA convention, Hundt's troubles grew as Ness hooked up with the Quello-led coalition in insisting that the FCC consider allowing cable operators to raise rates to offset upgrades of their systems, while Hundt reiterated his opposition to such an initiative. "What's the first rule of holes?" says an industry source. "If you're in one, you stop digging. Hundt continues to dig."

A Clinton-appointed Democrat, Ness was supposed to be the one vote Hundt could count on. Expecting her unflinching support, Hundt endorsed her appointment last year.

Quello seems to be enjoying his shadow chairmanship. First appointed commissioner in 1974, he was act-

ing chairman between Alfred Sikes's departure in January 1993 and Hundt's arrival 10 months later.

Quello's relationship with Hundt has been strained since they battled over the second round of cable rate cuts in February 1994 (BROADCASTING & CABLE, Feb. 14). Hundt wanted to make much deeper cuts than did either Quello or Barrett.

Barrett and Chong have been emboldened by the GOP takeover of Congress. They can now take on Hundt and look to Capitol Hill for cover.

Some sources say Hundt's setbacks stem from his habit of taking a position before making sure he has the votes to make it stick. "These people get the chairmanship and assume that they don't need other votes," says one source.

Still others say his problems are a result of heavy-handedness in dealing with the other commissioners—of trying to dictate policy rather than build it through consensus. "The imperial chairmanship never works," says one former FCC official.

The situation is not beyond repair, most believe. "All he has to do is walk the halls," says another lawyer. "Collegiality is the name of the game. Sikes and [former FCC chairman Dennis] Patrick found that out." —HAJ

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House dereg bill runs into stiff opposition

By Christopher Stern

Key House Democrats and senior administration officials hammered telcom-reform legislation and a companion broadcast deregulation bill last week.

Representative Edward Markey (D-Mass.) said the broadcast bill allows a concentration of power that "would make Citizen Kane look like an underachiever." Markey made the statement during a series of three hearings held last week on telecommunications reform.

Meanwhile, broadcasters testified that "the vicious competitive marketplace" requires liberalization of ownership restrictions so they can compete with their emerging rivals in cable, telephone and satellite.

"Immediate [television] ownership relief is needed if the television industry is to compete in the new video marketplace and not face the inevitable declines experienced by the radio industry prior to liberalization of the rules," testified Paxson Communications' Dean Goodman, president, television division.

Currently, the bulk of broadcast ownership legislation is included in a separate bill proposed by Representative Clifford Stearns (R-Fla.). However, the Stearns bill may be incorporated as an amendment to the main legis-

lation introduced by House Telecommunications Subcommittee Chairman Representative Jack Fields (D-Tex.) and House Commerce Committee Chairman Thomas Bliley (R-Va.).

Senior administration officials, including Assistant Attorney General Anne Bingaman and National Telecommunications and Information Administration director Larry Irving railed against provisions of the Stearns bill that radically change the structure of broadcast ownership.

The bill would repeal national and local caps for radio, increase the national cap for television to 50% of television households, allow TV duopolies and abolish all crossownership restrictions for newspaper/broadcast, cable/broadcast and network/cable.

"It is a serious problem if you have that kind of concentration in one market of so much media," said Bingaman.

FCC Chairman Reed Hundt testified that large markets would not be adversely affected by changes in the broadcast ownership provisions of the bill. In the biggest markets, "two stations owned by one network would not be a problem," he said.

However, Hundt did say he is concerned about concentration of ownership in smaller cities: "Markets



Representing TV affiliates, McGraw-Hill's Ed Reilly said local TV service will suffer if ownership caps are raised.

should be judged on their own individual facts."

Last Friday, radio broadcasters, citing impending competition from satellite radio, called on Congress to remove all ownership limits. "We could see as many as 60 channels or more being beamed into every town in America," testified Dick Ferguson, president and CEO of NewCity Communications.

McGraw-Hill Broadcasting's Ed Reilly was one of the few broadcasters to testify last week against liberalization of the ownership rules: "This legislation will put in the hands of a few individuals the ability to dictate and control content of over-the-air television programming."

The Telecommunications Subcommittee is scheduled to put finishing touches on the bill Wednesday, May 17. ■

Ryan won't head NAB joint board

Bill Ryan, president of Post-Newsweek Stations, took himself out of the race for joint board chairman of the National Association of Broadcasters last week in protest over that organization's neutral position on the issue of multiple ownership. Ryan, who is chairman of the NAB's TV board, has been a leader of the group seeking to keep TV ownership levels at or near 25% of national penetration. The networks and other major owners are supporting efforts to expand ownership limits to 50% or higher. The NAB, which does not want to get between its members and has other priorities on Capitol Hill, has opted out on the ownership issue.

Ryan told BROADCASTING & CABLE he despaired for the industry 10 years hence if a few large owners control both content and distribution of broadcast television.

"My friends ask me, 'Why do you care? You'll be gone by then.' But that's not the point. The point is that we've built a system of television that's the envy of the world, and we're in danger of losing it."

Ryan's decision opens the way for NAB TV Vice Chairman Phil Jones of Meredith Broadcasting, who is expected to be elected joint board chairman. Ralph Gabbard of Kentucky Central Television will run for TV chairman, and James Babb of Outlet Broadcasting is slated to seek the TV vice chairmanship. On the radio side of the NAB board, Dick Ferguson of NewCity Communications is running unopposed for radio chairman. There's a contest for the radio vice chairmanship between Howard Anderson, KHWY(FM) Los Angeles, and John Barger, KRIO-FM San Antonio. —DW

Budget packages would hike FCC user fees

Would ax Commerce and CPB; expanded spectrum auctions on table as well

By Kim McAvoy

If congressional budgeters have their way, broadcasters will pay more in FCC user fees and may be charged for their current and any future use of spectrum.

Last week, House and Senate Republicans unveiled budget packages that contain big plans for spectrum. "They have visions of sugar-plums dancing in their heads when it comes to the dollars they think they can pick up by auctions," said one Hill insider.

The Republicans want to eliminate the federal deficit by 2002 and are exploring every option they can to raise revenue.

The House budget package calls for major increases in FCC user fees during the next six years. The FCC is slated to collect \$116 million in user fees in fiscal 1996. Under the House proposal, fees would be hiked another \$72 million in FY '96, increasing to an additional \$90 million by FY 2002.

The House package also would extend the FCC's authority to conduct auctions beyond 1998. Such auctions

are expected to bring in an estimated \$2.3 billion by 2002. The House proposal, however, does not provide any specifics on what type of spectrum the FCC might auction.

The National Association of Broadcasters is trying to head off spectrum fees and auctioning of broadcast spectrum by suggesting to lawmakers other ways to raise revenue. "This is very serious," said NAB President Eddie Fritts.

The Senate budget package does not include specific numbers concerning user fees or auctions, but it does suggest extending FCC's authority to auction spectrum past 1998 and broadening the types of spectrum the FCC may auction. It would also permit the agency to "reallocate parts of the spectrum and impose fees to encourage a more efficient distribution and use of spectrum." The House and Senate budgeters also want to eliminate the Commerce Department, which includes the National Telecommuni-



Senate Budget Committee Chairman Pete Domenici (R-N.M.) and House Budget Committee Chairman John Kasich (R-Ohio) unveiled controversial budget packages last week.

cations and Information Administration. The House package suggests eliminating the U.S. Information Agency, the Board for International Broadcasting, Voice of America, and TV and Radio Marti. The Senate calls for consolidating and reducing USIA programs.

Under the House proposal, the Corporation for Public Broadcasting would be phased out in two years. The Senate's solution to the public broadcasting funding problem is to permit advertising. ■

Cable Convention

Continued from page 6

man Amos Hostetter told the thousands of operators at the opening session that cable's future is as a communications department store offering consumers one-stop shopping. Consumers should be able to order telephone, cable, fax, cellular and online computer services with one call, he said, adding, "I think you want to go in with a full basket of fruit."

Catering to the operators' interest in services other than TV were dozens of exhibitors. AT&T, Northern Telecom, Fujitsu, Motorola and Siemens Stromberg-Carlson promised the hardware that would turn the neighborhood cable company into a full-service provider of telecommunications services.

Leading the charge into telecom-

munications are three of the industry's largest companies: Roberts' Comcast, Tele-Communications Inc. and Cox Communications. They have formed a joint venture with Sprint to pursue telephone business on a national scale.

Sprint Chairman William Esrey talked up the venture at the opening session, saying that trial customers probably would be signed up within a year and commercial service would begin within two. "It's going to be very important that we do it right," he said. "If we stub our toes, there will be the naysayers saying, 'I told you so.'"

Meanwhile, WirelessCo. was actively looking for other cable operators to fill the geographical gaps in its plans for a national roll-out of its wireless telephone service. Sources close to the venture

said a number of affiliates will be announced within the next few weeks.

"The venture is taking the risk out of getting into the telephone business for cable operators," said Jerry Gains, senior vice president, telephony services, TCI. Although the affiliates will have to spend \$400 to equip each subscriber for telephone service, he said, they will recover that through annual fixed payments and shares of revenue.

Cable operators continued to beat the drum for federal legislation that would eliminate state and local barriers to their entry into telephony. "Our next priority will be to achieve the public policy goals and public affairs objectives that will allow us to compete in telecommunications," NCTA President Decker Anstrom said. ■

NCTA coverage continues on page 18

Cable programmers rethink multiple-channel model

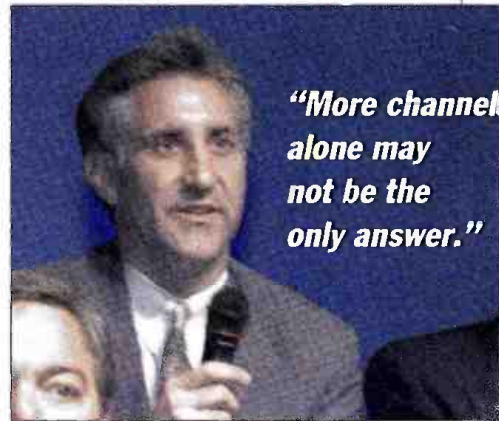
Network chiefs discuss how best to go forward under FCC's going forward rules

By Rich Brown

Cable programmers are rethinking their approach to launching new networks as they adapt to life under the FCC's "going forward"

vices in the future.

In the near-term, several cable networks are enjoying distribution gains under the FCC's "going-forward" rules for adding new program ser-



"More channels alone may not be the only answer."

Discovery Communications President and COO Greg Moyer



"Things are looking pretty good for the next 18 months."

Bob Kreek, president and CEO, Comedy Central

rules, according to an NCTA general session boasting many of the nation's top cable programmers.

In the current environment, Discovery Communications President and COO Greg Moyer says programmers might need to get away from the idea of trying to grow the business by launching more and more channels. DCI itself has delayed the launch of four planned spin-off cable networks and is exploring alternate program delivery systems like the Internet.

"The channel paradigm just wasn't there anymore," says Moyer. He says cable programmers need to work on developing their existing services through interactivity and other means. "More channels alone may not be the only answer."

Developing ancillary businesses is important to Court TV CEO and Editor-in-Chief Steve Brill, who says he expects 25%-35% of his network's revenue to come from on-line ser-



Steve Brill expects 25%-35% of his network's revenue to come from on-line services

Court TV CEO and Editor-in-Chief Steve Brill

vices to cable systems. But executives at many of those networks are also concerned about how the business will grow in the long term.

"Things are looking pretty good for the next 18 months," says Bob Kreek, president and CEO, Comedy Central. "What happens next? I don't know."

Kreek says there could be marketing problems for new networks designed for the so-called "New Product Tiers." Cable networks do not get optimum distribution via the NPT's, which are offered to subscribers at an incremental cost on an optional basis.

"Who's going to market the service?," asked Kreek. "We know the operators have their plates full. So the burden falls back to the networks."

It's going to be "terribly difficult" for companies to launch new product tier services without an existing structure as a cable programmer, says Josh Sapan, president and COO, Rainbow Programming Holdings. Any new product tier is also going to be a very difficult push from an advertiser perspec-

tive, says Doug McCormick, president and CEO, Lifetime Television.

It's still not clear what kind of distribution will be needed for new services before they can get advertiser support, says Brad Siegel, president, Turner Network Television and Turner Classic Movies.

"Is it five million? 10 million? I don't know," says Siegel.

The new product tiers that seem to be working best are those following the expanded basic model and offering four-six services at a low pricepoint, says Siegel. He says the larger tiers are seeing penetrations of 30%-50%.

While cable programmers were generally critical of cable reregulation and its negative impact on the business, DCI's Moyer pointed out that The Learning Channel has found its way into 20 million homes under the FCC's new rules.

"I can't say that it's been a horrible blight on our business," says Moyer. ■

Top MSO surveys show on-time improvement

By Rich Brown

The cable industry's On-Time Guarantee program appears to be working, according to studies by the top two MSOs.

A just-completed internal survey by Tele-Communications Inc. found that 99.2% of the company's recent service calls were completed within the time guaranteed by the TCI customer service representative. (That is in line with earlier results from TCI's Denver system that found the system had a 99.64% on-time performance record). A similar survey by Time Warner found that in the last three months, Time Warner Cable of New York City has been on time for 99.2% of the 500,000 appointments scheduled.

Cable system operators have been

making a concerted effort to meet on-time guarantees under a Customer Service Guarantees program instituted by NCTA in the face of unprecedented competition from wireless, telco and direct broadcast satellite companies.

A recent focus group of TCI customers found that subscribers are willing to forgive cable system operators for past service delays but are only willing to give those operators one more chance to get it right, said Michael Smith, TCI's director of field communications, speaking at a Monday panel called Customer Service: A Foundation for the Future. "If we don't give good customer service, we're going to die," says Smith.

Most operators have instituted the

program in recent months as part of the NCTA effort. Time Warner Cable of New York City was among those ahead of the curve, instituting its On-Time Guarantee program a year ago, says system president, Barry Rosenblum.

The company tells its customers they will arrive on time (within a four-hour period) or guarantee a month's credit based on the previous month's bill.

Rosenblum says the company introduced its On-Time Guarantee program to customers with an advertising campaign that openly admitted the cable operator's past mistakes. He says the company also worked closely with local politicians to launch the campaign and conducted several employee focus groups to get customer service representative input on the program.

Rosenblum says a recent customer survey found that 50% of their subscribers feel Time Warner of New York City is doing a good job with its service. Prior to the campaign, that number was 25%. ■

Q:

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



Hint:

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

Levin hammers FCC over rate regulation

Time Warner CEO sounds optimistic note: says cable stocks poised for five-year rally

By Harry A. Jessell

At last year's NCTA convention, Gerald Levin blasted the FCC's rate regulations. At this year's, he did it again.

"We have been hammered," the chairman/CEO of Time Warner said at the opening session. "No business has had to undergo the microscopic, tortured regulation of its rates and its structure [as cable has].... It hasn't helped anybody, certainly not the industry."

Levin also took aim at Vice President Al Gore for his opposition to House and Senate bills that afford operators relief from rate regulation. "Why the administration—the Vice President—continues to believe the terribly challenging issue in the country is the rates charged by cable companies when there is so much else that needs attention here is beyond me."

Levin urged passage of telecom reform legislation, which, in addition

Aces up

Columbine CableVision of Fort Collins, Colo.; Dynamic Cablevision of Florida in Hialeah, and Vision Cable of Pinellas in Clearwater, Fla., won top honors last week at the 17th Annual Local CableACE Awards ceremony for news, documentary, education, sports, public affairs and children's programming. The companies won awards for "Overall Commitment to Local Programming" in each of three system-size categories. Other multiple winners include Dimension Cable Services of Phoenix; Media General Cable of Fairfax, Va., and TCI Cablevision of Washington, Tacoma, Wash.

to deregulating cable rates, would preempt state and local barriers to cable entry into telephony and give cable operators providing telephony some guarantee they will be able to interconnect with local telephone networks or reasonable terms.

Levin and fellow panelist Amos Hostetter, chairman/CEO, Continental Cablevision, agreed the House reform measure was a "solid" bill, much improved over the Senate companion. But as always, Hostetter said, it could be improved. "You've got to have certainty that the local telephone monopoly is broken before they are allowed into long-distance and cable business," he said. "The opportunity for cross-subsidy is just too great until there is an alternative local provider," he said.

The session's third panelist, Sprint Chairman/CEO William Esrey, said Sprint's wireless telephone venture with top cable operators expects to have its first customers "on some pilot basis probably within the year. And it will take another year to demonstrate that 'we've really got something in the marketplace.'"

"It's going to be very important that we do it right. There are a lot of people looking. If we stub our toes, there will be the naysayers saying: 'I told you.'"

The Sprint-cable joint venture, WirelessCo., bid \$2.9 billion for wireless telephone spectrum earlier this year. The cable partners are Tele-Communications Inc., Comcast and Cox.

Levin also defended Time Warner's Full Service Network, its costly interactive TV experiment in Orlando, Fla. Time Warner already has demonstrated that interactive TV can be offered via a "regular" hybrid fiber-coax cable system. The principal difficulty has been in writing the



Time Warner CEO Gerald Levin

software for the transactional services, which requires more computer coding than the software that put men on the moon, he said.

Also, the cost of the technology is coming down. Time Warner paid \$3 million for an asynchronous transfer mode switch. Eighteen months later, he said, the same switch sells for just \$100,000.

Levin didn't say how much Time Warner is paying for its set-top boxes, but said the prices will come "way down" because similar technology is being mass produced for home video games. By the time the service is ready for commercial rollout, the boxes should cost no more than \$300.

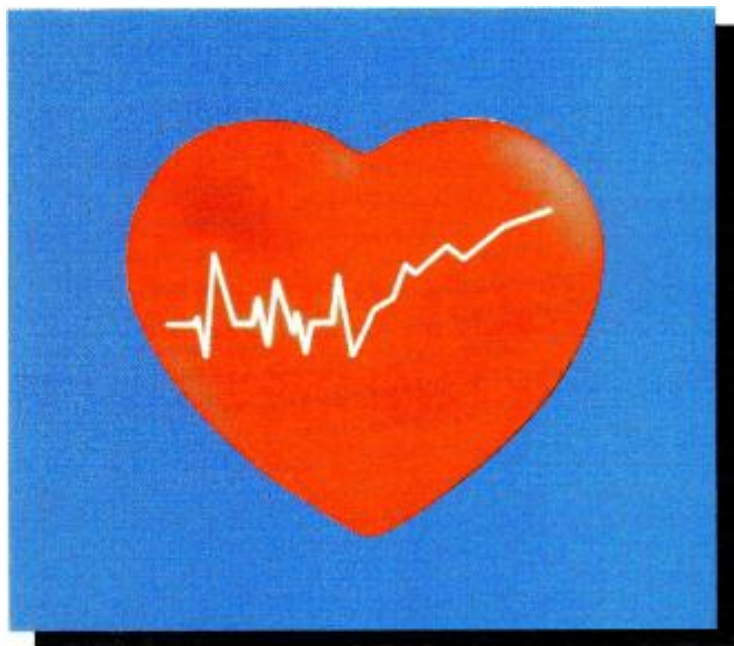
The ability to order movies with on-demand technology is a "profound thing," he said, noting that Time Warner soon will begin charging trial participants. "The customer really does like it.... 'It's going to take a little while to roll this out, but this is coming.'"

Hostetter described the importance of becoming a full-service packager and distributor of communications services. Today, consumers have to call different companies for telephone, cellular, cable, fax and online services, he said. "That is incredibly customer unfriendly. You should have one call to make when you are starting service or when you are having difficulty. I think you want to go in with a full basket of fruit and say: 'Here's your communications package,'" Levin said.

Only Levin's five-year predication for the industry drew applause: "By 2001, we will be in the fifth year of an extended stock market rally for the cable television industry. I expect it to begin later this year." ■

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Anstrom preaches cable redemption

Says industry has shed its old image and is building a new one

By Kim McAvoy

The cable industry has "reformed and redeemed" itself, according to NCTA President Decker Anstrom.

It is redemption which is "at the heart of my message to you today," Anstrom told cable operators in a speech at the NCTA convention's opening session.

Anstrom talked about his own experience with redemption. When Anstrom was seven he and a friend set a neighbor's house on fire... "We just loved fire trucks," he said. But after setting the fire, he began to feel bad and alerted his neighbors. They thought he was a hero and gave Anstrom an award.

"I was racked with guilt," he said and later confessed. He was grounded for a month and for weeks after was regarded with suspicion. "I reveal this dark episode from my past because in the end, it's a tale of



Decker Anstrom says cable has "improved; we've recovered."

reform and redemption," he said.

In the past year, he added, the industry has taken extraordinary steps to redeem itself. "We're shedding our old reputation and earning a

new image. We've changed; we've improved; we've recovered," said Anstrom.

Those steps include: complying with FCC rules; building new bridges with those outside the industry; an "unprecedented commitment" to public affairs; NCTA's on-time guarantee program, and making peace with policymakers.

"We've made progress and now we're ready to move on," he said. NCTA's next priority is passage of legislation that will remove barriers to cable's entry into telephony and "cut the Gordian knot of regulation for cable companies."

And if cable gets the rate relief it is seeking, Anstrom urged cable operators to use "restraint." "We're in the process now of building up our balance of good will. Let's keep those savings in the bank. We'll need them when our competitors come calling." ■

Calling all cash cows: Searching for new revenue streams

By Jim McConville

As new cable subscriptions begin to peak, cable operators will turn to other programming sources to keep their cash flows running.

With cable household penetration now at 62%—58 million of the nation's estimated 94 million TV households, according to statistics from Paul Kagan Associates—operators are turning to alternative revenue streams such as pay per view, home shopping and interactive services, said Grace Ascolese, vice president of research of the Cable Television Administration and Marketing Society.

Ascolese and other CTAM executives outlined the basics of the cable business during a Sunday convention

session in Dallas.

Although still only a fraction of overall cable revenues, PPV sales, say CTAM executives, will grow from \$225 million and 22.5 million households to \$519 million and 37.1 million households by 1999.

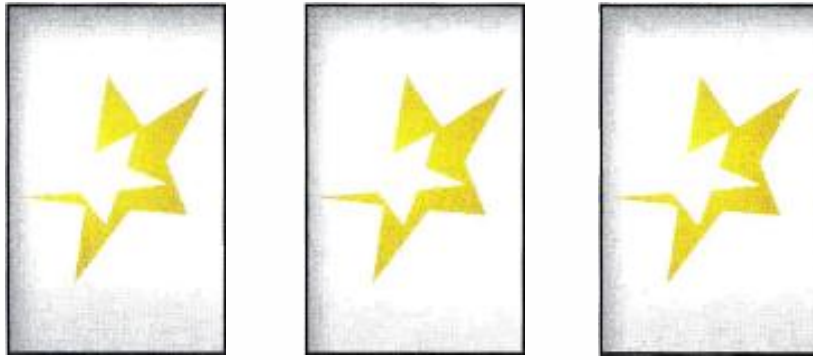
Combined pay-per-view, near video-on-demand and video-on-demand revenue will jump from \$181 million in 1994 to \$1.6 billion by 1999, said Corrine Beller, CTAM's vice president of marketing, citing Kagan Associates estimates.

New digital technology such as direct broadcasting satellite and current interactive cable trials by Time Warner, TCI and Southern New England Telephone will pave the way by expanding the number of pay-per-view channels offered by operators

from an average 4.3 to 50 channels.

Another cable programming cash source, said CTAM officials, is electronic home shopping channels, which will see revenue grow from \$2.8 billion last year to \$5.4 billion by 1998. Down the road other revenue streams will come from online services (\$22.0 billion by 2004); video games (\$4.3 billion by 1998), and telephony (\$1.0 billion, 1998).

And while cable operators are waiting, they have recently turned more to keeping existing customers on their subscriber rolls, CTAM officials said. Operators have turned to aggressively promoting their brand name cable channels and promising better customer service, guaranteed on-time installation and other promotional discount incentives. ■



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*Cash flow is based on average 37% STARZ! penetration to basic and \$4.95 retail price. Source: Saxe Marketing

Cable business: A Tale of Two Operators

*Industry divided into have's and have-not's
as a result of consolodation*

By Jim McConville

When Charles Dickens wrote "it was the best of times; it was the worst of times," he was thinking more about the French Revolution than the cable industry.

But several cable industry experts during NCTA's "Cable's Year In Review" session seemed to think Dickens' "Tale Of Two Cities" and cable's current status make an apt comparison—the operating health of large and small cable companies telling quite different stories.

Kay Koplovitz, chairwoman/CEO, USA Networks, the cable business last year can be described as a case of the "haves and have nots."

"The older established networks had a very good year," said Koplovitz, noting cable's 5% growth last year was higher than the 2.5% figure some industry experts had predicted, and overall cable growth in the first quarter this year was up 17% compared to 1994.

However, Koplovitz said 1994 didn't spell good times for smaller cable companies and proposed cable channels, many of which she said arrived—"stillborn" at delivery because of limited channel availability: "Distribution was nearly impossible if you had a brand new network you wanted to start."

June Travis, NCTA executive VP, also defined 1994 for cable in good news/bad news terms, noting the industry faced added competition from DBS, possible new federal legislation, the financial consequences of the amended 1992 Cable Act, as well as continued consolidation.

Cable consolidation continues to widen the gap between the big and



USA's Koplovitz said 1994 was not a particularly good year for small cable firms.

small cable companies, said J. Patrick Michaels, chairman, Communications Equity Associates. He said 80% of the country's cable subscribers are now owned by 16 companies with TCI and Time Warner accounting for 37% of that pot.

Federal rate regulation enacted in 1992 has hurt cable growth and stymied capital expansion of both cable programers and operators, sev-

'Travel' Winners

The Travel Channel has picked the three cable affiliate grand prize winners of its Ultimate World Tour '95 trip around the world. They are Suzanne Harwood, Booth Communications, Birmingham, Mich.; Jeff Carter, TeleCable, Richmond, Va., and Tim Hall, Premiere Cable Communications, Hartselle, Ala. Each winner and a guest will travel around the world with actor Corbin Bernsen and a Travel Channel crew, which will capture footage for an upcoming hour special.

Cable warms to Fields call for FCC reform

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) has targeted the FCC as a government agency in need of reform. "As Republicans, we have a responsibility to look at every facet of government...[W]e have to justify the rules," he told cable operators at an NCTA luncheon. After the subcommittee finishes with telecommunications reform legislation, Fields says his next priority is to pass a measure that would "dramatically reform" the FCC. Cable operators liked what they heard and responded with enthusiastic applause. Fields urged the cable industry to come to him with suggestions for changing the FCC.

eral panelists said.

Michaels said cable investment in new capital projects is sinking. Of the approximately \$7 billion in capital spending last year, he said \$5.5 billion went for corporate acquisitions and only \$1.5 billion for capital expenditures.

As a consequence, Michaels said, U.S. cable companies have turned their sights overseas, investing heavily in cable systems in Great Britain.

Dr. Richard R. Green, president/CEO, Cable Labs Research, said regulatory uncertainty also has slowed down development of fiber optic/coaxial cable systems.

Panelists said key priorities for cable in 1995 will be their ongoing fight to open up local phone markets to cable and securing federal cable rate relief so companies can raise expansion capital.

The good news in 1994: cable companies are fighting back, forming "cluster" partnerships, and for the first time drawing larger audiences than broadcasters in cable homes, Travis said.

Michael Willner, president, Insight Communications, said cable needs to fight back against telephone operators by going after their customers. He said cable companies can afford to lose even 40% of their video business if they can secure 20% of telephone's current subscriber base. ■

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Cable should benefit from broadcast network upheaval

CAB panel says viewers will turn to new channels as TV station identities continue to change

By Jim McConville

Cable TV networks are reaping the advertising benefits of an unstable network broadcasting system where stations change their affiliation quicker than a 30-second commercial.

"You can't tell an affiliate without a scorecard," said Joseph W. Ostrow, president of the Cabletelevision Advertising Bureau, at an NCTA session entitled "Cable, A Core Advertising Medium, Ratings, Revenues and Relevance."

"One day they're affiliated with one network, and the next day another network. This is going to only become worse as time goes on," Ostrow said.

Cable networks are the ultimate winners in what Ostrow described as a TV affiliate version of Russian roulette. Such network shifting confuses TV viewers, he said, causing them to look for more stable pro-

gramming elsewhere on the dial. And elsewhere is usually a cable network.

For that reason and others, Ostrow predicted cable TV ad dollars could top \$10 billion by 2000 compared to the \$3.7 billion in ad revenue recorded last year.

Shifting affiliate stations, said Ostrow, will also result in shorter programing lineups for ABC, NBC, CBS. "They will become more and more like syndicated programs rather than the broadcast network programs that have had 98% coverage in the past."

Broadcast networks have been watching their market share steadily slip away for some time, said Jonathan Simms, vice president, research, CAB. In the TV season ended last April, Simms said ABC, NBC and CBS took a big hit in audience share—down 25 Nielsen share points. "It's really just a continuation

of a long-term erosion pattern of the broadcast industry."

Simms said that since 1985-86 season, the Big Three networks have been down more than 21 share points in prime time and more than 18 on a total day basis. "They're off 30%; that's a big number."

Meanwhile, Simms said cable networks have gained 15 share points in prime time and 16 for a total day since 1985. "The bottom line for cable is that over this time period, 21 out of the 28 cable networks rated by Nielsen—or 75%—have increased their audience share," he said.

Simms said the broadcast industry is having a hard time keeping up with population growth. Although 10 million new homes have been built in the U.S. since 1985, broadcast networks keep delivering fewer and fewer homes—down more than an average 9 million at prime time and 3 million total day. ■

On-line speech: setting the ground rules

The arrival of an information superhighway paved with computer on-line services may require a redefinition of privacy and liability rules? That was the suggestion at an NCTA panel: "Love At First Byte: Intimacy, Privacy & Policy On the Infobahn."

Panel moderator Daniel L. Brenner, NCTA's vice president, law and regulatory policy, said the opening up of an online "infobahn" that provides two-way information raises privacy issues that will likely change the legal ground rules. "The privacy rules start to break down," Brenner said. "The question for the consumer becomes 'Privacy at what cost?' The question for the industry," he said, is "whether we need to invent a whole new set of rules."

Michael Meyerson, professor, University of Baltimore, believes the issue is an important one. "Law has always lagged behind when it comes to the introduction of new technology," he said. Meyerson said the courts have yet to clearly define whether online computer services must adhere to the same defamatory and obscenity laws as a print publisher.

Dr. Alan F. Westin, professor, Columbia University, and publisher of the newsletter, "Privacy and Public Business," concurred, noting that the cable industry has not developed a clear track record through legal precedent on the responsibilities of online providers and subscribers. "It's clear that where communications is going is raising an entirely new set of conditions. The people who run the computer telecommunication services are a new crowd," Westin said.

Meyerson said online companies so far have been able to use ignorance as a defense in cases involving legal responsibility over subscriber abuses of their services. He cited a 1994 court case in which CompuServe was able to plead ignorance when one of its subscribers used the computer network bulletin board to transmit obscenities.

Meyerson said the courts need to define a standard that balances an individual's freedom and privacy rights with a business's right to operate in the information-transmission business. —JM



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Playboy to launch PPV network

Playboy Entertainment in July plans to launch a new adult PPV movie network targeting the market currently served by Spice. The as-yet-unnamed service, which will offer movies in 90-minute blocks around the clock, has already struck a deal to debut the network into more than one million addressable cable households served by Time Warner New York City Cable. The service will also be available to TVRO/DTH and hotel markets and will launch internationally in 1996. The new network will telecast a minimum of 50 different movies each month from the libraries of adult film distributors Vivid Distribution and CED. The service is expected to carry a \$4.95-\$5.95 price tag on most systems.

Comedy Central picks up 'Dead Donkey'

Following the critical success of British import *Absolutely Fabulous* on Comedy Central, the network has acquired half-hour comedy news shows *Drop the Dead Donkey* from Britain's Channel 4 and Australian tabloid spoof *Frontline Donkey*, which takes place at the offices of a fictitious British news station, debuts June 12 at 8:30 p.m. *Frontline* will air in September.

Williams to head Outdoor, Speedvision

Veteran ESPN and Travel Channel executive E. Roger Williams has been named executive vice president and chief operating officer of Cox Times Mirror Management Service Company's planned Outdoor Life and Speedvision networks. Williams was most recently president and COO of The Travel Channel in Atlanta.

Lucas upped at Family

Family Channel and Cable Health Club Network parent company International Family Entertainment has named Gus Lucas senior VP, programming. Lucas was previously executive VP of Viacom Entertainment Group and president of West Coast Operations for Viacom Productions.

Talking new subs

America's Talking has reached more than 15 million subscribers and expects to be in 19 million homes by the end of the year, according to David Zaslav, senior vice president of affiliate marketing and sales.

Programming roundup

Top pay-per-view distributor **Viewer's Choice** in July plans to launch a sixth channel, Continuous Hits 4, offering a movie-of-

the-day format with movies starting on the half-hour. The network added 825,000 addressable subscriber units in April and now reaches 30 million addressable subscriber units.

USA Network will telecast more than 116 hours of live Grand Slam tennis in 1995 beginning May 29 with The French Open in Paris and ending with the U.S. Open in Flushing Meadows on Aug. 28. The network's coverage includes more than 86 hours of live coverage of the U.S. Open.

Off-net series *America's Funniest Home Videos*, *Family Matters* and *Family Ties* will join the **Superstation WTBS** lineup in the fall. *America's Funniest Home Videos* comes from MTM Enterprises; *Family Matters* comes from Warner Bros., and *Family Ties* comes from Paramount.

Fledgling movie network **fxM: Movies** from Fox has reached distribution agreements covering more than 2.5 million homes via Newhouse Broadcasting, Viacom Cable, The Lenfest Group, TKR Cable, CTC Cable Systems, Susquehanna Broadcasting, Helicon Corporation, Americable International and New England Cablevision.

Steve Allen, Eddie Albert and Jack Lemmon have signed on as hosts of **Nostalgia Tele-**

vision's The Narrative Network, the movie program that provides narrations for blind and visually impaired people.

Tele-Communications Inc. programming arm **Liberty Media Corp.** plans to create The Soap Channel, a network that will rebroadcast currently running soaps on a daily basis as well as repeats of off-air soaps and off-net and international programs. Overseeing the launch will be Terry Botwick, most recently president of Hearst Entertainment Distribution and National Programming. Liberty is not the first to announce such a plan—Sony has long had a soap channel of its own on the back burner.

Former Wenner Media VP of marketing Paul LaRocca has joined **Comedy Central** as VP, marketing. While at Wenner, LaRocca developed *Rolling Stone* and *US Magazine* broadcast specials and alliances with MTV, Fox and E! as well as developing the national syndicated radio series "Modern Rock Live for Rolling Stone."

Cable operators and satellite dish owners will receive a free two-week preview of **The History Channel**, May 8-21. The service will be offered unscrambled via Satcom C-3, transponder 12.

Sci-Fi Channel has acquired rights to *Max Headroom*, *The Flash*, *Time Trax* and *V* from



'Classic' Rivals Basketball legends Earvin "Magic" Johnson and Larry Bird made their first personal appearance together since their retirement at the Classic Sports Network booth at NCTA. The two stars will be featured on an upcoming episode of the network's 'Great Rivalries' series. The 24-hour network launched May 6.

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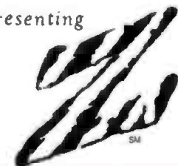
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Warner Bros. Domestic Pay TV, Cable & Network Features. *Max Headroom* joins the schedule in fourth-quarter 1995 while the other series come on board in 1996. In other developments, the network will launch its first annual Science Fiction Achievement Awards honoring acting, writing, art, direction and other categories in print, television, film and the new media.

Waller Capital has signed on to represent

Access Television Network in soliciting affiliations with major national multiple system cable operators. Access provides paid programming to local cable systems with more than 12 million homes and plans to reach 25 million by year's end.

NewSport Television Network has picked up another 625,000 basic cable homes. The all-sports-news service now reaches 7.5 million homes and, if all goes well, will add

another four or five million by the end of the year, said NewSport Senior VP Bob Pollichino. The latest 625,000 homes come from Comcast Cable (Ocean Township, NJ); Sammons Cable (Dover, NJ); TKR (NJ); and Colony Cable (Beacon, NY) and Prime Cable (Chicago). The service is operated by Prime SportsChannel Networks, a partnership of Rainbow Programming Holdings, Liberty Sports and NBC Cable Holdings.

By Rich Brown

Cable competitors are taking direct approach

Two new DTH systems poised to complicate competitive picture

By Jim McConville

Cable operators can expect to get more competitive company as at least two more direct to home (DTH) delivery systems reach the market in the next eight months.

Satellite executives projected an ever-widening DTH universe as part of the NCTA panel, "DBS Dilemma, 11:59 or 12:01?"

U.S. households will soon have an even greater variety of DTH satellite systems to choose from. Joining the digital broadcast satellite (DBS) ranks will be Echostar, being positioned as a low cost DBS system and expected to launch next fall.

Also coming on board: Alpha Star Television, a fledgling DBS company

started two months ago that plans to launch its first satellite next December according to Murry Klappenstein, president, Alpha Star Television.

John Cusick, president and CEO, PrimeStar Partners, said DTH operators will have a two-five-year window of opportunity to build a subscriber base. Charles Ergen, chairman and CEO, Echostar, suggested that cable and DTH systems will be able co-exist in the same marketplace. He said approximately 50% of the satellite subscribers signed up to date have been in cable markets.

Klappenstein said the addition of DTH systems will raise the bar in terms of price competition and programming variety for consumers. ■

Encore targets China, multiplexes Starz!

John Sie's plans for a series of foreign-language pay services in the U.S., as well as new directions for his Starz! pay service, are taking shape. At the NCTA convention last Sunday, the chairman and CEO of Encore Media Corp. and International Channel Networks unveiled a joint venture with China Central Television (CCTV) to produce a Chinese-language service.

The next day, he unveiled Arabic and French channels. The former is a joint venture with ANA/MBC; the latter, with TV5. Sie expects to launch all the services in January with a retail price of "more than \$10." The Chinese service is a 51/49 joint venture with CCTV on the short end, Sie said. The CCTV programming—in Cantonese and Mandarin—will be supplemented with programming from Hong Kong and Taiwan, she said. The service will seek subscribers among the U.S.'s some two million Chinese speakers, he said. ENCORE/ICN will have minority shares of the Arabic and French channels, Sie said.

In other Encore developments, the company will begin multiplexing its Starz! premium movie service by offering Starz!2, a first-run premium movie channel to be packaged with the original Starz! at no additional cost. The

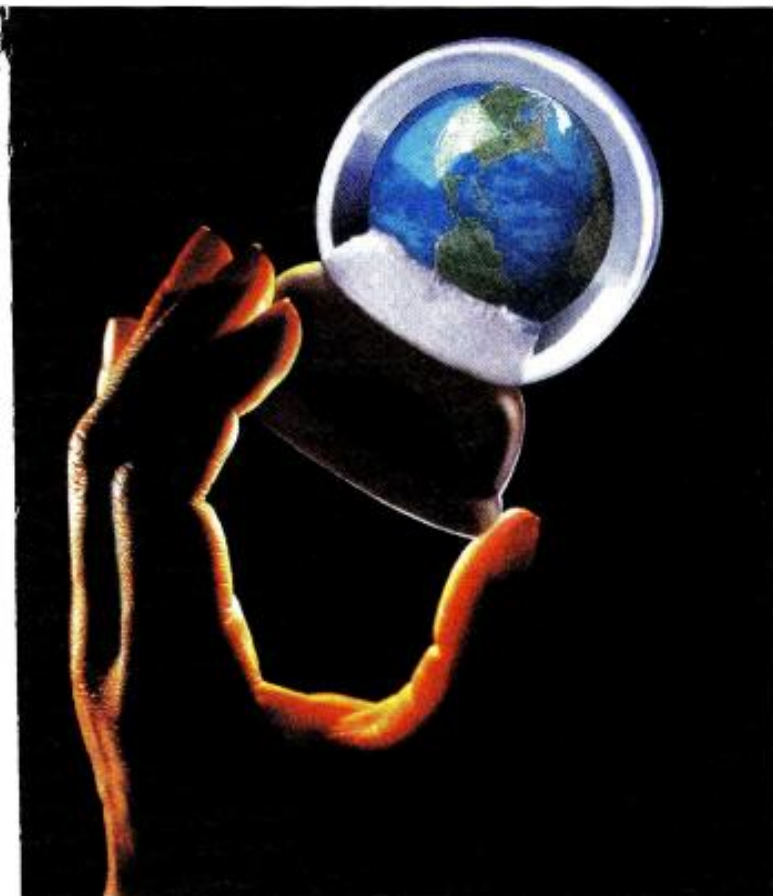


John Sie announces new Chinese-language channel.

company also will unveil the Multi-Channel Starz!/Encore package, offering 12 channels for \$12. Starz! Pictures also revealed its first production, "The Adventures of Captain Zoom in Outer Space," co-produced with MCA Television. Additional co-production partners will include Britain's Film Four International, BET and LIVE Entertainment.

—HAJ

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Telco video venture 'open for business'

Executives of TELE-TV hope to provide programming to 1 million households by next year



TELE-TV's 'dream team': Joint venture creators Ivan Seidenberg, Nynex; Philip Quigley, Pacific Telesis; Ray Smith, Bell Atlantic; Michael Ovitz, Creative Artists Agency; TELE-TV CEO Howard Stringer and president, Sandy Grushow

By David Tobenkin

The new company and programming service formed by Bell Atlantic, Nynex and Pacific Telesis Group has been baptized TELE-TV.

"TELE-TV's message today is a simple one: We're open for business, and we want and need the product that comes from your imagination and inspiration," recently installed TELE-TV President and media division head Sandy Grushow said last Tuesday after the company's logo was unveiled at a Hollywood Radio and Television

Society breakfast. "We want to create new networks—new niche networks for regional, national and international distribution."

The venture plans initially to provide nationally branded, traditional and interactive home entertainment, information and educational programming over new broadband and wireless networks in six of the top seven media markets.

If all goes as planned, an initial deployment of wireless technology will supply 1 million U.S. households with interactive, digital service

by sometime next year. By the end of 2000, that will be expanded to 10 million households, which will be offered digital and interactive service, says Nynex's Ivan Seidenberg.

TELE-TV has 130 employees, with another 70 expected to be added by the end of June.

Market trials of on-demand programming began April 17 in the Washington area. Bell Atlantic Chairman Ray Smith said it has been surprisingly easy to lure cable viewers to sample the new service: "People are signing up faster than we can get the trucks to roll."

Smith said the so-called killer attributes that drive subscriptions are "video on demand, entertainment on demand, news when you want it, anything you want when you want it—that's what people are asking for."

Grushow, TELE-TV Chief Executive Howard Stringer, Creative Artists Agency Chairman Mike Ovitz, whose agency is aligned with the venture, and executives of the telcos were vague about programming for the 100 or more channels TELE-TV will offer.

Grushow said initial programming may resemble that of cable, including carriage of major broadcast networks and cable channels, possibly in exchange for second channels of their own on the new service.

Pricing will depend on cable competition in markets, with 10%-15% discount off cable fees likely in competitive markets and little or no discount offered consumers in less competitive ones, Grushow said.

The executives portrayed the venture as a direct competitor of cable systems and home video retailers rather than broadcast networks and stations, which Grushow said likely will retain their edge in reaching mass audiences.

The joint venture also announced that in July it will begin conducting a six-month laboratory test of an operating system from Microsoft for possible use in the venture. ■

Fox presents 'Motown Presents'

Fox has entered into a deal with de Passe Entertainment to produce a series of original made-for-television movies under the *Motown Presents* banner. The deal's first long-form project is expected to debut on the *Fox Tuesday Night Movie* during Black History Month next February.

Suzanne de Passe, chief executive officer of de Passe Entertainment, will serve as executive producer of the movies. De Passe Entertainment most recently produced the CBS miniseries *Buffalo Girls*, which pulled in a 17.8 rating/28 share in Nielsen numbers early in the May sweeps.

* Fox and de Passe Entertainment expect the deal to yield two movies per year for the network.

According to de Passe, her company will produce a variety of long-form productions under the *Motown Presents* label, including musicals, dramas and comedies, with a sensibility designed to appeal to Fox's audience. —SC

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The International Radio and Television Society last Tuesday (May 9) in New York honored four luminaries with its Foundation Award, citing the significant impact that each has had on the communications industry. The winners (l-r): Capital Cities/ABC President Robert Iger presented the award to producer Steven Bochco; Representative John Dingell (D-Mich.)



was presented the award by Capcities/ABC Chairman Thomas Murphy; New World Communications Group Chairman Ronald O. Perelman was presented the award by New World Entertainment Chairman Brandon Tartikoff. Not pictured: Radio/TV talk show host Rush Limbaugh received his award from CNBC's Mary Matalin.



NBC expected to add sitcoms

Network unveils schedule on Monday, with comedies expected to dominate

By Steve Coe

If early speculation surrounding the upcoming fall schedule announcements is any indication, comedies will rule on NBC's lineup. That network will be the first to tip its hand when it unveils its fall programming today (May 15), with ABC set to announce its schedule tomorrow.

According to sources, NBC Entertainment executives are leaning toward slotting no fewer than 14 comedies. That would be up from the 12 sitcoms the network scheduled last season. With four comedies each on Tuesday and Thursday nights already, NBC is looking at making Wednesday its third "Must See TV" night.

NBC executives are considering moving *Friends* from its Thursday night berth to Tuesday at 9 p.m. as the anchor of that night, with spring success *Hope & Gloria* possibly serving as the lead-out at 9:30-10. If NBC adopts such a strategy, "they'd be able to stand back and say: 'We've got *Frasier* at 9 p.m. on Tuesday, *Friends* at 9 p.m. on Wednesday and *Seinfeld* at 9 p.m. on Thursday, and those are major tentpoles," said a source.

Another scenario has the network considering opening Saturday as the next "Must See TV" night, although some observers say the likelihood of that is slim. "It would be a waste to

move a show like *Friends* to Saturday night. Besides, it's much more valuable for them to do damage on Wednesday night than Saturday night," said a source.

The benefits for NBC of opening Wednesday as its next comedy night are numerous, not the least of which is blunting ABC's position on the night, which it won this past season. If *Friends* is used on Tuesday night at 9, the show most likely will face ABC's *Grace Under Fire* as its primary competition. The latter has been airing in protected time periods, most notably as the lead-out to *Roseanne*, and would be facing probably the hottest sitcom in television going into the fall.

The move of *Friends* to Wednesday is reminiscent of NBC's move of *Frasier* from Thursday to Tuesday last season. Originally, *Frasier* was to have gone up against *Roseanne* on

Tuesday at 9 p.m., but ABC, in a counterattack, moved *Home Improvement* from Wednesday to Tuesday and put *Roseanne* in the Wednesday 9 p.m. slot. As a result, *Frasier* did not match the numbers it had pulled in during its first season on the Thursday night lineup. In the end, however, *Home Improvement* lost its number-one spot in the rankings, and NBC was able to successfully launch its Tuesday night.

To make Wednesday a comedy night, the network will have to move *Dateline*, one installment of which now airs in the 9 p.m. slot. "[NBC entertainment executives will] have to spend a lot of time with the NBC News people in order to make it happen," said one studio executive, who suggested the network may move the news magazine to Saturday at 10 p.m. as the lead-out to *Sisters*. If so, *Dateline* would serve as counterprogramming in the time period, where no other news magazines air.

The other remaining comedy possibilities for NBC include keeping sitcoms on Monday night at 8-9, leading into the Monday night movie and setting a comedy block on Sunday night as the lead-in to the Sunday night movie. "I doubt NBC will use comedies on Sunday night because they tried it once before when they moved *Family Ties*, and they got killed," said one observer. "Besides, *The Simpsons* is already

Errata

The Outdoor Channel was inadvertently omitted from BROADCASTING & CABLE'S list of new cable networks May 8. Owned by Global Resources, the channel launched on April 1, 1994. It programs 24 hours of fishing, hunting and outdoor sports programming, and a variety of special-interest and original productions.

there at 8 p.m., and it's got an audience."

Whatever NBC does on Sunday night, sources say it is highly unlikely that both *seaQuest DSV* and *Earth 2* will return on the night, and one or both may not be renewed.

As for ABC, the network is looking to heavily arm itself with comedies, including possibly an hour block on Saturday night at 8-9 as the lead-in to the *ABC Saturday Family Movie*.

ABC pilots reportedly being given

high marks are projects from Steven Bochco (*Murder One*), the DreamWorks studio (*Champs*) and a Tony Danza project. The Warner Bros. pilot *The Monroes*, starring William Devane, is also considered to be a smart bet to make the schedule. ■

Savoy adds 'TV' to its name

Brooks brings Schwarzenegger, Funicello projects to programming venture

By Steve Coe

Savoy Pictures last week announced the formation of Savoy Pictures TV and named independent producer Stanley Brooks president of the new division.

Brooks will be responsible for all of the company's television activities, including development of projects for all networks, cable and syndication, and programming for SF Broadcasting, the Savoy-Fox TV joint venture dedicated to station acquisition. Brooks, who will join Savoy in July, also will oversee reality programming being developed by former NBC News executive Steve Friedman. Friedman, hired four months ago by Savoy, will report to Brooks, who in turn will report to Robert Fried, president/chief executive officer, Savoy Pictures.

Brooks brings a number of projects with him, including a collaboration with Arnold Schwarzenegger to

adapt children's book "The Good Master." The action-movie star, who made his directorial debut with TNT's *Christmas in Connecticut*—a Once Upon a Time production—also is slated to direct the new project, again for TNT.

Brooks also has acquired the rights

to "A Dream Is a Wish Your Heart Makes," Annette Funicello's autobiography. The project will be a made-for-television movie for CBS.

For the past six years, Brooks has run Once Upon a Time Films, an independent production company he formed in 1989. ■

Beatles reunite; ABC has it

ABC has scheduled a five-hour special that will tell the inside story of the music and history of the Beatles for the November sweeps.

The three surviving members of the band—Paul McCartney, George Harrison and Ringo Starr—will participate in the special, which also will feature two new songs from the group. The material, composed by the late John Lennon, is the first from the group since it broke up in 1970. McCartney, Harrison and Starr added instrumentation, voices and arrangements to the two unreleased songs.

The special, which will air over two yet-to-be-determined nights, will feature the band members discussing the Beatles' formation, meteoric rise and historic first trip to the United States. Never-before-aired footage of the musicians in their youth, taken from home movies and film outtakes, also will be featured. "The Beatles' story will be an extraordinary event on ABC," says Ted Harbert, president, ABC Entertainment. "The five-hour special is designed to provide a comprehensive look at the lives and sound of the band that changed the culture of a generation." The special is being produced by Apple Productions, which is wholly owned by the band members and Lennon's estate. —SC

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 30. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	12.2/229/99
2. Jeopardy!	9.8/219/99
3. Oprah Winfrey Show	8.3/239/99
4. Star Trek: Deep Space Nine	6.9/239/99
4. Wheel of Fortune-wknd	6.9/175/82
6. Entertainment Tonight	6.6/182/94
6. Nat'l Geog On Assignment	6.6/195/96
8. Hard Copy	6.4/190/95
9. Inside Edition	5.8/179/94
9. Roseanne	5.8/185/96
11. Baywatch	5.7/224/97
12. Legendary Jrys of Hercules	5.5/188/96
13. Family Matters	5.4/195/94
14. The Simpsons	5.3/137/87
15. Fresh Prince of Bel-Air	5.2/138/86



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SYNDICATION MARKETPLACE

Martial arts action

Leisure Concepts Inc. has cleared its new weekly syndicated live-action martial arts competition series *WMAC Masters* in 93 markets representing 80% of the country for a Sept. 16 launch. The show, formerly titled *Quest for the Dragon Star*, features martial artists from different disciplines who compete for the Dragon Star award.

'Paradise' lost

According to a source, MGM TV has passed on *Paradise Lost*, an earlier reported (BROADCASTING & CABLE, Feb. 20) reality series being developed for syndication by reality genre veteran Dave Bell.

Gingrich addresses Promax

Speaker of the House Newt Gingrich will deliver a special address at the annual Promax International & BDA Conference and Exposition in Washington, D.C. Gingrich will

speak on Wednesday, June 7, at 2:30 p.m. at the Sheraton Washington Hotel, immediately following the Keynote Address at 2 by former Walt Disney Television and Telecommunications chairman Richard Frank.

Springer fever

WNBC-TV New York took the highly unusual step of replacing last Monday's 4 p.m. edition of *Multi-media's Donahue* with an episode of the syndicator's *Jerry Springer*, which usually airs at 11 a.m. However, a source at WNBC-TV says there are no plans to move *Springer* into *Donahue's* slot, adding that the move was prompted by a network V-E Day special that would have pre-empted *Springer* and by a desire to see how that show would perform in a later daypart.

The show earned a 4.7 Nielsen rating and a 12 share, slightly better than *Donahue's* recent average

in the slot, says the source. Others say many markets may see such switches, given *Donahue's* ratings decline and *Springer's* continuing gains. Petry rep firm Director of Programing Dick Kurlander expects *Donahue's* 47 early fringe clearances this season to be nearly halved to 27 markets in the fall, while *Springer's* 31 1994-95 early fringe clearances for fall could double.

GGP signs Olympians

Syndicator GGP has signed former Olympians Paul Sunderland, Summer Sanders and Steve Timmons to host its nationally syndicated volleyball specials. Sunderland and Timmons are former members of the Gold Medal-winning U.S. Olympic Volleyball Team. Sanders was a 1992 Olympic Gold medalist in swimming. GGP has cleared the two *AVP Pro Beach Volleyball* one-hour specials in 85% of the country.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of May 1-7, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>NBA Playoffs</i>	TNT	Thu 9:30p	3,606	5.6 3.8
2. <i>NBA Playoffs</i>	TNT	Tue 7:58p	2,914	4.6 3.1
3. <i>NBA Playoffs</i>	TNT	Mon 7:58p	2,883	4.5 3.0
4. <i>NASCAR Winston Cup</i>	ESPN	Sun 4:08p	2,560	3.9 2.7
5. <i>NBA Playoffs</i>	TNT	Fri 9:45p	2,407	3.8 2.5
6. <i>NBA Playoffs</i>	TNT	Wed 9:40p	2,324	3.6 2.4
7. <i>NBA Playoffs</i>	TNT	Mon 10:56p	2,170	3.4 2.3
8. <i>Rugrats</i>	NICK	Sun 10:00a	2,164	3.4 2.3
9. <i>Rugrats</i>	NICK	Thu 6:30p	2,160	3.4 2.3
10. <i>Rocko's Modern Life</i>	NICK	Sun 10:30a	2,139	3.4 2.2
11. <i>NBA Playoffs</i>	TNT	Fri 6:58p	2,097	3.3 2.2
12. <i>Movie: 'Raiders of the Lost Ark'</i>	TBS	Sun 10:35a	2,015	3.1 2.1
13. <i>Doug</i>	NICK	Thu 7:00p	2,001	3.2 2.1
14. <i>Murder, She Wrote</i>	USA	Thu 8:00p	1,983	3.1 2.1
15. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,979	3.1 2.1

Following are the top five pay cable programs for the week of May 1-7, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Speed'</i>	HBO	Sat 8:00p	4,248	18.3 4.5
2. <i>Movie: 'True Romance'</i>	HBO	Sat 10:00p	2,369	10.2 2.5
3. <i>Movie: 'Tyson'</i>	HBO	Tue 8:00p	1,931	8.3 2.0
4. <i>Movie: 'Tyson'</i>	HBO	Sun 11:15p	1,732	7.5 1.8
5. <i>Movie: 'Fatal Attraction'</i>	HBO	Sat 12:00m	1,660	7.2 1.7

PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of May 1-7

UPN	
MONDAY	4.4/7
8:00	72. <i>Star Trek: Voyager</i> 6.4/10
8:30	
9:00	83. <i>Pig Sty</i> 2.5/4
9:30	84. <i>Platypus Man</i> 2.2/3
TUESDAY	2.4/3
8:00	82. <i>Legend</i> 2.6/4
8:30	
9:00	
9:30	85. <i>Marker</i> 2.1/3
WEEK'S AVG SSN TO DATE	3.4/5
	4.1/6
WB	
WEDNESDAY	1.9/3
8:00	86. <i>The Wayans Bros.</i> 1.8/3
8:30	86. <i>The Parent 'Hood</i> 1.8/3
9:00	88. <i>Unhap Ever After</i> 1.7/3
9:30	89. <i>Unhap Ever After</i> 1.5/2
WEEK'S AVG SSN TO DATE	1.7/3
	1.9/3

SOURCE: NIELSEN MEDIA RESEARCH

PEOPLE'S CHOICE WEEK 33 *According to Nielsen ratings, May 1-7*

				
MONDAY	13.0/20	16.1/25	12.5/19	6.0/9
8:00		13. David Copperfield XVI: Unexplained Forces 14.4/23	42. Fresh Prince 9.3/15	57. Melrose Place 8.0/13
8:30			39. In the House 9.4/14	
9:00	20. ABC Monday Night Movie—The Bodyguard 13.0/20	6. CBS Special Movie—Buffalo Girls, Part 2 16.9/26	14. NBC Monday Night Movies—If Someone Had Known 14.0/21	80. Medicine Ball 4.0/6
9:30				
10:00				
10:30				
TUESDAY	15.3/25	9.3/15	10.7/18	4.9/8
8:00	8. Home Improvmt 15.6/27	44. Rescue: 911 9.1/15	45. Wings 8.9/15	78. Fox Tuesday Night Movie—The Possession of Michael D. 4.9/8
8:30	23. Thunder Alley 12.8/21		36. Newsradio 9.7/16	
9:00	5. Home Improvmt 18.2/28	39. CBS Tuesday Movie—Cagney & Lacey: Together Again 9.4/15	22. Frasier 12.9/20	
9:30	7. Ellen 15.9/25		33. Pride & Joy 10.2/16	
10:00	11. NYPD Blue 14.6/24		26. Dateline NBC 11.3/19	
10:30				
WEDNESDAY	13.7/23	9.5/16	9.1/15	7.3/12
8:00	25. Roseanne 11.8/21	52. The Nanny 8.3/15	63. A Word from Our Sponsor 7.4/13	49. Beverly Hills, 90210 8.5/15
8:30	20. Ellen 13.0/22		42. Dateline NBC 9.3/15	73. Sliders 6.1/10
9:00	9. Grace Under Fire 15.5/24	36. CBS Wednesday Movie—A League of Their Own 9.7/16	29. Law and Order 10.5/18	
9:30	10. Coach 14.8/23			
10:00	17. Primetime Live 13.6/23			
10:30				
THURSDAY	8.1/13	8.1/13	18.8/30	7.4/12
8:00	69. Superstar American Gladiators 6.8/11	62. Where Are They Now? 7.5/12	18. Mad About You 13.2/23	64. Martin 7.3/13
8:30			14. Hope & Gloria 14.0/23	59. Living Single 7.8/13
9:00			4. Selinfeld 20.0/31	65. New York Undercover 7.2/11
9:30	47. ABC Movie Special—Total Recall 8.8/14	39. 48 Hours 9.4/15	3. Friends 20.7/31	
10:00			2. E.R. 22.4/35	
10:30				
FRIDAY	11.9/22	7.8/15	8.0/15	6.2/12
8:00	26. Family Matters 11.3/23	60. Diagnosis Murder 7.7/15	67. Unsolved Mysteries 6.9/14	81. VR5 3.8/8
8:30	28. Boy Meets Wrlld 11.1/22	56. Burke's Law 8.1/15	45. Dateline NBC 8.9/16	49. The X-Files 8.5/15
9:00	29. Step By Step 10.5/19		53. Homicide: Life on the Street 8.2/15	
9:30	31. Hangin' w/Mr. C 10.3/18	61. Picket Fences 7.6/14		
10:00	14. 20/20 14.0/26			
10:30				
SATURDAY	7.3/14	10.1/19	7.0/14	6.0/11
8:00		36. Dr. Quinn Medicine Woman 9.7/20	79. An Affectionate Look at Fatherhood 4.2/9	73. Cops 6.1/13
8:30	67. ABC Saturday Family Movie—Freaky Friday 6.9/13			70. Cops 6.6/13
9:00		31. Walker, Texas Ranger 10.3/19	51. NBS Movie of the Week—Forever Young 8.4/16	75. America's Most Wanted 5.6/10
9:30				
10:00	53. Who Makes You Laugh? 8.2/15			
10:30				
SUNDAY	11.0/18	11.5/18	20.2/33	6.2/10
7:00	53. Am Fun Hm Vid 8.2/16	12. 60 Minutes 14.5/27	(nr) NBA Playoff 12.2/24	77. World's Funniest Outtakes 5.1/9
7:30	35. Am Fun Hm Vid 9.8/17	24. Murder, She Wrote 12.3/19		58. Simpsons 7.9/13
8:00	48. Will You Marry Me? 8.7/14			75. The Critic 5.6/9
8:30		33. CBS Sunday Movie—Ghost 10.2/16	1. NBC Sunday Night Movie—Jurassic Park 23.3/36	66. Married w/Chld 7.0/10
9:00	18. ABC Sunday Night Movie—Matlock: The Scam 13.2/20			71. Married w/Chld 6.5/10
9:30				
10:00				
10:30				
WEEK'S AVGS	11.5/19	10.4/17	12.7/21	6.3/10
SSN. TO DATE	11.9/20	10.9/18	11.6/19	7.5/12

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

Newspapers' loss may be radio's gain

Seminar concludes radio growth will come from its ability to lure advertisers from print

By Donna Petrozzello

Radio station group owners and industry analysts predict radio will reap additional revenue this year as advertisers are expected to spend less money in newspapers and more money in broadcast media.

Participating in panel discussions at a one-day seminar on radio's financial future, hosted by Paul Kagan & Associates, several group owners said they expect advertisers to divert more of their spending from newspapers to radio.

"There is a direct correlation between retailers moving away from newspapers" and radio's projected rate of revenue growth, said Emmis Broadcasting CEO Jeff Smulyan.

"Can we sustain 10% growth? I don't know," Smulyan added. "But last year, radio revenue grew at a rate 7.5% above the rate of inflation, and that represents, more than anything

else, the fundamental shift of retailers from daily newspapers to radio."

"Radio's growth will come from our efficiency and our ability to take revenue from newspapers," said Evergreen Media Corp. Chairman and CEO Scott Ginsburg. "Newspapers are a declining business."

According to Veronis Suhler & Associates' 1994 Communications Industry Report, operating income margins at newspapers rose only one-tenth of 1% in 1993, and cash-flow margins were only three-tenths of a percent higher than 1992's.

Those results were significantly below newspapers' performance in 1989, when income margins were 3.5 points higher and cash-flow margins were 2.2 points higher on average, the report stated.

Meanwhile, a survey by the Radio Advertising Bureau showed a 13% average increase in revenue totals from local and national advertising

for first quarter 1995. For March 1995, stations reported an average 10% increase in combined local and national advertising revenue compared with March 1994.

Although some analysts have predicted that retail spending will slow in 1995, several broadcasters said that it should not affect radio too sharply.

"Slowing down of business will have an adverse effect on radio, but there are so many things inherently attractive about radio, revenue levels will never go down to where they were three years ago," said Michael Ferrel, president and chief operating officer of Multi-Market Radio.

George Sosson, president and chief operating officer of Radio Equity Partners, however, warned broadcasters that a drop in retail sales and automotive advertising may reduce radio revenue more than expected this year.

Other panelists predicted further consolidation in the radio industry, despite limited ownership restrictions in effect by the FCC.

Star Media Group station broker William Steding predicted that more group owners will expand into other media rather than buy radio stations in a variety of markets: "In a few years, groups will concentrate power in one market by expanding to own community newspapers and other media."

Media Venture Partners station broker Elliot Evers said an increasing number of owners are entering joint sales agreements in their markets, allowing them to sell inventory on more stations than the ones they own and operate.

"We see the anticipation of triopoly in joint sales agreement arrangements," said Evers. "We are seeing some people enter a joint sales agreement and control inventory on three stations on the same band in a market. It's clearly done in anticipation of the ownership rules changing." ■

R I D I N G G A I N

Arbitron diary by mail

Starting with the recent winter 1995 survey, Arbitron is offering to mail copies of the comments survey respondents recorded in their diaries about particular stations to subscribers. Instead of traveling to Arbitron's Maryland headquarters to view the diaries on-site, station executives can obtain a "diary comments report" by mail.

The reports cost between \$200 and \$500 and are available to stations in the 261 markets surveyed by Arbitron.

SFX files for stock offering

New York-based SFX Broadcasting Inc. registered last week with the Securities and Exchange Commission to offer 1,500,000 shares of its common stock to the public. Proceeds from the sale will be used to reduce the company's debt

and offset a portion of the purchases of WTDR(FM) Statesville and WEZC(FM) Hickory, both North Carolina, and KTCK(AM) Dallas, which are pending FCC approval.

Osborn reports 10% gain in net revenue for 1995

Osborn Communications Corp. reported a 10% increase in net revenue and a 16% gain in broadcast cash flow on a pro forma basis for first quarter 1995. Net revenue totaled \$7,408,570 and broadcast cash flow totaled 1,402,000 for the first three months of 1995.

Osborn also reported a smaller per-share loss for first quarter 1995 over first quarter 1994. The group's earnings statement reported a quarter net loss of \$237,000 or 4 cents per share in 1995, compared with a quarter net loss of \$1,057,000, or 20 cents per share, in 1994.

Commitment Comes To Kansas City!

*Bonneville's four premier
Kansas City radio properties,
KCMO-AM, KCMO-FM, KLTH-FM
& KMBZ-AM, have selected CBS
Radio Representatives in their quest
for a commitment to excellence in
national sales.*

The Bonneville Broadcast Center in
Kansas City is no stranger to commitment.
The four radio stations that operate there
deliver on their commitment everyday as
they provide Kansas City with excellence
in programming and community service.

Kansas City is an important new market
for CBS Radio Representatives. We are
proud that the Bonneville Broadcast
Center stations there have selected us as
their national sales representative. We
look forward to working with them.

CBS RADIO REPRESENTATIVES

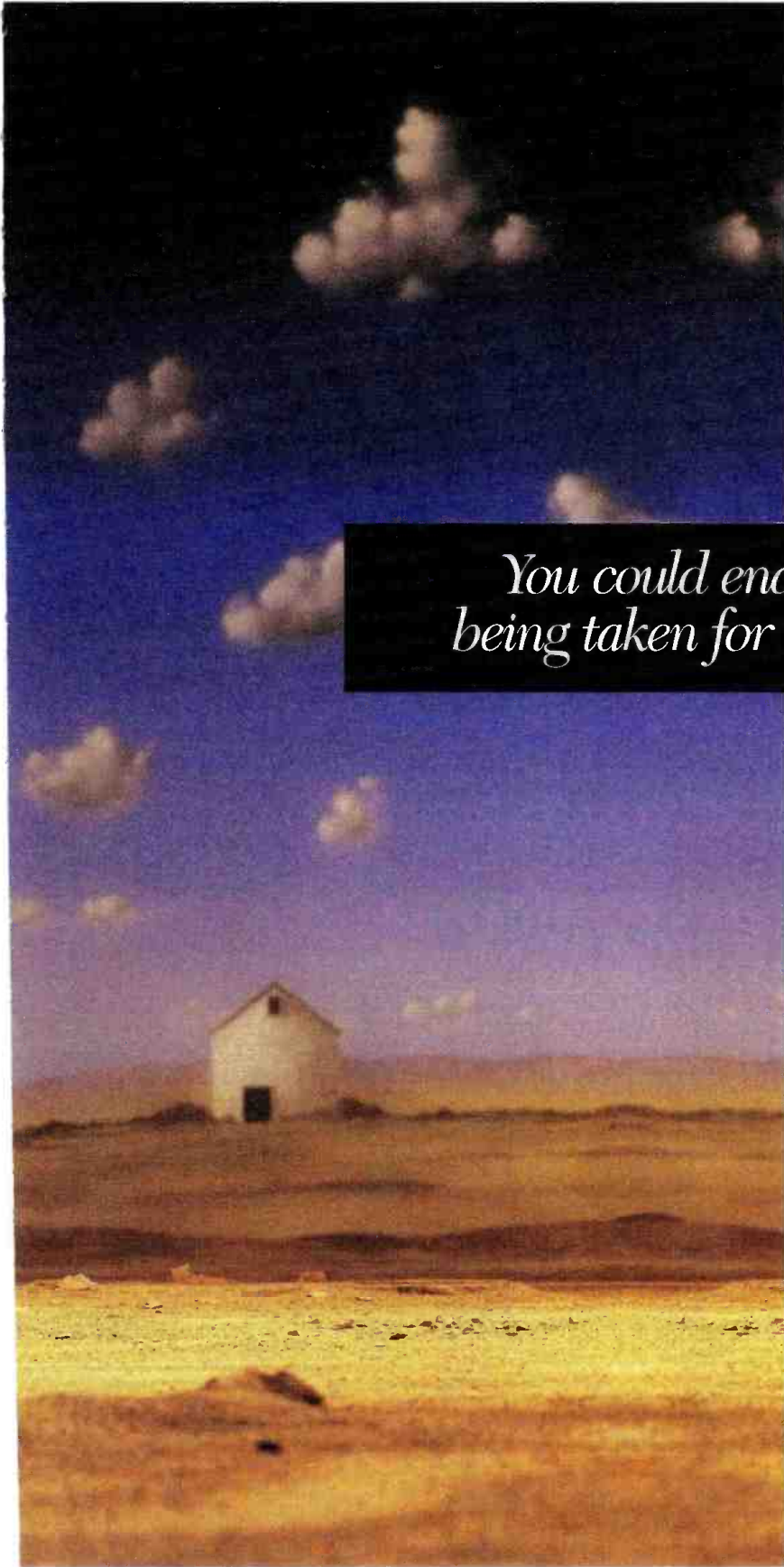
*...representing America's
most influential radio stations.*

Atlanta Linda Weaver 404/233-8281	Boston Amy Caplan 617/728-1916	Chicago Chad Brown 312/951-3286	Dallas Laurie Montoya 214/526-0557	Detroit David Rice 810/351-2161	Los Angeles Scott Springer 213/460-3701	Minneapolis Karen Miller 612/371-9051	New York Peter Burton 212/975-6769	Philadelphia Bill Burns 610/668-5990	St. Louis Chuck Gerding 314/444-3221	San Francisco Marco Camacho 415/765-4006	Seattle Larry Adams 206/654-4104
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**If you believe what other
on-screen guide companies
have to say about
the future of television
keep one thing in mind.**



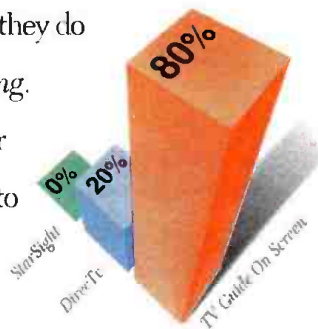
*Based on participants' experiences in Interactive Program Guide Usability Study, February 1995, conducted by Usability Sciences Corporation.



*You could end up
being taken for a ride.*

One thing there's no shortage of in this industry is promises. Promises about product delivery, new features—and about how much money you can make. The kindest thing that can be said about these promises is that they do indeed sound *promising*.

But how much of your business do you want to stake on promises... we thought so. Here are the facts: While other on-screen guide companies spend their time creating fancy



In an independent study,
TV Guide On Screen
is preferred nearly 4 to 1.*

screen shots for their ads, TV Guide On Screen is creating real interactive guides for real platforms.

Guides that make it easier for your customers to see more of the information they want—



*TV Guide On Screen's
interactive guide
for the DCT 1000
series set-tops*

when they want to see it. With plenty of opportunities to make impulse pay-per-view purchases. So take a look at TV Guide On Screen today. Call

us at 800-267-6866 for information. If you don't, you could end up betting on the wrong horse.

**TV ON
GUIDE SCREEN**
Where to turn to.

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Digital Architecture

Experts bullish on cable's migration to digital services

Investment will be gradual; rollouts based on consumer demand

By Mark Berniker

It's not going to be cheap, but the cable industry plans to gradually upgrade its networks and deploy digital services as consumer demand warrants.

At the "Ready, Set, Go: Getting Your System Ready for the Future" NCTA panel, several participants said the industry is migrating to a

hybrid fiber/coax architecture that will be capable of delivering more television channels as well as telephone and computer services. But there will be a price to pay.

"We're trying to keep fixed costs as low as possible," said Jim Chiddix, Time Warner Cable senior VP.

Chiddix said it will cost



Executives looking to the future included (l-r) Walter Ciciora, technology consultant; James Chiddix, Time Warner Cable; Ken Shulman, Teleport, and Paul Wedeking, EDS Management Consulting Services.

the cable companies \$125-\$150 per subscriber to pass their home with the fiber/coax architecture. Then, he added, it will cost another \$700-\$800 per

home to provide the network interface and advanced switching needed to deploy the Full Service Network.

Additionally, Chiddix said, it will cost \$15-\$20 per home to power it for telephony and another \$600 to deliver personal computer services over cable plant.

Chiddix expects there will be a four-year payback of capital out of cash flow, and said that if cable operators can generate a few more dollars per month the network will pay for itself.

Chiddix sees cable developing a suite of services deeply rooted in television-based services, and then extending to telephony, personal computer interconnection and eventually an expanded range of interactive services when Full Service Networks are built across Time Warner's cable systems.

Robert Luff, chief technical officer for ScientificAtlanta, also advocated the

Interactive

Microsoft moves into cable

Makes deal with programmers; plans interactive TV tools

By Mark Berniker

One missing piece of the interactive television equation is a way to develop services that will run via broadband cable and telco networks.

Microsoft took a major step toward solving that problem with its announcement last week of its Interactive Television Media Partners, 13 companies that will develop services for broadband networks.

Microsoft's initial "interactive content providers" are Discovery, ESPN, Home Shopping Network, Time Warner Interactive, Tribune Interactive Network Services, Starwave, CUC International, Medio Multimedia, The Lightspan Partnership, Interfilm Technologies, Interactive Network and the U.S. Postal Service.

Craig Mundie, VP, Microsoft Advanced Consumer Technology, said his division has been developing its interactive TV software for the past two and a half years at a cost of \$500 million.

Mundie explained that developing end-to-end software for broadband networks has been an extremely complicated endeavor, and there is still a lot of work to be done before wide-scale distribution of interactive TV to homes.

"But a huge number of things needs to be



Microsoft's Craig Mundie

Continues on page 47

Continues on page 46

For 67 Years Motorola Engineers Have Pulled Magic Out Of Thin Air.



Now We're Pushing it Back



Through Cable.

Abracadabra. Since 1928 Motorola engineers have been the wizards of wireless. From the first commercial auto radio to the development of cellular technology, Motorola has mastered radio frequency technology. Their foresight in recognizing opportunities that will revolutionize communication borders on the telepathic. Now through CableComm™ technology, Motorola has conjured up solutions to the roadblocks on the broadband information superhighway.

The secret to the trick is Motorola's RF experience. Those frequencies that we have been pulling out of thin air for years behave the same way when constrained in a fiber/coax cable. This experience allows us to overcome noise ingress in the upstream path of the fiber/coax network. Thus, making the information superhighway over cable a highly efficient two-way street. And that's not the only thing we have up our sleeve. Add to this low power dissipation, very high speed interactive data services, robust bandwidth management and integrated wireless service and you have a system that is spellbinding.

It's not just smoke and mirrors or sleight of hand. CableComm technology is available now to fill your subscriber demand for high speed interactive services. It will enable you to exploit many new revenue sources and business opportunities in interactive multimedia and personal communications.

So, if you're looking to create a little interactive magic of your own, call 1-708-632-3409. But don't wait too long or a wealth of new revenue opportunities will disappear before your very eyes.



MOTOROLA

Multimedia Group

Motorola is the proud sponsor of the Interactive Media Festival

CABLE MIGRATION

Continued from page 42

evolutionary approach to deploying digital interactive services over expanded cable networks. Luff emphasized the importance of consumer demand in determining the speed at which new digital services are deployed.

Luff pointed to several digitally based services as the economic engines for cable operators to upgrade and deploy higher-capacity networks. He said digital ad insertion, utility load management, video games, cable modem-based online services and digital audio

services are among the initial drivers of the digital market.

But Luff said the analog world is not going to go away, and there will be a place for operators that want to use more advanced analog set-top boxes to provide enhanced electronic programming guides, messaging to customers from the head-end and basic local information services such as weather, sports and traffic updates.

Paul Wedeking, principal/director, entertainment and cable industry, EDS Management Consulting Services, said cable "will face many new threats to its core

business" and it will be a matter of how the industry responds to those challenges."

Wedeking said operators will face a new set of complex operational issues and customer service problems when they enter the telephone and personal computer interconnection businesses. "The operational issues are manageable, but failure to address them is a recipe for failure," said Wedeking, adding that the cable industry has to improve not only responsiveness to customers but also billing, database marketing and cross-franchise cooperation.

But Wedeking is bullish on the growth of both cable television and local, long-distance and wireless telephony services.

Wedeking expects the long-distance business to grow from \$59 billion last year to \$118 billion by 2004. He sees 3.7% annual growth for local phone service—from \$88 billion today to more than \$132 billion by 2004. He sees cellular markets growing 18% annually, from \$11 billion to \$72 billion by 2004. He also said the cable TV market will continue to grow 9% annually, making it a \$52 billion market by 2004. TMW

IVDS

FCC wants to let IVDS users go mobile

By Chris McConnell

The FCC has proposed allowing holders of Interactive Video and Data Service (IVDS) licenses to provide mobile services over the IVDS spectrum.

The commission's notice of proposed rulemaking seeks to allow IVDS license holders to provide mobile services on an ancillary basis, with the stipulation that the frequencies still be used primarily for providing subscribers at fixed locations with interactive capabilities. The proposal would allow the license holders to provide the mobile services only to those subscribing to a fixed service.

License holders would be able to provide such services as two-way messaging to subscribers, under the FCC's proposal. IVDS developer EON last year petitioned the commission to allow such services.

"We've been waiting for the [proposal]," says Carlos Silva, EON's director of business development and product design. "We've always talked about being a low-cost return path."

Silva's company has developed a low-power transmitting technology that could allow hand-held communicators to transmit data without interfering with TV signals. To prevent potential interference, the FCC proposal limits the effective radiated power of the mobile units to 100 milliwatts.

The proposal also would prevent direct communications between the mobile units, although it would allow for communication between mobile subscribers through a cell transmitter station. The commission is inviting comments on the proposal through June 26, with reply comments due July 11. TMW

Microware's DAVID takes on Microsoft goliath

Microware says that eight companies have lined up in support of its operating



system for set-top boxes. The companies are Novell, Sybase, Motorola, IBM, Concurrent Computer, Scala, Stellar One and ACT/Technico.

Microware's DAVID (Digital Audio/Video Interactive Decoder) operating system is in direct competition with other interactive television operating systems being developed by Microsoft and Power TV, a consortium backed by Scientific-Atlanta and Kaleida Labs.

In a related development, IBM said it is setting up an interactive television development laboratory in Atlanta that will work on creating interactive applications based on DAVID.

Microware's alliances boost its profile and are primarily with computer companies aiming to present a united front against Microsoft, which wants to create the de facto standard for interactive television software.

Novell said it will make its NetWare network operating system compatible with DAVID; Sybase's Gain Interplay application software will be supported by DAVID; Motorola's new PowerPC 602 chip will be built into set-tops and will be compatible with DAVID, and Scala's multimedia authoring and networking software also will be compatible with set-top decoders based on DAVID.

Microware has lined up more than 20 set-top manufacturers and says decoders based on its operating system will begin to be used in trials and commercial deployments later this year. —MB

MICROSOFT

Continued from page 42

done before these systems will be deployable on a metropolitan scale," said Mundie, adding that these are "some of the most complicated systems problems ever created."

"Today we're still using boards in personal computers to emulate set-top boxes," said Mundie, adding that he expects to begin receiving digital set-tops by the end of the year.

Mundie said Microsoft's interactive trials with TCI in Seattle, SBC Communications in Richardson, Tex., and NTT in Tokyo are on schedule to begin next year.

Microsoft is in the

process of trying to integrate its software with new technologies being developed by network operators, systems integrators, video server manufacturers and set-top boxes. Now the challenge is to come up with services to run over these evolving broadband networks.

But Mundie said the key to this market will be creating innovative interactive television services.

"Ultimately this technology will enable the entertainment and software creative communities to apply their ideas to this medium, and I expect it will be a vehicle that supports unpredictable creativity," said Mundie. **TM**

Discovery spin-offs get Internet spin

Part of new global strategy

By Rich Brown

Discovery Communications next month is expected to announce plans for an Internet site that might feature programming originally intended it's planned Discovery Channel spin-off cable networks.

DCI executives are busy rethinking the launch strategy for the four spin-off channels (see story, page 18), which were intended to debut in 1995 as separate 24-

hour cable networks. It is possible the networks will never launch as 24-hour networks but rather as "subset" services that could be offered via the Internet, says DCI President and COO Greg Moyer.



hour cable networks. It is possible the networks will never launch as 24-hour networks but rather as "subset" services that could be offered via the Internet, says DCI President and COO Greg Moyer.

"That's not a decision just speculation," says Moyer.

There were some hints that DCI was reconsidering its launch strategy earlier this year when DCI Chairman and CEO John Hendricks suggested that one possible way to roll out the program services could be through a creative use of public access channels. The company also had missed spring 1995 launch dates for the services, which include Quark (science), Time Traveler (history), Animal Planet (animals) and Living (lifestyle).

The Internet site that might now house the services will debut by mid-

July or possibly sooner, says Moyer. It marks the first Internet site for the company, which has online sites at America Online and Prodigy. DCI's Internet site will offer still pictures as well as video and could feature advertising as early as this year, says Moyer.

Moyer says the Internet service fits in with DCI's international expansion strategy. The company's programming currently is distributed in 80 million households in 65 countries including full-fledged language-tailored networks in Great Britain, Asia, Latin America-Iberia and the Middle East.

Although the company's fast-developing overseas expansion does not come cheap—its year-old Latin American service has spent \$160 million in programming costs alone—DCI executives are confident that the investment will pay off.

"There's no get-rich-quick scheme," says DCI's Domenick Fioravanti, senior vice president, international networks.

Given Asia's immense population, TDC Asia VP and General Manager Kevin-John McIntyre says the developing Asian market could represent 40%-50% of DCI's total business efforts over the next 10-15 years. **TM**

Cable-Telco

Cable urged to tap telephone business

While telephone companies are building networks capable of delivering video, cable companies are facing the prospect of entering the phone business.

At an NCTA session, the cable industry got a wake-up call that there is a \$100 billion market for phone services out there, but with it came the warning it will be no easy task tapping into it.

"If cable is to get into the telephone business, then you're going to have to learn the rules of the game," said Phil Hartman, owner of Paul Hartman & Associates, a Littleton, Colo.-based telephony consultant.

Hartman said there are "big details" the cable industry will have to become well versed in if they are to slice into the telephone companies' market share for wireline and wireless services as well as local and long-distance phone.

And Hartman says the telephone companies are not going to make it easy for cable to get into their bread-and-butter business.

"They're thinking 'I'll have to kill you, because if you live, then I'll die,'" Hartman said, referring to the telcos' unwillingness to give their business away.

Ron Choura, deputy director of policy, Michigan Public Service Commission, said it is important that cable companies be able to offer customers the basic telephone services offered by existing telephone companies from day one. "You're both in the same business—data transfer. Cable delivers video data through a broadband pipe, whereas the telcos deliver two-way, narrowband voice data," Hartman said. **—MB**

TBS, King World discuss merging kingdoms

Meanwhile, sports loss boosts Turner profits

By Steve McClellan

Word that Turner Broadcasting System was considering purchasing King World Productions came as TBS issued strong first-quarter results last week.

Sources confirmed that talks between TBS and King World were taking place, but they cautioned that King World has made sales pitches to many prospective buyers, including the Big Three networks. Sources at the networks last week denied interest in buying King World.

"They have a decent niche business, but the fact is they don't own any of the top three shows they distribute," one network source said, referring to *Wheel of Fortune*, *Jeopardy!* and *Oprah Winfrey*.

Meanwhile, TBS reported a near tripling in operating profit for the first quarter, to \$89 million, from \$30 million a year earlier, on a 25% gain in revenue, to \$710 million. Net income totaled \$22 million versus a \$14 mil-

lion loss for first quarter 1994.

King World continues to generate strong earnings. For its second fiscal quarter, which ended Feb. 28, the company reported an 11% gain in operating income, to more than \$40 million, on an 8.6% revenue gain, to almost \$144 million.

Last week, shares of KWP (NYSE) jumped two points, to 42 7/8, after word of the reported talks with TBS. But last Tuesday the stock settled down, losing most of that gain by midday. At the same time, TBS stock rose 25 cents, but lost half that gain the next day.

Analysts' reactions to the TBS-King World talks were mixed. Some said the companies would make a great fit, but others questioned the strategic sense for Turner if its primary motive is to get access to King World's roughly \$500 million in cash as a down payment on a purchase of CBS.

Others noted the Time Warner fac-

tor: Time Warner, with its 19% interest in Turner, could kill any deal over conflicts in the syndication business. Warner Bros. Domestic Television Distribution launched a new magazine show this season, *Extra*, which competes with King World magazines in early fringe, access and late night. Next season, WBTD will launch *Carnie* in syndication. Younger-skewing talk shows such as *Carnie* and co-owned *Jenny Jones* have been credited with taking a piece of King World-distributed *Oprah's* audience.

But the Wall Street firm Merrill Lynch last week issued a report restating its prediction that King World will be sold—to Turner or some other suitor—for \$48-\$52 a share, or \$1.8 billion-\$1.9 billion.

"With the fin-syn rules to sunset in November—or earlier—King World becomes an even more attractive partner to broadcasters who have, to date, been restricted from first-run

Ad revenue shines in daytime

Advertising revenue for syndicated TV shows will top \$2 billion next year, an 11% increase over this year's \$1.8 billion, according to the Advertiser Syndicated Television Association.

ASTA says that the upfront market for advance orders of commercial time for next season's shows broke unusually early this year. Some large advertisers began placing their orders in February—much earlier than the usual June and a sign of strong demand, ASTA said last week in a press release.

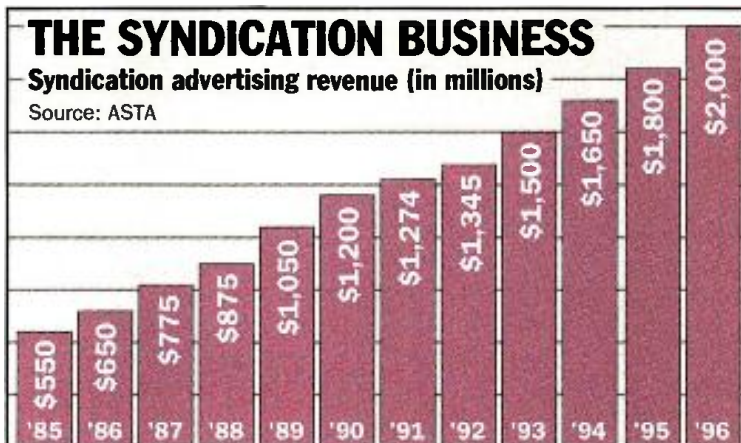
Syndicators say 85%-90% of inventory has sold out—about the same as last year—although some syndicators are holding inventory for additional buys during the network upfront ex-

pected to break later this month, ASTA says. That contrasts with sellout levels of 65%-70% during the advertising recession of 1992-93.

Daytime is the daypart most in demand by advertisers, with a 45% share of the 9 a.m.-4 p.m. national broadcast audience held by syndicated shows, ASTA says. "Syndication generates network-like ratings in so many day-

parts, especially daytime and early prime, that advertisers can't afford to be locked out," says ASTA President Bob Cesa, who also is senior vice president of syndicator Twentieth Television.

The 1994-95 season features 162 syndicated daily and weekly series and more than 500 movies and specials, ASTA says. —DT



syndication," the report says. "In addition, studios with weak syndication arms [the perception is that Turner falls in that group] may find King World an attractive means of improving distribution in the face of network competition." King World also might be attractive to foreign entities looking to crack the U.S. market, according to the report.

Meanwhile, TBS reported that operating profits for its entertainment segment totaled \$47.3 million in the first quarter, compared with a loss a year ago of \$190,000. Revenue for the entertainment segment increased 26%, to \$498 million. The company said the lack of sports rights costs helped boost operating profits. A year earlier, TBS bore substantial rights fees for the 1994 winter Olympics.

TBS also said subscription revenue for its entertainment networks—TNT, The Cartoon Network and WTBS—climbed 32%, to about \$80 million, due to subscriber gains and rate increases. Advertising revenue was up 16%, or \$19 million, to roughly \$138 million, due to higher advertising rates and increased viewership.

Home video revenue, driven by sales of Turner's New Line release "The Mask," climbed 60%, to almost \$115 million. Box-office sales from films put out by New Line and Castle Rock, also owned by Turner, climbed 51%, to about \$55 million.

Combined operating losses for four of its new networks totaled \$5 million, as improvements at The Cartoon Network and Cartoon Latin America were offset by start-up costs for TNT and Cartoon Network Asia, which were launched in October 1994, TBS said.

The news segment had O.J. Simpson to thank for substantial first-quarter gains. News-segment revenue rose 21%, to \$183 million, largely due to a 28% gain in domestic advertising sales for CNN, to more than \$80 million, and a 10% gain (\$55 million) in domestic subscription revenue primarily due to sales in the home satellite-dish market.

Revenue for CNN International was up 31%, to \$30 million, TBS said. Operating income for the news operations was up 37%, to almost \$67 million. ■

Viacom takes WVEU-TV off CBS's hands

By Julie A. Zier

Seven months after buying paid-programming station WVEU-TV Atlanta (ch. 69) and promptly deciding to sell it, CBS has found a buyer: Viacom, for \$27 million.

The purchase price is being divided; original licensee Broadcasting Corp. will receive \$22 million, and CBS will get \$5 million.

Last May's Fox-New World agreement forced CBS to move from its Atlanta outlet, WAGA-TV (ch. 5). CBS then bought WVEU-TV from Broadcasting Corp. for \$22 million (BROADCASTING & CABLE, Sept. 26, 1994). But a month after announcing the acquisition, CBS affiliated with Tribune's powerhouse WGNX-TV (ch. 46) and promised to find another buyer for WVEU-TV.

In January, WVEU-TV became a United Paramount Network affiliate. Its usually low ratings picked up as it reduced paid programming from 40 hours a week to 13 and added Paramount movies and shows.

Viacom, which already is at the 12-station ownership cap, is making room for WVEU-TV by selling KSLA-TV Shreveport, La., to Hillside Broadcasting of Louisiana for \$30 million. Hillside is owned by Della and Mario Baeza, who also own WWAY-TV Wilmington, N.C. Atlanta-based Ellis Communications is an investor in Hillside.

Two major Viacom transactions still are awaiting FCC approval. Viacom is purchasing WGBS-TV Philadelphia and WBFS-TV Miami from Combined Broadcasting and selling WTXF-TV Philadelphia to Fox and KRRT-TV San Antonio to Myron Jones and John Kanzius.

CBS's purchase of WVEU-TV was close to FCC approval, Broadcasting Corp. owner David Harris says. However, the purchase agreement will have to be refiled to show Viacom as the proposed assignee. Harris expects the deal to close in September. ■

CLOSED!

WLUK-TV, Green Bay WI from Burnham Broadcasting Company, Peter Desnoes, Managing General Partner, to SF Broadcasting L.L.C., Thomas Herwitz, President and Chief Executive Officer, for \$38,000,000.

Brian E. Cobb
and
Randall E. Jeffery
initiated the transaction

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

ELLIOT B. EVERS
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Changing Hands

This week's tabulation of station and system sales

KISN-AM-FM Salt Lake City

Price: \$5.25 million

Buyer: Trumper Communications Inc. (Jeffrey Trumper, president/CEO); owns KKCW-FM/KXYQ-AM-FM Portland, Ore.; WTDR-FM/WEZC-FM Charlotte, N.C., and WMXL-FM/WWYC-FM/WLAP (AM) Lexington, Ky.

Seller: Sun Mountain Broadcasting Stations (Ballard Smith, president); no other broadcast interests.

Facilities: AM: 570 khz; 5 kw; FM: 97.1 mhz; 30 kw; ant. 3,652 ft.

Format: AM: sports; FM: AC

Brokers: Star Media Group and Chapin Enterprises

WHJX-FM Brunswick, Ga. (Jacksonville, Fla.)

Price: \$4.5 million

Buyer: George Reed, receiver for Eagle Broadcasting Inc.; no other broadcast interests.

Seller: Jacor Broadcasting of Florida Inc. (Randy Michaels, president); owns KOA(AM)-KBPI-FM/KRFX-FM Denver; WJGR(AM)-WQIK-FM Jacksonville and WFLA(AM)-WFLZ-FM Tampa, both Florida; WGST(AM)-WPCH-FM Atlanta; WCKY(AM)-WPPT-FM/WLW(AM)-WEBN-FM Cincinnati, and WWST-FM Karns and WMYU-FM Sevierville (Knoxville), both Tennessee.

Facilities: 101.5 mhz; 100 kw; ant. 1,463 ft.

Format: urban

Broker: Media Services Group Inc.

KPVI(TV) Pocatello and **KKVI(TV)** Twin Falls, both Idaho, and **KJVI(TV)** Jackson, Wyo., plus 19 LPTVs/translators

Price: \$4 million-\$4.4 million

Buyer: Sunbelt Broadcasting Co. (James Rogers, president/48.9% voting stockholder); owns KRNV-TV Reno and KYMA-TV Yuma, Ariz.

Seller: Ambassador Media Corp. (William Armstrong); no other broadcast interests.

Facilities: KPVI: ch. 6; 100 kw visual; 17.4 kw aural; ant. 1,530 ft.; KKVI: ch. 35; 100 kw visual; antenna 538 ft.; KJVI: ch. 2; 178 w visual; 17.8 w aural; ant. 997 ft.

Affiliation: KPVI: ABC; KKVI: NBC/Fox; KJVI: ABC

KUMT-FM Salt Lake City

Price: \$1.85 million

Buyer: Trumper Communications Inc. (Jeffrey Trumper, president/CEO); owns KKCW-FM/KXYQ-AM-FM Portland, Ore.; WTDR-FM/WEZC-FM Charlotte,

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ **\$675,000** □ **2**

FMs □ **\$10,850,000** □ **9**

Combos □ **\$6,850,000** □ **3**

TVs □ **\$4,200,000** □ **1**

Total □ **\$22,575,000** □ **15**

So far in 1995:

AMs □ **\$52,154,619** □ **72**

FMs □ **\$305,055,221** □ **140**

Combos □ **\$683,460,300** □ **89**

TVs □ **\$1,434,232,000** □ **42**

Total □ **\$2,474,802,140** □ **343**

N.C., and WMXL-FM/WWYC-FM/WLAP (AM) Lexington, Ky.

Seller: US Radio Group (Ragan Henry, chairman; Don Kidwell, president); owns WZRZ-FM Detroit; WDIA (AM)-WHRK-FM Memphis; WCMC(AM)-WZXL-FM Cape May, N.J.; KCTE(AM) Kansas City, Mo.; WQOK-FM Raleigh, N.C.; WSVY(AM)-WOWI-FM Norfolk, Va.; KJOJ-FM/KKZR-FM Houston and KHEY-AM-FM/KPRR-FM El Paso, both Texas; WRAW(AM)-WRFY-FM Reading, Pa., and KCPX(AM)-KMXB-FM Salt Lake City.

Facilities: 105.7 mhz; 25.5 kw; ant. 3,661 ft.

Format: country

Broker: Star Media Group

KZZK(AM) Springfield and **KZZK-FM** Creswell, both Oregon

Price: \$900,000-\$1.1 million

Buyer: KZEL FM Radio (Noula Pappas, owner/trustee); owns KZEL(FM) Eugene, Ore.

Seller: JED Broadcasting of Oregon Ltd. (Jordan Seaman, president); no other broadcast interests.

Facilities: AM: 1320 khz; 1 kw day; 40 w night; FM: 95.3 mhz; 625 kw; ant. 1,207 ft.

Format: AM & FM: AOR

WIHN(FM) Normal, Ill.

Price: \$800,000. David Golwitzer bought the station in January for \$790,000 from Bell-Mason Communications.

Buyer: Kelly Communications Inc. (James McCrudden, president); owns WOAM(FM) Peoria, wxCL(FM) Pekin and WKZW(FM) Chillocothe, all Illinois.

Seller: Cyber Communications Co. (Golwitzer); no other broadcast interests.

Facilities: 96.7 mhz; 6 kw; ant. 410 ft.

Format: oldies

WBFM(FM) Seneca, S.C.

Price: \$850,000

Buyer: Alpeak Broadcasting Corp. (Norman Alpert, president/67% interest); owns WAVV-FM Naples, Fla.

Seller: Blue Ridge Broadcasting Co. Inc. (C. Wayne Gallimore); owns WSMW(AM) Seneca, S.C.

Facilities: 98.1 mhz; 100 kw; ant. 905 ft.

Format: oldies/AC

WCBZ(FM) Williamston, N.C.

Price: \$725,000

Buyer: Eastern Carolina Broadcasting Co. Inc. (Gene Gray, president); owns WRHT-FM Morehead City, N.C.

Seller: Carolina Coast Broadcasting of North Carolina Inc. (V.R. Furnad); no other broadcast interests.

Facilities: 103.7 mhz; 50 kw; ant. 331 ft.

Format: AC

WCRQ-FM Arab, Ala.

Price: \$675,000

Buyer: Williams Broadcasting Corp. (Charles Williams, president/100% interest); no other broadcast interests.

Seller: Roland Broadcasting Inc. (Lane Roland, president); no other broadcast interests.

Facilities: 92.7 mhz; 700 w; ant. 670 ft.

Format: AC

KLEB-FM Galliano, La.

Price: \$600,000

Buyer: Fleur de Lis Broadcasting Inc. (George Buck Jr., president/85% interest); owns WNAF(AM) Norristown, Pa.; WOLS(AM) Florence, WKXC-FM Aiken, WSLT(FM) Clearwater, WRIP(AM) Lake City and WAVO(AM) Rock Hill, all South Carolina; WHVN(AM) Charlotte and WHYM(AM) Statesville, both North Carolina; WEAM(AM) Columbus and WYZE(AM) Atlanta, both Georgia; WMGY(AM) Montgomery, Ala.; KURB-AM-FM Little Rock and KEZQ(FM) Sheridan, both Arkansas; WTIX(AM) New Orleans; 50% owner of WZGO-AM-FM Portage, Pa., and 49% owner of permittee of WLWW(FM) Waxhaw, N.C.

Seller: Callais Cablevision Inc. (Corey Callais); owns KLEB(AM) Golden Meadow, La.

Facilities: 94.3 mhz; 25 kw; ant. 308 ft.

Format: country

KLSQ(AM) Laughlin, Nev. (formerly **KOWA(AM)**)

Price: \$550,000

Buyer: HBC-Las Vegas Inc. (Cecil

Heftel, chairman/co-CEO; Carl Palmer, president/co-CEO); owns KTNQ(AM)-KLVE(FM) Los Angeles; KECS(FM) Gainesville, KMRT(AM) Dallas, KESS(AM) Fort Worth and KICI(AM) Denton, all Texas; WADO(AM) New York and WGLI(AM) Babylon, both New York, and WAQI(AM) Miami. Through related companies it owns WDBB(TV) Tuscaloosa, Ala.; WAQI(AM) Miami and WRTO(FM) Goulds, both Florida, and is proposed assignee of KICI-FM Corsicana, Tex., and WOPA(AM) Chicago.

Seller: Laughlin Roughrider Broadcasting Inc. (Sig Rogich, principal owner); no other broadcast interests.

Facilities: 870 khz; 10 kw day; 1 kw night
Format: classic country

WLLI(AM)-WGOL(FM) Lynchburg, Va.
Price: assumption of debt valued at \$600,000
Buyer: LYH Broadcasting LC (Charles Coreth, manager; Donald Cuthrell Jr., manager/chairman/CEO/president/3% voting interest); no other broadcast interests.

Seller: Douglas Broadcasting; no other broadcast interests.
Facilities: AM: 930 khz; 5 kw day; 49 w night; FM: 97.9 mhz; 3 kw; ant. 240 ft.
Format: AM: dark; FM: oldies

KBNN(FM) Julian, Calif.
Price: \$450,000

Buyer: Cruce Dun Spero Fido (Sturgeon Systems Inc., 50% interest; Ronald Newcomb, president/25%; Susan Newcomb, 25%); no other broadcast interests.

Seller: Nuevo Communications Inc. (John Singer); no other broadcast interests.
Facilities: 101.1 mhz; 48 w; ant. 1,857 ft.

Format: soft AC/local news
WYNA(FM) Tabor City, N.C.
Price: \$400,000

Buyer: Pamlico Broadcasting LP (T. Furman Brodi, general partner/100% voting stock; Edward Seegar, limited partner/1/3 stockholder); owns WMXT(FM) Pamlico, S.C.

Seller: Great American Media Ltd. I (Donald Curtis, president/83% stockholder); selling WTAB(AM) Tabor City, N.C., to WTAB Inc.; Curtis owns WBBB(AM)-WPCM(FM) Burlington, WPCS(AM) Tarboro, WPTF(AM)-WQDR(FM) Raleigh, WEWO(AM)-WAZZ(FM) Laurinburg and

Swap nets duopoly for Tribune

Chicago-based Tribune Broadcasting and Henry Broadcasting are exchanging their Sacramento, Calif., and Denver radio stations, providing Tribune with a duopoly in Denver.

Henry's KVOD-FM Denver plus an estimated \$3.5 million cash will swap for Tribune's KCTC(AM)-KYM-FM Sacramento. Tribune already owns KEZW(AM)-KOSI-FM/KWGN-TV Denver.

For San Francisco-based Henry Broadcasting, the swap is an opportunity to build in Sacramento. The 12-station group owns radio stations in the California cities of Monterey-Salinas and Fresno.

The deal is valued at \$13.5 million. Star Media Group and Media Venture Partners brokered the trade.

KCTC has a nostalgia format on 1320 khz with 5 kw. KYM-FM has a soft AC format on 96.1 mhz with 50 kw and antenna 476 ft. KVOD-FM has a classical format on 99.5 mhz with 100 kw and antenna 280 ft.

—JAZ

WFLB(AM) Fayetteville, all North Carolina.

Facilities: 104.9 mhz; 1.5 kw; ant. 400 ft.

Format: country/talk

KGHO(AM) Hoquiam and **KGHO-FM** Aberdeen, both Washington

Price: \$290,000

Buyer: Spencer Broadcasting, new

Facilities: 1150 khz; 5 kw day; 500 w night

Format: sports/news

Errata: In the May 8 "Changing Hands," the remaining 8,750 shares of the stock of KJMM(FM) Bixby, Okla., sold for \$875,000. The total purchase price was \$1 million. The station is no longer a CP.

entity headed by Brian Spencer; no other broadcast interests.

Seller: Trinity Christian Center of Santa Ana Inc., d/b/a Trinity Broadcasting Network (Paul Crouch, president); owns 11 TVs.

Facilities: AM: 1490 khz; 1 kw; FM: 95.3 mhz; 1.15 kw; ant. 750 ft.

Format: AM & FM: religious
Broker: Montcalm

KDEF(AM) Albuquerque, N.M.

Price: \$125,000

Buyer: RAMH Corp. (Henry Tafoya, president/25% voting stockholder); no other broadcast interests.

Seller: Calvary Chapel of Albuquerque; owns KUCU(FM) Armijo, N.M.

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Dingell reconsiders his support for telcom reform

Congressman worries about deregulatory direction

By Christopher Stern

Representative John Dingell (D-Mich.), a key sponsor of House telecommunications reform, last week warned that he might reevaluate his support if legislation becomes too deregulatory.

"I am concerned that certain additional amendments to a fine underlying text may force me to reconsider my support for the bill," the said Dingell last week.

Dingell said he would try to ward off amendments that would greatly relax foreign and domestic broadcast ownership rules and allow public utility entry into the telecommunications business. Capi-

itol Hill sources say it is not clear which amendment or combination of amendments would cause Dingell, the ranking Democrat on the House Commerce Committee, to withdraw his support for the bill.

Also, Dingell said he is particularly concerned about a provision of the bill that would deregulate cable's extended basic tier.

"We will see amendments to ensure that consumers are not gouged."

Representative Edward Markey (D-Mass.) last week joined Dingell in criticizing provisions of the bill that would allow cable rates to rise. Markey is the ranking Democrat on the committee's Telecommunications Subcommittee.

Dingell's and Markey's statements



Representative John Dingell (D-Mich.) is concerned about amendments to the telcom-reform bill, which he co-sponsored.

came during the first of three Telecommunications Subcommittee hearings on a proposal to rewrite the Communications Act of 1934. Dingell spoke at the hearing because he co-sponsored the telcom bill with Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) and House Commerce Committee Chairman Thomas Bliley (R-Va.).

Dingell warned that an amend-

NAACP will appeal Fox decision

The NAACP is not giving up.

The civil rights group last week said it will petition the FCC to reconsider its Fox foreign ownership decision.

The FCC on May 5 ruled that Fox is 99% owned by Australia-based News Corp.—a violation of the 25% cap on alien ownership. However, the FCC did not find that Fox had lied about its foreign ownership and invited the broadcasting company to file for waiver of the foreign ownership rules.

At the same time that the National Association for the Advancement of Colored People said it would seek to overthrow the Fox decision, the group's lawyers declared victory.

"We think we won," NAACP attorney Laura Blackburne said. The basis of the group's victory is the FCC's decision that Fox was in violation of the foreign ownership rules, Blackburne said.

"We are disappointed that we didn't win everything," Blackburne said, adding that the FCC made "some rather casual findings" in its determination that Fox had not lied to the commission about its alien ownership.

An FCC determination that Fox had "lacked candor" would have put the company's broadcasting licenses

in jeopardy.

The NAACP first raised the foreign ownership issue in 1993, when Fox attempted to purchase WGBS-TV Philadelphia. The group claims that foreign ownership of broadcast stations limits opportunities for minorities.

Fox did not tell the FCC last year that News Corp. put up almost all the cash for its 1985 acquisition of Metro-media. Fox used the six Metromedia stations as the basis for building its network.

The FCC blamed its own rules for Fox's delay in reporting News Corp.'s involvement. The commission said its rules in 1985 "did not clearly indicate that a foreign corporation's equity capital contributions were of decisive significance."

As part of its appeal, the NAACP will seek all internal documents relevant to the decision, including the Mass Media Bureau's original recommendation. FCC sources said the final order was a dramatically watered-down version of the staff's original recommendation.

The NAACP did not rule out a court appeal. However, before it asks a court to consider the case, it must exhaust its options at the FCC.

—CSS

ment that would allow public utilities into telecommunications could lead to power companies' cross-subsidizing their entry into the business with revenue from their ratepayers.

The former Commerce Committee chairman also has questioned proposed liberalization of broadcast ownership rules. Broadcast ownership is being addressed in a separate bill, but may be included in telcom

reform at a later date.

Comcast President Brian Roberts and Time Warner CEO Gerald Levin testified that deregulation of extended basic is critical to the industry's ability to finance its entry into telephony.

"If the goal of local telephone competition is to be realized, outmoded cable rate regulation must be relaxed in light of the dramatic changes in competitive conditions

since 1992," Levin said.

But Levin's assertion was challenged by Markey, who asked if the Time Warner CEO knew of a case where competition had caused a cable system to lower its rates.

Levin conceded that rates may not have fallen, but he said the emergence of direct broadcast satellite is affecting the way the cable industry does business. ■

Republicans have gained another seat on the House Commerce Committee:

Speaker Newt Gingrich (R-Ga.) named Republican Nathan Deal (Ga.) to the committee. The full House approved the assignment last week; the number of Democrats on the committee is not expected to change. Gingrich also has recommended that Deal sit on the Telecommunications Subcommittee, something on which the parent Commerce Committee must vote. Deal is a former Democrat who switched to the Republican party this year. Capitol Hill insiders say that Deal, a second-termer, is being rewarded for changing his affiliation. A seat on Telecommunications is considered a plum assignment because the industries the subcommittee oversees are generous campaign contributors.

Responding to congressional calls to Edited By Kim McAvoy downsize or eliminate the FCC, Chairman

Reed Hundt says the commission should not be phased out but should be changed dramatically. Hundt, who appeared last week at the National Cable Television Association's annual convention in Dallas, said the agency needs to be "trimmed down and beefed up." The commission "will need substantial resources" to implement telecommunications-reform legislation pending in the Senate and House, he said: "We'll need economists, statisticians and business school graduates." He also suggested that the agency could cut costs by getting out of the "paper-pushing business" and using more electronic filing. Hundt was asked if commission employe morale is low because of congressional calls to abolish the agency. He said FCC staff members are more concerned about the new duties they would be assigned under the proposed telcom bills. "They're thinking more about the 80-hour work week they'll have and when they'll get a vacation," he said.

The cable industry gave members of Congress a VIP tour of a special education exhibit during the National Cable Television Association's convention in Dallas last week. "Cable's Commitment to Education" highlighted some of the educational projects on which cable operators are working. On hand were House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.), Judiciary Committee Chairman Henry Hyde (R-Ill.), Senator Conrad Burns (R-Mont.), representatives Steny Hoyer (D-Md.), Peter Deutsch (D-Fla.),

Cardiss Collins (D-Ill.), Paul Gillmor (R-Ohio), Dan Schaefer (R-Colo.), John Bryant (D-Tex.), Pat Schroeder (D-Colo.), Ralph Hall (D-Tex.), Eddie Bernice Johnson (D-Tex.), Ron Klink (D-Pa.) and James Sensenbrenner (R-Wis.). The NCTA also treated its congressional guests at the Mesquite Arena in Dallas to a private dinner, reception and rodeo.

Television violence is back on the congressional radar.

A bill sponsored by senators Byron Dorgan (D-N.D.) and Kay Bailey Hutchinson (R-Tex.) would create a quarterly TV violence report card. Under

the bill, grants would be provided to nonprofit organizations that would rate TV schedules for violence. "I strongly feel that it is appropriate for government to find ways to help parents use

available information effectively. This proposal would meet such a need in the least intrusive way," Hutchinson says. But the sponsors of the bill may have to do some rewriting: The proposal calls for grants to be awarded by the Commerce Department, which is slated for extinction by Senate Republicans. The National Association of Broadcasters downplayed the proposal, saying that broadcasters have significantly reduced the amount of TV violence during the past two years.



Anne Bingaman

Assistant Attorney General Anne Bingaman last week told House Judiciary Chairman Henry Hyde

(R-Ill.) that his telecommunications bill makes it too easy for the regional Bell operating companies to get into the long-distance telephone business. The bill would allow the seven Baby Bells to apply to the Justice Department for permission to enter the long-distance business. But the burden of proof would rest with the Justice Department to show there is a "dangerous probability" that a Bell company could use its current market power to achieve a monopoly footing as a long-distance provider. "That standard would be very, very, very difficult to meet," Bingaman said. The task would be complicated by the need for the Justice Department to prove its claim before any telco has entered the market, she said.

Washington Watch

Broadcasters make case for 2 ghz space

Surveys document investment in, dependence on band

By Chris McConnell

Broadcasters have taken new steps in their effort to stay on the 2 ghz broadcast auxiliary spectrum reservation.

The industry has prepared two surveys to document its dependence on the 2 ghz band as well as its investment in equipment using frequencies between 1990 and 2110 mhz.

Broadcasters use the spectrum to support electronic newsgathering operations, studio-to-transmitter links and intercity relays. Portions of the band, though, have been targeted by the Mobile Satellite Service (MSS) industry as future homes for satellite communications.

Broadcasters are willing to shift some channels in the band to accommodate the MSS ventures, but cannot afford a net reduction in frequencies. To bolster the point, a group of nine broadcast organizations recently gave the FCC one survey in which frequency coordinators representing 23 of the top 25 TV markets characterize the 2 ghz band as congested. One coordinator maintains that the heavy traffic is nearly causing fisticuffs between users.

The survey, conducted for the National Association of Broadcasters by San Francisco-based Hammett &

Edison, also reports that 78% of the frequency coordinators do not think that there is enough auxiliary spectrum to support existing NTSC and future advanced television ENG needs. Another survey, also conducted by the NAB, reports a 13% increase between 1991 and 1995 in the average number of 2 ghz transmitters owned or operated by broadcasters.

"There is simply no substitute for the 2 ghz [broadcast auxiliary] spectrum," the broadcasters say in their May 5 joint FCC filing. Participants include the Association for Maximum Service Television (MSTV), the NAB and the four networks.

The filing says the broadcasters are willing to accept an FCC proposal to move some channels in the band, provided that they maintain the same total amount of spectrum. The FCC earlier this year proposed relocating broadcast auxiliary operations at 1990-2025 mhz to the 2110-2145 mhz band, a move that would allow MSS operators to take over the frequencies at 1990-2025 mhz.

"We're offering the first step," MSTV Vice President Victor Tawil says of the broadcast filing, adding that his group is seeking additional broadcast auxiliary spectrum at 4

ghz to accommodate future digital demands.

NAB's Barry Umansky says the broadcasters insist that they have a right to return to the current channels should the new spectrum at 2110-2145 mhz prove unsuitable. "This is not unconditional support," Umansky says.

Another condition cited in the broadcast filing is payment for the move. Broadcasters say that the MSS providers "should bear all costs associated with relocation."

But MSS providers disagree. In their filing on the 2 ghz issue, Motorola maintains that the MSS industry should pay "only its fair share" of the relocation costs. "If non-MSS licensees would benefit from the relocation of [broadcast auxiliary] channels or paired microwave stations, then they too should bear their fair share of the costs," Motorola says.

The company, which holds a license to construct its Iridium MSS system, has enlisted Springfield, Va.-based Carl T. Jones Corp. to research the cost of relocating broadcasters in the 2 ghz band. The engineering consultant's research predicts costs of about \$90.3 million for relocating fixed and mobile broadcast auxiliary operations from

Disk-based camera sales open eyes

Avid and Ikegami say their new disk-based camera netted \$4.6 million in sales during the National Association of Broadcasters convention last month.

The companies sold 76 single-piece CamCutter units and 38 dockable CamCutters, which fit with existing Ikegami HL-series cameras. Avid and Ikegami also sold 85 FieldPak disk units, which hold about 20 minutes of video and cost \$2,500 each.

CamCutter, which was introduced at the convention, captures video on disk and carries features allowing for nonlinear editing of recorded video. Avid and Ikegami introduced DNS 11 and DNS 101 versions of the single-piece unit, with the DNS 11 allowing for higher video

quality. The companies sold 32 DNS 11 cameras and 44 DNS 101 versions.

Prices of the single-piece cameras range from \$38,000 to \$60,000, depending on configurations and accessories. The dockable unit carries a \$19,000 price tag. The companies will begin shipping the cameras this fall.

Avid's Peter Fasciano says his business plan last summer predicted sales of about 10 of the cameras at the convention. "A year ago we thought we would probably spend a year in missionary work," says Fasciano, senior product manager, CamCutter. "That's no longer the case."

—CM

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1990-2025 mhz to 2110-2145 mhz.

The Motorola filing also suggests the commission consider moving broadcasters out the band entirely, maintaining that such a move would support good spectrum management.

"This latter alternative has the added advantage of opening up a substantial amount of additional

spectrum in the 2 ghz band for services other than MSS, such as multimedia wireless services," Motorola says. The company's research estimates a cost of about \$245 million for moving all of the 1990-2110 operations to the 6875-7125 mhz band, and a cost of \$284 million for moving the operations to the 12.7-13.25 ghz band.

Broadcasters oppose the suggestion that they vacate the 2 ghz territory. "It's totally unacceptable," Tawil says of that idea. The NAB's Umansky also maintains that the band carries propagation characteristics unavailable at other frequencies. "The notion that broadcasters should lose this spectrum is a notion we can't live with," Umansky says. ■

ABC plans playback for disk-based server

Its San Francisco O&O also plots Media Pool project

By Chris McConnell

ABC will put its BTS Media Pool to on-air work by year's end. The network plans to use the disk-based technology to play commercials and clips from New York during multiple sporting events.

The server will hold all of the commercials slated for each region in addition to highlights clips from games being carried in other regions on those days.

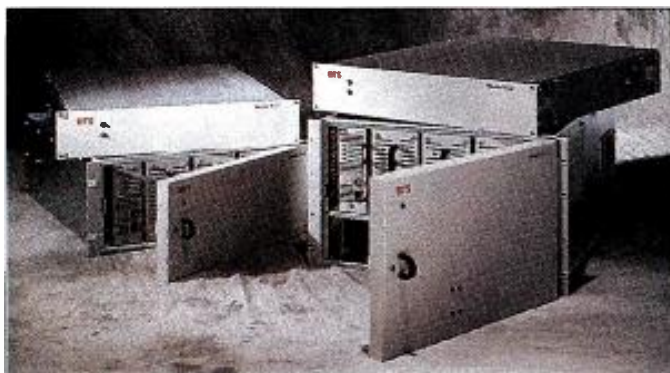
The BTS server, introduced last summer, carries an expandable memory that allows users to store from 10 minutes to about 100 hours of uncompressed video. ABC engineers will put the server to work playing out commercials and clips—initially for football; later for other events handled at the ABC sports programming complex.

"It would act as a complete storage facility," ABC Engineering Vice President David Elliot says of the network's plan for the Media Pool. The network now uses 10 tape machines to handle the commercial playback in multiple-event situations, he says.

"This one box would replace those 10 tape machines," Elliot says, adding that the server also will replace additional tape machines needed for recording and playing out highlights clips. ABC, which already has been conducting tests on the server, will begin using the Media Pool in sports coverage during the year's fourth quarter. Elliot says the

network is working with BTS to complete specialized software for the clips and commercial playback chores.

The network's first on-air use of the disk-based machine will be followed closely by the delivery of two more Media Pools to ABC's owned-and-operated station in San Francis-



ABC will use the Media Pool for commercial and clip playback.

co. KGO-TV, which expects to take delivery of the servers in January, plans to use them in playing all of the station's commercials and syndicated programming.

The plan, which BTS originally announced at last month's National Association of Broadcasters convention, calls for KGO-TV to use the two mirrored servers along with Storage Technology Corp. (StorageTek) archiving technology to handle the program and commercial playback. The servers each will hold eight hours of programming along with four hours of commercials, says KGO-TV's Jim Casabella. Network-originated programming still will travel directly through the station's switcher to air rather than through the Media Pool.

Casabella, KGO-TV director of engineering, says the server will record incoming syndicated program feeds. After some simple editing, the material then will go to a StorageTek archive system using modified Panasonic D3 tape. Software to come from Alamar will recall archived material when it is scheduled for broadcast. The server system will hold programming in a 4:1 compression ratio, but will not compress the commercials.

"We wanted to be very conservative," Casabella says of the compression strategy. He says the station is planning a move to disk-based servers because it is due to replace two cart machines now handling storage and playback chores.

"We felt this was the technology to go with," says Casabella, adding that the station is conducting its server project independent of the ABC work with Media Pool in New York. "It's really the next step in automation," says Thomas Hankinson, Capital Cities/ABC assistant director of engineering.

Both Hankinson and Casabella also cite the Media Pool server's ability to hold uncompressed material as a factor in the station's selection of the BTS machine. "What's really important is bandwidth," Casabella says. The station hopes to conduct some testing before the server's delivery in January and to take the technology on air in early April, he says. ■

Classifieds

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Applicants for this position must submit a UDC professional application and resume to: University of the District of Columbia



Office of Personnel Management, MB4804
4200 Connecticut Avenue, N.W.
Washington, D.C. 20008
Attention: Ms. Isabelle McMillian

UDC is an Equal Opportunity, Affirmative Action Employer

Mid-Market New England Hispanic AM seeks bilingual individual to take successful operation to the next level. Potential equity or ownership. Send resume and references to Box 00436 EOE.

Manager... that can hire, motivate and train sales people. A person that likes to have fun and be a team leader for two 100,000 watt Texas stations. Great facilities and training material. Send resume today to Box 00438 EOE.

Exceptional General Sales Manager. Visionary nineties group will put your sales leadership talent to work in beautiful Virginia market. (180,000+ TSA). If you can build #1 ranked teams, we will give you the resources to be successful. You must want to work with seasoned professionals and commit yourself to excellence. Competitive compensation plan and lots of room for advancement. Forward credentials to Box 00397 EOE.

General Manager. Small, growing Northeast radio group seeks hands on GM with experience in sales and programming for AM/FM duopoly. 5 years management experience minimum. Competitive salary and benefits. Reply to Box 00424 EOE.

HELP WANTED SALES

Great small market combo adding new FM needs two experienced sales people. Great opportunity to progress to sales manager. Rush resume to Barry Medlin, KAGH, P.O. Box 697, Crossett, AR 71635, or call 501-364-2182. EOE.

Account Executive. WTKS Real Radio 104.1, Central Florida's cutting edge talk radio station and a Howard Stern affiliate, has an excellent career opportunity for a seasoned Account Executive willing to take chances with big pay off potential. If you are an aggressive, detail-oriented pro with a desire to succeed in the Florida sunshine, fax your resume with cover letter to Maria D'Alessandro, Human Resources Manager, WTKS-FM, 407-645-4795.

Aggressive salesperson wanted by National Jewish radio and TV company based in Rockland County NY. 914-426-1313.

HELP WANTED TECHNICAL

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

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

HELP WANTED NEWS

Radio News Reporter. Full time entry level position at West Central Illinois news leader. EOE. Send resume to P.O. Box 1180, Jacksonville, IL 62651.

On-Air News Director/Reporter needed for suburban full-service AM. College degree and outside reporting experience required. Tape and resume to: General Manager, KWED-AM, P.O. Box 1600, Seguin, Texas 78155. No calls please. EOE, M/F.

News Director, WDLF-FM, Marion, NC. Local news is important to us. If you enjoy small market news and take pride in your work, send your resume to WDLF-FM, P.O. Box 1069, Marion, NC 28752 or fax to 704-652-7491.

HELP WANTED PRODUCTION

New York area AM/FM combo seeks Traffic Manager experienced in all areas of commercial scheduling and program log preparation and reconciliation. Must have ability to work in a fast-paced environment and be able to meet deadlines. Computer experience a must, marketron experience helpful. EOE. Send resume to Box 00430.

SITUATIONS WANTED MANAGEMENT

Seeking General Manager/Sales Manager in small to medium market. Experienced and willing to relocate. Call Ted 914-357-9425, 914-357-4861. 399 Rte. 202, Suffern, NY 10901.

LEASED PROGRAMMING

Leased Time Programs. Friday nights/Saturday block programming available for lease on Rockland County N.Y. radio station and nationwide via satellite. 212-769-1925. 1-800-628-TALK.

TELEVISION

HELP WANTED MANAGEMENT

Promotion Manager - Sunny South Texas!! #1 ABC affiliate in Corpus Christi, Texas. KIII-TV has an immediate opening for a creative, organized Promotion Manager. Candidate should have at least 3 to 5 years experience in writing and creating effective promos for news, news topicals, programming and sales. Heavy commitment to and involvement in local community a necessity. Send resume, demo tape and salary requirements to General Manager, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, TX 78411. EOE.

National Sales Manager, KTVD-TV, Denver's UPN affiliate, seeking goal-oriented, self-disciplined individual with a proven track record of accomplishments to lead National team. Three years national experience or comparable television experience with major agencies and accounts. College degree preferred. Candidate must be a strong leader with comprehensive communication skills. Must understand inventory control and be a sharp negotiator. If you fit this description, send cover letter, resume and salary requirements to: Personnel Manager, KTVD, 11203 East Peakview Avenue, Englewood, CO 80111. No phone calls. EOE, M/F.

National Sales Manager. WXII-TV, Winston-Salem, NC. Network affiliate is looking for a manager with excellent communication, organizational and technical skills. Minimum 3 years in broadcast sales necessary. Experience in national spot sales preferred. Please respond ASAP to: GSM, WXII-TV, P.O. Box 11847, Winston-Salem, NC 27116; attention Personnel Director. EOE.

National Sales Manager -- Welcome to God's country and KADY-TV, the United Paramount affiliate serving the Santa Barbara, California market with superb programming, modern plant and award-winning news. We're looking for a high-energy national sales professional with five to 10 years station/rep firm experience and strong Los Angeles and San Francisco agency contacts. Position requires high-end marketing, writing and presentation skills, with computer abilities and research savvy a must. KADY-TV now reaches more than 450,000 television households and we're growing. EOE employer. Fax only, (805) 485-6057.

Director of Sales. Top 60 network affiliate under new ownership, needs sales manager for growing station. GSM experience required. Send confidential response with resume to Box 00425. M/F EOE.

General Sales Manager. WTTO is offering an outstanding opportunity for a dedicated, organized sales professional to join one of America's fastest growing broadcast groups. The individual will have a minimum of four years management experience. NSM or rep background a plus. Must have knowledge of TV Scan and Scarborough. Our GSM will be a hands on leader with strong people skills. Excellent position for a proven sales manager looking to advance in the industry. Send resume and references to WTTO-TV, P.O. Box 832100, Birmingham, AL 35283. EOE. M/F.

Local Sales Manager: KPRC, the NBC affiliate in Houston, Texas has an immediate opening for a person with strong leadership skills to lead our local sales department. We are looking for someone who is dynamic, self motivated, creative and who possesses solid selling and management skills along with a strong drive to win. Other requirements include a minimum of 2 years sales management experience, 3-5 years television sales experience, experience in retail sales development, creating and selling special projects and sales promotions. Please apply in writing to Kathleen Keefe, General Sales Manager, KPRC-TV, P.O. Box 2222, Houston, Texas 77252. Post Newsweek Station, an Equal Opportunity Employer.

General Sales Manager. We are seeking an aggressive, experienced GSM. Experience to include national and local sales. Must have knowledge of BMP or comparable software. Emphasis on new business, special events and sales promotions. Strong leadership skills, creative ideas and positive attitude. EOE. Contact: Bill Bengtson, Vice President/General Manager, KSNF-TV, P.O. Box 1393, Joplin, MO 64802.

Local Sales Manager - WHIO-TV, a Cox Broadcasting CBS affiliate in Dayton, Ohio is accepting applications from experienced Sales Managers for the LSM position to lead a winning sales team. If you have a winning track record, are intensely competitive, passionate and enthusiastic about succeeding, you may be the individual we are seeking. We are an aggressive, demanding, performance-oriented station that has the sales team and the tools, but needs a leader. Please send your resume and salary requirements to John Hayes, GSM, WHIO-TV, P.O. Box 1206, Dayton, OH 45401. WHIO-TV is an equal opportunity employer. Women and minorities are encouraged to apply.

General Sales Manager for network affiliate in top 25 market. Must possess strong sales leadership with proven track record. Five years experience as GSM in top 30. Good understanding of research and computer presentations. Resume to Box 00433 EOE.

HELP WANTED SALES

Telecommunications Account Manager. The Communications Test Division of Tektronix, Inc. manufactures and sells a complete line of instruments for installation and maintenance of voice, video and data telecommunication networks. We are seeking a sales professional to represent our COMMTEST/TV products in the Chicago region. You will work as a consultant with our customers in the Chicago region to help position Tektronix as a reputable supplier of analog and digital TV/Video test solutions as well as our full test product line. Require a BSEE or equivalent plus thorough knowledge of television/video test and measurement and systems configurations. Previous experience in the television/broadcast industry is a must. For immediate consideration, please send your resume to: Tektronix, Inc., Attn: Janet Marino, 40 Gill Lane, Woodbridge, New Jersey 07095. Fax #908-636-4356. We support a drug-free work environment and all employment offers are contingent upon successful completion of our pre-employment drug test. Tektronix is an equal opportunity/affirmative action employer and encourages diversity in the workplace.

Account Executive: Immediate opening in Florida's largest TV market for an experienced television sales representative. Candidates must have 3+ years television experience. Seeking aggressive, well-rounded rep with both agency and direct experience. Send resume and references to Candace Portmann, Larry McCabe at WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33716. All responses will be kept confidential. Hubbard Broadcasting is an Equal Opportunity Employer.

Local Sales Manager Wanted: Continental Television Network in Montana has immediate opening for motivated person who can recruit, hire, train and lead a sales team. Must have a successful media sales background. Send resume to General Manager, 2200 Stephens Avenue, Missoula, MT 59801.

Major international sales representative firm seeks highly motivated individual for very specialized sales opportunity in television in Greater Los Angeles. Qualifications include two to three year minimum experience in television advertising and marketing. Please call Rick Tichman 212-476-9494.

National Sales Manager - Experienced sales leader needed to maintain and develop client relationships, negotiate and package national business and guide the efforts of our national representative. Resume and materials to: Director of Sales, UPN 20/WDCATV, 5202 River Road, Bethesda, MD 20816. Equal Opportunity Employer.

One of the dominant ABC affiliates in the U.S. is conducting an extensive search for a professional television sales person. If you truly possess a strong degree of initiative and outstanding sales skills, we want to talk with you. Send your resume and cover letter immediately to: WPTA-TV, Box 2121, Fort Wayne, IN 46801, Attention: Local Sales Manager.

HELP WANTED MARKETING

CREATIVE DIRECTOR

And much more. Directing the overall creative output of this East Coast marketing/creative services company. Creating broadcast promotion campaigns for a client list that includes a number of the top TV stations in the country. Supervising the efforts of a team of free-lance writers. Writing films and videos for a group of blue-chip corporate clients. Salary commensurate with qualifications and experience. Excellent benefits package. Killer reel obligatory. Major market experience a must. Marketing background a plus. Send letter with salary history, resume and VHS reel to Box 00437 EOE.

HELP WANTED TECHNICAL

TRANSMITTER ENGINEER

Midwest TV station has an immediate opening for an experienced transmitter engineer to maintain high power UHF transmitter, STL, and input processing equipment. Candidate must have a minimum of 5 years experience with high power UHF transmitters and an FCC General Class license. Prefer SBE certification as well. We are looking for a self-motivated individual who will keep our signal strong and clean. Reply to Box 00416 EOE.

KRMA-TV, in beautiful Denver, Colorado seeks an experienced RF technician with proven skills in maintaining high-power VHF transmission systems and low power UHF translators. Familiarity with MRC Microwave equipment also desired. Successful candidate will have demonstrated their ability to troubleshoot to the component level and have a working knowledge of FCC rules. Must be willing to be on-call 24 hours/day. FCC General Class License required, SBE Certification a plus. Submit letter of intent explaining how your qualifications meet our needs, Resume, 3 references to: RF Search Committee, KRMA-TV, 1089 Bannock Street, Denver, CO 80204. KRMA-TV is proud to be an Equal Opportunity Employer.

Maintenance Engineer: Opening in Great Falls, MT for an organized, self starter Engineer with UHF, studio and production experience. Possible move to Chief position. Send resume to KTGF, P.O. Box 1219, Great Falls, MT 59403.

Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with solid background in television systems, transmission systems and satellite communications systems design. Some opportunities require applicants to travel and/or live abroad. Minimum 5 years experience and engineering degree required. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056 or fax them to 708-299-4206, attention V. Schwantje.

Operations Manager KSCI-TV. Southern California's leading ethnic broadcaster, is seeking an Operations Manager to manage administrative and technical staff of 10. Responsible for on-air M.C., Traffic Department and tape vault, interface w/prod. Must be a highly skilled manager. Knowledge of broadcast industry software is essential. Competitive salary and benefits offered. Please submit your resume to: KSCI-TV, 12401 West Olympic Boulevard, Los Angeles, CA 90064. Attn: Human Resources. An Equal Opportunity Employer.

WBTW TV-13 in Florence/Myrtle Beach, S.C. is currently seeking a Maintenance Engineer. Applicant must have a minimum two (2) years of electronic education and two (2) years experience in a broadcast television station. Qualified candidates must be a self-starter and capable of repairing the latest in broadcast equipment. Strong computer skills will be necessary. Send resume to WBTW, Engineering Department, 3430 North TV Road, Florence, S.C. 29501 or fax to 803-678-4252. No phone calls please.

Chief Engineer -- NJN, New Jersey's Public Broadcasting network with four UHF stations, seeks a broad-based, technically expert Director of Engineering. The successful candidate will have a demonstrated record of achievement in hands-on management of a vibrant television station. Expertise in equipment maintenance and operational understanding of studio, remote production, ENG, microwave, master control and transmission facilities is required. Strong management and communications skills essential. Please reply in strict confidence to: William Jobs, Acting General Manager, NJN -- The New Jersey Channel, CN-777. Trenton, NJ 08625. EOE. M/F/H AA.

HELP WANTED NEWS

EXECUTIVE PRODUCER

Named Best Newscast in Florida for the past two years by the Associated Press, Fox News at 10 in the Naples/Ft. Myers market, seeks number two person in news department. Candidate must be a leader, an exceptional writer and FOX-IFIED. Send non-returnable tape to: **Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991.** No phone calls please. We are an Equal Opportunity Employer.

Top 50 group owned network affiliate is looking for an experienced News Director. This individual must have a track record of success in a major market and possess strong leadership, communication and creative skills. Reply to Box 00412 EOE.

WRDW-TV has an opening for its award-winning news team for Reporter/Videographer; previous TV reporting/videography experience preferred; must know 3/4" ENG equipment. Resumes and tapes to: Judith Tredore, H.R.O., WRDW-TV, P.O. Box 1212, August, GA 30903-1212. EOE.

NEWS EDITORS

KABC-TV has 2 immediate opportunities for experienced News Editors. Must be creative and comfortable working under deadline pressure. Send resumes to: **Cheryl Kunin Fair, News Director, Dept. NE-BC.**

POST PRODUCTION EDITOR

We also have an opportunity for an experienced Post Production Editor for programming and special events. Must be familiar with on-line Grass Valley switcher systems, ADO, and audio mixer. Digital editing is a plus. Send tapes and/or resumes to: **Connie Borge-Youngblood, Program Director, Dept. PPE-BC.**

Respond to: (Insert appropriate person and dept. code), **4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



Sports Photographer/Reporter. Named Best Newscast in Florida for the past two years by the Associated Press, FOX News at 10 in the Ft. Myers/Naples market, seeks Sports Photographer/Reporter. Two years experience and college degree preferred. Please send non-returnable tape and resume to: **Mark Pierce/Station Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991.** No phone calls please. We are an Equal Opportunity Employer.

Sports Director. We need a good communicator who understands and appreciates the importance of Local sports coverage. You must be able to follow local sports interests, develop off-beat sports stories and generally oversee sports coverage. If you have strong organizational skills, can write concise copy, shoot/edit and have good live skills, we want to hear from you. No beginners. Send resume and non-returnable tape to: **Personnel Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701.** Minorities encouraged to apply. EOE. M/F/N/D.

Weekend Anchor/Reporter: Top 60 NBC station in Mid-Michigan looking for a take charge person to anchor/produce weekend news with our female coanchor. Prior experience a must. Send resume and non-returnable 3/4" or VHS tape to: **Personnel Director, WEYI-TV, 2225 West Willard Road, Clio, Michigan 48420.** No phone calls. Prior applicants need not apply. M/F. EOE.

Reporter: Need aggressive enterpriser with strong writing and storytelling skills. Send non-returnable VHS or 3/4" tape with at least one hard story you broke to: **Karen Frankola, News Director, WKJG-TV, 2633 West State Boulevard, Ft. Wayne, IN 46808.** No phone calls. EOE.

IF YOUR BRAIN IS HERE

**NOT
HERE**

... you could help build Milwaukee's new CBS affiliate.

We're seeking new thinking and non-traditional approaches to information and entertainment television for the 29th market.

We are committed to:

- Our viewers, our advertisers, our community and our fellow employees.
- Creating an innovative, gutsy news organization.
- State-of-the-art technology to facilitate implementation.

If you're an experienced broadcaster and non-traditional thinker; get things done while working well with a team of professionals; have the drive and stamina to *build it from scratch*; are computer literate; exhibit intelligence, creativity and innovation; genuinely care about the viewer, the clients and your fellow employees...then read on!

MANAGEMENT POSITIONS: News, Promotion, Business/Finance, Creative Services

STAFF POSITIONS: Sales, Promotion, News, Research Engineering, Graphics/Design, Creative Services, Computer Services,

Business/Finance, Traffic, Production, Videography, Editing, Newsroom Reporters and Staff.

The opportunity to build a major market network affiliate from scratch seldom occurs. If you're up to the challenge, we want to hear from you. Describe "your" position, and tell us why you will flourish in that role.

IMPORTANT DETAILS: We'll be building our staff over the next six months. You may not hear from us right away, but be patient, all applications, will be acknowledged. Please don't call. We'd love to be able to talk, but as you can imagine, we'll be busy for a while. We're an Equal Opportunity Employer. Tell us if your application should be considered confidential.



Irwin Starr, VP/GM
WDJT-TV, CBS-58
 509 West Wisconsin Avenue
 Milwaukee WI 53203

NEWS START-UP

WNRW-TV, soon to be the Newest ABC Affiliate in the Carolinas, is assembling a **TOP-FLIGHT, COMPETITIVE NEWS OPERATION** in the **Winston-Salem/Greensboro/High Point, North Carolina Market.** Staffing needs include:

**ANCHORS • PRODUCERS • REPORTERS
 PHOTOGRAPHERS/EDITORS • ASSIGNMENT EDITOR
 TECHNICIANS • TECH DIRECTOR • GRAPHIC ARTISTS**

WNRW-TV is switching from FOX to THE ABC NETWORK *within the year.* This is your chance to get in on the ground floor introducing a *unique news product* into a *very competitive top-50 market.* **CREATIVITY, EXPERIENCE AND A WINNING DESIRE** are just *some* of the key ingredients we are looking for.

If you have **2-5 years experience, love a challenge** and would like to **strut your stuff** in one of the best living areas in the country, **send a resume and a non-returnable VHS or 3/4" tape to:**

**NEWS OPERATION
 WNRW-TV
 3500 MYER LEE DRIVE
 WINSTON-SALEM, NC 27101
 FAX: (910) 723-3217**



WNRW-TV IS AN ACT III BROADCASTING STATION AND AN EQUAL OPPORTUNITY EMPLOYER. WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY. NO PHONE CALLS PLEASE. REFER TO THE SOURCE OF ADVERTISEMENT IN YOUR CORRESPONDENCE. EOE MF

Managing Editor: KSL-TV in Salt Lake City is looking for a hard-driving, sharp-thinking, cool-headed journalist to come on board as Managing Editor. If working in the shadow of snow-capped mountains, at a dominant number one station with a large staff is intriguing this job may be for you! Are you a natural at tweaking copy, deciding coverage direction and motivating people to win everyday? Bring your skis and come to the 37th market. An application form and other essential job requirements may be obtained from the News Director's office-Ray Carter or the KSL Human Resources Department, Broadcast House, 55 North 300 West, Salt Lake City, Utah 84110-1160. Phone (801) 575-5777. Fax (801) 575-7625. KSL will fax or mail an application. Please send resume and tape with application. An Equal Opportunity Employer.

Meteorologist. Northern California Independent needs top notch meteorologist with great on-air skills. We offer great benefits and a chance to live in wine country. Send resume and a non-returnable tape to Personnel Department, KFTY-TV, 533 Mendocino Avenue, Santa Rosa, CA 95401. No phone calls. EOE. Any offer of employment is contingent upon passing clinical drug testing.

WFSB, a Post-Newsweek Station, is seeking a proficient news editor for our A/B suite. Candidates should have prior experience in news videotape editing and have a solid production knowledge and understanding of editing techniques and equipment. Send resume and tape to CC Boggiano, News Operations Manager, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

Special Projects Producer. One of the Hottest Jobs in the best newsroom in the country. Innovative hardworking and on the cutting edge. If you can deliver the viewers, send a resume and non-returnable tape to: Amy J. Stedman, Human Resources 70-95, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Women and minorities encouraged to apply.

Quantel seeks an Editor for a position in the Demonstrations and Training department based in our Hollywood office. A minimum of 2 years experience in news promotions and/or commercial editing. Please fax resume to: Demonstrations Manager 203-656-3459.

Come be a hit in Nashville! The market's #1 station (overall and in news) is looking for a producer to lead the team that puts together Nashville's only weekend morning newscast. The person we seek is a great storyteller who works well with other people. Skill at putting together highly produced programs which make good use of live a must. Please send a resume, references and a letter explaining your news program production philosophy to: Phil Bell, Executive Producer, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. No phone calls, please. Responses should be received no later than May 26th. WTVF is an Equal Opportunity Employer and encourages applications from members of minority groups.

KXMB NEWS 12 is looking for a Meteorologist with the creativity to build a completely new weathercast. Applicant must be willing to work when the weather calls for it, and here, it happens all the time. Send resumes and tape to: News Director Mike Chaussee, P.O. Box 1617, Bismarck, ND 58502.

Managing Editor - Progressive television station with number one news operation seeks individual to oversee content of our online site on the World Wide Web. This is a fully staffed department within the television station, responsible for a 24 hour a day, seven day a week news and information home page on the World Wide Web. Looking for a creative person who can utilize the resources of the television station to deliver a unique and compelling online product. Qualified individuals will have prior TV News management experience and knowledge of online services, the Internet, and the World Wide Web. If you can dream it, we can do it. Resume and salary history to Box 00427 EOE.

News Director Southern ABC affiliate under new ownership with a fresh commitment to news seeks a strong News Director with the will to win. Solid news judgement, management experience and a proven leadership track record a must. Send resume and news/management philosophy to Stuart Kellogg, GM; WAPT-TV; P.O. Box 10297; Jackson, MS 39289. WAPT is an Equal Opportunity Employer.

Producer/Director: Charleston, South Carolina ABC affiliate is looking for a top notch Newscast Director/Switcher. If you enjoy directing a fast paced 6pm and 11pm newscast using the best production equipment available send your resume and salary requirements to Personnel Department, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE. M/F. Applicants drug screened.

Producer/Director. Medium sized, Midwest Network affiliate has an opening for a Producer/Director in the News Dept. Primary responsibilities include directing fast paced, high energy daily newscasts, using multiple ENG and SNG live shots. Additional experience directing promotion, commercials, public affairs and specials desired. Computerized editing experience preferred. Applicant should be familiar with all areas of production and have an understanding of state of the art television equipment. Typing skills and ability to carry certain light objects up and down stairs a must. All interested applicants should send resume and show tape to Reply to Box 00426. M/F/V/H. EOE.

NBC In Kansas City is looking for super star Anchors. We have openings on the 6:00 pm, 10:00 pm and 6:00 am newscasts. Only experienced, dynamic people need apply. Send your non-returnable tape and resume to: Mark Olinger, KSHB-TV, 4720 Oak Street, Kansas City, MO 64112. KSHB is an equal opportunity employer. No phone calls please.

Nationally syndicated TV news service headquartered in Central Florida seeks energetic and creative news photographer. Willing to work in fast paced environment dedicated to excellence. 3 to 5 years shooting for network affiliate required. Send resumes and non-returnable tape to: Ivanhoe Broadcast News, Attn: Angela Gardner, P.O. Box 865, Orlando, FL 32802.

News Assignment Editor. A dominant, Northern California Independent seeks aggressive, organized, knowledgeable journalist. Must be strong leader and love the desk. We offer great benefits and a chance to work in the wine country. Resumes accepted through May 22, 1995. Personnel Department, KFTY-TV, 533 Mendocino Avenue, Santa Rosa, CA 95401. No phone calls. EOE. Offer of employment is contingent upon passing clinical drug testing.

News Photographer. Must be a good storyteller with proven expertise in all aspects of ENG photography and editing. Ability to gather information essential. Must be prepared to work irregular shifts, weekends and nights. Minimum three years experience in television news photography. Applicant must hold a valid Texas driver's license and be insurable under Texas law. Preference will be given to applicants with appropriate educational background in communications and/or journalism. Reply to Ken Cockroft, News Operation Manager, KPRC-TV, P.O. Box 2222, Houston, TX 77252. 713-778-4972.

News Photographer/Editor: The ABC affiliate in West Palm Beach, Florida is looking for a motivated, experienced individual to join our growing news operation. Send tape and resume to Linda DesMarais, News Director, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. EOE.

Producer Wanted. Aggressive, creative, dynamic Producer position open. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. Send aircheck (non-returnable tapes) no more than 3 days old, along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. M/F. EOE.

Attention News Photographers! We are producing a half hour weekly TV show for national cable distribution and are looking for news features that you have shot and edited. If your piece is chosen for the show you will receive a field producer's fee. Please send your best feature work. Open to any news photographer in the country: small, medium, large or freelance, all must have written permission from employer. Please send only those stories that have no reporter track. Only Nat sound pieces, photo essays or self narrated pieces will be considered. This show features great photography and visual storytelling. Please send betacam dub and bio to: Through The Lens, c/o Gregg Hoerdemann, P.O. Box 25962, Raleigh, NC 27611-5962.

CLTV News, a 24-hour regional cable news channel located in suburban Chicago, is looking for dynamic individuals for its management team. Assignment Editor: This position is responsible for all assignment desk functions including monitoring developing news coverage and assigning crews; occasional writing of stories; detailed interaction with producers; and coordination of outside news sources. The ideal candidate will have at least three years experience in broadcast news as a reporter, producer or management function. Executive Producer: This position supervises all editorial production activities related to the entire newscast; approves all scripts and assures the quality of all written and visual materials; maintains close communications with assignment editor as to news priorities. The ideal candidate will have at least three years experience in a television news editorial position and at least two years experience in a news supervisory function. Both of these positions require excellent management skills, strong decision making and communication abilities, and leadership expertise. We offer outstanding benefits at our state of the art facility. Send your resume with salary requirements to CLTV News, attn: HR Department, 2000 York, Suite 114, Oak Brook, IL 60521. CLTV is an Equal Opportunity Employer.

C-SPAN-like public affairs network for Pennsylvania seeking Director of Programming. Knowledge of video production, skill in staff supervision, and experience in budget procedures required. Understanding of state government operations desirable. Send resume and salary requirements to: Pennsylvania Cable Network, 401 Fallowfield Road, Camp Hill, PA 17011.

A great newsroom in the Midwest is looking for a Producer for our hour long morning show. It's a smart, fun show with live shots and a great anchor team. The producer of this show needs to be a great writer, creative, and energetic. One to two years producing experience preferred. If you want to work for an award winning newsroom with all the toys, then send us your tape and resume: The WNDU Stations, Position #00114, Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please!

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

Anchor/Reporter. General Assignment Reporter, who will co-anchor late newscast. Writing, shooting, editing, producing and live-shot experience desirable. Send tape (3/4" or VHS), resume and references to: Jim Harmon, KECI-TV, P.O. Box 5268, Missoula, Montana 59806. No phone calls. EOE.

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

If you've got lots of energy, are committed to being the best and have the burning desire to make a tough job fun, we're looking for you. We're the fastest growing news team in the Pacific Rim, and we're looking to expand. Minimum of two years news experience required. Women and minorities encouraged to apply. Send resume and tape to: Travis Coffman, News Director, KMCV News, P.O. Box 1298 or Fax 670-235-0965.

HELP WANTED PRODUCTION

PRODUCER/ DIRECTOR

PASS Sports: The SOURCE for Michigan sports is seeking an experienced Producer/Director for studio shows, remote events and post-production.

Primary responsibilities: Director of studio shows and post-production of all shows and events, including: **LIVE on PASS, Tigers Weekly, and Red Wings Playoff Hotline.** May also producer some remote events including: Hockey, Baseball, Basketball, etc...

Prior experience in studio and event productions a must. Qualified candidate must also be well organized and able to work within deadlines.

**Send resume and demo tape to:
Personnel Department
PASS Sports, P.O. Box 3040
Detroit, Michigan 48231-3040**

Equal Opportunity Employer
NO PHONE CALLS PLEASE

Creative Services -- Can you combine speed with quality, mix volume with creativity? KADY-TV, a Santa Barbara UPN affiliate, seeks a high-energy producer/editor for local commercials. Three years TV commercial production minimum. Applicant must have in-depth production skills, including writing, shooting and editing. (Knowledge of GVG 100 Switcher, Sony Betacam and 1" video formats, Abekas A53D DVE, and Vidifont C.G. or equivalent helpful.) Great plant staff, programming. If you can make a \$1,000 spot look like \$50,000, fax us your resume now: (805) 485-6057. EOE.

A Great Lakes, medium market TV station is seeking applicants for two positions: Production Assistant and News Producer/Editor. Applicants must be able to use non-linear editing systems. Send tape and resume to Box 00419 EOE.

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

Graphics Producer. Minimum 5 years experience as a Graphics Artist. Responsible for on-air image, station breaks and program-specific design, including opens and internal graphics. Experience with SGI Indigo 2, ADO, Ampex 4100H Switcher, Dubner 20K, Paintbox, ESS, CMX and Beta editing. Degree preferred. Please send resume and reel to HR Director, WJCT, 100 Festival Park Avenue, Jacksonville, FL 32202. EOE. F/M/D.

KPBS TV Assistant Traffic Director. Assistant Traffic Director is being sought by KPBS, San Diego's public television station. The assistant Traffic Director works under the direct supervision of the TV Traffic Director to assist in executing the day-to-day flow of programming-related information within the station, which primarily involves preparing daily FCC program logs. Minimum one year of full-time professional experience working in a traffic department at a large market television station. Word processing, computer data base and computer traffic program skills a must. Must have excellent memory for minute details, be able to meet daily deadlines often under stressful conditions and deal effectively with a multiplicity of tasks simultaneously. Strong verbal, interpersonal and written communications skills combined with good math skills and the demonstrated ability to think and work in a logical manner are required. Bachelor's degree or equivalent and familiarity with PBS are preferred. Salary range: \$2004 - \$2422 per month. Excellent benefit package. Apply: Obtain employment application directly from: San Diego State University Foundation, Personnel Office, 5250 Campanile Drive, San Diego, CA 92182-1945. Submit completed employment application materials to SDSU Foundation Personnel Office. Application materials must be received no later than Monday, June 5, 1995. EEO/AA/Title IX Employer.

Development Producer. QED Communications needs a dynamic self-starter to write/produce fundraisers for both WQED 13 and WQEX 16. Ideal candidates will possess 4-6 years experience in writing and producing for television as well as B.A. or B.S. in Communications or Media. We offer a competitive salary, an excellent benefits package along with a professional work environment. If you are ready for a creative challenge, enjoy working with a team and have an understanding of on-air fund-raising, send your resume, VHS reel and salary history to: Dave Baker, Human Resource Director, WQED/WQEX, 4802 Fifth Avenue, Pittsburgh, PA 15213. No calls please. EOE.

Videographer/Producer. WATL 36 is seeking a Videographer/Producer responsible for remote productions as camera operator/sound person (News style). Responsible for producing a variety of projects ranging from PSA's and commercials to sales presentations. 3-5 years experience. Excellent scripting, lighting and camera techniques. Good communication and organizational skills required. EOE. If qualified, please send resume to: WATL 36, One Monroe Place, Atlanta, GA 30324. Attn: Personnel Director. Or Fax to (404) 881-3749.

WGME-TV seeks Producer/Director to write, direct and edit commercials, programs, etc. Must be creative, independent and client-oriented. Three years experience and college degree required. Send resume and non-returnable tape to Gary Legters, Operations Manager, WGME-TV, 1335 Washington Avenue, Portland, Maine 04104. WGME-TV is an Equal Employment Opportunity employer. M/F.

TV Host. TNN: The Nashville Network is seeking personable host with strong, engaging camera presence and communication skills for a daily, one-hour, country music video program based in Nashville. TV reporting or magazine hosting experience and knowledge or interest in contemporary country music scene preferred. Send reel, letter and resume immediately to: Daytime Programming, TNN, 2806 Opryland Drive, Nashville, TN 37214. We are an Equal Opportunity Employer.

Producer/Director. Minimum five years experience in cultural/public affairs programming and in producing/directing live studio and remote productions. Projects planned include start-up/producing a cultural diversity magazine for young adults, documentaries addressing youth violence, nostalgia program(s) and a weekly public affairs roundtable. Familiar with Ampex 4100H switcher, Dubner 20K, Paintbox and Harris ESS, CMX and Beta editing. Degree preferred. Send resume and reel to H/R Manager, WJCT, 100 Festival Park Avenue, Jacksonville, FL 32202. EOE.

RFP - Executive Producer. Energetic PBS station, wishing to redirect its production capabilities, seeks enterprising and innovative proposals accompanying candidates for position of Executive Producer. Seeking proposals -- strategic and/or programmatic -- that focus talented production team on projects that contribute to bottom line and maintain high editorial standards. Consider this an RFP. Seeking resourceful individual to develop concepts already in the works, help market them, and incubate new ideas. Imagination plus journalism, marketing, staff management, TV production experience vital. Rural setting in northeastern New York on Lake Champlain - Lake Placid and Montreal nearby. Include salary requirements. Write Program Manager, WCFE-TV, One Sesame Street, Plattsburgh, NY 12901 by 6/1/95.

Topical Promotion Writer/Producer. Sharp and highly organized Writer/Producer/Coordinator needed at the CapCities/ABC O&O in the Heart of Carolina. Can you handle high pressure and tight deadlines? Edit beta? Find and sell the viewer benefit in a news story? Then rush non-returnable tape and resume to David Rhoades, Creative Services Manager, WTVD, 411 Liberty Street, Durham, NC 27701. EOE.

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

To place an ad in the Broadcasting & Cable
Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@BC.CAHHNERS.COM

Traffic Manager. Strong Florida affiliate accepting applications for a Traffic Manager. Minimum three years experience as Traffic Manager is required. Individual must be proficient in all areas of traffic operations. Good communication skills and the ability to assist sales management team to maximize effective inventory utilization is required. If you are looking for an opportunity to run a dynamic department, please forward your resume to Box 00435, an Equal Opportunity Employer.

HELP WANTED PROMOTION

**DESIGN MANAGER
PRINT PROMOTION.**

Highly prestigious award-winning producer of television documentaries seeks a Design Manager to supervise creative department which produces print advertising, brochures, and other print sales materials. You will design print promotions, supervise an in-house staff of four, and oversee completion of all projects. Very high standards of quality and creativity required. Requires 5-7 years experience as a graphic designer of sales and print promotion in the entertainment industry. Successful candidate will be able to develop and draw upon an experienced base of freelance artists/designers. Staff management and project management experience are essential; copywriting skills helpful. Send resume and two or three samples to Box 00432 EOE.

Promotion Manager. We've just switched to ABC and have a tremendous opportunity for that creative, high energy individual who knows how to market everything from news to home improvement. Candidates must have extensive hands-on experience with on-air, outdoor, direct mail, radio buying and print, as well as the leadership and management skills to guide the station through an affiliation change and news launch. If you have the experience, enjoy a good challenge, and want to work and grow with an aggressive broadcast group who believes in the value of promotion and marketing, this could be the job for you. We're in a hurry so rush your tape and resume to Box 00434. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Want your foot in the door? KSFY Television seeks hard working talented individual who loves TV and wants to turn their good ideas into great promos. Shooting a plus. Creative, self-starters should send resume and reel to: Marketing Director, 300 North Dakota Avenue, Sioux Falls, SD 57102. EOE. No calls.

Promotion Writer/Producer. Station committed to being #1 has an opening for a Promotion Writer/Producer. Applicants must be skilled copywriters with at least three years experience in television promotion and advertising. Some experience in print and radio ad production is desired. If you have a passion for creating award-winning spots, send a resume and non-returnable tape to WTHR, Human Resources Department, P.O. Box 1313, Indianapolis, IN 46206. Replies held in confidence. Female and minorities encouraged to apply. Equal Opportunity Employer.

HELP WANTED RESEARCH

**TELEVISION
RESEARCH MANAGER**

WESH-TV in Orlando, a Pulitzer Broadcasting Company station, has an excellent opportunity for an experienced Television Research Manager.

The position is new, a full department head reporting to the general manager. You would be responsible for the preparation and analysis of metered market ratings information. Additionally, you would coordinate our Gallup Research for news and marketing, supervise research focus groups and present findings to both staff and corporate. Knowledge of syndication business and ability to interface with our national sales representative are essential.

We are seeking an individual with a degree in business, marketing, or a related field. You must have 3-5 years experience at a television station, rep, or syndication company. Excellent presentation skills and computer knowledge a must.

This is an outstanding growth opportunity for someone wishing to be a part of the management team and play an important role in the overall direction of the station. Please send resume to: **Jeffrey H. Lee, Vice President, General Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854.**

WESH-TV is an Equal Opportunity Employer.



Research Director: WHNS FOX 21, First Media Television immediate opening, TVSCAN, Scarborough, Nielsen Star research experience required. Analysis, writing, desktop publishing and other computer software skills required. Send resume to WHNS-TV, Personnel-RD, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. EOE. M/F/H.

Research Director. WATL 36 is seeking a Research Director responsible for all research related activities in support of station sales and marketing efforts. Overseas maintenance of all qualitative and quantitative audience information. Duties include audience data input, filing and inventory maintenance, supervision of all station audience systems and director of special research projects. College degree required. Thorough knowledge of Nielsen audience data systems, TV Scan, Qualitap, Scarborough and other sources of specialized audience research data a must. Current versions of Lotus, WordPerfect, and other general software required. EOE. If qualified, please send resume to: WATL 36, One Monroe Place, Atlanta, GA 30324. Attn: Personnel Director. Or Fax to (404) 881-3749.

**HELP WANTED
FINANCIAL & ACCOUNTING**

Controller. KOLN/KGIN-TV is seeking applicants for the position of Controller. This is a senior management position which is responsible for the Financial, Human Resources and Administrative functions of the television station. Send letter of application and resume to: Lori Lembrich, KOLN/KGIN-TV, P.O. Box 30350, Lincoln, NE 68503. Application deadline: 5/19/95. EOE.

Financial Analyst. WATL 36 is seeking a Financial Analyst to assist Business Manager in managing financial department, preparing G/L closings, financial statements, payroll, quarterly tax package, monthly corporate analysis reports, weekly P&L report, monthly sales analysis and posting logs. Will supervise the A/R or A/P function. Must be P.C. literate. Must have solid hands-on knowledge of Lotus 123. Accounting degree required, CPA preferred. Broadcast experience preferred. EOE. If qualified, please send resume to: WATL 36, One Monroe Place, Atlanta, GA 30324, Attn: Personnel Director.

SITUATIONS WANTED VOICEOVERS

Wanted: To become your station's "voice." Professional, deep male voiceovers, suited to station's image. Quick service, reasonable rates. Demo tape: (308)236-9915.

SITUATIONS WANTED TECHNICAL

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

CONSULTING FIRMS

- BROADCAST • JOURNALISTS • LITERARY
 - ENTERTAINMENT • ADVERTISING
- PROFESSIONALS**

NOW NEEDED NATIONWIDE!

We are in immediate need of dynamic, hardworking industry professionals.

We are a national marketing consulting firm catering to industry professionals coast-to-coast and we stand prepared and ready to do what it takes to win that next big victory for you.

If you are excellent and aggressive, please call us today, or write for the best agent representation. All inquiries held in strictest confidence.

Please call us now in Music City, U.S.A.

Serving Justice with Quality

ECMAC INTERNATIONAL

Executive Crisis Management & Consultants

**9 Music Square South
Nashville, TN 37203
(615) 298-2245
Fax (615) 298-5299**

HELP WANTED TALENT

Humor Columnist: Are you a funny girl/guy looking for exposure before a national audience? Weekly business show seeks essayist/performer to make us laugh about the job, the economy, managing money. Send resume and tape of original work (approx. 90 seconds per segment) on these subjects ASAP to B. Stark, WSJ-TV, 200 Liberty Street, NY, NY 10281.

TV SALES TRAINING

LEARN TO SELL TV TIME
Call for FREE Info Packet
ANTONELLI MEDIA TRAINING CENTER
(212) 206-8063

CREATIVE SERVICES

The *Couch Potatoes* are here! Bumpers custom designed to fit all your broadcasting needs. Demo available on 3/4", S-VHS, HI-8 and VHS. (703) 491-7709.

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 708-272-2917.

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

CABLE

HELP WANTED PRODUCTION

PRODUCTION MANAGER.
America's top documentary cable is seeking experienced Production Manager for a staff position. Position requires strong film budgeting, negotiation and people skills. Send resume to Box 00429. Equal Opportunity Employer.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?
Send resume/tape to: Box _____, 245 West 17th St., New York, NY 10011

HELP WANTED PROGRAMMING



**THE NASHVILLE NETWORK
MANAGER, SPECIALS**

The Nashville Network, a leading cable television programmer located in Nashville, Tennessee, has a position available for Manager of Specials. The incumbent will be responsible for the creation, development and successful implementation of all specials and limited series for TNN's programming schedule. Ideal candidate will have seven years management experience in Broadcasting, Communication or related field or have equivalent experience.

We offer a competitive salary, excellent benefits, and an organizational atmosphere that is challenging, professional and rewarding. Qualified candidates should send a resume and cover letter with salary history in confidence to:

**COMMUNICATIONS GROUP
HUMAN RESOURCES
ATTN: RECRUITER
2806 OPRYLAND DRIVE
NASHVILLE, TN 37214**

We are an Equal Opportunity Employer

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate Assistantships available in RTVF department for M.A. - Communication students. Assignments include two public radio stations; television production; assisting announcing, production, filmmaking labs, etc. Tuition waiver plus up to \$4400/year. Contact Dr. William Ramin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209. (318) 342-1390. EOE/AA.

EMPLOYMENT SERVICES

JOBPHONE
Inside Job Openings, Nationwide
PRESS

- ① Radio Jobs, updated daily
- ② Television Jobs, updated daily
- ③ Hear "Talking Resumes"
- ④ To record "Talking Resumes" and employers to record job openings
- ⑤ Entry level positions

1-900-726-JOBS
OUR 6TH YEAR
• 1ST 807 MILL. JOBPHONE. NEWPORT BEACH, CA

TV JOBS
70-100 listings each week.
News, Technical, and commercial production.
Updated daily. Entry level or experienced. For information call
MediaLine
The Best Jobs Are On The Line
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BROADCAST & CABLE TELEVISION, DISTRIBUTORS,
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Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.). Published biweekly. For subscription information: **(800)335-4335**
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RTNDA (900) 40-RTNDA
RTNDA JOB LINE
Updated daily. 85 cents a minute.
To place a free listing call: (202) 659-6510; fax: (202) 223-4007; RTNDA, 1000 Connecticut Ave., NW, Suite 615, Washington, DC 20036

TV Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. Call Tony Windsor at **NEWSDirections** (800) 639-7347.

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

FINANCIAL SERVICES

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

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

EQUIPMENT FOR SALE

CLEARLY PRUDENT.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

(800)238-4300 CARPEL

VIDEO

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

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

RCA TTU-60 Transmitter parts for sale. Magnets, beam power supply, (parting out transmitter). Megastar (702) 386-2844.

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

TV Transmitters, Uplink Trucks, Satellite HPA's, Exciters, Large antenna's and related RF and Uplink equipment bought and sold. Megastar (702) 386-2844.

RF Hazard Meter, 30 MHz to 18 GHz, used to test compliance with OSHA's standards. \$1,195. Megastar (702) 386-2844.

Video Switches, 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185. Call Nigel Macrae at (702) 386-2844.

WANTED TO BUY STATIONS

Interested in purchasing small market AM or AM/FM with real estate. Or GM position with buyout possibility. Call Ted 914-357-9425, 914-357-4861. 399 Rte. 202, Suffern, NY 10901.

STATIONS FOR SALE

Earth Station For Sale: Two C-band 11 meter antenna's, 10 acres, 3,700 square foot building, electronics, test equipment, etc. Near Houston. \$250,000. Megastar (702) 386-2844.

After 45 years in radio, I'm retiring. Profitable West Texas AM for sale for \$225,000. Will finance 80%.

Jim Farr, KKUB, Brownfield, Texas. 806-637-4531.

SUNBELT MEDIA

\$1,900,000

Western state growth mkt. dominant Class-C 100K watts @ 2000' HAAT w/AM. Revenue near one million. \$650k cash down & balance seller paper. Excellent cash-flowing moneymaker.

BILL CATE (501)227-6757

FLORIDA WEST COAST

Beautiful resort community 100 KW "Combo" with great cash flow\$4.5M

HADDEN & ASSOC.

PH 407-365-7832 FAX 407-366-8801

Beaumont, Texas. Major investor in new Class C2 FM construction permit licensed for Beaumont-Port Arthur, Texas interested in sale of equity. Financing available. Also would discuss option of Local Marketing Agreement. 317-469-4545.

For Sale - AM/FM small Southern California retirement/recreational market. Reply to Box 00428.

FOR LEASE

For Lease, 2 hours daily on transponder 23, Sedat. Contact Dananox Media, 619-757-2634.

MISCELLANEOUS

For Sale. Just For Starters Job Listing Service. National service listing entry level jobs in TV and radio news. Can do part-time. Profit making. Lots of potential. Call: 510/763-6662.

BROADCASTING TOWER

300' broadcasting tower space available. Located on high ground, serving Lynchburg/Roanoke, VA MSA. For use of FM, microwave, cellular and other broadcasting uses. Management Services Corp. 804-977-1500.

INVESTIGATION TECHNIQUES

Develop new sources with those difficult to obtain internal corporate phone directories of Fortune 500 companies. Largest selection available. (301) 587-1819.

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

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

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

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

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

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

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



**Get a sneak preview
of the classifieds,
five days
before your competition...**

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

For just \$1.99 a minute, you can listen to ads on Tuesday (after 5pm) that won't be published until the following Monday – 5 days before everyone else! You can even obtain a fax of a section that you're interested in!

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

Broadcasting
The Newsweekly of Television and Radio
& Cable

For the Record

OWNERSHIP CHANGES

Granted

WTKI(AM) Huntsville, AL (BAL941209-EB)—Action March 8.

WRLD-FM Valley, AL (BAPH941220GJ)—Action March 9.

KAPR(AM) Douglas, AZ (BTC950213-ED)—Action March 8.

KKRK-FM Douglas, AZ (BTCH950213-EE)—Action March 8.

KFLX(FM) Kachina Village, AZ (BALH941-222GG)—Action Feb. 27.

KLCZ(FM) Corcoran, CA (BAPH94042-5GK)—Action Feb. 28.

WUST(AM) Washington, DC (BTC950213-EC)—Action March 8.

WYNF(FM) Coral Cove, FL (BTCH950207-GK)—Action Feb. 17.

WMXZ(FM) Defuniak Springs, FL (BALH941206GR)—Action Dec. 30, 1994.

WMMK(FM) Destin, FL (BTCH950123-GG)—Action Feb. 13.

WSPB(AM)-WSRZ-FM Sarasota, FL (AM: BAL950207GI; FM: BALH950207GJ)—Action Feb. 17.

WUMX(FM) Tallahassee, FL (BALH9501-09GH)—Action Feb. 24.

WGHC(AM) Clayton, GA (BTC950111-EA)—Action March 8.

WMXY(AM)-WZLG(FM) Hogansville, GA (AM: BAL941221GF; FM: BAPLH94122-1GG)—Action Feb. 27.

WJOL(AM)-WLLI-FM Joliet, IL (AM: BAL950104GG; BALH950104GH)—Action Feb. 23.

WMMC(FM) Marshall, IL (BALH950117-GG)—Action March 6.

WAJE(FM) New Albany, IN (BTCH950209-GF)—Action Feb. 24.

KZTO(FM) Ottawa, KS (BALH941221-GE)—Action March 10.

KBHW(FM) International Falls, MN (BTCH941202GH)—Action March 6.

KTIG(FM) Pequot, MN (BTCH941202-GG)—Action March 6.

KRSW(FM) Pearl, MS (BAPH950208GE)—Action March 8.

WJLK-AM-FM Asbury Park, NJ (AM: BAL950207GF; FM: BALH950207GH)—Action Feb. 17.

WTRY-FM Rotterdam, NY (BALH941223-GG)—Action Feb. 17.

WSCP-AM-FM Sandy Creek-Pulaski, NY (AM: BAL950210GI; FM: BALH95021-0GJ)—Action March 2.

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

WWMO(AM) Eden, NC (BAPL941207EB)—Action March 9.

KTRF(FM) Claremore, OK (BAPED940-405GF)—Action Feb. 17.

WOVU(FM) Clarendon, PA (BAPH941107-GE)—Action Feb. 22.

WMRE(AM) Hughsville, PA (BAL950123-GE)—Action March 9.

WHUN(AM)-WLAK(FM) Huntingdon, PA (AM: BAL941130GE; FM: BALH941222-GF)—Action Feb. 17.

WFRY(FM) Salladasburg, PA (BALH950-123GF)—Action March 9.

WRIO(FM) Ponce, PR (BALH950131GE)—Action Feb. 24.

WJAY(AM)-WCIG(FM) Mullins, SC (AM: BAL950103GE; FM: BALH950103GF)—Action Feb. 22.

KCTX(AM) Childress, TX (BAL941215-EC)—Action March 9.

KROD(AM)-KLAQ(FM) El Paso, TX (AM: BAL950207GE; FM: BALH950207GG)—Action Feb. 17.

KHRN(FM) Hearne, TX (BALH950217-GN)—Action March 9.

WHAP(AM) Hopewell, VA (BTC941230-EF)—Action March 8.

KSER(FM) Everett, WA (BALED941228-GE)—Action Feb. 14.

KXXS(FM) Toppenish, WA (BALH950109-GI)—Action Feb. 27.

Dismissed

KTMN(FM) Los Alamos, NM (BALH9301-25GW)—Action July 19, 1994.

FACILITIES CHANGES

Applications

Kingsburg, CA KLVS(FM) 106.3 mhz—Educational Media Foundation seeks CP to make changes: request to operate as a non-commercial station.

Fort Myers, FL WOLZ(FM) 95.3 mhz—Corkscrew Broadcasting Corp. seeks CP to make changes: ERP: 78.51 kw; ant. 145 m.; TL: 16341 Old US 41, South Fort Myers, Fla.

Taylorville, IL WTIM(AM) 1410 khz—Miller Communications Inc. seeks CP to correct coordinates.

Reedsport, OR KRBZ(FM) 99.5 mhz—Fafara Partners seeks CP to make changes to ant.: 111 m.

Actions

Dadeville, AL WDWI(FM) 88.7 mhz—Granted app. of Tallapoosa County Christian Broadcasting Inc. for mod. of CP to make changes to ant.: 93 m. Action March 10.

Coolidge, AZ KAKR(FM) 103.39 mhz—Granted app. of Rainbow Broadcasting Inc. for one-step app. to change class to C3. Action Feb. 13.

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,913
Commercial FM	5,173
Educational FM	1,754
Total Radio	11,841
VHF LPTV	540
UHF LPTV	1,083
Total LPTV	1,623
FM translators & boosters	2,346
VHF translators	2,190
UHF translators	2,470
Total Translators	7,006

Service	Total
Commercial VHF TV	559
Commercial UHF TV	606
Educational VHF TV	123
Educational UHF TV	241
Total TV	1,531

CABLE

Total systems	11,217
Total subscribers	60,495,090
Homes passed	91,250,000
Cable penetration*	63.4%

*Based on TV household universe of 95.4 million.

Sources: Nielsen, NCTA and FCC

Corcoran, CA KLCZ(FM) 102.3 mhz—Granted app. of Radio Corcoran Inc. for mod. of CP to make changes: ERP: 19.5 kw; and to change TL: near NE corner of intersection of Paige Ave. and Rd. 76, near Tulare Co., CA. Action Feb. 28.

Indio, CA KCRY(FM) 89.3 mhz—Granted app. of Santa Monica Community College District for CP to make changes: main studio location granted with condition. Action March 8.

Denver KRMA-TV ch. 6—Granted app. of Council for Public TV, Ch. 6, Inc., for MP to change ant.: 292 m.; TL: 855 Colorow Rd., 4 km SW of Golden, Jefferson Co., CO. Action Feb. 16.

East Lyme, CT WXZR(FM) 98.7 mhz—Granted app. of Group E Communications Corp. for CP to make changes: ERP: 5.8 kw.; ant. 28 m. Action Feb. 28.

New Haven, CT WTVU(TV) ch. 59—Granted app. of K-W TV Inc. for MP to change TL: Talmadge Rd., Hamden, New Haven Co., CT. ERP (vis): 100 kw; ant. 281 m. Action Feb. 15.

South Kent, CT WGSK(FM) 90.1 mhz—Granted app. of South Kent School for CP to make changes: ERP: 0.1 kw; ant. 17 m; TL: at top of Spooner Hill on South Kent School campus, South Kent, CT. Action Feb. 28.

Crystal River, FL WXJC(FM) 91.9 mhz—Returned app. of Christian Family Cinema Inc. for CP to make changes: ERP: 7.9 kw; ant. 87 m.; change class to C3. Action Feb. 15.

Miami WLTW(TV) ch. 23—Granted app. of WLTW License Partnership GP for CP to change: ERP (vis): 4470 kw/1000 kw; ant. 297 m.; TL: 1255 NW 210th St., Miami, Dade Co., FL. Action Feb. 17.

St. Augustine, FL WAOC(AM) 1420 khz—Granted app. of Ariel Broadcasting Inc. for CP to correct coordinates. Action March 7.

Athens, GA WUGA(FM) 91.7 mhz—Granted app. of Georgia Public Telecommunications Commission for CP to make changes: ERP: 6 kw; ant. 99 m.; remove DA. Action March 8.

Chauncey, GA WQIL(FM) 101.3 mhz—

Granted app. of GSW Inc. for mod. of CP to make changes: ERP: 33 kw; ant. 126 m.; TL: proposed site is on county road 138, near Eastman in Dodge Co., GA. Action Feb. 24.

Taylorville, IL WTIM(AM) 1410 khz—Granted app. of Miller Communications Inc. for CP to correct coordinates. Action March 10.

Corydon, IN WHKW(FM) 107.7 mhz—Granted app. of Regent Broadcasting of Louisville Inc. for mod. of CP to make changes: ERP: 36 kw; change class to B (pursuant to MM docket 87-559). Action Feb. 28.

Princeton, IN WSJD(FM) 100.5 mhz—Dismissed app. of Randolph Victor Bell for mod. of CP to make changes: ERP: 6 kw; TL: SW corner of US Hwy 41. Action Feb. 21.

Leesville, LA KJAE(FM) 92.7 mhz—Granted app. of Pene Broadcasting Co. Inc. for CP to make changes: ant. 100 m. Action Feb. 17.

Grand Rapids, MI WLAV-FM 96.9 mhz—Granted app. of Michigan Media Inc. for CP to change ant. 149 m. Action Feb. 16.

Ozark, MO KZPF(FM) 92.9 mhz—Granted app. of Ozark Mountain Broadcasting Inc. for mod. of CP to make changes: ERP: 50 kw; ant. 150 m; TL proposed site is 1.4 km WSW of Union Ridge Church in township 26 N, range 23 W, in rural Stone Co., MO; change class to C2 (per MM docket 93-186). Action Feb. 13.

Oakland, NJ WVNJ(AM) 1160 khz—Granted app. of Universal Broadcasting of New York Inc. for BMP to increase daytime power 20 kw. Action March 8.

Beech Mountain, NC WECR(FM) 102.3 mhz—Granted app. of Frances Atkinson for mod. of CP to make changes: ERP: .185 kw; ant. 532 m.; TL: Beech Mtn., Avery Co., NC, adjacent to community of Beech Mtn., NC. Action Feb. 15.

Urbana, OH WKSW(FM) 101.7 mhz—Granted app. of Champion Communications Inc. for CP to change ERP: 3.2 kw. Action March 10.

Banks, OR KDBX(FM) 107.5 mhz—Dismissed app. of Common Ground Broadcasting Inc. for CP to make changes: ERP: 17

kw; change class to C3 (per MM docket 90-462). Action Feb. 14.

Walterboro, SC WPAL-FM 100.9 mhz—Granted app. of William Saunders for mod. of CP to make changes: TL: 2.35 km S of Irons Crossroads, just W of State Hwy 651, in Colleton Co., SC. Action Feb. 17.

Columbia, TN WAYM(FM) 88.7 mhz—Granted app. of S.W. Florida Community Radio Inc. for major change app.: changing ERP to 16.5 kw. Action Feb. 24.

Midland, TX KMND(AM) 1510 khz—Granted app. of ICA Media LLC for CP to increase day power to 2.4 kw. Action March 7.

Churchville, VA WBOP(FM) 106.7 mhz—Granted app. of Peter Lechman for mod. of CP to make changes: ERP: 7 kw; ant. 175 m. antenna supporting-structure height. Action March 3.

Martinsville, VA WPIM(FM) 90.5 mhz—Granted app. of Martinsville Community Workshop Inc. for mod. of CP to make changes: ERP: 4 kw; ant. 118 m.; TL: on Rte. 57, 300 m.; E of Martinsville city limits, in Henry Co., VA, and to change antenna supporting-structure height. Action Feb. 14.

Rhineland, WI WHDG(FM) 97.5 mhz—Granted app. of Raven Broadcasting Corp. for mod. of CP to make changes: change coordinates. Action Feb. 24.

Schofield, WI WRIG(AM) 1390 khz—Dismissed app. of WRIG Inc. for CP to augment nighttime pattern and increase limits of daytime monitor points. Action March 8.

NEW STATIONS

Applications

Hermantown, MN (BPH950202MD)—Bruce Elving seeks 92.1 mhz; 6 kw; ant. 51.15 m. Address: P.O. Box 336, Esko, MN 55733-0336. Applicant has no other broadcast interests.

Actions

St. Augustine Beach, FL (BPED9209-14MB)—Dismissed app. of Sabbath Inc. for CP for 105.5 mhz; 6 kw; ant. 58 m. Action March 10.

St. Augustine Beach, FL (BPH92091-0MA)—Granted app. of Prospero Broadcasting LC for CP for 105.5 mhz; 1.9 kw; ant. 125 m. Action March 10.

St. Augustine Beach, FL (BPH920911-MD)—Dismissed app. of C&S Broadcasting for 105.5 mhz; 3 kw; ant. 100 m. Action March 10.

St. Augustine Beach, FL (BPH920914-ME)—Dismissed app. of Visitor Information Radio of Florida Inc. for 105.5 mhz; 6 kw; ant. 98 m. Action March 10.

St. Augustine Beach, FL (BPH920915-MB)—Dismissed app. of Carl Como Tuteria for 105.5 mhz; 3 kw; ant. 100 m. Action March 10.

Roseau, MN (BPH940201MB)—Dismissed app. of Richard Nelson for CP for 102.1 mhz; 50 kw; ant. 112 m. Action March 13. ■

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THIS WEEK

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

May 16—Digital video education seminar presented by **Intelligent Resources Integrated Systems**. Hampton Inn, Southfield, Mich. Contact: (800) 882-8388.

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

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

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

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

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

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

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

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

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

MAY

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

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

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

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

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

May 25—Digital video education seminar presented by **Intelligent Resources Integrated Systems**. Roscor Corporation, Mount Prospect, Ill. Contact: (800) 882-8388.

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

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

May 31-June 3—**American Advertising Federation** national advertising conference. Hyatt

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

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

Regency Tampa, Tampa, Fla. Contact: Jenny Pfalzgraf, (800) 999-2231.

JUNE

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

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

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

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

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

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

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

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

June 11-14—**Cable Television Association of Maryland, Delaware and the District of Columbia** annual spring meeting. Sheraton Fountainsbleau Hotel, Ocean City, Md. Contact: Wayne O'Dell, (410) 266-9111.

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

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

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

June 13—"Old Media Law Meets New Media Reality," forum in telecommunications practice presented by **Polytechnic University Center for Advanced Studies**. Metropolitan Life Insurance Co. Bldg., New York City. Contact: Ameena Mustafa, (718) 260-3050.

June 13-17—**International Television Association** 27th annual conference. Fairmont Hotel, Dallas. Contact: (214) 869-1112.

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

June 14-17—**Society of Cable Television Engineers** Cable-Tec Expo. Las Vegas Convention Center, Las Vegas. Contact: (610) 363-6888.

June 15—**The New York Festivals** 1995 International Radio Programming and Radio Advertising Awards presentation aboard the yacht "Mystique." New York Harbor, New York City. Contact: (914) 238-4481.

June 16—New York Chapter of **Federal Communications Bar Association** annual luncheon, featuring FCC Commissioner Rachelle Chong. CBS, New York City. Contact: Andrew Siegel, (212) 975-7419.

June 16-18—**Georgia Association of Broadcasters** 61st annual convention. Callaway Gardens Resort, Pine Mountain, Ga. Contact: (404) 395-7200.

June 17-21—Annual public radio conference, presented by **National Public Radio**. Renaissance Hotel, Washington. Contact: Alma Long, (202) 414-2000.

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

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

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

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

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

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

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

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

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

JULY

July 5-8—**Alliance for Community Media** International Conference and Trade Show. Westin Hotel at Copley Place, Boston. Contact: Barry Forbes, (202) 393-2650.

• **July 17-19**—8th annual **Wireless Cable Association** forum and exhibition. Grand Hyatt Washington, Washington, D.C. Contact: (202) 452-7823.

SEPTEMBER

• **Sept. 6-9**—Radio Show & World Media Expo, sponsored by the **National Association of Broadcasters**, **Radio Television News Directors Association**, **Society of Broadcast Engineers** and **Society of Motion Picture and Television Engineers**. New Orleans Convention Center, New Orleans. Contact: Karen Dada, (202) 429-4194.

JANUARY 1996

• **Jan. 22-25**—33rd annual **National Association of Television Programming Executives (NATPE)** program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

• **Major Meetings**

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Ginsburg's Evergreen interest in radio

A radio broadcaster at heart, Scott Ginsburg aspired early on to establish his own radio empire.

A visit to a radio station at age 12 sparked his interest, and by 17 he had landed a job as a disk jockey for WTUL (FM) New Orleans, on the campus of Tulane University. Now, the ownership group that Ginsburg launched in 1988, Evergreen Media Corp., owns and operates 22 radio stations from Chicago to Miami and will end the year with the fifth-largest net revenue among radio ownership groups.

All in all, this year is shaping up as a solid one for Ginsburg and Evergreen. In February he acquired 11 stations owned by Broadcasting Partners Inc. (BPI). The merger gave him Evergreen's first station in New York—WYNY(FM)—as well as the group's first holdings in Charlotte, N.C., and Detroit, with an FM duopoly in each.

Last month, Evergreen's WMVP(AM) Chicago signed a five-year deal for broadcast rights to the Chicago Bulls and White Sox games. Several of Evergreen's stations earned their highest ratings ever in the latest Arbitron survey. And he company is launching some of its Chicago-based talk show hosts into national syndication.

"Nineteen ninety-five will be a marquee year for Evergreen Media," Ginsburg says. "We have successfully partnered with the Chicago Bulls and the White Sox. We have successfully negotiated and closed one of the largest radio transactions ever by combining Evergreen and Broadcasting Partners. And we anticipate 1995's financial results to be the most impressive in the company's history."

Ginsburg, 42, postponed his career in radio through the 1970s to complete his undergraduate and law degrees. After holding staff positions with several members of Congress and a general counsel post with the chairman of the subcommittees of the U.S. Senate Finance and Labor committees, he eschewed pursuing law as a private-practice attorney. Although law was intriguing, Ginsburg thought radio would provide a better career opportunity.

"I believe the basic reason I didn't



"The basic reason I pursued broadcasting...was for the opportunity to create something."

Scott Kippel Ginsburg

Founder/chairman/CEO, Evergreen Media Corp., Dallas; b. Sioux City, Iowa, Oct. 6, 1952; BA, George Washington University, Washington, 1974; JD, Georgetown University Law Center, Washington, 1978; Washington: staff member, Rep. John Culver (D-Iowa), 1970-72; staff member, Sen. Dick Clark (D-Iowa), 1972-75; staff director/general counsel, Sen. Gaylord Nelson (D-Wis.); co-founder, Statewide Broadcasting Inc., Tallahassee, Fla., 1983-87; co-founder/COO, H&G Communications, Santa Monica, Calif., 1987-88; current position since 1988; married Lynne Ryan, Sept. 7, 1980; two children: Drew, 13; Laura, 11.

pursue a legal career and pursued broadcasting instead was for the opportunity to create something," he says. "I was determined I wouldn't be a good lawyer because it would have required me to put aside my personal agenda and instead serve my clients' needs."

With seed money from banks, friends and family, Ginsburg came up with a business plan for developing a radio group. He launched Statewide Broadcasting Inc. with his first acquisition in Tallahassee, Fla. With the notion of owning a string of stations in Florida, Ginsburg later purchased stations in Jacksonville and Miami. In the mid-1980s he branched out-of-state to an AM in Chicago, now WMVP, and an FM in Dallas, now KSNM.

By 1987 Ginsburg was eager to further expand Statewide Broadcasting. He partnered with station owner Cecil Heftel to form H&G Communications Inc. The pair created a 10-station group that included AM/FM combos in Los Angeles, Chicago and Honolulu.

They operated H&G for about a year before Heftel's unsuccessful attempt for the governorship of Hawaii. After that, Ginsburg decided to split from Heftel. "Scott was a Young Turk who wanted to grow because he saw the opportunities that existed for radio," says Evergreen Treasurer/CFO Matt Devine.

Ginsburg then founded Evergreen, keeping some of the stations he'd held under H&G including KSNM, WCVG(AM) Miami and WLUP-FM Chicago. With Devine and Jim deCastro as president/COO, Ginsburg's first order of business was to acquire stations in the top 10 markets.

In 1993 Evergreen made its first public offering of stock at \$16 per share. In 1994 Ginsburg began scouting potential merger partners that could give Evergreen a more impressive station portfolio. Several merger proposals came his way before he accepted Broadcasting Partners'.

For the remainder of this year, Ginsburg will work to make the former BPI stations part of the Evergreen group. He does not anticipate staff cuts or changing formats at the new stations. "All radio stations rise or fall because of the team that is put in place," Ginsburg says. —DP

Fates & Fortunes

BROADCAST TV

Appointments at WILX-TV Onondaga, Mich.: **Cherie Grzech**, assistant news director, named news director; **Sonny Reschka**, chief engineer, named director, technical operations; **David Griscavage**, local account executive, named NSM.

Mark Puckett, NSM, KCOY-TV Santa Maria, Calif., joins KATC(TV) Lafayette, La., in same capacity.

Heather Herron, weekend anchor/producer, WKIG-TV Fort Wayne, Ind., joins WOOD-TV Grand Rapids, Mich., as HealthTeam anchor/reporter.

Frank Volpicella, executive producer, WSB-TV Atlanta, joins WTVQ-TV Lexington, Ky., as news director.

Michael Schroeder, program/promotion manager, WBFF(TV) and WNUV-TV, both Baltimore, joins WDCA(TV) Washington as director, programing and operations.

Appointments at NBC Television Stations Division, New York: **Andrew Capone**, director, sales and marketing, named VP; **Barbara Tenney**, director, research, named VP.

Julie Pruett, GSM, KFDX-TV Wichita Falls, Tex., named VP/GM.

Jerry Ridling, executive director, station services, CBS News, New York, joins Ridling Television International, San Antonio, Tex., as president.

F. Robert Kalthof, VP/GM, WSJV(TV) Elkhart, Ind., joins WSBT Stations, South Bend, Ind., as media consultant.

Linda Ringe, managing editor, WJLA-TV Washington, named assistant news director.

PROGRAMING

Ron Alexander, director, international sales, DCL Media, Dallas, joins Teleproductions International, Chantilly, Va., as director, international marketing and sales.

Amy Sprecher, project director, Lancit Media Productions, New York, named VP, program development.

Gavin Reardon, executive director, international sales, Republic Pic-



At a presentation at the National Cable Television Association in Dallas last Wednesday (May 10), TCI President and CEO John Malone received the Humanitarian/Ingenuity award from the 112 health and disability organizations on the National Advisory Board of Kaleidoscope: The Disability Channel. Malone and TCI were honored for their championship of the channel. Also singled out were five other MSOs that had delivered the channel to the most subscribers: Cablevision Systems, Comcast Corp., Continental Cablevision, Cox Cable and Time Warner. Shown above at the ceremony are (l-r) Dr. Bill Nichols, Kaleidoscope president and CEO; Malone, and Kim Powers, actress/star of Kaleidoscope's *Kim's World*.

tures International Television, joins MTM International, Studio City, Calif., as VP, sales.

Judith Bernat, founder, Media Architects, San Francisco, joins News Travel Network there as VP/GSM.

Frank Annino, manager, public relations, Universal Television, Universal City, Calif., named director, advertising/publicity/promotion.



Jacobs

sonal manager, joins dick clark productions, Los Angeles, as director, publicity.

Richard Dumont Jr., director, creative services, MTM Entertainment Inc., Los Angeles, joins Genesis Entertainment there as director, advertising and promotion.

Clifford Alsberg, executive VP, Fries

Roberta Jacobs, VP/GM, toy division, Sega of America, New York, joins Viacom New Media there as senior VP, sales and marketing.

Logan Whitchurch, independent producer/per-

sonal manager, joins dick clark productions, Los Angeles, as director, publicity.

Ernesto Gladden, director, programing, T.K. Communications, joins KZBR(FM) Scottsdale, Ariz., as operations manager/program director.

sonal manager, joins dick clark productions, Los Angeles, as director, publicity.

Ernesto Gladden, director, programing, T.K. Communications, joins KZBR(FM) Scottsdale, Ariz., as operations manager/program director.

RADIO

Ernesto Gladden, director, programing, T.K. Communications, joins KZBR(FM) Scottsdale, Ariz., as operations manager/program director.

Vincent Duffy, host, *Morning Edition*, WILL(AM) Urbana, Ill., named news director.

Steve Weed, program director,

WKQI(FM) Detroit, joins WMXV(FM) New York as director, programming.

Cosmo Cappellino, president/CEO, Marina Pacific Studios, joins KMKX(FM) and KYXY(FM), both San Diego, Calif., as VP/director, sales.

Payton Vaughn, producer, KOAI(FM) Fort Worth and KZPS(FM) Dallas, both Texas, joins WEAT(AM) West Palm Beach, Fla., as midday news anchor.

Eileen Woodbury, promotion director, KKBTV(FM) Los Angeles, named director, marketing and promotions.

Appointments at ABC Radio Networks, Dallas: **Pamela Young**, senior sales representative, Delta Air Lines, Milwaukee, and **Peter Acquaviva**, director, sales, WAKC-TV Akron, Ohio, join as regional managers, affiliate marketing, Central/Northwest region;

Karen Akerstrom, regional director, affiliate relations, Westwood One Radio Networks, Los Angeles, joins as director, business administration.

Michael Muthleb, sales manager, *Sports Illustrated* magazine, joins Radio Advertising Bureau, New York, as VP, marketing, Detroit.

Phillip Boroff, deputy chief, *Marketplace*, New York bureau, named deputy bureau chief, Washington.

Lee Hall, news director, KOMO(AM) Seattle, joins WWJ(AM) Detroit as director, news and programming.

L.J. Smith, VP, programming, WWFG(FM) Ocean City, Md., and WOSC(FM) Bethany Beach, Del., joins Broadcast Programming, Seattle, as Country programmer-consultant.

CABLE



Ronni Faust, VP, communications, Television Bureau of Advertising, joins ESPN Inc., Bristol, Conn., as director, corporate communications.

Anne Marie Agnelli, director, marketing and public relations, Make-A-Wish Foundation, New York, joins Prime SportsChannel Networks, Woodbury, N.Y., as director, communications.

John Patrone, assistant counsel, Com-

Jennings receives Paul White Award

Peter Jennings, anchor and senior editor, *World News Tonight*, ABC News, will receive The Radio-Television News Directors Association's highest honor, the Paul White Award. The award, established in 1956 to honor the broadcast news pioneer who served as the first news director at CBS, will be presented on Sept. 9 at the RTNDA International Conference in New Orleans. Jennings's career spans the globe and most major events of our time. He has been with ABC News since 1964 and was named to his current position in 1983.

mercial Union Insurance, Boston, appointed commissioner, Cable Television Commission there.

Appointments at CNN, Washington: **Sam Feist** and **Jennifer Avellino**, segment producers, named producers; **Ann Curley**, assignment editor, named Capitol Hill producer, House-side; **Beth Foully**, producer, named supervising producer, news division.

George Hillier, regional sales manager, American Movie Classics, Central region, Chicago, joins MuchMusic, Woodbury, N.Y., as NSM.

Jacqueline Weatherwax, director, product management, Southern New England Telephone, joins Century Communications, Norwich, Conn., as GM, Norwich and Old Lyme, Conn., systems.

Nelson Rosabal, account executive, advertising sales, NBC Cable, New York, joins America's Talking, Fort Lee, N.J., as director, Eastern sales.

Ricki Fairley-Brown, marketing director, Reckitt & Colman, New York, joins Sega Channel there as VP, marketing.

Kathleen Banco, marketing manager, Comcast, Willingboro, N.J., joins Greater Media Cable, Philadelphia, as director, marketing and sales.

Steve Brockett, VP, administration, Crown Media Inc., joins Marcus Cable, Dallas, as VP, operations and administration.

Simon Guild, manager, strategy and planning, MTV Networks Europe,

London, named senior VP, strategy planning and research.

Appointments at A&E Television Networks, New York: **Artie Scheff**, director, on-air promotion, named VP; **Arlene Manos**, regional VP, Eastern ad sales, named VP, advertising sales.

Donna Clayburn, senior VP, affiliate operations, Scholastic Inc., New York, joins the Popcorn Channel there as VP, affiliate sales, Eastern region.

John Hildebrand, COO, USA Video Corp., joins Time Warner's Full Service Network, Orlando, Fla., as senior director, application development technology.

John Urban, commissioner, Massachusetts Cable Television Commission, joins Cablevision Systems Corp. Woodbury, N.Y., as VP, government relations.

Stephen Brown, independent producer, joins The Travel Channel, Atlanta, as VP, program development.

E.B. Moss, affiliate marketing manager, Western region, E! Entertainment Television, Los Angeles, joins Lifetime Television, New York, as director, local advertising sales, affiliate relations.

Pete Silverman, VP, production operations, MSG Network, New York, joins SportsChannel New York there as VP, programming and production/executive producer.

MULTIMEDIA

James Barge, partner, Ernst & Young, Los Angeles, joins Time Warner Inc., New York, as assistant controller.

Marilyn Saks, senior account executive and **Debbie Goldgar**, direct marketing manager, both of KTRH(AM) Houston, join Metro Networks there as VP, project marketing, and director, marketing development, respectively.

Jack Hart, director, marketing, special projects, Fisher Broadcasting, Seattle, Wash., named director, audience development.

Patrick Talamantes, VP/corporate finance officer, Chemical Banking Corp., New York, joins River City Broadcasting, St. Louis, as treasurer.

Lynn Anderson, VP, worldwide sales and marketing, Radio Express, Los Angeles, joins Metro Networks,



James J. Delmonico, president of *Broadcast Pioneers Foundation Inc.*, presented the 32nd Golden Mike Award to **Michael Eigner**, executive VP of WPIX(TV) New York, at a dinner at the Pierre Hotel there on April 26.

Houston, as regional director, marketing, Southern California.
Deborah Forte, executive VP, Scholastic Productions, New York, named senior VP.

ADVERTISING/MARKETING



John

Appointments at Bates USA, New York: **Michael Robertson**, executive VP/creative director, named executive VP/executive creative director; **Bobbi John**, creative advertising consultant, joins

as executive VP/creative director; **Richard Butt**, VP/creative director, Leo Burnett, Chicago, joins as executive VP/creative director, Bates USA West, Irvine, Calif.

Jennifer Withington, associate media director, DDB Needham, Chicago, named VP.

Chris Conderino, **Lana Lobue** and **Patricia McGuire**, account group directors, Time Buying Service, New York, named senior VPs.

Karen Russo, financial manager, Lintas, New York, joins Bohbot Communications there as treasurer and financial analyst.

ALLIED FIELDS

Karyn Folbe, manager, publicity and promotions, Viacom Consumer

Products, Los Angeles, named director.

Kenneth Carter, CFO, TV Data, Queensbury, N.Y., adds VP, business development, to his responsibilities.

Ron Obston, executive producer, *PM Magazine*, joins Northern Lights Productions, Bristol, Conn., in same capacity.

Robert Prudhomme, national director, sales and distribution, Turner Home Entertainment, Atlanta, named VP.

Carolyn Alford, VP/controller, Group W Productions, joins Szabo Associates, Atlanta, as director, entertainment division, Los Angeles.

Appointments at WilTel, The Woodlands, Tex.: **John Barnett**, president, WilTel Network Services, international division, named senior VP, sales and marketing; **Tom Griffin**, VP, sales, named senior VP, operations; **Tom Paulsen**, executive director, strategic and technology development, named VP, technology development and chief information officer.

Stephan Goetz, managing director, European operations, Communications Equity Associates, Tampa, Fla., adds senior VP, international operations, to his responsibilities.

WASHINGTON

James Updike, broadcast engineer, NBC News, Washington, named chief video engineer, The Newseum, The Freedom Forum, Arlington, Va.

Appointments at Radio-Television News Directors Association, Washington: **Jerry Dahmen**, news director, WSM-AM-FM Nashville, named director, Region 10. He will represent Kentucky and Tennessee on its board of directors; **Michele Grassley Franklin**, marketing director, named director, operations.

Michael Hirrel, attorney, Michael J. Hirrel law firm, Washington, joins U.S. Department of Justice, antitrust division, telecommunications task force, in same capacity.

Appointments at National Cable Television Association: **Lisa Meredith**, assistant director, program publicity, named director, public affairs; **Angela Hidlebaugh**, assistant director, industry affairs, named director; **Kelly Kotwicki**, assistant director, industry affairs, named director,

programs and services.

Appointments at NIMA International, Washington: **Frank Brooks III**, director, advertising, EON Corp., joins as director, marketing; **Chris Ourand**, director, communications and public affairs, NASLI, joins as director, communications.

TECHNOLOGY

Martyn Horspool, senior sales engineer, Harris Allied, Quincy, Ill., named manager, UHF television production, Harris Corporation, broadcast division.

Lily Lai, founder/president, First American Development Corp., Summit, N.J., named to board of directors of SpecTran Corp., Sturbridge, Mass.

John Duggin Sr., VP, sales, Broadcast Television System, joins Digital System Technology, W. Covina, Calif., as president/CEO.

Bob Portness, executive VP, Microwave Filter Co., Syracuse, N.Y., joins Eagle Comtronics there as director, international sales and marketing.

Yvonne Jordan, manager, marketing communications, Philips Business Networks, Manlius, N.Y., joins Scientific-Atlanta, Atlanta, as director, marketing communications, broadband communications.

Bryan Ollila, executive account manager, broadband division, Scientific-Atlanta, Atlanta, joins Zenith Electronics Corp., Glenview, Ill., as VP, sales, network systems.

TELEMEDIA



Weinstein

Michael Weinstein, VP, programming/executive producer, *Beach-Clash*, All American Television Productions, Los Angeles, named VP, promotion and interactive multimedia.

Fiona Branton, technology counsel, Computer Systems Policy Project and senior associate, Podesta Associates, both Washington, joins the Information Technology Industry Council there as director, government relations/regulatory counsel.

Appointments at The Discovery Channel Multimedia (interactive publishing arm of Discovery Communications), Bethesda, Md.: **Harry Moxley**, senior manager, production, The Discovery Enterprises Group, named director, production; **Todd Harrison**, senior manager, planning and development, product group (development arm of Discovery Channel Multimedia), named director.

Appointments at EDS Management Consulting Services, Washington: **Paul Wedeking**, VP, multimedia and interactive services, Times Mirror Cable Television, Los Angeles, joins as director, entertainment and cable industries, communications and electronics; **James Suzansky**, president/CEO, PerTech Corp., Long Valley, N.J., joins as telecommunications principal, communications and electronics.

Susan Bruce, president, Bruce Media Connections, Atlanta, joins Time Warner Cable's Full Service Network, Orlando, Fla., as director, interactive education and health programing.

DEATHS



Sanders

Al Sanders, 54, news anchor, WJZ-TV Baltimore, died May 5 at Johns Hopkins Oncology Center in Baltimore of lung cancer. Sanders began his broadcasting career at KWK(AM) and

KXLW(AM) in his hometown of St. Louis. In 1971 he moved into television as an on-air personality and host of two prime time public affairs shows, *Pride and Soul* at KTVI(TV) St. Louis. In 1972 Sanders joined WJZ as a reporter and weekend anchor, and by 1977 was paired with Jerry Turner as co-anchors of *Eyewitness News* at 6. The team flourished until Turner's death in 1987, also of cancer. Twenty-three of his 30 professional years were spent at WJZ. His many awards included Emmys in 1993 and 1994 for his regularly featured specialty

report, *Picture This*. Sanders is survived by his wife, Ruth; and three children, Brandon, Christopher and Tisha.

David Connell, 64, broadcast executive/producer died May 5 of cancer. Connell was the original executive producer of *Sesame Street* and *The Electric Company*. He joined Children's Television Workshop in 1968 and added VP of production to his responsibilities in 1971. He also created a mathematics series—*Square One TV*—that ran for five seasons. Connell won five Emmy awards for his work at CTW.

A. B. Hartman, 65, retired Group W Radio executive, died April 24 at his home in Fort Lauderdale, Fla., of cancer. Hartman's radio career began at WITH(AM) Baltimore as an account executive. He later worked with Westinghouse Broadcasting as VP/GM of KDKA(AM) Pittsburgh, and WBZ (AM) Boston. Hartman is survived by his wife, Denise, and four children.

—Compiled by Denise Smith



The **REAL OUTDOOR CHANNEL** SM IS ALREADY HERE ... AND HERE'S WHAT THEY ARE SAYING ABOUT IT.

"Our viewers demanded it, and now they won't do without it."

Bill McLees

Blairsville Cable Television

"The Outdoor Channel has created unique programming, which draws a positive response from both audience and advertisers."

Bill Allonas

Allonas Communications, Inc.

"This is one cable network that has a solid foundation positioned for great success in the years ahead. Keep an eye on "The Outdoor Channel"."

Buck McNeely

President - Timberwolf Productions

"Every week, response from viewers just gets bigger and bigger. "The Outdoor Channel" is a **Winner!**"

John Fox

"John Fox's Outdoor Adventures"

"It is not often that I have observed such enthusiastic audience response to our show "Scuba World"..."

Perry Tong, Producer

"Scuba World" Television Series

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Twentieth Television has made a surprise move in the sale of its **off-network rights to *NYPD Blue***, forgoing the traditional syndication route and cutting a deal with sister **cable network FX** for an estimated \$350,000-plus per episode. The fledgling cable network now has exclusive Monday-Friday rights to the hit ABC series; distributor Twentieth and producer Steven Bochco Productions still are free to shop around a syndicated weekend package to TV stations. FX, which reaches more than 21 million households, will have access to 100 episodes of *NYPD Blue* when the series makes its off-net debut in fall 1997.

CPB officials last Friday were celebrating the news that a House-Senate conference committee voted to continue federal funding through at least 1997. CPB's current budget of \$285.6 million would be trimmed to \$275 million in 1996 and \$260 million in 1997 under the committee's recommendation.

Adult cable programmer **Graff Pay-Per-View** says its second-quarter subscriber base should grow 30% in addressable households despite talk that its Spice service is about to be removed from systems owned by the Time Warner New York City Cable Group (Playboy's new adult movie channel debuts on the systems on July 1). In other adult TV developments, **Playboy** is teaming with Flextech PLC and British Sky Broadcasting to launch a European service, Playboy TV, debuting in the UK in 1995 and later extending into Ireland, Belgium, the Netherlands and Luxembourg.

Cox Communications plans to sell \$150 million of its stock to help finance cable system upgrades and repay bank debt tied to its acquisition of Times Mirror's cable sys-

Dinosaur-powered NBC takes sweeps lead

With less than two weeks remaining in the May sweeps, NBC has jumped out to a sizable and perhaps unsurmountable lead.

Thanks in part to the television debut of "Jurassic Park," which NBC aired on Sunday, May 7, at 8-11 p.m.; the *Academy of Country Music Awards* telecast last Wednesday, and another strong outing from the network's powerhouse Thursday lineup, NBC pulled ahead of second-place ABC by 1.4 rating points.

Through last Thursday night, NBC was averaging a 12.6 rating and 21 share in Nielsen household ratings, compared with ABC's 11.4/19, CBS's 10.3/17 and Fox's 6.5/11. The order was the same when measured by adults 18-49, with NBC pulling in an 8.1, followed by ABC with a 6.0, CBS's 4.5 and Fox's 4.4.

The presentation of "Jurassic Park," for which NBC reportedly paid \$50 million, averaged a 23.8/38 in households. —SC

tems. The nation's fifth-largest MSO has filed a registration statement with the Securities and Exchange Commission involving the sale of 10 million shares of Class A common stock. The offering comes during a slump for many of the nation's cable stocks. Cox's stock was trading at 14 3/4 at press time last week. The company earlier filed an SEC registration covering the proposed sale of \$350 million of 10-year notes and \$250 million of 30-year debentures. The shares will be offered through Salomon Brothers, CS First Boston and Morgan Stanley.

Top executives of Summit Communications Group have formed Patterson Broadcasting with the purchase of nine radio stations in Honolulu; Savannah, Ga.; Fresno, Calif., and Allentown, Pa. Jim Strawn, former Summit CFO, joins Patterson as executive VP/CFO, along with Summit's former CEO, Jim Wesley, and former VP/treasurer, Roger Heffelfinger. Financing for the acquisitions came primarily from New York investment company Dyson, Kissner and Moran. Robert Dyson will serve as Patterson chairman.

Tribune Entertainment's two-hour ***Soul Train Lady of Soul Awards*** prime time syndicated music special has been cleared on 85 stations representing 70% of the country for an Aug. 6-20 window. Developed by *Soul Train* producer Don Cornelius, the show highlights female R&B, rap/hip-hop, jazz and gospel artists and will be hosted by singer Gladys Knight, actress Tyra Banks and singer/composer Brian McKnight.

UPN will air several specials this month. It will air 2 one-hour paranormal/supernatural specials on May 22 and 23 at 9-10 p.m., preempting the network's Monday night comedies and Tuesday night drama *Marker*. The specials, *The Secret Of...*, will be produced by Bill Katz for the Televideo Entertainment subsidiary of Alan Landsberg Co. and will star Lindsay Wagner. UPN also will air two consecutive half-hour reality specials from *Cops* producer Barbour/Langley Productions on May 30 at 8-9 p.m. *Cop Files* will be hosted by actor Richard Roundtree. It will preempt normal UPN programming. Several other *Cop Files* specials may be presented throughout the summer.

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Incorporating TheFifthEstate TELEVISION Broadcasting

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The \$711.427 million sale of Park Communications to a private investment company headed by Gary Knapp and Donald Tomlin closed May 11. The Ithaca, N.Y.-based Park, comprising nine TV stations, 22 radio stations and 107 newspapers, will be delisted by Nasdaq. Park shareholders will receive \$30.50 per share.

OmniAmerica Communications closed last Friday on both a \$100 million senior credit bank facility and its \$30 million purchase of WEAT-AM-FM West Palm Beach and WXXL(FM) Leesburg, both Florida, all formerly owned by Taylor Communications. The group is expected to close on WOLL(FM) West Palm Beach next month. OmniAmerica Chairman Carl Hirsch said the bank credit, lent primarily from Chase Manhattan and First Union banks, will be used for "general corporate purposes and future acquisitions."

Menendez trial defense attorney and ABC News legal correspondent **Leslie Abramson** has been contacted by several syndicators interested in creating a syndicated talk show featuring her, confirmed Abramson's agent, Sean Perry. Also in development is a talk show to be produced by Norman Lear and syndicated by Paramount Domestic Television. **Maya Angelou's America** would feature the poet and is targeted for a possible fall 1996 national launch. It is scheduled for a six-episode test on Paramount and Lear's Act III Communications' stations this fall.

Errata: Miscommunication between the WB Network and BROADCASTING & CABLE led to an erroneous "In Brief" in the May 8 issue that suggested a large rise in Nielsen ratings for the network for its May 3 broadcast of the two-hour lineup compared with its season-to-date average. The night's metered-market rating was equal to its metered-market season average, while its Nielsen Television Index national measure was down 11% from the season average by an incomplete measure. WB officials argued that when outstanding markets are counted, the national rating for the night may equal its season-to-date rating.

Kenney to depart in June

Cannell Distribution Co. President Pat Kenney says his division will cease to exist and that he and most of his 15-person staff will lose their jobs next month when New World Communications consummates its deal to buy Cannell Television. Kenney says that potential overlap of CDC and New World Entertainment means only "a couple" of his staff may join NWE's Genesis Entertainment syndication wing.

Genesis will distribute Cannell first-run shows *U.S. Customs: Classified* and *Renegade* and will clear *21 Jump Street* and *Wise Guy* for their second off-network cycles. Kenney says that no CDC first-run development projects are far enough along that Genesis likely will produce them.

Kenney is in discussions about starting a new syndication company or launching a syndication wing for another company and is attempting to place departing CDC staffers, including International Distribution President Herb Lazarus. —DT

NEW YORK

Dial-up Disney

Sources say that The Walt Disney Co. is dispatching executives from its Disney Channel pay-TV network to talk to cable operators about new programming—part of the company's pact with Ameritech, BellSouth and SBC Communications. Under the joint venture, Disney and the telcos plan to begin offering video programming via phone lines before year's end. In preparation, Disney is said to be meeting with cable networks to convince them to sign up for the telco distribution. Executives assigned to the task reportedly include Mark Handler, senior vice president, sales and affiliate marketing, and Charles Nooney, vice president, affiliate relations. When asked to comment on the rumor, Nooney said he could not talk about it. A Disney spokesman also would not comment specifically, but did issue the following statement: "Some of Disney Co. key executives are indeed going out and introducing this venture to various suppliers." The three telcos serve 50 million customers in 19 states.

Saturday speculation

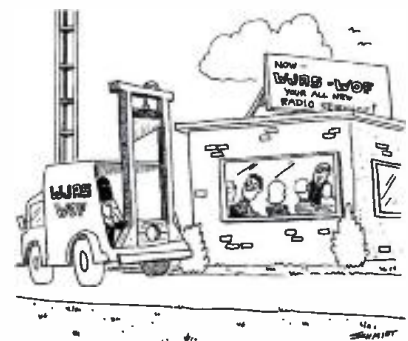
Two weeks after the sudden departure of Jennie Trias, president, children's programming, ABC Entertainment, speculation in Hollywood has it that the network is considering expanding its deal with the DreamWorks SKG studio to include Saturday morning programming. The move would not come as a surprise, given

that Steven Spielberg has suggested he'd "love" to get hold of the children's schedule. DreamWorks SKG has been an open door of late for animation artists. A source said that if an amendment to the existing deal were added, it probably would be done in time to announce at the upcoming ABC affiliates meeting June 6-8.

WASHINGTON

Hundt staff shuffle

FCC Chairman Reed Hundt's staff is undergoing changes. Top common carrier advisor Karen Brinkmann is heading for a top policy job at one of the commission's bureaus. John Nakahata, who has been handling broadcast and cable issues, will retain his cable role while assuming Brinkmann's common carrier work. Julius Genachowski moves up from the general counsel's office to take over the broadcast duties.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"I want to dispel any rumors you may have heard about staff cuts as a result of the merger...."

Goodbye to all that

We went into last week's National Cable Television Association convention anticipating that it would be the last of its kind. We were wrong. It turns out that the 1994 convention was the last cable show; 1995's was the first of a new breed. Which is to say, it was a telephone convention.

You could sense it everywhere, but nowhere more than in the opening session, which was dominated by two subjects: government regulation and infrastructure. Put another way, the talk was about how cable could get into telephony and vice versa, and how fast—and at what cost—it could build the requisite plant. Virtually nothing about programming. No mention of must carry (or even of broadcasting). Zip on a dozen subjects that have held center stage at NCTA conventions for the past 20 years.

It was bound to happen, of course, and we shouldn't be surprised that it's happening so quickly. The cable industry—desperately in need of another name—is transforming itself into a colossus. The number of MSOs will soon dwindle to equal the number of Bell operating companies—when, left to their own devices, they'd merge.

It's a brave new world, all right. We just hope cable—by whatever new name they call it—will remember its past as an *uncommon* carrier. It wasn't sounding like one in Dallas last week.

Shrink rapping

The Republican revolution is threatening to produce some new roadkill, accompanied by no tears from this quarter. On the hit list: the United States Information Agency, the Department of Commerce and the Corporation for Public Broadcasting. All are consummations devoutly to be

wished, although you have to be more optimistic than this page to think any will finally succumb.

The USIA has been dedicated to the high-gloss propaganda approach to international communications, while the domestic and foreign news media have presented warts and all for the world's consumption. The latter wins, every time, and we only waste the nation's money and pander to the incumbent administration's ego by trying to overwhelm the world with a song sung our way.

Our familiarity with the Department of Commerce doesn't extend past the National Telecommunications and Information Administration, which has been a supernumerary from the beginning. First there was an executive office for telecommunications in the White House, then the Office of Telecommunications Policy, then the NTIA. Notwithstanding able administrators along the way—Tom Whitehead and Al Sikes leap to the top of the mind, and while we differ on occasion with Larry Irving, he serves the nation—the White House staff office would have been about right. The real seat of power and policy should reside with the FCC.

It's difficult to express hostility toward CPB without seeming to attack public broadcasting. This page continues to oppose public funding for that medium, while confident it can continue as a meritorious force in broadcasting—and, on its own, can amplify its role and expand its horizons. To the extent that bureaucracy plagues the public broadcasting establishment, CPB is at its center; the Public Broadcasting Service, on the other hand, has always been closer to the action and less subject to super-structuring. So we'd off CPB, we'd keep PBS.

Without endorsing everything the budget cutters are up to, we applaud the effort. It's not just saving money that's at stake here, it's doing things that ought not be done by people who have no business doing them.

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SURVEY SAYS...



Been watching you since Day One!

I am hooked!!

-Eddie Lucas, Altoona, FL

*Game Show Network is the best thing that
has hit America in a long, long time.*

-Jerry P. Owens, Luray, VA

*I like it! It's nice to have a place to go where I
can count on some laughtrack-free,
interesting, often educational, amusing
entertainment.*

-K. Thomas, Ramona, CA

*THANK YOU!...THANK YOU!...I've always
been a game show nut. I enjoy all you have to
offer. Peter is perfect as host of Decades.*

-Diane Sanders, Clinton, LA

*We enjoy playing along with Peter Tomarken
and Decades. Our 4 year old daughter plays
along too, shouting out the numbers at the TV.*

Some of the time she's even right!

*-Jon, Sandy and Kaitlin Woodward,
Cottage Grove, OR*

Since Game Show Network launched on December 1, 1994,
our viewers have been adamant - Game Show Network is
television that people really watch.

In a recent national telephone survey*, 32% of the homes interviewed
had watched Game Show Network. In fact, of the total completed
interviews, 19% indicated they had watched Game Show Network
in the last week (27% in the last month).

On a five point scale, 57% of these viewers said that
Game Show Network has positively exceeded their expectations.
And, an extraordinary 58% responded that they are
very satisfied/satisfied with Game Show Network.

Game Show Network wants to get you in the game.
Please visit us at Booth #1229 at NCTA or call us today at
(310) 280-2222.





...I saw operators with money in their pants.



“The Travel Channel’s *Ultimate World Tour Promotion* was a wonderful opportunity to increase first quarter revenue by \$24,000. It has tremendously increased subscriber awareness for the channel.”

— Kevin Breimann
Director of Advertising
Columbia Cable, Woodbridge, VA



“The Travel Channel’s *Ultimate World Tour Promotion* has been great for our first quarter ad sales effort. Through it we generated \$19,000.”

— Jeff Carter
Regional Director, Advertising Sales
TeleCable, Lexington, KY



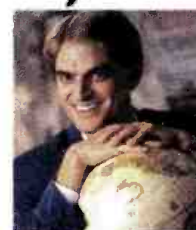
“TeleCable/TCL of Kansas City was thrilled to participate in The Travel Channel’s *Ultimate World Tour Promotion*. Through it we were able to secure a \$33,000 annual contract with a local jewelry store.”

— Sonia Farrand
General Manager, Advertising Sales
TeleCable/TCL, Kansas City



“The Travel Channel didn’t miss a beat when they put this promotion together. Through it we were able to bring on one new advertiser and an old advertiser — we generated \$9,000 in incremental revenue.”

— Ed Mazzella
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“We signed up 6 advertisers, generating over \$3,500 in new revenue. But from our perspective, it’s not so much the revenue as it is the elevated profile of The Travel Channel within the advertising community.”

— Tim Hardy
Advertising Sales Manager
Southwest Florida Interconnect
Bonita Springs, FL



“I got 10 local advertisers, three new to cable, to spend \$6,000 each on *The Ultimate World Tour Promotion*. Can’t wait to do it again next year!”

— Bill Thornton
Advertising Sales Manager
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While the winners of *The Ultimate World Tour '95* are enjoying the sights of Paris, cable operators everywhere are pocketing the added revenue this unique Travel Channel promotion provided. Because many local advertisers who’ve never considered cable before are finding it easy to advertise on The Travel Channel.

Call us today at (404)801-2400 to find out about upcoming promotional programs, and ask for our new Local Ad Sales Guide.



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