

AUG 15

Broadcasting & Cable

The Newsweekly of Television and Radio

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TELCOS ON THE MOVE

•Ameritech, BellSouth, Southwestern Bell Align with Disney

•Bell Atlantic, Pactel, NYNEX Do Lunch with CAA

Senate's Big Step Along the Info Highway

SPECIAL REPORT: FOOTBALL '94

The David Hill Show NFL ON FOX with Pat Summerall and John Madden

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Telemedia
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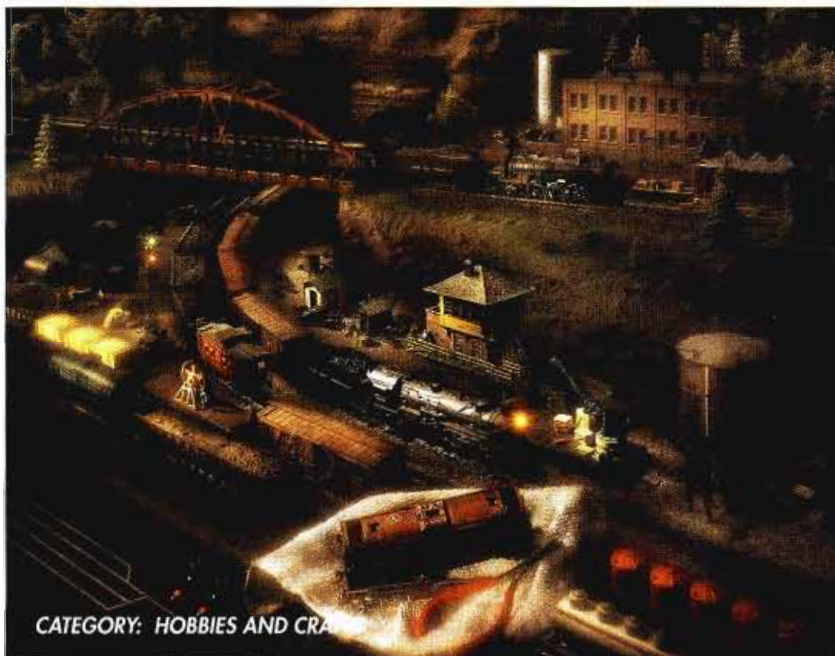
WHAT AMERICA



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CATEGORY: HOME REMODELING AND REPAIR



CATEGORY: HOBBIES AND CRAFTS



CATEGORY: LAWN AND GARDEN

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*Research Communications Ltd. – 3/94. **Beta Research – March '94 Non-Sub Study. †Warren Publishing Survey.



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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK



Michael Ovitz and his Creative Artists Agency provide access to Hollywood's best and brightest. / 8

Telco convergence goes Hollywood Disney finally got up to speed on the information superhighway last week via a proposed venture with three RBOCs. And Creative Artists Agency was talking to three others about forming a venture to create and distribute telemedia products. / 6

RBOCs make video plans The seven regional Bell operating companies have costly plans. Bell Atlantic plans to wire 80% of its telephone customers for video by the end of the decade, and Pacific Telesis plans to invest \$16 billion during the next seven years to build hybrid fiber/coax networks throughout its West Coast region. / 7

Senate OKs superhighway bill After weeks of negotiations, the Senate Commerce Committee has approved a controversial telecommunications bill that would open local telephone and cable markets to competition. / 10

CBS waives goodbye to retrans cash Nearly a year after broadcasters won the right to demand compensation from cable system operators for carriage, CBS still has no deal. In fact, it plans to waive its right to collect retransmission consent fees for another year. / 12

GE puts its money where NBC's signal is GE Credit, a sister company to NBC, may be financing a bid for KUTV(TV) Salt Lake City, and NBC might end up with an ownership interest in the station. / 12

It's comedy for WB Network A four-pack of sitcoms will make up the Warner Bros. Network's first night of programming. Thirteen episodes of the two latest shows have been ordered for the network's January debut. / 13



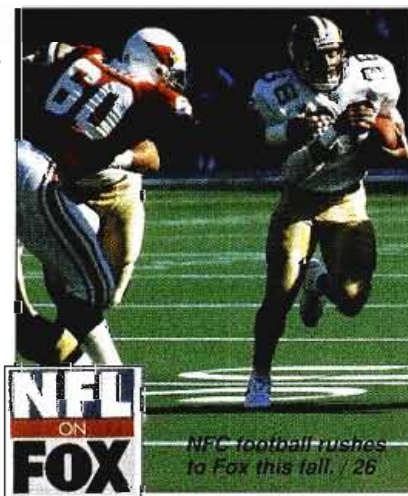
Robert Townsend stars in WB Networks 'Father Knows Nothing.' / 13

SPECIAL REPORT: FOOTBALL '94

NFL on Fox: a whole new ballgame

Fox has earmarked close to \$100 million to promote its first year of NFL football. The network could spend another \$150 million to produce and distribute the games. On the cover, the Fox team prepares for the season at network studios in L.A. From left: play-by-play announcer Pat Summerall, Fox Sports President David Hill and color commentator John Madden.

Cover Photo by Doug Mazell/Black Star. / 26



NFL football rushes to Fox this fall. / 26

Fox adds pages to technology playbook

In hopes of pumping new energy into NFL games with more camera looks, crowd noise and game information, Fox will take to the field this fall with a series of tools new to week-to-week coverage of the league. / 30

College football preps for '96

College conferences now part of the College Football Association have been busy signing deals for national TV coverage that will kick in once the CFA's five-year deal with ABC and ESPN expires in 1996. / 32

Radio rights inch up

Radio broadcasters will pay slightly more for NFL rights to air professional football games this season. / 32

PROGRAMMING

Programmers challenge survey

The number of violent scenes on television increased about 40% over 1992—except in network prime time, according to the Center for Media and Public Affairs. Broadcasters downplay the center's report, saying its net was cast too wide. / 14

NBC reorganizes entertainment

NBC is reorganizing its entertainment division. The new structure erases traditional divisions between new-show development and maintenance of shows already on the air, and between comedy and drama. / 17

"American football...doesn't require major surgery to bring it kicking and screaming into the 20th century. It is the best-covered sport in the world."—David Hill, Fox's NFL producer

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RADIO

Resort radio no picnic

Plagued with an overcrowded market, limited advertising revenue and a transient audience, resort-area broadcasters are pressed to develop promotion tactics and programming formats to stay on the tips of residents' and vacationers' tongues. / 34



Billy Joel is an investor in an East Hampton FM /35

Radio traffic jam

Long Island's East End is best known as a celebrity summer getaway. It also is home to 10 radio stations. While East End broadcasters mostly agree that the market is oversaturated, each station somehow survives in the limited advertising pool. / 35

BUSINESS

A Tele-markable merger

Top multiple cable system operator Tele-Communications Inc. will further dominate the industry with its \$1.4 billion purchase of TeleCable Corp., a mid-size operator that will expand TCI's reach to more than 14.7 million households. / 36



Payments ruled out for wireless, cable

A federal judge has ruled that apartment building owners may not accept any kind of payment from wireless or cable operators in exchange for an exclusive contract to provide TV service. / 36

WASHINGTON

Cable rejects FCC upgrade alternatives

The cable industry is disappointed by proposals floated by the FCC's Cable Services Bureau for incentives to upgrade systems and add programming, including the bureau's rejection of a flat 25-cent markup on new programming. / 40

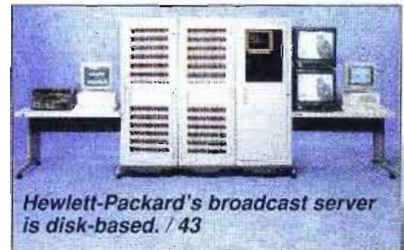
'Government can't do quality'

Convinced that the 60-year-old public-interest standard is a lousy way to foster public-interest broadcasting, Henry Geller is promoting an alternative: Relieve broadcasters of their public-interest obligation in exchange for a percentage of their annual revenues. / 41

TECHNOLOGY

CBS picks H-P for tapeless debut

CBS is venturing into the world of tapeless recording. The network plans to install Hewlett-Packard's new broadcast video server at WCIX(TV) Miami. The disk-based recorder initially will be used for commercials and promotional material. / 43



Hewlett-Packard's broadcast server is disk-based. / 43



John Malone

Telemedia Week

Malone urges creation of bandwidth manager

John Malone says he is not concerned about the future architecture of cable TV, but would like to see telecommunications vendors develop a "bandwidth manager" that would control a number of "devices in the home competing for bandwidth." / 22

Vendors help cable into telco business

More than 70 telecommunications vendors have expressed an interest in selling the equipment that will give the cable industry only a 5% penetration of basic telephone service. / 22

Winner defaults on spectrum

The leading bidder in one of the FCC's radio spectrum auctions could face federal criminal charges after failing to come up with a \$3.5 million deposit for the 20 IVDS licenses he won. / 23

Wussler wagering on network

Former CBS and Turner Broadcasting executive Robert Wussler will become chairman of Interactive Wagering Network and is helping find \$10 million in financing for the start-up venture. / 24



Robert Wussler

Viacom pushes into CD-ROM, online

In the aftermath of its merger with Paramount, Viacom is reorganizing its staff and pouring resources into its interactive media division while developing a portfolio of new software products for the consumer market. / 24

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TELCO CONVERGENCE GOES HOLLYWOOD

Three RBOCs planning alliance with Disney; three others chart video future with Ovitz's Creative Artists Agency

By Steve McClellan, David Tobenkin and Mark Berniker

Talking virtual-reality studios, video on demand and interactive programs and services, six of the nation's seven regional Bell operating companies went Hollywood last week.

And Disney got up to speed on the information superhighway by way of a proposed venture with three of the RBOCs—Ameritech, BellSouth and

Southwestern Bell.

Sources confirm that Creative Artists Agency was talking to three other RBOCs—Nynex, Bell Atlantic and Pacific Telesis—about forming a venture to create and distribute telemedia products. CAA also is talking to cable networks about participating in the venture, sources say.

The CAA-telephone company talks focus, in part, on creating a “cyberstu-

dio” in which CAA artists would develop new media products “specific to the digital world,” including virtual reality, CD-ROM and a host of interactive products, one source says. The telcos, and possibly cable networks, would serve as distributors.

At CAA, the talks are being spearheaded by agency head Michael Ovitz and Robert Kavner, whom Ovitz imported from AT&T to forge the agency's information-superhighway strategy.

“Essentially, CAA is saying, ‘How do we get an ownership interest in Hollywood without [ticking] off the studios?’ ” one source says of CAA's strategy. “One way is to redefine the product. If they can come up with product that no one is making, then no one has [pre-existing] rights.”

The CAA-telco cyberstudio would be a stand-alone venture in which CAA, its clients, the phone companies and possibly cable networks would participate, sources say.

Some saw last week's developments as a new phase in the video dialtone era in which the phone companies will forge alliances to develop the content for the distribution networks they're designing. Others say Hollywood doesn't work that way.

“The phone companies think that if

Bell Atlantic threatens to sue FCC

Bell Atlantic is threatening to sue the FCC over what it alleges are the commission's efforts to bar the telco from offering programming on its in-region networks.

In a letter to FCC General Counsel William Kennard, Bell Atlantic claims it is being blocked from offering its own video programming services despite a federal court ruling allowing the telco into the video business.

When the FCC granted Bell Atlantic permission to operate a commercial video dialtone system in Dover Township, N.J., it barred the telco's wholly owned subsidiary, Bell Atlantic Video Services, from offering programming on the network.

Bell Atlantic alleged last week that an application to convert an experimental video dialtone system in northern Virginia into a commercial venture is being held up by the FCC because BVS plans to offer programming on the network.

“The staff has told us that we could expect timely action on our [request to convert the project into a market venture] if BVS would agree to withdraw from the trial,” wrote Bell Atlantic's Ed Young, vice president, external affairs, and associate general counsel, in a letter addressed to

Bill Kennard. “I would appreciate an opportunity to discuss this with you further in an effort to avoid further litigation on the matter,” Young adds in the letter.

One FCC official denied that an agency staffer made such a quid pro quo promise to Bell Atlantic. “[The FCC] never indicated that if [Bell Atlantic] dropped the programming the VDT application would be approved,” said the official, who also noted that Bell Atlantic did not ask for permission to offer programming in its Dover Township application. If Bell Atlantic had indicated BVS planned to participate, then the agency might have taken the opportunity to attach some conditions on the request, the official said.

Bell Atlantic also filed a brief with the FCC last week urging the commission to reject “attempts by the cable incumbents to deprive consumers of the benefits” it says video dialtone will offer. Cable has been adamantly opposed to all 27 video dialtone applications now pending at the FCC.

Cable claims it can't compete with deep-pocketed telcos, if they cross-subsidize video systems with revenues from their regular telephone customers.

—CSS

they're doing something with a Hollywood company, it's an alliance," one prominent Wall Street analyst says. "Hollywood will sell them product like anybody else and make it look like an alliance. There's no way a Hollywood studio would be exclusive to anybody on something like this."

Despite the cynicism of some, last week's developments should spur further telco-Hollywood discussions. Christopher Dixon, an analyst with PaineWebber, says many would-be riders on the infohighway "may have been sitting on the sidelines during the convergence of 1993, thinking it was nothing more than hype." Now, he says, people are afraid of being left out. "As time is beginning to show, the hype is turning to reality."

Disney deal to close in several months

The Disney-RBOC deal consists of a signed memorandum of understanding with the three RBOCs to set up a joint venture that would create, market and transmit both traditional and interactive video programming.

The new joint-venture company plans to offer everything, including movies on demand, home shopping, interactive games, travel and information services, educational programming and other still-undefined services.

The venture partners say they will "develop a navigator to allow customers to access these services with ease." It is likely Disney would draw on its expertise in graphics and animation to create a recognizable super-highway tour guide.

The companies involved would not disclose details of the equity arrangement or planned projects. The deal has not been finalized and the partners are in final negotiations, with a definitive contract expected to be signed within "the next several months," says Patrick Campbell, executive vice president, corporate strategy and business development, Ameritech.

The new company plans to develop a "turnkey package" of video services that could be offered to telcos and cable companies here and abroad, he says. Disney would be one of many sources of the package's programming.

"Entertainment services would be at the core of the package, at least initially," Campbell says. In a statement, the partners say the services they will offer "could ultimately include existing broadcast and satellite television

Telco television update

A review of some of the other video initiatives and ambitions of the seven regional Bell operating companies



Ameritech Ameritech says it will invest more than \$4.4 billion per year to make networks video-capable, and hopes to reach more than 6 million customers before the turn of the century. In the initial rollout, the Chicago-based telco has targeted 1.2 million homes in Chicago; Cleveland; Columbus, Ohio; Detroit; Indianapolis, and Milwaukee. The plans are subject to FCC approval.



Bell Atlantic Bell Atlantic plans to have 8.5 million of its mid-Atlantic telephone customers (about 80%) wired for video by the end of the decade. The first step, upon FCC approval, is to upgrade networks serving 3 million homes in Pittsburgh, Washington, Baltimore, Philadelphia, northern New Jersey and Norfolk, Va. Bell Atlantic hopes to complete the initial phase in the six markets by the end of 1997 for \$1.5 billion. So far, it has FCC permission only to build a 38,000-home video system in Toms River, N.J. It also is conducting a technical trial of a video-on-demand over conventional telephone lines in Washington.



BellSouth BellSouth is investing approximately \$300 million for about a 22.5% stake in Prime Cable, Austin, Tex., which serves fewer than 500,000 cable subscribers. BellSouth also is planning a 12,000-home system near its Atlanta headquarters. The system will have 60 channels of conventional TV and up to 300 channels for still-undefined interactive services.



Nynex Nynex has asked the FCC for permission to build video networks in Rhode Island, Massachusetts and Maine. Given that permission, it expects to deploy 1.5 million-2 million broadband lines by the end of 1996. It is moving ahead with a technical trial of video services in Manhattan involving 2,500 homes. And it has invested \$1.2 billion in Viacom Inc., giving it the inside track on that company's considerable programming resources.



Southwestern Bell Southwestern Bell was the first of the Baby Bells to go outside its home operating region, purchasing two cable systems from Hauser Communications in suburban Washington for \$650 million. The systems serve 230,000 homes. The telco is also in the process of setting up a technical video trial in Richardson, Tex., involving 2,000 customers. It has yet to file for FCC permission to conduct the trial.



Pacific Telesis Pacific Telesis plans to invest \$16 billion during the next seven years to build hybrid fiber/coax networks throughout its West Coast region. Assuming prompt FCC approval, it says it will reach reach 1.5 million customers by the end of 1996. The initial rollout is planned for communities in San Francisco, San Diego, Los Angeles and Orange County.



US West US West has been a telco video leader, acquiring a \$2.5 billion stake in Time Warner Entertainment and access to its cable programming and operational expertise. Earlier this summer, it joined Southwestern Bell as an owner of an out-of-region cable system with its \$1.2 billion purchase of systems in the Atlanta market. In region, the telco says it is prepared to spend \$10 billion to bring video to its current customers, starting in Denver; Portland, Ore.; Minneapolis; Salt Lake City, and Boise, Idaho. It expects to have 800,000 homes on video lines within two years and to add more homes at a rate of 500,000 a year. It is using Omaha as its testbed for interactive services.

networks."

"But the venturers plan to expand into all sorts of two-way information services," Campbell says.

The reason Ameritech got into the deal with the other telcos and Disney was that it wants "to be in more than the network business," Campbell says. "We want to move up the value chain and have a more direct say in the content."

While the telcos are cash-rich, they are program-poor. The deal with Disney gives them not only potential access to a wealth of movies, animation and television programming, but a partner with extensive knowledge of how to put together major productions.

Law barrier to telco video ambitions

Federal law prohibits telephone companies from holding interest in programming that is distributed within their service areas. Only Bell Atlantic

and US West are exempt by virtue of favorable court rulings.

To get around the prohibition, Campbell says, Ameritech and its partners plan to license the programming package to unaffiliated third parties that would lease network capacity from the telco, then market the package to consumers.

If legislation now pending in Congress becomes law, all the RBOCs will be free to offer video in region. In the meantime they can do so elsewhere.

Southwestern Bell is the first to go out of its region. It is entering Bell Atlantic's territory by acquiring Hauser Communications in suburban Washington. Southwestern Bell also recently created a video services division, which is headed by Steve Dimmitt. As vice president, Southwestern Bell Video Services, Dimmitt is setting up the company's planned video dialtone trial in Richardson, Tex.

"We need content to get into the cable business," Dimmitt says. The purpose of the deal with Disney is to "help us license, package and develop content.... A lot of details are going to have to be worked out before the potential joint venture is finalized."

Southwestern Bell wants to line up three tiers of programming, he says. First, it is negotiating with basic cable networks so it can compete as an "alternative distribution service." Second, it is negotiating with the broadcast networks to be able to offer time-shifted programming, which Dimmitt terms a "tricky situation that is the most difficult to work out in the short-term." Third, "there is the whole issue of lining up content for on-demand services, such as movies, games and other still-undefined interactive multimedia applications."

BellSouth also is interested in expanding the scope of its business and thinks Disney can provide the "panache" that the Southern telco is seeking, BellSouth spokesman Kevin Doyle says.

BellSouth is particularly interested in the "powerful branding opportunities" that Disney brings to the venture, Doyle says. "We're looking to them for guidance in assembling a competitive programming package."

Disney has resisted alliances

Disney's expertise is in producing, acquiring, packaging and licensing programming, but it had resisted the allure of entering into cross-industry multimedia alliances.

When the cable business began to take off more than a decade ago, Disney avoided buying cable systems or programming holdings. Instead, it concentrated on developing its own product and growing its stake in the motion-picture business.

But Disney's strategy clearly is changing. This summer it cut a licensing deal with Microsoft that could lead to the melding of Disney animation characters with innovative computer software packages for diskette and CD-ROM. Disney also has been exploring offering some of its intellectual property through the major online services.

For Disney, the deal with the RBOCs requires little risk. Analysts say Disney put up hardly any capital for the new joint-venture company and is not tied to any long-term exclusivity or licensing deals. ■

CAA: talent for brokering

For an outsider looking for access to Hollywood's best and brightest, partnering with Michael Ovitz's Creative Artists Agency is a smart first step. Ovitz is considered Hollywood's premiere power broker, representing a stable of many of the biggest names in show business (Kevin Costner, Tom Cruise and Julia Roberts, to name just three).

But the Beverly Hills-based company is expanding well beyond its roots as a talent agent. Ovitz helped engineer mega-deals such as the acquisition of Columbia Pictures by Sony and the purchase of MCA by Matsushita. Thus, while the talks with three regional phone companies have focused on the development of new product, sources say it is almost certain that they also include rights to existing movies and programs for future distribution outlets such as video-on-demand services.

CAA has been plotting its information-superhighway strategy some time now. Earlier this year, it hired AT&T's Robert Kavner, who oversaw the development of multimedia products and services. Kavner's mandate: Reach out to the telephone, computer and cable industries and engineer new media deals.

Among the computer and cable companies CAA has approached about carpooling on the information highway, sources say, are Microsoft, IBM, Discovery Channel and Viacom's MTV and Nickelodeon. The Viacom deal makes sense: Nynex agreed earlier this year to a \$1.2 billion investment in Viacom as it was pursuing Paramount. And Viacom's own fledgling media division is talking to all interested parties about possible ventures.

CAA also has reached out to the corporate community, proffering advertising and marketing services. A 1992 deal with Coca-Cola is the most visible example. Ovitz also agreed to advise French bank Credit Lyonnais about how to rebuild and dispose of the troubled MGM movie studio. And earlier this year, the company struck a widely publicized agreement to jointly develop news and information-based programs with New York-based news talent agent N.S. Bienstock.

—SM



Ovitz may soon become telcos' Hollywood agent.

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Commerce OKs info highway bill

Prospects for passage brighten, although obstacles remain

By Kim McAvoy

After months of intense negotiation, the Senate Commerce Committee last week finally approved a controversial telecommunications bill that would allow telephone and cable companies to compete with each other and permit broadcasters to offer new digital services.

Given the 18-2 committee vote and settlement of some key issues, odds of passage are much improved over what they were just a couple of weeks ago.

But the so-called information super-highway measure (S. 1822) still has major obstacles to overcome on the Senate floor and in conference with the House before it becomes law. The House passed its companion piece in June (BROADCASTING & CABLE, July 4).

For starters, Republican Senator John McCain of Arizona threatened a filibuster over the provisions requiring the regional Bell operating companies (RBOCs) to manufacture telecommunications equipment only in the U.S.

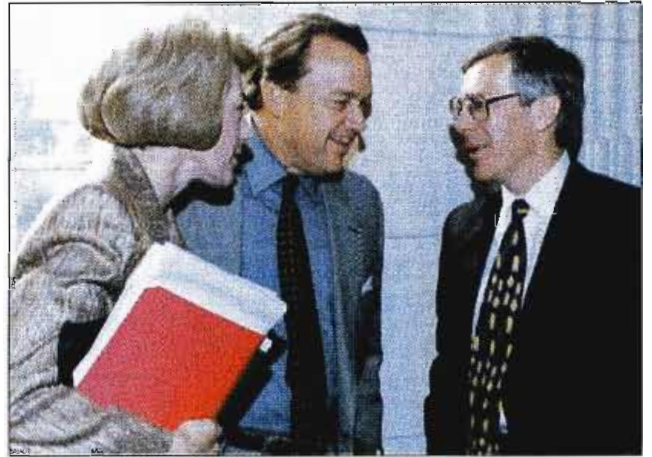
Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio) called for a hearing Sept. 20 to answer his many concerns. "He doesn't want to prevent the bill from coming up," said an aide. "He wants to suggest some

amendments and work it out with [Senator Ernest] Hollings," chairman of the Commerce Committee and principal author of the bill.

Metzenbaum is especially troubled by provisions that would allow the RBOCs to enter the long-distance telephone business, the aide said. The senator also is disturbed by the cable-backed exemption from the prohibition against telco-cable joint ventures or mergers. The exemption would apply in communities with 50,000 or fewer people.

According to the aide, Metzenbaum also is unhappy with a provision permitting electric and gas utilities to offer cable and telephone services, and with language calling on the FCC to repeal or modify its broadcast ownership restrictions. "Why not just ask the FCC to look at it?" the aide asked.

The bill also is likely to come under



Broadcasting and cable teamed up to help Hollings get his bill through committee. Conferring before the vote: NCTA's Pam Turner, NAB's Jim May and NCTA's Decker Anstrom.

attack from Senate Minority Leader Bob Dole (R-Kan.), who thinks it's far too regulatory. Dole already has circulated his own draft of a telecommunications bill. A Dole aide would not say what Dole plans to do. But, he said, there is "a lot of confusion" over S. 1822, and the situation "might continue to unravel."

That the bill was able to move to committee was due to a compromise on provisions governing the regional Bell operating companies' entry into

Key provisions of the Senate's info highway bill

- Permit broadcasters to use spectrum, now reserved for HDTV, for "ancillary and supplementary" digital services. Broadcasters who used spectrum in such a fashion would have to pay for it.
- Direct the FCC to "modify or remove" national and local broadcast ownership restrictions to insure continued competitiveness of broadcasting.
- Ask the FCC to report to Congress on whether the statutory ban against common ownership of TV stations and local cable systems should be retained.
- Require the FCC to consider establishing network nonduplication rules and syndicated exclusivity rules for other operators of broadband networks.
- Preempt state and local regulations, clearing the way for cable companies to offer local telephone service one year after the bill's enactment. Cable-telco operators would be regulated as common carriers and would have to contribute to a universal service fund.
- Restrict franchising authorities from regulating additional services offered by cable companies.
- Repeal the cable-telco crossownership prohibition

so telcos could offer cable services within their service area. Telcos would be required to offer video services through a separate subsidiary. They would not have to obtain a local franchise as long as they made capacity available to other programmers. Telcos would be required to carry local broadcast signals.

- Prohibit cable companies and telcos from engaging in joint ventures or buying out each other. There would be an exemption for communities of 50,000 or fewer residents.

- Gradually allow regional Bell operating companies to offer long-distance telephone service. Before entering the long-distance market, RBOCs would have to obtain FCC and Justice Department approval.

- Set ground rules for electronic publishing.
- Pave the way for gas and electric utilities to offer telephone or cable services.

- Require all telecommunications networks (except cable and broadcast) to set aside 5% of their capacity for public broadcasters and other entities that provide civic and charitable services and give them preferential rates. —KIM



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the long-distance telephone business.

Despite the compromise, the RBOCs still have serious problems with S. 1822. In fact, US West urged committee members to vote against the measure.

Among the telcos' current concerns is language delaying their entry into the cable business. Cable companies will essentially be permitted into the local telephone business within one year of the legislation's enactment, the telcos argue. Unless the legislation is modified to allow telcos into cable within one year, said Mickey McGuire, speaking on behalf of all seven RBOCs, cable will have "a leg up."

Some cable and broadcast lobbyists believe the Baby Bells will continue to find problems with the measure until Congress runs out of time to pass it. McGuire denies the charge, saying the RBOCs are only trying to "get a good bill."

Time is running out, and long delays or increased opposition to S. 1822 could cause Senate leaders to punt and try again next year. Congress recesses on Aug. 26. It returns on Sept. 19, but expects to adjourn the second week of October.

Hollings is optimistic about the chances for passage. Senate Majority Leader George Mitchell (D-Me.) is "ready to go with it when we get back in September," Hollings told reporters. "I think it will go all the way."

As for the telcos' opposition, Hollings said: "Those letters mean absolutely nothing. Tell them to get off the golf course, buy a ticket and watch what's going on." ■

CBS waives goodbye to retrans cash for now

By Rich Brown

Nearly a year after broadcasters won the right to demand compensation from cable system operators for carriage, CBS still has no deal.

And no deal appears imminent. On Tuesday, CBS said it would waive its right to collect retransmission consent fees from cable system operators for yet another year.

Ironically, CBS was among those broadcasters that lobbied most aggressively for the retransmission consent rules. CBS originally had hoped that it could use the rules to demand cash payments from cable system operators that carry its TV stations. But cable system operators refused to pay, and CBS was forced to grant one-year extensions in the seven markets where it owns stations (New York, Los Angeles, Chicago, Philadelphia, Miami, Minneapolis and Green Bay).

Competing broadcast networks ABC, Fox and NBC had greater success in getting something out of the retransmission consent negotiations by developing new cable networks (ESPN2, fX and America's Talking) that demanded carriage on cable systems in lieu of cash payments. CBS made some late attempts to develop a cable network of its own but eventual-

ly shelved the plans.

CBS could still develop its own cable network, but that does not appear likely, according to Mark Harrington, senior vice president of new media, who is overseeing the network's retransmission consent negotiations. "I wouldn't rule it out, but it's probably the most complicated and difficult to do," he says, referring to the various bargaining chips available to the network.

Teaming with an existing network that needs to build carriage appears a more likely possibility. Harrington says CBS has had talks with "a couple dozen" cable networks about the possibility, including start-up services and established networks that are willing to give CBS an equity position in return for improved distribution.

CBS apparently had been working toward retransmission deals earlier in the year but was set off track in recent months by the upheaval in network affiliations and the company's failed merger with QVC. By the time the QVC deal fell apart last month, CBS had little time left to strike retransmission deals in time for its original extension deadline of Oct. 6, 1994.

Harrington says it still is possible that CBS will strike retransmission deals with cable systems before the new deadline of Oct. 6, 1995. ■

GE puts its money where NBC's signal is

NBC has one advantage in obtaining and keeping affiliates over ABC, CBS and Fox: a lending arm. BROADCASTING & CABLE has learned that GE Credit, a sister company to GE Credit or NBC, may be financing a bid for KUTV(TV) Salt Lake City, and GE Credit or NBC might end up with an ownership interest in the station.

The proposed buyer, Paul Hughes, previously ran the station for a venture fund. NBC TV Network President Neil Braun declined to discuss specifics: "Suffice it to say there is a deal in progress we are familiar with."

GE Credit's willingness to back potential partners of the network is not surprising, since GE Chairman Jack Welch is paying a lot of attention to the affiliate situation. Braun says Welch is "actively involved behind the scenes talking through issues with us. To my knowledge he is not directly involved in talks with affiliates."

Last week NBC continued to make the most news, pri-

marily by securing its distribution system. The TV network announced long-term deals with the NBC affiliates of Gannett and Multimedia, and with WTMJ(TV) Milwaukee.

The deal with Gannett is especially important, since it definitively locks in WXIA(TV) Atlanta, where CBS is still on the prowl for a replacement affiliate. Besides WXIA, Gannett's other NBC affiliates are WTLV(TV) Jacksonville, Fla.; KARE(TV) Minneapolis and KPNX(TV) Phoenix. Multimedia's four NBC affiliates are WLWT(TV) Cincinnati, WKYC(TV) Cleveland, KSDK-TV St. Louis and WBIR(TV) Knoxville.

Fox won a modest victory by signing WBAK-TV, an ABC affiliate in Terre Haute, Ind., the 143rd market. George Newi, ABC executive VP, affiliate relations, downplayed the switch, saying the station is a U in a two-VHF market and placed a distant third. "It delivered only a few thousand homes of *World News Tonight*. It will have absolutely no effect on the network." —GF



Comedian Robert Townsend stars in 'Father Knows Nothing,' to debut in January.

It's comedy for WB Network

New network will debut with four sitcoms

By Steve Coe

A four-pack of sitcoms will make up the WB Network's first night of programing. Last Thursday, the network announced two series additions to two previously announced. WB Network has ordered 13 episodes of each of the two latest shows for its January debut.

Muscle, from Witt-Thomas Productions, is a serialized comedy that will expand to other days as the network rolls out additional nights of programing. The show focuses on romance and intrigue at a New York City health club.

The other new addition is tentatively titled *Father Knows Nothing* and stars comedian Robert Townsend. He plays a well-intentioned father in a dysfunctional household. The project is from Warner Bros. Television.

The two series join *Unhappily Ever After* from *Married...With Children* co-creator Ron Leavitt and *Brother to Brother*, starring Shawn and Marlon Wayans.

Paul Junger Witt and Tony Thomas, who will serve as executive producers of *Brother to Brother* with Rob Lazebnik, co-created *Soap*, the last prime time comedy serial. "It's hard to believe that a generation has passed since *Soap* was a phenomenon," says Garth Ancier, WB Network's head of programing. "Serialized comedy is quite difficult to create and execute, but these are tremendously accomplished producers who invented the format."

The Paramount Network also plans to launch in January with two nights of programing, including the *Star Trek* spin-off *Voyager*. ■

Paramount sells two UHF's

At a time when Paramount is trying to get its proposed network into every household in the country, the TV group sold two of its seven stations last week.

Baltimore-based Sinclair Broadcast Group purchased UHF WFLB-TV Raleigh-Durham, N.C., and a corporation owned by Myron Jones and John Kanzius bought UHF KRRT(TV) San Antonio, Tex. Sale prices were undisclosed, but the combined cash flow of the two is estimated at \$9 million.

In San Antonio, River City Broadcasting's KABB(TV) signed on as a Paramount network affiliate, eliminating the need for an O&O in the 36th-largest market. Raleigh-Durham is yet unsigned.

One rumor has Barry Baker, River City's CEO, backing KRRT's buyers as a future LMA partner. According to Kanzius, "If that's the case, Barry and I don't know about it."

—IAZ

Multi-Market buying Southern Starr

By Julie A. Zier

Multi-Market Radio, headed by co-CEOs Bruce "Cousin Bruce" Morrow and Mike Ferrel, have bought Alexandria, Va.-based Southern Starr Broadcasting Group through a merger valued at \$25 million-\$26 million plus assumption of debt worth an additional \$8 million.

Southern Starr's stock was valued at \$8 a share in the first part of 1994, and then jumped from 9-1/4 to 14-5/8 on March 22, when the company went on the block. Multi-Market will pay \$13.75 per share for close to 1.9 million outstanding shares.

"No one on either board could say we stole the company," says Rick Liese, secretary of Multi-Market Radio. "It is a good, fair price."

Southern Starr shareholders will have the option to either accept the cash offer, or combine cash and Multi-Market stock.

Southern Starr owns WPLR(FM) New Haven, Conn.; WKNN(FM) Biloxi, Miss.; WGNE(FM) Daytona Beach, Fla., and KOLL(FM) Little Rock, Ark. The company also has LMAs with WVMI(AM)-WMJY(FM) Biloxi and WYBC(FM) New Haven. Multi-Market owns WYAK-AM-FM Myrtle Beach, S.C.; WHMP-AM-FM/WPKX(FM) Springfield-Northampton, Mass., and WRXR(FM) Augusta, Ga. They also are involved in LMAs at two stations with options to buy: WKBG(FM) Augusta, which they have exercised and will close on at the end of August, and WVCO(FM) Loris, S.C.

Bob Long, Southern Starr's CEO, says it is too early to determine what role, if any, he will play in the merger.

Investment banker Wertheim Schroder & Co. advised Southern Starr on its sale. The Sillerman Cos., headed by Bob Sillerman, represented Multi-Market Radio.

Both companies are traded publicly, and the deal is subject to approval by Southern Starr stockholders and the FCC. Liese does not anticipate any problems. ■

Programmers challenge violence survey

Point to limitations of methodology, question conclusions

By Steve McClellan

They counted the caning of a pommel horse!" That was the exasperated response from CBS Senior Vice President Martin Franks to a question about the validity of a study released last week purporting to show a dramatic increase in TV violence in 1994 compared with an identical study two years earlier (BROADCASTING & CABLE, Aug. 8). Syndicators and cable programmers also took issue with the report.

A pommel horse, a padded block on legs, is used in gymnastics for jumping and vaulting. The "beating" occurred in the April 7 edition of *Primetime Live* in a story about Michael Fay, the U.S. teenager sentenced by a Singapore court to a caning.

The incident was one of 2,605 separate acts of violence recorded by the Center for Media and Public Affairs in a study that monitored 18 hours of television viewing on Thursday, April 7, on 10 TV outlets: the ABC, CBS, Fox, NBC and PBS affiliates in Washington, independent station WDCA-TV Washington, superstation WTBS-TV, MTV, USA Network and HBO.

The total number of violent scenes increased about 40% over the previous study period, the first Thursday of April 1992. S. Robert Lichter, co-director of the center, said that violence was up across the board—during different dayparts and on various media (networks, cable and syndication) and for entertainment as well as nonfiction programs.

But one significant area where the violence was not up, Lichter reported, was in network prime time, where the number of violent acts was about the same as two years ago. According to Lichter, that simply reinforces the notion that network-sanctioned monitoring, which is being conducted by the UCLA Center on Communications Policy, is flawed because it focuses on just two key areas: network prime time and Saturday morning. "Television violence is a problem that occurs throughout the viewing

day," Lichter said.

One minor point on the abuse of the pommel horse: Lichter said it wasn't the demonstration that was cited, but the "overall discussion of a violent act," the Fay incident, by *Primetime Live*. Indeed, Lichter confirmed that every mention of a violent act by a newscast recorded April 7, with or without accompanying video, was cited as a separate incident for the purposes of the study.

Franks, who has been the point person for the networks on the violence issue, said that counting such news re-

ports in a study on violence was ridiculous. But Lichter said it was justified, citing a study by the center last year showing that network news coverage of murders had tripled in a year, despite the fact that government statistics showed no increase in the murder rate.

Franks implied that the entire study amounted to a hatchet job against the television industry. He cited one example in the center's report that concluded the networks "sometimes sanitize their promos during prime time when they are most likely to attract



Marcus returns to head BVT

Mort Marcus was named president of Buena Vista Television last week, ending a seven-month vacancy in the top slot of the Disney syndication division since Bob Jacquemin's departure in January.

Marcus, long rumored as the leading replacement candidate, was senior vice president of sales at BVT until departing in 1992 to form his own production and distribution company, Debmar Studios. He never really left the Disney fold, however, since Disney held an equity interest at Debmar.

Marcus said that while he still is familiarizing himself with BVT's current slate, he hopes to step up first-run production. "Hopefully, we will have a lot more stuff on the air," he said. "The whole idea is to exploit the new marketplace available because of all the recent changes in broadcasting." The 15-20 projects in development at Debmar, including talk shows, specials and action hours, will be acquired by BVT as part of Marcus's multiyear contract, he said. Marcus inherits a division that has strengths in off-network and children's animation but faces clearance threats from Warner Bros. and Paramount networks.

The division has blockbuster off-network sitcom *Home Improvement*, as well as *Blossom* and *Dinosaurs*, scheduled for debut in 1995. Its *Disney Afternoon* syndicated children's block is debuting three high-profile shows in 1994-95 in a push to regain market share. Other high-profile first-run shows include returning talk show *Live with Regis and Kathie Lee*, new law-talk show *Judge for Yourself*, returning weekly magazine show *The Crusaders*, and returning weekly movie review show *Siskel and Ebert*.

Marcus also will face the immediate task of adding several members to the BVT team following the departure of Disney Senior Vice President of Marketing Carole Black to become general manager of KNBC-TV and the death of Senior Vice President of Programming Amy Sacks (see "Fates & Fortunes"). In a change from BVT's structure under Jacquemin, the division's programming operations now will report to Marcus instead of directly to Randy Reiss, executive vice president of Walt Disney Studios.

Marcus said he decided to return to Disney because the changing TV environment has made the resources and leverage of a major studio essential in successfully launching projects.

—DT

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notice and criticism.”

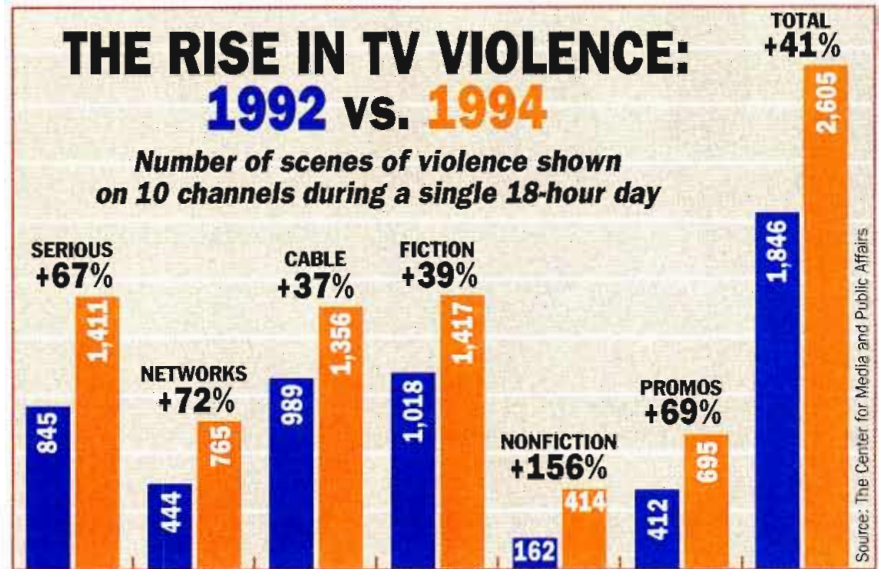
“We are on the public record saying we have various versions of promos,” retorted Franks. “Congress asked us to do that as part of our efforts to draw a distinction between the 8 p.m. family viewing hours and, say, the audience to an afternoon soap. The center’s study is flawed from start to finish.”

The most violent program mentioned in the study was the theatrical film “Batman Returns,” which was running on HBO.

Kung Fu: The Legend Continues, a syndicated show from Warner Bros. Domestic Television Distribution, was cited in two categories: most violent episodic series and most violent promo.

In the kids category, Sunbow Productions’ *Conan the Barbarian* cartoon was cited as most violent. On a related note, the study concluded that the most significant drop in TV violence was in violence shown in toy commercials, down by 85%.

Both HBO and WBTD challenged the validity of the study. “‘Batman Returns’ was an extremely successful theatrical film,” said an HBO spokesman. “HBO subscribers look to us for uncut and unedited films. We are a premium service—and only in homes where we are invited—and if the suggestion of the study is that HBO should not have played a



film that generated more than \$150 million at the box office, that suggestion is just silly.”

A spokeswoman for WBTD replied: “We take the issue of violence on television very seriously. An absurd study such as this tends to make a mockery of something that should be handled more respectfully.”

“I can’t think of anything sillier than to sit around counting the number of times the Road Runner gets hit on the head,” said a source at one of the companies. “They call this a ‘day in the life’ study, but I think ‘get a

life’ might be more appropriate.”

The National Cable Television Association issued a statement criticizing the center’s study. The statement pointed out that just one day of programming was examined, that the center failed to examine the entire cable industry while drawing conclusions about it, and that the study combined analysis of news and entertainment programming. “All in all,” concluded NCTA, “this CMPA study may not be that helpful in addressing the issue of TV violence, which is regrettable given all the publicity it has received.” ■

H E A D L I N E S

Asian country

Country Music Television is preparing to launch in the Asia-Pacific region and Latin America, expanding the network’s reach to more than 90% of world TV homes. CMT has signed 10-year deals with PanAm-Sat that will expand the network to the region by mid-September 1994 and to Latin America by January 1995.

Philly news channel

Cable system operator the Lenfest Group this Wednesday (Aug. 17) will launch NewsChannel, a 24-hour news channel for the Philadelphia market featuring reports from more than 10 area newspapers and the New York Times News Service. The service will combine text and still graphics, accompanied by voiceover. Each 10-minute block of

programming on the channel will feature six minutes of local/regional/state news, two minutes of national/international news and two minutes of commercials. Each story will run about 20 seconds, and news will be updated continuously throughout the day. A logo of the local newspaper source will be displayed at the top of the screen, and the time, date and temperature in a bar at the bottom of the screen. Operating costs for the first year are expected to be \$2 million-\$3 million. Lenfest, which owns area operator Suburban Cable, will debut the service to 115,000 new customers. NewsChannel has been available on a test basis to about 35,000 subscribers since May.

TW talk

Multimedia’s The Talk Channel has

signed an affiliation deal with Time Warner Cable, the nation’s second-largest multiple system cable operator. The planned network is scheduled to launch on Oct. 1.

Line on lineups

Planned cable networks The Independent Film Channel and Jones Computer Network have set their programming lineups for September launch dates. Bravo Cable Network’s new IFC network will include Jim Jarmusch’s “Night on Earth” and Jonathan Demme’s “Swimming to Cambodia” when the network debuts on Sept. 1. JCN, which has aired as a nightly program block on sister network Mind Extension University since last year, plans to launch Sept. 6 with a 1994-95 lineup of more than 300 hours of original programming. —RB

NBC revamps entertainment division

Team concept replaces traditional separation between development and on-air

By David Tobenkin

NBC last week announced its anticipated major reorganization of the entertainment division into four teams. The new structure erases traditional divisions between development of new shows and maintenance of those already on the air and between comedy and drama.

Programing executives will follow their projects from development through production and marketing and onto the schedule. Non-programing executives will be involved in projects at an earlier stage than under the old system. "The main objective is to create an environment that allows the creative process to percolate up from all areas of the company and maintain a consistent team of programing executives who handle a project from pitch to promotion," says NBC West Coast President Don Ohlmeyer.

The move, reported by **BROADCASTING & CABLE** July 11, will see the four teams report directly to Warren Littlefield, president of NBC Entertainment, who will continue to report to Ohlmeyer.

The teams will be headed by Jamie McDermott, recently appointed senior vice president, prime time series; David Nevins, vice president, prime time series; Lindy DeKoven, senior vice president, miniseries and motion pictures for television, and Rick Ludwin, senior vice president, specials, variety programs and late night.

The two series teams will divide the industry based on studio, with McDermott's group (which includes network executives Karey Burke, Bob Levy, Shelley McCrory and Charisse McGhee) handling Warner Bros., TriStar, Disney and Twentieth Television, while the crew of Nevins (composed of Ted Frank, Dona Cooper, Kate Juergens, Javier Grillo-Marxuch and Linda Mancuso) gets Universal, Paramount/Viacom and Columbia.

At the core of each team will be programing executives, but NBC Entertainment personnel from other



Jamie McDermott, senior VP, prime time series, NBC Entertainment, and David Nevins, VP, prime time series, NBC Entertainment

divisions, including publicity, casting, affiliate relations and business affairs, will participate in show development.

Ohlmeyer also announced the formation of an Entertainment Communications Team that will be headed by

John Miller, executive vice president of advertising and promotion and event programing.

Reaction to the restructuring was mixed, with some wondering whether the new plan might prove too rigid. "We're going to wait and see how it works," said an executive at one major studio. "My question is...if McDermott turns down your idea, are you dead? Before, on the way up the ladder you could talk to a number of people and, ultimately, with Warren or Don. Any structure that's strict sometimes has built-in problems."

Ohlmeyer said that decision-making would indeed be pushed down the corporate ladder for matters such as script approvals but that the change would increase his and Littlefield's availability for other decisions. ■

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Top cable shows

Following are the top 15 basic cable programs for the week of Aug. 1-7, 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. NFL Exhibition Game	ESPN	Sat 10:00p	2,378	3.8	2.5
2. Murder, She Wrote	USA	Wed 8:00p	2,042	3.3	2.2
3. WWF Monday Night Raw	USA	Mon 9:00p	2,023	3.3	2.1
4. Murder, She Wrote	USA	Tue 8:00p	1,919	3.1	2.0
5. Watergate	DISC	Sun 10:00p	1,880	3.0	2.0
6. Watergate	DISC	Sun 9:00p	1,838	3.0	2.0
7. Murder, She Wrote	USA	Mon 8:00p	1,811	2.9	1.9
8. Major League Baseball	ESPN	Sun 8:00p	1,808	2.9	1.9
9. Silk Stalkings	USA	Sun 10:00p	1,742	2.8	1.8
10. Saved by the Bell	TBS	Thu 5:35p	1,735	2.8	1.8
11. Saved by the Bell	TBS	Fri 5:35p	1,677	2.7	1.8
12. Wrestling	TBS	Sun 6:05p	1,669	2.7	1.8
13. Are You Afraid to Midnite	NICK	Sat 10:30p	1,638	2.7	1.7
14. Rugrats	NICK	Sun 10:30a	1,636	2.7	1.7
15. The Ren & Stimpy Show	NICK	Sun 11:00a	1,610	2.7	1.7

Following are the top five pay cable programs for the week of July 25-31, ranked by the number of households tuning in during prime time (8-11 p.m.). Source: Nielsen Media Research.

Program	Network	Time (ET)	(000)	Cable U.S.	
				Cable	U.S.
1. Movie: 'The Man Without a Face'	HBO	Sat 8:00p	3,079	14.7	3.3
2. Movie: 'Coneheads'	HBO	Sun 8:00p	2,736	13.1	2.9
3. Gang War	HBO	Tue 10:15p	2,561	12.2	2.7
4. Movie: 'The Last Action Hero'	HBO	Sun 9:30p	2,109	10.1	2.2
5. Movie: 'The Last Action Hero'	HBO	Tue 8:00p	2,093	10.0	2.2

'Geraldo' re-upped for five years

By Steve McClellan

Geraldo, the eight-year-old syndicated talk show, is going live three days a week starting in September. Tribune Entertainment, the show's distributor, also said that it has committed to producing *Geraldo* through the 1998-99 season.

For his part, Geraldo Rivera has agreed to do the show for at least four more years, with an option on the fifth year. The show will take a new, more "news-oriented" approach, hence the live episodes.

Program analysts see the move as an effort by Tribune to differentiate *Geraldo* in the increasingly crowded talk field. The commitment to 1999 was seen as a signal to stations that despite the recent shake-up in company management (the departure of Don Hacker as president), the show still has firm backing from Tribune, which has canceled three other talk shows—*Dennis Miller*, *Joan Rivers* and *Can We Shop?*—in the past two years.

"What I make of all this is that his numbers have plateaued over the past couple of years. And with so many other talk shows out there, how else do you separate yourself from the crowd but do something entirely different," says Jack Fentress, vice president, director of programming, Petry National Television.

As to Tribune's five-year commitment, Fentress says it is a positive sign to stations but that it is unlikely stations will sign up for that long a term, or even close to it. "It's a modestly successful show, but it would be dangerous to renew for that long because if the show suddenly takes a dive in the ratings, you're stuck."

Tribune Programming Vice President Jim Lutton confirms that the move to live programs is an effort to freshen the show and give it a live element the other syndicated talk shows don't have. Lutton says the decision to go in a new direction was "accelerated" by the success of four recent live broadcasts that Geraldo did on the O.J. Simpson case. ■

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CBS/Broadcast Group President Howard Stringer, Letterman and Snyder at the long-anticipated announcement of Snyder's return to late-night broadcast network TV.

CBS signs Snyder

Talk host will return to familiar late-late-night post

By Steve McClellan

The deal was done three weeks ago, but last week CBS confirmed it is developing a new talk/interview program with broadcast veteran Tom Snyder. CBS Broadcast Group President Howard Stringer says the hour show will debut in mid-December following *The Late Show with David Letterman*.

Letterman's company, World Wide Pants, will produce the program. At a press conference last week announcing the show, Letterman said he has admired Snyder's work for more than 20 years.

Snyder is no stranger to late late night. He hosted *Tomorrow*, which followed *The Tonight Show* on NBC from 1973 to 1982, when it was replaced by *Letterman*. After that, Snyder hosted a radio call-in show for ABC for five years, followed by a short stint as late-night news anchor

for WABC-TV New York.

Stringer estimates that *The Late Late Show with Tom Snyder* will be cleared in roughly 70% of the country when it launches. Live clearances will be at a somewhat lower level to start, he says, because of commitments by stations carrying syndicated programming.

Snyder says his show won't be much different from previous efforts, including his current interview show on CNBC. He says that NBC is letting him out of his contract about six weeks early to do the CBS show by mid-December.

Snyder's show will originate from Los Angeles and will air live in the Eastern and Central time zones. Stringer says the network is trying to coordinate a simulcast with CBS Radio (and other radio outlets) that would enable listeners on the West Coast to hear the show live and to participate in call-in segments. ■

Turner takes off in China

Ted Turner's diplomatic efforts in China are paying off. Turner's TNT & Cartoon Network will launch a 24-hour cartoon and film channel in China on Oct. 6. The as-yet-unnamed channel will be distributed to cable operators via the still-testing Apstar satellite; Turner has booked transponders on PAS-2 as well. Advertising and programming will be controlled from Turner's Hong Kong base.

The cartoon network will broadcast 14 hours a day, 6 a.m.-8 p.m. Hong Kong time, and TNT movies will fill in the rest of the day with more than 150 films a month. Programming will be subtitled or dubbed in Chinese and Thai, with more languages to follow.

—Special correspondent, Toby Scott

SYNDICATION MARKETPLACE

Ellman departs 'Hard Copy'

Hard Copy co-executive producer Linda Ellman, half of a new management team that helped boost the syndicated news magazine's ratings 20% during the past season, left the show last week to pursue other interests. No reason for Ellman's departure was given. In a statement, Paramount said that co-executive producer Linda Bellblue will guide the show alone for the immediate future.

Oprah in UK

King World sold United Kingdom rights to the *Oprah Winfrey Show* for the 1995-2000 seasons to satellite channel Sky One network. The show will be telecast five days per week on Sky One beginning Jan. 1, 1995. *Oprah* currently airs twice per week on broadcast channel Channel Four in the UK.

New stripe

Mary Duffy, supervising producer of segment and on-location production for Paramount Domestic Television's syndicated *Montel Williams Show*, was named an executive producer, joining executive producers Montel Williams, Herman Rush and Freddie Fields. Duffy joined the show in February 1993.

Baywatch additions

All American Television's *Baywatch* has been cleared in 60% of the country and eight of the top 10 markets for a September 1995 debut as a strip.

Errata

The launch date of Warner Bros. Domestic Television Distribution's *Extra—The Entertainment Magazine* given in an Aug. 8 story on promotion plans was incorrect. The correct date is Sept. 5. The title of Claster Television's new first-run, animated weekly series *Mutant League* was omitted from an Aug. 8 Syndication Marketplace item. The show has been cleared in 85% of the country, including 47 of the top 50 markets. —DT

Ratings Week According to Nielsen, Aug. 1-7

	abc ABC	CBS	NBC	FOX
MONDAY	8.9/16	10.2/18	8.9/15	4.4/8
8:00	47. Coach 7.8/15	36. The Nanny 8.8/17	39. Fresh Prince 8.5/16	89. Simpsons 4.5/9
8:30	39. Coach 8.5/15	33. Dave's World 9.0/16	26. Fresh Prince 9.4/17	94. Martin 4.0/7
9:00	28. ABC Monday Night Movie—Stay the Night, Part 2 9.2/16	12. Murphy Brown 11.4/20	36. NBC Monday Night Movies—I Know My Son Is Alive 8.8/15	85. Married w/Childr 4.8/8
9:30		18. Love & War 10.5/18		92. In Living Color 4.3/7
10:00		17. Northern Exposure 10.6/19		
10:30				
TUESDAY	10.7/19	9.9/18	8.3/15	4.3/8
8:00	15. Full House 11.0/21	33. Rescue 911 9.0/17	61. TV Nation 6.4/12	92. South Central 4.3/8
8:30	19. Sister, Sister 10.4/19		66. J. Larroquette 6.2/11	96. Roc 3.6/7
9:00	5. Roseanne 13.3/23	19. CBS Tuesday Movie—River of Rage 10.4/18	43. Wings 8.2/14	86. Tales fr/the Crypt 4.7/8
9:30	11. Ellen 11.5/19		12. Dateline NBC 11.4/20	86. Tales fr/the Crypt 4.7/8
10:00	35. NYPD Blue 8.9/15			
10:30				
WEDNESDAY	11.6/21	7.5/13	8.6/15	6.7/12
8:00	Presidential Press Conference	Presidential Press Conference	Presidential Press Conference	60. Beverly Hills 90210 6.5/13
8:30				
9:00	3. Home Improvmt 14.0/25	54. The Nanny 7.0/13	45. Now with Tom and Katie 8.1/14	56. Models Inc. 6.9/12
9:30	1. Grace Under Fire 15.0/26	86. America Tonight 4.7/8		
10:00	28. Turning Point 9.2/17	26. 48 Hours 9.4/17	24. Law and Order 9.5/17	
10:30				
THURSDAY	7.3/13	10.8/19	12.1/22	6.5/12
8:00	51. Matlock 7.1/14	14. One West Waikiki* 11.1/20	24. Mad About You 9.5/19	59. Martin 6.7/13
8:30			16. Wings 10.7/20	54. Living Single 7.0/13
9:00	66. The Commish 6.2/11		4. Seinfeld 13.9/24	61. In Living Color 6.4/11
9:30			2. Frasier 14.7/25	72. In Living Color 5.9/10
10:00	38. Primetime Live 8.6/15	21. Hotel Malibu* 10.2/18	9. Dateline NBC 11.9/21	
10:30				
FRIDAY	10.0/20	8.1/16	5.1/10	5.4/11
8:00	46. Family Matters 7.9/17	41. Diagnosis Murder 8.3/17	79. I Witness Video 5.2/11	84. Power Rangers 4.9/10
8:30	41. Boy Meets World 8.3/17			82. X-Men 5.0/10
9:00	28. Step By Step 9.2/18	43. Burke's Law 8.2/16	80. Best Sellers: Men Who Hate Women and the Women Who Love Them 5.1/10	74. The X-Files 5.8/11
9:30	31. Hangin w/Mr. C 9.1/17	47. Picket Fences 7.8/15		
10:00	6. 20/20 12.7/25			
10:30				
SATURDAY	5.8/12	7.5/15	5.7/12	5.5/12
8:00		58. Dr. Quinn Medicine Woman 6.8/15	77. Movie of the Week—Moment of Truth: A Child Too Many 5.5/12	80. Cops 5.1/12
8:30		72. Muddling Thru 5.9/12		70. Cops 6.0/13
9:00	76. Major League Baseball 5.6/12	66. Hearts Afire 6.2/12	69. 1st Person with Marla Shriver 6.1/12	77. America's Most Wanted 5.5/11
9:30		23. Walker, Texas Ranger 9.6/19		
10:00				
10:30				
SUNDAY	8.3/15	12.4/23	7.3/14	5.8/11
7:00	51. Am Fun Hm Vid 7.1/16	8. 60 Minutes 12.5/27	55. Made in the USA 5.0/11	97. Adventures of Brisco County Jr. 3.5/8
7:30	61. Am Fun People 6.4/14			61. Simpsons 6.4/13
8:00	50. Lois & Clark 7.3/14	10. Murder She Wrote 11.8/22	74. seaQuest DSV 5.8/11	51. Simpsons 7.1/13
8:30				49. Married w/Childr 7.6/13
9:00				61. George Carlin 6.4/11
9:30	22. ABC Sunday Night Movie—Always 9.7/17	7. CBS Sunday Movie—Jane's House 12.6/22	31. NBC Sunday Night Movie—Ernest Goes to Jail 9.1/16	
10:00				
10:30				
WEEK'S AVGS	8.8/16	9.7/18	7.9/15	5.5/10
SSN. TO DATE	11.6/20	12.5/21	10.4/18	6.9/11

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

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Project: *Self-Restraint and Free Expression in the Market-Driven Mass Media: Experience From the Movie Industry*

Victor Navasky

Editor-in-chief, the *Nation*
Currently on leave as a visiting fellow at Harvard University's Institute of Politics
Project: *The Journal of Opinion: Eighteenth-Century Relic or Counterforce to the Mass Media?*

Elizabeth Smith

Controller (U.S. title equivalent: executive vice president for news), English Services, BBC World Service
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Project: *Roadblocks on the Information Superhighway: Who Will Profit and Who Will Lose*

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Project: *The New Code Wars: Privacy vs. Secrecy in the Digital Society*

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Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

Interactive

Malone urges creation of bandwidth manager

Communications gateway would control TV, telephony, PC services

By Mark Berniker

John Malone is not concerned about the future architecture of cable TV, but he would like to see telecommunications vendors develop a "bandwidth manager" that would control a number of "devices in the home competing for bandwidth."

Malone, president of Telecommunications Inc., says

TCI wants vendors to come up with a residential communications gateway unit

TCI wants vendors to come up with a residential communications gateway unit that would enable households to control the bandwidth for interactive applications delivered to televisions, telephones, personal computers and other devices. Malone

spoke last Tuesday at a news conference in New York.

In the next several weeks, CableLabs, the R&D facility of the nation's leading cable operators, will issue an addendum to its original request for proposals for \$2 billion worth of telecommu-



John Malone

nications equipment.

Malone says that while the fiber/coax architecture that will serve 500 homes per neighborhood node is becoming the network topology of choice for both the cable and the telco industries, questions remain about

Telcos

Vendors help cable get into telco business

But even \$2 billion worth of equipment represents only 5% penetration

By Mark Berniker

Cable industry leaders say it will be easier for them to get into the telecommunications business than it will be for telcos to offer video programming over broadband networks.

More than 70 telecommunications vendors have expressed interest in selling the equipment that will enable the cable industry to offer telecommunications services. CableLabs says Sept. 23 is the deadline for the request for proposals for telecommunications equipment that it issued on behalf of the nation's leading cable operators.

Vendors that already have submitted proposals include AT&T, Northern Telecom, Motorola, Intel, Microsoft, General Instrument, Scientific-Atlanta, Siemens, Alcatel and Ericsson.

The initial RFP for \$2 billion worth of telecommunications equipment repre-

sents only a 5% penetration of basic telephone service, CableLabs says.

The expense can be met by incrementally adding hardware and software, says John Malone, president/chief executive officer of multiple cable system operator Tele-Communications Inc.

Meanwhile, an "interoperable series of standards" needs to be developed between cable systems and local and long-distance telecommunications carriers, says Brian Roberts, president, Comcast Corp.

Several cable industry leaders say they are involved in "guarded discussions" with long-distance carriers, reportedly including MCI and Sprint.

The regional Bell operating companies are much more interested in getting into the long-distance business than in competing with cable operators for video services, Malone says. Offering

video programming over fiber/coaxial networks is a whole new ballgame for the telcos, he says.

"The RBOCs are contemplating a complete rebuild of their network," Malone says, adding that although the telcos had been discussing ADSL delivery of video over copper and fiber-to-the-home network architectures, they now are following cable's lead in building hybrid fiber/coax networks.

Roberts says the cable industry's investment in offering telecommunications and other services will be justified by "several new sources of revenue," not only from television and telephony services, but from PC-based online services over cable and other broadband services. Malone adds that cable has an advantage in bundling services by packaging long-distance, local telephony, wireless, online and other services. ■

Interactive

how the bandwidth demands of each home will be managed.

The electronic devices that the bandwidth management device would regulate include the television, telephone, fax and personal computer, and could include everything from wireless hand-held devices and high-speed voice, data and image modems to video telephones.

There are unresolved "traffic management" issues, and the challenge for head-end, network and consumer device experts is determining how much bandwidth each home will demand, Malone says.

The biggest problem is that a flexible system has to be built to respond to consumer demand for the numerous interactive applications that are still on the drawing boards.

"The problem you run into with sending multiple transmission paths into the home is that it causes technical problems and does not provide for the efficient use of bandwidth," says Bruce Ravenal, vice president, TCI Technology.

Although no company now manufactures the bandwidth manager, it is likely that Motorola, Hewlett-Packard, AT&T and others will move to create such a device, Ravenal says. He expects the product development cycle to be between 18 months and two years.

Microsoft is developing the operating system that is expected to be used for interactive television trials with TCI in Seattle and Denver early next year. "We are seriously considering" responding to the expected RFP for the bandwidth manager device, says Michele Bourdon, a Microsoft spokeswoman. She expects Microsoft's operating system will interface with the residential communications device.

Winner defaults on \$40 million worth of spectrum

Florida realty company owner could face federal criminal charges

By Mark Berniker

The leading bidder in one of the FCC's radio spectrum auctions could face federal criminal charges after failing to come up with a \$3.5 million deposit for the 20 IVDS licenses he won.

The bids for interactive video data service licenses that were tendered by James Hartley, chief operating officer, Commercial Realty of St. Pete Inc., totaled more than \$40 million. That constituted more than 16% of the total bids. Hartley won 20 licenses, 16 of them in the top 21 markets auctioned. The FCC conducted the auction July 28-29 in Washington.

While a spokesman for Hartley on Aug. 5 said Hartley could come up with the \$3.5 million on time, Hartley did not deliver the down payment to the FCC before its deadline at midnight last Monday.

Hartley faces possible federal criminal proceedings stemming from his alleged misrepresentation at the IVDS auctions, charges including market manipulation and defrauding the federal government, according to Bob McNamara, chief, special services division of the FCC's Private Radio Bureau.

Hartley had won IVDS auction licenses in Baltimore; Pittsburgh; St. Louis; Atlanta; Phoenix; San Diego; Milwaukee; Indianapolis; St. Louis; Detroit-Ann Arbor; Miami-Fort Lauderdale; Minneapolis-St. Paul; Denver-Boulder; Seattle-Everett; Tampa-St. Petersburg; Kansas City, Mo.; Portland, Ore.; Sacramento, Calif.; and Charlotte, Raleigh-Durham and Greensboro-Winston Salem-High Point, all North Carolina.

Following Hartley's down payment default, those markets will have to be re-auctioned this fall, exposing Commercial Realty of St. Pete Inc. to huge fines. Hartley will be responsible for the difference between what he offered and what is actually paid for each license. Hartley could not be reached for comment.

There also are questions about the ownership of Hartley's company. Hartley told the FCC that Commercial Realty of St. Pete Inc. is owned by a woman, which entitled it to close to \$7 million in discounts on its \$40 million in bids. However, the Florida secretary of state says Hartley owns the business.

Before the IVDS auction deposit deadline, Hartley sent a letter to the other winners, asking them to press for an FCC waiver so the payments could be delayed.

"We think it is in our best interest to file a petition with the FCC asking to delay all further payments for approximately 60 days," Hartley said in the letter.

But after the lawyers of several other winners advised Hartley to back off, he changed his mind.

"I regret that I explored filing a waiver with the FCC. While my intent was misunderstood, I nevertheless apologize for any concern or ill-will my actions may have generated," according to a fax Hartley sent to the FCC.

But last Monday, Hartley said in a prepared statement, "While intending to fulfill all IVDS obligations, [the] company would not submit license bid deposits pending a formal appeal [of the deadline] with the FCC."

continued on page 25

Vice President Al Gore called the FCC "the little agency that could" two weeks ago when he presented "The Hammer" award for reinventing government. The FCC auction team won the award for its success with its recent spectrum auctions, which raised more than \$800 million for the U.S. Treasury. That figure must now be revised after it was revealed that the agency expected several bidders in the IVDS auction to default. From left: Al Gore, FCC Chairman Reed Hundt, commissioners Susan Ness and Rachele Chong.



Interactive

Wussler gambling on Interactive Wagering Network

By Mark Berniker

Bob Wussler has thrown his hat—and a sizable chunk of cash—into the growing business of interactive betting.

Wussler will become the chairman/CEO of Interactive Wagering Network and is providing \$10 million in financing for the start-up venture from the “war chest” of cash he has raised from investors around the world.

NTN Communications Inc. and Wussler’s Command Performance Network Ltd. signed a letter of intent to jointly operate Interactive Wagering Network, which hopes to become a supplier of interactive applications and transaction services to the gaming, horse racing and casino industries.

In what Wussler calls a “somewhat exclusive” deal, NTN Communications will retain 50% control of IWN, while Wussler’s Canadian-based group will own the other half. The day-to-day operations will be handled by Colleen Anderson.

But before IWN is available nationwide, state rules regulating home-based

electronic gambling will have to be changed. Wussler says six states, including New York, Connecticut, Kentucky and Pennsylvania, already permit home wagering. He expects that number to double or triple by the end of next year, with around 40 states offering electronic gambling services within five years. “As state governments need more and more revenue, this is an approach they can take,” says Wussler.

Wussler, formerly a leading executive at CBS and Turner Broadcasting, says he is getting into interactive betting because he sees tremendous growth potential.

When customers sign up they will be issued a debit account, where all losses and gains will be electronically tabulated. Wussler says there will be high-quality encryption of accounts and thorough credit checks on all customers.

Interactive Wagering Network is expected to be available first through personal computers and telephones, and later through interactive TV from both telco and cable systems. “All of the different delivery platforms lend them-



Bob Wussler

selves to this type of gaming,” Wussler adds.

IWN is planning to launch an interactive wagering pilot program before year’s end. IWN has been participating in test programs, such as Triples, available on GTE’s Mainstreet interactive television service.

Wussler’s Command Performance Network Ltd. of Canada was created to provide interactive television programming, including games, movies, sports and other entertainment services.

“It’s not going to be the only thing we’ll be doing,” Wussler says of his plans for other investments in the emerging interactive TV business. ■

Interactive

AT&T will operate DBS bird

Company is tapped by EchoStar; launch scheduled for 1995

By Chris McConnell

EchoStar last week tapped AT&T to operate the planned EchoStar I direct broadcast satellite.

The Englewood, Colo.-based DBS proponent says AT&T will provide tracking, telemetry, control and maintenance services for the satellite. AT&T, which will be operating a satellite outside its fleet for the first time, plans to provide the services from its Hawley Operations Management Center. The telemetry and tracking deal,

which provides options for EchoStar to use the AT&T service on future satellites, also calls for AT&T to provide consulting to satellite builder Martin Marietta during the construction of EchoStar I.

Although AT&T will provide the station-keeping services, the satellite operator’s contract does not cover uplinking programming for distribution to DBS subscribers. Within the month, EchoStar hopes to announce its plans for satellite-uplink operations, says Dave Carl-

son, vice president, marketing and sales.

Carlson says the company has secured enough capital to launch its DBS business. Earlier this summer, EchoStar raised \$335 million through a public offering of senior secured discount notes and common stock purchase warrants. The company plans to use most of the financing to build and launch the two Martin Marietta Series 7000 satellites. China Great Wall Industry Corp. is scheduled to launch the first of the satellites during the second

half of 1995.

Unresolved is the question of who will supply consumer receiving equipment. Carlson says his company is talking to potential suppliers but likely will hold off on committing to a technology “until the last possible moment.”

Access to the 18-inch satellite receiver, currently available for the DIRECTV and United States Satellite Broadcasting (USSB) services, is controlled by DIRECTV. DIRECTV’s Thomas Bracken says his company has talked informally with EchoStar in the past about licensing the technology, but he says that there are no current negotiations on the subject. ■

SPECTRUM continued from page 23

Such an appeal has not been filed.

Also, Joe Randazza ran into trouble when his investors pulled out their money after they caught wind of the mess Hartley had caused. Randazza won an IVDS license in Pittsburgh for \$1.8 million, but defaulted when his partners told him their money was no longer available.

The FCC will publish a public notice this week (after Aug. 16) of the auction winners that failed to come up with down payments.

"They're still on the hook for the money," says Jerry Vaughn, deputy chief of operations for the FCC's Common Carrier Bureau, concerning the companies and individuals who did not meet the deadline.

Vaughn expects the re-auctioning of the IVDS licenses in question to take place next spring. Sources also expect several of the companies that did not get their money in on time to sue the FCC, and say the licenses for those markets may be tied up in the courts for months. ■

CD-ROM

Viacom Interactive pushes into CD-ROM, online

New division is developing software from MTV, Nickelodeon properties

By Mark Berniker

In the aftermath of its merger with Paramount, Viacom is reorganizing its staff and pouring resources into its interactive media division while also developing a portfolio of new software products for the consumer market.

Michele DiLorenzo has been named president of Viacom New Media, the software-publishing arm of the entertainment conglomerate.

DiLorenzo says Viacom New Media will release 17 interactive software titles by the end of the year and has ambitious plans for "cross-platform" software title development into next year.

As a result of consolidation following the merger with Paramount, Viacom Interactive Media now has three main offices—New York, Chicago and Palo Alto, Calif.—with a staff of 150 focusing on title development, licensing, production and marketing.

DiLorenzo says Viacom is developing titles for both Mac and IBM-based CD-ROMs and is creating software for next-generation gaming systems Sega's Saturn, Nintendo's Ultra 64 and Sony's PCX Playstation.



Viacom's Michele DiLorenzo

Two of the most valuable TV properties that DiLorenzo is exploiting into new software products are MTV and Nickelodeon, both of which appeal to a demographic that Viacom New Media is targeting.

MTV has made a push recently into multimedia and is gaining experience through its relationship with America Online. During the first week of setting up the MTV area on America Online, more than 6,000 messages were posted, according to MTV's Caroline Vincent.

"Club Dead" will be MTV's first CD-ROM title. It is described as a "film noir movie mystery" set in a futuristic fantasy resort. The user of the CD-ROM is placed in the director's seat and can manipulate the story by con-

trolling the actions of the hero. The CD-ROM contains more than 150 different live-action scenes with some 90 minutes of original full-motion video.

The other television property with which DiLorenzo is working closely is Nickelodeon, which is geared for a younger audience—the 2-14 demographic.

Nickelodeon has a variety of children's software experiments in the UK that are testing online, CD-ROM and interactive TV. Nickelodeon is participating with Videoway's interactive television system on London cable networks. Nynex also is involved in the Videoway project, providing a communications link through television to the channel.

Nickelodeon is considering offering its educational content on Rupert Murdoch's Delphi Internet online services as well as on CompuServe, the U.S.-based online service in Europe. Nickelodeon is developing its plans for the U.S. market and already conducts an online panel for kids on CompuServe.

DiLorenzo expects to see growing synergies between CD-ROM media and online services. ■

Calendar

Aug. 23-24—Cyberspace and the American Dream, sponsored by The Progress & Freedom Foundation. Stouffer Waverly Hotel, Atlanta. Contact: Bethany Noble, 202-484-2312.

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

Sept. 13-15—First Annual Online Developers Conference, sponsored by Jupiter Communications. Park Lane's Parc Fifty Five Hotel, San Francisco. Contact: Harry Larson, 212-941-9252.

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.

Oct. 4—Broadcasting/Cable Interface, 8th annual conference, sponsored by BROADCASTING & CABLE and the Federal Communications Bar Association, Omni Shoreham Hotel, Washington. Contact: Joan Miller, 212-337-6940.

Oct. 5-7—CD-ROM Expo/Boston, sponsored by IDG World Expo. World Trade Center, Boston. Contact: Mitch Hall & Associates, 617-361-2001.

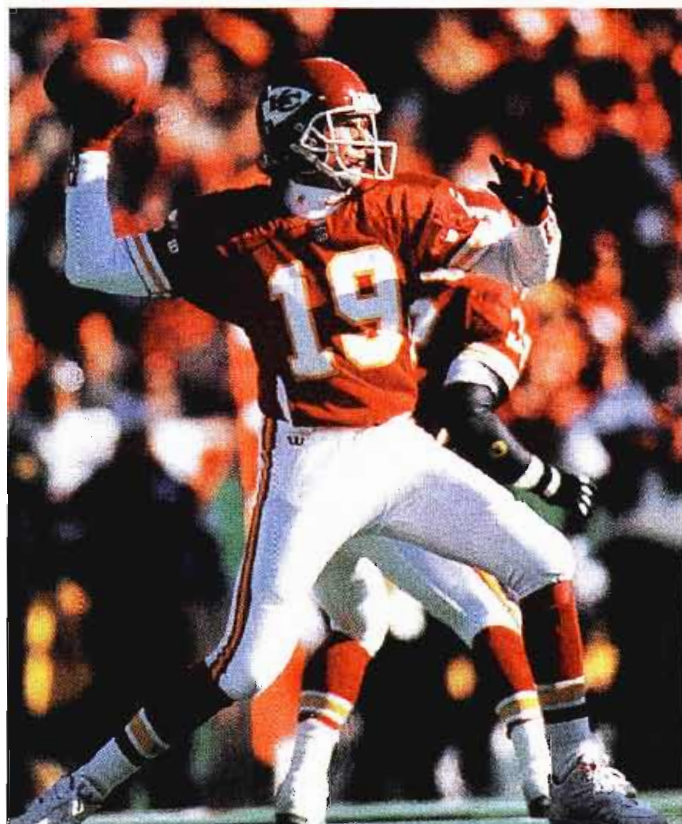
Oct. 10-13—The Conference On Interactive Marketing/West, sponsored by Interactive Marketing Inc. The Camelback Inn, Scottsdale, Ariz. Contact: Andy Batkin, 310-798-0433.

Oct. 25—Eighth annual Advanced Television Update, sponsored by the Association for Maximum Service Television. ANA Westin Hotel, Washington. Contact: MSTV, 202-861-0344.

Oct. 26-28—Wireless Data '94, sponsored by Probe Research Inc., Sheraton Palace, San Francisco. Contact: Ted Sienicki, 201-285-1500.

FOOTBALL '94:

It's a New Ballgame



Prior to the opening day kickoff last year, the NFL looked as if it would have to accept unprecedented cuts in the TV rights payments from broadcast and cable networks. This year the league is flush from lucrative new TV deals that will bring it nearly \$4.5 billion during the next four years. The owners have Fox to thank. It plunked down \$1.58 billion to unseat CBS as an NFL broadcaster. Fox promises to bring more than cash to the NFL. Led by Fox Sports President David Hill, the upstart network plans to draw new viewers to the game with some original twists on production and a heavy dose of promotion (page 28). ABC, ESPN and NBC will be back with enough college football to satisfy most Saturday-afternoon fans (page 32). Complementing the network's national coverage of the collegiate game will be the conferences' local and regional offerings. And radio, of course, will be at virtually every stadium, the big league stations paying \$54.4 million for NFL rights (page 32).

NFL on Fox: 'Same game, new attitude'

By Steve McClellan

It's a beautiful day in autumn, and the setting is rustic, with a country church in the background. The scene opens with a tall, muscular, and rather imposing man singing "Amazing Grace" in a husky voice that definitely would not be mistaken for that of Pavarotti.

The man turns out to be Reggie White, star defensive end for the Green Bay Packers. White, we learn, is an ordained minister. The scene cuts to the same man, this time in uniform on the field, delivering a bone-crushing blow to a hapless ball carrier, who,

we have no doubt, suffers some pain from the encounter. White's on-the-field moniker, we learn, is "the minister of defense."

Those who watch Fox will become familiar with this promotion spot, or some 100 similar spots. The spots will be hard to avoid because Fox has promised the NFL it will air one or more of them every night of the year as long it has the National Football Conference franchise.

The network has earmarked what sources say is close to \$100 million—



in production resources, air-time and the biggest media budget ever allocated to a Fox series—to deliver on that promise. Fox snatched the NFC franchise from CBS earlier this year with a bid of \$1.58 billion over four years, or \$395 million per year. The network is spending another \$100 million-\$150 million to produce and distribute the games. Included in that expense is the hiring of big-name, high-priced talent such as John Madden, Pat Summerall and Terry Bradshaw, all wooed away from CBS.

Madden has the sweetest contract, which reportedly will earn him close to \$30 million over four seasons.

It's all part of Fox's "same game, new attitude" approach to covering the NFC. As Fox Sports President David Hill notes in an interview (page 28), much of the new attitude has to do with promotion—letting hard-core NFL'ers know the NFC has moved, but also pitching younger, less football-savvy viewers to tune in. The promotion blitz, which started in March and has picked up speed in recent months, has been well received by many affiliates. But others say it's too much—and that by putting so much emphasis on the NFL, the network is taking away much-needed promotion from the core network.

"They've gone way too far in promoting this franchise," grouses one general manager at a top-25 affiliate. "I don't have any doubt the NFL numbers will go through the roof, but it's at the expense of everything else." The general manager reports that Fox delayed its usual ration of July co-op advertising money. "They're holding it up for the fall," he says. "But what really bothers me," complains the upset GM, "is that in the off-season, they'll be promoting this game, when shows like *Models Inc.* and *X-Files* can really use the help."

But other Fox affiliate executives, including Robert Leider, general manager, WSVN(TV) Miami, support their network's promotion strategy. "I shared some of those feelings early on," says Leider. "When they first mentioned the year-round plan, I was puzzled. But they are very effective and entertaining



Hot 'Ticket'

National Football League executives say they're pleasantly surprised by the number of subscribers—70,000—who have signed for Sunday Ticket, the satellite TV package of regular season NFL games for backyard dish owners and commercial establishments, restaurants and bars. About 98% are consumer subscribers, paying \$99 for the season. The rest are commercial customers, including such chains as Hooters, El Torito, Chi-Chi's, Charley Browns and Reubens.

Several C-band home satellite programmers are selling the NFL package, including TVN Entertainment, which is also supplying the satellite transponders on AT&T's Telstar 303.

—SM

spots. They really highlight the marquee value of the NFL and do a good job of selling the league. I'm not so sure it's been marketed correctly in the past."

Gregg Filandrinos, general manager, KDNL-TV St. Louis, and chairman of the Fox affiliate advisory board, agrees: "I think the NFL gives us a great opportunity to get new viewers, so if it comes at the expense of promoting other programs as much as you might like, that may be necessary."

As far as the forfeiture of July co-op money, Filandrinos says: "I'm OK with that. It's a small price given the upside. I know our competitors are running scared. The local NBC affiliate here, KSDK, has a negative research piece circulating in this market about how the NFL will do on Fox. When people start doing that, you know they're doing it out of fear."

How will the NFL do on Fox? Advertising agency predictions are

mixed, with some, such as McCann-Erickson's Joel Segal, predicting a 10%-15% drop, largely due to Fox's station lineup, despite recent upgrades. But others believe Fox should do at least as well as CBS did last year, when its NFC coverage averaged a regular season 13 Nielsen rating, the same as the previous year.

Hill won't say what he thinks the NFL will do on Fox. But others inside the network say there will be celebrating if it gets a 13 or better. On the sales side, agency executives report that Fox is not granting a blanket guarantee. Instead, they say, Fox has negotiated different guarantee provisions with major clients. In most cases, the executives say, the guarantees address specific demographics, although a few clients may receive household guarantees.

Sources familiar with Fox's sales effort say the network has billed roughly \$200 million in NFL orders for the coming season and probably

Bowl-ing for big dollars

A 30-second commercial during the 1995 Super Bowl on ABC next January will cost \$1 million, a record price and an 11% increase over last year's \$900,000 price tag.

That's the rate-card average for spots during the game, according to agency executives. The spots in the first half of the game are priced slightly higher, at \$1.025 million, while the spots in the second half are priced at \$975,000. The second half of the game generally is valued lower because viewing tapers off, particularly with the lopsided games of recent years.

"What ABC is saying is, those are the stand-alone rates, come and talk to us," said one advertising agency source with knowledge of the rate card for the games. Although ABC is talking to advertisers about the game, the network is not talking to the press about its sales strategy. A spokeswoman said sales executives think it's



"premature" to talk about sales in the game at this point. Agency executives say the network could have 55-60 spots in the game, and thus will probably gross \$55 million-\$60 million. Many advertisers declined to comment on whether they'll be in the game. A typical comment came from AT&T's Jim Speros: "For competitive reasons we just don't discuss it." However, a spokesman for Anheuser-Busch said the brewer has committed to the game. "We'll be back in a big way." Although he declined to discuss strategy, he suggested that the "Bud Bowl" spots would return: "The Bud Bowl has been tremendously successful for Anheuser-Busch wholesalers and retailers and popular with viewers, so I'll let you draw your own conclusions."

—SM

will end up with some \$275 million by season's end. That's about 37% of the three-network NFL sales pie through the playoffs, but not including the Super Bowl, sources say. By comparison, ABC will bill about \$250 million and NBC will bill about \$225 million. Fox's sales president, Jon Nesvig, declined to talk specific numbers, but he did say upfront NFL sales were "on par with or maybe a little ahead of CBS's" effort last year. Despite the drop in ratings predicted by some, Nesvig reports cost-per-thousand pricing gains in the 10%-15% range. Agency sources confirm the gains, attributing them to the generally improved overall sales market.

A major concern of the NFL, says Hill, is the steady decline during the past 10 years of 18-34-year-old viewers. According to Fox's research senior vice president, Andy Fessell, viewing of Sunday afternoon games

among men 18-34 is down 40% over the past decade or so. The league downplays the decline of younger viewers, and over the four years the drop in younger viewers has not been as bad. League officials do concede they are counting on Fox to bring in younger viewers.

It seems that anyone promoting sports these days talks about turning players into household names, and Fox is no exception. According to Tracy Dolgin, vice president, promotion and advertising for Fox, the network's "Under the Helmet" campaign and other personality pieces are trying to do just that.

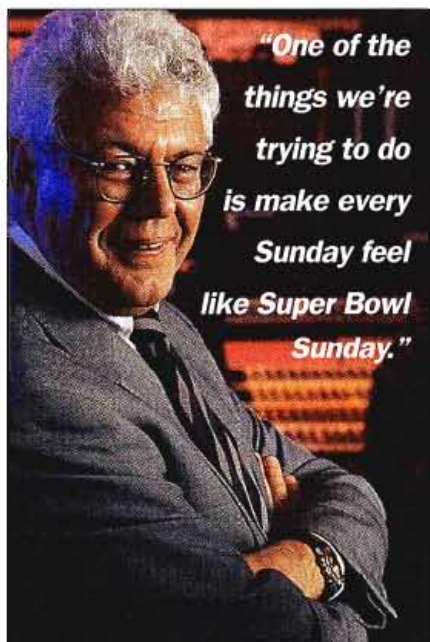
"What we intend to do through all the spots we're producing is communicate how great the sport is and sell the personalities of the game," says Dolgin. "And not just our on-air personalities like Terry Bradshaw or Howie Long or Jimmy Johnson, but

also the football players themselves."

Many of the spots will air in prime time and will contain anti-violence messages as well. "We'll have the 30 or 40 top players in the game, with their helmets off, talking about staying in school, not messing with guns, and other themes—like telling viewers to get off their butts and start making a difference in their communities," says Dolgin. "We will make stars and heroes out of these players."

Meanwhile, Fox is putting its own signature on the coverage with several innovations. For the first time, the games will broadcast in Dolby Surround sound, a benefit to viewers with stereo TVs. The network also is adding supersensitive parabolic microphones at points around the gridiron to enable viewers to better hear the cracking of pads, helmets and perhaps a human bone or two.

Another planned innovation is the



David Hill, president of Fox Sports

Is your biggest challenge in presenting NFL games on Fox not violating what you've called a "sacred trust"?

The biggest challenge always has been getting on the air clean. CBS did a terrific job. As we have said from the get-go, our main goal is to get to Sept. 5 and look as good as CBS did in its final championship game last January. We've always felt if we [can] match what CBS did, we [will] have done our job.

David Hill diagrams Fox's

So you're trying to replicate what CBS did?

I'm not saying replicate at all, I'm saying looking as good as CBS did. Because we have brought together a very talented group of people from CBS, ABC, NBC, ESPN and freelancers. What was terrific was when we completed a four-day seminar a couple of weeks back. We started the week out as CBS people, ABC people, NBC people, and we left as Fox Sports. It is going to be a very interesting mix.

One of the key studio analysts, former Dallas Cowboys coach Jimmy Johnson, failed to make the seminar. Some of the other on-air members of the team weren't too thrilled, most vocally, Terry Bradshaw. And Johnson's not exactly a seasoned broadcaster. How serious was that in terms of his need to mesh with the others?

If we're talking about this as the Fox football family, every family I've ever known has had its disagreements. And if there's disagreement between Terry and Jimmy, so be it. I don't want everyone sitting on that studio set agreeing with each other. I'm expecting them to rip every team apart to give the viewer a sense of what will happen in that game. So if there are opposing points

of view, let's hear them. There will be opposing points of view; there's no doubt about that because with those egos sitting around that table, there [are] no Milquetoasts who will defer.

Is the studio on-air team ready? Absolutely.

You aren't trying to change the way viewers watch the game, like you did with cricket in the UK for Sky TV, or are you?

No. The whole thing with cricket was we felt it needed—in England and Australia—a dramatic kick in the butt to make it more exciting. That is simply not the case with American football, which is covered extremely well. It doesn't require major surgery to bring it kicking and screaming into the 20th century. It is the best-covered sport in the world.

Same game, new attitude. That's the NFL-on-Fox slogan. Define new attitude.

New attitude comes in a lot of areas. New attitude is, first and foremost, in the way we promote and market the game. I think that everyone I've spoken to has been astounded by the quality of the promos we've put out there. And the quantity. But that's something that Mr. Murdoch promised the NFL—that we would pro-

up-to-the-second "Fox Box" scorer. Instead of relying on people to call in scores during the games, the network is developing software to interface with computers in the scoreboards at stadiums around the country so that the Fox Sports studio in Los Angeles and remote coverage sites have the updates in real time. But Fox tekkies still are working on the software. "We hope to have it operational for the start of the season on Sept. 4, software willing," says Hill.

But Hill warns not to expect too much new technical wizardry. Helmet cameras, for example, although not new, are not in coverage plans for this year or next. Shots from such devices are best when used sparingly, he says. "You never use a gimmick for a gimmick's sake."

Last week Fox was putting the fin-

THE NFL TV PLAYERS

How much—and how much more—the networks will pay

				
\$1.58 billion	\$868 million	\$920 million	\$524 million	\$496 million
+49%	+15%	+2%	+17%	+11%

Note: Percentages represent increase over what the networks paid for the same rights packages under previous 1990-93 deals. Overall, the new deals represent a 21% increase.

ishing touches on graphics and the network's new Los Angeles-based multi-million-dollar NFL studio. The studio includes the so-called main present desk, where studio host James Brown and analysts Terry Bradshaw, Howie Long and Jimmy Johnson will open each Sunday telecast. The set also includes a "coaches corner" for demon-

strating and diagraming plays, the setting for which is a miniature football field surrounded by football memorabilia.

Now, after months of preparation, it's nail-biting time. But Hill plays it cool. "Look, if we start out with low ratings, we'll work even harder, if that's possible, and hope they build. If they start out high, we'll work just as hard to sustain them."

But sources close to Hill say he's as crazed as anyone might expect someone in his position to

be, trying to foresee and preempt last-minute glitches before the season kickoff Sept. 4.

"Hey, Rupert [Murdoch] handed him a \$1.5 billion franchise," says one Fox executive. "You know damn well what the message is: Don't f--- it up. Hill knows that. And he's spending countless millions more to see that he doesn't." ■

football strategy

mote and market it more aggressively than has ever been done before. There's a whole raft of other things that we are doing, beyond direct marketing of the games. For example, we're taking a lot of care and attention to spots in prime time, which we're calling Under the Helmet, a sort of up-close and personal look at NFL football players.

That kind of gets back to what the NBA is credited with doing first and best—picking and promoting its top stars for celebritydom.

One of the things that was felt about the NBA was that the players there didn't wear helmets and therefore more easily became celebrities. So we think these spots, about the players' lives on and off the field, can address that. They'll also have an antiviolence message. Every night of the year we'll have one of these spots highlighting an NFL personality, with an underlying antiviolence message as well. That's all part of the commitment to the NFL. And it's part of the new attitude.

What's the advantage of a one-hour pregame show?

This sounds flip, but really what you can do is put twice as much in it. This whole effort is aimed at the fan. If you go to a game, you don't show up at 1 p.m.

You'll show up an hour or an hour and a half early. You'll sit in the stands, watch the teams warm up, read your program, talk to your friends about the likely outcome of the game and so forth. We think we can do all that better in a one-hour pregame. We're not calling it a pregame per se. We're not giving it a separate title because we believe it's an integral part of the package of football.

You've said you see the pregame as a combination *NFL Today*, *60 Minutes* and *Entertainment Tonight*. Are you going to do investigative series on the sport?

No. The reference to *60 Minutes* is when they profile someone, you really get to know what makes that person tick. We're not a news program at all and not planning investigative news stories of any sort.

You've said you hope to make the telecast more appealing to women. How do you do that?

The research shows that a lot of women already watch and that the key thing women want is a deeper understanding of what makes the game work. So what our analysts have to do is take a great deal of care to explain why a play worked, so that it's perfectly understandable by the nonfootball addict. And

it's not just a female thing—a lot of guys don't really understand it either.

The John Madden-Pat Summerall games throughout the regular season will have 12 cameras, eight tape machines and two super slo-mo machines for coverage—which is the equipment quota CBS reserved for the NFC Championship game. Isn't that overkill?

One of the things we're trying to do is make every Sunday feel like Super Bowl Sunday. The number of cameras you have is dependent on the director, and Sandy Grossman [director of the Madden-Summerall telecasts] is the best NFL director there is. Not all the games we cover will have 12 cameras; some will have six or seven. [CBS went as low as four.] We just want to make sure that [each game], from the top game down to the game that might only be seen in two cities [is] covered as if [it's] the most important game of the season. We don't want viewers to feel disenfranchised.

What do you think the games will do in the ratings?

I'm too long in the tooth to predict numbers. I know what I hope we'll do. But I've lost a lot of money over the years predicting what a pony will do. We don't really know. It's up to the viewers. You know what a fickle bunch they are. If we get low numbers, we'll hope they build, and if we get high numbers, we'll hope they'll sustain. ■

Fox adds pages to its technology playbook

Network is beefing up equipment arsenal for NFL debut

By Chris McConnell

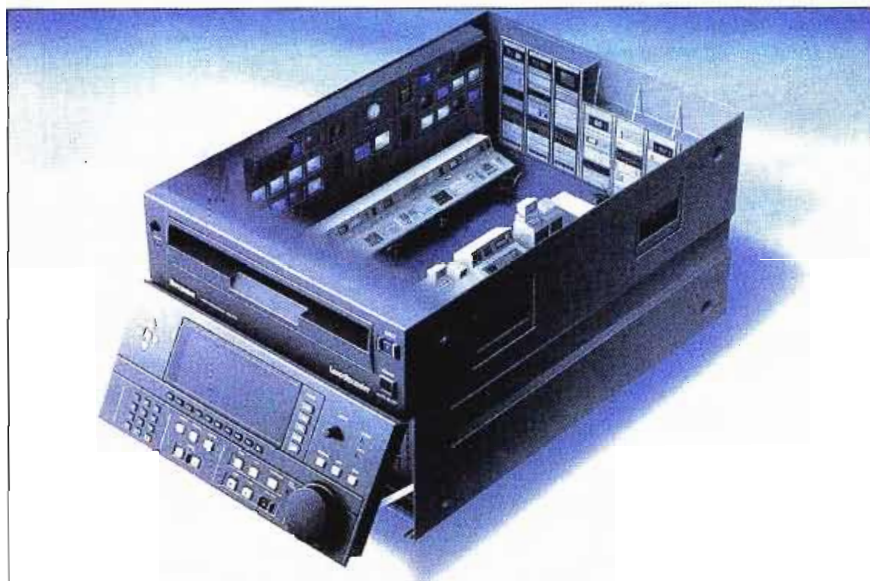
The "new attitude" in Fox's NFL coverage will come from new parts the network is adding to TV's football production machine.

Since signing its NFL contract last December, the network has been scrambling to assemble a system capable of producing and distributing football—a project that has called for procuring a new satellite contract with AT&T, a new fiber backhaul infrastructure from Vyvx and new operations control rooms at the network's production center. The buying spree, however, has not stopped with the bare essentials of getting the games from stadium to living room. In the hopes of pumping new energy into the NFL games with more camera looks, more crowd noise and more game information, Fox also will be taking the field this fall with a series of tools new to week-to-week coverage of the league.

"We wanted to bring the best pictures and the best sounds to people's homes," says Fox Senior Vice President Andrew Setos, who adds the network plans to bring at least as many cameras and tape machines to each game this year as were brought to the "A" game in years past. On any given Sunday, he says, the network will be renting upwards of 70 cameras, all of them CCD units.

Most of those cameras will come as part of the leasing arrangements Fox has made with various mobile studio providers to cover the games. As part of its efforts to innovate, Fox will be adding its own gear to the trucks it rents. NEP Supershooters' Sales Manager Marcy Hohn says her company's truck will be getting graphics and disk-recording equipment from the network.

"I'm seeing them experiment with some new technology," says Hohn, whose company is providing the truck Fox will use to produce the John Madden game each week. Others providing trucks for Fox's coverage are Unitel Mobile Video, Northwest Mobile Television and F&F Productions Inc.



Fox Sports plans to implement Pioneer's concept of integrating re-writable laser disk machines with broadcast operations—conceptually shown above. The Pioneer units will store and index material gathered at the games. "This is a perfect use of random access," Fox's Andrew Setos says of the technology that will allow directors, for instance, to call up and air a series of quarterback sacks if commentator Terry Bradshaw happens to mention that the day has been one of aggressive defense. Setos says Fox has an extensive array of such indexing categories to support spontaneous comments with instant video. Fox has bought 15 of the machines.

FOX
NFL
SUNDAY

Fox Field Operations Vice President Jerry Gepner adds the network expects to use trucks from additional providers during the season.

Trucks also will get a super slow-motion camera from Fox, which plans to

place one of the units at each game for rendering crisper, slower replays. The Sony BVP9000 camera systems—which list for \$204,383—capture images at 180 frames per second.

"We'll have more super slo-mos than have been at most Olympics," Setos says, adding that his company's purchase of six of the units makes it the largest single owner of the Sony cameras.

Fox will be outfitting the trucks with added audio gear, enabling them to send a surround-sound feed back to the production center in Hollywood. The company will lease encoding technology from Dolby Laboratories. The Dolby Surround technology allows for the transmission of four channels of audio over two stereo tracks. Fox has previously used the

technology to deliver occasional sound effects for *The Simpsons* and *Beverly Hills, 90210*. This fall's use of Surround sound will mark the first attempt at producing an entire football season with the audio technology.

"In Dolby Surround, you really will feel like you're on the field," Setos says. To appreciate the full effect, viewers will need a two-speaker stereo system with the Dolby Surround decoder and two additional speakers. But even without such gear, Setos says, viewers will still hear better sound than they have in seasons past.

The audio feed will carry sound from parabolic microphones placed around the field as well as one wireless mike the network plans to hook to an official on the field. Fox has bought a series of Sennheiser EM1046 microphones and plans to place them inside parabolic units, says Albert Zang, Sennheiser's senior manager of professional products.

Sound from the four field-side parabolics will travel to a "sub-mixer," which will mix the sound and then send the signal on to the audio mixing

room for integration with the rest of the audio for the game. Mixers in the room also will be getting a sound feed from a wireless unit attached to the umpire behind the defensive line.

The mike, says Dolby's Jim Hilson, will allow viewers to hear the defense counter audible calls made by the team on offense.

"I think it will be a dramatic change from what you're used to hearing," says Hilson, who participated in a trial run of the audio system Fox conducted during a recent Giants-Dolphins preseason game. He says the mikes worked well during the audio "practice."

Another new feature will come from the network's use of scoreboard information at each venue. Rather than position a camera on the scoreboard, the network has developed an electronic interface to take information directly from the scoreboard at each stadium. The device, called a "Fox Box," will take information such as the score, down, possession and time remaining and deliver it to control rooms at the games and in Los Angeles. Character generators will then use the information for on-screen displays.

To deliver the graphics, Fox has purchased a fleet of machines from Chyron Graphics. The bulk of the graphics will come from the company's iNFiT machines, with Chyron MAXINE! units delivering the scores from other games around the league. Another Chyron box, the CODI, will deliver the sketchpad effects used for reviewing and diagraming plays.

All three of the graphics generators, Setos says, will be at each game Fox produces. The assembled machines, adds Chyron Vice President of Sales Ron Witko, should mean visible changes in the graphics to viewers. "I'm sure they're going to be using a lot of transparencies and shading," says Witko, who adds Fox will have four of the iNFiT machines for this fall's football production. Network-compatible iNFiT machines such as those purchased by the network list in the \$113,000 range.

In addition to stocking mobile production units with such production hardware, Fox also will place some of the new graphics and laser disk machines at its coordination complex in Hollywood, where the network has expanded the number of coordination control rooms from four to eight to

handle football.

The network operations center will receive a signal from the production crews at each stadium, which will digitize the signal before sending it over Vyvx fiber. "It's all digital right from the truck to our building," Setos says. Feeds from each game will go to a coordination control room where they will be integrated with commercials and studio commentary.

The network has gone to BTS for the primary routing equipment in the Hollywood complex, Setos says, although the facility also will use Grass Valley Group production switchers, including a Grass Valley 3000-3 composite digital switcher that will assemble program signal in the

on-air control room from feeds routed through a Grass Valley 7000 digital router. The assembled signal then will travel around the complex through a BTS Venus routing switcher.

Although Fox does not say how much it is spending on its football production, a tally of price tags for the new equipment puts the investment near \$20 million even before factoring in the cost of truck rentals.

Earlier this month, the network was practicing with the new equipment in anticipation of an Aug. 12 preseason premiere. "We have done a lot of fine-tuning," says Setos, adding that the most important achievement will be "not to get between the fans and the game." ■

Broadcast and cable networks ready for kickoff

Although the advance publicity might suggest otherwise, Fox is not the only network covering the NFL this season.

Having renewed their rights to the NFL for four years at the same time Fox usurped CBS's, ABC, NBC, ESPN and Turner's TNT are back with similar packages and a few new twists in coverage.

ABC renewed its *Monday Night Football* package for \$920 million (up 2%), while NBC reupped for the American Football Conference with an \$868 million bid (up 15%).

On the cable side, ESPN and TNT agreed to pay \$524 million and \$496 million, respectively, for 12-game packages over four years, including nine regular season games, most of which will air on Sunday nights.

The four networks are all taking advantage of an NFL ruling allowing reporters to rove the sidelines during games. But there are restrictions—they must stay inside the 20-yard lines and are prohibited from interviewing players or coaches during games and at halftime.

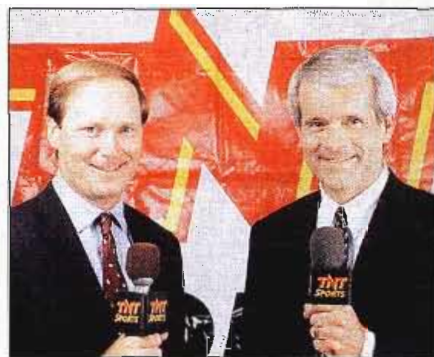
NBC is sending Hanna Storm and John Dockery to the sidelines. ABC has picked Lynn Swann. Mark Malone has the assignment for ESPN; Kevin Kiley for TNT.

NBC has landed Greg Gumbel to host *NFL Live*. He replaces Jim Lampley, who's been reassigned to play-by-play. NBC also picked up former CBS analyst Randy Cross and former all-Pro tackle Bob Golic.

Meanwhile, ABC has reformatted its halftime show, now the *Toyota/Lexis Half-Time Report*. Veteran *Sports Illustrated* writer and NFL specialist Peter King has been signed as a correspondent for the new show. Brent Musburger will anchor the broadcast.

ESPN signed the just-retired New York Giants quarterback Phil Simms as a studio analyst. And TNT has Simms's former teammate Lawrence Taylor. "He's funny, he's irreverent and he's a Hall of Famer," says Don McGuire of Turner Sports.

—SM and RB



TBS/TNT Sports' Pat Hadden and Gary Bender

College football preps for '96

Conferences sew up broadcast and cable rights deals

By Rich Brown

While there are still two more seasons to go on the College Football Association's five-year deal with ABC and ESPN, changes already are brewing for the 1996 season.

College conferences now part of the CFA have been busy signing their own deals for national TV coverage that will kick in once the CFA's five-year deal with ABC and ESPN expires in 1996.

The Southeastern Conference and the Big East have struck deals with CBS and ESPN; the Atlantic Coast Conference and the Western Athletic Conference have signed agreements with ABC and ESPN. And the Big 12 has a deal in place with ABC and Prime Network. Prime, a division of Prime SportsChannel Networks, also recently signed on to be exclusive cable distributor of PAC 10 football, beginning in 1995.

In addition to the CFA games, ABC and ESPN have national rights to Big 10 and PAC 10 games this season. They are in the fifth year of a six-year, \$119 million deal.

ESPN will return for a second year as distributor of college football on pay per view. It will offer up to 36 out-of-market games to a potential 28 million homes through Viewer's Choice and Request Television.

Completing the national picture, NBC is entering the fourth year of a five-year, \$30 million deal with Notre Dame, giving the network exclusive rights to the independent football power.

Overlaying the national TV deals, individual conferences and teams have various regional and local arrangements in place for the upcoming season. Among them:

Big East

The eight-team football conference led by perennial power Miami is offering an 11-week game-of-the-week package. With noon start times, games so far have cleared on 35 TV stations and regional cable sports networks, covering 35% of the nation's TV homes, according to a conference spokesman.

Mid-American

The 10-school Midwestern conference is syndicating a four-game package starting with the Sept. 24 contest between Bowling Green and Eastern Michigan. The conference so far has cleared seven regional cable networks covering 10 million homes and six TV stations and cable systems. Cable networks include SportsChannel Ohio, SportsChannel Cincinnati, SportsChannel Chicago, SportsChannel Philadelphia, PASS, KBL Network and Empire Sports Network.

Western Athletic Conference

Operated by conference champion Brigham Young University and the Air Force Academy, the Blue & White Sports Network plans a 12-game schedule starting Sept. 3 with BYU at Hawaii. According to a network spokeswoman, the package is cleared on regional cable networks and TV stations reaching viewers in 49 states (all but Indiana).

PAC 10

In the last year with the conference, Los Angeles-based Prime Ticket is producing 12 games this year, providing two games to ESPN and syndicating the 10 others to regional sports networks though Prime Network of Houston. In addition, according to PAC 10 assistant commissioner Duane Lindberg, two games will be televised by Liberty Sports and Prime Network, which will replace Prime Ticket as rightsholder starting with the 1995 season. Their deal runs through 2000.

Southwest Conference

Raycom holds the rights to syndicate 12 games beginning Sept. 3 with Texas at Pittsburgh. Raycom is still negotiating for syndication rights for the 1995 season, which will be the final season for the conference. Conference teams are set to join either the Big 8 or Western Athletic Conference following the 1995 season.

Southeastern Conference

Rightsholder Jefferson-Pilot Sports plans to syndicate 12 or 13 games throughout the nine-state SEC region.

The coverage starts with Ole Miss hosting Auburn on Sept. 3.

Atlantic Coast Conference

Jefferson-Pilot is syndicating a 12-week package throughout the six-state ACC region. ■

Radio rights for football inch up

Total fees paid by stations: \$54.4 million

By Donna Petrozello

Radio broadcasters will pay slightly more for NFL rights to air professional football games in 1994, approximately \$54.4 million, compared with last year's total \$53.6 million, according to BROADCASTING & CABLE's exclusive market-by-market survey of local NFL radio contracts.

Popular teams, such as the Chicago Bears, San Francisco 49ers, Dallas Cowboys and Washington Redskins, commanded the highest rights fees, with the Bears and 49ers leading the pack at \$4.5 and \$4.0 million, respectively. The Bears' rights fees increased by \$500,000, from \$4.0 million in 1993 to \$4.5 million. But for other highly sought teams, the fees remained constant from last year.

Several teams entered nontraditional broadcasting arrangements for 1994, including the Indianapolis Colts and Cleveland Browns, which signed partnership agreements with Sports Marketing Inc. to jointly sell broadcast rights and advertising inventory on stations that purchased the rights to air the games. The Los Angeles Raiders and Rams will continue a similar partnership with Nederlander Sports Marketing this year.

The Arizona Cardinals, formerly the Phoenix Cardinals, in December signed a similar marketing agreement with Media America Corp. The Cardinals' deal also allows advertisers that want to buy inventory during

the radio broadcasts to purchase time for games broadcast on Media America-owned television stations in the Phoenix area, says John Shean, director of broadcast sales for KESZ(FM).

CBS Radio Sports this year enters the fifth year of a five-year, \$6 million contract with the NFL to provide play-by-play coverage of 31 regular season and 12 postseason games,

including the Super Bowl. In addition, CBS's Spanish-language network CBS Americas will carry coverage of four postseason games and the Super Bowl. The 1994 season marks CBS's 15th season of NFL coverage and the fifth consecutive year of Spanish-language postseason game coverage.

CBS also welcomes back its slate of game announcers, including Jack

Buck and Hank Stram, a duo that teamed when CBS launched its NFL coverage in 1978. Joining Stram and Buck are announcers Pat Haden, Howard David, John Rooney and John Dockery. Greg Gumbel and Matt Millen will host the pregame and half-time shows. Returning CBS Americas announcers are Rene Giraldo, Jessi Losada, Armando Quintero and Fuad Reveziz. ■

1994 LOCAL RADIO FOOTBALL LINEUP

NFC

Team	Flagship	# of stations in network	Contract status (year of years)	1993 rights in millions	1994 rights in millions
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EASTERN DIVISION

Dallas Cowboys	KVIL(FM)	90	4/5	\$3.5	\$3.75
New York Giants	WOR(AM)	27	2/5	\$2.5	\$2.8
Philadelphia Eagles	WYSP(FM)	14	3/4	\$2.0	\$2.0
Arizona Cardinals*	KESZ(FM)	20		\$1.4	
Washington Redskins	WTEM(AM)-WBIG-FM	93	3/3	\$3.5	\$3.5

CENTRAL DIVISION

Chicago Bears	WGN(AM)	41	2/3	\$4.0	\$4.5
Detroit Lions	WWJ(AM)	36	3/3	\$1.5	\$1.5
Green Bay Packers	WTMJ(AM)	40	2/4	\$0.8	\$0.8
Minnesota Vikings	KFAN(AM)-KEEY(FM)	95	4/4	\$1.3	\$1.4
Tampa Bay Buccaneers	WQYK(AM)	13	4/5	\$1.0	\$1.1

WESTERN DIVISION

Atlanta Falcons	WSB(AM)	65	3/3	\$1.4	\$1.4
Los Angeles Rams	KMPC(AM)	11	1/1	\$2.5	\$2.4
New Orleans Saints	WQUE(AM)	57	3/5	\$1.0	\$1.0
San Francisco 49ers	KGO(AM)	42	2/2	\$4.0	\$4.0

AFC

Team	Flagship	# of stations in network	Contract status (year of years)	1993 rights in millions	1994 rights in millions
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EASTERN DIVISION

Buffalo Bills	WBEN(AM)	21	1/4	\$1.6	\$1.2
Indianapolis Colts	WNDE(AM)-WFBQ(FM)	30	3/3	\$0.8	\$0.8
Miami Dolphins	WIOD(AM)-WQBA(AM)	35/0	1/3/3/3	\$1.4/0.6	\$1.5/0.6
New England Patriots	WBZ(AM)	30	1/1	\$1.4	\$1.6
New York Jets	WFAN(AM)	3	2/3	\$1.6	\$1.6

CENTRAL DIVISION

Cincinnati Bengals	WCKY(AM)	30	1/3	\$1.2	\$1.0
Cleveland Browns*	WDOK(FM)-WKNR(AM)	46		\$1.8	
Houston Oilers	KTRH(AM)	39	5/5	\$1.5	\$1.5
Pittsburgh Steelers	WTAE(AM)-WVTY(FM)	35	2/3	\$1.5	\$1.5

WESTERN DIVISION

Denver Broncos	KOA(AM)	60	6/7	\$2.0	\$2.5
Kansas City Chiefs	KCFX(FM)	86	1/3	\$1.2	\$1.5
Los Angeles Raiders	KFI(AM)	23	2/3	\$2.4	\$2.6
San Diego Chargers	XTRA(AM)	2	4/5	\$1.0	\$1.0
Seattle Seahawks	KIRO(AM)	43	4/4	\$2.5	\$2.5

*The Browns and Cardinals retain their radio rights, producing games, selling time and contracting with stations for broadcast.

Resort broadcasting is no picnic

Radio stations in vacation markets compete fiercely for seasonal advertising dollars

By Donna Petrozzello

Plagued with an overcrowded market, limited advertising revenue and a transient audience, resort-area broadcasters are pressed to develop promotion tactics and programming formats to stay on the tips of residents' and vacationers' tongues.

Broadcasters in areas such as Key West, Fla.; Aspen and Vail, Colo.; Honolulu, and eastern Long Island's Hamptons have found that keeping the station visible and heavily involved in the local community helps them ride out population fluctuations. In these resort areas, the population at least doubles or triples in the summer, and, in Key West, Honolulu and Colorado, also in the winter.

To keep revenue coming in during the lean month of November in the Hamptons, WBEA(FM) Montauk's General Manager Zoe Kamitses sponsors a pet awards contest on the lawn outside the studio. Kim Works, GM at WKRY(FM) Key West, says the station "creates" events in the off-season, such as a fishing tournament in September. And Key West's album rock WOZN(FM) sponsors a "Lemmingway Days" festival, which parodies the community's annual celebration of former resident Ernest Hemingway's birthday, says station General Manager Roger Leeper.

The antics are designed to attract the attention of advertisers, many of which are small retailers, restaurants, hotels and nightclubs that thrive on the vacation crowd. Resort broadcasters say they rarely sell time to radio's mainstay advertisers such as automotive services or large retail chain stores. Eastern Long Island's top biller, WLNG-AM-FM, hosts at least 250 remote-site broadcasts each year, ranging from coverage of the Westhampton Beach annual St. Patrick's Day parade to local Little



Resort broadcaster WBAZ(FM) Southold, N.Y., helps out with a local strawberry festival. The station's association with the event not only helps raise funds for the Lions Club, but boosts its profile in the community as well.

League baseball games. Veteran WLNG President-GM Paul Sidney says he tries to keep the focus of programming and promotions local to make the station a valuable advertising medium for year-round merchants.

Many broadcasters raise their advertising rates in the high season, when advertisers are willing and able to spend more money. "You get a gigantic influx of advertising demand for three or four months out of the year, and that's where you make your money," says Eddie Simon, president of WWHB(FM) Hampton Bays.

Cliff Gardiner, president of Gardiner Broadcast Partners Ltd. and the Radio One Network, oversees five Aspen and Vail-area stations that are programed for adult alternative. "The stations break even all months but are not highly profitable in the slow months like May and October," Gar-

diner says. "Some of the traditional advertisers you look for in radio just don't exist."

Lee Coleman, station manager at Honolulu's KIKI-AM-FM, KHVH(AM) and KKLV(FM), says that radio is the most effective medium for resort advertising, especially in Hawaii, where restaurants, hotels and nightclubs are frequent radio advertisers. Nightclubs are especially heavy users of radio, because radio ads, unlike a print ad, can feature the type of music and atmosphere of the club.

In Southampton and East Hampton, the summer crowds more than triple the population, causing weekend-long traffic jams. Since radio depends on a driving audience listenership, Kamitses contends that radio in the Hamptons, and in other resorts where vacationers typically drive to sightsee, is "the most powerful medium."

But resort stations do not always receive the ratings credit they feel they deserve. With small year-round populations, some resort areas are combined with larger cities rather than having their own Arbitron market survey. As a result, resort stations often find they receive little or no mention in Arbitron and instead have to sell "off the book."

WWHB's Simon says: "Instead of selling on market share, you connect the advertiser to an event. You're not selling off [ratings in] an Arbitron book." WWHB began simulcasting the signal of New York's album rock WNEW(FM) four years ago.

Since the majority of Hamptons-area vacationers come from Manhattan, Simon says his main goal as a resort broadcaster is to "expand the reach of the radio station where people live and reach them while they're vacationing."

To offset the lack of available mar-

Errata

Emmis Broadcasting Corp. acquired Summit Broadcasting Corp.'s WRKS-FM New York for \$68 million, not \$17 million, as reported in the Aug. 8 issue.

ket-share statistics, WKRY conducts its own market survey in the Key West area by mailing questionnaires to residents about their radio listening habits. Works says the station uses results from the surveys to attract potential advertisers.

There are also format techniques and programing bits on which resort stations rely to win over a transient audience. Gardiner's Colorado stations feature regular reports on ski and bicycle trails, and stations in the beach resort communities of Long Island's Hamptons feature tide and wind reports and parking conditions at public beaches.

WKRY Key West has tailored its for-

mat to appeal to a diverse mix of listeners. The station's format jumps from soft AC during the day to an evening symphony block, jazz on weeknights and show tunes and Latin programing on the weekends. While the format might not work in a more homogeneous community, Works says it is a good fit for the transient Key West crowd.

Fellow Key West broadcaster WOZN's Leeper says, "It's a more demanding audience because they have their own frame of reference from the cities they came from as to what makes great radio stations." Leeper worked for a Milwaukee radio station before moving to Key West.

Says WBEA's Kamitses: "Everyone is looking for a segment or a niche, and it's finding your niche and being successful at it that is the name of the game."

Often, a large percentage of the year-round population in resort areas is senior citizens. Joseph Sullivan, president/GM of WBAZ Southold, Long Island, and president of Peconic Bay Broadcasting Corp., tailors programing on WBAZ to soft AC that he says appeals to the large senior citizen population on the East End. Sullivan says his target demographic for WBAZ, and says planned sister-station WAFV (FM) Bridgehampton, is 25-64. ■

Radio traffic jam on eastern Long Island

Long Island's East End—which includes Southampton, East Hampton, Westhampton, Riverhead, Southold, Shelter Island and Sag Harbor—is best known as a celebrity summer getaway for the likes of Billy Joel, Calvin Klein and Tom Wolfe as well as media executives such as CBS/Broadcast Group President Howard Stringer and EFM Media Management CEO Edward McLaughlin.

It is also home to 10 radio stations, six of which broadcast locally and four that simulcast stations based in New York City or western Long Island. Several Connecticut-based signals also drift over Long Island Sound to compete in the East End market, adding at least another six stations to the mix. While East End broadcasters largely agree the market is oversaturated, each station somehow survives in the limited advertising revenue pool.

Because the audience is transient, a premium is placed on promotion. Some stations devise gag events, such as WBEA(FM) Montauk's annual "people's pet awards" contest, which routinely honors dogs with the most spots per square inch.

Other stations, such as Southold's WBAZ(FM), tailor their programing to attract a leisure audience by adding news updates about boating, fishing and parking conditions at area beaches.

The year-round population of Southampton and East Hampton, 45,600 and 16,200, respectively, doubles and triples in peak season. And because public transportation is virtually nonexistent, everyone can count on being in traffic on weekends. Also, ads for nightclub specials and regional charity fundraising events raid the airwaves. And like resort stations elsewhere, many East End stations increase advertising rates from 25% to

200% above the off-season rates.

East End broadcasters agree the market has become overcrowded, more than in other resort areas. The competition may explain, for instance, why WWHB(FM) Hampton Bays and WHFM(FM) Southampton went from local programing to simulcasting stations "up the island." Upstart Westhampton station

WMRW(FM) bypassed local programing from the start and entered the market as a simulcast of WDRE-FM Garden City.

"I'm not sure it serves anybody's purpose to put this many radio stations in one place," says Eddie Simon, president of WWHB, which simulcasts Group W's album rock WNEW (FM) New York. "I don't see the logic. The odds are good that at any one time, you can hear the same song on more than one station," says Simon, brother of singer/songwriter Paul Simon.

"Fortunately, we got here 31 years ago and we are holding our own. But starting out now, it would be real tough," says Paul Sidney, president/GM at the East End's top biller, WLNG-AM-FM Sag Harbor.

Despite the crowded airwaves, Peconic Bay Broadcasting President

Joseph J. Sullivan, also president/GM of WBAZ, is planning to launch WLIE(FM) Bridgehampton by year's end. Also, the FCC recently added another FM frequency for Southampton, for which four area broadcasters are vying, Sullivan among them.

As Sullivan says, "It was apparent that if we didn't apply for a new frequency, our potential share for advertising revenue would shrink. We had to grow to attempt to dominate the market or fall behind the others who were doing it." —DP



Billy Joel is an investor in WEHM(FM) East Hampton, one of six FMs on eastern Long Island that air original programing.

A Tele-markable merger

TCI pays about \$2,000 per subscriber for TeleCable systems in 15 states

By Rich Brown

Top multiple cable system operator Tele-Communications Inc. will further dominate the industry with its \$1.4 billion purchase of TeleCable Corp., a mid-sized operator that will expand TCI's reach to more than 14.7 million households.

Upon completion of the deal, which was struck last Monday, one out of every four cable homes in the country will be controlled by the Denver-based cable giant.

The distribution boost brings TCI closer to FCC limits that prohibit cable system operators from serving more than 30% of homes passed by cable. But TCI might not need to worry too much about those rules—a federal court has declared the subscriber limits unconstitutional, and the commission has stayed the rules pending an appeal, according to an FCC spokesman.

TCI is believed to be paying roughly \$2,000 per subscriber for TeleCa-

Company at a glance

Headquarters: Norfolk, Va.

Total subscribers: 740,000

Annual revenues: \$300 million

Debt: \$250 million

Systems: 21, mostly mid-size, in 15 states—Alabama, Florida, Georgia, Kansas, Kentucky, Illinois, Indiana, Missouri, North Carolina, South Carolina, Tennessee, Texas, Virginia, West Virginia and Wisconsin

Largest system: Overland Park, Kan. (90,000 subscribers)

Smallest system: Wytheville, Va. (3,500 subscribers)



ble's systems, which serve about 740,000 customers in 15 states. TeleCable systems will build on existing TCI clusters in at least four markets—Dallas; Kansas City, Mo.; south Florida; and Greenville/Spartanburg, S.C.

Under the terms of the agreement, which is subject to government approval, TeleCable's shareholders will

receive approximately \$950 million in TCI Class A shares and \$300 million in convertible preferred stock (about a 7.6% stake in TCI). TCI will assume \$250 million in TeleCable debt. Norfolk, Va.-based TeleCable has annual revenues of \$300 million and an annual cash flow of about \$150 million.

TeleCable President/Chief Execu-

Wireless, cable payments ruled out

A federal judge in Virginia has ruled that apartment building owners may not accept any kind of payment from wireless or cable operators in exchange for an exclusive contract to provide TV service.

The ruling also found that in Charlottesville, Va., the wireless operator's exclusive contract with apartment building owners interfered with an unwritten contract Adelphia Cable had to provide service to renters who chose to subscribe.

The prohibition against receiving payment is based on the Virginia Landlord-Tenant Act. But Adelphia's assistant general counsel, John Glickman, says other states, including New York and Pennsylvania, have similar laws. Judge B. Waugh Crigler did not order Adelphia reinstated as the cable service provider. But, he said, if the building management wanted to keep its contract with the wireless operator, it would have to return the money it received from the wireless operator, CFW Communications. That works out to about 12% gross revenue from that building. Damages were assessed at \$288,000 against the defendants, CFW and the building management, including \$68,000 that represented the value of the cable and other plant located in the buildings that the judge says were misappropriated from Adelphia.

CFW Communications Senior Vice President Carl Rosberg says he isn't sure if the company will appeal the decision. The decision will have immediate impact for Adelphia beyond Charlottesville: The multiple system operator has almost 200,000 subscribers in the state.

—GF



Joseph W. Ostrow

Ostrow to head CAB

The Cabletelevision Advertising Bureau has named Joseph W. Ostrow president and chief executive officer, effective Aug. 29.

CAB had been looking for a new leader since mid-February when Thom McKinney left to run Rainbow Advertising Sales. Ostrow formerly was executive vice president, worldwide media director of Foote, Cone & Belding. From 1955-87, the 61-year-old executive worked at Young & Rubicam. Bob Alter, former CAB president, will remain vice chairman.

tive Officer Richard Roberts says for the past year the company has been looking to align with a larger entity that could help it through "an incredibly competitive" period.

Consolidation is considered important to cable system operators as they prepare for the onslaught of competition from telephone companies, direct broadcast satellite and wireless cable. Operators say consolidation gives them greater access to investment capital and greater leverage in dealing with equipment suppliers.

Cablevision buys three systems

Among other recent deals, Cablevision Systems Corp., Woodbury, N.Y., last week completed its \$413.5 million purchase of three systems from Sutton Capital Associates. Several other deals have been struck in recent months:

- Comcast Corp., Philadelphia, bought Maclean Hunter Cable TV of Canada's cable systems serving 550,000 U.S. households for \$1.27 billion;

- Cox Cable Communications, Atlanta, struck a \$2.3 billion deal to combine its cable system operations with those of Times Mirror Cable Television, Irvine, Calif.;

- Jones Intercable Inc., Englewood, Colo., reached a deal with Bell Canada International to sell a piece of the company in hopes of funding more cable system acquisitions; and

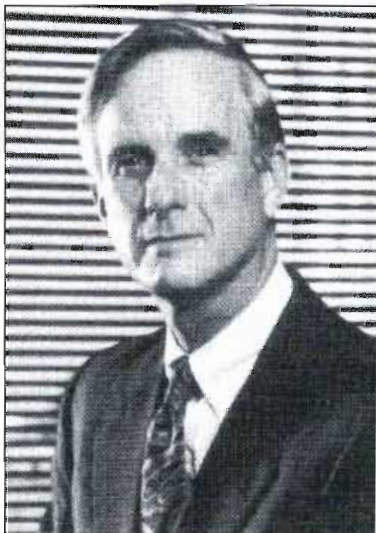
- Adelphia Communications, Coudersport, Pa., paid \$85 million for control of Tele-Media Corp. of Delaware.

Speculation continued to surround Cablevision, the nation's sixth-largest multiple system operator, which reportedly has held various talks about the sale of the company. And last week, TCI was said to be looking into the possibility of teaming with No. 2 MSO Time Warner Cable, Stamford, Conn., to acquire cable systems owned by Chronicle.

TCI President/Chief Executive Officer John Malone, who last year saw the collapse of his company's would-be merger with Bell Atlantic, offers an explanation for the wave of cable-cable mergers: Cable system operators no longer can count on pairing with telephone companies.

"It has a lot to do with the attitude of Congress toward that kind of alignment," Malone says. ■

Top team's fate unknown



TeleCable President Richard Roberts

It isn't clear what will become of TeleCable Corp.'s executive team under new owner Tele-Communications Inc.

Executives at the privately held, Norfolk Va.-based company will own a 7.6% stake in TCI, but they don't know what management role, if any, they will have. Current TeleCable management could stay on board, says TeleCable President/Chief Executive Officer Richard Roberts, a high-profile cable executive who recently chaired the National Cable Television Association.

"They have gone out of their way in telling us they have high regard for our people," says Roberts, adding that he plans to remain active in the cable industry. "I'm too young to die. I have no interest in hanging it up and sitting on the beach."

Roberts would not provide a breakdown on TeleCable shareholders except to say that company founder Frank Batten and his family hold a controlling interest. Batten founded the company in 1964 after inheriting *The Virginia Pilot* and *The Ledger-Star* newspapers. Batten also has controlling interest in Landmark Communications, owner of The Travel Channel and The Weather Channel.

—RB

SOLD!

WLUK-TV, Green Bay, WI from **Burnham Broadcasting Company**, Peter Desnoes, Managing General Partner, to **SF Broadcasting L.L.C.**, Thomas Herwitz, President and Chief Executive Officer for \$38,000,000.

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Changing Hands

This week's tabulation of station and system sales

Nortel Cable Associates LP, Amzak Cable Midwest Inc. and Minnesota Cable Properties Inc. □ Purchased by KBLCOM Inc., a subsidiary of Houston Industries, from Amzak Corp. (Countrywide Cable Inc., manager) for \$80 million. Nortel operates two systems serving Bloomington, St. Louis Park and Fridley, all Minnesota, with 35,000 subscribers. Amzak serves Chaska, Shakopee, New Ulm and Madelia, all Minnesota, with 11,000 subs. Minnesota Cable serves Jordan, New Prague and Montrose, all Minnesota, with 1,600 subs. *Broker: Daniels & Associates.*

WXRC(FM) Hickory, N.C. □ Purchased by Pacific Broadcasting Group Inc. (David Lingafelt, president) from Westcom Ltd. (Jerry Oakley) for \$3.05 million. **Buyer** owns WNNC(AM) Newton, N.C. **Seller** owns WIRC(AM) Hickory, N.C. WXRC has AOR format on 95.7

mhz with 100 kw and antenna 1,276 ft. Filed July 26 (BALH940725GF).

WZBQ-FM Jasper (Birmingham), Ala. □ Purchased by Ameron Broadcasting Inc. (Bill Thomas, president) from SIS Sound Inc. (W.A. Grant Jr., president) for an estimated \$3.3 million. **Buyer** owns WERC(AM)-WMJJ (FM) Birmingham. **Seller** owns WZPQ(AM) Jasper, WLDX(AM) Fayette, WJRD(AM) Russellville and WSPZ(AM) Tuscaloosa, all Alabama. WZBQ-FM has AC format on 102.5 mhz with 13 kw and antenna 2,028 ft. *Broker: Star Media Group.*

WISP(FM) Holmes Beach, Fla. □ Purchased by Entercom (Joseph M. Field, president) from Alpaln Corp. (Norman Alpert, president) for \$3 million. **Buyer** owns KITS(FM) San Francisco; WTK(FM) Gainesville-Ocala and WYUU(FM) Tampa/St. Petersburg, both Florida; WEEP(AM)-WDSY(FM)/WXR(B) Pittsburgh; KLDE(FM) Houston, and KMTT-AM-FM Seattle. **Seller** owns WAVV(FM) Marco, Fla. WISP has soft AC format on 98.7 mhz with 3 kw and antenna 328 ft. *Broker: Donald K. Clark Inc.*

WKFX(FM) Kaukauna, Wis. □ Purchased by 28:30 Productions Inc. (Roy Weiss and Peter Aronow) from Central States Network LP (Thomas Bookey) for \$1.9 million. **Buyer** has no other broadcast interests. **Seller** owns WROE(FM) Neenah-Menasha, WNFL(AM) Green Bay, WHBL(AM)-WWJR (FM) Sheboygan, all Wisconsin, and WTAX(AM)-WDBR(FM) Springfield, Ill., and is proposed assignee of WPRC(AM)-WESZ(FM) Lincoln, Ill. WKFX has oldies format on 104.9 mhz with 3 kw and antenna 480 ft. Filed July 25 (BALH 940725GF).

KSXY(FM) Fresno, Calif. □ Purchased by EBE Communications Inc. (Ralph Guild, chairman/president) from Headliner Radio Inc. (Ron Ostlund, president) for \$1.73 million. **Buyer** owns WXTC-AM-FM Charleston, S.C.;

KFRE(AM)-KNAX(FM) Fresno, Calif., and WECK(AM) Cheektowaga and WJYE(FM) Buffalo, both New York. **Seller** owns KFIG(AM) Fresno, Calif. KSXY has AC format on 101.1 mhz with 50 kw and antenna 310 ft. Filed July 26 (BALH 940726GF).

WJBW(FM) Jupiter, Fla. □ Purchased by GGG Broadcasting Inc. (Susan Goldsmith and Kenneth Morency) from Jupiter Broadcasting Corp. (Charles Reid, president) for \$1.725 million. **Buyer** owns WNNN(AM) Pompano Beach, WSRB(AM) Boca Raton, WTMJ (AM) Sarasota, and WMLZ(AM) Jupiter, all Florida. **Seller** has no other broadcast interests. WJBW has MOR format on 99.5 mhz with 3 kw and antenna 328 ft.

WOWO-AM-FM Fort Wayne, Ind. □ Purchased by Pathfinder Communications Corp. (John Dille III, president/director) from Inner City Broadcasting (Pierre Sutton) for \$1.6 million. Stations were purchased by Inner City from Price Communications in March for \$2.3 million. Sale has not yet closed. **Buyer** owns WTRC(AM)-WLTA(FM) Elkhart and WQHK(AM)-WMEE(FM) Fort Wayne, both Indiana, and WCUZ-AM-FM Grand Rapids, Mich., and WCKY(AM) Cincinnati, and is proposed assignee of WIMJ(FM) Cincinnati and WKEZ(FM) Holland, Mich. **Seller** owns WLIB(AM)-WBLS-FM New York; KSJL(FM) San Antonio, and KBLX-AM-FM San Francisco. WOWO(AM) has full-service AC format on 1190 khz with 50 kw. WOWO-FM has full-service oldies format on 103.1 mhz with 3 kw and antenna 298 ft. Filed July 22 (AM: BAL940722GE; FM: BALH940722GF).

KOQQ-FM (formerly KCHT-FM) Bakersfield, Calif. □ Purchased by Buckley Communications Inc. (Richard Buckley Jr.) from J&C Equinox XX LP (Dwight Case, president) for \$1 million. J&C Equinox XX LP bought the station in February for \$800,000. **Buyer** owns KNZR(AM) Bakersfield, KLLY-FM Oildale, KUBB(FM) Mariposa, KWAV(FM) Monterey and KSEQ(FM) Visalia, all California; WDRC-AM-FM Hartford, Conn., and WSEN-AM-FM Baldwinsville and WOR(AM) New York, both New York. **Seller** owns KOQQ(AM) Clovis and KOQQ-FM Fresno,

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$0 □ 0

FMs □ \$15,992,195 □ 10

Combs □ \$4,622,360 □ 6

TVs □ \$0 □ 0

Total □ \$20,614,555 □ 16

So far in 1994:

AMs □ \$102,386,604 □ 99

FMs □ \$551,908,516 □ 216

Combs □ \$1,076,174,200 □ 154

TVs □ \$1,412,881,334 □ 46

Total □ \$3,153,350,634 □ 515

Attention Programmers and New Cable Networks

My client, a full power broadcaster, has must-carry rights throughout the NY ADI and can expand his coverage to 4.2 million cable homes. But only 10 hours a day of his programming is copyright free. He needs more, including prime time. If you produce or own programming compatible with a news and information format and which is copyright free; and if you are prepared to discuss a partnership to fill those vacant hours, please write or call:

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Stamford, CT 06902
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both California. KQQQ-FM has hot AC format on 99.3 mhz with 6 kw and antenna 154 ft. *Broker: Ray Stanfield and Associates.*

KDEF(AM) Albuquerque and KUCU(FM) Armijo, both New Mexico □ Purchased by Calvary Chapel of Albuquerque Inc. (Louis Hietzig, president/director) from A.C. Smith/O. Dale Smith Trust (A.C. Smith, trustee) and Chapman Children Trust II (George Chapman, trustee) for \$800,000. **Buyer** and **seller** have no other broadcast interests. KDEF has sports format on 1150 khz with 5 kw daytime, 500 w night. KUCU has country/classic rock format on 107.1 mhz with 50 kw and antenna 304 ft. *Broker: Kalil & Co.*

WGCO(FM) Midway, Ga. □ Purchased by Clark Broadcasting Co. (Michael Douglass, president) from InterMart Broadcasting Georgia Coast Inc. (James Martin Jr., president) for \$735,000. **Buyer** owns WVAO-FM/WBGT-AM-FM Staunton, WCYK-AM-FM Crozet and WANV(AM) Waynesboro, all Virginia; WCEI-AM-FM Easton, Md., and WCKU(FM) Nicholasville, Ky. **Seller** owns WCCF(AM)-WIKX(FM) Punta Gorda, Fla. WGCO has oldies format on 98.3 mhz with 100 kw and antenna 1,047 ft. Filed July 26 (BALH940726GG). *Broker: Gordon Rice Associates.*

WIQT(AM)-WQIX(FM) Horsehead, N.Y. □ Transfer of control to Victor Michael Jr., Ronald Kyle and Van Michael from Panosian Enterprises Inc. (Daniel Panosian, president) for \$700,000. **Buyers** are stockholders in Pro Radio Inc., licensee of WCLJ (AM)-WNLK(FM) Corning, N.Y., and Pro Marketing Inc., licensee of WHTO(FM) Muncy, Pa. **Seller** has no other broadcast interests. WIQT has oldies/sports/country format on 820 khz with 5 kw day, 1 kw night. WQIX has country format on 100.9 mhz with 3 kw and antenna 245 ft. Filed July 27 (AM: BTC940727GJ; FM: BTCH940727-GF).

KAGO-AM-FM Klamath Falls, Ore. □ Purchased by Garrard Inc. (William and Sharon Garrard) from Key Broadcasting Inc. (A.J. Krisik, principal) for \$607,360. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KAGO(AM) has news/talk format on 1150 khz with 5 kw day, 1 kw night. KAGO-FM has AC format on 99.5 mhz with 26.5 kw and antenna 360 ft. Filed July 15 (AM: BAL940715ES;

FM: BALH940715ET).

WRED-FM (formerly WQEZ) Chilli-cothe, Ill. □ Purchased by Kelly Communications Inc. (Bob Kelly, president) from Peoria Satellite Radio Corp. (Bill Bro, owner) for \$525,000. **Buyer** owns WOAM(AM)-WXCL-FM Peoria, Ill. **Seller** has no other broadcast interests. WRED-FM has Z-Rock format on 94.3 mhz with 6 kw and antenna 300 ft. *Broker: The Mahlman Co.*

WSSO(AM)-WMXU(FM) Starkville, Miss. □ Purchased by RossComm Inc. (Joe M. Ross Jr., president/director) from Starkville Broadcasting Co. (Norvell Williams and Helen Phillips) for \$465,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WSSO has AC format on 1230 khz with 1 kw. WMXU has classic rock format on 106.1 mhz with 3 kw and antenna 220 ft. Filed July 26 (AM: BAL940726GH; FM: BALH940726GI).

WSSP(FM) Goose Creek, S.C., and option to purchase WUJM(AM) Charleston, S.C. □ Purchased by She Crab Communications Inc. (Ralph Guild) from Jones Eastern Radio Inc. (C.J. Jones, president) for \$450,000. **Buyer** owns WXTG-AM-FM Charleston, S.C.; KFRE(AM)-KNAX(FM)/KSXY(FM) Fresno, Calif., and WECK(AM) Cheektowaga and WJYE(FM) Buffalo, both New York. **Seller** owns WVBS(AM) Burgaw and WRSF(FM) Columbia, both North Carolina; WUJM(AM) Charleston, S.C., and WAEG(FM) Evans and WAEJ (FM) Waynesboro, both Georgia. WSSP has oldies format on 94.3 mhz with 6 kw and antenna 479 ft. WUJM has oldies format on 1450 khz with 1 kw.

KQST-FM Sedona, Ariz. □ Purchased by Rocket Radio Corp. (John Low, president) from American Air-casting Corp. (Dick Gilbert) for \$378,195. **Buyer** and **seller** have no other broadcast interests. KQST-FM has AC format on 100.1 mhz with 500 w and antenna 751 ft. Filed July 21 (BALH940721GG).

KLRB(FM) Aurora, Neb. □ Purchased by Central Nebraska Broadcasting Inc. (Tommy Gleason Jr., president) from Wright Way Broadcasting Inc. (Ty Ramsa and Mury Carstens, co-chairmen) for \$374,000. **Buyer** owns KAWL(AM)-KTMX(FM) York, Neb. **Seller** owns KMMJ(AM) Central City, Neb. KLRB has classic rock format on 97.3 mhz with 50 kw and antenna 354 ft. Filed July 25 (BALH940725GG).

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has appraised
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Corp.'s**

*recent
acquisition
of*

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Cable doesn't buy FCC programming alternatives

Industry disappointed by rejection of flat 25-cent markup

By Christopher Stern

The cable industry is disappointed by proposals from the FCC's Cable Services Bureau for incentives to upgrade systems and add programming.

The bureau's proposals reject the flat 25-cent markup on new programming proposed by the National Cable Television Association. The alternatives were presented to National Cable Television Association President Decker Anstrom on Aug. 5.

Anstrom declined comment on the proposals, but an NCTA spokesman says the bureau's alternatives are "disappointing."

Others are more outspoken. "They are so caught up in the detail, they are losing sight of the big picture," complains Paul Glist of the Washington law firm Cole, Raywid & Braverman.

Glist, like other cable attorneys, says the FCC's rejection of the 25-cent proposal reflects agency concern that any rule change may be perceived as a retreat on the latest cable regulations.

The alternatives also drew criticism inside the agency. "It is not intrinsically obvious why we have scrapped the NCTA proposal," says one senior commission staff member, who took particular exception to the bureau's stance on à la carte. "It basically destroys the concept of unregulated à la carte pricing," the staffer says.

The bureau forwarded a formula for calculating prices for new programming that would allow operators to pass through licensing fees, average promotional costs, the channel adjustment factor and a reasonable profit. The profit margin would be set higher than 7.5%.

Another element of the Cable Bureau plan is a "freeze-and-go-forward" concept, one goal of which would be to give operators the ability to market new services with established networks, without depriving

customers of regulated tiers of services to which they were accustomed.

The proposal calls for operators to lock in their current basic programming lineup, but would allow them to create "loosely regulated" tiers that include new and established channels.

Operators could offer a regulated channel in an a "loosely regulated" package as long as that channel continued to be offered in its original tier. Each channel also would have to be offered à la carte. Operators could raise rates on the regulated tiers for external costs and inflation.

The loosely regulated tiers would be exempt from discounting and "realistic choice" safeguards.

The plan would allow a subscriber to the lowest regulated tier to purchase a package that included basic services such as CNN and ESPN.

While generally critical of the alternative proposals, Cable Telecommunications Association President Steve Effros is optimistic about some aspects of the freeze-and-go-forward plan. "At least it gives operators some flexibility and it's simple." He also is encouraged that the Cable Services Bureau is looking for alternatives. CATA represents cable system operators.

Other cable lawyers, most of whom have heard only indirectly of the proposals, say it offers little incentive for operators to add new programming. Several wonder why consumers would want to buy services in a la carte packages when the same programming was part of a regulated tier.

The freeze-and-go-forward concept reflects efforts by some at the FCC to buttress the recent cable rate reductions against future increases.

Several industry observers say the freeze-and-go-forward proposal benefits incumbent channels at the expense of new ones. The proposal essentially would banish new services to à la carte tiers. Most new channels are counting on some level

At a glance

The FCC's Cable Services Bureau's proposed incentives for adding programming and upgrading systems:

- Operators could offer channels in a la carte packages as long as the channels continued to be available in regulated tiers. Operators also would have to make the channels available on an individual basis.

- An alternative would allow migration of up to four channels to a la carte tiers, as long as the changes occurred before this past June 1. All future a la carte packages would be regulated unless the operator could show that channels offered individually were a realistic choice for consumers.

- New incentives for adding programming would be based on a formula that took into account licensing fees, average promotional costs, the so-called channel adjustment factor and a reasonable profit. The profit margin would be more than 7.5%.

- Small cable operators could count the expense of installing headend equipment as an external cost if the equipment was required for the addition of new channels.

of basic carriage with much higher penetration levels.

Cable attorneys also say the proposals raise First Amendment issues, since they essentially would dictate which services a cable operator would carry on the widely distributed basic and basic-plus levels.

Another proposal put forward by the bureau would allow operators to migrate up to four regulated channels to à la carte tiers (if those changes occurred before June 1, 1994).

However, under this proposal, all future à la carte tiers would be regulated unless the operator could prove the tiers offered consumers a "realistic choice."

To demonstrate that it is a realistic offering, the operator must show a significant number of consumers opted to purchase the channels on an individual basis. ■

'The government can't do quality...at all'

Geller says broadcasters should pay to be free of public-service obligation

Convinced that the 60-year-old public-interest standard is a lousy way to foster public-interest broadcasting, Henry Geller has been promoting an alternative ever since his days as head of the National Telecommunications and Information Administration under President Carter. His proposal: Relieve broadcasters of their public-interest obligation in exchange for a percentage of their annual revenues, say 2% or 3% from television and 1% from radio. The government would funnel the money to public broadcasting, which has shown a willingness and an aptitude for creating the types of programs that public-interest proponents say they want.

With FCC Chairman Reed Hundt set to revisit the public-interest standard—or “social compact,” as he calls it—and the White House eyeing the electromagnetic spectrum as a new source of federal revenue, Geller believes his proposal again is ripe for serious consideration. Geller is now a fellow with the Markle Foundation of New York City, a private grant-making foundation that specializes in how people use media and communications technologies. He discussed his ideas with BROADCASTING & CABLE Executive Editor Harry A. Jessell.

Under your plan, what would prevent the government from continually jacking up the fees broadcasters pay for the public-interest-free licenses?

The usage fee would be locked in by a long-term contract of, say, 20 years. At the end of the term, [broadcasters would] go in and renegotiate the contract.

What's wrong with the public-interest standard as we know it?

It's just a wrestling match full of grunts and groans. What we're really talking about is high-quality local and informational programming, including children's television. You can dress it up in other words, but that's it. And now you've come to the fact [that] the government can't do quality—absolutely cannot do quality at all. If it tried to do quality, it would correctly run into the First Amendment. The

only thing the government can get at is quantity.

So why not just require a certain quantity of programming, as the FCC seems inclined to do for children's educational programming?

It will still not get you to quality. And in the case of children's television, you would still have First Amendment strains about what is a program designed to serve the educational needs of children.

And even if you got around that, you would still then find that you

“Congress and the administration are finding out what the worth of the spectrum is. They've already found out in the first [radio spectrum] auction. You ain't seen nothing yet.”

—Henry Geller

It's a win for public service: If you generate substantial sums of money for public telecommunications—I don't call it public television or radio; I call it public telecommunications—it would produce high-quality children's programming and cultural and informational programming. They don't care that they have a 3 or a 4 share, whereas the commercial broadcaster has to care very much.

The broadcasters also win: They would get a long-term franchise—20 years. It's true they would have to pay, but they would be done with the re-



hadn't dealt at all with the quality issues. The CBS guy [Johnathan Rodgers, president, CBS Television Stations] testified on the Hill: “If you make us do an hour a day, we're going to spread those dollars much too thinly and we won't be able to do quality shows like *Beakman's World*.”

The whole thing is behavioral regulation. And the reason why it fails so badly is you've got somebody who does not want to do what you want him to do. He does not want to do this educational children's program, and you're forcing him to do it. Some will do it well, but some will just want to slide by. It's a stupid way to proceed.

What are the benefits of allowing broadcasters to buy their way out from the public-service obligation?

It would be a win for public service, it would be a win for the broadcasters, and therefore, it would be the sensible thing to do.

newals looking at content. They would be done with comparative renewal. They would be done with petitions to deny. They would be largely out of First Amendment strain.

And it's a win for broadcasters because they are going to have to pay anyway. Congress and the administration are finding out what the worth of the spectrum is. They've already found out in the first [radio spectrum] auction. You ain't seen nothing yet. This next auction [of broadband personal communication services this fall, perhaps] is going to bring in billions and billions and billions of dollars. Whether it gets to the \$10 billion that's projected, I don't know. But they're going to know what six megahertz of valuable spectrum is worth.

What about other broadcast regulations?

I don't want to kid anybody. There would be some multiple ownership

rules left. There would be rules left with regard to indecent and obscene programming, because they're not based on the public-trustee concept. The difference would be that there would be no denial of renewal or revocation. It would be all done with cease and desist and forfeiture. And you would largely remove First Amendment strain that way.

So Howard Stern would not be off the hook.

There's nothing you're going to do about that. But there would be none of this business about, 'I'm going to hold up transfers to see whether or not you're a public trustee.' In other words, it frees them up a great deal.

Does it give them complete freedom? No.

Couldn't broadcasters negotiate for relief from the ownership restriction as part of this deal?

You could try for that. But in any event, they're obviously going to be looked at. In the multichannel universe that's coming on, there's going to be relief. But that has nothing to do with the public-trustee concept. The multiple ownership rules are an antitrust-type regulation.

Do you really think this would play on Capitol Hill?

It would be an uphill battle because

Congress loves so much regulating television. But the danger we're coming to, and it's a very, very clear and present danger, is that Congress needs the money, knows the value of the spectrum, is charging others, will charge broadcasters, and the [National Association of Broadcasters] won't have gotten anything. ■

Errata

The Aug. 8 article, "Acting chief opts for demotion," misquoted Acting Common Carrier Bureau Chief Richard Metzger. The correct quotation is, "Make no mistake about it, Kathy Wallman will run this bureau."

Children know the difference between reality and TV. That is the conclusion of a study published in July in the American Psychological Association's *Journal of Developmental Psychology*. According to the study, "Young children have more refined concepts of television reality than most prior research in the field would lead one to believe." The study focused on 5- and 7-year-olds, who were shown cartoons, fictional programs, news shows and documentaries and later were asked what they thought. "Cartoons are one of the earliest genres recognized by children, and the data in this study indicates that 5-year-olds clearly understood the unreality of cartoons," the journal reports.

The National Consumers League and Communications Workers of America were among those denouncing the Senate information superhighway bill last week.

At a press conference sponsored by the AFL-CIO just before the Senate Commerce Committee's vote on the measure (see "Top of the Week"), the groups criticized the bill because it would delay telephone company entry into cable. "Unnecessarily delaying competition in the cable industry thwarts job creation that would naturally develop in that industry and denies cable subscribers the benefits of lower prices that would inevitably result from competition," CWA President Morton Bahr said. "American consumers have had to wait while cable regulation failed to sufficiently lower rates. It's no secret that real competition would bring rates down quickly and significantly. Consumers don't want to wait any longer for competition that could begin today," said NCL President Linda Golodner.

On the point of FCC Chairman Reed Hundt's ini-

tiative to revisit the "social compact" between broadcasters and the public is Renee Licht, a veteran FCC attorney who recently was named deputy chief of the Mass Media Bureau. Licht confirms she's been doing the spadework on the project, collecting information inside and outside the agency. But, she says, Mass Media Bureau Chief Roy Stewart and Chief Economist Michael Katz also are deeply involved in the project.

The FCC is pressing the Commerce Department to release more spectrum for commercial use than planned.

Congress has ordered the agency to transfer 200 mhz, but the FCC has urged the National Telecommunications Information Administration to consider moving an additional 335 mhz. In a recommendation to the

NTIA, the FCC also says, "Larger blocks of spectrum [are] required to accommodate high volumes of communications and the wide bandwidths necessary to accommodate developing technologies and transmit communications such as voice and video." The FCC suggests that any band plan should include spectrum that could be paired readily in order to help emerging technologies.

The National Cable Television Association's board of directors has approved a new public relations campaign that "may or may not" include national advertising. The campaign, to be developed in coming months, will focus on customer service and positioning the industry as a "telecommunications leader," an NCTA spokeswoman says. "This is not an image campaign," the spokeswoman adds. The board approved the plan under the public-affairs surcharge on members, which totals \$10 million per year.

Washington Watch

Edited By Kim McAvoy

CBS picks H-P for its tapeless debut

Network orders digital video server for its WCIX Miami

By Chris McConnell

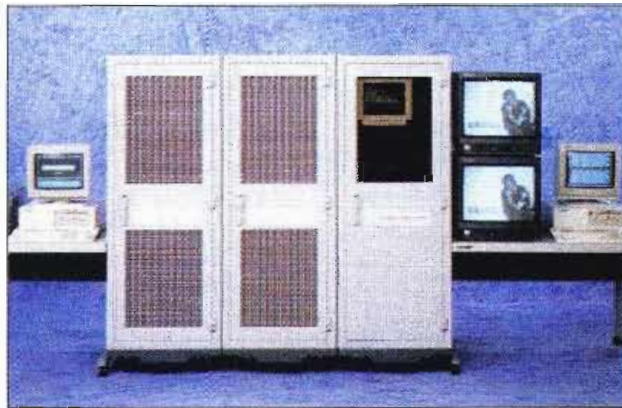
CBS is venturing into the world of tapeless recording. The network plans to install Hewlett-Packard's new broadcast video server at WCIX(TV), its Miami owned-and-operated station. WCIX initially will use the disk-based recorder for playing commercials and promotional material, although it hopes to add more applications.

"We're going to be a tapeless station," says WCIX General Manager Allen Shaklan, who envisions incremental moves to tapeless program playback and editing. The CBS purchase follows recent decisions by PBS and ABC to invest in the BTS Media Pool file server.

By choosing the Hewlett-Packard machine, however, CBS engineers hope to ride the computer industry's economies of scale. "We're trying to use open architecture systems that have industry-standard platforms," says CBS Engineering Vice President Bob Seidel, who also cites Hewlett-Packard's diversified customer base as an attraction. Shaklan says that WCIX hopes to have the machine installed and running by January.

The H-P broadcast server can store between six and 51 hours of video and audio. The machine uses MPEG compression to store video at data rates ranging between 15 megabits per second (mbps) and 1.5 mbps. Options include incremental storage capacities of 17, 24 and 51 hours at the 15 mbps rate. Prices start at \$210,000 for the basic server, which comes with six hours of storage capacity at 15 mbps.

The use of MPEG compression, adds H-P's Lynn Chroust, provides a more cost-effective storage technology in applications where no editing is required. Other server builders have gone with JPEG compression to provide more frame accuracy in editing applications. Chroust, H-P's product manager for broadcast video servers, says her company is applying for a patent for a proprietary MPEG technique that allows for frame accuracy,



CBS's Miami O&O will use the Hewlett-Packard disk-based broadcast server for commercial playback.

although she says the company has not yet applied its technique to editing applications.

Chroust says H-P later this year plans to add software that will allow for broadcast time shifting, an application Seidel says CBS plans to assign to a disk-based machine. Seidel last week said the network had not yet selected the disk technology it will use for time shifting.

The H-P machine, he says, initially

will function parallel with existing equipment.

The network's investment in the H-P machine follows another, independent investment by the CBS Tucson, Ariz., affiliate. The New Vision Television-owned KOLD-TV earlier this month bought a Hewlett-Packard machine to automate its commercial playback.

Like WCIX's Shaklan, KOLD-TV General Manager Dave Joseph foresees moves to editing and other applications. "We see a lot of functions in the future," says Joseph, whose station invested in the new equipment as part of a move to a new, 22,000-square-foot facility. "We see it as a television station in a box." Joseph says his station is installing the new broadcast server and hopes to be using it within the next few weeks. ■

CNN keeps on (SNG) truckin' to Woodstock

CNN last week was going down to Yasgur's farm with the latest in satellite newsgathering gear.

The news network was taking a new, three-path SNG truck to the Woodstock concert. The truck, one of three triple-path SNG units CNN has purchased from Harris Allied, carries the radio frequency equipment needed to transmit three simultaneous live signals from the event.

"Before, we could do only two feeds from the same truck," says Frank Barnett, managing editor of CNN Newsbeam, the network's satellite newsgathering arm. With a third satellite path, Barnett says, technicians in the truck can transmit both generic and customized live shots for affiliates of CNN Newsbeam while also sending a unilateral feed for CNN. At the same time, the truck can send a feed for affiliate stations with their own reporters at a site.

Adding the extra satellite path boosts the price tag of the new trucks, although Barnett describes the added cost as worthwhile. Harris Allied satellite newsgathering trucks start at around \$220,000, but can go as high as \$1 million or more, says Jay Adrick, product line director for Harris Allied Broadcast System. Adrick says the three CNN trucks are the first triple-path units his company has put on the road but that others may follow: "We certainly have other customers that have looked at the concept."

In addition to Woodstock, CNN plans to use the triple-path trucks to cover the baseball strike and the next space shuttle launch. One of the trucks was en route to Los Angeles for the next phase of O.J. Simpson trial coverage.

—CM

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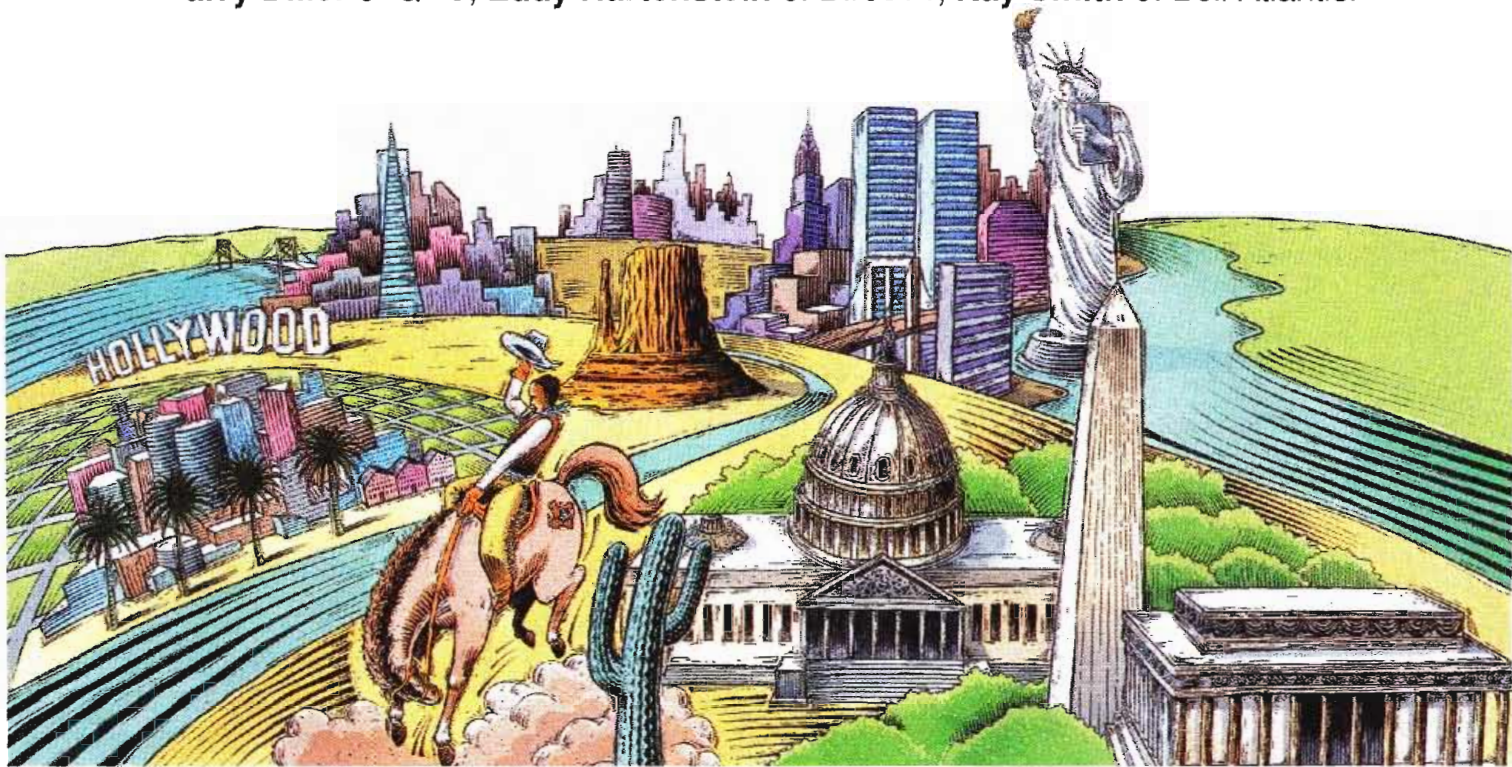
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See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Exceptional opportunity for successful small market manager. AM lower midwest. Send resume to Box 00072 EOE/MF. Time is important. Position involves equity possibility.

Executive Producer: If you've heard us, you're half way there! America's premier FM talk giant is seeking an executive producer. WKXW, "New Jersey 101.5" has a rare opening. In charge of managing air staff, selecting topics and general show prep. Responsible for developing and enforcing format guidelines and corporate legal policies. Experience in full service, top forty radio a plus. Northeast background helpful. This is the big one. A chance to do cutting edge FM talk radio at the station that invented it. If you're used to winning, flexible in working with management and loaded with ideas, please send resume and cover letter, including salary requirements. We are an equal opportunity employer. Send resume to General Manager, P.O. Box 5698, Trenton, NJ08638.

General Sales Manager. WCKU-FM "Hot 102" a Top 40/Rhythm-Crossover radio station in Lexington is seeking a sales manager. Successful radio sales experience required with radio sales management background or demonstrable management skill. Women and minorities are encouraged to apply. Send resume and cover letter to General Manager, 651 Perimeter Drive, Suite 102, Dept. BM, Lexington, KY 40517. Deadline for application is Friday, September 2nd. WCKU-FM/Clark Broadcasting Company is an equal opportunity employer.

General sales manager: Solid family broadcast group needs 90's sales manager in Top 75 southwest market. Station is paid for and growing. Send resume and philosophy to Box 00054 EOE.

Music director for Philadelphia's 70's station. Greater Media's WMGK Magic 102.9 needs an experienced and talented music director for our new all Seventies format. Knowledge of the music, Selector expertise and the ability to integrate judgement with research are musts. On-air work not required. Great opportunity for small or medium market PD or MD to grow into a major market. No phone or fax, please. MD Search, Julian Breen, WMGK, One Bala Plaza, Bala Cynwyd, PA 19004. EOE/MF.

Orlando, Florida: Local Sales Manager opening. 17 year leader in NAC. Fax resume to WLOQ c/o John Gross 407-647-4495 or send resume to P.O. Box 2085, Winter Park, FL 32790. EOE.

Sales Manager. V-Teck Communications seeks SM for high performance radio sales team. Assist GM in training and field-coaching large staff. Plus handle key "challenge" accounts. V-Teck Communications has an outstanding commitment to training and professional growth. Great lifestyle with plenty of golfing, skiing and boating in the area. EOE. Tell us about your success history and your personal sales philosophy. Mr. Lou Vito, President/GM, WPKO & WBLL, 1501 Road 235, Bellefontaine, OH 43311.

HELP WANTED SALES

New blood needed to fill vacancy created by Sales Manager's retirement. Akron, Ohio top-rated talk station, WNIR 100 FM and new TV station Channel 29. Experienced Account Executive wanted. Call Bob Klaus at 216-673-2323 or fax resumes to: 216-673-0301. EOE.

HELP WANTED TECHNICAL

Experienced engineer skilled in AM directionals, high power FM's, digital systems needed by a well equipped (Harris Xmtrs) small group of stations. Well equipped shop, vehicle, group health insurance furnished. Opening in mid September. Salary range from \$25 to \$30 thousand depending on qualifications. Reply to Box 00060 EOE.

HELP WANTED NEWS

Radio News Producer. University of Missouri-Columbia seeks radio news producer. Interview, write, produce and edit news stories for statewide radio news service. Sound news judgement critical. Must have good science reporting and writing skills. Experience with digital recording and editing a plus. B.A. degree in journalism or related field plus three years professional broadcast experience required. Attractive salary and benefits package. Send resume and non-returnable tape to: Frank Fillo, 9 Clark Hall, University of Missouri, Columbia, MO 65211. No calls please. The University of Missouri is an equal opportunity employer.

Reporter/Anchor. Fulltime experience required. Send aircheck, including newscast and spot news reports, along with recent writing examples and resume to Dave Maurer, News & Program Director, Newsradio 790 WSWG, P.O. Box 1945, Saginaw, MI 48605. No calls. EOE.

SITUATIONS WANTED MANAGEMENT

Public Broadcasters: Altruistic, tenacious team player with diverse broadcast, print, sales, corporate background seeks secure development (other responsibilities?) position with respected public broadcasting outlet. B.A., articulate, excellent organizational, interpersonal skills. Serious inquiries, pleasant environments only, please. Reply to Box 00070 EOE.

Seeking General Manager/Sales Manager position in small to medium market with possible buyout potential. Currently in real estate and radio management. Top biller, conscientious, aggressive. Call Ted 914-357-9425/914-357-4861, 399 Route 202, Suffern, NY 10901.

SITUATIONS WANTED TALENT

Berrigan & The Bassman are now available for your morning/afternoon drive radio team! Collectively, they represent over twenty years experience. Although they're terrific by themselves, together they're dynamite...for the chemistry between them is unmatched. Berrigan's voice of authority, experience and vast knowledge brings a class and depth to radio. Augment this with the charismatic Bassman's "raw energy" and hair-trigger mind and you have an unbeatable team. They sustain excitement and foster loyalty without resorting to confrontation and negativity...they simply have fun and the audience feels it. Berrigan & The Bassman love contact with their audience and are seasoned pros at handling the phones and involving themselves in the community. No market is too small! No challenge is too big! Call for demo tape now! 216-946-4963.

TELEVISION

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accepting resumes for Sales/Management positions. Minimum three years successful sales experience required. All replies treated confidentially. Reply to Box 00068 EOE.

Director/T.D. - Need motivated leader with minimum 2 years newscast experience to direct and/or switch news and other programs. GVG-300 knowledge a big plus! No beginners; no phone calls. Send resume and salary requirements to Randy Cassimus, KWTW-9, 7401 N. Kelley, Oklahoma City, OK 73111.

Experienced, seasoned talk show director wanted for new live morning program. Must be knowledgeable with satellite feeds and live remotes. Must be creative, diplomatic, and able to work closely with the executive producer and on air talent. Need to have worked in top 20 major media market. EOE, M/F. Qualified candidates should send a tape reel and resume to: Executive Producer, Good Morning Texas, WFAA-TV, 606 Young Street, Dallas, TX 75202.

WLOS-TV, an ABC affiliate serving Greenville, Spartanburg and Asheville, the 35th largest market, seeks individual with five years station management and/or rep experience. Person must be energetic, organized and creative. Should be familiar with IDS, BMP and Scarborough. Please send resume and salary requirements to: Ellen Vaillancourt, GSM, WLOS-TV, P.O. Box 1300, Asheville, NC 28802. No phone calls please. EOE.

WBTW TV-13 in Florence/Myrtle Beach, SC is looking for a creative services producer/director/editor. Must be able to perform all aspects of television production from "script to screen." Rush tape and resume to: Rick Benthall, Creative Services Manager, WBTW-TV, 3430 North TV Road, Florence, SC 29501. Would like to fill position immediately! EOE/M-F.

Local Sales Manager, WTVD, the Capital Cities/ABC owned station in Raleigh/Durham, is looking for a highly motivated individual to lead our local sales staff. Candidates for the position must have a distinguished television sales background and be familiar with the utilization of our sales resources. Send resume to: General Sales Manager, WTVD, P.O. Box 2009, Durham, NC 27702. Please no phone calls. WTVD is an equal opportunity employer.

TV Station Manager: Looking for individual who knows how to run TV station operations, sales and production; strong track record in people and time management skills. Resume and salary history to Box 00063 EOE.

News Director: Southern Minnesota's #1 newschannel, located in America's most livable city, seeks energetic, aggressive leader to direct top-notch staff of seasoned veterans and bright young talent. Excellent group with great benefits. Send resume to Jerry Watson, VP-GM, KTTC-TV 601 1st Avenue SW, Rochester, MN 55902. EOE.

News director - for a mid-Atlantic 130+ market group owned affiliate seeks an experienced, hands on, community minded professional to work where leadership and quality go hand in hand. This is a tremendous opportunity for the right individual. Minorities/MF are encouraged to reply. Send resume and salary requirements to Box 00053 EOE.

TV Program Manager: Greater Dayton Public Television seeks an experienced programmer to direct day-to-day programming activities including: staff supervision, budgeting, screening, scheduling and acquisition for two stations. Requirements include a bachelor's degree, 3 years programming experience, knowledge of research, market strategies, PBS program rights and contracts. Send cover letter and resume to: TV Program Manager Position, GDPT, 110 South Jefferson Street, Dayton, OH 45402-2415. Greater Dayton Public Television is an equal opportunity employer.

Personnel director. Have you served in the position of personnel director or E.E.O. officer for a TV or radio station for a minimum of two years and are ready to move up to personnel director for a group of broadcast stations? If so, please send resume, including salary history and references to Susie Bobb, Dispatch Broadcast Group, 770 Twin Rivers Drive, Columbus, Ohio 43215. Replies held in confidence. EOE employer.

Promotion Manager: WANE-TV in Fort Wayne, Indiana is accepting resumes for the position of Promotion Manager. We are seeking an aggressive, hands-on creative pro to produce high-energy news promotion in a highly competitive market. Rush resumes and tape reel (no telephone calls please) to: Personnel Manager, 2915 West State Boulevard, Fort Wayne, IN 46808. We are an equal opportunity employer.

WFSB-TV, Hartford has an opening for Design Director. Quantel, sgi 2-d and paint, infinit', k-scope are some of our toys. It's a fast paced environment and we need someone to oversee the look of our station, set design, print, supervise staff and pilot us into the 21st century. WFSB TV is a Post Newsweek station and equal opportunity employer. Fax resumes to 203-244-1661, Don Graham, Creative Services Director.

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Local sales manager. Network affiliate WGRZ-TV is looking for an energetic, highly motivated communicator to lead our local sales staff. Ideally, we are looking for an individual who has personality, character, good sense of goals and strong background in broadcast sales to move our local sales effort forward. We're looking for a leader with higher education and preferably previous management experience. Minimum five years experience selling broadcast. Mail your bio to: Tim Busch, General Sales Manager, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202. Please no phone calls! WGRZ-TV is an EOE.

Sales-marketing opportunity, self-starter with great deal of enthusiasm. Income commensurate with experience. Send resume, no phone calls, WJET-TV, Mike George, Sales Manager, 8455 Peach Street, Erie, PA 16509. Affirmative action 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 Avenue, Fresno, CA 93727. Applications will be accepted until 8/26/94. An E.O.E.-M/F/D. Women and minorities are encouraged to apply.

WTVH-5 seeking an Account Executive. Minimum of one year broadcast experience a must, three years broadcast experience preferred. Send resume outlining sales experience to: Peg McDermott, WTVH-5, 980 James Street, Syracuse, NY 13203. No phone calls please. WTVH is an equal opportunity employer.

National Sales Manager: KMBC-TV, the ABC affiliate in Kansas City, has an immediate opening for National Sales Manager. Ideal candidate will have minimum of 3-5 years of national sales experience with management and/or station experience preferred. Candidates must demonstrate strong negotiating and numbers skills. Candidates must also show creativity in selling beyond the rating book and have a proven track record in selling specials and developing client relationships. Please send or fax a resume to Tracy Boschert, General Sales Manager, KMBC-TV, 1049 Central, Kansas City, MO 64105. Fax (816) 221-3633. EOE.

HELP WANTED TECHNICAL

CBS affiliate, new facility. Needs technician to repair videotape, ENG, satellite truck, and other equipment. Send salary/resume to: WCBI-TV C.E.; P.O. Box 271; Columbus, MS 39703 or Fax to (601) 329-1004.

Chief engineer. WFSB/Channel 3 Hartford's Post Newsweek Station. WFSB is offering an exceptional career opportunity overseeing the operation and maintenance of a state-of-the-art broadcast facility within the growing Post-Newsweek group. Responsibilities will also include developing and implementing the station's long term capital plan. Qualified candidates will have experience in managing engineering maintenance and day-to-day operations. Candidates must also possess a strong sense of competitiveness, demonstrated leadership and strong inter-personal skills. A working knowledge of television technical unions and contracts is necessary. Submit resume to: Judi Addabbo, Personal Manager. WFSB-TV3, 3 Constitution Plaza, Hartford, CT 06103. EOE.

Chief Engineer: Major market-UHF station looking for highly qualified CE experienced in all aspects of broadcast engineering to oversee and maintain transmitter and studio equipment; FCC general license plus SBE certification required. Submit detailed resume with salary requirements to Box 00064 EOE.

Chief Engineer for northeastern Ohio UHF TV station. Must be experienced in UHF transmitters (T-TU-110 desirable) and studio facilities such as Sony beta VTRs and studio cameras. Candidate should have an FCC diploma style license and 5 years minimum chief engineer experience. A BSEE degree is a plus. Computer literacy, knowledge of building and facilities maintenance including strong engineering and management background are desired. EOE. Send resumes: John Grdic, General Manager, 101 West Boardman Street, Youngstown, OH 44503. Fax 216-744-3402.

Studio Engineer: UHF station, looking for highly skilled SE, experienced in all aspects of studio broadcast engineering to maintain studio equipment. Submit detailed resume, salary requirements to Box 00065 EOE.

HELP WANTED NEWS

NEWS WRITERS/
EDITORS

NBC Desktop Video is expanding and needs writers/editors for a new multimedia news service venture located in our Ft. Lee, NJ office.

Successful candidates should be computer literate, succinct writers/editors who have journalistic experience, solid news judgment, the ability to think creatively while summarizing events for corporate clients and proven ability to work under continual deadline pressure. Experience with financial news strongly preferred.

Interested candidates should send a resume with salary history. Unfortunately, we will only be able to respond to resumes in which we are interested.



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GRAPHIC
ARTIST

NBC is looking for a news graphic artist with excellent design and illustration skills for its Desktop Video Division located in Ft. Lee, NJ.

If you have 2 or more years experience in news graphics, are experienced with Quantel, HAL and thrive in a fast paced team oriented environment, please send us your resume with salary history. Unfortunately, we will only be able to respond to those applicants in which we are interested.



NBC
30 Rockefeller Plaza,
Room 1678
Employee Relations-
Dept. CGA
New York, NY 10112

Equal Opportunity Employer M/F/D/V

Assistant News Director. Do you have what it takes to take a great news operation to the top? KCRG-TV in Cedar Rapids, Iowa is looking for an aggressive Assistant News Director to help us win the news war. Send resume and non-returnable tape to: Bob Smith, News Director KCRG-TV, P.O. Box 816, Cedar Rapids, Iowa 52406. Terrific opportunity for major market news producers to get into management. EOE.

Entry level reporter position available. Send non-returnable VHS or 3/4 inch only to General Manager, P.O. Box 2220, Florence, AL 35630. No phone calls.

Dominant number one news station looking for an experienced news producer who likes to rock and roll, a very organized videotape editor and a streetwise news videographer. Please send tape and resume to Box 00059 EOE.

Are you one of the best reporters in the business? If so, you'll work well with the rest of our team. Extremely committed and well-equipped CBS affiliate in one of the most competitive markets in the country is looking to add to its already great reporting staff. Aggressiveness, enterprise and a demonstrated ability to humanize the story are the requirements for this general assignment position. If you've got these talents along with at least three years experience, please send non-returnable tape and resume to: Phil Bell, Executive Producer, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls, please.

Assignment Editor - WSAZ-TV, a division of Lee Enterprises, seeks an aggressive, enthusiastic, motivational leader with strong news judgement to deliver the most accurate, comprehensive news in our region first every day and generate stories that make a difference in people's lives. We are looking for someone who is passionate about quality journalism, actively involved in the community and cares about serving internal and external customers as well. We are a dominant number one station in the nation's 55th market - serving West Virginia, Ohio and Kentucky viewers. Please send tapes, resumes to Ken Selvaggi, News Manager, WSAZ-TV, 645 5th Avenue, Huntington, WV 25701. EOE.

Canal de Noticias NBC - 24-hour Spanish news network located in Charlotte, NC, expanding as it goes into second year. Looking for qualified Spanish-fluent producers, writers, editors, chyron and audio operations, and graphic artists. Please send tapes, resumes, and reference to Box #D-36. No calls, please.

Co-Anchors. Named the best newscast in Florida by the Associated Press, Fox News at Ten needs co-anchors for weekend newscast. Three years experience, college degree preferred. No phone calls. Send non-returnable tape and resume to: Mark Pierce, Station Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. Equal opportunity employer.

If you are a sports anchor/reporter who also knows how to keep non-sports fans glued to the set...we want you. This is a strong number one news station in a very competitive mid-size market...so experience is a must. Please send tape and resume to Box 00058 EOE.

Meteorologist: WESH-TV, a Pulitzer Broadcasting Station, in Orlando, 22nd market, is looking for a meteorologist with a minimum of three years on-air experience who will be responsible for the morning and noon weathercasts. We are looking for an individual with an interesting and dynamic on-air presence. Must be familiar with WSI 5000 weather equipment. Send resume and non-returnable show tape to Russ Kilgore, News Director, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls. An equal opportunity employer.

News Producer: WPXI-TV, Pittsburgh, has an opening for a news producer. Applicants must be able to produce a fast paced, visual, graphic intensive, well-written, one hour news cast. Send resume and recent tape ASAP to: Tom Loebig, Executive Producer, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

Assistant News Director: Looking for top-notch producer with managerial aspirations to act as Number Two in department. Will be responsible for producing main newscast as well as administrative and managerial duties. Want a "People Person" who understands 1990's broadcast journalism. Send resume and sample work to Michael Castengera, News Director, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. Park Broadcasting of Kentucky, Inc. is an EOE.

Weekday Co-Ancor: KTVQ-TV, the CBS affiliate in Billings, Montana is looking for a 5:30 & 10:00 pm co-anchor to complement our male anchor. We want a solid journalist and communicator. We are a strong #1 in the region and plan to stay there. If you're ready for a great job in a great location send in your resume and 3/4 inch demo tape to: Jon Stepanek, KTVQ, P.O. Box 2557, Billings, Montana 59103.

Weatherperson/Reporter - Meteorologist preferred but not mandatory. We are looking for an energetic person to join our newsteam. This position is weekend weather and reporting during the week. We have top notch weather equipment and a quality operation. Send letter, resume and non-returnable demo tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

WVL-TV, the Jewel of the South, has an immediate opening for a strong, mature person to anchor its dominant six and ten o'clock newscasts. Applicant should have heavy reporting experience, with a thorough knowledge of politics desirable. At least five years anchoring experience in mid-size to large markets required. Please do not apply if you are not a journalist first and a show person second. Resumes and non-returnable tapes should be sent to Joe Duke, News Director, WVL-TV, 1024 N. Rampart Street, New Orleans, LA 70116-2487. No telephone calls. WVL is an EEO employer.

WICS-TV, in Springfield, Illinois seeks a general assignment reporter. Responsible for general assignments, story development, writing, editing and live shots. Two years experience required. BASYS experience helpful. Minority applicants encouraged. Send resumes, non-returnable video tapes and salary requirement to: News Director, Newschannel 20, 2680 E. Cook Street, Springfield, IL 62703. EOE. Phone calls disqualify applicants.

News Producer: WTVC, an ABC affiliate, needs a producer with at least one year TV news experience. Must be familiar with all aspects of broadcast news, including videography, microwave and satellite links, and computers. Requires good writing skills, news judgement, time management skills, videotape editing and post-production abilities. Send resume to: News Director, WTVC, P.O. Box 1150, Chattanooga, TN 37401. No phone calls. Women and minorities encouraged. WTVC is an equal opportunity employer.

Videotape editor: Midwestern production company in search of creative, versatile team player. Minimum 3 years experience required. Calloway and/or ACE background and familiarity with wide variety of tape formats preferred. Competitive pay and benefits package. Please call 1-800-960-3838 today as well as faxing resume with salary history to John Prechtel at 515-472-6043.

News Promotion Producer - The ABC affiliate in the Iowa/Illinois Quad Cities area, seeks a creative writer/producer with at least two years of promotion experience. If you feel at home in a newsroom but understand the difference between reporting the news and promoting it, send your resume and non-returnable 3/4" or VHS tape to: Creative Services Manager, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265. EOE, M/F.

News Promotion Producer - Top 40 affiliate needs experienced Promotion Producer. Duties include series, image, and daily topical promotion. If you have strong writing skills, an eye for shooting, and can edit with the best, rush tape and resume to Mike Mastrullo, Promotion Manager to Lyle Banks, President & General Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please. EOE.

News Reporter: WTVC, an ABC affiliate, has an opening for a self-motivated reporter. Good broadcast writing skills, videotape editing and computer skills required, plus at least one year TV news experience. Send tape/resume to: News Director, WTVC, P.O. Box 1150, Chattanooga, TN 37401. No phone calls. Women and minorities encouraged. WTVC is an equal opportunity employer.

Wanted: Mature co-anchor/producer to team with our veteran female anchor for A.M. newscast. Must have extensive news background: anchoring, producing, editing, excellent news judgement, and ability to work well with others. Send tape and resume to: Jan Bean, News Director, WCTI-TV, P.O. Box 12325, New Bern, NC 28551.

The **South Bend/Elkhart News Market** is growing! Need experienced News Anchor, Investigative Reporter, Weather Anchor and Assistant Production Director who can make a Toaster cook like an oven. We want team players who can cram a lot into a day. Top 85 ABC affiliate, group owned station poised to aggressively improve news position. Rush resume and non-returnable tape to Jim Parisi, News Director, WSJV-TV, 58096 C.R. 7S, Elkhart, IN 46517. EOE/MF.

News Videographer. The Ozarks leading TV news department seeks a videographer with two years shooting/editing ENG experience, including "Live." Send resumes and non-returnable tape to: Steve Snyder, KOLR-10 News Director, P.O. Box 1716, Springfield, MO 65801. No phone calls, please!

Photographer: Work in the nation's largest small market. If it happens in Alaska, we're there. Minimum 1 year experience in television news. Strong N.P.P.A. philosophy. Send non-returnable Beta SP or 3/4" tape to: Barry Johnson, Chief Photographer, KTUU-TV, 701 East Tudor Road, Suite 220, Anchorage, AK 99503-7488. EOE.

Special Projects Producer: if you're a highly motivated, creative self-starter we have the position for you. WPXI has an immediate opening for a full-time special projects producer. You would be responsible for producing series and special programs. Excellent writing skills a must. 5 years experience in television news preferred. Send tape and resume to Jennifer Rigby/Managing Editor, 11 Television Hill, Pittsburgh, PA 15214. EOE.

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Infinit! Operator

Minimum 1 year on-line experience operating Chyron Infinit! for live news and/or sports. Working knowledge of animation, logo and font formatting, and system maintenance required. Excellent typing and spelling skills and the ability to grab news supers by the horns and run with it! A design background is desirable.

Three terrific opportunities for three outstanding people are here for the asking. Rush your resume, tape and cover letter to **KCAL Human Resources, Department BC, 5515 Melrose Avenue, Hollywood, CA 90038-3149.** Do it today and you might find yourself creating - and baking in the fine California sunshine. **NO PHONE CALLS, PLEASE.** An Equal Opportunity Employer.



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News anchor/medical reporter: To anchor fast-paced daily newscasts and report on health-related issues and breaking medical news. Must be a good communicator with excellent writing and television production skills. Significant prior broadcast journalism experience required. Resume and non-returnable 3/4" or broadcast Beta tape (no calls) to Dave Davis, News Director, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Graphic artist needed for nightly national newscast. Must be creative and self motivated with the ability to capsule and transform story content into visually stunning graphic stills and animation. Must possess a basic working knowledge of video hardware. Salary negotiable. Benefits. Resume to James Martin, Capital Television Network, P.O. Box 3150, Manassas, VA 22110. Fax 703-369-1910. EOE.

Reporter - Experience is a must. Looking for a reporter who isn't afraid to ask tough questions and pursue difficult stories. Must be able to write clearly and edit. Send letter, resume and non-returnable demo tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA. 70602. EOE.

Newscast producer. Great opportunity to join the station with the TV rights to the 1996 Olympic Games! Must have at least 5 years newscast producing experience. Looking for excellent writing skills and quality news judgement. Must be able to motivate and work with others. Required: demonstrated thoughtful and creative newscast producing on tape. No phone calls please! Send tape, resume and references to: Laura Newborn, Managing Editor, WXIA-TV, 1611 Peachtree Street, Atlanta, GA 30303.

WPTV5 (NBC) in the nation's 45th television market is in search of a videographer/editor. Qualified candidates must shoot and edit promos, psas and program length features. Minimum two (2) years experience working with graphics and compiling 30-second promotional spots. Please send resume and tape to: Director of Programming/Creative Services, WPTV News Channel 5, 622 North Flagler Drive, West Palm Beach, Florida 33401. No telephone calls. WPTV is an equal opportunity employer.

Attention producers: Do you have what it takes to produce a hot newscast???? If you can get 15 stories in an 8 minute news hole, write teases that actually tease and want to live in Florida, then send us a resume and non-returnable show tape. This is the 22nd market, so no rookies. A minimum of three years line producing experience required. WESH-TV, a Pulitzer Broadcasting Station, in Orlando has several producer openings, including the hour long 5PM show. Send your resume and non-returnable tape to Russ Kilgore, News Director, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls please. An equal opportunity employer and drug free workplace.

Production Manager. You're aggressive, motivated, hard-driving, and love the idea of leading a department that produces 5 newscasts a day, cable cut-ins, dozens of spots a week, supports a huge promotion and public affairs effort, and has great equipment. One of the best middle-market stations in the USA needs one of the best production managers to help it grow. Previous production management experience required. Only the best need apply. Candidates must submit a resume, references, and tape of their best work to be considered to: Bob Allen, VP and GM, KCRG-TV, Cedar Rapids, Iowa 52401. EOE.

HELP WANTED PROGRAMMING PROMOTION & OTHERS

NEWS PROMOTION ON-AIR WRITER-PRODUCER

Full Time Position open for person with experience in On-Air Promotion, Writing, and Producing. Responsibilities include:

- creating "Special Report" promos and Daily Topicals.
- Other Creative areas include Sports, Station Image and Entertainment Advertising.

Rush Tape and resume to WTXF-TV, Dept. 65 330 Market Street, Phila. PA 19106 No phone calls please. An Equal Opportunity Employer. WTXF-TV/A ParamountCommunications Company

Promotion Writer/Producer. #1 Southwest Florida CBS affiliate needs experienced, creative writer/producer. Applicants must be able to handle a multitude of tasks including writing, producing, and editing. Great station, great equipment, and great people. Send reel and resume to: Paul Greeley, Director of Marketing and Promotion, WINK-TV, 2824 Palm Beach Boulevard, Fort Myers, FL 33916. EOE.

WDTN is looking for a talented promotion writer/producer to join our marketing and promotion department. Responsibilities include the writing and production of daily topicals as well as image, and special projects. Applicant should have two years experience in TV promotion or news, superior writing and editing skills and post production experience. College degree preferred. Work schedule must be flexible. Should be computer literate. Send resume and tape to Personnel Admn., WDTN TV2, P.O. Box 741, Dayton, Ohio 45402 M/F/V/H.

SITUATIONS WANTED MANAGEMENT

Production/Operations Manager. Proactive, results oriented, excellent people skills. Recent Broadcasting M.A. grad. with 12 years P/D and production manager experience in commercial and public TV. Don 414-962-0130.

SITUATIONS WANTED TECHNICAL

Engineer, 15 years experience, in video, satellite, RF, and facility construction. Seeking CE or maintenance position. Prefer Northeast. Call (301) 540-8439.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

Free agent looking for new team. If you need a TD/graphics person for your news or production staff, here I am. Can also write commercial and promo copy. Ten years experience. Give me an audible at Box 00073. Thanks.

SITUATIONS WANTED REP FIRM

Have you been looking for a rep firm in New York but can't find one due to a market conflict? Why not contract with an experienced, independent TV rep to handle your station in NYC and east coast cities. Call 609-596-5544 for information.

SITUATIONS WANTED NEWS

Strong major market weather personality. Available immediately. Working now but ready to go. High Q rating. Reply to Box 00071.

CABLE

HELP WANTED MANAGEMENT

NORTHWEST CABLE NEWS

King Broadcasting Company is proud to announce an exciting new venture in the Pacific Northwest. NorthWest Cable News is scheduled to launch in January as a 24-hour regional news channel, based in Seattle. We will be seeking an entire staff of news, production, and operations personnel. Management positions open at this time are:

- NEWS DIRECTOR • SALES MANAGER
- DIRECTOR OF MARKETING AND PROMOTIONS
- DIRECTOR OF OPERATIONS

This is an opportunity to work with the latest tapeless technology as well as to hire, train, and direct a staff dedicated to television, with strong leadership skills and demonstrated ability in hiring, training, and motivating staff. Minimum of 5 years experience, with previous background as a department head preferred.

To apply for one of the positions above, please send two copies of your resume and cover letter to:

NorthWest Cable News
Attn: Human Resources
333 Dexter Ave. N. Seattle, WA 98109
No phone calls, please. EOE-M/F/D/V



Regional VPs, Affiliate Sales & Marketing

The Talk Channel, Multimedia Entertainment's new 24 hour talk channel launches its full-time service on October 1, 1994. We are seeking two experienced executives for our Eastern and Western divisions. Please respond in confidence to:

Paul Fitzpatrick, President
The Talk Channel
45 Rockefeller Plaza, Suite 3440
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(212) 765-3533 (fax)
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New cable network in conceptual phase. San Francisco Bay Area. All-original programming, upscale, educational. Executives needed for fund-seeking and launch. 415-688-3540.

Graphics Director. Growing national cable television network seeks experienced artist to coordinate on-air graphics. Candidate should be creative and flexible, have strong organization and management skills and be well versed in the use of Aurora and Chyron Inifit! graphics systems. Knowledge of Silicon graphics or Macintosh hardware and graphic artists with the anticipation, assignment and execution of graphic needs for varied journalistic programs. Experience with news and informational programming is a must. Please send biographical information and beta videotape displaying artistic work to: Executive Producer Steve Johnson, American Lawyer Media, 600 Third Avenue, New York, NY 10016.

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Production Department

When it comes to introducing the hottest music and trends, MTV: Music Television's Production Department does it best. We are currently seeking an experienced, creative, multi-camera Production Director.

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This excellent opportunity, based at our NYC headquarters, provides a competitive salary and comprehensive benefits package. To be considered in confidence, send your resume/reel to: **Director of Human Resources, MTV: MUSIC TELEVISION, BHA Box #165, 555 Madison Avenue, New York, NY 10022.** An Equal Opportunity Employer.



CHYRON OPERATORS

CNBC, and our new cable network, America's Talking, has exciting opportunities for Chyron operators in our Fort Lee, NJ studios. You will operate the SuperScribe, Infini! and Max! character generators to produce lower thirds, credit roles, graphic animations, and display other graphic effects in a live talk show or news format.

Experience with a character generator and the ability to handle live control room situations is a must.

If you thrive in a fast-paced, team-oriented environment, please send your resume to: Personnel Associate, Chyron, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an Equal Opportunity Employer.



HELP WANTED TECHNICAL

20-94 Cable Studio Engineer, City of Raleigh, NC, administrative/professional engineering work directing and performing technical equipment maintenance. To apply call (919) 890-3315 before 08/31. EOE M/F/H.

Master Control: Experienced operators, supervisor for national cable network. Alamar, Beta-cart, Sony, GVG. 24 hour operation. Resume, salary history, 10310 Main Street, Suite 184, Fairfax, VA 22030.

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Aggressive, state-of-the-art, computerized newsroom in the pacific rim seeks experienced, enterprising reporter who can also shoot and edit. We're an award winning news department with a heavy emphasis on hard news. This ain't Gilligan's Island. If you like to unearth corruption and bureaucratic waste and aren't afraid to square off with some tough cookies...then this is the job for you. You must have at least one year of professional TV news experience to be considered for this choice overseas assignment. EOE. Non-returnable tapes, references/resumes by priority mail to: Drew Hadwal, News Director, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam 96910.

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Corporate Video Production Company in Atlanta, GA is looking for an experienced Account Executive to represent the company to "Fortune 500" market. Position requires strong sales background; excellent writing skills; ability to close complicated sales. Salary plus commission. Fax resume to 404-876-1715.

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HELP WANTED MANAGEMENT

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America Online, a top provider of online computer services to home computer owners nationwide, offers our subscribers a variety of services from a growing list of cable channels including Cinemax, Comedy Central, The Discovery Channel, HBO, The Learning Channel and more. Now, we're developing new ways for users to access our services by preparing to deliver our online services via cable networks — to both PCs and televisions.

As we enter into these exciting new areas, we're creating challenging opportunities for talented individuals. If you have at least five years of cable industry experience, look into the following positions available at our Vienna, VA headquarters:

MANAGER, CORPORATE DEVELOPMENT Cable Products

As a key member of a team managing new cable and interactive TV services, you'll evaluate potential partners and negotiate their agreements, respond to existing partners' needs and coordinate cross-departmental goals and schedules. You'll stay on top of industry trends and developments, assessing how they affect America Online, and will represent the company within the industry. To succeed, you'll need proven ability to generate and manage partner relationships, negotiate contracts and manage staff across departments. You should thrive in a fast-paced environment and be able to handle multi-faceted projects with a variety of partners. An advanced degree is preferred. This position may require up to 50% travel.

MULTIMEDIA PROJECT MANAGER

Your chief responsibility will be presenting America Online's new cable products to potential MSO partners. This will involve developing and presenting our technologies and solutions; maintaining and fostering relationships with cable operators and working closely with MSOs on systems engineering design and installations for service delivery. To qualify, you need experience with digital video systems (compression, editing, broadcast technology) and excellent communication skills. Position may require extensive travel.

For consideration, send or FAX your resume to: America Online, Inc., Attn: Pauline Cooper, 8619 Westwood Center Drive, Vienna, VA 22182; Fax: (703) 556-3750. E-Mail: PACooper. No phone calls, please. We are an equal opportunity employer. Principals Only.



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RESEARCH MANAGER

The Media & Entertainment Group at CHILTON RESEARCH SERVICES is looking for a Research Manager to supervise project directors in executing quantitative research for entertainment clients, writing proposals for new business and tracking relevant industries. Candidate should have advanced degree, knowledge of survey research, and 5 years of relevant experience. Ability to work in a fast-paced environment essential. Excellent salary and benefits package. Please send resume including salary requirements to: **CARLA SARETT, Chilton Research Services, 201 King of Prussia Rd., Radnor, PA 19089.** Equal Opportunity Employer, M/F/D/V.

CHILTON
RESEARCH SERVICES

HELP WANTED INSTRUCTION

U.C. Berkeley Graduate School of Journalism is seeking a full-time tenure-track faculty member to teach television reporting. The applicant should have substantial experience as a producer or reporter, either in a major local market or at a national network. The quality of an applicant's professional work will be given more weight than advanced degrees. Previous teaching experience will be considered an asset. Entrepreneurial talent (development, grant-writing, liaisons with the industry) will also be valued. The applicant should be familiar with the opportunities for serious reporting made possible by new video technologies. The appointee will be expected to remain active in television or video, as a journalist, documentarian, or scholarly researcher. Deadline for application is November 1, 1994. Apply with resume, including at least three references to: Prof. William Drummond, Graduate School of Journalism, North Gate Hall #5860, U.C. Berkeley, Berkeley, CA 94720-5860. The University is an equal opportunity, affirmative action employer.

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Kalil & Co., Inc. has been retained to entertain offers on these properties until September 30, 1994. The Receiver will, in consultation with the broker, analyze all bids properly submitted to determine the qualified bidders. The qualified bidders shall be entitled to bid on the station at the time set by the Court hereafter for a public sale of the television station assets. Further details may be obtained from Richard Beesemeyer at:

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Growing Georgia Small Market AM/FM with Cash Flow	-	\$500K
Florida Keys, Developmental	-	\$500K

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

New Deadline is Monday at 9:00am Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

For subscription information call 1-800-554-5729.

For the Record

OWNERSHIP

Granted

WRAG(AM)-WCKO(FM) Carrollton, AL (AM: BAL940523GE; FM: BALH940523-GF)—Action August 3.

WYAM(AM) Hartselle, AL (BAPL-940629EC)—Action August 3.

KALC(FM) Denver (BALH940429GH)—Action July 29.

KDRH(FM) Glenwood Springs, CO (BAPED940301GG)—Action August 1.

KUPU-FM Pearl City, HI (BAPH-931122GL)—Action July 28.

KCLY(FM) Clay Center, KS (BTCH-940506GH)—Action July 28.

WPOK(AM)-WJEZ(FM) Pontiac, IL (AM: BTC940715EF; FM: BTCH940715EG)—Action August 3.

WJCO(AM) Jackson, MI (BTC940714EA)—Action August 3.

KKIN(AM)-KEZZ(FM) Aitken, MN (AM: BAL940606EC; FM: BALH940606ED)—Action August 2.

KYRS(FM) Atwater, MN (BALH940620GR)—Action August 3.

KZTW(AM) Troutdale, OR (BAP940712-ED)—Action August 3.

KSNY-AM-FM Snyder, TX (AM: BTC-940606EA; FM: BTCH940606EB)—Action August 2.

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

WXOL(AM) Oshkosh, WI (BTC940630-EA)—Action August 3.

Dismissed

WXOX(AM) Bay City, MI (BTC940214EA)—Action July 29.

WXOX(AM) Bay City, MI (BAL940214EB)—Action July 29.

FACILITIES

Applications

Pacific Grove, CA KOCN(FM) 105.1 mhz—C.R. Pasquier Properties Inc. seeks mod. of CP to make changes; change: ERP: 2.6 kw; ant. 184 m.; TL: 10500 Saddle Toad, 12.9 km ESE of Pacific Grove, Monterey Co., CA.

Basalt, CO KVYT(FM) 106.1 mhz—Caren Lacy seeks mod. of CP to make changes: ERP: 3 kw; ant. -28 m.; TL: on Red Mountain, approx. 3.1 km N of Aspen, in Pitkin Co., CO,

and to change antenna supporting-structure height.

Hilo, HI KPVS(FM) 95.9 mhz—Pacific View Broadcasting seeks mod. of CP to make changes: ERP: 27 kw; ant. -110 m.; TL: 58 Manaolana Pl., Hilo, Hawaii Co., HI.

Owingsville, KY WKCA(FM) 107.1 mhz—Gateway Radio Works Inc. seeks CP to make changes; ERP: 3.5 kw; ant. 113 m.; change freq. to 107.7 mhz.

Muskegon, MI WMUS-FM 106.9 mhz—Greater Muskegon Broadcasters Inc. seeks CP to make changes: ERP: 15.5 kw; ant. 112 m.; TL: 0.6 km S of M-46 (Apple Ave.) and 0.2 km E of Hilton Park Rd., Muskegon, MI.

Mayodan, NC WMYN(AM) 1420 khz—Mayo Broadcasting Corp. seeks CP to correct coordinates.

Clovis, NM KICA(AM) 980 khz—Southwestern Broadcasting Corp. seeks CP to operate nighttime at .11 kw and make changes in antenna system.

Laughlin, NY KADD(FM) 93.5 mhz—William Fitts seeks mod. of CP to make changes: ERP: 2.75 kw; change class to C1.

Pamplico, SC WMXT(FM) 102.1 mhz—Pamplico Broadcasting LP seeks CP to change existing DA pattern.

Salem, SD KIKN(FM) 100.5 mhz—Big Sioux Broadcasting Inc. seeks CP to make changes: ant. 287 m.

Jackson, TN WMXX-FM 103.1 mhz—Gerald W. Hunt seeks mod. of CP to make

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PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

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changes: ERP: 50 kw; ant. 90.9 m.; TL: Old Pinson Rd., Jackson, Madison Co., TN.

Knoxville, TN WKNL(AM) 760 khz—Tennessee Broadcasting Co. seeks MP to reduce power to 2.4 kw and make changes in antenna system.

Seymour, TN WJBZ(FM) 103.7 mhz—Seymour Communications seeks CP to make changes: ERP: 2.9 kw.

Ogden, UT KYFO-FM 95.5 mhz—Bible Broadcasting Network Inc. seeks CP to make changes: ant. 236 m.; TL: Little Mtn., 23 km WNW of Ogden, Weber Co., UT.

Coeburn, VA WZQK(FM) 99.7 mhz—Preston Communications Group Inc. seeks mod. of CP to make changes: ERP: .14 kw; ant. 590 m.; TL: High Knob Electronic site, 4 km S of Norton, Va., county of Wise; antenna supporting-structure height.

Actions

Sun City, AZ KEDJ(FM) 106.3 mhz—Returned app. of Resource Media Inc. for CP to make changes; change: ERP: 50 kw; ant. 150 m.; TL: 5.8 km NE of Whittman City in Maricopa Co., AZ; change class to C2 (per MM docket 92-66). Action July 29.

Pearl City, HI KUPU(FM) 105.9 mhz—Paul Yang seeks MP to change antenna supporting-structure height. Action July 28.

Moscow, ID KUOI-FM 89.3 mhz—Granted app. of University of Idaho for CP to make changes: ERP: 0.4 kw; change coordinates.

BY THE NUMBERS

BROADCASTING		Service		Total
Service	Total	Commercial VHF TV	559	
Commercial AM	4,929	Commercial UHF TV	596	
Commercial FM	5,044	Educational VHF TV	123	
Educational FM	1,697	Educational UHF TV	241	
Total Radio	11,670	Total TV	1,519	
VHF LPTV	531	CABLE		
UHF LPTV	993	Total systems	11,385	
Total LPTV	1,524	Total subscribers	58,834,440	
FM translators	2,189	Homes passed	91,433,000	
VHF translators	2,253	Cable penetration*	62.5%	
UHF translators	2,427	*Based on TV household universe of 94.2 million.		
Total Translators	6,869	Sources: Nielsen, NCTA and FCC		

Action July 28.

Dodge City, KS KOLS(FM) 95.5 mhz—Granted app. of Lesso Inc. for CP to make changes; ERP: 24 kw; ant. 18 m.; TL: site is located on U.S. Hwy 50, 7.3 km W of center of Dodge City, Ford Co., KS (for auxiliary purposes only). Action August 4.

Coalville, UT KCUA(FM) 92.5 mhz—Returned app. of Community Wireless of Park City Inc. for one-step application to

change channel to 223C2. Action August 4.

Deer Park, WA KAZZ(FM) 107.1 mhz—Granted app. of Barbara Kazmark for mod. of CP to make changes: ERP: 8.32 kw; ant. 171 m. Action July 29.

Spokane, WA KJRB(AM) 790 khz—Granted app. of Citadel Broadcasting Co. for CP to change TL to 0.7 mi E of State Hwy 195 at Stutler Rd., Spokane, WA and make changes in antenna system. Action July 29.

THIS WEEK

Aug. 16-18—Interactive Multimedia Forum, Waldorf-Astoria, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

Aug. 17-19—*Nebraska Cable Communications Association* annual meeting and show, Scottsbluff Inn, Scottsbluff, Neb. Contact: Dick Bates, (402) 421-0330.

Aug. 18—5th annual Programing Picnic, 5:45-8:30 p.m., Time-Life Bldg., Manhattan. Sponsored by *New York Women In Cable*. Contact: Paula Simmonds, (516) 234-5200.

Aug. 19-21—*Michigan Association of Broadcasters* annual convention, Boyne Highlands, Harbor Springs, Mich. Contact: Karole L. White, (517) 484-7444.

Aug. 20—"Preparing for a Career in Film, Television and the Media" program, presented by the *UCLA Extension Entertainment Studies Department*. UCLA, Los Angeles. Contact: Richard Macales, (310) 825-1901.

Aug. 21-24—*Missouri Cable Telecommunications Association* annual meeting, Marriott Tan-Tar-A Resort & Golf Club. Contact: (816) 421-0330.

AUGUST

Aug. 24-25—Investing in Asia-Pacific Media & Telecom, Park Lane, New York. Sponsored by *Kag'n World Media*. Contact: Genni Russell, (408) 624-1536.

Aug. 25-27—*Nebraska Broadcasters Association* annual convention, Ramada Inn, Kearney, Neb. Contact: Dick Palmquist, (402) 333-3034.

Aug. 26—Deadline for the submission of entries by individual producers and artists for the 16th annual *CableACE Awards*. Contact: (202) 775-3629.

Aug. 31—1993 Community Service and Public Service Announcements Emmy Awards, Marriott Marquis Hotel, New York City. Presented by *NATAS*. Contact: Robert F. Blake, (212) 586-8424.

Aug. 31-Sept. 1—*Wisconsin Cable Communications Association* annual convention, Chula

Datebook

Vista Resort & Conference Center, Wisconsin Dells, Wis. Contact: Tom Hanson, (808) 256-1683.

SEPTEMBER

Sept. 8—15th Annual News and Documentary Emmy Awards, Marriott Marquis Hotel, New York City. Presented by *NATAS*. Contact: Robert F. Blake, (212) 586-8424.

Sept. 8—*Hollywood Radio and Television Society* newsmaker luncheon featuring network presidents' panel, Beverly Hilton Hotel, Beverly Hills. Contact: HRTS, (818) 789-1182.

Sept. 9-11—*National Association of Television Arts & Sciences* chapter presidents and administrators meeting, Fairmont Hotel, Chicago. Contact: Trudy Wilson, (212) 586-8424.

Sept. 12-14—Telco-Cable VI, Omni Shoreham, Washington, D.C. Sponsored by *Business Research Publications, Wiley, Rein & Felding* and the *Yankee Group*. Contact: (800) 822-MEET or (202) 842-3022.

Sept. 13—Everett C. Parker Ethics in Telecommunications Lecture and Awards, The Interchurch Center, New York City. Sponsored by the *National Council of Churches and United Church of Christ*. Contact: (212) 870-2137.

• **Sept. 14-18**—*International Broadcasting*

Oct. 4—*BROADCASTING & CABLE Interface*. Three-city teleconference (Washington, New York and Hollywood) co-sponsored by *Federal Communications Bar Association, International Radio & Television Society and Hollywood Radio & Television Society*. Information: Joan Miller, (212) 337-6940.

Nov. 7—*BROADCASTING & CABLE 1994 Hall of Fame* dinner, New York Marriott Marquis. Information: Steve Labunski, Circle Special Events. (212) 686-2200.

Convention biennial meeting, Amsterdam, Holland. Contact: Sarah Campbell, 44-71-240-3839.

NOVEMBER

• **Nov. 6-9**—*Canadian Association of Broadcasters/Western Association of Broadcast Engineers* joint convention and national trade show, Winnipeg Convention Centre, Winnipeg, Manitoba. Contact: Nathalie Samson, (613) 233-4035.

• **Nov. 15-17**—RF Expo East, Disney Contemporary Resort, Orlando, Fla. Sponsored by *RF design* magazine. Contact: Bob James, (202) 371-0700.

JANUARY

• **Jan. 13**—16th annual CableACE Awards (non-televised ceremony), Century Plaza Hotel, Los Angeles. Presented by *National Cable Television Association*. Contact: (202) 775-3629.

• **Jan. 15**—16th annual CableACE Awards (televised ceremony), Wilton Theatre, Los Angeles. Presented by *National Cable Television Association*. Contact: (202) 775-3629.

• **Jan. 23-26**—32nd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition, Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

• **Jan. 29-Feb. 1**—RF Expo West and EMC/ESD International, San Diego, Calif. Sponsored by *RF design* magazine and *EMC Test & Design* magazine. Contact: Bob James, (202) 371-0700.

JUNE

• **June 18-24**—16th annual *Banff Television Festival*, Banff Springs Hotel, Banff, Alberta, Canada. Contact: Katie Daniel, (403) 762-3060.

CONTINUING

Now through Sept. 30—"Country Music: On the Air," exhibition and seminars presented by *The Museum of Broadcast Communications*, Chicago. Contact: Anne Barlow, (312) 629-6026.

• **Major Meetings**

Alan J. Bell

Alan Bell, president, Freedom Communications Broadcast Division, is a man of opinions. In a voice that bears no trace of the Boston of his upbringing, he authoritatively discusses subjects from programing to network affiliate relations.

CBS experienced in full his forthrightness during the network's compensation battle with affiliates several years ago. Bell, as much as any other executive, came to be identified with the stations' position, which largely carried the day.

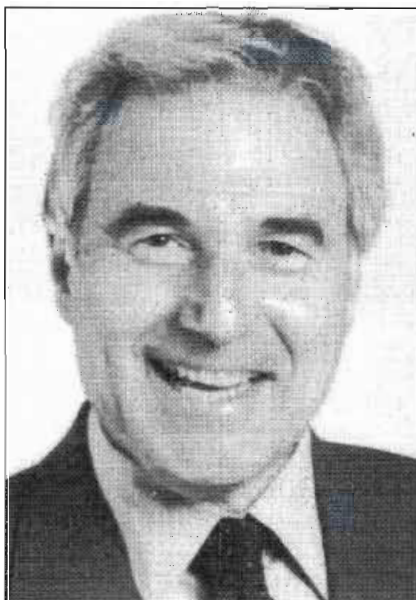
Younger brother Steve Bell, president, Foxstar Productions, says his older brother was "always outspoken. He is bright, well read and could no more keep quiet on an issue of major importance.... It is a trait that is unusual these days."

The trait derives in part from a passion for the business. Bell is steeped in broadcasting, as is his family. Not only is his younger brother in the business; his wife, Sally, is executive vice president of family-owned Cluster Television and his daughter, Jenny, works at MCA. Bell likes to joke that at family gatherings, everyone has to have an antitrust lawyer.

Nor is television a career Bell stumbled into; he developed his passion at age 9. A regular listener of Gene Autry's radio show, he saw the "singing cowboy" when the show traveled to Boston. "I saw them make all that magic right in front of me, the coconut shells they used to make hoof sounds and all the other paraphernalia of radio drama. I vowed then and there, that is what I had to do."

That emotional wellspring has powered Bell's ascent up the industry ladder. Bell even found an industry-related assignment in the Army in the early 1950s. He pitched an Army documentary to the fledgling TV industry: "The show was ostensibly designed to demonstrate what a great job the military was doing. So there I was, a private hustling deals on a phone in the Pentagon. The game would have been up had they seen me in my uniform."

When he got out of the Army, Bell chose to work for an ad rep where he could quickly experience what was



going on at many different stations. He began in radio research and moved to sales, where he worked in both radio and TV.

Two key figures in Bell's career were Larry Fraiberg and Al Kriven. Then general manager of Metromedia's WNEW-TV New York, Fraiberg hired Bell as an assistant. Bell remembers, "When I [later] ran a TV station, it was an easy task compared to being his assistant." Kriven, who ran the Metromedia group, helped Bell learn about acquiring TV stations.

Marley Klaus, a *60 Minutes* producer, says Bell himself has served as a mentor to many in the industry.

Over a 15-year stretch, Bell managed three important stations: WJZ-TV Baltimore, KYW-TV Philadelphia and KTVU San Francisco. His friend TV producer Fred Silverman remembers that Bell was a talented film buyer. Bell says he aired what he thinks was the first kung fu movie

on a TV station, at KTVU, and it won a 17 share.

Bell's programing philosophy is that besides audience research, stations need to "be able to pull that emotional trigger which connects to [viewers] at a visceral level. That is not to say you need a lot of stupid programs, but that you need to reach people as they are, in the home, with lots of noise and channel-surfing."

When Lorimar chairman Merve Adelson decided to build a station group, he chose Bell to do it. The effort proved extremely challenging but ended prematurely when Lorimar merged with Warner. The studio had a non-compete agreement with its major shareholder, Chris Craft Industries, which prevented Warner from being in the TV station business. Stations Lorimar had bought, including WPGH-TV Pittsburgh, had to be sold and Bell was on the lookout for another opportunity.

He did not have long to wait. In 1988, Freedom Newspapers, now

President, broadcast division/senior vice president, Freedom Communications Broadcast Division Inc., Irvine, Calif.; b. Boston, July 23, 1932; A.B., Harvard University, Cambridge, Mass., 1953; research analyst, Peters Griffin Woodward, 1956-62; director, new business development, Advertising Time Sales, New York, 1962-65; assistant general manager, WNEW-TV New York, 1966-70; assistant GM, KTTV(TV) Los Angeles, 1970; GM, WJZ-TV Baltimore, 1970-73; VP/GM, KYW-TV Philadelphia, 1973-79; VP/GM, KTVU(TV) San Francisco, 1979-85; president, Lorimar Broadcast Group, 1985-88. Current position since February 1989; m. Sally Claster, Nov. 24, 1982; children: Jenny, 24; Joe, 20.

Freedom Communications, hired Bell to run its station group. The Irvine, Calif.-based, privately held media company had five affiliates, four of them CBS's. The stations—WLNE(TV) Providence, R.I.; WRGB(TV) Albany, N.Y.; WTVC(TV) Chattanooga, Tenn.; KFDM(TV) Beaumont-Port Arthur, Tex.; and KTVL(TV) Medford, Ore.—have grown in cash flow, Bell says.

An equally important measure of success, he adds, is how station management itself has grown in ability and confi-

dence. Bell's other responsibilities at the company include overseeing a local cable network, Orange County NewsChannel, and building a magazine group, which so far has several titles specializing in international trade.

—GF

Fates & Fortunes

BROADCAST TV

Appointments at WJXT(TV) Jacksonville, Fla.: **Jack Potter**, LSM, named GSM; **Steve Danowski**, NSM, named LSM.

Appointments at WRC-TV Washington: **Lisa Rasmussen**, acting producer, named producer; **Dan Perez**, producer-director, WTTG(TV) there, joins as director.



Fuller

Harry Fuller, acting GM, KPIX(TV) San Francisco, named VP/GM.

Paul Wales, writer/director, Cimarron/Bacon/O'Brien, Los Angeles, joins Fox Broadcasting Co., Beverly Hills, as VP/creative director, on-air promotion.

Heather Kahn, anchor, New England Cable News, Newton, Mass., joins WCVB-TV Boston in same capacity.

Lila Orbach, reporter, WBAL-TV Baltimore, joins New England Cable News, Newton, Mass., as anchor.

Art Navarro, anchor/reporter, KJEO(TV) Fresno, Calif., joins KCOP(TV) Los Angeles as general assignment reporter.

Jim Paymar, anchor/correspondent, WNBC(TV) New York, joins *American Journal* there as senior correspondent.

Appointments at MTM Television Distribution, Studio City, Calif.: **John Buckholtz**, manager, central division, named VP, northeast sales; **Peter Preis**, VP/western regional manager, named VP, sales.

Appointments at WKYC-TV Cleveland: **Dan Stadler**, producer, named executive news producer; **Joe Watson**, senior producer, WUAB(TV) Lorain, Ohio, joins as executive news producer.

Rob Cook, broadcast meteorologist, Center for Aerospace Sciences, University of North Dakota, Grand Forks, joins KDLT(TV) Mitchell, S.D., in same capacity.

Christopher Licht, anchor/reporter,

WSYR(AM) Syracuse, N.Y., joins Medstar Communications Inc., Allentown, Pa., as production manager, *Health Matters*.



Gantt



Tellez

Appointments at WGN-TV Chicago: **Sonja Gantt**, reporter/anchor, named co-anchor, *Morning News*; **Roseanne Tellez**, reporter/anchor, named co-anchor, *News at Noon*.

Martha Hanrahan, manager, music services, NBC-TV, Burbank, Calif., named director.

Randy Shaver, weekend sportscaster, KARE(TV) Minneapolis, named sports director.

Sara Garibay, associate producer/reporter, Univision's *Sabado Gigante*, Los Angeles, joins KWHY-TV there as program manager.

Pierre Jaspas, director, engineering and operations, WJAN(TV) Miami, named chief engineer.

Appointments at WAGA-TV Atlanta: **Jim Heath**, senior assignment editor, named planning editor; **Mark Shavin**, producer, named executive producer; **Doug Minor**, NSM, WRAL-TV Raleigh, N.C., joins as LSM.

Appointments at WBRE-TV Wilkes-Barre, Pa.: **Larry Stirewalt**, news director, named director, station and satellite operations; **Greg Stetson**, operations manager, named director, programming and promotion; **Doreen Dougherty**, promotion manager, named marketing manager.

Appointments at KRON-TV San Francisco: **Larry Bozman**, producer, named managing editor; **Larry Shenosky**, assistant news director, named director of operations; **Bob Coleman**, senior producer, named executive producer; **Dave Seedall**, operations manager, named assistant chief engineer.

Richard Harris, segment producer, *Nightline*, ABC News, Washington,

named senior producer.

Tracey Taylor Perles, director, community relations and group administration, Chambers Development Company, Pittsburgh, joins VITAC there as director, corporate development.

RADIO

Robbie Harris, news coordinator, WHY-FM Philadelphia, named news director.

Laura Novak, anchor/reporter, Minnesota News Network, St. Paul, named assignment editor.

Appointments at Alliance Broadcasting, San Francisco: **Will Schutte**, station manager, KYCY-FM, named VP/GM, KFRC-AM-FM; **Peter O'Brien**, general sales manager, KIOI(FM), joins KFRC in same capacity.



Peil

Appointments at Westwood One Entertainment: **Gordon Peil**, affiliate relations regional director, Arlington, Va., named senior VP affiliate relations; **Marcia Hrichson**, senior producer/writer, Los Angeles, named director, creative development.

CABLE



Evans

Appointments at Discovery Communications Inc., Bethesda, Md.: **Thomas Rocco**, VP, national sales, Discovery Networks, named divisional VP, program sales and business development; **Gary Evans**, divisional VP, advertising sales, eastern region, Discovery Networks, named VP, advertising sales, Discovery International Networks.

Appointments at ESPN Inc., Bristol, Conn.: **Christine Driessen**, VP, finance and planning, named senior VP and CFO; **Loren Matthews**, senior VP, programming, named executive VP, Creative Sports Inc.

Jennie Benidt, VP, The Arenas Group, Los Angeles, joins E! Entertainment Television as manager, corporate and international publicity, there.

Jackie Ioachim, senior publicist, consumer public relations, Showtime Networks Inc., New York City, named manager, consumer public relations.

Alan McCandless, northeast district representative, affiliate relations, ABC-TV, New York City, joins Empire Sports Network, Buffalo, N.Y., as director, affiliate relations.



Emily Phillips, regional account manager, advertising sales, MTV Latino, Miami, named director, advertising sales.

Hal Rosenberg, national sales director, special markets, Showtime Networks Sales and Marketing, New York City, named regional director.

Wendy Walker Whitworth, senior executive producer, *Larry King Live*, Atlanta, named VP, CNN.

Terri Tingle, VP, public affairs, Turner Broadcasting System Inc., Atlanta, named senior VP, public affairs, of parent Turner Entertainment Networks there.

D. Wayne Vowell, VP, marketing/programming, cable television division, E.W. Scripps Co., Cincinnati, named GM, Sacramento Cable, Sacramento, Calif.



Powell

Diane Linen Powell, chairman, Des Plaines (Ill.) Publishing Co., joins as VP, public relations, Virginia Beach, Va.

Traci Todd, programming coordinator, Country Music Television, Nashville, named manager, video programming, The Nashville Network, there.

Appointments at Country Music Television, Nashville: **Stacey Killian**

Hagewood, manager, creative services, named director, creative services;

Tom Rima, creative service writer/producer, named manager, on-air promotions; **Ann Buchman**, senior writer/producer, named manager, on-air features; **Gillian Baxter**, traffic supervisor, named traffic manager.

WASHINGTON

Appointments at the National Association of Broadcasters: **Randi Reiten**, VP, named senior VP; **Michelle Cash**, director and acting head, NAB services, named VP.

Craig Blakeley, partner, Sidley & Austin, Washington, joins Powell, Goldstein, Frazer & Murphy there as partner.

J. Whayne Dillehay, associate director, Center for Foreign Journalists, Reston, Va., named executive director.

Larry Drake, private consultant, joins United States Telephone Association, as director, technical liaison.

Delbert Smith joins Reed Smith Shaw & McClay, as partner.

TECHNOLOGY



Phelan

sales, named VP, international marketing and sales; **Alan Hershner**, director of sales, named VP, domestic sales.

Appointments at C-Cor Electronics Inc. State College, Pa.: **Les Chitester**, business unit manager, GSS/Array Technology, San Jose, Calif., joins as general manager, Fremont, Calif., operations; **Robert Hoffman**, VP, engineering, Cincinnati Microwave, joins as VP, engineering, State College, Pa.; **William Provett Jr.**, GM, Fremont, Calif., operations, named VP, operations and manufacturing, State College, Pa.

Andy Butler, staff engineer, conference programming, National Association of

Appointments at Shure Brothers Inc., Evanston, Ill.: **John Phelan**, GM, international marketing and



Hershner

Broadcasters, Washington, joins Broadcast Electronics Inc., Quincy, Ill., as marketing manager, RF and studio products.

DEATHS

Amy Sacks, 39, senior vice president of programming for Disney television subsidiary Buena Vista Productions, died in Philadelphia Aug. 5 of complications from Lupus. Sacks joined Disney in October 1989 and was initially responsible for specials and event programming for Walt Disney Television. She later was given responsibilities for all non-scripted programming, including Mike and Maty for the ABC Network and syndicated first-run series The Crusaders, country music show Countdown at the Neon Armadillo and new talk show Judge for Yourself. She earlier spent 13 years at ABC News and Sports. Survivors include her husband, son, parents and two brothers.

George Carr Davis, 88, consulting engineer, died Aug. 2 of congestive heart failure at his home in McLean, Va. Davis began his career with the Federal Radio Commission (which became the FCC) and gave expert engineering testimony at more than 200 hearings. In 1935 he formed the consulting firm that later became George C. Davis, Consulting Engineers. That firm is now Cohen, Dippe and Everist, P.C. He was president of the Association of Federal Communications Consulting Engineers and a member of the Institute of Electrical and Electronics Engineers. Survivors include his wife, Rita, two daughters, two brothers, three grandsons and three great-grandchildren.

Robert L. Hurst, 51, president of Ameritech network services, Chicago, died Aug. 8 of a heart attack at Northwestern Memorial Hospital there. Hurst joined Ameritech in 1969. He became president of network services in 1993. Survivors include his wife, Joyce; son, Robert, and mother, Helen.

Jacqueline A. Bright, 53, account executive, WIKY-FM Evansville and WJPS-FM Newburgh, both Indiana, died Aug. 4 of injuries suffered in an automobile accident in Owen County, Indiana. Survivors include two children, two sisters, two brothers and four grandchildren.

—Compiled by Denise Smith & Kenneth Ray

In Brief

BROADCASTING & CABLE expects **NBC or a sister company, GE Credit, to finance the acquisition of KUTV(TV) Salt Lake City.** NBC or GE might end up with an ownership interest in the station. The proposed buyer, Paul Hughes, previously ran the station for a venture fund. NBC TV Network President Neil Braun declined to discuss specifics: "Suffice it to say there is a deal in progress we are familiar with."

Final bids are due today (Aug. 15) for Madison Square Garden.

Among the bidders: a partnership of Cablevision Systems and ITT, and Liberty Media, possibly in partnership with John Labatt Ltd. and Nike.

KYMS-FM Santa Ana, Calif., is on the block. IBS Holdings, headed by Paul Toberty, has retained Gary Stevens & Associates to sell the Los Angeles-market station. It programs a contemporary Christian format on 106.3 mhz with 3 kw and an antenna of 416 feet.

MSO Cablevision Systems is negotiating carriage fee reductions from ESPN, TNT and the regional sports networks that supply

Goodwill Games cost TBS \$40 million

Losses from the 1994 Goodwill Games will be significantly larger than anticipated—almost \$40 million. Initially, Turner Broadcasting executives said they hoped losses could be restricted to \$10 million-\$15 million. But Jack Kelly, president of Goodwill Games Inc., a TBS subsidiary, says the company's enthusiasm for future games has not been dampened. In fact, he says, Ted Turner has even raised the possibility of expanding them with a winter version.

Kelly attributed the heavy losses this year largely to unanticipated make-goods that resulted from the games' very low ratings on WTBS(TV) Atlanta. Advertisers were guaranteed a 3.2 Nielsen rating, and the actual average was about a 1.4. Total advertising sales for the games were \$40 million-\$45 million, with a piece of that going to ABC-TV, TBS's partner in the games.

TBS also released six-month earnings totals last week. Second-quarter net income was down almost 60%, to \$13 million, on revenues of \$678 million, up 39%. For the first six months, TBS reported a net loss of \$1 million on revenues of \$1.245 billion, up 40%. —SM

its systems with coverage of Major League Baseball as a result of the players strike that began Aug. 11. William Quinn, president of cable operations for the MSO, said, "Any saving that we realize reflecting the impact of the strike will be passed along to our customers." A spokesman said that the exact mechanism for doing that had yet to be worked out. ESPN responded that its "wholesale costs are not based on

any one program or series and therefore no adjustment of affiliate fees is necessary."

Granite Broadcasting's NBC affiliate, KBJR(TV) Duluth, Minn., will handle programming and marketing for co-located KNLD(TV) when the new UHF independent signs on in September. Staff for Fant Broadcasting's newest station will be located at KBJR, which also will produce a half-hour newscast for KNLD sometime before next

Hartley to sue FCC over IVDS licenses

In the aftermath of missing the FCC's deadline for down payments for IVDS licenses, James Hartley, COO of Commercial Realty of St. Pete Inc., plans to sue the FCC (see page 23).

Kellie Boyle, Hartley's spokesperson, said he may file his appeal as early as today (Aug. 15). She said Hartley's suit seeks to "delay the submission of bid deposits until at least two vendors are qualified by the FCC to produce documented engineering results and have products available" to the IVDS license winners. Eon Corp. is the only company that has FCC-approved IVDS equipment.

In addition, Boyle said that Theresa Hartley, James Hartley's wife, is the majority stockholder in Commercial Realty St. Pete, thus their company is entitled to the bidding credits provided to women and minorities who participated in the FCC's IVDS auctions.

Andrew Sernovitz, president of the Interactive Television Association, said Interactive America Corp. of Sun Valley, Calif., has "definitely defaulted" on its down payments for its IVDS licenses and requested a temporary waiver from the FCC.

Interactive America Corp. won 15 IVDS licenses. It bid more than \$17 million for markets that included San Diego, San Jose, San Antonio, Memphis, Salt Lake City, Nashville and Las Vegas. Interactive America executives were not available for comment.

Boyle said the third-largest bidder in the FCC's IVDS auctions also defaulted on its down payment. However, there was no official confirmation that IVDS Interactive Acquisition Partners of Orlando, Fla., which bid in excess of \$6 million for its IVDS licenses in Minneapolis-St. Paul, Atlanta and Kansas City, failed to get its money to the FCC on time. —MB

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Closed Circuit

June, says Mariah Moore, KBJR's GM. She says the new station may become a Fox affiliate, "but right now there are other issues [Fox is] dealing with first."

Fox will distribute NFL games this season by way of its Foxnet to cable systems not carrying a Fox over-the-air outlet. The company said that would apply to less than 2% of U.S. TV homes, with negotiations taking place on a system-by-system basis.

A&E has joined the lineup of program services being offered by direct broadcast satellite service Primestar.

Brillstein/Grey Communications has signed Paul Simms to a multi-year development deal. Simms, a writer and executive producer on HBO's *The Larry Sanders Show*, will develop half-hour comedies exclusively for Brillstein/Grey. The signing is the first for the company, which is a joint venture between Capital Cities/ABC and Brillstein/Grey Entertainment.

Terry O'Neill, former executive producer, NBC Sports, has joined ABC News as executive producer of special events.

Solomon International Enterprises says it has acquired 25% of Total Film & Television Pty Ltd. The announcement, made by Chairman Michael Jay Solomon, said SIE would be influential "in developing growth strategies for Total, including facilitating alliances between Total and other international entertainment entities." Total is a Sydney, Australia-based TV and theatrical film production and distribution company.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 31. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	11.8/228/99
2. Jeopardy!	9.8/217/99
3. Star Trek: TNG	9.0/245/99
4. Oprah Winfrey Show	8.3/237/99
5. Entertainment Tonight	7.7/187/96
6. Action Pack Network	6.5/163/96
6. Ricki Lake	6.5/170/94
8. Married...With Children	6.4/185/95
8. Roseanne	6.4/178/96
10. Baywatch	6.2/208/96
10. Hard Copy	6.2/167/93
12. Star Trek: DS9	5.9/231/98
13. Wheel of Fortune-wknd	5.8/181/84
14. A Current Affair	5.6/187/96
15. Cops	5.4/173/93

WASHINGTON

Interested minorities

Commerce Secretary Ron Brown recently met with a group of "designated entities" (defined by the FCC as small businesses, women and minorities) after no minority firms were among the winning bidders for the national narrowband PCS auctions. The group, which included minority broadcast group owner Percy Sutton, urged Brown to take a more active role in the development of minority investment policies at the FCC. Also present at the meeting was National Telecommunications and Information Administration head Larry Irving. Essence Communications wants the FCC to create spectrum blocks that only designated entities could bid on. It also wants the FCC to increase the bidding credit from 25% to 40%.

Making the rounds

While his Grand Alliance was pushing for a change in Senate spectrum flexibility language this month, Zenith Chairman/CEO Jerry Pearlman was making the case in person in Washington. Pearlman heads one of seven Grand Alliance companies collectively developing an HDTV transmission system. His Aug. 5 Washington visit included stops at the FCC and the White House. Alliance participants have maintained that any new spectrum "flexibility" rule should not excuse broadcasters from transmitting high-definition TV pictures.

HOLLYWOOD

Lepoff atop Genesis

Genesis Entertainment President and Chief Operating Officer Wayne Lepoff is expected to be named the top official at the syndication arm of New World Entertainment this week, sources say. Lepoff was formerly number two at Genesis, reporting to recently departed company founder and chief executive Gary Gannaway. No other top management changes at Genesis are expected, although additional sales executives are expected to be added to handle product flow from other New World divisions intended for syndication.

FIRST FROM HSN DIRECT

HSN Direct, Home Shopping Network's newly formed infomercial unit, says its first offering will be *Tony Little's Special Edition*, a half-hour featuring the AB-Isolator stomach workout system and video. The plan was to film Little selling fitness products on HSN Aug. 13 (with a studio audience imported for the segment), then release the segment as an infomercial within the next several weeks.

NEW ORLEANS

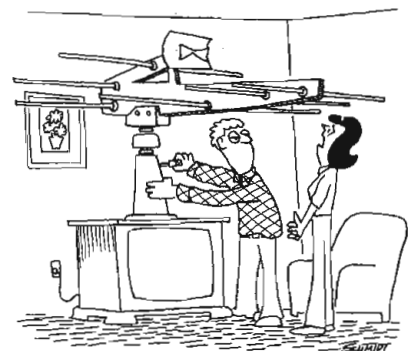
Pay-per-blues

Warner Bros. Pay-TV & Cable and House of Blues Productions are producing a series of 26 weekly TV concert events, *Live at the House of Blues*, slated to debut this fall on a yet-to-be-determined cable network with an also-yet-to-be-determined network radio simulcast. Concerts will be filmed at House of Blues restaurants in New Orleans and Los Angeles.

NEW YORK

Wired wireless

The New York State Cable Commission later this week is expected to issue a show-cause order to New York City wireless cable operator Liberty Cable following an investigation into the company's practice of connecting separate buildings by wire. The commission has unanimously decided that the existence of hardwire connections between buildings requires Liberty to obtain a cable franchise from the city. Liberty has 30 days to respond to the order.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"When you said you were getting an indoor antenna, I thought you meant...."

All that glitters

The FCC's auction of PCS and IVDS spectrum was by all appearances a smashing success, with bids soaring into the stratosphere. We already could see the lean and hungry looks from Washington fixed on all that spectrum for which broadcasters currently pay with naught but their service of the public interest—along with a forfeit of their First Amendment freedom. So delighted was the administration that, in a White House ceremony, Vice President Al Gore presented FCC Chairman Reed Hundt with a golden gavel symbolizing the success.

As the deadline for down payments came and went last week, however, that gavel was losing some of its luster.

The two largest bidders in the IVDS portion of the auction defaulted, leaving the FCC with the prospect of having to reauction licenses in most of the top markets. We'll find out how many more bidders backed out when the FCC releases the list this week. There was also talk that some losing bidders might file suit against the FCC for what they believed was mishandling of the auction.

(On the narrowband PCS side, meanwhile, some minority groups were unhappy with that auction.)

Whether the now-suspect bidding in some of the IVDS markets calls all those bids into question remains to be seen. What is already apparent, however, is that what looks like easy money sometimes isn't.

Beating a dead pommel horse

The Center for Media and Public Affairs has released its latest violence study. It would be laughable were it not immediately grist for the legislative mill, full of the sorts of figures that worm their way into the *Congressional*

Record and are thus magically transformed into facts to be thrown out at cocktail parties or thrown into legislation affecting thousands of broadcasters and hundreds of millions of viewers. The study is laughable on its face because it purports to extrapolate from one day the programming patterns of an entire year. (It claims not to be doing that, then proceeds to do so anyway.) It is also ludicrous for its methodology. Among scenes classified as acts of violence: news reports of murders that featured no video whatsoever. Among the most questionable examples of a scene classified as violent was the caning of a pommel horse (a gymnastics apparatus) used as illustration in a *Primetime Live* piece on the caning of an American in Singapore. This sort of interpretation apparently is nothing new in the survey game. We have it on good authority that a study some years back classified a tennis match between Tom and Jerry as violent because Jerry's racing up a flagpole to hit the ball could be duplicated by young children. Young squirrels, yes. But children? At this rate, NBA coverage will be labeled the next big offender for the number of times the basketball hits the floor.

Broadcasters need to be concerned about violence on television. They should not, however, have to waste their time defending themselves against studies like this.

Double digits

A tip of the editorial visor to the top radio groups that recorded double-digit revenue increases in the second quarter (*BROADCASTING & CABLE*, Aug. 8). We are sometimes inclined to treat such gains as something that has happened to companies rather than something they have engineered. To a degree, these stations are riding the general economic upswing, but successful programming under sound management is also a key element in the equation. A leaky boat will not float in the friendliest of seas.

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