

Broadcasting Cable

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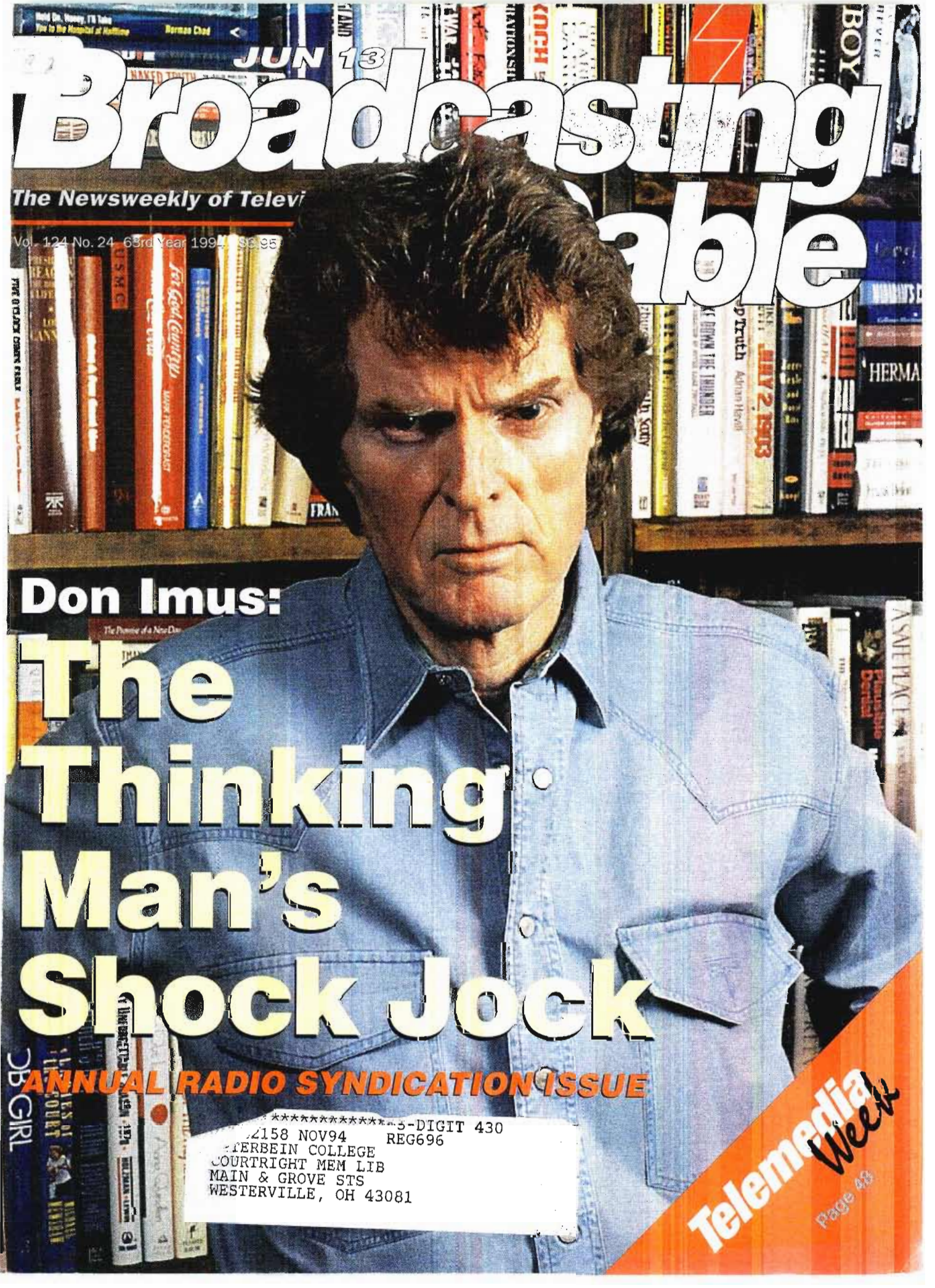
Don Imus:

The Thinking Man's Shock Jock


ANNUAL RADIO SYNDICATION ISSUE

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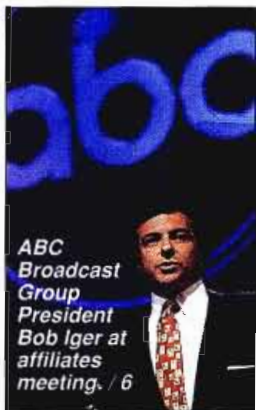
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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK



ABC kills compensation cuts Whether as a direct result of the Fox-New World deal or not, compensation for carrying a network's feed once again has surfaced as an issue between the networks and their stations. Last week, ABC decided not to enforce compensation cuts at more than 120 stations. / 6

More vid for kids? Lawmakers have accused broadcasters of failing to live up to the spirit of the Children's Television Act, and threatened to increase regulation so more programming reaches more kids. / 6

Affiliation mating season continues As the battle for affiliates unleashed by Fox raged last week, industry attention focused on Scripps Howard. Its stations in Detroit and Cleveland were sought by CBS. ABC, meanwhile, was counterbidding the CBS effort. / 7

Strengthening wireless cable Hoping to give the wireless cable business a shot in the arm and help create viable competition to cable, the FCC last week acted to speed up the processing of channels for the service. / 11

Programing overhaul is news at CNN In the wake of falling ratings and profits, CNN is doing a top-to-bottom evaluation of its programing, scheduling and promotion. / 16

Promax: Syndicators preview promotions Distributors at the Promax & BDA Conference and exhibition continued to unveil marketing plans for their shows last week, including an MCA TV promotion for Last Call that pushes the envelope on timeliness for spots. / 18

COVER STORY: RADIO SYNDICATION '94

Thinking man's shock jock

Don Imus's brash humor and sardonic wit helped him carve a niche in radio that others have tried, mostly unsuccessfully, to emulate. At 53, and with more than 20 years on the air, Imus still injects the shock-jock element into his shows that defined him in the early 1970s. But now, Imus says, the show is "just more sophisticated." / 31

Syndication brings big names to smaller markets

As the number of duopoly and local marketing agreements increases, demand for 24-hour and short-form programing has soared, especially for stations in medium and smaller markets. / 34

PROGRAMING

Diller: 'Smart agent' is smart thinking

QVC Chairman/CEO Barry Diller says a "smart agent" is needed to help consumers and information providers make sense of their multiplying choices. He thinks he has found the seeds of an answer in QVC, which has "almost converged the television, the computer and two-way communications." / 19

Walking kids tightrope

When it comes to tapping the potential of the children's TV market—and satisfying regulatory requirements for content—co-ventures between commercial broadcasters and public stations can benefit both parties. / 19

No summer vacation for network schedulers

The summer months, once looked upon by network programers as the place for reruns and episodes of canceled series, will heat up this year with at least seven new series from the four networks. / 26



This summer's fare will include Fox's 'Encounters: The Hidden Truth.' / 26

Programing the focus for Cox, TM

With a combined base of 3.1 million cable households, executives for the newly merged Cox Cable-Times Mirror cable systems have vowed to become more aggressive in the programing arena, with a partnership that will invest up to \$300 million in new services over the next three to five years. / 27

"Syndicators should get down on their knees and kiss [Rush] Limbaugh and [Howard] Stern because they have changed everything [about talk radio]."
 —Radio programing consultant Walter Sabo

JUNE 13, 1994

BUSINESS

Investing in networks' future

Buying a nonvoting minority stake in another company could help a network competing with Fox-New World bind its ties to a sought-after affiliate in predominantly three-V markets. However, such minority investments may not be for everyone. / 39

LIN buy gives Cook stake

LIN Broadcasting's agreement to buy ABC affiliate WTNH(TV) Hartford-New Haven, Conn., from Cook Inlet gives Cook cash and 11.5% of LIN's TV station group. / 39

WASHINGTON

Broadcast, cable unite behind Senate bill

In what may be broadcasters' and cable operators' first joint effort, the industries are teaming up to lobby for an information highway bill pending in the Senate. / 42

Dingell may be set to derail spectrum tax

House Commerce Committee Chairman John Dingell may seek a referral to his committee of the spectrum royalty tax plan, which likely would put an end to the idea. / 42



Rep. John Dingell and broadcasters agree about spectrum tax. / 42

FCC to begin reviewing PTAR comments

First-run program producers and syndicators, along with independent broadcasters and Fox affiliates, will argue for preserving the Prime Time Access Rule in comments to the FCC this week. Arguing for relax-



On the Cover:
 Long-term ratings success has boosted New York disc jockey Don Imus into national syndication. But don't compare him to fellow syndicated DJ Howard Stern: "You would at least have to have a GED to listen to me," Imus says. Cover photo by Tom Sobolik / 31

ation or elimination of the rule will be off-network syndicators led by Disney, CBS, NBC and network affiliates. / 43

TECHNOLOGY

World-class logistics for World Cup

With a projected audience of 31 billion for the World Cup's 52 matches, tournament organizers have lined up an array of service providers to carry signals around the country and the world. / 45

Southwestern Bell picks vendors *Telemedia Week*



Southwestern Bell has disclosed details of its broadband video and telephony plans, choosing AT&T and BroadBand Technologies as the vendors for its Richardson, Tex., fiber-to-the-curb network trial. / 48

Viacom creates Interactive Media Group

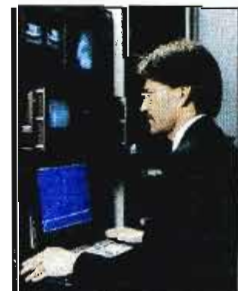
In the aftermath of Viacom's acquisition of Paramount, a corporate unit has been created to assemble a variety of divisions under one organization. Viacom Interactive Media comprises the company's new media, interactive television, radio, consumer products, technology, network operations and corporate information systems. / 48

'TV Guide' goes online

TV Guide will launch an interactive online version of the weekly TV listings magazine that will be available this fall through Delphi Internet. Both magazine and online service are owned by Rupert Murdoch. / 49

The eyes have it

In its effort to someday boost sales of its new digital display technology, Texas Instruments is bringing consumers into its laboratories for a series of eye-tracking studies. The nature of the technology is such that it is easy for the company to make adjustments to meet consumers' tastes. / 52



Eye tracking tracks consumer tastes at TI. / 52

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ABC drops plan for compensation cuts

By Steve Coe

Buying peace with its affiliates, ABC last week said it would go ahead with plans to increase annual payments for carriage of network programming at some stations and drop plans to cut the compensation at others.

With the announcement at the ABC affiliate meeting in Los Angeles, ABC Broadcast Group President Bob Iger last week averted a potential battle over compensation. As many as 120 stations had been braced for cuts.

The network also said it would throw out its current compensation formula and devise a new one with input from the affiliates.

For ABC affiliates, basking in the network's first-place performance during the May sweeps, the news guaranteed a harmonious meeting. "This was an excellent meeting," one affiliate said. The compensation announcement is "a very nice bonus," he said.

According to several affiliates, stations have been dissatisfied with the compensation formula for more than two years. From their standpoint, the formula is weighted too heavily on the

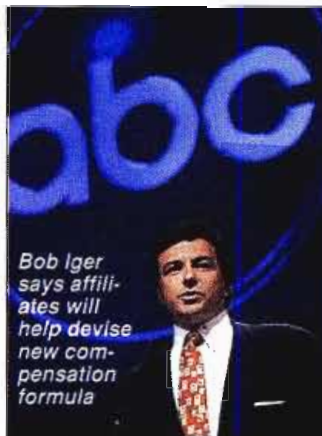
performance of network-supplied programming without regard for the strength of stations' local programming.

"Serious dialogue began last fall and both sides felt it was time to review," said John Garwood, VP/general manager, WPLG-TV Miami and ABC affiliate board chairman.

Garwood and Iger dismissed the notion that the network's decision was a reaction to the New World station group's blanket affiliation agreement with Fox, which has touched off a scramble among all networks to secure affiliates in top markets.

But Iger joked at one point during the meeting that the New World deal put the network in the position of "kisser" as opposed to "kissed," despite its first-place finish in the May sweeps.

"I don't think you'll see an increase in the [overall compensation] pool,"



said Larry Chase, president/general manager, KIVI-TV Boise, Idaho, and an affiliate board member. "But I'm sure in certain markets where the network is looking at a VHF versus a UHF, the compensation will change."

One source said stations in small and medium-sized markets would have been hardest hit by ABC's planned cuts. "For the

smaller-market stations, these cuts may represent 6%-12% of revenue," the source said. "That might mean as much as \$10,000-\$12,000, which could mean having to fire someone," he said. For larger markets, the cuts might have represented less than 5% of revenues, he said.

The new ABC formula, which several affiliates said they hoped would be in place by September, is expected to use clearances and local and network performance as criteria for determining compensation. ■

Congress wants more TV for kids

Key lawmakers last week accused broadcasters of failing to live up to the spirit of the Children's Television Act and threatened to increase regulation if more hours of educational programming don't reach more kids.

"What we need is the networks to put as much effort into producing children's programming as they do into producing programs about the Menendez brothers and Amy Fisher," Ron Wyden (D-Ore.) said at a House Telecommunications Subcommittee hearing last Friday.

Wyden and other subcommittee members called for tighter regulations, including a mandatory minimum amount of educational programming that stations must air.

The subcommittee has done a lot for broadcasters lately, approving a bill that would give stations flexibility in using their channels and that would prod the FCC to review ownership restrictions, said Subcommittee Chairman Ed Markey (D-Mass.). Yet,

he said, broadcasters continue to ignore their obligation under the 1990 act to provide educational programming for children.

"Last year I said children's television was the video equivalent of a Twinkie," Markey said. "This year, the Twinkie is served with an occasional vitamin, but most children's television today remains the equivalent of a trip to Toys-R-Us."

Even the subcommittee's ranking Republican, Jack Fields of Texas, said he would consider increased regulation of children's programming if broadcasters do not voluntarily increase the number of educational shows: "I have a difficult time understanding why broadcasters have not focused on that type of programming...so that this panel does not have to come back and either through legislation or our bully pulpit, create some new regulatory scheme." —CS

The FCC has handed out three more fines to TV stations for violating commercial time limits for children's programming. Journal Broadcasting's KASA-TV Santa Fe was fined \$15,000; Mountain States Broadcasting's KMSB-TV Tucson, \$14,000, and Scripps Howard Broadcasting Co.'s KNXV-TV Phoenix, \$10,000.

Eight states charge Comcast with deceptive marketing

Watch out, cable industry. The attorneys general are watching.

Attorneys general in eight states have charged multiple system operator Comcast Cable Communications with deceptively marketing its reregulated pricing structure. It could be the first of many lawsuits as the nation's attorneys general scrutinize the marketing of cable packages with revised prices.

Last week's allegations against Comcast involved "negative option" marketing techniques that have been in place since the company restructured its pricing last September. According to Florida State Attorney General Bob Butterworth, Comcast Cablevision customers in his state were automatically charged 65 cents per month for a "Value Pak" consisting of four channels and 45 cents per month for a repair service plan called "CableGuard."

"Consumers were automatically charged for those programs and the service plan and did not realize they were optional," says Butterworth.

Butterworth says his suit against Comcast is seeking \$10,000 per violation of Florida's Unfair and Deceptive Trade Practices Act. Other states that have filed similar suits against the company include Arkansas, California, Connecticut, Illinois, Kentucky, Mississippi and Pennsylvania. Additional investigations into Comcast's marketing practices are under way by attorneys general in four other states—Delaware, Indiana, Maryland and Michigan.

Comcast Cable Communications President Tom Baxter says the company's restructured program offerings comply with FCC rate regulations. The FCC has specifically pre-empted states from regulating the rearrangement of services that occurred before Sept. 1, 1993, as a negative option, according to Comcast executives. "Contrary to the allegations of these suits, no customer is today paying for any services he did not pay for prior to the restructuring of rates on Sept. 1, 1993," says Baxter.

Comcast is one of the nation's largest MSOs, with about 3 million subscribers. —RB

TV affiliations in play

NBC may be a bidder for WSMV(TV) Nashville

By Geoffrey Foisie

Industry attention was focused on Scripps Howard last week. The group owner's stations in Detroit and Cleveland continued to be sought after by CBS, which lost affiliates to Fox in both markets. ABC, meanwhile, was counterbidding the CBS effort.

The networks seemed content with the active-on-all-fronts impression created by the industry's rumor mill. One such rumor was that CBS made a counter offer for the four Argyle TV stations promised to New World for over \$700 million. However, a copy of the New World/Argyle contract obtained by BROADCASTING & CABLE shows the purchase option granted New World is "irrevocable" and that New World itself can't ask for a refund because of any action CBS, or any other network, may take with regard to the stations' affiliation agreements.

Furthermore, it seems doubtful, according to one lawyer involved in the Argyle deal, Fox would have anything to fear from having its offer to New World bested by CBS. New World's board of directors, he said, has no "fiduciary" obligation to consider a higher offer.

At least a few other possible affiliation switches were awaiting the out-

come of the battle for the Scripps Howard stations. In Phoenix, Meredith Broadcasting's VHF KPHO-TV was waiting for CBS to complete discussions with Scripps Howard, whose UHF station there might be part of a larger deal.

Meanwhile, there were other developments in the battle for affiliates unleashed by Fox three weeks ago.

LIN's proposed acquisition of Cook Inlet's WTNH-TV Hartford-New Haven, Conn. (see page 39), puts LIN in an even stronger bargaining position with the networks. Its Dallas station was already of potential interest to CBS. Soon it will also have a V in Hartford-New Haven, one of the rare top-25 markets with only two Vs. WTNH-TV is an ABC affiliate.

Cook Inlet's other station, NBC affiliate WSMV Nashville, continued to be at the center of sale rumors, including one that NBC had made a bid for the station.

It's clear that some TV groups are not passive objects in this battle and are aggressively trying to take advantage of the competition among the



networks. A senior executive of a group with a strong concentration of one network's affiliates acknowledges trying to lure Fox into conversations to enhance a bidding war for his group's affiliation.

Also in flux last week were several markets. In Tampa, Fla., where CBS suffered one of its more important defections, it may be necessary to replace more than one station. Two executives with experience in the market both said if CBS were to try buying ABC affiliate WTSP from Citicasters (formerly Great American Communications), it might also have to try to get an affiliation switch by ABC affiliate WWSB Sarasota, whose signal makes up for a WTSP signal shortfall in the southern part of the ADI. ■



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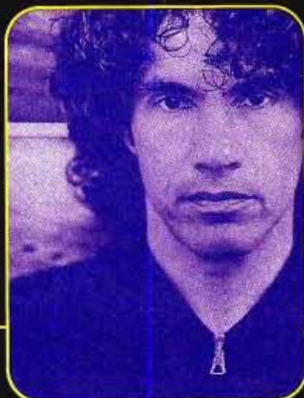
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FCC's new deal for PCS

Agency will auction more than 2,000 licenses for low-cost personal communications service

By Christopher Stern

The FCC last week set the stage for a new era in "on-the-go communications," revamping its licensing plan for personal communications services.

The revised plan will bring the low-cost cellular-like telephone service to consumers more quickly and less expensively and will cause less disruption to other spectrum users, the FCC said.

The FCC plans to auction off more than 2,000 PCS licenses for service across the country later this year. It declined to predict how much the auction would raise.

"We have hit a trifecta: lowered prices for consumers, lowered costs for running a business and increased revenues for the U.S. Treasury," said FCC Chairman Reed Hundt. "It's like that Bud Lite ad: Can your beer beat this?"

Would-be PCS providers were generally pleased with the plan,

which they said was a significant improvement over the original plan, adopted last September. "We believe all are served well with this decision," said Mark J. Golden, acting president, Personal Communications Industry Association.

Dennis Patrick, president/COO, Time Warner Communications, one of several companies interested in PCS as an adjunct to the cable business, said he was pleased the FCC imposed safeguards to prevent cellular operators from dominating PCS and discouraging competition. But, he added, some fine-tuning may be needed. "We need to see the final order."

Under the new rule, cellular companies may initially bid for only 10 mhz of spectrum in their service areas. They may bid for another 5 mhz in five years.

While applauding the plan in general, the cellular industry complained about the ownership restrictions. "We are very disappointed...[by] the attri-

bution and overlap rules," said Thomas Wheeler, president, Cellular Telecommunications Industry Association.

The new plan provides for three 30 mhz licenses and three 10 mhz licenses, bunched together in the 1850-1990 mhz band. Hoping for a competitive marketplace, the FCC will make available two 30 mhz channels in each of the U.S.'s 51 Major Trading Areas (MTA's) and one 30 mhz and the three 10 mhz channels in each of the 493 smaller Basic Trading Areas within the MTA's. That's 2,074 licenses in all.

Each licensee will be eligible for a maximum of 40 mhz in a market. The plan was based largely on a proposal submitted by Motorola, a manufacturer of cellular and PCS telephones.

The original plan was criticized by Wall Street and PCS proponents who said there were too many licenses spread over too large a portion of the spectrum.

The new scheme, with the licenses packed together, will simplify the manufacture of PCS telephones and result in a 25% savings to consumers, according to Robert Pepper, chief of the FCC's Office of Plans and Policy.

The consolidation also means one company can combine three of the 10 mhz licenses to compete directly with the owners of 30 mhz licenses, the FCC said.

The new scheme will result in \$1 billion in savings to the PCS industry, Pepper said. Under FCC rules, an incoming PCS licensee must pay for the entire cost of relocating public safety licensees to another portion of the band. Some microwave licensees in the lower portions of the band still will have to be relocated.

The FCC's next step is to finalize auction rules for PCS services at its next meeting, scheduled for June 29. During the next two weeks, the FCC will decide if licenses will be sold simultaneously or in stages. It also will receive comments on whether licenses should be sold in lots according to their geographic location or spectrum size.

At the June 29 meeting, the FCC also is expected to establish incentives for the participation of "designated entities" in the upcoming broadband spectrum auctions. Designated entities include minorities, women and rural telephone companies. ■

Ellerbee to lead kids TV debate at FCC

The FCC raised some eyebrows around Washington last week, announcing it had tapped former NBC newswoman and children's TV producer Linda Ellerbee to moderate its June 28 hearing on children's TV.

"She should be a witness, not a moderator," said one broadcast attorney. That the FCC would bring in a moderator is "weird," said another.

At the hearing, witnesses representing broadcasters, producers and children's TV advocates will debate whether the FCC should set a minimum on the amount of educational children's programming stations must air.

Barbara Kreisman, chief of the Mass Media Bureau's video service division, defended the idea of a moderator and Ellerbee. A moderator will "promote an interesting and public dialogue" on some difficult issues, she said. A moderator will allow all the commissioners to engage in the dialogue without "the burden of moving it along."

Ellerbee is well qualified for the job, Kreisman said. As a children's TV producer, she knows the issues, she said. And as a former newswoman, she knows how to "bring the best out of a public debate."

"We perceive her as being neutral," Kreisman said. Ellerbee has no conflict of interest because she produces her children's programming for Nickelodeon, a cable network, Kreisman said. "The hearing is not about cable; it's about broadcast."



Linda Ellerbee to moderate FCC hearing

—HAJ



The FCC was at full strength last week to launch PCS and give wireless cable a boost. The lineup: Susan Ness, James Quello, Reed Hundt, Andrew Barrett, Rachele Chong.

FCC sees little sports migration

By Christopher Stern

An FCC report on sports migration from broadcast to cable expresses concern about declining local coverage of college football on broadcast TV, but also finds no "significant" migration of professional sports.

The report calls for close monitoring of sports rights on free TV, but also says that there is no need to enact regulations to promote sports programming on broadcast stations.

FCC Chairman Reed Hundt and Commissioner James Quello said the agency will investigate all legitimate broadcaster complaints about losing sports to cable. "We have to guard against an inexorable thrust to maximize profits from either exclusive contracts or pay per view," Quello said.

The FCC was required by Congress in the 1992 Cable Act to conduct a report on sports migration from broadcast to cable or other subscription TV services.

The FCC report was not released last week and is not due in Congress until July 1. But according to the order approving the report, it raises questions about exclusive cable contracts signed by college football conferences. The contracts have allegedly kept games off the airwaves in some markets. Claims about exclusive contracts were first made by the Association of Independent Television Stations in its comments on the report.

In a separate statement, Commissioner Andrew Barrett said it is not clear why broadcast coverage of college football has declined in some markets. He also said it has not been

established that any harm is caused by an exclusive cable contract to carry college football. Barrett noted that consumers may "benefit from the opportunities for schools to pursue local cable carriage, especially in situations where local broadcast television stations previously chose not to carry those events."

The study focused on professional baseball, football, basketball and hockey, along with college football and basketball, from 1980 through the most current data. The only area of ongoing concern, according to the report, remains college football, although there was some decline in local broadcast coverage of pro hockey and basketball. However, nationally, there was some "reverse migration" of hockey, according to the report.

There was also a decline of national broadcast coverage of Major League Baseball, but the FCC determined that the decline was caused by reduced demand rather than migration. "Local broadcast coverage of baseball has increased for most teams, but declined significantly in a few cases. The commission concluded that there was no pattern of migration of local baseball games," says the FCC order.

INTV says the FCC's report is "simply wrong on Major League Baseball." The group said last week that independent stations are being squeezed out by ESPN's exclusivity on Wednesday nights. The FCC report says ESPN's control of baseball one night of the week "appears to have little effect on total games broadcast." ■

FCC moves to strengthen wireless cable

By Christopher Stern

Hoping to give the wireless cable business a shot in the arm, the FCC last week acted to speed the processing of channels for the service.

Wireless cable's failure to live up to its promise can be blamed partly on the FCC, said Chairman Reed Hundt. "We've never really made the effort to put the resources there that are necessary."

The changes last week are part of an ongoing effort to create viable competition to cable, Hundt said.

Wireless cable uses a mix of 2 ghz channels to beam as many as 31 channels of cable programming to subscribers with special antennas and receivers.

The channels are allocated to the Instructional Television Fixed Service (ITFS), Multipoint Distribution Service (MDS), Multichannel Multipoint Distribution Service (MMDS) and Operational Fixed Service.

The FCC shifted MDS and MMDS licensing from the Common Carrier Bureau to the Mass Media Bureau, which already handles ITFS.

The agency said it would detail 20 staffers to the Mass Media Bureau to clear the backlog of some 7,000 MDS applications in the next nine months.

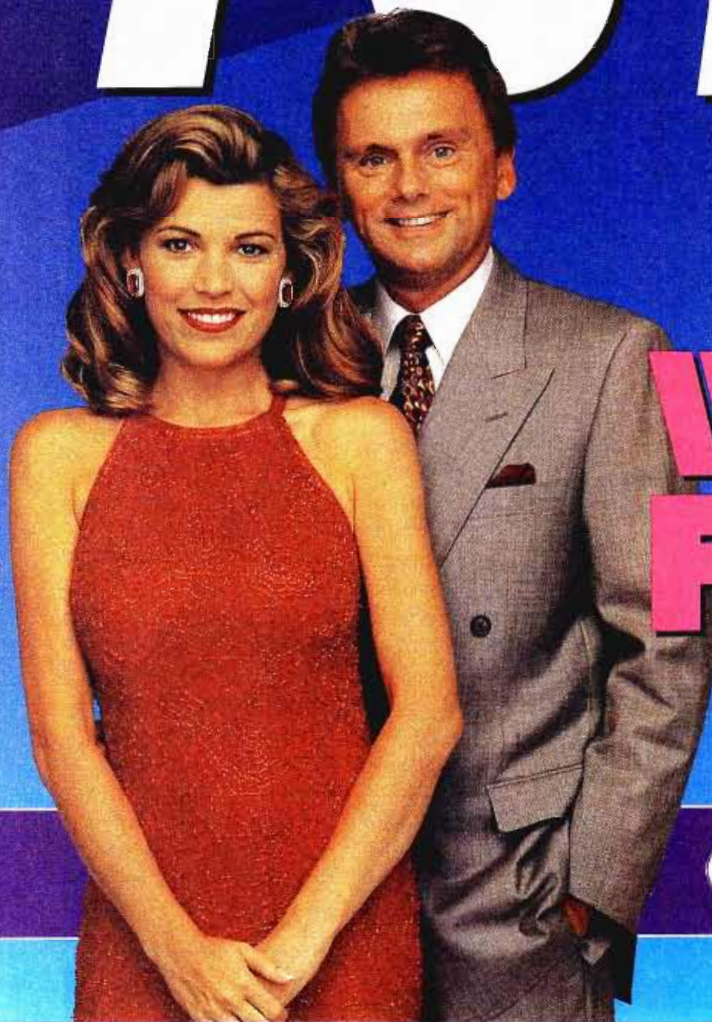
The commission also lifted the freeze on major change applications for ITFS and said it wants to change from a cutoff-list application process to a speedier window filing system.

At the same time, the FCC gave its stamp of approval to an industry agreement that will allow wireless cable operators to make better use of ITFS channels.

ITFS channels are licensed to non-profit organizations for educational purposes. Under the old rules, ITFS licensees could lease channels to wireless cable as long as a portion of each channel was reserved for education.

Under the new scheme, if a wireless cable operator leases for ITFS channels, it can consolidate all the educational programming and free the other three for commercial use only. ■

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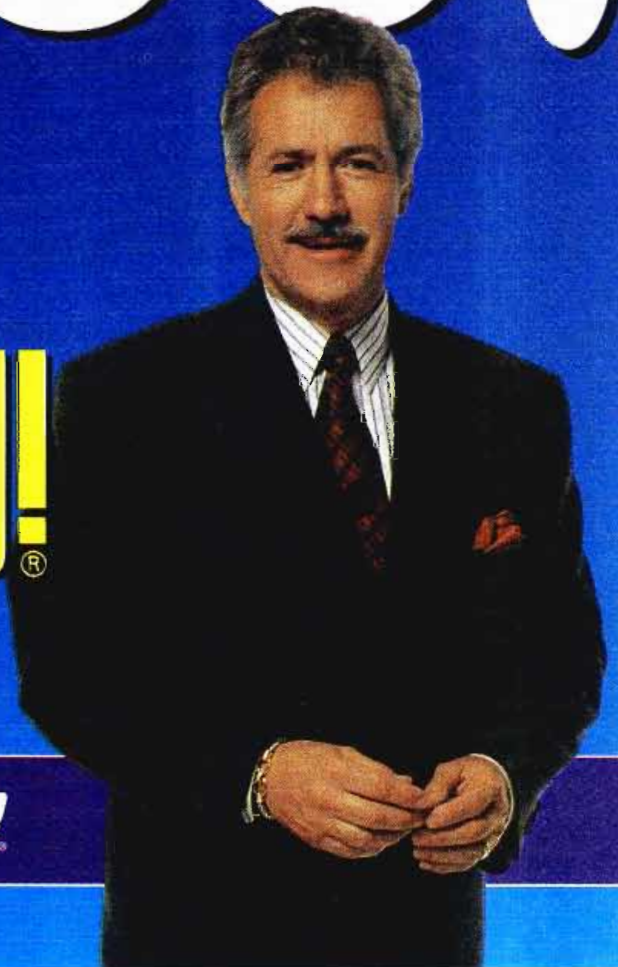
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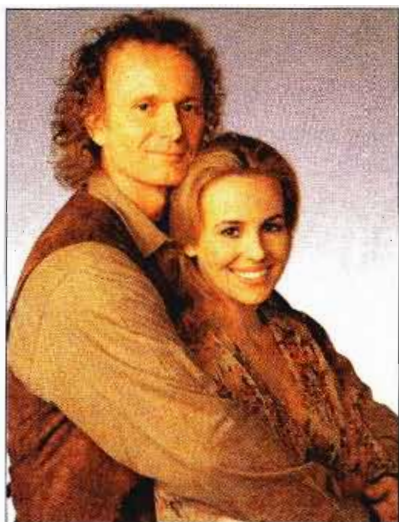
ABC leads daytime upfront

Prime time selling begins briskly, expected to top \$4 billion

By Steve McClellan

The network daytime upfront market came and went last week, with ABC and CBS reporting gains of 5%-9%. The prime time market also began, with buyers and sellers reporting price hikes of 8%-12%. The prime time market is expected to continue for several weeks.

In daytime, buyers and network sources reported that ABC posted the strongest gains, with high single-digit advances over a year ago. The network continues to lead in the key women 18-49 rating. In the second quarter to date, for example, ABC averaged a 3.6 rating/25 share among that demographic, according to Nielsen's national poplemeter numbers.



Network soap operas, such as ABC's 'General Hospital,' commanded solid CPM and unit-price gains in last week's daytime upfront market.

In the same period, CBS was a strong number two among women 18-49, with an average 3.4/23. The network also reportedly got solid single-

digit gains in daytime upfront.

NBC, however, continues to struggle in the daypart. Quarter-to-date, the network is a distant third in the daypart among women 18-49, averaging a 2.5/15.

Meanwhile, network officials remained optimistic that prime time

upfront would break the \$4 billion barrier for the first time since 1990, when it totaled \$4.3 billion.

"It's a robust market, no question about it," reports one source at a top-five advertising agency.

There is a question of whether the major affiliate station shifts (BROADCASTING & CABLE, May 30-June 13) are affecting the selling activity. According to John Nesvig, Fox senior vice president and head of sales, his network has benefited. The increased strength of the stations alone is worth a minimum 5% boost in the ratings, he says.

Nesvig is projecting more than a 25% gain in upfront sales for the network, or close to \$700 million, as a result of inventory expansion, the strengthened station lineup and a new prime time schedule that is being "pretty well received by advertisers."

But while Fox may be benefiting financially from the affiliate shake-up, buyers and executives at the other networks said there would be no significant damage done to them.

Media Buyer Paul Schulman agrees, but says the industry can no longer view network television as "the big three and Fox. We now have four major networks." ■

Programing overhaul in works at CNN

By Steve McClellan

In the wake of falling ratings, CNN is doing a top-to-bottom evaluation of its programing, scheduling and promotion. As a result of the ratings falloff, profits at CNN are expected to drop 10% this year, to \$200 million.

The network's financial picture is still the brightest in the Turner Broadcasting System empire, and CNN executives are taking steps to insure that remains the case.

CNN President Tom Johnson has assigned three executives to carry out the evaluation. Robert Furnad and Lou Dobbs will spearhead the evaluation of non-Washington-based programs. Furnad, executive vice president of breaking news, and Dobbs, senior vice president of business-related programs, are expected to complete the job by the fall.

Ed Turner, CNN executive vice president, will handle the evaluation

of the Washington-based programs, including *Crossfire* and *Capital Gang*, as well as shows in development.

Most of the established cable networks have been buffeted by channel switches stemming from last year's cable reregulation, resulting in viewer confusion and flat ratings.

CNN has taken a harder hit than most. In the first quarter of this year, for example, the network's prime time ratings were down 15% from last year, while daytime numbers were down close to 30%. And Nielsen ratings so far in the second quarter show the trend continuing.

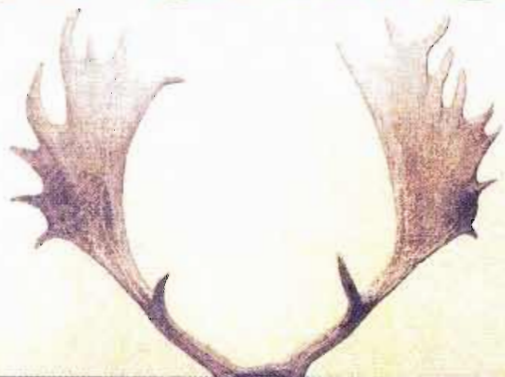
"The impact of cable reregulation is a major factor in the audience declines," Johnson says. "In the last 15 months more than 50% of our viewers find us on different channels." Research indicates that viewership is twice as high when the network appears on lower channels (1-13) than

when it is on higher channels (45-60).

But Johnson also acknowledged that the flow of news this year has hurt viewership. "Unless there are Americans involved in a big international story, viewers don't seem to have any real interest," he says. As a result, international coverage on the domestic channel will be minimized. "We'll make it much more domestic in content," although major international stories won't be ignored, he says.

Johnson, who has signed a new four-year contract with the network, stresses that coverage of breaking news will continue to be the core of CNN's programing. At the same time, network executives have learned that viewers are demanding, and responding to, other types of programing—such as its *Larry King Live* talk/call-in show—in a big way. A new daytime call-in show, *Talkback Live*, will premiere in August. ■

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PROMAX & BDA

From real life to animation,
syndicators preview promotions



By David Tobenkin

Distributors at the Promax & BDA Conference and exhibition continued to unveil marketing plans for their shows last week (also see page 19), including an MCA TV promotion that pushes the envelope on timeliness for spots.

■ **MCA TV** will support the launch of its new late-night show *Last Call* by providing affiliated stations with spots that include topics from the day's news for airing the same evening.

That process was demonstrated at the convention, where a 30-second promotional spot taken from the day's headlines was shot, edited and delivered in six hours for a workshop.

For a show in which panelists are asked to make witty conversation about the day's events, the topical approach makes sense, says the show's executive producer, Brandon Tartikoff. "Until we sell [the audience] witty people, the show doesn't sell," says Tartikoff. "There are so many generic promos that are clever but don't sell anything. This is something different." The show will also be promoted through national third-party promotions not yet finalized.

Additional support will be provided by having the show on at least one of the three major online computer services, allowing viewers to interact with the show. MCA will provide co-op money matching any amount stations are willing to spend on promo-

tion, says Bobbi Fisher, MCA's VP of creative services.

■ **Twentieth Domestic Television** will support the syndication launch of *The Simpsons*—this season's biggest off-network introduction—with spots that combine the show's animated characters with live-action movie clips.

An "Unforgettable Movie Classics" spot will feature Bart piloting an X-wing fighter from "Star Wars," Bart as General George Patton addressing the troops in front of a giant flag, Homer and Bart as Butch Cassidy and the Sundance Kid, and Marge Simpson as Cleopatra entering Rome with a following of thousands, said Fox Senior Vice President of Advertising and Promotion David LaFontaine.

The spots will begin airing in July and August.

■ **Saban Entertainment** announced that former "Doublemint Twins" Cynthia and Brittany Daniel will star as the twin heroines of *Sweet Valley High*, a half-hour live-action show. *Sweet Valley* is based on Francine Pascal's bestselling young-adult novels. The series, cleared in more than 75% of the country, will premiere this fall.

■ Promotion of **Tribune Entertainment Co.'s** *The Road* will challenge stereotypical assumptions about who listens to country music, said Tribune executives. "This is not your father's country music," said Tribune's vice president of creative services, Jim Corboy.

The spots feature anecdotes from a

diversity of speakers who describe why they like country music while top country hits play in the background.

The Road promotion, which covers the weekly TV show, a weekly radio program, pay-per-view events, concerts, country-themed performance clubs and home video releases, will be helped by the project's crosspromotions, said Mary Beth Hughes, Tribune's director of creative services. For example, stations carrying the TV show will also be the exclusive home of television promotion for "Road" concerts in that market.

■ **Rysher Entertainment** this week will send affiliates a four-minute montage from *Lonesome Dove*, the first footage that stations have received on the new show. The promotion will consist of three stages, said Rysher Senior Vice President Henry Urick. The first will include adventure and action spots. The second will focus on youthful protagonist Newt Call (Scott Bairstow) and the third on the show's other characters.

■ **Warner Bros. Domestic Television Distribution's** *Extra*—*The Entertainment Magazine* featured clips illustrating the show's tone. Host Arthel Neville's interview with Sharon Stone had the tone of two girlfriends chatting. Another clip featured blockbuster action film producer Joel Silver leading viewers on a behind-the-scenes tour of a film exhibition convention.

Promotional materials for the launch will show viewers that the program presents entertainment from new and varied angles, and will explain why it's called *Extra*. To highlight the former element, WBTD will provide stations with "proof-of-performance" promotions that highlight the show's exclusives and "first breaks."

■ **Columbia TriStar Television Distribution** will promote its new late-night sketch comedy show *The Newz* with spots that highlight the show's irreverence.

Jones & Jury is adding former Brooklyn Deputy District Attorney Jerry Green as senior legal consultant. Most recently a Los Angeles lawyer in private practice, Green was show host Star Jones's first supervisor when she became a prosecutor. The show may also be promoted with a series of spots featuring Jones giving viewers legal tips. ■

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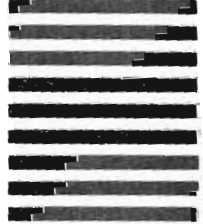
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'Smart agent' is smart thinking, says Diller

QVC head has seen communication's future, and it's powered by a computer

By John Eggerton

For QVC Chairman/CEO Barry Diller, the operative word for today's media marketplace is confusion, which he likened to the bees of the information revolution buzzing about in our heads.

The pressing need amid all that buzzing, he said, is for something to help consumers and information providers make sense of the choices that are multiplying exponentially.

That's where the "smart agent" comes in, Diller told a packed house at the opening session of the Promax and Broadcast Designers Association conference in New Orleans last week.

"When we find an easy, national way to send information back and forth that is powered by a smart computer, we'll open up the world. We won't go from 70 channels to the 500 that scare you, but to one channel. One that accesses thousands of possibilities and opportunities."

Diller believes he has found the seeds of an answer in QVC, which he says uses telephone on a massive scale—114,000 calls a day, on average—combined with television and "lashed to unbelievable computing power." The company, he says, has "almost converged the television, the computer and two-way communications."

Recognizing the need for a smart agent and realizing its development, however, are two different things.

Among the roadblocks to that future, Diller says, are differing, sometimes competing, technologies; media hype that raises expectations higher than the current realities, and the potential players themselves, who are "more often confusing us with pronouncements that make little sense."

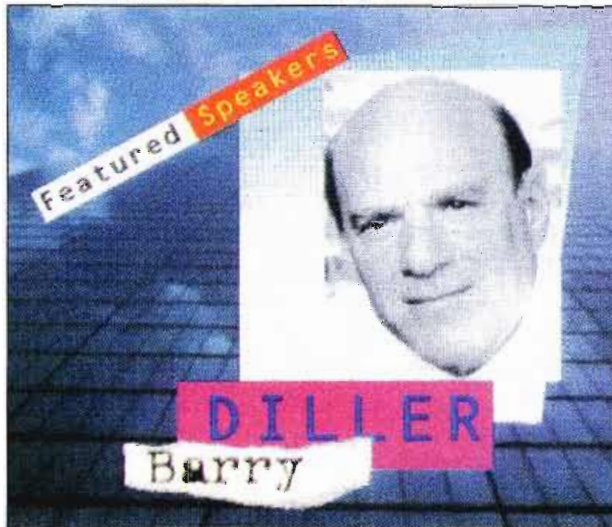
And each of those players has a different view of his place in the new communications hierarchy, he says: "Computer nerds think...Hollywood has to move to Silicon Valley because entertainers need computer expertise. Moviemakers think they'll be the real winners, since they know how to reach mass audiences. The telephone companies with their massive switch-

ing capacity and cash flow remain convinced that they'll come out on top. And cable executives are afraid they won't."

If that weren't enough to chill the big investment required, he says, communications regulation is "beyond Byzantine. Not only is FCC regulation complicated and controversial," Diller says, "it's slow. The companies that are supposed to lead us into the 21st century face an FCC approval

process that dates back to the early part of this century, [a process] that was designed to manage requests by railroads to extend their tracks." The Justice Department and the federal courts contribute to the problem as well, he says, citing the million pages of documents AT&T and McCaw had to file on their proposed merger.

A powerful computer, acting as a smart agent, is the building block to a



Promax promoted its events with mixed-media offering.

full interactive convergence of computers, television and two-way communications, Diller concluded, advising promotion and design executives to "plunge in. Get confused. Embrace the technology." And if you suffer from technophobia, "fight it, because you've got to learn it."

If you don't find that new application or new road to travel, he warns, "somewhere there is a competitor who will." ■

Walking the kids tightrope

By David Tobenkin

Careful balancing is required to both tap the potential of the children's television market and satisfy regulatory requirements for children's broadcasting content, said speakers at a Promax workshop on marketing to children.

Co-ventures between commercial broadcasters and public stations can benefit both parties, said Lance Webster, a PBS spokesman. He pointed to kids program *Get Real!*, which was launched in 1993 as a cooperative venture between six Wisconsin public stations and 19 commercial stations. Under the agreement, Wisconsin Public Television handles production and

promotion for the show. The commercial stations then buy and air the program as they would any other show.

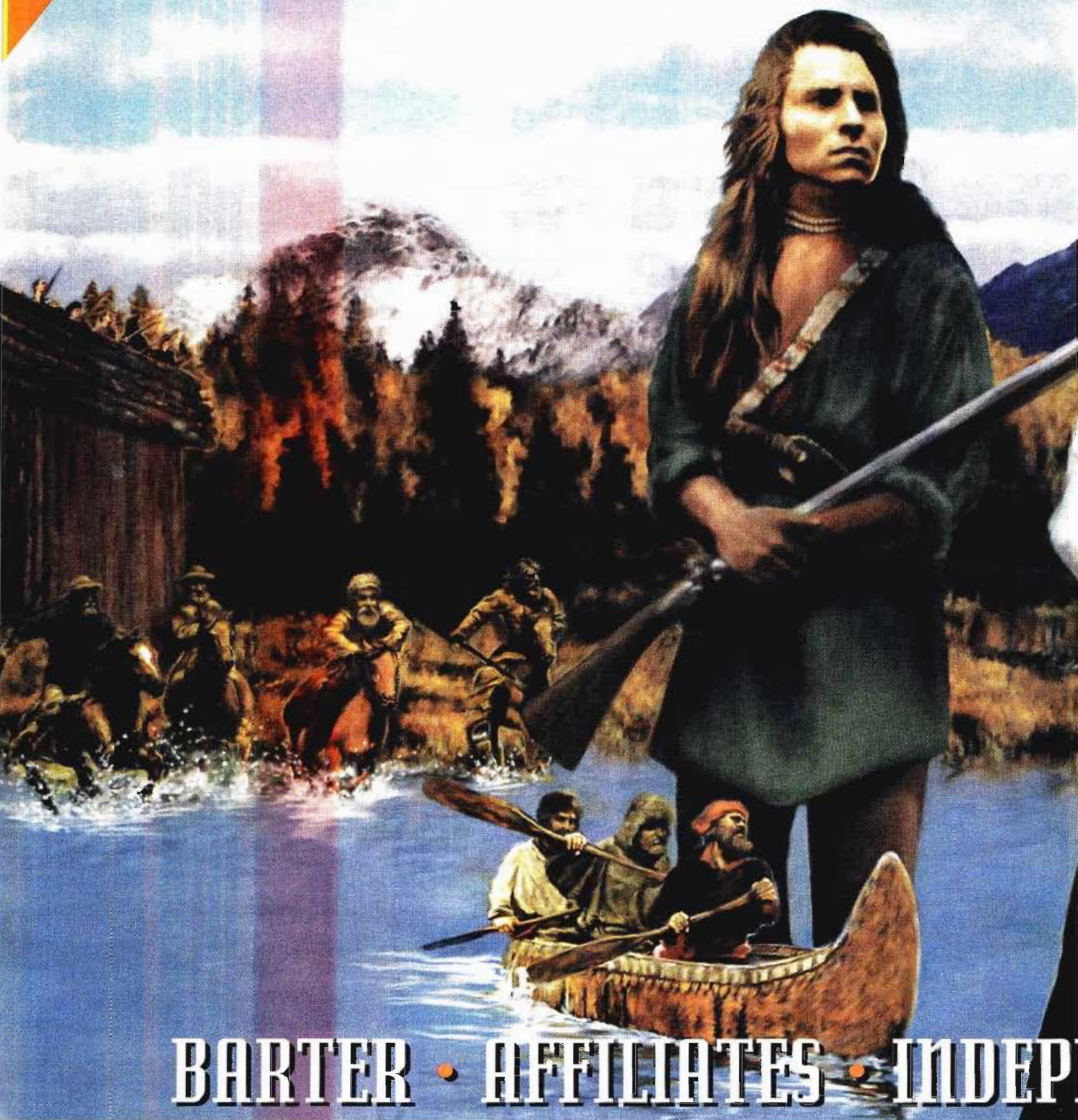
For WPT, the arrangement provides access to larger underwriting grants, thanks to the increased market reach the commercial stations provide. For the commercial stations, it provides a supply of low-cost, FCC-friendly programming.

Regulations can provide opportunities as well as obstacles, said Jim Byrne, programming and promotion director of WFXT(TV) Boston. "Stations can use the rules to their own advantage to market products and improve their image," said Byrne. "You can promote your station as the

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best and safest place for families." He said that WFXT has marketed itself as children-friendly, including issuing a viewers guide outlining its commitment to high-quality children's programming. The station has developed an advisory board of educators, psychologists and parents to give their opinions on programming. And the station also adheres to guidelines against racism and sexism in programming. Those values have been promoted in a series of vignettes for children.

Making decisions more difficult for broadcasters is a complex and changing regulatory landscape. On June 28, broadcasters will testify on whether the FCC should change its current regulations on children's programming.

Among the hot-button issues for broadcasters are:

- The current classification of vignettes as not satisfying the educa-

tional programming requirement of the Children's Television Act. "This has disappointed the broadcasting industry because many think those vignettes are more beneficial than a whole half-hour program," said attorney Ashton Hardy, noting children's short attention spans and the higher viewership a vignette can garner when run within a hit show versus a stand-alone half-hour educational show.

- That entertainment should be a secondary goal to education in children's programming.

- Whether the FCC should issue guidelines to advise the industry on compliance with the Children's Television Act. Hardy noted that the present lack of guidelines leads to confusion among broadcasters on whether they are in compliance. However, the FCC is forbidden from issuing strict quotas by Congress.

The growing importance of children's television to broadcasters is evident from statistical and demographic trends, said Bert Gould, senior vice president of marketing, promotion and programming strategy for the Fox Children's Network. The nation's 42 million children control \$32 billion of disposable income per year—\$750 per child, said Gould, quoting the Yankelovich Youth Monitor.

In addition to their own purchases, children also represent a future market for goods and services, as well as influencing parental purchase decisions.

The increasing fragmentation of families is also increasing the buying power of kids, Gould added. And the importance of television is evident from the fact that 50% of all children have a TV set in their room. ■

Promotion notes from Promax

Tribune Entertainment Co.'s *Can We Shop?!* talk/merchandising show is shifting its content toward a more male-skewing audience than had been predicted for the show, said Tribune VP of creative services Jim Corboy. Because many of the stations running the six-month-old show have slotted it for late night, the show has added more sports items. In recent months, baseball stars Mickey Mantle and Keith Hernandez and soccer great Pele have sold their books and other sports memorabilia. The program so far has generated \$14 million in merchandise sales, with \$2 million of that returned to stations.

MCA's marketing campaign for the Suzanne Somers talk show will emphasize that there is more to the entertainer than her bubbly role on *Three's Company*. "The thrust of the campaign will be giving her credibility that she has the life experience to be a talk show host," said Bobbi Fisher, an MCA spokeswoman. The company's campaign will play up Somers' experience as an author, musical performer, comedian and lecturer. The promotion theme for the show, which debuts in the fall, will be "It's Somers Time."

Rysher Entertainment announced marketing plans for *Thunder in Paradise* and *Robocop*. Rysher will support *Robocop* with action figures and playsets set for national rollout this summer at stores including Kmart and Walmart. The toys will be made available to the show's stations for viewer contests and promotions through Rysher's marketing arm. Another Rysher action hour, *Thunder in Paradise*, will be supported with a new \$3.5 million Sega video game to be introduced in the fall. Philips CD-I has also produced an interactive video CD-ROM game for the show. Women featured in the show will appear in "The Girls of Thun-

der" promotion using posters and calendars available through stores nationwide. Stations will also be able to book the women for in-market promotions. Disney/MGM Studios in Orlando is completing a major *Thunder in Paradise* attraction. Disney will work with *Thunder* affiliates to crosspromote the series by offering special tour packages. Also, *Thunder*, the high-tech speedboat used in the show, will make a national tour at boat and car shows. And finally, the show may receive a marketing lift from its star Hulk Hogan's decision to return to wrestling with a World Class Wrestling pay-per-view event on July 17. Many stations carrying *Thunder* also carry WCW bouts, and Rysher is encouraging stations to crosspromote the two.

Fox Broadcasting's sports division and McDonald's are joining forces in a multimillion-dollar crosspromotion tied to NFL football. The campaign will include a "watch and win" element, McDonald's advertising flights and point-of-purchase materials in 9,700 restaurants promoting the NFL on Fox. NFC coverage debuts on Fox (after 38 years with CBS) on Friday, Aug. 12, with a preseason game between Denver and San Francisco.

The syndicated health series *Life Choices* will be delivered via CD-ROM in a crosspromotional partnership with **NautilusCD**, a multimedia magazine published on CD-ROM disks. *Life Choices* segments will be featured each month in the "Education" section of the magazine. Included is a three-minute clip from the show, a local tune-in listing and information on ordering tapes. In addition to a 13,000-subscriber base, *NautilusCD* is included with CD-ROM drives and upgrades from numerous computer manufacturers, according to U.S. Health Productions spokesperson Kelly Boggs. The magazine is available in both Macintosh and Windows. —DT

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- Ed Donnerstein and Barbara Wilson - research experts in the social and psychological effects of mass media on children and critical viewing skills, will provide information on what research tells us about how TV communicates effectively with kids.
- Marcy Kelly - director of Mediascope, a non-profit organization dedicated to promoting constructive depictions of social issues in the media, will give an overview of how the TV, film and video industries are dealing with the issue of violence.
- Ron Miller, Station Manager, WBTB Charlotte, NC and Michael Beardsley, News Director, KXTV Sacramento, CA will provide insight into how local stations are dealing with violence in local news, promos and other programming.

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No summer vacation for network schedulers

Trend toward original material continues; ABC, CBS, Fox and NBC offer new shows, specials

By Steve Coe

The summer months, once looked upon by network programmers as the place for reruns and episodes of canceled series, will heat up this year with at least seven new series from the four networks.

Once again, Fox and CBS, the networks that have been the most aggressive in the five years since the networks began changing their thinking about the summer, will provide the lion's share of the new projects.

'Malibu' and 'Muddling' on CBS

CBS brings the most new series to the summer schedule with two dramas and one comedy. *Hotel Malibu*, from *Homefront* creators Bernie Lechowick and Lynn Latham, debuts on Thursday, Aug. 4, at 10-11. The network ordered six episodes of the prime time soap, which takes place at a Southern California resort.

Muddling Through, a sitcom starring Stephanie Hodge, has not been given an air date. CBS ordered six half-hours of the show about a woman who gets out of prison and moves back home.

Cheryl Ladd returns to series television in *One West Waikiki*, which debuts on Thursday, Aug. 4, with a two-hour pilot. The series will debut in its regular time slot of Thursday, 8-9, on Aug. 11. Ladd stars as a forensics expert. The series is shot in Hawaii and Don Bellisario is the executive producer. The network ordered five one-hour episodes in addition to the two-hour opener.

CBS is using the summer as a springboard for a possible series order for *XXX's & OOO's* from Brandon Tartikoff's Moving Target Productions. The two-hour movie will air on June 21, and if its performance is strong enough, the network will make a series order.

'Models,' 'Encounters' on Fox

Fox can boast the most anticipated show in *Models Inc.*, thanks to the *Melrose Place* crosspromotion used toward the end of last season. *Models*

Inc. stars Linda Gray and will premiere with a 90-minute episode on Wednesday, June 29, at 8-9:30 p.m. The show will air in its regular slot—Wednesdays, 9-10—beginning July 6. *Beverly Hills, 90210* will serve as its lead-in.

Fox's other summer entry is *Encounters: The Hidden Truth*, which grew out of the special *Encounters: The UFO Conspiracy*. The series



Among the summer viewing fare are Fox's 'Encounters: The Hidden Truth' (l) and 'TV Nation,' produced by filmmaker Michael Moore.

debuts on Friday, June 24, at 8-9.

Although nearly all returning fall series will air repeats throughout the summer, Fox will present original episodes of its two reality shows, *Cops* and *America's Most Wanted*. Additionally, Fox will air original episodes of *Tales from the Crypt* on Tuesdays at 9-10. The network has scheduled a four-hour miniseries, *Loyalty and Betrayal: The Story of the American Mob*, to air at 8-10 on Monday, July 25, and Tuesday, July 26.

Viewers will also get a chance to see pilots the network passed on earlier. Projects starring *Cheers'* John Ratzenberger (*Locals*), *The Hogan Family's* Jason Bateman (*Black Sheep*) and William McNamara (*The Wyatts*) will get their only airing in June.

'TV Nation' on NBC

NBC, which premiered three series during the summer last year, brings



one new project to its schedule this year. *TV Nation*, a comedic magazine from the entertainment division, premieres on July 19 at 8-9. The series is produced by Michael Moore ("Roger & Me"), who uses his humorous investigative style to examine a variety of topics.

In addition to the new series, NBC began airing its double run of *Dateline NBC* last Thursday night at 10-11. *Dateline II* will continue through the summer and will assume its regular season slot on Fridays when the fall schedule kicks in.

'Better Sex' on ABC

ABC will rely on a number of specials along with its lone summer series, *The Better Sex Show*. The show, from George Schlatter Productions, will debut later this summer in the Thursday 10-11 slot. ABC has ordered six episodes. In addition to *Sex*, the network will air *The Television Academy Hall of Fame Special* on July 2 at 8-9:30 and *The Jim Thorpe Pro Sports Awards* on Monday, July 11, at 9-11. The network will give *My So-Called Life*, which is on the fall lineup, an early debut by bringing the series onto the schedule in August. ■

Programming the focus for Cox and TM

In wake of merging systems, company plans to invest heavily in production

By Rich Brown

With a combined base of 3.1 million cable households, executives for the newly merged Cox Cable-Times Mirror cable systems realize it's time to get serious about program ownership.

Cable programming investments by system giants such as Tele-Communications Inc. and Time Warner have traditionally dwarfed those made by smaller MSOs such as Cox Cable and Times Mirror. But coinciding with last week's agreement to merge the Cox and Times Mirror cable systems (BROADCASTING & CABLE, June 6), the newly joined companies have also vowed to become more aggressive in the programming arena.

Cox and Times Mirror have agreed to a programming partnership that will invest up to \$300 million in new services during the next three to five years. Times Mirror will manage the partnership and invest up to \$200 million. Cox Cable, which is managing the Cox-Times Mirror systems, will invest up to \$100 million in the programming partnership and will provide

carriage of partnership programming.

The \$300 million investment is expected to give Times Mirror and Cox the ability to launch "several" new channels, according to Curt Hessler, TM executive vice president. Some of those channels may be outside the U.S., he adds.

The new partnership combines the existing programming portfolios of both companies. Cox Cable's holdings include Discovery Communications (24.6%), E! Entertainment Television (10.3%), pay-per-view distributor Viewer's Choice (20%), digital audio service Digital Cable Radio Associates (14.4%), regional sports service The Sunshine Network (2.6%), plus international programmers Discovery International (24.6%), UK Gold (35%), UK Living (43.8%) and Venezuela-based women's network Gems Television (50%).

Times Mirror's programming holdings include the fully owned Phoenix Suns broadcast network (called the Arizona Sports Programming Network), Turner Broadcasting System (0.1%), Home Shopping Network (0.1%) and

Television Food Network (1.9%).

Also included in the partnership is Times Mirror's previously announced Outdoor Channel, a cable network looking to launch in 1995. Based on Times Mirror's *Outdoor Life* magazine, the network is the first of a planned lineup of cable channels based on the company's broad magazine portfolio.

Executives at Cox and Times Mirror last week were vague about specific programming plans. At least one possibility that can be ruled out is Cox and Times Mirror combining their considerable news resources to create a possible rival to CNN.

"That is not on our radar," says James Robbins, president, Cox Cable.

While FCC rate reregulation and limited channel capacity continue to make it tough going for new cable networks, the Cox-Times Mirror programming partnership will be able to develop services knowing it has access to a potential 3.1 million subscribers.

"Programming is going to continue to be a very important part of this business," says James Kennedy, Cox chairman/CEO. ■

Advertisers hope to net global Cup audience

ABC, ESPN satisfied with covering 'biggest sporting event in the world'

By Steve McClellan

ABC and ESPN are about to cover the most-watched sporting event in the world—soccer's World Cup. But the big question facing advertisers is how big the U.S. audience will be for the monthlong tournament, which starts this week.

For Univision, the Spanish-language U.S. rightsholder, the tournament continues to be a quadrennial bonanza. Univision will cover all 52 games, mostly live (tape-delayed when there are simultaneous matches).

Univision has sold out its advertising, for what sources say is a record \$24 million for the tournament. That equals the ad revenues generated by ABC and ESPN. Univision sold its time client by client. ABC and ESPN did one deal upfront, in a joint effort

negotiated with World Cup organizers and sponsors.

No interruptions

In a format pioneered by Univision several years ago, all three networks and their advertisers have agreed not to interrupt game coverage with commercials. Instead, ads will air only around games and during halftime breaks.

The World Cup games have five "Gold Sponsors," each of which paid \$20 million-\$25 million for global sponsorship rights to the tournament. Another eight "marketing partners" reportedly paid \$10 million each. The Gold Sponsors—MasterCard, Coca-Cola, General Motors, Snickers and Canon—agreed to spend about \$3.5



million each in upfront buys on the ABC-ESPN coverage.

Four of the eight marketing partners also agreed to spend close to \$2 million each in advertising on ABC and ESPN, sources say. The marketing partners include Adidas, U.S. Sprint, Fuji Film, Gillette, American Airlines and Anheuser-Busch. The other two were not available.

A number of advertisers locked out of official sponsorship, including AT&T, Reebok and Honda, also are advertising.

ABC and ESPN paid a combined rights fee of \$12 million to the international soccer federation, known as FIFA, a federation source says. Univision

sion is paying separate rights, believed to be about \$7 million.

Billions of viewers worldwide

The World Cup draws billions of viewers around the world every four years. In years past, little of that audience has come from English-speaking U.S. viewers. But this year, for the first time, the World Cup is being played in the U.S. and soccer officials see the opportunity as a chance to create long-lasting interest in the sport.

With U.S. viewership a question, the World Cup's major sponsors have created global advertising/marketing packages. As such, they get exposure not only in the U.S. feed, but also in the world feed, where they get almost 20 minutes of exposure on the score clock per game.

Network executives at ESPN and ABC say they aren't in it for the ratings, or out of any sense that soccer's time has come in the U.S. And they aren't in it to make a financial killing, although with upfront advertising commitments, they won't take a bath either. Rather, they want to participate in what ABC Sports Executive Producer Jack O'Hara calls "the biggest sporting event in the world," in terms of viewership.

'Biggest story in sports'

Adds Loren Matthews, senior vice president, programming, ESPN: "We don't expect to break ratings records. It's a unique event and we want to be a part of it. It's as much a service as anything else. It's also the biggest story in sports for a straight month."

ABC is carrying 11 games, including two U.S. matches and the final game, which airs July 17. ESPN will carry the other 41 games in the tournament, starting June 17.

Both networks and Univision will use the world feed produced by the European Broadcast Union (EBU), whose World Cup production center is in Dallas, one of nine U.S. venues for the tournament. All three networks will produce supplemental coverage, more so in the case of ESPN and ABC, which have the delicate task of educating the casual viewer while not "insulting the soccer aficionado," Matthews says.

ABC's approach in some ways will resemble its Olympic coverage, O'Hara says: "familiarizing people with the sport, the personalities and the national heroes. That's how you

make people care who wins and who loses."

Executive producer of the EBU feed is Manuel Romero. Romero oversaw the world feed for the 1992 summer Olympics in Barcelona and will oversee the world feed for the 1996 Summer Games in Atlanta.

Training proves a challenge

One of the biggest challenges of the World Cup was training the primarily U.S.-based staff of almost 1,200 camera and sound people and other technicians to provide the quality coverage that soccer fans around the world are accustomed to, Romero says. Most of the top-tier producers and directors for the world feed are Europeans, but 95% of the technical staff is U.S.-based.

Most of the countries picking up the World Cup rely solely on the EBU feed, Romero says. The U.S., Brazil, UK and Germany use the most supplemental coverage, he says. And while a good deal has been written

about whether the coverage will attract U.S. viewers, Romero says, "that is the function of ABC and ESPN. If there [were] a standard for universal coverage, ours would be the model."

Meanwhile, local broadcasters are creating their own local tie-ins. Andy Hoffman, local sales manager at ABC affiliate WCVB-TV Boston, says the station is expanding its late newscast by 10 minutes so that it can present sponsored World Cup wrap-ups. The station also is producing a one-hour prime time special and has picked up six syndicated specials on the World Cup.

Selling the World Cup locally has been "a little more difficult," Hoffman says, because some advertisers are reluctant to buy just adjacencies ?? to a sporting event. "The upfront sales of our various World Cup packages were a little slower than we anticipated, but the last couple of weeks, sales have been brisk. We expect to be selling spots right up to the events themselves." ■

Canada names 10 new cable service licensees

Choices encourage local production; only U.S. winners are Discovery and Bravo

By Meredith Amdur

Discovery Communications emerged as one of only two U.S. participants in Canada's specialty channel auction last week that resulted in six new English-language and two French-language cable services, along with two pay movie channels (The Classic Channel and Moviemax).

Brewing conglomerate Labatt is the controlling partner in the new documentary service, and Discovery Communication's role in the channel is being downplayed by the Canadian Radio-Television and Telecommunications Commission; DCI should be able to own up to 20% of the channel's equity and will supply and commission much of its product.

The CRTC granted basic cable licenses to: an entertainment channel, Showcase, backed by producer Alliance Communications; You: Your

Channel, an information/travel/health and documentary channel (controlled by Atlantis Television Ventures); women's service Lifestyle Television (backed by newcomer Moffat Communications); The Country Network (owned by Maclean Hunter), as well as the Labatt-controlled Discovery and CHUM Ltd.'s Bravo! In addition, French-language news and arts channels gained licenses in eastern Canada. Notably, no pay-per-view services were licensed.

Bravo! will operate as a division of Toronto-based CHUM, parent company of CityTV and MuchMusic. The culture/arts service is expected to seal a programming deal with its U.S. cousin to supply not more than 25% of the channel's output. In addition, Bravo U.S. has committed funds to license some of the Canadian service's programming for showing in the U.S.

Forty-eight applicants bid for the

Ratings Week According to Nielsen, May 30-June 5

	abc ABC	CBS	NBC	FOX
MONDAY	9.4/16	9.9/17	8.9/16	5.2/9
8:00	54. Day One 6.8/13	36. Evening Shade 8.8/17	31. Fresh Prince 9.4/18	
8:30		29. Dave's World 9.7/18	38. Blossom 8.6/16	73. Fox Night at the Movies—Lifepod 5.2/9
9:00	19. ABC Monday Night Movie—Cadillac Man 10.7/18	18. Murphy Brown 11.0/19	34. NBC Monday Night Movies—Roommates 8.9/15	
9:30		25. Good Advice 9.9/16		
10:00		25. Northern Exposure 9.9/17		
10:30				
TUESDAY	13.2/23	11.8/20	8.1/14	4.7/8
8:00	16. Full House 11.3/21	(nr) Break the Silence	43. Unsolved Mysteries 8.3/15	73. South Central 5.2/9
8:30	7. Roseanne 12.9/22	51. Rescue: 911 7.2/13		84. Roc 4.3/7
9:00				82. Tales fr/the Crypt 4.6/8
9:30	6. World Music Awards 13.8/23	7. Before Your Eyes: Kristin Is Missing 12.9/21	44. NBA Playoff—Utah vs. Houston 8.2/14	80. Tales fr/the Crypt 4.8/8
10:00				
10:30				
WEDNESDAY	12.5/22	9.1/16	9.3/17	5.4/9
8:00	33. Dinosaurs 9.0/17	38. The Nanny 8.6/17	30. Now with Tom and Katie 9.5/18	68. Beverly Hills 90210 5.7/11
8:30	36. The Critic 8.8/16	61. Movie News 6.5/12		
9:00	1. Home Improvmt 18.5/31	38. America Tonight* 8.6/14		76. Melrose Place 5.0/8
9:30			27. NBA Playoff—Indiana vs. New York 9.8/18	
10:00	7. Turning Point 12.9/22	17. 48 Hours 11.1/19		
10:30				
THURSDAY	7.4/13	8.1/15	12.7/22	7.1/13
8:00	57. Jacqui's Dilemma 6.7/13	47. CBS Special Movie—Fall from Grace, Part 1 7.7/14	24. Mad About You 10.0/19	45. The Simpsons 8.1/16
8:30			13. Wings 12.3/22	53. Sinbad 6.9/13
9:00	72. Profiles 5.3/9		2. Seinfeld 16.5/28	49. In Living Color 7.3/13
9:30			3. Frasier 16.4/27	67. Herman's Head 6.0/10
10:00	23. Primetime Live 10.1/18	34. Eye to Eye with Connie Chung 8.9/16	21. Law and Order 10.4/18	
10:30				
FRIDAY	11.9/23	6.5/13	8.4/17	5.1/11
8:00	27. Family Matters 9.8/22	63. CBS Special Movie—Fall from Grace, Part 2 6.4/13	69. I Witness Video 5.5/12	85. Adventures of Brisco County Jr. 4.0/9
8:30	22. Boy Meets World 10.2/21			
9:00	15. Step By Step 11.5/22		19. NBA Playoff—New York vs. Indiana 10.7/21	65. The X-Files 6.1/12
9:30	14. Hangin w/Mr. C 11.7/22			
10:00	5. 20/20 14.1/26	57. Picket Fences 6.7/12		
10:30				
SATURDAY	6.1/13	6.7/14	4.9/10	6.5/14
8:00	79. ABC Saturday Night Movie—When You Remember Me 4.9/11	61. Dr. Quinn Medicine Woman 6.5/15	76. Mommies 5.0/12	65. Cops 6.1/14
8:30			80. Getting By 4.8/11	54. Cops 6.8/15
9:00		71. Harts of the West 5.4/11	76. Empty Nest 5.0/11	60. America's Most Wanted 6.6/14
9:30			75. Nurses 5.1/10	
10:00	41. The Commish 8.5/17	45. Walker, Texas Ranger 8.1/16	82. Sisters 4.6/9	
10:30				
SUNDAY	7.2/13	13.3/24	11.5/21	5.6/10
7:00	52. Am Fun Hm Vid 7.0/15	4. 60 Minutes 14.9/30		87. Code 3 2.7/6
7:30	63. Am Fun People 6.4/12			86. Code 3 3.4/7
8:00	48. Lois & Clark 7.4/13	11. Murder She Wrote 12.7/23	12. NBA Playoff—New York vs. Indiana 12.5/24	69. Martin 5.5/10
8:30				57. Living Single 6.7/12
9:00	49. The Kennedys of Massachusetts, Part 1 7.3/12	10. CBS Sunday Movie—The Man with Three Wives 12.8/22	32. NBC Sunday Night Movie—Love on the Run 9.3/16	41. Married w/Chldr 8.5/14
9:30				54. George Carlin 6.8/11
10:00				
10:30				
WEEK'S AVGS	9.6/17	9.5/17	9.2/17	5.6/10
SSN. TO DATE	12.3/20	13.4/22	10.8/18	7.2/12

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

privilege of getting one of 10 specialty cable licenses, which Canadian cable operators will be obliged to carry on their basic tiers. The additional cost, roughly \$3.50 per month, is expected to be passed along to subscribers.

The 10 services will launch beginning Jan. 1, 1995, and CRTC Chairman Keith Spicer held out hope that another channel auction would be announced for next year. And that one may be the last, he said, since they will no longer be necessary as digital compression eases Canada's notoriously scarce channel capacity.

Behind the mass licensing exercise was a desperate bid to protect Canadian TV culture in the face of what is perceived to be an unwanted onslaught of U.S. fare on cable, terrestrial, and more worrisome to cable, direct broadcast satellite service DirecTV (locally referred to as "Deathstar").

Many of Canada's program executives, convening at the Banff Television Festival last week, believed that the CRTC had played its cards safely, having elected to go with a deep-pocketed, relatively conservative group of channels, led primarily by the stronger production companies

such as Alliance and Atlantis.

Canada's 7.8 million cable homes now receive as many as 20 cable and pay channels, seven of which are imported U.S. services. Comedy Central and E! Entertainment have both been involved in local channel bids. Prominent losers include major Canadian broadcast groups CTV, CanWest Global, Baton and the public Canadian Broadcast Corp., as well as Rogers.

A children's animation channel, two comedy services, a hockey channel and English language news channels also were voted down. Spicer said winning bids had to be both financially and creatively viable and must reflect a distinct "Canadian character."

The Canadian TV market of 10.1 million TV homes already has rigorous content quotas (Canadian productions must account for 50% of airtime) and companies maintain an extensive network of production subsidies.

Ironically, Canadian companies have recently been moving unhindered into American cable. Music video channel MuchMusic, The Popcorn Channel (Torstar Corp. and Salter Street Films) and The Parent Channel (Malofilm) are Canadian-owned, and all hope to launch in the U.S. by 1995.

"Deathstar...which may be only a shooting star...remains a threat; [the new channels] will offer greater choice for Canadians and make U.S. competition more difficult," said Spicer. In a country that makes few apologies for legislated diversity and subsidized culture, Spicer said Canada's "need to exist" sometimes justified "exceptional measures." ■

'Berry' bumped

Twentieth Television has canceled freshman talk show *Bertice Berry*. Company sources confirm that stations carrying the show were told of the decision last week. The show wrapped up production two weeks ago, but stations will have access to repeat episodes until September. Although Twentieth had secured two-year renewals for the show from most stations, the cancellation was not a surprise. From the start, *Berry* struggled for ratings in a talk market that gets more crowded every season. There had been reports Twentieth might move the show to cable, but sources said that option was not being considered.

Goodwill Games near \$100 million in ads

Turner Broadcasting System has sold close to \$100 million in advertising for the Goodwill Games, which will be held in St. Petersburg, Russia, July 23-Aug. 7. TBS sports sales head Mark Mariani said, "Right now we're about 15% away from" the target of double the sales generated during the 1990 Goodwill Games in Seattle. That figure (less make goods) was around \$60 million, making the projected total for 1994 about \$120 million. That includes a chunk of time for 17 hours of Goodwill Games programming that will air on ABC on weekend afternoons. TBS is selling the ABC time as well as its own. Despite the sales gains, Turner officials say they still won't make money on the games. But they say they will lose less than they did in 1990 (\$44 million), and may even make some in 1998, when the games will be held in New York. TBS has identified 20 sponsors for the 1994 games. —SM

Top cable shows and nets

Following are the top 15 basic cable programs (May 23-29), 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>Movie: "The Empire Strikes Back"</i>	USA	Sun 3:30p	3,539	5.7	3.8
2. <i>Movie: "Return of the Jedi"</i>	USA	Sun 6:10p	3,311	5.3	3.5
3. <i>Movie: "Star Wars"</i>	USA	Sun 1:00p	2,409	3.9	2.6
4. <i>Normandy</i>	DISC	Mon 9:00p	2,185	3.5	2.3
5. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,166	3.5	2.3
6. <i>Murder, She Wrote</i>	USA	Thu 8:00p	2,011	3.2	2.1
7. <i>Murder, She Wrote</i>	USA	Wed 8:00p	1,985	3.2	2.1
8. <i>Silk Stalkings</i>	USA	Mon 10:00p	1,972	3.2	2.1
9. <i>Murder, She Wrote</i>	USA	Mon 8:00p	1,969	3.2	2.1
10. <i>Budweiser 500</i>	TNN	Sun 12:00n	1,930	3.3	2.0
11. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,905	3.1	2.0
12. <i>Over the Top</i>	TBS	Mon 8:22p	1,824	2.9	1.9
13. <i>Murder, She Wrote</i>	USA	Fri 8:00p	1,806	2.9	1.9
14. <i>D-Day Special</i>	A&E	Sun 10:00p	1,803	3.1	1.9
15. <i>D-Day Special</i>	A&E	Sun 9:00p	1,799	3.1	1.9

The top five basic cable services for the week of May 30-June 5 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	1,678	2.7/4.7
2. TBS	1,366	2.2/3.9
3. ESPN	1,011	1.6/2.9
4. TNT	792	1.3/2.3
5. NICK	730	1.2/2.1

Don Imus: The Thinking Man's Shock Jock

20-year radio veteran, now syndicated,
powers morning shows cross-country

By Donna Petrozello

Don Imus has had better Mondays. The serviceman left something strange floating in his pool. The landscaper failed to trim the grass properly, but sent him a bill anyway. And the carpenter who built a two-tiered CD rack for his office wants \$1,300. To top it off, three guys are waiting in his office to videotape him making a prank phone call.

So the week begins for New York's beloved "I-Man." It's no wonder that the syndicated morning show host/satirist of *Imus in the Morning* on sports radio WFAN(AM) New York is sometimes cranky on the air.

When Imus isn't complaining about bills or talking to a favorite guest, sidekick Charles McCord impersonates the likes of Walter Cronkite, Andy Rooney and Ross Perot. The show's topics include everything from commentary on the day's news to jokes about penises.

Imus's brash humor and sardonic wit helped him carve a niche in radio that others have tried, unsuccessfully for the most part, to emulate. At 53, and with more than 20 years on the air, Imus still injects into his shows

the shock-jock element that defined him at the outset of his radio career in the early 1970s. Now, however, he refrains almost entirely from asking female callers whether they are naked, which was his trademark greeting of the 1970s and early 1980s. In the I-Man's words, the show is "just more sophisticated."

Unistar Radio Networks started syndicating *Imus in the Morning* last July, shortly after the network was purchased by Westwood One, Inc., which is managed by Infinity Broadcasting. Unistar also began syndicating talk shows hosted by G. Gordon Liddy and afternoon team Don & Mike at about the same time.

According to Kirk Stirland, senior vice president, affiliate relations,

RADIO SYNDICATION '94

Duopoly and LMAs have created heightened demand for syndicated radio programs, bringing big-name talent to the smaller markets and encouraging networks and small distributors alike to build up their coffers.

In a special report on radio syndication, industry experts discuss the growing syndication market (page 34) and the talk show megastars who are driving the business to new heights (page 36). A profile of morning radio pioneer Don Imus, newly syndicated in 30 markets, begins this special report.

Infinity-owned Westwood One Radio Networks, the decision to syndicate Imus was based on his long-term ratings success.

"Imus had all the right stuff for national syndication—a consistent billings and ratings success story in a big market, good recognizability to radio people and listeners, and a show with the brilliant ability to make you laugh as well as think," Stirland says. "We figured you couldn't miss with

COVER STORY

that—and we didn't."

Imus in the Morning is broadcast over 30 stations in 23 markets and in three of the top 10 markets: New York, Boston and Washington. Imus can also be heard in smaller markets: Portland, Me.; El Paso, Tex.; Eugene, Ore.; and Fargo, N.D. Imus expects the show will be picked up by more than 100 stations by November 1996.

Sports-talk radio WEEI(AM) Boston was one of the first stations to pick up

men 25-54. But Imus did not do as well at WTEM(AM) Washington when he first entered the market. However, ratings have picked up, Westwood's Stirland says. WTEM General Manager Bennett Zier says, "It takes a long time for anything new to be embraced by the D.C. audience, but we've seen great strides with *Imus* since last July. His show has doubled our morning audience, and *Washingtonian* magazine voted *Imus* the number three

political analysts, authors and even President Clinton on occasion. Some political candidates consider it a privilege to appear on *Imus*. *New York Newsday* speculated that when Geraldine Ferraro turned down an interview with the I-Man during her campaign for the U.S. Senate, she lost precious votes that may have cost her the election. As Imus puts it, an appearance on his show "in some cases [can make the] difference between getting elect-

“ I think if you wanted to draw a distinction, for example, between me and Howard Stern, you would at least have to have a GED to listen to me. ”

—Don Imus

Imus. WEEI Programing Director Phil Sirkin says the show has done "phenomenally well" and has raised the station's standing in the market from twenty-first to eighth in morning drive time among listeners 12+. Among men ages 25-54, the station's target audience, WEEI went from "way back in the pack" to number three for its morning show, Sirkin says.

"Imus certainly was the missing ingredient," Sirkin says. "At most sports stations, you have a problem finding a morning show that fits with the format. But the Imus show carries its own weight and amplifies the rest of the format." *Imus* replaced a morning show that consisted of comedy bits with a sports bent, which, Sirkin says, "is hard to pull off in morning drive."

Imus had an "underground listenership" of former New Yorkers in Boston before he went on the air there, Sirkin says. And the fact that the station's morning show is not local, which years ago was considered a classic programing mistake, has not cost them listeners.

"People don't turn off [David] Letterman because he does his show from New York and makes a lot of references to New York," Sirkin says. "New York doesn't have to mean boring to people outside of New York when a show is handled by a professional like Imus."

Imus also came on strong at WWRX (FM) Provident, R.I., where his morning show lifted the station from fourth to second in morning drive among

most popular morning drive show."

No matter how small or large the market, Imus says each is important. "We're in a number of smaller markets in places like Aiken, South Carolina; Fargo, North Dakota; and Sioux City, Iowa, and places in New Hampshire," Imus says. "A station in El Paso, Texas, is as important in my mind as WEEI in Boston."

"The show gives these stations an opportunity to make some money, and it does bring [them] big-time entertainment, big-time radio. And we have found that in all of these stations, [our] audience is the audience advertisers want."

Imus attributes the success of the show not solely to his own talents, but to the crew behind him and the quality of his guests. A recent interview he is proud of was a long session with Clinton's attorney, Bob Bennett, whom he talked to on the air for about 25 minutes.

"I think it's had a lot to do with the people who we have on. It's the mixture of the people I interview...the nature of the interviews," Imus says. The I-Man tries to get his guests to "reveal a part of themselves," which they may not get an opportunity to do on shows such as *Meet the Press* or *Nightline*.

"I like to get people in a position where their defenses are down," Imus says. "You tend to get real answers then."

Other guests have included *New York Times* columnists, politicians and

ed and not getting elected."

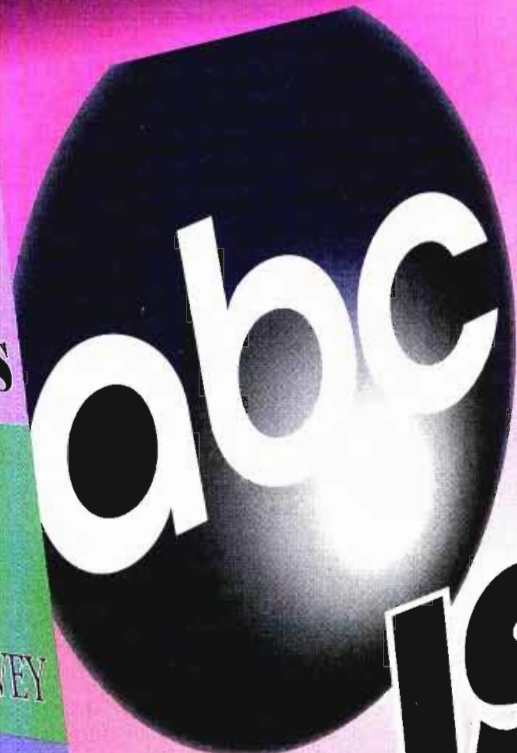
Imus's radio career has not been without its bumps. He broke into New York radio in 1971 on WNBC(AM) during afternoons. His brash humor had never been heard before, and earned him a name and a cult following. But he was fired from WNBC and left to work for WHK(AM) Cleveland for a year. Imus returned to New York and WNBC in 1979, where he picked up the cherished morning drive time slot.

Before he came to radio, Imus's jobs included brakeman on a railroad and copper miner.

While saying his current job is one of the high points of his career, Imus is miffed when he is reminded that WXRK(FM) shock-jock Howard Stern has the most popular morning show in New York, leaving Imus in second place. Both jocks briefly worked for WNBC(AM) there and maintain a fierce on-air rivalry.

"I think if you wanted to draw a distinction, for example, between me and Howard Stern, you would at least have to have a GED to listen to me," Imus says. "I have a greater interest in talking to Anna Quindlen or Nina Totenberg or Bob Dole than I do Jessica Hahn or Joey Buttafuoco."

"That's not to suggest that one's necessarily any more valid in terms of either their interest value or entertainment value, it's just my interests," Imus says. "I don't do this show based on what I think people want to hear. I do it based on what I'm interested in. I've always done it that way." ■



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Syndication brings big names to smaller markets

National talk stars, music formats, LMAs and duopoly boost demand for syndicated programming

By Donna Petrozzello

As the number of duopoly and local marketing agreements, or LMAs, has increased, demand for both 24-hour and short-form syndicated programming has soared, especially for stations in medium and small markets.

Most small-station owners turn to syndicated programming to cut costs, believing it is cheaper to plug into megastar talkers such as Don Imus, Howard Stern or Rush Limbaugh than to hire—or find, for that matter—a morning crew or talk show host who will be just as popular and whose salary will not break the bank.

In medium and smaller markets, station owners have found that a big-name host may be more of a draw to local advertisers and will generate more revenue. And the cost of hiring national talent can be inexpensive. Since most of the syndicated 24-hour music formats and talk shows are offered by the networks on a barter basis, the cost to owners is a few minutes of inventory per hour dedicated to network advertisers.

Some shows, such as Stern's controversial morning show, are traded strictly for cash. *Limbaugh* is offered for a combination of barter and cash. But the benefits of syndication add up to a trend that industry experts say is reshaping stations in small and medium-sized markets.

"We have seen more and more syndicated programming and we will continue to see more in the future," says Steven Dodge, CEO of American Radio Systems, which owns seven AM and 11 FM stations, including an AM duopoly in Boston.

"In the case of duopolies, syndicated programming definitely cuts expenses," says Jerry Lopes, president of program operations and affiliations at

the American Urban Radio Network.

Some owners choose syndicated programming for stations they acquire through an LMA and where they cut the on-air staff, administrative personnel and sales team to the bare bones to reduce costs. Far fewer people are needed at a station broadcasting a 24-hour syndicated format than at a station that produces programs in-house.

"There is very much more of a demand for syndicated programming because of LMAs and duopoly," says Mike Castello, president of Major Talk and former syndicator of talk shows hosted by Barry Farber, Morton Downey Jr. and Alan Colmes. "People are accepting syndicated programs, and either way, it's a cost saver."

Programming consultant Walter Sabo, previously vice president and GM at ABC Radio Networks and also former president of NBC Radio Broadcasters, says "there have always been financially stressed stations" that form local market-

ing agreements with larger stations. Some of those stations, Sabo says, have "sought long-form programming to save money."

Major radio networks such as Westwood One, CBS and ABC have added new shows over the past year, particularly talk shows, to meet the demand for syndicated programming.

Westwood One Radio Networks, which encompasses programming syndicated by the Unistar Radio Networks, NBC Radio Networks and the Mutual Broadcasting Systems, introduced several new talk shows during the past year and has an array of Westwood One's 24-hour music programming that runs the gamut from adult contemporary to country. Westwood One also syndicates news programs

produced by CNN.

The ABC Radio Networks began syndicating *The Tom Joyner Morning Show* in January and last month introduced *Hightower Radio*, a talk show with Jim Hightower. ABC also has a network news service and offers sports programs through the ESPN Sports Radio Network and 24-hour music formats through the ABC Satellite Music Network.

CBS Radio Networks syndicated the *Late Show with David Letterman's* "Top Ten" list earlier this year. CBS offers *The Gil Gross Show*, the network's only syndicated talk show, along with the syndicated *House of Blues Radio Hour* hosted by actor/comedian Dan Aykroyd.

Although stations are virtually guaranteed to capture big audiences with popular national talk shows, some stations with network 24-hour music formats also say their ratings have made leaps.

When KJUL(FM) Las Vegas shifted from in-house AC to Westwood One's syndicated nostalgia/big band music, the station moved to number one in the 35-64 demographic and number two in the 18+ category, according to KJUL General Manager Bill DiMeolo.

Prior to syndicating, KJUL had poor ratings and eventually filed for bankruptcy. When the station plugged into a 24-hour format, the owners reduced the staff to seven full-time and part-time board operators, and the station is now turning a profit, DiMeolo says. KJUL pays no cash for the syndicated programming, but rather gives up two commercial minutes per hour to the network. The station retains between 12 and 14 minutes per hour for local commercial spots.

At KTSM(FM) El Paso, Tex., Vice President Karen Daniels says the station has saved approximately \$80,000 since it switched to Westwood One's 24-hour soft AC two years ago from a "beautiful music" format played over reel-to-reel tapes in-house. Daniels says the station pays nothing for the service but allows the network one

No. of applications filed at FCC for LMAs, September 1992-end of May 1994: **335**

minute of commercial time per hour. The station has retained a live, in-house morning show hosted by its program director, but the remaining 20 hours are syndicated, Daniels says.

Some group owners will choose syndicated programming in similar formats for stations in the same market to give them a lock on a particular format. But they also want to be able to choose from a variety of syndicated programming that will offer them a variety of shows in a single format, such as "soft talk" and "hot talk" shows.

As owners look for diversified syndicated programming, syndicators are developing shows to fill distinct program niches. "As more format niches develop through LMA and duopoly, they provide more opportunity for syndicated programming to fill those niches," says Pat Welsh, vice president of music programming at the Pollack Media Group. "Anytime new formats are born, it gives syndicators an opportunity to produce new long- and short-form programming."

"We're seeing the big players through LMAs and duopoly create programming combinations that can effectively knock out smaller competitors by controlling the program choices," Castello says.

Saga Communications' new WZAN(AM) Portland, Me., carries the Don Imus morning talk show, *The G. Gordon Liddy Show* and *The Tom Leykis Show* from Westwood One Radio Network. Their sister Portland station, WGAN(AM), carries *The Rush Limbaugh Show* and follows a more conservative talk format. The mix enabled Saga to capture audiences for both soft talk and "hotter" talk formats, says Saga's executive vice president and group program director, Steve Goldstein.

Because syndicated programming is becoming more popular and pervasive in smaller markets, format providers are finding it easier to sell to station owners and program directors, especially in markets below the top 10, which had been difficult to sell in the past, syndicators say.

"Ten years ago, it was difficult to get a programmer to take a four-hour

show on a daily basis, and station programmers didn't even want to hear the pitch from syndication salesmen. But today everything has changed," Sabo says. "Now syndicators are having an easier time. Programmers are willing to listen to the pitch. They used to feel it was somehow a failure to take a syndicated product."

LMAs and duopoly have also spiced up the syndication deal-making market.

The owners of several stations in small markets that have a lock on a particular format now have more leveraging power with syndicators when they negotiate for popular national shows. This, in turn, has forced some syndicators to make "greater concessions" to the station owners, Castello says.

However, some of the most popular shows, such as *Stern* and *Limbaugh*, are still in the driver's seat when it comes to negotiations. "If you own compelling programming, you're in a real power position to people that need to be successful and who have not been successful producing programming on their own," Dodge says. "People who own the content are in good shape. People who are dependent on someone else's content are not."

While the trend of smaller stations scooping up nationally syndicated programs is expected to continue, industry watchdogs say these stations may find themselves too dependent on syndicated programming down the road.

"I see being involved excessively with syndication equivalent to being on drugs," Dodge says. "Stations become dependent on it and the syndicators know it. So the economics on renewal are not necessarily in [the stations'] favor."

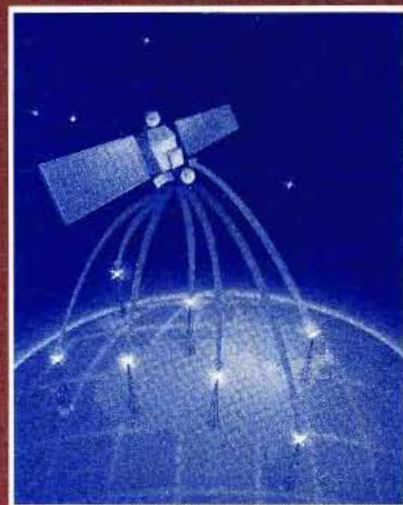
"But some stations can't afford to invest in developing a local morning show or an afternoon show because it takes too much time and it's too expensive," Dodge says. "It is a lot easier to buy someone else's programming. The alternative to syndication is that these smaller stations could not stay on the air without it. So there is no alternative." ■

No. of applications filed at FCC for duopolies, September 1992-June 6, 1994:

935

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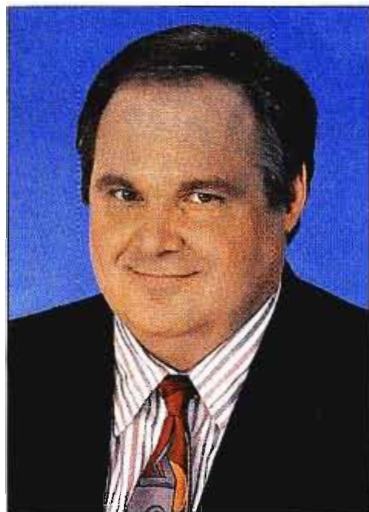
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Talk, talk talk: formula for success

More than 900 stations now have news/talk format, testament to popularity of talk shows

By Donna Petrozzello

At any time of day, on at least one AM channel in 100 major cities across the country, people are jabbering away. Talk about politics, finances, home remodeling and personal advice is filling up frequencies,



"Rush opened people's eyes to the fact that what's key is great programming, not necessarily local programming, and that has created a demand for syndication."

—Frank Raphael,
ABC Radio Networks

and listeners can't get enough.

Most radio insiders credit the recent resurgence of talk radio in America, especially on the AM band, to national talking treasures such as the politically outspoken Rush Limbaugh, shock-jock Howard Stern and satirist Don Imus, whose syndicated shows continue to gain affiliates and are rolling over their competitors.

The vast appeal of these big-name talkers has led talk show syndicators and major radio networks to develop an increasing number of new radio shows over the past year. To meet the growing demand for syndicated shows, the networks have also started syndicating talk shows that draw high ratings in major markets to national audiences.

"There is a tremendous appetite for interesting, quality talk product," says Frank Raphael, vice president of line networks at ABC Radio Networks. "There have also been tremendous demands from stations for programming to bring listeners to the AM band. The market had sort of ebbed and now it's flowing again."

"The talk radio industry is explod-

ing," says Carol Nashe, executive director of the National Association of Radio Talk Show Hosts (NARTSH). "When we started the association in the fall of 1988, there were 300 stations in the country that were news/talk. Now in 1994, there are more than 900."

"There is no question that talk radio is at its highest level of popularity since the late sixties," says WOR Radio Network talk show host Gene Burns, president-elect of NARTSH. "There is greater penetration of talk radio now, largely because the networks make it possible for smaller markets to pick up national talk shows."

In the six years that Limbaugh has broadcast his wildly popular political commentary talk show, his daily listenership has increased to over 5.2 million (per average quarter hour). *The Rush Limbaugh Show* is now heard on 645 stations nationwide in markets ranging from New York City to Jonesboro, Ark. At stations in top 10 markets such as Los Angeles, San Francisco and Houston, Limbaugh earns over a 10.0 market share for his show, which most stations air from 9 a.m. to noon or noon to 3 p.m.

"Syndicators should get down on their knees and kiss Limbaugh and Stern because they have changed everything," says programming consultant Walter Sabo, former vice president and GM at ABC Radio Networks and president of NBC Radio Networks.

"Rush opened people's eyes to the fact that what's key is

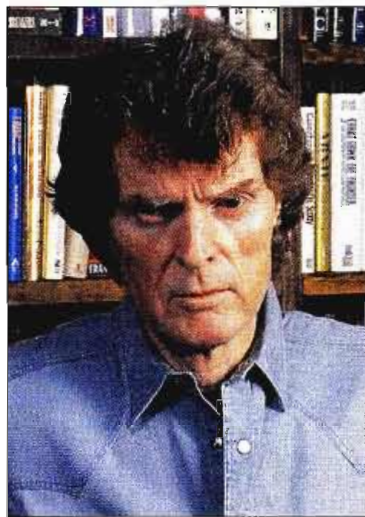
great programming, not necessarily local programming, and that has created a demand for syndication," ABC's Raphael says.

Citadel Communications President Larry Wilson says the value to a station of Limbaugh's show outweighs the amount of inventory or cash a station might have to part with for the show. "*Limbaugh* commands a dear price but it's worth it," Wilson says. "I don't know of anybody in the country who has given up *Limbaugh* because it's not economically feasible."

Although *The Howard Stern Show* is broadcast to only 17 markets nationwide, the Infinity-owned morning mouth virtually swallows up the competition when he moves into a new market.

Stern broke into the New York market several years ago and gained momentum to reach number one in morning drive before his show was syndicated. Stern is now clearly number one in the market. *The Howard Stern Show* earned a market share of 17.2 in the winter 1994 ratings among people 18-34, according to Arbitron data. Among listeners 25-54, Stern earned a share of 11.0, according to the winter 1994 Arbitron ratings.

Program Director Jay Clark moved in at Orlando's talk WTKS(AM) less than two months ago and promptly snapped up Stern's show, saying Stern's "attitude fits the station really well." For a



"There is about an equal cost to getting Imus and paying talent in-house...But could we get a talent as strong as Imus in Portland, Maine? Absolutely not."

—Steve Goldstein,
Saga Communications

station with talk programs around the clock, Stern is the only syndicated show on the station, Clark says.

Clark chose Stern's show after a succession of WTKS morning hosts, including one called "Flounder," failed to capture a significant share of the morning audience. Clark is confident that, based on Stern's tremendous success in other markets, Stern will send WTKS's morning ratings soaring. "Stern is the number one morning guy in the country, so why shouldn't he be number one in Orlando as well?" Clark says.

Imus, although number two to Stern in New York, is enjoying a comeback in his career, which began in the early 1970s. Within less than 10 months of syndication by Unistar Radio Networks, *Imus in the Morning* is on 30 affiliates nationwide, earning high ratings in cities such as Boston and Washington. *Imus* attracts a daily listenership of 391,100 per average quarter hour.

Saga Communications' WZAN(AM) Portland, Me., picked up Imus last December. Saga billed the station as "hot talk" and found Imus a perfect fit for the format. WZAN complements Saga's other holding in Portland, WGAN(AM), which features a softer talk format and broadcasts Limbaugh during the day.

"We used Imus to create more attention on the AM band," says Steve Goldstein, executive vice president and group program director at Saga Communications. "There is about an equal cost to getting Imus and paying talent in-house to do a morning show. But could we get a talent as strong as Imus in Portland, Maine? Absolutely not."

But it is not only the rhetoric of these satirical pundits that people want to hear. Talk shows such as Talknet/Westwood One's Bruce Williams call-in advice show, Major Talk's Barry Farber and ABC's *Moneytalk* with Bob Brinker also attract a wide listenership. As a result, larger and smaller networks alike are building up their talk show assemblage.

In January, ABC started syndicating morning show host Tom Joyner, who hailed from KKDA-FM Dallas before joining ABC, and the network plans to launch other syndicated morning show hosts, says ABC senior vice president, affiliate marketing, Darryl Brown.

"Fly-jock" Joyner has won a large audience in urban format stations,



"Syndicators should get down on their knees and kiss Limbaugh and Stern because they have changed everything."

—Walter Sabo, programming consultant

Brown says, and ABC plans to choose other morning show hosts that can fit into specific formats. ABC also introduced earlier this year *Hightower Radio*, a weekend talk show hosted by Texas populist Jim Hightower and based in Austin, Tex.

"We're definitely shoring ourselves up for what we think will be widespread acceptance of syndicated programming," Brown says. "We would love to have a Tom Joyner for every

major format."

In the past year, Westwood One Radio Networks started syndicating Imus as well as a midday talk show with former Watergate co-conspirator G. Gordon Liddy and an afternoon drive time show, *The Tom Leykis Show*, that features interviews with Hollywood personalities and targets a young audience.

Westwood One also announced this spring that it will syndicate a new afternoon show with comedian David Brenner to fill the void left by Larry King, who retired from his afternoon slot and instead simulcasts his nightly CNN cable television talk show to Westwood One affiliates.

The WOR Radio Network, which syndicates the popular advice show with psychologist Dr. Joy Browne, introduced last year *Ask Arthur From-*

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mer, a talk show hosted by author Frommer, who offers advice for travel on a budget, and *The Pet Show with Warren Eckstein*.

Earlier this year, WOR began syndicating *Health Talk with Dr. Ronald Hoffman*, a health-maintenance advice program and talk show. Talk America Radio Network also introduced a

health-related talk show last year with *Ask the Doctor*, a morning call-in show with practicing internist Dr. Derrick DeSilva.

Major Talk rolled out *The Alan Colmes Show*, a call-in, issues-oriented talk show hosted by liberal Alan Colmes.

Industry insiders expect the de-

mand for syndicated programs to continue, and many say FM stations will pick up syndicated programming, especially talk shows, more frequently.

"You're about to see a revolution in the attitude toward talk and information on FM," Sabo says. "Syndicators should be preparing programs for the growth of talk on the FM band." ■

AP banking on cash for ANR success

New all-news service doesn't require stations to give up ad time

By Rich Brown

While most turnkey radio formats traditionally have been sold on a barter basis, AP All News Radio is setting out to prove that stations will pay all-cash for a commercial-free service. In less than two weeks on the air, AP has already found 30 takers.

Three stations have been carrying the service since its June 1 launch: WKIN(AM) Kingsport, Tenn.; KESQ(AM) Palm Springs, Calif., and KNUU(AM) Paradise, Nev. (Las Vegas). Other stations signed to eventually carry the 24-hour news and information service include Florida stations WHNZ(AM) Pinellas Park (Tampa); WINZ(AM) Miami; WWNZ(AM) Orlando and WZNZ(AM) Jacksonville; KRVN(AM) Reno, Nev.; WCHY(AM) Savannah, Ga., and WIBA(AM) Madison, Wis. AP ANR executives hope to have 300 affiliates on board in five years.

The new AP service, which has no network commercials and no clearance requirements, allows stations to pick up the feed whenever they need it. That freedom comes at a price—station sources say medium-sized markets are paying about \$25,000 a year for the service (rates vary by market size). But affiliates that have signed on so far do not seem to have much of a problem with the price.

"I'd rather pay for it than give up a bunch of advertising avails," says Bud Paxson of Paxson Enterprises, which owns the four Florida affiliates. Paxson says he also likes the fact that AP ANR was specifically designed for radio stations. The existing competition, CNN Headline News, is the audio feed of the all-news cable network.

CNN Headline News, with a strong



The Washington Broadcast Center of AP ANR, which debuted June 1



head start in the radio news business, has about 125 affiliates, including 36 of the top 50 markets, according to Ed Salamon of Westwood One Radio Networks, which distributes the service. The CNN service, which carries two minutes of network advertising per hour, is bartered to affiliates along with fees in some markets. It has been available since September 1988.

The cost of AP All News Radio is reasonable considering that, depending on market size, many turnkey radio formats can demand barter plus about \$1,000 a month, says Ken Maness, president, Tri Cities Radio Corp., describing his experience with WKIN.

"AP costs more than \$1,000, but it is not a whole lot more than that," says Maness. "I saw it as an opportunity to bring a viability to the station that we were not able to do locally."

Industry observers say AP ANR is

likely to have its strongest appeal in small to medium-sized markets. News formats, among the most expensive to produce, can be difficult for stations in smaller markets that find themselves strapped for cash.

"It is fair-priced and allows us to get out of the barter business," says Joe McMurray, all-news KNUU general manager. He says AP ANR gives him an affordable way to help fill in holes during overnight and other dayparts. The AP service will likely take the place of some talk shows on the schedule, he says.

AP ANR is the latest service from the Associated Press, which already serves the major radio networks and more than 5,000 radio stations nationally with its news wires, audio services and software. AP also offers AP Network News, a commercial-free full-service network with more than 750 affiliates nationally that is carried by the Armed Forces Radio and Television Service worldwide. ■

Investing in TV networks' future

ABC, CBS, NBC may imitate Fox tactic of buying minority stakes in affiliate groups

By Geoffrey Foisie

Perhaps the most important component of Fox's affiliate deal with New World Communications—its purchase of stock in New World—isn't a new approach to deal-making. Several months earlier, it took a non-controlling stake in another company, SF Broadcasting, which proposes to buy TV stations.

ABC, CBS and NBC may find themselves taking that page from the Fox playbook. As they battle Fox, and each other, for VHF affiliates in predominantly three-V markets, buying a nonvoting minority stake could help a network bind its ties to a sought-after affiliate. This approach also eliminates the problem of FCC TV ownership rules, which limit the number of stations a network can buy outright.

"We see that as a trend," said Lehman Brothers investment banker

Jill Greenthal. "I think that as a result of the Fox and New World deal, the other networks will have to look at that as a model and to that end would make investments in more important affiliate groups."

However, station owners and network executives last week made clear that such minority investments may not be for everyone. "We haven't done it and probably won't do it," WB executive Hal Protter said.

Privately held Sunbeam TV Corp., which owns VHF stations in Miami and Boston, is not interested in giving up a minority stake, President Edmund Ansin says: "It really doesn't appeal to me. I can understand why it appealed to New World; they have greater capital needs and they are public."

A lack of significant cash distribution to shareholders might discourage investment by networks. Companies rarely make minority investments to

avoid having their money tied up while they receive little in the way of dividends from a company over which they have no control. However, both Capital Cities/ABC and NBC have made minority investments.

The networks would have been better off making such investments several years ago. Then, TV station groups tended to have more debt, at higher interest rates, and thus might have been more receptive to investments from outsiders.

Also, the networks could have gotten more for their dollars several years ago when stations commanded a lower price. The future of network investments in affiliates may depend on policy decisions. Although the FCC has consistently said nonvoting stock does not raise policy questions, the commission may view differently such investments if they are tied to affiliation agreements. ■

LIN buy gives Cook stake

By Geoffrey Foisie

LIN Broadcasting has agreed to buy ABC affiliate WTNH-TV Hartford-New Haven, Conn., from Cook Inlet.

LIN's payment consists of \$120 million cash—plus 11.5% of LIN's TV station group, which LIN will spin off from its cellular operations.

As announced last week, the spin-off company would be called LIN Television. It would be a separate publicly traded company headed by LIN Broadcasting's board chairman, Craig McCaw, and president, Gary Chapman.

If WTNH-TV were included, LIN's seven TV station operations in 1993 would have reported revenue of \$160 million and broadcasting cash flow of \$80 million.

The spin-off was not unexpected. LIN years ago contractually guaranteed shareholders that the company would receive bids by 1995, and it was felt those bids would be higher if the cellular and TV divisions were split. Months ago, a committee of the board retained Lehman Bros. to advise it of its options.

A new 1998 deadline is similarly set up for the spin-off. McCaw Cellular will either have to buy LIN TV shares held by the public at an appraised value or put the entire company up for sale. The spin-off is intended to be pro-rata, and thus tax-free, to existing shareholders, although the inclusion of Cook Inlet's 11.5% stake changes the ownership slightly. ■



Anthony Hull



Jeffrey Epstein

Financial officers change at King World

King World Productions' chief financial officer, Jeffrey Epstein, is resigning. Epstein says he is pursuing opportunities in a "more hands-on operating role," but will stay at King World for at least a month to insure a smooth transition. Epstein's replacement is Anthony Hull, previously vice president, financial planning, Paramount Communications. There, he was "responsible for business planning and analysis, acquisitions and restructuring activities," a King World release says. Like Epstein, Hull has a background in investment banking. Before joining Paramount, he worked in the communications group of Morgan Stanley's mergers and acquisitions department. —GF

Changing Hands

This week's tabulation of station and system sales

WGHP-TV High Point, N.C.; KSAZ-TV Phoenix; WDAF-TV Kansas City, Mo.; WBRC-TV Birmingham, Ala. □ Purchased by New World Communications Corp. (Ronald Perelman) from Great American Television and Radio Co. Inc. (John Zanotti, CEO) for \$350 million and stock (see BROADCASTING & CABLE, May 9). WGHP-TV is ABC affiliate on channel 8 with 316 kw visual, 31.6 kw aural and antenna 1,270 ft. KSAZ-TV is CBS affiliate on channel 10 with 316 kw visual, 47 kw aural and antenna 1,700 ft. WDAF-TV is NBC affiliate on channel 4 with 100 kw and antenna 1,130 ft. WBRC-TV is ABC affiliate on channel 6 with 100 kw visual, 10 kw aural and antenna 1,377 ft. Filed May 24 (BALCT940524KI; BALCT940524KG; BALCT940524KL; BALCT940524KH).

KXLN(TV) Houston □ Purchased by Univision Television Group (Jerry Perenchio) from Pueblo Broadcasting

Group (J. Adan Trevino, president/CEO) for \$20 million. **Buyer** owns WXTV(TV) New York; KMEX-TV Los Angeles; KDTV(TV) San Francisco; KUVN(TV) Dallas-Fort Worth; WLTV(TV) Miami; KTVW-TV Phoenix; KWEX-TV San Antonio, Tex.; KLUZ-TV Albuquerque, N.M.; KFTV(TV) Fresno, Calif., and pending FCC approval, WGBO-TV Chicago. **Seller** has no other broadcast interests. KXLN is Univision affiliate on channel 45 with 2,100 kw visual, 210 kw aural and antenna 1,450 ft.

KRLV-FM Las Vegas □ Purchased by Regent Communications Inc. (Terry Jacobs, president/CEO) from Wes-

com Broadcasting of Nevada for estimated \$5 million-\$6 million. Regent will exchange its stock for Wescom stock and it will assume certain debt obligations in connection with the merger of the station into Regent.

Buyer owns WLQT-FM/WZJX-FM Dayton, Ohio, and WDJX-AM-FM/WHKW-FM Louisville, Ky. **Seller** owns WGCX-FM Mobile,

Ala. KRLV-FM has soft AC format on 106.5 mhz with 100 kw and antenna 1,155 ft. *Broker: Media Venture Partners.*

WZNY(FM) Augusta, Ga. □ Purchased by Savannah Valley Broadcasting Co. from Benchmark Communications (Bruce Spector, GP) for \$3.9 million. **Buyer** owns WBBQ-AM-FM Augusta, Ga. **Seller** owns WKHI(FM) Bethany Beach and

WDOV(AM)-WDSD(FM) Dover, both Delaware; WXFG(FM) Augusta, Ga.; WETT(AM)-WWFG(FM) Ocean City, Md.; WKOC(FM) Elizabeth City, N.C.; WHKZ(FM) Cayce, WCOS-AM-FM Columbia and WGUS(AM) North Augusta, all South Carolina, and WTAR(AM)-WLTY(FM) Norfolk, WVGO(FM) Richmond, WDCK(FM) Williamsburg and WNTW(AM)-WUSQ-FM Winchester, all Virginia. WZNY has AC format on 105.7 mhz with 100 kw and antenna 1,168 ft.

WVOC(AM) Columbia, S.C. □ Purchased by Benchmark Communications (Bruce Spector, GP) from Clayton Radio Inc. for \$2.5 million. **Buyer** owns WKHI(FM) Bethany Beach and WDOV(AM)-WDSD(FM) Dover, both Delaware; WXFG(FM) Augusta, Ga.; WETT(AM)-WWFG(FM) Ocean City, Md.; WKOC(FM) Elizabeth City, N.C.; WHKZ(FM) Cayce, WCOS-AM-FM Columbia and WGUS(AM) North Augusta, all South Carolina, and WTAR(AM)-WLTY(FM) Norfolk, WVGO(FM) Richmond, WDCK(FM) Williamsburg and WNTW(AM)-WUSQ-FM Winchester, all Virginia. **Seller** owns WARQ(FM) Columbia, both South Carolina. WVOC has news/talk format on 560 khz with 5 kw.

WIZF(FM) Erlanger, Ky. □ Purchased by Blue Chip Broadcasting Co. (Luther Love Jr., chairman/president) from Inter-Urban Broadcasting of Cincinnati Inc., debtor-in-possession, for \$4 million. **Buyer** and **seller** have

Proposed station trades

By dollar volume and number of sales

This week:

- AMs □ \$3,000,000 □ 2
 - FMs □ \$14,850,000 □ 6
 - Combos □ \$3,157,000 □ 3
 - TVs □ \$370,000,000 □ 2
 - Total □ \$391,007,000 □ 13
- So far in 1994:
- AMs □ \$78,746,934 □ 59
 - FMs □ \$364,657,300 □ 137
 - Combos □ \$899,903,575 □ 102
 - TVs □ \$1,168,960,000 □ 34
 - Total □ \$2,572,867,809 □ 338

May 31, 1994

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no other broadcast interests. wizf has urban contemporary format on 100.9 mhz with 1.25 kw and antenna 508 ft. Filed May 24 (940524GF). *Broker: Richard A. Foreman Associates Inc.*

KWTO-AM-FM Springfield, Mo. □ Purchased by Meyer Communications Corp. (Kenneth E. Meyer, president) from Cole Media Inc. (Richard E. Cole, president) for \$1.882 million. **Buyer** owns KTXR(FM) Springfield, KBOA(AM)-KTMO(FM) Kennett, KFAL(AM)-KKCA(FM) Fulton and KISF(FM) Lexington, all Missouri, and KATP(FM) Amarillo, Tex. **Seller** has no other broadcast interests. KWTO(AM) has talk format on 560 khz with 5 kw. KWTO-FM has CHR format on 98.7 mhz with 100 kw and antenna 600 ft. Filed May 16 (BAPL 940516EF; BALH940516EG). *Broker: York Street Partners Inc.*

WTKX-AM-FM Pensacola, Fla. □ Purchased by Southern Broadcasting Co. of Pensacola (Paul Stone, president) from Holt Communications Corp. (Arthur Holt, president) for \$950,000. **Buyer** owns WGMG(FM) Athens, WTSH-AM-FM Rome and WZOT(AM) Rockmart, all Georgia, and WXSJ-FM/WSNI-FM Tallahassee and WPAP-FM/WPBH-FM Panama City, both Florida. **Seller** owns WOAD(AM)/WJMI(FM) Jackson, Miss. WTKX(AM) has oldies format on 1230 khz with 1 kw. WTKX-FM has AOR format on 101.5 mhz with 100 kw and antenna 633 ft. *Broker: Media Venture Partners.*

KONE-FM Lamesa (Lubbock), Tex. □ Purchased by Morgan Dowdy from Lotus Communications for \$700,000. **Buyer** owns KMMX-FM Lubbock, Tex. **Seller** owns WTAQ(AM) Chicago, KENO(AM)-KOMP(FM)/KORK (AM)-KYRK(FM) Las Vegas and KOZZ-AM-FM Reno, both Nevada; KTKT(AM)-KLPX (FM)/KEKO(FM) Tucson, Ariz.; and KOXR(AM) Oxnard, KGST(AM) Fresno, KFSD-FM San Diego and KWKW(AM) Los Angeles, all California. KONE-FM has hot country format on 101.1 mhz with 100 kw and antenna 750 ft. *Broker: Bergner & Co.*

Errata

In the May 30 issue, MediaOne Inc. was incorrectly omitted as the broker of WFMP(TV).

WCRJ(AM) Jacksonville, Fla. □ Purchased by First Coast Communications Corp. (Timothy Bradford, president) from Christian Voices (Gerald Proctor, president) for \$500,000. **Buyer** and **seller** have no other broadcast interests. WCRJ has country format on 1530 khz with 50 kw. Filed May 11 (BAL940511EA). *Broker: The Proctor Group.*

KYUA(FM) Ashland, Mo. □ Purchased by Sobocomo Radio Inc. from Mid-Missouri Broadcasting Inc. (Patricia Watkins, president) for \$400,000. **Buyer** and **seller** have no other broadcast interests. KYUA has true album radio format on 106.1 mhz with 50 kw and antenna 492 ft. Filed May 12 (BALH940512GE).

WHTX-FM Sharpville, Pa. □ Purchased by Zapis Communications Corp. (Xenophon Zapis, president) from National Communications System Inc. (Jerry Bresson, president) for \$350,000. **Buyer** owns WVEI(AM)-WAAF(FM) Worcester, Mass., and WZAK (FM) Cleveland. **Seller** owns WROQ(AM) Farrell, Pa., and WBPR(FM) Georgetown, S.C. WHTX-FM has country/rock format on 95.9 mhz with 3 kw and antenna 328 ft. Filed May 18 (BALH 940518GE).

KXYL-AM-FM Brownwood, Tex. □ Purchased by Watts Communications Inc. (Phil Watts, president) from Central Texas Communications Inc. (Lynn Nabers, president) for \$325,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KXYL(AM) has AC format on 1240 khz with 1 kw. KXYL-FM has country format on 104.1 mhz with 74 kw and antenna 321 ft. Filed May 20 (AM: BAL940520EA; FM: BALH 940520EB).

Cablevision to pay \$40 million less for 3 Sutton systems

Cablevision Systems Corp. is buying Sutton Capital Associates' three northeastern cable systems for a revised price of \$423.5 million. The new price, lowered \$40 million from the original \$463 million, reflects the April changes in FCC cable rate regulations. The cable systems, serving central and northern New Jersey and Framingham, Mass., reach 176,300 subs. This purchase will bring Cablevision's total number of subscribers to 270,400 in New Jersey and 263,900 in Massachusetts.

SOLD!

KIIX-AM/KTCL-FM, Wellington/Ft. Collins, Colorado from **U.S. Media Colorado Limited Partnership**, Michael R. Kassner, President, to **Tsunami Communications, Inc.**, Anthony A. Galluzzo, President, for **\$3,950,000.**

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Broadcast, cable unite behind Senate bill

Unlikely teammates inspired by superhighway legislation that could benefit both

By Kim McAvoy

In what may be broadcasters' and cable operators' first joint effort, the industries are teaming up to lobby for a controversial information highway bill in the Senate.

"Broadcasters and cable operators are going to go hand-in-hand," says Jim May, executive vice president, government relations, National Association of Broadcasters.

May says he and Pam Turner, vice president, government relations, National Cable Television Association, will start making joint calls on senators. He also indicated that NAB and NCTA will send delegations to the Senate that include cable operators and broadcasters. "We're working to put that together," May says.

An NCTA spokesman says the joint effort only enhances the bill's chances of passage.

The broadcaster-cable coalition is significant. The industries have been at odds for years; most recently they were at loggerheads over the passage of the Cable Act of 1992. This intra-industry initiative may mark the first time the two have set aside their differences to work toward a common goal.

The unusual coalition should prove helpful to Senate Commerce Committee Chairman Ernest Hollings (D-S.C.). Hollings is the author of the measure, S. 1822, which has met with stiff resistance from the regional Bell operating companies. The RBOCs don't like provisions that would keep them from immediate entry into the long-distance telephone business.

Hollings's committee may consider his bill as early as June 21. The real test, however, will be on the Senate floor, where the RBOCs may convince a senator to initiate a filibuster. Senate insiders give the measure a 40% chance of passage, at best.

However, Hollings is expected to revise some portions of his bill before the Commerce Committee votes. And the alternative to Hollings's measure, known as the Breaux-Packwood bill and more palatable to RBOCs, is likely to be offered as an amendment to

the Hollings bill. The RBOCs and the AFL-CIO are lining up support for Breaux-Packwood.

Both the broadcast and the cable industries stand to benefit from the passage of S. 1822. Cable backs the measure because it would pre-empt state laws that prohibit cable companies from entering the local telephone business. Broadcasters favor it

because it would permit radio and TV stations to offer digital services over their channels and prod the FCC to consider easing broadcast ownership limits.

Cable operators and broadcasters also support S. 1822 because of the safeguards it imposes on telcos, which the bill would permit to enter the cable business. ■

Dingell may be set to derail onerous spectrum tax

By Kim McAvoy

John Dingell, chairman of the House Commerce Committee, may be broadcasters' knight in shining armor when it comes to the administration imposing a spectrum royalty tax.

Dingell may seek a referral of the plan, which is contained in a proposal about GATT funding, to his committee for consideration, a committee aide says. Such a maneuver likely would put an end to the idea of a royalty tax. "He'd love to be helpful," the aide says. "But it depends on whether we have an opportunity."

The House Ways and Means Committee, which is handling the GATT trade agreement, has not yet acted. "I don't know if we have a legitimate claim," the aide says. "We won't know until we see a...text [of the proposal]." If the proposal is drafted in such a way that the Commerce Committee can lay claim to it, Dingell will seek a referral, the aide says.

Dingell has registered his opposition to the Clinton administration's plan to raise \$5 billion in spectrum royalty fees over five years to largely



House Commerce Committee Chairman John Dingell may be broadcasters' salvation when it comes to a proposed \$5 billion spectrum royalty tax.

offset the cost of implementing GATT.

"We'll use every angle we can to defeat this," says Jim May, executive vice president, government relations, National Association of Broadcasters. NAB is eager to kill the proposal.

Within the next three months, the House Ways and Means and Senate Finance committees intend to come up with specific recommendations about

how the administration should finance GATT. The White House then will send back a legislative proposal, which would go directly to the House and Senate for a vote.

If broadcasters are to succeed, they must convince Congress to tell the administration that GATT funding should not rely on a royalty tax.

But the administration has not backed off yet, sources say. Last week, NAB's joint board of directors said it would do whatever it takes to defeat the spectrum fee. "We'll yell and scream if we have to," one board member said.

The tax was a focal point of the NAB board meeting last week. "Our board members are appalled by the

naivete of this administration and the lack of fundamental understanding of the difference between broadcasters and other spectrum users," NAB President Eddie Fritts says.

The administration is "more interested in soaking money from any source they can find without regard to the service to the public that broadcasters provide," Fritts says. NAB directors also are concerned that the implementation of the fees would "change the landscape of communications policy." At the

heart of that policy is broadcasters' commitment to serve the public interest in exchange for the free use of the spectrum.

Broadcasters have always supported that compact, Fritts says. This proposal, however, puts it at risk, he says.

In other NAB board action, the directors elected new leadership. Bill Ryan, president, Post-Newsweek Stations, was elected TV board chairman. Phil Jones, president, Meredith Broadcasting, became vice chairman of the TV board. They ran unopposed.

The radio board's new chairman is Doug Williams, owner/general manager, KWOX-FM Woodward, Okla. He defeated C. Richard McBroom of Maumee Valley Broadcasting, Napoleon, Ohio. Richard Ferguson, president, NewCity Communications, Bridgeport, Conn., won the vice chairmanship. He defeated John Quinn, president/general manager, WJDM(AM) Elizabeth, N.J. Wayne Vriesman, head of Tribune Broadcasting's radio group, was re-elected joint board chairman. ■

NAB TV board divided

Members of the NAB TV board appear at odds over how best to revise certain portions of the FCC's TV ownership rules. At issue is whether the distinction between VHF and UHF coverage with respect to the cap on audience reach should be eliminated.

Last week, when the NAB board discussed the issue, they failed to reach a consensus, but they have created a task force to resolve the matter.

Some group operators represented on the board want the FCC to raise TV ownership limits and eliminate the distinction between U's and V's. The TV networks and other broadcast groups on the board want to maintain that distinction, according to NAB sources. Current rules limit owners to 12 stations that reach no more than 25% of the U.S. television homes. For a UHF station, only half of a market's homes are counted against the 25% ownership cap.

The FCC next month is expected to make its first major revision to broadcast ownership rules since 1984. The networks and large groups are urging the commission to raise the limits on the number of stations and audience reach that owners are allowed.

One NAB board member says some group operators

fear the broadcast networks will buy more U's, disaffiliate from the V's owned by many groups and affiliate with their own U's in a market.

"Sure that's a possibility, but that's not an overriding concern," says Phil Jones, president of Meredith Broadcasting and vice chairman of the NAB TV board. The broadcast groups worry that loosening the ownership rules will give TV networks too much power in a market.

Jones says the FCC must be careful about broadening the rules. Indeed, he says, if the commission were to relax the national ownership cap and not consider putting U's on par with V's, that would "multiply the effect" of the rules and make it "more onerous."

It's also a matter of "fairness," Jones says. "It's time to eliminate that differentiation. V's and U's are more similar today than ever before; it's time they be treated similarly. It's silly to say they [U's] are a stepchild." Those who favor eliminating the UHF differentiation also point out that UHF and VHF stations share the same must-carry status. And with the advent of HDTV, UHF stations will be more valuable.

The task force will also look at ways to change the FCC ownership rules to foster minority ownership. —KM

FCC to begin reviewing PTAR comments

By Christopher Stern

Intra-industry debate over the 25-year-old Prime Time Access Rule moves before the FCC this week.

In comments due at the agency tomorrow (June 14), first-run program producers and syndicators, along with independent broadcasters and Fox affiliates, will argue for preserving the rule, which restricts the amount of network and off-network programs that affiliates in the top 50 markets may air in prime time.

Arguing for relaxation or elimination of the rule will be off-network syndicators led by Disney, CBS, NBC and network affiliates. To them, the

rule is an anachronism.

"The rule comes from a quarter-century ago when the world was comprised of three networks in most markets with a weak independent station," says Rich Frank, president, Walt Disney Studios.

First Media's WCPX-TV Orlando, Fla., a CBS affiliate, has been pushing the FCC to rescind the rule since 1990. However, the FCC decided to launch a preliminary proceeding earlier this year only after WCPX-TV protested the FCC's lack of action in the U.S. Court of Appeals in Washington and the court ordered the agency to proceed. WCPX-TV is expect-

ed keep up pressure on the FCC to act.

Although WCPX-TV wants the FCC to repeal the rule, Disney and the others desire only that the agency drop the off-network prohibition that, in effect, bars top-50 stations from airing reruns in the 7-8 p.m. access hour.

WCPX-TV will argue that the FCC has based its regulation of programming on the theory that there is a scarcity of spectrum. But First Media says the FCC itself acknowledges that cable and other technologies have rendered the theory null and void.

"Given the near-universal availability today of cable television with its vast video channel capacity, there

Potential bidders for narrowband personal communication services will have to ante up \$350,000 per license before the bidding even starts July 25. The minimum bid for the opening round of 50/50 khz paired licenses is \$500,000. After the first round, the minimum incremental bid is \$250,000 until the bidding reaches \$5 million, when the incremental bid becomes 5% of the latest offer. During a seminar on narrowband auctions last week, the FCC held a mock auction. The prize was a \$100 bill. The winning bid? \$101.

Preston Padden of Fox Television is expected to take a seat on the National Association of Broadcasters TV board. Last week, NAB TV directors agreed to give Fox a network seat. A Fox-affiliated station also will get a seat on the board, which will grow from 22 members to 24. The change requires alteration of NAB bylaws and must be approved by the entire NAB membership.

FCC Commissioner Susan Ness has appointed James Casserly as her senior legal adviser.

Casserly comes from the international law firm of Squire, Sanders & Dempsey, where he was a partner. Casserly has practiced communications law, with a specialization in advanced technology for the past 15 years. His appointment is effective July 1.

Radio broadcasters want to assure their place on the information superhighway. Last week, the NAB radio board adopted a series of recommendations from its Radio Futures Committee aimed at establishing the medium's presence on the info highway. The recommendations:

- Explore and promote the ability of personal computers and local computer networks to receive AM and FM stations;

- Initiate meetings with companies to develop receiver chips for computers;
- Pursue the implementation of high-speed radio broadcast data service; and
- Place development and implementation of in-band on-channel digital audio broadcasting on a fast track.

New FCC Commissioner Rachelle Chong was a hit with members of the National Association of Broadcasters radio and TV boards last week.

"She's extremely intelligent," one board member said. "I appreciate the fact that she's so knowledgeable about the wireless industry, since TV and radio are fundamentally a wireless industry," a TV director said.

They also were impressed by her style and wit. "She was delightful. I fell in love with her," said radio director Ray Saadi of KTIB(AM)-KHOM-FM Houma, La.

It was Chong's first appearance before the NAB joint board, which met last week in Washington.

Chong's visit was primarily social, and her remarks focused on her background as a cellular telecommunications lawyer and her brief experience working in Washington on some broadcast issues.

The FCC was well represented at the board meeting. Chairman Reed Hundt dropped by for an evening reception and Commissioners James Quello and Susan Ness, also new to the FCC, attended the same event and dined with the board members.

Also, the board directed the NAB staff to launch a national public affairs campaign on alcohol abuse. The campaign is part of an ongoing NAB effort to help local stations educate the public about the dangers of drunken driving.

Washington Watch

Edited By Kim McAvoy

remains no First Amendment justification for restraining the programming discretion of television broadcasters," the broadcaster says in its comments.

An increasing number of outlets are available for independent programmers, including more than 1,500 licensed TV stations and an average of 9.1 stations in the top 50 markets, WCPX-TV says.

The rule fails to promote the FCC goal of programming diversity, Frank says. "Ninety-three percent of all slots on all stations are served by either King World, Fox [or] Paramount," he says.

And Fox's recent raid on CBS affiliates will create several UHF network affiliates that will be prohibited from carrying off-network programming under the prime time rule, Franks says. "It's truly a ridiculous rule."

Predictably, the company that may be the greatest single beneficiary of

PTAR, King World, wants the rule to stay in place. "The antagonists of PTAR...say the rule has worked so well that we can get rid of it, and we don't think that's a sensible argument," says Stephen Palley, executive vice president/chief operating officer.

Because there are more television channels available to the public does not mean the marketplace has improved for independent producers, Palley says. "There is not an economic marketplace for first-run programmers in cable or independent television," he says.

Palley adds that first run will have difficulty competing with off-network programs if the rule is rescinded. "First run has no audience awareness, and [abolition of PTAR] will seriously damage the ability to launch new first-run programs."

The Association of Independent

Television Stations will argue that the commission cannot revisit PTAR until the financial interest and syndication rules are settled. Oral arguments on the remaining fin-syn rules will be held this week in federal court in Chicago.

The FCC last year revised the fin-syn rules to allow networks to hold equity interest in network and syndicated programming. The FCC also removed the 40% cap on network in-house productions. Like PTAR, the fin-syn rules were adopted in 1970 to promote diversity in the programming marketplace.

"If fin-syn goes, then there is all the more reason to keep PTAR in place," says James Popham, INTV's general counsel. The INTV, at least in the initial round of comments, will argue only that there is no need for revision and it will not mount "a full-scale defense of the rules," Popham says.

Reply comments are due July 14. ■

World-class logistics for World Cup

Transmitting 52 soccer matches around the world requires intricate satellite, fiber planning

By Chris McConnell

For satellite and fiber companies, World Cup soccer means heavy traffic.

The two businesses this month will be blasting signals through a fleet of satellites and fiber lines as broadcasters around the world clamor for a look at the world's biggest sporting event. With a projected audience of 31 billion for the 52 matches, tournament organizers have lined up an array of service providers to carry signals around the country and out to the rest of the world during the one month of play in nine cities.

EBU Sports International (ESI), a unit of the European Broadcast Union, says it alone plans to call on four domestic and four international satellites in fulfilling its role as host broadcaster during the games. Rightsholders to the games around the world and in the U.S. also will be calling on additional satellites and teleports to bridge various parts of the TV signal path, allowing all of the domestic satellite carriers and a collection of international carriers to get in on the games.

The TV signal path, no matter where it is coming from or headed, will not be simple. The 52 games will originate from stadiums in nine cities. ESI, which is producing all of the games, plans to deliver coverage from each city to a specially built, multi-million-dollar International Broadcast Center in Dallas. The games will then be transmitted to broadcasters around the world who have bought rights to the ESI coverage.

Every television signal, notes ESI's Bill Papa, will reach the Dallas center through a fiber link and a satellite link. Even before the signals go out to the international rightsholders, they will each go back to every other soccer venue in the U.S.

Ticket holders in Boston, for instance, will be able to see simultaneous coverage of games originating

at the other eight tournament cities.

AT&T, the primary contractor for the soccer backhauls, will be carrying the signals over fiber with some support from Vyvx. Vyvx President Del Bothof notes his network also will be delivering signals from Dallas to about 10 teleports for satellite dis-

tribution by more than 150 broadcasters delivering their coverage from the center. ESI's Kevin Carbone says many of the foreign broadcasters are setting up studios within the 180,000-square-foot center, while others will be working in or around the center to perform a variety of production tasks.

To handle the TV traffic in Dallas, Southwestern Bell last week had set up 101 circuits to carry uncompressed video to and from the center. The

average Dallas Cowboys football game, notes Southwestern Bell World Cup Coordinator Rick Mosier, calls for two to four video circuits.

Additionally, SB will be taking up to 120 audio feeds from each soccer venue. Technicians at the

center will mix the feeds, which include commentary for radio and TV, with video before sending the signals back out to satellite teleports or fiber lines. All together, Mosier says, the local phone company will establish about 2,300 circuits to route the tournament's video, audio and data traffic.

Once the completed TV signals leave the Dallas center, they will travel to teleports around the country for international transmission.

ESI has signed a deal with Comsat to deliver the signals over the Atlantic via the Intelsat 605 satellite and over the Pacific through the Intelsat 701 satellite. Additionally, Hong Kong Telecom will be taking the Pacific feed and routing it over the Indian Ocean region via the Intelsat 604 satellite, notes Comsat's William McNamara. McNamara, Comsat's manager of system engineering support, says ESI has booked two channels on each of the three Intelsat satellites.

In addition to the multilateral distri-



tribution. The fiber network, he adds, will face high demand as it adds the World Cup traffic to 20-25 daily baseball backhauls.

In addition to its fiber path, AT&T also will be carrying games back to Dallas on a Telstar 3-series satellite. GTE Spacenet will carry domestic World Cup traffic back to the Dallas center for ESI on its GStar 2 satellite.

"We expect all of our transponders to be full," says GTE Spacenet Director of Satellite Services Harry Mahon, noting the company is providing ESI with four full-time transponders for the backhauls.

Joining the carriers will be GE American Communications, which will carry coverage back to Dallas from the stadiums on its Satcom 2R and SN2 satellites. While AT&T and GTE Spacenet will carry the signals as part of contracts with ESI, GE Americom said it will deliver traffic for foreign and domestic broadcasters who, in turn, have struck deals with the EBU.

Once in Dallas, the TV signals will be readied for international distribu-

buton contracts, Comsat also will carry about 16 unilateral transmission services for a group of customers including ESI and transponder resellers booking capacity for the European Broadcast Union. Comsat, which has booked capacity on seven different satellites to carry the unilateral traffic, also has struck transponder deals with individual World Cup rightsholders.

Joining Comsat as an ESI satellite service supplier is Columbia Communications Corp. Columbia, which leases capacity on two NASA satellites, has booked four full-time transponders on its Atlantic Ocean bird for ESI. The company also plans to provide additional capacity for transponder brokers and European broadcast rightsholders.

Also providing international capacity for rightsholders around the world will be PanAmSat. The "separate satellite system," says PanAmSat Director of Special Events Luann Beckett, is supplying capacity to Mexican broadcaster Televisa as well as to

Latin America's broadcast union, which will deliver the signals to some 40 South American broadcasters.

The company will provide Televisa with one full-time and one occasional-use transponder, and will provide the Latin American group with one fulltime digital transponder and another occasional-use transponder. Beckett says the company's PAS-1 satellite also will transmit a package of World Cup newsfeeds to rightsholders and other broadcasters in Europe.

Both Beckett and McNamara note that the international satellites will be carrying World Cup traffic at the same time they are distributing Wimbledon tennis coverage later this month. Both say the satellites will carry some digitally compressed signals to make room for the traffic.

The international satellites will receive signals from a variety of U.S. teleports. McNamara says eight have been enlisted to deliver signals to the Intelsat birds.

While ESI has signed contracts

with some of the teleports, others are getting involved through arrangements made separately with broadcast rightsholders. IDB Broadcast, for example, has signed deals with German and Italian telecommunications agencies for World Cup signal delivery. The company will take video feeds from Dallas and deliver them over Vyvx fiber to IDB's Staten Island International Teleport for uplinking to the Intelsat 601 satellite.

Back in the United States, rightsholders ABC and ESPN plan to distribute the games using the same structure they use to cover other sporting events. ABC, which is broadcasting 11 matches, including the two U.S. first-round games, will be sending its coverage back to New York for transmission to its affiliates, says production executive Bob Braunlich.

At ESPN, Senior Operations Manager Don Colantonio says the cable channel will send signals back to Connecticut, where they will be sent to Hughes Galaxy and SBS satellites for U.S. distribution. ■

Getting graphic at the World Cup

With no commercial breaks, broadcasters are placing graphics machines at the top of their list of World Cup coverage production hardware.

To get around the no-break soccer format, U.S. rightsholder ESPN plans to superimpose corporate logos on the screen while carrying the matches. ESPN's Don Colantonio says the cable channel plans to deliver the logos, along with an electronically generated game clock, from a Chyron Graphics iNFiNit! machine.

The machine, says Chyron's Ron Witko, can store all of the corporate logos as well as the graphics for scores, clocks and team logos. "The logos for the sponsors have been all entered in," adds Witko, Chyron's vice president of sales.

Witko says EBU Sports International (ESI), host broadcaster for the game, has 14 of the machines on hand for its production.

The graphics machines will also be one of several production tools ABC brings to the soccer matches. While ESI is heading the soccer coverage, ABC and ESPN plan to supplement the European feed with elements of their own coverage.

The network, says ABC production executive Bob Braunlich, will bring its own still stores, cameras and tape machines to each game to supplement the ESI production. Braunlich notes standards conversion will not be a



The Chyron Graphics iNFiNit! machine will be a key component for several networks in their World Cup '94 coverage.

problem for the U.S. broadcasters, since the European group is bringing NTSC cameras to the games.

What will be tricky, Braunlich says, will be combining the U.S. features with the ESI coverage. ABC will bring its own satellite uplinking system to each match it covers, along with producers to monitor the ESI feed. Braunlich says ABC will be able to cut into the "world feed" with coverage from its own cameras when directors catch a picture of particular interest to the U.S. audience.

Some of the supplemental hardware, Colantonio adds, will include super slow-motion and remote cameras. Colantonio, ESPN's senior operations manager, says his network will bring remote camera systems

to 23 of the games. The unmanned camera will be placed either at midfield or behind one of the goals. ESPN also plans to use a reverse-angle camera for some games to isolate team benches and capture the game from other angles.

Additionally, Colantonio says, ESPN may bring some laser disk-delivered random access technology to the soccer games. Panasonic New Media Technologies Inc., which has sold its laser disk recorders to Fox Inc. for the network's NFL football coverage this fall, has offered to supply the machines for World Cup coverage. Colantonio says ESPN may take Pioneer up on its offer. "We just haven't figured out where to place it," he says. —CM

Cutting Edge

By Chris McConnell

European launch consortium Arianespace last week was still struggling to return its rocket to active duty after delaying the launch of the Intelsat 702 satellite over the weekend.

The Intelsat flight will be Arianespace's first since an overheated third-stage engine caused a launch failure earlier this year. The launch consortium had to scrub the flight after problems with the mechanical arm that fuels the rocket on the launch pad. Arianespace said the launch would be delayed several days, and at midweek was holding off on announcing a new date.

Other satellites waiting in line on the Arianespace launch manifest include AT&T's Telstar 402 and PanAmSat's PAS-2. Both are scheduled for launches this summer.

Projectavision Inc. plans to demo two prototypes for consumer liquid crystal display (LCD) projection TVs at the Consumer Electronics Show in Chicago this month. One of the TVs, a front-screen model, can project an image from a video source onto a screen or light-colored surface up to 10 feet in diagonal size. The other model, a rear-screen unit, can display a 50-inch image, the company says.

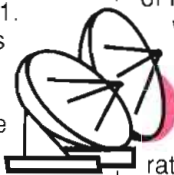
The model uses the same projector as the front-screen prototype. Projectavision says the projector can be removed from the base of the rear-screen model's cabinet and used as a front projector. The company estimates the LCD projector may retail for \$1,000-\$1,500 once it is in mass production. When combined with a rear-screen cabinet, the units might carry a retail price of \$1,800-\$2,500, the company says.

The Boston-based DI Group has created a package of on-screen images and IDs for USA Network. The package includes IDs for USA sports programming and dramatic series as well as USA's original prime time movie productions. The 10-second IDs carry an animated tagline, "The Remote Stops Here," which is superimposed over sports and series footage. The DI Group was displaying elements of the package at the Promax International/BDA conference in New Orleans last week.



Ampex Corp. has sold a series of its DCT machines to a group of Los Angeles post-production houses. Hollywood-based Encore Video has bought three DCT tape drives for its facility, bringing its total to 11. Varitel Video of Los Angeles has bought four of the tape drives. Additionally, Ampex said it sold a DCT 700d tape drive to The Digital Lab in Venice, Calif. The lab plans to use the machine in its high-end graphics work for commercials.

Comsat Corp. has completed its merger with Radiation Systems Inc. (RSI). Stockholders of RSI, a manufacturer of satellite earth stations, advanced antennas and other telecommunications equipment, approved the merger at a special meeting in Sterling, Va. The new



business unit is called Comsat RSI. As part of the acquisition, each share of RSI stock was converted to .78 share of Comsat common stock. Heading the new unit will be Richard Thomas, former RSI president/CEO.

San Francisco's Sutro Towers Inc. has awarded a contract to Kline Towers and Dielectric Communications to conduct a design study of HDTV implementation. The study will examine the best antenna configuration for implementing HDTV at Sutro Tower's 10 television stations. Once initial decisions on a system configuration are made, the companies plan to conduct a second phase of the study on a final antenna configuration.

Iwerks Entertainment Corp. has added a Strassner SES-2020 PRO editing system to its off-line editing suite. Features available on the SES-2020 machine include split-screen edit decision lists, event time lines and two forms of programed motion control. ■

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THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

Networks

Southwestern Bell picks vendors for Texas trial

By Mark Berniker

Southwestern Bell has finally disclosed details of its broadband video and telephony plans, choosing AT&T and BroadBand Technologies as the vendors for its Richardson, Tex., fiber-to-the-curb network trial.

SB said it will use the Richardson test to measure consumer demand for the variety of voice, data and video services it will offer.

The broadband network will go to 47,000 homes and will offer telephone service by the end of the year and video services to 2,500 homes by second quarter 1995. All 47,000 homes will be able to subscribe to telephony and video services by the



Southwestern Bell



AT&T

end of 1996. The trial will run through the first quarter of 1997.

The fiber-to-the-curb architecture is thought by many to be too expensive to deploy on a mass scale. SB disagrees: "The cost of a digital system will be cheaper in the long term. The savings that are associated from developing a broadband network are considerable," says Jim Renken, the Richardson project manager.

"We'd have to look at the broadband deployment very closely, even if it didn't provide video and other viable products," Renken adds, say-

continued on page 52

MTV goes Online for summer

MTV is going to test America Online's platform this summer for a series of promotions. America Online will create an "MTV area" within its service that will contain MTV programming information and enable online



MTV online with America

users to communicate directly with MTV's "Beach House." MTV and AOL also will provide an electronic link to an "online jockey" who will provide news, information and communications from this summer's traveling Lollapalooza alternative music tour. MTV plans to create connections between its on-air programming and its online forums, such as putting MTV News online. In addition to its online deal with AOL, MTV is working closely with Viacom Interactive Media to develop both CD-ROM and interactive TV applications.

—MB

Interactive

Viacom creates Interactive Media Group

In the aftermath of Viacom's acquisition of Paramount, a new corporate unit has been created to bring a variety of divisions together under one organization.

Viacom Interactive Media comprises the company's new media, interactive television, radio, consumer products, technology, network operations and corporate information systems.

Edward D. Horowitz will be the group's chairman/CEO while maintaining his post as senior vice president,



Edward D. Horowitz

technology of Viacom Inc.

There will be two subdivisions under Viacom Interactive Media: Viacom New Media and Viacom Interactive Services. Viacom New Media's mission is "to develop, produce, publish, market and distribute interactive software across all platforms." Viacom New Media will absorb Paramount Interactive, which was engaged in similar projects with clients in Silicon Valley and Hollywood.

Viacom Interactive Services will be responsible for "interactive television

and online services" incorporating Paramount's Media Kitchen into its activities. Robert Meyers has been named vice president of interactive services, with his current focus on the company's interactive trial in Castro Valley, Calif.

Peter Miller has been named vice president of interactive services focusing on interactive services for broadband environments for both telco and cable network operators. Keith Schaefer has been transferred from Palo Alto, Calif., where he created the Paramount Technology Group, to New York, where he will develop Viacom Interactive Media's online business strategy.

—MB

Electronic Publishing

'TV Guide' going online

New service for PC users will offer interactive forums

By Mark Berniker

TV Guide will launch an interactive online version of the weekly TV listings magazine that will be available this fall through Delphi Internet.

Rupert Murdoch purchased the Delphi Internet online service last year, and *TV Guide* is one his most successful publishing ventures. The two properties are now being leveraged into a new media product, TV Guide Online, targeted to PC users.

"Subscribers of the magazine are not going to come to the online service just for listings, and we hope to generate revenues through communications and chat," says Jim Platt, vice president of new media for News America Publishing, who is overseeing the development of TVGO.

The service will create forums around soaps, sports, movies, kids shows and other programming categories that will allow users to communicate with one another, and even interact with stars.

"We want to remain the information and entertainment authority about television, providing an electronic forum for users interested in talking to one another about their favorite programs," says Meg Seisfeld, TVGO director of editorial services, who hopes it will become "the national watercooler about television."

Top News Corp. editorial and interactive media specialists are devising strategies to leverage the strengths of the magazine with the potential of the Delphi Internet online service. Platt says TVGO has an exclusive deal with Delphi Internet, but says it is still unclear to what

extent it will be part of Delphi. Also under consideration is structuring TVGO as a "private-label service" with a dedicated link through Delphi. Pricing has not been determined, but Platt expects the monthly charge to be less than \$10.

"We have the media holdings globally to make an excellent online service, and we are well-positioned to create compelling content through our close associations with the television, film and creative communities," says Matt Jacobsen, vice president of entertainment for Delphi Internet Services, who has worked on the Fox lot for more than seven years, and sees TV Guide Online as one of sev-

eral components of the revamped version of Delphi.

Among the possibilities being considered for TVGO are electronic bulletin board forums revolving around specific television programs and genres. And beyond complete television listings, Seisfeld says TVGO users will be able to create customized program guides that could be printed out. Seisfeld expects online users will also be able to access a comprehensive television programming database containing synopses of past and future episodes, as well as biographies of TV personalities.

Delphi Internet's VP of entertainment, Matt Jacobsen, says that although Delphi is

"not yet a core business" he expects that "value-added services" can be created from both existing broadcast and cable TV programming.

Platt says in the future TV Guide Online and TV Guide On Screen (see box) may converge, but the current lack of "intelligent" set-top boxes is a barrier to creating a truly interactive programming guide. However, he adds, it may be possible to test TV Guide On Screen on the online service because of the growing capacity and speed of PCs and modems.

TVGO "is a real business today, and it can help in designing the on-screen guide, but who knows if the two services could merge



TV Guide off-screen in Orlando

Time Warner and TV Guide On Screen recently parted ways. Their partnership to design a program guide for Time Warner's proposed Full Service Network—being tested in Orlando, Fla.—was an apparent casualty of their differing visions of TV Guide On Screen's role in that network.

While TV Guide On Screen executives were mapping its evolution from a basic menu on a single channel to a full-blown interactive guide, Time Warner was working on its own interactive program "navigator" for its network, being tested in Orlando.

"We realized that there were some functions that would duplicate what we were doing with the navigator," said Tammy Lindsay, director of communications for Time Warner's Full Service Network. "We didn't realize it would become the issue that it became for TV Guide," Lindsay added, saying that Time Warner was looking for a basic programming guide, not a product that competed with its own interface for the Full Service Network. (Prevue Networks said it will provide the interactive program guide in Orlando.)

Lindsay said Time Warner is testing two versions of the navigator, which the consumer will use to travel through various service areas on the network. One of the versions, dubbed "My TV," is for the Silicon Graphics-based navigator, which uses three-dimensional graphics and takes a spatial approach to grazing through the service offerings. The other takes a menu-driven approach and is designed more for pay-per-view ordering and basic home shopping applications.

According to Larry Miller, director of marketing for TV Guide On Screen, when the project started with Time Warner, the design plans for its navigator were not fixed. But as time went on, the two companies clearly had competing visions that led to their breakup.

"We didn't really want to test a subset of our product. Time Warner defined the boundaries and we felt our product was being reduced to a level that we didn't want to bring to market," said Miller. "They wanted just a basic programming guide, and as we worked closer together, our concepts of the future drifted apart."

—MB



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in the future.

We do know
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TV Guide On Screen Interactive
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TV Guide On Screen Interactive
FSN, Time Warner Cable
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TV
GUIDE
ON
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Sikes: Let telcos provide programing

Telephone companies should be allowed to offer programing over their own networks, said Hearst new media head Al Sikes at Digital World '94 in Los Angeles last week. But as long as telcos maintain their positions as "bottleneck" providers of telephone service, they should be subject to regulation, the former FCC chairman said. And, he warned, the revenues from providing content may not be enough to cover the costs of video networks.

Dominant companies could set the interactive TV standards, as AT&T did in telecommunications and Microsoft in personal computers, Sikes said. But they won't stick if the standards-setters exhibit monopolistic "arrogance" in pricing or service, he said. Either Justice or the FTC will come in, or "somebody will devise a better mousetrap."

Silicon Graphics, NTT building interactive system in Japan

Silicon Graphics Inc. and Nippon Telegraph & Telephone Corp. signed a memorandum of understanding to construct a major interactive multimedia system in Japan. The network will be based on SGI's 64-bit microprocessor architecture, digital media servers and object-oriented network software, along with NTT's digital network technologies. SGI is the first company to be asked to be part of NTT's interactive digital network, which is scheduled for initial deployment in fourth quarter 1995.

Interactive Network expands

Interactive Network will quadruple the size of its corporate headquarters (WHERE?) as the company moves aggressively into production for interactive television programing. IN is preparing for its planned national rollout later this year and said it will double its staff from the current 180. IN will increase the number of production studios from six to 72.

Video Imaging

The eyes have it

TI technicians follow the bouncing retina

Some companies just are not satisfied with a telephone survey.

In its effort to someday boost sales of its new digital display technology, Texas Instruments is bringing consumers into its laboratories for a series of eye-tracking studies. The research, to find out what picture attributes the average TV buyer really cares about, involves recording, playing back and analyzing viewers' eye movements as they examine video footage.

"This is a reality check," Texas Instruments' Dr. Gerhard Deffner says. He says the company is conducting the work with the assumption that traditional engineering picture standards do not necessarily have anything to do with what consumers like to see. "We find different priorities," Deffner says.

To create a list of those priorities, the company's re-

search group is placing viewers in front of two displays showing the same footage. While viewers compare the pictures, lab technicians illuminate the subjects' eyes with infrared light and record the eye movements with a camera trained on the eyes.

Researchers then show each subject a recording of his eye movements and invite commentary as the viewer watches the crosshairs bounce around the two screens, retracing the eye's movement.

Texas Instruments is conducting the research as part of its development of digital micromirror device (DMD) displays. The display technology uses an array of tiny aluminum mirrors, each about one-quarter the width of a human hair, that sit on top of computer chips and rotate with changing video pictures.



Texas Instruments engineers hope eye tracking research will clear up the picture on consumer tastes.

Because the display technology is digital, TI says, the company can easily make adjustments to meet consumer tastes. "We can tweak anything," Deffner adds.

He notes the research has confirmed the company's suspicions that technicians in lab jackets do not necessarily look for the same features as the rest of us "non-experts" when evaluating pictures. "It has been a fairly humbling experience," Deffner says. —CM

Bell continued from page 48

ing that the improvement in telecommunications services could practically justify the investment in fiber in its network.

Southwestern Bell chose AT&T because of the flexibility and reliability of its telecommunications services, Renken says.

SB will formally file its FCC Section 214 application for the Richardson trial later this month, and still has to finalize deal with AT&T. SB would not disclose any financial details.

Renken says the price of digitally based fiber-to-the-curb systems is dropping quickly, while the cost of fiber/coax hybrid systems based on analog transmission is staying the same. He says it may cost Southwestern Bell close to \$100 per household passed to go with the fiber-based digital architecture, but the dividends over time will exceed the marginal, incremental investment now.

The Richardson testbed, says Renken, is being designed to "confirm assumptions" about the efficiencies associated with construction of a broadband network; assess the quality of video and telephony over the same

network; determine the level of consumer demand for the services on the network, and decide the level of capacity needed to transmit hundreds of channels in the future.

The company has created a subsidiary called Southwestern Bell Video Services that plans to be "a full-service video information provider over the broadband network," according to Cynthia Brown, SBVS vice president.

Brown says the division is in discussions with video content providers for possible licensing arrangements, and has issued a request for proposals on video servers and digital set-top boxes.

Southwestern Bell Video Services is legally constrained from providing video services within SB's telephone service territory, but filed suit in the district court in Richardson to have that ban lifted.

Brown says that, following a favorable court ruling (she expects a decision next year), SBVS will offer video on demand, time-shifting and a range of entertainment, educational and informational interactive services. Although the new division is in talks with programing services, no contracts have been signed. ■

Set Top

TV trials cloud set-top consensus

By Mark Berniker

Cable, telephone, computer and other purveyors of emerging digital networks all will gain if open standards for set-top boxes are established. But it may be some time before the disparate interests can agree on such a standard.

"Every trial is trying a different set of ingredients to find out what is really necessary and makes sense from a cost standpoint and also from a developer's perspective," says Frank Schwartz, chairman of the Video Electronics Standards Association's (VESA) open set-top standards special interest group, and president/CEO of MainStream Control Inc.

Some of the leading set-top manufacturers are engaged in interactive trials: General Instrument, Scientific-Atlanta, Zenith, AT&T, IBM, Toshiba, Philips, Samsung and Compression Labs. However, as these companies each bring their experimental digital boxes to the trials, little has been done to coordinate their divergent efforts.

And while VESA is trying to advance standards development, there are those within the set-top industry who are not as excited about locking into a standard this early in the mar-



Frank Schwartz

ket's evolution. "It would be disastrous to create a set-top standard at this point," says Bruce Jones, project leader of multimedia for General Instrument, the nation's leading set-top manufacturer.

While not everyone supports VESA's set-top standard plan, Schwartz says, firms across various industries are becoming more receptive to the open set-top standard concept. His group has been in existence for only three months and is developing a "layered approach" to creating a standard for set-tops.

However, the urgency for creating a set-top standard may be accelerated if House bill H.R. 3636, sponsored by Representative Edward Markey (D-Mass.), is passed. The bill mandates the creation of a set-top standard, and Schwartz expects the bill to pass during the current congressional session.

Jones is concerned about the possibility of taking a "dead end" approach by setting a standard before the technology and the market are ready.

"If you want to delay creating a standard for two years, then the best thing to do is set up a standards body, which will try to develop the least offensive parameters to the largest number of people in the group," Jones says. ■

HDTV

NAB to ask for donations to fund COFDM

By Chris McConnell

Broadcast groups are getting ready to pass the hat to support the development of multicarrier transmission technology.

The NAB, which has been participating in an effort to develop coded orthogonal frequency division multiplexing (COFDM) technology, in the next few weeks will send letters to its members asking for contributions to support the development venture.

The fund-raising is part of a venture the association is heading with the Association for Maximum Service Television and the Association of Independent Television Stations. The groups hope to

raise \$1.2 million for the effort, which they announced earlier this year at the NAB convention in Las Vegas.

The COFDM technology, under development by several European groups, involves multiple signal carriers, potentially allowing broadcasters to deliver signals from several low-power transmitters rather than from a single tower. Stressing the importance of investigating the technology, the NAB offered glowing reviews of COFDM during a meeting of its TV Board last week.

"Unless we are successful in raising the necessary funds and building the system, we will never know the

difference this promising technology could mean to broadcasters," says the association's report, written by John Abel, NAB executive vice president of operations.

The report concedes the problem of developing a system within the time frame of the FCC's Advisory Committee on Advanced Television Service (ACATS).

The ACATS committee hopes to recommend an advanced TV standard to the FCC in the spring of 1995, and has said it will need to see a prototype COFDM system in February of next year in order to compare it with the current transmission technology of choice for ATV. ■

Calendar

JUNE 20-23—Wireless Cable Association, annual convention. Las Vegas Hilton, Las Vegas. Contact: 319-752-8336.

JUNE 27-28—NIMBLE '94 (New Intelligence in Multimedia, Broadcasting, Licensing, Leisure and Entertainment), sponsored by Knight Mediacom International, Iwerks International and AT&T Multimedia. Foxwoods Casino Resorts, Ledyard, Conn. Contact: Ron Knight, 212-388-0842.

JUNE 28-30—The Future of Interactive Advertising, sponsored by Probe Research Inc. Hilton Hotel, Walt Disney World Village, Orlando, Fla. Contact: Ted Sienicki, 201-285-1500.

JULY 13-14—Video Opportunities in a New Media World, sponsored by BROADCASTING & CABLE and Probe Research Inc. The Boston Marriott, Copley Place, Boston. Contact: Ted Sienicki, 201-285-1500.

JULY 17-13—Financial Times Conference: Multimedia—Vision and Reality. London Hilton Hotel, London. Contact: 44-71-637-4383.

AUG. 16-18—Interactive Multimedia Forum, sponsored by Kagan Seminars Inc., Waldorf-Astoria Hotel, New York. Contact: Genni Russell, 408-624-1536.

SEPT. 12-14—Telco-Cable VI, sponsored by Telecommunications Reports and the Yankee Group. Omni Shoreham Hotel, Washington. Contact: 202-842-3022.

SEPT. 26-28—Information Superhighway Summit/San Jose, sponsored by IDG World Expo and McQuillan Consulting. Red Lion Hotel, San Jose, Calif. Contact: Jeff Silha, 800-225-4698.

Sept. 28-29—Convergence '94: Interactive Television, sponsored by Multichannel CommPerspectives, Santa Clara Convention Center and Westin Hotel, Santa Clara, Calif. Contact: Sarah Harvey, 303-393-7449.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General sales manager: Group broadcaster seeks experience SM for mid-sized market opportunity. Quality company, market and station. Confidentiality assured. Write to Box D-2. EOE.

Due to pending acquisitions, we need competent general managers and sales managers. Our sales have grown 40% in two years due to superb GMs. Join us and be part of the success. Resume to: Jim Glassman, President, Community Service Radio, Box 3335, Peoria, IL 61612. EOE M/F.

Problem salesperson? Do you have a cross-town salesperson who is making your life hell? Fax us their name and station, in confidence, and we'll consider them for our new general sales manager! Fax 903-729-4742. EOE.

General manager: Central Illinois group seeking a promotionally strong individual to motivate and sell one of our markets. We've got the people, numbers in the key demos and the facility to win. Send your philosophies and resume to Rollings Communications, POB 882, Chesterfield, MO 63006. EOE.

HELP WANTED SALES

NY: Radio buying service expanding retail, medical, legal categories. 2 years+ experience required, sales asst. experience OK. 212-447-5900. EOE.

Santa Fe NM: Experienced sales person. A great opportunity with a growing broadcast company. Must have proven background, good list, base salary and benefits. Send resume to Fred Sena, KTMN 1718 W. Alameda, Santa Fe, NM 87501. EOE.

HELP WANTED TECHNICAL

Small medium market midwest combo seeks experienced chief engineer. Excellent salary for market. Reply to Box C-40. EOE.

HELP WANTED NEWS

Wanted: Strong anchor and aggressive reporter with Midwestern roots and minimum five years experience in medium or major market radio. Tape, resume and writing samples to: Kit Borgman, News Director, WCCO-AM, 625 Second Avenue South, Minneapolis, MN 55402. No phone calls please. EEO.

News director: Growing small market in S.W. Missouri near two major recreation areas. 20 year commitment to local news. Fully equipped newsroom, AP, state and national nets, management support. Play by play ability a plus, but this is a news job with PBP available. Tape, resume, and references to: KBTN, Box K, Neosho, MO 64850. EOE.

HELP WANTED ANNOUNCER

Board operator/announcer position: KGNC AM/FM, PO Box 710, Amarillo, TX 79109. EOE.

SITUATIONS WANTED MANAGEMENT

Seeking general manager/sales manager position in small market with possible buyout potential. Experienced in radio and real estate management. Will relocate. Ted 914-357-9425 or 914-357-4861. 399 Rte. 202, Suffern, NY 10901.

Charles Manson! The name alone pulls super numbers for networks and syndication. Wait 'till you see what it does to your competitors. Career of over 20 years as GM plus experience in sales management and consulting. Available for GM/GSM position. Call 904-837-9777.

Problems with ASCAP, BMI, SESAC? Fees too high, audit claims, annual and per program reports. Call for help today. Bob Warner, 609-395-7110.

SITUATIONS WANTED ANNOUNCER

Employed small market CHR afternoon driver looking to move to bigger market or better paying small market in Midwest. Dan 616-592-5359.

TELEVISION

HELP WANTED MANAGEMENT

General manager for new joint venture between Empire Sports Network and Buffalo Sabres. Responsibilities include supervision of: (1) sales of all network, team and arena advertising and promotion inventory, (2) video and broadcast production activities, and (3) traffic and operations. Experience in all three areas desired with an emphasis on sports broadcast sales. Candidates should also have experience managing budgets with profit and loss responsibilities. Salary and incentives negotiable. Send resume to George Bergantz, Empire Sports Sales, 140 Main Street, Buffalo, NY 14202. EOE.

WHP-TV, the CBS affiliate serving Harrisburg-Lebanon-Lancaster-York, the 44th market, seeks experienced general manager with proven track record in sales, marketing and programming. Send complete, confidential resume to: Ralph E. Becker, WHP-TV, 3300 N. Sixth Street, Harrisburg, PA 17110. Telephone calls will not be accepted. EOE.

General sales manager, KFMB-TV: We're seeking an experienced broadcast sales management professional to lead and continue to develop a highly successful revenue team. Ideal candidate should have a solid understanding of inventory management and rate structure as well as excellent motivational and communication skills. Responsibilities will include supervising national and local revenue streams, traffic and sales promotion efforts, and developing annual expense budgets and revenue plans. Qualified applicants should send a resume with references to Anna Swearingen, Director of Human Resources, KFMB-TV, PO Box 85888, San Diego, CA 92186. No phone calls please! EOE.

TV general manager for KIXE-TV, PBS serving the Chico/Redding mkt in No. Calif. Must possess strong mgmt skills and the ability to interact in a positive manner with a small staff, have a successful background as a PBS development director, manager, or exper. comm'l broadcaster, with a knowledge of FCC regs. Community involvement is a must, with an ability to become involved in all fundraising activities. Reports to board of directors. Salary + benefits \$45-65K commensurate w/qualif. Send resume letter to: Pat Blythe, 5887 Oakmore Dr., Paradise, CA 95969. EOE. Minorities & women encouraged to apply. Resume review begins 8/15/94.

Chief engineer: Successful candidate will assist the director of engineering with his responsibility in the management and planning of all engineering and building & grounds functions of WWNY-TV. Including, but are not limited to, the design, construction, implementation and maintenance of all broadcast and buildings & grounds systems. The chief engineer will directly supervise the maintenance engineering, and the building and grounds staff, and will participate in labor contract negotiations. WWNY offers a full benefits program and competitive compensation. Address letter of interest, salary history, and qualifications to: Donald Rohr, Director of Engineering, WWNY-TV, 120 Arcade St., Watertown, NY 13601. Deadline June 17th, 1994. EOE M/F.

Traffic manager (jc30884): KOMU-TV station at the University of Missouri-Columbia has an immediate opening for a traffic manager. The duties of this position will be: Overall responsibility of traffic department, including Columbine Computer System, daily logs, reconciliation, and Inventory Management System. Minimum qualifications are a Bachelor's degree in Communications, Journalism or related area, or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired is necessary. 3-5 years minimum experience on Columbine is preferred. Must have excellent working knowledge of Inventory Maintenance System/Avails Maintenance. Strong leadership and communication skills. Excellent benefits package which includes retirement plan and medical coverage. Women and minorities encouraged to apply. Application deadline is July 5, 1994. Please send resume and references to: Becky Cooper, KOMU-TV, Hwy 63 South, Columbia, MO 65201. No phone calls. Affirmative action/equal opportunity employer. Should any accommodations be necessary, please call 314-883-7976. TTY users, please use the Relay Missouri number 1-800-RELAY MQ (735-2966).

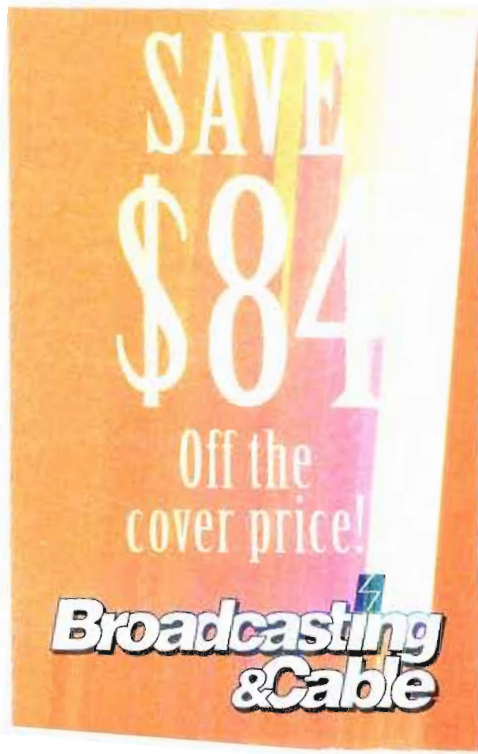
Fantastic opportunity for the right person: We are a progressive, hardworking team looking for a dynamic, energetic sales manager to provide leadership and direction. Broadcast sales management experience is a must. Please send resume to: Personnel, Fox 40 WDBD-TV, PO Box 10888, Jackson, MS 39289 by 5:00 p.m., Wednesday, June 22, 1994. We are an equal opportunity employer.

Local sales manager: We are looking for a selling sales manager for our independent TV station in Bullhead City, AZ. Individual must be a good motivator with good people skills. Send resume to Stan Koplowitz, GSM, GCTV, 2201 N. Vickey St., Flagstaff, AZ 86004. Fax 602-526-8110. EEO.

National sales manager: South East top forty market group owned affiliate will employ a national sales manager with at least seven years broadcast sales experience. At least two years successful work as a national rep in the New York market is a major plus especially if combined with station management experience. A six figure income is here for the right person. Send resume to Box D-10. EOE.

General sales manager: Established East Coast affiliate group is looking for an experienced GSM who is a proven sales leader. This is an extremely progressive group that is always striving to develop new revenue streams while not losing sight of the basics. Strong inventory/pricing abilities are a very high priority. This individual must be able to develop and coordinate revenue-generating ideas while effectively managing and leading a sales team. Qualified candidates should send a resume with cover letter and salary requirements in confidence to Box D-11. We are an equal opportunity employer.

Assistant production manager: Successful candidate will be a working supervisor acting on behalf of the director of broadcast operations. The assistant production manager is responsible for the supervision of all on-air and production operations of WWNY-TV. Include but are not limited to, the training and scheduling of personnel, labor contract negotiations, the coordination of field and in-studio production, the airing of program and commercial material and the compliance with FCC regulations. WWNY offers a full benefits program and competitive compensation. Address letter of interest, salary history and qualifications to: James C. Corbin, Director of Broadcast Operations, WWNY-TV, 120 Arcade St., Watertown, NY 13601. Deadline June 17th, 1994. EOE M/F.



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Human resources director: Seeking candidates with education, training, and experience in the human resources field. Broad experience is required in the areas of departmental direction, management, administration and delivery of H.R. services. Person will work with heads of staff to establish and maintain coordinated H.R. activities. Submit resumes to: Amy J. Stedman, EEO, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

HELP WANTED SALES

National account executive: Sinclair Broadcast Group is growing and expanding. We are presently interviewing for the position of national account executive. This individual will be based in New York City and will be our spot sales liaison between our stations and our rep firms. Individual must have at least three years of TV broadcast experience and have a proven record of over-achievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, General Manager, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. EOE.

Marketing specialist: America's #1 Fox affiliate, KMPH Fox 26, Fresno, California, is seeking an experienced broadcast salesperson. Support includes Scarborough Research, BMP award winning creative. This is an excellent opportunity for a highly motivated individual wishing to join a growing, progressive company, Pappas Telecasting. Two years experience and a proven track record required. Send resume to: Personnel Department, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 6/30/94. An EOE-M/F/D. Women and minorities are encouraged to apply.

Sports/event marketing & sales: Top five market group owned indie is searching for an aggressive addition to our sales team. Must be experienced and prepared to sell beyond the numbers and go direct to the decision makers at the client level. Interest and/or background in sports useful. Must be creative, persistent and have initiative to succeed on local and national level. Qualified candidates should send a resume with cover letter and references in confidence to GSM WPHL-TV, 5001 Wynnfield Ave., Philadelphia, PA 19144. No phone calls please. EOE.

Account executive: Cable advertising sales. Do these questions describe you: Do you have the talent to be in the top 1% of your profession? Do you have the courage to move people to commitment? Do you have the natural ability to get people to like you? Can you be forceful and persistent when you know what is right for the customer? Are you a disciplined person who always sees things through to perfection? Are you at your best when faced with resistance? Do you always live up to your commitments? Do you have a burning desire to be the best at what you do? If so, we'd like to hear from you! ChicagoLand Television News (CLTV), a member of the Tribune Company, has a ground floor opportunity for a talented individual to join us as part of one of the top multi-media companies. Successful media sales experience is the only prerequisite. Ad agency background also considered. We offer: Management that appreciates and rewards performance; the opportunity to express your creativity; a chance to join a company with integrity and a mission to help businesses through effective cable advertising. Send your resume to Human Resources, CLTV, 2000 York, Suite 114, Oak Brook, IL 60521. No phone calls please. We are an equal opportunity employer.

Local account executive: WYTV-33, a tasty ABC cake with sweet local news filling and creamy Fox icing, is searching for a hungry, creative AE. WYTV leads the market in sales opportunities, commission/bonus plan, health plan, 401K. Resume to Vince Nelson, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502, or fax 216-782-6661. EOE.

Leading independent television station seeking a dynamic, experienced retail marketing/merchandising and new business development specialist. Experience in vendor programs and coop funding is vital. Call Gloria Rudd at 913-621-6262 or send resume to KSMO-TV62, 10 East Cambridge Circle Drive, Suite 300, Kansas City, KS 66103. EOE.

Account executive: KUSI-TV, San Diego's fastest growing station is seeking a hard hitting, aggressive account executive. Previous local sales experience is required. Candidate should have a proven track record of working with agencies and new business development. If you are the best, send resume to KUSI-TV, Personnel Department/Account Executive, PO Box 719051, San Diego, CA 92171. No phone calls please. EOE.

Direct response media buyer: Position available for experienced media buyer. Must have excellent leadership and communication skills. This professional will participate in the benefits associated with a large and reputable company. Please send resume to: S. Carson, PO Box 8461, Northridge, CA 91327. EOE.

Account executive: Sell and service local advertisers and agencies. Maintain and improve billing levels of existing accounts within station pricing policies, as well as the development of new accounts. There will be heavy emphasis on sale of special programing and promotions and the development of new and existing retail accounts. Minimum of 2 years previous television, radio and/or ad agency sales experience, and/or college graduate with courses in advertising, marketing, business or economics. Available immediately. Contact: Jerry Harbin, Local Sales Manager, WRTV, 1330 N. Meridian St., Indianapolis, IN 46202. Equal employment opportunity M/F.

HELP WANTED FINANCE

Vice president of finance/chief financial officer: Individual will be responsible for all aspects of the financial affairs of Twin Cities Public Television, Inc. (TCPT), including financial management, budgeting, long-range planning and forecasting, financial analysis of new business ventures, assessing financial impact of multimedia activities, managing internal fiscal control systems, representing TCPT on financial matters to outside entities and overseeing major purchasing. Individual must be comfortable working with a team and possess strong communication and interpersonal skills, including the ability to work well with all levels of our staff and management. Position requirements include: M.B.A. or equivalent (C.P.A. preferred), and a minimum of seven years of experience, including management of financial and administrative services in a private, public, non-profit organization. Salary range DOE-Excellent benefits. Send resume & cover letter by June 30th to: KTCA-TV, 172 E. 4th Street, Box 124, St. Paul, MN 55101. EOE.

HELP WANTED MARKETING

Marketing/promotion manager: River City Broadcasting's WTTV, Indianapolis, a VHF independent is looking for an experienced marketer/promotion manager with the leadership skills, promotion moves, creative flair, management skills, and high energy that can help promote and market our sports, programs and overall station image. WTTV is the home of IU, Purdue, Big Ten, and Indiana Pacers basketball; Indianapolis Colts pre-season football, key coaches' shows, the Hoosier Millionaire "State Network," the best sitcom product in the industry, and the Paramount Network Affiliation in '95. If you have the experience and spirit, believe in team work, enjoy a challenge, and want to work and grow with an aggressive broadcast group who believes in the value of promotion and marketing, then this could be the career opportunity you've been waiting for. Send resume and tape to: WTTV, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217. We are an equal opportunity employer, minorities and women are encouraged to apply.

HELP WANTED TECHNICAL

Chief engineer needed to take hold and move top 75 market station into the future. Applicant will need impeccable communications and capital budgeting skills. Applicant must have 3-5 years managerial experience including full knowledge of station operations with a strong news emphasis. Candidate should be fully computer literate and slip right into a high level of station automation including newsroom computer, robotics, master control systems and an automated G-Line transmitter and very soon, digital. Engineering degree preferred. EOE. Reply to Box D-12.

Assistant chief engineer: WXTV-41, Univision in New York is looking for someone with 3-5 years experience with UHF transmitters, Sony LMS, Sony Beta, and some supervisory experience. FCC license is required; SBE certification and/or degree helpful. Computer fluency a big plus. Send resume with salary requirements to: Chief Engineer, WXTV-41, 24 Meadowlands Parkway, Secaucus, NJ 07094. No phone calls! EOE.

Master control operator: Min 5 years exp & FCC license required. Send resume to: KRCA-TV Ch. 62, 1813 Victory Pl., Burbank, CA 91504. An equal opportunity employer.

Seeking hands-on chief engineer: Must be knowledgeable in maintenance and repair of VHF transmitters, Beta, 1", and 3/4" formats. Experience in microwave and studio equipment also required. Send resume to John Rogers, General Manager, WABG-TV6, Box 1243, Greenville, MS 38701. Fax 601-335-7029. EOE.

Director, Washington technical services: The Washington, D.C. NBC owned and operated TV station, WRC-TV, and NBC News bureau in Washington, D.C. seek a director, Washington technical services. The ideal candidate will have a breadth of management experience exceeding 5 years that demonstrates leadership and team building capabilities. The candidate will also have excellent interpersonal skills and technical background in computers and/or electrical engineering. Experience in the broadcast industry is preferred. Send resume to NBC, Employee Relations Department, Dept. WTS, 4001 Nebraska Avenue, N.W., Washington, DC 20016. NBC is an equal opportunity company continuously seeking to expand its diversity to better serve its communities.

Assistant director of engineering: Top 30 VHF affiliate with major news emphasis seeks individual with strong technical background to assist in managing daily operations of the engineering department and provide technical support for news. Individual must possess good communications skills with at least 3-5 years experience in technical/ENG operations at a television station. Qualified candidates should send a resume to Director of Engineering, KCTV, PO Box 5555, Kansas City, MO 64109. No phone calls! KCTV is an equal opportunity employer, M/F/D.

Senior remote operator (engineer in charge): Responsible for the operation and maintenance of a 35 ft. remote truck including: GVG, Ikegami, Abekas, Sony & Chyron. Requires two years college or technical training in electronics or a related field and two years experience in commercial broadcast television. Equivalent combinations may substitute. SBE certification preferred. Call Oklahoma State University, Stillwater, OK, Personnel Services, 405-744-8550 for application process. OSU is an AA/EEO employer committed to multicultural diversity.

Chief engineer: For a group-owned, 100+ market, NBC affiliate. Our current chief engineer will retire next year. We are looking for the next generation chief with RF knowledge and planning and organizational skills. Degree in electronics technology and/or SBE certification required. Excellent fringe benefits package and opportunity to work in a first-rate organization. Send resume to: Wanda Davidson, Office Manager, WVVA Television, Inc., POB 1930, Bluefield, WV 24701. EOE/M-F.

HELP WANTED NEWS

Anchor and reporters: If you've got lots of energy, are committed to being the best, and have a burning desire to make a tough job fun, we're looking for you. We're the fastest growing news team in the Pacific Rim, and we're looking to expand. Minimum of two years news experience required. Women and minorities are encouraged to apply. Send resume and tape to: Travis Coffman, News Director, KMCV News, Caller Box 10001, AAA 1018, Saipan, MP 96950 or fax resume to 670-235-0965. EOE.

Anchor: WDAM-TV is looking for a strong communicator with good writing skills to anchor the 6 and 10 p.m. news. Send 3/4" tape and resume to Bob Noonan, News Director, WDAM-TV, PO Box 16269, Hattiesburg, MS 39404. Females and minorities encouraged. EOE.

Weekend weatherperson: Growing Fox affiliate in Indianapolis seeks meteorologist or person with NWA seal. Send VHS and resume to Ron Petrovich, News Director, WXIN-TV, 1440 N. Meridian, Indianapolis, IN 46202. No phone calls. EOE.

Position open: KSBY-6 has an opening for a part-time weekend producer. Duties include writing and all aspects of organizing weekend newscasts. Experience is required. Send resume and tape to John Wessling/M, News Director, KSBY-6 TV, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls, please. EOE.

Producer: Nashville's CBS affiliate is looking for the right person to lead the team that puts together the market's #1 10:00 p.m. newscast! If you've got 3+ years experience putting together news programs which are highly produced and make good use of live, you may be the right person! You must also be a good storyteller and work well with other people. Please send resume, references and a letter explaining your news program production philosophy to: Phil Bell, Executive Producer, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. No phone calls, please. Responses should be received no later than July 1st. EOE.

Staff meteorologist: Weekday morning broadcast position in state of the art operation with Earthwatch, Nexrad and EarthStation. Entry level applicants will be considered. EOE. Contact: Paul Hagar, Chief Meteorologist, 712-277-3554 or 712-277-2723, or PO Box 657, Sioux City, IA 51102.

Sports reporter/anchor: KTRK-TV is looking for a sports reporter/anchor. This is a spot for someone who likes to have fun with television and not go after the everyday stories. We are looking for someone who gets involved, and has an eye to produce something the viewer will remember when the sportscast is over, creativity is the key word. At least three years medium market experience required. Send non-returnable tapes and resumes to: Richard Longoria, News Director, KTRK-TV, PO Box 13, Houston, TX 77001. An equal opportunity employer.

Meteorologist needed at weather aggressive affiliate in Southwest region, for am/noon/weekend casts, Kavouras, local radar equipment and more. EOE. Send tape and resume to Box D-7.

Chief videographer: Looking for a "true manager" who is also an excellent news videographer. You must have good people skills, and know how to run a department. If you're a shooter just looking for a promotion, this job is not for you. Minimum five years news experience. Excellent salary and benefits. No calls. Send resume, tape, and references to: Matt Silverman, Assistant News Director, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. EOE.

News videographer: Looking for aggressive videographer with a positive, winning attitude. Good journalism and camera skills are necessary. Minimum 2 years news experience. No calls. Send resume, tape, and references to: Matt Silverman, Assistant News Director, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. EOE.

Wanted: Major anchor. KMOL-TV, the NBC affiliate in San Antonio, one of the most liveable cities in the U.S.A., is looking for an anchor to complement our female co-anchor on our evening newscasts. We want a solid journalist and a strong communicator who the viewers will welcome into their homes. We're looking for an experienced pro who is also able and willing to do franchise/special reports. Also needed: good work ethic, will to win and positive attitude. If you're interested, Send a tape (Beta, 3/4 or VHS) to: Tim S. Gardner, News Director, KMOL-TV, 1031 Navarro St., San Antonio, TX 78205. EOE.

Producer with solid news judgment, ability to deal with multiple news bureaus and perform under pressure. Must have winning attitude. One year experience, minimum. Tapes, writing samples and resumes to Box D-14. EOE.

Anchor/reporters/producers wanted for an exciting overseas opportunity in Hong Kong! We have launched the first English language cable television service in Hong Kong and are looking for high-calibre professionals to join our team. Knowledge of Chinese a definite plus but not essential. Rush tape and/or resume to Peter Maize, Wharf Cable/CNNI, 4th Floor, Wharf Cable Tower, 9 Hoi Shing Road, Tsuen Wan, Hong Kong. Phone 852-611-5649, or fax 852-493-1508 for more info. EOE.

We are looking to add another reporter to our award winning staff. You need to be a go-getter with live experience. Someone who loves hard news and knows how to grab our viewers attention. Let's see if you can grab ours. Send resume, most recent work and references to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. EOE.

Meteorologist: The ABC affiliate in one of the nation's most livable Midwest communities needs a leader for the market's most qualified & aggressive weather department. Experienced with Kavouras 1-7? Do you have an AMS Seal? Do you understand the crucial importance of being first with vital weather alert information delivered with credibility and personality? This is not a position for beginners. Send tape & resume by June 27th to Box D-6. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Commercial photographer/editor: Position requires minimum 2 to 3 years experience. Copywriting ability a plus. Send resume and tape to: Operations manager, KTVF-TV-10, 2909 Kilpatrick Blvd., Monroe, LA 71201. EOE..

On-air promotion writer/producer: Creative thinker with experience in writing and producing movie, news and entertainment on-air promos. Understanding of design and production techniques is a must. Knowledge of independent stations and marketing preferred. Ideal candidates should have at least 1-2 years experience as a promotion writer/producer in a medium to major market. WLVI-TV offers a comprehensive benefits package including health, dental, retirement and a 401(k) savings plan. Send resume and resume tape to: Human Resources Mgr., WLVI-TV, Dept. #157, 75 Morrissey Blvd., Boston, MA 02125. WLVI-TV is a Tribune Broadcasting station and an EOE.

Video editor: Major corporate broadcast facility looking for editor with creativity and technical skills to work in fast-paced deadline oriented environment. Must have experience operating a broadcast-quality on-line edit suite with Grass Valley 241 and Sony BVE-900. Familiarity with non-linear edit systems a plus. Must be able to work with producers and graphic artists executing special effects and graphics segments. Engineering skills needed to set up and monitor the systems. Knowledge of Abekas DVE, Chyron MAX, and still store desirable. Excellent salary and benefits to qualified candidate. Please send resume, reel and compensation range to Box D-16. EOE.

Creative person familiar with Beta shooting/editing, video toaster operation, the ability to meet clients, and turn thoughts into good looking commercials. One person department. If you have a creative flair, and are looking for a challenge, send resume to John Rogers, General Manager, WABG-TV6, Box 1243, Greenville, MS 38701. Fax 601-335-7029. EOE

AVID Edit Suite operator: WCIA, Central Illinois' news and entertainment leader is seeking a unique individual for the hands-on operation and management of an off-line AVID Media Composer 1000 Digital Edit Suite. Duties will include editing of on-air commercial spots, promotional and news promos, and short and long form non-broadcast video. Candidate will deal with agencies, broadcast and non-broadcast clients, as well as station management. Good interpersonal skills a must. Ideal candidate would have 3-4 years of "Video Toaster" or comparable experience. Please send resume and a tape to Robb Gray, Jr., VP/GM, PO Box 20, Champaign, IL 61824-0020. No phone calls please. We appreciate your interest, but can only respond to those best qualified. WCIA is an equal opportunity employer and an advocate of workforce diversity.

Creative SVCS director: CBS affiliate in the top 50 markets is seeking an aggressive, creative, innovative and forward-thinking individual to take our promotion and production efforts to a higher level. Ideal applicant will have a solid graphic sense and the ability to create and execute fresh ideas. Strong writing abilities a must. If you have previous experience as a copywriter and/or commercial producer, know your way around production equipment, and are capable of managing a department of seven, send a resume and cover letter to Box D-8. EOE.

TV director: WPBT, Public Television in South Florida, has an opening for an experienced television director with at least 2 years experience preferably in a medium to large TV market to direct live studio, videotape or remote productions for national and local projects. Multi and single camera studio and field experience with ability to direct talent required. Strong post production skills including "hands-on" editing and knowledge of graphic design also required. Send resume with salary requirements to: Human Resources, WPBT, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/D/V.

TV production operations manager: WNYC-TV currently seeks a TV production manager to supervise activities of TV Prod Op Dept. Responsibilities include supervising technical staff in studio & on location, & scheduling of production techs, tech facilities, & equipment. Requirements include 4-5 years supervisory experience in a TV station or network production facility & degree in communications or satisfactory equivalent. Strong interpersonal & organizational skills, working knowledge of state-of-the-art TV production techniques & equipment a must. Salary: \$35,000 +/- d.o. experience + benefits & salary increases in July & December. Send resume to: WNYC, Human Resources Dept 13-0, One Centre St., 26th Floor, New York, NY 10007. EOE. M/F/D/V.

Creative writer and editor to shoot and produce multi-media promotional messages for Mid-Atlantic small-market affiliate. Must be a good writer and able to operate Ampex 4100 switcher, Abekas A51, ESS still storer, Chyron, Dubner, Ampex 1", Ace Editor and Vista Tips Paint System. \$18-\$20,000 to start. Paid health and life insurance. Send resume and salary history to Box D-17. EEO/M-F.

We are on fire! Looking for a top drawer promotional know-it-all. This is an opportunity to move up for a hands on team player. It's sunny down here and we have fun. Tape and resume with brief cover to Box D-15. Promise strict confidentiality. Please reply by June 22nd, 1994 5:00 p.m. Equal opportunity employer.

CLASSIFIEDS

Aggressive Fox affiliate in Ft. Myers, Florida is looking for a senior commercial/promotion editor who is more than just a button pusher. Must be familiar with Grass Valley 250 board, Paltex Europa editor, Abekas A-53 and Chyron Max Infinite. If you know how to push equipment to its maximum potential and have a client friendly personality, we want to hear from you. Send tape and resume to: Chris Andrews, VP/GM, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. Equal opportunity employer.

Traffic coordinator: For a group-owned, 100+ market, NBC affiliate. Candidate must have experience in TV traffic and inventory management. Excellent fringe benefits package and opportunity to work in a first-rate organization. Send resume to: Wanda Davidson, Office Manager, WVVA Television, Inc., POB 1930, Bluefield, WV 24701. EOE/M-F.

SITUATIONS WANTED TECHNICAL

Experienced radio chief engineer and TV transmitter engineer 214-462-0912.

SITUATIONS WANTED NEWS

Sports broadcaster: Very enthusiastic recent college graduate, 4 years college on-air television experience. 2 years CBS intern experience in 23rd market, extremely well versed in sports knowledge, willing to relocate. Call Russ Dlin 410-833-2031.

Major market voice, many national credits, 25 year pro, can bring power and finesse to your promo tracks. Reply to Box C-47.

For sale: One recent production graduate, EC, no rust or bad habits. Experienced w/GVGs, Ampex Ace, Abekas, field and studio shooting, 1", 3/4" and Beta SP formats. Will relocate anywhere on the planet and long hours are not a problem. Priced to move. Chuck 312-646-0012.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Talk show host! Extensively experienced—television/radio! Network/major-market background! Produces top ratings, sold-out avails! Quality-educated! Very articulate! Fiercely competitive! Of Tom Snyder-Dick Clark-Donahue-pre-Limbaugh vintage! Listed in "Who's Who in America" and "World"! Spectacular sales guaranteed! Excellent agent-opportunity! Reply to Box D-18.

CABLE

HELP WANTED SALES

Cable advertising sales: TCI Cablevision of South Central Connecticut is interviewing for an experienced account executive with a cable or sales background. The ideal candidate must be a positive, creative & organized professional. Successful candidate must submit and pass a pre-employment physical & drug screen. Send resume to Attn: Personnel, TCI Cablevision of South Central Connecticut, PO Box 667, Brantford, CT 06405. EOE.

ALLIED FIELDS

HELP WANTED SALES

Account representative: Advertising and event sponsorship sales professional with minimum of three years experience to sell broadcast related sponsorships and advertisements. Proven ability to bring clients a must. Broadcast industry, multi-media technology and/or association experience desired. For more information call 202-429-5438. EOE.

Director of European affairs: Professional with minimum of three years experience in European marketing and sales. Must be knowledgeable of European cultures and business practices, the broadcast industry and convention marketing. Must be fluent in at least two European languages. Position is based in Paris. For more information call 202-429-5438. EOE.

HELP WANTED INSTRUCTION

Professor of journalism: Mississippi University for Women, the first public college for women in America, invites applications for an endowed position, the Gibbons Chair of Journalism. Candidates should have a distinguished record of career achievement in journalism (broadcast and/or print). Ph.D. preferred, but not required. Teaching duties and leadership for program development for academic year 94-95 (starting date negotiable). Applications accepted until position filled. Send application, resume, transcripts, and 5 references to Office of Personnel, Box W-1609, MUW, Columbus, MS 39701. AA/EOE.

HELP WANTED RESEARCH

Senior level director: TV program research company seeks top management project director. Prefer MA or Ph.D. with experience in communications industry. Statistics strongly needed, including SPSS, design, questionnaire development, data analysis, report writing, client contact, and focus groups. Fax/send resume to: Paula Dennis, Research Communications Ltd., 900 Washington Street, Suite 105, Dedham, MA 02026. 617-461-0909. EOE.

ASSISTANTSHIPS

M.A. program in communication prepares students for college teaching and for advancement in media fields. Financial support for Fall 1994 available through assistantship awards to qualified applicants. Admission requirements include Bachelors degree in a Communications field, 2.8 GPA, and GRE exam. Interested persons should send resume and letter indicating career/educational goals to: Dr. Joe Oliver, Graduate Program Coordinator, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-568-4001 (tel.), 409-568-1331 (fax). EOE.

FINANCIAL SERVICES

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

Guaranteed capital loans available: \$3 million or more. Financially troubled companies, ok. For information package, send \$35.00 to: R.C. Harney Company, Dept. BC, Box 14075, Washington, DC 20044.

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.

EMPLOYMENT SERVICES

TV news entry level: Confirmed openings. Weekly lead sheet \$24.95/4 weeks. MTC, Box 502, Santa Ysabel, CA 92070. 619-782-2705.

Government jobs \$16,040-\$59,230/yr. Now hiring, call 1-805-962-8000 ext. R-7833 for current federal list.

College grads and others: Career Videos prepares your personalized resume tape. Unique format, excellent rates, proven success, job search assistance. 708-272-2917.

Reporters, anchors and producers! You deserve the best chance to achieve your career goals. NEWSDirections can help. Affordable, reliable, professional. 1-800-639-7347.

WANTED TO BUY EQUIPMENT

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

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

50KW AM: Continental 317C3 (1986), Harris MW50B (1982), Transcom 800-441-8454.

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

Video switches, 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185. 702-386-2844.

Satellite equipment bought and sold: Earth stations, antennas, HPAs, test equipment, etc. Also, sales, design, installation of earth stations, microwave and data networks. Megastar 702-386-2844.

Radiation hazard meters: General Microwave, model 3. RF range: 300MHz to 18GHz. \$1,195. Megastar 702-386-2844.

Transmitters, FM, TV and LPTV: All brand new. Best price anywhere. Call Jimmie Joynt 800-279-3326, Robert Tindle 800-695-7919 or Howie Soule 800-258-7132.

Blank tape, half price! Eicon magnetically evaluated blank 1", 3/4", Betacam and SP videotape available. Also have VHS, M2, D2 and 2". We'll beat any price! Call Carpel Video for catalog 800-238-4300.

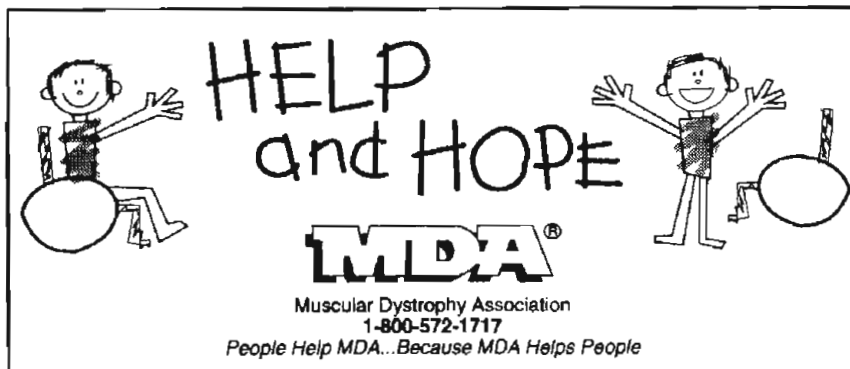
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AOR station needed for Greensboro, Winston-Salem, High Point market of North Carolina. Listeners need rock choice for this area.

TELEVISION—MISCELLANEOUS

TV news journalists! Looking for a job? Can't get an interview? Then you have to show news directors what they want to see. CJ and C..Marketing Works helps you do that. Call: 603-888-6788.

CP's wanted for full power TV and LPTV in major markets. Megastar 702-386-2844.



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HELP WANTED MANAGEMENT

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Has an LMA or duopoly left you on the outside, looking in? Or maybe you are just ready to manage. We are a major communications company seeking a dynamic GSM for a midwest radio powerhouse. We are looking for a self-starter and motivator who can package client objectives with station goals and make it work. If you can budget a sales operation, and achieve the numbers, send your resume to: Box D-19. All replies are confidential! An equal opportunity employer, M/F.

TELEVISION

HELP WANTED SPORTS

PRODUCER/DIRECTOR for live and taped sports show in northeast NJ. 5-6 nights per week, per diem salary initially, salary and benefits possible in the future. Resume to: Ellen Harvey, Box C200, East Rutherford, NJ 07073.
 EOE

HELP WANTED MARKETING



KDFW-TV

DIRECTOR OF MARKETING/PROMOTION

To lead overall station promotional efforts for KDFW-TV, Dallas-Fort Worth, Texas. News is the station's number one priority and a creative and aggressive specialist is needed in this highly competitive market. Responsibilities include strategic marketing planning and implementation, management and motivation of promotion, art and programming departments. All the bells and whistles needed to win (Pro-Tools digital audio, AVID Media Composer, Grass Valley 141 editor, Quantel Paint Box & Picture Box, Infini, Alias 3D). The right person has 5-7 years promotion management experience with news promotion victory scars. Letters, resumes and tapes to: **General Manager, KDFW-TV, 400 N. Griffin St., Dallas, Texas 75202.** We are an equal opportunity employer.

HELP WANTED PROMOTION, PRODUCTION & OTHER

STAR TV's footprint covers Southeast Asia, East Asia, Hong Kong, Taiwan, Northeast Asia and Pakistan. We invite applications for the following position in our On-Air-Promotions Department:



ON-AIR-PROMOTIONS PRODUCER (Ref: PRO)

- * Minimum three years' experience in broadcast and film production.
- * Fluent in spoken English and Mandarin or English and Hindi.
- * Must be energetic and ambitious.

Less-qualified candidates will be considered for the position of **PRODUCTION ASSISTANT (Ref: PAO)**

The position is based in Hong Kong. We offer a five day week and attractive remuneration to the right candidates.

Please send your resume, giving employment history, qualifications, present salary, expected salary, contact telephone number and a recent photo to the Human Resources Manager, Satellite Television Asia Region Limited, 12th Floor, Hutchison House, 10 Harcourt Road, Central, Hong Kong. Please mark job reference on the upper left hand corner of the envelope.

Applicants not invited for an interview within four weeks may consider their applications unsuccessful.

EOE

HELP WANTED MANAGEMENT

TELEVISION

Continuity Assistant - Traffic

For an up-and-coming individual with at least one year of broadcast/cable experience, USA Networks has an immediate opening.

The successful candidate will solicit commercial materials and instructions from advertising agencies, assign copy rotation to ad sales schedules per agencies' instructions and interact with Ad Sales Department personnel regarding status of USA and Sci-Fi accounts.

Requirements along with related experience, include an excellent telephone manner, organizational and communication skills, a willingness to work overtime as needed and ability to work accurately with details under deadline pressure.

We offer a competitive salary, comprehensive benefits and a dynamic environment where alert intelligence makes all the difference! For prompt and confidential consideration, please send or fax your resume (including salary requirements) to: **USA NETWORKS, 1230 Avenue of the Americas, New York, NY 10020. Fax #: 212-541-4507**

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USA NETWORKS

HELP WANTED TECHNICAL



SNG/ENG ENGINEERS

The Cable News Network Bureaus in California and Florida, have career opportunities for Engineers with KuBand SNG truck maintenance and operation experience. These positions demand an extensive background in television and Satellite Uplink Engineering. There will be some traveling involved. Turner Broadcasting Systems offers an excellent benefit and compensation package program. Send resume to:

**Jim Brown, Corp. Engineering
 Turner Broadcasting Systems, Inc.
 One CNN Center, Box 105366
 Atlanta, Georgia 30348-5366
 (404) 827-1638**

TBS is an equal opportunity employer

Due to the observance of the Fourth of July holiday, the classified deadline for the July 11 issue is noon Friday, July 1.

KCBS-TV is looking for America's best.

If you're good at what you do (really good) this could be a once in a career opportunity to move to the top of the heap.

Action News needs highly skilled self-starters to fill the following positions: College degrees and significant broadcast experience are required.

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Strong writing and organization skills are a must, but what we're really looking for is creativity.

NEWS WRITER

You've got to write the way people talk, love words and pictures, and excel at marrying the two.

GENERAL ASSIGNMENT REPORTER

Topnotch live, packaging, and storytelling skills. Broken any exclusives lately? Spare us your Greatest Hits tape. Send your last five packages, plus samples of your live work, instead.

NEWS ANCHOR

Let's be honest, this isn't a job for beginners. How's your Q-score?

NEWS PHOTOGRAPHER/EDITOR

Calling all NPPA Superstars!

WEEKEND SPORTSCASTER

Our front line guy will be here forever.

RUSH non-returnable samples of your recent work along with a detailed resumé to:

Bob Jordan
News Director
KCBS-TV
6121 Sunset Boulevard
Los Angeles, CA 90028

As they say in Hollywood, "Don't call us, we'll call you."



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HELP WANTED RESEARCH

MANAGER OF NEWS AUDIENCE RESEARCH

At NBC, we're continuing to provide career opportunities worthy of the premier broadcaster in the nation.

We currently seek an accomplished research professional who will serve as Project Director for primary market research studies intended to build audiences for NBC News' current programming and assist in the development of new programming.

This position places an emphasis on management of all facets of the research process, including study design, sampling, data collection, analysis of results, development of actionable recommendations, and reporting findings to News management. Additional responsibilities include conducting special news rating analyses and analyses of research information from other secondary sources and planning and moderating focus groups on news programming and promotion issues.

The successful candidate will offer experience as a project director for primary research studies, preferably involving television and/or news. Thorough knowledge of survey research methods and statistical analysis, familiarity with Nielsen ratings system and other secondary research resources, and a practical command of computer software applications for data processing and presentation are essential. A graduate degree in communications, social sciences, marketing or business, with strong emphasis on research methodology and design, is preferred.

Please send resume with salary history and requirements to: **AMN, Room 1601, NBC, 30 Rockefeller Plaza, New York, New York 10112.** Only those applicants selected for interviews will be notified. An Equal Opportunity Employer M/F.



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CABLE

HELP WANTED ADVERTISING

DIRECTOR, NATIONAL SPOT ADVERTISING

Major national cable TV organization seeks skilled communicator with agency or rep firm background to plan, develop and coordinate national spot projects and sales presentations to advertisers and agencies. Should be familiar with nuances of spot TV market and be computer literate. Send resume with salary requirements to:

Vice President, Local Advertising



757 Third Ave.; New York, NY 10017

ALLIED FIELDS

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Radio-Television News Directors Association
1000 Connecticut Ave., N.W., Suite 615
Washington, D.C. 20036

California Broadcast Job Bank

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(916) 444-2237

California Broadcasters Association

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For the Record

NEW STATIONS

Applications

Juneau, AK (BPH940527MD)—Jerome Dobson, Carolyn Goss, Neil Ronas and Luann Dahl seek 102.7 mhz; 6 kw; ant. 322.7 ft. Address: 35 Fifth St., Petaluma, CA 94952. Applicants also seeking 100.7 mhz in Juneau, AK, and new FM in American Falls, ID, and are permittees of KFLW(FM) St. Robert, MO.

Monticello, AR (BPH940525MC)—P.Q. Gardner seeks 99.9 mhz; 3 kw; ant. 100 m. Address: P.O. Box 308, Monticello, AR 71655. Applicant owns KGPL(AM)-KXSA-FM Dermott, AR.

Esparto, CA (BPH940210MH)—Solo Yolo Broadcasting seeks 97.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 7206, Nut Tree, CA 95696. Applicant is headed by Brian Power and owns KXBT(AM) Vallejo, CA.

Mendocino, CA (BPED940415MZ)—Mendocino Unified School District seeks 89.3 mhz; 1 kw; ant. -42 m. Address: P.O. Box 1154, Mendocino, CA 95460. Applicant is headed by Ken Matheson and has no other broadcast interests.

Point Arena, CA (BPH940228MG)—Del Mar Trust seeks 102.3 mhz; 1.2 kw; ant. 432 m. Address: P.O. Box 1152, Fort Bragg, CA 95437. Applicant is headed by Anthony Gaussoin and has no other broadcast interests.

Florida City, FL (BPED940531MB)—South

Abbreviations: alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and 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.

Florida Educational Broadcasters seeks 88.5 mhz; 21 kw; ant. 37 m. Address: 1601 Belvedere Rd., 204 E., West Palm Beach, FL 33406. Applicant is headed by Carl J. Auel and has no other broadcast interests.

Indian River Shores, FL (BPH940209MF)—Treasure Coast Media Inc. seeks 97.1 mhz; 6 kw; ant. 100 m. Address: 2024 S.E. U.S. 1, Vero Beach, FL 32962. Applicant is headed by Sally Smally DiLucente and owns WQOL(FM) Vero Beach, FL.

Naples, FL (BPED940531MA)—Naples Educational Broadcasting Foundation seeks 88.1 mhz; 16 kw; ant. 46 m. Address: 1601 Belvedere Rd., 204 E., West Palm Beach, FL 33406. Applicant is headed by Carl J. Auel and has no other broadcast interests.

Quincy, IL (BPED940504MA)—Quincy University Corp. seeks 91.1 mhz; 0.16 kw; ant. 53 m. Address: 1800 College Ave., Quincy, IL 62301. Applicant is headed by Harry Speckman and owns WQUB(FM) Quincy, IL.

Kingman, KS (BPH940513MA)—Bott Com-

munications Inc. seeks 94.3 mhz; 50 kw; ant. 150 m. Address: 10550 Barkley, Overland Park, KS 66212. Applicant is headed by Richard Bott and owns KCCV(AM) Overland Park, KS; KQCV(AM) Oklahoma City, OK; WFCV(AM) Fort Wayne, IN; KCIV(FM) Mt. Bullion and KSIV(AM) Ukiah, both California, and is permittee of KCCV-FM Olathe, KS; KUHG(FM) Milford, NE, and KABH(FM) Shawnee, OK.

Ottawa, KS (BPED940401MA)—Ottawa Christian Radio Inc. seeks 90.5 mhz; .25 kw; ant. 57 m. Address: 1045 S. Hickory, Ottawa, KS 66067. Applicant is headed by Fred Schaeffer and has no other broadcast interests

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KSWD(AM) Seward, AK (BAL940113EB)—Action March 21.

KNAC(FM) Long Beach, CA (BTCH940310GJ)—Action March 18.

KBLA(AM) Santa Monica, CA (BTC940310GI)—Action March 18.

WSUB(AM)-WQGN-FM Groton, CT (AM: BAL940224GM; FM: BALH940224GN)—Action March 18.

WAMU(FM) Washington, DC (BALED 940208GE)—Action March 18.

WOKA-AM-FM Douglas, GA (AM: BTC940202GE; FM: BTCH940202GF)—Action March 18.

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Ownership question

EDITOR: This letter is in response to Reuben Lozner's letter that appeared in the May 23 "Open Mike."

Mr. Lozner stated that the airwaves are public property and the "funds generated from the sale or other disposition of the airways can be used for any governmental purpose."

Wrong!

The air, or "ether," is owned by no one. It has always been there. Here are the facts. Congress never intended to vest the property rights of frequencies in the general public. In enacting the Radio Act of 1927 and the Communications Act of 1934, Congress specifically deleted reference to ownership of the airwaves or frequencies. It is technology that has created the signals that pass through the air. Those signals didn't exist until technology created them.

There is justification in the licens-

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ing of frequencies to prevent confusion in the technicalities of broadcasting. However, regulation by a governmental agency does not carry with it ownership by that agency (the Interstate Commerce Commission regulated the railroads but did not own them).

There is no reference in any law as to anyone's owning the airwaves. Once and for all, I wish your publica-

tion and others would attempt to disabuse the fallacious concept of ownership of the airwaves.—*Robert L. Fox, chairman/CEO, KVEN Broadcasting Corp., Ventura, Calif., and chairman, Radio Board of the National Association of Broadcasters*

EDITOR: Reuben Lozner repeats the socialistic myth that "the airways are public property." This nonsense is also spouted occasionally by leftist academics or know-nothing newspapers. This myth has no basis in law, regulation or the science of physics.

The electromagnetic spectrum, like moonlight and wind, is *not* property and cannot be owned. Not by you or I or the U.S. government.

The FCC can charge all the cost-of-regulation fees it wants to, but it cannot rent or sell what it does not own.—*Don Jerome, general manager, KTWC(FM) Phoenix*

THIS WEEK

- June 3-November 2**—Rock 'n' Roll and Radio, a listening series. Sponsored by *The Museum of Television & Radio*. Contact: Dana Rogers, (212) 621-6705.
- June 15**—Third annual Radio Mercury Awards sponsored by *Radio Creative Fund*. Waldorf-Astoria Hotel, New York. Contact: (212) 387-2156.
- June 15**—"Interactive Television and the New Media" seminar sponsored by *BROADCASTING & CABLE*. The Plaza Hotel, New York. Contact: Joan Miller, (212) 337-6940.
- June 16**—Annual spring luncheon sponsored by *Federal Communications Bar Association*, New York chapter. Speaker: FCC Commissioner James Quello. Law offices of Rosenman & Collin, New York. Contact: Jerome Silber, (212) 940-7052.
- June 16**—"Interactive Television and the New Media" seminar sponsored by *BROADCASTING & CABLE*. The Beverly Hilton Hotel, Beverly Hills. Contact: Erika Sedey, (213) 549-4113.
- June 16**—*International Radio Day, International Radio Programming, Promotion and Advertising Awards*. Sponsored by The New York Festivals. The Grolier Club, 47 East 60th Street, New York City. Contact: Anne White, (914) 238-4481.

JUNE

- June 20-21**—European Telecommunications Conference "Responding to Change." Sponsored by *Financial Times*. London Inter Continental Hotel, London. Contact: Joanne Wood, 071-814 9770 (Int + 44-71-814-9770).
- 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 21**—"How to Talk With Your Public: Communicating About Cable Issues." Playboy Enterprises, New York. Sponsored by *CTAM*. Contact: National Office, (703) 549-4200.
- June 22-25**—*Florida Association of Broadcasters* 59th annual convention. Four Seasons Ocean Grand Hotel, Palm Beach. Contact: (904) 681-

Datebook

- 6444 or (800) 825-5322.
- June 23-24**—*Fox Broadcasting* affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: Ciro Abate, (310) 203-1169.
- June 23-25**—Sixth annual Talk Radio educational conference, convention, and exhibition. Sponsored by *National Association of Radio Talk Show Hosts*. Loew's Santa Monica Beach Hotel, Santa Monica, Calif. Contact: Carol Nashe or Judith Alukonis, (617) 437-9757.
- June 24**—*Academy of Television Arts & Sciences* deadline for returning ballots for 46th annual Primetime Emmy Awards. Contact: John Leverence, (818) 754-2870.
- June 26-28**—"A Powerful Global Alliance: Informercial Teleshopping '94." Sponsored by *NIMA International*. Grand Hotel, Amsterdam, the Netherlands. Contact: Justina Brewer, (202) 962-8342.
- June 27-28**—"New Intelligence in Multimedia, Broadcasting, Licensing, Leisure & Entertainment." Presented in conjunction with *Iwerks Entertainment* and *AT&T Multimedia*. Foxwoods Casino Resort & Iwerks' Cinetropolis Complex, Ledyard, Conn. Contact: Ron Knight, (212) 388-0842.
- June 28-30**—Direct Response Television Expo & Conference, Olympia, London. Sponsored by *Advanstar Expositions*. Contact: Liz Crawford, (714) 513-8400.
- June 30**—"Awards for the Advancement of Learning Through Broadcasting" dinner. *National Education Association*, New Orleans Hilton Riverside and Towers. Contact: Bill Martin, (202) 822-7222.

JULY

- July 4-15**—Meeting of the Secretaries General of the Broadcasting Unions. Helsinki, Finland. Sponsored by *NANBA*. Contact: World Broadcasting Unions, (613) 738-6553.
- July 7-10**—*Upper Midwest Communications Conclave*. Downtown Hilton and Towers, Minneapolis. Contact: (612) 927-4487.
- July 13-15**—Telecom Billing '94: Fourth annual conference on developing billing systems for tomor-

- row's advanced services. Sponsored by *Business Research Publications, TeleChoice and Swidler & Berlin*. Sheraton Washington, Washington, DC. Contact: (800) 822-MEET or (202) 842-3022.
- July 13-17**—7th annual *International Teleproduction Society Forum and Exhibition*. Mayflower Hotel, Washington, DC. Contact: Jessica Josell (212) 877-5560.
- July 16-18**—*California Broadcasters Association* summer convention. Hyatt Regency Monterey, Monterey, Calif. Contact: (916) 444-2237.
- July 19-21**—*Florida Cable Television Association* annual convention. Ritz Carlton, Amelia Island, Fla. Contact: Joice Ventry, (904) 681-1990.
- July 21**—Nominations are announced for 46th annual Primetime Emmy Awards from Academy Plaza Theatre, 5230 Lankershim Blvd., N. Hollywood. *Academy of Television Arts & Sciences*. Contact: Murray Weissman or Mark Rosch, (818) 763-2975.
- July 21-23**—South Carolina/North Carolina joint summer meeting sponsored by *South Carolina Cable Television Association*. Hyatt Regency Hotel, Hilton Head, S.C. Contact: Nancy Horne, (404) 252-2454.
- July 24-27**—*Cable Television Administration and Marketing Society* national marketing conference. Chicago. Contact: (703) 549-4200.
- July 24-29**—Management Development Seminar for Television Executives sponsored by *National Association of Broadcasters*. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-5368.
- July 27-31**—Unity '94. Co-sponsored by *National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association and Native American Journalists Association*. Atlanta. Contact: (800) 948-6489.

AUGUST

- Aug. 1-3**—1994 *Eastern Cable Show*. Inforum Exhibit Hall, Atlanta. Contact: (404) 252-2454.
- Aug. 4-6**—*Satellite Broadcasting & Communications Association* national convention. Orlando Convention Center, Orlando, Fla. Contact: (703) 549-5990.
- Major Meetings**

William Earl Kennard

When Bill Kennard's supporters describe him, they attribute to him the qualities that one would hope the FCC's top lawyer would have.

"He's a lawyer's lawyer and ethically unimpeachable," one admirer says. A "wonderful diplomat," says his boss, FCC Chairman Reed Hundt.

During the early days of the Clinton administration, Kennard was rumored to be a candidate for Hundt's job. He also reportedly was in the running for the top spot at the National Telecommunications Information Agency, a job now held by former House Telecommunications Subcommittee senior counsel Larry Irving.

But now, Kennard occupies a large corner office in the FCC from which he oversees one of the most essential offices at the agency. "Bill and his office participate in every major item. They are not there just to defend us in court," Hundt says.

Kennard says he has wanted to work in government since he first came to Washington in 1981, but did not have much opportunity in the 12 years before President Clinton's election. But Kennard did not grow up with dreams of becoming the FCC's general counsel.

Like thousands of other students who came of age during the Watergate era, he wanted to become a journalist.

While at Stanford University, Kennard was hired as an intern at San Francisco's NBC affiliate KRON-TV. Although his plan was to become an on-air reporter, he developed a friendship with the station's general manager, who pointed him toward the "management side" of the media business.

At the GM's suggestion, Kennard pursued a law degree, if for no other reason than to add some years to his youthful appearance. "He said I looked too young to be an on-air reporter," Kennard says of his former boss.

Like several other Hundt appointees, Kennard attended Yale University Law School where he became interested in First Amendment issues. After his first year, he interned at the *Washington Post's* general counsel's office. "By that time, I was pretty well



hooked on the confluence of the law and the media," Kennard says.

His first position out of law school was a one-year fellowship with the National Association of Broadcaster's legal department. Erwin Krasnow, then the NAB's chief counsel, hired Kennard, and to this day remains a close friend and mentor.

After his year at the NAB, Kennard went to Washington-based Verner, Liipfert, Bernhard McPherson & Hand. But after only a year, Krasnow enticed Kennard to return to the NAB as the First Amendment counsel. During that time, the NAB wrestled with the fairness doctrine, political broadcasting and political editorializing and debate rules.

It was also during Kennard's time at the NAB that the FCC ruled that broadcasters could sponsor presidential and other debates. Kennard and Krasnow remained at the NAB for another year before they both went to Kennard's former law firm, Verner, Liipfert.

If there is one issue that Kennard has kept on top of, whether his office

has been in a trade organization, private law firm or at the FCC, it is minority ownership. Shortly after Krasnow brought Kennard to the NAB for the second time, in 1982, then-FCC Commissioner Mark S. Fowler established an advisory committee to explore the issue of minority ownership. Krasnow was appointed to the committee, but handed the responsibility over to Kennard. "He allowed me to basically run with it," Kennard says.

The result of the committee's work was an FCC policy statement that greatly expanded the flexibility in the use of tax certificates to promote minority ownership in broadcasting and cable.

According to at least one lawyer, Kennard is the leading authority on tax certificates in the communications bar. "Yeah, it's an area that I have spent a lot of time studying and writing about, but I think it's a policy that really works beautifully," Kennard says in his understated style.

The tax certificate allows a broadcast property owner to defer taxes on capital gains if he or she sells the broadcast business to a minority member and reinvests in another broadcasting property.

The commission plans to adopt this policy in the area of personal communications services,

where billions of dollars worth of spectrum is expected to be auctioned off within the next year.

Kennard says his biggest challenge is to improve the record of the agency with the Federal Court of Appeals in Washington. The agency does not have an impressive win-loss record with the court, which is the final arbiter in many disputes that cannot be resolved at the FCC, Kennard says.

Asked if that indeed is Kennard's biggest challenge, Hundt replies, "That was [Kennard's] idea. I said go for it."

—CS

General counsel, FCC, Washington; born Jan. 19, 1957, Hollywood, Calif.; BA, Stanford University, Calif., 1978; J.D., Yale Law School, New Haven, Conn., 1981; National Association of Broadcasters fellowship, 1981-82; associate, Verner Liipfert, Bernhard, McPherson and Hand, 1982-83; NAB First Amendment counsel, 1983-84; partner, Verner Liipfert, 1984-93; current position since December 1993; m. Deborah Kennedy, April 19, 1984.

Fates & Fortunes

BROADCAST TV

Jane D. Coleman, VP, programing, production, education, telecommunications and outreach, KNPB(TV) Reno, joins WITF-TV Harrisburg, Pa., as president, GM.

Mark Viviano, sports anchor, WDTN (TV) Dayton, joins WBAL-TV Baltimore as weekend sports anchor.

Liz Huszarik, director, first-run television research, Warner Bros., Burbank, Calif., named executive director, media research.

Jonathan A. Greene, executive producer, WPRI-TV Providence, R.I., named news director at WROC-TV Rochester, N.Y.

Bill Biggert, engineer, WXEL-TV West Palm Beach, Fla., joins WNFT(TV) Jacksonville, Fla., as chief engineer.

Fran Perdisatt, local sales manager, WGN-TV Chicago, joins WLVI-TV Cambridge, Mass., as GSM.

Terry Mackin, VP, eastern region, Columbia TriStar Television Distribution, New York, joins Ellis Communications, Atlanta, as executive VP/CEO.

Sheldon Haygood, sports director, WHOA-TV Montgomery, Ala., joins WBRC-TV Birmingham, Ala., as reporter, part-time anchor.

William R. Craig, VP/GM, Liberty Sports, Irving, Tex., named group VP there.

Appointments at KNXV-TV Phoenix: **Darya Folsom**, weekend anchor and reporter, WMTW-TV Poland Spring, Me., joins in same capacity; **Bill Spencer**, weekend anchor, KLAS-TV Las Vegas, named weekend anchor/reporter; **Virginia Silva**, reporter, KCOP(TV) Los Angeles, joins in same capacity; **Mark Lodato**, reporter, WINK-TV Fort Myers, Fla., joins in same capacity; **Lori Nixon**, reporter, KOB-TV Albuquerque, joins in same capacity. **Al Feinberg**, feature reporter, WGME-TV Portland, Me., joins as weather reporter; **Tom Zenner**, sports director, KPTM(TV) Omaha, joins as sports reporter.

Doug Zimmerman, promotion producer, KSBW(TV) Salinas, Calif., joins KPDX(TV) Vancouver, Wash., as promotion producer/writer/editor.



Hughes

Peter G. Hughes, VP, marketing, MCA TV International, Los Angeles, named executive VP there.

Joe Quinn, news operations manager, WUAB(TV) Lorain, Ohio, joins WKYC-TV Cleveland in

same capacity.

H. Ray Eanes, vice chairman, finance and administration, Ernst & Young, New York, joins Liberty Corp., Greenville, S.C., as senior VP.

Appointments at New World Entertainment, Los Angeles: **Harvey Finkel**, senior VP, finance and administration, Twentieth Century Fox, Los Angeles, joins as senior VP/CEO; **Lorna Shepard**, counsel, Del, Rubel, Shaw, Mason & Derin, Los Angeles, joins as senior VP, business affairs.

Seth Winter, LSM, WWOR-TV Secaucus, N.J., named GSM there.

Teresa Tomeo, reporter, WKBD(TV) Detroit, joins WXYZ-TV there in same capacity.

Gene Lopley, anchor, WHP-TV Harrisburg, Pa., named managing editor.

Tom Stringfellow, sports anchor/director, WJCL(TV) Savannah, Ga., joins WCIX (TV) Miami as sports anchor/reporter/producer.

Jim Schuessler, GSM, KSFY-TV Sioux Falls, S.D., named VP/GM there.

Mike Dugger, marketing resources director, KHQ-TV Spokane, Wash., named national sales manager.

Cristina Mohr, news anchor/reporter, WIS(TV) Columbia, S.C., joins KYTV (TV) Springfield, Mo., as news co-anchor.

Andy Dix, LSM, WEVV(TV) Evansville, Ind., named marketing manager.

Ken Barlow, meteorologist, KARE(TV) Minneapolis, named chief meteorologist.

Appointments at WKYC-TV Cleveland: **Donna Terrell**, anchor/reporter, WSBT-TV, South Bend, Ind., joins as reporter; **Eric Mansfield**, anchor/reporter, WAKC-TV Akron, Ohio, joins in same capacity; **Rex Rickly**, chief

engineer, WUAB(TV) Lorain, Ohio, joins in same capacity.

RADIO

Caty Van Housen, business reporter, *San Diego Business Journal*, San Diego, joins KPBS-FM there in same capacity.



Stone

Allen Stone, play-by-play announcer, Dallas Mavericks, joins Prime Sports Radio there as program director.

Shirley Streff, business manager, WHO-TV and WHO(AM)/KLYF (FM) Des Moines,

Iowa, named broadcast controller of parent Palmer Broadcasting there.

Lee Rodgers, host, KGO-TV San Francisco, joins KIRO(AM) there in same capacity.

Steve Nicholl, program director, WCKY (AM) Cincinnati, joins WIOD(AM) Miami in same capacity.

Richard Malyk, GM, WYOS(FM) Nanticoke and WBAX(AM) Wilkes-Barre, both Pennsylvania, joins WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey, as LSM.

David Mark, program and production director, several radio and TV stations, joins WATJ(AM) Chardon, Ohio, as station manager.

Jim Althoff, talk show host, KING(AM) Seattle, and **Andee Beck**, TV/radio critic, *Morning News Tribune*, Tacoma, Wash., join WTMJ(AM) Milwaukee as midday hosts.

CABLE

Appointments at E! Entertainment Television, Los Angeles: **Dave Burns**, director, network engineering and operations, Fox TV, Los Angeles, joins as VP, operations; **Gary Snegaroff**, senior producer, special projects, named director, special projects; **Antonio Ruiz**, senior producer, special projects, named director, live events.

Frank Babbitt, cable category manager, TV Guide, Englewood, Colo., named director of sales, TV Guide On Screen, there.

Shari Freas-Wright, account executive, Turner Cable Network Sales, Atlanta, joins PASS Sports, Detroit, as director of marketing.

Appointments at QVC, West Chester, Pa.: **Mark J. Tabak**, director, accounting controls, named VP, administration; **Daniel T. O'Connell**, director of financial planning, named VP, finance; **John F. Misko**, financial analyst, named director of budgeting and planning, **Tom Merrihew**, VP/merchandising manager, Oshman's Sporting Goods Inc., Houston, Tex., named director of merchandising, sports/health and fitness.

Craig Marrs, senior television consultant, Frank Magid Associates, Marion, Ohio, joins Northwest Cable News, Seattle, as president and GM.



Barbara Corcoran, executive producer, MTV International, Miami, named VP/executive producer, MTV Latino, there.

Steven Hewitt, senior VP, Showtime Entertainment Group, New York, named executive VP.

Gretchen Kriebel, consumer promotions coordinator, Comcast Cable Communications, Philadelphia, joins PRISM/SportsChannel, Philadelphia, as affiliate marketing manager.

Anthony Manton, managing director, Viacom International Pty Ltd., Sydney, Australia, joins Turner International, Asia, in same capacity.

DEATHS

George G. Huntington, 73, retired executive VP and GM of the Television Bureau of Advertising, died May 29 of pneumonia in Walnut Creek, Calif. Huntington worked for the Television Bureau of Advertising for 30 years. He came to TvB after a career in advertising, broadcasting media research and college teaching. He is survived by his wife, Lois, a son and daughter, Geoffrey and Michele, two grandchildren and two sisters.

Stephen A. Heater, 54, GM, KSPN-FM Aspen, Colo., died of cancer in Scottsdale, Ariz., May 23. A resident of Aspen, he managed the first FM station in the area. He was president

NATAS elects new officers

Appointments at the National Academy of Television Arts & Sciences semi-annual trustees meeting: (l-r) Malachy Wienges, director, technical systems, CBS Television Network, New York, elected vice-chairman; retiring chairman Michael Collyer;



David Louie, editor, money and business, KGO-TV San Francisco newly elected chairman, and John Cannon, president.

Other elections: Thea Flaum named VP. Flaum heads Thea Flaum Productions, Ltd., in Chicago. Sue Ann Staake named secretary. Staake is president, SAS Productions, in Washington, D.C. Izzy Miller, president of Miller Enterprises Inc., named treasurer.

of the Colorado Broadcasters Association from 1978 to 1980. He is survived by his wife, Trautlinde, a sister and two nieces.

Lawrence (Lon) Feldman, 51, VP, syndication post-production, Columbia TriStar Television Distribution, died May 30 at Sherman Oaks Hospital, Calif., after a long illness. Feldman began his entertainment industry career as secretary to Walter Keenan at Avco Embassy. He later joined KTVU(TV) Oakland, Calif., as feature and news editor. In 1982 he joined Embassy Communications. He is survived by his sister, Dorothy Kagan, and her family.

Morris (Mo) Siegel, 78, Washington sports broadcaster and columnist, died June 2 after a long fight with cancer. Known for his colorful and acerbic wit, Siegel was one of only two journalists inducted into the Robert F. Kennedy stadium Hall of Stars. Siegel began his career at the *Atlanta Constitution* and, over the years, worked for many other newspapers. He also worked for CBS affiliate WTOP-TV (now WUSA) Washington, D.C., and NBC affiliate WRC-TV as a sports anchor and in radio. He was a three-time winner of the Washington Newspaper Guild's sports writing award and the 1991 recipient of the Vincent Lombardi "Symbol of Courage" award after an earlier bout with cancer. Survivors include a son and a daughter, Michael and Leah.

Paul Vogel, 51, master control operator at WYMT-TV Hazard, Ky., died June 4 en route to his home near Hazard. He joined WYMT-TV in 1989 as producer/director and served in various capacities at TV stations in Louisville, Dayton and Cincinnati. Survivors include his wife, Clara, two daughters and two sons.

Dennis Potter, 59, acclaimed dramatist and author of the British television play "The Singing Detective," died June 7 of cancer at his home in Ross-on-Wye, England. Potter had lived more than 30 years with a debilitating arthritic disease called psoriatic arthropathy. His illness caused him to turn away from public careers such as journalism and politics, and turn to television writing. He wrote his first TV play in 1965. Potter received BAFTA (British Academy of Film and Television Arts) awards for "Pennies from Heaven" and "Blue Hills Remembered." He wrote the screenplays for "Gorky Park" and "Dreamchild." He is survived by a son and two daughters.

Barry Sullivan, 81, Broadway and screen actor died June 7 of a respiratory ailment at his home in Sherman Oaks, Calif. He played disgruntled husband Tom Buchanan in the 1949 version of "The Great Gatsby." He also starred in four television series, "The Man Called X," "Harbormaster," "The Tall Man" and "The Road West."

—Compiled by Denise P. Smith

In Brief

Sources confirmed published reports last week that **Greg Meidel**, president of Twentieth Domestic Television, **is negotiating with Paramount** to return to the studio to oversee the launch of the Paramount Network. A Paramount spokesperson said the company wouldn't comment, but a source close to the negotiations said both Meidel and Paramount were working to make the deal. Meidel is reportedly under contract to Fox until 1996 but has an option to leave earlier.

Capital Cities/ABC bought news/talk KSFO(AM) San Francisco from First Broadcasting for an **estimated \$10 million**. Capcities also owns news/talk KGO(AM) there.

MCA TV has tapped advertising executive Michael Zucker to replace the retired Mort Slakoff as head of the TV division's creative services. Zucker is senior VP with Seiniger Advertising Inc., an entertainment advertising firm. He will take over at creative services this week. Slakoff, who retired in mid-February, was honored with the Gold Medallion Award for industry achievement at Promax last week.

Twentieth Television's new Gordon Elliott Show has been sold in 115 markets, including the top 25. The talk show, produced by CBS Entertainment Productions, marks the network's entry into first-run syndication. Twentieth also announced that **it will launch The Simpsons in national syndication on Sept. 19**. The series is sold in more than 140 markets, representing 92% of all U.S. viewing households.

Genesis Entertainment has green-lighted the fall syndication of off-network reality show Top Cops, with clearances representing 81% of the country and 28 of the top 30 markets. Clearances in-



Vince Gill (c) won Instrumentalist of the Year at last Tuesday's 'TNN Music City News Country Awards' in Nashville. With Gill are David Hall (l), senior VP of TNN parent Gaylord Entertainment Co., and Bob Atkins, publisher of Music City News. The awards ceremony from the Grand Ole Opry House was carried live on TNN.

clude WWOR-TV New York, KCAL Los Angeles and WBBM-TV Chicago. The show, which enters syndication after a four-year run on CBS, bows in September.

MTM Television Distribution's Rescue 911 has been given a firm go for its second year of off-network syndication. The show has cleared more than 70% of the country and is expected to top 80% by its second-season launch on Sept. 5. Among stations carrying the show are WNYW New York and KCAL Los Angeles. For the second season, MTM is offering 100 half-hour shows and a double run of the program on a cash-plus-barter basis.

TCI and music industry giant Bertelsmann Music Group have abandoned plans to create a would-be rival to MTV, citing "changing market conditions." TCI and BMG decided to pull out following word that five music industry heavyweights—Time Warner, Sony Corp., Thorn EMI, Polygram and Ticketmaster—were planning to launch a music video network. BMG and TCI executives say they have not ruled out the possibility of joining that powerful partnership, which plans to launch its network later this year.

Fox has tapped Los Angeles-based Seiniger Advertising to develop an advertising and promotion campaign for its NFL coverage this fall. The agency will produce print, billboard and radio spots and work with Fox's in-house team to develop on-air promos.

Donahue will devote tomorrow's (June 14) episode to the life and death of condemned prisoner David Lawson, due to be executed in North Carolina the following day. At Lawson's request, Phil Donahue is appealing to the Fourth U.S. Circuit Court to be allowed to televise Lawson's execution (a request that has been denied by state and U.S. district courts). Among the guests is a North Carolina state senator who is seeking to reinstate public executions.

Select Media Communications has cleared its new weekly sports action game show, Blade Warriors, on KCAL Los Angeles, WWOR-TV New York and WFLD Chicago for a Sept. 30 launch. The production and syndication company will begin producing 13 episodes of the one-hour, \$225,000-per-episode show in August, with another 14 episodes in November, says Mitch Gutkowski, president of Select and executive

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producer of the show. In-line skate manufacturer Rollerblade has signed as a sponsor. The show is targeted for weekend daytime.

Geraldo Rivera told affiliates that his talk show will reduce its emphasis on steamy subjects such as love triangles and **increase its investigative reporting.** The show will also attempt to do one live show per week and increase the number of shows done on the road.

Catapult Entertainment Inc., which is financially backed by Blockbuster Entertainment Corp. and Davis Video Enterprises Corp., **is starting an interactive videogame network** that will allow multiple players to compete against each other from remote locations. Catapult's multi-player videogame network will use a special modem that interfaces with existing versions of Sega and Nintendo gaming systems. T+HQ Inc. will manufacture the modems, which will be available in several top markets by Christmas. They will sell for the price of a video game, and users will be charged a monthly fee of \$5-\$10.

Tom Nunan, Fox Broadcasting Co. senior VP of comedy development, has been promoted to executive VP of program development. The move gives Nunan, who joined the network

'Vicki' out, 'Marilu' in

Group W Productions has canceled its syndicated talk show *Vicki!* and is shopping a replacement centered on *Evening Shade* and *Taxi* star Marilu Henner. Group W's decision ends a long and tempestuous relationship between the syndicator and star Vicki Lawrence, who last year walked off the set with three weeks left in the season. The cancellation, in part, reflected the show's 1.4 national Nielsen rating among women 18-49 and 25-54, said Group W. The show completed production for the season on May 20 and will air until September.

Henner's new show, *Marilu*, will debut Sept. 12 and will be cleared on Group W's stations, which cover 11% of the country, and additional stations being sold by the company.

Henner's high appeal to women, frequent appearances on talk shows and her availability to do the show following the recent cancellation of *Evening Shade* were factors behind her selection as host, said Group W Executive VP Richard Sheingold. —DT

in 1991 from ABC, responsibility for all series development. Nunan is credited with developing and overseeing two of Fox's newest hits, *Martin* and *Living Single*. He will report to Sandy Grushow, president of Fox Entertainment.

At least five lawsuits were filed last week against Times Mirror

by company shareholders seeking to block the company's \$2.3 billion cable system deal with Cox Cable. Some shareholders charge that the cable sale favors Times Mirror's controlling shareholders.

Susanne Daniels, director of comedy development for Fox Broadcasting, has become the second executive named to the Warner Bros. Network, joining Garth Ancier, who was picked to head programming two weeks ago. In her post at the new network, Daniels will oversee all comedy and drama development.

Kevin Reilly, a five-year veteran of NBC, has been named executive VP of Brillstein-Grey Communications, the new venture between Brillstein-Grey Entertainment and Capital Cities/ABC.

Closed Circuit

WASHINGTON

Execution request to high court

Lawyers for Multimedia and the *Donahue* show have appealed to the U.S. Supreme Court in their attempt to tape and broadcast the execution of convicted murderer David Lawson, set for June 15. In a petition filed late Friday, they asked the court to allow the taping of the execution, with the tape to be held by North Carolina authorities until both the Fourth U.S. Circuit Court (see "In Brief") and the U.S. Supreme Court issue rulings on the merits of the case.

One precedent: In 1992 California courts allowed the taping of the execution of Robert Alton Harris. The tape was sealed in the court records pending a decision on whether it was admissible in a case brought by the American Civil Liberties Union to

ban the death penalty. But the tape was subsequently not entered into the record, and petitions by local broadcasters to gain access to it were denied before the tape was destroyed.

Information, please

Some cable system operators have been surprised to learn that the FCC wants them to supply more than just their rate cards to show compliance with the commission's reregulated cable rates. Other items requested by the FCC include bill stuffers, press releases and any available press clippings tied to new rates.

EUROPE

Having a wonderful time...

So what did Star Jones, the host of Group W's new syndicated talk/court show *Jones & Jury*, do on her recent two-and-a-half-week European

vacation? She spent much of it licking envelopes; Jones wrote brief personal notes to 90 stations managers who will carry the show, saying hello from Italy, France, Germany and Switzerland. "I wanted to thank them for their support of the show," said Jones. "They will be my partners for the next year, and I want them to know I look at them as partners."

AUSTIN

Sci-Fi in Texas

The Sci-Fi Channel has reached a carriage deal with Austin (Tex.) Cablevision, a 200,000-subscriber system. The agreement is the first major commitment to Sci-Fi from a Time Warner-owned system. Sci-Fi has built its distribution to 16.5 million subscribers, but progress has been slow in getting the network on Time Warner systems in New York

Bad to worse

We counsel frequently on this page about the dangers of content regulation. The argument goes that once regulators are allowed to tinker with the First Amendment, even if the tinkers are fine folks with the best of intentions, a dangerous precedent has been set and will be followed. It's the old "camel's nose under the tent" argument—an argument that can't be repeated too often in the current political climate.

As if on cue, enter Senator Bob Graham, who illustrates perfectly that what this line of argument is beating is not a dead horse but a very live camel. The senator has introduced a bill that would prohibit federal agencies from advertising on television shows deemed violent (the U.S. Postal Service, Amtrak and the military spent \$110 million in 1992). And who would decide which shows were too violent? The National Telecommunications and Information Administration would be charged with drawing up a hit list of violent programs on both broadcast and cable TV. That would add to the FCC another group of bureaucrats deciding what programs we see.

The current administration has made it clear that the media are fair game for micromanaging in the interests of social engineering. The nose has become a head and hoof. Can the camel be far behind?

Prior restraint

Elsewhere on the content regulation front, journalist James Dickinson, who edits an industry newsletter on the workings of the Federal Drug Administration, believes that the FDA's policy of demanding preclearance of video news releases is in danger. We hope he's right.

The Media Institute, RTNDA and several other groups have long protested the policy, arguing instead that sanctions after the fact on false and misleading statements, and

disclaimers about lack of FDA approval, are sufficient warning and far more consistent with the First Amendment than a "content-based" restriction on fully protected speech. As the Media Institute, RTNDA and others have pointed out, government preclearance of information is the essence of censorship. Not only does it violate First Amendment principle, but in practice it also could stand between medical professionals and truthful, lifesaving information about an FDA-approved drug.

The FDA has a tough job making sure that drugs are not misrepresented, but the courts have made it clear that any regulation of truthful speech must be narrowly constructed to target a clear and present danger. The FDA has not supported those claims, and should change its policy. If not, the courts will have to change it for them.

Online

The convergence of the TV set and the computer, at least in the sense of computers as a marketing and research tool for television, was a recurrent theme at last week's Promax & BDA convention in New Orleans. One show producer touted its inclusion in a CD-ROM magazine as part of a crosspromotional partnership.

Warner Bros. talked eagerly of its association with the America Online computer network (its *Babylon 5* was the first show to take advantage of the promotional possibilities of that service). Warner even included an AOL start-up disk with its press packet. NBC, which has a network address on AOL, is now helping its affiliates set up their own local AOL links to tap into that service's 800,000-and-growing subscriber rolls. MCA-TV is negotiating an online computer service deal for its *Last Call* topical comedy series. The list goes on.

At this rate, the media marketers may have the billboards up before the superhighway is even built.

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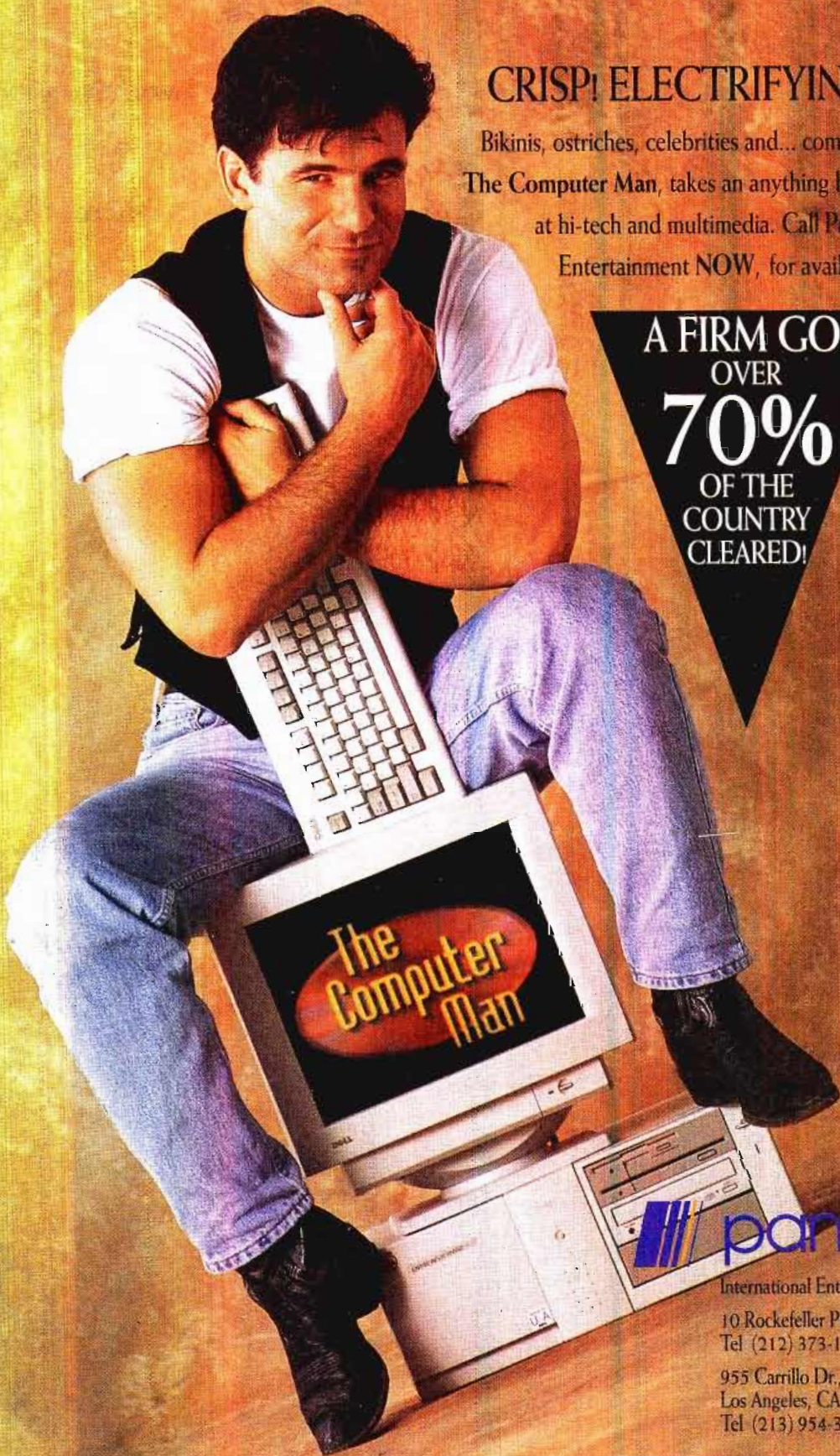
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