

JUNE 26

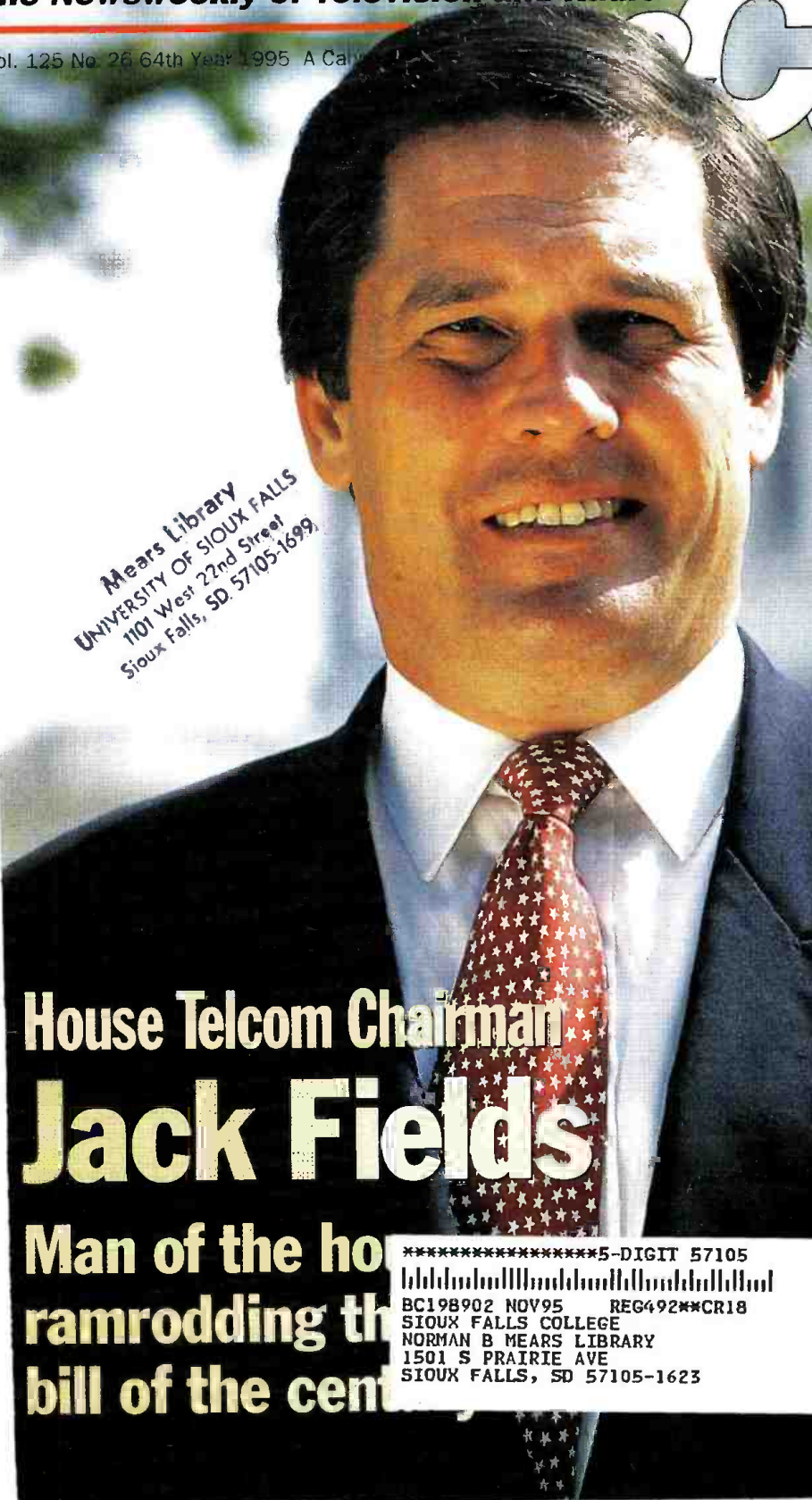
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# Broadcasting

## Cable

The Newsweekly of Television and Radio

Vol. 125 No. 26 64th Year 1995 A Cable



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### More about the bill

It's a go  
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Rising expectations  
on station prices  
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Cable looks like  
big winner,  
but at a price  
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Long distance  
bigger win than  
TV for telcos  
PAGE 40

## House Telcom Chairman Jack Fields

Man of the hour  
ramrodding the  
bill of the century

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Week  
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# WARNER BROS.



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Miller•Boyett Productions  
in association with  
Warner Bros. Television



## MARTIN

HBO Independent  
Productions



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## NIGHT COURT

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## GROWING PAINS

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**WE'VE GOT ONE  
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A SYNDICATED  
COMEDY THAT  
WILL WORK  
RUN AFTER RUN...**

# Fast Track

MUST READING FROM BROADCASTING & CABLE

JUNE 26, 1995

## TOP OF THE WEEK

**NBC hurdles Olympics ad record** NBC has sold more than \$600 million in advertising for the 1996 summer Olympics in Atlanta, far surpassing the previous ad sales record of just under \$500 million. / 6

**Telcom bill's a go** Members of Congress and industry observers say President Clinton will sign telecommunications reform into law by the end of the year. / 10

**TCI buying Western, United Video** TCI is embarking on a \$750 million spending spree, buying Chronicle Publishing Co.'s Western Communications and swapping stock to acquire superstation distributor United Video. / 10

**FCC drops PCS minority preferences** Although PCS auction minority preferences got the hook last week, FCC officials insist that the FCC's other minority policies such as EEO enforcement will not vanish so fast. / 11

**Hall of Fame honorees** Eighteen broadcasting and cable industry luminaries from the past and present will be honored during the Fifth Annual BROADCASTING & CABLE Hall of Fame this fall. The honorees include award-winning producer Steven Bochco, Sid Caesar and Imogene Coca, and ABC News's Peter Jennings. / 14



## COVER STORY

### **Telcom Chairman Jack Fields: Man of the hour**

Representative Jack Fields is ramming a "telecommunications-revolution bill" through Congress that he thinks will get even more deregulatory. / 24

Cover photo by Stephen R. Brown

*The House has problems with the V-chip, says Telecommunications Subcommittee Chairman Jack Fields. / 24*

## PROGRAMMING

### **Sweating out mandatory ratings**

Broadcasting and cable have joined forces to try to head off a mandatory TV ratings system. Opponents of the Senate's version of telecommunications reform are optimistic that the final version of the bill will not include such a measure. / 16

### **UPN grows, sets KIDS schedule**

After announcing nine new affiliates last week, the United Paramount Network detailed plans for UPN KIDS—its Sunday children's programming schedule—and presented its fall prime time lineup. / 17

### **O.J. continues syndication drain**

Ratings are down for many first-run shows in the afternoon and prime time access due to continuing viewer interest in the O.J. Simpson trial. / 20

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## CABLE

### **Classics square-off in court**

In a \$250 million breach-of-contract suit, American Movie Classics says Turner Entertainment has violated its exclusive rights agreement to show films from Turner's RKO film library. / 29

### **Singles make for attractive market**

Cable has entered singles programming with two singles-oriented channels already launched and another promised for later this year. / 31

## RADIO

### **Greaseman's ratings slide**

Ratings for radio talk comic Doug "The Greaseman" Tracht plunged in Arbitron's latest winter report, but the talk show host says it's just a matter of time until his popularity translates. / 36

## BUSINESS

### **Telcom reform: Where it will hurt**

The three industries most affected by telecommunications reform—broadcasting, cable and telephone—will enjoy immense opportunity but face new competitive threats when a reform bill becomes law. Here's their take on the future under such a measure. / 38, 40

### **The Viacom Store**

Viacom is opening a chain of specialty retail stores that will sell products developed from its various film, publishing and programming divisions. / 43



## FCC readies blueprints for digital age

*Proceeding to consider second channel with flexibility for HDTV, multicasting*

By Chris McConnell

**F**CC staff last week were putting final touches on a rulemaking that would give TV stations second channels along with the flexibility to use them for HDTV, multicasting and other digital services.

The proceeding may consider shortening the current 15-year "transition period" from analog to digital TV, "repacking" TV channels after the transition to free up more spectrum for nonbroadcast uses, and defining broadcasters' public interest obligations in the digital age, according to FCC sources.

But nothing is settled, the sources say. The proceeding is now set for a July 13 vote. Until then, it will undergo continual changes as FCC Chairman Reed Hundt and the four other commissioners work through their differences and concerns.

The proceeding will preempt the tentative HDTV rules that the FCC adopted three years ago. But the second look is warranted, given the rapid changes in digital technology, says an FCC staffer.

In 1992 the FCC and most broadcasters saw the second channel as a means of introducing HDTV. But



*FCC will examine broadcasters' public interest obligations in digital era.*

today, some are interested in using it for broadcasting multiple channels of NTSC-like TV and broadcast data. Reflecting that interest, the National Association of Broadcasters has been pushing not only for the second channels but also for flexibility in their use.

The 1992 action proposed setting a 15-year period during which broadcasters would retain their current channel while establishing a digital service on the new channel. But eager to recapture spectrum for auctioning, Hundt has been advocating a shorter transition: 10 years, or when—on a market-by-market basis—90% of homes have at least one digital TV receiver.

Broadcasters oppose a shortened

transition period. NBC President Bob Wright made their case in Washington last week (see below).

Hundt favors flexibility, but also has suggested that broadcasters pay for use of the second channel either in cash or in kind by offering children's educational TV or free time for political debates.

The staff is interested in "repacking" TV spectrum after the digital transition to insure that spectrum is being used as efficiently as possible. Hundt hopes to auction any leftover spectrum to the highest bidder. The proposal invites comments on which band the industry should end up in and who should pay for any relocations that occur as a result of repacking.

The July proposal is one of three the FCC is preparing on advanced television. Another, expected this fall, will address the digital transmission standard developed by the seven-company Grand Alliance. The third will cover channel assignments for each of the country's TV stations. Earlier this year, MSTV submitted its own plan for assigning a new channel to each of the country's 1,691 television stations. ■

### **10-year digital move blasted by Wright**

NBC President Robert Wright last week criticized proposals to shorten the timeframe for television's transition to digital broadcasting from 15 years to 10.

"Every single television in America today—all 200 million—will be made obsolete overnight if the government sets an arbitrary date and forces local stations to cut off the analog signal," Wright said during a speech to the National Press Club in Washington last Thursday.

Under the current plan, each television station will be given a second channel to develop a digital broadcasting service. During the 15-year transition period, broadcasters will shift from their current analog format to a digital one.

At the end of the transition period, broadcasters will give their analog spectrum back to the government, which then will auction it. The FCC estimates the value

of the returned spectrum to be \$20 billion-\$132 billion.

Wright said supporters of a shorter transition period have let dollar signs cloud their vision. Broadcasting, Wright said, "should not fall victim—illogically and unfairly—to the national need to balance the federal budget."

Wright also emphasized that NBC is committed to high-definition digital television, but the industry and consumers will need time to make the transition. It will cost U.S. consumers up to \$100 billion to switch to digital technology, he said, and TV stations will have to invest more than \$12 billion "to produce and transmit HDTV."

Asked about sex and violence, Wright said "it really isn't my issue—we already pay a lot of attention to what the audience wants." He said conventional TV takes a bad rap for programming that appears on various pay media.

—CSS



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COUNTRY MUSIC TELEVISION.



# NBC sets Olympic ad record

*Sales for Atlanta games already have topped \$600 million*

By Steve McClellan

**N**BC has sold more than \$600 million in advertising for the 1996 summer Olympics in Atlanta, far surpassing the previous ad sales record of just under \$500 million that the network racked up for the Barcelona summer games four years ago.

The NBC-owned stations also are pacing well ahead of last year, as are national spot sales, executives say. For many local NBC affiliates, the sales effort is just getting under way, but station executives contacted for this story expect to mirror that success.

Larry Hoffner, executive vice president of sales, NBC Television Network, confirms that the network's gross sales tally for the games now stands "north" of \$600 million. "We're not done yet, but we're very comfortable with where we are now," he said. NBC executives have revised the target goal upward several times, sources say, and now think they can hit \$650 million in gross ad sales.

The improved advertising economy, coupled with an Olympics site on U.S. soil in the eastern time zone, has driven advertiser support through the roof, buyers and sellers agree.

Although the Olympics has never been an inexpensive undertaking for advertisers, the '96 Atlanta games are clearly a deep-pockets proposition. Compared with Barcelona's games, there are far fewer advertisers, with each buying much bigger packages. Hoffner declined to identify specific advertisers or the size of their ad buys, but says that in 1992 the network sold packages to 120 Barcelona clients to get to the \$500 million ad sales mark. For the Atlanta games, he says, it took "less than 40 clients" to reach \$500 million in sales.

The reason? A major effort by the Olympics organizing committee, advertisers and TV rightsholders to minimize, if not eliminate, so-called ambush marketing by competitors of



*Construction on Olympic Stadium is well under way, as are advertising sales.*

official Olympics sponsors. The big-money Olympics sponsors, such as Coca-Cola Co., IBM, AT&T and more than two dozen others, have paid up to \$40 million to be official sponsors of the games. They have the right of first refusal to negotiate TV ad packages that block direct and even potential competitors from airing spots on the network and the NBC-owned stations during the games.

Local stations are also sensitive to the ambush marketing issue. "If you want to be a good affiliate, you don't rush out and give [Olympics sponsor] competitors the first opportunity," says Cindy Velasquez, vice president, broadcast operations, KUSA-TV Denver. On the other hand, "Where there are dollars on the table, you have to do what's best for the station," she says.

Coke's Olympics ad package illustrates the ambush marketing point. Coke paid a hefty premium—\$60 million—to lock up exclusive rights to all non-alcoholic beverages during the games on the network. That includes bottled waters, teas and isotonic (such as Coke's Powerade, which competes with Gatorade).

General Motors paid more than \$50 million to sew up exclusive rights to the domestic car and truck categories. McDonald's, in its biggest single TV buy ever, paid more than \$50 million for the exclusive ad rights to the restaurant category (as opposed to just fast foods). Budweiser paid over \$40 million for the exclusive beer category, as did Visa to lock up credit cards.

It's likely the network will reach \$650 million in gross sales. Agency sources report that the network just raised the rate card on the last 15% or so of available inventory. (By contrast, the network lowered the rate card four years ago to dump the last 10% of Barcelona inventory.) In addition, the owned stations will surpass the roughly \$75 million they generated from the Barcelona games, perhaps approaching \$100 million.

Despite the stellar sales effort, NBC sources say it is not certain the network will make a profit on the games, but the chances of doing so look good.

The Atlanta Organizing Committee gets half of the gross advertising revenue after the network's first \$615 million. Still, the network and owned stations may generate gross sales of \$730 million after revenue sharing. After agency commissions, that figure would net down to perhaps \$620 million. The rights cost \$456 million, and production costs probably will total \$100 million—\$125 million.

Thus, if the sales goal is reached, the pre-tax profit might range between \$35 million and \$60 million for the network and the owned stations combined.

National spot sales for the games are also extremely healthy, reports Kevin Nugent, senior vice president and director of sales for Petry Television. Nugent estimates that NBC affiliates in the top 20 markets are roughly 60% sold at this point—at sales levels that are "very near" or already past their final tallies for the Barcelona games. "I've never seen [an Olympics market] this healthy this early," he says.

Locally, executives such as KUSA-TV's Velasquez say they're off to a healthy start. "We're well ahead of where we thought we'd be at this point," she says. ■



# Murdoch, Carey exhort Fox affiliates

*Stations asked to commit resources to network's goal of overtaking ABC, NBC*

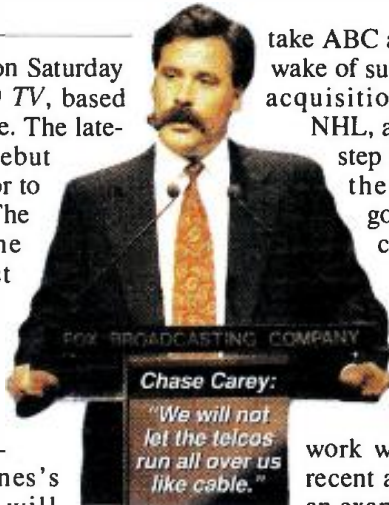
By Steve Coe

**F**ox is going mad on Saturday nights with *MAD TV*, based on *MAD* magazine. The late-night comedy will debut this fall as a competitor to *Saturday Night Live*. The network made the announcement last Thursday (June 22) at its affiliates meeting in Los Angeles.

The hour sketch comedy is being produced by David Salzman and Quincy Jones's QDE company and will feature political satire and spoofs of film, TV and popular culture.

In a press briefing following Thursday's sessions, Chase Carey, Fox Television chairman/CEO, said the project will get full coverage by affiliates, with all stations airing it in pattern at 11 p.m.-midnight.

That kind of affiliate support was emphasized in the overall message from Carey and Fox Inc. Chairman Rupert Murdoch (in a taped message) that as Fox embarks on trying to over-



take ABC and NBC, and in the wake of such investments as its acquisition of the NFL and NHL, affiliates will have to step up their support for the network and its goals. "I hope you will commit your station and its resources to the goals that we have," said Murdoch.

Murdoch and Carey said the network would not rest on its recent accomplishments; as an example, Carey said Fox would reinvest much of its record \$1 billion in sales garnered in the upfront market.

As for investing in technologies that compete with affiliates, Carey said Fox will "continue to be aggressive on many fronts, whether that means cable, international or merchandising.... We will not let the telcos run all over us like the cable guys did."

Carey took to task some of the non-metered-market stations, which he said were underperforming and

pulling down Fox's overall numbers: "Put quite simply, we have too many stations that are not delivering the ratings they should. The non-metered markets in particular need to dramatically improve. We simply can't afford to spend \$1.6 billion on the NFL, more than half a billion dollars on a single Olympics and the kind of money we are spending on a show like *Space: Above & Beyond* [Sunday 7-8 p.m.]...without a truly competitive nationwide distribution system. We are investing in the product and promotion to beat the older three networks. We need you to make the comparable investments."

At a press briefing afterward, Carey denied that he meant to blame affiliates. "Both the network and the affiliates have strengths and weaknesses, and all I'd like is for us as partners to work together to solve those problems."

Fox also told affiliates that the Fox News Service would expand its number of feeds in September by adding two new feeds as well as a sports feed, bringing the number of news feeds to five per day. ■

## The Baseball Network flies out

The Baseball Network last week struck out when its two network partners, ABC and NBC, opted to end their TV agreement with Major League Baseball after this year, citing intransigence on the part of MLB to renew a contract for 1996. That came after weeks of speculation that MLB owners would walk away from TBN (BROADCASTING & CABLE, June 19). NBC spokesman Ed Markey says the two networks pulled the plug last Thursday after MLB owners failed to sit down for contract discussions with TBN. MLB said it wanted to wait until the season was over.

TBN, a joint venture between ABC/NBC and MLB to televise games, signed a six-year deal in 1994. The deal would have been renewed automatically if 1994-95 revenue had totaled \$330 million, but last year's strike-shortened season reduced TBN's revenue to \$30 million, and 1995 revenue won't make up the difference. The shortfall also triggered an out clause that allows all three partners the option of deciding whether to proceed beyond the current year.

Markey says the networks' decision to drop baseball is "permanent," with neither ABC nor NBC planning to com-

pete for MLB's TV rights next year.

"Neither network will be negotiating with MLB," says Markey. "This is not a negotiating ploy. This is not something that we're using to force baseball into a decision. We're not turning back after this; both networks are out of baseball. Under no circumstances would we negotiate with baseball again."

The reason for MLB's foot-dragging, say several sources, has to do with money. Several larger-market team owners reportedly have preferred ending the deal with TBN in order to strike a more lucrative deal next year with one of the networks. The ABC/NBC decision opens the door for either Fox or CBS to approach MLB with a deal for next season.

ABC and NBC will withdraw from TBN on Aug. 15. The networks will cover post-season play and the World Series as planned, but it's yet to be decided how the coverage will be divided, says TBN. —JM



FINAL EDITION

# LANDSLIDE

***MONTEL IS #1.  
BEATS OPRAH & JENNY  
IN HEAD TO HEAD SHOWDOWN.***

## **Victory Follows Huge Los Angeles Win.**

Like a steamroller on high octane, the Montel victories continue to sweep market after market. The new ABC Station in Tampa Florida, WFTS-TV Channel 28, is the latest ratings winner, beating Oprah in the key demos of women 18-34 and

women 18-49. What's more, Montel crushed Jenny Jones, delivering more than twice as many women 18-49 and four times as many women 18-34.

Montel's success follows a jaw-dropping victory for KCOP-TV in Los Angeles, making him the #1 talk show in the market.

It's a breaking story, about a totally breakout show.

**TAMPA 4:00-5:00 PM, MAY 1995**

STN/AFF	CH	PROGRAM	RATINGS	
			WMN 18-34	WMN 18-49
WFTS/A	28	MONTEL WILLIAMS	8	7
WTVT/F	13	OPRAH WINFREY	6	6
WFLA/N	8	JENNY JONES	2	3
WTSP/C	10	GOLD. GIRLS/CURRENT AFFAIR	1	1

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MAY 1995

# IN TAMPA!





# Prospect: Clinton will sign telcom reform bill

*Telco entry into long distance heading for resolution*

By Christopher Stern

Telecommunications reform still faces legislative hurdles, but members of Congress and industry observers say President Clinton will sign the bill into law before the end of the year.

The Baby Bells currently oppose the House bill. But the Senate's endorsement of telco entry into the long-distance business earlier this month gives them the momentum they need to change the bill to their liking, observers say.

House Commerce Committee Chairman Thomas Bliley (R-Va.) last week met with Speaker Newt Gingrich (R-Ga.) to hammer out their differences over the bill, which Gingrich has criticized for not taking a more deregulatory approach. Majority Whip Tom DeLay (R-Tex.) also supports changes in the House legislation to make it easier for telcos to

get into the long-distance business.

Bliley, whose home district includes a large AT&T facility, last week resisted efforts to weaken his bill's restrictions on telco entry into long distance.

House freshmen also jumped into the fray last week. Twenty-five members of the recently elected freshman class signed a letter in opposition to the bill, saying that it was overly regulatory.

If the House bill is not changed when it comes up for floor debate later this month, telco representatives are confident that they will emerge from conference committee with a bill they can support.

Broadcasters remained divided over ownership provisions of the bill, with affiliates opposing House provisions that would increase the national audience cap to 50% within two years. ■

## Budgeteers zero in on spectrum

The magic number is \$14 billion. That's the total the U.S. government is now pledged to raise from spectrum auctions or fees in the next seven years. To broadcasters, whose business is popularly associated with spectrum, the news came as an alarm.

The next step is left to the reconciliation process, which will specify how and from what sources that \$14 billion will be raised. NBC President Robert Wright took the lead last week in defending broadcaster rights to the spectrum paid for during the past 75 years (see page 4); he and others at the network point out that broadcasting is a relatively minor user of spectrum (1%-2%), while telephone companies and cable are far larger users.

One option would be to auction spectrum recovered from the government itself, by far the largest holder of spectrum space. It would all have to happen by 2002 to meet the Republican deadline. —DW

## TCI to buy United Video, Western

*Will spend \$750 million-plus on superstation carrier and cable systems*

By Rich Brown

Largest multiple system cable operator Tele-Communications Inc. is embarking on a spending spree estimated at more than \$750 million.

The company has agreed to put up at least \$170 million in stock for superstation distributor United Video Satellite Group and is closing in on a \$580 million purchase of multiple system cable operator Western Communications.

TCI's plan to buy Chronicle Publishing Co.'s Western Communications is surfacing during a lull in major cable system acquisitions. After 12 months in which nearly all the top MSOs made major cable system purchases, no major deals had been announced since the end of February. But analysts say MSOs are likely to return to buying up systems in the wake of telecommunications reform in Washington.

"It's in their best economic interest for cable operators to get as many subscribers as possible and then work [during] the next one to two years—while they have the time advantage over the RBOCs—to develop consumer

loyalty and services that the consumers want," says analyst Darrice Grippo of McDonald Grippo & Riley.

TCI has long had its eye on combining its own system clusters with those of Western Communications, a San Francisco-based company that provides cable service to 333,000 subscribers in California, Hawaii and New Mexico. Directors of the privately held Chronicle Publishing Co. on Wednesday unanimously approved an agreement in principle to sell the systems, according to a report in the company-owned *San Francisco Chronicle*.

TCI also has agreed to swap \$170 million-\$250 million in stock to acquire control of Tulsa, Okla.-based United Video, a communications company that distributes superstations via satellite and owns a variety of electronic cable TV program guides under the Prevue Networks banner. UVSG will remain an independent publicly traded subsidiary of TCI and is expected to continue operating in Tulsa with the existing management team. UVSG Chairman/CEO Lawrence Flinn Jr. will continue to own approximately 36% of the company, while president/COO Roy Bliss will retain his 6% share. ■



# FCC drops PCS minority preferences

By Chris McConnell

**P**CS auction minority preferences were getting the quick hook last week, but FCC officials insist that the rest of the FCC's minority policies will not vanish so fast.

Those policies—which cover equal employment opportunity enforcement, ownership caps and comparative hearing guidelines—are not in the same boat as the PCS preferences, the commission says. Officials point to the impending entrepreneurs' block auction, which was scheduled for Aug. 2 when last week's *Adarand* Supreme Court decision raised the bar on constitutional standards for policies favoring minorities.

"The commission has had to take emergency measures," says FCC General Counsel Bill Kennard, stressing the importance of keeping the planned auctions on track.

The measures, issued late Friday, strip women and minority preferences from the auction of about 500 PCS licenses. Originally, the auction carried bidding preferences or "credits" for small businesses owned by women and minorities. Under the new proposal, the entrepreneurs' block still will be reserved for small businesses, but all race- and gender-based provisions will be gone.

Small-business groups, or "designated entities," planning to bid on the licenses welcomed the proposal, stressing the importance of preventing companies that already have procured licenses from getting too great a lead in the new PCS business. The commission says applications for participating in the auction will be due July 28 and that the auctions will take place Aug. 29.

"Moving ahead is in everybody's interest," says Washington attorney Michael Gardner, who represents United Wireless. "The FCC is looking at this in a practical way," says a spokesman for designated entity DCR Communications.

But the commission will not be looking at its other minority issues in the same way it looks at the PCS issue, FCC's Kennard says.

"You should not read whatever the



“You should not read whatever the commission does in the C-block to forecast its future actions with respect to any other minority ownership or employment policy, including [equal employment] opportunity, broadcast ownership or cable EEO.”

—Bill Kennard

commission does in the C-block to forecast its future actions with respect to any other minority ownership or employment policy, including [equal employment] opportunity, broadcast ownership or cable EEO," he says, stressing that the commission will not

be axing other minority policies for the sake of expediency.

FCC commissioners were about to issue a revised version of one of those policies—the new EEO enforcement guidelines—before the Supreme Court released its *Adarand* decision. ■

## NAB board to debate ownership-rule stance

By Christopher Stern

**N**ational Association of Broadcasters board members face a tough meeting this week during which they will try to hammer out differences on broadcast ownership and network-rule reform.

This week's board meeting may be the last chance TV network affiliates have to build NAB consensus on ownership before Congress puts its final stamp on telecom reform.

The affiliates are looking for a vote that would unleash NAB resources and lobbyists on the House floor when it begins debating the ownership issue. Affiliates want to limit any increase in the national audience cap to 35% of TV households—a position the Senate adopted earlier this month.

Current ownership rules limit broadcasters to 12 stations reaching 25% of the nation. The House bill increases the coverage cap to 50%.

Network representatives last week said they likely would oppose any agreement that would lead to the NAB's lobbying to limit the ownership caps. "The NAB should not be a vehicle for anyone to restrain competition," said Fox's Preston Padden,

president, network distribution.

Post Newsweek Stations' Bill Ryan complained last week that network lobbyists appear to have neutralized the NAB. "A lot of folks are asking—regardless of whether a compromise is worked out on ownership—what the role is of the NAB and who it should represent."

The networks also are urging the FCC to get rid of some of its network rules, which they argue are outdated and overly restrictive. But affiliates say that the rules, including the right to reject programming, protect them from the network's larger market power. The NAB traditionally has remained neutral on the network rules.

"This is going to be a pretty interesting board meeting with some very significant and important issues," said Eddie Fritts, NAB president. In addition to broadcast ownership and spectrum auctions, other FCC activity to be debated by the board includes digital television and kids TV, said Fritts.

Also up for discussion will be the potential impact of the Supreme Court's *Adarand* decision on the FCC's equal employment opportunity policy. ■

# THE MAY SW



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## **STRONGEST STATION TIME PERIOD PERFORMANCES IN:**

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**6 SEASONS**
- PHILADELPHIA/M-F 11A/WGBS (UPN)  
**3 SEASONS**
- ATLANTA/M-F 6P/WVEU (UPN)  
**8 SEASONS**
- ATLANTA/M-F 12M/WVEU (UPN)  
**8 SEASONS**
- SEATTLE/M-F 10P/KTZZ (WB)  
**7 SEASONS**
- PITTSBURGH/M-F 3P/WPTT (UPN)  
**9 SEASONS**
- DENVER/M-F 12N/KTVD (UPN)  
**2 SEASONS**
- PHOENIX/M-F 11A/KUTP (UPN)  
**9 SEASONS**
- SACRAMENTO/M-F 1P/KTXL (F)  
**2 SEASONS**
- INDIANAPOLIS/M-F 12:30A/WTTV (UPN)  
**2 SEASONS**
- SAN ANTONIO/M-F 11A/KMOL (N)  
**5 SEASONS**

Source: Nielsen, DMA HH, Nov, Feb, May sweep, each season

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# EEP IS A BEY SWEEP!



## ATTRACTING YOUNG FEMALE VIEWERS! MAY '95 RICHARD BEY VS MAY '94 TP — % SHARE GAIN

### W/18-34

NEW YORK	WWOR	4P	+60%
LOS ANGELES	KCOP	3P	+380%
CHICAGO	WCIU	10:30P	+200%
PHILADELPHIA	WGBS	11A	+900%
BOSTON	WSBK	12N	+800%
ATLANTA	WVEU	6P	+450%
CLEVELAND	WJW	11A	+17%
TAMPA	WTMV	12N	+150%
DENVER	KTVD	12N	+500%
PHOENIX	KUTP	11A	+113%
ST. LOUIS	KPLR	1P	+50%
SACRAMENTO	KTXL	1P	+45%
INDIANAPOLIS	WTTV	12:30A	+71%
PORTLAND	KPTV	10A	+29%
HARTFORD	WTIC	10A	+150%
SAN DIEGO	XETV	12N	+67%
MILWAUKEE	WCGV	12N	+17%
KANSAS CITY	KSMO	12N	+175%
NASHVILLE	WXMT	10:30P	+500%
COLUMBUS	WTTE	12N	+200%
SAN ANTONIO	KMOL	11A	+175%
NEW ORLEANS	WDSU	2P	+78%
WEST PALM	WTVX	3P	+80%
ALBUQUERQUE	KASA	12N	+600%
BIRMINGHAM	WABM	9P	+50%
JACKSONVILLE	WNFT	2P	+300%
LITTLE ROCK	KLRT	11:30P	+163%

Source: NSI

### W/18-49

LOS ANGELES	KCOP	3P	+240%
PHILADELPHIA	WGBS	11A	+250%
BOSTON	WSBK	12N	+600%
WASH, DC	WDCA	12N	+600%
DETROIT	WGPR	5P	+900%
ATLANTA	WVEU	6P	+300%
SEATTLE	KTZZ	12N	+50%
TAMPA	WTMV	12N	+300%
PITTSBURGH	WPTT	3P	+500%
DENVER	KTVD	12N	+300%
PHOENIX	KUTP	11A	+75%
ST. LOUIS	KPLR	1P	+80%
SACRAMENTO	KTXL	1P	+27%
INDIANAPOLIS	WTTV	12:30A	+29%
HARTFORD	WTIC	10A	+200%
SAN DIEGO	XETV	12N	+50%
NASHVILLE	WXMT	10:30P	+300%
COLUMBUS	WTTE	12N	+200%
SAN ANTONIO	KMOL	11A	+50%
NEW ORLEANS	WDSU	2P	+57%
HARRISBURG	WHP	4P	+20%
WEST PALM	WTVX	3P	+30%
ALBUQUERQUE	KASA	12N	+500%
BIRMINGHAM	WABM	9P	+100%
JACKSONVILLE	WNFT	2P	+200%
LITTLE ROCK	KLRT	11:30P	+300%
TUCSON	KVOA	11A	+160%

Source: NSI

## LOS ANGELES SUCCESS! M-F 3-4 P

### #1 IN MAY W 18-34 RTG.

RICHARD BEY	5	
OPRAH	5	
SALLY JESSE	2	
GERALDO	1	

Source: May 95 NSI

### #1 IN JUNE DMA HH RTG/SH

RICHARD BEY	5	15
OPRAH	4	13
SALLY JESSE	3	8
GERALDO	2	6

Source: NSI Overnights, W/O 6/12/95



# Act III sells stations, plans cable venture

*ABRY is buyer of eight TVs for \$500 million, still looking for more stations*

By Steve McClellan

**N**orman Lear's Act III Communications got out of the broadcasting business last week and is now putting the final touches on a plan to launch a cable network. Funding will come through at least one established cable partner and perhaps in part from the \$350 million in proceeds Act III will get from the sale of its eight broadcast stations to ABRY Broadcast Partners II.

Details of the new network were scant last week, with company officials refusing to comment. But sources with knowledge of the project confirmed that the company plans an announcement as early as next week. One source indicated the plan involved interactive programming.

The sale of the Act III stations to ABRY was structured as a stock purchase for tax purposes, according to ABRY partner Royce Yudkoff. Total



*Buyers Andrew Banks and Royce Yudkoff currently own KSMO-TV Kansas City,WSTR-TV Cincinnati and WNUV-TV Baltimore, but Sinclair Broadcast Group has an option to buy all three.*

value of the deal is a little over \$500 million, including about \$150 million in debt. Act III Broadcasting owns eight Fox affiliates, seven of which also are aligned with UPN.

The dual affiliates are WUTV(TV) Buffalo, N.Y.; WRGT-TV Dayton, Ohio; WRLH-TV Richmond, Va.; WVAH-TV Charleston-Huntington, W.Va.; WNRW(TV) Greensboro, N.C. (which is switching to ABC in September); WUHF-TV Rochester, N.Y., and WTAT-TV Charleston, S.C. The eighth station is WZTV(TV) Nashville.

Although Boston-based ABRY partners Yudkoff and Andrew Banks have a reputation for acquiring poorly performing stations and improving them, Yudkoff says the Act III deal is not a similar situation: "We think it's a very successful company with a strong management team."

Yudkoff says ABRY's most recent investment fund still has just under \$200 million with which to pursue additional station holdings. Another \$100 million is probably available from fund partners seeking "co-investment opportunities," he said. ■

## Year Five: BROADCASTING & CABLE Hall of Fame

Eighteen luminaries from the past and present will be honored during the Fifth Annual BROADCASTING & CABLE Hall of Fame, to be celebrated at a black-tie dinner at New York's Marriott Marquis Hotel Nov. 6. They are:

**Steven Bochco**, producer of such award-winning series as *L.A. Law* and *NYPD Blue*; **Sid Caesar** and **Imogene Coca**, whose *Show of Shows* made Saturday night the most lustrous of the week; **Don Cornelius**, producer/star of *Soul Train*, the long-running syndication hit; **John DeWitt**, longtime president of WSM(AM) Nashville, in the forefront of country music and satellite transmission; **Paul Harvey**, radio's leading commentator; ABC News's **Peter Jennings**, anchor of the ranking evening news broadcast; **Geraldine Laybourne**, president of Nickelodeon, cable's award-winning channel; **Sumner Redstone**, chairman of Viacom and one of television's chief executives; Adelphia's **John Rigas**, a cable pioneer, and FCC Commissioner and dnetime chairman **James H. Quello**, veteran broadcaster and policymaker.

Posthumous awards will honor **Earle C. Anthony**, pioneer broadcaster with KFI(AM) Los Angeles; **Merlin (Deac) Aylesworth**, early president of NBC; **Martin Block** of radio's *Make-Believe Ballroom*; **Raymond Burr**, television's Perry Mason; **Dinah Shore**, one of radio and television's leading talents; **Bill Smullin**, pioneer Oregon broadcaster, and **Paul White**, who led the way as news director for CBS News.

Arrangements are being handled by *Circles Special Events*, 404 Park Avenue South, New York 10016. Reservations may be made by calling Steve Labunski at 212-213-5266.



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Jennings



Laybourne



Quello



Redstone



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## Industry battles ratings, V-chip

*Dole, Fields, Simon opposition raises hopes of scrapping content provisions*

By Christopher Stern

The broadcasting and cable lobbies have joined forces in Washington to head off the mandatory ratings system/V-chip for television called for in the Senate's version of the telecommunications-reform bill.

The networks, the National Association of Broadcasters, the Association for Independent Television Stations and the National Cable Television Association hope the House won't even bring up the issue when it begins debating the telecommunications bill next month.

Citing support from the Republican leadership in the House and Senate, including recent media critic Senator Robert Dole, opponents of the content legislation were optimistic last week that the final version of the bill will not include a ratings/V-chip measure.

Dole, just two weeks after making headlines for attacking violence and "loveless" sex in popular culture, opposed the mandatory ratings system, saying it's up to the entertainment industry to police itself. "I never suggested censorship. I did not suggest the government do anything. I suggested that shame is a powerful weapon and that it ought to be used."

Even Senator Paul Simon (D-Ill.), an outspoken critic of violence on television, said the ratings system

went too far. "I am reluctant to have the federal government start moving into this field of content," said Simon.

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) already has come out in opposi-

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***"I never suggested censorship. I did not suggest the government do anything. I suggested that shame is a powerful weapon and that it ought to be used."***

—Senator Robert Dole

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tion to the mandatory ratings system. "I'm sure there will be an amendment offered on the floor, and I will oppose it," Fields said last week.

Fields has discussed the issue with National Association of Broadcasters President Eddie Fritts, National Cable Television Association President Decker Anstrom, and Motion Picture Association of America President Jack Valenti.

The amendment Fields expects to oppose will be offered by Representative Ed Markey (D-Mass.), the

ranking Democrat on Fields's subcommittee. Markey's attempt to include the V-chip in the House bill earlier this year was defeated in committee.

Markey's amendment is expected to reflect the Senate legislation that would require all television sets to have a so-called V-chip that would allow consumers to block out programming based on its content rating.

The Senate bill also gives the television industry a year to set up its own ratings system. If the industry fails to create a system to rate violent or otherwise "objectionable" television programming, a Television Ratings Commission will be created to do the job. The commission would consist of five presidentially appointed commissioners.

Critics of the Senate provision, including First Amendment lawyer Timothy Dyk, said last week that it clearly raises constitutional questions and will be challenged in court should it become law.

Sources close to Markey said the congressman was aware of the constitutional concerns and would tailor his amendment to address the concerns.

Broadcasters not only oppose the provision on constitutional grounds, but say it will be virtually impossible to implement. Unlike the movie industry, which submits fewer than 500 movies for ratings each year, television creates tens of thousands of hours of programming annually, often on very tight deadlines. "It is incomprehensible that you have a ratings system without bringing some programming to a halt," said INTV's David Donovan, vice president, legislative affairs.

Broadcasters stopped short of saying that they would oppose the bill if a final version included a ratings system. "It would make this bill very, very difficult to swallow," said one industry source. The overall purpose of the bill is to reform the Communi-

### 'Seinfeld, Seinfeld'?

Columbia TriStar Television Distribution is expected to amend the marketing plans for its off-net launch of *Seinfeld* to allow stations to double-run episodes of the hit sitcom this fall when it debuts in syndication. The original plans limited stations to airing only one episode of the comedy per day for fear that additional airings would sap the show's value later in its life cycle. However, according to reports, major station groups that have spent millions for the show for their stations have been pressuring CTTD to change that stance. According to a source, CTTD began talking with some of the major station groups two weeks ago, and conversations continued last week with CTTD still trying to determine its final marketing plan.

—SC



cations Act of 1934, and broadcasters support other elements of the bill that would broadly liberalize ownership rules.

If the House bill does not include ratings language in its final version, the conference between the House and the Senate to work out their legislative differences will eliminate the provision from the bill,

sources say. But opponents of the ratings measure say they hope to block it before it even reaches the floor. The House could adopt a rule before discussion of the telecommunications bill is brought to the floor that would bar any ratings or V-chip amendment from being discussed.

But opponents of the ratings sys-

tem may have a tough fight on their hands if it does reach the floor. The Senate supported the measure in a 73-26 vote. In the current climate, set in part by Senate Majority Leader Dole's recent attacks on Hollywood, few elected officials want to go on record with a vote that could be construed to support violence on TV. ■

## UPN affiliates meet for first time

*New kids show, new stations highlight Los Angeles meeting*

By Steve Coe

**A**ffiliates of the United Paramount Network held their first affiliates meeting last week (on the Paramount lot in Los Angeles). On the heels of announcing nine new affiliates, the network detailed plans for its Sunday children's programming schedule and presented its new fall prime time lineup.

Set to debut on Sunday, Sept. 10, at 10-11 a.m., UPN KIDS will feature two half-hour series from Saban Entertainment, which has a deal to supply children's programming to the network. Joining the already announced *Space Strikers* (10-10:30 a.m.) will be *Teknoman* (10:30-11 a.m.), set in 2087.

Al Devaney, general manager, WPWR-TV Chicago and UPN affiliate board chairman, said affiliates came away enthusiastic about the network's plans for fall as well as



the promotional efforts behind the all-drama lineup. He acknowledged there was some concern about the lack of comedies, but said that Michael Sullivan, president, entertainment, made the case for counterprogramming in his opening speech: "He pointed out that there would be 60 comedies on the fall schedules of the other networks and how difficult it would be to try to

compete in that environment." Affiliates were shown promotional spots featuring the tag line "Dramatically Different." Devaney also praised the network's kids programming promotional spots, which he said featured different uses of the UPN logo.

Affiliates also were given an update on recent affiliation deals. UPN has added nine stations—three primary affiliates and six secondary. The additions bring to 124 the number of UPN affiliates, with overall coverage standing at 86.5% of the country and coverage by primary affiliates at 73%. Lucie Salhany, UPN chairman and chief executive officer, told attendees that the network would continue to look at alternative distribution systems to reach total coverage of the country.

Devaney said the network's plans

## MGM to launch Asian channel

MGM/UA Telecommunications Group and Indonesia's Asia Media Management Ltd. are launching a satellite- and cable-delivered channel set to debut early next year.

MGM Gold, which will feature programming from MGM and United Artists libraries, will serve Indonesia and the Asian market. The venture marks the first of its kind for MGM as well as Asia's first studio-branded, general entertainment channel, according to MGM executives. The programming lineup is expected to include classic movies, television series and children's programming. The MGM lion, one of the world's most recognizable logos, will serve as the trademark of the new service.

Indovision, a high-power satellite system that delivers

40 channels to subscribers in Indonesia, has signed on as the service's first carrier. Executives from both companies point to the rapidly growing Asian market as one of the motivating forces behind MGM Gold. Indonesia, for example, is the fourth most populous country in the world and, according to MGM, has one of the most advanced satellite-telecommunications systems in Asia. "The growth of the Asian media market outpaces that of most of the world, and, until the formation of MGM Gold, the opportunity for a studio-branded general entertainment channel in the region had yet to be tapped," says Peter Gontha, one of the principals at Asia Media Management.

—SC

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for a late-night project are still on track for a fall 1996 launch. Although no projects were discussed at the meeting and Devaney acknowledged the network has not

been actively evaluating candidates for the slot, Salhany said that stripping *Star Trek: Voyager* in late night remains an option.

Devaney said news, sports acquisi-

tions or a possible expansion into daytime were not topics of conversation, adding: "I don't think there's a big interest by affiliates [in a news service]." ■

## O.J. continues syndication drain

*Petry analysis says May numbers are down due to trial and NBA*

By Steve McClellan

**R**atings were down in May for many first-run shows in the afternoon and prime time access due to continuing viewer interest in the O.J. Simpson trial and playoff coverage of the National Basketball Association by cable network TNT.

That's according to an analysis of the Nielsen May books by Petry Television.

May was the first sweeps test for Deborah Norville as anchor of *Inside Edition*. The show was the top magazine in early fringe, Petry says, averaging a 5.6 household rating and 17 share. *Hard Copy* was second among magazines in the daypart, followed by *American Journal* and *Entertainment Tonight*. However, *ET* had the best demographic story of all four, with an average 3.1 rating among women 25-54 and an average 2.6 among women 18-34. The others skewed heavily toward persons 55-plus.

In access, *ET* was tops in the magazine/reality category, with a 7 rating/13 household share. The

show also was the highest-rated magazine in the daypart among women 25-54. *Hard Copy* was second in households (6.8/13), followed by *Inside Edition* (6.6/15), *A Current Affair* (6.2/13) and *American Journal* (6.1/14).

*Cops* was sixth in the category and averaged a household 5.4/11 in access. Newcomer *Extra* followed with a household average 5.0/8 in the daypart. That performance was described by Petry programming officials as "not good, but not awful."

In the talk category, *Regis & Kathie Lee* continued as the top show in daytime, averaging a household 5.2/26, with ratings that round to a 3 across the female demographics (18-34, 18-49 and 25-54). *Sally Jessy Raphael* posted her best outing in daytime in several books, placing second in households with a 3.8/17. The show also rebounded somewhat in the demos—up 21% with women 18-34 (to a 3.1) and 17% with women 18-49 (to a 3.0) from May 1994. *Maury Povich* was third in daytime with a household average 3.6/15.

*Oprah Winfrey* again was tops among talk shows in early fringe, with an average 8.4/27, which was down 10% in both rating and share from May 1994. The show also was down across the board in the key women demos, although it still is the clear leader with ratings that rounded to a 6 with women 18-34, 18-49 and 25-54.

*Montel Williams* was second among early fringe talk shows, with a household average 5.2/17. The show posted a 43% gain in ratings among women 18-34 from May 1994, to a 5.0. It also was up sharply among women 18-49, to 4.4.

*Jerry Springer* was third in early fringe among talk shows, with a

5.0/13, and posted a 23% ratings gain with women 18-34 (to a 3.7) and an 18% gain with women 18-49 (to a 3.3).

*Sally Jessy Raphael* was the fourth-ranked talker in early fringe for the book, prompting Petry officials to declare her "back on track." She averaged a 4.7/17 household and posted an 18% ratings gain with women 18-49 and a 15% gain with women 25-54.

*Maury Povich* was fifth in the daypart, with a flat 4.4/19 in households. But the show posted a 25% gain with women 18-34 and an 8% gain with women 25-54.

Rounding out the top 10 talkers in early fringe: *Ricki Lake*, which averaged a 4.3/13 and continued to post double-digit gains in the key women's demographics; *Donahue*, down 16% in household rating from May 1994 and down double digits across the board in the key demos; *Jenny Jones*, tied with *Donahue* in household rating and share but up sharply in the demos, including a 68% hike among women 18-34, to a 4.6 rating; *Geraldo*, basically flat in households, with an average 3.5/11 and 5% gains among women 18-34 and 18-49; and *Richard Bey*, which averaged a 2.8/5 household and a 3 rating with women 18-34, a 142% gain over the comparable May 1994 time periods.

Among game shows, *Jeopardy!* continued to erode in early fringe against competition from talk shows. The show was down 8% in household rating and share in the daypart, to an 8.3/24, and down 15% among women 25-54, to a 3.5 rating. In access, the show delivers a still-powerful 12.7/26, down 6% in rating and 4% in share. The show was down 13% in rating among women 18-34, to a 4.1, and down 4% in rating

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 11. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.0/224/99
2. Jeopardy!	9.0/215/98
3. Oprah Winfrey Show	6.4/239/99
4. Entertainment Tonight	5.9/181/94
5. Wheel of Fortune-wknd	5.8/180/82
6. Hard Copy	5.7/189/93
6. Imagination II	5.7/162/96
8. Roseanne	5.5/182/95
8. Star Trek: Deep Space Nine	5.5/234/99
10. Inside Edition	5.4/177/94
11. Journeys of Hercules	5.3/184/95
12. Ricki Lake	5.2/218/97
13. Baywatch	5.1/224/97
13. Family Matters	5.1/194/91
13. Fresh Prince of Bel-Air	5.1/140/87
16. Simpsons Combo	4.7/136/85





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among women 25-54, to a 6.4. *Wheel of Fortune* was down slightly in access but remains the highest-rated first-run strip, with a 14.1/30. The show was down 10% among women 18-34, to 4.5, and

down 4% among women 25-54, to a 6.8. Among sitcoms in access, *The Simpsons* remained on top with an average household 6.4/10. The show posted a 33% gain in women 18-34,

to a 5.7, and an 83% gain among men 18-34, to a 6.6. *Fresh Prince* was second in access among sitcoms, with a 5.9/12, posting a 45% gain among women 18-34, to a 5.8.

**PEOPLE'S CHOICE: Ratings according to Nielsen, June 12-18**

Week	abc	CBS	NBC	Fox	U/P/N
<b>39</b>	<b>8.3/14</b>	<b>9.1/16</b>	<b>9.6/17</b>	<b>4.6/8</b>	<b>3.2/5</b>
<b>MONDAY</b>	8:00 49. <i>The Marshal</i> 7.1/13 9:30 26. <i>ABC Monday Night Movie—A Place for Annie</i> 8.9/15	18. <i>The Nanny</i> 9.7/19 17. <i>Dave's World</i> 9.8/18 14. <i>Murphy Brown</i> 9.9/17 14. <i>Cybill</i> 9.9/17 43. <i>Chicago Hope</i> 7.7/13	36. <i>Fresh Prince</i> 8.2/16 19. <i>Fresh Prince</i> 9.6/18 14. <i>NBC Monday Night at the Movies—Murder Between Friends</i> 9.9/17	83. <i>Best of Melrose Place</i> 3.9/7 74. <i>America's Most Wanted: Justice</i> 5.2/9	84. <i>Star Trek: Voyager</i> 3.8/7
<b>TUESDAY</b>	8:00 41. <i>Full House</i> 7.8/16 8:30 27. <i>Thunder Alley</i> 8.5/16 9:00 8. <i>Home Imprvmt</i> 12.2/22 9:30 10. <i>Coach</i> 11.4/20 10:00 22. <i>NYPD Blue</i> 9.3/17	46. <i>Rescue: 911</i> 7.4/14 32. <i>CBS Tuesday Movie—Internal Affairs</i> 8.3/15	32. <i>Wings</i> 8.3/17 46. <i>Smthng Wilder</i> 7.4/14 22. <i>Frasier</i> 9.3/17 24. <i>John Larroquette</i> 9.2/16 11. <i>Dateline NBC</i> 10.7/19	71. <i>1995 Essence Awards</i> 5.3/10	95. <i>Pig Sty-1</i> 1.8/4 97. <i>Platypus Man-1</i> 1.7/3
<b>WEDNESDAY</b>	8:00 44. <i>Riddle Me This</i> 7.6/16 8:30 32. <i>Ellen</i> 8.3/16 9:00 7. <i>Grace Undr Fire</i> 12.3/22 9:30 4. <i>Roseanne</i> 13.9/23 10:00 1. <i>PrimeTime Live</i> 25.9/42	15.7/28 6.6/11 57. <i>Christy</i> 6.3/12 52. <i>Under Suspicion</i> 6.8/11	10.7/19 69. <i>Search and Rescue*</i> 5.4/11 2. <i>NBA Finals Game 4—Orlando Magic vs. Houston Rockets</i> 14.9/26	3.8/7 81. <i>Beverly Hills, 90210</i> 4.1/8 87. <i>Party of Five</i> 3.5/6	1.7/3 93. <i>Wayans Bros.</i> 2.0/4 94. <i>The Parent 'Hood</i> 1.9/4 98. <i>Unhap Ever After</i> 1.6/3 100. <i>Unhap Ever After</i> 1.2/2
<b>THURSDAY</b>	8:00 24. <i>ABC Movie Special—The Ranger, the Cook and a Hole in the Sky</i> 9.2/17 9:30 32. <i>Day One</i> 8.3/15	8.9/16 6.3/12 62. <i>Burke's Law</i> 5.9/12 62. <i>Eye to Eye</i> 5.9/10 48. <i>48 Hours</i> 7.2/13	11.8/22 41. <i>Mad About You</i> 7.8/16 27. <i>Hope &amp; Gloria</i> 8.5/17 5. <i>Seinfeld</i> 13.4/24 3. <i>Friends</i> 14.2/25 5. <i>ER</i> 13.4/24	5.5/10 66. <i>Martin</i> 5.5/11 58. <i>Living Single</i> 6.2/12 75. <i>New York Undercover</i> 5.1/9	
<b>FRIDAY</b>	8:00 40. <i>Family Matters</i> 7.9/19 8:30 30. <i>Boy Meets World</i> 8.4/19 9:00 36. <i>Step by Step</i> 8.2/17 9:30 30. <i>Hangin w/Mr. C</i> 8.4/17 10:00 9. <i>20/20</i> 11.5/24	9.3/20 4.7/10 88. <i>Horatio Alger Awards</i> 3.2/7 66. <i>Due South</i> 5.5/11 71. <i>Picket Fences</i> 5.3/11	5.3/11 58. <i>Dateline NBC-Special</i> 6.2/14 77. <i>NBC Movie of the Week—Year of the Comet</i> 4.8/10	5.7/13 78. <i>Encounters</i> 4.7/11 53. <i>The X-Files</i> 6.7/14	
<b>SATURDAY</b>	8:00 79. <i>Me and the Boys</i> 4.4/11 8:30 82. <i>Bringing Up Jack</i> 4.0/9 9:00 64. <i>ABC Saturday Family Movie—Derby</i> 5.7/12	5.2/11 7.3/16 69. <i>Dr. Quinn, Medicine Woman</i> 5.4/13 49. <i>Touched by an Angel</i> 7.1/15 21. <i>Walker, Texas Ranger</i> 9.4/20	5.5/12 79. <i>Empty Nest</i> 4.4/11 71. <i>Empty Nest-Spc.</i> 5.3/13 64. <i>John Larroquette</i> 5.7/13 75. <i>Madman/People</i> 5.1/11 58. <i>Law and Order</i> 6.2/13	3.2/7 88. <i>Fox Stanley Cup Final Game 1</i> 3.2/7	
<b>SUNDAY</b>	7:00 51. <i>Am Fun Videos</i> 6.9/17 7:30 44. <i>Am Fun Videos</i> 7.6/18 8:00 54. <i>Lois &amp; Clark</i> 6.6/14 9:00 36. <i>ABC Sunday Night Movie—Torch Song</i> 8.2/16	7.6/16 9.4/19 12. <i>60 Minutes</i> 10.4/25 13. <i>Murder, She Wrote</i> 10.2/21 27. <i>CBS Sunday Movie—Big Dreams/Broken Hearts</i> 8.5/16	5.9/13 85. <i>Unsolved Mysteries</i> 3.6/9 85. <i>seaQuest DSV</i> 3.6/8 36. <i>NBC Sunday Movie—In Line-Duty: Price Vengeance</i> 8.2/16	5.0/11 90. <i>Pwr Rngs Movie</i> 2.8/7 90. <i>Life With Louie</i> 2.8/7 56. <i>The Simpsons</i> 6.4/14 61. <i>The Critic</i> 6.0/12 54. <i>Married w/Chld</i> 6.6/13 66. <i>My Wildest Drms</i> 5.5/10	
<b>WEEK AVG</b>	<b>9.2/18</b>	<b>7.4/14</b>	<b>8.1/16</b>	<b>4.7/9</b>	<b>UPN: 2.4/4; WB: 1.7/3</b>
<b>STD AVG</b>	<b>11.6/19</b>	<b>10.6/18</b>	<b>11.3/19</b>	<b>7.3/12</b>	<b>UPN: 3.8/6; WB: 1.8/3</b>

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





C O N G R A T U L A T E S



Palm Beach, Florida

On the Ground Breaking of your  
New 20,000 sq. ft. T.V. Production Studio  
and 21,000 sq. ft. Production Support Space.

In February 1996, we'll toast the  
Grand Opening of this World Class Facility!

Screen Gems

New York

Los Angeles

Dublin

Sydney

## “It’s a new world. This is not 1930. Wake up.”

*That’s the Jack Fields approach to those who would hang onto old ways instead of embracing his telecommunications revolution of 1995. True to his activist Texas roots, the Republican congressman from Houston—and chairman of the House Telecommunications Subcommittee—is pushing every envelope he can to transform the nation’s communication system and bring America into the information age. In this interview with BROADCASTING & CABLE editors Don West and Chris Stern he predicts an increasingly deregulatory course for historic legislation that will change most of the rules in the Fifth Estate, and repeal the rest.*

**A year ago this would have been called an Information Highway bill. How do you think of it now?**

I think of it more as a telecommunications revolution bill. Look at the scope of the legislation—you know, what our final product will be regarding the local loop, and the opportunities that will be there, not just for the existing telephone company, but for the long distance companies and for the cable companies. And then there are the opportunities that are created for broadcast. Lifting the ownership caps and the dynamics that will be unleashed there, and spectrum flexibility—being able to deploy this new technology of compression and everything that it means. It will mean much greater diversity.

I’m convinced that as we go to the floor, the bill will become even more deregulatory, and I think when we get into the conference with Senator [Larry] Pressler, you’ll see the Senate bill become even more deregulatory.

**House Speaker Newt Gingrich has said that the House bill isn’t deregulatory enough. Have you talked with him about that?**

We’ve explained to the speaker the different dynamics at play, particularly the fact that there will be a transition period, particularly in the local-exchange business, where our legislation moves from a monopoly status with one telephone company to an environment where you have competition at that local-exchange level. And I’ve explained how important it is to open that loop, and that it is not an easy thing to do.

I think the speaker has been very encouraged about what has happened. At every stage of the process we’ve scrubbed this bill, and we’ve made it more deregulatory. Where we are today is so much farther down the deregulatory road than where we were last year at this time.

**Is there anything in the Senate bill that you either like or dislike?**

In the House, of course, we have our problems with the V-chip. There is tremendous consumer choice today, with different types of very inexpensive equipment to

enable parents to control the viewing habits of their children. Channel-blocking mechanisms are already in today’s TV sets and certainly will be in tomorrow’s. And we should go very slowly any time the government begins to talk about content regulation—that’s what this is.

I’ve had the opportunity to talk with Jack Valenti [of the Motion Picture Association of America], Eddie Fritts [of the National Association of Broadcasters], and Decker Anstrom [of the National Cable Television Association]. All of these groups have come forward with responsible alternatives to the content regulation that has been talked about here in Washington. We have to give that process time to work.

**How do you stop Congress from sending a bill to the White House that has this V-chip and ratings system built into it?**

First of all, you look at the makeup of the conference and who are going to be the conferees on our side as we go into a conference with the Senate. I think that most, if not every member, of our conference on the Republican side have a difficulty with content regulation. But you also talk about the voluntary efforts that are currently under way by creative artists, the broadcaster, and the cable industry, and Congress has charged these different groups with responding to the pressure that we’re getting from our citizens, our constituents. They have responded. We have to give that time to work.

I’m sure there will be a V-chip amendment offered on the floor, and I will oppose it. And assuming that we’re





successful on the House floor, and we go to a conference with the Senate, then we will oppose that provision in the Senate bill.

**Who do you expect to be the conferees?**

It depends on how deep we go. I personally think we should have a smaller conference, but I think it's likely to be Chairman Tom Bliley [of the House Commerce Committee], myself and Mike Oxley. From there it's really a decision of the speaker and Chairman Bliley.

**Will the speaker participate?**

I don't think he would participate in the conference. But let me give you one perspective, because a lot of people have raised the question about the speaker's involvement. You're dealing with a historic and even monumental piece of legislation that basically overhauls the 1934 Communications Act and everything that has happened since—the modified final judgment of 1982, the cable acts—and you're dealing with a sixth of the economy. We're talking about going into the information age, and he understands that communication is central to the future of this country, not only in terms of

making us more productive and giving our consumers more to enjoy, but also the export potential. The speaker is going to be involved with that type of legislation.

**The Senate passed this bill by a vote of 81 to 18. Does that mean that it's veto-proof?**

I've been saying for months that the President is not going to veto this legislation. This will be the largest jobs bill passed during his administration, and I think that tens of billions of dollars will be invested immediately upon enactment—and tens of billions may be too conservative. People are waiting to see the final form this bill will take. I think tens of thousands of new jobs will be created. We will be propelled into the information age. When you look at all that, and the prospect of a presidential election cycle, there is no way he will veto this legislation.

**How much of a role does the White House have in the debate going into the House vote?**

We've encouraged the White House to participate and to give views, and we've also been critical of the White House. We do not think they've been constructive play-

ers. They have focused on cable, and what we are doing in deregulating cable is responsible. They have focused on a role for the Department of Justice; in the MFJ, it was never intended that the Department of Justice would have a permanent role. We don't need the Justice Department micromanaging Bell company entry into long distance or cable companies getting involved in the local loop.

Now, we will accept what the Senate has done in giving the Justice Department a consultative role. And we will do that as a means of reaching out to the White House and saying: "We'll work with you." But we're not going to give them the policy role that allows them to micromanage and be an impediment to the entry of new competitive services and players.

**I take it that at least some of the administration's objection has to do with potential concentration in the broadcast industry.**

Well, I say to them: "It's a new world. This is not 1930. Wake up." I'm serious. You get some people who have a mind-set that this is the 1930s, and that big is bad, and that someone is going to go out and control all the outlets for information. Or the one that's raised all the time, that some foreign power will come in and somehow control the minds of the American people.

First of all, that's insulting to America. If there ever were that type of attempt to propagandize, either from an American company owning a large media enterprise, or some foreign company, I think the American people would reject that. We're free thinkers.

But again, the world has changed. There's more diversity. There's more choice. When I grew up in Texas, we basically had the three networks, and that was all. And even they went black after a certain time at night. We got the New York Yankees and the Baltimore Colts, and those were the only teams I ever saw play while I was growing up.

The point being, this world has changed. And we ought to let people enjoy the benefits of the economy of scale. If someone can do something, and do it less expensively, and deliver a product to the consumer, then we should do it. Our focus should be on what benefits that consumer. And the more diversity of choice that we give, the greater benefit to that consumer.

**What kind of station cap do you think will emerge?**

I hope it goes our way. The Senate bill stopped at 35%. I still think we should immediately jump to 35%, and within a year go to 50%, and then there's a two-year FCC review. I personally do not think there should be a cap, period.

**When we spoke with the speaker on another occasion, he appeared to want to make this bill so deregulatory that there would no longer be a need for the FCC. Do you share that kind of vision?**

I've talked to the speaker about this, and really, there is a two-part process when you think about telcom dereg. One is our Telecommunications Reform Bill of '95. The second is the dramatic reform we anticipate with the Federal Communications Commission. We've already met with some broadcasters. We've met with people in the



telephone and long-distance industry. We've met with cable operators. And we've met with Chairman Hundt, who understands that we want every piece of paper, every regulation, every individual justified. If I were to describe the role that we see for the FCC, particularly in the transition period, it would be to be a traffic cop. But we'll see much of the role of the FCC sunsetting, as we have sunsets in our legislation.

**It seems to me that you and the FCC have agreed that there will be a declining need for the FCC as competition sets in. But there's disagreement on the timetable.**

Yes.

**People who support a continued role for the FCC cite worries about the public interest. Can we see a decrease in the FCC in terms of its responsibilities, while still protecting the public interest?**

Many of us believe the public interest is protected through competition, that the public will reject something that doesn't serve its interest. And that the more competition you have, the less need you have for regulation at the FCC. We don't see the need for the Competitiveness Division; we think that's a Department of Justice function. We don't think there needs to be an EEOC department, or enforcement at the FCC; you've got the Labor Department to do that. I'm aware of a number of Texas broadcasters who have diligently worked to fulfill what they feel their obligations are, and they've still been penalized. So we have to question that.

The applications that have to be made when someone wants to erect a new tower, or roll out a new piece of equipment, or they just have a new application—that doesn't make sense in this dynamic world. We feel that the cellular industry was precluded from servicing the consumer for over a decade because of the FCC. The same thing with cable. And in this particular time period, with all its dynamism, if we don't get the FCC removed as an impediment, then we won't know what services are going to be stymied or not rolled out.

So again, we think that competition is a much better response mechanism than the heavy hand of the government in micromanaging regulation.

Let me say one other thing that's of interest to your readers—on license rights. There is a serious discussion going on among our Republican members as to whether a broadcast license right should be converted to a property right. Or should the license right be extended to such an

extent that, in essence, it becomes a property right?

We are very disturbed when a broadcaster, radio or TV, goes to renew its license and there is extortion—people who show up to levy objections and then tend to go away when money is paid for their particular claim. We think many of those claims are fruitless, and we feel that has to be addressed in a realistic way.

**Will spectrum auctions be a part of the consideration of acquiring property rights in the first place? Do you anticipate that there will be a mechanism for requiring spectrum auctions?**

Well, just so you're clear. The decision hasn't been made yet to go from a license to a property. In fact, we've even heard some arguments from broadcasters that you should not convert the license right to a property right. We're very attentive; we're listening to what people have to say.

You know, this is a time when we, as Republicans, feel that we're at a moment in history. We can do the right thing. Things can be put on the table that have never been discussed before. We're the trustees of the public interest.

Spectrum auctions will be a part of our future. It's always been my belief that the broadcasters, as they go from the analog to the digital world, should get an

advanced spectrum and that they should be able to operate in both for a transition period. Now, I tend to think that the giveback [of the analog channel] should occur sooner than some people have anticipated. Instead of 15 years, maybe we're looking at 10 years.

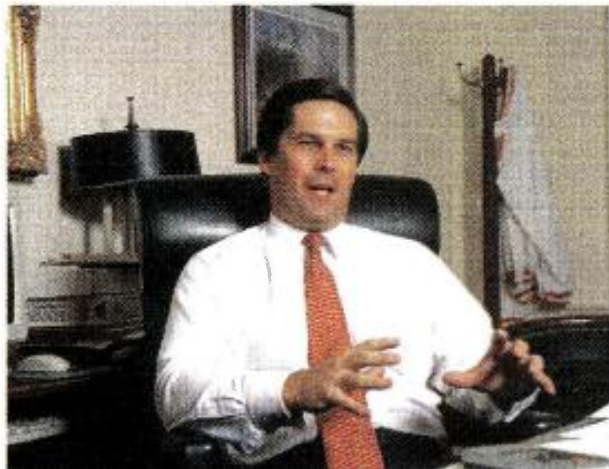
I know some people still believe that that analog spectrum will always belong to broadcasters, even as they go into this advanced television world. That's not the case; those six megahertz are going to come back.

**Are you enthusiastic about high-definition TV as part of this changeover into digital?**

I think that the government should give the broadcaster the flexibility of using that spectrum in the way they want it. As long as it's free over the air, then there shouldn't be a cost associated with it.

**Do we need to wait for the full term before we auction? In other words, can we auction that spectrum before the actual giveback takes place?**

This is one of my ideas. It's on the table. The speaker has given us the latitude to think big thoughts, have large



"I'm sure there will be a V-chip amendment offered on the floor, and I will oppose it."



dreams and push the envelope. We're trying to push the envelope.

And I'll tell you, pushing the envelope unsettles a lot of people because a lot of people are accustomed to a certain regulatory framework, and anytime you think about changing that regulatory framework, or you talk about a new idea, it's discomfoting.

**You mentioned that you talked to broadcasters, cable and the telcos about the FCC. What are they telling you?**

It's interesting. We get very little information on letterheads. We get a lot of information on blank pieces of paper, and we get a lot of oral conversations. That signals to us that you've got people who are—maybe afraid is not the word—but who have more than a healthy respect for their regulator. But they are very candid.

**Do you place any blame for the slowness with which the FCC operates on the industry itself, for throwing a lot of paper in there?**

Absolutely. I think that you have different people within every segment of the industry who use the process to slow down competition to give themselves a competitive advantage.

**Do you disagree with Reed Hundt that there's a social compact between broadcasters and the public? And do you feel that that type of public trusteeship will be a dead issue after this legislation is passed?**

I think it's going to be enhanced because what the broadcaster has that cable does not have, that direct broadcast satellite does not have—that, in all probability, telephone companies, as they get into cable, will not have—is localism. I think that is the commodity that sells to a local audience. To me, that is the social compact, and the broadcaster understands it and discharges it, and I don't think the FCC or Congress can impose it upon someone, as though conferring what their citizenship should be.

**Well, I think Reed Hundt has quantified the social compact in terms of such things as children's TV and giving free time to politicians.**

If I were a broadcaster—if I owned a station in Houston, Texas, the market with which I am most familiar—I would digitize as quickly as I could. I would push the equipment manufacturers to come forward with the new advanced television sets as quickly as they can. And I would immediately program a local children's network.

I would go to work with schools and playgrounds, and I would make it educational in nature, and I would be very sensitive about how I advertised. But my little five-year-

old would be a fan—and a consumer—of that particular signal.

Then, if I were a broadcaster, I would create a cultural channel. And I would go and do things to enrich my community, or cover things that are enriching to my community. And I think people would watch it; I really do. I think that people like myself—and I guess I'm one of the baby boomer group—want to see good quality cultural programming. Again, I'd be sensitive about the advertising. But I think that you have a large audience for that.

And, of course, the obvious. I would do a local 24-hour news, weather and sports.

Now, to me that is the accomplishment of what some people talk about as a social compact, but it leaves the discharge of that to the local entrepreneur.



"This world has changed. And we ought to let people enjoy the benefits of the economy of scale."

**Do you subscribe to a First Amendment policy toward broadcast and cable programming, and do you agree with Senator Dole that the government should not regulate in this area?**

There's a separation that we are struggling with at this moment with the Internet and things that go out over a wire. There is a distinction between that and something that is free over the air, or something about which people have a choice.

The comment I would make to you is, I do not think the government should get into content regulation. I am a conser-

vative. Some of the things, particularly dealing with pornography, with sex, with violence, I have strong personal disagreement with, but in talking with people like Valenti and Anstrom and Fritts and others, there is a recognition, I think, between these various segments of the industry that there needs to be a response, that there is a legitimate concern coming from the American public, and that there is a need to find a solution.

And the question comes, should the government be involved in mandating a solution? I do not think the government should. And I say that as somebody who comes from a very strong Southern Baptist tradition. But I don't believe the government should get into content regulation.

**Do you anticipate that spectrum fees will enter into the broadcaster's future?**

As far as the chairman of the Budget Committee is concerned, that's on the table. I don't think there should be a spectrum fee, because the broadcaster has been providing a service free, over the air, discharging his public service obligation, and this would be nothing more than a tax. When you say it's a spectrum fee, you're talking

about a tax on an industry just as if you were to go out and place a tax on some other small business. And the philosophy of the Republican Party has not been to tax free enterprise.

**Are you less regulatory than is the Senate on the matter of telco entry? Are you anxious to bring the telcos into television on a more accelerated basis?**

We want that to be as deregulatory as possible. That is one area of our bill that may change, in which you may see the telephone companies getting into the cable business much quicker than is anticipated under the law as it's written now, and as it's passed out of our committee.

In fact, let me go a little bit further. Some people have argued that there's a period of time in which cable companies will not have competition in a local market—that just as we talk about the Bell operating companies being a monopoly, a cable company in a particular market may be a monopoly. So what we're looking at is perhaps rolling up that rulemaking so that you've got the telephone company coming into that market quicker, so that there is competition. Again, we think that competition is the answer. When you look around the country, where there is a second cable operator in a market, the rates are dramatically down.

**Do you believe in two wires into the home?**

I don't think the government should say one wire, two wires, 50 wires. I think the marketplace is going to find the answer.

Again, it was amazing to us when we began talking to the Brian Roberts and the Jerry Levins and the John Malones and others, at the depth of interest they have in providing local telephone service, residential and business. In fact, the model of the facilities-based competitor envisions that it's the cable company that's going to be the facilities-based competitor. It's not going to be the long-distance guys.

But talk to the cable guys and you begin to understand what the play is by each of these—long-distance, telephone and cable. It's the one-stop shop. Let's say cable company A joins with long-distance company X. Then you're going to have telephone company C joining with long-distance company Z. And you're going to have telephone company C saying, "If you use my service, I'll give you your telephone." In fact, I think basic telephone service, around the corner, will be free. I'll supply your equipment, and with my equipment you'll get this ser-

vice, this service and this service. But you'll also be getting your cable service from me, and you'll be doing your long distance through company Z.

Then you'll have the cable company saying, "Well, I'll give you telephone, but in addition to the services that telephone company C gives you, I'll also give you call waiting free. And I'll also be providing your cable, and we'll be using long-distance company X."

**What I didn't hear in that equation was cable company A aligning with telco company A.**

That's possible under our bill. There can be buyouts in areas under 35,000 and joint ventures at any stage.



"Should the government be involved in mandating a solution [to content regulation]? I do not think the government should."

**The pace of deregulation this year is faster than anything any of us could have imagined. What's happened?**

You've got a Republican majority. That hasn't happened in the House for 40 years. And we really do feel a responsibility to act as trustees, to go through every rule, every regulation, every filing within the agencies under our jurisdiction to make sure that things actually work.

We've also got an inspirational leader in Newt Gingrich. He said everything should be on the table. And he has not allowed us to take a rest; he's pushed us to do the right thing for the country.

If we can effect convergence by getting the proper framework for deregulation and the industry does what it has said it's going to do—invest and move forward—this country is going to explode. And the only downside of this is that we are doing more to re-elect Bill Clinton than is the Democratic National Committee.

Fortunately, this is not a political issue. If it were political, we would push this into mid-1996, and as you know, we're pushing as hard as we can now.

**When do you think the House will get this to the floor?**

In July. I anticipate that we're not going to take a great deal of time on the floor. Once we get off the House floor and we go to the Senate, we're not going to have a long conference. I am confident that we are going to move through this quickly and then send it to the President.

Going back to this veto thing. In Texas, anytime prior to a fight, we say, look in the other guy's eyes to see what the depth of the fight is, and that may determine whether you want to fight or not. I've looked into the administration's eyes, particularly the Vice President's eyes, and I don't see it. ■



# 'Classics' square off in court

AMC alleges violation of exclusivity contract by Turner Classic Movies

By Jim McConville

**A**merican Movie Classics Co. has filed a \$250 million breach-of-contract suit against Turner Entertainment alleging that Turner violated AMC's exclusive rights agreement to show films from Turner's RKO film library.

Filed in the Southern District Court of New York last week, AMC's suit contends that Turner violated their agreement approximately 30 times since last July. No court date has been set.

AMC signed a 10-year licensing agreement with Turner in 1992 giving Turner \$48 million in exchange for AMC's exclusive exhibition rights to 700 classic RKO titles until March 2002. AMC is seeking compensatory damages of approximately \$150 million and punitive damages

of \$100 million.

A spokesman for Turner Classic Movies (Turner's cable channel that launched in April 1994) said the company does not comment on pending litigation. Turner later issued a prepared statement: "This lawsuit will prove to be a waste of judicial time and an ill-advised and unnecessary expense. Beyond that, we cannot discuss these allegations at this time."

AMC alleges that Turner violated the exclusive agreement 14 times between July and October of last year. Kate McEnroe, AMC senior vice president/general manager, says AMC notified Turner of the violations last October: "Turner said the showings were inadvertent and would not happen again."

However, McEnroe says Turner

continued to schedule RKO library films 17 times after AMC notified Turner of the breach: "There were movies that ran in February, March and April."

McEnroe says AMC contacted Turner for the second time last April. "They said they would look into the matter," she says. Since then, McEnroe says, Turner canceled RKO movies it had scheduled to run in late April and May.

McEnroe says approximately 300 of Turner's RKO films are still covered by AMC's exclusivity agreement. "Exclusivity is a fundamental business practice of the television industry," she says. "It would be as if *Seinfeld* suddenly showed up on ABC or CBS, or movies that HBO licensed suddenly showed up on Showtime. It doesn't happen." ■

## CNBC gets down to Asian business

NBC has launched CNBC Asia, its 24-hour global business and financial news network, which eventually will form a three-pronged international news linkup with CNBC's U.S. and British networks.

NBC President Bob Wright last week in New York unveiled the service, which covers news from Eastern Asia and Australia.

Wright said the Asian network, which has cost NBC "tens of millions of dollars" to launch and likely won't hit the break-even point until 2000, marks a major investment for NBC in the East.

It will take time for CNBC Asia to develop an audience base, Wright acknowledged, and will require extensive capital expenditures by local Asian cable companies to wire hotels and other public facilities to receive the network.

The network will reach approximately 2 million Asian cable and satellite subscribers at launch, said Tom Rodgers, president, NBC Cable. Rodgers said the service will reach 5 million homes by year's end and 25 million within five years.

CNBC Asia, with a staff of 170, covers financial market news from China, Hong Kong, Korea, Taiwan, the

Philippines, India and Australia. It goes up against existing Asia Business News, a business TV service jointly owned by Dow Jones and TCI. Programming also will feature a stock ticker giving price quotes from Far East stock markets.

CNBC Asia programming, broadcast from its Hong Kong headquarters, will consist of 12.5 hours of live news coverage from Asia, eight hours from CNBC Europe, and six hours from the CNBC in the U.S.

NBC began broadcasting into Asia last August with A-NBC, a preview service of business and general news. Beginning in July, CNBC in the U.S. will include business coverage from CNBC

Asia in its programming, Rodgers said.

CNBC Asia is delivered to East Asia via the Palapa B2P and PanAmSat 2 satellites. Later this year the network will be delivered on Star TV's AsiaSat 2 as part of the DigiSTAR multichannel package of 15 digital channels. Rodgers said advertisers that have signed on include AT&T, Anheuser Bush, British Airways, Cathay Pacific, General Electric (NBC's parent company), International Herald Tribune, Northwest Airlines, Perrier and Sprint.

—JM



# Nickelodeon on a roll

Cartoons dominate top basic cable shows

By Rich Brown

**N**ickelodeon had nine of the top 15 basic cable shows for June 12-18, representing the kids cable network's strongest-ever performance in the weekly A.C. Nielsen list. The list that a year ago was dominated by *Murder, She Wrote* reruns and made-for-cable movies on USA is now finding itself invaded by Nickelodeon cartoons such as *Rugrats* and *AAAH!!! Real Monsters*.

A major reason for Nickelodeon's recent ratings success has been its decision to begin stripping reruns of its popular original product in the late afternoon/early evening time

period. The network during fourth quarter 1994 began taking some of the popular weekend shows in its ever-growing library of originals and moving them to daily strip positions. The Monday-Friday strip of *Rugrats* at 6:30 p.m. is showing ratings as high as a 3.3, representing more than 2.1 million households.

"Nick has a great opportunity at 5 p.m. in most markets because that's the point where Fox goes away from doing their kids block, kids syndication goes away, and local stations program older with news or off-net sitcoms or talk shows," says Howard Shimmel, vice president of audience research for MTV Networks.



Nickelodeon's 'hit Rugrats' is pulling good ratings, as high as a 3.3.

The strip concept is working so well that Nickelodeon executives are eager to find daily slots for more reruns from their Saturday night "SNICK" block and their Sunday morning cartoon lineup. Beginning on July 31, the network will introduce Nick in the Afternoon, a 3-5 p.m. block hosted by a popsicle-stick puppet named Sticks Stickly and featuring reruns of popular Nickelodeon

## H E A D L I N E S

### CTW'S new bag

Children's Television Workshop and The Cartoon Network are teaming to produce *Big Bag*, a commercial-free weekly show for preschoolers, scheduled to debut in May 1996. The companies plan to produce 13 hour-long episodes of the series, which will feature original animation, live action, some acquired domestic and international cartoons, and new Muppet characters from Jim Henson Productions. The series will be packaged



Turner chairman Ted Turner (l) and CTW President David Britt

along with cartoons from around the world as part of a planned two-hour preschool programming block scheduled to air weekends on The Cartoon Network. *Big Bag* is CTW's first preschool programming project since the inception of *Sesame Street*. The show also marks a rare outside programming partnership for The Cartoon Network, which features mostly cartoons from Turner's animation library.

### CNBC for the defense

Outspoken criminal defense lawyer Gerry Spence has signed to host a prime time talk show on CNBC beginning July 7. The weekly look at the judicial system will air live on Fridays at 8 p.m. ET from Spence's hometown of Jackson Hole, Wyo., and from CNBC's studio in Burbank, Calif.

### New digs for Popcorn

The Popcorn Channel has just opened its 12,000-square-foot New York City headquarters in preparation for the September launch of the cable network. The Popcorn Channel (which is owned by the New York Times Co., Torstar Corp. and Salter Street Films Ltd.) is

working with Antec's Digital Video on technology that will enable the network to offer local movie theater listings along with previews of top releases.

### H&G product deal

New York-based syndicator/licenser United Media has struck a deal with the Home & Garden Network to license products tied to the basic cable network. Both companies are owned by the E.W. Scripps Company.

### ESPN in Brazil

ESPN and TVA/Abril Group of Brazil have just launched ESPN Brasil, a locally produced 24-hour sports channel distributed to TVA's 400,000 subscribers and its 42 affiliated operators throughout Brazil.

### Discovery in Asia

The Discovery Channel Asia and Cableview Services Sdn Bhd of Kuala Lumpur beginning in third quarter 1995 will offer TDC Asia as part of Mega TV's basic service. Mega TV is offered via MMDS and is the first multichannel subscription service in Malaysia. —RB



weekend originals like *Are You Afraid of the Dark?* and *Rugrats*.

"We think there's a big opportunity in the summer to get a lot of sampling," Shimmel says of the Nick in the Afternoon launch. "There tend to be more kids at the set, and all of the

other major kids sources tend to put their stuff in reruns."

Meanwhile, Nickelodeon continues to build its original library. The network this week is expected to announce two original series to be picked up for 1996 debuts. One will

be a live-action series for the SNICK block; the other will be chosen for an as-yet-undetermined time slot. Nickelodeon on Sept. 11 debuts a new original animated series, Maurice Sendak's *Little Bear*, for the network's daytime preschool block. ■

# Cable gets singles-minded

Networks find a matchmaking niche on cable

By Jim McConville

Taking the cue from newspapers and magazines, cable television has entered the singles scene with two cable channels launched and another promised for later this year.

Networks that have launched include The Dating Network and SingleVision. The Singles Network is proposed for a late 1995 launch.

One-year-old SingleVision, launched June 1994, is reportedly reaching 1.5 million cable homes and 4 million satellite homes. Owned by Atlanta-based GlobalComm 2000 Corp., SingleVision is talking with Triumph Communications about extending carriage of the network to Galaxy VII (Access Television Network), which has a subscriber base of 12 million on 1,300 cable systems.

SingleVision programming consists of shows and 60-second videos of singles in various leisure-time activities. One program is *Singles Across America*, an hour daily lifestyle travel show featuring exotic singles locales. Subscribers respond to videos by calling a 900 number, and local cable companies pocket revenue from local ads.

SingleVision recently set up a Home Page on the World Wide Web. It also has a proposal pending with Microsoft to be a content provider for its online service.

The Dating Network (TDN) is an online interactive cable matchmaking service started in 1992 by a Worthington, Ohio-based company of the same name. TDN consists of a listing of personal ads in either a photo classified still-screen or full-motion-video format. TDN airs in more than 115 markets, reaching approximately

10 million subscribers. Affiliation agreements with major MSOs include TCI, Comcast, Continental, Jones, Adelphia, Marcus, Century and Post-Newsweek.

TDN makes its money through a 900 number. Local cable operators get to keep all ad revenue. Ads run for a week and are then discarded. "We're the first people to do customized disposable television," says Scovill.

Another network scheduled to launch later this year is Rainbow Programming's Singles Network. Originally unveiled at the National



Cable Television Association show in May 1994. Singles Network was supposed to launch this spring.

A Rainbow spokeswoman said the network is "under development" and that the company hopes to launch the ad-supported network by year end. ■

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of June 12-18, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,533	3.9	2.7
2. <i>Silk Stalkings</i>	USA	Sun 11:00p	2,293	3.5	2.4
3. <i>1995 MTV Movie Awards</i>	MTV	Thu 9:00p	2,261	3.7	2.4
4. <i>Rugrats</i>	NICK	Tue 6:30p	2,106	3.3	2.2
5. <i>The Ren &amp; Stimpy Show</i>	NICK	Sun 11:00p	2,078	3.3	2.2
6. <i>Rugrats</i>	NICK	Mon 6:30p	1,998	3.2	2.1
7. <i>Major League Baseball</i>	ESPN	Sun 7:56p	1,984	3.0	2.1
8. <i>Movie: 'Three Men and a Baby'</i>	USA	Sun 3:00p	1,961	3.0	2.1
9. <i>Rockos Modern Life</i>	NICK	Sun 11:30a	1,927	3.0	2.0
10. <i>Aaahh!!! Real Monsters</i>	NICK	Sun 10:30a	1,911	3.0	2.0
11. <i>Movie: 'When The Dark Man Calls'</i>	USA	Wed 8:00p	1,898	2.9	2.0
12. <i>O.J. Trial</i>	CNN	Thu 6:00p	1,887	2.9	2.0
13. <i>Rugrats</i>	NICK	Thu 6:30p	1,873	3.0	2.0
14. <i>Rugrats</i>	NICK	Wed 6:30p	1,864	3.0	2.0
15. <i>Rugrats</i>	NICK	Sun 10:00a	1,838	2.9	1.9

Following are the top five pay cable programs for the week of June 12-18, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Beverly Hills Cop III'</i>	HBO	Sat 8:00p	3,514	15.0	3.7
2. <i>Boxing</i>	HBO	Sat 10:01p	3,471	14.8	3.6
3. <i>Batman Forever: Behind th Scenes</i>	HBO	Sat 9:45p	2,495	10.7	2.6
4. <i>Movie: 'The Gateway'</i>	HBO	Sat 11:33p	2,390	10.2	2.5
5. <i>Movie: 'Wyatt Earp'</i>	HBO	Tue 8:00p	1,952	8.3	2.0

# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week

*Video Dialtone*

## Bell Atlantic revises video plans; delays rollout until 1997

By Mark Berniker

With the passage two weeks ago of Senate legislation deregulating cable and communications, the race is on for the telephone companies to get into cable, but it may not happen as quickly as planned.

Bell Atlantic has been in the forefront of video dialtone since its onset, but now is revising its strategy and will not even refile its applications with the FCC until

the end of the year at the earliest and will not begin rolling out switched digital video (SDV) services until 1997.

"We will [refile our] video dialtone applications by late 1995 or early 1996, and the bulk of activity for switched digital video will start in 1997," says Mark Wegleitner, vice president for broadband multimedia network implementation, Bell Atlantic Network Services.

Wegleitner says Bell Atlantic's deployment plans

are going forward and the telco will be ready for commercial deployment by late 1996 or early 1997.

Bell Atlantic is planning a beta test of a new version of SDV by the end of next year. Wegleitner says the company is prepared to deploy the system to 750,000-1 million homes per year beginning in 1997.

SDV will enable Bell Atlantic (and presumably Nynex and Pacific Telesis, which are part of the telcos'

Tele-TV alliance) to offer not only traditional broadcast and cable TV programming but also a suite of interactive services in tandem with telephony offerings.

Wegleitner says the cost to wire a home for SDV is rapidly dropping and that it makes more sense to build using the most advanced technology rather than trying to squeeze the economics out of existing copper or cable plants.

In late April, Bell Atlantic asked the FCC to "suspend" its Section 214 applications for plans to roll out video dialtone throughout the company's mid-Atlantic operating region. Then in late May, Bell Atlantic withdrew those applications, saying it was reconsidering its video dialtone strategy.

Wegleitner says that withdrawing the VDT applications and choosing to go with SDV has pushed Bell Atlantic's plans "back a few months."

But just as Bell Atlantic has backed away from hybrid fiber/coax (HFC) architecture, the company has embraced MMDS wireless cable as an early-entry strategy. MMDS wireless cable networks are much less expensive to build and operate, but have far less

### Thomson, BroadBand Technologies team for digital set-tops

Thomson Consumer Electronics has signed a deal with BroadBand Technologies to produce digital set-top boxes that will work with BroadBand's evolving switched digital video (SDV) system.

Although BroadBand Technologies (BBT) is designing open interfaces capable of communicating with a range of set-tops and servers, it chose Thomson because of the company's experience building digital set-tops for RCA's Digital Satellite System.

As a result of the collaboration with BBT, Thomson may have the inside track to be chosen by Bell Atlantic as one of the vendors for its planned digital video commercial deployments.

There also is the possibility that Thomson may become the set-top manufacturer not only for Bell Atlantic but also for BA's Tele-TV partners Nynex and Pacific Telesis.

"Certainly we are courting that business and are responding to [Tele-TV's] request for proposal and have reason for optimism on their decision," says Al Baker, Thomson's general manager for digital product management. Baker says Thomson set-tops for SDV networks will not be ready for delivery until the second half of next year.

Tele-TV already has issued a request for proposal

to set-top manufacturers for 4 million units over five years. More than 30 companies have responded, and sources close to the deal say the venture could choose three vendors.

Mark Wegleitner, Bell Atlantic Network Services' vice president for broadband network implementation, says digital set-tops are too expensive, but he expects their price to fall to \$300-\$350 by late 1997 or early 1998.

If the set-tops drop to \$300 per unit, Tele-TV's set-top contract potentially could be worth more than \$1.2 billion. In addition to Thomson, other companies that probably will bid include General Instrument and Scientific-Atlanta.

Rick Jones, executive vice president of BroadBand Technologies, says his company is working closely with AT&T's digital switch division and Bell Atlantic Network Services to perfect the SDV architecture that brings fiber-optic strands closer to the home. Some testing of the new system will begin later this year, but commercial deployment is not expected before 1997.

Bell Atlantic has made an equity investment in BBT and recently revised its video dialtone strategy, indicating that it plans to build SDV networks throughout its mid-Atlantic region (see story above). —MB

*Continues on page 35*



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Interactive

# Sci-Fi Channel to integrate interactive chat into reruns

By Mark Berniker

This fall the Sci-Fi Channel will begin incorporating online chat from a limited number of viewers while a show is being broadcast.

The chat hour is scheduled to be part of Sci-Fi's new fall lineup and will be featured during shows including *The Prisoner*, *Twilight Zone*, *Lost in Space*, *The Six Million Dollar Man* and *The Bionic Woman*.

"We're looking for new ways to make us different," says Barry Schulman, Sci-Fi's programming vice president. He says Sci-Fi has an internal task force looking at how the cable programmer can create interactive services such as trivia contests and home shopping.

Last week the channel began its first chat-rerun experiment by recruiting 25 fans of *The Prisoner* to chat about the episode at 3 a.m. Schulman says the cable network chose *The Prisoner* because it "lends itself to bizarre commentary."

The Sci-Fi Channel is working with ECHO, a New York-based bulletin board service, but Schulman says there are plans to include multiple bulletin boards from around the country. The cable channel is



looking into working with bulletin board partners in San Francisco, Los Angeles and elsewhere.

"It's an experiment that begins the gradual integration of computers into television," says Schulman, adding that Sci-Fi's audience tends to be "computer literate" and oriented toward new technologies.

Sci-Fi will invite celebrities to be involved in the chat sessions starting this fall. But first, Schulman says, the channel must secure rights to the shows it wants to incorporate into the interactive chat format. **TW**

## IMA to host next DAVIC meeting

The Interactive Multimedia Association will host the meeting of the Digital Audio-Visual Council (DAVIC) on Sept. 10-15 in Beverly Hills. DAVIC is working on developing standards for interactive broadband networks and services. More than 350 representatives are expected at the meeting, which is being sponsored by Avid Technology, Microsoft, Mitsubishi, Novell and Sybase. DAVIC plans to publish draft standards by December.

## DEC, Sybase join forces

Digital Equipment Corp. and Sybase are integrating their hardware and software to create a new architecture for authoring, delivering and managing interactive television services. The deal is nonexclusive. The companies will introduce their new interactive TV platform early next year.

## Sprint signs Wireless Advantage

Sprint has entered into a deal with Wireless Advantage Inc. to offer cable TV services beginning this fall to 1,000 households as part of Carolina Telephone's broadband network trial in Wake Forest, N.C. Wireless Advantage will be joined by two other video programmers to provide a full offering of cable services on Sprint/Carolina Telephone's video dialtone platform for the two-year technical and marketing trial. Wireless Advantage has interests in wireless cable, specialized mobile radio and cellular telephone.

## Zing makes deal with leading MSOs

Zing Systems LP has signed agreements with TCI, Comcast and Continental Cablevision to distribute Zing's interactive television signals over the MSOs' cable systems. Zing's system allows viewers to interact with all forms of broadcast, cable, DBS programs and commercials, whether delivered live, recorded or on videocassette. **—MB**

## KGTV goes online with ABC, 'Business Week'



kgtv(tv), the ABC affiliate in San Diego, has hooked up with McGraw-Hill's *Business Week* and the ABC Television Network to create Newslink, a regional online service.

The KGTV Newslink site on the Internet's World Wide Web has been averaging 11,000 hits a day, according to Don Lundy, the station's program director.

Lundy says the online forum allows the news staff to provide "more depth and [gives them] room for more sidebars," since reporters and producers often have only 40 seconds to a minute and a half for their segments in the TV newscast, and often leave a lot of details on the cutting-room floor.

Lundy says online users also can access the news archives of ABC and *Business Week*. He says Newslink is in talks with RealAudio and plans to include audio soon. Lundy also hopes to incorporate video clips.

KGTV Newslink's internet address is <http://www.kgtv.com>. **—MB**



**BELL ATLANTIC**

*Continued from page 32*

capacity for telephony and interactivity than does SDV. Bell Atlantic plans to offer wireless cable services by the middle of next year.

Bell Atlantic is committing itself to the more advanced architecture because it opens the door to cable and interactive services and, more important, will mean more reliable telephone services.

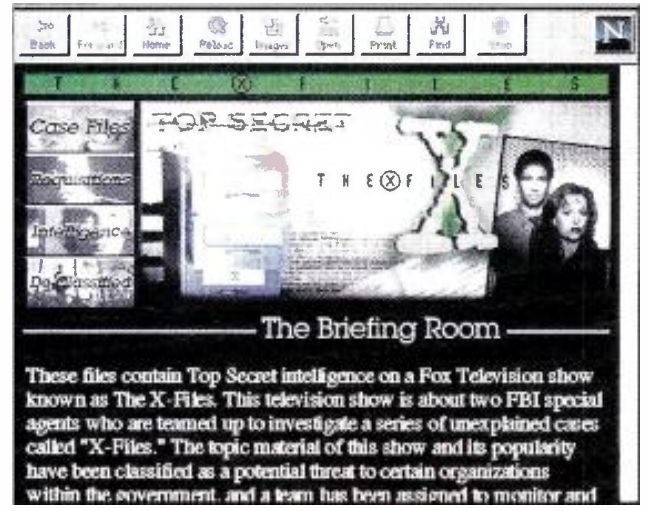
"Telephone service comes very close to paying for the switched digital video architecture," says Rick Jones, executive vice president, BroadBand Technologies.

Wegleitner says the cost of wiring a home with SDV is more than \$1,000 per home today, but he expects it to drop to \$500-\$600 in the next few years.

The first generation of SDV technology will be implemented in Dover Township, N.J. Bell Atlantic has won FCC approval to begin offering services in that community, but it will debut with less advanced technology than will be ready by 1997.

Wegleitner says Bell Atlantic still plans to offer video services to Philadelphia, Pittsburgh, Washington, Baltimore, Norfolk and Richmond as spelled out in its original FCC applications. "The higher-density populations are more economically attractive," he says, adding that it is much less expensive for the telephone company to wire an apartment building or densely populated urban area than to provide individual links to suburban neighborhoods and homes.

TM



**X marks the Web**

Delphi Internet has created a World Wide Web site devoted to Fox's X-Files. Both the online service and the program are owned by News Corp. The X-Files area can be accessed via the Delphi Internet home page at <http://www.delphi.com>. The Internet site will contain the latest news about the program as well as sound files, video clips and photos, and will offer X-Files merchandise. —MB

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## Greaseman's ratings slide

*Infinity stands behind show, despite decline in five of six markets*

By Donna Petrozzello

**R**atings for radio talk comic Doug "The Greaseman" Tracht plunged in Arbitron's latest winter report, but the talk show host says it is "just a question of time" until his popularity translates to the ratings books.

In the latest winter Arbitron ratings survey, listener shares for Tracht's show declined in five of six markets in which his four-hour, call-in show of comedy routines and story-telling airs.

"I don't have a good ratings story to tell," Tracht says. He argues that convincing stations to air a comedy talk show, which would more typically air in morning drive, on weeknights is difficult, given most FM stations' preference for music at night.

"What we're doing here is kind of dramatic," Tracht says. "We've changed the format of the stations I'm on at night. In essence, we've scared away the music [audience], and we are now rebuilding the [audience that] wants to hear personality and talk."

Tracht hosts one of two shows syndicated by Infinity Broadcasting—the other being Howard Stern's show. And Tracht's show airs primarily on Infinity-owned stations, including WXRK(FM) New York; WYSP(FM) Philadelphia; WJFK-FM Washington; WJFK(AM) Baltimore, and WZGC(FM) Atlanta. His other affiliate, KLOS(FM) Los Angeles, is owned by Capcities/ABC.

Infinity launched Tracht nationally in February 1993 after his show earned a wide listenership in separate runs on WWDC-FM Washington from 1982 to 1992 and on WAPE-FM Jacksonville, Fla., from 1975 to 1982. The majority of his listeners are male, Tracht says, and in targeted male groups, especially the 18-34-year-olds category, the show traditionally has earned high ratings.



*Greaseman says his evening show has "scared away the music [audience]," but "we are rebuilding."*

But his ratings in syndication have been less than promising.

In Tracht's admittedly strongest market—Atlanta on WZGC—his show airs in weekday morning drive and earned an average 3.2 share in the winter book compared with an average 3.7 share for fall 1994 among listeners 12 and older. Tracht says he is "a contender" among Atlanta morning shows. His show ranked 11th of 20 stations in the market.

In Los Angeles, where Tracht's ratings with listeners 12 and older rose slightly, from a 1.7 share in fall 1994 to a 1.8 share in winter 1995, KLOS airs only one hour of his show, from 11 p.m. to midnight. And in that time slot, Tracht ranks 19th among 46 stations in the market. Tracht tapes his show in a Los Angeles studio.

In New York at WXRK, Tracht's ratings dipped from an average 1.9 share among listeners 12 and older in fall 1994 to an average 1.2 share last winter in the 6-10 p.m. time slot.

At WJFK-FM, his ratings dropped from an average share of 2.9 among listeners 12+ in the fall ratings book, to an average share of 1.6 in the winter book, placing the show 18th of 33 stations in the market for the same 7-11 p.m. time slot.

At WJFK(AM), the show earned an average .6 share in the winter ratings among listeners 12+ for the 7-11 p.m. time slot compared with the average 1.0 share it earned last fall.

And at WYSP, Tracht's ratings went from an average 3.1 share among listeners 12+ last fall to an average 2.3 share last winter. The show airs 6-10 p.m. in Philadelphia.

"It's a slow process," Tracht says of his efforts to convert a music audience to an evening talk show. "People have to stumble across it and tell their friends. Somehow all that word of mouth has to filter down to an Arbitron reaction."

In an effort to boost the word-of-mouth reaction, Tracht broadcast his show live from nightclubs in New York, Philadelphia and Washington. The tour was a success, he says, with sellout crowds topping 500 fans for each of the 14 shows he performed in each city. The problem, he says, is that those fans just have not received ratings diaries.

"When you show that kind of crowd every night and that kind of interest, I don't care if the ratings are minus 10, something is happening," Tracht says. "My opinion is that it's just a matter of time until these really fanatic followers start getting ratings diaries."

In a separate endeavor, Tracht also has signed to write a book of what he describes as "the Greaseman's zesty look at life" with Simon & Schuster, publisher of Stern's highly successful "Private Parts."

Still, Tracht acknowledges that after more than two years in syndication, Infinity executives cannot be



faulted for wondering when and if the show will draw strong ratings. According to Tracht and several Infinity officials, the company's president and chief executive officer, Mel Karmazin, firmly supports "the Greaseman."

"Mel Karmazin thinks: If it's funny, let's put it on," Tracht says.

"We're committed to the Greaseman, and he is doing well for us," says Jeremy Coleman, program director for WJFK-FM. "Our target audience doesn't listen to the radio that much at night."

"Few radio stations perform better at night than they do during the day," Coleman says. "The point of airing the Greaseman show is to help the station do better at night than we would normally do." Before airing Tracht's show at night, WJFK-FM aired a contemporary jazz music format.

Tracht thinks that in time the ratings will improve. "In every other city I've been in, it's taken a couple of years to kick in," he says. "Mark my words, this will work." ■

### REP signs Banner

The Banner Radio advertising rep firm is now the exclusive rep for national ad sales at 22 radio stations owned and operated by Connecticut-based Radio Equity Partners.

Banner, a division of Katz Radio Group, already had repped six Radio Equity stations before taking on the entire group. McGavren Guild Radio, a rep firm subsidiary of the Interep Radio Store, handled 13 of Radio Equity's stations, and Interep's D&R Radio had repped two stations. All of those stations will now be handled by Banner.

A rep has not yet been named for Radio Equity's latest acquisition, WWRX-FM Westerly, R.I. The station will be handled by Banner.

With the switch, Banner Radio becomes the first Katz Radio Group division to establish an exclusive contract with a station group. Infinity Broadcasting and Shamrock

Communications formed independent rep companies during the past year that are divisions of Interep.

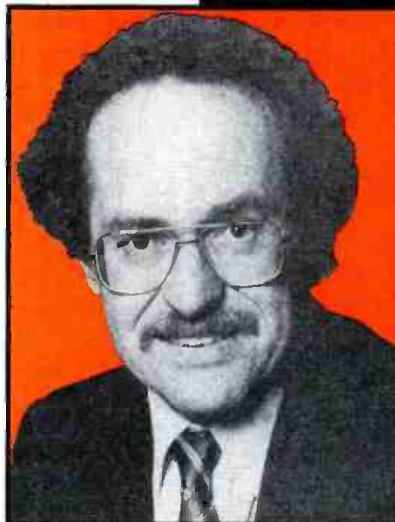
### ATC to air two hours

A recent grant of \$400,000 to National Public Radio's *All Things Considered* weekday evening news and current affairs program will help expand the show from 90 minutes to two hours beginning in September. The grant came from the Corporation for Public Broadcasting's \$4 million radio program fund, which also has supported Public Radio International's *Marketplace* series.

With the format change, the show will air one hour earlier, at 4 p.m. ET, and will include more live news, news commentary and reviews. *All Things Considered* debuted in 1971 and is carried by 450 public radio stations. It has an estimated weekly cumulative audience of 6.5 million listeners, CPB reports. —DP

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## BROADCASTING IMPACT

# The big would get bigger with dereg law

*Concentration of ownership is likely, as are rising prices for broadcast properties in wake of S. 652*

By Steve McClellan

**P**roposed broadcast ownership deregulation in Congress will lead to greater concentration of media interests in fewer hands, analysts say. Indeed, some think that broadcast ownership patterns in the U.S. may mirror those in Mexico, where a few companies own 100 or more outlets.

Until now, such a scenario has been inconceivable under U.S. rules, although liberalized FCC radio rules have allowed some groups to expand to several dozen holdings.

But although Congress and the FCC may stop counting the number of sta-



**Andrew McClure sees station prices rising 10%.**

tions, or even networks, that a single entity can own, the Department of Justice could launch an investigation at any time if it suspected antitrust abuse.

Broadcast property values will rise if rule changes are adopted that relax ownership caps. By how much remains unclear, with some predicting 10% or 15% and others predicting even higher gains.

If regulators relax ownership caps and allow TV duopoly, prices for stations could climb, says Arthur Gruen, of Wilkofsky Gruen Associates, a New York-based media consulting and research firm. "Radio station values have soared with duopoly, and TV values have been on the rise anyway," he says. "But this will juice up the prices even further."

According to Veronis, Suhler & Associates, a New York-based investment banking firm, the asset value of the nation's television and radio stations in 1993 (the latest year available) stood at almost \$16 billion, while the assets of the broadcast networks totaled another \$14.2 billion.

Assets on both sides likely would rise with deregulation. Capital Cities/ABC, for example, says it would take advantage of relaxed ownership caps to buy more TV stations. In the past two weeks, as hopes have mounted for deregulation, Capcities' stock has risen almost 15%, to \$107.37 per share on June 21.

Andrew McClure, president, The Exline Co., a station broker in San Rafael, Calif., predicts a modest 10% gain in station values if the proposed



## Senate leads the way toward new telcom marketplace

*Coming out of the Senate two weeks ago with an 81-18 vote, telecommunications-reform legislation may now have enough momentum to sweep through the House and onto the President's desk by the end of July. Should the Senate bill, the House companion or some amalgam of the two become law, the three industries most affected—broadcasting, cable and telephone—will enjoy immense opportunities and, not incidentally, face new competitive threats. Here's the industry-by-industry take on what it all means.*

## CABLE IMPACT

# Cable's take on S. 652: Good news, but...

*Industry generally pleased with telcom reform, but wary of increased competition*

By Rich Brown

**C**able executives seem to agree that telecommunications reform is going to help their business. The big question is: "At what price?"

Cable system operators and cable programmers last week were cheering the Senate's passage of S. 652, which would open up telecommunications competition. Stock prices climbed, cable operators talked up ambitious plans to enter the telephony business and cable programmers welcomed the additional distribution platform that will be built by the telcos.

But there also was concern that telecommunications reform could



**NCTA's Anstrom likes the preemption of local regulators.**

pose problems for the cable industry.

"The deregulatory windfall that some Wall Street analysts are projecting for cable could prove to be too optimistic," says analyst George Dellinger of NatWest. "The

quid pro quo for deregulation is more competition, and more competition

*continues on page 41*



# THE MARIO talk *Cuomo* SHOW



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deregulation goes into effect. Station sales now are averaging seven to eight times cash flow on both the radio and the TV sides, he says.

"There will be more of a move toward fewer owners owning more properties," says McClure. "That will probably drive prices up a bit, but I don't see prices getting much higher because operators will still have to service debt and pay for the cost of doing business."

A number of group operators have indicated that they intend to expand their broadcast station portfolios if the rules are relaxed. Among the most recent are Group W Broadcasting and CBS, which have a joint venture agreement to operate stations in Denver, Miami, Philadelphia and Salt Lake City.

"We're in concert with CBS and have been expanding our station ownership and our joint venture with CBS, and we'd like to move that up," Westinghouse Chairman Michael Jordan told Reuters last week. (Jordan also says Westinghouse is not interested in buying CBS, a rumor that circulated in media circles last month.)

With major groups looking to expand, it will be difficult to survive as a stand-alone player in medium and larger markets if the ownership rules are relaxed, says McClure. "Everybody is looking at it," he says. "There's no question the more aggressive group owners want to expand. The single-station operators are looking at their options, either expanding or selling."

When the dust settles, it is also likely that the rule barring ownership of more than one network will be scrapped. Observers say it is necessary because once the FCC authorizes spectrum for digital broadcasting, technically, every network in the country will be engaged in dual networking.

But don't expect a combination of any of the major networks anytime soon. "Even in the most conservative administration, it's a safe bet the Justice Department would find that a troubling concentration of market power," one network executive says.

Although the prospects for passage of a bill are uncertain, de facto television duopoly is a growing fact of life. The number of local televi-

sion marketing agreements, where one operator manages two stations in a market, now stands at at least three dozen. Such arrangements have been controversial from the start. Some broadcasters have said that the limited opportunities within a market to do LMAs give unfair competitive advantage to those that manage to cut deals.

Some advertisers have joined the chorus of concern, citing the potential of LMA operators to artificially raise the price of advertising in markets where they control more than one station.

"It is a very serious concern," says Allen Banks, executive vice president, Saatchi & Saatchi, a New York-based

advertising agency. "There have already been some examples of abuse in radio," where duopolies have been allowed for several years.

Banks says the potential for abuse on the television side of duopoly is worse because there are far fewer TV stations than radio stations.

But Lowry Mays, president/CEO of Clear Channel Communications, which has TV LMAs in four markets, dismisses such talk. "That theory won't hold because the advertiser has the ability to buy around any media," he argues. "If the prices are too high on my radio or TV stations, there are plenty of other ways to access the audience. There's cable, newspapers, magazines and DBS." ■

TELCO IMPACT

## Bill opens up telephone lines

*New access, new competition, are name of game for local and long distance under S. 652*

By Mark Berniker

**T**elecommunications legislation passed in the Senate was at the very least a partial victory for the regional telephone companies, but while the bill will reshape the deregulated landscape for long distance and local phone, it also adds a new player: cable.

Although all sides won access to new markets, long-distance carriers, RBOCs and MSOs will be forced to face new competitive challenges in their existing markets.

The real victory for the telcos was the potential of moving into the long-distance marketplace, which generates more than \$65 billion annually, but while cable operators are eager to get into the local telephone business, their entry will not be overnight. A multitude of technical issues must be dealt with, and then there is the money issue. MSOs may not be in a position to take on both the RBOCs and the long-distance carriers bidding for portions of local business and residential telephone services.

The Senate legislation did preempt state and local barriers to cable and others interested in offering telephone service, however. The bill



**BA's Eric Rabe** says "competition is preferable to regulation."

orders the RBOCs to provide interconnections to all competitors on an equal basis.

"We didn't get everything we wanted, but struck a compromise based on the premise that competition is preferable to regulation," says Eric Rabe, spokesman for Bell Atlantic.

But as the telcos face the invasion of their local loop from competitors, not all is going well on the financial front for the eight local telephone companies, according to a study released last week.

A Fitch study titled "Telephone Companies' Disappearing Cash Flow" states that the RBOCs "face a mounting cash-flow dilemma in defending existing markets and competing in new ones." The Fitch study says Ameritech is in the strongest position, with \$696 million in net cash flow, while Bell Atlantic showed a \$239 million shortfall.

Cash flow is not a problem for



AT&T and other leading long-distance companies MCI and Sprint, which may have been the biggest losers on the Senate side with the shattering of their long-distance monopoly. Now, the long-distance giants are stepping up their lobbying efforts on the Hill.

"The long-distance carriers are putting on a full-court press to minimize the Senate language and maximize the Bliley bill's language," says Rabe.

Rabe said that, assuming the legislation passes the House and President Clinton does not veto it, it will not take Bell Atlantic long to get into long distance. On the cable front, Rabe said Bell Atlantic plans to offer MMDS wireless cable by the middle of next year and switched digital video services beginning in 1997.

In another apparent victory for the telephone companies, the Senate legislation allows them to own cable systems in their telephone service areas.

Thus, within the next few years, the telcos will be able to offer a competitive bundle of local and long-distance telephone services along with a range of basic and premium cable services. ■

## CABLE'S TAKE ON S. 652

*Continued from page 38*

is not a piece of cake. There's some risk that the cable operators [would] get flipped out of the regulatory frying pan and into the competitive skillet."

The cable industry is very good at putting on a bold front in the face of competition with the telcos, says Dellinger, but he says the cable industry would be at a disadvantage in head-to-head competition.

Dellinger says another potential problem for the cable industry under the Senate's telecommunications bill is that several provisions of the 1992 Cable Act remain, such as retransmission consent, must carry and limits on vertical integration.

Nevertheless, Time Warner spokesman Michael Luftman says the Senate's telecommunications bill is "a very positive step," and that the giant media company will be "working very hard to see that a bill like this one becomes law." The opportunities for cable to compete in local telephone service are "tremendous," says Luftman, adding that Time Warner stands to gain a lot more than it would lose under telecommunications reform.

"I don't think any party can expect to get legislation that, from its point of view, would be absolutely perfect," says Luftman. "But this is more than acceptable from our point of view. If you expect to be allowed to compete in somebody else's business, you have to be willing to accept competition in your own business."

The bill also is being cheered at Comcast Corp., another cable system operator that in the past year has boosted its subscriber base through additional system acquisitions. The legislation is "a remarkable step forward" toward promoting competition in video delivery and telephony, says Comcast's Joe Waz, vice president of external affairs and public policy counsel for the nation's fourth-largest MSO.

"There are parts that cause pause, but I think overall it's positive and we're heartened by the direction it takes," says Jim Carlson, vice president of corporate communications at Jones Intercable, the eighth-largest MSO.

National Cable Television Association President Decker Anstrom says one highlight of the legislation is that it preempts local regulators, thereby smoothing cable's entry into the local loop and limiting what cities and states can do about rate regulation. Although Anstrom is generally positive about the Senate bill, he had hoped it would go further. In particular, he says, the association is opposed to the "bad actor" provision in the Senate bill. So-called bad actors, who charge substantially more than the national average, as of June 1, 1995, still will be regulated.

Many cable programmers say they are happy to see telecommunications reform because telco entry into the video business provides an additional platform for their programming. Bert Carp, Turner Broadcasting vice president of government affairs, prefers the House version of telecommunications reform over the Senate bill because it gives cable system operators more freedom to package expanded program tiers of service. Nevertheless, he thinks the Senate bill is an improvement over current law: "It goes a considerable way toward reversing the regulatory overkill that we've had in the past several years." ■

## Speaker balks at online obscenity rules

House Speaker Newt Gingrich publicly objected to an amendment in the Senate telecommunications bill (S. 652) passed last week that would effectively ban indecency on the Internet.

Gingrich called the Exon amendment a violation of free speech, "very badly thought out and not very productive," during his weekly cable program on NET—Political NewsTalk Network.

"The amendment by Senator Exon in the Senate will have no real meaning and have no real impact. In fact, I don't think it will survive. It's clearly a violation of free speech, and it's a violation of the right of adults to communicate with each other, but I think it was seen as a good press release back home, so people voted for it," Gingrich said.

The Interactive Services Association Online Policy Committee also issued a statement on the Exon amendment. "Without statutory defenses, an online obscenity amendment or bill would create an impossible situation for the already conscientious operators by making them responsible for content over which they have no control," says an ISA statement.

The House will debate obscenity and pornography censorship rules, and the Speaker has indicated that the Senate's provision may be excluded from the House's final bill.

—MB



*Gingrich objects to Exon's Internet amendment*

# Changing Hands

The week's tabulation of station sales

## KATC-TV Lafayette, La.

**Price:** \$24.5 million

**Buyer:** KATC Communications Inc., Charleston, S.C. (Peter Manigault, president); no other broadcast interests

**Seller:** ML Media Partners (Martin Pompadur, CEO); owns KORG(AM)/KEZY(AM), Anaheim, Calif.; KATC-TV Lafayette, La.; WEBE-FM Westport, and WICC(AM) Bridgeport, both Conn.; WREX-TV Rockford, Ill. (see item below), and WQAL(FM) Cleveland, and has radio and cable interests in co-venture with Century Communications Corp. Pompadur has interests in licensees of various stations, including WBRE-TV Wilkes-Barre, Pa.; WROC-TV Rochester, N.Y.; WTOV-TV Steubenville, Ohio; WEYI-TV Saginaw, Mich.; WRDW-TV Augusta, Ga.; WTWO(TV) Terre Haute, Ind.; KQTV(TV) St. Joseph, Mo., and WRBL(TV) Columbus, Ga.

**Facilities:** ch. 3; 100 kw visual; 20 kw aural; ant. 1,740 ft.

**Affiliation:** ABC

## WREX-TV Rockford, Ill.

**Price:** \$18.37 million

**Buyer:** Quincy Newspapers Inc., Quincy, Ill. (F.M. Lindsay Jr., chairman; brother Donald M. Lindsay, vice chairman); owns WGEM-AM-FM-TV Quincy, WSVJ(TV) Elkhart, Ind.; KTTC(TV) Rochester, Minn., and its four translators in Minnesota and Nebraska; WVVV(TV) Bluefield, W.Va., and KTIV(TV) Sioux City, Iowa, and its three translators in Nebraska. It also owns *Quincy Herald-Whig*.

**Seller:** ML Media Partners (see KATC-TV item above)

**Facilities:** ch. 13; 316 kw visual; 39.8 kw aural; ant. 710 ft.

**Affiliation:** ABC

## WDUV(FM) Bradenton/WBRD(AM) Palmetto, both Fla.

**Price:** \$14 million

**Buyer:** Jacor Communications, Cincinnati (Benjamin L. Homel, president); owns eight FMs and six AMs, including WFLA(AM)-WFLZ(FM) Tampa Bay, Fla.

**Seller:** Sunshine State Broadcasting Co. (Robert R. Nelson, president); no other broadcast interests

**Facilities:** FM: 103.3 mhz, 100 kw, ant. 649 ft.; AM: 1420 khz, 2.5 kw

**Format:** FM: easy listening; AM: talk

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$0 □ 0

FMs □ \$15,828,000 □ 6

Combos □ \$30,850,000 □ 4

TVs □ \$53,820,000 □ 5

Total □ \$100,498,000 □ 15

So far in 1995:

AMs □ \$57,531,744 □ 83

FMs □ \$369,323,721 □ 180

Combos □ \$792,185,300 □ 108

TVs □ \$1,645,322,000 □ 56

Total □ \$2,864,262,765 □ 424

## WMT-AM-FM Cedar Rapids, Iowa

**Price:** \$14 million

**Buyer:** Palmer Communications Inc., Des Moines, Iowa (Vickie Palmer, Jenny Sutton, Bonnie McCloskey, owners); owns KFOR-TV Oklahoma City; WHO-AM-TV-KLYF-FM, Des Moines, Iowa; WNOG-AM-FM/WARO-FM Naples-Fort Myers, Fla., and 75% share in Palmer Wireless Inc.

**Seller:** Wonderful Music and Talk Inc. (Robert D. Ray, president; Forrest "Frosty" Mitchell, chairman/GM; wife Joan Mitchell, treasurer); Mitchells own KGRN(AM) Grinnell, Iowa.

**Facilities:** FM: 96.5 mhz, 100 kw, ant. 540 ft.; AM: 600 khz, 5 kw

**Format:** FM: adult contemporary; AM: full-service/MOR

## WOAC(TV) Canton, Ohio

**Price:** \$6.6 million

**Buyer:** Whitehead Media Inc., Coral Springs, Fla. (Eddie L. Whitehead, president/treasurer; wife Lynn Whitehead, VP). Eddie Whitehead is buying KPST-TV Vallejo, Calif., and WTVX(TV) Fort Pierce, Fla., and is GM of WYHS-TV Hollywood, Fla.

**Seller:** Morton J. Kent; no other broadcast interests

**Facilities:** ch. 67, 1429 kw visual, 142.9 kw aural, ant. 290 ft.

**Affiliation:** Independent

## WJMZ(FM) Anderson, S.C.

**Price:** \$5.3 million

**Buyer:** ABS Communications Inc., Richmond, Va. (Kenneth A. Brown, chairman/president/treasurer); owns 50% of WKHK(FM) Colonial Heights and WKIK(FM) Crewe, both Va., and

WROQ(FM) Anderson, S.C.

**Seller:** AmCom General Corp. (George R. Francis Jr., president); owns KRMD-AM-FM Shreveport, La.

**Facilities:** 107.3 mhz; 100 kw; ant. 1,008 ft.

**Format:** Urban contemporary

## KVOD(FM) Denver

**Price:** \$3.5 million plus buyer's KYMX(FM)-KCTC(AM) Sacramento, Calif.

**Buyer:** Tribune Broadcasting Co., Chicago (Wayne R. Vriesman, president); owns KWGN-TV-KOSI(FM) Denver and KEZW(AM) Aurora, Colo. Tribune Broadcasting also owns KTLA(TV) Los Angeles; WGN-TV-AM Chicago; WGNX(TV) Atlanta; WLVI-TV Cambridge, Mass.; WGNO(TV) New Orleans; WPIX-TV-WQLD(FM), both N.Y., in addition to KYMX(FM)-KCTC(AM) Sacramento.

**Seller:** Henry Broadcasting Co. (Charlton H. Buckley, owner); owns seven FMs and four AMs, and is buying KNBQ(FM) Nebraska City, Neb. Henry also is 75% shareholder of KHVH(AM)-KIKI(FM) Honolulu.

**Facilities:** 99.5 mhz, 100 kw, ant. 279 ft.

**Format:** Classical

## WTJC(TV) Springfield, Ohio

**Price:** \$3.5 million

**Buyer:** The Christian Network Inc. (James West, chairman; Dan Steucher, president); owns WCTD(TV) Miami; is buying WIRB(TV) Melbourne, Fla.; WHKE(TV) Kenosha, Wis., and KUBD(TV) Denver.

**Seller:** Video Mall Communications Inc., Springfield (Marvin Sparks, president; Richard Woodby, CPA, secretary/treasurer); no other broadcast interests

**Facilities:** ch. 26, 1170 kw visual, 117 kw aural, ant. 500 ft.

**Affiliation:** Independent

## WAYV(FM) Atlantic City, N.J.

**Price:** \$2.7 million

**Buyer:** Atlantic-Allur Inc., Philadelphia (Ragan A. Henry, chairman). Henry also has interests in 10 FMs and six AMs.

**Seller:** Atlantic City Broadcasting Corp. (Frank D. Osborn, president; also president, Osborn Communications Corp., which owns one TV, 10 FMs, four AMs)



**Facilities:** 95.1 mhz, 50 kw, ant. 331 ft.

**Format:** Adult contemporary  
**Broker:** Patrick Communications Corp.

**WAEV(FM)-WSOK(AM) Savannah, Ga.**  
**Price:** \$2.35 million

**Buyer:** Southeastern Broadcasting Co. LLC, Coral Springs, Fla. (Thomas C. Birch, president/CEO; Raymond M. Quinn, executive VP/COO). Southeastern is a new company comprising Birch-owned MetroSouth Media, Coral Springs, Fla., and LBJ Holding Co., Austin, Tex. (Claudia T. Johnson, Luci Baines Johnson, owners). Via Opus Media Group Inc. MetroSouth owns WAEV(FM)-WSOK(AM) Savannah; WKXI-AM-FM, WJMI-FM and WOAD-AM, all Jackson, Miss. MetroSouth also owns WWAV(FM) Fort Walton Beach, Fla.; is a general partner in WKVH(AM) Savannah, and is selling KMYV(FM) Monroe, La. (see item below). LBJ Holding Co. owns KLBJ-AM-FM Austin and KHHT(FM) Killeen, Tex. Southeastern also is buying WLVA(FM) Hardeeville, S.C. (see item below).

**Seller:** Opus Media Group Inc. (Thomas C. Birch, chairman/secretary; Raymond M. Quinn, president); see "Buyer" for other broadcasting interests.

**Facilities:** FM: 97.3 mhz, 100 kw, ant. 1,000 ft.; AM: 1230 khz, 1 kw

**Format:** FM: adult contemporary; AM: gospel

**WLVA(FM) Hardeeville, S.C.**

**Price:** \$2 million

**Buyer:** Southeastern Broadcasting Co., Austin, Tex. (see WAEV(FM)-WSOK(AM) ITEM above)

**Seller:** Savannah Radio Partners, Erie, Pa. (Benjamin Tucker, managing general partner; Thomas C. Birch, general partner); no other broadcast interests

**Facilities:** 101.1 mhz, 50 kw, ant. 476 ft.

**Format:** Adult urban contemporary

**KIOT(FM) Albuquerque-Santa Fe, N.M.**

**Price:** \$1.6 million

**Buyer:** Simmons Family Inc. (Craig Hanson, president); owns KSFI-FM/KRSP-FM/KDYL(AM) Salt Lake City and KDXU/KZEZ St. George, both Utah

**Seller:** Wizard Broadcasting Co. (Elliott McDowell); no other broadcast interests

**Facilities:** 102.5 mhz; 22 kw; ant. 4,160 ft.

**Format:** Progressive adult

**Broker:** Norman Fischer & Associates (seller); Media Services Group Inc. (buyer)

**WUPL(TV) Slidell, La.**

**Price:** \$850,000

**Buyer:** Middle America Communications Inc., Houston (Larry Safir, president); no other broadcast interests

**Seller:** Trudy M. Mitchell (no other broadcast interests) and Way of the Cross Outreach Inc. (Edward C. Bowlds, president; also LPTV permi-

tee, Vero Beach, Fla.), LPTV permi-tee, Naples, Fla.

**Facilities:** ch. 54; 4,376 kw visual; 437.6 kw aural; ant. 658 ft.

**Affiliation:** UPN

**KMYV(FM) Monroe, La.**

**Price:** \$728,000

**Buyer:** Radioactive Images Inc., Columbia, La. (Bradley Wilkinson, president; Tom D. Gay, VP, also owns KCTO-AM-FM Columbia; KFNV-AM-FM Ferriday; KJNA-AM-FM Jena; KAPB-AM-FM Marksville, and KMAR-AM-FM Winnsboro, all La.); no other broadcast interests

**Seller:** Opus Media Group Inc., Margate, Fla. (see WAEV(FM)-WSOK(AM) Savannah, Ga., above)

**Facilities:** 106.1 mhz; 97 kw; ant. 1,017 ft.

**Format:** Country

**Broker:** Media Venture Partners

**WKPL(FM)/WTOQ(AM) Platteville, Wis.**

**Price:** \$500,000

**Buyer:** Platteville Broadcasting Inc., Madison, Wis. (Paul Braun, president); no other broadcast interests

**Seller:** Kramer Broadcasting of Platteville Inc., Platteville, Wis. (Edward Kramer, president); also owns WDDC-FM/WPDR-AM Portage, Wis.

**Facilities:** FM is 107.1 mhz, 3 kw, ant. 235 ft.; AM is 1590 khz, 1 kw day, 500 w night

**Format:** FM: new country; AM: news/talk

## Viacom enlarges software focuses with stores

Viacom leadership will continue to steer the company's fortune away from cable technology and more toward entertainment software by opening a chain of specialty retail stores that hope to cash in on Viacom's various proprietary brand names.

Viacom Chairman Sumner Redstone, speaking at the American Stock Exchange's annual communications conference in New York last week, reiterated the company's plans to concentrate on developing entertainment content from its various film, publishing and programming divisions.

A major step, he said, is the chain of retail stores that will sell proprietary merchandise culled from Viacom's Paramount Studio, Blockbuster and MTV brands. The first of 10 yet-to-be-named stores, designed along the lines of the Disney and Warner Bros. stores, will open on Michigan Avenue in Chicago either late this year or in 1996, Redstone said.

Redstone said Viacom will pursue its original plans announced last January to sell its cable systems. Viacom had planned to sell them to a partnership led by minority business Mitgo Corp. for \$2.3 billion. (One of Mitgo's partners in the deal is Intermedia, which is affiliated with TCI.) However, the deal was put on hold after Congress overturned minority tax breaks that Viacom had hoped to earn from the deal. Redstone

wouldn't say when he expects the deal to be completed. The recent Senate passage of a telecommunications-reform bill that now goes before the House should enhance the value of cable stocks across the board. Redstone said he remains skeptical about the "information superhighway," saying it "contains more hype than traffic." He said that whatever distribution technology comes from it will work only if "it carries entertainment material [content] that consumers want and [they] are willing to pay for it."

—JM

## Fields calls for FCC spending freeze

Subcommittee chairman also criticizes choice of lottery for MDS licenses

By Christopher Stern

The House Telecommunications Subcommittee last week agreed to freeze next year's FCC spending at the current level of \$186 million—a decision that could result in the elimination of up to 100 jobs.

FCC officials were careful to point out that the 2,271-person agency could eliminate many jobs through attrition and that cutting back on workers is not the only way to save money. Agency officials also pointed out that the congressional budget process is far from over.

The subcommittee's proposed budget for the agency falls far short of the \$223.6 million requested by FCC Chairman Reed Hundt for 1996. Included in Hundt's request is \$25 million for costs associated with the

relocation of the FCC's headquarters.

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) announced the budget freeze during an authorization hearing last week. Fields said that the subcommittee's ranking Democrat, Ed Markey (Mass.), agreed to a \$186 million budget for fiscal year 1996.

"We understood the [FCC] was going to ask for the money. [FCC officials] understood they were not going to get it," Fields said.

Fields said he will schedule hearings later this summer during which



Rep. Edward Markey (D-Mass.) agreed to a \$186 million FCC budget for 1996.

the FCC will be required to justify "every person, every regulation and every piece of paper."

Testifying at last week's authorization hearing were FCC Commissioners James Quello, Andrew Barrett, Susan Ness and Rachelle Chong. Fields used the hearing to chastise his fellow Republicans, Barrett

and Chong, for voting this month to grant approximately 100 MDS licenses by lottery rather than by auction.

The House Appropriations Subcommittee is expected to vote on the FCC's budget tomorrow (June 27) ■

**Without radio, record company executives would be selling aluminum siding,** National Association of Broadcasters President Eddie Fritts told a House subcommittee last week. Fritts, who credited the comment to a record company official, offered his testimony during an Intellectual Property Subcommittee hearing on legislation that would create a new "performance right" for digitally transmitted sound recordings. The measure would attach royalty fees to sound recordings delivered via cable and satellite-based subscription services, but would exempt broadcasters, which won praise from Fritts. "The recording industry has received untold, invaluable promotion that has helped sell literally billions of records, CDs and cassettes," Fritts said. International Cablecasting Technologies CEO Jerold Rubinstein saw it differently: "By exempting broadcasters...H.R. 1506 tilts the playing field against [digital subscription service] DMX," Rubinstein said.

**The FCC says it is going to start speeding things up.** While its five commissioners were testifying at a reauthorization hearing last week, the commission announced new procedural guidelines that it hopes will speed the delivery of open-meeting agenda items to commissioners' offices. The guidelines also set a goal for

releasing items discussed at open meetings within two business days of the meeting. For items voted on privately, new guidelines call for the commissioners to act within 30 days of receiving the "circulation" items. The procedures also call for expedited adoption of circulation items once three commissioners have approved them.

The FCC says it will implement the new guidelines for circulation items on July 1 and will institute the open-meeting procedures beginning with its September meeting.

**TV and radio licensee fees are going up this year.** Under the FCC's fiscal 1995 fee schedule,

released last week, fees for VHF stations in the top 10 markets will be \$22,420, up from \$18,000 last year. For UHF stations, the fees will increase from \$14,400 to \$17,925 in the top 10 markets. On the radio side, the highest fees for AM and FM stations will increase from \$900 to \$1,120. This year's fee schedule includes a reduced rate for satellite TV stations. The commission has created a separate \$620 fee for satellite stations in all markets. Overall, the new fee schedule calls for \$116.4 million in fees, a 93% increase over the amount of fees the FCC was required to collect last year.

# Washington Watch

Edited By Chris McConnell



## Data broadcasting standard hits snag

*WavePhore system sent back to lab; Digideck stumps for financing*

By Chris McConnell

**B**roadcasting and consumer electronics executives have hit a delay in efforts to set a data broadcasting standard.

The National Data Broadcasting Committee (NDBC)—which is trying to set a voluntary standard for sending digital information within NTSC signals—had hoped to begin field testing one or two proponent systems this summer. But the group, a joint effort of the NAB and the Electronic Industries Association, now has decided to send one of the two proponent systems back to the lab rather than eliminate it from consideration.

Additionally, the other proponent has said it will need more time to raise the financing needed to support

the planned round of field testing.

The delays likely will push the start of any field testing into the fall, says NDBC Co-Chair Werner Wedam. "We had unforeseen problems in the spring," he adds.

One of those problems was the lab performance of the datacasting system developed by Tempe, Ariz.-based WavePhore. The company's system did not fare as well as technology developed by the Menlo Park, Calif.-based Digideck, which led a committee subgroup to recommend further testing on the Digideck system but defer a decision to include WavePhore in field testing.

WavePhore said that an implementation error impaired the performance of its system. The datacasting

committee now has decided to give WavePhore a chance to demonstrate the benefits of such changes with further lab testing. Returning the system to the Advanced Television Test Center (ATTC) in Alexandria, Va., however, may take some time.

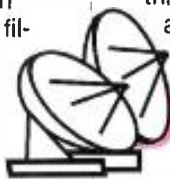
The lab still has to conduct about three more weeks of testing on the Grand Alliance HDTV system and then may need to conduct testing on an alternate transmission system called coded orthogonal frequency division multiplexing, says ATTC President Peter Fannon.

While WavePhore waits to return to the lab, Digideck will be working on raising the funds to support field testing. Digideck President Brit Conner says he anticipates being able to field test his system in the fall. ■

## Cutting Edge

By Chris McConnell

**AT&T** is opposing DIRECTV's efforts to block carriage of a satellite TV service on an AT&T satellite. In a filing last month, DIRECTV asked the FCC not to allow carriage of the planned



AlphaStar satellite TV service on the AT&T Telstar 402R on grounds that AT&T lacks the transborder authority needed to deliver the service. AT&T this month countered, arguing that its satellite will distribute programming only between points in the U.S. and not from Canada into the U.S. Also filing

oppositions to the DIRECTV petition were AlphaStar and AlphaStar parent Tee-Comm Electronics. Tee-Comm also this month announced a contract with Winegard Co. to supply the receiving antenna for the AlphaStar service.

**DIRECTV** last week said it was preparing legal action against five individuals and entities that the company says are assisting illegal reception of DIRECTV programming in Canada. The company also is deactivating more than 600 Canadian accounts activated by entities named in the civil

claims. DIRECTV has sent cease-and-desist letters to the five parties and will file complaints if the terms of the letters are not met.

**Chyron** has sold four of its iNFiNIT! graphics systems to TCI for use at the company's digital uplink facility in Littleton, Colo. The deal, which also includes two MAX! and four MAXINE! machines, brings to 15 the number of Chyron systems used at the TCI facility, Chyron says.

**Harris Allied** has signed a letter of intent to market and distribute emergency-alert equipment of Sage Alerting Systems. Sage plans to offer equipment in compliance with the Emergency Alert System (EAS) mandated by the FCC last fall. Sage expects to begin offering its EAS equipment in the fourth quarter.

**PanAmSat** last week made a deal with Taipei-based Orient Satellite Communications to distribute the broadcaster's TV and radio channels throughout Taiwan. Orient is leasing a Ku-band transponder on the PAS-2 Pacific Ocean satellite. The broadcaster initially will transmit in analog, but plans to convert to digital in order to squeeze at least five video channels and several radio channels onto the transponder.

**GEMS Television** will provide satellite carriage of Travel Channel International to viewers in Latin America, the company announced last week. GEMS signed a six-year deal with the programmer to provide compressed carriage of the channel from a transponder leased on Intelsat 601.

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**International Sports Properties, Inc.** is looking for a talented, aggressive individual to serve as Vice President and General Manager of its Virginia Tech sports marketing and multi-media rights operation. The successful applicant will have significant experience in sports sponsorship and advertising sales at both the local and regional level, as well as at the national level. He/She will also have experience in radio and television networking, production, and syndication. The position will directly supervise one or two additional staff in a Blacksburg, Virginia office and work closely with the ISP sales and marketing staff based in Winston-Salem, North Carolina. The Virginia Tech sports marketing multi-media rights include the Virginia Tech Sports Radio Network, coaches' radio call-in shows, coaches' television shows, stadium and coliseum signage opportunities, game programs, special promotions, and corporate hospitality. Compensation package will be performance-based and commensurate with experience. Fax letters and background information immediately to (910)723-7599, or mail to: Virginia Tech Sports Properties, c/o International Sports Properties, 380 Knollwood Street, Suite 320, Winston-Salem, NC 27103. Absolutely No Calls Accepted!

**Chief Financial Officer, New York City.** Rising star needed for fast growth, highly successful business specializing in syndicated programming and information services for radio. Manage all financial operations and oversee central admin functions for 15 yr old co with staff of 55. Seek solid fin'l management exp, leadership skills, entrepreneurial attitude, plus MBA. Report to President/Founder and be key player in management team. Fax resume and salary history to BB:212-974-0772.

**Immediate Opening** GSM-exciting new FM station Charlottesville, VA-opportunity to advance-experienced only. Submit resume and salary requirements to: S. Adair, 626 South Blvd., Petersburg, VA 23805 EOE.

**General Manager** WBUX Radio-AM,1570, has an immediate opening for a professional General Manager. BA or BS degree required, Masters preferred. This opening is a superb growth opportunity for a professional leader. Successful candidate will be responsible for all phases of the operation of a full time 5,000 watt regional radio station serving Bucks and Montgomery County, Pennsylvania. Candidate must have strong credentials in sales management and promotion. This is a career position with a well-funded broadcast owner. Compensation and benefits are above average for the ideal candidate. Write or FAX Lloyd B. Roach c/o WBUX Radio, 40 Rickerts Road, P.O.Box 2187 Doylestown, PA 18901. FAX:215-348-1936. WBUX Radio is an equal opportunity employer. Minorities and women are encouraged to apply.

**New Duopoly:** WLIE 102.5FM, Bridgehampton, New York, will sign-on shortly and join WBAZ 101.7FM, Southold to form the Eastern Long Island Radio Network. Two mature Station Managers are sought. One must have strong sales management experience. The other must be product oriented with solid production expertise. Competitive winners, please. Eastern Long Island is a beautiful, rural but sophisticated resort market about 90 miles from Manhattan. EOE. Contact owner: Box 1200, Southold, NY 11971.

**Proven GSM.** Visionary nineties group, 1995 Crystal Award recipient, is seeking exceptional sales leader for Class C Upgrade in growing, picturesque Virginia market (183,000 TSA). Decentralized management structure with strong local programming philosophy. Advancement track to station management. If you can build top-ranked teams, we will give you the resources to be successful. Forward credentials, in confidence to NR Media, Box 1480, Richlands, VA. 24641. EOE.

### HELP WANTED SALES

**Excellent Opportunity** to manage two of midwest's outstanding radio stations. WMBD-AM and WMXP-FM are seeking experienced manager to guide Peoria's top combo to highest level of sales and profitability. Successful applicant will have strong sales and people skills with proven bottom line performance and highest integrity. Send letter, resume and salary history to: Gene C. Robinson, Vice President, Midwest Television, Inc. 3131 N. University, Peoria, IL 61604. No phone calls, please. An Equal Opportunity Employer.

**Radio/TV Affiliate Sales:** PNI distributes programming via satellite to over 300 radio and 80 television stations. Candidate responsible for development of national TV marketing clearance plan and implementation. Also, will work to provide radio clearances. PNI's astounding growth (we're just four years old) guarantees you'll grow. Young at heart candidates welcome. Broadcasting experience preferred. Call Duane Crites at (904)397-4300. Affiliate Relations, Drawer W, White Springs, FL 32096. EOE.

### HELP WANTED SPORTS

**Sports Anchor** If your idea of a sportscaster is to talk, play a piece of predictable post-game tape, then talk some more, ignore this ad. But if you're a great sportscaster with excellent production skills, here's your chance to join the world's best radio sports operation. East coast; excellent money. Tape and resume. Reply to Box 00462 EOE.

### SITUATIONS WANTED MANAGEMENT

**Your bottom line** is my top concern! GSM/GM with 20 years experience available due to sale. Will relocate. (309)755-8311.

**Quality Owners** 1st key to successful small market radio. Right manager--2nd key. If you make rash judgements, Don't call. Longtime career radio enthusiast. (316)343-9696. Fax-(316)342-1175.

**Want to manage Country FM station** in the South. Small to medium market. 20 years management experience. 5 years sales consulting. Ron. 1-800-530-9255.

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

### SITUATIONS WANTED PERSONALITY/TALENT

**30 year Los Angeles radio personality seeks position as Program/Operations Director.** Every opportunity seriously considered. Call or write:

Dave Hull,  
15904 Edgewood Way,  
Pine Mountain, CA 93222-6745  
(805)242-HULL.

### LEASED PROGRAMMING

**Leased Time Programs** Friday nights/Saturday Block Programming for lease on Rockland County N.Y. Radio station and nationwide via satellite. (212)769-1925/ 1-800-628-TALK.

## TELEVISION

### HELP WANTED MANAGEMENT

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



# THANK YOU, MEDIA FRIENDS

FOR YOUR SUPPORT AND FRIENDSHIP DURING AN EXCITING  
45 YEARS IN BROADCAST. I WILL MISS YOU.

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15 NORTH LESLIE LANE  
ASHEVILLE, NC 28805 (704) 298-7189

## GENERAL SALES MANAGEMENT/ VICE PRESIDENT OF MARKETING

WJYS-TV, Chicago's newest and fastest growing independent broadcast television station is seeking an experienced, innovative individual for the position of *General Sales Manager/Vice President of Marketing*. The selected individual will be responsible for supervising and managing sales and marketing departments. Responsibilities will include developing new business, maximizing existing business, coordinating local and national sales, implementing marketing and promotional strategies, and training a diverse sales staff. Selected candidate must have previous GSM or SM experience. WJYS-TV offers an excellent salary and work environment. Please send resume, cover letter and references to: **PERSONNEL DEPARTMENT, WJYS-TV, P.O. Box 573, TINLEY PARK, IL 60477. Women and minorities are encouraged to apply.**

## ACCOUNT EXECUTIVE

WJYS-TV, Chicago's newest and fastest growing independent broadcast station is seeking *motivated, aggressive and creative Account Executives*. Excellent oral and written communication skills a must. Previous broadcast sales experience a plus, but not required. Selected applicants must be able to generate new local business. If you are committed, dedicated and willing to work weekends and evenings if necessary, please send resume, cover letter and references to: **Personnel Department, WJYS-TV, P.O. Box 573, Tinley Park, IL 60477. Women and minorities are encouraged to apply.**

**National Sales Manager** wanted at WRDC-TV 28 in Raleigh, N.C. Required to maximize national sales revenue through the national rep firm. Looking for someone to administer and coordinate national accounts within the station and achieve annual national budget. Must be a college graduate and have prior television selling experience. Send resume to: Carol Wright, WRDC-TV, 3012 Highwoods Boulevard, Suite 101, Raleigh, N.C. 27604. EOE.

**Local Sales Manager** WPBF, the West Palm Beach ABC affiliate, is looking for a Local Sales Manager. Candidates should possess exceptional leadership, organizational and "people" skills with the ability to teach and motivate a local staff comprised of both senior and junior sales people. Knowledge of retail, co-op, vendor programs, TV Scan, Scarborough, Media Center, CMR and sales training programs required. Candidates will also have excellent written and verbal skills. Strong new business development skills and a history of selling special projects that attract incremental dollars a major asset. Send resume, qualifications and salary history to Shawn Bartelt, General Sales Manager, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, Florida, 33410 No phone calls please. EOE.

**Local Sales Manager.** WNUV-TV, the UPN top-rated affiliate serving Baltimore, MD seeks a creative, experienced, revenue-driven sales leader. WNUV-TV will provide all the sales/marketing support resources. We seek a sales professional with 3-5 years at station sales manager level. LSM/NSM experience a must. If you have leadership, creativity and a strong successful sales background, send resume and cover letter to: Bill Fanshawe, General Sales Manager, WNUV-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls, please. Equal opportunity employer.

**Group Research Manager** Leading NYC representative company seeks hands-on manager to generate sales and marketing support materials for a list of major market TV stations (sales promotion audience analysis, etc.) and to supervise research analyst. The successful candidate should have excellent analytical, quantitative, communication and leadership skills. Must have knowledge of PC applications (Lotus, WP, experience working with Nielson ratings). A minimum of 2-3 years experience required. TV/Rep industry background a+. We offer a competitive salary and excellent benefit program. For consideration please send your resume with salary requirements to Petry, Inc., Human Resources Dept. 5th Floor, 3 East 54th Street, NY, NY 10022. No phone calls please. EOE.

**National Sales Manager** WGRZ-TV, NBC affiliate operated by Argyle Communications, is looking for an experienced leader for the position of National Sales Manager. 3-5 years minimum sales experience needed, national spot sales preferred. All candidates interested in growing with Argyle Communications and WGRZ-TV should apply to: Tim Busch, GSM, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls please! EOE.

**Local Sales Manager.** Petracom's WQRF/FOX 39 in Rockford, IL 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: WQRF-TV/FOX 39, 401 South Main Street, Rockford, IL 61101, Attention: Mary Bloyer, Administrative Assistant.

## TRAFFIC

WJYS-TV, Chicago's newest and fastest growing independent broadcast television station is seeking an experienced individual for its *Trafficking Department*. The selected applicant must be able to function in a fast-paced, high-pressure environment. To qualify, you must have at least 5 years Traffic experience. Knowledge of the Summit System a strong plus but not required. WJYS-TV offers an excellent salary and the opportunity for advancement. Please send resume, cover letter and references to: **Personnel Department, WJYS-TV, P.O. Box 573, Tinley Park, IL 60477. Women and minorities are encouraged to apply.**

## HELP WANTED SALES

**Account Executive.** WLOS-TV, the River City ABC affiliate in the Greenville-Spartanburg-Asheville Market is offering an outstanding opportunity for two aggressive Account Executives to sell WLOS and it's new independent sister station. The ideal candidates have two years experience in television, radio or other media sales with strong emphasis on new business development. Applicants possessing these skills should submit current resume to: Marilyn Hammond, WLOS-TV, 100 Verdae Boulevard, Suite 410, Greenville, SC 29607. Drug free workplace. Women and minorities are encouraged to apply. EOE.

**Local Account Executive** WTTV, a River City Broadcasting Station is seeking an experienced Account Executive. WTTV, Indiana's Sports Station is the broadcast home of Indiana, Purdue, Big Ten and Pacers basketball. The ideal candidate will provide a proven track record with a minimum of three years successful TV and sales experience. This person will have complete knowledge of the Nielsen Rating Service and possess excellent research and negotiation skills. This is a tremendous opportunity for a highly motivated individual to join a growing, progressive company. Pre-employment drug testing. Women and minorities are encouraged to apply (EOE). Send cover letter and resume to: WTTV, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217.

**Account Executive.** S.F. Bay Area television station is looking for an Account Executive with experience in local broadcasting, direct mail or newspaper sales. Must be self-starter with proven track record. Great opportunity with young, well-financed national group owner on cutting edge of new media development. Send resumes and salary requirements to Box 00459 EOE.

**Local Sales.** Leading mid-west FOX affiliate has opportunity for break-out winner with local TV/cable experience. BMP knowledge a plus. New business skills critical. Persuasive presentation skills key. Team player. Are you the one? Tell us why. No calls please. Resume and cover to: Bill Beckwith, LSM, KLJB-TV FOX 18, 937 East 53rd Street, Davenport, IA 52807. EOE.

**HELP WANTED TECHNICAL**

**AVIDabout  
BROADCAST**

**Broadcast  
Engineer or Editor**

AVID's Midwest Region is seeking a broadcast engineer/editor with a minimum of 4 years' experience in a broadcast production/editing environment. This position will report to the Chicago office. Responsibilities include sales support, product demonstrations and on-site evaluations of Avid's AirPlay, NewsCutter and MediaServer Systems. The qualified candidate should have in-depth knowledge of broadcast news/production environments as well as hands-on equipment knowledge. Experience with nonlinear editing systems is a plus. Good interpersonal, communication and presentation skills, as well as a strong desire to introduce nonlinear technology to the broadcast marketplace is required.

AVID offers an exciting, fast-paced, high-growth environment which is having a major impact on the broadcast industry. Send or fax resume with salary requirements to Human Resources, Dept BCE.

One Park West, Tewksbury, MA 01876, Fax (508) 640-1552. Email: jobs@avid.com. Principals only. An Equal Opportunity Employer.



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To place an ad in Broadcasting & Cable Classified section, call Antoinette Fasulo 212-337-7073 • Fax: 212-206-8327 INTERNET:AFASULO@BC.CAHNERS.COM

**SNV Engineer/Driver** WIS Television, located in South Carolina's capital city of Columbia, has an immediate opening for an SNV Engineer/Driver. We are looking for someone who is strong in problem solving, a methodical worker, and has good people skills. Duties include SNV and remote broadcast activities, news computer system and field equipment maintenance. Three to five years broadcast experience, an FCC General Class Radio-Telephone license or SBE certificate required. A valid drivers license and clean driving record mandatory. Experience driving vehicles over 10,000 pounds preferred. Variable shift work, mostly second shift. Send resume (no phone calls, please) to Chief Engineer, WIS Television, P.O. Box 367, Columbia, SC, 29202. EOE.

**Master Control Operator.** Full/part time On Air Master Control Operator needed for one of the nation's fastest growing TV stations. Minimum of one year's experience, good attitude and willing to work flexible hours. FCC permit and general knowledge of TV broadcast regulations is required. Only experienced M.C.O.'s should reply. Reply only in resume to M.C.O., P.O. Box 832100, Birmingham, AL 35283. EOE. M/F. No telephone calls.

**Assistant Chief Engineer** KSDK-TV St. Louis #1 NBC affiliate has outstanding opportunity. Qualified applicants must have supervisory or management experience. Complete Knowledge of satellite systems, transmitters, computers, control room and studio equipment. SBE Certification and FCC General Class License preferred. Send resume to: KSDK-TV, Warren Canull, Director of Human Resources, 1000 Market St., St. Louis, MO 63101. No calls please. EOE.

**Chief Engineer** New owner seeking chief engineer for UHF network affiliate in northern California. Market size in low-100's. Send resume to: Bachow & Associates, Inc., 3 Bala Plaza East, Suite 502, Bala Cynwyd, PA 19004; 610/660-4930 c/o Mr. Fisher.

**Maintenance Engineer** WUBI TV, the Savannah, Ga affiliate for the Warner Bros Television Network has an immediate opening for a maintenance engineer. Experience in UHF transmitter maintenance, U-matic tape deck and microwave systems required. Send resume to WUBI-TV, P.O. Box 1080, Baxley, Ga 31513. EOE.

**HELP WANTED NEWS**

**GENERAL ASSIGNMENT  
REPORTER**

KGO-TV is seeking an experienced General Assignment Reporter with proven on-air skills. Must have a minimum of 5 years television reporting experience preferably in a major market. Prior co-anchoring experience preferred. Application deadline is July 7, 1995. Please send resume, cover letter and videotape to:

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

**NEWSWRITER/  
PRODUCER**

**KGO-TV** is seeking a newswriter with excellent writing skills to write for one of five daily newscasts. Prior show producing experience preferred. Must have a minimum of 5 years newswriting experience in a major market. Knowledge of NewStar computer system a plus. College degree preferred. Application deadline is July 7, 1995. Please send resume, cover letter and writing sample to:

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

**REPORTER**

Named the best Newscast in the state of Florida, for the second consecutive year, by the Associated Press, FOX News at 10 seeks a General Assignment Reporter and a Troubleshooter Reporter. Three years television experience required, college degree preferred. No phone calls please. Send non-returnable tape and resume to:

**MARK PIERCE, STATION MANAGER  
WFTX-TV  
621 SW PINE ISLAND ROAD  
CAPE CORAL, FL 33991  
We are an Equal Opportunity Employer.**

**News anchors, reporters, sportscasters and weathercasters.** Chicago talent agency looking strictly for small and medium market talent ready for jump into the top 50 markets. Minority talent in particular demand. Send 3/4" or VHS tape to Talent Agency, 2568 North Clark Street, Suite 370, Chicago, IL 60614. Agency will respond to all inquiries by mail or phone.

**Newscast Director** WVUE-TV, ABC in New Orleans is looking for a top notch person to join our directing staff. You must have at least two years directing experience. No beginners. Send resumes to Tom Rosenbaum, News Director, WVUE-TV 1025 S. Jefferson Davis Pkwy., New Orleans, LA 70125. M-F. EEO.

**Weekend Sports Anchor/Producer/Reporter:** Number two position in very aggressive sports department...Produce/Anchor weekend sports...sports reporter 3 days a week...Some sports play-by-play and color also involved...College degree in Broadcast Communications or Journalism required...Newsroom computer experience helpful...Must be willing to work varied hours..Send non-returnable tape and resume to: Sandra Nestor, Human Resources Administrator, Altamont Heights, Box 9999, Steubenville, OH 43952...EOE.

**Do you need a crew in New York?** COA has a roster of 20 crews shooting news and magazine segments for the networks, news agencies, and international broadcasters. Competitive rates, 24 hour service, instant bookings. Call 1-800-COA-8230.



**Weekend Sports Anchor** The last guy was promoted when the sports director took a job in a major market. KETV is looking for a weekend sports anchor with at least three years sports anchoring and reporting experience. This is a full time position. Extensive live work and ability to do more than just run of the mill highlights required. Send resume and non-returnable video tape to Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, Nebraska 68131. EOE.

**News Videographer** East Coast station looking for two news videographers. Must be able to shoot and edit high quality television news, sports and specials video. One year broadcast videography experience preferred. Experience with live/satellite microwave reports an asset. Must be capable of lifting up to 75lbs of equipment. Send non-returnable tape and resume to Deborah Tibbetts, News Director, WCIV-TV, PO Box 22165, Charleston, SC 29413-2165. No beginners and no phone calls. EOE, M/F.

**News Videotape Editor/Photographer:** WTVD, NewsChannel 11, is looking for an Editor/Weekend Photographer. Prior experience in videotape editing and photography necessary. Must be able to deliver high story count. Send resume to: Ted Holtzclaw, News Operations Manager, WTVD-TV, PO Box 2009, Durham, NC 27702. No phone calls, please. EOE.

**Newschannel 8 Producer.** Regional 24-hour cable news channel serving metro Washington D.C. seeks line newscast Producer. Relevant college degree and minimum 2 years TV newscast producer experience required. Please send or fax (703/912-5599) resume and salary history to: Newschannel 8, HR Dept., 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

**Weekday Anchor:** Our 6 & 11 anchor is off to Milwaukee, and we're looking for his replacement. Top 60/NBC station in the Flint/Saginaw market wants an experienced pro who can report, as well as anchor. Rush your resume and non-returnable 3/4" or VHS tape to: David Eisen, News Director, WEYI-TV 2225 West Willard Rd., Clio, Michigan 48420. No phone calls. M/F EOE.

**Producer:** FOX Morning News in Washington, D.C. needs experienced Control Room Producer. Able to format and produce 3 hour news and interview broadcast with multiple remotes daily. Knowledge of national and international news required. This is an overnight shift. Telephone Susan Truitt, Executive Producer, FOX Morning News, 202-895-3130. We are an Equal Opportunity Employer.

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

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

**Weathercaster.** Indianapolis FOX station is seeking a Weathercaster. Minimum four years experience. AMS or NWA preferred. Must be able to work with weather graphics and produce own weather segment. Looking for a high-energy person who will take initiative to get immediately involved in the community. Send cover letter indicating position desired and where learned of job, resume and a non-returnable VHS tape by July 14 to: Personnel Manager, WXIN-TV, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in disqualification. EOE. Job offer contingent upon results of substance abuse testing.

**Tape Editor.** WXIN-TV FOX 59 has an opening for Tape Editor in the News Department. Selected candidate will possess a minimum of two years experience, ability to work under pressure with frequent deadlines and valid driver's license and good record. Key responsibilities will be to edit packages, VO's, VO/so'ts, graphics, record feeds, order tape, maintain file system and fill-in as needed as photographer. Send cover letter indicating position desired and where learned of job and resume by July 13 to Personnel Manager, WXIN-TV, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in disqualification. EOE. Job offer contingent upon results of substance abuse testing.

**Producer:** WTVD is NCAPB's most outstanding news operation. The last three producers who left moved on to our ABC/Cap Cities O&O sister stations in San Francisco and Chicago and NBC NewsChannel. Are you ready to join this team? Send tape, resume and news philosophy to Rick Willis, Executive Producer, WTVD, PO Box 2009, Durham, NC 27702. No phone calls, please. EOE.

**WHIO-TV Dayton, OH. Director:** Only apply for this job if you love TV news. To win this position you must be able to direct an error free, fast paced, technically complicated news show with a major market look. This director will also be a director or director/producer for a variety of special projects both in the studio and on remote locations. The successful candidate will be able to write well, work efficiently under professional team at a Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

**News Producer:** KREM-TV, a King Broadcasting Company station, and a division of Providence Journal Broadcasting is seeking an experienced News Producer. Must have excellent news judgement, strong writing and organizational skills. Candidates must have a minimum of 2 years news producing experience with the ability to work well under deadlines. Send non-returnable tape and resume to Human Resources Director, #95R10, KREM-TV, 4103 South Regal, Spokane, WA 99223. EOE/M/F/D/V.

**News Producer** East Coast station seeks top-notch news producer. Clear, concise writer and creative thinker. Videotape editing and computer skills required. Two years television newsroom experience preferred. Strong organizational skills and knowledge of journalistic standards a must. Send non-returnable tape and resume to Deborah Tibbetts, News Director, WCIV-TV, PO Box 22165, Charleston, SC 29413-2165. No beginners and no phone calls. EOE, M/F.

**Anchor** - We know you're out there! Aggressive top 50 NBC affiliate is still searching for the right person to join our female co-anchor on the AM and noon show. Must be a conversational writer with a great personality. Tapes and resumes ASAP to: Mr. Micah Johnson, News Director, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. No phone calls! EOE.

**Anchor.** KETV, Omaha, Nebraska, has an opening for a primary 5:00PM Co-Anchors with extensive live field reporting experience. This is a high profile position with a company that believes in promoting from within. Good reporting skills are a must. Preference will be given to candidates with investigative reporting experience. Send resume and non-returnable tape to: RoseAnn Shannon, News Director, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE/ADA.

**Anchor/Producer** Potential opening at small New England affiliate. Seeking candidates with excellent writing, editing skills and upbeat, team player attitude. Anchoring experience and degree mandatory. Competitive salary & benefits. Women and minorities encouraged to apply. EOE. T&R to: News Director, WNE-TV, P.O. Box-1310, White River Jct., VT 05001

**Assistant News Director.** WTHR-TV, Dispatch Broadcast Group, an NBC affiliate in Indianapolis needs an experienced News Manager who wants to become a News Director. Station's goal is to be a leader in our industry. We have the people, the "Toys" and the resources to do it...we need you! Applicant must have excellent news judgement and be able to communicate effectively with all members of the news staff. We are searching for a leader who can guide news coverage while fine tuning our writing as well as all other aspects of news story telling. Requires previous network affiliate News Management experience. Executive Producer or higher required. College degree a must and former News Director experience a plus. Send current resume and a tape of your work to John Butte, Vice President News, WTHR-TV, 1000 North Meridian Street, Indianapolis, IN 46204-1076. Replies held in confidence. Qualified women and minorities encouraged to apply. An equal opportunity employer.

**News Director** WVVA-TV, the dominant news leader in the Bluefield-Beckley market, seeks the professional news director to take us to the next level. If you have the skills to take our 50+ share news to a 60+ and you would like to live in the beautiful southern WV mountains, we want to hear from you. We offer an excellent fringe benefits package and opportunity to work in a first-rate organization. The successful candidate will have journalistic expertise/judgement, management experience, and knowledge of newsroom computers. Strong leadership qualities a must. Send resume to: Mr. Larry Roe, WVVA-TV, POB 1930, Bluefield, WV 24701. EOE/M/F.

**NBC Affiliate** seeking hard-working Anchor/Reporter for our 6 and 10 newscasts. Successful candidate will complement our male anchor and must be a solid reporter who can deliver high impact stories. If all you want to do is anchor don't bother applying. Must have college degree and at least 3 years experience. Rush non-returnable tapes, resumes, references and salary requirements to Grant Uitti, News Director, WICD-TV, 250 South Country Fair Drive, Champaign, IL 61821. No phone calls please. EOE.

**Assignment Editor.** Immediate full time opening. College degree and prior television or radio production experience needed. Familiarity with North Central Wisconsin preferred. Contact: Glen Moberg, News Director, WSAW-TV, P.O. Box 8088, Wausau, WI 54402. EOE.

**News Photographer/Editor:** KREM-TV, a King Broadcasting Company station, and a division of Providence Journal Broadcasting is seeking a news photographer/editor to shoot and edit news stories. Must have the ability to communicate news stories through video. Candidates must have a minimum of 1 year experience videotaping and editing news footage on BETA and 3/4" equipment. Related college degree preferred. Send non-returnable tape and resume to Human Resources Director, #95R20, KREM-TV, 4103 South Regal, Spokane, WA 99223. EOE-M/F/D/V.

**Carlsbad Bureau Reporter:** Reporter/Photographer needed in 49th DMA, for 1 person bureau at dominant ABC affiliate in beautiful Southwest Market. We have SNG truck, helicopter & 6 bureaus. Reporter/photographer will work in Carlsbad, New Mexico & cover Carlsbad, Hobbs & other southeast New Mexico communities. If you can report, shoot, edit & do creative live shots, send resume & tape to: Jon Janes, News Director, KOAT-TV PO Box 25982 Albuquerque, NM 87125. Drug Free Workplace. KOAT-TV-A Division of Pulitzer Broadcasting Co is an "Equal Opportunity Employer".

#### HELP WANTED PRODUCTION

**WHIO-TV Dayton, OH. Production Manager:** Excellent management opportunity for a skilled Director/Producer. Successful candidate will supervise producer/directors, graphics department, retail production unit and edit staff. Excellent people skills a must as you'll work with clients and staff, scheduling production facilities and coordinating interchange of information between departments. Don't lose your creative and technical touch because you'll also have the opportunity to produce specials for news, local programming and sales. This is a great job for the right individual, a chance to join the professional management team at a strong Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

**US based television company looking for production personnel with Mandarin, Chinese and English language skills.** Producers, writers, directors, audio and camera operators. Should have strong commercial or live television production experience and be willing to travel. Requires a minimum of a Bachelors degree and 3-5 years production experience. An equal opportunity employer. Send resumes to: P.O. Box 3821, Spokane, WA 99202-3821.

**Commercial Production Editor** Affiliate with large volume of commercial production & all the latest toys needs a second creative editor. Hands-on experience with ACE editing-Beta SP, 2-Channel DVE, Still Store and Dubner. Great location near the beach with good salary and benefit package. Send tape, salary requirements to: John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M-F.

**Production Videographer/Editor wanted.** Large South Florida production & post company is seeking a creative videographer/off-line editor to work both long-form and short-form projects. Must have exceptional lighting skills, an eye for unusual composition, a positive attitude, and at least five years experience in a production company, video magazine or EFP/ENG environment. Experience in directing and/or film shooting is a major plus. Send resume and demo tape to: Jim Dorriety, General Manager, Venture Productions, 16505 NW 13th Avenue, Miami, FL 33169.

**Pledge Producer** WPBT2 has an immediate opening for an experienced pledge producer. Individual's main responsibility will be the on-line production of all on-air fundraising campaigns and ancillary membership/marketing activities, to include the writing and production of all videotape, live television, studio or remote productions. Three or more years experience as Producer preferably in an on-air fundraising environment. Working knowledge of all phases and techniques of TV production. Experience in live studio and remotes. Experience in script writing and development. Send resume with salary requirements to: Manager, Human Resources, WPBT2, P.O. Box 2, Miami, FL 33261-002. An Equal Opportunity Employer, M/F/D/V.

**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. Drug free workplace. Women and minorities are encouraged to apply. EOE.

**Director:** Energetic, multi-talented production pro needed as a Staff Director at this sunny South Florida CBS station to direct fast-paced newscasts, and public affairs programs. You should have at least 3 years of news directing and technical directing experience. You should also be skilled in the operation of Grass Valley 300 switchers, work well under pressure, and love deadlines. Knowledge of timecode editing is a plus. Send resume only to: Willard MacDonald, Director of Production Services, WCIX (TV), 8900 NW 18th Terrace, Miami, FL 33172. Equal Opportunity Employer.

**Lead TV Producer:** Production department needs lead TV Producer. Must have 3-5 years experience scheduling people, commercial production and events. Editing, writing, shooting, Beta and digital knowledge required. Excellent client relations a must. Send non-returnable tape to K. Ferrell, KTVA-TV (CBS), 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date 7/23/95. EOE.

#### HELP WANTED PROGRAMMING

**Local Programming Producer/Writer.** WSB-TV is looking for an energetic, enthusiastic producer/writer who can sink their teeth into the Atlanta market and produce compelling local TV magazine stories or specials that have community impact. Must enjoy working hard and being involved in the community. Must be able to find and tell powerful stories. Minimum 5 years experience with related work in commercial television. EOE. Rush resume and tape by July 7: Mark Engel, WSB-TV, 1601 West Peachtree Street, Atlanta, GA 30309. No calls please.

#### HELP WANTED RESEARCH

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

#### HELP WANTED FINANCIAL & ACCOUNTING

## BROADCAST BUSINESS MANAGER

Seeking a top-notch individual to be responsible for day-to-day business management of broadcast operations: talent payments, performer contract administration, union issues, budget preparation and cost controls. The successful candidate must have 2 or more years of Ad Agency experience in the above areas or similar production experience. Must have outstanding organizational and communication skills. Management experience is a plus. College degree preferred. We offer an excellent compensation and benefits package. Interested candidates should send a letter and resume to: LOUISE SANDERS.



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**Station Controller.** FOX 36 WUPW seeks an accounting professional for the position of Station Controller. The qualifying candidates must have expertise in the following areas: Strong accounting background with a minimum of three years experience in similar accounting and supervisory position, providing effective supervision to accounting personnel, generating timely and useful financial reports, preparing budgets and updating financial systems, providing support to departmental managers, performing all human resource functions, and ensuring compliance with government regulations. Experience with Columbine, Excel, Lotus, and ADP on-line service helpful. Resumes by 6/23/95 to Sheila Oliver, VP/GM, WUPW, Four SeaGate, Toledo, OH 43604. Equal opportunity employer. No phone calls, please.

**Senior Accounting Analyst:** San Francisco network affiliate seeking professional with B.S. in Accounting or Finance and 3 to 4 years broadcast experience. Send resume and salary history to: Business Office, PO Box 26555, San Francisco, Ca. 94126. EEO.

### SITUATIONS WANTED NEWS

**Award Winning Top 60 market, Sports Director/PBP man** looking for new PBP challenges. Self-starter with plenty of College Football, Basketball and Baseball experience. (304)744-9531.

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E! Entertainment Television, Attn: News Director  
5670 Wilshire Boulevard  
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EOE

**Director Court TV, National Cable Network,** seeks experienced director. Need strong leadership qualities. Should have three to five years directing news or live sports remotes. Send resume to: Court TV, 600 Third Avenue, New York, NY 10016.

### HELP WANTED SALES

**National Sales Planner.** The national barter sales division of International Family Entertainment seeks an innovative, resourceful, self-motivated National Sales Planner to support A.E.'s for full planning process and account maintenance, i.e., post analysis and tracking reports, and act as liaison for all AIM/Harpoon computer upgrades. Must be able to work as a team member, have a positive attitude, be well organized and detail oriented. Strong computer and analytical skills a necessity. Minimum 18 months sales support and/or agency experience. Send or fax cover letter, resume and references to: IFE-Advertiser Sales, SB-0122, 1133 Avenue of the Americas, 37th Floor, NY, NY 10036. Fax (212)997-1843.

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### HELP WANTED MANAGEMENT

**Executive Director, Acadiana Open Channel.** Salary negotiable based on experience and credentials. Manage all facets of public access station including program development, production, cablecasting, fundraising, budgeting and administration. BA or equivalent, experience and strong interpersonal skills essential. Send resume and cover letter to: Search Committee, AOC, Box 53405, Lafayette, LA 70505. The review of applications begins June 10, 1995 and continues until the position is filled.

### HELP WANTED MANAGEMENT

**Program Coordinator:** College degree, television and scheduling experience, strong computer and organizational abilities required. Detail driven individuals with excellent time management skills. Send resume to Manager of Program Planning and Scheduling, The Travel Channel, 2690 Cumberland Parkway, Suite 500, Atlanta, GA 30339 or by fax at (404)801-2441. No phone calls please. EOE.

### HELP WANTED PROGRAMMING

**Program Coordinator:** College degree, television and scheduling experience, strong computer and organization abilities required. Detail driven individuals with excellent time management skills send resume to Manager of Program Planning and Scheduling, The Travel Channel, 2690 Cumberland Parkway, Suite 500, Atlanta, GA 30339 or by fax at (404) 801-2441. No phone calls please. EOE.

### SITUATIONS WANTED TECHNICAL

**Engineer/Producer.** Experienced. Wants position in cable as a director of local origination (live exp.). Degreed. KJB 314-869-0316.

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Apply by mail only to Search Committee, National Press Foundation, 1282 National Press Building, Washington, DC 20045.

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The Journalism Program in the Department of Television-Radio seeks a qualified candidate for one full-time, temporary, non-tenure eligible position to teach a variety of journalism courses; one or two-year term of appointment possible. Masters degree in Journalism or related field; teaching and professional experience required. Rank and salary contingent upon qualifications. Position will teach courses in journalism, including introduction to newswriting and reporting, television journalism, news editing and public affairs reporting. Specific experience and expertise in television journalism desirable. Send letter of application, vita and three letters of reference to Dr. Wenmouth Williams, Chair, Search Committee, Department of Television-Radio, Roy H. Park School of Communications, Ithaca College, 328 Roy H. Park Hall, Ithaca, New York 14850-7253. (607)274-3260, FAX (607)274-1664. Screening of applicants will begin immediately and the search will continue until suitable candidates are found. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

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**BROADCASTING & CABLE'S CLASSIFIED RATES**

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

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

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

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

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

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

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**WASK-FM Battle Ground, IN** (BALH-950314GJ)—Action March 30.

**KSNG(TV) Garden City, KS** (BTCCT9503-17KI)—Action April 6.

**KSNC(TV) Great Bend, KS** (BTCCT-950317KJ)—Action April 6.

**KSNT(TV) Topeka, KS** (BTCCT9503-17KL)—Action April 6.

**KSNW(TV) Wichita, KS** (BTCCT950317-KH)—Action April 6.

**KGIN(TV) Grand Island, ME** (BALCT95-0314KH)—Action March 29.

**WWMT(TV) Kalamazoo, MI** (BALCT95031-4KQ)—Action March 29.

**KOLN(TV) Lincoln, NE** (BALCT950314-KR)—Action March 29.

**KSNK(TV) McCook, NE** (BTCCT950317-KK)—Action April 6.

**WGHP-TV High Point, NC** (BTCCT950109-KF)—Action March 31.

**WBRX(FM) Patton, PA** (BALH941003-GG)—Action March 16.

**WDWL(TV) Bayamon, PR** (BTCCT950103-KE)—Action March 29.

**WJYQ(FM) Moncks Corner, SC** (BALH-941221GN)—Action March 30.

**WEVL(FM) Memphis** (BTCED940803-GE)—Action March 13.

**KFXJ(FM) Abilene, TX** (BTCH950309-GH)—Action March 29.

**KKLR(FM) Cameron, TX** (BAPLH950314-GI)—Action March 30.

**KICI-FM Corsicana, TX** (BALH950125-GE)—Action March 16.

**KVMX(FM) Eastland, TX** (BALH950118-GI)—Action March 16.

**KTMD(TV) Galveston, TX** (BALCT950301-KI)—Action March 29.

**KCYT(FM) Granbury, TX** (BALH950127-GF)—Action March 16.

**KKHQ(FM) Odem, TX** (BTCH950201-GW)—Action Feb. 14.

**KLVL(AM) Pasadena, TX** (BAL950224-EC)—Action March 20.

**KKLK(FM) San Angelo, TX** (BTCH950309-GI)—Action March 29.

**KKSA(AM)-KIXY-FM San Angelo, TX** (AM: BTC950309GF)—Action March 29.

**KVDA(TV) San Antonio, TX** (BALCT9503-01KX)—Action March 29.

**KNAL(AM) Victoria, TX** (BAL940628EA)—Action April 6.

**WEAU-TV Eau Claire, WI** (BALCT950314-

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

KE)—Action March 29.

**WMMF-TV Fond du Lac, WI** (BAPCT94-1116KK)—Action March 29.

**WNFL(AM) Green Bay, WI** (BTC950203-GG)—Action March 16.

**WROE(FM) Neenah-Menasha, WI** (BTCH-950203GK)—Action March 16.

**WNCY-FM Neenah-Menasha, WI** (BTCH950203GL)—Action March 16.

**WHBL(AM) Sheboygan, WI** (BTC950203-GI)—Action March 16.

**WWJR(FM) Sheboygan, WI** (BTCH950-203GN)—Action March 16.

## FACILITIES CHANGES

### Actions

**Dothan, AL WGZS(AM)**—Granted app. of Genesis Radio Co. Inc. for MP to change TL approx. 4.8 km (3 mi) NE of City of Newville, AL; reduce power to 1.6 kw; change main studio and make changes in antenna system. Action April 7.

**Independence, IA KQMG-FM 95.3 mhz**—Granted app. of Midwest Broadcasting Corp. for CP to make changes: ERP: 3.84 kw; ant. 125 m., and to change antenna supporting-structure height. Action April 5.

**Old Town, ME WBZN(FM) 107.3 mhz**—Granted app. of Eclipse Broadcasting Inc. for mod. of CP to make changes: ant.: 133 m.; TL: 2.3 km WNW of intersection of Dolliff Rd. and Rte 16, approx. 3 km SW of Alton, Penobscot Co., ME. Action March 30.

**Waterville, ME WEBB(FM) 98.5 mhz**—Granted app. of Pilot Communications of Waterville Inc. for one-step app. to change from 253C2 to 253C1. Action March 24.

**Cleveland, MS WDTL-FM 92.9 mhz**—Granted app. of Delta Radio Inc. for CP to make changes: ERP: 50 kw; ant. 150 m.; TL: S side of County Gravel Rd., 6 km SE of Boyle (Bolivar Co.), MS. Frequency and channel changed from 224A to 225C2 (per MM docket 92-157). Action March 10.

**Marshfield, MO KMRF(AM) 1510 khz**—Granted app. of New Life Evangelistic Center Inc. for CP to increase power to 1 kw;

change main SL; make changes in antenna system; change TL to N side of State Rd. "00," 2.5 km SW of western city limits of Marshfield, MO. Action March 31.

**Southern Pines, NC WAHP(FM) 102.5 mhz**—Granted app. of Greene Broadcasting Inc. for mod. of CP to make changes: ERP: 3.4 kw; ant. 133 m.; TL: 0.7 km W of Hwy 5, Pinehurst Moore Co., NC, and to change antenna supporting-structure height. Action March 15.

**Fargo, ND KFGO-FM 101.9 mhz**—Granted app. of KFGO Inc. for one-step app. to change channel to 270C. Action March 16.

**Oxford, OH WPTO(TV) ch. 14**—Dismissed app. of Greater Dayton Public Television Inc. for CP to change ERP (vis): 5000 kw; ant. 1,000 ft. (304.8 m.). Action March 29.

**Tahlequah, OK KEOK(FM) 101.7 mhz**—Granted app. of Demaree Communications Inc. for CP to make changes: ERP: 8 kw; ant. 89 m.; TL: on Co. Rd. 1.5 miles SE of Tahlequah, Cherokee Co., OK; change class to C3 (per MM docket 90-617). Action March 13.

**Junction City, OR KZTU(AM) 650 khz**—Granted app. of Jerry Collins for MP to change city of license to Eugene, OR; change frequency to 660 khz; make changes in antenna system and change TL to Game Farm Rd., Eugene, OR. Action March 30.

**Harrisburg, PA WHTM-TV ch. 27**—Granted app. of WHTM-TV Inc. for CP to change: TL: approx. 0.9 km N of I-81, 2.5 km W of the I-81-PA Rte. 11/15 interchange; approx. 1.7 km NW of Summerdale, Cumberland Co., PA; ant. 346 m.; ERP (vis): 2138 kw. Action March 22.

**Clemson, SC WCCP-FM 104.9 mhz**—Granted app. of Golden Corners Broadcasting Inc. for CP to make changes: ERP: 6 kw. Action Feb. 27.

**Cookeville, TN WKZX(TV) ch. 28**—Granted app. of Inavision Broadcasting Inc. for CP to change TL: just off US Hwy 70 N and TN 24 near Sand Springs Community Center near exit 300 of I40 about 4 miles W of intersection of US 70 and I-40; ERP (vis): 229 kw; ant. 279 m. Action March 29.

**Paris, TN WMUF-FM 94.1 mhz**—Granted app. of Benton-Weatherford Broadcast Inc. of Tennessee for CP to change class from A to C3 (per docket 93-10). Action March 23.

**Decatur, TX KSTV-FM 105.7 mhz**—Granted app. of Cen-Tex Media Inc. for CP to make changes: ERP: 90.3 kw; ant. 626.9 m.; TL: 4.8 km SW of community of Gibtown, TX. From Gibtown, W approx. 5.6 km on Tex. Hwy. 2210, left on private rd., approx. 1.4 km N; site is approx. 0.5 km W of rd.; class C1 to C (per MM docket 92-106). Action March 13.

**Port Isabel, TX KVPA(FM) 101.1 mhz**—Granted app. of Matthew Trub for CP to change ERP: 4 kw. Action March 22.



## Bennett brings TV sensibility to PC service

**W**hat does a guy from a music-video cable network know about changing the image of the online service Prodigy?

"What developing cable programming showed me was that there is a business in knowing and serving niches better than anyone else," says Ed Bennett, former president of Viacom's VH1 music-video network and creator of Ha!, which evolved into the cable channel Comedy Central.

"In television, you learn how to produce something and attract an audience. Those skills are very important for online as well," he says.

As the new president of White Plains, N.Y.-based Prodigy, a joint venture of IBM and Sears, Bennett is overhauling the service in an attempt to make it the premier gateway to the Internet.

"It's one of the most difficult parts of my job," says Bennett, who, after six weeks on the job, is still getting his feet wet.

In the process of broadening Prodigy's audience, which mostly has been families, "we have the opportunity to change and be able to tap into the passions and interests of a younger audience that Prodigy may have not served as well in the past," Bennett says.

In his view, the interactive communication allowed by online services is compelling. "Now, niches are being formed in a very rapid sequence, and small online communities are building," says Bennett. "Online groups are [also] sprouting out of passionate interest groups."

"Television does not allow people to talk with each other," he says, adding that he envisions Prodigy as a complement to television. He believes TV viewers will gather in Prodigy's chat rooms to talk about their favorite programs.

One of Prodigy's biggest problems, he says, is the limited bandwidth of the existing copper telephone network that Prodigy uses. The two options for the future are to deliver their service by cable or fiber-optic networks.

But until new broadband networks are built, Bennett sees a CD-ROM/online "hybrid situation." The CD-ROM would store video, audio and other media, while online would allow



*"We have the opportunity to change and be able to tap into the passions and interests of a younger audience."*

### Edward Albert Bennett

**President/CEO, Prodigy Services Co.; b. Oct. 16, 1946, Boston; BA, Boston University, 1970; Creative Learning Group, Boston, 1971-73; General Foods, 1974-76; brand development and new business development, R.L. Polk, The Harvard Medical Health Newsletter, 1976-77; new product development, Merrill Lynch Corp., 1978; Viacom Cable Television division: VP, marketing and programming, 1978-80; head, East Coast operation, 1980-82; executive VP/COO, 1982-89; president, VH-1, 1989-94; consultant, ACT III Communications, 1994; current position since May; single.**

communications and chatting.

Bennett moved up the ranks at Viacom during the early days of cable and was involved in all levels of planning, program development and daily business.

By the time he was promoted to president of VH1, Bennett was a fixture in the Viacom hierarchy. He had the unenviable task of boosting its sluggish ratings. Bennett tried to craft a new image for VH1 but left the company after five years at the top.

Bennett hooked up with ACT III Communications and worked as a consultant to Norman Lear.

Earlier this year, Prodigy chief Ross Glatzer stepped down, and Scott Kurnit, another top Prodigy executive who came from the cable industry, left for a top position at MCI. Prodigy started searching for a new president and chief executive officer.

The online service, which launched nationally in 1990, has more than 2 million subscribers to its information, educational, shopping and financial services, among others. Subscribers pay \$9.95 a month for five hours' use, with extra hours costing \$2.95 each.

Bennett sees the syndication model for broadcast television becoming the way that areas of the Internet's World Wide Web will be distributed in the future.

Sometime in the next few years, Prodigy will introduce "personalized directors" who will customize online user preferences and places of interest. This month, Prodigy is introducing a service to allow subscribers to create their own home pages on the Web. And Bennett sees multiplayer games becoming a prevalent form of online entertainment within the next few years.

Increasingly, Bennett says, television programs will include audience participation and online users connecting to local, regional and national audiences. Bennett describes today's online audiences as "tiny, but passionate."

"The online world today is a lot like the early days of television," Bennett says. Everyone is trying figure out what type of programming to provide and devising ways of taking advantage of a new medium, he says.

—MB

# Fates & Fortunes

## BROADCAST TV



Tauber

**Stuart Tauber**, station manager, WSBK-TV Boston, named VP/GM.

**James Parham**, owner, Parham and Associates, Dallas, joins KDFW-TV Dallas as director, sales.

**David Feinblatt**, GM, WRCN-FM/WRHD (AM) Riverhead, WGSM(AM) Huntington and WMJC(FM) Smithtown, all New York, joins WLIG(TV) Riverhead as GSM.

**Sandy Smith**, NSM, WTAT-TV Charleston, S.C., named GSM.

**Audrey Foltz**, news director, WRTI(FM) Philadelphia, joins WHYY-TV Wilmington, Del., as reporter/producer.

**Chris Huston**, news director, WTXL-TV Tallahassee, Fla., joins WNRW(TV) Winston-Salem, N.C., in same capacity.

**Ted Gurley**, sales executive, Katz National Television, Dallas, named manager.

**Larry Mullins**, director, Dallas news operations, KXAS-TV Fort Worth, joins KTVT(TV) Dallas as investigative reporter.

**Edwin Karl**, engineering manager, KBHK-TV San Francisco, named chief engineer.

**Tracy Record**, manager, night news, KOMO-TV Seattle, adds executive producer, news, to her responsibilities.

Four regional managers have been promoted to VPs, sales, at MCA TV, Universal City, Calif.: **Tony Fasola**, Southeast region; **Michael Howard**, Southeast region; **Cameron Hutton**, Southwest region; **Mark Forgea**, Midwest region.

**Byron Harris**, senior co-producer, *Prime Time Texas*, WFAA-TV Dallas, joins KHOU-TV Houston as assistant news director.

**George Siegal**, reporter/weathercaster/co-anchor, KOMO-TV Seattle, joins WDIV(TV) Detroit as weekend weather anchor.

**Dan Berkery**, executive VP, revenue

development, New World Television, Atlanta, named GM, KSAZ-TV Phoenix, Ariz.

**Christopher Pike**, president/GM WTKR(TV) Norfolk, Va., and VP, Narragansett Television LP, joins WGNT(TV) Portsmouth, Va., as GM.

**Scott Newell**, senior field producer, *A Current Affair*, Cleveland, joins WOIO(TV) Shaker Heights/WUAB(TV) Lorain, both Ohio, as reporter.

## PROGRAMING

**Mary Griswold**, director, communications, People & Properties Inc., New York, joins the National Football League there as manager, corporate communications.



Grant



Barry

Appointments at Turner Program Services, Atlanta: **Susan Grant**, executive VP, named president; **W. Russell Barry**, president, named chairman.

**Russell Hicks**, creative director, Turner Home Entertainment, Atlanta, named VP, creative affairs, Orbit City Art Company (design center established by T.H.E.), Los Angeles.

**Frances Calfo**, director, research, Buena Vista Television, Burbank, Calif., named VP.



Sproul

**Robin Sproul**, acting bureau chief/VP, news coverage, ABC News, Washington, named VP/Washington bureau chief.

Appointments at MTM Domestic Television, Studio City, Calif.:

**Cynthia Augustine**, programing manager, Telerep Inc., New York, joins as manager, Northeast sales; **Beth Kelley**,

manager, Northeast sales, named Western regional manager.

**Sylvia Delia**, VP, co-productions and sales, BBC Worldwide Americas, New York, named VP, new business development.

**Ronald Lightstone**, COO, Spelling Entertainment Inc., Los Angeles, joins Producers Entertainment Group, Beverly Hills, Calif., as chairman of the board.

## RADIO

**Joseph Laffey**, account executive, Westwood One Entertainment, Dallas, named director, sales, Southwest region.

**Mindy Jaslove**, director, sports marketing, WOR(AM) New York, named LSM.

**Ira Kleinman**, new business sales executive, WINS(AM) New York, joins WRTN Radio there as president.

**John Carpenter**, VP/GM/GSM, WDSU(TV) New Orleans, joins KMPH(TV) and KMPH NewsRadio Fresno-Visalia, Calif., as VP/GM.

**Dave Dillon**, program director, KODA(FM) Houston, adds regional VP, programing, SFX Broadcasting Inc., to his responsibilities.



Stinehour

**Kathy Stinehour**, GSM, WLUP-AM-FM Chicago, joins KLOL(FM) Houston as GM.

**Dave Noll**, VP/GM, WIZZ(FM) Detroit, joins AccuRatings, Chicago, as GM, East region.

**Paul Clithero**, GM, KINK-AM-FM Portland, Ore., joins Heritage Media Corp. there as GSM.

**Eric Halvorson**, general counsel, Salem Radio Network, Camarillo, Calif., named executive VP/COO.

## CABLE

As a result of a merger between Cox Communications and Times Mirror Cable Television, completed Feb. 1, the following appointments were made at Cox Communications, New England operations: **Michael Cardello**,



director, finance and administration, Cox's Cranston, R.I., system, named director, finance; **Gary McCollum**, plant operations manager, Cox's Greater Hartford, Conn., system, named director, network development; **John Wolfe**, director, public affairs, Times Mirror Cable Television, New England systems, named director, government affairs.

The top Discovery Communications Inc., Bethesda, Md. executives have been promoted: **Judith McHale**, senior VP/general counsel, named executive



McHale

Durig

VP/general counsel and acting COO, overseeing Discovery Networks, international network operations and development; **Greg Durig**, senior VP/CFO, named executive VP/CFO, overseeing government relations, human resources, administration and information system departments.

**Glenn Moss**, legal and business affairs consultant, joins Courtroom Television Network, New York, as associate general counsel.

**Francene Cucinello**, independent voice/on-camera talent, joins *World Class Cuisine*, produced by Arna Vodenos Productions and the Discovery Channel, Bethesda, Md., as a program narrator.

## ADVERTISING/MARKETING



Greenstein

communications and computers. **Irwin Greenstein**, account supervisor, Miller

Communications, Mountain View, Calif., joins as senior VP to oversee and manage the establishment.

**Liz Koman**, senior account executive, Group W Productions Media Sales, New York, named VP/Eastern division manager.

**Don Gorman**, senior VP, MMT Sales, New York, joins United Television Sales Inc. there as GSM.

## ALLIED FIELDS

**Mark Thomas**, news director, KFI(AM) Los Angeles, joins the Associated Press Television-Radio Association of California-Nevada as president.

**Christopher Galazzi**, director, marketing, Channel America Network Television, joins PROMAX International, Los Angeles, as director, sales and marketing.

**Steven Solot**, VP/deputy, Latin America, Motion Picture Association, Washington, named senior VP.

Appointments at US West, Englewood, Colo.: **Doug Holmes**, executive director, investor relations, named VP/CFO, Media Group; **John O'Farrell**, VP, corporate strategy, named VP, strategy, Media Group; **Sol Trujillo**, president/CEO, Marketing Resources Group, named president/CEO, Communications Group; **Gary Ames**, president/CEO, Communications Group, named president/CEO, US West International.

**Ted Pishko**, editor, Empire Video, New York, joins Editel there in same capacity.

## DEATHS

**George H. Duncan**, 63, broadcasting executive, died June 10 in Ithaca,



Duncan in 1984

N.Y. Duncan worked for Metromedia Inc., New York City, from 1958 to 1985. He worked first for WNEW(FM) New York as general manager until 1971, then for Metromedia

Radio, where he was executive VP until 1972. He served Metromedia eventually as VP, operations, and finally as president before forming his own radio broadcasting company, Buena Ventura Inc. Duncan is survived by his wife, Mary; three children, Keith, Kathryn and Patricia; and his mother, Natalie.

**Bryan Bisney**, 86, broadcast pioneer, died June 12 at Suburban Hospital, Bethesda, Md. Bisney's career began at CKY(AM) Winnipeg, Manitoba. As an engineer he created sound effects for serials such as *The Youngbloods of Beaver Bend* and wartime soap operas including *The Soldier's Wife*. Bisney moved to the U.S. in 1946 and worked briefly as a salesman at KFRO(AM) Longview, Tex., and other stations in Michigan and South Carolina. He later became producer/director of *The Eddy Arnold Show* on radio; *Ozark Jubilee* (later *Jubilee USA*) and *Talent Varieties* on ABC-TV; and *Five Star Jubilee* for NBC-TV. Bisney retired from WLCY-TV (now WTSP[TV]) St. Petersburg, Fla., as the station's program and production manager in 1975. He is survived by a son, John.

—Compiled by Denise Smith  
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BROADCASTING • CABLE  
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# In Brief

**Margaret Loesch**, president, Fox Children's Network, told station executives at the network's affiliate meeting in Los Angeles last week that by August 1997 the network will have dispersed more than \$48 million to affiliates from the FCN venture. The Children's Network was set up as a partnership between the network and affiliates with the understanding that when the venture became profitable, stations would participate in the revenue. She said the network would begin sending checks to stations no later than May 1996. According to Loesch, FCN began running in the black during the 1995-96 season.

**The DreamWorks studio has named Dan McDermott**, Fox Entertainment executive VP, current programing and specials, **to head its television programing division.** Ironically, his appointment comes just a week after his wife, NBC Senior VP Jamie McDermott,

extended her contract after reportedly being courted by DreamWorks. McDermott joined Fox in 1990 as director of current programing.

**CNBC President Roger Ailes will take the rest of June to consider whether to stay at NBC.** Last week the NBC executive in charge of the network's CNBC cable channel was quoted by several publications as saying that his chances of staying at the network were about "50-50." Ailes's current contract runs until September, but NBC reportedly has offered to extend that deadline. A source says Ailes is looking to gain assurances from NBC that it will ante up funds to compete with CNN's all-business-news network (scheduled to launch next January), including speeding plans to launch its own all-news network to compete with CNN.

**A yearlong battle to keep U.S.-owned Country Music Television in Canada has been resolved**

with the formation of a new music video network jointly owned by U.S. and Canadian partners. CMT: Country Music Television will be 20% owned by Country Music Television Inc. (jointly owned by U.S. companies Gaylord Entertainment Co. and Group W Satellite Communications) and 80% owned by Canadian companies Rogers Communications and RAWLCO Communications Ltd. The Canadian Radio-Television and Telecommunications Commission had ruled that Canadian cable systems could not carry CMT after a Canadian-owned country music channel launched.

**HBO is earmarking \$5 million for 10 episodes of a new half-hour comedy series, *Tracey Takes On...***, featuring sketches and monologues by Tracey Ullman. The series begins shooting in August and is scheduled to debut in January 1996.

## Connecticut rejects SNET's video-financing plan

Southern New England Telephone has been snubbed by state regulators, who put the kibosh on its plans to make telephone ratepayers finance its video-service plans.

Late last week, a draft decision by the Connecticut Public Utility Commission said SNET has the green light for its video dialtone market trial and tariff. But the state commission said SNET must change its cost-allocation plan that forces telephone ratepayers to shoulder the burden of building its statewide hybrid fiber/coax (HFC) network for telephony and video.

"We will not allow the method of cost allocation that SNET proposed," said Beryl Lyons, CPUC spokesperson.

Beverly Levy, SNET spokesperson, said the Connecticut telco suggested that 95% of the network should be apportioned to telephone ratepayers.

Levy said SNET's planned statewide HFC network was "primarily for telephony" and was scheduled to be built over 15 years at a cost of \$4.5 billion for replacing

the existing outdated copper plant with a broadband network capable of delivering a range of phone, computer and television services.

"We're not going to let the telephone ratepayers pay for this video network," said Lyons. "Video dialtone and telephony must be kept separate on the accounting books."

Late Friday, SNET filed for an extension to today's deadline for filing exceptions to the CPUC draft decision. Both SNET and the New England Cable Television Association are scrambling to prepare their filings.

But perhaps the bigger issue is that if the FCC changes its rules for video dialtone on July 28, telephone companies offering both network services and programing may have to pay franchise fees to local authorities. As the rules now stand, telcos are not required to pay franchise fees because the FCC has determined that video dialtone is not the same as cable. If the telcos have to pay franchise fees, then the economic equation of getting into cable will change dramatically. —MB

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## The Academy of Television Arts & Sciences has named seven new members to its hall of fame.

They are actors Dick Van Dyke, Betty White and Michael Landon; sports-caster Jim McKay; newsmen Bill Moyers, and writer-producers Richard Levinson and William Link. The 11th annual induction ceremony will be held in Los Angeles in the fall.

New Line Television's *Court TV: Inside America's Courts* has been cleared in 80% of the country and is a firm go for a fall launch. The half-hour strip has been cleared in 47 of the top 50 markets. In addition, the company's half-hour live-action series *Nancy Drew* and *The Hardy Boys* will launch this fall as an hour block in more than 80% of the country. New Line and Nelvana are partners on the latter two shows, and New Line has ordered 13 episodes of each.

**First Lady Hillary Rodham Clinton today (June 26) will moderate a panel discussion at the White House on PBS's role in educating children.** Event organizer Peggy Charren of Action for Children's Television will be on the panel with John Wright, Center for Research on the Influences of Television on Children, and Joan Dykstra, National Parent-Teacher Association.

**Marcy McGinnis**, deputy chief, CBS News, London bureau, was mistakenly identified last week. McGinnis has been promoted to VP/bureau chief, London.

**The FCC last week granted an NAB request to reconsider its decision to assess the same fees on satellite TV stations** as full-service stations for fiscal year 1994. The commission also clarified standards for reducing or waiving 1994 fees for TV stations located in major markets in situations where the stations are not network affiliates and do not serve the principal metropolitan area of the market.

**Errata:** If the Senate telecommunications bill passed last week were to be enacted, it would allow radio broadcasters to compete against cable and satellite digital radio, according to Jim May, executive vice president, government relations, National Association of Broadcasters. Attribution was omitted in June 19 story on page 10.

## WASHINGTON

### Barrett's back

It looks as if FCC Commissioner Andrew Barrett will stick around after all. President Clinton will probably renominate the Illinois Republican to another five-year term within the next few weeks, according to informed sources. Barrett likely would receive swift Senate confirmation, counting Senate Majority Leader Bob Dole as one of his chief Hill supporters. Taking no chances with his future, Barrett has lobbied for reappointment and looked for work outside the agency in recent months. Barrett's term expires this Friday (June 30), but the law permits him to stay on the job until reappointment.

## NEW YORK

### Gay cable

Gay Entertainment Television is closing in on talks with three groups of investors and plans to have its financial backing in place within 30 days. The planned cable network for homosexuals has been available on a limited basis through leased-access television for the past year and a half and is targeting a full-time launch in first quarter 1996.

## HOLLYWOOD

### Good news, bad news

The financially troubled Samuel Goldwyn Co. received both good and bad news last week. The bad news: Its *American Gladiators* syndicated series had a "horrible May book" in which its Nielsen household rating fell to a 1.9 and its share to an 8 (from a 2.4/10 in May 1994) and 1s in all key demos, said Petry Director of Programming Dick Kurlander. Samuel Goldwyn Television has declared the show, long one of its most profitable projects, but whose ratings have been steadily declining, a firm go for 1995-96. The series will shoot at least seven of the 22 new episodes in Birmingham, England; an international episode of the show taped in London was among the highest-rated

episodes this past season. The good news: Its *Flipper* syndicated action hour, which begins production today and launches this fall, could receive a marketing boost from a *Flipper* feature film in production for launch next summer by MCA's Universal Pictures division.

## NEW YORK

### Selling mood

Viacom Chairman Sumner Redstone says his company stands firm on plans to sell its cable system operations this year. Last January, Viacom announced plans to sell its systems to a partnership led by minority business Mitgo Corp. for \$2.3 billion. (One of Mitgo's partners in the deal is Intermedia, which is affiliated with TCI.) However, the deal was put on hold after Congress overturned minority tax breaks Viacom had hoped to earn from the deal. Redstone also says the Senate's passage of a telecommunications-reform bill will help increase the value of cable systems.

## ATLANTA

### Torching the competition

NBC affiliate WXIA-TV Atlanta has signed a sponsorship agreement with the Olympics Organizing Committee there for local television. Under the agreement, WXIA-TV gets exclusive access to certain Olympics-related activities leading up to and during the games. The station also has the first shot at signing major Olympics sponsors to local ad packages, and it gets exclusive local "behind-the-scenes" access to key executives.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"It's all very confusing—the senator wants us to eliminate violence, greed and sex but still wants us to carry C-SPAN!"

## Eviction notice

The NAB and the Association for Maximum Service Television are gearing up to fight an amendment to the telcom-reform bill that would relocate broadcast auxiliary spectrum from the 2 ghz band to the 4 ghz band. The broadcasters' former home would then be auctioned. In addition to being a logistical headache, the move would cut the amount of spectrum available to broadcasters for advanced TV and other services. MSTV, in fact, has been trying to get the 4 ghz band allocated to auxiliary broadcasting in anticipation of digital HDTV and ATV, and in the interim relieve demand on spectrum made by the burgeoning ENG industry. NBC President Robert Wright said last week that the move would "make the equipment [newsgatherers] currently use obsolete and seriously hurt their ability to provide on-the-spot coverage of local news events."

"Serious congestion in the broadcast auxiliary band already exists without the extra spectrum requirements generated by important sports and news events," said MSTV in comments to the FCC last July. Increasing cable use of ENG will only exacerbate the problem.

Throw in the additional spectrum requirements of HDTV, and the Senate move is a recipe for gridlock.

## Out of the past

More than 30 years ago, in the midst of the Kennedy administration's attempts to remake the media under FCC Chairman Newton Minow, the late LeRoy Collins\*, then president of the National Association of Broadcasters, had this to say about the importance of responsibility (reported in our *Television* magazine's

June 1963 issue). As the industry faces intense scrutiny of its content, his is a comment worth recalling:

"Screaming and fulminating in general invectives about government usurpation of private freedoms...may be satisfying to the spirit, but in truth they are little more availing in making meaningful progress than a child's tantrums. They make big headlines, but little headway.

"I tell our broadcasters that, of course, we should not sit back mute and insensitive to unwanted and unwarranted government incursions into private rights. On the contrary, we should resist such forcefully and effectively. It is not very effective, however, to protest the taking of some action by the government when the right of complaint has been forfeited by the protester through his own failure to discharge the same responsibility, which had long sat heavy and unheeded at his own door."

In brief: If the act deserves defending, defend it. If it deserves cleaning up, beat Washington to the punch.

\* For those who may have forgotten, LeRoy Collins, a former governor of Florida, was perhaps the least regarded NAB president in history—certainly by his own members. His cardinal error was to suggest, well before the government took action, that radio and TV voluntarily renounce cigarette advertising. He resigned in 1964.

## Countdown

Note these dates on your calendar: June 30 (petitions to deny and waivers) and July 31 (appeals). Those are the FCC's self-imposed deadlines for processing its backlog of radio and TV sale applications. The move came in response to complaints by broadcasters and after a meeting with communications lawyers. The FCC also has pledged to speed future processing. A laudatory effort and one worth keeping an eye on.

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