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# Fast Track

MUST READING FROM BROADCASTING & CABLE

MAY 29, 1995

## TOP OF THE WEEK



NBC won its second-straight sweeps in May with the help of the sweeps' highest-rated series, 'ER.' / 11

**Big bill on the Hill** "The most comprehensive overhaul of the Communications Act since 1934" is in the works on Capitol Hill. The House's more deregulatory version of telecommunications reform passed the Commerce Committee last week. / 6

**DBS world awaits Advanced decision** Primestar is ready to initiate high-power DBS service next year, if the FCC returns its disputed channels. / 8

**NBC moves away from calls in ID's** Branding was a key element of last week's affiliate meeting. NBC's six TV stations will stop using call letters for on-air identification this fall and will begin identifying themselves by "NBC," their channel number and the peacock. / 10

**CBS affiliates: The meeting of their discontent** CBS affiliates meeting this week hope to get some frank answers from CBS Chairman Larry Tisch. The prevailing view is that the network would be better off if Tisch sold it to someone with a clearer vision of how to turn it around. / 12

## COVER STORY



CNN's mission continues to be to provide a 24-hour, all-news service, Tom Johnson says. / 16

### CNN at 15

W. Thomas Johnson, who has headed Turner Broadcasting System's news operations since 1991, says his division is not about to sit back and coast on its climbing ad revenue, subscription revenue and distribution. The company is retooling its news operations to stay competitive. **Cover photo by Rob Nelson/Black Star / 16**

## PROGRAMING

### Networks hot to trot for fall

The six broadcast TV networks will launch 29 comedies and 11 dramas to kick off the 1995-96 television season this fall. CBS's most talked-about move is bumping *Murder, She Wrote* from Sundays to Thursdays, while Fox is striving to keep returning shows in their time periods to avoid a "disruptive" schedule. / 13

### Weekend 'Hard Copy' goes Hollywood

Paramount Domestic Television is revamping the weekend edition of its *Hard Copy* syndicated news magazine show into a Hollywood-themed show. The changes will include new news personalities, roundtable discussions of Hollywood personalities and other regular entertainment segments. / 14

### 'Ricki' moves up in early fringe

Ratings growth by Columbia TriStar Television Distribution's *Ricki Lake* will be rewarded this fall with 15 top-50 market upgrades that will increase the show's potential viewership by 25%, CTTD syndication executives say. / 15

**'Ricki' is second only to 'Oprah' in key female demographics. / 15**



## CABLE

### Viewers call baseball ratings slide

The baseball strike has thrown a curve to cable sports networks, with most reporting sharp ratings declines for the first month of the delayed season. Reasons cited include the late starting date, NBA/NHL playoffs and even the weather—but fan ire is likely a major factor. / 19

## WASHINGTON

### Hundt counters FCC's critics

Amid calls for the FCC's abolition, Chairman Reed Hundt has begun championing his agency by emphasizing its public interest mission. He also called a strategy session with FCC commissioners to solicit advice on how to defend the agency. / 22

### Regulators eye Continental-FCC contract

Local regulators have questioned the FCC's authority to enter into a "social contract" with Continental Cable and what good that contract does subscribers. They say that subscribers will get free installations and free movies, but no cash refunds or credits toward monthly service. / 22

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# Cable operators agree... Customer satisfaction grows with HGTV.

"While I anticipated a favorable response, it has been better than expected. Not only are our customer contact people enjoying the programming, but they are sharing their enthusiasm with our customers."

*Henry Pearl  
General Manager  
Cablevision Industries*

"HGTV brings a unique category to our cable lineup, one that's proving to be highly valued by some of our most important customers, homeowners, both women and men."

*Richard Carnall  
Regional Mktg. Mgr.  
Greater Media Cable*

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*Joel Rudich  
President  
Coaxial Communications*

"We have had very positive feedback from our customers about HGTV. In fact, local building contractors claim they watch nothing else!"

*Bill Hughes  
Division Marketing Manager  
Time Warner Cable*

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# The big bill on the Hill

House panel approves 'most comprehensive overhaul of the Communications Act since 1934'

By Kim McAvoy

Allmedia Co. owns two broadcast networks and 30 television stations, reaching 48% of the TV homes in the country. In six of its markets, it owns two stations. In nine markets, it owns cable systems serving 1.7 million homes. It has agreed to buy the only major daily newspaper in yet another market. And rumors are flying that it is negotiating to acquire a radio group, a deal that would swell its radio station count to 127.

Allmedia Co. doesn't exist. But it could, if legislation adopted last Thursday by the House Commerce Committee overcomes substantial political hurdles and becomes law.

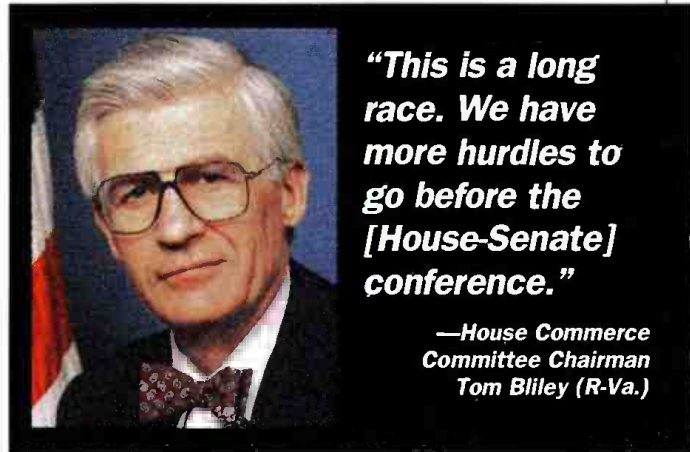
The measure, which passed 38-5, would completely deregulate radio,

relax local and national ownership limits for TV and abolish crossownership restrictions. The legislation also would immediately eliminate cable rate regulation of expanded basic tiers for small systems (and about 15 months after enactment for other systems). It also clears the way for cable to offer telephone services.

"This is the most comprehensive overhaul of the Communications Act since 1934," said House Commerce Committee Chairman Tom Bliley (R-Va.). The bill also would permit regional Bell operating companies to

enter the long-distance telephone market, but the terms and conditions surrounding their entry remain a major sticking point in both House and Senate versions of the legislation.

The bill now heads to the House floor, where Speaker Newt Gingrich (R-Ga.) is expected to try to make it



**"This is a long race. We have more hurdles to go before the [House-Senate] conference."**

—House Commerce Committee Chairman Tom Bliley (R-Va.)

## The House telcom-reform bill would:

- Permit ownership of any number of TV stations covering up to 35% of TV homes upon enactment (50% after one year). Current rules cap ownership at 12 stations and 25% coverage. Senate bill would repeal numerical cap and raise coverage cap to 35%.
- Permit ownership of two TV stations (UHF-UHF or VHF-UHF, but not VHF-VHF) in a market. Current rules prohibit ownership of two stations in a market. Senate bill does not address issue.
- Permit common ownership of a broadcast network and cable systems without restriction. Current rules limit number of cable systems a network may own.
- Permit ownership of two or more broadcast networks. Current rules limit companies to one network. Senate bill does not address issue.
- Permit common ownership of TV station and one other media property in a market (telephone, MMDS, cable or newspaper). Current rules or law prohibits ownership of TV and cable systems or TV and newspapers in a market. Senate bill does not address issue.
- Establish two-step license renewal process that helps protect broadcast stations from license challenges; extend license term for TV from five to seven years, same as radio. Senate bill would extend term for radio and TV to 10 years.
- Direct FCC to give each TV station a second channel for HDTV or other digital services. Stations would pay fees for any subscription service offered on second channel. After a transition period determined by FCC, stations would

have to give back one of their channels, which could be auctioned. Senate bill is similar, but, significantly, leaves award of second channel to FCC's discretion.

- Require telcos providing video to carry local broadcast signals (must carry) and to black out shows on broadcast signals imported from other markets, if local stations have local rights (syndex and network non-dupe). Senate bill does not address telco must-carry, but requires telco syndex and network non-dupe protection for stations.
- Prohibit telcos providing video from favoring own programming services in providing program information. Senate bill would require telcos to make tuning in broadcast signals on their networks as easy as it is today. For instance, "navigational" systems would have to include broadcast logos on first menu.
- Abolish rate regulation of cable's expanded basic tiers for small systems upon enactment, all systems after about 15 months. Senate bill would deregulate expanded basic tiers, except in "bad actor" systems where rates exceed national averages.
- Preempt state and local barriers to telephone competition from cable and others and require telcos to interconnect with competing services within 18 months. Senate bill is similar.
- Permit common ownership of telephone and cable systems in same markets, but prohibit buyouts and joint ventures between cable systems and telephone networks in markets with fewer than 50,000 people. Senate permits telco-cable crossownership with no restrictions. —HAI

even more deregulatory.

At the same time, Ed Markey (Mass.), one of five Democrats who oppose the deregulatory thrust of the bill, has vowed to fight the measure.

During the committee's markup last week, Markey offered several amendments. One that would have weakened the cable rate deregulation provisions was defeated, 32-14. Another would have capped broadcast TV ownership at 35%. It had the full backing of the Network Affiliated Stations Alliance (NASA), but failed, 26-21.

If broadcasters are going to be deregulated, they should have greater public interest obligations, Markey said. He offered another amendment that would have required stations to air four hours a week of children's TV programming and alert parents to the "sex, violence and language" contained in specific programming that they might want to block out.

"This is the only opportunity for parents to block this crap out of their children's visions," Markey said. But that amendment also failed, 32-15.

"This is an important step," Decker Anstrom, president of the National Cable Television Association, said of the Commerce Committee's passage of the bill.

"Local broadcast affiliates across the country are deeply disappointed," said NASA Chairman Ben Tucker of Retlaw Broadcasting. "NASA will be working to turn around this bad decision."

The broadcast networks and large groups have been lobbying for the deregulatory provisions. "We're very pleased, but we recognize we still have a lot of work to do," said Martin Franks, senior vice president, Washington, CBS.

The National Association of Broadcasters has remained neutral on the bill's broadcast ownership issues. But it was pleased with the radio provisions. "This is an historic milestone for the radio industry," NAB President Eddie Fritts said.

House action on the legislation is not expected until July. But Senate action may come next week. The Senate bill is considered more regulatory and there will be efforts to amend it. And some senators think the cable and broadcast provisions

go too far.

Reconciling the differences between the House and Senate versions of the bill will be challenging, as will overcoming administration criticism.

"The bill that passed the [House]

Telecommunications Subcommittee is an ugly dog," said Larry Irving, head of the National Telecommunications and Information Administration. "But the bill passed by the full committee is an ugly dog with fleas." ■

## What price deregulation?

*Commerce's Irving warns that pending legislation may result in spectrum fees, other charges*

By Christopher Stern

**T**he deregulation that broadcasters have won in House legislation may come at a price, says Larry Irving, assistant secretary of Commerce.

The broad and rapid deregulation of broadcasting proposed by the House bill could lead to spectrum fees and other direct charges for use of "the public airwaves," Irving says.

The question of additional fees will be raised during the budget process, says Irving, when Republicans start looking for revenue from broadcasters, and the Democrats—who have defended radio and TV's free use of the spectrum on grounds of public service—yield to the GOP's fiscal arguments. Irving stresses that he is analyzing the situation, not announcing administration policy.

House Speaker Newt Gingrich (R-Ga.) has stated that spectrum fees for broadcasters are politically untenable. House Budget Committee Chairman John Kasich (R-Ohio) has asked the Congressional Budget Office to come up with an estimate of the value of the spectrum the FCC plans to give broadcasters for the development of digital television.

Last week the FCC released a report that for the first time put a price tag on the digital spectrum broadcasters are now expecting to receive for free. The report was written in response to questions from four Democratic senators led by Joseph Lieberman (D-Conn.).



Assistant Secretary of Commerce Larry Irving says dereg may come at a price.

Lieberman's office said last week that it was still studying the FCC's analysis and had no plans to propose further spectrum auctions.

The FCC's analysis was based on revenue from spectrum auctions conducted during the past year. The agency estimated that the value of digital spectrum ranges from \$11 billion to \$70 billion. A sale of the returned analog spectrum would raise

between \$20 billion and \$132 billion, the FCC estimated.

In its analysis, the FCC estimated that the value of current broadcasting spectrum ranges from \$28 billion to \$38 billion. The FCC reached that figure by estimating the market value of the nation's television stations at \$50 billion and subtracting \$12 billion for tangible assets.

FCC Chairman Reed Hundt officially claims that it is up to Congress to decide whether broadcasters should bid for the spectrum. However, he also says it is imperative that broadcasters make the transition to digital to insure that free over-the-air television can compete against emerging media.

"It will be best for broadcasters and consumers if the switch to digital reception is swift, smooth and inexpensive," Hundt told broadcasters at the Museum of Radio and Television last week. Hundt has suggested that broadcasters be given 10 years to make the digital transition. The current plan requires broadcasters to return the analog spectrum in 15 years. ■



# FCC weighs Primestar DBS plans

*Promise to provide speedy service could carry the day at the FCC*

By Chris McConnell

**T**ime may be on Primestar's side.

Speedy service implementation will be one of the chief factors the FCC considers in deciding the fate of high-power DBS channels that cable-owned Primestar is seeking, a senior FCC official says. Primestar says it is ready to initiate service next year, if given those disputed channels.

The channels earned their disputed status last month when the FCC's International Bureau decided to reclaim them from licenseholder Advanced Communications Corp. Before the ruling, Advanced had agreed to turn its channels over to TCI's Tempo subsidiary in exchange for about \$45 million in cash and stock. Tempo then planned to lease the channels to Primestar beginning next year. Tempo also had ordered two satellites from Space Systems/Loral, the first of which is due for delivery early next year.

Tempo and Primestar are now banking on those plans in their



*The first of Tempo's DBS satellites is due for delivery next year.*

efforts to convince the FCC to reverse the bureau's decision.

"If the bureau's order is not reversed, it will be years before anyone can use the Advanced DBS channels to provide service to the public," Primestar said in its filing. Also filing

for a review were Advanced Communications, Tempo, General Instrument and the Cable Telecommunications Association. They asked that the FCC reverse the bureau's ruling by Aug. 15.

Discussing the petitions last week, FCC officials said the bureau's decision did not address Primestar's plans for the channels and the consequent impact on service implementation. But such issues will count during the FCC review of the decision. "It is perfectly appropriate to review the competitive issues once the record is filled out," said International Bureau Chief Scott Harris.

His bureau last Friday lifted the restricted status of the proceeding. The move allows parties to discuss the issue with the commission in a private meeting, provided they file a public record of the meeting.

The issue's resolution, though, might not be so simple as a reversal of the bureau ruling. While stressing speedy service, sources also say the FCC is not forgetting another objective—preventing licenseholders from warehousing spectrum. The commission, therefore, will be looking to resolve the channel dispute in a manner that satisfies both objectives.

It was the "due diligence" issue the bureau focused on in reclaiming the Advanced channels. Its order stated that Advanced had not managed to provide a service after holding the frequencies for more than 10 years and also said the company "paid nothing for these resources."

Such talk has raised speculation of possible DBS frequency auctions among those following the proceeding. One FCC source describes the auction prospect as unlikely but does not rule it out entirely.

Others in the emerging DBS industry, meanwhile, are not waiting for a resolution to start staking claims on the Advanced channels. EchoStar and Directsat have filed requests for the channels.

FCC officials say they will not reassign any channels before issuing a decision on the petitions to review the Advanced decision. ■

## Government hits Bloch with fraud charges

Once the guru of financial talk radio, Sonny Bloch has been slapped with a 35-count indictment for fraud and charged with swindling more than \$21 million from listeners who sank money into soured investment schemes in wireless cable companies and radio stations he promoted on-air.

"Sonny Bloch has turned talk radio into take radio," said Faith Hochberg, U.S. attorney in New Jersey.

The criminal indictment filed against Bloch and four co-conspirators by the U.S. grand jury charges that Bloch endorsed investments in unsuccessful wireless cable ventures in Tennessee, Washington and Venezuela with statements he knew were false and misleading.

The federal Securities and Exchange Commission indictment charges Bloch with selling unregistered securities to listeners who invested in companies he set up to purchase three small-market AM stations. The SEC charges that Bloch misappropriated at least \$1 million of the \$3.8 million he collected and kept some of the money for his own use. Bloch said that he raised at least \$3 million from listeners in three weeks.

Bloch fled to the Dominican Republic in the midst of the investigation last March, and has been broadcasting from there on portable equipment (BROADCASTING & CABLE, May 22). Bloch's syndicated show reaches more than 1 million people weekly over nearly 200 radio stations.

Hochberg said the FBI is pursuing a warrant for Bloch's arrest and that the U.S. has an extradition treaty with the Dominican Republic. Four co-conspirators, from New York and New Jersey, were arrested last week and later released on \$250,000 bail each.

—DP



“What’s really happening is some system operators are being seduced by the high margins that cheap generic adult movie services are offering.”

— CHRISTIE HEFNER  
CHAIRMAN—CEO  
PLAYBOY ENTERPRISES INC.  
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Fresh from winning the May sweeps, NBC affiliates were pleased with their network last week at the annual affiliate meeting. The board: Gary DeHaven, KYTV(TV) Springfield, Mo.; outgoing board chairman Jim Waterbury, KWWL(TV) Waterloo, Iowa; Alan Frank, WDIV(TV) Detroit; John Hayes, Providence Journal, Providence, R.I.; William Brooks, WPTV(TV) West Palm Beach; Doug Adams, KXAS-TV Fort Worth; Linda Sullivan, WJAR(TV) Providence, R.I.; John Howell, WPXI(TV) Pittsburgh; incoming chairman Ken Elkins, Pulitzer Broadcasting, St. Louis; Jon Ruby, KVOA(TV) Tucson, Ariz., and Craig Dubow, WXIA(TV) Atlanta.

## NBC leads the way away from call letters as IDs

Network, stations 'agree to disagree' on ownership; NBC promises improved daytime performance

By Steve Coe

**N**BC's six TV stations will stop using call letters for most on-air identification this fall and will begin identifying themselves by "NBC," their channel number and the peacock logo.

All affiliates are being encouraged to follow suit, but a number of them will test whether "NBC" and its colorful peacock are the most recognized network logos, as network research indicates.

Branding was a key element of last week's affiliate meeting in Maui, Hawaii. Network executives also stressed the importance of forging partnerships with affiliates in the wake of last year's New World-Fox affiliation deal.

The network probably could not have picked a better time to meet with its affiliates. NBC captured the May sweeps after winning the February crown, came in a strong second in the prime time race and plans more late-night and news programming.

But the meeting was not without concerns from affiliates. "We knew

coming in that [underperforming daytime programming] was on their minds, so we brought it up before they did so that they knew we were working on it," said Neil Braun, president of NBC-TV.

Susan Lee, senior vice president, daytime programming, NBC Entertainment, told affiliates the network will announce its 1996 daytime lineup this fall "before syndicators come knock-

### Sad note

James Dages, GM of WLIO-TV Lima, Ohio, died last Thursday (May 25) from an apparent heart attack after returning home from the NBC affiliates meeting in Maui. The 67-year-old Dages had managed the Blade Communications station for 19 years. "We were all together at the NBC meeting," Blade President Allan Block told the *Toledo Blade*. "We are all shocked."

ing on [their] doors." NBC has four daytime shows in development for 1996, including another stab at a fourth soap opera.

NBC Chairman Robert Wright said last Monday that whatever new technologies the network becomes involved with, affiliates will be offered partnership opportunities.

"Right now there are no specific technologies or time frame, but it was something affiliates were looking to hear," said Jim Waterbury, president/general manager, KWWL Waterloo, Iowa, and outgoing affiliate board chairman.

Although affiliates have been unable to agree on station ownership caps and crossownership, those topics were something of a non-issue.

The affiliate board position remains unchanged, said incoming chairman Ken Elkins, president/CEO, Pulitzer Broadcasting. "Our position has been that the current caps should be retained, and we're not prepared to alter that."

"We agreed to disagree," Waterbury said, speaking of the network and the affiliates. "There were no battles fought here on that front."

How a viewer will find NBC on the television of the future is a major concern—in fact, it is a higher priority than station ownership questions,

Wright said after the meeting ended last Wednesday.

"I don't think they see it as important yet," Wright said of the affiliates' view of where they stand in new technologies. "But the United States has the best broadcast system in the world, and it would be a shame to do anything to encourage the demise of that by allowing promotional material running over those services. If viewers have to wait to scroll down [a] menu to get to a channel they're used to being able to just click on...then we've lost something."

On the topic of branding, the affiliates were shown research indicating that the NBC peacock is the most liked of the four major networks' logos. To take advantage of the findings, NBC will begin featuring the peacock logo more promi-





nently and frequently.

The network also asked affiliates to feature the logo more often throughout all dayparts, while NBC stations will drop their call letters altogether. Instead, they will identify themselves by "NBC" and channel number and with the peacock.

Both Wright and Don Ohlmeyer, president, West Coast, NBC Entertainment, said they are considering

using an on-screen logo, similar to what Fox and ABC use.

Ohlmeyer and Warren Littlefield, president, NBC Entertainment, outlined the network's fall prime time schedule. The session, which ended with affiliates standing and clapping along with a Las Vegas-like number featuring dancers and the children of some affiliate executives, drew praise. "I think the new

schedule looks spectacular," one affiliate said. "I also think NBC has the best group of entertainment people in the business."

"Even in the areas where we think the network needs some work—like in daytime and in late night after *The Tonight Show*—there's a feeling that it's being taken care of, and we have the confidence it will be done," said another affiliate executive. ■

## THE MAY SWEEPS

# NBC first, CBS worst

*Network logs second May sweeps win in row; CBS is third in households, last in 18-49, with worst sweeps ever*

By David Tobenkin

**T**he winner of this May's ratings sweeps is NBC, but the losers are all four broadcast networks, which saw their combined market share shrink four points from last year.

ABC, CBS, NBC and Fox market share dropped to an aggregate 68 share compared to 70 in 1994, according to A.C. Nielsen, as cable networks, syndication and the two fledgling networks WB and UPN chipped away at their share.

For May's 28 prime time nights, Nielsen reported that NBC grabbed the top spot with an 11.8 rating/20 share. (up 9% over last year). ABC scored an 11.5/19 (down 10%); CBS had a 10.1/17 (down 12%), and Fox posted a 7.0/12 (down 9%).

NBC won its second straight sweeps book, a substantial victory that meant declines for ABC and the other networks in household and key demographic ratings, including a record low sweeps finish for CBS.

NBC was propelled by new hit series *ER* and *Friends*, veteran *Seinfeld* and the *Sunday Night Movie* ("Jurassic Park")—the top four regularly scheduled programs in the adults 18-49 demographic for the month.

ABC officials, for their part, point out that their network won 13 of the 28 sweeps nights among adults 18-49, compared with six each for NBC and CBS and three for Fox. NBC won four Thursdays as well as the Sunday night that "Jurassic Park" aired and the following Monday, when its *Robin Cook's*

*Virus* aired. ABC also retained a slight edge in total viewers, with a 6.9 (down 9%) compared with NBC's 6.8 (up 10%).

Overall, NBC won Thursday, Monday and Sunday nights among adults 18-49, with ABC retaining control of Tuesday, Wednesday and Friday. CBS won Saturdays. Among households, the results were the same, aside from ABC's victory on Monday.

NBC averaged an 11.8 Nielsen national household rating (up 8% May to May) and a 20 share, followed by ABC with an 11.5/19 (down 9% in rating), CBS with a 10.1/17 (down 11%) and Fox with a 7.0/12 (down 8%).

Among adults 18-49, NBC earned a 7.3 (up 18%), compared with a 6.5 for ABC (down 18%). For the second straight May sweeps, Fox topped CBS in that demographic, winning 4.8 to 4.5, which represented declines of 15% for CBS and 11% for Fox.

It was the worst sweeps book in CBS's history, confirms CBS Executive Vice President of Research and Planning David Poltrack. "This was a continuation of the pattern of the season, in which the foundations of the network fell apart," he says. "Our one [remaining] major franchise, Sunday night, was successfully challenged by NBC's basketball playoffs and the huge success of its 'Jurassic Park.'"

Fox also was a victim of NBC's strength, with sweeps growth over the preceding several books interrupted by its lowest May sweeps since 1991. The bright spot for the



NBC's 'ER': the highest-rated prime time series of the sweeps

network was the strong showing by season finales of *Melrose Place*, *The X-Files* and *Beverly Hills, 90210*.

Among the month's movies and specials, "Jurassic Park" (23.3/36) was tops as well as the top-rated movie of the year. NBC's *Naomi & Wynonna* (17.1/27) helped the network ice its win. ABC's *The Langoliers* (19.4/30) and CBS's *Buffalo Girls* (17.8) helped narrow the margin.

The WB Television Network's 1.8/3 viewership level for the block was virtually even with the 1.9/3 February book, which usually enjoys higher overall HUT levels. *The Wayans Bros.* declined 25% in share from book to book, to a 1.9/3, but *The Parent 'Hood* increased 25% in share, to a 2.2/4; *Unhappily Ever After* was flat, at 1.9/3, and the canceled *Muscle* was flat, at 1.5/2.

With three of four sweeps weeks' numbers counted, the United Paramount Network appeared headed for a substantial decline from February's numbers. For the three weeks, the network's two nights of programming averaged a 3.2/5, down from a 4.1/6 for the full February book. *Star Trek: Voyager*, *Platypus Man* and *Marker* were all down. All shows on UPN's schedule except *Voyager* have been scrapped. ■

## CBS AFFILIATES:

# The meeting of their discontent

*'Concern and confusion' cited over Tisch's vision for network*

By Steve McClellan

**C**BS affiliates hope to get some frank answers from CBS Inc. Chairman Larry Tisch this week about his plans for the network at the annual affiliates meeting in Los Angeles. But it was unclear last Friday whether Tisch would attend the meeting—or if he would address the affiliate body even if he did attend.

The affiliates always have held Tisch's competency as a broadcaster suspect. And they think their suspicions have been confirmed by falling ratings and defecting affiliates. Tisch's credibility sank to a new low when a key investor in CBS, Los Angeles-based Capital Group, turned on him. Capital Group, which controls 6.22% of CBS's stock, abstained in voting to re-elect Tisch and his slate of directors at the annual shareholders meeting this month. The abstention was seen as a stinging rebuke to Tisch and his running of the company.



*Tisch: a no-show at this week's affiliate meeting in L.A.?*



The view among affiliates is that the network would be better off if Tisch sold it to someone with a clear vision of how to turn it around. "That's based on a general sense of disappointment at the direction and performance of the network," said affiliate board member David Lippoff, WHIO-TV Dayton, Ohio. "And we've been mystified and angered by a lack of hearing from the man at the top."

During last year's affiliate meeting, talks between station managers and network executives were heated over how to deal with the network's then-pending problems. Tisch attended the session but said nothing, and later called a news conference to say "we'll spend any amount of money that's necessary to be number one."

Lippoff, who attended last year's meeting, describes such behavior as "crazy. It was like he almost surreptitiously attended the meeting. So yes,

there is concern about his commitment to CBS and concern and confusion about his vision."

Tisch takes every public opportunity to state that CBS isn't for sale, but in what may be understatement, CBS affiliate advisory board chairman Ralph Gabbard said, "many people don't believe him."

It is important for Tisch to attend this week's meeting, Gabbard said. "It is very important that he let us know what his plans are for the network. As affiliates, we need to know where this network is headed."

There will be joy in CBS affiliate-land when Tisch finally does sell the network, said Alan Bell, president, Freedom Communication's broadcast division. "He really operates in a different universe. He's an investor. If he makes a billion dollars, he doesn't care about the long-term future of CBS. We were joyous when he made the deal last year with Barry Diller. It's tough when the person at the top doesn't have creative vision." The deal with Diller eventually fell through.

Connie Chung's removal from the evening newscast was well received last week, but station executives said that's not the cure to the newscast's problems. Dan Rather was sinking fast in the ratings before Chung joined him. They want to hear news division president Eric Ober's plan to get the evening newscast out of third place. ■

## LIN buys Buffalo V for \$95 million

The station-trading market is heating up with the sale of a Buffalo TV and the prospect of group sales on the horizon.

LIN Television last week bought CBS affiliate WIVB-TV Buffalo from King World Productions for \$95 million. King World purchased its only station for \$105 million in 1988, at the height of inflated cash-flow multiples. Buffalo is the 36th-largest TV market, according to Nielsen.

Bob Hamby, Multimedia Broadcasting's chief financial officer, says the television/cable/syndication/newspaper group still "is evaluating the prospect of selling all, part, or none of the company," and industry speculation continues about possible buyers. NBC is widely expected to emerge as front-runner for the TV stations. "We are certainly interested and are looking at it," NBC President/CEO Robert

Wright said, declining further comment.

One scenario has NBC partnering with a leveraged buyout fund, a cable operator and, possibly, a newspaper group. Multimedia owns four NBC affiliates in St. Louis, Cincinnati, Cleveland and Knoxville, Tenn., and a CBS affiliate in Macon, Ga. NBC owns 49% of Multimedia's WKYC-TV Cincinnati.

In other sale news:

■ Bids were due last Thursday to Goldman Sachs on the Pyramid Communications stations. Pyramid owns three AMs and nine FMs in Boston, Philadelphia, Chicago, Buffalo, and Charlotte, N.C. Among those said to be looking at the group are Secret Communications, Evergreen Media, Granum Communications, Group W, Tribune and Emmis Broadcasting. All declined to comment.

■ Act III Broadcasting and ABRY Communications are said to be negotiating for Act III's eight Fox affiliates. ABRY recently closed on a \$250 million in funding. Both groups declined to comment.

—JAZ



# Fall 1995: the big picture

Forty new shows get their shot at network big time; CBS moves 'Murder, She Wrote'

By Steve McClellan

The six broadcast TV networks will launch 29 new comedies and 11 new dramas (a total of 25 1/2 new hours) to kick off the 1995-96 television season this fall.

CBS revamped every night of its

week in an effort to resuscitate its prime time lineup with eight hours of new programming including six comedies and five hour-long shows.

In an effort to keep up its momentum, Fox will replace five hours of its lineup with six new comedies and

two new dramas.

The WB network will add a second night in the fall (Sunday) with family comedies and a cartoon from Steven Spielberg.

As reported a week ago, ABC will add five comedies and three dramas,

## How the '95-'96 season is shaping up

New show	abc	CBS	NBC	FOX	U/PIN		
<b>MONDAY</b>	8:00 <b>The Marshal</b> Paramount	<b>The Nanny</b> TriStar	<b>The Fresh Prince</b> NBC Prod.	<b>Melrose Place</b> Spelling	<b>Star Trek: Voyager</b> Paramount		
8:30		<b>Can't Hurry Love</b> TriStar	<b>In the House</b> NBC Prod.				
9:00	<b>Monday Night Football</b> ABC Sports	<b>Murphy Brown</b> Warner Bros.	<b>NBC Monday Night at the Movies</b>	<b>Partners</b> Universal	<b>Nowhere Man</b> Touchstone		
9:30		<b>If Not for You</b> Disney		<b>Ned and Stacey</b> TriStar			
10:00		<b>Chicago Hope</b> Fox					
10:30							
<b>TUESDAY</b>	8:00 <b>Roseanne</b> Carsey-Werner	<b>Matt Waters</b> TriStar	<b>Wings</b> Paramount	<b>The Fox Tuesday Night Movie</b>	<b>Deadly Games</b> Viacom		
8:30	<b>Hudson Street</b> TriStar		<b>NewsRadio</b> Brillstein-Grey				
9:00	<b>Home Improvement</b> Disney	<b>CBS Tuesday Movie</b>	<b>Frasier</b> Paramount			<b>Live Shot</b> Rysler Entertainment	
9:30	<b>Coach</b> Universal		<b>Pursuit of Hap'ness</b> Paramount				
10:00	<b>NYPD Blue</b> Bohco/Fox		<b>Dateline NBC</b> NBC News				
10:30							
<b>WEDNESDAY</b>	8:00 <b>Ellen</b> Disney	<b>Bless This House</b> Warner Bros.	<b>seaQuest DSV</b> Amblin/Universal	<b>Beverly Hills, 90210</b> Spelling	<b>Sister, Sister</b> Paramount		
8:30	<b>Drew Carey Show</b> Warner Bros.	<b>Dave's World</b> CBS Enter.			<b>The Parent 'Hood</b> Warner Bros.		
9:00	<b>Grace Under Fire</b> Carsey-Werner	<b>Central Park West</b> CBS Entertainment	<b>Dateline NBC</b> NBC News	<b>Party of Five</b> Columbia	<b>The Wayans Bros.</b> Warner Bros.		
9:30	<b>Wilde Again</b> Brillstein-Grey		<b>Law &amp; Order</b> Universal		<b>Unhappily Ever After</b> Disney		
10:00	<b>PrimeTime Live</b> ABC News	<b>Courthouse</b> Columbia Pictures TV					
10:30							
<b>THURSDAY</b>	8:00 <b>Charlie Grace</b> Warner Bros.	<b>Murder, She Wrote</b> Universal	<b>Friends</b> Warner Bros.	<b>Living Single</b> Warner Bros.			
8:30			<b>Single Guy</b> Castle Rock/NBC	<b>Cabin Pressure</b> Fox			
9:00	<b>The Monroes</b> Warner Bros.	<b>John Grisham's The Client</b> Warner Bros.	<b>Seinfeld</b> Castle Rock	<b>New York Undercover</b> Universal			
9:30			<b>Caroline in the City</b> CBS Enter.				
10:00	<b>Murder One</b> Bohco/Fox	<b>48 Hours</b> CBS News	<b>ER</b> Warner Bros./Amblin				
10:30							
<b>FRIDAY</b>	8:00 <b>Family Matters</b> Warner Bros.	<b>Dweebs</b> Warner Bros.	<b>Unsolved Mysteries</b> Cosgrove-Meurer	<b>Strange Luck</b> New World			
8:30	<b>Boy Meets World</b> Disney	<b>Bonnie</b> Letterman					
9:00	<b>Step by Step</b> Warner Bros.	<b>Picket Fences</b> Fox	<b>Dateline NBC</b> NBC News	<b>The X-Files</b> Fox			
9:30	<b>Hangin' w/Mr. C</b> Warner Bros.						
10:00	<b>20/20</b> ABC News	<b>American Gothic</b> Universal	<b>Homicide: Life on the Street</b> NBC Prods.				
10:30							
<b>SATURDAY</b>	8:00 <b>Maybe This Time</b> Disney	<b>Dr. Quinn, Medicine Woman</b> CBS Entertainment	<b>JAG</b> Paramount/NBC	<b>Martin</b> HBO Prod.			
8:30	<b>Somewh in Amer</b> Brillstein-Grey			<b>The Preston Episodes</b> Fox			
9:00		<b>Touched by an Angel</b> Carsey-Werner	<b>John Larroquette</b> Witt Thomas	<b>Cops</b> Fox			
9:30	<b>The ABC Family Movie</b>		<b>The Home Court</b> Paramount	<b>America's Most Wanted</b> Fox			
10:00		<b>Walker, Texas Ranger</b> Amadea	<b>Sisters</b> Warner Bros.				
10:30							
<b>SUNDAY</b>	7:00 <b>America's Funniest Videos</b> ABC/D/Bona	<b>60 Minutes</b> CBS News	<b>Brotherly Love</b> Witt Thomas/Disney	<b>Space</b> Fox	<b>Pinky &amp; The Brain</b> Spielberg		
7:30			<b>Minor Adjustments</b> Witt Thomas		<b>Sister, Sister</b> Paramount		
8:00	<b>Lois &amp; Clark</b> Warner Bros.	<b>Cybill</b> Carsey-Werner	<b>Mad About You</b> TriStar	<b>The Simpsons</b> Fox	<b>Kirk Cameron Pro.</b> Warner Bros.		
8:30		<b>Almost Perfect</b> Paramount	<b>Hope &amp; Gloria</b> Warner Bros.	<b>Too Something</b> Warner Bros.	<b>Simon</b> TriStar		
9:00				<b>Married...w/Children</b> Columbia	<b>Jackie G Project</b> Columbia		
9:30	<b>The ABC Sunday Night Movie</b>	<b>CBS Sunday Movie</b>	<b>NBC Sunday Night at the Movies</b>	<b>Misery Loves Comp.</b> Disney	<b>Cloghorne!</b> Fox		
10:00							
10:30							



Newcomers from left: WB Network's 'Simon,' Fox's 'Space,' CBS's 'If Not for You'

while NBC will add six comedies and one drama.

CBS's most talked about move last week was bumping the 11-year-old *Murder, She Wrote* out of the 8 p.m. Sunday slot, replacing it with mid-season hit *Cybill* and *Almost Perfect*, a new adult comedy about an unlikely couple (Nancy Travis and Kevin Kilner). CBS Entertainment President Peter Tortorici said the strong *60 Minutes* lead-in should give the two comedies a big boost against NBC's comedy block *Mad About You* and *Hope & Gloria*.

As to the move of *Murder, She Wrote* to Thursday, now dominated by NBC, Tortorici said the veteran drama

could provide the "real strength" CBS needs to start that night.

At Fox, entertainment group president John Matoian said the network strove to keep returning shows in their time periods to avoid having a "disruptive" schedule. The big exception was the move of the hit show *Martin* from Thursday to Saturday where it will kick off the night and serve as a launchpad for the new comedy *The Preston Episodes*, starring David Alan Grier of *In Living Color*.

Matoian said the other key goal for the network is to increase the variety of programs on its schedule as it continues to expand its demographic

profile. The mix includes general appeal and more sophisticated comedies on both film and tape, as well as science fiction, soaps and action dramas.

At WB, network president Jamie Kellner said the expansion to Sunday would let the network capitalize on the competitors' abandonment of family comedies in favor of adult comedies. "We've found our niche," he said last week. "As our competitors race to cancel successful all-family shows like *Full House*, *Blossom* and *Sister, Sister*, WB will be there at 8 p.m. with programs designed for kids, teens and their parents." ■

## Weekend 'Hard Copy' goes Hollywood

Paramount remakes show with new segments, reporters, name

By David Tobenkin

**P**aramount Domestic Television is revamping the weekend edition of its *Hard Copy* syndicated news magazine show into a Hollywood-themed show.

Among the changes to the edition, which has been dubbed *HCTV*, will be new news personalities, roundtable discussions of Hollywood personalities and events by magazine and newspaper columnists, other regular entertainment segments and new graphics featuring an HDTV logo superimposed on the lower right of the screen during the show.

"We are trying to create something unique...that will create more attention and attraction for viewers," says PDT

President of Creative Affairs Frank Kelly. "You need to keep these shows fresh, and if you aren't growing with ratings, you are declining."

Kelly says there are no plans at present to spin off the sixth day of the show into a new syndicated show. *Hard Copy* affiliates will continue to receive the sixth-day show along with the Monday-Friday version.

The weekend edition already has begun the transition by adding more entertainment content and a round-

**"You need to keep these shows fresh, and if you aren't growing with ratings, you are declining."**

**Frank Kelly, President of Creative Affairs, Paramount Domestic Television**

table of entertainment reporters discussing entertainment events.

Kelly says weekend host Diane Dimond will remain in her post, but that additional reporting talent will be added. He says that experimentation with different

columnists eventually will yield three regular participants and a moderator for the five-to-six-minute panel.

Kelly hopes to increase the amount of new material on the weekend show. There now is a 50-50 ratio of new and previously aired material. ■



# 'Ricki' moves up in early fringe

Early fringe slots now make up 80% of total clearances

By David Tobenkin

**R**atings growth by Columbia TriStar Television Distribution's *Ricki Lake* will be rewarded this fall with 15 top-50 market upgrades that will increase the show's potential viewership by 25%, CTTD syndication executives say.

Total early-fringe clearances for the syndicated talk show will rise to 80% of the show's total clearances in its third season, up from 34% in its first season and 60% this season, say CTTD's Steve Mosko and David Mumford, senior vice presidents of syndication and research, respectively. *Ricki* is cleared in nearly all markets, with 220 affiliates covering 98% of the country.

The show has earned a 5.5 Nielsen household gross average audience rat-

ing so far this season, making it second in that category. Among syndicated talk shows, it is second only to *Oprah* in all key women demographics.

Moves from a daytime slot to early fringe include from WKBD Detroit to WJBK-TV; from WFLA-TV Tampa to WTVT, and from KPDX Portland to 5 p.m. on KPTV. Stations where *Ricki* moves from morning to early fringe include KDNL-TV St. Louis and KABB San Antonio, where the show had been slotted for 11 a.m. The show also recently moved from a morning slot on KSTW Tacoma (Seattle) to 4 p.m. at KIRO-TV.

Other top markets and their upgrades:

- San Diego: from independent KUSI-TV to ABC affiliate KGTV as an *Oprah* lead-in;

- San Francisco: from 4 p.m. on KRON-TV, where *Ricki* was slotted against KGO-TV's *Oprah*, to lead into *Oprah* at 3 p.m. on KGO-TV;

- Gary, Ind. (Chicago): from 4:30 p.m. to 5 p.m. on WPWR-TV;

- Albuquerque, N.M.: from 9 a.m. to 3 p.m. on KOB-TV;

- Shaker Heights, Ohio (Cleveland): from UHF WOIO to a later slot on VHF WJW-TV.

- Fort Worth (Dallas): from 4 p.m. on KXAS-TV, where *Ricki* went head-to-head against *Oprah* on WFAA-TV to 5 p.m. on KDAF;

The show's split between CBS, ABC and NBC affiliates vs. Fox and independent stations will remain roughly the same, with 54% Big Three affiliates next season compared with 51% this season. ■

## SYNDICATION MARKETPLACE

### Perin developing 'Weird TV'

MG/Perin is developing a new hour weekly alternative magazine series for fall, *Weird TV*. Targeted at week-end late fringe, the show will feature reports on weird news, fictional segments and avant-garde short films. Twenty-six episodes will be produced for a summer 1995 slow rollout and a fall national launch.

### Group W Productions gets 'Sports Machine'

Group W Productions will take over syndication of half-hour weekly syndicated sports wrap-up show *George Michael Sports Machine* from ITC Entertainment for the new fall season. The show is cleared in eight of the top 10 markets for fall.

### Trimark forms syndication wing

Feature film production company Trimark Pictures has formed a television syndication department to distribute its feature films and develop movie projects for broadcast and cable television, all under the command of new Vice President

of Domestic Television Andrew Scott Reimer. Reimer was previously vice president of programming for Action Pay Per View. The movie company previously farmed out TV distribution of movie projects to other syndicators and may continue to do so in some cases, although now under the direction of Reimer.

### 'Fries Frame 7' cleared in 8% of country

Fries Distribution Co. has cleared *Chance of a Lifetime*, the second movie in its *Fries Frame 7* syndicated movie network, on 88 stations covering 78% of the country for a June 3-25 window.

### Marvel Action Universe clears 92% of country

Genesis Entertainment's syndicated weekend kids block, the Marvel Action Universe, has been cleared in 141 markets representing 92% of the country for a Sept. 24 debut. The series expands on the existing Marvel Action Hour by adding animated show *Biker Mice from Mars* to MAH shows *Iron Man* and *Fantastic Four*.

### Tribune clears 'Macy's Fourth of July' special

Tribune Entertainment Co. has cleared its *Macy's Fourth of July Fireworks* syndicated special in 150 markets representing nearly 85% of the country for a 9 p.m. July 4 live airing, with a syndication window continuing through July 9.

### New World/Hachette venture

New World Communications Group Inc. and Hachette Filipacchi Magazines have formed a joint venture to acquire *Premiere* magazine from K-II Communications Corp., with New World to use the *Premiere* trademark and editorial content in the development of one or more possible entertainment-related television series. Further details about possible shows were not released by Hachette or New World.

### New ASTA president

Rich Goldfarb, vice president of New World Sales and Marketing, was named president of the Advertiser Syndicated Television Association for 1995-96. —DT

## TOM JOHNSON:

# Staying ahead of the news curve

*It was 15 years ago that Ted Turner began building his news empire with the launch of the 24-hour Cable News Network. The operation has since grown to include additional news channels Headline News and CNN International, all tapping the resources of 29 bureaus worldwide. Ad revenue, subscription revenue and distribution continue to climb for the division (see accompanying chart). But W. Thomas Johnson, who has headed Turner Broadcasting System's news operations since 1991, says the division is not about to sit back and coast. In the following interview with BROADCASTING & CABLE Assistant Editor Rich Brown, Johnson talks about ways in which the company is retooling its news operations to stay competitive.*

**A** year ago you found yourselves with some ratings declines in the U.S., and you put a team in place to reevaluate your operations. What did you learn?

We learned something we've known for a long time—that news goes through cycles. We had a very quiet news period between the L.A. earthquake and the O.J. Simpson story, and it was during that period that we were in something of a ratings slump. But we also know, as we've known from the beginning, that news continues to break—major news—both domestically and internationally. Since then, of course, we've had not only the Simpson trial but the tremendous story of Oklahoma City. We also have the fascination with the dramatic changes taking place in Washington, symbolized by Gingrich and the Republicans taking the House and the Senate. And internationally, we've had the poison gas attack in Japan, a new outbreak of fighting in Sarajevo and the North Korea story.

To deal with the slower periods, we have introduced *CNN Presents*, which is doing very well on Sunday night at 9. We've introduced *Talk Back Live*, which most weeks is doing much better than the show it replaced. We've added a complete new lineup of weekend programming, including *Inside Politics*, *Capital Gang Weekend*, *The Computer Connection* and *Parenting Today*. So in the quiet periods we're hoping to put in more appointment shows that can hold the audience. I think we will always vary with the news environment.

**MTV seemed to take a lot of heat in the past year or two for getting away from its original mission of just showing music videos and expanding into more long-form programming. Is there any danger in going with more long-form, "appointment" viewing?**

Well, we do news here. That [was]

the original strategy, and we will continue to do the news. But we will do it both in terms of live, breaking news and in terms of news shows and news talk shows. But we are not going to move away from the original mission, which is to be a 24-hour, all-news service. Every show we put on is a news show, whether it's *Larry King* or *Talk Back Live*. And there is no plan to deviate from that strategy.

**How are the weekend shows faring?**

Very well. We are very encouraged by the weekend program changes.

**Was the move to add weekend programming in any way a reaction to the rise in weekend news programming by TV stations around the country?**

It was primarily—as a result of a study that was undertaken by a programming group—to strengthen all seven days of the week. We felt that, both domestically and internationally, we should have a very strong seven days a week of news and our programming needed upgrading. But all of this had been done with long-range planning, with a great deal of research. So I wouldn't describe it as reactive, although I think we always want to react to the news and to what's happening in the world around us.

**There's been some talk about adding a daily afternoon court show to the CNN schedule. Is that likely?**

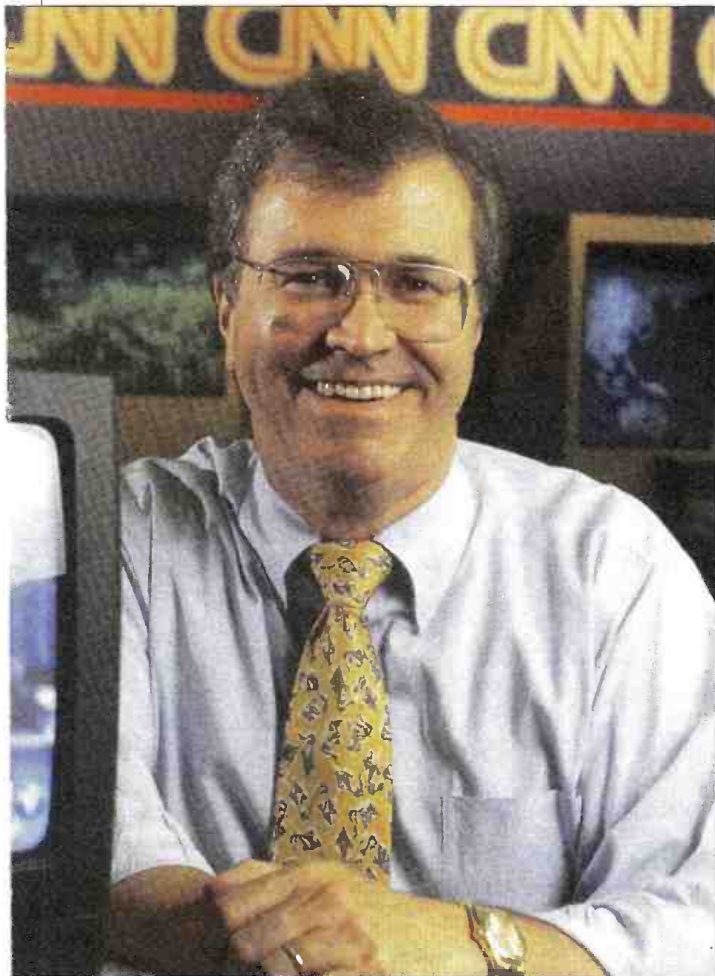
That is being discussed. There has been no decision made. It's very premature, but that is one of several ideas we're looking at.

**Do you anticipate there will be more "appointment" shows added to the programming lineup?**

Potentially. But we're in no way ready to announce any of that.

COVER STORY





**You told us a year ago that CNN's U.S. audience had limited interest in international programming. It seemed that you felt maybe there should be less international news on the domestic service. Is that the case?**

Well, no. I think our commitment is to do the most important international news on all services. If you think about our lineup today, we have CNN Domestic, CNN International, Headline News, Airport Network, CNN Spanish, CNN Radio—both in English and in Spanish—our investment in NTV in Berlin. And now a new project with Australian News Channel as well as a whole host of interactive services—new ventures, CD-ROM, CNN at Work. What we're trying to do in each of those services is include the most important international news. Certainly, there is more emphasis on international news on the international channel, which is now available in the U.S. in at least 3 million homes. But we have not backed away from our commitment to international coverage. Clearly, the domestic channel has more domestic news on it, and the international channel has much more international news on it. And we're trying to find the right balance. That continues to be an issue we examine here all the time.

**Did the 3 million homes for CNNI in the U.S. come as much of a surprise to you?**

That was a big surprise. I thought we'd be lucky to break a million, and it's already ahead of 3 million.

**There has been talk about CNN launching an all-business news channel. How serious are you about that?**

It's a service that is being evaluated. It has not been approved by the Turner board, but we clearly are considering it. I really believe that we do a splendid job in business news coverage. The elevation of Lou Dobbs to executive vice president this week [see sidebar, page 18] is indicative of the confidence I have in him and in the unit. It is respected both within the U.S. and internationally. We think there's more we can do with business news, and we intend to.

**Are there any other formats you would like to turn into full-time networks?**

We are exploring other channel concepts, but they are very much in the R&D phase.

**NBC News President Andy Lack has said he's looking into the possibility of launching an all-news service. How much of a threat would that pose to your business?**

I only know what I've read from Andy's statements. I think Ted demonstrated during the first 15 years in his competition with ABC, CBS and NBC domestically—and with the BBC and others internationally—that Turner knows how to compete, and I'm sure that we will continue to build here and to deal with the competition as it comes along. But we're not waiting on that. We're up to 20 international bureaus; we hope to have a new international bureau soon [in Seoul]; we have nine domestic bureaus, 200 international affiliated television stations, 400 domestic affiliates. We have a new \$12 million production center for CNN International. I'm going out this week to look at our new Hong Kong production facility, where we're doing live anchoring each day. We have continued to strengthen our position domestically and internationally with a lot of new competition. The initial concept that CNN be a lean, mean news machine continues to be our mandate.

**Legend has it that when Saddam invaded Kuwait, you asked Ted Turner how much you could spend on coverage and he told you "Whatever it takes." Is that standard policy? It seems to run contrary to the "lean, mean machine" concept.**

When there is major news, Ted's mandate to us is to cover it. That was true whether it was Tiananmen Square or the war in the Gulf or the aborted coup attempts against Gorbachev and Yeltsin. We went into Somalia and Sudan early with our flyaways; we've had a continued commitment to the Bosnia story; we put 75 staffers into South Africa to cover the election; we've had more than 70 staffers in Oklahoma City. So when important stories come along, we do what it takes—with Ted's total support—and then find ways to try to trim costs in other areas.

**As you look to the other services out there—specifically CNBC—do you see any competitive threats to your business?**

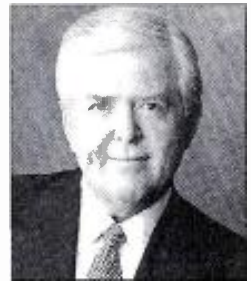
I see all of the channels that do news, both domestic and international, as competition. Our plan is to be the strongest, most competitive news channel of them all. And especially to be where the breaking news hits the fan, and to cover those stories. We know that CNN Live is one of our major competitive edges. But beyond that we plan to do more long-form journalism with our special assignment units. And we're going to move into the

## Bigger role for CNN's Lou Dobbs

Lou Dobbs' has been named executive vice president of CNN with a raise that boosts him into the elite salary club of those in TV news earning \$1 million. He will assume a bigger role orchestrating future business news programs on CNN.

Dobbs, now a member of the network's executive committee and co-director of CNN business development as well as manager of the network's business news, will oversee CNN's charge into other news areas, such as its recently launched on-line business service with Intel, "CNN At Work."

Dobbs said CNN is toying with other business news projects, which could include an all-business news channel, but no details have emerged. However, he said CNN does plan to launch a new business program this summer on Mondays called *Communicopia*. —JM



Dobbs named executive vice president of CNN

future very aggressively with interactive projects. So I see CNBC as competition, and I see all of those channels and services as competition. But I really think the CNN brand has been well established. It is respected, and audiences expect us to be there for them when the news hits.

**CNN's ratings enjoyed a nice boost from the O.J. Simpson coverage during the first quarter of this year, but Headline News's ratings were relatively flat. Why?**

Headline News does not fluctuate as much. It is a tightly packaged 48 half-hours. We rarely go live on Headline News. We do, but only for very brief segments. CNN is more likely to soar in those times because of the dedication to live. But advertisers especially have discovered that Headline News has terrific demographics. It's a very important service not only for the younger audience but for the highly mobile audience in hotels and traveling.

**Do you anticipate any tinkering with Headline News?**

We are improving the graphics; we are improving the sets. And it is now carrying a new sports ticker—which

was a Ted Turner idea—and it's been popular. We carry the business ticker by day, the sports ticker at night.

**What has been the progress so far with your online service, CNN at Work? It would seem, at this point, to be an expensive service. What can you realistically expect from it?**

We don't know yet what we expect other than that we plan to test the marketplace with a number of new projects: CNN at Work, CD-ROM, CNN New Ventures. We're in a variety of tests with others, including Time Warner in Orlando. We are not sure exactly where the world is headed in interactivity, but we intend to find out. And this is a very good project. We have a terrific relationship with Intel on it.

**Did the collapse of the Checkout Channel tell you anything about the future of place-based media?**

I would say that the success of the Airport Channel perhaps speaks more loudly than the Checkout Channel. I thought it was a very good example of the willingness of Turner Broadcasting to look at niches within the market.

The Checkout Channel was an effort to test the market to determine whether there was a place for this so-called niche, and it was not successful. But we moved right ahead with other projects. Initially going into that project, we had a partner that was going to handle all the monitors and the hardware. And when that partner pulled back, for reasons that had very little to do with the Checkout Channel, we frankly thought that there was a better allocation of our capital dollars to other projects.

**If you were to look at Turner's news operations in the next 15 years, any predictions on where the company would be?**

I think that CNN will be reporting from virtually all nations of the world to all nations of the world. We will do it not only in English but in many other languages—certainly including German and Spanish, as we do today, but potentially other languages as well.

### TURNER BROADCASTING SYSTEM NEWS OPERATIONS

YEAR ENDED DEC. 31—	1994	1993	1992	1991	1990
<b>ADVERTISING REVENUE (IN THOUSANDS \$)</b>					
CNN	206,475	191,572	179,023	171,844	151,067
Headline News	82,406	77,165	69,087	64,822	58,150
CNN Int'l	43,905	34,136	25,983	13,222	3,866
<b>SUBSCRIBER REVENUE (IN THOUSANDS \$)</b>					
CNN	209,701	189,635	166,256	148,590	136,881
Headline News	17,945	9,530	7,201	5,623	4,637
<b>U.S. COVERAGE HHS (IN THOUSANDS)</b>					
CNN	62,738	62,420	61,172	58,877	56,702
Headline News	54,191	54,219	51,354	48,223	44,708
<b>INTERNATIONAL COVERAGE HHS (IN THOUSANDS)</b>					
CNN Int'l	57,392	45,100	34,700	15,500	7,600
<b>AVERAGE U.S. RATING/AVERAGE U.S. VIEWING HHS (IN THOUSANDS)</b>					
CNN	0.6/361	0.6/369	0.7/400	1.2/685	0.7/391
Headline News	0.3/166	0.3/181	0.3/172	0.4/182	0.4/153

Ratings based on A.C. Nielsen data supplied by TBS. Average U.S. viewing households represent the average number of viewing HHS for the respective service at any time based on an average for each 24-hour period in the 12 rating periods in each indicated year. An additional 27 million, 29 million and 28 million homes received CNN International at least 5 hours per day in 1994, 1993 and 1992, respectively.



### Through partners?

Some of those may be through partners. We own all of our Spanish service today. We'll look at strategic alliances with an open mind, but also realizing that there are strengths in partnerships and constraints at times. I'm very enthusiastic about the future. I'm enthusiastic about the opportunity for many of these interactive services to flourish. Perhaps news on demand, perhaps other

services on demand. At the moment there is experimentation and testing, and out of this testing should come some promising projects for the future. CNN is journalistically very strong; it is operationally very strong and it is financially very strong. What has been created here, really throughout the world, is the CNN brand. And this brand means something very special in a world of global journalism. ■

## Viewers signal baseball ratings slide

*Most cable sports networks report audience drops; Big Apple still packs 'em in*

By James A. McConville

**T**he baseball strike has thrown a curve to cable sports networks, with most reporting sharp ratings declines for the first month of the delayed season.

Sports network executives offer a variety of reasons, including the late starting date, NBA/NHL playoffs, poor team play, more day games and even the weather—but most acknowledge that fan ire over the strike is likely a major factor.

ESPN's baseball ratings through the first 13 games are down 32% from this time last year, with a 1.5 rating average (all ratings are Nielsen metered market). While saying it is too early in the season to draw conclusions, an ESPN spokeswoman cites the late season start and fans' "needing time to rebuild their faith in baseball."

The Boston Red Sox, Pittsburgh Pirates and Baltimore Orioles have all taken it on the ratings chin. Red Sox ratings are down 10%, to a 2.3, says Jerry McAuliffe, director of advertising sales, New England Sports Network (NESN). Pirate viewership meanwhile has been a "major disappointment," says William R. Craig, general manager, KBL Network. In Baltimore, Home Team Sports' ratings for its first 11 Orioles games is down 12%, with a 4 average compared with a 4.5 rating this time last year.

The Philadelphia Phillies' fast start didn't prevent a ratings squeeze for PRISM/Sports Channel, with the network's basic Sports Channel earning a 4.7 rating in April compared with a 6 last year. Its premium channel, Prism, is also down, averaging 3.4 compared with 4.3 in 1994.

The Atlanta Braves telecasts carried on Ted Turner's TBS are down 23% nationally, registering an average 1.7

rating so far compared with a 2.2 rating last year. SportsSouth, which covers 24 Braves games, also report viewership down after seven games.

Although Florida's Sunshine Network doesn't release its Florida Marlins ratings, a company spokeswoman says ratings after 11 games were "lower than last year."

Prime Sports Network (PSN) ratings of coverage of St. Louis Cardinals games have slipped from a 2.2 average in April to 1.0 for May, says Paula Mogley, director of affiliate relations and marketing, PSN. She says comparisons with PSN's ratings last year aren't valid, since it was a startup and not widely available. The ratings for the Cards games on local affiliate KPLR(TV) are down more than 25% over last year, with an average rating of 7.75 compared with 10.4 last year.

Not all networks report ratings drains. Madison Square Garden,

which televises the New York Yankees, and Sports Channel, regional network for the N.Y. Mets, say they're enjoying hefty increases. MSG reports a 14% ratings jump, scoring a 1.83 after 17 games compared with 1.60 last year. An MSG spokesman says the rise comes from baseball fans' opting to watch games at home rather than go to the stadium.

Sports Channel New York scored a 20% increase in Mets viewership after 13 games, with a "significant" increase in the past three to five games. Jim Bates, vice president and general manager, Sports Channel, points to increased distribution, the end of the hockey and basketball regular seasons and "the average fan starting to put the strike somewhat behind them."

With only two televised games so far, Prime Ticket Network (PTN) reports that the Padres' ratings are up 24% over last year. ■

### Brill blasts E! over O.J.

Court TV CEO Steven Brill took a swipe at E! Entertainment Television's gavel-to-gavel coverage of the O.J. Simpson trial during a speech to the American Civil Liberties Union of Southern California last Wednesday in Los Angeles.

"While I would join you in court to fight for E!'s legal right to share in the Court TV camera feed from the O.J. Simpson trial, I sure would love to have a drink with Lee [E! Entertainment President Lee Masters] one night and ask him why it doesn't further coarsen society and cheapen tragic events when a channel that calls itself the entertainment network carries a double murder trial gavel, anchored by a diet-food pitchwoman, and complete with gossip reports and commentary from hair stylists and a dog psychologist. It's not illegal, and shouldn't be. It's just wrong." Masters, who is chairman of the local ACLU chapter and was present at the speech, told BROADCASTING & CABLE that Brill was playing fast and loose with one fact: "We're not an entertainment network. We are an entertainment network that covers news and information. This is the biggest story in Hollywood, and Hollywood is our beat."

—RB

**WCHY-AM-FM Savannah, Ga.;**  
**WIPI(AM)-WODE(FM) Easton, Pa.;**  
**KSSK(AM) Honolulu, KSSK-FM**  
**Waipahu and KUCD(FM) Pearl City, all**  
**Hawaii, and KRZR(FM) Hanford and**  
**KTHT(FM) Fresno, both California**

**Price:** \$36 million

**Buyer:** Patterson Licensee Corp.  
 (Robert Dyson, chairman of board;  
 James Wesley Jr., president/CEO);  
 no other broadcast interests.

**Seller:** WP Radio Corp. (Bob Sherman, president); no other broadcast interests.

**Facilities:** WCHY(AM): 1290 khz; 5 kw;  
 WCHY-FM: 94.1 mhz; 100 kw; ant.  
 1,320 ft.; WIPI: 1230 khz; 1 kw; WODE:  
 99.9 mhz; 50 kw; ant. 449 ft.; KSSK  
 (AM): 590 khz; 7.5 kw; KSSK-FM: 92.3  
 mhz; 100 kw; ant. 499 ft.; KRZR:  
 103.7 mhz; 50 kw; ant. 499 ft.; KTHT:  
 102.7 mhz; 50 kw; ant. 500 ft.

**Format:** WCHY(AM): contemporary  
 country; WCHY-FM: contemporary  
 country; WIPI: sports/talk; WODE:  
 oldies; KSSK(AM): AC; KSSK-FM: AC;  
 KRZR: AOR; KTHT: AC.

**WJMZ-FM (Greenville) Anderson, S.C.**

**Price:** \$5.3 million

**Buyer:** ABS Communications Inc.

## Gulfstar grows

Two Texas-based radio groups, Gulfstar Communications and Sonance Communications, are merging. Sonance's president, William Hicks, is buying his brother Steven Hicks's voting interest in Gulfstar. William Hicks will become chairman of the new group, which will be based in Austin and use the Gulfstar name.

Gulfstar owns KLV(AM)-KYKR-FM Beaumont, KYKS-FM Lufkin, KIXS-FM Victoria, KNUE-FM Tyler and KKYR-AM-FM Texarkana, all Texas. Gulfstar has pending the sale of KLTN-FM Port Arthur and the purchase of KKMV-FM Orange/Beaumont, KLV(AM)-FM Bloomington/Victoria and KTYL-FM Tyler, all Texas, and WJBO(AM)-WFMF-FM/WYNK-AM-FM Baton Rouge.

Sonance owns WTAW(AM)-KTSR-FM College Station/Bryan, KBRQ-FM Hillsboro/Waco, KJIZ-FM Killeen, KLTX-FM Harker Heights, KCHX-FM Midland and KFMX-FM/KKAM(AM)-KRLB-FM Lubbock, all Texas. —JAZ

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$858,000 □ 3

FMs □ \$11,968,000 □ 9

Combos □ \$38,400,000 □ 2

TVs □ \$0 □ 0

Total □ \$51,226,000 □ 14

So far in 1995:

AMs □ \$53,991,119 □ 78

FMs □ \$319,849,721 □ 156

Combos □ \$741,860,300 □ 93

TVs □ \$1,561,502,000 □ 47

Total □ \$2,677,103,140 □ 374

(Kenneth Brown, chairman); owns WROQ(FM) Greenville (Anderson), S.C., and WKHK(FM) Richmond (Colonial Heights) and WSVS(AM)-WKJK(FM) Richmond (Crewe), both Virginia.

**Seller:** AmCom Carolinas Inc.  
 (George Francis Jr., president/CEO);  
 owns KRMD-AM-FM Shreveport, La.  
**Facilities:** 107.3 mhz; 100 kw; ant.  
 1,008 ft.

**Format:** urban

**Broker:** Media Venture Partners

**WHYY-AM-FM Montgomery, Ala.**

**Price:** \$2.4 million. An application to assign the stations to Alabama Radio Broadcasting Inc. was granted on Oct. 21, 1994, but has not and will not be consummated.

**Buyer:** McDonald Investment Co. Inc.  
 (William McDonald, chairman/100%  
 interest); no other broadcast inter-  
 ests.

**Seller:** Thomas Duddy, receiver for  
 Holt-Robinson Television; no other  
 broadcast interests.

**Facilities:** AM: 1440 khz; 5 kw day;  
 1 kw night; FM: 101.9 mhz; 100 kw;  
 ant. 1,200 ft.

**Format:** AM: top 40; FM: top 40

**Broker:** H.B. LaRue Media Brokers

**WXFX(FM) Prattville, Ala.**

**Price:** \$1.65 million

**Buyer:** McDonald Investment Co. Inc.  
 (William McDonald, 100% interest);  
 no other broadcast interests.

**Seller:** Downs Broadcasting II (Paul  
 Downs); no other broadcast interests

**Facilities:** 95.1 mhz; 50 kw; ant. 492 ft.

**Format:** classic rock

**KDBX(FM) Banks, Ore.**

**Price:** \$1.3 million

**Buyer:** Salem Communications Corp.  
 (Stuart Epperson, chairman/50%

interest; Edward Atsinger, presi-  
 dent/50%); owns 17 AMs and 9 FMs.  
**Seller:** Robert Fogal; no other broad-  
 cast interests.

**Facilities:** 107.5 mhz; 2 kw; ant. 397 ft.

**Format:** contemporary Christian

**WZEA(FM) Hampton, N.H.**

**Price:** \$1.1 million

**Buyer:** The ADD Radio Group Inc.  
 (Peter Arpin, president/direc-  
 tor/91.3% voting stock); no other  
 broadcast interests.

**Seller:** Coastal Broadcasting Corp.  
 (J. Bonnie Newman); no other  
 broadcast interests.

**Facilities:** 102.1 mhz, 3 kw, ant. 328 ft.

**Format:** bright AC

**Broker:** Media Services Group Inc.

**WQNJ-FM Ocean Acres, N.J.**

**Price:** \$1.1 million

**Buyer:** New Wave Broadcasting Inc.  
 (formerly D&F Broadcasting Inc.; Jon  
 Ferrari, president); owns WJLK-FM  
 Asbury Park, N.J.

**Seller:** Seaira Broadcasting (Pat Par-  
 son, president); no other broadcast  
 interests.

**Facilities:** 98.5 mhz, 6 kw, ant. 328 ft.

**Format:** AC

**Broker:** Blackburn & Co. Inc.

**KPIG-FM Freedom (Monterey-Carmel), Calif.**

**Price:** \$1 million

**Buyer:** Elettra Broadcasting (Ken  
 Dennis, president; Stephen Welsh,  
 CEO); no other broadcast interests.

**Seller:** Radio Ranch (Leo Kesselman,  
 owner); owns KTAP(AM) Santa Maria  
 and KIDI-FM Guadalupe, both Califor-  
 nia.

**Facilities:** 107.5 mhz, 2.9 kw, ant. 335  
 ft.

**Format:** country/rock

**Broker:** Kalil & Co. Inc.

**WRAI(AM) San Juan, P.R.**

**Price:** \$785,000. Proposed assign-  
 ment will take place following con-  
 summation of the transfer of control  
 of Radio Aeropuerto Inc.

**Buyer:** Pedro Roman Collazo (pro-  
 posed chairman of Radio Aeropuerto  
 Inc.; 20% interest in WLDI Inc.);  
 owns WSJU(TV) San Juan, WAHQ(FM)  
 Carolina, WVOZ(TV) Ponce, WVEO-TV  
 Aguadilla and WEGM(FM)  
 Hormigueros, all Puerto Rico.

**Seller:** Radio Aeropuerto Inc. (Pirallo  
 family trust); no other broadcast  
 interests.

**Facilities:** 1520 khz, 10 kw



**Format:** Spanish contemporary  
**Broker:** Media Venture Partners

**KITX(FM) Hugo, Okla.**

**Price:** \$365,000.

**Buyer:** B.P. Communications Inc. (Billy Perrin, president, and Marjorie Perrin jointly own 100% interest); no other broadcast interests.

**Seller:** Harold Cochran; no other broadcast interests.

**Facilities:** 95.5 mhz, 50 kw, ant. 492 ft.

**Format:** C&W

**WIBN(FM) Earl Park, Ind.**

**Price:** \$100,000

**Buyer:** Brothers Broadcasting Corp. (John Balvich Jr., president/100% interest); owns WRIN(AM)-WLQI(FM) Rensselaer, Ind.

**Seller:** IBN Broadcasting Inc.; no other broadcast interests.

**Facilities:** 98.1 mhz, 25 kw, ant. 328 ft.

**Format:** AC

**KOFO(AM) Ottawa, Kan.**

**Price:** 5,000 shares of Brandy Communications stock for \$64,000

**Buyer:** Bradley Howard, president of Brandy Communications; no other broadcast interests.

**Seller:** Brandy Communications Inc.; no other broadcast interests.

**Facilities:** 1220 khz, 250 w day, 40 w night

**Format:** C&W

**KOKN(FM) Hobbs, N.M.**

**Price:** \$53,000 for CP

**Buyer:** Noalmark Broadcasting Corp. (William Nolan Jr., president/92% interest); KELD(AM)-KIXB-FM/KISQ-FM El Dorado, KXOW(AM)-KLAZ-FM Hot Springs, KKZQ Lowell and KKIX-FM Fayetteville, all Arkansas; KKTU-AM-FM Kilgore, Tex., and KYKK(AM)-KZOR-FM Hobbs, N.M.

**Seller:** Cottonwood Communications Corp., debtor-in-possession; permittee of KPSA-FM La Luz and KPSA(AM) and new station, both Alamogordo, both New Mexico.

**Facilities:** 102.9 mhz; 100 kw; ant. 518 ft.

**Format:** dark

**KOFK(AM) Milan, N.M.**

**Price:** \$9,000

**Buyer:** Ship of Fools Broadcasting Corp. (Eugene Anderson, chairman; Bernie Bustos Jr., president; 50% interest each); no other broadcast interests.

**Seller:** Fred Rodarte and Danny Almanza; no other broadcast interests.

**Facilities:** 1130 khz, 5 kw.

**Format:** dark

## Spelling shareholders reassured

At Spelling Entertainment's annual shareholders meeting in Beverly Hills last week, company officials touted strong 1994 financial results and urged patience on the part of SE shareholders.

Some shareholders have criticized the November elimination of dividend payouts by the company and the lack of price appreciation in the company's stock. Spelling President and Chief Executive Steven R. Berrard said the doubling of the company's revenue and a 37% increase in net income from fiscal 1993 to 1994 are signs that the company's financial plan is on track, growth he expects will eventually be reflected in a rise in its stock price.

There are no plans for Viacom, which owns about 77% of the company's common stock, to acquire the remaining outstanding shares, as has been rumored, he said.

Diversification of SE's operations—with only 34% of its total revenue coming from television programming in 1994, compared with 49% in 1993 despite increased TV production—has made it less vulnerable to seasonal variations in television production and the dangers of a production slow spell, Berrard said.

After the meeting, John Ryan, president of Spelling's Worldvision Enterprises syndication wing, confirmed that the low-rated, female-skewing syndication block Spelling Premiere Network will not return for another season this fall, as had been expected (BROADCASTING & CABLE, May 1). Spelling Entertainment Vice Chairman Aaron Spelling also noted that the Fox Network has picked up SE's *Melrose Place* and *Beverly Hills, 90210* for two additional seasons through 1996-97, with a 34-episode-per-season commitment made to *Melrose* and a 32-episode-per-year commitment to *90210*. —DT

March 1995

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# Hundt counters FCC's critics

*Calls for future 'traffic cop' role or abolition put agency chairman on defensive*

By Christopher Stern

**W**hy does the FCC need a competition division or an equal employment opportunity branch? That's what House Telecommunications Subcommittee Chairman Jack Fields wants to know.

Fields (R-Tex.) will be asking that and other questions this week when he begins discussing the fate of the FCC with his Republican colleagues in preparation for authorization hearings next month.

While Fields, who has called the competition bureau a "mini-Justice Department," is talking about "radical reform," senior FCC officials have begun to plot a defense of the agency.

FCC Chairman Reed Hundt last week laid out his battle plan when in three separate appearances he emphasized the "public interest" mission of the agency.

"The number-one mission of this agency, or any other similar government agency, is to realize there is a public interest stake in the communications revolution," Hundt told Connecticut officials visiting Washington last week.

Also last week at the Museum of Television & Radio in New York, Hundt criticized "headline-seeking think tanks" that want to "make war on the very notion that there is a pub-

lic interest aspect to communications."

Hundt took the defensive after congressional Republicans and conservative think tanks began to call for downsizing and even completely dismembering the FCC.

Leading the assault on the 60-year-old bureaucracy is House Speaker Newt Gingrich (R-Ga.), who has called for the FCC's abolition in five years "at the most." This week, conservative think tanks Progress & Freedom Foundation and The Heritage Foundation will publish a report calling for almost total abolition of the agency within 18 months.

Hundt is so concerned that two weeks ago he convened a meeting of his fellow commissioners. All attended but Rachelle Chong, who was out of town. One source said the meeting was "informational," with Hundt soliciting advice from the commissioners on strategies to defend the agency. Hundt also has asked all bureau chiefs to write brief descriptions of their offices' obligations and duties.

The FCC also will submit 37 leg-



*Reed Hundt is trying to save his agency.*

islative proposals to Congress that embody the agency's yearlong streamlining effort. Among its proposals, the FCC is asking for authority not to regulate "where unnecessary in the public interest."

Despite the calls for downsizing or abolishing the FCC, agency officials pointed out that pending telecommunications-reform

legislation would increase the agency's responsibilities, functions and size. The Senate version of the bill calls for more than 80 rulemakings. The Congressional Budget Office estimates that the Senate bill would cost \$42 million during the next five years.

The House bill is expected to be much more deregulatory than the Senate's, imposing fewer new tasks and stripping current ones. Even Fields conceded that the FCC will have a role to play. It must perform some "traffic cop" duties for the communications industry, he said.

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) says the FCC's elimination should be a "long-range goal." ■

## **Regulators challenge Continental-FCC contract**

Local regulators last week questioned both the FCC's authority to enter into a "social contract" with Continental Cable and what good that contract does subscribers.

In comments filed at the FCC, state and city officials registered the complaints they have been voicing about the contract since April, when the FCC and Continental announced the proposed agreement.

The cities also claim that the FCC does not have the authority to regulate rates "on the basis of ad hoc, ex parte negotiations with the cable operator," according to comments filed by the Florida cities of Lauderhill, Plantation and Tamarac.

The six-year deal with Continental would resolve 370 outstanding rate complaints at the FCC from cities and states. In return, Continental would refund \$9.5 million

to subscribers through in-kind payments such as free programming or upgraded equipment. The deal also requires Continental to invest \$1.35 billion in its systems during the next six years.

Local officials call the in-kind payments "nothing more than a commission-sanctioned promotional scheme.... Subscribers will get free installations and free movies, but no cash refunds or credits toward monthly service," regulators in Ohio and Michigan say.

But not all comments filed last week were critical. The Massachusetts Cable Commission supports the plan, citing the reduction in the backlog of rate complaints. It also supports the concept of a "social contract" generally because it provides rate stability for both the cable company and subscribers. —CSS



# Classifieds

See last page of classifieds for rates and other information

## RADIO

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**Fast-Track. Commodore Media, Inc.**, planning for rapid expansion in mid-sized markets, seeks tireless, creative, take-charge people to join our company in positions of Station Management and Sales Management. We offer major-market earning opportunities through generous salary/bonus structure and stock options to those who possess exceptional qualifications. Experience in value-added selling, sales promotion, and carrying own list is a must. A great opportunity to join a young, energized company on the move. EOE. Resumes, references to: Sandra Nacinovich, c/o Commodore Media, Inc., 500 Fifth Avenue, Suite 3000, New York, NY 10110.

### HELP WANTED SALES

**Sales Manager.** New England FM, 25-54 established format. Great area within Boston ADI. EOE. Send resume and background info. Reply to Box 00445.

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**CE for major market AM/FM combo.** 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.

To place an ad in the  
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INTERNET: AFASULO@BC.CANNERS.COM

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EQUAL OPPORTUNITY EMPLOYER

**Seeking Sportscaster** to do afternoon's on 1010 WINS in New York, as well as other duties. Must have at least 5 years major market experience as a Sportscaster. Send tape and resume to Steve Malzberg, Shadow Broadcasting, 201 Route 17 North, Rutherford, N.J. 07070. No calls.

**Eastern Long Island, New York...** The perfect combination of lifestyle and career opportunity...WBAZ-FM/WLIE-FM seeks intelligent, dedicated, hands-on, professional as News Director/Morning Anchor. Tape/resume to Box 1200, Southold, New York 11971. EOE.

**News Director/Producer** - Progressive small market station, located at the University of Missouri-Rolla, seeks listener-oriented professional to direct and produce news/public affairs programming. Will produce state, regional, and local news and features (with possible national distribution); serve as news anchor and talk show host; act as program host and board operator when necessary and perform other duties as assigned. A Bachelor's degree in communications-related area or an equivalent combination of education and experience is required. A degree in Journalism is preferred. Minimum one year radio broadcasting/production experience, preferably in public radio, is required. Desirable qualifications include: exceptional written, verbal and interviewing skills; audio production expertise; and knowledge of IBM computers. Successful candidate will possess professional, intelligent, personable on-air style. For application forms, contact Human Resource Services, 1202 North Bishop, University of Missouri-Rolla, Rolla, MO 65401-0249. (314-341-4241, TDD 314-341-4205). Completed application form, resume, and air check tape must be received by Human Resource Services no later than June 20, 1995. The University of Missouri-Rolla is an Equal Opportunity/Affirmative Action Employer. Women and minorities are encouraged to apply.

### HELP WANTED PRODUCTION

**Production/Asst. Op Dir.** for station heavy in local news and community involvement in a vibrant, growing market. Prior experience required. Join a team where your energy and creativity will make a difference. Send tape and resume to: Julie, WSQR, 1851 Coltonville Road, Sycamore, IL 60178. EEO. Affirmative Action Employer.

**Full time 4 to 10 PM** production person for Country/Talk combo. PBP a plus. Entry level applicant considered. Tape and resume to: Chuck Larsen, KAMI, 835 Meridian, Cozad, NE 69130. No calls. EOE.

### PROGRAMMING SERVICES

**Revealing and Humorous Celebrity Interviews.** The latest from Hollywood. In English or Spanish. For your morning radio show. Free six week trial. World Broadcast Entertainment Reports. (213) 934-6465.

## TELEVISION

### HELP WANTED MANAGEMENT

**National Sales Manager.** Exciting opportunity for individual who wants to be a major contributor to the success of a top 40 network affiliate. Individual must be a strong communicator and coach who can provide leadership to National Rep Firm while maintaining inventory and setting aggressive rates. Individual must be extremely innovative and committed to winning. Please send resume to Box 00447 EOE.

## IF YOU'RE A GREAT GRAPHIC DESIGNER READ THIS!

CBS in Chicago is looking for a talented graphic designer for broadcast with strong typographic & design skills. Must have Macintosh and Quantel Paintbox experience. Must be willing to work evenings and weekends.

If interested, please send demo reel and resume.



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CBS is an equal opportunity employer

**CNBC**, a cable service of NBC, is looking for an experienced team leader to oversee all Traffic activities for CNBC, America's Talking, and our "This Mornings Business" syndicated program.

As you supervise a staff of six in our fast-paced, high-pressure environment, you will coordinate program scheduling and changes, monitor workflow, handle inventory issues, oversee contract administration, manage production of daily broadcast logs, and supervise the tape library at our Fort Lee, NJ facility.

To qualify, you must have a 4-year degree in communications or a related field, with at least 8 years' traffic experience, including 4 years as a supervisor. Complete knowledge of the broadcast traffic process, program scheduling formats, and inventory management is required. PC literacy (Windows) is essential. A background with JDS, Columbine, or similar systems is preferred, as is experience migrating to new traffic systems.



For consideration, please send or fax your resume to: **CNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024.**  
**Att: Employee Relations-CO-TT. Fax: (201) 585-6275.** We are an equal opportunity employer.

**National Sales Manager:** Seeking aggressive, creative and experienced manager for Top 50 market CBS affiliate. Must have strong desire to succeed, ability to demonstrate skills and inventory pricing and control track record. Will be required to work local contacts to assure share growth. No calls. Send cover letter, resume, references to NSM, WHP-TV, 3300 North 6th Street, Harrisburg, PA 17110. EOE.

**National Sales Manager.** Top rated FOX station offers excellent opportunity for a motivated individual with 3-5 years national rep experience or proven experience at the station level. The successful candidate should possess exceptional communication skills, be able to manage inventory and develop creative sales ideas. Motivational skills important and superior sales results a must. Travel required. Computer literacy important. Please send resume to Jeff Guilbert, GSM, WUHF-FOX 31, 360 East Avenue, Rochester, NY 14604. No phone calls please.

## MEDIA MANAGEMENT POSITIONS IN THE FORMER SOVIET UNION

Internews Network, a 501(c)(3) non-profit organization that supports independent media in emerging democracies with production and programming, journalism and business training, funding and equipment, is recruiting qualified candidates for management-level positions in Moscow and Kiev.

*Preferred candidates for Moscow position have USAID or comparable grant administration experience; knowledge of Russia, or other relevant overseas experience; and exceptional personnel management skills. Russian language skills preferred but not required.*

*Preferred candidates for Kiev position have managerial experience, a media background; exceptional personnel management skills; familiarity with the international distribution of news and entertainment programming; and proven negotiating skills with a flexible, entrepreneurial approach that will help guide grant-funded projects to eventual self-sustainability. Ukrainian and/or Russian language skills preferred.*

Please respond with resume to:

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**Dominant Top 50 Southeast Network affiliate** is looking for top-notch National Sales Manager. Strong TV sales background, minimum two years in sales management required. Good communication skills a must. Reply to Box 00441 EOE.

**Promotion Manager.** WPWR, Chicago's fastest growing independent station, has an immediate opening for Promotion Manager. Candidate should have 3 to 5 years experience in television promotion and marketing. The ideal candidate should possess strong marketing skills, strong writing and producing skills, experience directing outside media, and is very organized, with excellent creative judgement. The position is responsible for the station's complete on-air look and the direction and implementation of all outside media. WPWR offers strong programming including United Paramount affiliation. EOE. Qualified candidates may send resume to: Tom Feie, Program Director, WPWR, 2151 North Elston Avenue, Chicago, Illinois 60614 or fax to (312)276-6477.

**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.



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WTAJ-TV



## LOCAL SALES MANAGER

Dominant station in Central Pa. WTAJ-TV, the CBS affiliate in the Altoona/Johnstown/State College market offers an outstanding opportunity for an individual with at least three years broadcast television sales experience.

Must be able to train and focus a young sales staff. Current LSM's or AE's who are "On The Move" should send a letter that sells, plus a detailed resume. Outstanding benefits, 401k.

Profit sharing, pension plan and company car.

Respond in confidence to:

### GENERAL SALES MANAGER

WTAJ-TV  
P.O. BOX 10  
ALTOONA, PA. 16603-0010



GATEWAY  
COMMUNICATIONS, INC.

AN EQUAL OPPORTUNITY EMPLOYER

Development Director of West Virginia Educational Broadcasting, Charleston, West Virginia. Duties: Responsibility for planning and implementing development programs, which includes; creation of capital campaigns; managing membership and underwriting activities; administer endowment, planned giving, and major gift programs. Since development is the responsibility of the Educational Broadcasting Authority, reports to the Executive Director. Qualifications: Degree in communications, marketing, broadcasting, or appropriate combination of education and experience. Minimum of five years managerial experience with responsibility for fund raising, community relations, long-range planning, and revenue forecasting. Knowledge of issues affecting revenue sources for public broadcasting. Ability to communicate clearly in writing and orally and to establish and maintain effective working relationships with superiors and associates. To apply: Request required WVEBA application blank. Write to: Personnel, Educational Broadcasting Authority, 600 Capitol Street, Charleston, WV 25301. Deadline: Completed WVEBA application blanks must be postmarked no later than Friday, July 7, 1995. The Educational Broadcasting Authority is the licensee of three public television stations, eight public radio stations, and a statewide microwave interconnection system. The West Virginia Educational Broadcasting Authority is an Equal Opportunity Employer and encourages minorities and women to apply.

**Great Opportunity.** WSYX-TV, River City Broadcasting, Columbus, Ohio is looking for a Local Sales Manager who has high energy, who can coach, train and motivate. Individual must be creative and control inventory, develop new business opportunities, and establish partnerships in one of the countries most dynamic markets. Please send resume to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718 Attn: Local Sales Manager. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

**Local Sales Manager.** WPRI-TV is looking for a dedicated sales professional willing to manage a staff of eight aggressive sales and marketing professionals. If you possess strong leadership skills and you are self-motivated with a strong drive to win, we want to speak with you. Previous sales management helpful but not mandatory. Experience in retail sales development, creating special projects, and a working knowledge of Scarborough and TapScan desirable. Please apply in writing to Bob McCaughey, General Sales Manager, WPRI-TV, 25 Catamore Boulevard, East Providence, RI 02914. WPRI-TV is an Equal Opportunity Employer.

**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.

**Local Sales Manager.** Midwest FOX affiliate has immediate opening. Candidate should have strong new business development skills, and a history of selling special projects that attract incremental dollars. Not a desk job!! Send resume and salary history to Box 00446 EOE.

## HELP WANTED SALES

### SALES ASSISTANT

KABC-TV is seeking an individual with strong administrative skills to assist in the Sales Department. Ideal candidate should have previous sales assistant experience with excellent written and verbal communication skills. Excel and Word for Windows is a must. Send resumes: **John Riedl, General Sales Manager, Dept. SA-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** No phone calls please. Equal Opportunity Employer.



**Account Executive.** Television station seeking aggressive and experienced Account Executive to develop new business and manage existing account list. Three years television sales experience required. Send resume to General Sales Manager, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. EOE.

**Minimum of 3 years broadcast sales experience.** Team-player with a competitive spirit, revenue driven and results oriented. New business development and agency experience a must! Knowledge in use of marketing research and computers. Send resume to Local Sales Manager, WCPX TV, 4466 John Young Parkway, Orlando, FL 32804. EOE.

**Sales:** Expansion has created the opportunity for three broadcast or cable television advertising sales executives with a minimum of five years media related experience required. TV syndication or production sponsorship sales a plus. Salary base and commission. Please forward resume to: VP Program Development, 245 North Ocean Boulevard, Suite 306, Deerfield Beach, FL 33441 or Fax (305) 427-8606.

**Television Ad Sales:** Excellent opportunity for advertising pro with high energy, who is self directed and motivated. This position is ideal for creative, results oriented individuals who are in tune with Orange County agencies and clients. Excellent oral and written communication skills a must. No beginners, minimum three years local ad sales experience required, preferably in electronic media. Professional satisfaction and big financial rewards for the right person. Resume and cover letter to Sales Manager, OCN, P.O. Box 11945, Santa Ana, CA 92711. EOE. No phone calls please.

**WSYX-TV, River City Broadcasting, Columbus, Ohio, ABC affiliate** is seeking a high energy Account Executive/Seller. Individual must be a team player who is willing to work hard to develop new business and aggressively service sellers list. Interest in enhancing current relationships and developing new partnerships. Must have previous Broadcast sales experience. Qualified candidate should send resume to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43216, Attn: Account Executive. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

**Sales Representative South and Central America.** Global Access Telecommunications Services Inc., the leading provider of worldwide satellite and fiber transmission and networking services for the television and video industry, has an excellent opportunity in a newly created position. We are seeking a highly motivated self-starter with a successful track record to develop the South and Central American markets. The candidates must be bilingual and have prior industry experience and/or knowledge. Resumes only. Fax to: (617)720-0803, Attn: Keith Buckley.

**WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?**

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

**HELP WANTED TECHNICAL**

**Transmitter Technician.** WBZ Radio and Television, Boston seeks an experienced Engineer who has a strong knowledge of RF and transmitters. You will be responsible for maintaining the WBZ Television and Radio transmission facilities in accordance with FCC requirements and standards as dictated in the FCC Rules and Regulations. Ideal candidate will have experience with AM, FM and lowband television transmitters but will consider applicants with microwave and two-way communications radio experience. Some mechanical ability required. Minimum two year technical college degree required. Must be "self-starter" with the ability to work alone, unattended and be available 24 hours a day. Some overtime work required. Send resumes to Human Resources, WBZ AM/TV, 1170 Soldiers Field Road, Boston, MA 02134. EOE. M/F/D/V. No phone calls please!

**Maintenance Engineer** - Ability to repair to component level, analog and digital television studio equipment. General class FCC license or SBE certificate preferred, Spanish helpful (not required). Minimum two years experience required. Qualified candidates fax resume and cover letter to (310) 348-3414 or send to KMEX-TV, HR Department, 6701 Center Drive West, 15th Floor, Los Angeles, CA 90045. EOE.

**Television Studio Maintenance Engineer:** Successful applicant will be a strong self starter, team player, and goal oriented individual with at least 2 years experience in a similar position in broadcast commercial television. Responsible for maintenance, calibration, and proper operation of studio equipment. This includes ENG equipment, tape and disk based recorders, cameras, switchers, digital effects, graphics and related equipment. FCC General Class license required. Associates degree or equivalent preferred. Send resume to: Richard Monn, Engineering Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls. An Equal Opportunity Employer.

**Satellite Engineering Positions:** Senior Engineering Manager and Engineering Technician position at major New York Teleport. Base band and RF experience required. Knowledge of broadcast industry a plus. Senior Engineering Manager position, management experience a must. Send resume to: Gaby Snyder, VP Eastern Operations, Keystone Communications, 380 Madison Avenue, 8th Floor, New York, NY 10017.

**Chief Engineer: KFNB TV Casper, WY** has an immediate opening. The successful candidate will have a proven track record of success in the maintenance and trouble shooting of high powered UHF transmitters, microwave, and associated studio equipment. Must possess good management and planning skills and be willing to be on call 24 hours/day. Send resume to KFNB-TV, 7075 Salt Creek Highway, #1, Casper, WY 82601. 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.CAHNERS.COM

Top small market news-driven affiliate looking for a hands-on Chief Engineer. Organization, communication, planning, and personnel skills a must. Extensive knowledge of computers and digital technology is required. Three years in TV broadcasting, an FCC first class license, SBE certified and/or EE or associate degree a plus. Send resume to General Manager, WBOC TV-16, P.O. Box 2057, Salisbury, MD 21801 or Fax to (410) 749-2361.

**HELP WANTED NEWS**

**OLYMPIC COORDINATOR**

WSB-TV, Atlanta's number one news station, is looking for a candidate with news production experience to coordinate Olympic coverage. This individual must know how to market a news product...therefore both news and marketing experience at a local station is preferred.

Please send resumes, tapes, and writing samples to:

Lauren Watkins  
Assistant News Director  
WSB Television  
1601 West Peachtree Street NE  
Atlanta, Georgia 30309

*We are an Affirmative Action, Equal Opportunity Employer. M/F. ADA*

**NATIONALLY SYNDICATED NEWS MAGAZINE SEEKS**

**Promotion Writer/Producer**

Must have extensive experience writing and producing news oriented TV and radio spots, the ability to lead a tight-knit team, and an overwhelming desire to compete. If you can make spots sparkle in a high energy, fast turnaround environment, then this is the national opportunity you've been waiting for. Send resume and non-returnable reel in strictest confidence to Box 00442. EOE.

**Photographer.** Leading Gulf Coast operation looking for person who can shoot, edit and set up live shots. Your pictures should tell the story. Resumes and tapes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE. M/F.

**News Assignment Editor.** WKRC-TV is looking for experienced full-time weekday person to run assignment desk. Must be aggressive, calm under pressure and able to generate story ideas. Minimum 3 years professional TV news experience. College degree required. No calls. Send resume to Attn: Business Office - NAE, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. EOE.

**Assignment Editor:** Midsize market leader seeks fast-thinking...action-oriented Assignment Editor. Great place to make a career!! Send resume (and/or tape) to Neil Goldstein, News Director, WRGB-TV, Box 1400, Balltown Road, Schenectady, NY 12301-1400.

**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.

**Reporter.** Hit the ground running with the fastest-growing news operation in Minneapolis-St. Paul. Strong writing skills and live experience required, SNGL a plus. We need a street-smart, story idea machine. Make us keep up with you! Send non-returnable tape and resume to Dana Benson, News Director, KMSP-TV - UPN9, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls please! EOE.

**Weekend Weather Anchor.** WTRF-TV, a CBS affiliate in the Wheeling/Steubenville market is seeking an experienced Weather Anchor for weekends. Meteorologist preferred. Knowledge of Accu-Weather Systems a plus. Send resume and non-returnable tape by June 7 to: Personnel, WTRF-TV 7, 96 16th Street, Wheeling, WV 26003. EOE.

**3 Meteorologists needed.** Need main weather anchor and two anchor/reporter/chasers. Texas/Oklahoma/Kansas knowledge and/or experience preferred. We have Kavouris I-7 and Doppler radar. If you know forecasting, know how to use exciting graphics on TV and want to get your hair wet chasing storms, send a 3/4" tape now to Tom Pratt, News Director, KXXV-TV, P.O. Box 2522, Waco, TX 76702. EOE.

**News Writer:** WKRC-TV is looking for a part-time news writer. Minimum of 1 year professional TV or Radio news experience. College degree required. No calls. Send letter and resume to attn: Business Office - NW, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. EOE.

**WFSB, a Post-Newsweek Station,** is seeking an Assignment Desk Editor. Candidates should have minimum 2-3 years prior assignment desk experience. Must have good organizational skills and be able to communicate effectively. We're looking for a real self-starter! Send resume to Sue Maier, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**News Director.** WTRF-TV, a CBS affiliate in the Wheeling/Steubenville market seeks a strong News Director. Individual must have management experience, proven leadership ability and a commitment to be no less than number 1. Send resume by June 7 to: Personnel, WTRF-TV 7, 96 16th Street, Wheeling, WV 26003. EOE.



**Weekend Anchor/Weekday Reporter.** WTRF-TV, a CBS affiliate in the Wheeling/Steubenville market is seeking a take charge individual to solo anchor and report weekends. Individual will also report three days per week. Prior experience a must. Send resume and non-returnable tape by June 7 to: Personnel, WTRF-TV 7, 96 16th Street, Wheeling, WV 26003. EOE.

**Assignment Desk:** WKRC-TV is looking for a part-time person to work 4:30 - 11:30pm shift on weekends, minimum of 1 year professional TV or Radio news experience. College degree required. No calls. Send letter and resume to attn: Business Office - AD, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. 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.

**Co-Author/Reporter.** West Texas, CBS affiliate, seeks a Co-Author/Reporter for the 10:00 PM newscast. Must be able to gather, write and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Department, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Reporter...** Emmy Award winning nightly entertainment magazine show in top 50 market is seeking Reporter with a minimum of 3 years live and tape reporting and story producing experience in news or related shows. If you are a good communicator, energetic, involved in "today" experiences, have a good sense of humor, and a team player, forward cover letter, resume and tape ASAP to: Michele Brown, HR #509, WHAS-TV, 520 West Chestnut Street, Louisville, KY 40202. EOE. M/F/D/V.

**A great newsroom in the Midwest** is looking for an experienced News Producer for the award winning NewsCenter 16 investigative unit, "Contact 16." This producer will write, organize and coordinate all aspects of "Contact 16," including setting up/doing field interviews, supervising editing and graphics, selecting the best stories to do, investigation surrounding the stories, and responding to viewer calls and letters. College degree in Journalism necessary. One to two years news experience preferred. Send resume to: The WNDU Stations, Position #00113. Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please!

**Assignment Editor.** KOLR-10, CBS affiliate, seeks an Assignment Editor with a minimum of four years experience in news, with one year of assignment responsibility. To apply, send resume to KOLR-10 News Director, P.O. Box 1716, Springfield, MO 65801. EOE.

**Conus Communications needs an Anchor/Reporter.** 3 to 5 years experience. No beginners. Excellent writing and packaging skills. Experience in live SNG reporting and computer literacy a plus! Amy J. Stedman, Human Resources 85-95, Conus, 3415 University Avenue, St. Paul, MN 55114. Women and minorities encouraged to apply.

**Director: Fully bilingual (Spanish/English)** Directors needed for Spanish Television Network facilities in Miami and Los Angeles. Must have live news (or equivalent), entertainment directing experience. We do exciting TV. We need exciting directors to make it happen! Rush resume and non-returnable tape to Human Resources, Telemundo Network, 2290 West 8 Avenue, Hialeah, FL 33010. No phone calls, please. 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.

**Wanted: Ace Photographer.** If you live to make beautiful pictures...if you're looking for the right situation to showcase your talent! Look no further! KHOU-TV, the CBS affiliate in Houston, TX wants you! This is your opportunity to join an award winning Creative Services department. A variety of projects await you: station promotional spots, commercial clients and programming projects need your creative eye for composition. The successful candidate for this position possess skills in both video and film shooting, field lighting and editing and at least 5 years experience as photographer in a medium to large market. Send resume and your latest reel (non-returnable) to: Steven James, Assistant Production Manager, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019. EOE.

**WSYX-TV** is looking for a News Photographer. Candidate should be experienced in shooting ENG tape, editing news tape, and fact gathering. Live remote broadcast, using ENG microwave trucks, portable microwave equipment. Must have valid driver's license. Qualified applicants should send tape and resume to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43216, ATTN: Photographer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

**Weekday News Producer.** Top 60 NBC station in Mid-Michigan looking for a take charge person to produce award winning newscast. Our last 6 o'clock producer went to NBC. Prior experience a must. Show us your best, creative work. Send resume, writing samples and non-returnable 3/4" or VHS tape to: Personnel Director, WEYI-TV, 2225 West Willard Road, Clio, Michigan 48420. M/F. EOE.

**KETV, Omaha, Nebraska** has an immediate opening for a Reporter and Backup Anchor. This is a high profile position with the news leader in the Omaha market. KETV and parent company, Pulitzer Broadcasting, believe in promoting from within, and this position offers great growth potential. Qualified applicants must have three years television anchoring and reporting experience. Investigative reporting experience is desirable. Send resume and non-returnable tape demonstrating anchoring, reporting and live field work to: RoseAnn Shannon, News Director, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE/ADA.

**Photojournalist** wanted to round out a creative, award winning team. Our photojournalists do more than take pictures, we develop ideas, ask questions, and let our video tell the story. Professional photojournalist needed immediately! Send tape and resume to Kim Sadler, WTLV, 1070 East Adams Street, Jacksonville, FL 32202.

**KSTP-TV lost its lead female Anchor.** Now there's an opportunity for one of the hottest anchor talents anywhere. Is that you? If you're not a beginner and you bring fire and desire to everything you do, don't hesitate to apply! Amy J. Stedman, Human Resources 86-95, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Women and minorities encouraged to apply.

**KTUU-TV** is looking for an Anchor/Reporter and a General Assignment Reporter. If you are an experienced anchor who likes to hit the streets, KTUU is the place to be. Murrow and Emmy Award winning newsroom. Excellent salary, medical, benefits, large staff and a commitment to quality. No beginners, please. Send non-returnable tape to Tim Woolston, Asst. News Director, KTUU-TV, 701 E. Tudor, Ste. #220, Anchorage, AK 99503-7488. EOE.

**HELP WANTED PRODUCTION**

**WSYX-TV, River City Broadcasting,** Columbus, Ohio is looking for a top notch commercial Producer/Director. Qualified individual must have 3 years commercial producing/directing/shooting/editing experience and ability to take project from initial concept with client to completion. Working knowledge of Ampex Ace Editor, Video Toaster, Ampex ADO, Ampex Betacam is very helpful. Please send resume and demo tape to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718 Attn: Commercial Producer/Director. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

**Art Director.** Live and work in the beautiful Blue Ridge Mountains. WLOS-TV is looking for a creative and dedicated Art Director to take the station to the next artistic level. The ideal candidate must be able to balance the urgency of a newscast with the high demands of an independent station while supervising a two person staff. Candidates must also have a college degree, a minimum of three years in television graphic design and experience with Pinnacle Paint systems and Pagemaker 4.0. Send resume and tape to Guy Chancey, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No phone calls. EOE.

**Fast but good, problem-solving Videographer/Editor** for production house/ad agency. Intimate experience with toaster, lightwave 3D. Warm climate, positive environment. Send resume and non-returnable VHS reel to Box 00413 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.CAHNERS.COM

**Custom Service Manager:** Experienced TV field/live-shot producer needed to market, arrange and coordinate facilities, and supervise selected field assignments. Based at our Washington, DC hub, APTV Custom Services will coordinate AP member station location needs around the world and arrange and supervise foreign broadcaster facilities in the United States. Send resume and outline of experience to: Bob Feldman, Director of APTV Operations, Americas, 1825 K Street NW, Suite 710, Washington, DC 20006. No phone calls. EOE.

**Editor.** WATL 36 seeks on-line video tape editor for 11:30 pm - 8:00 am shift. Editing promos, PSA's and commercials. Minimum 3 years experience. EOE. If qualified, send resume and tape to (no phone calls): WATL 36, One Monroe Place, Atlanta, GA 30324 Attn: Personnel Director. Or fax resume to (404) 881-3740.

**Electronic Graphic Artist.** Network affiliate in 10th market seeks an Electronic Graphic Artist. Applicants should have 3-5 years experience including Quantel Series 7000 Paintbox or later version. Knowledge of television production using multiple mix effects switchers, DVE, CG and still store is essential. Knowledge of Macintosh computers and software is important. Duties include creation of electronic graphics for news, promotion, programming and other station projects as needed. Please send resume and tape to: EGA-B&C, P.O. Box 77010, Atlanta, GA 30309.

**Director:** Aggressive NBC Affiliate is looking for a top notch director. Qualified individuals will have four years experience directing or technical directing fast paced news, computerized editing experience and college degree. Send resumes and non-returnable tape to WXII-TV, Personnel Director, P.O. Box 11847, Winston-Salem, NC 27116. EOE.

**Art Director.** Art Director to manage the creation of on-air graphics, print projects and set design for WTOL-TV. Emphasis on electronic graphics for news and station promotion. Desk-top publishing experience a must. 3 years experience or related degree required. Send resume and reel to: Personnel Administrator-25, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls, please. WTOL-TV is an Equal Opportunity Employer.

**Senior Writer/Producer.** New independent in Asheville, NC seeks a seasoned Writer/Producer to create eye-catching promotional spots. Must be a proficient editor and dynamic writer while working with minimal supervision. Must have at least two years experience as Writer/Producer and a degree in Mass Communications or related field. Experience with Avid edit system a plus. Send resume and non-returnable tape to: Guy Chancey, Marketing Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No phone calls. EOE.

KOTV is seeking a full-time, Post Production Editor with 1 to 2 years experience to post promos, spots and long format. We've got great toys, so you need working knowledge of GVG 141, GVG 200, GVG Kaleidoscope, and Digital Betacam. We're looking for great technical strength, positive attitude, and the creativity to match. No phone calls please. Send letter of application, resume, and non-returnable demo reel to: Personnel Department, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F. An A.H. Belo Broadcasting Company.

**Broadcast Graphics Designer:** WGAL, a Pulitzer Broadcasting station, is looking for a talented, enthusiastic individual to support #1 newscast and daily local programming. Must have strong working knowledge of PC's and DOS-based design software. Experience with DP 4:2:2 a plus. Send resume and non-returnable tapes to: Cil Frazier, Creative Director, P.O. Box 7127, Lancaster, PA 17604. WGAL 8 is an Equal Opportunity Employer.

**NBC Daytime.** Looking for talk show producers, East and West coasts. (Single topic). Resumes to: NBC/East-West Daytime, 3000 West Alameda Avenue, Burbank, CA 91523. EOE.

**HELP WANTED PROMOTION**

**Creative Services Manager.** Group owned (Belo) Southeastern ABC affiliate seeks well experienced Creative Services Manager. Looking for a professional to continue development and lead award winning promotion, production and art efforts. The successful candidate will have three years experience developing and coordinating on-air news and station image promotion, extensive experience dealing with creation of electronic graphics, working with and managing creative people, and can demonstrate skill at having been a creative and resourceful hands-on professional who understands research based marketing. Interaction with station's department heads and staff are major portion of the position. Interested candidates should respond with a resume and non-returnable tape to: Lee Salzberger, President and General Manager, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. No phone calls. EOE.

**Promotion Writer/Producer.** Discovery Networks seeks Promotion Writer/Producer for The Learning Channel. 5+ years experience. Excellent writing a must. Experience producing with Avid a plus. No beginners, please. Send tape and resume to: Human Resources, Discovery Networks, 7700 Wisconsin Avenue, Bethesda, MD 20814. Equal Opportunity Employer.

**HELP WANTED RESEARCH**

Turner Broadcasting System, Inc., is searching for the "right" person to assume Research Director responsibilities for WTBS in Atlanta. Responsibilities will include Nielsen audience information analysis and input. Maintenance of PC Sesami Avail System. Experience with Nielsen Conquest; CMR (Competitive Research Reporting); Simmons and Tapscan a must. This position requires an aggressive, creative and strategic thinking individual who is comfortable with Desktop Publishing and Excel.

If you have a college degree, the desire to become part of the Turner family and a love for Sales Research, please send resume to:

DONNA MCGOWAN  
TURNER BROADCASTING SALES, INC.  
ATLANTA LOCAL MARKET  
ONE CNN CENTER  
BOX 105366  
ATLANTA, GEORGIA 30348-5366

**Director of Marketing Research.** Do you have what it takes to analyze, visualize, and be part of an award-winning sales marketing team? KXAS-TV, the NBC affiliate in Dallas/Ft. Worth, seeks an experienced Director of Marketing Research. This position heads all aspects of statistical and qualitative research for sales, marketing and promotion of station. The right candidate knows how to assess and clearly communicate news and programming information, and must effectively interact with station departments and corporate offices, as well as our national rep firm and network. If you have a degree in marketing or related field, a minimum of 3 years experience in broadcast research with the portfolio to prove your talent, are an excellent communicator, a computer whiz, and a leader, contact Ronne Sellers, Sales Marketing Manager, at (817)654-6417. EOE.

**HELP WANTED FINANCIAL & ACCOUNTING**

**Business Manager.** Applicant should have a minimum of seven years of progressive accounting experience, including supervision of an accounting staff. Industry certification and/or CPA would be a plus but are not required. Business Manager reports directly to the Vice President and General Manager of the CBS affiliated station. Candidate must have experience with AS400 and PC spreadsheet packages. Also should be able to communicate well with other department heads and staff. Send cover letter and resume to: General Manager, WLKY, P.O. Box 6205, Louisville, KY 40206. EOE.

**SITUATIONS WANTED MANAGEMENT**

15 years programming, operations, management in country's toughest market. LMA tuned me loose! Movie schedules a specialty. Challenges welcomed! Consulting or full-time. Broadcast or cable. Mark 214-699-9383.

**SITUATIONS WANTED VOICEOVERS**

30 year Radio/TV Announcer... Voiceovers, ID's, News Opens/Close, Sweepers, Liners, Promos. Call Danny at (208)384-9278 for demo tape.

**TV SALES TRAINING**

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

**VIDEO SERVICES**

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



**VOICEOVERS**

Network experienced, quality voice, plus female and Spanish. ISDN for TV and Radio from our studio to yours. Also reel to reel audio service via Fedex. Commercials, promos, narrations. Complete station image. Contract packages available. Network Voice Promos (305) 756-7408.

**CONSULTING FIRMS**

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**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.

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*Executive Crisis Management & Consultants*

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

**CABLE**

**HELP WANTED MANAGEMENT**

**CABLE GENERAL MANAGER**

CFW Communications Company, a Virginia Public Company, seeks a General Manager for its successful subsidiary headquartered in Charlottesville, VA. Three systems currently operational (1 hardwired, 2 wireless) and plans to turn up three additional wireless markets. Also plan to build or acquire other cable systems along 300 mile fiber optic network. This person will be responsible for all aspects of the business and will report directly to the President.

Looking for a well rounded business person that is high energy, hard worker, good people person and strong marketing/sales experience. Send resume immediately to **CFW Communications, Human Resources Department, P.O. Box 1990, Waynesboro, VA 22980.** Equal Opportunity Employer.

**DIRECTOR**

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**HBO is undergoing its second major executive shift** in less than three weeks with the exit of longtime original programming chief **Bridget Potter**. Her duties will now be handled by newly promoted Bob Cooper, president of HBO Pictures and HBO Showcase, and Chris Albrecht, president of HBO Original Programming and HBO Independent Productions. Both executives will report to HBO President Jeff Bewkes. The move follows the recent promotion of HBO Chairman Michael Fuchs to chairman of the Warner Music Group.

**A New York state judge ruled last week that Prodigy is a publisher subject to the rules of libel.** The ruling allows an investment bank to go forward with a \$200 million suit against the online service after fraud allegations were posted on an electronic bulletin board. Prodigy maintained that it is a common carrier and is not responsible for the contents of its products.

**FCC Chairman Reed Hundt says the U.S. public should not depend on market forces to support educational programming on television.** "It is not the social responsibility of business to raise our children," said Hundt in remarks at a



**Selling party**

The William Morris Agency held its annual network television sales season party at New York's 21 Club. Among those present (l-r): Bob Wright, NBC; Jim Griffin and Bob Crestani, William Morris; Peter Lund, CBS, and Sam Haskell, William Morris.

seminar sponsored by the Annenberg Washington Program. Hundt said that since broadcasters can't be expected to promote educational programming on their own, the FCC should "pass rules that work." He also said that the commissioners need to be persuaded "to vote for these rules."

**Oprah Winfrey's Harpo Films will produce six made-for-TV movies** for ABC-TV during the next three years. No titles have been selected for production; those ultimately chosen will appear under the *Oprah Winfrey Presents* banner. Kate Forte, Harpo VP of development and production, will oversee acquisition and development of the projects.

**CBS said last week that it**

**would abandon its "seamless" prime time programming** and go back to commercial breaks between shows. The network said it would retain the seamless format at 11 p.m., leading into local late news.

After nearly a decade as the top-ranked talk show in Los Angeles, **King World's Oprah** on KABC-TV was **bested in the May book by Paramount Domestic Television's Montel Williams** on Chris Craft/United's KCOP, although the latter airs an hour later, at 4-5 p.m., and still trailed in the share of total viewers in the hour watching the show. *Oprah* earned a 6.1 Nielsen household rating/18 share to *Williams's* 6.2/16. Factors in the *Montel*

**Daytime winners shine**

CBS took top honors at the 22nd annual Daytime Emmy awards, winning 15 statues last week in New York. But the show with the most awards was ABC's *General Hospital*, with five.

Following CBS in number of honors were ABC (12); syndicated shows (11); the Public Broadcasting Service (9); NBC and HBO (3 each); Disney Channel (2), and Fox, E! and Nickelodeon (1 each).

The Daytime Lifetime Achievement Award was presented posthumously by the National Academy of Television Arts & Sciences (NATAS) and the Academy of



Television Arts & Sciences to Ted and Betty Corday (producers of *Guiding Light*, *As the World Turns* and *Days of Our Lives*) "for their unique talents and understanding of the world of daytime drama and their exceptional contributions to the enrichment of the viewing public." On hand for the presentation were (l-r) David Louie, NATAS chair-

man; John Cannon, NATAS president; Ken Corday, executive producer, *Days of Our Lives*, and son of the honorees; Frances Reid, presenter, and James L. Loper, ATAS executive director. —MKM

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victory appear to include *Oprah's* skew toward softer subjects during the past season and a general decline in its ratings and steady growth for *Williams* this season.

**Robin Sproul**, acting bureau chief and VP, news coverage, ABC News in Washington, has been **named VP/bureau chief**. Sproul joined ABC in 1981 as Washington bureau chief for ABC News Radio.

**James Hart**, who until last week was president of Multimedia's broadcasting division, will join Scripps Howard as senior VP in charge of its nine network TVs. He will oversee day-to-day operations of the stations.

**Deborah Leoni**, ABC-TV VP of drama series development, soon will leave her post, after two and a half years, to begin producing shows for the network under a production deal with ABC. A replacement has not yet been named.

**Marilyn Wilson**, dick clark productions VP of development, was named an executive producer of the company's new syndicated talk show, *Tempest*.

**Clear Channel Communications has purchased \$30 million worth of Class A common stock in Heftel Broadcasting**, owners of 15 Spanish-language radio stations in the U.S. The purchase gives Clear Channel a 20% stake in Heftel, but less than 5% of the company's voting stock.

**Comsat Entertainment Group last week bought the Quebec Nordiques for \$75 million.** The Comsat Corp. subsidiary plans to move the NHL franchise to Denver, where the company also owns the NBA Nuggets. Comsat, the U.S. signatory to international satellite consortium Intelsat, says the hockey team will move to Denver in time for the 1995-96 hockey season.

**The legal battle over must-carry law resumed** last Friday in U.S. District Court in Washington. In massive filings, broadcasters backed by the federal government asked a three-judge panel to affirm the law, saying the impact on cable has been "minimal and diminishing." Cable operators and programmers, meanwhile, renewed the argument that the law discriminates against cable networks and violates their First Amendment rights. Oral arguments are slated for July 17.

## WASHINGTON

### Voices of experience

Among the authors of the Progress & Freedom Foundation/Heritage Foundation study on downsizing or abolishing the FCC are some alumni: Peter Pitsch, FCC chief of staff under chairman Dennis Patrick; Greg Sidak, deputy general counsel (Patrick); Ken Robinson, aide to former chairman Al Sikes; Thomas Hazlett, chief economist (Sikes); James Gattuso, deputy chief, Office of Plans and Policy (Sikes), and Bob Crandall, aide to former commissioner Glen Robinson. The study is to be released Tuesday.

### Take it slow

The NAB was hard at work Friday guarding against calls for a shorter transition period to digital TV. In a fax titled "Accelerating Transition to Digital Television Is Costly and Dangerous," broadcasters argued that consumers would have to pay at least \$2,500 for new TV sets or "stop watching their favorite shows." One source said the NAB's concerns were raised by recent comments by House Telcomsubcom Chairman Jack Fields (R-Tex.) and FCC Chairman Reed Hundt, both of whom have raised the issue of shortening the transition period from the current 15 years.

### More auctions?

Drafters of a rulemaking proposal for digital satellite radio are pondering an auction provision in their notice. Any bidding will depend on whether the FCC first decides to open the service to more license applications, thereby creating the possibility of "mutually exclusive" applications. The contentious issue is the subject of negotiation among commissioners, FCC sources say. Commissioner Susan Ness has spoken in favor of another processing round. Commissioner James Quello is said to be "extremely concerned" about the prospect.

## NEW YORK

### Penthouse PPV

*Penthouse* magazine is preparing to tap into the growing adult pay-per-view business by launching a PPV network. Spearheading the effort is

Anthony Guccione, son of *Penthouse* founder Bob Guccione, who has just been named executive VP of new media and filmed entertainment for *Penthouse* parent General Media International.

### WB cable plans

The WB Network plans to launch a satellite-delivered 24-hour cable network in 1997 to fill in gaps in its coverage, according to WB President Jamie Kellner. By that time, he says, the network should be at no less than 85% coverage of the U.S. "Eventually, if we do everything right, we'll get 92% of all households" via over-the-air stations, superstations and the white-space cable network, he said.

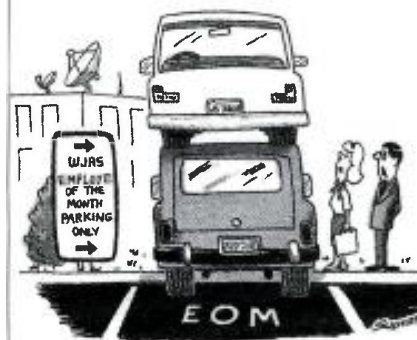
### Business at Tiffany

CBS affiliates have come up with a name for their corporation to do joint ventures with the network and other entities: Tiffany Alliance Group (TAG). Initially, TAG was set up as a limited liability corporation, but that's been changed: It will now be a Delaware-based standard corporation in which participating affiliates will be required to buy shares. One difference from ABC counterpart Newvenco: CBS-owned stations will be encouraged to participate. ABC-owned stations are barred from Newvenco.

## PALO ALTO

### On the block

Palo Alto, Calif.-based Douglas Broadcasting is for sale. In addition to brokering time for ethnic programming, Douglas owns 6 AMs and 6 FMs. Gary Stevens & Co. is expected to broker the sale.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"It was a tie this month."

## Tumbling down

We were surprised and amazed when the Berlin Wall fell, and we're no less surprised and amazed by the deregulatory swath being cut by the Republican-dominated 104th Congress. It's not yet a done deal, but looking at the Senate and House versions of the telecommunications-reform bill shows an almost pat hand for the following:

**Broadcast.** Cable/broadcast crossownership? Out. Broadcast/newspaper crossownership? Out. Network/cable crossownership? Out. Ownership limits in radio? All gone. Numerical ownership limits in TV? Gone. Percentage ownership cap in TV? Raised to 35%. Permission to own two stations in a market? Granted. Second TV channel restricted to incumbents? Deal. The only real limitation: choosing between a broadcast/cable crossownership or a broadcast/newspaper, unless the FCC approves both.

**Cable/Telco.** Cable would be admitted to the telephone business, albeit 18 months down the road. Telcos would be admitted into cable in 15 months. At that time cable would be deregulated for the expanded basic tier (although the Senate version adds a "bad actor" clause for systems with rates above the national norm).

With the quid almost on the table, the quo can't be far behind. For broadcasting, the greatest threat is spectrum fees. As Big John Dingell puts it: "Once they've been deregulated, they can't argue that they're special."

## Taking charge

The NCTA and the PTA held a workshop in Washington two weeks ago to help teach critical TV viewing skills. It is part of the Family and Community Critical Viewing Project launched last fall. Twelve such workshops

already have been conducted, with 12 more planned. The Washington stop was an ideal opportunity to show lawmakers the industry's commitment to addressing TV violence and commercialization issues, so it is a shame only one congressman—Democrat James Moran of Virginia—was able to attend. For those unable to make the trip, the point of the program is to help viewers "take charge" of their TV sets by becoming active, critical and informed TV watchers, and to pass those skills on to their children. The viewing guide ("Taking Charge of Your TV: A Guide to Critical Viewing for Parents and Children") that accompanies the workshop is a refreshingly candid appraisal of what TV is and isn't.

This is an intelligent effort to deal with important content issues.

## Broadcasters are editors, too

Radio talk show host Sonny Bloch was indicted last week, charged with using the airwaves to defraud. We're in no position to judge his guilt or innocence, but the episode serves to remind all broadcasters of their responsibility for the programming that issues from their towers. It need not be as beyond reproach as Caesar's wife, but it should not be too far south of the borderline. It shouldn't be that hard to distinguish between the two.

This page is periodically reminded of a speech given in 1960 by Justin Miller, an honored past president of the National Association of Broadcasters. Socratically, he held out two admonitions to his broadcast colleagues: "How much profit is enough?" and "How close to the line do you come?" Each broadcaster must answer those questions for himself; the important thing is to keep asking them.

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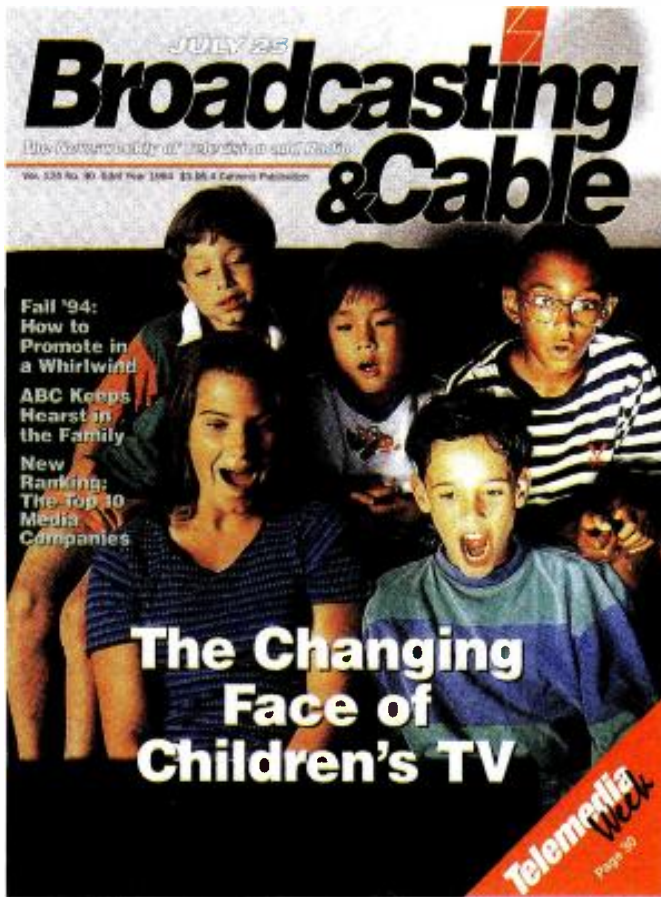
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