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JULY 10

# Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 125 No. 28 64th Year 1995 A Carriers Publication



## At 15

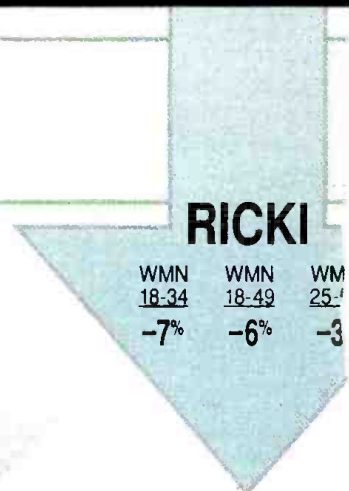
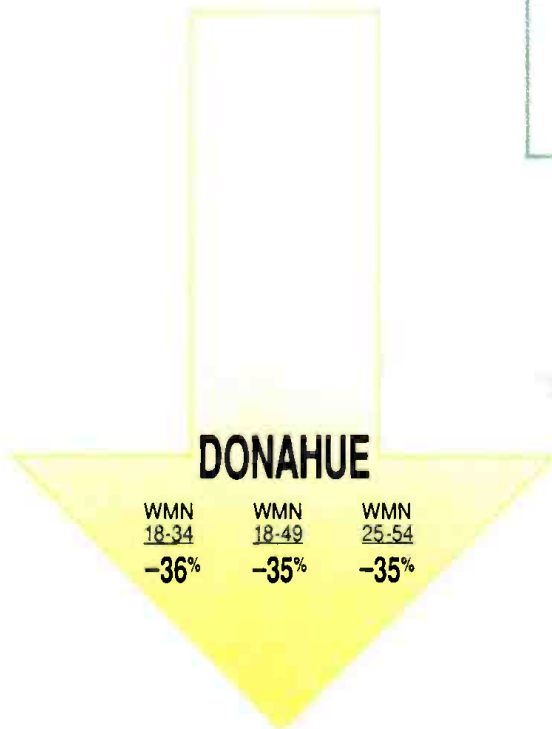
The Life and Good Times  
Of Television's Longest-Running  
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Telemedia  
Week  
Page 36

# IN A BUSINESS OF UPS AND DOWNS, **Maury** KEEPS GOING **up**. AND THE OTHERS KEEP GOING DOWN.

**MAURY GROWTH vs. COMPETITOR DECLINE**  
MAY 1995 % CHANGE





# MAURY

|              |             |              |
|--------------|-------------|--------------|
| WMN<br>18-34 | WMN<br>8-49 | WMN<br>25-54 |
| +21%         | +11%        | +15%         |

# SALLY

|              |              |              |
|--------------|--------------|--------------|
| WMN<br>18-34 | WMN<br>18-49 | WMN<br>25-54 |
| -4%          | -7%          | -7%          |

To succeed in our business, you need plenty of direction—provided that direction is up. Take a look at MAURY. While Oprah, Ricki, Sally and Donahue are all losing ground, **THE MAURY POVICH SHOW** has been rising in all key women demos. So if your ratings could use a boost, count on MAURY. And take a step in the right direction.

# THE MAURY POVICH SHOW



A VIACOM COMPANY



# Fast Track

MUST READING FROM BROADCASTING & CABLE

JULY 10, 1995

## Top 25 Television Groups

BROADCASTING & CABLE's exclusive ranking of the top station group owners again finds Capital Cities/ABC in the number-one spot with eight stations covering 23.5% of the country. / 8

### TOP OF THE WEEK

**Renaissance on a roll** The company's recently announced purchase of Outlet's stations illustrates its philosophy that "you've got to get bigger to survive and thrive." / 10

**Shows for stations** NBC and New World are negotiating a deal that would give New World's Genesis syndication wing a 10-year early fringe or access commitment on NBC's O&Os in return for a 10-year NBC affiliation renewal for New World's KNSD(TV) San Diego and WVTM-TV Birmingham, Ala. / 16

**Booming basic** In the year since the adoption of the FCC's going-forward rules, most basic channels have increased subscribers. Some of the larger gainers: Sci-Fi Channel, The Cartoon Network, The Learning Channel and ESPN2. / 17



Reed Hundt says it's time for the FCC to revisit its First Amendment strategy. / 10

### COVER STORY

#### 'Entertainment Tonight' is 15

When this pioneer debuted in 1981, some were skeptical that viewers would watch 30 minutes of entertainment news. They did—and after 14 seasons, they still do. But *ET* faces a challenge from a high-profile competitor, Warner Bros.' *Extra*. Cover photo by Todd Bigelow, Black Star / 18



High-profile 'ET' anchors Mary Hart and John Tesh.

nels are targeting baby boomers and twentysomethings. / 33

### RADIO

#### Stocks strong in first half

Radio stock prices have averaged 46% appreciation during the first six months of this year. Strong advertising revenue, lower interest rates and anticipation of deregulation are factors "pushing these stocks up into the stratosphere." / 35

### TELEMEDIA WEEK

#### Cable thieves undaunted by new technology

The cable industry loses \$5 billion annually to various forms of signal theft. Pirate converters can be had for \$350, and in New York some cab drivers sell them. New set-top boxes may make it harder to steal cable programming, but some say the problem is getting worse. / 36

### WASHINGTON

#### DBS and cable square off at the FCC

DBS may be the biggest hit in consumer electronics since the VCR, but it doesn't come close to providing real competition to cable, according to the satellite industry. Cable disagrees, saying DBS is a formidable rival. / 42

### SPECIAL REPORT

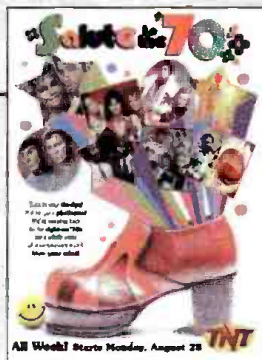
#### Transmitter business better and better

Transmitter makers are gearing up for a digital gold rush. Business is good now for the companies that make up the small industry, but they expect to strike gold when the FCC sets a new television standard and gives each TV station a second channel. / 26

### CABLE

#### '70s TV shows are evergreen

Hoping to capitalize on 1970s nostalgia, some basic cable networks are featuring classic shows from the decade. From *Charlie's Angels* to *The Mary Tyler Moore Show*, cable chan-



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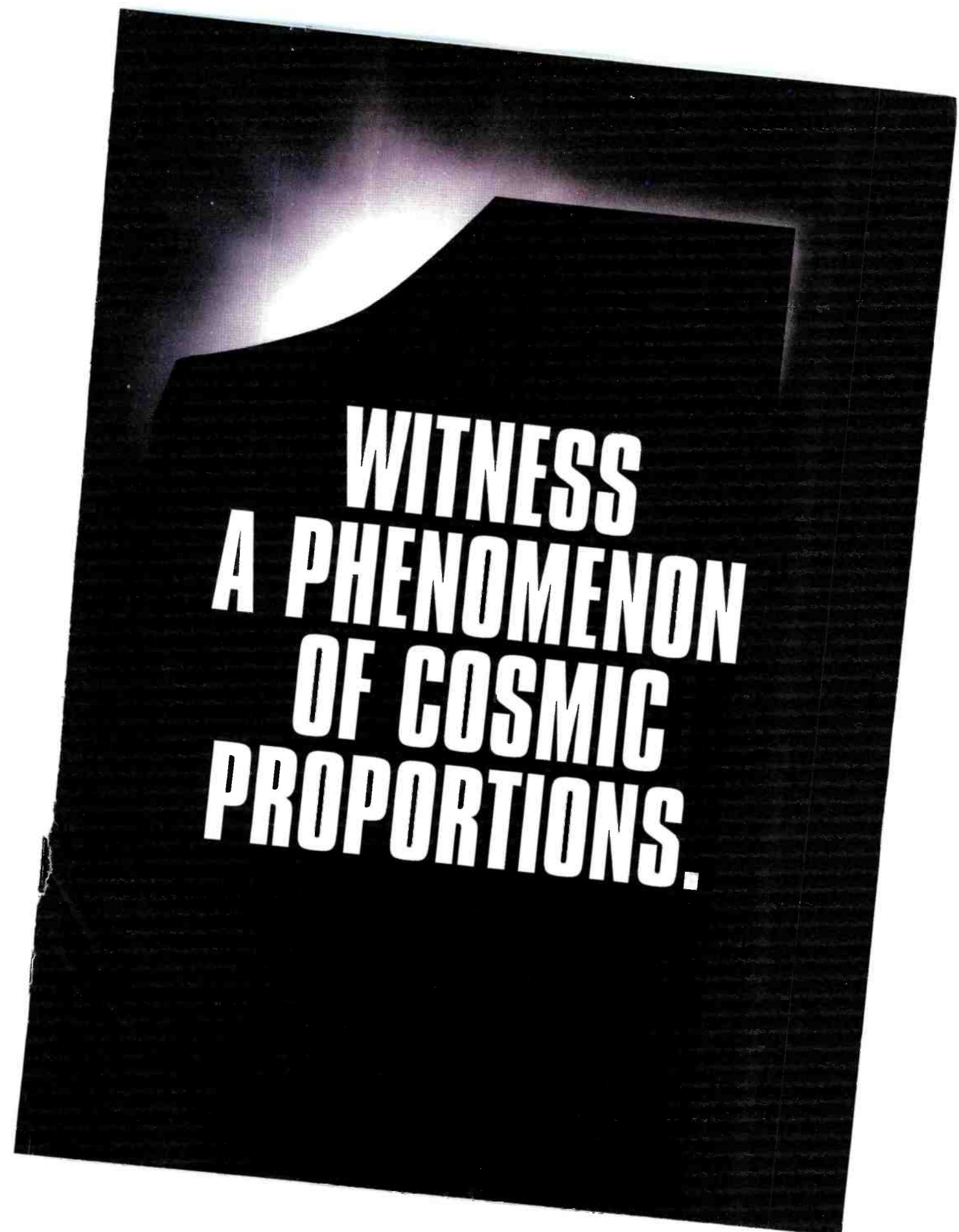
**1 800 624-1150**

MD Electronics

878 S. Third St. • Chesler, VA 22011

It's a crime to descramble cable programming with a pirate box, but this ad appeared in 'Popular Mechanics.' / 36

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| Classified.....44     | Fates & Fortunes.....58 |



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---

## DEEP SPACE NINE®





## Capcities/ABC tops the TV groups

BROADCASTING & CABLE's ranking of owners finds new members of top-25 club, while Great American Television and Gaylord Communications fall from list

By Steve McClellan

Despite the chaos that many television stations confronted with the past year's affiliate switches, BROADCASTING & CABLE's list of the top 25 group owners has remained relatively constant.

Capcities/ABC remains number one with eight stations and 23.5% coverage of the U.S. Since March 1993, only two groups have left the top 25: Great American Television, which was absorbed by New World, and Gaylord Communications, which, by basically staying the same size, couldn't keep pace with the growth of others.

One of the two new groups on the list is Renaissance Communications, which becomes the 19th-ranked TV station owner, assuming completion of a

recently announced agreement to acquire the three Outlet stations for \$360 million (see page 10). (In the list, pending acquisitions were counted as holdings, and UHF station coverage was reduced by 50% per the FCC's attribution rules.)

The other newcomer to the top 25 is

River City Broadcasting, which enters at the 25th position with seven stations covering just over 4.8% of the country.

Only one group has left the top 10—Gannett, which went from ninth to 11th. But there were several other changes in rank. CBS and Fox flipped, with CBS dropping from second to fifth.

With its acquisition of the Argyle and Great American groups, New World jumps from 12th to eighth place. Group W, which receives 100% attribution for its joint station venture with CBS for stations in Miami, Philadelphia, Denver and Salt Lake, moves from 10th to ninth.

Of the 25 groups, 13 increased their attributable coverage, while 12 showed decreases—in some cases, minor drops due to population shifts.



In the list that follows, stations are followed by city, channel, affiliation and market rank/market coverage percentage based on January 1995 Nielsen Station Index estimates. Not factored in the groups' holdings are local marketing agreements or non-attributable joint-venture interests.

### 1. CAPITAL CITIES/ABC

(8 stations/23.463%)

|                           |        |     |           |
|---------------------------|--------|-----|-----------|
| WABC-TV New York          | Ch. 7  | ABC | 1/7.082%  |
| KABC-TV Los Angeles       | Ch. 7  | ABC | 2/5.205%  |
| WLS-TV Chicago            | Ch. 7  | ABC | 3/3.272%  |
| WPVI-TV Philadelphia      | Ch. 6  | ABC | 4/2.829%  |
| KGO-TV San Francisco      | Ch. 7  | ABC | 5/2.373%  |
| KTRK-TV Houston           | Ch. 13 | ABC | 11/1.646% |
| WTVD Durham-Raleigh, N.C. | Ch. 11 | ABC | 32/80.4%  |
| KFSN-TV Fresno, Calif.    | Ch. 30 | ABC | 57/252%   |

### 2. FOX

(12 stations/22.358%)

|                   |        |     |          |
|-------------------|--------|-----|----------|
| WNYW New York     | Ch. 5  | Fox | 1/7.082% |
| KTTV Los Angeles  | Ch. 11 | Fox | 2/5.205% |
| WFLD-TV Chicago   | Ch. 32 | Fox | 3/1.636% |
| WTFX Philadelphia | Ch. 29 | Fox | 4/1.415% |

|                       |        |     |          |
|-----------------------|--------|-----|----------|
| WFXT Boston           | Ch. 25 | Fox | 6/1.109% |
| WTTG-TV Washington    | Ch. 5  | Fox | 7/1.978% |
| WHBQ-TV Memphis       | Ch. 13 | Fox | 40/65.4% |
| KRIV Houston          | Ch. 26 | Fox | 11/8.23% |
| KSTU Salt Lake City   | Ch. 13 | Fox | 37/67.3% |
| KDVR Denver           | Ch. 31 | Fox | 18/60.2% |
| WBRC Birmingham, Ala. | Ch. 6  | Fox | 48/57.8% |
| WGHP Greensboro, N.C. | Ch. 8  | Fox | 45/60.3% |

### 3. NBC

(6 stations/21.746%)

|                      |        |     |           |
|----------------------|--------|-----|-----------|
| WNBC-TV New York     | Ch. 4  | NBC | 1/7.082%  |
| KNBC-TV Los Angeles  | Ch. 4  | NBC | 2/5.205%  |
| WMAQ-TV Chicago      | Ch. 5  | NBC | 3/3.272%  |
| WCAU-TV Philadelphia | Ch. 10 | NBC | 4/2.829%  |
| WRC-TV Washington    | Ch. 4  | NBC | 7/1.978%  |
| WTVJ Miami           | Ch. 4  | NBC | 16/1.380% |

### 4. TRIBUNE

(8 stations/20.438%)

|                      |        |     |           |
|----------------------|--------|-----|-----------|
| WPIX-TV New York     | Ch. 11 | WB  | 1/7.082%  |
| KTLA-TV Los Angeles  | Ch. 5  | WB  | 2/5.205%  |
| WGN-TV Chicago       | Ch. 9  | WB  | 3/3.272%  |
| WPHL-TV Philadelphia | Ch. 17 | WB  | 4/1.414%  |
| WLVI-TV Boston       | Ch. 56 | WB  | 6/1.109%  |
| WGNX Atlanta         | Ch. 46 | CBS | 10/8.27%  |
| WGNO New Orleans     | Ch. 26 | WB  | 41/32.4%  |
| KWGN-TV Denver       | Ch. 12 | WB  | 18/1.205% |

### 5. CBS

(7 stations/19.045%)

|                     |       |     |           |
|---------------------|-------|-----|-----------|
| WCBS-TV New York    | Ch. 2 | CBS | 1/7.082%  |
| KCBS-TV Los Angeles | Ch. 2 | CBS | 2/5.205%  |
| WBBM-TV Chicago     | Ch. 2 | CBS | 3/3.272%  |
| WCCO-TV Minneapolis | Ch. 4 | CBS | 14/1.487% |



|                          |        |     |         |
|--------------------------|--------|-----|---------|
| WGPR-TV Detroit          | Ch. 62 | CBS | 9/922%  |
| WRV-TV Green Bay, Wis.   | Ch. 5  | CBS | 70/479% |
| WPRI-TV Providence, R.I. | Ch.12  | CBS | 46/598% |

**6. SILVER KING**  
(12 stations/18.335%)

|                                       |        |      |          |
|---------------------------------------|--------|------|----------|
| WHSE-TV Newark, N.J.                  | Ch. 68 | Ind. | 1/3.541% |
| WHSI-TV Smithtown, N.Y. (New York)    | Ch. 67 | Ind. | 1/3.541% |
| KHSC-TV Ontario, Calif. (Los Angeles) | Ch. 46 | Ind. | 2/2.602% |
| WEHS-TV Aurora, Ill. (Chicago)        | Ch. 60 | Ind. | 3/1.636% |
| WHSP-TV Vineland, N.J. (Philadelphia) | Ch. 65 | Ind. | 4/1.414% |
| WHSR-TV Marlborough, Mass. (Boston)   | Ch. 66 | Ind. | 6/1.109% |
| KHSX-TV Irving, Tex. (Dallas)         | Ch. 49 | Ind. | 8/96%    |
| KHSH-TV Alvin, Tex. (Houston)         | Ch. 67 | Ind. | 11/823%  |
| WQHS-TV Cleveland                     | Ch. 61 | Ind. | 13/77%   |
| WYHS-TV Hollywood, Fla. (Miami)       | Ch. 69 | Ind. | 13/69%   |
| WBHS-TV Tampa, Fla.                   | Ch. 50 | Ind. | 15/733%  |
| WHSW-TV Baltimore                     | Ch. 24 | Ind. | 23/516%  |

**7. CHRIS CRAFT/UNITED TELEVISION**  
(8 stations/17.863%)

|                                   |        |     |           |
|-----------------------------------|--------|-----|-----------|
| WWOR-TV Secaucus, N.J. (New York) | Ch. 9  | UPN | 1/7.082%  |
| KCOF Los Angeles                  | Ch. 13 | UPN | 2/5.205%  |
| KBHK-TV San Francisco             | Ch. 44 | UPN | 5/1.186%  |
| KMSP-TV Minneapolis               | Ch. 9  | UPN | 14/1.487% |
| KUTP Phoenix                      | Ch. 45 | UPN | 19/597%   |
| KPTV Portland, Ore.               | Ch. 12 | UPN | 25/97%    |
| KMOL-TV San Antonio               | Ch. 4  | NBC | 39/663%   |
| KTVX Salt Lake City               | Ch. 4  | ABC | 37/673%   |

**8. NEW WORLD**  
(12 stations/13.934%)

|                          |        |     |           |
|--------------------------|--------|-----|-----------|
| KDFW Dallas              | Ch. 4  | Fox | 8/1.920%  |
| WJBK-TV Detroit          | Ch. 2  | Fox | 9/1.843%  |
| WAGA-TV Atlanta          | Ch. 5  | Fox | 10/1.653% |
| WJW-TV Cleveland         | Ch. 8  | Fox | 13/1.540% |
| WTVT Tampa, Fla.         | Ch. 13 | Fox | 15/1.466% |
| KSAZ-TV Phoenix          | Ch. 10 | Fox | 19/1.194% |
| KTVI-TV St. Louis        | Ch. 2  | Fox | 20/1.181% |
| KNSD-TV San Diego        | Ch. 39 | NBC | 27/483%   |
| WITI-TV Milwaukee        | Ch. 6  | Fox | 29/832%   |
| WDAF-TV Kansas City, Mo. | Ch. 4  | Fox | 31/824%   |
| WVTM-TV Birmingham, Ala. | Ch. 13 | NBC | 48/578%   |
| KTBC Austin, Tex.        | Ch. 7  | Fox | 65/420%   |

**9. GROUP W**  
(8 stations/12.926%)

|                       |        |     |           |
|-----------------------|--------|-----|-----------|
| KYW-TV Philadelphia   | Ch. 3  | CBS | 4/2.829%  |
| KPIX-TV San Francisco | Ch. 5  | CBS | 5/2.373%  |
| WBZ-TV Boston         | Ch. 4  | CBS | 6/2.219%  |
| WCIH-TV Miami         | Ch. 6  | CBS | 16/1.380% |
| KDKA-TV Pittsburgh    | Ch. 2  | CBS | 17/1.214% |
| KCNC-TV Denver        | Ch. 4  | CBS | 18/1.205% |
| WJZ-TV Baltimore      | Ch. 13 | CBS | 23/1.033% |
| KUTV Salt Lake City   | Ch. 2  | CBS | 37/673%   |

**10. UNIVISION**  
(9 stations/10.446%)

|                                |        |      |          |
|--------------------------------|--------|------|----------|
| WXTV Paterson, N.J. (New York) | Ch. 41 | Uni. | 1/3.541% |
| KMEF-TV Los Angeles            | Ch. 34 | Uni. | 2/2.603% |
| KDTV-TV San Francisco          | Ch. 14 | Uni. | 5/1.187% |
| KUVN Garland, Tex. (Dallas)    | Ch. 23 | Uni. | 8/960%   |
| WLTV Miami                     | Ch. 23 | Uni. | 16/690%  |
| KTVW-TV Phoenix                | Ch. 33 | Uni. | 19/597%  |
| KWEX-TV San Antonio, Tex.      | Ch. 41 | Uni. | 39/332%  |
| KLUZ-TV Albuquerque, N.M.      | Ch. 41 | Uni. | 49/285%  |
| KFTV Hanford, Calif.           | Ch. 21 | Uni. | 57/252%  |

**11. GANNETT**  
(10 stations/9.948%)

|                               |        |     |          |
|-------------------------------|--------|-----|----------|
| WUSA Washington               | Ch. 9  | CBS | 7/1.98%  |
| WXIA-TV Atlanta               | Ch. 11 | NBC | 10/1.65% |
| KARE Minneapolis              | Ch. 11 | NBC | 14/1.49% |
| KUSA-TV Denver                | Ch. 9  | ABC | 18/1.20% |
| KPNX-TV Mesa, Ariz. (Phoenix) | Ch. 12 | NBC | 19/1.19% |

|                           |        |     |         |
|---------------------------|--------|-----|---------|
| KOCO-TV Oklahoma City     | Ch. 5  | ABC | 43/61%  |
| WFMY-TV Greensboro, N.C.  | Ch. 2  | CBS | 45/60%  |
| WTLV Jacksonville, Fla.   | Ch. 12 | NBC | 54/52%  |
| KTHV-TV Little Rock, Ark. | Ch. 11 | CBS | 58/498% |
| KVUE-TV Austin, Tex.      | Ch. 24 | ABC | 65/21%  |

**12. TELEMUNDO**  
(6 stations/9.175%)

|                                   |        |      |          |
|-----------------------------------|--------|------|----------|
| WNJU Linden, N.J. (New York)      | Ch. 47 | Tel. | 1/3.541% |
| KVEA Corona, Calif. (Los Angeles) | Ch. 52 | Tel. | 2/2.603% |
| KSTS San Jose, Calif.             | Ch. 48 | Tel. | 5/1.187% |
| KTMD Galveston, Tex. (Houston)    | Ch. 48 | Tel. | 11/823%  |
| WSCV Fort Lauderdale, Fla.        | Ch. 51 | Tel. | 16/690%  |
| KVDA San Antonio, Tex.            | Ch. 60 | Tel. | 39/332%  |

**13. A.H. BELO**  
(7 stations/8.13%)

|                         |        |     |           |
|-------------------------|--------|-----|-----------|
| WFAA-TV Dallas          | Ch. 8  | ABC | 8/1.92%   |
| KHOU-TV Houston         | Ch. 11 | CBS | 11/1.646% |
| KXTV Sacramento, Calif. | Ch. 10 | ABC | 21/1.17%  |
| WVEC-TV Hampton, Va.    | Ch. 13 | ABC | 35/709%   |
| KOTV Tulsa, Okla.       | Ch. 6  | CBS | 59/488%   |
| WWL-TV New Orleans      | Ch. 4  | CBS | 41/648%   |
| KIRO-TV Seattle         | Ch. 7  | UPN | 12/1.549% |

**14. SCRIPPS HOWARD**  
(9 stations/8.104%)

|                            |        |     |           |
|----------------------------|--------|-----|-----------|
| WXYZ-TV Detroit            | Ch. 7  | ABC | 9/1.840%  |
| WEWS Cleveland             | Ch. 5  | ABC | 13/1.540% |
| WFTS Tampa                 | Ch. 28 | ABC | 15/730%   |
| KNDV-TV Phoenix            | Ch. 15 | ABC | 19/597%   |
| WMAR-TV Baltimore          | Ch. 2  | ABC | 23/1.033% |
| WCPO-TV Cincinnati         | Ch. 9  | CBS | 30/825%   |
| KSHB-TV Kansas City, Mo.   | Ch. 41 | NBC | 31/412%   |
| WPTV West Palm Beach, Fla. | Ch. 5  | NBC | 42/639%   |
| KJRH Tulsa, Okla.          | Ch. 2  | NBC | 59/488%   |

**15. COX ENTERPRISES**  
(6 stations/7.65%)

|                         |        |     |           |
|-------------------------|--------|-----|-----------|
| KTVU Oakland, Calif.    | Ch. 2  | Fox | 5/2.373%  |
| WSB-TV Atlanta          | Ch. 2  | ABC | 10/1.653% |
| WPXI Pittsburgh         | Ch. 11 | NBC | 17/1.214% |
| WFTV Orlando, Fla.      | Ch. 9  | ABC | 22/1.037% |
| WSOC-TV Charlotte, N.C. | Ch. 9  | ABC | 28/837%   |
| WHIO-TV Dayton, Ohio    | Ch. 7  | CBS | 53/541%   |

**16. POST-NEWSWEEK**  
(6 stations/7.02%)

|                           |        |     |           |
|---------------------------|--------|-----|-----------|
| WFSB Hartford, Conn.      | Ch. 3  | CBS | 26/970%   |
| WJXT Jacksonville, Fla.   | Ch. 4  | CBS | 54/520%   |
| WPLG Miami                | Ch. 10 | ABC | 16/1.380% |
| WDFV Detroit              | Ch. 4  | NBC | 9/1.840%  |
| KPRC-TV Houston           | Ch. 2  | NBC | 11/1.650% |
| KSAT-TV San Antonio, Tex. | Ch. 12 | ABC | 39/660%   |

**17. HEARST**  
(6 stations/6.66%)

|                          |        |     |           |
|--------------------------|--------|-----|-----------|
| WCVB-TV Boston           | Ch. 5  | ABC | 6/2.219%  |
| WTAE-TV Pittsburgh       | Ch. 4  | ABC | 17/1.214% |
| WBAL-TV Baltimore        | Ch. 11 | NBC | 23/1.033% |
| KMBC-TV Kansas City, Mo. | Ch. 9  | ABC | 31/824%   |
| WISN-TV Milwaukee        | Ch. 12 | ABC | 29/83%    |
| WDTN Dayton, Ohio        | Ch. 2  | ABC | 53/54%    |

**18. LIN BROADCASTING**  
(9 stations/6.44%)

|                             |        |     |         |
|-----------------------------|--------|-----|---------|
| WAND Decatur, Ill.          | Ch. 17 | ABC | 76/18%  |
| WANE-TV Fort Wayne, Ind.    | Ch. 15 | CBS | 104/13% |
| WISH-TV Indianapolis        | Ch. 8  | CBS | 24/98%  |
| WOOD-TV Grand Rapids, Mich. | Ch. 8  | NBC | 38/67%  |
| KXAN-TV Austin, Tex.        | Ch. 36 | NBC | 65/21%  |
| KXAS-TV Fort Worth          | Ch. 5  | NBC | 8/1.92% |
| WAVY-TV Portsmouth, Va.     | Ch. 10 | NBC | 35/71%  |
| WTNH-TV New Haven, Conn.    | Ch. 8  | ABC | 26/97%  |

|                       |       |     |        |
|-----------------------|-------|-----|--------|
| WVVB-TV Buffalo, N.Y. | Ch. 4 | CBS | 36/67% |
|-----------------------|-------|-----|--------|

**19. RENAISSANCE**  
(9 stations/6.268%)

|                              |        |     |           |
|------------------------------|--------|-----|-----------|
| WCNH-TV Columbus, Ohio       | Ch. 4  | NBC | 34/762%   |
| WNCN-TV Raleigh-Durham, N.C. | Ch. 17 | NBC | 32/402%   |
| WJAR-TV Providence, R.I.     | Ch. 10 | NBC | 46/967%   |
| KDAF-TV Dallas               | Ch. 33 | WB  | 8/960%    |
| WDZL-TV Miami                | Ch. 39 | WB  | 16/690%   |
| KTXL-TV Sacramento, Calif.   | Ch. 40 | Fox | 21/585%   |
| WPMT-TV Harrisburg, Pa.      | Ch. 43 | Fox | 44/305%   |
| WTRC-TV Hartford, Conn.      | Ch. 61 | Fox | 26/1.109% |
| WXIN-TV Indianapolis         | Ch. 59 | Fox | 24/488%   |

**20. PULITZER**  
(10 stations/6.14%)

|                           |        |     |         |
|---------------------------|--------|-----|---------|
| WESH Daytona Beach, Fla.  | Ch. 2  | NBC | 22/1.0% |
| KCCI-TV Des Moines, Iowa  | Ch. 8  | NBC | 73/40%  |
| WLKY Louisville, Ky.      | Ch. 32 | CBS | 50/57%  |
| WDSU New Orleans          | Ch. 6  | NBC | 41/65%  |
| KETV Omaha                | Ch. 7  | ABC | 74/38%  |
| KOAT-TV Albuquerque, N.M. | Ch. 7  | ABC | 49/57%  |
| KOCT Carlsbad, N.M.       | Ch. 6  | ABC | 49/57%  |
| WXII Winston-Salem, N.C.  | Ch. 12 | NBC | 45/60%  |
| WGAL Lancaster, Pa.       | Ch. 8  | NBC | 44/61%  |
| WYFF Greenville, S.C.     | Ch. 4  | NBC | 33/79%  |

**21. HUBBARD BROADCASTING**  
(9 stations/5.76%)

|   |        |      |          |
|---|--------|------|----------|
| WTOG St. Petersburg, Fla.               | Ch. 44 | Ind. | 15/72%   |
| KSAX Alexandria, Minn. (Minneapolis)    | Ch. 42 | ABC  | 14/73%   |
| WDOJ-TV Duluth, Minn.                   | Ch. 10 | ABC  | 134/18%  |
| WVRT Hibbing, Minn. (Duluth)            | Ch. 13 | ABC  | 134/18%  |
| KRWF Redwood Falls, Minn. (Minneapolis) | Ch. 43 | ABC  | 14/75%   |
| KSTP-TV St. Paul                        | Ch. 5  | ABC  | 14/1.49% |
| KOB-TV Albuquerque, N.M.                | Ch. 4  | NBC  | 49/57%   |
| KOBF Farmington, N.M. (Albuquerque)     | Ch. 12 | NBC  | 49/57%   |
| KOBR Roswell, N.M.                      | Ch. 8  | NBC  | 49/57%   |

**22. PARAMOUNT**  
(6 stations/5.71%)

|                      |        |      |         |
|----------------------|--------|------|---------|
| WDCA Washington      | Ch. 20 | Ind. | 7/95%   |
| WKBD Detroit         | Ch. 50 | Ind. | 9/92%   |
| WGBS Philadelphia    | Ch. 57 | Ind. | 4/1.41% |
| KTXA Arlington, Tex. | Ch. 21 | Ind. | 8/93%   |
| KTXH Houston         | Ch. 20 | Ind. | 11/82%  |
| WBFS Miami           | Ch. 33 | Ind. | 16/68%  |

**23. DISNEY**  
(1 station/5.21%)

|                  |       |      |         |
|------------------|-------|------|---------|
| KCAL Los Angeles | Ch. 9 | Ind. | 2/5.21% |
|------------------|-------|------|---------|

**24. PROVIDENCE JOURNAL**  
(11 stations/4.99%)

|                         |        |      |          |
|-------------------------|--------|------|----------|
| KMSB-TV Tucson, Ariz.   | Ch. 11 | Ind. | 81/35%   |
| WHAS-TV Louisville, Ky. | Ch. 11 | CBS  | 50/57%   |
| KASA-TV Santa Fe, N.M.  | Ch. 2  | Fox  | 49/57%   |
| WCNC-TV Charlotte, N.C. | Ch. 36 | NBC  | 28/42%   |
| KHBC-TV Hilo, Hawaii    | Ch. 2  | Ind. | N/A      |
| KHNL Honolulu           | Ch. 13 | Ind. | N/A      |
| KOGG Wailuku, Hawaii    | Ch. 15 | Ind. | N/A      |
| KTVB Boise, Idaho       | Ch. 7  | NBC  | 125/19%  |
| KGW-TV Portland, Ore.   | Ch. 8  | NBC  | 25/97%   |
| KING-TV Seattle         | Ch. 5  | NBC  | 12/1.55% |
| KREM-TV Spokane, Wash.  | Ch. 2  | CBS  | 75/37%   |

**25. RIVER CITY BROADCASTING**  
(7 stations/4.814%)

|                          |        |     |           |
|--------------------------|--------|-----|-----------|
| KDNL-TV St. Louis        | Ch. 30 | ABC | 20/591%   |
| KOVR Sacramento, Calif.  | Ch. 13 | CBS | 21/1.170% |
| WTTV Indianapolis        | Ch. 4  | UPN | 24/976%   |
| WLOS Asheville, N.C.     | Ch. 13 | ABC | 35/790%   |
| WSYX Columbus, Ohio      | Ch. 6  | ABC | 34/762%   |
| KABB San Antonio, Tex.   | Ch. 29 | Fox | 39/332%   |
| KDSM-TV Des Moines, Iowa | Ch. 17 | Fox | 73/193%   |

# Renaissance breaks into top 25

*Outlet buy serves both companies' philosophy of 'bigger is better'*

By Steve McClellan

**W**hen it comes to trying to read the future of the broadcasting business, Renaissance Communications chairman Michael Finkelstein and Outlet chairman Jim Babb agree on one key point: bigger broadcast groups will be better positioned to compete, and smaller ones will struggle to survive.

That's why Babb, after several months of sorting through his company's options, made a \$360 million deal to be acquired by Renaissance. Renaissance was not the only group interested in the Outlet stations, which in March hired Goldman Sachs to explore strategic options.

Indeed, Renaissance wasn't even rumored to be in the hunt until it came

up with its winning bid less than two weeks ago. According to sources, other suitors included NBC, Fox, LIN Television and Sinclair.

With its pending acquisition of Outlet, and its recent swap of KDVR Denver for KDAF-TV Dallas, Renaissance becomes one of only two TV station groups (the other being River City) to break into the top 25 list of group TV owners in two years.

When the deal is complete, Renaissance will cover slightly more than 9% of the country, in terms of the overall reach of its four Fox-, three NBC- and two WB-affiliated stations and just over 6% of the country as far as the FCC is concerned because the commission discounts UHF ownership.

Buying Outlet, says Renaissance

President and Chief Operating Officer Ed Karlik, "is a major strategic move for us. It diversifies our holdings and expands our coverage in the top 50 markets, which has always been our target."

Having almost 10% coverage of the country, says Karlik, "makes us an important player and translates to our ability to negotiate with vendors. We now have weight and bulk and size, and that seems to be where broadcasting is going. There's a lot of sentiment out there that you've got to get bigger to survive and thrive."

Babb agrees. "We came to the conclusion that even before the recent revolution in Washington there was going to be consolidation and convergence in the industry. We felt we couldn't stay a three-market company [WJAR-TV Providence, R.I.; WCMH-TV Columbus, Ohio, and WNCN-TV Raleigh-Durham, N.C.] and maintain our level of success. That was the critical driving force as we explored our options."

Renaissance's Finkelstein says he wants Babb to stay with the company. Babb says he'll consider it "seriously" after he and Finkelstein discuss the role planned for him at the company.

Up to now, both companies have traded on the Nasdaq exchange. However, Renaissance is planning a move to the New York Stock Exchange later this month. The move, Karlik says, is designed to offer the company's stock to a broader base of investors. "It gives the company a little more visibility, not only in our industry, but overall," he says. Outlet's stock will continue to trade on Nasdaq until the acquisition by Renaissance is complete.

Based on 1994 results, and results so far this year, the merger likely will see Renaissance reach \$250 million or more in revenue. Last year, the company had a 27% revenue gain, to \$161.2 million, with a 56% hike in operating revenue. First-quarter revenue this year was up 17%, to \$37.2 million.

Outlet had record revenue in 1994, up 26.6%, to almost \$60 million, with a 62.3% gain in operating income, to \$20.2 million. In first quarter 1995, Outlet showed a 6% operating income gain, to almost \$3.3 million, on a 17.5% revenue gain, to \$13.5 million. ■

## Hundt sees way clear for content curbs

*Court case gives FCC power to regulate children's programing and violence, says chairman*

By Christopher Stern

**A** recent court decision on indecency gives the FCC the freedom to impose tough content restrictions on TV violence and children's educational programing, FCC Chairman Reed Hundt said last week.

"It's the logic of the case that supports the notion that hinging license renewal on delivering children's educational TV is clearly constitutional," said Hundt, referring to the June 30 Federal Appeals Court decision that affirmed the FCC's authority to bar indecent programing on television and radio between 6 a.m. and 10 p.m.

The court found that the federal government has a "compelling interest" in protecting children from potentially



*Reed Hundt says it's time for the FCC to revisit its approach to the First Amendment.*

harmful programing. Hundt cited that finding when he said it would be "clearly constitutional" for the FCC to require broadcasters to carry some minimum number of hours of kids educational TV.

Hundt, citing the finding that the federal government has the authority to protect children from potentially harmful programing, also said the FCC could use the decision to

broaden the content regulations to address violent programing. While stating that the FCC had the authority to broaden its regulation of indecent and violent programs, Hundt said he had not made up his mind whether the FCC should do so.

In his discussion of the case, Hundt

*Continues on page 14*



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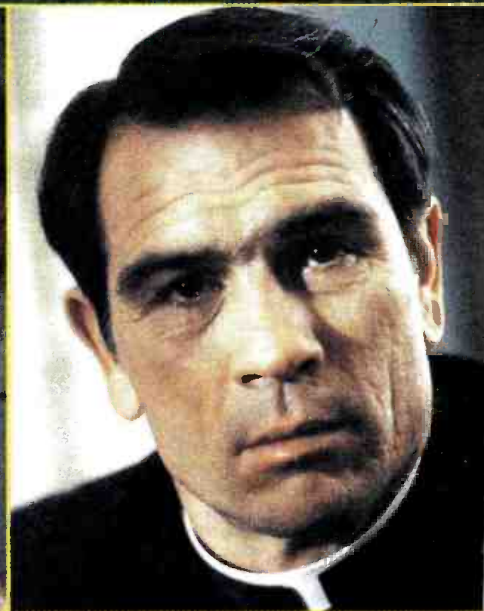
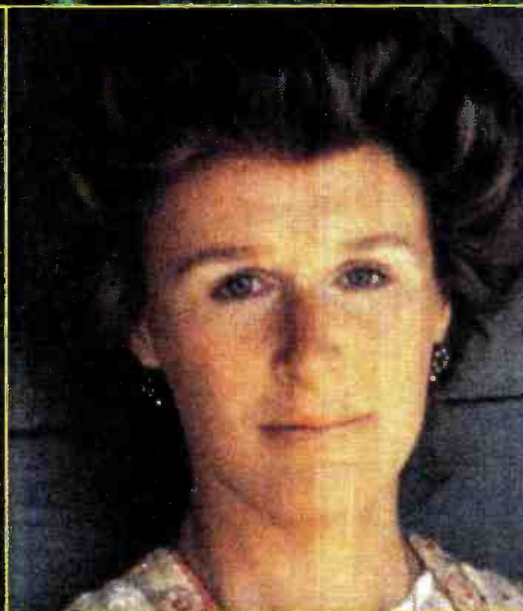
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## Indecency

Continued from page 10

emphasized his view that the case undercuts arguments that requiring broadcasters to air a minimum number of hours of children's TV is unconstitutional. "To the degree any of my colleagues felt those arguments were the bedrock of

### Fallout

The ACT decision also means the FCC will move forward on the 84 indecency cases that had been put on hold while the FCC waited for final word from the courts. In addition to those 84 yet to be acted upon, the FCC also is going to move forward in 23 cases where it has issued notices of apparent liability (NAL) or letters of inquiry, but has not issued a final order. Of the 23 NALs issued by the FCC, 22 are for radio, one is for TV. —CSS

their lack of sympathy with our proposed children's TV rules, I'm saying this case changes the lay of the land."

But some FCC officials who oppose Hundt's plan to require television broadcasters to carry at least three hours of educational children's programming say the court ruling has nothing to do with kids TV.

"There is a legal difference between time constraints on programming and imposing affirmative programming requirements," said Commissioner James Quello.

Quello added that Hundt's assertion will ultimately be tested by the courts. Other FCC officials said Congress had already considered and rejected the idea of requiring broadcasters to air a minimum amount of kids TV programming.

First Amendment lawyers also disagreed with Hundt's claims that the decision broadens the FCC's authority to channel violent programming into time periods when children are not watching. "There is no Supreme Court case in

the area of violent programming that suggests that government can regulate. There is a Supreme Court case that suggests you can regulate in the area of indecency," said First Amendment lawyer Timothy Dyk.

Because there is no case law governing television violence, the National Association of Broadcasters' Steve Bookshester says it will be particularly difficult to regulate. "How are they going to define it in a way that is sufficiently precise to withstand appeal?" asked Bookshester.

Hundt also said last week that the decision supports efforts by some in Congress to reduce the amount of violence on television. The Senate has adopted legislation that would force broadcasters to create a ratings system for programming while requiring TV manufacturers to equip all sets with the ability to block reception of programming based on its rating.

"Authors of those bills should take great comfort in this decision," said Hundt. ■

# Multimedia talks, MaXaM goes to Extremes

One new show, one reworked, are in development for syndication

By David Tobenkin

**O**n the syndication development front, Multimedia Entertainment is working on a new daytime talk show that could feature a middle-aged male host some sources have referred to as "the new Phil Donahue," while MaXaM Entertainment last week unveiled its first syndication series project, a revamped thrill-seeker sports show.

Multimedia Vice President of Programming and *Sally Jessy Raphael* creator Burt Dubrow confirmed the company is testing *Roseanne* writer Pat Bullard for an hour talk show to potentially launch in fall 1996.

Bullard, in his late 30s and an occasional *Roseanne* audience warm-up act, is one of several potential hosts being tested for the new show. However, Dubrow discounted talk that the show is being designed as a replacement for *Donahue*, which has declined in ratings during the past season. "The new Phil Donahue is not correct," says Dubrow. "There isn't a replacement for Phil Donahue. This is a new show."

He confirmed that Bullard, if chosen,

might focus on weightier topics than Multimedia's more sensational *Jerry Springer* talk show, which has enjoyed a large rise in ratings during the past year.

Donahue, a large shareholder in Multimedia, which is currently on the block, has signed to host his show through August 1996, his 29th season. However, he has not said whether he wishes to stay on the air beyond that point. "We assume he'll be with us," says Dubrow. Other sources have indicated that Donahue may wish to hang on through the 30th season and eclipse Johnny Carson as the longest-reigning talk show host.

As for MaXaM Entertainment, the new distribution company formed by Columbia TriStar Television Distribution executive Ed Wilson with backing from A.H. Belo is offering U.S. stations



Volleyball superstar Gabrielle Reece is slated to host MaXaM Entertainment's 'The Extremists' this fall.

a reworked *Extremists* weekly thrill-seeker sports show for launch in the fall. The show previously was syndicated by Litton Syndications Inc.

Hosted by model/volleyball player/MTV Sports correspondent Gabrielle Reece, the half-hour *The Extremists* with Gabrielle Reece will be distributed by Trans Atlantic Entertainment in 60 foreign countries, while Bennett Produc-

tions will produce the show, which features Reece participating in "dangerous" sports.

Current clearance information was not available, although a MaXaM spokesman said the show is expected to be cleared in 85% of the country by fall.

*The Extremists* is being offered by barter sales unit One World Entertainment on an even 3.5 minute local/national barter split. ■



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# New World, NBC near shows-for-stations deal

*Genesis would get ready-made, 40%-coverage platform from which to launch new syndicated shows*

By David Tobenkin

**N**BC and New World Communications are negotiating an agreement that would secure New World's Genesis syndication wing a 10-year early fringe or access programming commitment on NBC's owned-and-operated stations in return for a 10-year affiliation renewal for New World's NBC-affiliated KNSD (TV) San Diego and wVTM-TV Birmingham, Ala.

However, a source says that the deal, expected to close late this week, still hinges on resolution of several points.

The deal would give New World a half-hour of access or an hour of early fringe on NBC's six (soon to be seven) stations and four attempts to launch a show on the group beginning in fall 1996.

When added to New World's own stations, the deal would allow Genesis to launch shows in 40% of the country before taking them to market.

Although one station rep expressed surprise that NBC would give up such valuable time-period real estate in exchange for affiliation extensions in markets where it likely would have alternate potential affiliates, a source says that those stations would have less reach and that the deal reunites NBC station executives with New World Entertainment Chairman and former NBC Entertainment head Brandon Tartikoff.

NBC also will receive an equity stake in the new New World shows that run on its stations. New World signed a similar programming and affiliation agreement with Fox last year.

The station rep calls the potential agreement another sign of consolidation in the syndication marketplace, a trend that will make clearing shows more difficult for independent syndicators as station groups and larger syndicators form alliances. ■

## Jonas to head WB Television

*Executive VP, creative affairs, takes over for Moonves*

By Steve Coe

**T**ony Jonas has been named president, Warner Bros. Television, as expected, replacing Leslie Moonves, who resigned to oversee CBS's programming.

Jonas had been executive vice president, creative affairs, Warner Bros. Television, since June 1992. He began his career at the studio in 1989 as senior vice president, drama development, with former Warner Bros. sister company Lorimar Television.

In taking over the reins of the industry's largest supplier of network programming, Jonas will oversee production of 20 series on the fall schedule,



**Jonas named president after four seasons as head of development for Warner Bros. Television**

including 12 returning series and eight new shows. "As a key member of the most successful development team in television, Tony is not only the natural choice to take over the reins of Warner Bros. Television, he's the best choice," said Bob Daly and Terry Semel, chairmen and co-chief executive officers of Warner Bros. Jonas will report directly to Barry Meyer, executive vice president and chief operating officer.

In one of his first orders of business as head of the division, Jonas promoted David Janollari to replace him as executive vice president, creative affairs, the number-two position in the divi-

## Shopping Goldwyn

TV and feature film producer Samuel Goldwyn Co., financially troubled after its recently announced \$20 million loss in fiscal '94, is in discussions with several entertainment companies to acquire its assets, according to published reports.

Company officials failed to respond to several calls after trading of the company's stock on the American Stock Exchange was suspended last Monday following word of the company's intent to place itself on the block. Trading resumed Wednesday, when Goldwyn stock rose \$1 to close at \$8.13. It rose 25 cents on Thursday, to \$8.38.

The potential sale to a larger U.S. entertainment entity marks a shift from Goldwyn President Meyer Gottlieb's earlier stated intent to find European broadcast investment partners. The company's assets include its feature film and TV libraries, movie theater chain and name. Media analyst Paul Kagan Associates Inc. values the company at \$160 million (after subtracting \$70 million in debt), including \$35 million for the company's TV library and \$37 million for its unreleased film and television product at half of book value. Potential buyers reportedly include several of Hollywood's larger studios, Turner Broadcasting System and All American Communications. —DT

sion. Janollari had been senior vice president, comedy development.

To insure continuity at the division, Jonas also is expected to promote Nina Tassler, vice president, drama development, and Maria Crenna Rastatter, vice president, comedy development, to senior vice presidents. Tassler likely will take over for the current senior vice president of comedy development, Billy Campbell, who is expected to leave to join Moonves at CBS, possibly as early as this week.

As for Moonves, his first official day at the network is Monday, July 17, when he will be contractually free from Warner Bros. However, indications are that he will be at his new desk as early as today (July 10). ■



# Basic cable booms in June

Going-forward rules contribute to jump in subs

By Rich Brown

It's turning out to be a much better summer for building basic cable network distribution than it was a year ago.

Almost eight months after the implementation of the FCC's going-forward rules on program packaging, virtually all of the basic cable networks continue to see distribution gains. It is a far cry from the regulatory uncertainty that brought network distribution efforts to a virtual halt last year.

Networks enjoying particularly strong distribution gains during June

included Sci-Fi Channel (883,000 full-time subscribers); The Cartoon Network (724,000); The Learning Channel (713,000); ESPN2 (438,000), and TV Food Network (233,000). More than a dozen basic cable networks are seeing double-digit percentage increases in distribution compared with a year ago, according to A.C. Nielsen Co. data supplied by cable networks.

Networks showing the biggest rise in distribution during the past year are The Cartoon Network and ESPN2. Cartoon in the past year has seen its distribution climb from 10.9 million to 19.3 million homes, representing a 77% boost. ESPN2's distribution has risen 76% during the past year, climbing from 13.1 million to 22.9 million homes.

Widely distributed networks are experiencing distribution gains of approximately 5% over last year. TNT, for example, has boosted distribution by 6% and is now in 64.5 million homes. One factor helping to build distribution is the rising number of households that receive cable. Homes wired for cable rose to 64.7 million as of July 1, representing a 4% increase over last year. In the past month alone, 333,000 households have signed on for cable service.

The only basic cable network to show a drop in distribution from June to July was Nostalgia Television, which last year underwent a messy

ownership battle and management restructuring. Pay service Showtime also experienced a slight drop from June to July, but is up 19% in a comparison with the same period last year.

Many of the distribution gains this year are tied to the going-forward rules, which provide cable system operators with one of two options for adding cable networks: they can expand their existing basic packages and raise rates by up to \$1.20 a month, or they can add new-product tiers and set their own rates. Under the going-forward rules there is still room for distribution growth for cable networks because many cable system operators have not yet upgraded and expanded, says Robert Rose, senior vice president of affiliate relations for Court TV.

Cable network executives hope to see distribution gains under the going-forward rules at least through the end of the year. They also remain hopeful that cable network distribution will build exponentially in the year ahead with successful passage of telecommunications reform in Washington.

Future gains in network distribution will be determined in part by how quickly cable system operators decide to roll out new digital set-top boxes, says Doug Holloway, executive vice president, network distribution and affiliate relations, USA Networks. He says that another determining factor will be how much capital is spent by MSOs on system rebuilds versus telephony development and other expenditures.

"There are a lot of variables that will determine the level of distribution activity in the future," says Holloway. ■

## Subscriber wrap-up

|                   | % change<br>from 7/94 | Subscribers (000)<br>7/95 | 6/95          |
|-------------------|-----------------------|---------------------------|---------------|
| <b>Cable Hths</b> | <b>4%</b>             | <b>64,699</b>             | <b>64,366</b> |
| <b>Pay Cable</b>  | <b>16%</b>            | <b>33,435</b>             | <b>33,225</b> |
| Cartoon Net       | 77%                   | 19,267                    | 18,543        |
| ESPN2             | 76%                   | 22,923                    | 22,485        |
| Court TV          | 47%                   | 22,207                    | 21,593        |
| Sci-Fi            | 45%                   | 23,669                    | 22,786        |
| Learning Ch       | 31%                   | 39,527                    | 38,814        |
| CMT               | 21%                   | 29,660                    | 28,738        |
| E!                | 20%                   | 32,586                    | 32,201        |
| Faith & Values    | 19%                   | 23,315                    | 22,985        |
| Showtime          | 19%                   | 12,077                    | 12,128        |
| Comedy Central    | 17%                   | 35,835                    | 35,651        |
| Prevue            | 14%                   | 37,482                    | 37,181        |
| HBO               | 11%                   | 23,501                    | 23,406        |
| BET               | 9%                    | 42,780                    | 42,616        |
| WGN               | 8%                    | 38,105                    | 38,198        |
| CNBC              | 7%                    | 54,907                    | 54,830        |
| Headline News     | 7%                    | 57,988                    | 57,626        |
| Nashville Ntwk    | 7%                    | 62,965                    | 62,382        |
| Weather Channel   | 7%                    | 59,286                    | 58,813        |
| VH1               | 7%                    | 52,293                    | 52,132        |
| TBS               | 6%                    | 65,767                    | 65,432        |
| TNT               | 6%                    | 64,527                    | 64,034        |
| A&E               | 5%                    | 61,675                    | 61,153        |
| CNN               | 5%                    | 66,042                    | 65,852        |
| Discovery         | 5%                    | 65,161                    | 64,754        |
| Family            | 5%                    | 62,421                    | 62,171        |
| Lifetime          | 5%                    | 61,990                    | 61,510        |
| MTV               | 5%                    | 61,395                    | 61,192        |
| Nickelodeon       | 5%                    | 63,576                    | 63,187        |
| ESPN              | 4%                    | 66,064                    | 65,615        |
| USA               | 4%                    | 65,171                    | 64,775        |
| Nostalgia         | (14%)                 | 7,755                     | 7,919         |
| fx                | NA                    | 22,025                    | 21,862        |
| Travel Channel    | NA                    | 17,459                    | 17,099        |
| TV Food Ntwk      | NA                    | 12,487                    | 12,254        |

Source: Nielsen Media Research

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By David Tobenkin

In 1981 there was no *Wheel of Fortune* or *Jeopardy!* in prime access syndication, NBC was still mired in last place and *Donahue*, not *Oprah*, was the center of the daytime talk universe. That same year, Paramount Domestic Television launched a show called *Entertainment Tonight* with a revolutionary concept derided by many at the time—that viewers would sit down and watch a half-hour of entertainment news five nights a week. They did.

“Our biggest obstacle with this show was persuading agencies and stations that there was enough entertainment news to produce a show,” says former Telerep President Al Masini, who first conceived the show. “[Then-Paramount executive] Mel Harris and I had to keep a record of what was happening in the business for two months to show agencies and stations that there was enough news.” There was.

*ET*, which turns 15 in September, has pioneered satellite delivery of syndicated shows, risen and stayed at the top of the rankings of syndicated magazines despite a number of big-ticket competitors, and helped define the coverage of entertainment news.

“I pay homage to that show,” says E! Entertainment Senior Vice President of Programming Fran Shea. “I don’t think anyone would have gotten the idea for the [E!] channel if *ET* hadn’t been there. They are the franchise.”

“It’s not unlike what happens in a packaged goods situation,” says



ENTERTAINMENT  
TONIGHT

## Fifteen and still Entertaining

The now-famous *ET* anchor team  
of Mary Hart and John Tesh.

COVER STORY

Paramount Domestic Television President Steve Goldman. “The first product of its kind gets an advantage establishing viewer loyalty. We were the first show delivered day and date, and at the time there was no comprehensive TV coverage of entertainment news the way it was being covered in print. We argued that this show would have a lifespan as long as it was kept fresh, and this show today shows no signs of going away.”

Soon to enter its 15th year on the air, *ET* now enters a critical phase—as *Hard Copy* executive producer Linda Bell Blue last week replaced six-season *ET* executive producer Jim Van Messel—and prepares for the sophomore challenge from its highest-profile syndicated competitor in years, Warner Bros. Domestic Television Distribution’s *Extra—The Entertainment Magazine*.

“I think I’ll bring an enormous amount of energy,” says Blue, who signed a multiyear contract with PDT. “I’m very competitive, and I think it’s important to be competitive on stories, to win on the big stories and to be first. I think *ET* has to continue to evolve, though not necessarily through large changes.”

Blue, who with partner Linda Ellman engineered *Hard Copy*’s rise during the past two seasons from third to a horserace with *Inside Edition* for leadership among general interest syndicated news magazines, says that that does not mean making the show over in the image of *Hard Copy*—although it does include bringing over one of her lieu-



tenants, *Hard Copy* producer Carla Pennington, who is joining *ET* as senior producer.

Although the new executive producers of Twentieth Television's struggling *A Current Affair*, John Tomlin and Bob Young (*Inside Edition*, *American Journal*), recently cleaned house when they took over, changes at *ET* are expected to be more limited, given its success.

Still, *ET* staffers, who average five to six years at the show in a genre with notorious turnover, are concerned about their jobs. "There's fear all the way down" the company's hierarchy, said one veteran producer speaking after Blue arrived last week.

While noting that Blue has done or said nothing to inspire such concern,

tion's *Hard Copy*, earned a 6.4 in 1994-95 season-to-date, down proportionately from the previous season. As for *Extra*, the show has a 3.7 household rating and key demographic ratings roughly half those of *ET*.

"The show creatively seems reenergized this season and while there has been some ratings erosion, it is no greater and in some instances less than [that of] the other magazine shows," says Blair Television Director of Programming Lou Dennig.

Combine those ratings with the fact that the show draws relatively more of the younger demos advertisers crave, without the graphic content of the tabloid shows, and its popularity with advertisers is further explained.

have difficulty describing them, which pleases Paramount President of Creative Affairs Frank Kelly. "We don't like to make changes that are noticeable," he says. "We prefer to make changes that are gradual and constant so viewers are not jolted year-to-year or season-to-season."

The show's success also has involved successfully navigating the high-stakes gamesmanship in the aggressive world of studio and star publicity, especially now when other magazine shows, network morning shows, talk shows and cable networks are competing for the same entertainment news.

Van Messel says the show has maintained its credibility by not favoring Paramount projects and by knowing when to say no. He says, for instance, that the show will not submit interview questions to interview subjects in advance.

Although some have accused *ET* of refusing to do pieces on their shows unless the magazine received exclusives, Van Messel denies it, saying the magazine simply refuses to cover ground already covered.

On the other side, some continue to call the show's attention to hard entertainment news insufficient, although they also admit such expectations may be unrealistic.

"I don't think any syndicated show produced by Paramount or Warner Bros. will produce scathing investigative journalism of the entertainment industry," says *Washington Post* television critic Tom Shales. "*ET* will not win a Peabody Award, but it does do its undignified job with a certain amount of dignity."

The co-hosting team of Mary Hart and John Tesh, who are now more famous than some of their interview subjects, also is credited by many as a point of distinction for the show.

"I do think the attractiveness and charm of Hart is a big, big plus," says Shales. "There is no one as telegenic as Mary Hart, and she's pleasant and perky without being cloying about it. She's the *Vanna White* and *Pat Sajak* of that show."

Hart, whom actress Kathy Najimy once called her model for the perky nun in *Sister Act*, says that she has consciously attempted to stay down to earth. "People try to emulate someone they admire on television and end up affecting a style that is not natural to them—which the audience sees



Ron de Moraes, director of 'ET' for the past 13 seasons

the producer added, "Change is always change and people are scared, especially because they see her as having a different personality and news judgment from [Van Messel]. I think there will be major changes to the show."

Blue says it is premature to discuss what personnel moves she might make.

Most observers say there is little fixing needed. For September 1994 through May, *ET* continues—on a Nielsen Syndication Service basis—to be tops in ratings among magazine shows in household and all key demographics. Although its 7.6 NSS gross average audience household rating was down from an 8.3 for the comparable 1993-94 period, so were all magazine shows (with the exception of King World's *American Journal*), largely a result of the migration of O.J. Simpson viewers to cable. The show's closest competitors, King World's *Inside Edition* and Paramount Domestic Televi-

"It's a great show with a proven track record, very little objectionable content and sizable ratings," says Steve Grubbs, senior vice president of national broadcast buying for advertising agency BBDO. "It's among the top tier of syndicated shows that command a 15%-20% advertising dollar premium [over] everything else."

Analysts estimate that the show earns 50-50 equity partners Paramount and Cox \$40 million-\$50 million per year after production costs of \$30 million-\$35 million.

Blue inherits a remarkably adaptable show, which has been able to mirror the changing tastes of its audience for entertainment news. Van Messel says that during his tenure at *ET*, its format has gone from "featury and soft when we came aboard, to a harder-edged show, to leveling off a little at present."

Indeed, despite knowledge of the format changes at *ET*, many observers

through," says Hart.

Tesh also has received high marks, but he also embodies the dangers of having star talent succeed beyond the point of being beholden to the show. When Tesh, an accomplished musician, earlier this year told Paramount he wanted three months' leave for a musical tour, the studio came close to taking legal action to hold him to his contract. Eventually a compromise was worked out when both sides realized Tesh could accomplish most of his musical aims on weekends.

The show's supporting cast includes Leeza Gibbons—whose weekend anchor role has been scaled back to special correspondent, given the demands of motherhood and her NBC talk show—and fellow correspondents Leonard Maltin, Bob Goen, Leanza Cornett, Pat O'Brien, Gerry Grant and Julie Moran.

### Building the franchise

To no small degree, *ET* remains out in front because it was first.

The show was conceived by Al Masini, former president of Cox Broadcasting's Telerep station rep firm. Masini earlier had successfully co-produced *Solid Gold* with Paramount. Originally, Paramount had a 40% stake and responsibilities for producing and distributing the show; Cox and Telerep held 40%, agreeing to carry it on Cox stations and selling its barter time, and Great American Broadcasting held 20%, agreeing to carry the show on its stations. (Great American in 1992 sold its stake to Cox and Paramount.)

Among the innovations at the show was the use of episodic satellite feeds, difficult at the time since many stations didn't own satellite dishes. The show helped bring many stations into the satellite delivery age by offering them reduced license fees for *ET* if they would invest in satellite dishes. More than 100 stations bought satellite dishes as part of the offer, says Masini.

In *ET*'s first season, the studio drove episodes more than 100 miles from Hollywood to KGET-TV Bakersfield, Calif., because that station had



New producer Linda Bell Blue and veteran anchor Mary Hart

not yet bought a dish. The show also was one of the first high-profile uses of a station co-op program for a first-run show.

*ET*'s first episode was hectic. In the midst of celebrating after delivering the tape to a satellite uplink point just 15 minutes before it was to be beamed to stations, someone realized that the show was a minute short, forcing the last-minute taping of chatter by the anchors that was delivered to the uplink by a runner sprinting from the studio.

With the show running almost live in many parts of the country, Paramount executives decided to split the tape and feed the first portion while awaiting the second. "In some markets we fed the second half while the first half was already being aired," says Masini. "We were wondering what we had gotten ourselves into and if it was going to be like this every day. Fortunately, it wasn't."

After its Sept. 14, 1981, launch, scathing criticism and a slow start led to rapid turnover at the show, including the replacement of initial anchors Marjorie Wallace and Tom Hallick. By the end of the first season, however, the show was a success, with its ratings continuing to grow until 1985, when they began to slide from a 10.7 NSI in the first quarter to a 7.2 in 1988.

Former WRC-TV Washington station

manager and news director David Nuell and Van Messel stepped in to revive the show. The outspoken Nuell and the low-key, self-described "blue-collar producer" Van Messel formed an odd couple that brought *ET* back by giving it a newsier feel, reducing the number of "insider" segments, shortening interviews and cutting reporters. The show's ratings had improved 17% from its low by the 1989-90 season.

*ET* seems to have reached its high-water mark in domestic penetration, with 182 markets representing 94% currently carrying the show in exchange for cash and one minute of barter time for every 5.5 minutes held by stations.

As King World has done with its hit access game shows and *Oprah*, Para-

mount has locked many stations into long-term agreements. The show is cleared in 75% of the country through 1996-97, 60% through 1997-98, and 45% through 1998-99.

The terms of at least some of those deals have been so rich that some stations have bolted. That occurred most notably in the top three markets, where Paramount renewed with CBS's stations instead of those of longtime show home NBC in 1994 after the latter station group in 1994 refused to pony up a figure double the compensation rate of past years for New York and Los Angeles.

Paramount had the misfortune of doing so just before CBS's fortunes took a nosedive. The result has been significant ratings declines in the top three markets. Warner Bros.' *Extra*, which was picked up by the NBC Station Group in *ET*'s place, gained a key foothold, beating *ET* in the May sweeps in Los Angeles.

Still, Paramount sources note that the networks' fortunes are cyclical. Also, the upside of getting as much as possible as soon as possible through long-term agreements has been underscored by King World's long-term agreement for *Oprah*—a wise move in hindsight, given that show's significant ratings drop during the past year after many of the agreements were struck.

In syndication, success usually





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breeds spin-offs. But that has not been tried with *ET* because Paramount believes entertainment news is too narrow a subject to support a second syndicated access show, says Kelly.

Warner Bros. television executives disagreed. Only months after Nuell left *ET* in 1992 in search of new creative challenges, he successfully pitched Warner on its own syndicated entertainment magazine. Although *ET* and *Extra* officials have stuck to the company line that the shows are not direct competitors, sniping by both belies those comments. That especially became the case

when *Extra* debuted last fall with a format very similar to *ET*'s.

*ET*, for its part, claims to have stuck to its knitting, although Van Messel says the new competitor may have helped persuade Paramount brass to invest \$250,000 in the show's first actual set. (Previously, the anchors sat in front of blue screens, allowing for little face-to-face interaction among them, film expert Leonard Maltin and guests.) The show also picked up the pace of its segments to keep up with the rapid-fire *Extra*.

Ironically, Nuell last month left his

post at *Extra* one week before Van Messel left *ET*. Warner Bros. officials say he had committed to staying only to launch the show. Other sources say that friction with the studio and talent contributed to his departure. Van Messel says he departed when Paramount declined to yield on several deal points in contract negotiations, including Paramount's refusal to give him equity in the show. Sources also say that Van Messel was disappointed that Paramount did not promote the show more aggressively, although station reps think the show has received adequate promotion.

Although *ET* appears to have maximized its potential in the domestic market, international versions of the show remain a big growth arena that has yet to be successfully tapped.

Weekly hour dubbed versions of the U.S. weekend edition appear in 35-40 international markets, although Kelly says that the show has had only limited appeal because of a lack of foreign entertainment content. Past attempts to produce a single international version of the show also failed to catch fire.

This fall, the show will ratchet up its international efforts by producing individual stripped versions for different territories through co-productions with other companies, beginning with a co-production for Germany with Beta Taurus.

Paramount also hopes to better tap the brand identity of *ET* in its other

## Ohlmeyer reups at NBC

Don Ohlmeyer, president, NBC West Coast, has signed a three-year contract extension that will keep him at the network until at least 2000. Ohlmeyer originally signed a four-year deal in February 1993 when he was hired to take over all West Coast operations for the network.

Under Ohlmeyer's tenure, the network has risen to a strong number two in prime time, and it was under his aegis that the entertainment division was restructured, doing away with the development and current series departments and instituting a team structure that involved network executives in a project throughout its life.

Most recently, the former independent producer added the network's daytime programming activities to his oversight. The daytime division had been overseen by John Rohrbeck, president, NBC TV Stations, but the move was designed to allow Rohrbeck more time to focus on possible station acquisitions. The network also is looking at adding new programs, including a soap opera, to its struggling daytime lineup.

In addition to the entertainment division and daytime activities, Ohlmeyer oversees NBC Productions and NBC Enterprises. —SC

## SYNDICATION MARKETPLACE

### BSkyB puts UK in 'Jeopardy!'

King World International has licensed a British format of its game show *Jeopardy!* to British Sky Broadcasting for a December debut in the UK. The British *Jeopardy!* will be broadcast as a five-day-a-week strip on the Sky One channel at 6:30 p.m. The show will be produced by UK producer Action Time in association with King World Productions. BskyB also has acquired 260 half-hour episodes of the U.S. version of *Jeopardy!* to air as a morning strip on Sky One beginning this month.

### 'DSN' goes into Worf drive

*Star Trek: The Next Generation* veteran Michael Dorn next season will join the cast of Paramount spinoff *Star Trek: Deep Space Nine*, which has of late slipped in the ratings.



Michael Dorn joins the 'DSN' cast this fall.

"While we're very pleased with the way the show has gone in the third season, we're not blind to the fact that there's been some slippage," says *Star Trek: Deep Space Nine* Executive Producer Rick Berman.

### NATPE space rentals up

NATPE International has sold 310,000 square feet of floor space to exhibitors for next year's Program

Dorn will reprise his *TNG* role as Klingon Lieutenant Commander Worf on *DSN*, where he will be a diplomatic liaison with the warring Klingons under Captain Sisko (Avery Brooks).

Conference and Exhibition in Las Vegas, up 30% from the 240,000 square feet sold through June 1994 for the January 1995 convention, which also was held at the Sands Expo Center in Las Vegas. "We're delighted at the rate of sales thus far," says Nick Orfanopoulos, NATPE's senior vice president of conferences and special events. "At the rate we're going, we expect the 1996 convention to be NATPE's biggest ever." There has been a large increase in space leased for the Jan. 22-25, 1996, convention by three groups: ABC, CBS and NBC; cable networks (including a 1,000% increase to 2,000 square feet by the Discovery Networks), and international pavilion exhibitors. Also, syndicators Carsey-Werner and MaXaM Entertainment have doubled their space. —DT





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**PROGRAMING**

entertainment efforts, especially after last year's merger with Viacom Inc. and Blockbuster Entertainment Corp. One stab at synergy has been a special closed-circuit episode highlighting home video releases that, since February, has played in nearly 3,000 Block-

buster stores 24 hours per day and is updated monthly.

If there is a single danger for *ET*, observers say, it is that it has done its job too well. Networks, local stations, rival syndicators, cable networks and others have seen that entertainment

news is big business and have cast their nets accordingly.

But catching *ET* will be no easy task, admit even competitors. "They are so in touch with what their viewers want," says E!'s Shea. "They stay right on target." ■

**PEOPLE'S CHOICE: Ratings according to Nielsen, June 26-July 2**

| Week 41          | abc  | CBS   | NBC   | Fox   | U/P/N   |
|------------------|--|---|---|---|---|
|                  | 10.2/18  | 9.1/16  | 8.5/15  | 3.3/6   | 2.5/5   |
| <b>MONDAY</b>    | 8:00 45. <i>The Marshall</i> 7.1/13                                      | 24. <i>The Nanny</i> 9.1/18<br>16. <i>Dave's World</i> 9.8/18 | 31. <i>Fresh Prince of Bel-Air</i> 8.6/16                                   | 85. <i>A Day With...</i> 3.9/7  | 88. <i>Star Trek: Voyager</i> 3.3/6                                     |
|                  | 8:30   | 14. <i>Murphy Brown</i> 10.1/18<br>16. <i>Cybill</i> 9.8/17   | 35. <i>NBC Monday Night at the Movies—To My Daughter with Love</i> 8.4/15   | 92. <i>Dream On</i> 2.6/5<br>90. <i>Dream On</i> 2.9/5                    | 98. <i>Pig Sty</i> 1.6/3<br>96. <i>Platypus Man-1</i> 1.7/3             |
|                  | 9:00 8. <i>ABC Monday Night Movie—Dead Before Dawn</i> 11.8/21           | 38. <i>Chicago Hope</i> 8.0/14                                |   |   |   |
|                  | 10:00  |   |   |   |   |
|                  | 10:30  |   |   |   |   |
| <b>TUESDAY</b>   | 10.7/19  | 7.5/14  | 8.8/16  | 4.1/8   | 2.2/4   |
|                  | 8:00 34. <i>Full House</i> 8.5/17  | 55. <i>Rescue: 911</i> 6.2/12                                 | 36. <i>Wings</i> 8.2/16<br>42. <i>Pride &amp; Joy</i> 7.4/14                | 81. <i>Fox Tuesday Night Movie—Communion</i> 4.1/8                        | 95. <i>The Watcher</i> 2.1/4  |
|                  | 8:30 31. <i>Thunder Alley</i> 8.6/16                                     |   | 21. <i>Frasier</i> 9.4/17<br>31. <i>John Larroquette</i> 8.6/15             |   | 94. <i>The Watcher</i> 2.2/4  |
|                  | 9:00 4. <i>Home Imprvmt</i> 13.6/24                                      | 36. <i>CBS Tuesday Movie—Honor Thy Mother</i> 8.2/15          | 18. <i>Dateline NBC</i> 9.7/18  |   |   |
|                  | 9:30 5. <i>Coach</i> 12.4/21   |   |   |   |   |
|                  | 10:00 12. <i>NYPD Blue</i> 10.6/19                                       |   |   |   |   |
|                  | 10:30  |   |   |   |   |
| <b>WEDNESDAY</b> | 10.5/19  | 7.2/13  | 8.1/15  | 3.1/6   | 1.6/3   |
|                  | 8:00 41. <i>Me and the Boys</i> 7.6/15                                   | 45. <i>Christy</i> 7.1/14                                     | 63. <i>Search and Rescue</i> 5.6/11   | 87. <i>Beverly Hills, 90210</i> 3.5/7                                     | 96. <i>Bugs Bunny Spec.</i> 1.7/3<br>101. <i>The Parent 'Hood</i> 1.5/3 |
|                  | 8:30 29. <i>Ellen</i> 8.7/17   |   | 20. <i>Dateline NBC</i> 9.6/17  | 92. <i>Party of Five</i> 2.6/5  | 98. <i>The Wayans Bros.</i> 1.6/3<br>98. <i>Unhap Ever After</i> 1.6/3  |
|                  | 9:00 9. <i>Grace Undr Fire</i> 11.5/21                                   | 43. <i>Under Suspicion</i> 7.3/13                             | 24. <i>Law and Order</i> 9.1/16   |   |   |
|                  | 9:30 10. <i>Roseanne</i> 11.4/19   |   |   |   |   |
|                  | 10:00 6. <i>Common Sense</i> 12.0/22                                     |   |   |   |   |
|                  | 10:30  |   |   |   |   |
| <b>THURSDAY</b>  | 6.7/13   | 7.4/14  | 12.9/24   | 5.5/10  |   |
|                  | 8:00 39. <i>50 Years of Funny Females</i> 7.7/16                         | 50. <i>Before Your Eyes: Angelie's Secret</i> 6.6/12          | 27. <i>Mad About You</i> 8.8/18<br>27. <i>Hope &amp; Gloria</i> 8.8/17      | 63. <i>Martin</i> 5.6/12<br>57. <i>Living Single</i> 6.0/12               |   |
|                  | 8:30   |   | 3. <i>Seinfeld</i> 14.2/26<br>1. <i>Friends</i> 16.3/28                     | 71. <i>New York Undercover</i> 5.2/9                                      |   |
|                  | 9:00 57. <i>Mystery Dance</i> 6.0/11                                     |   | 2. <i>ER</i> 14.6/27  |   |   |
|                  | 9:30   |   |   |   |   |
|                  | 10:00 51. <i>Day One</i> 6.4/12  | 24. <i>48 Hours</i> 9.1/17                                    |   |   |   |
|                  | 10:30  |   |   |   |   |
| <b>FRIDAY</b>    | 9.5/21   | 5.4/12  | 6.1/13  | 5.0/11  |   |
|                  | 8:00 47. <i>Family Matters</i> 7.0/17                                    | 49. <i>Diagnosis Murder</i> 6.7/16                            | 70. <i>Unsolved Mysteries</i> 5.3/12  | 84. <i>Tale fr/the Crypt</i> 4.0/10<br>81. <i>Tale fr/the Crypt</i> 4.1/9 |   |
|                  | 8:30 39. <i>Boy Meets World</i> 7.7/17                                   |   | 48. <i>Dateline NBC</i> 6.9/14  | 57. <i>The X-Files</i> 6.0/13   |   |
|                  | 9:00 22. <i>Step by Step</i> 9.2/20                                      | 77. <i>Due South</i> 4.6/10                                   | 57. <i>Homicide: Life on the Street</i> 6.0/12                              |   |   |
|                  | 9:30 22. <i>Hangin w/Mr. C</i> 9.2/19                                    | 72. <i>Picket Fences</i> 5.0/10                               |   |   |   |
|                  | 10:00 7. <i>20/20</i> 11.9/25  |   |   |   |   |
|                  | 10:30  |   |   |   |   |
| <b>SATURDAY</b>  | 3.9/9  | 6.6/15  | 5.9/14  | 5.3/12  |   |
|                  | 8:00 89. <i>McDonald's Fam</i> 3.2/8                                     | 67. <i>Dr. Quinn, Medicine Woman</i> 5.5/13                   | 76. <i>Empty Nest</i> 4.9/13<br>63. <i>Empty Nest</i> 5.6/14                | 72. <i>Cops</i> 5.0/13<br>68. <i>Cops</i> 5.4/13                          |   |
|                  | 8:30 81. <i>ABC Saturday Family Movie—Ducktales: The Lost Lamp</i> 4.1/9 |   | 63. <i>John Larroquette</i> 5.6/13<br>54. <i>John Larroquette</i> 6.3/14    | 68. <i>America's Most Wanted</i> 5.4/12                                   |   |
|                  | 9:00   |   |   |   |   |
|                  | 9:30 86. <i>Philly Heat</i> 3.8/8  | 29. <i>Walker, Texas Ranger</i> 8.7/19                        | 51. <i>Law and Order</i> 6.4/14   |   |   |
|                  | 10:00  |   |   |   |   |
|                  | 10:30  |   |   |   |   |
| <b>SUNDAY</b>    | 8.1/17   | 10.4/22   | 5.2/11  | 4.3/10  |   |
|                  | 7:00 51. <i>Am Fun Videos</i> 6.4/16                                     | 13. <i>60 Minutes</i> 10.3/25                                 | 78. <i>Lost Civilizations</i> 4.5/11  | 91. <i>Sliders</i> 2.8/7  |   |
|                  | 7:30 43. <i>Am Fun Videos</i> 7.3/17                                     |   |   |   |   |
|                  | 8:00 56. <i>Lois &amp; Clark</i> 6.1/14                                  | 14. <i>Murder, She Wrote</i> 10.1/22                          | 79. <i>seaQuest DSV</i> 4.4/10  | 72. <i>The Simpsons</i> 5.0/12<br>80. <i>The Critic</i> 4.3/9             |   |
|                  | 8:30   |   |   | 62. <i>Married w/Chid</i> 5.8/12<br>72. <i>George Carlin</i> 5.0/10       |   |
|                  | 9:00   |   |   |   |   |
|                  | 9:30 18. <i>ABC Sunday Night Movie—Wife, Mother, Murderer</i> 9.7/19     | 11. <i>CBS Sunday Movie—Nuts</i> 11.0/22                      | 57. <i>NBC Sunday Movie—Desperate Rescue: The Cathy Mahone Story</i> 6.0/12 |   |   |
|                  | 10:00  |   |   |   |   |
|                  | 10:30  |   |   |   |   |
| <b>WEEK AVG</b>  | 8.5/17   | 7.8/15  | 7.8/15  | 4.4/9   | UPN: 2.3/4; WB: 1.6/3   |
| <b>STD AVG</b>   | 11.5/19  | 10.4/18   | 11.1/19   | 7.1/12  | UPN: 3.7/6; WB: 1.8/3   |

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



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## TRANSMITTERS



Illustration by Joe Sutliff

# Manufacturers prepare for high-power transmitter sales

*Transition to advanced TV will generate boom market over six years*

By Chris McConnell

**T**ransmitter makers are gearing up for a digital gold rush.

The small band of companies that make up the transmitter industry say business is good now, but nothing like what the industry expects once the FCC sets a new television standard and gives each TV station a second channel to broadcast on it. For years, the TV industry has required a steady annual diet of about 30-50 new UHF transmitters, plus a similar number of replacement VHF units. Now the same handful of companies is preparing to outfit some 1,500 TV stations with a new transmitter over a six-year period.

"The marketplace we're going to be working in is going to be drastically different than the one we're in now," says Mitch Montgomery, sales manager at Acrodyne Industries.

Montgomery and others point to the FCC's current transition plan for advanced TV, which calls for stations to keep broadcasting NTSC signals for

15 years but also requires stations to initiate an advanced TV signal within the first six years of the transition. The commission's chairman has even asked whether the 15-year period should be shorter, and the FCC is expected to reexamine its transition plan in a new rulemaking expected July 13.

Anticipating the transition, manufacturers are preparing advanced TV products they say will be ready as soon as broadcasters need them. Comark, for instance, this month plans to break ground on an addition to its manufacturing facility. Manager of ATV Strategic Planning Mark Aitken says the company also is working on a specially designed ATV transmission product.

"The competition is going to be fierce," says Acrodyne's Montgomery.

But Montgomery and others also say that the new rush of business may have a downside. Some worry about the ability of fewer than 10 companies to supply all the U.S. stations with a new transmitter in just six years. "This isn't like Frito

Lay," says Advanced Broadcast Systems President Don Adams. "You can't just make more." Montgomery also worries that the influx of business may invite new competitors to the domestic market from Europe and Japan.

"Those companies will be salivating to get into the U.S. market," Montgomery says, adding they may wish to build up market share by offering transmitters at giveaway prices.

Others also worry about what the industry will do once the boom period ends. They say today's market is the result of an initial NTSC construction period that was staggered over several decades. If all those stations now purchase a new transmitter within only a few years, the manufacturers say, the industry's replacement cycle could be changed into one in which a burst of business is followed by years of stagnation.

"That's the scary part of this," Montgomery says, placing the average life of UHF transmitters at 20-25 years.



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 **THOMCAST**

"What happens in year 12 or 13?"

"We're looking forward to it with mixed emotions," says Jim Adamson, marketing vice president at Larcan. Adams of Advanced Broadcast echoes the worries of a boom-or-bust replacement market taking the place of today's market.

Others are less concerned. Comark President Nat Ostroff says the market for new transmitters is really one of upgrades rather than replacements. Ostroff predicts that competition among broadcasters will drive continued station upgrades in the digital age as it does today.

Ostroff adds that his company expects demand to build up over several years rather than all at once. Bob Weirather, director of the TV product line at Harris-Allied, concedes that the initial years of ATV implementation will require some "prioritization," but also insists that current manufacturers will be able to handle the demand.

PBS engineer Ed Williams, who managed last summer's field test of ATV transmission technology, says that the digital units will be simpler than their NTSC predecessors. Although an NTSC transmitter might use as many as five amplifiers to send all of the picture and sound information, the ATV version will need only



A Harris engineer tests a Platinum Series VHF solid-state transmitter.

one, he says. Williams's company already has begun preparing for the transmitter purchases by compiling a handbook on the necessary steps for putting an ATV signal on the air.

"The simplicity of the ATV transmitter allows manufacturers to meet the increased demand," Williams adds.

Comark's Aitken has enough confidence in the forecast to predict that his company alone will be able to capture 90% of the UHF market with its new

transmitter. And he thinks Comark will have more than six years to handle the job. Aitken points to the small-market TV stations, which he says will need more time to install new transmitters.

Engineers at the small-market stations agree. Larry White, engineering director at KLST(TV) San Angelo, Tex., says his station will do well just to install equipment for passing through a network signal.

Such concerns about the cost of new ATV transmitters contributed to a slowdown in the NTSC transmitter business during the past three years, some manufacturers say. With no clear outlook on the ATV timetable, broadcasters were afraid to invest in an NTSC transmitter that would not serve a long-term purpose, says Acrodyne's Montgomery.

Comark's Ostroff counters that the slowdown resulted not from ATV, but from fears new cable and satellite technologies would kill the terrestrial broadcasting business. "Nobody wanted to invest in TV properties," says Ostroff, adding that the valley included one year in which the transmitter market was half its normal size.

Ostroff and others agree that the NTSC business has since recovered and is now where it was before the slowdown. The manufacturers cite a list of reasons, including a clearer picture of advanced television plans. The advisory committee overseeing the new TV standard hopes to offer its recommendation on a new standard this fall, and FCC Chairman Reed Hundt

## Towering conflict

Even if the FCC succeeds in streamlining the rules covering transmission towers, broadcasters and engineers still have the Federal Aviation Administration to deal with.

The FAA is concerned with two issues—radio interference with aircraft communications equipment and physical hazards posed by towers.

The interference issue is particularly troublesome because the FM band, which ends at 107.9 mhz, is adjacent to the frequencies used by aviation (they begin at 108.1), says Robert Culver, a consulting engineer with Laurel, Md.-based Lohnes & Culver.

Culver says that in recent years the FAA has become unreasonably concerned with interference. Although acknowledging the public safety issues presented by aviation, Culver says that the FAA's worst-case scenario forces engineers to take into account some very poor aircraft radio equipment. He says the FAA should require aircraft to carry higher-quality equipment rather than impose restrictions on the placement of towers.

Under an FCC proposal put forth earlier this year, only the owner of a tower would be held responsible for adhering to the FCC's tower-related regulations. Every broadcaster in the country now must keep the FCC up to date on any major changes to a tower's height or location. Because many towers carry up to a dozen antennas, much of the information is redundant.

Some have proposed a central database for tower data that both the FAA and the FCC could use. But one FCC official says that coordination between the two agencies will take several years.

—CSS





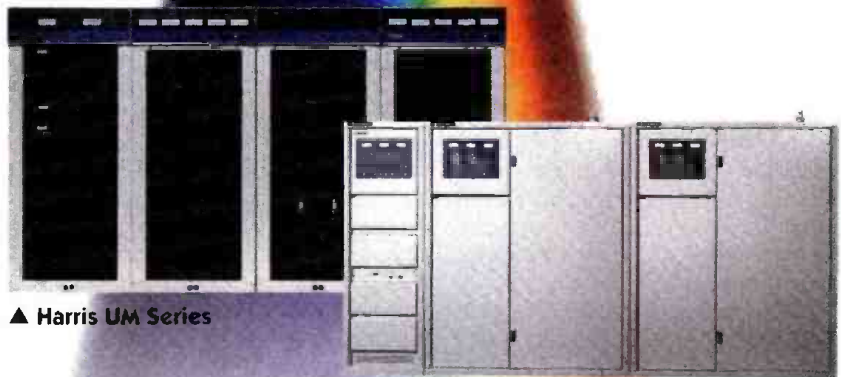
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has said he expects to have the standard set by next spring.

The actions have put the end of NTSC in sight, manufacturers say. Acrodyne's Montgomery points to one buyer who was able to invest in a new transmitter after convincing a board of directors that an investment now would allow the station to squeeze more use out of the unit than a transmitter bought four years from now. "The least expensive NTSC transmitter is the one we buy today," he says.

Harris-Allied's Weirather says his company has pushed the same argument on the VHF side with surprising results. "This year [broadcasters] were saying, 'What's your price?'" he says of buyers at the NAB convention. Larcen's Adamson also speculates that a perceived end of NTSC service is prompting broadcasters to purchase new VHF transmitters now rather than later.

On the UHF side, Weirather cites the Fox network as a boon for his company's business. "It has caused a ripple effect," he says, pegging the current worldwide UHF market somewhere north of \$100 million. Weirather also

says the shuffle in station ownerships has prompted broadcasters to buy undervalued stations and upgrade them in order to seek a network affiliation.

"There's a renewed interest in the programers investing," says Acrodyne Sales and Marketing Manager Joe Wozniak, who also credits the UPN and WB networks with boosting the transmitter market by providing independent stations with programing to compete. Montgomery also credits local marketing agreements—arrangements in which one station programs another station's airtime—with improving the market.

"We have seen a steady, yearly progression in business based on larger group activities," says Comark's Aitken. Aitken, whose company says it controls 70% of the domestic UHF market, predicts that business will continue to improve even without advanced television if pending legislation lifts limits on station ownership. Aitken speculates that the new rules will prompt station purchases by the networks and will supply more affiliates with capital for station upgrades. ■

## Expanded AM returns

AM radio stations are going to get another chance to comment on plans to develop an expanded AM band.

The commissioners are now considering a proposal that would address some of the issues raised on reconsideration of the plan to move 79 stations to the additional AM frequencies (1605-1705 khz).

The Mass Media Bureau has forwarded a proposal that would take into account objections to the plan raised because of the way it accounted for stations which are subject to treaties with Mexico. The staff proposal also takes into account objections from some broadcasters who say the FCC should not have given priority to travelers information broadcasts. If the bureau's proposal is rejected, the FCC may have to revisit its allocation of the 79 expanded band stations. —CSS

# Eeny, meenie, miny, mo' power

**V**Hf station owners may be in for some tough choices when they go shopping for advanced television (ATV) transmitters.

The prospective move to a UHF channel will be putting many—if not all—of the VHF engineers in the market for a more powerful transmitter. Although manufacturers agree that the new digital standard will require less power than do today's analog signals, not all agree the power levels will be low enough to allow the VHF operators to stick with solid-state transmission technology.

"They have come to love transistors," says Harris-Allied's Bob Weirather, who predicts that large-market VHF broadcasters will be the first to face the choice as they build the ATV systems. Weirather cites solid-state advantages such as air cooling and simpler maintenance. Transistor failures, for instance, can be repaired without taking the station off the air.

Weirather says such advantages have won over broadcasters transmitting on VHF channels, but he also predicts that the same broadcasters will have to take another look at tube transmitting technology once they receive new channel assignments in the UHF band.

In that band they will need a medium- or even high-power transmitter, most manufacturers predict. Although manufacturers agree that an ATV transmitter will operate at a far lower power level, on average, than its NTSC counterpart, the transmitter still may need to go as high as 40 or 60 kilowatts, they say.

At those power levels, the manufacturers say, solid-state transmitters likely will cost twice as much as tube-based systems. Tube transmitter makers say solid-state units, at least initially, will not be able to provide such power efficiently.

In an effort to make the broadcaster's choice easier, some transmitter makers are preparing for ATV with improvements on transmitter tubes. Acrodyne's Mitch Montgomery says his company is preparing for the ATV market with a new "diacode" technology that the company showed at this year's NAB convention. The system will offer lower cost and easier maintenance than do the older tube transmitter systems, Montgomery says.

Comark's Mark Aitken says his company also is working on a new transmission system for ATV that will build on the PS(2) transmitters Comark introduced at this year's NAB convention.

Others still favor solid-state systems. Larcen Marketing Vice President Jim Adamson predicts that the first batch of ATV transmitters will carry a mixture of solid-state and tube systems. Zenith Electronics Corp., which developed the vestigial sideband (VSB) transmission system used in the ATV standard, says its system will work over solid-state or tube transmitters.

Victor Tawil of the Association for Maximum Service Television also predicts an initial mix of transmitting technologies, but speculates that the solid-state systems eventually will meet UHF power requirements. —CM



# Solid-state transmitter sales going strong

*Radio stations in medium-size markets that are upgrading represent bulk of buyers; strong economy is catalyst*

By Donna Petrozzello

**I**ncreasing revenue from ad sales and a healthier economy overall have helped radio station operators nationwide invest more in transmitters, and equipment manufacturers say sales have been brisk.

The largest uptick in sales has been among solid-state FM transmitters, manufacturers say, whose prices have dropped recently as the technology has been perfected and become more accessible.

"Now, because of technology and [the] continuously falling prices of solid-state transmitters, you can buy a 5 kw solid-state transmitter for the

same price as a 5 kw tube transmitter," says Geoff Mendenhall, vice president of the radio product line for Harris-Allied. "Domestic radio is back in the mode of investing."

According to quarterly surveys of advertising revenue taken in by thousands of stations in markets nationwide, the Radio Advertising Bureau concludes that last year ad revenue broke the \$10 billion mark, a new record.

Mendenhall expects Harris-Allied's domestic sales of AM and solid-state FM transmitters for 1995 to pace 16% ahead of last year. Jim Wilson, president of Larcant-TTC, also predicts that



*CCA's 45 kw FM transmitter, housed in two cabinets, occupies 21 square feet.*

his company's sale of transmitters will be about 15% greater this year than last.

Most manufacturers agree that the bulk of their recent sales of AM and FM transmitters has been to stations in medium-size markets, where owners typically are upgrading or replacing their transmitters with larger-capacity solid-state models.

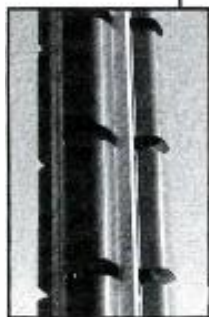
"We're seeing most sales of equipment to stations in medium-size mar-

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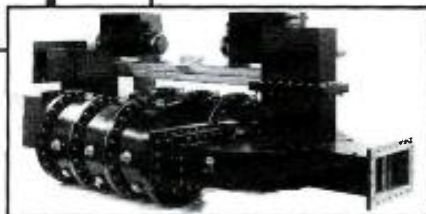
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## Radio manufacturers prepare for digital



*Digit allows a station to be louder and have a stronger presence on FM without distorting the signal, says Harris-Allied.*

As the radio industry prepares to convert to digital audio broadcasting, equipment manufacturers are contemplating designs for digital-ready AM and FM transmitters.

Several manufacturers have developed models of digital mixing consoles for FM signals and FM exciters that transform an analog signal into digital.

Harris-Allied has two products—Zaxcom, a digital on-air mixing console that preserves the signal in digital form from the console to the transmitter, and Digit, an FM exciter that converts the digital audio signal from the studio to an FM on-air signal digitally without converting back to analog.

Other companies are still crafting digital transmitters while the FCC deliberates whether to adopt an in-band, on-channel system of digital transmission or the Eureka style adopted by European radio broadcasters.

Broadcast Electronics' Rick Carpenter thinks the FCC will adopt a DAB system suited to transmitters already being used, rather than the Eureka standard. That way, he says, "most in-band, on-channel systems will require small modifications to transmitters, but most people will be able to keep their transmitters and install a DAB signal-conversion" device.

Jim Wilson of Larcant-TTC says his company is working on a digital in-band, on-channel model and is testing products compatible with either an in-band, on-channel signal or Eureka. But he predicts it will be "three or four years until digital transmission is a big factor in the marketplace." —DP

kets," says Rick Carpenter, director of radio frequency engineering at Broadcast Electronics. "Medium-market station owners have more money than usual because radio revenues are so hot and people have some money to spend."



*Larcant-TTC's high-power solid-state transmitter*

At Broadcast Electronics, sales have been swift for solid-state 5 kw FM transmitters and 500 w AM transmitters, in which stations are investing as backup equipment for emergencies, Carpenter says.

Likewise, the 4 kw solid-state transmitter manufactured by Larcant-TTC is selling well, says Wilson: "In the U.S., we're dealing with a replacement market."

At CCA Electronics, Vice President of Sales Steve McElroy says sales of the company's 45 kw single-ended broadcast transmitter have been pacing ahead of last year.

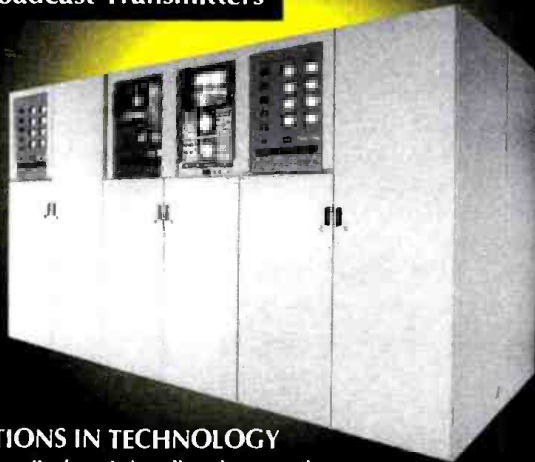
With the additional revenue that stations have been able to generate in ad sales, McElroy says, they are choosing to invest in larger-scale transmitters to replace aging and outdated equipment. Station owners also are buying the 45 kw models to replace the 20 kw and 25 kw transmitters that they had used in tandem, McElroy says.

Although most equipment manufacturers say their marketing and design staffs concentrate more heavily on selling transmitters for FM rather than AM signals, Harris-Allied recently has completed manufacture of a one-megawatt solid-state transmitter for the AM band. The transmitter will be used for the U.S. government radio frequency Voice of America.

"This week we made our first million-watt AM transmitter without any tubes," Mendenhall says. "This proves now that there is no need for vacuum tubes with high-quality AM transmitters."

Mendenhall also says sales of medium-wave AM transmitters are "very active" for Harris-Allied. "Our sales of 50 kw AM transmitters have been brisk this year. AM radio has found a way to make money with talk radio." ■

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# Look out, here come the '70s

Cable taps nostalgia for polyester and Gabe Kaplan

By Rich Brown

**L**eisure suits are back in vogue at some of the country's top cable networks.

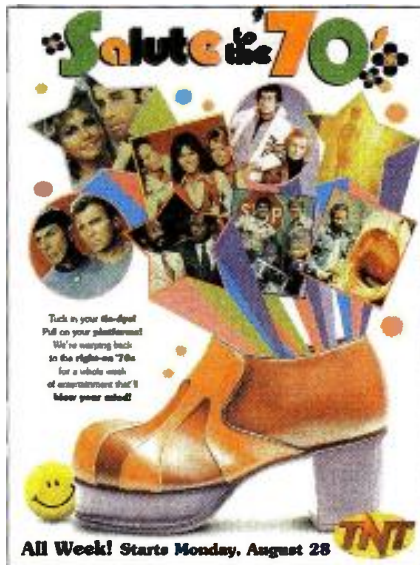
Looking to capitalize on a resurgence in 1970s nostalgia, some basic cable networks are celebrating the decade by promoting classic shows from the era.

TNT on Aug. 28 kicks off a week-long tribute to the decade, "Super '70s Week," featuring hit movies of the '70s and highlighting off-network series such as *Charlie's Angels*, *C.H.i.P.s* and *Kung Fu*. The network decided to highlight the decade in part based on the rise of '70s formats on radio stations across the country, says Tom Karsch, vice president of sports marketing and network promotions at Turner.

The number of radio stations formatting 1970s music grew from 16 in late 1993 to 67 in late 1994, according to Marla Pirner of the Interep Radio Store, a New York-based radio research and rep firm. Radio network format providers CBS and Westwood One both offer 24-hour formats featuring 1970s music. CBS Radio has such confidence in the format that it now carries it on four CBS-owned stations: KCBS-FM Los Angeles, KKRW-FM Houston, KRRW(FM) Dallas and WARW(FM) Washington.

Another Turner network looking to capitalize on the decade, The Cartoon Network, last Wednesday debuted a weekly block of programming called the "Seventies Super Explosion." Every Wednesday, from 10 p.m. to 2 a.m. ET, the all-cartoon network is presenting a lineup featuring *C.B. Bears* (1977); *Inch High Private Eye* (1973); *Super Globetrotters* (1979); *Wheelie and the Chopper Bunch* (1974); *Wait Till Your Father Gets Home* (1972); *Roman Holidays* (1972) and *Skate Birds* (1977).

Nick at Nite enjoyed ratings gains during the second quarter with the addition of *Welcome Back, Kotter* to its schedule. Shows from the 1970s such as *Kotter* and *The Mary Tyler Moore Show* have been added to a Nick at Nite lineup that 10 years ago featured older shows like *The Donna Reed Show*.



TNT's '70s tribute includes such classics as 'C.H.i.P.s' and 'Charlie's Angels.'

"Nick at Nite is targeting 18-to-49-year-olds, and we need to make sure we're reaching those twentysomethings as well as the baby boomers," says Rich Cronin, senior vice president and general manager, explaining the addition of 1970s series to the lineup.

"*Leave It to Beaver* is the quintessential Nick at Nite show to me and other baby boomers," says Cronin. "But for somebody who is 25, they don't care about *Leave It to Beaver*; *The Brady Bunch* is their show. So we have to have a mix."

TNT's Karsch says America's fascination with the '70s was evident last month when Christie's sold for \$145,000 the white leisure suit worn by John Travolta in the 1977 movie "Saturday Night Fever." "If that doesn't signal that the '70s are alive and well, I don't know what does," says Karsch. ■

## Turner signs 'Coach'

WTBS to run sitcom starting in 1997; Segal says new strategy is to acquire more current programs

By Steve Coe

**T**urner's cable superstation WTBS (TV) Atlanta has acquired MCA TV's *Coach* for a reported \$26 million, to begin running in fall 1997. According to Terry Segal, president, TBS, WTBS's purchase of the sitcom is evidence of its strategy to acquire newer programming and rely less on evergreen properties.

In fall 1997 *Coach* will be entering its fourth year of off-network syndication on stations that originally acquired the sitcom for a five-year hitch. MCA was able to make the deal with WTBS because stations got exclusivity for only three of those years.

"Over the past couple of years we've been moving to acquire more newer product," says Segal. "This year we've got *Who's the Boss?*, and next year we've got *America's Funniest Home Videos* and *Family Matters*. We're going

away from the evergreen product, which served its purpose but is no longer competitive." The superstation airs its sitcoms at 5-8 p.m., he says, "when every other station airs new product. Zigging when everyone else is zagging is no longer going to work for us."

As for scheduling *Coach*, Segal says the station will most likely air it between 7:05 p.m. and 8:05 p.m. He also says TBS has the option to double-run the series.

Although he doesn't expect to acquire other series before fall, Segal says TBS is interested in Carsey-Werner's *Grace Under Fire*, Paramount's *Frasier* and Columbia TriStar's *Mad About You*. The superstation also has been in talks about acquiring Carsey-Werner's *Roseanne*. "We made the *Coach* purchase awhile back, but it was not in response to getting or not getting *Roseanne*," he says. ■

# Wireless cable 'ready for the big time'

Association meets in Washington to spread word that wireless technology is viable choice

By Jim McConville

Washington will set the tone for this year's Wireless Cable Association (WCA) conference, to be held July 17-19. This is the group's eighth annual meeting and the first time WCA has held its convention in Washington since it was founded in 1988.

The shift to Washington, says WCA Vice President Andrew Kreig, reflects the growing role federal regulation plays in the wireless industry and recognition that it is a legitimate alternative to broadcast and conventional cable businesses.

"Wireless cable competition is here and ready for the big time. In this world of increasing competition, wireless cable is a viable choice. We're ready to [tell] the story that we can be the low-cost provider of advanced programing services," says Kreig.

Evidence that wireless is being taken seriously: increased investment in wireless technology, including three of the seven Baby Bell companies—Nynex, Bell Atlantic and PacTel. Kreig

says that the Baby Bells, along with other corporate investments, will pump roughly \$565 million into wireless cable this year.

Bell Atlantic, for instance, hopes to compete against local cable operators by the end of 1996 by offering more than 100 channels of video programs to 70% of the homes in the Washington area. Instead of fiber-optic networks, Bell Atlantic will deliver programing using high-frequency microwave signals sent to 18-inch home satellite dishes.

Approximately 190 companies, up 30% over last year, will be represented on the exhibit floor of the convention, Kreig says.

WCA also will release statistics showing the growth of wireless cable in other countries. According to Kreig, a WCA survey indicates that 10 countries were added this year, and the technology increased its worldwide subscriber base to 4 million from 2.8 million. "They're putting on wireless cable subscribers in Brazil at a rate of 20,000 a month," Kreig says. There

also will be a session titled "Global Wireless Strategy."

Key topics at WCA this year include FCC regulation, the digital era, wireless interactive education, multimedia and competition, as well as financial experts on the prospects for wireless.

FCC representatives will be on hand for a special session, "FCC—Less Regulation, More Market Opportunities." "The FCC will describe not only how [it is] cleaning up the [regulation] bottleneck but [also] how [its] auction rules are going to work," Kreig says.

Keynote speaker will be author Arthur C. Clarke, who will open the show with an address delivered via satellite from his home in Sri Lanka. Clarke will take a look back on an article he wrote more than 50 years ago—for a British magazine, *Wireless World*—that predicted construction of a satellite network encircling the earth.

Senator Larry Pressler (R-S.D.), Senate Commerce Committee chairman, a longtime advocate of satellite communications, also is scheduled to speak. ■

## HEADLINES

### Ailes re-ups with CNBC

CNBC President Roger Ailes has decided to stay put as head of NBC's cable business news network. NBC President Bob Wright says that Ailes, head of both CNBC and America's Talking, has signed a new agreement to stay with the network. Terms of the deal were not disclosed. Wright also says the company is forming a new worldwide CNBC Coordinating Council that will report to him. The council will comprise Ailes; S.K. Fung, president of NBC Asia, and Roger Ogden, president and managing director, NBC Super Channel in Europe, and will coordinate the content and look of its several international financial news services, Wright says.

### PPV planner for AlphaStar

Canada-based AlphaStar Television Network Inc. has hired Sage Entertainment President Stephen Kutner to

develop pay-per-view programing for the company's direct-to-home (DTH) satellite television service, tentatively scheduled to launch in December. Kutner previously was president of programing and marketing for satellite-delivered pay TV service SelecTV. Before that, he was vice president of USSB, where he was responsible for program acquisition and scheduling for the DBS system launched in 1994.

### Channels of choice

When it comes to sports and children's programing, viewers would rather turn to cable than to over-the-air channels, according to a survey from the Cabletelevision Advertising Bureau. The random survey, conducted by Chilton Research Services for the CAB, questioned 665 adult cable subscribers over age 18 during May 11-15. Programing categories included sports coverage, kids

shows, informational programing and movies. The survey gives cable networks a 7-1 margin over broadcast networks in children's programing.

### Hunger relief from food channel

TV Food Network on Nov. 19 will air its second annual "Let's Make Sure Everybody Eats" telethon to benefit local and national hunger relief agencies. The campaign is headed by interior designer Barbara Riley Levin, whose husband is Time Warner Chairman Gerald Levin.

### Grace for Nick

Janie Grace has been named managing director of Nickelodeon UK, the two-year-old, ad-supported channel jointly owned by MTV Networks and British Sky Broadcasting Limited. Grace now serves as controller of children's and daytime programs for UK broadcaster Meridian Broadcasting. —RB



## Radio stocks flourish in first half

Boosted by economy and anticipation of deregulation, average price up 46%

By Donna Petrozzello

**R**adio stock prices in the first six months of 1995 have paced well above the market average, spurred by declining interest rates, healthy advertising revenue and the prospect of deregulation of the industry.

The average radio group stock price appreciation since Dec. 31 is 46%, compared with the Nasdaq composite index stock price appreciation year-to-date of 25.5%, according to broadcast analysts with Alex. Brown & Sons. Industry analysts expect the uptick to continue for the rest of the year.

"Clearly, the radio group is reacting favorably to the anticipation of deregulatory events as part of the telcom bill," says broadcast analyst Drew Marcus of Alex. Brown & Sons.

"Radio stocks are up an average 50%," says stock analyst Harry DeMott of First Boston. He cites strong advertising revenue, lower interest rates and, particularly, the anticipation of deregulation as key factors "pushing these stocks up into the stratosphere."

DeMott predicts that radio stock prices will rise slightly for the rest of 1995: "These stocks should do no worse than the market overall and will probably come out ahead of the market."

The potential for industrywide ownership deregulation is one of the major factors propelling radio stock prices. After the Senate vote to adopt the telcom bill, which eliminates national and

| RADIO STOCKS AT A GLANCE      |                             |                           |
|-------------------------------|-----------------------------|---------------------------|
| Company (symbol)              | Price per share<br>12/31/94 | Price per share<br>7/5/95 |
| American Radio Systems (AMRD) | N/A*                        | \$24.25                   |
| Clear Channel (CCU)           | \$50.75                     | \$63.50                   |
| Citicasters (CITI)            | \$16.50                     | \$28.00                   |
| Emmis Broadcasting (EMMS)     | \$13.50                     | \$27.38                   |
| Evergreen Media (EVGM)        | \$17.50                     | \$26.00                   |
| EZ Communications (EZCIA)     | \$12.50                     | \$18.85                   |
| Heftel Broadcasting (HBCCA)   | \$10.00                     | \$15.50                   |
| Infinity Broadcasting (INFTA) | \$21.00                     | \$33.50                   |
| Jacor Communications (JCOR)   | \$13.25                     | \$16.00                   |
| SFX Broadcasting (SFXBA)      | \$18.50                     | \$26.63                   |
| Saga Communications (SGA)     | \$14.38                     | \$21.50                   |
| Westwood One Inc. (WWONE)     | \$9.75                      | \$15.12                   |

Notes: Closing-day market statistics provided by CS First Boston brokers.  
\*American Radio Systems debuted on Nasdaq at \$16.50 per share on June 9.

local station ownership limits, stock prices for several radio groups jumped in mid-June.

Clear Channel Communications stock, for example, traded at \$61 per share on June 9 and at \$64 per share one week after the vote. Likewise, shares of Infinity Broadcasting Corp. traded at \$30.25 on June 9 and at \$34.50 on June 16.

The telcom bill also is expected to gain strong support from the House of Representatives, which will debate the bill later this month. Analysts agree that the prospect of deregulation and declining interest rates will keep radio stocks attractive.

"It is very rare that stocks will move in the opposite direction in the face of a deregulation," Marcus says. "Under a deregulatory environment, you'll see massive consolidation in the industry [that] will be good for stock prices." He added that after the Congress approved duopoly in radio ownership in September 1992, the consolidation that followed spawned stock price increases among the radio groups that traded publicly.

Analysts also have speculated that radio advertising may be bolstered during the last half of 1995 with ads for the 1996 summer Olympics and political ads for the 1996 presidential election, which may keep revenue growth strong. ■

### Arbitron tracking consumer buying

The spring 1995 survey books to be released later this month by Arbitron will include a new section of qualitative data about consumers ages 18 and older in various radio markets.

The data was supplied by Scarborough Research, a firm measuring consumer buying habits and media usage. Arbitron purchased a 50% ownership interest last year in Scarborough.

Scarborough data will be included in ratings books for the top 50 radio markets and eight additional markets and will be provided free to stations that subscribe to Arbitron's rating service.

Consumer buying of fast food, soft drinks, cars, furniture and domestic airline travel will be measured and included in the new section along with a demographic breakdown of consumers by age, marital status, income and employment.

Arbitron General Manager Pierre Bouvard says that providing radio stations with data about the retail buying habits of consumers in their markets will "help the industry move beyond cost-per-point toward lifestyle and retail information." The stations will be encouraged to use the data to present a more comprehensive view of their markets and listeners to advertisers. —DP

# Telemedia

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# Week

Set-Top Boxes

## Cable thieves undaunted by new technology

Pirate converter fraud rampant; PPV takes big hit in New York

By Mark Berniker

It's a federal crime to descramble cable programming through an illegal pirate converter, but that's not stopping lawbreakers from defrauding the cable industry of billions of dollars of revenue every year.

But as a new generation of set-top boxes containing computing and communications technology appears on the market, the question remains: Will the problem get better or worse?

"I don't see technology as the panacea to the problem of cable signal theft," says Jim Allen, director of the National Cable Television Association's office of cable signal theft.

Allen's office estimates that the cable industry loses more than \$5 billion annually to various forms of theft, fraud and piracy. More than 35 federal criminal cases linked to the issue of cable theft are pending in district courts around the country, says Allen.

For the leading cable operator in New York City, pirate converters and lost revenue from stolen premium and pay-per-view channels are big problems. "The technology may make it harder to defeat, but anything that can be built can also be counterfeited," says Barry Rosenblum, presi-

dent of Time Warner Cable of New York City, which has more than 750,000 subscribers in Manhattan, Queens and Brooklyn.

Rosenblum says his company loses more than \$10 million each year to illegal set-top converters descrambling premium and PPV channels and pay-per events. "We're dealing with the problem of signal theft and private converters better, but the problem is still getting worse," he adds.

Time Warner Cable of New York sends a signal it calls a "magic bullet" through its network that identifies signals coming from illegal converters and can then interrupt the cable signal. If the customer reports an interruption of service, the company sends a representative to acquire the pirate box. Time Warner demands back payment for service, and is ready to take legal action against the pirate-box owner.

Rosenblum says "converters are becoming a cash commodity" and that his company has been forced to pay armed guards to protect its warehouse of set-tops.

The pirate converters cost around \$350 and often are advertised in both consumer and electronics magazines (see graphic). Sources say the illegal set-tops also are available through cab driver net-

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This ad for set-tops appeared in January's 'Popular Mechanics.'

works in New York.

The problem is so serious that the FBI is getting involved. In March FBI agents seized equipment from nearly a dozen independent manufacturers of illegal converters in six states. One of the companies, Leasing Ventures of Hollywood, was forced to close.

Allen says the majority of the equipment seized by FBI agents "had addressable and pay-per-view security-circumvention technology built

into it. With the convergence of telephony, computing and video programming, we need to do something that covers all of these activities."

But as consumers demand access to new television, communications and computing services, it's unclear whether thieves will develop technology that allows them to pirate those signals, or if adequate security will be built into the next generation of set-top boxes.



Interactive

# Interactive TV sending mixed signals

While offering few specifics, Simba research report basically bullish on medium's future

By Mark Berniker

**H**ow many homes will have access to interactive television by the end of next year?

According to a new study, "Interactive Television: Profiles & Analysis 1995," 1.8 million U.S. homes "will be passed with interactive television infrastructure by the end of 1996," says Wilton, Conn.-based research firm Simba Information Inc.

But the report goes on to say that the actual number of people subscribing to interactive television will be far less—only 32,400.

The interactive services to which consumers may subscribe via their TV sets are expected to include electronic program guides, near-video-on-demand and a range of video games, cable modem access and home shopping applications offered by both telephone and cable companies.

"It's very difficult to put your finger on which services fall under the umbrella of interactive media," says Rob Agee, the report's author and managing editor of Simba's interactive TV group, adding that true video on demand is "not on the near-term horizon."

Interactive television will evolve during the next few years, says Agee, but he was unwilling to speculate on its success or to provide specific figures about eventual subscribers or revenue generated from this vaguely defined marketplace.

Video Games

# Sega Channel offers rental option

Express Games' two-day rental offering will be competitive with video stores

By Mark Berniker

**T**he Sega Channel is devising a range of pricing options that will give cable subscribers a chance to rent new video games, as well as give them unlimited use of video games through a premium package.

The cable videogame channel last week said it will start a program, Express Games, that will allow subscribers to rent new games for \$2.95 for two days, which is competi-

tive with video store pricing.

Sega Channel will test *The Adventures of Batman and Robin* through the new rental program. Express Games will be tested on a number of TCI and Time Warner cable systems and will be launched nationally in late July.

Sega Channel offers a monthly premium service that costs \$12.95 for unlimited use of 50 different games for those with a Sega Genesis gaming machine and cable adapter.

## Grotstein to head NBC's online ventures

NBC has chosen Josh Grotstein to be vice president/general manager of the company's online ventures, supervising the network's presence on The Microsoft Network and the Internet's World Wide Web. Grotstein has been vice president of business and strategic development for NBC's CNBC and America's Talking cable channels. He will work this summer on final preparations for the broadcast network's launch of its World Wide Web site, which also will coincide with the start of The Microsoft Network.



—MB

Agee does expect that households subscribing to some type of interactive service will pay roughly \$10 a month in addition to their current basic and premium TV service charges. Marketing will be the key to success, says Agee, adding that so far pay per view "has generally been a failure because of poor marketing."

Even if interactive television never takes off, he says, the telephone and cable companies are compelled by economics to proceed with their upgrade plans: "The Bells have changed their tune and now are focused on analog cable networks, and they plan to incrementally add digital technology."

A lot of hype has surrounded such developments, Agee says, but "underneath all of that there is bona fide development going on," with many companies becoming "more guarded in their approach."

And although Simba is somewhat bullish on the future of interactive television, another observer of the industry, EDS Management Consulting, is less optimistic. Los Angeles-based EDS says it will be four to five years before the technology for video dialtone and interactive television becomes economically viable.

TMI



### US West's Atlanta franchise thinking telephony

Southern Multimedia Communications, owner of GCTV and Wometco cable system in Atlanta and itself owned by US West, is expected to file for permission from the Georgia Public Service Commission to offer local telephone service. The telcable operator wants to compete directly against Southern Bell, a subsidiary of BellSouth. Southern Multimedia Communications expects a lengthy regulatory process, but hopes to begin offering local phone service by next summer. Among the issues that still need to be worked out are number portability and universal service.

**USWEST**

### Ticketmaster buys half of Britain's Box

Ticketmaster Corp. spent \$2.25 million for 50% of the British subsidiary of Video Jukebox Network, which operates the interactive music channel The Box in both the U.S. and Britain. Ticketmaster also loaned Video Jukebox Network International \$1.5 million to provide working capital for operations.

### Terk plans TV delivery via phone lines

Terk Technologies will introduce in-home transmission technology for distributing audio and video signals via existing twisted-pair phone lines. Terk has a package of six patents that allow for simultaneous distribution of as many as four signals within the home without significant degradation. The receiver and transmitter could be directly plugged into standard phone jacks. —MB

### Time Warner, Microsoft plan interactive conferences

Industry giants Microsoft and Time Warner will present summer events to generate interest in their separate strategies for entering the interactive television market.

"Microsoft's First Interactive Media Conference"—July 18-20 at the Long Beach (Calif.) Convention Center—will feature a keynote address by

**Microsoft**

**TIME WARNER**

company chairman Bill Gates. Microsoft describes its show as "an in-depth technical and design conference." Gates will outline the company's grand strategy, while Russell Siegelman, general manager of online services, will discuss the company's planned online service, The Microsoft Network. Craig Mundie, senior vice president, consumer systems, will address Microsoft's interactive television plans.

Time Warner Cable also is hosting an interactive event. "Interactive Television Conference 1995" is scheduled for Aug. 3-4 at the Beverly Hilton Hotel in Los Angeles. Time Warner's show will focus specifically on interactive television and will feature announcements of details of the company's Full Service Network.

Microsoft's three-day event costs \$895; for more information, call 800-206-3000. Time Warner's two-day conference costs \$495; for more information, call 800-621-3090. —MB

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# Changing Hands

The week's tabulation of station sales

## **KSBL-FM Santa Barbara, Calif.**

**Price:** \$1.325 million

**Buyer:** Criterion Media Group Inc., Bellevue, Wash. (Christine Perry, 90% owner; husband James F. McKeon, president/10% owner); also owns KTYD(FM)-KOSB(AM) Santa Barbara, Calif. McKeon also owns KDLX(FM) Makawao, KA0I(AM) Kihei, KA0I-FM Wailuku, KKON(AM)/KA0Y(FM) Kealahou, KAOE(FM) Hilo and KGMZ(FM) Aiea, all Hawaii.

**Seller:** Great Electronic Communications II Inc., Santa Barbara, Calif. (Michael T. Reichert); no other broadcast interests

**Facilities:** 101.7 mhz, 310 w, ant. 810 ft.

**Format:** Adult contemporary

## **WGLB-FM-AM Port Washington, Wis.**

**Price:** \$311,900

**Buyer:** FM: Ryan R. Salzer and Ann Marie Salzer, Greendale, Wis.; no other broadcast interests. AM: Joel J. Kinlow, Oak Creek, Wis., also owns WJJA-TV Racine, Wis.

**Seller:** Wisconsin Great Lakes Broadcasting Inc., Milwaukee (Douglas F. Mann, receiver)

**Facilities:** FM: 100.1 mhz; 3 kw; ant. 180 ft.; AM: 1560 khz; 250 w day-timer

**Format:** Both beautiful music

## **KXSA-FM Dermott-Monticello, Ark.**

**Price:** \$300,000

**Buyer:** Midway Broadcasting Co., Monticello, Ark. (Truman and Mary Hamilton, husband and wife, owners). Hamiltons also own KHBM-AM-FM Monticello.

**Seller:** KXSA Radio Inc., Monticello (P.Q. Gardner, owner); no other broadcast interests

**Facilities:** 103.2 mhz, 5.5 kw, ant. 328 ft.

**Format:** Country

**Broker:** Sunbelt Media Inc.

## **WDJU(FM) Meridianville, Ala.**

**Price:** \$300,000

**Buyer:** Digesu Broadcasting Inc., Huntsville, Ala. (brothers R. Parker Griffith, Thomas H. Griffith, co-owners); no other broadcast interests. Griffiths also own WTAK-FM Hartselle and wwxq(FM) Trinity, both Ala. R. Parker Griffith also owns WDJL(AM) Huntsville, Ala.

**Seller:** Frank Digesu Sr., Huntsville; no other broadcast interests

**Facilities:** Not on air

## **Proposed station trades**

By dollar volume and number of sales

This week:

AMs **\$1,198,000** **8**

FMs **\$2,836,512** **8**

Combos **\$1,046,900** **4**

TVs **\$45,000** **1**

Total **\$5,081,412** **21**

So far in 1995:

AMs **\$60,619,744** **94**

FMs **\$376,619,113** **195**

Combos **\$844,172,200** **115**

TVs **\$1,668,792,000** **59**

Total **\$2,950,203,057** **463**

## **KYOC(FM)-KRJH(AM) Yoakum-Hallettsville, Tex.**

**Price:** \$290,000

**Buyer:** Hill Country Radio Partners LP, Dallas (Geoffrey C. Dunbar, president); no other broadcast interests

**Seller:** Thomas E. Donnelly, Hallettsville; no other broadcast interests

**Facilities:** FM: 92.5 mhz, 3 kw, ant. 300 ft.; AM: 1520 khz, 250 w

**Format:** FM: country; AM: country & western

## **WUIS(FM) Key West, Fla.**

**Price:** \$275,000

**Buyer:** Keyed Up Communications Co., Hollywood, Fla. (Linda Hamlin, owner); no other broadcast interests

**Seller:** White Broadcasting Corp., Bloomfield Hills, Mich. (J. Larry White, president); no other broadcast interests

**Facilities:** 107.1 mhz, 2.5 kw, ant. 203 ft.

**Format:** Hot adult contemporary

**Broker:** The Connelly Co.

## **WLTD(FM) Lexington, Miss.**

**Price:** \$275,000

**Buyer:** R&R Broadcasting Inc., Meridian, Miss. (Kenneth R. Rainey, president/50% owner; Russell Robinson, VP/50%); also owns WMYQ-AM-FM Newton, Miss. Rainey also is applying for new FM in Kosciusko, Miss., and owns 35% of WINL(FM) Linden, Ala.

**Seller:** J. Scott Communications Inc., Indianapolis

**Facilities:** 105.9 mhz, 22.5 kw, ant. 735 ft.

**Format:** Dark

# CLOSED!

KZKI-TV, Los Angeles, CA (San Bernardino), from Sandino Telecasters, Inc. to Paxson Communications Corporation, Lowell W. Paxson, Chairman, for \$18,000,000.

Brian E. Cobb initiated this transaction.

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**WHNR(AM) Cypress Gardens, Fla.**

**Price:** \$250,000

**Buyer:** GB Enterprises Communications Corp., Lakeland, Fla. (Frankie J. Grover, president; wife Doree Brown-Grover, VP); no other broadcast interests

**Seller:** Florida Community Radio Inc., Algona, Iowa (George Allen, owner)

**Facilities:** 1360 khz, 5 kw day, 2.5 kw night

**Format:** News/information/big band

**KWBC(AM)-KMBV(FM) Navasota, Tex.**

**Price:** \$225,000

**Buyer:** Nicol Broadcasting Ltd. (Tom Nicol, president); also owns KBHT-FM Crockett, Tex.

**Seller:** McMullen Broadcasting Co. Inc. (Ulman McMullen, president); no other broadcast interests

**Facilities:** FM: 92.5 khz, 6 kw, ant. 263 ft.; AM: 1550 khz, 250 w day

**Format:** Both oldies

**Broker:** Whitley Media

**KKRT(AM)-KKRV(FM) Wenatchee, Wash.**

**Price:** \$220,000 for license and equipment

**Buyer:** Pioneer Broadcasting Co. Inc., Seattle (Matthew N. Clapp Jr., majority stockholder); also owns KFQD(AM)/KWHL(FM)/KMXS(FM) Anchorage and KXRO(AM)-KDUX(FM) Aberdeen, Wash. Clapp also owns KBRC(AM) Mount Vernon, Wash.

**Seller:** Infinity Systems Inc., East Wenatchee, Wash. (Douglas Shirk, president); no other broadcast interests

**Facilities:** AM: 900 khz, 1 kw day, 78 w night; FM: 104.9 mhz, 6.3 kw, ant. 1,312 ft.

**Format:** AM: classic rock; FM: AOR

**KJJI(FM) Clifton, Ariz.**

**Price:** \$217,500

**Buyer:** DWB&G Media Partners Inc., Safford, Ariz. (Shawn Groves, president/67% owner); no other broadcast interests

**Seller:** Western Broadcasting System Inc., Lake Havasu City, Ariz. (Rick L. Murphy, president); no other broadcast interests

**Facilities:** 102.1 mhz, 2.8 kw, ant. 2,221 ft.

**Format:** Adult contemporary

**WEMJ(AM) Laconia, N.H.**

**Price:** \$195,000

**Buyer:** WEMJ Radio Inc., Keene, N.H. (Elmer Harry Close, president); Close also owns WPNH-AM-FM Plymouth, N.H., and 15% of WNNH-FM Henniker, N.H.

**Seller:** Tole Broadcast Associates Inc., Manchester, N.H. (Robert J. Tole, president); no other broadcast interests

**Facilities:** 1490 khz, 1 kw

**Format:** News/talk

**Broker:** Kozacko Media Services

**WBAN(AM) Rantoul, Ill.**

**Price:** \$175,000

**Buyer:** East Central Illinois Broadcasting Inc., Urbana, Ill. (John Byers, Thomas W. Johnson, co-owners); no other broadcast interests

**Seller:** Rollings Communication Corp., St. Charles, Mo. (see WZNF(FM), above) (Dale Rollings, sole shareholder); owns WKTW(FM) Tuscola, WZNX(FM) Sullivan and WWDZ(FM) Danville, all Ill.

**Facilities:** 1460 khz, 500 w daytimer

**Format:** News/talk

**WDGR(AM) Dahlonega, Ga.**

**Price:** \$170,000

**Buyer:** Greenwood Communications Corp., Gainesville, Ga. (Ann B. Greenwood, president); no other broadcast interests

**Seller:** Gold City Broadcasting Inc., Cumming, Ga. (Phillip Castleberry, owner); no other broadcast interests

**Facilities:** 1210 khz, 10 kw daytimer

**Format:** Country/bluegrass/gospel

**WKQG(AM) Milledgeville, Ga.**

**Price:** \$130,000

**Buyer:** Keystone Enterprises Inc., Decatur, Ga. (Garfield B. Harris, owner); no other broadcast interests

**Seller:** Middle Georgia Communications Inc., Milledgeville, Ga. (Tom Ptak, president); owns WMGZ-FM Atlanta

**Facilities:** 1060 khz, 1 kw daytimer

**Format:** News/talk

**Broker:** Jesse Neal Browder Co.

**KJAN(AM) Atlantic, Iowa**

**Price:** \$120,000 stock redemption

**Buyer:** J.C. Van Ginkel, Atlantic (interest in station grows from 45.45% to 56%); no other broadcast interests

**Seller:** Wireless Communications Corp., Atlantic (Merlyn Christensen, president); no other broadcast interests

**Facilities:** 1220 khz, 250 w day, 86 w night

**Format:** MOR

**WMIR(AM) Lake Geneva, Wis.**

**Price:** \$120,000

**Buyer:** Walt-West Wisconsin Inc., Waukesha, Wis. (Edward J. Piszczek, president); no other broad-

cast interests

**Seller:** Southern Wisconsin Co. Inc., Lake Geneva (John F. Monroe Jr., president)

**Facilities:** 1550 khz; 1 kw daytimer

**Format:** News/talk

**CP for WLJU(FM) Brookfield, Wis.**

**Price:** \$73,012.11

**Buyer:** Harbish Corp., Menomonee Falls, Wis. (Richard H. Harris, president); owns 50% of station, buying remainder

**Seller:** Harris Classical Broadcasting Co., Menomonee Falls (Richard H. Harris, president/50% owner; Jessie Lynne Harris, VP/50%); owns WFMR(FM) Menomonee Falls

**Facilities:** 106.9 mhz, 3 kw, ant. 154 ft.

**Format:** Dark

**KROL(FM) Las Cruces, N.M.**

**Price:** \$71,000

**Buyer:** Educational Media Foundation, Sacramento, Calif. (Richard Jenkins, president); also owns KEZF(AM) Tigard, Ore., and KLVC-FM Magalia, KLVN(FM) Chowchilla, KLVR(FM) Santa Rosa and KLVS(FM) Kingsburg, all Calif.

**Seller:** STL Broadcasting Corp., Las Cruces (Robert N. Mathis, president)

**Facilities:** 99.5 mhz, 100 kw, ant. 1,023 ft.

**Format:** Contemporary Christian

**KBEH-TV Bellevue, Wash.**

**Price:** \$45,000

**Buyer:** African American Broadcasting Co., Seattle (Raymond Wick, president; Tawake Baravilala, VP); no other broadcast interests

**Seller:** Bellevue Broadcasting Co. (Darlene P. McHenry, general partner). McHenry is limited partner in African American Broadcasting Co. and has interest in Anacortes, Wash., LPTV station (ch. 24)

**Facilities:** Ch. 51, 5000 kw visual, 500 kw aural, ant. 1,079 ft.

**Affiliation:** Not on air

**WVOF(AM) Camp Lejeune, N.C.**

**Price:** \$38,000 plus buyer provides seller with 60 minutes per month of airtime, worth up to \$28,000

**Buyer:** CTC Media Group Inc., Clarksville, Md. (Benita Afflerbach, president); also owns WLOJ(AM) New Bern, N.C.

**Seller:** Word of Faith of Jacksonville Inc., Jacksonville, N.C. (James R. Osborne, owner); no other broadcast interests

**Facilities:** 1580 khz, 10 kw

**Format:** Contemporary MOR/religious



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June 29, 1995

## DBS and cable square off at the FCC

*Two media disagree over competitive status in comments*

By Christopher Stern

**D**BS may be the biggest hit in consumer electronics since the VCR, but it isn't close to providing real competition to cable, according to comments filed by the satellite industry last week.

But the National Cable Television Association disagreed, saying that DBS is a substantial rival and that the impending entry of telephone companies into the video marketplace already is affecting business plans.

The comments were part of the FCC's annual survey on the status of competition in the video marketplace. The commission will use the data provided by the commenters in its yearly report to Congress as required by the 1992 Cable Act.

Of the nation's approximately 60 million cable households, only 120,000 canceled their service after signing with DIRECTV, according to comments from the DBS provider.

Because DBS does not provide local broadcast channels, some subscribers maintain some level of cable service to receive local stations. DIRECTV signed 600,000 subscribers during its first year, half of which live in areas passed by cable systems.

By the end of 1995, DIRECTV expects to have 1.5 million subs, and by 2000 it will deliver programming to 10

million households, the company said.

The Video Dial Tone Association said that competition in the video marketplace has "increased little, if at all, over the past year" and blamed the FCC. "Both the FCC's actions, as well as its inaction, have made VDT a less attractive option for the [telcos] and programmer entry into the video market."

The VDTA also claimed that the FCC's regulatory process allows competitors to bog down an application in the regulatory process, making it too costly to build and operate the advanced interactive video platforms.

The cable industry has fought every VDT application filed at the FCC, said VDTA, claiming that the telcos planned to build the networks in order to bypass cable regulations.

The FCC has been counting on VDT to provide competition to cable. Under the commission's rules, a VDT system must operate as a common carrier, providing nondiscriminatory access to any programmer that wishes to purchase one or more channels. VDT systems are not subject to cable regulations.

In contrast to the claims of the DBS industry and the telcos, the NCTA maintained that 1995 is a turning point for competition in the video delivery business: "We believe that competition has taken off this year, and it is grow-

ing rapidly." The NCTA cited emerging competition not only from DBS but also from wireless cable and "potential growth in broadcast television services."

Rivals to the so-called cable monopoly are moving at such a brisk pace that the FCC should revise its definition of "effective competition," said the NCTA. Under the 1992 Cable Act, a cable system that loses 15% of its market share to a competitor is no longer subject to rate regulation.

The NCTA termed the 15% threshold "crippling" and called on the FCC to ask Congress to abandon it: "In reality, cable companies will respond to competitive pressures brought by any alternative provider whose services are widely available and who is a viable contender, regardless of the market share that the alternative provider has actually captured."

The association also cited the growth of DBS during its first year. The DBS industry will grow only stronger as the price of receiver dishes, now at about \$700, is expected to fall.

Although the telcos and their VDTA complained that excessive regulation has blocked the development of competition, NCTA maintained that VDT must be considered in any evaluation of the marketplace. ■

## FCC to propose flexible second channel

By Christopher Stern

**C**iting scheduling conflicts and the press of other issues, the FCC dumped digital television from this week's public meeting.

The commission had hoped to initiate the first of three proceedings on digital television at the July 13 meeting, but decided late last week to postpone it until the July 27 meeting.

FCC officials said last week that time constraints, not differences of opinion, caused the two-week delay in moving forward on digital television.

On July 27 the FCC is expected to propose rules that would give TV stations second channels along with the flexibility to use them for HDTV, multicasting and other digital services.

Under the current plan, broadcasters will be given a second channel to develop a digital broadcasting service. Once the transition is complete, broadcasters must return their original channel to the government.

The FCC this week will address the way telephone numbers are allocated. Potential competitors to the Baby Bells

have complained that the telcos can use their power to allocate numbers in an anticompetitive manner.

Numbers now are allocated by Bellcore, the research and development arm of the seven Baby Bells. The Bells also are seeking a reduction in their responsibility to allocate numbers. The FCC is expected to propose a new administrator. In addition, the FCC will seek comment on rules to allow customers to take their telephone numbers with them should they switch companies. ■



# Mixed Message on the First Amendment

A commentary by Robert Corn-Revere, partner in the Washington law firm of Hogan & Hartson

The U.S. Court of Appeals for the District of Columbia Circuit held on June 30 that it is legally permissible (in some jurisdictions) for television stations to air the hard-core film "Deep Throat" after 10 p.m. Strange, but true.

In *Action for Children's Television v. FCC* ("ACT IV"), the court voted 7-4 to uphold the FCC's "safe harbor" channeling approach to broadcast indecency, requiring "indecent" programs to be aired only between the hours of 10 p.m. and 6 a.m. The decision has been widely reported as banning "indecent" speech during most parts of the broadcast day, which it does. But it also makes clear that indecent material may be transmitted at the appointed hour, and it defines this category of speech quite broadly.

The decision came at a time when a number of "indecency" issues are converging. Three weeks earlier, the same court upheld provisions of the 1992 Cable Act that permit cable operators to refuse to transmit indecent programs on cable leased-access channels. If operators permit such programs, the law requires that they segregate the indecent material, scramble it and make it available only to homes that have requested it.

The ACT IV decision is deeply flawed for reasons far too numerous to describe in this space. Many knowledgeable observers may agree with Chief Judge Harry Edwards, who wrote in dissent that the majority was "blind to the utterly irrational distinction that Congress created between *broadcast* and *cable* operators," with cable having no similar safe harbor requirement (emphasis in original). Others may be persuaded by Judge Wald, who, joined by judges Rogers and Tatel, wrote that the majority ignored adults' First Amendment rights and that the safe harbor was in reality "a ship's graveyard."

But one needn't dispute the premises of the majority's decision to disagree with its legal conclusions. Even on its own terms it is sad and a little silly. The court's decision greatly overestimates the indecency problem to be solved and underestimates the damage to free expression that it approves.

Take the point about "Deep Throat," for example. Evidently defensive about the utter lack of evidence presented by either Congress or the commission about the social or psychological harm of indecent material, the majority sought to bolster its claim of a "compelling" government interest by describing indecency as hard-core presentations just this side of the obscenity line. It noted, for example, that with respect to other media, "detailed portrayals of genitalia, sexual intercourse, fellatio and masturbation" including "such notorious films as 'Deep Throat' are not obscene in light of the community standards prevailing in New York City." Because such material *might* be presented on free TV, the majority reasoned, the government had a greater obligation to protect children.

But the fact is, such programs have never appeared on broadcast television for the same reason daily newspapers do not pre-

sent nudity or harsh language—the market and sound editorial judgment generally prevent it. The court was responding to a problem that does not exist. Ironically, this decision may now create the very evil it sought to cure. By shining a spotlight on this programming and pointing out that it is permitted in the newly clarified safe harbor period, the majority opinion may encourage some station to take the court at its word.

This odd twist is all the more credible in light of the court's recent decision in *Alliance for Community Media v. FCC*. There, the court upheld Cable Act provisions designed to combat phenomena such as "Channel J," a leased-access channel in New York. It cited statements by Senator Jesse Helms during the legislative debates that leased-access programs in New York portray such things as "men and women stripping completely nude," that they feature "people performing oral sex," and that such channels contain "numerous sex shows and X-rated previews of hard-core homosexual films." Under the Cable Act provisions upheld in *Alliance for Community Media*, such programming now may be unscrambled on leased-access channels only upon written request from an adult.

Not so with the broadcasting indecency rules. No scrambling or written request is required, or even possible. Under the ACT IV ruling, an enterprising (or desperate) broadcast station may be tempted to create a "Channel J of the Air" after 10 p.m. Is such a thing likely? Hard to say. But it is now more possible because the court found it necessary to manufacture a problem.

The court's willingness to accept the FCC's argument that indecency comprises a "broad range" of material also highlights the First Amendment problem of this regulation. As Judge Wald wrote in *Alliance for Community Media*, the affected speech can include "programs on the AIDS epidemic, abortion, childbirth or practically any aspect of human sexuality." The ACT IV majority acknowledged that indecent programming could include news, documentary programs and dramas on subjects such as sexual harassment or AIDS, but found this not to be a problem because the chilling effect on speech has existed ever since the Supreme Court's *Pacifica* decision.

This remarkable statement—that courts should not worry about censorship if people have grown accustomed to it—ignores the fact that the decision expands the period covered by the indecency ban to cover the time when the vast majority of adults watch TV. Since 1988, as this matter has dragged through the courts, the FCC has enforced the prohibition only up to 8 p.m. Moreover, the court all but invited Congress to extend the indecency ban to midnight.

If Congress follows this advice, broadcast television will become the equivalent of the children's reading room. Quality shows such as *NYPD Blue* will be at risk, and news programs will be pressured to trim their coverage of controversial subjects. ACT IV's threat is to make the "vast wasteland" even vaster. ■

*'Deep Throat' is in, NYPD Blue could be out*

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Make your radio sales management job** a winner. If you have two years or more of solid radio sales experience, you may qualify. Hobbs, New Mexico, brand new 100,000 watt FM Country, on the air in September 1995, will be the market leader within two years, and you could be a hero with a 12-station group broadcaster. Rapid advancement possible. Apply immediately. Fax your resume today to Paul Starr at 505-393-4310 or mail to 619 North Turner Street, Hobbs, New Mexico 88240.

**General Managers/Sales Managers.** West's fastest-growing radio group needs outstanding sales/general management talent. Currently 16 stations in 7 small/medium markets with 8 formats. Great place to live and work. If you have the management experience and the drive and want a career/lifestyle change, send letter and resume to HR Manager, The Park Lane Group, 750 Menlo Avenue, Suite 340, Menlo Park, CA 94025. EOE.

**Experienced radio GM/GSM** strong personal local sales and in recruiting and training sales staff. To work closely with owners of 100KW FM and 1 KW AM in South/Southwest region. Send resume to Box 00486 EOE.

### HELP WANTED SALES

**WZYP/WHVK/WVNN/WBBI** Huntsville, AL. Advertising demand is hot in one of the Southeast's hottest markets. We are looking for sales representatives to join our winning team! Resume to: Bill West, P.O. Box 389 Athens, AL 35611. Fax(205)232-6842 or call (205)830-8300. EOE.

**Account Executive:** Rare opportunity to step into an established account list. Looking for an experienced Account Executive who is a self starter with a proven track record. \$35,000+ annually to start. Please call prior to sending resume. Call 614-286-3023. John Pelletier, Jackson County Broadcasting, 295 East Main Street, Jackson, Ohio 45640. EOE.

### HELP WANTED TECHNICAL

**Immediate opening in Little Rock Arkansas** for Assistant Engineer for three station radio broadcast and satellite uplink operation. Applicant must possess working knowledge of basic electronics and RF theory, A/FM transmitter repair and maintenance, computers and audio basics. Great place to live and great company to work for. We are highly technologically oriented and continuously growing. If you are motivated by challenge and excited by growth and technology you need to contact us now. Send resume to Norm Laramie at Signal Media of Arkansas. Fax (501) 664-5871...or call (501) 664-9410 ext. 172.

**Hobbs, New Mexico duopoly** seeks Chief Engineer. Minimum experience: 3 years. Must have extensive knowledge of computer automation systems. Excellent salary and benefits. Fax resume to: Harry Harlan, 505-393-4310. Or mail to 619 North Turner, Hobbs, NM 88240.

### HELP WANTED NEWS

**The World's best radio news** operation is looking for a few good anchors to work, fill-in, holiday and vacation relief shifts at our NYC location. Excellent money. Looking for hip, contemporary sound and extraordinary production skills. Do not apply unless you are available to work Christmas, Thanksgiving, summer weekends, overnights, etc. Minorities strongly urged to apply. Cassette, resume and statement of news philosophy. Reply to Box 00478 EOE.

### HELP WANTED ANNOUNCERS

**Major Urban Station is looking for the best air personalities in the world, especially morning team or morning person. Must be quick, clever, topical but mature. Send resume/tape to Box 00475 EOE.**

### HELP WANTED PRODUCTION

**Production Director.** Top artist only. Must be creative with powerful voice. Leading combo in dynamic Tyler/Longview market - Texas 5th largest. Stability, advancement, great facilities. Salary negotiable. Send tape, resume to Alan Mather, KOOI/KEBE, Box 1648, Jacksonville, Texas 75766. EOE.

**Production Manager:** CBS owned and operated All News radio station is looking for a creative individual who will be responsible for all non-news program elements, including commercials and promos. Minimum of two years professional broadcast experience. Understanding of digital editing a plus. Tape and resume to: Chris Berry, Director News and Programming, 630 North McClurg Court, Chicago, IL 60611. No phone calls will be accepted. An Equal Opportunity Employer.

### 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

**Seeking GM/GSM position** in small market. Top biller. Experienced. Willing to relocate. Ted 914-357-9425 or 914-357-4861.

**Talk is hot, but must be managed, produced and sold right!** If you want your format to do more than occupy frequency, this management, on-air, and sales veteran can help position your station for success. Big Sky states preferred. 406-452-9378.

**Medium and small market owners.** Are you looking for the right person to manage your station. G.M. with eight years at current position. Complete knowledge of the operation of small/medium market radio. Programming, sales, personnel, bottom line, community involvement, promotions, networking, and the day to day business of running a successful operation. Seeking equity situation. Please respond to Box 00484.

### SITUATIONS WANTED ANNOUNCERS

**Conservative Ph.D.** w/on-air-experience seeks full-time talk show format. Successful teaching and business backgrounds combined with university honed and validated research aptitude augment communication skills. All markets considered. Reply to Box 00482.

### SITUATIONS WANTED PERSONALITY & TALENT

**30 year Los Angeles radio personality** seeks position as Program/Operations Director. Every opportunity seriously considered. For tape and resume call or write:

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

**Astrologer seeks radio, cable, media show.** I am also available for guest appearances via phone at nite. Mark 718-258-5240 7-11 pm EDT or write: Box 257, Brooklyn, New York 11234.

## TELEVISION

### HELP WANTED MANAGEMENT

### NORTHERN EXPOSURE!

Alaska small market group has positions opening for Station Manager, Account Executive, Announcer. Become part of a growing chain of stations with advancement possibilities. Steven L. Rhyner, 3161 Channel Drive, Juneau, Alaska 99801. EOE.



## 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.**

**Business Manager** Applicant should have a minimum of seven years of progressive accounting experience, including supervision of an accounting staff. Industry certification and/or CPA would be a plus but not required. Business Manager reports directly to the V.P. and General Manager of the NBC affiliated TV station. Candidate must have experience with AS400 and PC spreadsheet packages and able to communicate well with other department managers and staff. Send cover letter and resume to: **General Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.**

**Station Manager** Growing broadcaster seeks new team member. Understand television station operations, be a strong administrator/coordinator. Be a morale builder and problem solver. Previous business manager experience preferred. Send resume and salary requirements. Reply to Box 00473 EOE.

**Local Sales Manager.** WPTV, a Scripps Howard NBC affiliate in West Palm Beach, is accepting applications from experienced sales managers for the Local Sales Manager position to lead a winning sales team. If you have a winning track record combined with personality, integrity and a good sense of goals, please send your resume and salary requirements to: **Human Resources Director, WPTV, P.O. Box 510, Palm Beach, Florida 33480. No phone calls please. WPTV is an Equal Opportunity Employer.**

**General Manager** - #1 NY ADI - Rapidly growing television station seeks experienced, innovative individual to lead station's continued growth. Strong sales, marketing and promotions background needed. Superior leadership and communication skills required to direct station operations and outstanding staff. Solidly programmed station offers excellent opportunities for the right individual. Attractive salary, benefits and bonuses. Send resume and salary history to Box 00476 Equal Opportunity Employer.

**Experienced Labor Relations Negotiator/Organizer** sought for the American Federation of Television and Radio Artists (AFTRA), AFL-CIO, Boston Local. Applicants should have at least three years experience in negotiation and contract administration of collective bargaining agreements. Responsibilities include negotiating with leading National and Regional broadcast employers on behalf of on-air performers in TV and radio, plus organizational efforts to maintain and expand the Union's jurisdiction. Extensive travel required within New England. Candidates must possess excellent communication skills and ability to successfully prioritize and manage multiple demands, to independently plan and coordinate campaigns to involve the membership, and to handle grievance/arbitration issues and NLRB matters. J.D. or degree in labor relations field a plus. Send letter of interest, resume and salary requirements to: **AFTRA Boston Local, 11 Beacon Street, Boston, MA 02108. AFTRA is an Equal Opportunity Employer.**

## HELP WANTED SALES

### 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.**

**Traffic Assistant.** Miscellaneous duties for Traffic Department, prefer experience but will train. Computer experience a must. Send or fax resume to: **Personnel Director, WB50/WFTY, 2121 Wisconsin Avenue N.W., Suite 350, Washington, DC 20007. Fax: (202) 965-0050. No calls. EOE.**

**Traffic Manager:** Manage entire Traffic Department. Duties include entering orders into Columbine System, working commercials into avals, supervising staff of two clerks, reconciling logs, working closely with sales, programming, accounting and engineering departments. Computer knowledge necessary. Radio or television traffic background necessary. Knowledge of Columbine Traffic System a plus. Send resume to **Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE. M/F.**

**Join the network** for the 21st century! **WSBK-TV**, Boston, MA a UPN owned and operated affiliate, seeks an aggressive, experienced and client driven Account Executive to join the new dynamic sales team at UPN38. Candidates should possess a minimum of two years experience with a successful track record in selling "out of the box" event and marketing promotions, as well as an enthusiastic ability to market sports sponsorships at agency/client key decision making levels. We value strategic thinking, creativity, persistence and the ability to sell marketing ideas at the highest level. Send resume and cover letter to **Susan Duggan, WSBK-TV, 83 Leo Birmingham Parkway, Boston, MA 02135. EOE.**

**National Sales Manager** - **KFVS-TV**, the 76th market leader is seeking an individual with a proven track record to lead their National team. Three years national experience or comparable television experience with major agencies. Candidate must be a strong leader, sharp negotiator, a master at inventory control and must also have the ability to develop non-traditional revenue. **KFVS** is an Equal Opportunity Employer. Applicants will be asked to complete a standard application prior to consideration. A pre-employment drug screen is required. Send resume to: **Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.**

**Sales Account Executive.** ABC affiliate looking for a motivated, aggressive, self-starter with a minimum of two years broadcast sales experience to join successful local sales team. Familiarity with local market helpful, creative marketing ideas and good communication skills a must. Send resume to: **GSM, PO Box 699, East Syracuse, NY 13057. EOE.**

## HELP WANTED MARKETING

**Marketing/Promotion Director.** If you know how to develop and implement a Foxified marketing plan and have the experience to prove it, expedite a request for application materials to "Marketing Director," **WPGX-TV/Fox 28, PO Box 16028, Panama City, FL 32406-6028 or fax 904-784-1773.** Growing broadcast group and great place to live! Immediate opening. This is a management level position reporting directly to the VP/GM. EOE.

## HELP WANTED TECHNICAL

**Maintenance Engineer:** **WTGS-TV FOX 28, Savannah, GA.** Three years experience in component level troubleshooting, plus maintenance experience with UHF transmitter, studio gear, Betacam and Betacart. Good people and team skills required. Computer background a plus. Send resumes to **Chief Engineer, WTGS-TV, 214 Television Circle, Savannah, GA 31406. WTGS is an Equal Opportunity Employer.**

# WTAE-TV

## DIRECTOR OF ENGINEERING

Hearst-owned ABC affiliate in Pittsburgh is looking for a seasoned pro who can lead our technical department into the next century. Candidate should have five (5) or more years experience as a Director of Engineering for a network affiliate or five (5) or more years experience in a top 25 market as a successful Engineering second-in-command. Dynamic leadership skills combined with solid technical experience are the management qualities required. In addition, significant computer software and hardware expertise, basic transmitter knowledge, satellite and microwave experience, and hands-on maintenance ability are all desirable. Double E degree preferred. An FCC General Class License is required. Work with a winning team in one of "America's Most Livable Cities." Send resume (no phone calls) to:

DE-0613

WTAE-TV

400 Ardmore Boulevard  
Pittsburgh, PA 15221

Women and Minorities  
are encouraged to apply

EOE/M-F



**Television Maintenance Engineer.** Live in one of the country's most beautiful cities while proudly working for the Southeast News Leader. WTOG-TV has an opportunity for an above average Television Maintenance Engineer. You must have at least 3 years of hands-on television station maintenance experience. Preference will be given to those candidates with VHF television transmitter experience and SBE certification. Appropriate FCC license is required. We are a dominant number 1, fast paced, community involved station and we are looking for a team player who can handle all phases of engineering needs with little supervision. If you think you are this rare combination, we want to hear from you. Contact: David Brant, Chief Engineer, WTOG-TV, 11 The News Place, Savannah, GA 31405. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply. No phone calls.

**News Audio Technician:** The UPN affiliate in the #2 market is looking for an Audio Mixer/Technician for our fast paced satellite, ENG, and studio based news broadcasts. If you can teach us a few things about RF mics, multiple IFBs, routing, and hot patching, if you know your phasing, mixing and foldback like nobody else, then this job may be for you. Major market experience a plus. Don't apply if the above is not you. Resumes to Jon Fischer, Assistant News Director, KCOP-TV, 915 North La Brea Avenue, Los Angeles, CA 90038. EOE. No phone calls please.

**Maintenance Engineer - KNXV-TV,** Phoenix, Arizona seeks an individual with repair and installation skills of television broadcast and computer equipment. Should have three years experience in maintaining broadcast systems, computers and LAN systems. This position requires computer literacy and experience in audio/video signals and systems. Fax resume to Engineering Manager at (602) 304-3000 or send to KNXV-TV, 4625 South 33rd Place, Phoenix, Arizona 85040. EOE.

**Operations Engineer.** The Department of Journalism and Telecommunications and LISTN (Louisiana Instructional Satellite and Telecommunications Network) at Northwestern State University of Louisiana invites applicants for the position of Chief Operations Engineer. The position requires an FCC General Radiotelephone License, three years experience as an operations engineer, experience in operating an uplink, and experience in preventative maintenance and repair for broadcast television equipment. Beta experience a plus. Salary range 34-38k. Applications should include a letter of application, resume, three references, a copy of your license and any support materials. To apply, forward application to: Dr. Ron McBride, Department Head, Journalism and Telecommunications, Northwestern State University, Natchitoches, LA 71497, (318)357-4425. Applications will be accepted until the position is filled. Northwestern State University of Louisiana is an Affirmative Action/Equal Opportunity Employer. Women, minorities and individuals with disabilities are encouraged to apply.

**Assistant Chief Engineer:** Qualified candidate should have 3-5 years experience in repair and maintenance of 3/4", 1" and UHF transmitters. Send resumes to: John Baker, Chief Engineer, KBSI-TV, 806 Enterprise Street, Cape Girardeau, MO 63703. (314) 334-1223. EEO. M/F.

**Chief Engineer:** NY 1 News, a technological leader in local news, has a challenging position for a Chief Engineer who will play a key role in moving NY 1 into the digital future. You should be self-motivated, organized and have: Experience in news operations; strong management and budgetary experience; working knowledge of LMS and automated playback systems; experience with all tape formats, especially Hi 8; strong maintenance, troubleshooting and system design skills; knowledge of server based/digital production systems. Please send or fax your resume and salary history to: Harlan Neugeboren, Director of Operations and Engineering, NY 1 News, 460 West 42nd Street, New York, NY 10036. Fax (212) 563-7156. NY 1 is an Equal Opportunity Employer.

**National radio and television programming network** seeking Operations Manager to oversee engineering, construction, TV operations and "in-house" computer programming staffs. Candidates must have extensive experience in staff management, radio and TV engineering and computers. Relocation and some travel required. Interested candidates should fax cover letter, resume and salary requirements to 301-718-8677. EOE.

### HELP WANTED NEWS

**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.

**We're switching to FOX** and expanding our news. If you're "Foxified" consider the following opportunities...Morning News Anchors, Prime Time Weather Anchors, Morning and Prime Time News Producers, Weekend Anchors, Field Reporters. Great opportunities for experienced non-traditional professionals. Send non-returnable tape and resume to Jim Parisi, News Director, WSJV-TV, P.O. Box 28, South Bend, IN 46624.

**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.

**Weekend Co-Ancor:** West Coast/high profile market looking for Weekend Co-Ancor. We need an energetic, experienced journalist with great writing skills. EOE. Send non-returnable tape to Box 00481 EOE.

**Assignment Editor** needed for KOTV, the A.H. Belo station in Tulsa. We need someone with strong editorial judgement, full knowledge of ENG and SNG, exceptional logistical skills, the ability to calmly lead under pressure, and a wealth of good story ideas. If you have at least one year's TV news desk experience, a bachelor's degree, strong people-management and time-management skills and an interest in joining an outstanding broadcast news organization, rush a list of your greatest accomplishments on the desk, resume and references to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120. EOE/AA.

**Director and Technical Director.** Aggressive FOX affiliate in sunny south Florida is seeking a Director and a Technical Director for fast paced newscast, that has been named Best Newscast in the state of Florida by the Associated Press, for the 2nd consecutive year. Must have experience directing and switching live newscast. Knowledge of GVG switchers, Abekas DVE and computer editing is preferred. Please send resume and non-returnable tape to: Brian Culbreth/Production Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

**KOTV** has an opening for a News Photographer. Applicant must have a minimum of (2) years experience in photography for a commercial television news department. Must be able to edit videotape and operate live equipment. Applicant selected must be willing to work all hours; including nights, holidays, and weekends. Interested applicants should send resume and tape to Shelia Nelson, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F.

**SNG Truck Operator/Driver - KNXV-TV,** Phoenix, Arizona seeks an individual with operational and maintenance skills relating to SNG vehicles. Must have CDL and two years uplink truck operator/drive experience. This position requires an understanding in audio/video/RF signals and systems. Fax resume to Engineering Manager at (602) 304-3000 or send to KNXV-TV, 4625 South 33rd Place, Phoenix, Arizona 85040. EOE.



## NEWS PROMOTION

We're looking for an experienced **WRITER/PRODUCER** for the Number One news station in Baltimore. If you have at least 3 years of experience writing and producing solid, successful news promotion and if you understand that news is a product and viewers are customers, send us a resume and a reel. Now.

P.O. Box 4861  
Baltimore, Maryland 21211  
Attention: Marketing  
EOE

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

**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.

**Weather Anchor - KNTV,** the ABC affiliate in San Jose, California has an immediate opening for an experienced primary Weather Anchor. We need an experienced and effective communicator with credibility and personality. Meteorologist preferred. No phone calls! Send tape and resume to Terry McElhatton, News Director, KNTV-TV, 645 Park Avenue, San Jose, CA 95110-2613. EOE.

**Western New York's number one source** for news has an immediate opening for a Newscast Producer. WOKR-TV just won that state's best local newscast award from the Associated Press. We are looking for producers who can continue the tradition and produce our top-rated newscasts. Responsibilities include: writing news stories, contacting news sources, producing newscast rundowns, making editorial decisions, directing news crews, timing newscasts and communicating newscast directions to news and production staff. Requirements: knowledge of ENG, SNG, electronic graphics, newsroom computers, and broadcast journalism, a must. Creativity, people skills, and a positive attitude are also needed. One year broadcast experience and a college degree preferred. Send resume and references to: Human Resources Generalist, WOKR-TV, 4225 West Henrietta Road, P.O. Box 20555, Rochester, NY 14602-0555. WOKR-TV is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

**ENG Photographer:** Top LA network bureau opportunity for bright, hard-working, reliable shooter w/pro news experience. Resume, cover letter with salary history, references and tape to Box 00483 EOE.

**Assignment Editor.** WKRC-TV is looking for experienced full time person to run the weekend assignment desk. Must be aggressive, calm under pressure, and able to plan and set up enterprise stories. We're not interested in just covering events. Minimum 3 years professional TV news experience. College degree required. No calls. Send resume to Attn: Business Office-TVAE, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. EOE.

**News Director** WTVD-TV, the CC/ABC-owned station in Raleigh/Durham, is looking for a dictated, creative and dynamic journalist to lead its news operation. Candidate must possess excellent verbal and written communication skills and have a strong producing background that is grounded in a thorough understanding of local news. Applicant must have a proven track record of developing breakthrough newscasts that have led to real ratings growth. A solid understanding of budgeting, research and technical operations is important. Individuals applying for this position must have the desire and ability to motivate and direct a de-centralized newsroom with multiple offices throughout the heart of Carolina. Strong leadership skills a must. Please send resume and salary requirements to: Emily Barr, Pres. & GM, WTVD-TV, 411 Liberty Street, Durham, NC 27701. (No phone calls, please).EOE.

**News Director:** Build it and fly it. Think you can do it? We're not interested. Know you can't? Let's talk. We're talking start-up news operation. Major market station owned by power group is a player in the affiliation mosh. Frankly, the dance floor is already dominated by one big dog but we haven't had our turn. Requires five years experience in news management position with proven track record. Must have strong leadership and management skills, unquestionable integrity, commitment to excellence and innate ability to sense the market. Send resume to Box 00479 EOE.

**Weathercaster/Reporter:** KFVS-TV seeks personable, energetic weathercaster to produce and deliver weekend weathercasts and report three days a week. Successful candidate will pass libel and drug tests and possess good driving record. Equal Opportunity Employer. Send resume and non-returnable tape to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

**Reporter needed for African-American public affairs program.** Position requires skills in field productions, news, writing and beta editing. Send resume and tape to Prince Wooten, CN 777, Trenton, NJ 08625.

**Weather:** AM/Noon Anchor to complement our great morning team! Strong weather commitment/meteorological skills. Three years experience. Seals and desire to live in Mid-Atlantic region a plus. Mutual interest in long-term stay. We're an expanding news operation with top-of-the-line equipment. Send resume and non-returnable tape to John Lee, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. An Equal Opportunity Employer.

**Anchor/Reporter:** KFVS-TV seeks personable, energetic co-anchor to compliment male anchor on daily morning and noon news programs. Special assignments and general assignment reporting. Successful candidate will pass libel and drug tests and possess good driving record. Equal Opportunity Employer. Send resume and non-returnable tape to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

**Executive Producer:** KFVS-TV seeks professional with journalistic, managerial and creative skills to supervise line producers and direct daily news coverage. Minimum three year's producing experience. Strong writer with solid graphic and live experience. Successful candidate will pass libel and drug tests and possess good driving record. Equal Opportunity Employer. Send resume and non-returnable tape of recent newscast to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

**TV News:** The country's first regional 24-hour news operation is expanding! Become part of our Westchester Team: News Anchors, Sports Anchors, Weathercasters, Reporters, Producers, Graphic Artists, Photographer/Editors, Assignment Editors, Master Control Operators and Maintenance Engineers. Flexible hours are a must, including weekends, early AM and nights. Minimum 2-3 years experience in TV news required. For confidential consideration, send your resume, tapes and salary requirements to: News 12 Westchester, Six Executive Plaza, Yonkers, NY 10701. An Equal Opportunity Employer.

**News Director:** People oriented, energetic person needed to take expanding news operation to next level of success. State of the art newsroom. Know how to operate and win in a competitive market? Max resources at hand? Great staff looking forward to its new leader. Send letter explaining your motivation for interest along with resume and any brief tapes illustrating your expertise or background to Mark Keown, EVP/General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. 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

## HELP WANTED PRODUCTION

**PROMOTION WRITER/  
PRODUCER - ROLONDA**

King World Productions seeks a highly skilled individual to write and produce episodic on-air and radio promotion for its nationally syndicated talk show, "Rolonda." Successful candidate will demonstrate excellent positioning, writing and producing skills as well as a keen eye for graphics and snappy post production. Interested parties should send a resume and non-returnable reel to:

Ed Aaronson  
Director of Creative Services, East Coast  
King World Productions  
402 East 76th Street  
New York, NY 10021

**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.

**DeFontes Broadcasting Company (Television) Limited** seeks to employ a qualified Television Production Assistant. This demanding position requires the successful applicant to possess at least two (2) years hands on experience in a professional television or post production environment with emphasis on knowledge of GVG 100 switcher, Videotoaster 4000, PAR and Animation Creation. Thorough 3/4" editing proficiency is a must! Directing multi-camera studio and location productions would be an asset. Salary commensurate with experience and ability. Send resume, references and non returnable 3/4" or VHS tape with recent work examples to: Mike Bishop, Station Manager, DeFontes Broadcasting Company (Television) Limited, Reid Street, Hamilton, Bermuda. Absolutely no phone calls please!

**Graphic Designer.** Top rated NBC affiliate in St. Louis has an opening for an experienced Graphic Designer. Broadcast design experience recommended. Qualified applicants will possess strong design and creative abilities, print design and production skills, a thorough understanding of Macintosh and applicable pre-press software. Graphic Design degree required. Will work with two other designers on variety of print and video projects. Send resume to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

**Newscast Producer** Dominant news station in Wichita, Kansas seeks experienced creative producer with strong writing skills. Tape and resume to: Eric Lerner, News Director, KWCH-TV, P.O. Box 12, Wichita, Kansas 67201. EOE.

**AVID/CMX Editor.** WNDU Television has an immediate full-time position available for an evening Editor. Candidates must have experience with AVID Media Composer 8000, CMX Omni, Grass Valley switcher, Kaleidoscope, Betacam SP and Chyron. Requires excellent client skills for supervised and unsupervised sessions. Graphic paint system knowledge is helpful. Send tape, resume and salary requirements to: The WNDU Stations, Position #00118, Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please!

**Newscast Director:** WANE-TV, the CBS affiliate in Fort Wayne, IN (104 Market) is looking for a Director responsible for preproduction of news elements and directing/switching newscasts, newsbreaks, and assigned promotion, public affairs and commercial production. Must have 2 years minimum directing experience and college degree. Others need not apply. Send resumes to: Production Manager, WANE-TV, 2915 West State Boulevard, Fort Wayne, IN 46808. EOE. M/F.

**Creative Services Producer.** West Texas, CBS affiliate, seeks a Commercial Producer. Must be able to write, shoot, and edit three-quarter inch video for broadcast. Must be organized, able to meet strict deadlines, possess people skills, and have a good driving record. Degree and prior experience preferred. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Line Producer** needed for KOTV, the A.H. Belo station in Tulsa. We need someone with strong writing skills, the ability to calmly lead under pressure, and someone who puts story content above story count. If you have at least two year's TV producing experience, a bachelor's degree, and strong people skills, please rush last night's aircheck, a resume and references to News Director, KOTV, 302 South Frankfurt, Tulsa, OK 74120. EOE/AA.

**Commercial Production Videographer.** ABC affiliate is looking for an experienced and creative individual to shoot on-location and in-studio for our commercial production department. Excellent working knowledge of Sony Betacam SP gear as well as wireless audio systems. Additional post-production skills a plus. Send tape and resume to: John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

**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.

**Senior Promotion Producer.** KTRK-TV, a Cap Cities/ABC station is looking for a creative whiz to join our promo team. If you have at least three years of heavy-duty, hands-on News promotion experience (preferably in a large market), the know-how to fight the ratings wars, and want to work for a great company in a great city, please send your tape/resume to: Tom Ash, KTRK-TV, P.O. Box 13, Houston, TX 77001. Please, no phone calls. EOE.

## HELP WANTED PROMOTION

**PROMOTION  
WRITER/  
PRODUCER**

KABC-TV is looking for a cutting-edge news Promotion Writer/Producer to take our daily news teases and promos to new heights. The successful candidate will have solid writing skills and a strong knowledge of graphics and post-production. Send your tape with great news spots and resume (no phone calls, please) to: William Burton, Director of Creative Services, KABC-TV, Dept. PWR-BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal opportunity employer.



**TV Promotion Writer/Producer.** This position demands a highly motivated Writer/Producer with at least three (3) years experience. Responsibilities include aggressive on-air promotion and marketing for news topicals and image advertising, programming and station events. The candidate must have strong writing abilities, plus have organizational and leadership skills along with proven creativity. A demonstrated use of effective graphic and production techniques is a must. College degree preferred. Qualified candidates should send resume and tape to: Code PWP-0621, WTAE-TV, 400 Ardmore Boulevard, Pittsburgh, PA 15221. No phone calls. EOE/M-F.

**Sports Promotion Writer/Producer:** Write and produce promos for on-air and outside media, such as print and radio. Responsible for creative concepts for sports related promos, as well as some movie and program promos. Should demonstrate initiative in producing station campaigns, sales tapes and special projects. Must possess ability to work on multiple projects simultaneously, meet deadlines and have a strong video production background. Superior writing skills essential. Vivid imagination and sense of humor a must. Send resume, tape, and writing samples to KPLR-TV, Dept. 24D, 4935 Lindell Boulevard, St. Louis, MO 63108. EOE. No phone calls, please.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo

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**Promotion Manager** - Major market, major group owner seeks major league Promotion Manager to lead station into the future. News experience a must. EOE. Please send resume and VHS reel in confidence to Box 00485 EOE.

**HELP WANTED PROGRAMMING**

**Program Manager.** WPBT2, Public Television in South Florida, is seeking a Program Manager to work closely with the Vice President for Programming in acquiring and scheduling programs. Interested candidates should have at least four years of progressive television management experience, television programming experience preferred, knowledge of program management practices and procedures, and computer literate, experience on ProTrack computer system helpful. Send resume and salary requirements to: Manager, Human Resources, WPBT2, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer, M/F/H/V.

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**Director of Accounting and Financial Operations.** Growing multi-national educational entertainment company is seeking a seasoned, self-motivated manager of financial operations and new financial systems implementation in the Finance Division. This position would be a strong second to the Controller, overseeing the accounting and operations functions. Should possess strong operational management, hands-on financial systems skills (e.g. G/L, P/R, A/P, PO), solid experience in implementing or upgrading to new financial systems, hands-on PC skills, interpersonal and presentation skills. A minimum of five years experience is required (preferably in the TV industry). MBA a plus. Send resume to: Sky Box BC600, 235 Park Avenue South, 4th Floor, New York, NY 10003. Equal Opportunity Employer.

**HELP WANTED RESEARCH**

**Media Research Director:** S.F. television station seeks energetic, communicative experienced team player. You will be computer literate, analytical, good writing skills and experience with Nielsen ratings, TVSCAN, spreadsheet, presentation and desktop publishing software. State-of-the-art, fully computerized work environment. Immediate opening. Send resume and reply to Box 00480 EOE.

**HELP WANTED TALENT**

**Show Host Wanted:** Large South Florida production company is looking for an energetic, ready-for-anything, outdoors-loving show host for an exciting new travel magazine program. A good sense of humor and the ability to think and react on your feet is essential. Experience in backpacking, kayaking, and adventure travel a plus. Send a tape and resume to: Andrea McBurnett, VP of Program Development, Venture Productions, 16505 NW 13th Avenue, Miami, FL 33169.

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**ALLIED FIELDS**

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**Ithaca College  
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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.

**HELP WANTED PROMOTION**

**DIRECTOR OF PROMOTIONS**

The Marketing Division of Disneyland Resort has an immediate opening for a Director of Promotions. Qualified candidates must have 10-15 years promotions experience, outstanding communications skills, a proven track record with creative media promotions, and the ability to direct a team of talented promoters. We also require a Bachelor's degree or equivalent. This promotions executive should have established contacts and the ability to manage multiple projects and detailed budgets in a fast-paced environment. If you are an exceptional Promoter with a quick, strategic mind, then this could be your chance to join the team at "The Happiest Place On Earth".

For immediate consideration, forward your resume with salary requirement (resumes without salary requirement will not be considered) to: Disneyland, Professional Staffing Dept. P-58-95, 1313 Harbor Blvd., P.O. Box 3232, Anaheim, CA 92803-3232. An Equal Opportunity Employer.



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

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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Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.



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**Broadcasting**  
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## Time to change

EDITOR: The letter written by Joseph Duffy, director of the United States Information Agency, in your June 12 issue cannot be accepted as gospel.

In my position as an international media broker, I am exposed to people all over the world, and it is apparent that the mission of the USIA is—to a large degree—completed. To make any sort of a case for the maintenance of a service such as Radio/TV Marti is beyond comprehension. Marti, in particular, is a service that never worked, never will work and has cost the U.S. taxpayers incalculable millions of dollars.

The downsizing of such services as the Voice of America and Radio Free Europe/Radio Liberty certainly will have negligible impact as to how the world perceives the U.S.

If there is a vacuum, however, much of it will be filled by an excellent new service called America One. This is a joint venture between National Public Radio and Public Radio International, and it will offer the best programs from U.S. public radio to millions of English-speaking Europeans—from Ireland to Moscow—as well as to Americans living abroad.

In its day, the various services of the USIA (with the exception of Marti) served the world and America with honor. That day is past, however, and it is time to move on in a dramatically changed society.—*Robert E. Richer, International Media Consulting, Farmington, Conn.*

## Talking talk

EDITOR: Thank you for the June 19 cover story on talk radio. Those of us in the format are pleased with its development and the positive recognition it gets in the media industry's leading publications.

With regard to the often-asked questions about why conservatives seem to dominate talk radio, please let me offer some opinions—self-serving as they may be.

First, the second-highest-rated nationally syndicated talk show in the U.S., with clearance on 334 stations (45 in the top 50 markets) and an average quarter-hour audience of over 1,000,000 people, is the *Dr. Dean Edell Show*. While Dr. Dean is more a scientist than a commentator on the

issues of the day, given the nature of health and medicine in the '90s, it is difficult to steer clear of politics. Why else would Hillary Clinton appear as a guest on Dean's show twice? If one needed to categorize the good doctor politically, he would be categorized as far more liberal than conservative.

In terms of the dominating role of conservatives, is it conservatives who dominate, or is it Rush Limbaugh who dominates? With all the press that Rush has received (trade press and otherwise), some facts just don't get mentioned in the discussions surrounding his historic success.

Make no mistake about it, Rush Limbaugh is brilliant. He has the intellect to comprehend extremely detailed and complicated material, to disseminate it, and to articulate opinions about it in an informative, entertaining and believable fashion.

Rush Limbaugh works his butt off, and he has since his first day on the job. He reads more publications, interacts more electronically and spends more time working than anyone else I'm aware of. Hard work makes a difference.

Rush has vision and he has passion. He has validated the thoughts and feelings of millions. He understands their hopes and dreams because he shares them. He doesn't preach. His opinions reflect a society he feels a part of. His audience understands that.—*Stuart Krane, partner, SFM Media Management, New York*

## Kudos for Cuomo

EDITOR: That was a fabulous cover story and interview with Mario Cuomo in your June 19 issue.

Governor Cuomo elevates our entire profession. We welcome him as broadcasters...and as citizens.

Never mind that we will now have to compete with Cuomo in the New York suburbs on Saturday mornings (he's on WABC[AM])—his presence on the airwaves is a reminder that a radio station can resemble something more than a jukebox and that we can aspire to be something other than purveyors of goods and services and diversion. The governor himself once suggested that radio can make us "better than we are, stronger...and sweeter."

As we welcome Mario Cuomo to our fraternity, we should also compliment Susan Solomon of SW Networks for persuading the governor that radio is a perfect venue and proper forum for his considerable talents and intelligence. And with what's going on in the country, their timing couldn't be better.—*William O'Shaughnessy, president/editorial director, WVOX(AM)-WRTN(FM), New Rochelle, N.Y.*

## TV history

EDITOR: Last year *The Palimpsest*, Iowa's popular history magazine here at the State Historical Society of Iowa, published material on Iowa television in the 1950s and 1960s.

The summer 1994 issue features three articles on Iowa television. The first, "When Television Entered the Iowa Household," was used to solicit responses from our readers about their memories and uses of television in its early days. A sample of these responses, "Our Ticket to 1950s Culture," was published in the winter 1994 issue. Our archives now house the complete collection of these responses, which may be of interest to television scholars.

The articles were quite popular with our readers and, I believe, have helped them begin to look at television with a historical perspective.—*Ginalie Swaim, editor, The Palimpsest, Iowa City, Iowa*

## Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

The books will be sponsored by BROADCASTING & CABLE and will be published internationally by Focal Press, a leading publisher of books and videos about media topics. Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal, please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

# For the Record

## OWNERSHIP CHANGES

### Granted

**WSFU-FM Union Springs, AL** (BALH950-124GF)—Action March 3.

**WKZY(FM) LaBelle, FL** (BALH950111GI)—Action March 31.

**WTPS(FM) Quincy, FL** (BAPH9307GK)—Action April 6.

**WBNN(AM) Union City, IN** (BAL950224-GF)—Action April 7.

**WWVR(FM) West Terre Haute, IN** (BALH-950322GH)—Action April 7.

**WCIB(FM) Falmouth, MA** (BALH95012-6GF)—Action March 31.

**WHFB-FM Benton Harbor, MI** (BTCH950-315GF)—Action April 7.

**KLUH(FM) Poplar Bluff, MO** (BALED950-118GE)—Action April 5.

**KDGE(FM) Lincoln, NE** (BALH950223-GE)—Action April 10.

**KEXT(FM) Bosque Farms, NM** (BALH95-0213GG)—Action April 5.

**KBAC(FM) Las Vegas, NM** (BALH950120-GL)—Action April 10.

**WBTF(FM) Attica, NY** (BALH950223GK)—Action April 7.

**WBTA(AM) Batavia, NY** (BAL950223GJ)—Action April 7.

**KSSZ-FM Kindred, ND** (BALH950223-GM)—Action April 7.

**WIMA(AM)-WIMT(FM) Lima, OH** (AM: BAL950222GE; FM: BALH950222GF)—Action April 7.

**WTGR(FM) Union City, OH** (BAPH950224-GG)—Action April 7.

**WPTN(AM)-WGSQ(FM) Cookeville, TN** (AM: BAL950223GQ; FM: BALH950223-

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.

GP)—Action March 29.

**WZQK(FM) Coeburn, VA** (BTCH950210-GE)—Action April 10.

**WSVS(AM) Crewe, VA** (BAL950215EE)—Action April 7.

**WEAQ(AM)-WIAL(FM) Eau Claire, WI** (AM: BAL950223GG; FM: BALH950223GH)—Action April 7.

**WECL(FM) Elk Mound, WI** (BALH95022-3GI)—Action April 7.

## NEW STATION APPLICATION

**Nashville, NC** (BPH950509MF)—Nash Broadcasting Co. seeks 99.7 mhz; 6 kw; ant. ht.: 91 m. Address: P.O. Box 1566, Greenville, NC 27835. Nash Broadcasting Co. is headed by general partners Tom Snoden and Quinten Sumner. Applicant has no other broadcast interests.

## FACILITIES CHANGES

### Actions

**Destin, FL WMMK(FM)** 92.1 mhz—Granted app. of Emerald Coast Radio Corp. for CP to make changes: ant. 68 m.; TL: 0.77 km, 15.9

degrees true from Four Prong Lake. Action March 31.

**Quincy, FL WTPS(FM)** 100.7 mhz—Granted app. of Bitner-James Partnership for CP to make changes: ERP: 6 kw; TL: 2.5 km N of Midway, Gadson Co., FL. Action April 6.

**Lumpkin, GA WKN(FM)** 99.3 mhz—Granted app. of Radio Lumpkin Inc. for CP to make changes: ant. 150 m.; TL: 2.5 km S of community of Oswichee, Russell Co., AL. Action March 31.

**Trion, GA WATG(FM)** 95.7 mhz—Granted app. of Tri-State Broadcasting Co. for mod. of CP to make changes: ERP: to 1.3 kw. Action April 6.

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

**Baltimore WPOC(FM)** 93.1 mhz—Granted app. of Nationwide Communications Inc. for CP to install auxiliary system (for auxiliary purposes only). Action April 5.

**Detroit Wmuz(FM)** 103.5 mhz—Granted app. of Wmuz Radio Inc. for CP to make changes to an auxiliary system (for auxiliary purposes only). Action April 6.

**Omaha KEFM(FM)** 96.1 mhz—Granted app. of Webster Communications Co. for CP to make changes: ant. 430 m. Action March 30.

**Belen, NM KLVO(FM)** 97.7 mhz—Granted app. of Guardian Communications for mod. of CP to change ant.: 262 m. and to change antenna supporting-structure height. Action April 6.

**Grants, NM KAHP(FM)** 103.7 mhz—Granted app. of Spectrum Media Inc. for mod. of CP to make changes: ant. 396 m.; TL: 50.3 km NW of Grants, NM, at 314 degrees true. Action March 31.

**Briarcliff Manor, NY WRGX(FM)** 107.1 mhz—Granted app. of Odyssey Communications Inc. for CP to make changes: ERP: 0.89 kw; ant. 180 m.; TL: County jail, Grasslands, Valhalla, NY. Action April 6.

**Corning, NY WSQE(FM)** 91.1 mhz—Granted app. of WSKG Public Telecommunications for mod. of CP to make changes: ant. 199 m.; TL: atop Hawley Hill, 4.4 km W of intersection of W. Center St. with College Ave. in Elmira, Chemung Co., NY. Action April 4.

**Wakefield-Peacedale, RI WUAE(FM)** 99.7 mhz—Granted app. of Bear Broadcasting for mod. of CP to make changes: ERP: 2.3 kw; ant. 163 m.; TL: 0.7 km SW of the intersection of New London Turnpike and Pine Hill, Washington Co., RI, and to change antenna supporting-structure height. Action April 5.

**Mullins, SC WCIG(FM)** 107.1 mhz—Granted app. of The Mullins & Marion Broadcasting Co. for one-step app. to change channel to 296C2. Action April 5.

## BY THE NUMBERS

### BROADCASTING

| Service                   | Total         |
|---------------------------|---------------|
| Commercial AM             | 4,913         |
| Commercial FM             | 5,173         |
| Educational FM            | 1,754         |
| <b>Total Radio</b>        | <b>11,841</b> |
| VHF LPTV                  | 540           |
| UHF LPTV                  | 1,083         |
| <b>Total LPTV</b>         | <b>1,623</b>  |
| FM translators & boosters | 2,346         |
| VHF translators           | 2,190         |
| UHF translators           | 2,470         |
| <b>Total Translators</b>  | <b>7,006</b>  |

| Service            | Total        |
|--------------------|--------------|
| Commercial VHF TV  | 559          |
| Commercial UHF TV  | 606          |
| Educational VHF TV | 123          |
| Educational UHF TV | 241          |
| <b>Total TV</b>    | <b>1,531</b> |

### CABLE

|                    |            |
|--------------------|------------|
| Total systems      | 11,217     |
| Total subscribers  | 60,495,090 |
| Homes passed       | 91,250,000 |
| Cable penetration* | 63.4%      |

\*Based on TV household universe of 95.4 million.

Sources: Nielsen, NCTA and FCC



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
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# Datebook

## THIS WEEK

**July 12-13**—*Women in Cable & Telecommunications* course: "Telco 101: Cable Meets Telephony." CNN Center, Atlanta. Contact: Molly Coyle, (312) 634-2353.

**July 13-15**—*South Dakota Broadcasters Association* 47th annual convention. Holiday Inn Convention Center, Watertown, S.D. Contact: (605) 334-2682.

**July 13-16**—*Upper Midwest Communications Conclave* 20th anniversary Great Reunion. Marriott Hotel, Minneapolis. Contact: Cyndi Springer, (612) 927-4487.

**July 15**—Deadline for entries for the 1995 *Alfred I. duPont-Columbia University Awards*. Contact: Barbara Fasciani, (212) 854-5047.

**July 16-17**—*California Broadcasters Association* 48th annual convention. Hyatt Regency Monterey, Monterey, Calif. Contact: Lillie Player, (916) 444-2237.

**July 16-19**—"CTAM '95: Wake Up and Smell the Competition," presented by the *Cable Television Administration and Marketing Society*. San Francisco Marriott, San Francisco. Contact: (703) 549-4200.

## JULY

**July 17-19**—8th annual *Wireless Cable Association* forum and exhibition. Grand Hyatt Washington, Washington. Contact: (202) 452-7823.

**July 20**—32nd annual *Broadcast Advertising Club of Chicago* golf and tennis outing. Indian Lakes Resort, Bloomingdale, Ill. Contact: (312) 645-0083.

**July 20**—*Academy of Television Arts & Sciences* announcement of nominees for 47th annual Primetime Emmy Awards. Contact: Murray Weissman, (818) 763-2975.

**July 20-23**—8th annual *International Teleproduction Society* forum and exhibition. Parc Fifty Five Hotel, San Francisco. Contact: Jessica Josell, (212) 877-5560.

**July 23-26**—34th annual *New York State Broadcasters Association* executive conference. Sheraton Saratoga Springs, Saratoga Springs, N.Y. Contact: Mary Anne Seiter, (518) 456-8888.

**July 24-27**—*New England Cable Television Association* annual meeting and exhibition. Newport Islander Doubletree Hotel, Newport, R.I. Contact: (617) 843-3418.

**July 25**—Radio license renewal seminar presented by *National Association of Broadcasters*. Sheraton North Shore Inn, Chicago. Contact: Christina Griffin, (202) 775-3511.

**July 27-28**—*Women in Cable & Telecommunications* course: "Cable Accounting and Finance." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.

**July 31-Aug. 4**—*UTC-The Telecommunications Council* 47th annual conference and exhibition (UTC '95). Hyatt Regency & Convention Center, Minneapolis. Contact: (202) 872-0030.

## AUGUST

**Aug. 3**—Deadline for programing entries for the *The New York Festivals* 1995 International Television Programming and Promotion Awards competition. Contact: Anne White, (914) 238-4481.

**Aug. 3-5**—39th annual *Television Programming Conference*. Swissotel, Atlanta. Contact: Janet Bass, (404) 888-0614.

**Aug. 9-12**—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 78th annual convention. Grand Hyatt Washington, Washington. Contact: (803) 777-2005.

**Aug. 13-15**—*North Carolina and South Carolina Cable Television Associations* joint summer meeting. Pinehurst Hotel, Pinehurst, N.C. Contact: Laura Ridgeway, (919) 821-4711.

**Aug. 16-20**—*National Association of Black*

**Sept. 27**—*BROADCASTING & CABLE* Interface IX Conference, co-sponsored by *BROADCASTING & CABLE* magazine and the *Federal Communications Bar Association*. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.

**Nov. 6**—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

*Journalists* 20th annual convention. Philadelphia Marriott, Philadelphia. Contact: (703) 648-1270.

**Aug. 17-19**—*Satellite Broadcasting & Communications Association* Nashville '95 satellite show. Opryland Hotel, Nashville. Contact: (703) 549-6990.

**Aug. 23-26**—*Asian American Journalists Association* 8th annual national convention. Hilton Hawaiian Village, Honolulu, Hawaii. Contact: (415) 346-2051.

**Aug. 24-26**—*Nebraska Broadcasters Association* 62nd annual convention. Omaha Marriott, Omaha. Contact: Dick Palmquist, (402) 333-3034.

**Aug. 24-26**—*West Virginia Broadcasters Association* 49th annual convention. The Greenbriar Resort, White Sulphur Springs, W.Va. Contact: Marilyn Fletcher, (304) 744-2143.

**Aug. 27-29**—*Michigan Association of Broadcasters* 47th annual meeting and management retreat. Grand Hotel, Mackinac Island, Mich. Contact: (800) 968-7622.

**Aug. 28-30**—The Eastern Show, presented by the *Southern Cable Television Association*. INFO-RUM Exhibit Facility, Atlanta. Contact: Nancy Horne, (404) 252-2454.

**Aug. 30-31**—*Wisconsin Cable Communications Association* annual convention. Chula Vista Resort, Wisconsin Dells, Wis. Contact: Thomas Hanson, (608) 256-1683.

## SEPTEMBER

**Sept. 2-4**—News management seminar for women and minorities, presented by the *Radio Television News Directors Foundation*. New Orleans Marriott, New Orleans. Contact: Kathleen Graham, (202) 467-5216.

**Sept. 6-7**—*Women in Cable & Telecommunications* executive development seminar. Hyatt Regency Tech Center, Denver. Contact: Christine Bollettino, (312) 634-2335.

**Sept. 6-9**—Radio Show & World Media Expo, sponsored by the *National Association of Broadcasters*, *Radio Television News Directors Association*, *Society of Broadcast Engineers* and *Society of Motion Picture and Television Engineers*. New Orleans Convention Center, New Orleans. Contact: Karen Dada, (202) 429-4194.

**Sept. 9**—*Academy of Television Arts & Sciences* 47th annual Primetime Emmy Awards creative arts banquet. Pasadena Civic Auditorium, Pasadena, Calif. Contact: Julie Carroll, (818) 754-2870.

**Sept. 10**—*Academy of Television Arts & Sciences* 47th annual Primetime Emmy Awards presentation and telecast. Pasadena Civic Auditorium, Pasadena, Calif. Contact: Julie Carroll, (818) 754-2870.

**Sept. 10-15**—"Writing Narratives on Deadline," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Bobbi Alsina, (813) 821-9494.

**Sept. 11-12**—*Women in Cable & Telecommunications* course: "Managing Change in an Evolving Industry." Viacom Bldg., San Francisco. Contact: Molly Coyle, (312) 634-2353.

**Sept. 11-12**—"Making Money in Dialtone: Advertising Over Telecom Networks," conference presented by *Probe Research*. Loews New York Hotel, New York City. Contact: (201) 285-1500.

**Sept. 13-14**—*Women in Cable & Telecommunications* course: "Engineering for the Non-Engineer." CNN Center, Atlanta. Contact: Molly Coyle, (312) 634-2353.

**Sept. 13-15**—*American Society for Training and Development* 9th annual Technical and Skills

Training Conference and Exposition. Pennsylvania Convention Center, Philadelphia. Contact: (703) 683-8100.

**Sept. 14**—Deadline for promotion spots and ID entries for the *The New York Festivals* 1995 International Television Programming and Promotion Awards competition. Contact: Anne White, (914) 238-4481.

**Sept. 14-18**—1995 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

**Sept. 15**—*Women in Cable & Telecommunications* course: "Marketing in a Competitive Environment." WCCO Bldg., Minneapolis. Contact: Molly Coyle, (312) 634-2353.

**Sept. 15-17**—The *McHugh & Hoffman* Producer Forum. Radisson Town Center, Southfield, Mich. Contact: Erica Dettling, (810) 350-1284.

**Sept. 15-20**—*ITVM '95: Russia and Eastern European Television, Video and Film Market*. St. Petersburg, Russia. Contact: John Tomich, (310) 451-0451.

**Sept. 17-22**—"Investigative Reporting," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jeanne Nissenbaum, (813) 821-9494.

**Sept. 18-20**—11th annual *National Cable Television Cooperative* members meeting. Charleston, S.C. Contact: Missy Welker, (913) 599-5900.

**Sept. 18-21**—*NIMA International* sixth annual meeting and trade exhibition. The Mirage, Las Vegas. Contact: David Savage, (202) 962-8342.

**Sept. 19**—SkyFORUM IV, symposium on satellite and telecommunications convergence and competition, presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis, New York City. Contact: Alison Klapper, (212) 388-1400.

**Sept. 19**—CTAM NY Blue Ribbon Breakfast, presented by the *Cable Television Administration and Marketing Society*. Rainbow Room, New York City. Contact: Rebecca Kramer, (212) 818-9151.

**Sept. 19-20**—*Hollywood 2000* conference on packaging entertainment product. Wyndham Bel Age Hotel, West Hollywood, Calif. Contact: Trisha Allen, (714) 513-8648.

**Sept. 19-22**—*National Association of Black-Owned Broadcasters* annual fall management conference. Hyatt Regency, Washington. Contact: (202) 463-8970.

**Sept. 20-23**—Personal Communications Showcase '95, presented by the *Personal Communications Industry Association*. Orange County Convention Center, Orlando, Fla. Contact: Christina Tendero, (202) 467-4770.

## OCTOBER

**Oct. 9-13**—*MIPCOM '95*, international communications convention and exhibition. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

## JANUARY 1996

**Jan. 22-25**—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

## APRIL 1996

**April 15-18**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

## MAY 1996

**May 19-22**—36th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. Buena Vista Palace Hotel, Orlando (Disneyworld), Fla. Contact: Cathy Lynch, (708) 296-0200.

Major Meeting dates in red

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)



## Cronin takes classic approach

One of Rich Cronin's fondest memories of growing up in Des Plaines, Ill., was gathering in front of the TV set with his eight siblings every afternoon at 5 to watch reruns of *The Dick Van Dyke Show*.

"I got into the TV business because I was crazy about television," says Cronin. "I had sitcoms memorized and was a TV fan the way that other people were sports fans."

He eventually found his calling at Nick at Nite, the home for classic TV fans. Apparently there are many others out there just like him. Serving up reruns of shows like *Dick Van Dyke* and *The Mary Tyler Moore Show*, the 10-year-old prime time network (it shares a channel position with Nickelodeon) during the second quarter averaged nearly 1 million viewers in prime time and was the fourth-most-watched basic cable network in the country.

"We've become this wholesome alternative, and yet not a dorky wholesome alternative," says Cronin. "We're getting the family audience and we're getting the 'downtown' audience, and I think it's showing up in our ratings."

Cronin, son of an orthopedic surgeon and "a Donna Reed-type homemaker," majored in film and TV at the University of Notre Dame. His first hands-on experience was as an intern shooting news footage for university-owned NBC affiliate WNDU-TV.

Cronin moved to Los Angeles after graduation and took a variety of production jobs that included work on commercials, *The Merv Griffin Show* and even a low-budget motorcycle movie. But eager to get into the business side of the entertainment industry, he enrolled in a master's program at the University of Southern California designed for would-be film and television executives.

Cronin finished the two-year program and took a job with Spotlight, the defunct HBO competitor that was launched by some of the nation's top multiple system cable operators. At one point, he served as the entire affiliate relations department for Spotlight and spent a good part of his two years with the company visiting cable systems around the country.

The experience led to a job at MTV Networks (then Warner Amex Satellite Entertainment Company) handling affiliate sales and marketing for central California and the northwestern U.S. He moved to corporate headquarters in 1987 to head marketing efforts for Nickelodeon and Nick at Nite. He was named general manager of



*"I think that right now we own the classic TV position, and there's a big advantage to being the first in."*

### Rich Cronin

**Senior Vice President and General Manager, Nick at Nite; b. July 21, 1954, Chicago; BA, University of Notre Dame, 1976; MFA, University of Southern California, 1981; affiliate relations manager, Spotlight, 1981-83; manager, affiliate sales and marketing, MTV Networks, Los Angeles, 1984; regional director, affiliate sales and marketing, Chicago, 1985-87; vice president, marketing, Nickelodeon and Nick at Nite, New York, 1987-92; senior vice president, 1992-93; current position since July 1993; married Anne Mattimore, Nov. 4, 1979; children: Claire, 9; Johanna, 6; Matt, 4; Ryan, 1.**

Nickelodeon in July 1993.

Nick at Nite today has the highest profit margin of any of the MTV networks because of its low original programming costs and inexpensive cross-promotions, says Cronin. Nickelodeon and Nick at Nite share a staff of about 120 people, and Nick at Nite alone has a staff of just five. The Nick at Nite success story has been so strong that several studios are said to be kicking around the idea of launching rerun channels of their own to capitalize on the popularity of their sitcom libraries.

"I think that right now we own the classic TV position, and there's a big advantage to being the first in," says Cronin. "The key to our success has been the ability to own this classic TV position and develop Nick at Nite into a brand that has a real personality to it."

Nick at Nite is expanding that brand to include a record label featuring classic reissues; a nostalgic magazine, and a line of books published through sister company Simon & Schuster. This week, the network debuts its online Web site for classic TV fans. Cronin someday would like to see a Nick at Nite home video line and maybe even original movies produced in conjunction with sister company Paramount Pictures.

Cronin is actively involved in creating synergies within the Viacom-Paramount-Blockbuster media colossus as one of three co-chairmen of the Viacom Marketing Council. Cronin and co-chairmen Brian Woods of Blockbuster and Arthur Cohen of Paramount Pictures meet each month with top executives within the conglomerate to kick around ideas. Cronin also will be part of a newly formed Viacom International Marketing Council that will meet for the first time this September in London.

Looking ahead, he is setting his sights on launching the long-talked-about 24-hour version of Nick at Nite. The 24-hour version in prime time would offer a lineup of classic shows distinct from those appearing on the existing Nickelodeon/Nick at Nite hybrid channel. Cronin says the full-time network, tentatively called "Nick at Nite's TV Land," should be up and running by 1996 or 1997.

"Over the years we've been able to get some really loyal advertisers who were initially skeptical about advertising on a 'rerun channel,'" says Cronin. "Now they are Nick at Nite fans, and we don't have enough inventory." —RB

## BROADCAST TV

Appointments at WBBM-TV Chicago: **Marc Smith**, freelance promotion producer, New York, joins as promotion manager; **Lori Terwell**, acting director, promotion and advertising, named director.

**Steve Dickler**, local and national sales manager, WRC-TV Washington, joins WDCA(TV) there as NSM.

**Joseph Young**, GM, WXIN(TV) Indianapolis, joins KDAF(TV) Dallas in same capacity.

**Tom Ash**, senior promotion producer, KPRC-TV Houston, joins KTRK-TV there as creative services manager.

**David Keneipp**, director, business and legal affairs, Fox Television Stations, Beverly Hills, Calif., named VP.

**Joel Goldberg**, executive sports producer, WNBC(TV) New York, adds executive producer, morning programs, to his responsibilities.

**Linda Haddix**, local sales manager, WFIE-TV Evansville, Ind., named GSM.

**Gil Ludwig**, assistant chief engineer, KSDK(TV) St. Louis, named chief engineer.

**Jim Hart**, director, marketing and promotion, WXII(TV) Winston-Salem, N.C., joins KSAT-TV San Antonio, Tex., as creative services director.

**Michael Resnick**, health reporter, KNSD(TV) San Diego, joins WCIX(TV) Miami, as health/medical reporter.

**Bob Smith**, GSM, WFR(TV) Freeport, Ill., joins WHSV-TV Harrisonburg, Va., as GM.

## PROGRAMING



*Berger*

**Joshua Berger**, managing director, Spain and Portugal, and director, business development, Europe, Warner Bros. International Television Distribution, Madrid, named VP, business

development, Europe.

**Kary Antholis**, director, documentaries, HBO New York, joins Zaloom May-



## Wolfman Jack, 1938-1995

For many, Wolfman Jack (his real name was Robert W. Smith) was synonymous with rock 'n' roll radio. Known for howling on the air, telling listeners to "get naked" and playing rock music that some considered risqué in the early 1960s, Wolfman Jack pioneered the art of the outspoken AM disk jockey. He died July 1 of a heart attack at age 57 at his home in Belvidere, N.C.

Wolfman Jack pushed the limits as a DJ, earning a devoted audience while broadcasting from XERF(AM) Ciudad Acuna, Mexico, whose 250 kw signal could be heard across most of the U.S. In 1973 listeners were able to match the raspy voice with his unmistakable bearded face when Wolfman Jack played himself in the film "American Graffiti." After working a year at the former WNBC(AM) New York, he moved to Los Angeles, where he had a syndicated radio show for several years and served as host of NBC-TV's *Midnight Special* from 1974-82. He also hosted *Rock 'n' Roll Palace* on The Nashville Network in the 1980s.

Since May 1994 Wolfman Jack had hosted a Friday night oldies show syndicated nationally by Liberty Radio Network. He broadcast his last show from Planet Hollywood in Washington the day before his death. The appearance also marked the end of a 20-day national tour to promote his autobiography, "Have Mercy! Confessions of the Original Rock and Roll Animal."

He was born in Brooklyn, N.Y., and is survived by his wife, Lou Lamb Smith, and two children.

—DP

field Productions, Los Angeles, as head, television development.



*Corbin*

**Karen Corbin**, director, program development, Tribune Entertainment Co., Chicago, named senior VP, program development.

**Brian Neimark**, sales administrator, MTM World-

wide Distribution, Studio City, Calif., named manager, worldwide operations.

**Kirstine Layfield**, VP, international sales and operations, Paragon Entertainment Corp., Toronto, named senior VP, Paragon International.

**Iris Grossman**, original films, Turner Network Television, Atlanta, named VP, talent and casting, Turner Pictures and TNT.

**Lori Finn Coro**, senior VP, television, Seiniger Advertising Group, joins Columbia TriStar Television Distribution, Culver City, Calif., as director,

advertising and promotion.

**John Ankwicz**, associate producer, *Extra—The Entertainment Magazine*, Burbank, Calif., named executive-in-charge, production.

**Darlene Daggett**, senior VP, QVC Home, Sports and Entertainment Merchandising, West Chester, Pa., named executive VP, QVC Merchandising.

**Lisa Potter**, former manager, The Image Bank, New York, joins Tapes-try International there as director, business affairs.

## RADIO

**Tom Michon**, sports sales coordinator, WGN(AM) Chicago, named LSM.

**Mike Lively**, account executive, Banner Radio, Dallas, named manager, Banner's Houston office.

**Maureen Murphy**, manager, pricing and planning, ABC Radio Networks, named director, sales planning and administration.

**Gina Dona**, sales promotions coordinator, Westwood One Entertainment, New York, named creative services manager, parent Westwood One Inc., there.



**Paul Gregrey**, VP, sales planning, ABC Radio Networks, New York, named VP/sales manager, Northwest sales, San Francisco.

**Karen Hallahan LaPlante**, operations manager, Taylor Satellite Talk Inc., Tulsa, Okla., named VP, marketing and customer relations.

Appointments at SW Networks, New York: **Curtis Giesen**, VP, business development, Six Flags division, Time Warner, New York, joins as VP, corporate development; **Todd Sloan**, senior manager, Ernst & Young, New York, joins as VP, finance/controller; **Anita Wallgren**, VP/associate general counsel, Citicasters, Cincinnati, joins as VP, legal and business affairs.

## ALLIED FIELDS



Ostrow

**Lawrence Ostrow**, senior account executive, CBS Inc., New York, joins Interactive Media Works there as managing director, East.

**Tad Turner**, independent consultant, joins National Video

Center, New York, as managing director, National New Media, its digital media production division.

**Michael Ferrell**, operations manager/ chief engineer, WJB-FM Lincroft, N.J., joins Seiko Communications of America, Mahway, N.J., as FM network engineer.

## CABLE

**James G. Brown Jr.**, group product manager, Bell Atlantic, Arlington, Va., joins ESPN, Bristol, Conn., as director, affiliate sales and marketing, central region, Chicago.

**Jeff Krolik**, VP, HBO International, New York, joins SportsChannel Regional Network, Woodbury, N.Y., as senior VP/GM, SportsChannel Pacific.

**William Hart**, head, network sales, NBC SuperChannel, London, joins MOR Music TV, St. Petersburg, Fla., as VP, global distribution.

**Hernand V. Gonzales Jr.**, VP, merchandising and promotions, Telemundo, Miami, joins TeleNoticias there in same capacity.



*The C-SPAN Executive Committee has approved the appointments of Robert Kennedy and Susan Swain as executive VPs and co-chief operating officers. The two previously served as senior VPs at the Cable Satellite Public Affairs Network.*

**Jim Walton**, sports executive producer/VP, CNN, Atlanta, named head, CNN's sports divisions.

**Tony Frassrand**, associate producer, environment unit, CNN, Atlanta, named co-anchor, *CNN Newsroom*.

**Peter Zollman**, media sales executive, Reuters America Inc., joins Time Warner Cable's Full Service Network, Orlando, Fla., as director, news.

**Lela Cocoros**, director, corporate communications, TCI Communications Inc., Englewood, Colo., named VP.

Appointments at the Popcorn Channel, New York: **Stacie Cowan Gray**, freelance creative consultant/art director, joins as VP, creative services; **Nancy Lazaros**, controller, RHI Entertainment Inc., joins as VP/controller.

**Wendy Kim**, consultant, joins DMX Inc., Los Angeles, as CFO.

## Ogiens heads MTM TV

Independent producer Michael Ogiens has been named president of MTM Television. He will report to Tony Thomopolous, CEO of MTM Entertainment Inc. Ogiens will be responsible for development and production of long-form and series programming for network and cable television as well as oversight of the company's syndication production.

Before co-founding the Ogiens/Kane Co., an independent production company, Ogiens was vice president, comedy development, CBS Entertainment. —SC

**Cathy Rasenberger** and **Greg Willis**, VPs, TV Food Networks, New York, named senior VPs, affiliate sales, marketing.

## DEATHS

**Gale Gordon**, 89, actor, died June 30 of cancer at a nursing home in Escondido, Calif. Gordon's (born Charles Aldrich Jr.) most enduring performances were in Lucille Ball's series. He played Mr. Mooney, a stubborn, stuffy bank manager on *The Lucy Show*, from 1963 to 1968. From 1968-74 he played Lucy's brother-in-law and employer on *Here's Lucy*. In the 1950s Gordon appeared on many radio shows, including *Our Miss Brooks*, *The Dennis Day Show*, *My Favorite Husband* and *The Great Gildersleeve*. He successfully made the transition to television and was a regular on *Pete and Gladys*, *Sally*, *The Jack Benny Show* and *Our Miss Brooks*. From 1956 to 1958 Gordon starred in the CBS series *Brothers*. He is survived by a sister.

**Eva Gabor**, 74, actress, died July 4 of respiratory distress at Cedars-Sinai Medical Center, Los Angeles. She had pneumonia and had been hospitalized after breaking a hip two weeks ago. Gabor moved to Hollywood from Hungary in the late 1930s. She landed a contract with Paramount Pictures and appeared in films including "A Royal Scandal," "The Wife of Monte Cristo," "My Man Godfrey" and "Gigi." Besides many guest roles on television variety shows, she hosted an interview program, *The Eva Gabor Show*, but was best known for her role in *Green Acres*, which aired on CBS from 1965 to 1971. She played Lisa Douglas, a Park Avenue socialite transplanted to rural Hooterville because her lawyer husband (Eddie Albert) preferred fresh air to Times Square.

**John (Jack) Hallstrom**, 70, radio station owner, died June 27 in Galesburg, Ill. Hallstrom owned and operated stations, including WRAM(AM) Monmouth, Ill., and KLBA-FM Albia, Iowa, throughout his 40-year career. He also worked as an afternoon announcer at WAIK(AM) Galesburg. Hallstrom is survived by his wife, Louise, and two daughters.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

## **Time Warner has completed its acquisition of KBLCOM Inc.—**

Houston Industries Inc.'s cable TV unit—in a stock transaction valued at roughly \$2.4 billion. KBLCOM, with 700,000 subscribers in Texas, California and Oregon, will boost Time Warner's total addressable subscriber base to 9.7 million. The deal, originally announced in January, gives Houston Industries 1 million shares of Time Warner common stock with an estimated value of \$1.1 billion. In addition, Time Warner assumes approximately \$1.3 billion of KBLCOM debt to give the company \$15 billion in debt overall. However, Time Warner officials say most of the debt increase will be offset by a \$1.3 billion reduction in Time Warner debt since last February and improvement in the company's cash flow.

Radio talk show host **Sonny Bloch last week was indicted by federal prosecutors on eight additional counts** of tax fraud, perjury and obstruction of justice. Last month he was slapped with a 35-count fraud indictment by the SEC. The latest indictment charges Bloch with failing to file tax returns for three years on \$700,000 in income; depositing checks made payable to the company that produced his radio show (Broadcast Management Corp.) into his personal account; using a fake Social Security number to open a bank account, and lying under oath while testifying before the SEC last fall. Bloch is being held in federal prison in Manhattan while awaiting trial in New Jersey on the 35-count fraud indictment.

**Evergreen Media Corp. has turned over exclusive representation of national ad sales for its 20 radio stations to the Katz Radio Group.** KRG previously represented four of Evergreen's stations; the other 16 were handled by

## **Mission accomplished**

The FCC's Mass Media Bureau has achieved its goal of eliminating the backlog of contested station assignment and transfer applications that are more than 180 days old. The FCC disposed of a total 93 contested cases on its own authority and made recommendations to the commissioners on 10 others.

On June 15 the FCC set itself a deadline of June 30 for working through the backlog. The bureau now is working on another backlog: appealed cases that are more than 180 days old. It has set a July 31 deadline for that task.

—CSS

a variety of reps, including several owned by the Interep Radio Store. The addition of Evergreen's major-market stations is expected to boost KRG's annual gross billings by more than \$35 million, KRG officials say.

**Hallmark Entertainment has created a new division, Hallmark Entertainment Network,** to launch 24-hour premium cable channels worldwide through a series of joint ventures. Headed by George Stein, former Encore senior VP, the operation expects to begin broadcasting within the year in Great Britain, Sweden, Norway, Finland, Denmark, Belgium, the Netherlands and Luxembourg.

**Nynex has decided to conclude its Manhattan video dialtone trial,** according to a letter sent to the FCC. Nynex said it expects that new technology will enable it to conduct an advanced trial of digital video services by next year. Nynex will test the digital video system in several New York apartment buildings.

**Richard Neustadt, 47,** former Carter administration telecommunications policy adviser, died July 2 in a California rafting accident on the Yuba River. Neustadt had been in the wireless telecommunications business since 1982, when he co-founded Private Satellite Network. Neustadt also developed a Spanish-language radio service in Los Angeles and other communications com-

panies. During the Carter administration, Neustadt played a central role in the organization of the National Telecommunications and Information Administration. He was also a proponent of programs to advance minority ownership in broadcasting. After he left the White House, he became a partner at the Washington law firm Kirkland & Ellis. He is survived by his wife, Roxane Googin.

**An International Telecommunications Union study group has, for the first time, adopted worldwide cable transmission standards.** The standards employ the "64 quadrature amplitude" modulation (QAM) system for digital TV that was backed by the U.S., Europe and Japan. "This is a very important step for the cable industry in North America," says Cablelabs CEO Dick Green, who chaired the study group.

**A U.S. District judge has granted a temporary restraining order** delaying enforcement of the Georgia law (scheduled to take effect July 1) that would have required TV ads for workers' compensation legal services to include a five-second warning (in 36-point type against a dark background) of penalties for fraudulent claims. Its constitutionality had been challenged by a lawyer advertising such services. The court now will conduct a hearing before ruling on a motion for a preliminary injunction.

**PBS and CPB have awarded**

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**\$2.7 million from their Program Challenge Fund for two new series:** *Inspired by Bach*, a six-part series of performances by cellist Yo Yo Ma, and *Travels*, an eight-part series of "extraordinary travels for ordinary travelers."

**CNBC averaged a 0.5 prime time rating** (Mon.-Fri., 8-11:30 p.m.) representing 283,000 households and averaged 131,000 households on a full-day basis during the just-completed second quarter, according to A.C. Nielsen Co. data supplied by the network. These correct numbers in the July 3 issue of BROADCASTING & CABLE.

**VH1 has acquired exclusive rights to the Live Aid 10th Anniversary**, an eight-hour event highlighting the most outstanding performances from the legendary benefit concert and previously unseen backstage interviews. The special airs on July 15.

**Mark Handler**, Disney Channel senior VP of sales and marketing, has been named president of newly created Disney TeleVentures, which will handle all creative, programing, marketing and technology associated with Disney's partnership with Ameritech, BellSouth and SBC. Handler joined the channel in 1984 after six years with Cox Cable.

**CBS and Granite Broadcasting have announced a 10-year affiliation agreement** covering Granite's three CBS affiliates: WTVH(TV) Syracuse, N.Y.; KEYE(TV) Austin, Tex., and WMMT(TV) Kalamazoo, Mich.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 25. Numbers represent average audience/stations/% coverage.)

|                               |             |
|-------------------------------|-------------|
| 1. Wheel of Fortune           | 11.2/228/99 |
| 2. Buena Vista I              | 9.4/168/88  |
| 3. Jeopardy!                  | 9.1/218/97  |
| 4. Oprah Winfrey Show         | 6.6/239/99  |
| 5. Wheel of Fortune-wknd      | 6.0/180/82  |
| 6. Star Trek: Deep Space Nine | 5.9/238/99  |
| 7. Entertainment Tonight      | 5.8/180/83  |
| 8. Hard Copy                  | 5.3/190/94  |
| 8. Lgnd Journeys of Hercules  | 5.3/192/96  |
| 8. Inside Edition             | 5.3/180/94  |
| 11. Family Matters            | 5.1/193/92  |
| 11. Roseanne                  | 5.1/184/85  |
| 13. Ricki Lake                | 5.0/225/98  |
| 14. Baywatch                  | 4.9/222/96  |
| 14. Fresh Prince of Bel Air   | 4.9/139/84  |
| 14. Married...With Children   | 4.9/180/93  |

## COUDERSPORT, PA

### Adelphia gets cash infusion

The Rigas family, majority owners of Coudersport, Pa.-based MSO Adelphia Communications, has signed a deal with a Pennsylvania investors group to trade an undisclosed portion of the family's privately held Adelphia stake for an investment of \$100 million in cash. The family reportedly will reinvest the cash in shares of Adelphia Class A stock, a move industry observers say is designed to bolster the stock's value to set up another Rigas deal: purchase of the Pittsburgh Pirates, whose baseball games are carried on Adelphia. The investment group comprises the Commonwealth of Pennsylvania Public School Employees Retirement System (\$75 million) and Spectrum Equity Investors LP (\$25 million). Adelphia, the country's seventh-largest MSO, with 1.6 million subscribers, is 75% owned by Rigas; the rest is publicly held.

## HOLLYWOOD

### People's voice

The Caucus for Producers, Writers & Directors has given initial approval to a project that would establish a "Citizens Assembly" to evaluate the quality of TV programing. The idea came in a "call to action" paper by David Levy, the caucus's secretary and longtime leader (he once headed programing for NBC and was an agency executive with Young & Rubicam). Levy's thesis is that TV has been reduced primarily to the role of serving advertisers, a situation he calls "television without representation" for the viewing public. While stressing First Amendment rights and eschewing censorship, he proposes a citizens assembly to meet semiannually to appraise the overall state of TV and issue a report to the industry. The assembly would have no authority to impose findings, but would rely on public opinion.

### Arresting development

Genesis Entertainment on Aug. 14 will preempt its usual *Emergency Call* weekly half-hour reality show to present a onetime test of *Citizen's Arrest*, a potential new reality strip. The show, produced by Paul Buc-

cieri and Robert Weiss in association with *Top Cops* producer Barber/Langley Productions, is under consideration for a fall 1996 syndication launch as a companion to *Top Cops*.

## NEW YORK

### Tyson update

Direct broadcast satellite service Primestar is expected to announce this week a deal to carry boxer Mike Tyson's Aug. 19 return to the ring live on pay per view. Competing DBS service USSB last week announced it would offer the fight for \$49.95 with a \$10 discount for customers who order by phone before midnight Aug. 16 or through their remote control at any time.

### Burns tackles Big Apple

Documentarian Ric Burns is reteaming with partner Lisa Ades to produce *New York*, a five-part, 10-hour documentary series about the city that is targeted to debut on PBS sometime during the 1997-98 season.

### Rocker changes its tune

In a surprise move, veteran album-oriented rock WNEW(FM) switched its format last Friday to a rock alternative playlist, with emphasis on bands from the 1980s and 1990s. WNEW had earned a wide reputation as a rock format pioneer in the New York market since going on the air in 1958 with heavy play of established rock artists. The latest Arbitron ratings for the Group W station reached a 2.1 share with listeners ages 12 and older, placing the station behind two of its competitors in New York, contemporary hits WHTZ(FM) and classic rock WXRK(FM).



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"I don't care how he looks—he's our leading account rep."

## Half full

A tip of the editorial visor to the FCC and the Mass Media Bureau for eliminating the backlog of contested assignment and transfer applications by its self-imposed June 30 deadline (it resolved 93 applications and made commission recommendations on another 10). Next up is the July 31 deadline for appealed cases more than 180 days old.

Keep up the good work.

## Wordsmithing

Being in the word business ourselves, we should not be surprised that others are so effective in affecting popular attitudes through their choice of language. Three for-instance come to mind: the use of "public television" to describe the least-used-by-the-public portion of the TV spectrum; "friendly fire," to describe the act of killing your own, and the term "safe harbor" to describe the process of eviscerating virtually all broadcast programming to make it innocuous to children.

The U.S. Court of Appeals for the District of Columbia is the latest to buy the safe harbor concept, in upholding the FCC's 6 a.m.-10 p.m. blackout of programming that some have labeled "indecent." There's another insidious word for you. What "indecent" really means is "not obscene," and in First Amendment terms it's fully protected, in every medium in the land. Except, now, broadcasting.

We're all for amplifying efforts to present programming for children. We're totally against sanitizing the entire broadcast day to exclude programming for adults, not to mention allowing the FCC to intrude into the programming decisions of consenting citizens. It's against the First Amendment and against good public policy. This court was 7-4 wrong; we hope the next one will be at least 5-4 right.

## Fireworks

Notwithstanding all the sturm und drang accompanying the cable industry these days, it is hard not to sense a surge of optimism about that medium. As this issue's "Top of the Week" notes, subscriber counts are up almost everywhere. The basic cable picture, confused by the FCC's rate manipulations, appears to have sorted itself out. Major deregulation could be weeks away. Some principal competitors on the telco side appear to have decided that old-fashioned cable is the modern way to go. That's playing to cable's strong suit.

This page was impressed by last week's interview with Robert Johnson of Black Entertainment Television, who concurred in several sentiments with which we've been associated. Among them was a pessimistic approach to the two-wire concept, which would have the cable industry and the telephone industry building redundant superhighways to America's homes, at the cost of hundreds of billions to deliver essentially what's available today. "I'm not convinced there's a two-wire economy for us. I think there's a one-wire economy for us," Johnson told our editors, adding that "I've always believed that when the telephone companies get into the cable business, they'll buy their way in." But what about the new telecommunications legislation that is designed to prevent telco-cable buyouts (except in smaller markets)? "I think this new law is going to be subject to some reality checks later on," said Johnson, to our quiet cheers.

In a mild but telling forecast, Johnson said that "five years from now, telecommunications is going to be more like today than people think it will be." What that statement doesn't convey is the amount of change (sturm und drang) that will go on in the meantime. As the summer of 1995 is already showing, it's time to hang on to your hats. You'll need them for the celebration.

Lawrence B. Talshoff, chairman  
Peggy Conlon, publisher

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Chris McConnell, Christopher Stern, Julie A. Zier, staff writers  
Rick Higgs, systems manager  
Denise P. Smith, Kenneth R. Ray, production artists  
Winslow Tuttle, Catharine Garber, proofreaders  
□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028  
Stephen McClellan, bureau chief  
Mark Berniker, senior editor (interactive TV)  
Rich Brown, assistant editor (cable)  
Donna Petrozello, James McConville, staff writers  
□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100; Fax 213-937-4240  
Steve Coe, bureau chief  
David Tobenkin, staff writer

□ London Paramount House, 162-170 Wardour St., W1V3AT; 44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, Debra Johnson, international editors

### Circulation

Michael Borchetta, subscription promotion director  
Leonard Weed, fulfillment director

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### Manufacturing/Distribution

Michael Arplino, director  
Sharon Goodman, production services director  
Fern Meshulam, associate ad production director  
Louis Bradfield, distribution director  
William Cunningham, distribution manager  
Jose Medina, quality assurance manager

### Advertising Production

212-463-6527; Fax 212-463-6555  
Florence Fayden, production manager  
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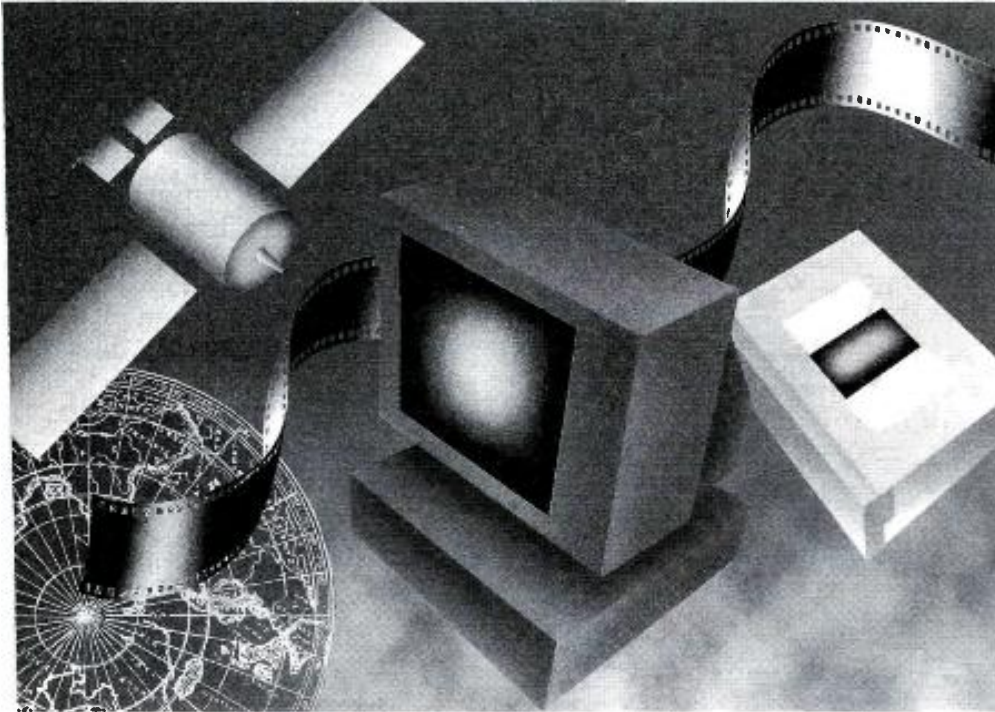
□ New York 212-337-6940; Fax 212-337-6947  
Randi T. Schatz, international sales director  
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Doris Kelly, sales service manager

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Yukari Media (Asia): (81) 6 956 1125; Fax (81) 6 956 5015  
Jennifer Montefiore, BCC (United Kingdom & Europe): (44) 171 437 0493; Fax (44) 171 437 0495  
Albert Ticheler, Cahners Publishing Company (Benelux Equipment Advertising): (31) 40 41 3727; Fax (31) 40 42 0430  
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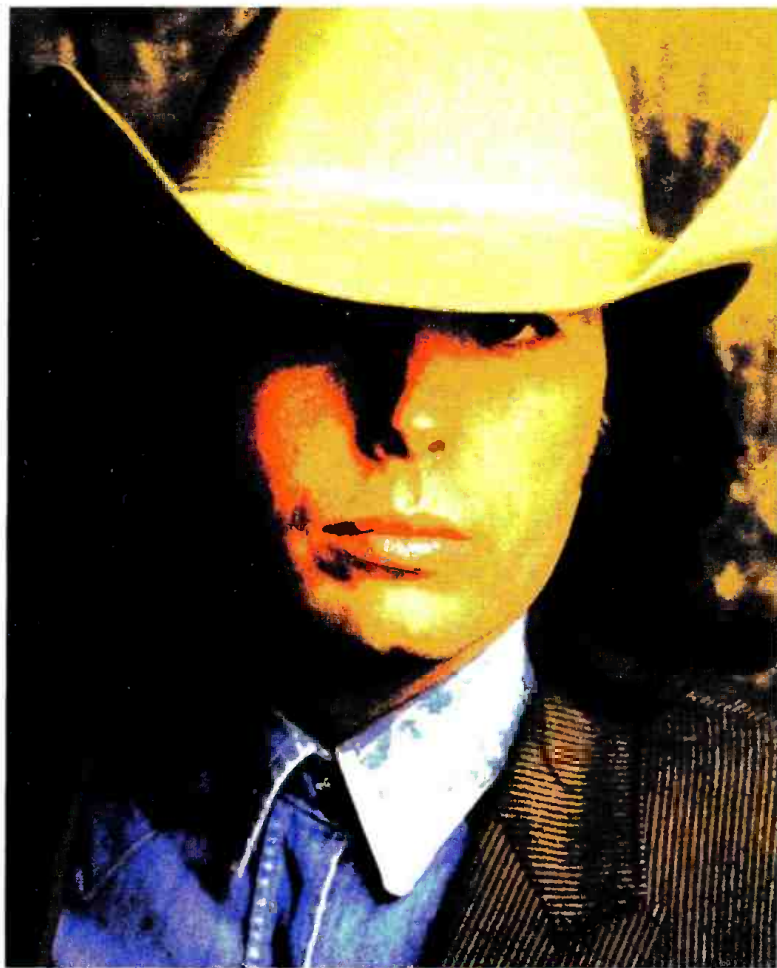
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