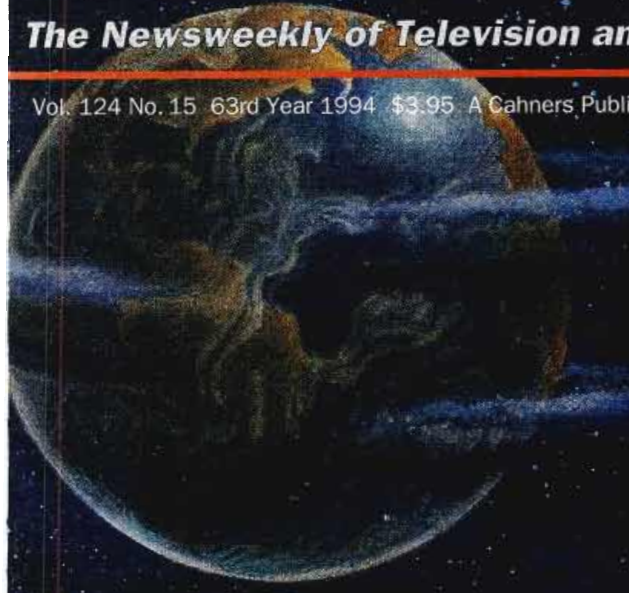


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Broadcasting & Cable

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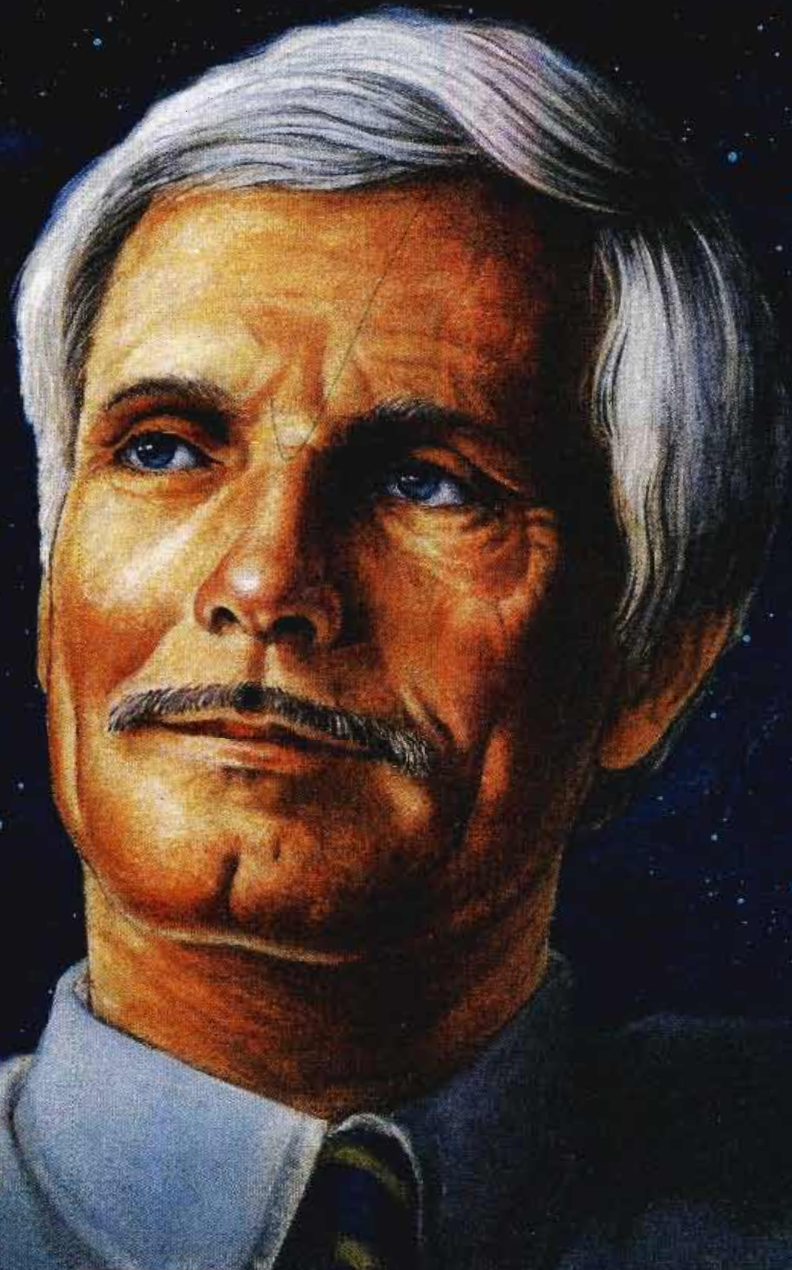
Ted Turner At Home and Abroad

PAGE 30

Divergence replaces convergence on the infoway PAGE 6

Chapter and verse on cable regs PA

Networks roll out kids TV schedules



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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

The new look of convergence Despite the collapse of the \$5 billion joint venture between Southwestern Bell and Cox Cable Communications, the convergence of cable and telephone is still inevitable, industry observers say. Advances in technology and increased competition will continue to spur mergers. / 6

Cable faces Wall St. woes Given events of the past two weeks on Wall Street, the only surprise would have been if cable stocks and bonds hadn't gone down. One major cable investor described his group as "shell-shocked," noting that some cable securities are down as much as 40% from recent highs. / 8

Levin provides insider's vantage FCC Chief of Staff Blair Levin tells BROADCASTING & CABLE the new cable rules "are much improved from both the consumer and industry point of view." / 10

TCI opens digital TV center TCI's determination to move the cable industry toward digital compression has taken a major step with the opening of the company's National Digital Television Center near Denver. The center converts analog video and audio to digital, then compresses the signals for distribution via satellite. / 14

'Star Trek' boldly commands record rates The last episode of Paramount's *Star Trek: The Next Generation* is commanding record spot ad rates for a syndicated episode and spawning an array of events. / 16

Tough talk over Fox football ABC told affiliates that they would risk losing carriage of such important franchises as the World Series if they pick up Fox's recently acquired NFC football package. The Fox package would cause at least 70 hours of program preemptions, an ABC official says. / 18



Top ad rates for the final episode of *'Star Trek: The Next Generation'* are higher than those charged for the finale of *'Cheers.'* / 16

PROGRAMMING

Networks add kids shows

Thirteen new series, including animated adaptations of the films "Beethoven" and "Free Willy," will join the networks' regularly scheduled children's lineups this fall. Fox, the ratings leader, is launching a preschool educational series. / 19

Not yet 'Time 2 Generate'

MCA Television will delay the fall syndication launch of teen news magazine *Time 2 Generate* to try to line up better time periods. MCA says it remains fully committed to the hour weekly news magazine. / 22

New cable networks popping up all over

Despite limited channel capacity, cable networks continue to surface in anticipation of the 500-channel universe. More than a half-dozen cable networks, including the Popcorn



'Spider-Man' swings into action this fall on the Fox Children's Network; MCA Television's 'Time 2 Generate' will wait in the wings for more favorable scheduling. / 19, 22

Channel, the Cupid Network and the Automotive Television Network, have announced plans to launch since the beginning of the year. / 24

Downgraded 'Jones' keeps moving up

The fastest-growing talk show in February year-to-year comparisons was Warner Bros. Domestic Television Distribution's *Jenny Jones*. Just two years ago, the show was considered dead in the water and was downgraded on many stations. / 26

COVER STORY

The boundless Ted Turner

Even as Turner Broadcasting focuses on global expansion, domestic activities keep spinning. There is talk that chairman Ted Turner might be looking to launch a fifth broadcast network. Meanwhile, Turner Classic Movies launches



"There's a lot of confusion and a lot of fear. I think the FCC thought they gave us help, but things have only gotten worse."—Lyn Simpson, secretary, Small Cable Business Association, on the effect of the FCC's new cable rate rules

APRIL 11, 1994

this week. It will be the sixth national cable network owned by the company. / 30

Road to globalization

Ted Turner has always put his money where his mouth is. These days, it's in international expansion. The man who helped cable television mature in the U.S. is just coming off an eight-city Asian tour, downfield-blocking foreign governments as he scours the world for opportunities on the road to globalization. / 34



Rupert Murdoch faces challenge over TV ownership. / 38

BUSINESS

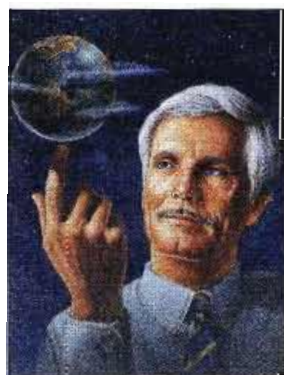
Does Fox have a foreign accent?

The FCC is considering whether Fox's television stations violate commission rules limiting foreign ownership. The issue arose with an NAACP challenge of Fox's signal overlap waiver application. Though that application has been withdrawn, the deadline for public comments on the ownership is tomorrow. / 38

RADIO

One-On-One nabs World Cup rights

One-On-One Sports Network has been awarded the English-language radio rights for the World Cup soccer tournament, to be held in the U.S. for the first time this summer. The Chicago-based all-sports talk radio network of 150 stations is scrambling to add new affiliates before the opening match between Germany and Bolivia on June 17. / 48



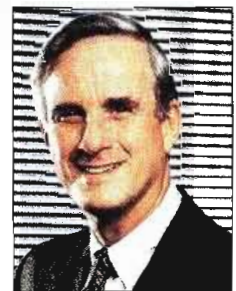
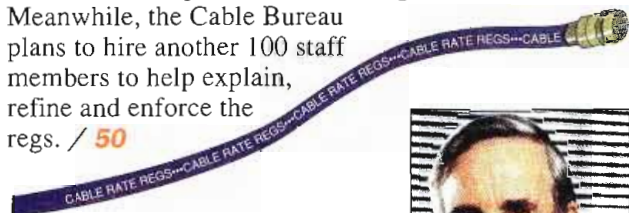
On the Cover:

Ted Turner, although still active in the U.S., is casting his expansion eye over the entire globe. He already has pioneered the use of satellites for international distribution, and now wants to deliver entertainment channels around the world. Cover illustration by John Kachik / 30

WASHINGTON

Deciphering the FCC's new cable rules

Small cable operators, programmers, the FCC's own Cable Services Bureau and others have had some time to start digesting the FCC's new cable rules and regulations. Small operators see nothing but heartache. Meanwhile, the Cable Bureau plans to hire another 100 staff members to help explain, refine and enforce the regs. / 50



Richard Roberts's TeleCable faces the daunting task of having to both calculate benchmark formulas and prepare cost-of-living calculations. / 51

Bad timing

For TeleCable President Richard Roberts, the FCC's mandated rate reduction of 17% over September 1992 levels comes at a bad time. He is investing heavily in fiber optic cable, and TeleCable's capital expenditures are up 70% over this year. He's seeking the best set of rates he can find. / 51

Programers feel the chill

The new cable rules create a particularly harsh environment for new services, cable operators and their program suppliers say. They think channels will be dominated by programmers that already have market power and brand recognition. / 51

Will Cuba invade U.S. radio?

The National Association of Broadcasters has warned that radio stations may be subject to renewed interference from Cuba if the U.S. government increases its TV broadcasts to the Communist nation, as a recent report recommends. The fate of the services is in the hands of USIA Director Joseph Duffey, who says the agency will present its recommendations by July 1. / 52



TV Marti's broadcasts to Cuba include news. / 52

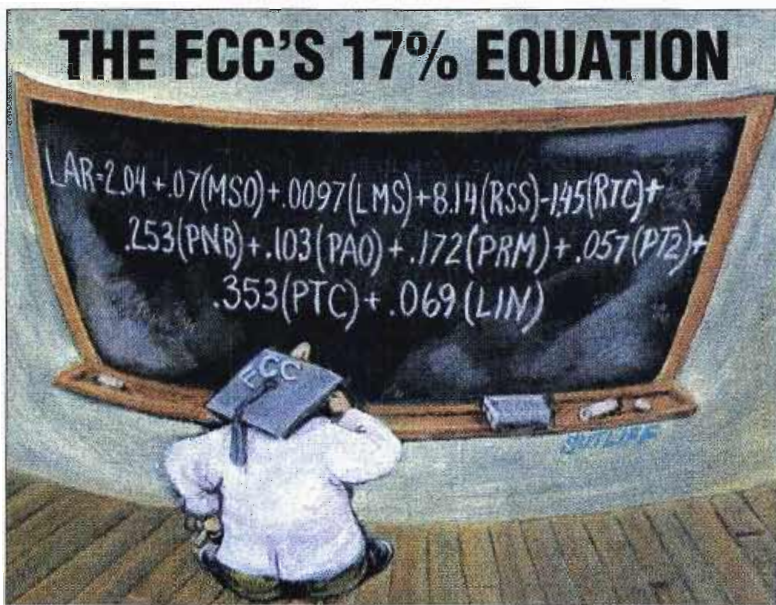
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Cable operators pored over forms and formulas last week to determine whether the FCC's revised rate regulations will, as the agency predicts, cut industry revenues \$3 billion by forcing a 17% rollback in subscriber fees.

While the number-crunching was going on, the overall weight of the new rules already was having an impact. Blaming the regulatory burden, Southwestern Bell bailed out of its \$4.9 billion cable partnership with Cox Cable and triggered further reappraisal of the telco-cable convergence theory (see below). Meanwhile, the rules exacerbated the retreat of cable securities (page 8).



Our FCC technocrat is pondering the formula cable systems must use to calculate their logarithmic average revenue (LAR) per subscriber—the first step in figuring the benchmark rates aimed at cutting cable revenues 17%.

Small operators complained the administrative burden would be as bad as the mandated rate cuts (page 50). Some operators looked to the so-called cost-of-service proceedings as a means of avoiding all or part of the 17% cut (page 51).

If there was good news, it was for the cable programmers. They found in the rules promised incentives for operators to add new services and disincentives for them

to offer services on an à la carte basis (page 51).

Meanwhile, the FCC's chief of staff, Blair Levin, detailed for BROADCASTING & CABLE how the agency came to the 17% cut and why he believes there's some honey to go with the vinegar (page 10).

The divergence of convergence

Breakup of telco-cable mergers notwithstanding, industries say such deals still make sense

By Christopher Stern

Despite the collapse of the \$5 billion joint venture between Southwestern Bell and Cox Cable, the convergence of cable and telephone is coming, although perhaps not as quickly, say observers.

Like the failed \$30 billion Tele-Communications Inc./Bell Atlantic merger, Cox and Southwestern Bell blamed their failure to reach an agreement on the FCC's latest round of cable regulations. But both the cable and the telephone industries insist that the underlying forces at work—chiefly advances in technology and increased competition—will spur the industries to merge.

"I think the deployment of the information superhighway slows down, but that's not to say there will not be other telco-cable alliances," says Cox President James Robbins.

Like other cable and telephone executives, Robbins says the two industries still need each other's expertise in order to provide the network services of the information age. "We both want to bring those services down the pipeline," he says.

Robbins refused to comment on

One for repeal?

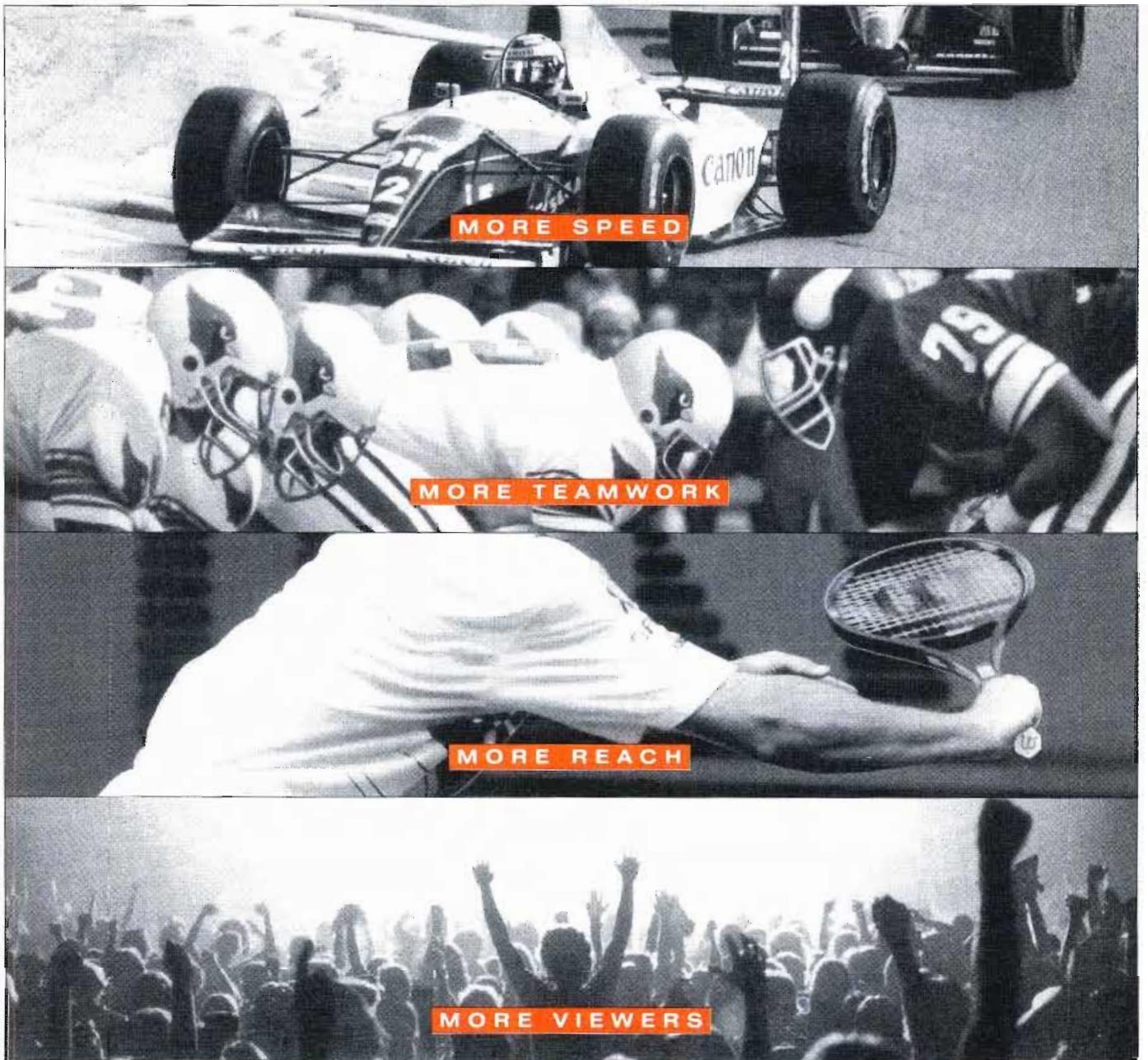
FCC Commissioner Andrew Barrett last week criticized the new cable rules, saying they would stunt cable growth and cause "administrative confusion."

Barrett, who voted for the rules, told a cable group in San Francisco that any regulatory action that reduces cash flow "almost certainly will limit investment for any future growth." —HAJ

Cox Cable's immediate plans but insists the company has a number of options and opportunities. Brokers report that cable MSOs the size of Cox (1.8 million subscribers) remain prized acquisition targets for the regional Bell telephone companies, but a smaller MSO may be forced to consolidate with other systems before it becomes attractive to, or can compete with, the telcos.

And as time goes by, the real reasons underlying cable-telco consolidation are beginning to come to light, says cable broker Timothy David, executive vice president of Daniels & Associates. "Forget about the overhyped two-way interactive service. The most economic use of the cable system is to compete against the local telephone company," says David.

Several brokers last week said it has been more than 10 years since they've



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seen the cable sales market as active as it is now. Just as there is pressure for cable and telephone companies to merge, there are also forces driving cable companies together. "We have clearly seen a rapid trend toward consolidation, not so much a reaction to the breakups as a need to be bigger," says David.

Another possibility suggested by some industry observers is that future telco-cable deals will be oriented toward partnerships rather than mergers. Several suggested the model of the Nynex-Viacom deal that is focused on Viacom's programming. Nynex, like Ameritech and Pacific Telesis, has not shown interest in acquiring cable systems, instead preferring to concentrate on purchasing programming for its video dialtone

experiments.

Brokers say cable companies with fewer than 1 million subscribers have realized during the past year that they will not have the economies of scale to compete with the telephone companies.

Several cable systems are testing the waters, including Norfolk, Va.-based TeleCable, which hired investment banker Lehman Brothers earlier this year. TeleCable has 706,000 subscribers in 12 states. Other cable companies that are on the market include Summit Communications Group, Atlanta, with approximately 150,000 subscribers, and New Heritage Associates in Des Moines, Iowa, with 130,700.

Cable operators say that the new regulations have hurt the smaller com-

panies' ability to compete because their decreased cash flows make it more difficult to invest in the expensive business of building out their systems.

"Entrepreneurs who had not considered marriage before now see that mass makes sense," says Communications Equity Associates' H. Gene Gawthrop, executive vice president and chief operating officer. Gawthrop says his company has been working with several companies in the 200,000-300,000 subscriber range in the hope of getting them to consolidate. "There are some ongoing problems putting these groups together—their entrepreneurial spirit, geographical locations—but there are compelling reasons to bring them together," says Gawthrop. ■

Wall St. woes mask cable's downside

The worst may be yet to come, say analysts

By Geoffrey Foisie

Given events of the past two weeks on Wall Street, the only surprise would have been if cable's stocks and bonds hadn't gone down. Another busted telephone/MSO merger and 700 pages of regulations unfolded against a backdrop of higher interest rates and a stock-market selloff.

One major cable investor described his group as "shell-shocked," noting that some cable securities are down as much as 40% from recent highs.

As of late last week, TeleCommunications Inc.'s "A" shares were trading below \$20, compared with \$26 just two months ago, before the FCC adopted its latest round of regulations. Among other MSO stocks, Adelphia was trading last week at roughly \$13, compared with \$22 earlier; Comcast was at \$18, compared with \$20, and TCA Cable TV was at \$21, compared with more than \$26.

Wall Street felt it didn't need to wait to see how, and in what direction, cable companies' revenue and cash-flow projections would be affected by the FCC's new cable regulation. According to several cable operators, such revised projections may not be available for weeks.

"The reason we are bearish on cable stocks is not because of the rate cut,

but because there are 20 other parts in the Cable Act [of 1992] which are still to be reviewed by a Democratic FCC," said George Dellinger of NatWest Washington Analysis. "The fact is that cable is turning into a regulated utility, which also increasingly faces more competition every day. That kind of business doesn't support a 12-times-cash-flow valuation, especially while the telephone companies trade at only 4 to 6 times cash flow."

Others agreed that the impact of FCC regulation goes far beyond rate changes. Concerns over the regulated nature of cable may have cooled the acquisition ardor of telephone companies, the analysts said. That in turn has cooled cable stock and bond prices.

The collapse of the Bell Atlantic-TCI and, more recently, Southwestern Bell-Cox deals has punctured some of the takeover premium built into MSO securities, said Bob Kricheff, head of high-yield research for First Boston. The absence of similar deals increases the uncertainty over the value of cable assets, he added.

The possibility that telephone companies are being scared away may be the reason that the stock of Cablevision Systems, the most actively rumored merger candidate, was battered the most in the recent MSO

stock slide. Late last week, the stock was selling at \$46, down from \$60 three weeks earlier.

Within the past few weeks, the stocks of cable equipment companies including General Instrument and Scientific-Atlanta also have been affected by the general market rout. But analysts at Wall Street investment banks are not concerned that cable operators are going to stop spending on equipment to upgrade their systems.

In fact, General Instrument should register a 20% operating profit growth on an 18% revenue gain, David Nelson of Lehman Brothers wrote recently. December 1993 was the largest cable order month in General Instrument's history. February was the second largest.

Nelson cited a recent survey that projects MSO construction miles will be up roughly 50% this year over 1993. And that estimate contains the conservative assumption that TCI actually would cut capital spending this year, as the MSO threatened might happen due to regulatory concerns.

Jay Nelson, a securities analyst with Brown Brothers Harriman & Co., said he does not think such a cut will happen. "At the end of the day, I think the money will get spent. I think they are more or less committed." ■

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Evergreens Are Always In Season.

An insider's vantage on the cable rules

A conversation with FCC Chief of Staff Blair Levin

“Congress said rates should be reasonable. By reasonable, it meant approximating what rates would be for systems that face effective competition. We looked at three sets of systems: hundreds of low-penetration systems, some 50 overbuilds and about 11 municipals.

There were a lot of people, including Bell Atlantic, who said simply throw out the low-penetration systems. That's why Bell Atlantic said the competitive differential should be 28, which is one of the great ironies in this. You may think 17 is too high, but there were a lot of people who were arguing a much higher number.

We evaluated the low-penetrations as less significant. We then looked at the overbuilds and found them the most significant in terms of the number that would give you the difference between what a competitive system would charge and what a noncompetitive system with similar attributes would charge. The average for that was approximately 16.1.

Then you had the municipals, the public systems. Their differential was 36%. But there are so few of them, and there are so many ways you can cross-subsidize. But what was very significant is that in most of the systems you had an overbuild situation as well—a private competitor that was pricing at a comparable level as the municipals and surviving; none of them had gone out of business. Ultimately, the Cable Services Bureau came in with a relatively small range of numbers, with 17 on the low end. And for a variety of policy reasons, we all agreed on that number.”

What was the high end?

I don't want to be the first to disclose something that my colleagues on the eighth floor have not disclosed.

Your colleagues on the eighth floor have disclosed the chairman wanted 28.

I did quote the 28% figure, but not as our position. That wasn't really in the spirit of negotiation. We said: “We think the Bell Atlantic petition at 28 presents a lot of compelling evidence.” And we said we were in the mid-20s. As soon as the bureau came in with its number, we dropped to the low end of that range.

We cannot duplicate a competitive world, although we can try to replicate it. We can create incentives, and there are a variety of things—programming and access and other things—which attempt to do that. Now what would happen in a competitive world when a new competitor comes in? The first thing that happens is the rates go down—probably, but not necessarily. From the subscriber's side, either rates go down or services go up, or there's some combination of the two.

Eventually, I think rates will creep back up, for a variety of reasons. I think people are going to add new programming and operators are going to be adding upgrades to their sys-



tems, and be allowed to increase their prices because of that.

One of the things that is significantly changed is the way we did programming. There are three ways you could do it. One is to say, “No, you can't add any because what you're really doing is utilizing your market power to get people to pay for programming they don't want.” We rejected that for a variety of policy reasons. A second way is to permit a certain amount per channel that you add; the problem with that is that you get the wrong incentives, not because people are bad, but because people respond to economic incentives. The third option was to allow a cost-plus, and that's what we did.

Some of the complaints we're hearing, particularly from the smaller operators, is that they consider this still very complex and that they don't see the administrative relief they were expecting. They say they're going to have to hire accountants because they can't afford to do the benchmark. They also don't like the freeze. They say their costs have gone up so much since the freeze that they're higher than the cost of living.

It's a problem and it's a concern; it's a weird process. Let me say this. We have a waiver to the freeze provision that I think about five people have come in and asked for. People are entitled to do that. Moreover, many of those systems are protected by transitional rules until the cost study is completed. And we have offered to take the paperwork burden off any system that will just fax us the basic data and let us do the calculations.

The evidence we have shows us that the differential in the small systems is every bit as great as in the large systems and the market power being extracted is great. You have some small, rural subscribers who are paying charges and fees that Congress would define as unreasonable.

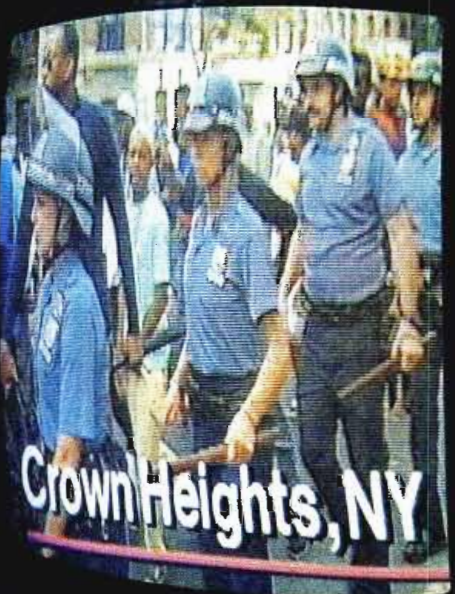
What are the things in these rules that you see as producing a more vigorous and viable cable industry?

First of all, I think the going forward rules are much improved from both the consumer and the industry point of view. Industry has an incentive to put on “quality” programming because it's permitted a 7.5% markup regardless of the cost of the channel. And if it appears that we didn't achieve the goals that we set out in terms of giving the right incentives for adding the programming, we'll obviously take a look at that. But we think the programming and the system upgrades are the good news. And, of course, the allowance for inflation.

Did the final rules change at all, due to the outcry over the 17%? Did you try to cut them a better deal?

Oh, no. My view, and I believe the view of the other officers, was that we understood there were firms with

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monopoly power, and we tried to squeeze out some—not all—of the monopoly rents up front. And then, on a going forward basis, to be much more liberal. We felt it would be better to be tougher on the rate reduction and more liberal on the going forward than the reverse.

Now, industry may argue about whether it's better or not for them. I don't want to say that they should be grateful to us and they should be happy. But I do think that in light of eventual competition, if they price themselves incredibly high and competition comes in and they're suddenly forced to adjust prices downward, that's not a good thing. I wouldn't try to sell it to the industry, but I do think that's fair.

The other thing is, we're being told that this cuts down the revenues, and therefore cable can't build out the information highway. There is a deep philosophical issue

here: to what extent do you allow a monopoly charging monopoly rents to cross-subsidize something else with those monopoly rents. Those very same people are in here telling us not to approve certain video dialtone applications by the telephone companies on the grounds that those telephone companies are, in effect, using their monopoly rents from the telephone service to build out the information highway to offer competition to them.

What could the cable industry do to demonstrate to you that these rules are onerous, that the cut is much too large and that there ought to be relief?

You can always file a petition for reconsideration. But my understanding is that the cable industry isn't going to argue the magnitude of the cut, but the constitutionality. Which is perfectly acceptable. ■

TCI opens digital TV center

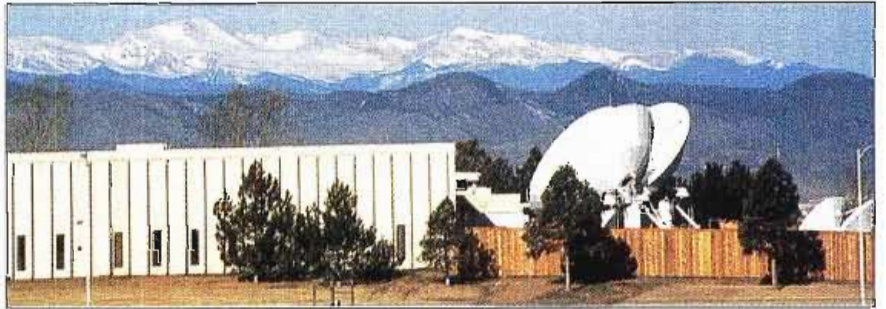
By Rich Brown

What happens when you build a \$100 million facility to send out digital TV signals before there are many subscribers equipped to receive them?

That is what top multiple system cable operator Tele-Communications Inc. is about to find out. The company's determination to move the cable industry toward digital compression technology took a major step last week with the opening of TCI's National Digital Television Center near Denver. The center converts analog video and audio to digital and then compresses the signals for distribution via satellite.

"How fast this can be rolled out is really a question for the vendors," said TCI President and CEO John Malone, speaking at a press conference to unveil the facility. "No TCI shareholder should expect a near-term payoff from this," Malone continued. "The returns for these investments will be into the future."

Some homes will receive programing through the facility in the near-term. The 68,000 households that receive television through Primestar's direct-broadcast satellite service, for example, are currently trading their set-top boxes for digital boxes. Malone said he anticipates that "several



TCI's new National Digital Television Center near Denver

hundred thousand" TCI cable subscribers, primarily in rural areas, will receive the new compressed digital boxes during the first months of 1995.

Once the digital set-top boxes do get rolling, Malone said the first full-feature boxes on the market will probably cost about \$300 each. That is more than twice the \$120-\$140 that cable systems now pay for an analog box that offers 35-40 channels. The added cost will be imbedded in the incremental services, said Malone. He said that only those customers who want the incremental services will be required to have the boxes.

Digital compression will enable the number of available channels to increase tenfold. The variety of new channels to be offered through TCI's digital center will include the eight Encore multiplexed movie channels, multichannel pay per view, and, more than likely, a "best of TV" service that will enable subscribers to order network programs after their original broadcast. Malone said TCI will have "relatively little or no" financial involvement in channels to be offered through the digital compression center. He said that under FCC rules, TCI may own 40% of the channels carried in the analog domain of 75 channels but may own more in an expanded,

digital universe.

TCI already has an agreement in principle with the National Cable Television Cooperative and Telesyn-ergy, two consortia of independent cable companies, for the use of its new facilities. But the center does not sit well with everyone. Viacom, in its pending antitrust suit against TCI, describes the center as part of a scheme by the MSO and its controlled entities to work with General Instrument to "monopolize" national programing and programing distribution markets. "We have at this time no exclusive agreements with General Instrument for any of these technologies," said Malone.

A surprise guest at TCI's press conference was FCC Chairman Reed Hundt. Via videotape, Hundt applauded the facility and said that he is counting on the cable industry to play a "major role" in the development of the information superhighway. Hundt's name came up later when Malone was asked about the impact that the FCC's new cable rate regulations would have on the deployment of digital compression technology.

"There's no question that Chairman Hundt and his colleagues have made the challenges more challenging," said Malone. ■

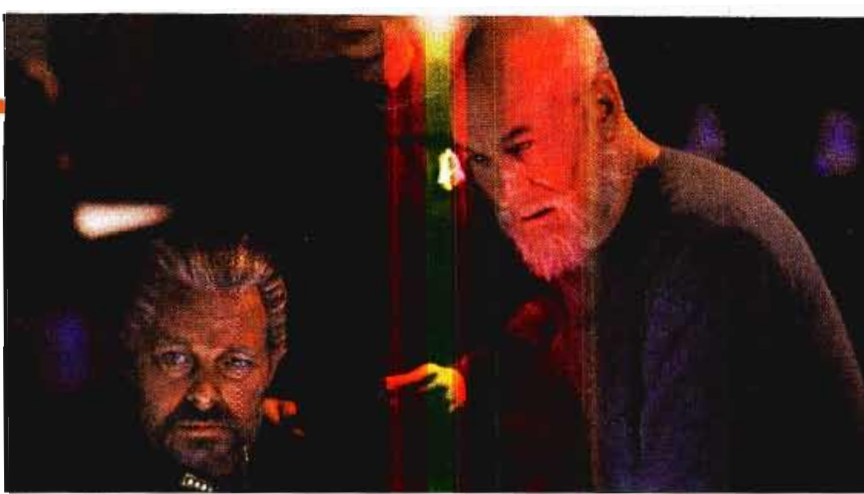


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The storyline for Star Trek: TNG's final episode, "All Good Things," will include a look back to the show's pilot episode and a look forward to the crew's fate 25 years in the future, where a bewhiskered and ailing Captain Picard, above right, is reunited with crew members, including Commander Riker and Dr. Crusher.

TNG goes out with bang

Up to \$700,000 paid for 30-second spot in 'Trek' finale

By David Tobenkin

The last episode of Paramount's *Star Trek: The Next Generation* is headed where no syndicated show has gone before.

The two-hour finale is commanding record spot ad rates for a syndicated episode and spawning an array of events expected to both tap into and increase sampling of the show.

The episode, which will air in a May 23-29 window, is garnering prices of up to \$700,000 per 30-second spot, higher than the \$650,000 flat fee charged by NBC for the finale of *Cheers*, said Marc Hirsch, president of Premiere Advertiser Sales, Paramount's advertising sales wing. (Unlike *Cheers*, however, the *Next Generation* spots will run twice, since all of the show's episodes are licensed for two airings.)

"They are paying a cost per thousand commensurate with the best that has ever been paid to the networks," said Hirsch. Many advertisers are paying less for the spot, but he declined to divulge the average price. Paramount has sold 93% of its barter time for the last episode, titled *All Good Things*....

The \$700,000 figure is roughly double the price of episodes of *Next Generation* this year, said Leo Burnett Co. Media Supervisor Karen Lang.

Helping to boost the show's ad rate is a guarantee to advertisers of a 35 rating—*Cheers*, which had no guarantee, earned a 45—and the fact that the show is one of the few in prime time that draws large numbers of young

males, said Hirsch. The guarantee is based on the combined rating from both runs.

Next Generation, in its seventh season, continues as the strongest first-run drama in syndication history. In fact, the show leaves the air in full stride, with a projected season rating average, exclusive of the finale, of 12.5—up 7.8% from its 11.6 average rating for the previous six years.

The cast is being beamed to the big screen, where Paramount plans to feature its members in a series of movies, beginning in November.

The absence of *Next Generation* will also make more room for Paramount's *Star Trek: Voyager*, an entirely new series that is hoped to be the cornerstone of Paramount new net-

work when it launches in January.

Continuing in syndication is *Star Trek: Deep Space Nine*, which has been renewed for a third season. Off-network since 1991, *Next Generation* is in syndication in 99.7% of the country.

Paramount Television officials are mourning the loss of their flagship show in syndication but are supporting its finale with six hours of special syndicated programming.

"I'm sad; it's a great show coming to an end, but this is a natural evolution from television to the movies," said Joel Berman, executive vice president of Paramount Domestic Television. "We're hoping to send it out in style."

The primary vehicle to do so is a five-hour Viewer's Choice Marathon scheduled to air in first-run syndication between May 21 and May 29. Viewers are being asked to call a 900 number and offer their choice for all-time favorite episode, with the top five running in the marathon. More than 7,000 calls were received in the first four days fans could call the 900 number, said a Paramount spokesman.

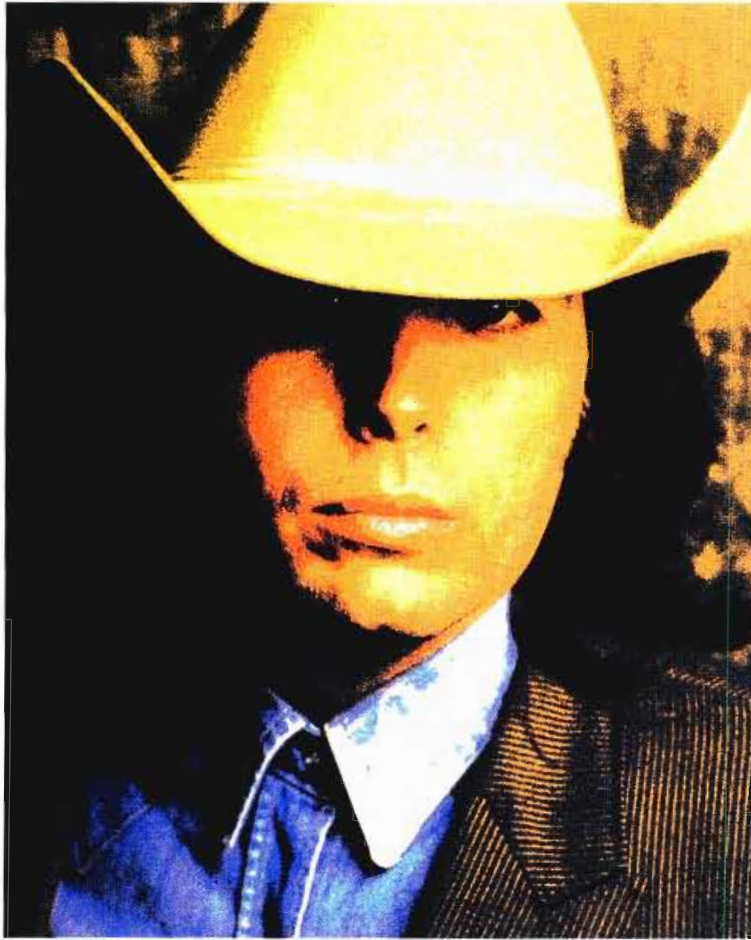
The marathon, to be hosted by cast regular Jonathan Frakes (Commander Will Riker) also will feature five 2-minute commercial breaks during which viewers will be offered episode commemorative merchandise. Local stations will receive a percentage of the revenue generated by sales in their respective markets. Paramount will receive three minutes of barter, with seven to the stations, each hour.

Frakes also will host a one-hour special featuring interviews and previously unaired outtakes from the show. ■

WMAR-TV drops Oprah, Wheel, Jeopardy!

There was big news in Baltimore last week with the word that Scripps Howard-owned WMAR-TV (NBC), the dominant local evening news station, will not renew three King World properties—*Oprah* (effective fall 1995) and *Wheel* and *Jeopardy!* (effective fall 1996). With *Oprah* at 4 p.m., the station's 5 p.m. newscast has frequently been in the 40-share range. Hearst-owned WBAL-TV (CBS) is hoping the talk show will do the same for its schedule. Its evening news, with *Donahue* as a lead-in, has been averaging shares in the high-teens. The WBAL-TV deal is part of a group-wide agreement that will put *Oprah* on all six Hearst stations (several, including WCVB-TV Boston, already have the show). In Baltimore, *Wheel* and *Jeopardy!* are still available. Commenting last week, WMAR-TV General Manager Joe Lewin said the station opted out because it didn't want to be "tied up for the next five years with syndicated programming deals that cause us to lose a great deal of money." Lewin said the station planned to develop a local program to replace *Oprah*. WBAL-TV General Manager Phil Stolz said *Oprah* probably would air at 4 p.m. and that local news likely would be expanded, serving as the *Oprah* lead-out at 5 p.m.

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The Paramount Network beefed up its affiliate lineup last week by signing three more stations. The new additions bring Paramount's station list to 36, covering 47% of the country.

The affiliates are

KFVE-TV Honolulu, KTTU-TV Tucson, Ariz., and KZIA-TV El Paso, Tex. "Since the NATPE convention [in January], we have signed at least 15 key stations in significant markets. We are delighted to continue the momentum by affiliating with these new stations," said Kerry McCluggage, chairman, Paramount Television Group, in announcing the new affiliates.

Warner Bros. also added to its affiliate lineup last week by signing KJLF-TV El Paso, Tex. In addition, Warner Bros. confirmed a BROADCASTING & CABLE report (April 4) that the network has signed three new affiliates, including Miami's WBFS-TV and two unidentified top 50 markets. As reported, Warner Bros. is in final negotiations with WFTY-TV Washington and KTTY-TV San Diego. The latest Warner Bros. signing brings its affiliate list to 23 stations, covering 42% of the country, 73% with the coverage of superstation WGN-TV Chicago factored in. —**SC**

5th NETWORK SCOREBOARD					
Number of Affiliates			% Coverage of TV Homes		
WARNER BROS	2	3	4	2	
PARAMOUNT	3	6	4	7	

Tough talk over Fox football

By Steve McClellan

Fox has the pigskin, and competing networks are getting tough with their affiliates that are flirting with the idea of picking it up.

Last week ABC told affiliates they risk losing carriage of such important franchises as the World Series if they pick up Fox's National Football Conference package.

According to George Newi, head of ABC affiliate relations, only two affiliates have agreed to carry Fox football—KAAL-TV Austin, Minn., and KFBB-TV Great Falls, Mont.

In the letter to affiliates, Newi said ABC's October schedule will include the MLB divisional play-offs and possibly two Sunday World Series games. "We will not allow stations to join these games in progress. Instead, we may look to place our entire baseball package elsewhere."

The Fox football package would cause at least 70 hours of program pre-emptions, Newi said. "For a station to preempt programs that contribute to our ability to pay for *Monday Night Football* would be hypocritical," he said.

CBS, of course, also has indicated that it won't stand for affiliates picking up Fox football. Tony Malara, president of CBS Distribution, reports that only WSBT-TV South Bend, Ind., has picked up the rights to Fox's NFC package.

"Fox has pitched about 50 CBS affiliates in markets where it doesn't have an affiliate, and 40 of them have passed," Malara told BROADCASTING & CABLE last week.

The network and the South Bend affiliate are engaged in a public squabble that points up one of the conflicts in the affiliate-network "partnership." Serving local viewers is "our top priority," said James Freeman, president/GM of WSBT-TV.

CBS, on the other hand, is extremely concerned about maintaining the huge audience for *60 Minutes*.

"If we can't preserve our signature program, then why are we in the network business?" asked Malara. "The affiliates will be the first to complain if Sunday night starts weakening." ■

USSB locks up financing

DBS service says investors have contributed \$140 million

By Harry A. Jessell

For more than a decade, Stanley S. Hubbard has been beating the bushes searching for partners to share the risks and rewards of satellite broadcasting. No more.

Having brought in \$140 million in equity investment, twice what had been intended, Hubbard says, United States Satellite Broadcasting is no longer in the market for investors, although it may eventually take on some debt. "It's amazing," the USSB chairman and CEO and group broadcaster says. "When things go right, they really go right."

With capacity on Hughes's high-power DBS-1 satellite, USSB plans to begin offering next month at least 20 channels of popular cable programming (HBO and Showtime included) to subscribers equipped with satellite receivers and 18-inch dish antennas. The reception gear will retail for \$700.

Hughes's DIRECTV, which shares the satellite with USSB, plans another 50-80 channels of cable and PPV programming.

According to industry sources, the last party through USSB's door was Microsoft billionaire Paul Allen, who invested \$20 million. Last month, a

group led by Wall Street investor George Soros contributed \$42 million. Dow Jones, another latecomer, chipped in \$25 million. Marvin Windows and Doors came up with \$7.5 million.

The new investors join several other individuals and companies, including broadcast groups Nationwide Communications and United Communications, Pittway Corp., Carlson Investments, Burt Harris and Rodney Burwell.

With \$140 million from outside investors and \$50 million in Hubbard's start-up capital, they say USSB has enough cash to cover the \$120-\$130 million cost of the satellite capacity, the \$15 million operations center and start-up operating and marketing costs.

Hubbard confirms all of the investors except Allen. And he declines to comment on the amounts of the individual investments.

However, Hubbard says, all the outside equity goes right into USSB: "Not one nickel comes back to us." And despite the millions of dollars of outside investment, he says he's still in charge—the Hubbard family continues to own more than 60% of USSB. ■

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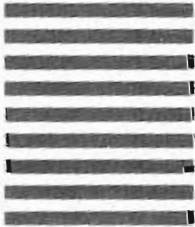
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Networks add 13 new kids shows

Fox launches weekday preschool educational block

By Steve McClellan

Thirteen new series will join the networks' regularly scheduled children's lineups next fall. The networks announced their new shows last week, two weeks after the upfront kids sales market was completed.

Fox, the ratings leader in kids programming among the major broadcast networks, is launching a preschool educational series airing weekdays at 8 a.m. On Saturday mornings, the network will premiere a Marvel Productions show based on the popular comic book character Spider-Man. The network also is launching a superhero spoof called *The Tick* on Saturdays.

CBS will revamp the top half of its Saturday morning slate with four new shows, including an animated adapta-

tion of the theatrical film "Beethoven" and a series version of the popular animated film "Aladdin."

ABC also is introducing four new shows, including an animated version of the popular film "Free Willy" and a live-action sitcom from Steven Spielberg's Amblin Entertainment called *Fudge*.

NBC announced earlier that it will continue its older-kid-and-teen-targeted TNBC lineup (BROADCASTING & CABLE, Jan. 31).

The Fox educational strip, with the umbrella title Fox Cubhouse, is actually three series in one. Jim Henson and the UK's Survival Anglia are teaming to produce a nature series that will air twice weekly in the time period. Fox is teaming with PBS station WQED-TV Pittsburgh and Film



Spider-Man returns to morning network television on the Fox Children's Network.

Australia to produce *Johnson & Friends*, another twice weekly series, which will address social skills such as sharing, friendship and teamwork.

The final series in the Cubhouse strip is *Rimba's Island*, from DIC, which will focus on music and move-

	abc ABC	CBS	NBC	FOX
8:00 am	The Bug's Bunny & Tweety Show Warner Bros. Animation	Little Mermaid Disney	Saturday Today NBC	Jim Henson's Dog City Jim Henson Prod./Nelvana
8:30 am	Free Willy* Nelvana/Warner Bros.	Beethoven* Universal		Eek! & Terrible T'lizards Nelvana Entertainment
9:00 am	Sonic the Hedgehog DIC Enterprises	Aladdin* Disney		Spider-Man* Marvel Productions
9:30 am	Reboot* Limelight	Skeleton Warriors* Graz Ent./Landmark Ent.		Batman & Robin Warner Bros. Animation
10:00 am	Bump in the Night* Danger Prod./Greengrass Prod.	WildC.A.T.S.* Nelvana	Name Your Adventure Peter Engel/NBC	X-Men Saban Ent./Graz Ent.
10:30 am	Tales/Cryptkeeper* Nelvana	T. Mutant Ninja Turtles Fred Wolf Films	California Dreams Peter Engel/NBC	The Tick* Sunbow Prod./Graz Ent.
11:00 am	Fudge† Amblin Entertainment	Garfield and Friends United Media	Saved by the Bell Peter Engel/NBC	Animaniacs Warner Bros. Animation
11:30 am	Cro Children's Television Workshop	Beakman's World Columbia/TriStar/Universal	Saved by the Bell Peter Engel/NBC	Carmen Sandiego DIC Enterprises
12 noon	ABC Weekend Special ABC	CBS Storybreak CBS Entertainment Prod.	NBA Inside Stuff NBA Enterprises	* New show † 'Fudge' premieres in January, replacing 'The Addams Family'
12:30 pm			Various network programming	

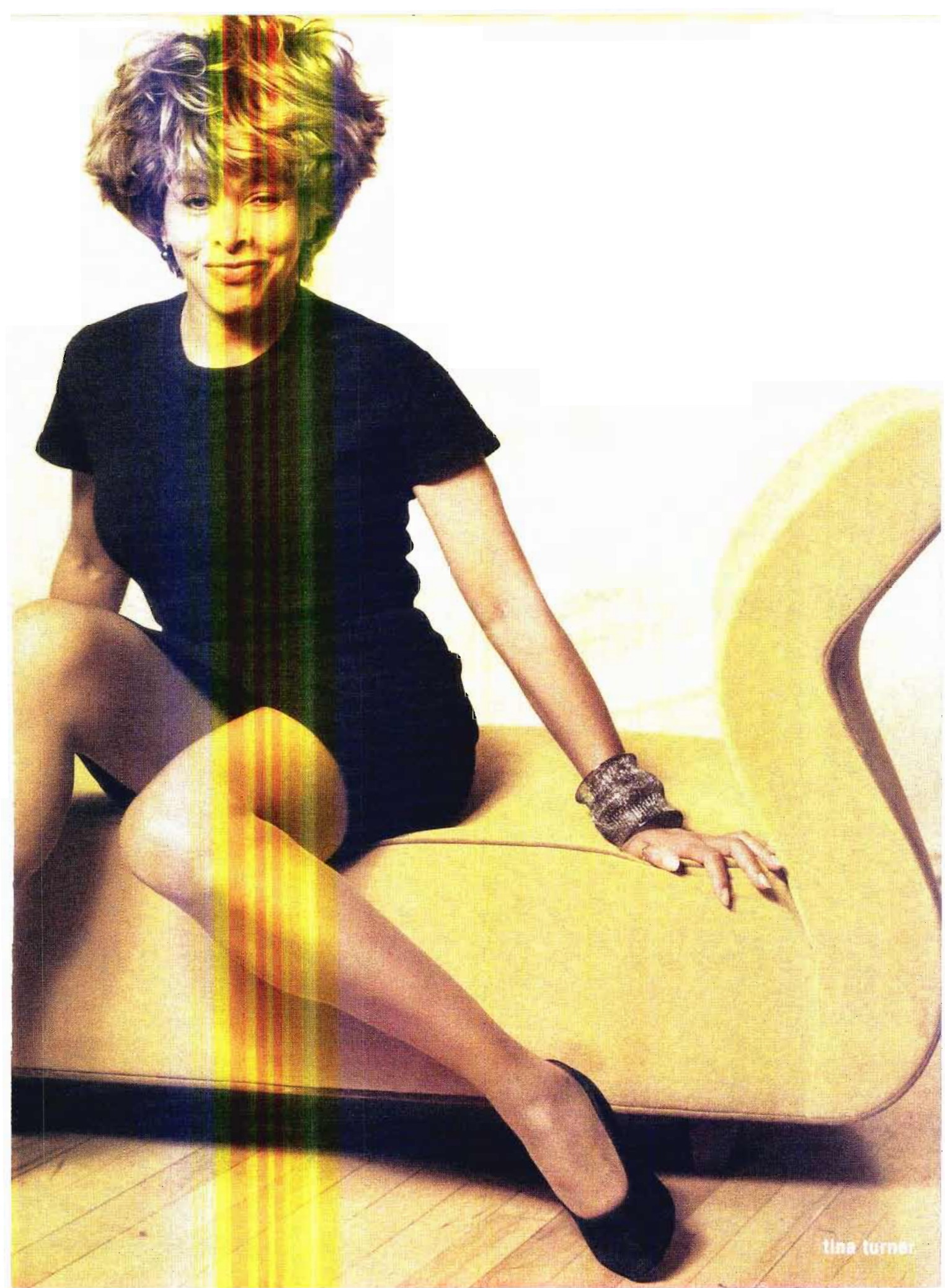
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tina turner

ment for preschoolers. DIC also produces Fox's Saturday morning educational show *Where in the World Is Carmen San Diego*. No network has aired a regularly scheduled daily educational kids series since the departure of *Captain Kangaroo* from CBS a decade ago.

In addition, Fox said its Saturday morning staple, *Bobby's World*, moves to strip at 7:30 a.m., while this season's hit *Mighty Morphin Power Rangers* moves to afternoons at 4:30 p.m. Fox Children's Network President Margaret Loesch (who has just re-upped for four more years) reports that 40 new episodes of *Power Rangers* are being produced this season, for a total of 100 episodes.

CBS children's programs vice president, Judy Price, termed CBS's new slate a "comeback schedule." Season-to-date, the network is battling ABC for second place among kids 2-11. Fox is a dominant first in the demo with a Nielsen average of 7.0/29 for the season, up roughly 30% from a

Weekdays		FOX
7:30 am	Bobby's World Film Roman	
8:00 am	Fox's Cubhouse: The Nature Show (M&F) Jim Henson Prod./Survival Anglia Johnson and Friends (T&Th) Fox/Film Australia/WQED Rimba's Island (W) DIC Enterprises	
3:00 pm	Tiny Toon Adventures Warner Bros. Animation	
3:30 pm	Taz-Mania Warner Bros. Animation	
4:00 pm	Animaniacs Warner Bros. Animation	
4:30 pm	Morphin Power Rangers MMPR Prod. (Saban)	

year ago.

ABC is averaging a 4.5/18 for the season, down 15%, and CBS is a close

third with a 4.3/17, down 17%. While NBC goes after older kids and teens in the Saturday morning time period, it is struggling to get viewers in that demographic. Among persons 6-17, NBC is averaging a 2.2/7, down 50% from a year ago and last among the four networks.

In addition to *Beethoven* and *Aladdin* (the highest grossing animation film of all time), CBS is introducing next fall a series from the producers of Fox's popular *X-Men* called *Skeleton Warriors*. A fourth new cartoon is *WildC.A.T.S.*, based on a popular comic book from Image Comics.

In addition to *Free Willy* and *Fudge*, ABC is adding a clay-animation series, *Bump in the Night*, and a computer-animation series, *Reboot*. The network also said it was introducing a quarterly feature, The Saturday Morning Matinee, to showcase original 90-minute made-fors for kids. The first presentation is an animated musical adaptation of *The Secret Garden*, to air Nov. 5.

MCA decides it's not yet *Time 2 Generate*

Will delay syndicated launch of first-run teen magazine until 1995

By David Tobenkin

MCA Television will delay the fall syndication launch of teen news magazine *Time 2 Generate* until at least January and possibly fall 1995 to line up better time periods for the show, a company official told BROADCASTING & CABLE last week.

The show, cleared in 40% of the country—17% of those clearances from stations belonging to show production partner Chris Craft—is being delayed "so that we can have the best timing possible with the best possible clearances," said the executive. "We came out very late with it—just before NATPE—and we thought it would get lost in the clutter at this point."

She said that MCA remains fully committed to the hour weekly news magazine, which the company says will combine investigative journalism with cutting-edge production values. "We are not making any changes to the show," she said.

"We just want to get the time periods needed to make it work, mainly weekends."

Reaction to the show has been luke-



'Time 2 Generate' awaits better time period clearances.

warm, said one station rep, in part because its demographics are more advantageous to barter, which is held by MCA, than to spot and local time, which would be kept by the stations.

"If it were really hot, it would have been snapped up by older-skewing stations by now," said the rep. "This reflects the fact that MCA can sell Coca-Cola and Nike ads, while the local stations have a much harder time

getting advertisers."

The show splits 14 minutes of advertising time equally between MCA and the stations. The executive said there is no plan to change the split.

Another rep praised the show but criticized MCA for not bringing it to market earlier. "The show is excellent," said the rep. "They are right that it was simply too late to bring it to market."

Time 2 Generate, formerly dubbed *Generation X*, is targeted to capitalize on rising viewership of news shows by 18-to-34-year-olds. Its down-to-earth manner shuns the glitz of teen news competitor MTV. "No video-wall background, no stark black background, no posh Hollywood set or show-biz glitz. T2G's stories are told in a no-bull setting to an audience wary of 'sizzle,'" suggests an MCA release on the show.



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New cable networks ready for launch

Would-be channels scramble to stake their claim in 500-channel universe

By Rich Brown

The Popcorn Channel. The Cupid Network. The Automotive Television Network. They just keep popping up.

Despite limited channel capacity, more than a half-dozen cable networks have announced plans to launch since the beginning of the year.

But the competition is tough. Newcomer cable networks involved in retransmission-consent negotiations—America's Talking, FX, Television Food Network, ESPN2, Home & Garden Television—already have a strong head start in distribution. And the rollout of the digital compression technology that will make 500 channels possible is, by most estimates, a few years away.

Still, the number of new networks continues to grow. Next month, many of them will be butting heads as they court cable operators at the National Cable Television Association convention in New Orleans.

Among the latest to announce plans is Classic Sports Network, a channel that will launch later this year with the financial backing of investment banking firm Allen & Co. and Liberty Media Corp., the spin-off programming company of top multiple system cable operator Tele-Communications Inc. Founding management partners and operating executives—including former Time Warner executive Brian Bedol; former MLB deputy commissioner Stephen Greenberg, and former A&M Records president/COO Gil

Frieson—are also talking with AT&T about an equity stake in the service.

The channel will feature classic sports footage and various home shopping shows.

Also new to the mix is the Popcorn Channel, a New York-based network

popcorn

channel

that marks the first TV venture by powerful Toronto-based media company Torstar Corp. and Canadian film and TV producer Salter Street Films. Torstar, which will own 80% of the new channel, also owns the *Toronto Star* and Harlequin Books. The network, which is scheduled to launch in the first quarter of 1995, will show previews of theatrical movies and give information on where the movies are showing locally. Eventually, viewers will be able to order movie tickets through the channel, according to Marcia Norsha, executive vice president, marketing and programming.

There is no time like the present for new networks to stake their claim, according to John Coscia, senior vice president, Global Television, an Acton, Mass.-based television production company that plans to launch ATN, The Automotive Television Network.

ATN plans to launch in early 1995 with a lineup that will include automotive news, sports, documentaries,

an...
panning, motor sports and talk
Wheel. shows. The parent com-
motive-reduces *Wild About*
Capital in *Recovery Channel*,
the C...
ATN...
motive & Fidelity
This summer
communications
Ky., and Cal.
Associates of K
dova, Calif., plan

rolling out a part-time service. The Auto Channel, which expects to be full-time by mid-1995. TAC parent companies have been preparing for the network with a syndicated series, now in its third season, also called *The Auto Channel*.

Since the start of the year, other networks that have announced plans to launch include:

■ **Cupid Network Television:** Based in New York, the adult home shopping channel debuted March 31 as an unscrambled satellite-delivered service. The service offers adult novelty products, including lingerie, videos, adult games and romantic music.

■ **American Political Channel:** Based in Falls Church, Va., the network plans to launch in early 1995 with a lineup of political news, information and public policy programming. The network plans to offer programming in some markets as early as this fall.

■ **Parenting Satellite Television Network:** Based in South Charleston, W.Va., the network will offer programming, advertising and home shopping aimed at parents, guardians and grandparents. The network is a joint venture of Cambridge Research Group and Motion Masters, two producers of educational materials. The projected air date is the second quarter of 1995.

■ **Hobby Craft Network:** Based in San Diego, the network plans to offer how-to and demonstration programming in all areas of crafts and hobbies, such as needlework and crocheting. The network, which will have home shopping elements, hopes to launch this fall.



'Space Ghost: Coast to Coast,' billed as the world's first late-night talk show hosted by a cartoon superhero, debuts in its weekly slot on The Cartoon Network April 15 at 11 p.m. Celebrities appearing on the show in upcoming weeks include Susan Powter (pictured), the Bee Gees, Timothy Leary and cast members from 'Gilligan's Island.'



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Downgraded Jones keeps moving up

Warner decision to stick with show is rewarded by steady ratings climb

By Steve Coe

Oprah may not have anything to worry about yet, but the fastest-growing talk show in February year-to-year comparisons was Warner Bros. Domestic Television Distribution's *Jenny Jones*.

Just two years ago the show was considered dead in the water and was downgraded on many stations after a

disastrous first-season performance. In the past year the three-year-old show has had a Lazarus-like return, moving up in the ratings and improving its station and time period lineups.

During the recently completed February sweeps, the show posted the largest gains in households and among women 25-54 against all talk shows, when compared with February

1993 performances. In households, the show improved 36% in rating and 33% in share. Among women 25-54, the show improved 60% in rating and 45% in share. In the other key daytime demographic groups, women 18-34 and 18-49, the show was second only to Columbia TriStar Television Distri-

Continued on page 64

SYNDICATION MARKETPLACE

In-house 'Grace'

Carsey-Warner Co. will revive its syndication efforts by distributing its hit *Grace Under Fire* in-house if the show continues to perform strongly, company officials say. *Grace*, in its first season, likely will become available for syndication in fall 1998. The show, which follows number-one-rated *Home Improvement* on ABC, is ranked fifth among prime time programs through March 20 with an 18.0 rating/27 share. The company discontinued its syndica-

tion operation in 1992 after its first-run revival of *You Bet Your Life* was pulled and the company was left without a steady source of syndication programming. Carsey-Warner's *Roseanne* and *The Cosby Show* are distributed by Viacom Inc.

'Showdown' a go

Samuel Goldwyn Television has given the green light to its *Wild West Showdown* first-run hour for an Oct. 1 launch. Top-10 signings of WCBS-TV New York and WTXF-TV Philadelphia have raised clearance to 60%

of the country, including 18 of the top 20 markets. Produced in association with Four Point Entertainment, *Showdown* is being offered to stations on a barter basis, with 14 minutes of commercial time split evenly between national advertisers and stations. The show will join Goldwyn's other syndicated athletic competition, *American Gladiators*, which is entering its sixth season. Contestants will compete against professional cowboys in events testing speed, strength and strategy in a western setting.

World Cup preview

Syndicator GGP has signed broadcasters in 20 Latin American, Asian and Middle Eastern countries in the past month to air its *World Cup '94 Soccer Preview* series, company officials say. The show now has production commitments from 30 countries, including Argentina, Bolivia, Brazil, China, India, Israel, Mexico and Turkey—with deals in another 12 countries expected.

In addition, the six half-hour specials have been licensed to international airline carriers American, Quantas, Royal Brunei, United and Varig Airlines for in-flight programming. The show has been syndicated domestically to 136 stations representing 81% of the country, with broadcast windows from April 9 through June 19. Many of the stations running the show are ABC affiliates carrying this year's World Cup, to be held in nine U.S. cities beginning June 17.

Top cable shows and nets

Following are the top 15 basic cable programs (Mar. 28-Apr. 3), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating	
				Cable	U.S.
1. <i>MLB: St. Louis vs. Cincinnati</i>	ESPN	Sun 8:00p	2,595	4.1	2.8
2. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,314	3.7	2.5
3. <i>Movie: 'Abraham', Pt. 1</i>	TNT	Sun 8:00p	2,305	3.8	2.4
4. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,149	3.5	2.3
5. <i>Cats & Dogs</i>	TBS	Mon 8:05p	2,097	3.4	2.2
6. <i>Movie: 'Jesus of Nazareth,' Pt. 2</i>	FAM	Tue 8:00p	2,096	3.6	2.2
7. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,068	3.3	2.2
8. <i>Movie: 'Jaws'</i>	TBS	Sun 10:35a	2,022	3.3	2.1
9. <i>Movie: 'Jesus of Nazareth,' Pt. 4</i>	FAM	Thu 8:00p	1,882	3.2	2.0
10. <i>Murder, She Wrote</i>	USA	Wed 8:00p	1,839	3.0	2.0
11. <i>Movie: 'Jesus of Nazareth,' Pt. 3</i>	FAM	Wed 8:00p	1,803	3.1	1.9
12. <i>Clarissa Explains It All</i>	NICK	Sat 8:00p	1,757	2.9	1.9
13. <i>Movie: 'Beaches'</i>	USA	Wed 9:00p	1,743	2.8	1.9
14. <i>Movie: 'Jesus of Nazareth,' Pt. 1</i>	FAM	Mon 8:00p	1,727	2.9	1.8
15. <i>Silk Stalkings</i>	USA	Sun 10:00p	1,714	2.8	1.8

The top four basic cable services for the week of Mar. 28-Apr. 3 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/Share
1. USA	1,479	2.4/3.9
2. TBS	1,170	1.9/3.2
3. FAM	1,128	1.9/3.1
3. TNT	1,096	1.8/3.0
3. ESPN	1,001	1.6/2.7

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Ratings Week According to Nielsen, Mar. 28-Apr. 3

	abc ABC	CBS	NBC	FOX	
MONDAY	8.8/14	14.5/23	12.2/19	6.5/10	
8:00	44. Day One 9.9/15	27. Evening Shade 12.5/20	32. Fresh Prince 12.0/19	78. Fox Night at the Movies—Dead Silence 6.5/10	
8:30		15. Dave's World 14.0/22	39. Someone Lk Me 10.8/17		
9:00	63. ABC Monday Night Movie—Stolen Babies 8.2/13	10. Murphy Brown 16.8/25	25. NBC Monday Night Movies—And the Band Played On 12.6/20		
9:30		11. Hearts Afire 14.9/23			
10:00			13. Northern Exposure 14.4/24		
10:30					
TUESDAY	15.7/25	13.3/21	8.0/13	4.8/7	
8:00	22. Full House 13.0/21	17. Rescue: 911 13.8/22	81. Good Life 6.2/10	83. The X-Files 6.0/10	
8:30	23. Phenom 12.9/20		77. Second Half 6.7/10		
9:00	2. Roseanne 21.6/33	20. CBS Tuesday Movie—The Forget-Me-Not Murders 13.1/21	67. J. Larroquette 7.7/12	90. Front Page 3.5/5	
9:30	7. These Fr of Mine 17.6/27		60. J. Larroquette 8.4/13		
10:00	12. NYPD Blue 14.6/24			50. Dateline NBC 9.5/16	
10:30					
WEDNESDAY	16.9/28	8.9/14	11.0/18	6.9/11	
8:00	7. Home Improvmt 17.6/29	61. The Nanny 8.3/14	38. Unsolved Mysteries 11.3/18	68. Beverly Hills, 90210 7.6/12	
8:30	9. Thunder Alley 16.9/27	66. Tom 7.8/12			
9:00	1. Home Improvmt 24.4/38	47. In the Heat of the Night 9.7/15	47. Now w/Tom and Katie 9.7/15	81. Melrose Place 6.2/10	
9:30	3. These Fr of Mine* 19.2/30				
10:00	35. Turning Point 11.5/20	55. 48 Hours 8.8/15	30. Law and Order 12.1/21		
10:30					
THURSDAY	10.3/18	9.1/16	13.7/23	7.8/13	
8:00	56. Byrds of Paradise 8.7/15	58. Dr. Quinn Medicine Woman 8.5/15	43. Mad About You 10.3/18	42. The Simpsons 10.7/19	
8:30		54. Eye to Eye with Connie Chung 8.9/15	24. Wings 12.8/22	58. Sinbad 8.5/14	
9:00	52. Matlock 9.1/15			4. Seinfeld 18.3/30	74. In Living Color 6.8/11
9:30		44. Traps* 9.9/18	5. Frasier 17.7/29	85. Herman's Head 5.3/9	
10:00	20. Primetime Live 13.1/23			36. Dateline NBC 11.4/20	
10:30					
FRIDAY	12.9/24	10.4/19	6.1/12	6.2/12	
8:00	29. Family Matters 12.3/24	49. Diagnosis Murder 9.6/18	84. Viper 5.6/11	87. Adventures of Brisco County Jr. 4.8/9	
8:30	18. Sister, Sister 13.6/25				
9:00	30. Step By Step 12.1/22	39. Burke's Law 10.8/19	79. NBC Friday Night Mystery—Perry Mason: Case of the Skin-Deep Scandal 6.4/12	68. The X-Files 7.6/14	
9:30	27. Sister, Sister* 12.5/22				
10:00	19. 20/20 13.4/25	39. Picket Fences 10.8/20			
10:30					
SATURDAY	10.0/19	12.8/24	7.1/13	6.7/12	
8:00	56. ABC Saturday Night Movie—In Defense of a Married Man 8.7/16	15. NCAA Basketball Championship 14.0/26	74. Blossom 6.8/13	74. Cops 6.8/13	
8:30				65. The Mommies 8.0/14	72. Cops 7.3/13
9:00			44. Walker, Texas Ranger 9.9/20	53. Empty Nest 9.0/16	80. America's Most Wanted 6.3/11
9:30			61. Nurses 8.3/15		
10:00	25. The Commish 12.6/25		85. Winnetka Road 5.3/10		
10:30					
SUNDAY	11.7/20	15.3/27	6.9/12	6.8/12	
7:00	34. ABC Sunday Night Movie—The Ten Commandments 11.8/21	14. 60 Minutes 14.2/30	87. Unsolved Mysteries 4.8/10	89. Your Favorite Commercials 4.2/9	
7:30				73. Martin 7.1/13	
8:00			5. CBS Sunday Movie—Christy 17.7/29	68. NBC Sunday Night Movie—The Marcus-Nelson Murders 7.6/13	64. Living Single 8.1/14
8:30					
9:00			36. Murder, She Wrote 11.4/19		71. George Carlin 7.5/12
9:30					
10:00					
10:30					
WEEK'S AVGS	12.3/21	12.2/21	9.2/16	6.5/11	
SSN. TO DATE	12.5/20	14.1/23	11.1/18	7.2/11	

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES



Category: Home Offices

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The Boundless Ted Turner

Gone with the Four Winds

By Rich Brown

Even as Turner Broadcasting System focuses on global expansion, it seems there is never a dull moment in the company's domestic activities.

These days, a lot of the talk centers on Chairman Ted Turner's interest in acquiring Home Shopping Network and its spin-off TV station group, Silver King Broadcasting. According to some observers, Turner might be looking to launch a fifth broadcast network with the TV stations in the Silver King group. Others speculate that Turner might be interested only in HSN's lucrative TV shopping business. As with most stories involving Turner, the news is making national

headlines. Whether or not the talks lead to any deal, both HSN and Silver King have seen stock boosts in the wake of the news.

Meanwhile, there continues to be talk about possible changes on the Turner board. Time Warner is said to be considering a sale of its 20% stake in Turner, a scenario that is surfacing as the media conglomerate tries to ease its debt. Speculation about some kind of change in ownership has been brewing for more than a year.

Center for Communication is honoring Ted Turner today as its guest of honor at its annual award luncheon in New York at the Plaza Hotel.

And there's a lot of talk about Turner's involvement in new domestic networks, such as Turner Classic Movies, marking the company's move into the increasingly competitive all-movie cable network field. The new service, which launches on Thursday (April 14), will be the sixth national cable network owned by the company.

Just as Turner is leveraging its programming assets abroad, Turner Classic Movies is expected to do the same domestically. The new network's programming lineup will rely primarily on product from Turner's library of more than 4,300 movies, including such classics as "Gone with the Wind" and "Singin' in the Rain."

Soon after Turner catches its breath

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—Out of 75 prime-time TV shows
in the fall of 1982, *Cheers*
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Eastman
Motion Picture System

TBS Productions to add 100 hours of original programming by '96

With documentaries growing as a programming force domestically and globally, Turner Broadcasting System announced it will produce 100 new hours of original documentary programming by 1996.

And as Turner experiments with providing 800 phone numbers during the programming to sell home videotapes of the shows, the need for new programming efforts will likely to continue to increase, says Pat Mitchell, senior vice president, TBS Productions Inc. "There is simply more and more of it being done," says Mitchell, who is charged with supervising original programming for superstation WTBS-TV Atlanta. The station's original programming includes environmental shows, entertainment specials and new multi-part documentary miniseries.



Pat Mitchell

The TBS documentary *Cats and Dogs* was supported by direct marketing advertising and about 2,000 tapes have been sold. "What has emerged is collectible, non-fiction programming," says Mitchell.

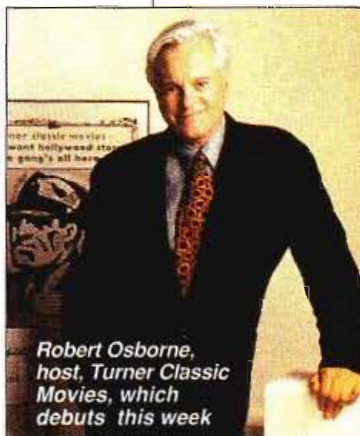
The burgeoning interest in documentaries was spurred, in part, by Ken Burns's documentary *The Civil War* which, says Mitchell, brought attention to the format by becoming PBS's highest-rated series. Turner's documentaries have also done well. Programming such as *The Trials of Life* has drawn both high ratings and healthy videotape sales. —JC

Turner Broadcasting System Inc.

Domestic Operations

[Principal equity ownership in TBS: Ted Turner (30%), TCI (24%) and Time Warner (20%).]

- TBS Superstation
- Turner Network Television
- Cartoon Network
- Turner Classic Movies
- TBS Productions
- Turner Pictures
- Hanna-Barbera Cartoons
- Turner Home Entertainment
- Turner Entertainment Co.
- Hanna Barbera Entertainment Co.
- New Line Cinema
- Castle Rock Entertainment
- Cable News Network
- CNN Headline News
- Atlanta Braves
- World Championship Wrestling
- Turner Private Networks
- TBS Properties
- CNN Center Ventures
- Atlanta Hawks (96%)
- SportSouth Network (44%)



Robert Osborne, host, Turner Classic Movies, which debuts this week

on the launch of Turner Classic Movies, it could be time to start over again. Company executives have talked about offering another domestic cable network, Cable News Network International, which currently transmits a 24-hour all-news format to more than 200 countries around the world.

Although the Turner empire was built on start-up cable networks, the company is now faced with the same grim reality faced by all cable programmers: these are not easy times for new cable networks. A primary problem continues

to be limited channel capacity at most cable systems around the country. At press-time, Turner Classic Movies announced commitments from 10 of the top 30 MSO's, plus some smaller MSO's and independent systems. But the channel has yet to release subscriber numbers for its launch. And a few weeks ago, the network had to revise its rate card to cable system operators. Nevertheless, in Ted Turner's world, sometimes there is no time like the present to make a move.

"We don't play for the short term here; we play for the long term," said Turner when he announced plans to launch The Cartoon Network in February 1992. Cartoon, the company's most recent launch, has been a ratings success story, but its distribution stands at a relatively low 10.2 million households nationally.

The company's greatest strength continues to be in its established franchises. Superstation WTBS-TV Atlanta, the cable network that got the ball rolling for Turner, consistently ranks as the most-watched cable network on a 24-hour basis. According to A.C. Nielsen Co. data for the just-completed first quarter 1994, the network averaged a 1.4 rating, representing 861,000 households. In prime time, the network was second only to USA Network with a 2.0 rating, representing an average 1.2 million households. Baseball season ratings have been particularly strong in recent years with WTBS coverage of the Braves, a winning team also owned by Turner.

Turner networks TNT and CNN, like WTBS, also consistently rank among the top-10 rated services. With Headline News and The Cartoon Network, the company's five existing networks have enjoyed constant growth in distribution since launch.

But Turner's moves to expand, such as its attempt last year to launch a place-based supermarket channel, have not always gone smoothly. And the company's moves to expand do not come cheaply. Last year it showed a net loss of \$244 million, attributable in part to new business activity. Assessing the loss, Ted Turner said the company believes in "sacrificing some short-term profit growth, when appropriate, in order to build long-term value for our shareholders."

Earlier this year, *The New Yorker* reported that Tele-Communications Inc.'s John Malone was counseling Turner on his plans to try to buy ABC or NBC. The real fun might be just beginning. ■



Category: Repair & Remodeling

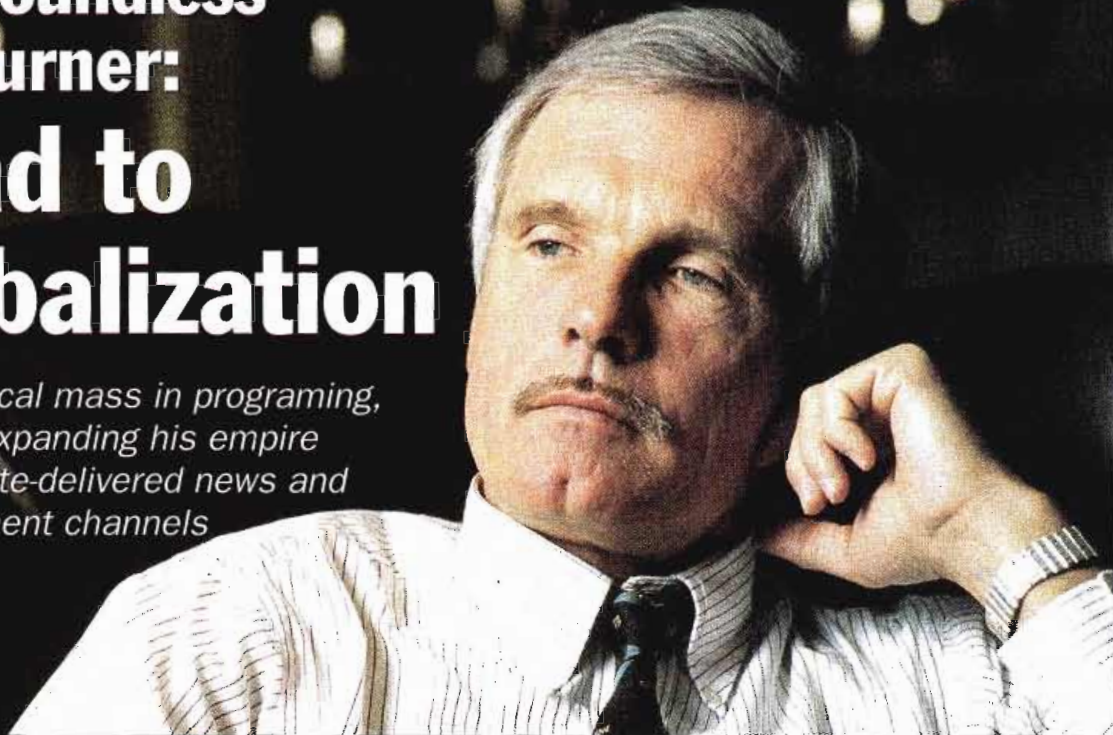
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The Boundless Ted Turner: Road to Globalization

With a critical mass in programming, Turner is expanding his empire with satellite-delivered news and entertainment channels



Rob Nelson/Black Star

By Meredith Amdur and Nick Bell

Ted Turner has always put his money where his mouth is. These days, it's in international expansion.

The man who helped cable television mature in the U.S. is just coming off an eight-city Asian tour, downfield-blocking foreign governments as he scours the world for opportunities on the road to globalization. His profitable puzzle: how to leverage Turner Broadcasting's programming assets, among the most valuable in the world, into an international empire. "Over the next 10 years, international is where long-term growth has to come from; the U.S. market is saturated," says Bob Ross, Turner's vice president of international business and network development.

But Turner's global ambitions are driven by more than just dollars. "It's time to stop thinking that other people and countries are foreigners and start thinking of them as neighbors," Turner says, midway through his Asian tour.

Turner's global vision began to materialize in the 1980's. Recognizing the value of programming software, Turner acquired the libraries of MGM classic films and, later, Hanna-Barbera animation. This programming fueled international syndication and

licensing revenues by \$150 million in 1992. That figure could grow with the acquisition of Castle Rock Entertainment and New Line Cinema, although Turner does not yet have international distribution rights. With plans to invest \$1 billion to produce 40 movies per year, TBS will be on par with major Hollywood studios.

Instead of using its programming stockpile to make a fast buck by licensing programs to established broadcasters, the company is creating its own satellite-delivered entertainment channels around the world. Although these channels require considerable start-up investment (a reported \$25 million in 1993) that may not pay off for a long time, TBS obviously believes controlling its own international distribution eventually will pay much bigger dividends.

"The company's conscious strategy is simply to exploit what we've already paid for: CNN already had [international] bureaus; we owned the MGM and Hanna-Barbera libraries...We could either let these assets sit in the vault or take them into new markets as full services," Ross says. "Our incremental costs are lower than someone without such cross-elasticity. In the short run, syndication revenues will be higher than

[establishing international] networks, but in time, that will switch."

The first use of its programming assets in this way was in 1991, when TNT began transmitting its service in three languages to Latin America and the Caribbean. That was followed by the Cartoon Network two years later. TNT currently is received by two million households in the region, and the Cartoon Network by one million. The launch of TNT & The Cartoon Network in Europe last September produced the biggest leap in the services' penetration, beaming into 18.8 million homes via the Astra 1C satellite.

News is flagship

However, the flagship for Turner's global ambitions is not in entertainment, but in news. Pioneering the use of satellites for international television distribution, CNN achieved the pinnacle of global brand-recognition during the Persian Gulf War.

Although available in Japan and Australia as early as 1982, CNN's watershed year was 1985, when it began transmitting to 198 hotels in Europe. One year later, it was distributed to more than 150,000 cable homes on the continent. Penetration has climbed rapidly since then, and the service is now distributed in 78

million households in over 200 countries, outside the U.S.

Eighteen months ago, realizing it was too American for audiences outside the U.S., CNN International, the international arm of CNN, set itself a target of 70% original programming, specifically created for an international audience. The international news service is now close to that, with virtually all its weekday news shows custom-made and not shown in the U.S. It has also built a new facility in Atlanta, which opened this month with two studios and the latest equipment, allowing each regional version of CNNI to show its own advertising and programming.

As well as beefing up international programming, CNN also became a 27.5% shareholder in the Berlin-based news and information channel n-TV. Available in 23 million homes, compared to 10 million when it first launched, the channel already has eaten its way through some \$90 million in start-up costs and losses. Profitability is not forecast until 1996, one year later than budgeted.

This summer, French network TF1 is unveiling a news channel, La Chaine Info, and reportedly solicited CNN to become a partner. The Americans declined, probably because they have enough on their plates with n-TV.

Last year, CNNI reported revenues of \$93 million, but it is unlikely the channel is beyond break-even. The whole process of internationalizing and regionalizing itself—CNNI now has 10 satellite transponders and 29 international bureaus—has upped running costs considerably. While revenue growth is still at a healthy level, it has, nonetheless, slowed considerably over the past two years from 45% in 1992 to 26% in 1993, and CNNI is finding the global stage increasingly competitive.

The BBC World Service Television news channel is establishing itself as a serious rival to CNNI—especially in Asia, where CNNI made the mistake of declining Star TV's terms to go on AsiaSat—and News Corp. has global ambitions for a news channel. There also are numerous regional services springing up in Asia, Europe and Latin America which will siphon off a share of business.

The entertainment channels also face bigger challenges than anticipated, especially in Europe. TNT & The

Cartoon Network are performing well in UK satellite homes, with 3.5% of the viewing share, placing it second among non-premium satellite services, after Sky One. However, it is not part of BSkyB's Multi-Channel basic subscription package, which means it is failing to garner subscription revenue from the UK's 2.6 million satellite homes. It cannot live on advertising alone.

Moreover, the regulatory threat is even more unsettling. Last October, the French and Belgium governments were outraged that the British government licensed TNT. The British blatantly transgressed a European broadcasting directive which requires a channel to show a majority of European programming. The two countries are pursuing their case at the European Court alleging that the U.K. applied the directive incorrectly. In the worst case, TNT—along with other channels predominantly using U.S. programming—could find itself without a license. The case may take about 18 months to resolve.

One venture close to Ted Turner's heart is a 50/50 partnership in Moscow private network Channel 6.



Bob Ross, executive vice president, Turner International

A modest investment, the company is not looking for immediate break-even, but hopes that in the long-run, it will form lasting, and potentially profitable, relationships.

From Europe to Asia

With CNN firmly established in Europe, Turner has turned his attention to Asia, where the TV business is booming.

Boasting 4% annual growth in gross domestic product, few industries have been able to resist the lure of the region; in China and India, even provincial TV stations claim 100 million viewers on an average evening in

Turner Broadcasting System Inc.

International Operations

CNN International 24-hour global news and information channel served by 29 international news bureaus. Transmitted to 74 million households in more than 200 countries via network of 10 satellites

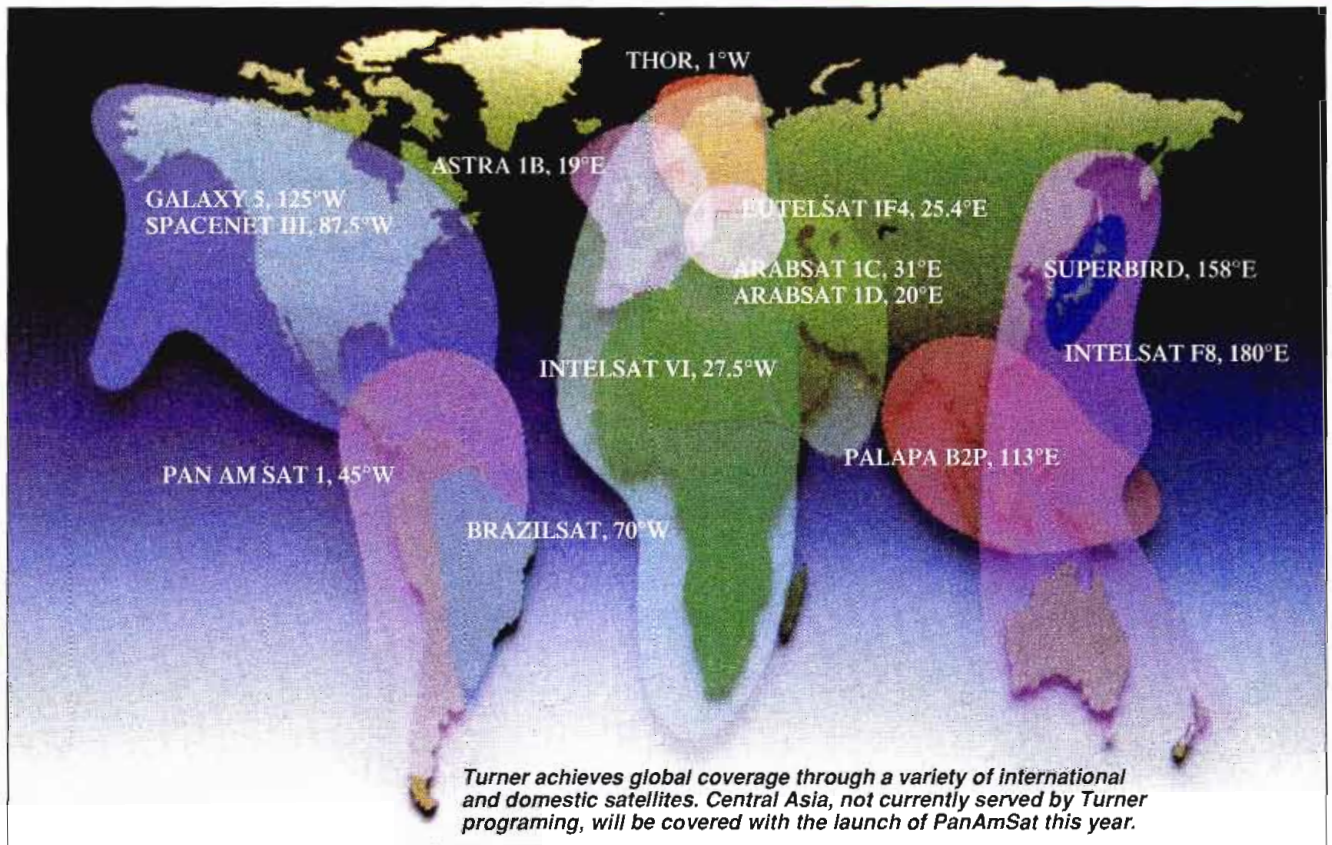
direct-to-home satellite households. Broadcast from London in English, with dubbing and subtitles in French, Swedish, Norwegian, Finnish and Spanish.

TNT Latin America Entertainment network launched in January 1991 and available in 35 countries and territories in Latin America and the Caribbean. Transmitted in Spanish, Portuguese and English.

Cartoon Network, Latin America 24-hour service launched April, 1993, and broadcast simultaneously in three languages.

TNT & Cartoon Network, Europe Launched September 1993 on Astra 1c, reaching 2.2 million cable and 16.6 million

Turner International Inc. Syndication and licensing to television stations and sale of home videos from Turner Entertainment Co.'s library of 3,400 films and 8,500 cartoons, as well as original productions.



prime time.

On his fact-finding tour last month, Turner got a first-hand look at the interests, sensitivities and needs of the region where his company is devoting sizable financial resources.

CNNI already reaches 25 countries and territories in the Asia/Pacific region—approximately nine million households—and 12 countries and territories in the Middle East. CNNI hopes to increase its market share this summer with new Pan-Asian satellites Apstar and PanAmSat. It already has transponder positions on Japan's Super Bird satellite, the Southeast Asian Palapa B2P and Intelsat F8.

From hotel contracts in Malaysia to its position in Hong Kong's fledgling Wharf Cable franchise, CNNI and its new sibling, TNT/Cartoon Network Asia, continue to seek new program alliances and subscription packages. Both services are taking part in Indonesia's first DBS system, Indovision, broadcast to a targeted 600,000 households via Palapa B2P.

Pan-Asian advertising, a maligned concept among new Asian programmers, nevertheless is the lifeblood of services such as CNNI, which does not make much from cable subscription fees in the region.

In Asia alone between 1992 and

1993, CNNI's ad revenue grew by 50%. But to reach self-sufficiency may take longer. "Slowly, haltingly, we are creating a subset of the ad industry that crosses borders," Ross maintains.

Turner's recent diplomatic mission to Asia came as its regional satellite rival, BBC World Service Television, was unceremoniously forced off the northern (Chinese) beam of Rupert Murdoch-owned Star TV. The move was said to be Murdoch's attempt to appease the Chinese government, which is uncomfortable with the BBC's uncompromising approach to news. Although the BBC intends to find a new path into the valuable market, China is a prime target for CNNI when it launches on the Chinese-owned Apstar-1 satellite later this year.

So far, CNNI has performed impressively on the world stage. Even the "French cultural resistance," which has kept TNT/Cartoon off France's cable networks, has failed to provoke Turner into a war of words with the authorities. China also is likely to be treated with kid gloves. "We take each country as we find it," Ross says. "If Saudi Arabia or China wants to outlaw dishes, that's their prerogative."

Bullish on Asia and the company's

other global ambitions, Ross acknowledges that Turner and such other U.S. networks as HBO will wait a few years to recoup their investments: "We will all deficit-finance these projects for now, but a company like ours, which will do \$2.7 billion this year, can afford to spend \$25 million on a [long-term] investment. At the end of the day, it will be very difficult for small guys to make moves into the [global] market."

Because of CNN, Turner can claim to be the first global broadcaster—although Murdoch and others are in hot pursuit. The flood of channels over the past 12 months racing for space on the world's airwaves—often creating long lines on the most desirable satellite and cable systems—is testimony to his prescience.

Having gone it alone abroad, without local investment, Turner has opened itself to criticism that the costs of maintaining a 24-hour international news channel, language translations in several key territories and three editions of TNT/Cartoon (Europe, Latin America and Asia) will never outweigh the expense. Yet such head office strategists as Bob Ross say CNNI is already earning more than it's spending. Turner's Midas touch just may be global. ■

COMING THIS SUMMER



★ ★ ★ ★ ★ THE ★ ★ ★ ★ ★
**LINCOLN
DOUGLAS
D E B A T E S**
1858 ★ AUGUST SEPTEMBER OCTOBER ★ 1994

In August, C-SPAN will kick off its 15th anniversary series, "The Lincoln-Douglas Debates of 1858." The series will feature complete historical re-enactments of the seven U.S. senatorial election debates between Abraham Lincoln and incumbent Senator Stephen A. Douglas. Each three-hour debate will be produced by the original debate site city, with local actors as Lincoln and Douglas.

C-SPAN For more information about this special series, call C-SPAN affiliate marketing at 202. 737. 3220
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Does Fox have a foreign accent?

FCC examines charges of foreign ownership of group's TV stations

By Geoffrey Foisie

Tomorrow, April 12, is the FCC's deadline for comments on the question of whether Fox's television stations violate commission rules limiting foreign ownership.

While the FCC in 1985 approved the transfer of six TV stations from Metro-media to Fox, several state branches of the National Association for the Advancement of Colored People claim that the commission did not have all the facts at the time and that subsequent developments have added to Fox's violations. Fox argues to the contrary.

If the commission believed the NAACP branches' objections lacked substance, it had the opportunity to dismiss them, since the organizations missed the filing deadline when they added the foreign ownership issue to

their challenge of Fox's signal overlap waiver application. Fox would have needed the waiver to purchase WGBS-TV Philadelphia while continuing to own WNYW-TV New York.

Although the application for the WGBS-TV purchase has since been withdrawn, the FCC will decide the foreign ownership question. Among the issues:

- The FCC has a rule that generally limits foreign ownership of the licensee's parent company to 25%. The NAACP filing says News Corp. is the ultimate licensee of the eight Fox stations and cites a news report that says Australian investment institutions own 40% of News Corp. The compa-



Murdoch

ny responded that Chairman Rupert Murdoch, a U.S. citizen, has de facto control over News Corp. through his control of 32.7% of the company's shares.

- News Corp. was able to acquire the TV stations by spinning off voting control of the licensee to Murdoch. The FCC may have to decide whether Murdoch, even though he is a U.S. citi-

izen, can practically separate his role as owner of the stock from his role as chairman of News Corp.

- Is the preferred stock that Murdoch owns more like debt or, as the NAACP filing charges, more like stock, as Fox argues? News Corp. argued a similar case from the opposite point of view with the Internal Revenue Service.

The commission has indicated what it will focus on. In a letter of inquiry to Fox a month ago, the FCC said it wanted the company to "describe all rights and obligations of the alien equity owners in Fox Television Stations, including any rights they have over the holders of preferred stock [i.e., Murdoch]." The commission also asked Fox "to describe whether and how Rupert K. Murdoch, who holds 76% of the voting stock of Fox Television Stations' parent company, is authorized to exercise voting control of News Corp."

In general, the NAACP opposes developments that make it difficult for blacks to compete for station ownership, says David Conig, outside counsel to the association. "Imagine if people had to compete not only against all the companies in the United States, but also against German, British, Japanese and, in this case, Australian money," Conig says.

There are several possible outcomes to the FCC's deliberations. Besides affirming the present ownership structure or stripping Fox of the licenses, the commission could state the nature of any violation and indicate how Fox could cure it. ■

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Changing Hands

The week's tabulation of station and system sales

KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California □ Purchased by EP Communications Inc. (Elizabeth Murdoch and Elkin Pianim) from Gillett Holdings (Irving Pollack, trustee) for \$35 million. **Buyer** has no other broadcast interests. **Seller** owns KBIZ(AM)-KTWA-FM Ottumwa, Iowa. KSBW-TV is NBC affiliate on channel 8 with 158 kw visual, 15.8 kw aural, and ant. 2,940 ft. KSBY-TV is NBC affiliate on ch. 6 with 100 kw visual, 12 kw aural, and antenna 2,250 ft.

WPBF(TV) Tequesta, Fla. □ Purchased by Paxson Communications Corp. (Lowell "Bud" Paxson, chairman) from Phipps-Potamkin TV Partners (Dennis O. Boyle) for \$31.85 million. **Buyer** owns WINZ(AM) Miami, WLVE-FM/WZTA-FM Miami Beach, WHNZ (AM) Pinellas Park, WHPT-FM Sarasota, WEZY(FM) Lakeland, WWNZ(AM) Orlando, WJRR-FM Cocoa Beach, WWZN(AM) Winter Park, WMGF-FM Mount Dora, WZNZ(AM)/WNZS (AM)-WROO-FM Jacksonville, and WAIA-FM Callahan, all Florida, and WFKB(AM) Colonial Heights, Tenn. **Seller** owns WCTV(TV) Thomasville, Ga. WPBF is ABC affiliate on channel 25 with 5,000 kw visual, 500 kw aural, and antenna 1,529 ft. Filed March 11 (BALCT940311 KH).

WKEF-TV Dayton, Ohio □ Purchased by WKEF Corp. (Richard Banziger, president), an affiliate of Citicorp., from KT Communications (Norberto Rogan, president) for \$26 million. **Buyer** and **seller** have no other broadcast interests. WKEF-TV is NBC affiliate on channel 22 with 2,340 kw visual, 234 kw aural, and antenna 1,152 ft. **Broker: Wood & Co. Inc.**

KBXX-FM Houston □ Purchased by Clear Channel Communications (L. Lowry Mays) from Cook Inlet Radio Partners for \$21 million. **Buyer** owns KHYS-FM Houston and 10

AMs and 15 FM. **Seller** has no other broadcast interests. KBXX-FM has adult contemporary format on 97.7 mhz with 100 kw and antenna 1,920 ft.

KSRY-FM San Francisco and KSRI-FM Santa Cruz-San Jose, both California □ Purchased by Crescent Communications (Arthur Velasquez, Allen Shaw and Bill Weller) from Viacom Broadcasting (Sumner Redstone, chairman) for an estimated \$16 million and \$18 million. **Buyer** owns KSOL-FM San Francisco. **Seller** owns 3 AMs and 9 FM. KSRY-FM has rock/AC format on 98.9 mhz with 6 kw and antenna 1,143 ft. KSRI-FM has CHR format on 99.1 mhz with 1.1 kw and antenna 2,487 ft. **Broker: Media Venture Partners.**

WTLK-TV Atlanta □ Purchased by Paxson Communications Corp. (Lowell "Bud" Paxson) from TV-14 Inc. (Woody and Marion Sudbrink) for \$9.5 million. Paxson is also purchasing WPBF(TV) Tequesta, Fla. (see above). **Seller** owns WXTL(AM) Jacksonville, Fla., and WCEF-TV Mt. Vernon, Ill. WTLK-TV is independent on channel 14 with 4,900 kw visual, 490 kw aural, and antenna 2,021 ft. **Broker: Force Communications & Consultants.**

WCQL-AM-FM Portsmouth, N.H. □ Purchased by Knight Quality Stations (Scott Knight, president) from Sunshine Group Broadcasting (George Silverman, president) for \$1.6 million. **Buyer** owns WHEB-FM Portsmouth and WGIR-AM-FM Manchester, both

New Hampshire; WTAG(AM)-WSRS-FM Worcester, Mass., and WEZF-FM Burlington, Vt. **Seller** has no other broadcast interests. WCQL (AM) has sports format on 1380 khz with 1 kw. WCQL-FM has oldies format on 95.3 mhz with 2.9 kw and antenna 467 ft.

WCKN(AM) Indianapolis □ Purchased by Myster Communications Corp. (Mi-

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$560,000 □ 1

FMs □ \$22,502,500 □ 4

Combos □ \$19,470,000 □ 4

TVs □ \$102,350,000 □ 5

Total □ \$144,882,500 □ 14

So far in 1994:

AMs □ \$49,817,514 □ 42

FMs □ \$227,957,000 □ 91

Combos □ \$368,401,052 □ 71

TVs □ \$373,690,000 □ 21

Total □ \$1,021,729,566 □ 231

CLOSED!

KFMH-FM, Muscatine, Iowa from Flambo Broadcasting, Inc., John A. Flambo, President, to Connoisseur Communications of Quad Cities, L.P., Jeffrey D. Warshaw, President, Connoisseur, Inc. for \$1,625,000.

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chael S. Maurer, CEO/director) from Broadcast Alchemy (Frank Wood, CEO) for \$560,000. **Buyer** owns WTPI (FM) Indianapolis. **Seller** owns WNDE (AM)-WFBO-FM/WRZX-FM all Indianapolis and WDVN-FM Pittsburgh. WCKN has classic rock format on 1430 khz with 5 kw. Filed March 8 (BAL940308ED).

KDEZ-FM Jonesboro, Ark. □ Purchased by Pressly Partnership Productions Inc. (Robert N. Pressly) from T.M. Jonesboro Inc. (Billy Thomas) for \$550,000. **Buyer** owns KDXY-FM Para-

gould, Ark. **Seller** has no other broadcast interests. KDEZ-FM has CHR format on 100.3 mhz with 5 kw and antenna 230 ft. **Broker:** Sunbelt Media Inc.

KKBB-FM Bakersfield, Calif. □ Purchased by Caballero Media (Eduardo Caballero, president) from KCI Radio Partners (Ken Kohl, GP) for \$525,000.

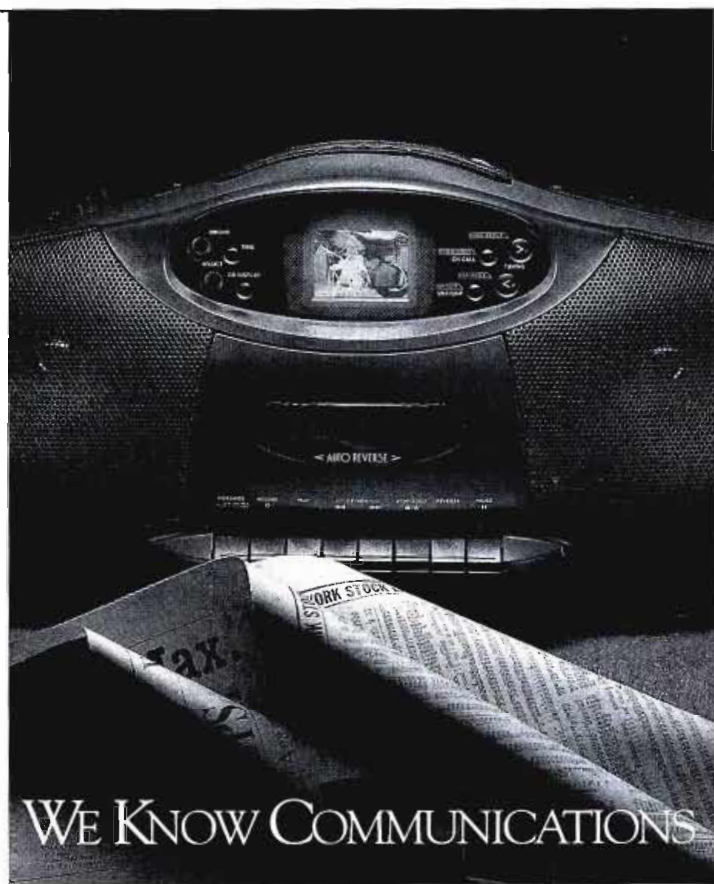
Buyer owns KXEM(AM)-KSUV-FM Bakersfield, Calif. **Seller** has no other broadcast interests. KKBB-FM has AOR format on 97.7 mhz with 3 kw and

antenna 328 ft. **Broker:** Gary Stevens & Co.

WBPA(AM)-WPKE-FM Eikhorn City, Ky. □ Purchased by East Kentucky Broadcasting Corp. (Walter E. May, president) from Justice Broadcast Group Inc. (Gary K. Justice, president) for \$480,000. **Buyer** owns WPKE(AM)-WDHR(FM) Pikeville, Ky. **Seller** owns WSLI(AM) Pikeville, Ky. WBPA has country format on 1460 khz with 5 kw. WPKE-FM has adult contemporary format on 103.1 mhz with 120 w and antenna 1,371 ft. Filed March 9 (AM: BAL940309EB; FM: BALH940309 EC).

WVXA-FM Signal Mountain, Tenn. □ CP purchased by WR Tenn LP (Edgar R. Berner, president/director) from Signal Mountain Radio Consolidation Inc. (Jay Sadow, president) for \$427,500. **Buyer** and **seller** have no other broadcast interests. WVXA-FM is dark, licensed to 98.1 mhz with 1 kw and antenna 794 ft. Filed March 14 (BAPH940314GG).

KSCR-AM-FM Benson, Minn. □ Purchased by Quest Broadcasting Inc. (Alan Quarnstrom, president/director) from Davies Broadcasting Co. (Don Davies) for \$390,000. **Buyer** owns WKLK-AM-FM Cloquet and WMFG(FM) Hibbing, both Minnesota. **Seller** has no other broadcast interests. KSCR(AM) has pop format on 1290 khz with 500 w daytime. KSCR-FM has pop format on 93.5 mhz with 3 kw and antenna 200 ft. Filed March 3 (AM: BAL940303HY; BALH940303HZ). **Broker:** Jerry Johnson.



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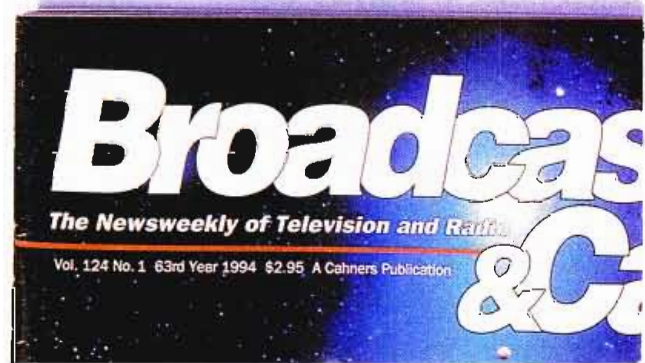
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Errata

The sale of KJR(AM)-KLTX(FM) Seattle was reported incorrectly in the March 28 BROADCASTING & CABLE. The stations are being transferred as part of a merger of KRJ Radio Inc., a subsidiary of Ackerley Communications Inc. (Bill Ackerley, president), and Century Management. The sale price of the stations is \$12 million. New Century Media, the resulting corporation headed by CEO George V. Kriste, also awaits FCC approval for purchase of KUBE-FM Seattle from Cook Inlet Radio Partners for \$17.4 million. KJR has sports format on 950 khz with 5 kw. KLTX has adult contemporary format on 95.7 mhz with 100 kw and antenna 1,150 ft.

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AT PRESS TIME

Fox eyes Olympics

LOS ANGELES—The Redding Fox Sports unit has set its sights on the 1998 Winter Olympics. According to a report in today's Advertising Age, Fox has hired Marvin Bader, a veteran Olympics TV operations expert with stints at ABC and NBC, to evaluate the logistics of FBC coverage of the 1998 Winter Games from Nagano, Japan. The move signals FBC's intent to bid aggressively on the Games on Jan. 19, when the International Olympic Committee is expected to select a U.S. telecaster.

Orange Bowl tops ratings

NEW YORK—Florida State's victory over Nebraska in the Orange Bowl on NBC drew a 17.8 rating and 31 share to top all New (Continued on Page 2)

NCTA taps Anstrom as chief

By DOUG HALONEN
Washington bureau chief

WASHINGTON—In a shock to many observers, the National Cable Television Association announced last week that it was pulling the plug on its six-month search for a new leader and promoting one of its own, Decker Anstrom, to the association's presidency.

Observers had been expecting the NCTA to recruit a high-profile public personality for its top slot, someone whose stature could give a tarnished industry an immediate public relations boost.

But Mr. Anstrom, a low-key former Carter White House aide, strikes many as the quintessential Washington industry insider.

Sources said the NCTA's search committee made overtures to several prominent public figures, including Roy Neel, the former Clinton White House deputy chief of staff who opted for the presidency of the United States Telephone Association, and Dennis Eckart, a former Democratic congressman from Ohio.

(Continued on Page 70)



The NCTA stayed within its own ranks to find its new president, Decker Anstrom.

5th network pact seeks to foil Diller

By THOMAS TYRER
Los Angeles bureau chief

LOS ANGELES—Chris-Craft Industries and Paramount Communications last week were finalizing a new Paramount Network pact aimed at stopping Barry Diller from scuttling their fifth network plan if his QVC beats back Viscom's new \$105-a-share offer.

Chris-Craft and Paramount are completing a "long-form" agreement to replace a prior "short-form" partnership deal, Paramount Television Group Chairman Kerry McCluggage said last week.

The pact will include a noncompetition clause to bar Paramount and any new owners it might have from pulling out of the deal and starting another network, such as with Mr. Diller's Silver King Communications stations, for at least three years, sources near those talks say.

Mr. Diller, QVC Network chairman and CEO, was not available for comment at press time.

According to sources familiar with the talks, the two companies believe the new pact would give Chris-Craft time to start what's now known as The Paramount Network on its own.

It could also bring in another studio partner on the basis of commitments already made by current Paramount management.

"His hands are bound in a lot of different ways," one source said about Mr. Diller's position in the new deal. "It may be more advantageous for him to do it [go forward with The Paramount Network], despite his current comments."

(Continued on Page 2)

CBS plots post-NFL strategy

By JON LAFAYETTE
Staff reporter

NEW YORK—CBS plans to hand off some of its Sunday afternoon network time to affiliates, following its fumble and loss of the NFL's National Football Conference TV package.

Even better or worse, CBS long ago scheduled a winter affiliates meeting at the La Costa resort in Carlsbad, Calif., for this week.

Now, just three weeks after be-

ing ousted by Fox Inc. item one on the agenda will be how CBS intends to handle life after football.

"People want to know if you've got a plan. It almost makes little difference if they disagree with the plan or if they don't buy the plan. That's less important than the reaction you get if you have no plan," said Tony Malaro, CBS's president for affiliate relations.

Although CBS executives con-

tinued to huddle through the end of last week, Mr. Malaro said it seemed likely that the network would give back some Sunday afternoon time to the affiliates while continuing to get full coverage for the remaining network programming.

"Our goal here is to make sure that we do this so that there's no affiliate out there saying 'I've got to get some money back so I'm pre-empting the network,'" (Continued on Page 71)

Viacom merges with Blockbuster

By DIANE MERMIGAS
Financial editor

In an extraordinary double play, Viacom Inc. on Friday improved its offer for Paramount Communications to \$105 a share cash, backed by the financial strength of a surprise merger with Blockbuster Entertainment.

The move assures Viacom the financial (Continued on Page 71)

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Information.

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Electronic

AT PRESS TIME

(Continued from Page 1)
 somebody could risk alienating him when they're pursuing their rights judicially and administratively," he said.

• **New York**—ABC today is expected to cancel its daytime "Home" show and replace it with a new talk show from Disney. ABC officials would not comment last week.

• **Fort Lee, N.J.**—Talk show host John McLaughlin will leave CNBC at the end of the year. "McLaughlin could be replaced by a new Gerald Rivers show, but CNBC said Friday that it has yet to decide on a new schedule. Mr. McLaughlin said he will now concentrate on his two syndicated shows, "The John McLaughlin Group" and "John McLaughlin One on One."

• **New York**—King World's "Les Brown Show" staff last week started a month-long hiatus, fueling rumors that the show would be canceled. King World said a decision on the show's fate would be determined after analyzing results from the November sweeps.

• **New York**—NBC last week named Greg Kinnear, host of E! Entertainment Television's series "Talk Soup," to host of "Later." He will replace Bob Costas as host of the late-night interview show in January. Mr. Kinnear will continue at E! Entertainment Television through 1994.

• **New York**—Sony Pictures Entertainment Television Group has signed a multimillion-dollar licensing deal with MTV Network giving the United Kingdom-based network rights to recent feature films and TV product from Sony Pictures Entertainment's library. The agreement, TV's largest ever with a Hollywood entertainment company, includes product from Sony's Columbia Pictures, TriStar Pictures, Columbia Pictures Television and TriStar Television.

• **Actor**—Nov. 21 aft. cancer. (Page 10)

• **The Int**—awarded in programs in (Page 10)

• **The West**—in Anaheim, C attendees man from outside (Page 10)

• **Pierre Cos**—the Grammy A "contemporary in partnership with Garden Product (Page 10)

• **The Post-N**—group, joining in looking to create just co-produced (Page 10)

Delaware court weighing appeal on QVC ruling

By DIANE MERMIGAS
 Financial editor

Although QVC Network made major legal strides in its hostile pursuit of Paramount Communications last week, Viacom and Paramount are taking their case to the Delaware Supreme Court.

The court is expected to decide today whether it will review a Nov. 24 ruling by a Delaware Chancery Court that granted Paramount's use of anti-takeover measures and gave sweeping support to QVC's position. Paramount and Viacom immediately appealed the ruling to the Delaware Supreme Court—a move that Viacom's lawyers are expected to make temporarily put on hold Viacom's offer to buy QVC's competing tender offer.

From the first hour of the first round of bidding for Paramount, QVC has sought to be a respectful and a respected bidder for Paramount, said Barry Diller, chairman and chief executive officer of QVC.

"On eight separate occasions we asked Paramount to meet with us and discuss our proposal. Each time we were rebuffed with insults, excuses and delays," said Judge Jacobus.

The 63-page ruling on legal precedents in corporate takeovers, which ironically did not include a higher court ruling that worked against Paramount's hostile takeover of Time Inc. in 1989.

"There is no question here that the judge is making serious new law," said Christopher Dixon, analyst for PaineWebber.

"The ramifications of this ruling, if it holds, for other companies and other similar situations are enormous," Mr. Dixon said.

The judge struck down the poison pill provisions of the Viacom-Paramount merger agreement as well as a lock-up option that gives Viacom the right to acquire 23 million shares of Paramount stock at \$69.10 each.

That measure, if not struck down, would make a takeover prohibitively expensive for QVC.

to its shareholders in granting the stock option to Viacom.

The only major merger provision upheld by the court is a \$100 million payment to Viacom if Paramount's proposed merger does not occur.

The judge cited a precedent set in the recent battle over Revlon, which determined that certain lock-up provisions and open bidding for a company are not illegal.

Judge Jacobus was critical of Paramount board of directors' failure to consider QVC's \$90 million offer to obtain the information to properly evaluate the offer.

The judge also noted that Viacom have been mislead with Viacom's "best long-term belief" that Paramount shareholders represent the "best long-term value" for Paramount shareholders.

"But in this particular case, it is not clear that sincere beliefs are not distinct and sincere beliefs are not enough," the judge wrote.

"At stake here is a \$1.3 billion difference between two competing proposals—value that would otherwise flow to Paramount's shareholders," the judge wrote.

The directors have not come forward with any quantitative data to support its judgment that the incremental value of a combination with Viacom will exceed the \$1.3 billion difference, the judge said.

Judge Jacobus concluded that the Paramount board should have opened up the bidding or conducted an official auction once the board committed the company to a transaction that essentially put it in play.

Viacom's offer, at \$55 a share cash, had been set to expire at midnight Nov. 24. QVC's offer, at \$50 a share cash, is set to expire Dec. 1.

Although there was no clarification at present time, sources said striking down the poison pill provisions could be used to the need to simulating down both tender offers.

On Nov. 23, QVC and Viacom both received approval from the Federal Communications Commission to proceed with their Paramount bids.

Telco-cable trade-off bill introduced

By DOUG HALONEN
 Washington bureau chief

WASHINGTON—A bipartisan group of lawmakers here last week introduced legislation that would allow phone companies to offer cable TV and let cable systems provide local telephone service.

The measure, a telephone company does offer cable TV through a separate cable TV system, would be barred from the programming going over 50 percent of its video capacity.

The bill would require the companies to make their remaining capacity to others on "reasonable" terms.

Similar legislation is already pending before the Senate.

Thus far, the Clinton administration has yet to announce its position on the bill.

In addition, representatives of the cable and phone industries have been protesting aspects of the measures.

Among those criticizing key aspects of the bill introduced last week was the National Cable Television Association, which has urged phone companies to be kept out of cable TV.

Because the telephone industry is a fully staged entry is critical to ensure competition for advanced communication services will develop.

But Ward White, VP, government relations, United States Telephone Association, said, "A truly competitive telecommunications industry will come about only if the regulatory party equal business opportunities and a new system to assure the protection of universal telephone service."

That must be significant changes in the bill's language before it can meet these goals.

In a separate ruling last week, an appellate court panel also has threatened to restrict indirect access to cable's public access channels.

Said Gigi Sohn, deputy director, activist Media Access Project, "It's going to be up to them to exercise their own First Amendment rights and absolutely raise hell with the advertisers."

FVI
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Court throws out indecency rule

(Continued from Page 1)
 still be narrowly tailored and no more burdensome than necessary to advance the protective goal," said the court, in a decision written by Judge Patricia Wald.

Broadcasters hailed the decision as a major victory in their longtime campaign against indecency regulations.

"We're very pleased," said Julie Hoover, a spokeswoman for Capital Cities/ABC.

But industry observers also said they believed the decision could throw a constitutional monkey wrench into ongoing efforts by lawmakers to outlaw TV violence.

Ernest Hollings, D-S.C., they note, is advocating legislation that would require the FCC to police TV programming for violence the same way it now reviews shows for alleged indecency.

"It's difficult, if not impossible, to devise legislation that regulates program content that would pass constitutional muster," said Judy Smith, a spokeswoman for NBC.

The day after the ruling, the FCC said it would continue to enforce its current policy that bans indecent broadcasts between the hours of 6 a.m. and 8 p.m.

and sponsor of objectionable indecent programming," Mr. Quinn said. This is the third time since the FCC's indecency rules were thrown out by the courts.

The latter two versions of the FCC's regulations were required to pass.

In a separate ruling last week, an appellate court panel also has threatened to restrict indirect access to cable's public access channels.

Said Gigi Sohn, deputy director, activist Media Access Project, "It's going to be up to them to exercise their own First Amendment rights and absolutely raise hell with the advertisers."

Insight.

Broadcasting

Top of the Week

TV/Telcos: The Tumult Continues

Vice President Al Gore says the White House will push its own telco-cable legislation (below) ■ Bell South may be backing QVC's bid for Paramount (opposite page) ■ Southwestern Bell/Cox Cable is said to be next telemedia combo (page 10) ■ Ameritech and US West challenge in court statutory ban against their providing cable services (page 10).



White House plans own telecom bill

By Kim McAvoy

The White House entered the telco-cable debate last week in a big way, announcing plans to draft its own telecommunications infrastructure bill.

Vice President Al Gore revealed the administration's plans in a speech to the Berkeley Roundtable on International Economics.

Gore is expected to work closely with Commerce Secretary Ron Brown on the bill. Brown chairs the administration's Information Infrastructure Task Force, which was assigned to promote the creation of a "national information infrastructure."

The White House's decision reaf-

firms its earlier commitment to work with Congress to enact telecommunications legislation by 1994.

"This is not an attempt to end two Congresses, or steal anyone's thunder," says one administration spokesman, referring to Congress, which is already wrestling with pressing telecommunications issues.

In the Senate, Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.) have introduced S. 1086, which would open the telephone and cable businesses to competition.

In the House, Commerce Committee Chairman John Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.) plan a bill dealing with the modified final judgment (MFJ). The MFJ prohibits regional Bell operating companies from manufacturing equipment or entering the long-distance telephone business. The measure also is expected to cover RBOC delivery of information ser-

vices such as electronic publishing.

"This is an effort to bring all the parties together," the spokesman says, adding that the White House is working closely with House and Senate leaders. "We want one concise bill we want it to move fast."

Just what the administration's bill will look like is unclear. One spokesman says "everything is on the table."

The administration's views on telco-cable ownership and competition in the local telephone loop had not been expected to be revealed this week. Senate Communications Subcommittee hearing on S. 1086.

National Telecommunications Information Administration Administrator Larry Irving and even Commerce Secretary Ron Brown were expected to testify. However, the hearing was postponed because Commerce Committee Chairman Ernest Hollifield (S.C.) wants Reed Hundt to see Hundt's nomination to the chairmanship has been on hold.

3 OUT OF 4 GENERAL MANAGERS SEE BROADCASTING & CABLE AS MORE OF AN INDUSTRY AUTHORITY THAN ELECTRONIC MEDIA.

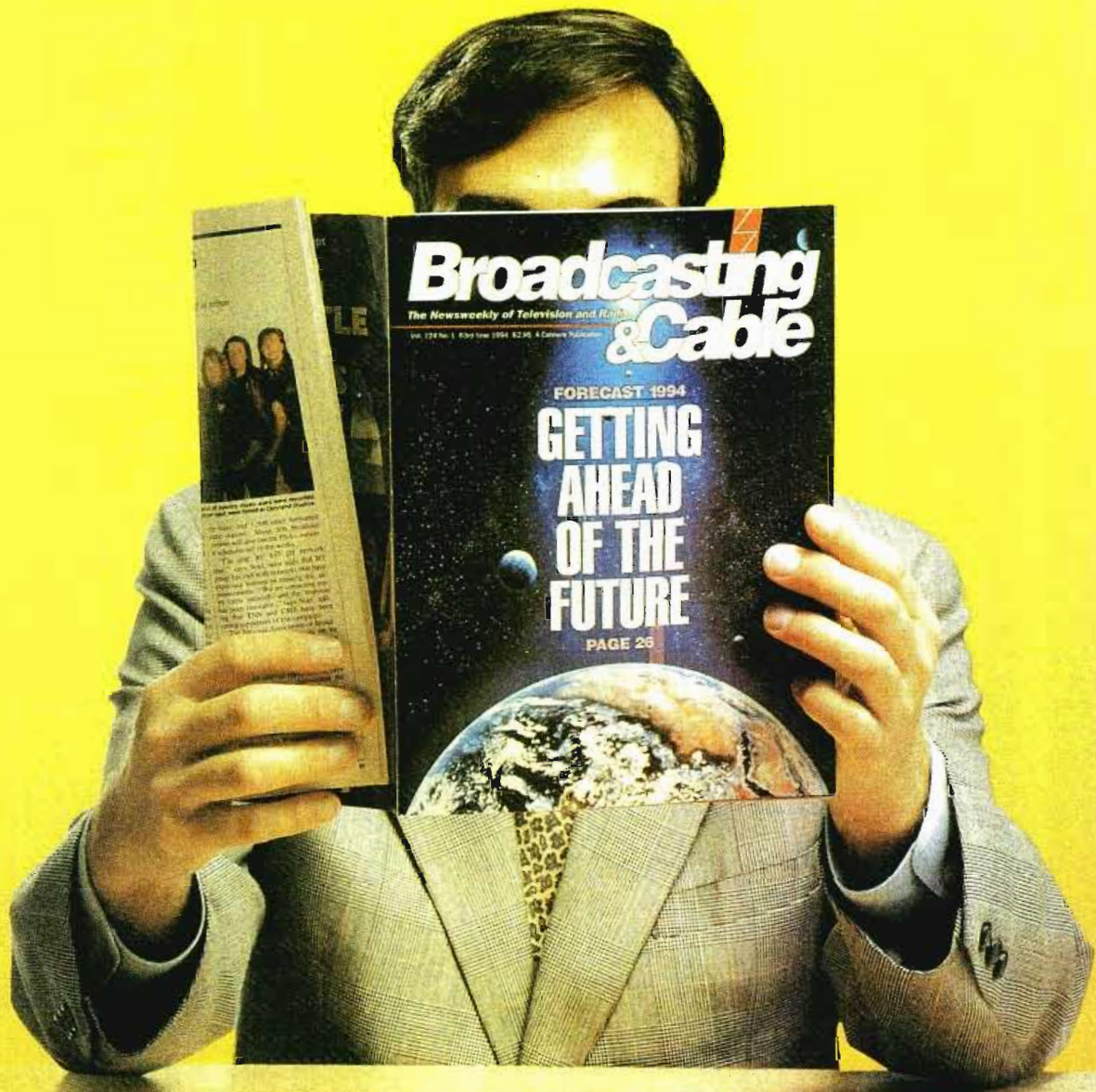
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**Broadcasting
& Cable**

THE BIGGER BOOK

One-On-One gets English World Cup rights

Network looking to sign 64 marketing partners, 200 stations prior to June 17 kickoff

By Jim Cooper

One-On-One Sports Network has been awarded the English-language radio rights for the World Cup soccer tournament, to be held in the U.S. for the first time this summer.

The Chicago-based all-sports talk radio network of 150 stations is scrambling to sign current affiliates and add new ones before the opening match between Germany and Bolivia on June 17. The network also is busy wooing sponsors for the play-by-play coverage and color commentary of the tournament.

"We've been working at a feverish pace to set strategy," says Dick Morely, One-On-One's president.

Mirroring the television sponsorship deals carved out by ABC and ESPN, One-On-One will tier advertising packages. Those packages are gold, silver and bronze and will sell for \$750,000, \$500,000 and \$300,000, respectively. The target audience is men 25-54 years old.

Chuck Duncan, the network's vice president, director of affiliate relations,



predicts that the radio network's inventory, like that of its broadcast TV and cable television counterparts, will sell out quickly: "This thing is not going to be on the table in another week."

The 64 World Cup marketing partners, which include Coca-Cola, General Motors, Snickers, Canon and MasterCard, will be offered right of first refusal by the network. If that

offer is rejected, the network will be able to go beyond exclusivity deals and sign competitors instead.

Since soccer has few time-outs, coverage will not be interrupted with advertising except for injuries and during official time-outs. The sponsorship packages will run during 30-minute pre- and post-game shows and during the 15-minute halftime break. Duncan says the network's inventory pool consists of 33 60-second and 66 30-second spots. That inventory can't accommodate all 64 marketing partners, and some might be shut out.

Morely says that roughly 30% of the network's affiliates have agreed to air the 26 games, and he hopes to have approximately 200 stations lined up by kickoff. That number includes about 20 stations that will become affiliates only for the tournament.

One-On-One also will employ low-power event coverage over nonbroadcast frequencies, which will allow spectators to purchase receivers at the games to hear coverage limited to the arena or stadium. ■

R I D I N G G A I N

Braves go south

Turner Broadcasting System will bring live radio coverage of Atlanta Braves baseball in Spanish to 10 countries in Latin America and the Caribbean. The broadcasts will be aired on TBS's Braves International Radio Network and will be heard in the Dominican Republic, Mexico, Colombia and Panama.

The international broadcasts began April 1 and will feature live games every Friday, Saturday and Sunday throughout the 1994 season until Oct. 2. The network will air 80 games.

Fans will hear the play-by-play commentary of Puerto Rican announcer Pete Manzano, who has delivered Spanish-language commentary for the Braves for the past three years.

Hispanics targeted

Recognizing the growing importance of Spanish-language radio, the Southern California Broadcasters Association has joined with radio producers Chuck Blore and Dick Orkin's Radio Ranch to produce spots in Spanish.

The move, announced by SCBA President Gordon Mason, comes after the SCBA developed a plan with the independent radio producers to create radio ads stressing radio's reach, universality and selling power.

SCBA and Dick Orkin's Bandidos del Radio have furnished 16 Southern California Hispanic-formatted radio stations with custom spots. The stations began running the Spanish-language spots last month.

Technology's impact

National Public Radio will examine the challenges and opportunities the information superhighway poses for public radio during the Public Radio Conference in San Antonio this week.

NPR will lead discussions on rapidly evolving audio technologies and what the term "public" means for public radio in an increasingly competitive programming marketplace.

The conference is NPR's first under the leadership its new president, Delano Lewis. Joining Lewis in representing NPR at the conference will be *Morning Edition* host Bob Edwards, *Car Talk* hosts Tom and Ray Magliozzi and *All Things Considered* commentators Andrei Codrescu and Bailey White. —JC

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CBS RADIO DIVISION

Deciphering the FCC's new cable rules

CABLE RATE REGS...CABLE RATE REGS...CABLE RATE REGS...CABLE

SCBA secretary. "I think the FCC thought they gave us help, but things have only gotten worse."

SMALL OPERATORS

By Kim McAvoy

Small cable system operators are finding nothing but heartache in the FCC's new cable rate rules.

Small operators, who run systems with 15,000 or fewer subscribers, say the rules appear to be "more complicated than the old ones," and they are fearful that the administrative and financial burdens of the regulations will force them to sell out to larger cable or telephone companies.

"This is only going to accelerate consolidation.... The small companies are going to be bought out by larger ones," says Stan Searle of Pioneer Cable Inc., Monument, Colo. Searle also is vice chairman of the Small Cable Business Association.

"There's a lot of confusion and a lot of fear," says Lyn Simpson of Sun County Cable, Pleasanton, Calif., and

When the FCC adopted its new cable regulations in February, it promised small cable operators substantial "administrative relief." For example, small systems will not have to unbundle equipment and installation charges pending development of average equipment-cost schedules. And the FCC will permit small systems to implement a "simple" across-the-board reduction, eliminating the need for a Form 393. The agency also approved an abbreviated cost-of-service form for small systems.

"We haven't seen any simplified forms," Searle says. "It's safe to say the FCC has not simplified things." Indeed, Searle called the FCC's assertion that small systems would benefit under the rules a "sick joke."

The FCC's new cable rate benchmark is so complex, Searle says, that a computer is required to calculate rates. "What are you supposed to do if you don't have a computer or an

accounting firm?" he asks. "There are hundreds of small cable businesses that are going to give up."

While small systems still are subject to the new benchmark, the commission has delayed implementation until a cost study is conducted. Small systems, however, can cut rates 14%. But, Searle says, "the cable companies I know don't have 14% to cut." Moreover, he adds, all the delay does is extend the cable rate freeze.

Meanwhile, small cable companies are struggling to deal with cost hikes that far exceed cost-of-living increases, he says. Programming costs alone have jumped 20% during the past two years, he says.

"This is a very punitive approach the FCC has taken," Searle says. "You have to wonder what the rationale and premise of these new rules is."

"At first blush [the forms] do seem complicated," says Sandy Wilson, acting chief of the FCC's Cable Services Bureau. Operators can "fax us the information, and we'll run the formula." ■

CABLE SERVICES BUREAU

Although far from fully staffed, the FCC's Cable Services Bureau is ready to explain, refine and enforce the agency's new cable rate regulations, says Acting Bureau Chief Sandy Wilson.

Virtually all of the bureau's 40 attorneys are staffing the telephones and fielding questions with an eye toward tweaking the rules when necessary, Wilson says.

What's more, the bureau is holding briefings for cable groups and city officials to discuss problems and possible solutions.

"The rules have changed and there is a lot of confusion," she says. "We held these briefings to see how we can do this better and how we can make it easier."

The job of regulating cable should become easier as the bureau fills its ranks. Thus far, the agency has hired roughly 100 of the planned 240 staffers, which will

include lawyers, accountants and economists, among others.

"We're working diligently on recruiting and training new folks," Wilson says. "At the moment, we feel 240 is a good number."

Until the bureau is fully staffed, staff members will be called in from other bureaus and offices to help out. The bureau likely will need help, for instance, in conducting cost and price studies of cable as mandated by the rules. It's a big undertaking, Wilson says.

One of the first things FCC Chairman Reed Hundt did when he came on board last year was resurrect the Cable Bureau, which was eliminated in 1982.

The bureau has three divisions: consumer protection, which administers and enforces the rate rules; competition, which deals with ownership and program access issues; and policy and rules, which handles rule-making.

—KM

PROGRAMERS

By Christopher Stern

Cable operators and programers appeared to be reading slightly different versions of the latest cable rules as they offered differing views last week on whether the FCC succeeded in its promise to encourage more programing.

"It appears that on the face of the cable regulations, they discourage the addition of additional channels to any regulated tier," says Tele-Communications Inc. spokesman Bob Thomson. He echoed statements made by other cable operators, who added that the FCC's incentives for adding programing are not great enough.

"My initial reaction is that adding programing is probably not in the cards because the incentives are so skinny," says Richard Roberts, president and chief executive officer of Norfolk, Va.-based TeleCable Corp. The FCC is permitting cable operators to recover the expense of any additional programing plus 7.5%.

Operators also are disappointed with the amount of money they can recover in facilities costs associated with adding new programing.

On the other hand, Discovery Networks' Anne Lamoureux, executive director of government relations, says several areas in the new rules at least initially encourage programers. Among the highlights Lamoureux and other programers pointed to:

- The 7.5% markup on the cost of programing.

- Financial incentives to add channels.

- New guidelines that will effectively discourage à la carte offerings.

"There are definite benefits; it just remains to be seen how significant they are," Lamoureux says.

"Now, cable operators are not penalized for adding new product," says Lee Masters, E! Entertainment's president and CEO. One of the complaints about the former benchmark formula was that it discouraged cable operators from adding programing. After a period of adjustment, the industry will compensate for any setbacks caused by the regulations. "My suspicion is that people will ultimately see ways to deal with the issues and move forward," he says.

However, cable operators and their

program suppliers agree that the new rules create a particularly harsh environment for new services. "It will be extremely difficult for the cheap niche services," says Wesley Heppler, a lawyer with Cole, Raywid & Braverman. He says that the 7.5% markup gives operators an incentive to add programing that is more expensive.

One alternative that niche services have is to market themselves as à la carte channels. However, the latest round of rules also limits what operators may offer in à la carte packages. The rules discourage the practice of moving programing from regulated tiers to unregulated tiers.

The FCC also banned some cable operators' practice of deeply discounting packages of programing to drive subscribers into bundles of à la carte programing. And the FCC ceded regulation of à la carte to local fran-

chising authorities. These decisions, combined with the disappointing incentives for adding programing, will have a chilling effect on new channels, operators and programers say.

An à la carte launch is particularly difficult for a young network without deep pockets because it requires a large marketing campaign to build consumer awareness and demand. Programers suggest that any new network likely will be a spin-off.

"I think it will be impossible to launch a new service in today's environment," E!'s Masters says. His statements were echoed by other programers who think that added channels on cable systems will be dominated by programers who already have market power and brand recognition. At last count, 70 would-be networks plan to launch within the next year. ■

BY THE NUMBERS

Accountants at TeleCable's 21 systems will spend the next several weeks calculating benchmark formulas for each of its more than 20 systems. After that, the accountants will begin preparing cost-of-service calculations for each system.

It may be six weeks before the accountants' job is finished. TeleCable President and Chief Executive Officer Richard Roberts says he will try both methods to determine how much to charge the systems' 706,000 subscribers because he can't afford to take chances. The 17% rate reduction from September 1992 levels, mandated by the FCC, comes at a time when he is investing heavily in fiber optic cable.

Norfolk, Va.-based TeleCable's capital expenditures are up 70% this year over last. "Those demands on our capital, along with the commission coming back with a second rate reduction, is very punishing, so obviously we will run the numbers both ways to see which is better," Roberts says.

While Roberts says it will be several weeks, if not months, before his company has a clear notion of the impact of the latest cable rules, Tele-Communications Inc. spokesman Bob Thomson says it will be "five or six years" before a final assessment of the rules can be made.

TCI will conduct a cost-of-service proceeding in Washington, D.C., but has made no announcements about its approximately 700 other systems totaling 10.2 million subscribers. Thomson says TCI will follow the procedure in Washington because TCI built that system from the ground up, and there are no associated second- or third-generation acquisition costs.

Many of the cost-of-service rules, including the rate of return, productivity incentives and price caps, are modeled on the telephone industry. TCI opposes that model. "The cable industry is not a utility," Thomson says. "It does not provide an essential service, and it does not have a protected monopoly."

However, Thomson says, TCI is continuing to look positively at portions of the rules that are designed to encourage capital investment. "We are hopeful that there are some genuine rays of sunshine there." —CS



TeleCable Corp. President Richard Roberts



Thirty minutes of news represents one-fifth of TV Marti's daily broadcast to Cuba.

Will Cuba invade U.S. radio?

NAB fears more TV broadcasts could trigger retaliation

By Harry A. Jessell

The National Association of Broadcasters has warned that radio stations may be subject to renewed interference from Cuba if the U.S. government increases its TV broadcasts to the Communist nation, as a recent report recommends.

"A new round of retaliatory jamming is the last thing radio stations need to worry about," NAB spokesman Doug Wills says.

"Cuba's million-watt transmitters can reach as far north as Pennsylvania and as far west as Colorado," Wills says. "It's not only broadcasters who would be affected; listeners would also suffer."

The report, prepared at the request of Congress by an independent three-person panel, concludes that the United States Information Agency's Radio Marti and TV Marti provide a valuable source of independent information within Cuba.

But recognizing their flaws, the three-volume report also recommends reforms that it says will improve programming and reach—and save \$6 million-\$10 million a year.

The report also suggests spending \$1 million to convert the three-year-old TV Marti from VHF to UHF. That would allow the service to reach more viewers and increase the hours of operation, it says.

The idea of expanding TV Marti worries NAB the most. When the service went on the air in 1990, accord-

ing to an NAB survey, Cuba sent interfering signals out on eight AM frequencies, affecting some 2,500 stations.

The fate of the services is now in the hands of the USIA. Director Joseph Duffey last week said the agency is examining the report and will present its recommendations by July 1.

Under pressure from Cuban Americans, the Reagan administration came up with the idea for the services in the 1980s. Appealing to the same voters in 1992, President Clinton promised his support.

Critics in Congress charge the services are ineffective and wasteful. But proponents say they provide vital links to the outside world for the Cuban people. Because of the controversy, Congress last year withheld full funding of the services pending the study by the Advisory Panel on Radio Marti and TV Marti.

Senator Ernest Hollings (D-S.C.), among the proponents, praised the panel's report for concluding that the services should be continued. "We're not looking to make money," says Hollings, who chairs the appropriations subcommittee that funds USIA. "We're looking to make democracy



USIA Director Joseph Duffey

and promote freedom for the down-trodden in Cuba."

Representative David Skaggs (D-Colo.), on the other hand, read the report as evidence for eliminating TV Marti and confirmation of what "objective observers" have known. "Four years and over \$70 million later, TV Marti still isn't being seen in Cuba," says Skaggs, who serves on the funding subcommittee in the House. "It's time to cut our losses and pull the plug on this failed experiment."

The report declares Radio Marti a success, saying its short-wave and AM services provide the "only consistently strong, democratic voice in the country...and a vital communications link for dissidents and human rights groups."

However, the report criticizes the service for the paucity of local Cuban news, overcoverage of the Cuban community in the U.S., "politicized journalistic decisions and an atmosphere of suspicion, cronyism and hostility."

To improve the service, the report recommends reviewing hiring practices, clarifying editorial decision-making, segregating news from opinion and devoting more attention to news from Cuba than news about Cubans in the U.S.

TV Marti programming has similar flaws, the report says, but they are negligible compared with its difficulty in reaching viewers due to jamming by the Cuban government. The report recommends shifting from VHF to UHF so that TV Marti can avoid jamming and broadcast during prime time. The service, which now airs over channel 13, is restricted to 3:30-6 a.m.—the time the Cuban government isn't using the channel.

According to a study by Hammett & Edison, a San Francisco broadcast engineering consulting firm, UHF channels 18, 19, 22, 50 and 64 "hold promise for use by TV Marti."

The recommendation to move to UHF comes despite the report's finding that only 25%-35% of Cubans have UHF television sets.

The government spends roughly \$20 million a year on the two services. The report is not clear as to how to carve \$6 million-\$10 million from that figure. But it does advocate "leaner" management and production, questioning the more than \$1 million spent "to compensate officials... whose function is to supervise, review and evaluate." ■

The FCC is trying to avoid making a ruling on First Media's Prime Time Access Rule complaint, the company states in a brief filed with the U.S. Court of Appeals in Washington. First Media has asked the court to intercede in the matter, saying the FCC's pledge to open PTAR to public comment on April 22 is a "formula for procrastination." First Media filed its PTAR complaint in 1990 on behalf of its Orlando, Fla., station, WCPX-TV.

First Media also attacked the FCC's claim that it needed to dispense with the Financial Interest and Syndication issue before resolving PTAR. "The commission's effort at this late date to link prime time access to the future disposition of the fin-syn rules is a prescription for still more delay. In 1991 the commission itself said that the Prime Time Access Rule 'was not at issue' in the fin-syn proceeding." First Media asks the court to order the FCC to act on the constitutional issues raised in its petition by Nov. 30.

Broadcasters and news organizations have asked an appeals court to rule that only those cited in news stories can sue organizations that report about them. Edited By Kim McAvoy

The case concerns a 1989 *60 Minutes* broadcast on Alar use in apples. A lower court threw out a suit filed by Washington state apple growers but said the growers could sue, although no individual group or grower is named. Legislation has been introduced in several states that would permit such suits. Now the news organizations are asking the U.S. Appeals Court in San Francisco to overturn the lower court's decision permitting such suits. In a brief filed last month, the organizations argue that the "[lower] District Court has invited those who have not succeeded in the halls of the executive branch or on the floor of Congress to press their views in the courtroom through litigation against the news media." And, the brief says, "because plaintiffs in this case concededly cannot demonstrate that they are the particular subject of the broadcast at issue, their claim must fail."

The National Association of Broadcasters wants to know what you think. NAB's Radio Futures Committee last week announced that it is seeking comments on the role radio might play in the information superhighway. "We're looking for ideas on technical and business innovations that will or can affect radio's future," says New City Communications' Dick Ferguson, who chairs the NAB committee. Comments should be submitted by April 30 by mail to Radio Futures Committee, NAB Radio, 1771 N St. NW, Washington, D.C. 20036, by fax to (202) 429-5406, or on the Internet at radiofutures@nab.org.

House Commerce Committee Chairman John Dingell (D-Mich.) received \$92,690 in campaign contributions from regional Bell operating companies during the past decade, according to a Common Cause report released last week. The contributions came from the RBOCs' political action committees. Dingell was one of five top recipients of RBOC PAC contributions in Congress. Senator Ernest Hollings (D-S.C.), who chairs the Senate Commerce Committee, received \$81,697 from the Bell companies.

Dingell, while not at the top of the list, was a key recipient of PAC money from long-distance telephone companies during the past 10 years; he received \$41,000. The long-distance PACs gave Hollings \$35,500. Dingell is co-author of a bill that would remove barriers that keep the RBOCs from entering the long-distance telephone business. Hollings has introduced a measure that basically would keep the local telcos from offering long-distance telephone service.

The Common Cause report found that, in general, House members who serve on the Commerce and Judiciary committees, which handle telecommunications matters, received an average of more than \$31,000 each from the Bell and long-distance telephone company PACs. That is more than twice what members of other committees receive from RBOCs and long-distance telcos.

The FCC has slapped two radio stations with \$12,500 in fines for allegedly broadcasting indecent material.

KNON(FM) Dallas was hit for broadcasting song lyrics that the FCC determined were indecent.

The FCC also sent KFMH-FM Muscatine, Iowa, a notice of apparent liability for broadcasting an allegedly indecent joke during a call-in program. The stations have 30 days to appeal the rulings.

The FCC reports that more than 400 people have registered for its regional cable seminar scheduled for April 12-14 in San Francisco. The seminar will be the first time since the detailed cable regulations and cost-of-service rules were published that staff members of the FCC's Cable Bureau will meet with the public.

The Small Cable Business Association says the FCC's cable fees are unfair and burdensome for cable systems with fewer than 1,000 subscribers. The association says the fees directly conflict with Congress' intent and would result in unauthorized collection of at least \$1.2 million from small cable systems.

The National Cable Television Association's annual convention in New Orleans May 22-25 may be another record-breaker. NCTA says registration is up 30% over last year, when a record 16,438 came to San Francisco. The increase "signals continued interest in cable television's crucial role in the new telecommunications industry," the association says. NCTA also says exhibit floor space is up 26% over last year's total square footage.

Three general sessions are planned. The first, moderated by CNN financial anchor Lou Dobbs, is called "Cable's Year in Review & Prognostications for the Future." It is scheduled for Sunday, May 22. The session is specifically tailored for international attendees and the press. The opening general session, "Cable: Bringing the Future Home," is set for Monday, May 23. It will be moderated by author Ken Auletta and features top cable executives. The Wednesday, May 25, general session is "Larry King Live: The Faces of America Via Cable," and will examine some future telecommunications services.



Washington Watch

Classifieds

See the last page of Classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Are you ready for the next step? Are you ready to lead the sales team for the fastest growing combo in New Hampshire. WTSL/WGXL are looking for someone who can sell and teach others to sell! We have a good sales team, we're now looking for a dynamic spark to lead them. Resumes to GM, Tom Barney, WTSL/WGXL, PO Box 1400, Lebanon, NH 03766. EEO employer.

Sales manager: Entertainment industry executive has purchased Four Corners area superstation, KISZ FM. We need a professionally trained person with radio sales or sales management experience to build, train and guide an outstanding sales team. With more acquisitions already planned, our need for management will grow. Send resume with cover letter to: Jim Hoffman, KISZ Radio, 653 West Broadway, Farmington, NM 87401. EOE.

Are you an aggressive, ambitious streetfighter that has the ability to move up to local sales manager. This could be our opportunity. Call Mike at KXUS-97 in Springfield, MO. 417-831-9700. EOE.

KRMS/KYLC, Lake of the Ozark's, market leader, has an opportunity for a hard-working general manager. Personal commitment to sales must be your #1 priority. Qualified account executives/sales managers please apply. Learn about equity opportunities, other benefits our group offers its management. All replies confidential. Call Robert Mahaffey at 800-725-9180. EOE.

General manager Northeast FM: Searching for a general manager currently employed ready to advance to a career opportunity with a progressive and respected group; or a GM recently out of work because of duopoly, LMA, etc. To run this successful Northeast rated market FM station you'll need to demonstrate a successful track record that includes consistent growth, exceptional people leadership, a strong sales orientation, and the ability to manage the bottom line effectively. You'll have an excellent and respected property to run and the tools and resources necessary to operate effectively. Send resume in strict confidence to: Warren Smith, Broadcast Associates, 3360 Capitol Circle N.E., Suite D, Tallahassee, FL 32308. EOE.

GM: Universal Broadcasting of NY has an opening for a highly motivated sales driven GM for newly built WVNJ, AM serving Bergen County area. Experience and proven record a must. Send resume, salary history and references to WVNJ, 1086 Teaneck Rd., Suite 4F, Teaneck, NJ 07666. EOE. No calls.

General sales manager needed for AC on the East Coast. We are looking for a person with strong people skills and a great sales track record. This is a great opportunity for the right person. Please send your resume, references and sales management philosophies to: Box L-14. EOE.

HELP WANTED SALES

MA: Berkshire Market radio leader seeks experienced (1-3 years) A/E to sell HOT AC and N/T/S formats. We offer a progressive environment with unique sales support material and training. No spot sellers please. Call Todd Mallinson at 413-499-3333 or fax resume to 413-442-1590. All calls strictly confidential. EOE.

Now! Central Florida Oldies FM. Good money for good work. Cream of the crop account list. Possible SM position. 1-904-867-9000, Bob. EOE.

HELP WANTED NEWS

Non-commercial Christian Family Life Radio network is seeking to fill opening as news & public affairs director at its Detroit station. Applicant should have two years experience in similar position. Women and minorities are encouraged to apply. Send tape and resume to General Manager, WUFL, PO Box 1030, Sterling Hts., MI 48311. EOE.

Reporters: National Public Radio has immediate openings for two experienced reporters at the Washington bureau. Responsibilities include developing story ideas/proposals, gathering information and materials for reports and programs. You will also prepare and present reports and program segments. A college degree and/or equivalent experience required. Must have 4 years of broadcast or specialized journalism experience. Basic understanding of domestic and government issues a must. Extensive broadcast production knowledge preferred. Some travel involved. Exceptional candidates may be considered as correspondents. Excellent salary and company paid benefits. Send cover letter and resume to: National Public Radio, Dept. of Human Resources-310, 635 Massachusetts Ave., NW Washington, DC 20001. EOE/AA.

Radio news/sports anchor reporter: Immediate opening. Experience desired, but entry-level applicants will be considered. Should be skilled in all aspects of anchoring and reporting. Send tape and resume to: Hoppy Kercheval, Operations Manager, West Virginia Radio Corp., 1251 Earl Core Road, Morgantown, WV 26505. EOE.

Assignment reporter/anchor: 10 days on/4 days off. Benefits include BC/BS, vacation, sick days. Resume and tape: WKOK/WQKX, News Director, PO Box 1070, Sunbury, PA 17801. EOE.

Producer/announcer: University of Northern Iowa. KUNI/KHKE Public Radio seeks a producer/announcer to produce and deliver newscasts on an eight-station system serving Cedar Falls, Waterloo, Mason City, Des Moines, Iowa City, Cedar Rapids, Dubuque, and the Quad Cities. Minimum requirements include Bachelor's degree in Journalism or related field and one year of related experience. Send resume and cassette audition tape to Greg Shanley, KUNI/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. Application review begins April 26, 1994 and continues until an appointment is made. Minimum salary of \$20,620 plus liberal fringe benefits. Additional information provided upon request (319-273-6400). AA/EOE.

HELP WANTED PERSONALITY/TALENT

Partner needed for morning show! Southwest location. One to three years experience required. Basic news writing ability a plus! Females and minorities encouraged to apply. Reply to Box L-2. EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion director: Top rated, Crystal Award winning station, Hot Oldies 97 FM, Phoenix, seeks a promotion director to develop creative events and maximize promotional opportunities. If you're not afraid to roll up your sleeves, think out-of-the-box, and have at least two years experience in radio or an equivalent field, then send your inquiries to Emily Stanik, Human Resources, KPSN FM, 3719 N. 32nd Ave., Phoenix, AZ 85017. No phone calls. EOE.

SITUATIONS WANTED MANAGEMENT

Radio-general manager: My history is strong on sales, community services, honest, excellent references. Small to medium markets. 716-992-4690.

Bob Bolton: Continuing my management search. Recently GM/GSM with Eastern NC station I built from CP. Management/sales/programming and construction career spans 25 years. Capable of wearing many hats to reduce your overhead. Call anytime including nights! 919-249-1893.

SITUATIONS WANTED PERSONALITY/TALENT

Twin cities afternoon drive talent looking for new format. Possibly morning show. Perfect for addition to team. Chris 612-488-6070.

TELEVISION

HELP WANTED MANAGEMENT

WICS-TV in Springfield, Illinois is seeking a traffic manager with minimum two years experience with Columbine. Person will be responsible for overseeing two station conversion from current system to Columbine. WICS is looking for a leader who will take initiative in maximizing inventory and revenue control. Send resume and salary requirements to: Personnel Director, WICS-TV, 2680 E. Cook Street, Springfield, IL 62703. No phone calls please. EOE.

Operations manager for group owned CBS affiliate to interface with the various departments for the station's continued growth, on air operation, and promotion. The candidate will be a problem solver and possess five years experience in programming, promotion or production management. Send resume and salary requirements to Gary Dreispul, VP/General Manager, WTRF-TV, 96 Sixteenth Street, Wheeling, WV 26003. EOE/MF.

Local sales manager: An on-the-move ABC affiliate in a great community needs a dynamic local sales manager to complete our management team. Strong leadership and people skills with an emphasis on new business development, marketing, inventory management and training are important. If you are a hands-on manager that likes a challenge, send your resume to Perry Chester, General Manager at WQAD-TV, 3003 Park 16th Street, Moline, IL 61265. EOE.

Station manager: WSTM TV seeks operations oriented station manager to supervise news, promotion, engineering and production departments. Must be a creative motivator, achiever and leader. Please send resume to Lisa Beyrau, WSTM TV, 1030 James Street, Syracuse, NY 13203 (no phone calls). EEO.

Production manager: WUNI TV 27, New England's Univision affiliate, seeks a bi-lingual production professional with solid editing, writing, and producing experience. Previous management and community affairs experience a strong plus. Send resume and reel to WUNI TV 27, 33 Fourth Ave., Needham, MA 02194. Attn: General Manager, EEO.

HELP WANTED RESEARCH

Research whiz: Able to get to the heart of the matter with political profiles, policy papers, voting records & public statements for conservative syndicated political talk show. Self-starter with strong work ethic and accuracy required. Television experience preferred. Familiarity with Nexis and other computer databases and government sources, etc. Quick turnaround for daily East Coast-based program. Resumes, project samples and non-returnable tapes to: Box L-9. EOE.

HELP WANTED ADMINISTRATION

ETV-Operations director (director of educational services): Senior management position responsible for supervision of educational activities of Mississippi Educational Television, including instructional services, and distance learning. Candidate will have superior management skills and relevant educational experience. Annual entry salary: \$36,086.76. Requirements: Bachelor's degree and (6) years experience, (3) years must be in public broadcasting. Submit: Cover letter and salary history to Confidential-Personnel, MS ETV, 3825 Ridgewood Road, Jackson, MS 39211 in request for an application. Applications must be postmarked by May 13, 1994. EOE/AA M-F.

HELP WANTED SALES

Equal opportunity employer seeks local account executive for progressive Fox affiliate in a top 20 market. Minimum 3 years broadcast experience and/or 2 years outside sales experience preferred. Must be able to sell commercial advertising to direct accounts and advertising agencies, generate new business, develop merchandising and promotional ideas for clients, and participate in rating book and research analysis. Computer/word processing skills essential. Benefits. Send resume to Box L-8. EOE.

Growth opportunity for highly motivated experienced national sales coordinator at top 40 Southwestern affiliate. Must be self-starter, organized, detailed oriented, with good people skills and desire to grow. BIAS experience helpful. Send resume to: Box L-15. EOE.

Sales marketing coordinator: WHNS-TV FOX 21 is accepting applications for the position of sales marketing coordinator. Unique position requiring excellent marketing and writing skills. Position will work with sales reps in developing non-traditional sales opportunities; write monthly client newsletter; develop sales promotions and presentations. Four year degree in marketing/communications and prior experience in advertising, marketing or television sales required. WHNS-TV, Personnel-MKT, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. EOE M/F/H.

Director of sales/marketing: Rare opportunity for experienced candidate to lead the sales and marketing team at this very dominant SE Sunbelt CBS affiliate. Our successful applicant will possess excellent people and managerial skills, a working knowledge of vendor support programs, NSI Star and Conquest. NSM or rep experience a plus. Letter, resume to: General Manager, Box L-16. Confidentiality assured. EOE. Women and minorities are encouraged to apply.

Television station seeking aggressive and experienced account executive to develop new business and manage existing account list. Previous television sales experience required. Send resume to General Sales Manager, KMSP-TV, 11358 Viking Dr., Eden Prairie, MN 55344. EOE.

HELP WANTED TECHNICAL

WPTT-TV 22 is searching for a chief engineer. Applicant must have UHF transmitter experience, an FCC license along with SBE certification. Individual will be self-motivated and expected to maintain entire operation. Communication skills are a must. Excellent salary and benefits. Send resume to: Kevin O'Leary, Operations Manager, PO Box 2809, Pittsburgh, PA 15230. Application deadline Friday, April 8, 1994. Serious inquiries only! No phone calls. EOE.

Television engineer: Applicant must be familiar with studio and transmitter equipment. Strong background in electronic theory is required, as well as hands-on experience. Send resume and salary requirements to: EEOC Officer, KBMT-TV, PO Box 1550, Beaumont, TX 77704. EOE.

Graphic designer: Design and produce on-air graphics utilizing Quantel Paint Box & Harriet. Minimum 3-5 years experience in television production/design required. College degree preferred. Typing skills and Macintosh experience a plus. Reply to: Allan Beutler, Design Director, WFAA-TV, 606 Young St., Dallas, TX 75202-4810. EOE, M/F.

KBHK-TV seeks engineering manager with strong interpersonal communications skills to manage the station's technical and maintenance operations. Responsibilities: Scheduling, supervision, and training of technicians; assistance in the maintenance of broadcast equipment; technical capital and operational budget preparation; and function as chief operator. Qualifications: Bachelor's degree and/or five to seven years experience in positions of progressive responsibility in broadcast technical management; thorough knowledge of UHF/RF theory and broadcast operations; and knowledge of the FCC rules and regulations. Send resume to Larry Burden, Director of Operations, KBHK-TV, 650 California Street, 7th Floor, San Francisco, CA 94108. EOE.

Broadcast engineer: DC area appraiser seeking engineers for inventory and valuation of radio and/or television broadcast operations. Full, part-time or subcontract positions considered. Send resume to Pete Bowman, BIA, 14595 Avion Pkwy., #500, Chantilly, VA 22021. EOE.

HELP WANTED NEWS

Strong management and editorial skills a must for this managing editor position. NewsChannel 5, the CBS affiliate in Nashville, Tennessee is seeking a manager with an aggressive journalistic track record. Candidates must also have proven people skills. Newsroom has staff of 60 plus, along with all the journalistic tools from an SNG truck to computers. Send cover letter and resume to Robert Stoldal, News Director, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls please.

News director: ABC affiliate seeks experienced small-market news director with good people skills to lead a young, aggressive team. Must have the journalistic and organizational skills to develop a competitive product and be a good teacher. BASY, live unit, remote bureau, latest equipment. Send resume and salary history to: Frank Pilgrim, General Manager, 202 Downtown Plaza, Salisbury, MD 21801. Fax 410-742-5767. M/F. EOE.

News director for a Mid-Atlantic group owned affiliate seeks an experienced, hands on, contemporary and community minded professional to work where leadership and quality go hand in hand. This is a tremendous opportunity for the right individual. Minorities/MF are encouraged to reply. Send resume and salary requirements to Box E-36. EOE.

News director for an aggressive 13 member news team in the beautiful Black Hills of South Dakota. Up to date equipment and resources not typical of this market size. Applicants must be able to show significant experience in leading people, helping them grow, developing a plan for serving the community and maintaining professional standards. A degree and significant experience as a television news director required. KEVN is an equal opportunity employer. Women and minorities are encouraged to apply. Salary dependent on experience. Resume, references and non-returnable video tape to Gerry Fenske, General Manager, KEVN-TV, PO Box 677, Rapid City, SD 57709. No calls!

WHOI-TV, Peoria, Illinois, seeks full time news photographer. Nine member photo staff, Beta and 3/4" tape, two live units. Experience helpful. Please send tape, resume to Jack Keefe, WHOI-TV, 500 N. Stewart, Creve Coeur, Illinois 61611. EOE/MF. No phone calls.

We're looking for a television reporter who can shoot and edit his/her own stories. We want a reporter who's aggressive, creative, and able to break stories. Live shot experience and working in a bureau would be a plus. We're looking for an enthusiastic, take-charge journalist to be part of this number one news team, send a non-returnable tape and resume to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE. No phone calls. EOE.

WNDU TV in South Bend Indiana has an opening for a highly creative, aggressive writer/field producer. Along with other duties you'd be in charge of a daily investigative segment. If you have good news judgement, can write well, and are willing to work hard—Send a non-returnable tape and resume to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE. No phone calls!

Sports director and sports anchor/reporter: WCMH-TV is looking for a sports director and a sports anchor/reporter. Must have 2 to 4 yrs experience in a comparable market plus extensive knowledge of all sports. Send resume and non-returnable tape to Tom Burke, WCMH-TV, 3165 Olentangy River Road, Columbus, OH 43202. EOE. Absolutely no phone calls.

KMSP-TV, Mpls-St. Paul is looking for an aggressive, creative reporter. Excellent news judgment, strong writing skills, ability to tell compelling stories live or on tape. 3-5 years experience required. Non-returnable tapes and resume to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. Absolutely no phone calls. EOE.

News anchor: Emmy winning station searching for the right person who can carry a newscast with confidence. However this is not a job for someone who wants to stay anchored to the set. The right candidate must also possess proven investigative reporting skills. College degree and prior experience desired. 3/4" non-returnable tape, resume and references to News Director, WCBF-TV, PO Box 879, Charleston, SC 29402. EOE, M/F, drug test mandatory. Telephone calls will disqualify you.

News photographer/editor: KMSP-TV, Minneapolis-St. Paul, needs an aggressive, creative news photographer/editor. If you have 3-5 years experience, thrive on deadlines and can't wait to hit the streets every day, send tape, resume and references to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No taxes or phone calls. EOE.

News photographer: Top-rated CBS affiliate is looking for an experienced news photographer. You must have a minimum of two years news, (not sports), photography experience. If you can capture that great picture and superior natural sound, send a non-returnable tape and resume to Jack Rusak, Chief Photographer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No calls please. M/F/EOE.

News producer: An aggressive, innovative producer is needed, who knows how to take charge. Looking for a strong leader and a creative writer. Minimum of three years experience in news, with heavy emphasis on lives and satellites. If you like to think outside the dots, this is the place for you! Send tapes and resumes to Georgia L. Jones, Director of Personnel, WLWT-TV, 140 West Ninth Street, Cincinnati, OH 45202. EEO-M/F/D.

Assignments manager: 5 years experience in TV assignments. Manage news story planning both weekly and long range. Will coordinate day, night and weekend news operations. Contact: News Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. A Capital Cities/ABC, Inc. station. EOE M/F/H/V.

WJLA-TV an ABC affiliate, is currently recruiting for an assistant news director. The successful candidate will preferably have a formal education equivalent of a BS degree in Journalism or a related field. The assistant news director will be responsible for day to day news coverage and operations, to include, direct supervision of newscasts, producers, and writers. Additionally, will be responsible for copy edits of early newscasts and provide daily critiques and will oversee the morning and afternoon story/show planning meetings. Five years of management experience in a TV newsroom is required. Excellent benefits package including a matching 401(K) plan, health, life, dental/vision, STD/LTD, and parking. No phone calls please. Resume and newscast tape to: WJLA-TV, 3007 Tilden St., NW, Washington, DC 20008, Attn: Gary Wordlaw. EOE M/F/V/H.

Reporter/anchor: Aggressive, creative communicator needed. Ideal candidate will be an enterprising reporter with strong story-telling skills. Responsibilities will be anchoring morning cut-ins and hosting an approaching morning show. Must be a team player. Women and minorities encouraged to apply. Rush resumes to Box L-17 EOE, M/F/D.

WNDU-TV in South Bend, Indiana has an immediate opening for a smart, aggressive, creative general assignment reporter. We're looking for someone who can enterprise and break stories. Two years experience as a reporter needed and experience with microwave and satellite lives is a plus. If you can write well and love to tell a good story—send a non-returnable tape and resume to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE. No phone calls!

WNDU-TV in South Bend, Indiana has an immediate opening for an assignment editor. We need an aggressive, organized journalist who loves to break a story. We have an award winning staff of reporters, photographers and producers, and we're looking for someone to organize our daily operations. If you want to be a part of a winning team—send a resume to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE. No phone calls!

KR Video (a division of Knight-Ridder, Inc.): KR Video is searching for extraordinarily talented broadcast journalists to launch its Philadelphia operation. This unique venture will translate the award-winning journalism of the Philadelphia Inquirer into compelling nightly television newscasts. The following positions are open: Executive producer (one opening); managing editor (one opening); operations manager (one opening); assignment editor; reporter/anchor; producer; associate producer; video journalist; graphic artist. Send a letter detailing your interest in this venture, a current resume and audition tape (or writing samples) to: Dick Moore, General Manager, KR Video, 5001 Wynnefield Avenue, Philadelphia, PA 19131 (no phone calls please). Knight-Ridder values diversity and encourages diverse candidates to apply for these openings. We are an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director: Immediate opening for team leader with management potential. Require 5-10 years experience directing fast paced news programs. Send non-returnable tape, resume and salary requirements to Personnel Director, WXII-TV, PO Box 11847, Winston-Salem, NC 27116. EOE, M/F.

Post-production editor needed at NBC affiliate in rapidly growing top 35 sunbelt market close to mountains, beaches, Charlotte and Atlanta. Prefer experience with ACE edit controller, AVC 21, Chyron Max1, ESS, Beta & 1". Excellent opportunity for a creative individual to work with enthusiastic staff in a versatile and newly upgraded edit suite. Send resumes to: Human Resources Manager, PO Box 788, Greenville, SC 29602. EOE.

Promotion writer/producer: We need a news junky who lives and breathes topical news promotion. Position handles all tease elements in, and out, of our newscasts. Additional series and POP spots are par for the course. If you can crank with creativity, survive with self-motivation, and drive viewers with a vengeance, send tape and resume to Promotion Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. EOE.

Director(s) needed freelance: MPT is looking for director(s) for a childrens' educational series "Numbers Alive!". Format: 15-minute dramas (with comedic elements) featuring teenage actors; shot primarily on location on Betacam. Requires: BA or BS degree; minimum of five years experience in directing for television/video; must have drama and location experience. Will assist with casting, storyboard scripts, and attend pre-production meetings, consult with editors, etc. Send resume and sample reel (non-returnable) by April 22, 1994 to: Maryland Public Television, Human Resources, 11767 Owings Mills Blvd., Owings Mills, MD 21117. MPT is an AA/EOE employer.

Promotion writer/producer: WLWT-TV, the NBC affiliate in Cincinnati, is building a promotion dream team. We're looking for the best writer/producers in the field to create cut-through, innovative, well-written and effective promos. Candidates should have at least three years experience, excellent writing and production skills, and quick turn-around capabilities. Familiarity with Quantel Paintbox and good eye for graphics a plus. Rush resume and 3/4" demo reel to Georgia Jones, WLWT, 140 West Ninth Street, Cincinnati, OH 45202. EEO-M/F/D.

Art director: WLWT-TV, the NBC affiliate in Cincinnati, is looking for someone to lead the graphics department. Candidate must have three years broadcast design experience, killer reel and print portfolio, plus ability to create cutting-edge graphics daily for promotion and news. Familiarity with Quantel Paint Box and Macintosh a plus. Rush Beta demo reel and print samples to Georgia L. Jones, Director of Personnel, WLWT, 140 West Ninth Street, Cincinnati, OH 45202. No beginners and no phone calls! EEO-M/F/D.

Come to the beach!!! WCIV-TV 4 has an immediate opening in Charleston's hottest promotion department for a highly creative, aggressive, self-motivating writer/producer. Minimum two years experience in writing, editing and producing news image and topicals. Send non-returnable tape and resume immediately to Chris Friedrichs, WCIV, POB 22165, Charleston, SC 29413. No beginners. No phone calls. EOE.

SITUATIONS WANTED SALES

Dale Carnegie sales graduate with six years selling radio advertising, currently employed with AT&T, is looking for a position as an account executive with a television station. Please call Martin Garbus at 213-749-3461 or write to him at 27113 Sanford Way, Valencia, CA 91355.

SITUATIONS WANTED NEWS

Long format newsmagazine producer! Attn: Broadcast network & nat'l cable executive producers & news directors on lookout for the good and experienced. Tired of scouring from a diminishing pool of known talent often oversold? I have more than a decade of distinguished and recognized achievement in TV investigative journalism behind me—covering & breaking a number of important stories at home & abroad for several of the top network newsmagazine & hard news shows in US & UK. Just rebased New York & now looking to regularize work status soonest. Welcome opportunities for introductory chat for mutual reference purposes. My current list of story projects needs quick home. Further career details/references/etc. Contact tel: 212-876-4123 or 212-876-4418 (fax).

Wake up!—It's the high-tech nineties! Futurize your newscast by adding an Emmy-award winning Sci-tech-medical reporter with 20 years experience including CNN. Reply to Box L-19.

SITUATIONS WANTED TECHNICAL

29 years broadcast engineering. 19 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply to Box L-18.

SATELLITE

HELP WANTED TECHNICAL

Video control center operator: Candidates should have 3-5 years experience in satellite operations, or broadcast master control in a medium to major market. Uplink experience is essential. Qualified candidates submit resumes and salary history to: IDB Communications Group, Inc. 10525 W. Washington Blvd., Culver City, CA 90232. Attn: Manager, Video Control Center. EOE.

CABLE

HELP WANTED MANAGEMENT

Local sales manager: Consistent, solid growth has created the need for an additional local sales manager for our 700,000 subscriber interconnect in Suburban Philadelphia. The right candidate will manage a team of 6 AE's in a positive environment where you can grow to your fullest potential. Experience required in agency and local direct selling. PC literacy a plus. Reply to Philip W. Satas, Director of Sales, Metrobase Cable Advertising, 70 E. Lancaster Avenue, Frazer, PA 19355. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director: Seeking producer/director with strong multi-camera TD skills... Tired of just pushing buttons? Let your skills flourish at a growing facility in the Washington DC area with a creative team atmosphere. Must have enthusiasm for beautiful images and ability to work independently and supervise production crew. Must interact well with clients. Send resume and demo tape to: Media General Productions, 14650 Old Lee Road, Chantilly, VA 22021. Attention: Human Resources. Demo tapes will not be returned. No phone calls please. Pre-employment drug-testing required. EOE M/F/D.

ALLIED FIELDS

HELP WANTED MANAGEMENT

General manager Texas Student Publications, The University of Texas at Austin. The general manager oversees the day-to-day operations of a \$2.5 million student media operation consisting of a newspaper, radio station, television station and two yearbooks, with increasing emphasis on radio and television. Required qualifications are a bachelor's degree, five years of managerial experience, and experience in the administration of budgets and personnel. Experience in the management of print or electronic media is preferred. Salary is open; excellent fringe benefits. Complete information on this vacancy will be provided to finalists at the interview. To apply, submit letter of interest, resume, and three letters of reference to: Carlene Wooley; Texas Student Publications; TSP 3.304; Austin, TX 78712. An equal opportunity/affirmative action employer. Minority applicants are encouraged to apply.

CLASSIFIEDS

HELP WANTED ADMINISTRATION

The West Virginia Educational Broadcasting Authority (WVEBA) licensee of three (3) independently programed television stations and a ten-station public radio network seeks an executive director to oversee an agency with more than 100 full-time employees and an annual budget of approximately \$10 million. Qualifying experiences desired: an effective advocate with boards, governing bodies, and the public; a coalition builder and an effective manager; a developer of funding sources; experience managing a complex organization; an executive with technical expertise to develop and implement a public broadcasting system. The candidate will have substantial administrative experience in broadcasting, education, private industry or an appropriate combination of experience and education. Salary: \$47,500. Applications or nominations should be sent to WVEBA, Executive Director Search Committee, 600 Capitol Street, Charleston, WV 25301. The EBA encourages the application of female and minority individuals as well as persons requiring individual accommodation due to a disability. WVEBA is an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editor: Award-winning East Coast company in search of creative, versatile team player. 5 to 10 years experience required. CMX background and familiarity with a wide variety of tape formats preferred. Must have strong interpersonal skills and positive attitude. Competitive pay and benefits package. Come join our winning team!! Send resume to: Editor, 3083 Brickhouse Ct., Virginia Beach, VA 23452. EOE.

FINANCIAL SERVICES

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

EDUCATIONAL SERVICES

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

Workshop for would-be reporters, April 22, 23 or 29; "How to Get Your First Job as a TV News Reporter." Call Julie Eckhart, ESP 914-937-1719.

EMPLOYMENT SERVICES

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GREATER MEDIA, INC., a nationwide communications company headquartered in East Brunswick, N.J., has an immediate opening for a strong financial controller reporting directly to the group vice president/radio. This position offers both high visibility to top management and hands-on experience in the daily operation of radio stations in a variety of major markets. Requirements include:

- Minimum 5 years financial/accounting experience
- Proven analytical and budgeting skills
- Experience in managing diverse staff
- Ability to communicate and interact effectively with all levels of management
- Computer literacy

The successful candidate should expect to travel extensively. Broadcasting experience desired. CPA preferred but not required.

Submit resume and salary history/requirements to Greater Media, Inc., PO Box 1059, East Brunswick, N.J. 08816. EOE.



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HELP WANTED NEWS

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E! Entertainment Television
Human Resources
Managing Editor Ad
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Los Angeles,
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PRODUCTION & OTHERS

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c/o Broadcasting & Cable
1705 DeSales St., NW Washington, DC 20036
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TELEVISION

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For the Record

OWNERSHIP

Granted

KYQQ(FM) Arkansas City, AR (BALH 940124GQ)—Action March 22.

KHBM-AM-FM Monticello, AR (AM: BTC 940209GF; FM: BTCH940209GG)—Action March 10.

KROG(FM) Phoenix (BALH940126GF)—Action March 21.

KCHT(FM) Bakersfield, CA (BALH940113 GH)—Action March 14.

KNSD(TV) San Diego, CA (BTCCT940317 KJ)—Action March 29.

KRKE(AM) Aspen, CO (BAL930825EC)—Action March 16.

WAPE-FM Jacksonville, FL (BALH940302 GE)—Action March 22.

WFYV-FM Atlantic Beach, FL (BALH 940302GF)—Action March 22.

WTVT(TV) Tampa, FL (BTCCT940317 KG)—Action March 29.

WWSD(AM) Quincy, FL (BAL931209EF)—Action March 16.

WAGA-TV Atlanta, GA (BTCCT940317 KI)—Action March 29.

KFMH(FM) Muscatine, IA (BALH931206 GF)—Action March 25.

WPRS(AM)-WACF(FM) Paris, IL (AM: BAL 931210GL; FM: BALH931210GK)—Action Jan. 28.

WLRZ(FM) Peru, IL (BALH931213GQ)—Action Jan. 31.

WCVS-FM Virden, IL (BAPLH940208GG)—Action March 21.

WNTC(FM) Chandler, IN (BAPH940304 GI)—Action March 25.

WSBK-TV Boston (BTCCT940317KL)—Action March 29.

KQSK(FM) Chadron, ME (BALH940103 GQ)—Action Jan. 27.

WJBK-TV Detroit (BTCCT940317KH)—Action March 29.

KGWV-FM Belgrade, MT (BALH940125 GJ)—Action March 23.

KCJB(AM)-KYYX-FM Minot, ND (AM: BTC 940222EF; FM: BTCH940222EG)—Action March 15.

KKOB-AM-FM Albuquerque, NM (AM: BAL 931230EB; FM: BALH931230EC)—Action March 15.

WRKA(FM) St. Matthews, KY (BALH 940311GR)—Action March 24.

KCOW(AM)-KAAQ(FM) Alliance, NE (AM: BAL940103GP; FM: BALH940103GO)—Action Jan. 27.

WWWS(AM)-WUFX(FM) Buffalo, NY (AM: BAL940309GM; FM: BALH940309GN)—Action March 22.

Abbreviations: all.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; PSA—presunrise service authority; pwr.—power; RC—remote control; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. One meter equals 3.28 feet.

WERE(AM)-WNCX(FM) Cleveland (AM: BAL940309GO; FM: BALH940309GP)—Action March 22.

WJW-TV Cleveland (BTCCT940317KE)—Action March 29.

KCDL(FM) Cordell, OK (BALH940203GX)—Action March 25.

KMNZ(TV) Oklahoma City, OK (BAPCT 931129KJ)—Action March 11.

WJYO(FM) Moncks Corner, SC (BAPLH 940225GG)—Action March 15.

WPTN(AM)-WGSQ(FM) Cookeville, TN (AM: BTC940120GE; FM: BTCH940120 GF)—Action March 21.

WGNN(FM) Dresden, TN (BALH931203 GJ)—Action Jan. 28.

KEPS(AM) Eagle Pass, TX (BTC931117 EB)—Action Jan. 28.

KCWS(FM) Merkel, TX (BALH931216HJ)—Action March 15.

KKHQ(FM) Odem, TX (BTCH940301GE)—Action March 22.

WITI-TV Milwaukee (BTCCT940317KF)—Action March 29.

WHBL(AM)-WWJR(FM) Sheboygan, WI (AM: BAL931223GJ; FM: BALH931223 GK)—Action March 22.

WHTL-FM Whitehall, WI (BTCH940128 GF)—Action March 24.

Dismissed

KIXT-FM Grover City, CA (BTCH890914 HX)—Action March 11.

WSPD(AM)-WVKS(FM) Toledo, OH (AM: BAL930512GK; FM: BALH930512GF)—Action Jan. 25.

WLQR(FM) Toledo, OH (BALH930512GL)—Action Jan. 25.

FACILITIES

Applications

Oakdale, CA KDJK(FM) 95.1 mhz—W. Lawrence Patrick, receiver, seeks mod. of CP to make changes; change: ERP: 19.9 kw; ant. 240 m.; TL: peak of Rushing Mtn, rural area 5.6 mi. E of Knights Ferry and 1.5 mi. S of Hwy 108/120 in Tuolumne Co., CA. Site is accessible only by private road.

Denver KRMT(TV) ch. 41—Faith Bible

Chapel International seeks CP to change TL: 3.8 mi. S of Morrison, Jefferson Co., CO; ant. 344 m.; ERP: (vis) 2,223 kw.

Rexburg, ID KRXX-FM 98.1 mhz—Communicast Consultants Inc. seeks CP to make changes; change: ERP: 100 kw; ant. 172 m.; TL: 4 km NE of Iona, Booneville Co., ID; change class to C1 (per MM docket 93-166).

Jeffersonville, IN WQMF-FM 95.7 mhz—Newport Broadcasting Co. seeks CP to make changes: ERP: 28.58 kw; ant. 196.3 m.; TL: on Indiana Hwy. 211, one mile E of Hwy. 11 intersection near Elizabeth, Harrison Co., IN, and to change antenna supporting-structure height.

Calvert City, KY WCCK(FM) 95.7 mhz—Stice Communications Inc. seeks CP to make changes: ERP: 0.96 kw; ant. 154 m.; TL: 2.9 km NNE of intersection of James Duke Rd. and State Rte. 453, 5 km NE of Calvert City, Livingston Co., KY, and to correct inconsistency in geographic coordinates and tower height data.

Columbia Falls, MT KCWX(FM) 95.9 mhz—Frank Copsidas Jr. seeks CP to make changes; change: ERP: 50 kw; change class to C2 (per MM docket 92-281).

Tamaqua, PA WMGH-FM 105.5 mhz—East Penn Broadcasting Inc. seeks CP to make changes; change: ERP: 2.6 kw.

Lake City, SC WWFN(FM) 100.1 mhz—Florence County Broadcasting Co. seeks CP to change ERP: 3.3 kw; ant. 132 m.

Actions

Andalusia, AL WKYD(AM) 920 khz—Granted app. of Riggs Radio Corp. for CP to reduce nighttime power to 40 w and make changes in antenna system. Action March 25.

Hampton, AR KKOL(FM) 107.1 mhz—Returned app. of Southern Arkansas Radio Co. for CP to make changes; change: ERP: 17.5 kw; ant. 92 m.; change frequency to 106.5 mhz, and class C3 (per MM docket 89-453). Action Jan. 31.

Hope, AR KXAR-FM 101.7 mhz—Granted app. of KDB Inc. for CP to make changes: ERP: 50 kw; ant. 150 m.; TL: off State Rte. 355, 2 km NNE of McNab, Hempstead Co., AR. Action March 10.

Baker, CA KIXF(FM) 101.5 mhz—Granted app. of Turquoise Broadcasting Inc. for mod. of CP to make changes: ERP: 4.3 kw; ant. 403 m.; TL: Turquoise Peak, approx. 23 km NE of Baker, in San Bernardino Co., CA. Action March 23.

South Oroville, CA KYIX(FM) 104.9 mhz—Granted app. of Linda Adams for mod. of CP to make changes: ERP: .260 m.; ant. 472 m.; TL: Bloomer Hill, 5.1 km W of Berry Creek, Butte Co., CA, and to change antenna supporting-structure height. Action March 23.

Thousand Oaks, CA KNJO(FM) 92.7 mhz—Granted app. of Flagship Communications Co. Inc. for CP to make changes; change:

FOR THE RECORD

ERP: 1.52 kw; ant. 197 m. Action March 10.

Colorado Springs, CO KIL0(FM) 93.9 mhz—Granted app. of Colorado Springs Radio Broadcasters Inc. for CP to change frequency from 93.9 mhz to 94.3 mhz. Action March 28.

Lakeland, FL WEZY-FM 94.1 mhz—Granted app. of Chapman S. Root 1982 Living Trust for mod. of CP to make changes: ant. 323 m.; TL: Polk Co., FL, 0.22 km S of Rte 674 and 1.25 km E of Hillsborough Co. line. Action March 15.

New Smyrna Beach, FL WJLU(FM) 89.7 mhz—Granted app. of Cornerstone Community Radio Inc. for CP to make changes: ERP: 10 kw; class changed to C3.

Greenville, GA WKZJ(FM) 95.7 mhz—Granted app. of Orchon Broadcasting Co. for mod. of CP to make changes; change TL: approx. 1.5 km SE of Mountville, GA. Action March 14.

Tifton, GA WPLH(FM) 102.9 mhz—Granted app. of Abraham Baldwin Agricultural College for CP to make channel change; from 278D to 276D. CP is for class D educational station operating at ERP of .029 kw. Action March 28.

Charleston, IL WHQQ(FM) 92.1 mhz—Granted app. of WHQQ Inc. for mod. of CP to modify composite patterns. Action March 15.

Freeport, IL WFPS-FM 92.1 mhz—Dismissed app. of Friends Communications Inc. for CP to make changes; change ERP: 6 kw; ant. 94.9 m. Action March 18.

Olney, IL WPTH(FM) 88.1 mhz—Granted app. of Olney Voice of Christain Faith Inc. for CP to change ERP: .72 kw. Action March 23.

Madisonville, KY WKTG(FM) 93.9 mhz—Granted app. of Sound Broadcasters Inc. for CP to make changes to ERP: 50 kw. Action March 15.

Baton Rouge, LA 90.3 mhz—Granted app. of East Baton Rouge Parish School Board for CP to make changes; ERP: 8 kw; ant. 113 m.; TL: St. Joseph and Government sts., Baton Rouge, East Baton Rouge Parish, LA. Action March 28.

Homer, LA KZXB(FM) 106.7 mhz—Granted app. of NWLA Broadcasting Co. for mod. of CP to make changes: TL: 0.17 km W of Old LA Hwy 7, 8.2 km S of Cotton Valley, Webster Parish, LA. Action March 21.

Winona, MN KHME(FM) 101.1 mhz—Granted app. of Home Broadcast Co. for one-step application to change channel to 266 C3. Action March 23.

Tupelo, MS WZLQ(FM) 98.5 mhz—Granted app. of Phoenix of Tupelo Inc. for CP to make changes: change: ant. 299 m; TL: site is 1.3 mi. S of Randolph on Hebron Church Rd. in Pontotoc Co., MS. change class to C1. Action March 24.

Kalispell, MT KBBZ(FM) 98.5 mhz—Granted app. of Bee Broadcasting Inc. for CP to install auxilliary system (for auxilliary purposes only). Action March 25.

Avon, NY WEZO(FM) 93.3 mhz—Granted app. of the Lincoln Group Ltd. for CP to make changes: change ERP: 4 kw; ant. 119 m. and install DA. Action March 14.

Cambridge, OH WCMJ(FM) 96.7 mhz—Granted app. of AVC Communications Inc. for CP to change ERP: 2.3 kw; ant. 112 m. Action March 23.

New Philadelphia, OH WKRJ(FM) 91.5 mhz—Granted app. of Kent State University for mod. of CP to make changes: change ERP: 2 kw; change from directional to non-directional. Action March 24.

Oxford, OH WMUB(FM) 88.5 mhz—Granted app. of the President and Trustees of Miami University for mod. of CP to make changes; change: ERP: 24.3 kw; ant. 147 m. Action March 8.

Lawton, OK KZCD(FM) 94.1 mhz—Granted app. of Communicorp Inc. for CP to make changes: ERP: 50 kw; ant. 105.8 m.; frequency changed from 231 to 232; class changed from C2 to A (per MM docket 92-178). Action March 14.

Centralia, WA KCED(FM) 91.3 mhz—Granted app. of State of Washington Centralia College for CP to make changes: change: ERP: 1.2 kw; ant. 40 kw; TL: 300A Clear View Height Rd., Centralia, WA. Action March 23.

Quincy, WA KWWW-FM 96.7 mhz—Granted app. of Sans Inc. for CP to change ERP to 0.44 kw. Action March 24.

Seattle KNDD(FM) 107.7 mhz—KHOW Inc. seeks CP to change ERP: 57.3 kw; ant. 714 m. and TL: W. Tiger Mtn.; 3.3 km S of High Point, WA. Action March 11.

Kewaunee, WI WAUN-FM 92.7 mhz—Granted app. of Harbor Cities Broadcasting Inc. for CP to make changes: ERP: 6 kw; ant. 96 m. Action Jan. 25.

Milwaukee WMSE(FM) 91.7 mhz—Granted app. of Milwaukee School of Engineering for CP to make changes: ERP: 3.2 kw; ant. 39 m. Action March 11.

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Jones

Continued from page 26

bution's *The Ricki Lake Show* in growth versus February 1993.

"If we were playing by the numbers, the show would have been dead, buried and just a footnote in television history two years ago," says Scott Carlin, senior vice president, sales, WBDDT. "We stuck with it, however, because we believed there was something right with *Jenny*—and now the viewers have come to see the same thing."

The show debuted with a strong affiliate lineup and a softer touch than that of most talk shows. After *Jenny Jones*'s weak performance in its first season, it was downgraded or dropped by many affiliates. As a result, many independents that picked up the show are benefiting now. In addition, after that first year, Warner Bros. decided the show needed a harder edge, and Jones began to concentrate on more topical issues.

"In its debut, the show was schmaltzy and soft, and it just didn't work," says Carlin. "We hired two

Donahue producers and turned it into an issue-oriented show." However, by that time many stations had lost faith. "In the first year we had bad numbers because it was a bad show. In the second year our ratings were bad because our station lineup and time periods had gotten so bad. When something gets downgraded or thrown off the air it's dead," says Carlin. "There are no second chances in this business."

The show already is renewed for its fourth season, and Carlin says the station and time period lineups have improved during year three, which should boost ratings even more. Carlin also says the show has been helped by what he calls a "generational shift" in daytime television, with more younger women tuning in to talk shows—specifically, *Jenny Jones* and *The Ricki Lake Show*.

"*Jenny* sort of started the shift, and *Ricki Lake* has furthered it, with more 18- to 34-year-old women coming to daytime talk. That's where you build these shows: from the bottom up, with younger demographics. Eighteen- to 34-year-old viewers turn into 25- to 54-year-old viewers."

Carlin says the show has performed

well on many independent stations because those stations traditionally attract younger viewers. "Talk shows like *Jenny* have become legitimate programming for these independents rather than old sitcoms. Indies have become the single biggest beneficiaries of the show's success, and they got it by default because the majority of our clearances at the debut were affiliates."

One such independent that has benefited from acquiring *Jenny Jones* is KCOP-TV Los Angeles, which picked up the show last fall from KNBC-TV. "The show has shown growth above and beyond what you'd normally see," says Rick Feldman, station manager, KCOP-TV. In Los Angeles alone, the show grew substantially in the four months from the November sweeps to the February ratings month. In November, the show averaged a 3 rating and an 11 share in households. In February the show grew to a 5/15. The show exhibited similar growth in key female demographics. "Despite the fact we have to pay more money for the show because of its improved ratings, we're happy to pay because it's doing so well for us," says Feldman. ■

THIS WEEK

April 10-12—Association of National Advertisers marketing communications conference. Don CeSar Beach Resort, St. Petersburg, Fla. Contact: (212) 697-5950.

April 10-12—Cabletelevision Advertising Bureau. New York. Contact: (212) 751-7770.

April 11—"Communications Technology for Everyone: Implications for the Classroom and Beyond," sponsored by *Annenberg Washington Program*. Willard Office Building, Washington. Contact: Nicole Nolan, (202) 393-7100.

April 11-13—Cable Television Administration and Marketing Society national pay per view conference. Orlando, Fla. Contact: (703) 549-4200.

April 12—50th annual *Radio and Television Correspondents' Association* dinner. Washington Hilton. Contact: Ivan Goldberg, (202) 828-7016.

April 12—"The Business of Entertainment: The Big Picture," conference sponsored by *Wertheim Schroder* and *Variety*. Pierre Hotel, New York. Contact: (212) 492-6532.

• **April 15-20**—MIP-TV. Cannes, France. Contact: (212) 689-4220.

APRIL

April 19—National Academy of Television Arts and Sciences 15th annual Sports Emmy Awards. Marriott Marquis Hotel, New York. Contact: Trudy Wilson, David Beld or Rob Simmeljaer, (212) 586-8424.

April 20—Scripps Howard Foundation National Journalism Awards. Cincinnati Westin Hotel, Cincinnati, Ohio. Contact: (513) 977-3035.

April 21—International Radio and Television Society newsmaker luncheon. Speaker: L. Lowry Mays, president/CEO, Clear Channel Communications. Waldorf-Astoria, New York. Contact: Marilyn Ellis, (212) 867-6650.

April 21-22—National Association of Broadcasters second regional career seminar. Embassy Suites Hotel, Chicago. Contact: (202) 429-5498.

Datebook

April 21-22—"Current Issues in Multimedia Licensing," seminar sponsored by *Prentice Hall Law & Business*. New York Palace, New York. Contact: (800) 223-0231.

April 21-26—Golden Rose of Montreux festival. Montreux, Switzerland. Contact: 41-22-708-85-99.

April 22-23—Texas Associated Press Broadcasters annual convention. Corpus Christi, Tex. Contact: Diana Jensen, (214) 991-2100.

April 23-24—National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards judging panels. New York. Contact: Trudy Wilson, (212) 586-8424.

April 30-May 1—National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards judging panels. Los Angeles. Contact: Trudy Wilson, (212) 586-8424.

MAY - JUNE

May 8-11—Conference on Interactive Marketing/East. Marriott Orlando World Center Resort and Convention Center, Orlando, Fla. Contact: (310) 798-0716.

May 11-12—National Infomercial Marketing Association third annual midyear meeting. Grand Hyatt, Washington. Contact: David Savage, (202) 962-8342.

May 13-15—Federal Communications Bar Association annual seminar. Nemaacolin Woodlands Resort, Farmington, Pa. Contact: (202) 736-8149.

• **May 22-24**—NBC affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 664-4444.

• **May 22-25**—National Cable Television Association. New Orleans. Contact: (202) 775-3669.

May 22-25—National Association of Minorities in Cable. New Orleans. Contact: (310) 404-6208.

May 22-25—Broadcast Cable Financial Management Association and Broadcast Cable Credit Association annual conference. Sheraton Harbor Island Hotel, San Diego, Calif. Contact: Cathy Lynch, (708) 296-0200.

May 25—National Media Owl Awards. First Chicago Center, Chicago. Contact: Mary Schwartz, (312) 664-6100.

• **June 1-4**—CBS affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.

June 2-4—43rd American Women in Radio and Television national convention. Minneapolis Hilton and Towers, Minneapolis. Contact: Gene Barnes, (212) 302-3399.

June 5-11—15th annual Banff Television Festival. Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-3060.

• **June 7-9**—ABC affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 456-7777.

June 8-11—PROMAX International and Broadcast Designers Association. New Orleans. Contact: (213) 465-3777.

June 10-13—American Advertising Federation national conference. Houston. Contact: (800) 999-2231, ext. 332.

June 11-13—ShowBiz Expo. Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.

• **June 20-23**—Wireless Cable Association International annual convention. Las Vegas Hilton, Las Vegas. Contact: Connie Clark, (319) 752-8336.

• **June 20-23**—Women In Cable 13th annual national cable management conference. Atlanta Hilton and Towers, Atlanta. Contact: Tracy Mitchell, (312) 661-1700.

• **June 23-24**—Fox Broadcasting affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: Ciro Abate, (310) 203-1169.

• **Major Meetings**

Edward Blake Byrne

R. Lee Giles, news director at LIN Broadcasting Corp.'s WISH-TV Indianapolis, years ago approached then-group head E. Blake Byrne about starting an early morning newscast the following year. "Byrne said, 'If it's a good idea next year, why isn't it a good idea this year? Let's do it.'"

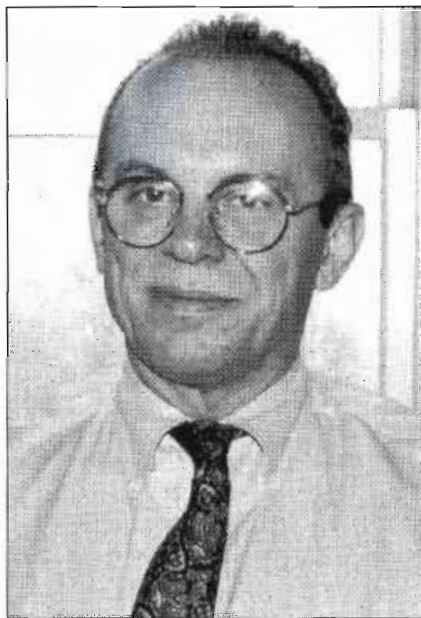
Bruce Cynar, general sales manager at another LIN station in Indiana, WANE-TV Fort Wayne, remembers Byrne differently: "If you wanted to start a 'news' at 6 a.m., he made you go back to the books and prove what the audience would be and who the advertisers would be. If you couldn't prove it, you didn't get the news."

Byrne himself sees a common thread in these contrasting recollections, that of challenging those who report to him: "I always feel that people learn more if they are challenged and think about the whys and wherefores of what they are doing. If they learn they get better, and if they are better, then the company is better. If I am head of television for that company, then goodness knows, even Blake looks better."

For Byrne, now president of new television group owner Argyle Television Operations, looking good is more than a matter of prestige. It is very much in his economic self-interest and that of other management shareholders who own 37% of Argyle Television. Argyle began operations late last year upon buying all four Times Mirror Broadcasting stations. Argyle paid about \$320 million for KTVI-TV St. Louis, WVTM-TV Birmingham, Ala., KDFW-TV Dallas-Forth Worth and KTBC-TV Austin, both Texas.

Running major-market stations, especially in Texas, is something Byrne knows well. LIN Broadcasting picked him, at age 39, to run NBC affiliate KXAS-TV Dallas-Forth Worth.

A few years earlier, while working at the Petry Television rep firm as an account representative, Byrne helped get advertisers for competing WFAA-TV. He felt the market was underpriced. During his first week as general manager of KXAS-TV, Byrne raised advertising rates "way above" what they had been. However, he was not prepared for the aggressive news competition in the market.



Byrne now is prepared to do battle in Dallas, St. Louis and elsewhere, but such competition is a long struggle, he says. Even so, KTVI-TV already has made large ratings gains in late news.

If Byrne is driven—and is a hard driver of others, especially his salespeople—he also has mellowed from his pre-Argyle days.

After building the prime time format at KCAL-TV Los Angeles, he left in 1980 after some tension with the station's owner, Disney. Still, Byrne says, "that experience was one of the most rewarding of my career. I am still friends with them, and we do a lot of business together."

The departure gave him the opportunity to pursue a lifelong dream—"to go off and spend a summer in Paris without any responsibilities." What was supposed to be a six-week visit turned into close to nine months. Then, Byrne says, "Bob Marbut [now chairman of Argyle] came over with his wife after

New Year's [1993] and said, 'Why don't you come back and let's start Argyle?'"

For Byrne's first job more than 30 years ago, he was to go to France for Texas Instruments. But just before graduating from Columbia University's business school, he was asked to fill an empty slot to meet with a CBS recruiter. (The university wanted to make sure the company knew students were interested.) "Eight days later, I had an interview at 485 Madison [Ave.]," Byrne says. "I was so excited, my international finance career came to an end before it got started."

Byrne started off in a nine-month training program at CBS before settling into financial analysis for the network. But when an opportunity arose to move to Petry, he decided that sales was more to his liking.

If life proved tougher at his next job at KXAS-TV, LIN thought well enough of his performance to make him head of the seven-station television group. Byrne became involved in shopping for stations, which prepared him for his

current task at Argyle. During his career, he also has served as chairman of the Television Bureau of Advertising and vice chairman of NBC's affiliate board of directors.

Today the business of running affiliates at Argyle is more exciting than when he was doing it at LIN, Byrne says. Stations are making operating deals with each other. Argyle has purchased a low-power station in Austin that it will run as an independent and cross-promote with KTBC-TV. Stations also are getting more involved in

programming, he says. After living in Los Angeles for five years, "I've gotten to know that part of the business better," Byrne says.

President, Argyle Television Operations, Los Angeles; b. July 2, 1935, Columbus, Ohio; B.A., Duke University, N.C., 1957; private first class, U.S. Army, 1957-59; MBA, Columbia University, N.Y., 1961; financial analyst, CBS Television Network, N.Y., 1961-64; account executive, Petry Television Inc., N.Y., 1964-67; general sales manager, KPTV-TV Portland, Ore., 1967-73; general manager, WJAR-TV Providence, R.I., 1973-74; president/general manager, KXAS-TV Dallas, 1974-81; vice president, television, LIN Broadcasting Corp., N.Y., 1981-88; president, KCAL-TV Los Angeles, 1989-90. Current position since 1993; divorced; children: John, 28; Jocelyn, 23.

—GF

Fates & Fortunes

BROADCAST TV

Angela Small, attorney, Blecher & Collins, Los Angeles, joins Saban Entertainment, Burbank, Calif., as VP, legal affairs.

Mark Dembo, account executive, Katz Radio, New York, joins West Glen Communications Inc. there as VP, eastern regional sales.

Thomas Leach, director, planning, administration, WGN-TV Chicago, and manager, planning, Tribune Broadcasting, there, named controller, Tribune Television Group, there.

Frederick Richards, president, FJR Consulting Inc., New York, joins Worldwide Television News Productions there as regional executive.

Lyndon Mosse, senior art director, Jim Henson Productions, New York, joins Lancit Media Productions Ltd. there as creative director.

Appointments at Katz Television Computer Operations, New York: **Vadin Kleyzit**, system consultant, 3D Information Services, Somerset, N.J., joins as programmer/analyst; **Thanh Hong**, programmer/analyst, Eastman Kodak, Rochester, N.Y., joins in same capacity; **Andrea Gilels**, KOSMIC systems representative, named KOSMIC systems coordinator; **Barbara Zdybowicz**, research analyst, named KOSMIC systems representative.

Appointments at WJLA-TV Washington: **Ed Pena**, account executive, KOKI-TV Tulsa, Okla., and **Polly Sherard**, account executive, WGMS(FM) Washington, join in same capacities.

Richard Moore, news director, WSB-TV Atlanta, joins Knight-Ridder Inc. as GM of newly formed video news company KR Video Inc., Philadelphia.

Victoria Regan, director, programming, WTAE-TV Pittsburgh, joins WBNG-TV Binghamton, N.Y., as GM.

Susan Bedsow Hogan, supervising producer/writer, ABC's *One Life to Live*, named executive producer.

Appointments at WTAE-TV Pittsburgh:

Cindy Foight, former research director, named account executive; **Andy Katsafnas**, graduate, Ohio University, Athens, Ohio, joins as research director; **Pete Mistelske**, former GM, WBCB(AM) Philadelphia, joins as account executive; **Debra Stiles**, former account supervisor, Hallmark Advertising, Pittsburgh, joins as account executive; **Stacey Heinricher**, former account executive, WPXI-TV Pittsburgh and Impact Television, there, joins in same capacity.



Tokumatsu

Gordon Tokumatsu, general assignment reporter, KCRA-TV Sacramento, Calif., joins KNBC-TV Burbank, Calif., in same capacity.

David Crabtree, anchor/reporter, KCNC-TV Denver, joins WRAL-TV Raleigh, N.C., in same capacity.

Appointments at KSTP-TV St. Paul/Minneapolis: **Dean Bunting**, news director, KCRG-TV Cedar Rapids, Iowa, joins in same capacity; **David Baumann**, director, promotion, design, KIRO-TV Seattle, joins as director, creative services.

Appointments at WOAC-TV Canton, Ohio: **Edward Reynolds**, GSM, KFRG-FM-KOOJ-FM San Bernardino, Calif., joins in same capacity; **Phil Sherck**, GSM, named marketing director.

William Fyffe, president/GM, WLUK-TV Green Bay, Wis., retires; **Matthew Kreiner**, VP/station manager, succeeds Fyffe as president/GM.

RADIO



Blieberg

Helene Blieberg, director, communications, CBS Radio Division, New York, named VP.

Michael Isabella, national sales manager, WLLZ-FM Detroit, joins KYW(AM) Philadel-

phia in same capacity.

Appointments at Metro Networks, Great Lakes region, Detroit: **Doug Boynton**, director, operations, named regional director, operations; **David White**, assistant director, operations, named director.

J.R. Greeley, GM, KBCY-FM Abilene, Tex., joins WBTU-FM Fort Wayne, Ind., as local sales manager.

CABLE



McGrath

Thomas McGrath, executive VP, Time Warner International, New York, named president, Time Warner International Broadcasting, and senior VP, new business development, HBO, there.

Winfield Donat, superintendent, U.S. Naval Observatory, Washington, joins Lawrence Behr Associates, Greenville, N.C., as president.

Rod Mickler, national director, marketing, Prime SportsChannel Networks, Woodbury, N.Y., named VP, marketing, affiliate sales, public relations.

Mike Xenick, audit senior, Ernst & Young, Tampa, Fla., joins Communications Equity Associates there as analyst.

Jim Disch, news operations manager, WGN-TV Chicago, joins Chicagoland Television News Inc. there as director, news, programming.

Olivia King Cantor, director, international program sales, MTV: Music Television, New York, named VP.

Executive board elections, National Association of Minorities in Cable, New York chapter: **Eric Liley**, director, Showtime Networks, elected president; **Clayton Banks**, regional director, Showtime Networks Inc., and **Alma Derricks**, special assistant to the chairman, HBO, elected co-VPs; **Rosa Rodriguez**, director, Showtime Networks Inc., elected treasurer; **Nikki McCoy**, supervisor, Time

Warner Cable, elected chairperson, affiliate relations; **CiCi Holloway**, senior VP, Viacom International, elected chairperson, programing; **Pearlena Igbokwe**, director, Showtime Networks, elected chairperson, public/media relations; **Tawanda Bowers**, senior account manager, Group W Cable, elected chairperson, fundraising; **Cliff DeCatrel**, account manager, Showtime Networks inc., elected chairperson, membership; **Ada Basabe Cruz**, administrative assistant, Showtime Networks Inc., elected secretary.

WASHINGTON

Scott Roberts, acting director, Annenberg/CPB Projects, Corporation for Public Broadcasting, named director.

Appointments at Satellite Broadcasting and Communications Association, Alexandria, Va.: **Alan (Smokey) Burgess**, director, operations, named VP; **Margaret Parone**, director, communications, named VP and **B. Dianne Turner**, executive assistant to SBCA President Chuck Hewitt, named manager, foundation and international activities.

Lewis Manilow, lawyer, Chicago, and **Harold Pachios**, partner, Preti, Flaherty, Beliveau & Pachios, Portland, Me., appointed to U.S. Advisory Commission on Public Diplomacy.

INTERNATIONAL



Sharpe-Newton

Appointments at Turner Broadcasting International Ltd., London: **Geraldine Sharpe-Newton**, director, communications, World Wide Fund for Nature, London, joins as VP, international public relations; **Michele Hickford**, private consultant, London, joins as VP, marketing, Turner International Network Sales Ltd.; **Patric Hale**, regional VP, central Europe, Turner International Network Sales Ltd., named commercial director, Europe; **Claire Quinton**, regional VP, western Europe, Turner International Network Sales Ltd., named director, sales, Europe.

Annual affair



Broadcast Music Inc. held its 46th annual BMI-National Association of Broadcasters dinner at the Desert Inn in Las Vegas in honor of past and present officers and directors of both organizations. Pictured are (l-r): Donald Thurston, former NAB board chairman and president of Berkshire Broadcasting Co., North Adams, Mass.; James Babb, BMI board chairman; Pierson Mapes, president, NBC Television Network; Frances Preston, BMI president/CEO; George Vradenburg, executive VP, Fox Inc.; Eddie Fritts, NAB president/CEO; FCC Commissioner James Quello, and Anthony Malara, president, CBS affiliate relations.

Debbie Slavkin, president, Debbie Slavkin & Associates, Los Angeles, joins Unapix International there as VP, educational division.

Susan Sully, former senior VP, international television, video, Playboy Entertainment Group, Beverly Hills, Calif., joins The Sinclair Distribution Co., Chapel Hill, N.C., as VP, worldwide sales.

special assistant for consumer affairs by President Lyndon Johnson in 1967. After her stint for the Johnson administration she was appointed executive director, New York State Consumer Protection Board, and then commissioner of the New York City Department of Consumer Affairs. Survivors include her husband, Leslie Midgley, a daughter and three stepchildren.

DEATHS



Furness

Betty Furness, 78, consumer advocate and former consumer affairs reporter for NBC's *Today* show, died April 2 at Sloan-Kettering Memorial Hospital, New York, where she was undergoing treatment for stomach cancer. Furness joined NBC's local affiliate WNBC-TV New York in 1974. Two years later she began appearing on *Today*, where she was a regular contributor until 1992. Furness gained fame in the 1950s as a TV spokeswoman for Westinghouse appliances. Her tag line was "You can be sure if it's Westinghouse." She was appointed

Frank Wells, 62, president/COO, Walt Disney Co., died April 3 in a helicopter crash during a skiing expedition in central Nevada. Wells had been president/COO of Disney since 1984. Survivors include his wife, Luanne, and two sons.

George Harvey, 90, former president/GM, WFLA-TV Tampa, Fla., died March 11 of a ruptured stomach tumor at Memorial Hospital, Tampa. Harvey got his start selling programs for WGN(AM) Chicago in 1935 and went on to become head of sales and program development at co-owned WGN-TV in 1948. In 1951 he went to Tampa to manage the Tampa Tribune Co.'s WFLA(AM) and its entry into television with WFLA-TV in 1955. Harvey ran the station until his retirement in 1971. Survivors include his wife, Elizabeth, and one son.

—Compiled by Marsha L. Bell

Another group of broadcasters last week petitioned the FCC to move forward with a review of its TV ownership restrictions.

"Instead of increasing diversity of views, the [national] multiple ownership and [local] duopoly rules impair competition...and threaten the economic viability of weaker UHF stations," the 11 licensees say in seconding a February petition by a similar group. "We're trying to drum up some enthusiasm to get them off the dime," explains Vince Curtis, the attorney for the latest petitioners. FCC Chairman Reed Hundt says he's interested in broadcasting and revisiting the rules, but, says Curtis, "I get the feeling he doesn't care about broadcasting. He's more interested in the information superhighway and the international side." Given the competitive market, it's important the FCC act soon, Curtis adds. "Broadcasters can't sit and wait until the FCC figures out how many angels are on the head of a pin."

EZ Communications is putting together its fifth duopoly, buying KZOK-FM Seattle from CLG Media of Seattle (a subsidiary of Chrysler Corp.) for \$19.7 million. EZ also owns KMP5-AM-FM in that market, and has duopolies in St. Louis, Pittsburgh, Sacramento, Calif., and Charlotte, N.C. Gary Stevens & Co. brokered the sale. In a concurrent sale, religious broadcaster Salem Media is buying KZOK(AM) for \$500,000-\$800,000 from CLG Media.

Fox and Rupert Murdoch are steering clear of his daughter Elisabeth's purchase of two NBC affiliates in California (see "Changing Hands," page 39). The chairman of Fox will act as guarantor of the loan, but "this does not undermine the independence of his daughter and her husband," according to the contract filed with the FCC. It outlines the hands-off policy: Rupert



Honoring the First Amendment

FCC Commissioner James Quello (l), in accepting the Radio and Television News Directors Foundation's First Amendment Leadership Award last Wednesday, again blasted Howard Stern for his raunchy radio talk show, which has drawn \$1.6 million in FCC fines. Reporters have a right "to be wrong...to criticize and ridicule...[and] to be insufferable smart asses," Quello said. "But no one has the right to repeatedly violate established obscenity and indecency laws." ABC News's David Brinkley (r), who received the Leonard Zeidenberg First Amendment Award, talked about some of his past awards. "Dick Nixon once assigned 12 people to get me off the air," he said. "I consider that a real honor." Brinkley's latest award is named in honor of BROADCASTING's late chief correspondent. —HAJ

Murdoch will have no attributable or non-attributable ownership interest in his daughter's company; he will not act as an officer or director; and Elisabeth and husband Elkin Pianim have no ownership interest in Fox and have quit their jobs there.

Lenfest Communications has agreed to pay \$5 million to the U.S. Copyright Office in settlement of a Justice Department suit alleging Lenfest had underpaid cable copyright royalties for the distant broadcast signals its systems carry. Under terms of the settlement, Lenfest does not admit its liability and agrees not to pass on the \$5 million cost to its subscribers.

King World's Rolonda will be the first talk show to land controversial figure skater Tonya Harding as an interview subject. The syndicator is paying an undisclosed amount

for Harding's participation in the episode, which will run May 3. The appearance is tied to a previous deal between KWP show *Inside Edition* and Harding, and is an example of how *Rolonda*, *Inside Edition* and KWP's *American Journal* will cooperate on generating story ideas and issue coverage, said KWP President Michael King.

ABC, CBS, FoX and NBC are searching for an outside expert to conduct an annual review of their programs for violent content. The networks have issued a request for proposals and are asking for response by April 30. Earlier this year, the networks agree to conduct an annual violence review.

CBS and Keenan Ivory Wayans, creator of Fox's *In Living Color*, have formed a joint venture to develop and produce programs. Wayans will

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Incorporating TheFifthEstate TELEVISION Broadcasting

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Steve Fenn/ABC



Daniel Burke (l), recently retired president of Capital Cities/ABC, received the Gold Medal Award from the International Radio & Television Society at an April 6 ceremony in New York. Making the presentation was Peter Lund, IRTS president and head of the CBS Television Network.

head Ivory Way Productions and CBS gets first look. Venture will focus on finding and developing new talent, officials said.

Fox and the NFL have forged another alliance, this time on the syndication front. The league has awarded Fox's distribution arm, Twentieth Television, the right to distribute programs and footage from the league's NFL Films. Properties include the weekly *This is the NFL* and *Road to the Super Bowl*.

Cannell Studios has retained investment banker Lazard Freres & Co. to find potential partners or a buyer.

East Hampton, N.Y., voted to revoke its cable franchise with Cablevision Systems Corp. on Oct. 1.

Errata: List of Peabody Award winners in April 4 "In Brief" item incorrectly listed Paul Harvey's affiliation.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 27. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	14.5/221/98
2. Jeopardy!	11.9/211/97
3. Star Trek: Next Generation	9.6/240/98
4. Entertainment Tonight	8.8/182/95
4. Star Trek: Deep Space 9	8.8/232/99
6. Roseanne	7.7/179/96
7. Oprah Winfrey Show	7.5/228/96
8. Inside Edition	6.5/159/91
9. Hard Copy	6.3/157/89
10. Family Matters	6.2/176/93
11. Baywatch	6.1/188/95
12. Married...with Children	6.0/176/93
13. Current Affair	5.9/170/91
13. Warner Bros. Volume 30	5.9/127/87
15. Cops	5.5/166/90

NFL via satellite

NFL Commissioner Paul Tagliabue is scheduled to meet with Representative Edward Markey (D-Mass.) this week to brief him on plans for the league's satellite pay TV package that will be offered to backyard C-band dish owners and sports bars this fall. (A similar package is being negotiated with DIRECTV.)

The regular-season-only package, being coordinated by former Showtime Satellite VP Tola Murphy, and dubbed NFL Sunday Ticket, will offer up to 12 weekly out-of-market games via Telestar 303. The games will be network feeds that include network ads. The league will use local spots for football-related direct-response pitches and other promotions.

The package will include 90 minutes of pregame programming; the first half-hour will be an NFL Films-produced program featuring contests, quizzes, game schedules and NFL-related merchandise available via direct response.

NFL Films' Steve Sabol will host. A program involving local coaches is planned, followed by a network pregame show. The league is negotiating with third-party distributors to handle consumer marketing, set to begin in June.

—SM

WASHINGTON

Superhighway accelerator

Capitol Hill insiders are saying that Judge Harold Greene's continued "micromanagement" of telecommunications policy is extra incentive for lawmakers to pass an information superhighway bill this year. Last week, Greene ruled that AT&T's purchase of McCaw Cellular Communications violates the 1982 decree—which he established—that forced AT&T to divest of its local telephone operations.

Congress, for the most part, has been trying to undo Greene's decree. Under House bills, certain restrictions would be lifted, including the barrier that keeps the regional Bell operating companies from offering long-distance telephone service. The judge's ruling could add to the angst the RBOCs feel over the legislation. The bills have become far too regulatory, especially the Senate version, they say, and RBOC support for telecommunications legislation is believed to be slipping. "This may give them another reason to back away [from the bills]," a source says.

SANTA BARBARA

Jacquemin goes Western

Bob Jacquemin, the former president of Buena Vista Television, is currently serving as a consultant to

Western International Syndication. The syndication veteran is working out of his Santa Barbara-based company, Creative Media. Western International currently syndicates the weekly *Knights & Warriors* as well as the off-HBO series *1st & Ten*, among other shows.

Jacquemin resigned from Buena Vista in January.

PROVIDENCE

On the block

Narragansett Radio LP is putting its final four radio stations on the block: country-formatted WYNK-AM-FM Baton Rouge, La., and AOR-formatted KEZO-AM-FM Omaha. Narragansett is reportedly asking \$25 million-plus. The San Francisco office of Media Venture Partners is expected to broker the sale.



Drawn for BROADCASTING & CABLE by Jack Schmidt
 "This is my daughter. She's going to start at the bottom for a few days."

Sees no evil

Reed Hundt still doesn't get it. On the same day that Southwestern Bell and Cox called off their joint venture for want of cash flow, the chairman of the FCC was telling the *Washington Post* that cable would prosper under his new regulatory juggernaut; not to worry.

We wonder what it will take to crack that certitude on the part of Hundt and his cadre of social engineers. A few bankruptcies might help, although none have yet volunteered. Some further pullbacks from investment in the information highway? Definitely in prospect. There's certainly the likelihood that smaller cable systems will be squeezed into selling out—probably to telcos in their own service areas that can take advantage of the depressed price and the lightened regulatory environment. Perhaps the chairman will accept the depletion of cable's capital markets as a measure of the bad news.

Hundt is right, of course, in the larger sense. Even his Draconian cutback won't be able to dismantle the cable industry or eliminate its viability for the future. It will, there's no doubt, slow down cable's progress and send the telcos down another path in developing the information highway. The irony is that if cable is back in bloom 10 years from now, Reed Hundt will be the first to take the credit.

The way things are going, there will continue to be reasons for this page to be critical of the Hundt FCC. We would be remiss, however, in not remarking that the chairman himself, and especially his chief of staff, Blair Levin, have been generous of their time and civility in accommodating the editors of this magazine. We would understand if it were otherwise; we're grateful that it's not.

Good money after bad

A congressional report on TV Marti concludes that sweeping changes are necessary in the service. The study found that the program wastes as much as \$10 million each year (including more than a million dollars a year in salaries to people who "supervise, review and evaluate" but do not actually contribute to production [the study also suggests a review of hiring practices]). Among its other findings: that problems identified by the General Accounting Office almost two years ago have not been resolved; that the service is characterized by "politicized journalistic decisions and an atmosphere of suspicion, cronyism and hostility"; that those problems are nothing compared to the fact that almost no one sees the broadcasts due to limited hours of operation and Cuban jamming, and that current federal budget concerns demand that programs such as TV Marti "must have sufficient justification for their funding, and returns on investment must be commensurate with the expenditure.

No-brainer, right? Critics have charged that TV Marti is wasteful and inefficient, and here's an independent study that finds the same thing, as the GAO report of 1992 concluded before it. So what's the study conclusion? TV Marti is a vital service, but should be moved to the UHF band at a cost of an additional \$1 million and with the hope of projected savings down the line. Savings, of course, defined as wasting only \$10 million a year instead of \$20 million. The price of that waste could be the livelihood of some radio broadcasters, whose signals are at risk from stepped-up Cuban jamming. This balloondoggle has more lives than a Hindu cat and is fast becoming an entrenched symbol of politicization and waste in government.

We have our own recommendation for sweeping change. It involves a broom, a dustpan and the nearest trash can.

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