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meat... 'cause i'm  
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THAN A NEW SET  
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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Programming players** For the first time, the in-house production units of ABC, NBC and CBS are the leading suppliers to their networks. And the pace is expected to accelerate, which could make studios' television production operations pale by comparison. However, top network executives say, the activities of their in-house units are revealing the limits—as well as the potential—of their production operations. / 6

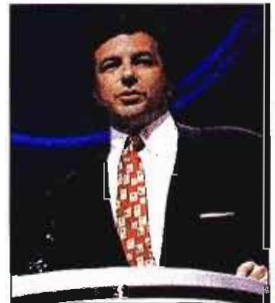
**Network chiefs take stage** NBC's Warren Littlefield says a network-studio pairing is on the way. The networks' top entertainment programmers spoke on that and other topics during a Hollywood Radio & Television Society panel discussion. / 11

**Sprint, cable may link for PCS venture** A venture between Sprint and a wireless telephone consortium of leading cable companies would bid for personal communication services licenses and build a national wireless telephone service combining PCS and cellular telephone facilities. / 14

**PTAR's off-network provision under fire** The FCC next month plans to open a proceeding aimed at repealing the off-network prohibition of the prime time access rule. The proceeding promises to be highly controversial; the issue has divided the broadcasting and syndication businesses. / 15

**WB hopes for more from 'Extra'** Warner Bros. Domestic Television Distribution executives pronounced themselves satisfied with debut ratings for their big-budget *Extra—The Entertainment Magazine*, but say serious evaluation of the show's performance will have to wait until the media campaign for the show and further audience sampling take effect. / 18

**Satellite fails** AT&T's new Telstar 402 satellite was declared unusable after the operator lost contact. Telstar customers included Fox and Viacom. / 18



Sources at Capcities/ABC have confirmed that Bob Iger will soon be named president and COO of the company. / 10

## COVER STORY

### Frankly speaking

Movies and theme parks have grabbed most of the attention since Walt Disney Co. was revived under a new management team a decade ago, but the company's future may belong to a newly consolidated television and telecommunications unit headed by Richard Frank. In an interview, Frank, chairman of the newly created Walt Disney Television and Telecommunications Unit, discusses his new relationship with Michael Eisner, the possibility of buying a network and interactive game development. **Cover photo by Tim Rue/Blackstar** / 34



Disney's Richard Frank: 'In five years I think the lead dogs will still be the networks.'

### Mouse on the prowl?

Analysts say now would be an opportune time for Disney to acquire a broadcast television network. Most speculation ties the company to CBS and ABC. Richard Frank says the studio is interested—but only at the right price. / 36

## PROGRAMMING

### Tough July for veteran talkers

The challenge of the talk scene's newcomers to older shows was evident among syndicated fare during the July sweeps, with *Donahue*, *Sally Jesse Raphael* and *Oprah* declining as *Ricki Lake* and *Jenny Jones* continued to turn up the ratings heat. / 20



Heavy July repeats may explain a dip in the ratings for 'Oprah.' / 20

### Paragon wants piece of U.S. syndication

In its second move in as many months to bolster its U.S. presence, Toronto-based Paragon Entertainment has formed a syndication unit to be based in Los Angeles. / 21

### Week 1: Football plays strong

Bolstered by the baseball strike, National Football League numbers were strong for NBC, ABC and Fox (compared with CBS a year ago) in the first week of play, based on Nielsen ratings. / 22

**"We all sort of live and breathe each other's thoughts, and there's never been a hierarchy."**—Richard Frank, chairman, Walt Disney Television and Telecommunications Unit, on reporting directly to Disney Chairman Michael Eisner

SEPTEMBER 12, 1994

**RADIO**

**Radio ownership limit inches up**

Multiple ownership rules again will be expanded, this time to allow broadcast groups to own as many as 20 AM and 20 FM stations. Broadcast group owners say the move is a step in the right direction. / 40

**Crossing 'The Road'**

The weekly country music television series *The Road* takes to radio with a two-hour weekly program to air in 75 markets. / 40



William Shockley (l), with Reba McEntire and Winslow Stillman, hosts 'The Road.' / 40

**BUSINESS**

**Argyle buys three North Star stations**

A group headed by veteran broadcaster Bob Marbut has purchased North Star Television's WZZM-TV Grand Rapids, Mich., WNAC-TV Providence, R.I., and WAPT-TV Jackson, Miss., for \$108 million. / 42

**Firm pursues personality probes**

The first product of new entertainment research company MediaPoll is the "Profile and evaluation Poll," which will give specific information on the viewing public's opinion of performers. / 44

**WASHINGTON**

**Adelphia: VDT order sets low standard**

Adelphia Communications Corp. has taken the FCC to court over its decision to grant Bell Atlantic permission to construct a video dialtone system in Dover Township, N.J. The company says the FCC's decision "will open the floodgates to telephone company investment of unprecedented magnitude without sufficient safeguards to protect the public interest." / 52

**Another panel considers infohighway bill**

Senate Antitrust Subcommittee Chairman Howard Metzenbaum has numerous concerns about Senate information superhighway legislation, and a hearing has been tentatively scheduled for next week. / 52

**TECHNOLOGY**

**Shortcut to digitization**

"Easy Reader" products will enable producers to more

quickly identify the portions of videotape they want fed onto computer hard disks for digitization. / 55

**Fox game room gets feeds**

Fox's New York executives, NFL officials and advertising executives can monitor the network's football games, including national commercials, with the help of Atlantic Satellite Communications. / 55

**Malone turns up heat for DFA** **Telemedia Week**

Tele-Communications Inc. President John Malone wants CableLabs to amend its recent \$2 billion request for proposals so that the cable industry will order equipment based on flexible frequency management, as opposed to the system advocated by Time Warner and the telephone companies. / 28

**Upgrade first, go interactive later**

Build the platform now and worry about advanced interactive services later. That's the approach being taken by at least one cable operator, Continental Cablevision, as it rolls out FutureWorks, a new fiber optic system in North Rockland, N.Y. / 28



News options from Oracle Media Objects / 30

**Oracle authoring tool attracts interest**

Oracle Corp. has lined up more than a half-dozen early adopters of Oracle Media Objects, an authoring tool for creating and deploying interactive multimedia applications. / 30

**Broadcasters target of VBI data technology**

Pleased with the results of a beta test conducted in New York, Advanced Digital TeleCorp. will license its data-broadcasting technology to broadcasters for distribution of community, weather and sports information. / 32

**It's everywhere: HSN goes Internet**

Home Shopping Network is getting on Internet, acquiring online merchandising company Internet Shopping Network. It is just HSN's latest move into computer online services. / 33

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## Production big business for Big 3

ABC, CBS and NBC in-house units take on growing importance

By David Tobenkin

**F**or the first time, the in-house production units of ABC, CBS and NBC are the leading suppliers to their networks. And the pace is expected to accelerate, making studios' television production operations pale in comparison.

The in-house production units of ABC, NBC, and CBS together are supplying 14 hours of 1994-95 prime time programming. That output is expected to accelerate even further after the fin-syn rules limiting network ownership of their shows and syndication activities sunset next November.

Fears that the networks will favor shows developed by their production arms over outside product is one of the major reasons why rumors of a studio takeover of a network have heated up in recent weeks, say ana-

lysts, with networks hoping to assure themselves of a distribution pipeline by buying one.

The networks, in short, have become programming players. But their top executives say that the activities of their in-house units are revealing the limits as well as the potential of their production operations.

"We won't see a day—or we shouldn't see a day—when we are programing 50% of the entertainment programing on ABC," says David Westin, president of production for the ABC Television Network Group. "There are too many talent arrangements out there for you to be able to corner the market on enough shows for a successful schedule. And the number-one mandate is to have top-rated shows, not shows we own."

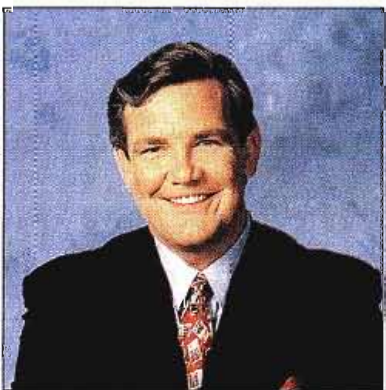
In reality, the networks have actively produced much of their own pro-

graming for years. NBC has produced *The Tonight Show* for more than three decades. And network news division-produced magazine shows have proliferated over the past two seasons as the networks try to emulate the success of CBS's *60 Minutes* and amortize the cost of their expensive news operations.

But entertainment—and prime time in particular—is the final frontier. Driving the expansion is the hope of containing production costs. ABC's Westin said that while his divisions cannot produce a show less expensively than a studio, he can structure production deals so that license fees

## The Big 3 as Producers

N indicates a new show; R, a returning series. Also listed is the show's network or distribution method.



CBS's 'Gordon Elliott Show'

### CBS Entertainment Productions

Andy Hill, president

*Walker, Texas Ranger*, 60 min. (R) - CBS  
*Dr. Quinn*, 60 minutes (R) - CBS  
*Dave's World*, 30 minutes (R) - CBS  
*Touched by an Angel*, 60 minutes (N) - CBS  
*Rescue 911*, 60 minutes (R) - CBS  
*Gordon Elliott*, 60 minutes (N) - synd.



ABC Productions' 'McKenna'

### ABC Television Network Group

David Westin, president of production

*My So-Called Life*, 60 minutes (N) - ABC  
*Me and the Boys*, 30 minutes (N) - ABC  
*The Boys Are Back*, 30 minutes (N) - CBS  
*McKenna*, 60 minutes (N) - ABC  
*The Commish*, 60 minutes (R) - ABC  
*On Our Own*, 30 minutes (N) - ABC  
*Blue Skies*, 30 minutes (N) - ABC  
*Thunder Alley*, 30 minutes (R) - ABC



NBC's 'Fresh Prince of Bel Air'

### NBC Productions

John Agoglia, president; Michael Zinberg, president, creative affairs

*Fresh Prince*, 30 minutes (R) - NBC  
*Martin Short*, 30 minutes (N) - NBC  
*Cosby Mysteries*, 60 minutes (N) - NBC  
*Homicide*, 60 minutes (R) - NBC  
*Tonight Show*, 60 minutes (R) - NBC  
*Conan O'Brien*, 60 minutes (R) - NBC  
*Greg Kinnear*, 30 minutes (R) - NBC  
*Name Your Adventure*, 30 min. (R) - NBC  
*California Dreams*, 30 minutes (R) - NBC  
*Saved by the Bell*, 30 minutes (R) - NBC  
*Saved by the Bell*, 30 minutes (R) - off net  
*Punky Brewster*, 30 minutes (R) - off net  
*Fresh Prince*, 30 minutes (N) - off net  
*California Dreams*, 30 minutes (N) - off net

**We're Celebrating Our  
First Successful Year  
In Syndication.**



# And So Are All O

		July '94 vs July '93	
		W18-34	W18-49
NEW YORK	WPIX	+64%	+60%
PHILADELPHIA	WGBS	+100%	+117%
BOSTON	WFXT	+100%	+67%
DALLAS	KTXA	+86%	+100%
DETROIT	WXON	+275%	+333%
HOUSTON	KTXH	+433%	+120%
ATLANTA	WGNX	+450%	+350%
CLEVELAND	WOIO	+113%	+183%
TAMPA	WTOG	+38%	+64%
MIAMI	WBFS	+100%	+100%
ST. LOUIS	KDNL	+64%	+64%
BALTIMORE	WNUV	+100%	+125%
ORLANDO	WOFL	+80%	+50%
HARTFORD	WTIC	+600%	+300%
MILWAUKEE	WCGV	+64%	+67%
RALEIGH	WLFL	+44%	+57%
GREENVILLE	WHNS	+250%	+320%
SALT LAKE CITY	KJZZ	+433%	+400%
SAN ANTONIO	KRRT	+217%	+129%
MEMPHIS	WHBQ	+122%	+106%
OKLAHOMA CITY	KOKH	+33%	+88%
W. PALM BEACH	WTVX	+700%	+200%
ALBANY	WXXA	+267%	+500%
JACKSONVILLE	WNFT	+800%	+INF
FRESNO	KMPH	+28%	+33%
LITTLE ROCK	KASN	+367%	+450%
FLINT	WSMH	+31%	+8%
MOBILE	WJTC	+500%	+400%
LEXINGTON	WDKY	+50%	+43%
SHREVEPORT	KMSS	+21%	+55%
LAS VEGAS	KRLR	+40%	+33%
CHAMPAIGN	WRSP	+188%	+180%
TUCSON	KTTU	+100%	+50%
CHATTANOOGA	WDSI	+220%	+367%
HUNTSVILLE	WZDX	+78%	+127%
DAVENPORT	KLJB	+77%	+62%
COLUMBIA, SC	WACH	+125%	+175%
JACKSON	WDBD	+4%	+40%

Source: NSI/SNAP July '93 VS. July '94  
(Percent gain based on share growth)



# These Stations.

		July '94 vs July '93	
		W18-34	W18-49
BATON ROUGE	WGMB	+240%	+275%
SAVANNAH	WTGS	+89%	+167%
CHARLESTON	WTAT	+567%	+180%
GREENVILLE	WFXI	+767%	+900%
FARGO	KVRR	+7%	+70%
TYLER	KFXK	+156%	+167%
AUGUSTA	WFXG	+58%	+6%
HARLINGEN	KVEO	+122%	+60%
TALLAHASSEE	WTLH	+133%	+186%
EUGENE	KLSR	+65%	+50%
LAFAYETTE	KADN	+41%	+33%
MACON	WGXA	+160%	+200%
FLORENCE	WPDE	+38%	+48%
LA CROSSE-EAU CLAIRE	WLAX	+575%	+500%
ROCKFORD	WQRF	+19%	+30%
TERRE HAUTE	WBAK	+300%	+200%
ALBANY	WFXL	+45%	+70%
UTICA	WFXV	+600%	+800%
WATERTOWN	WWTI	+64%	+13%
MISSOULA	KTMF	+300%	+100%
LAKE CHARLES	KVHP	+217%	+169%

And With  
All Cash Episodes  
Available Fall '95,  
We Look Forward To  
Celebrating For A  
Long, Long Time.



# Family Matters

*Bickley/Warren*  
PRODUCTIONS

**M/B**  
Miller-Boyet  
PRODUCTIONS  
in association with  
Warner Bros. Television



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for a third airing or a fifth season of a show do not spike sharply, as they frequently do now with outside producers and studios.

The sunseting of the fin-syn rules in November 1995 also will allow the networks to syndicate their own off-network shows and keep distribution fees now paid to others, providing another revenue stream to help in-house projects pay their way.

### CBS

The goals and the tactics of the different networks' in-house units vary. CBS Entertainment Productions has focused primarily on prime time production. The division, under President Andy Hill since 1991, has four-and-a-half hours of programming for the network, including returning shows *Walker, Texas Ranger*, an action drama starring Chuck Norris; frontier drama *Dr. Quinn, Medicine Woman* (which together have given the network leadership on Saturday nights); *Dave's World* on Mondays; *Rescue 911*; which has performed strongly on Tuesday night at 8 p.m., and new show *Touched by an Angel*, which will run Wednesday at 9.

The division also produced successful TV movies and the unit expects to have 10 more movies or miniseries on the air, including a four-hour version of Larry McMurtry's novel "Buffalo Girls."

### ABC

The ABC Television Network Group, which is producing or co-producing eight prime time shows (five and a half hours) this fall, has taken a more diversified and freewheeling approach than the other networks.

ABC Productions, under President Brandon Stoddard, reports not to the ABC Network, but instead to parent company Capital Cities/ABC. It, like many of the other Capcities production units, is required only to give the network right of first refusal on shows.

That stance produced a precedent-setting move by the unit to sell *The Boys are Back* to CBS for 1994-95.

"Our strategy—to have ABC as the first and largest customer, but will encourage them sell to other networks—is a little different from the other networks," says Westin.

The deal that sent the show to CBS was reportedly a guarantee to CBS executives that it would stay on that network if it was successful.

Hill and NBC Productions President John Agoglia said that while their primary goal is to program for their networks, they would consider producing for other networks.

The other radical departure by ABC was setting up a \$100 million 50/50 joint venture with Brillstein/Grey Entertainment earlier this year to develop shows, primarily sitcoms.

In addition, Capcities has a joint

venture with Matt Williams to produce *Thunder Alley* and with studios Warner Bros. and Universal Television to produce new shows *On Our Own* and *Blue Skies*, respectively.

The division has aggressively added five new shows for the ABC network, *My So-Called Life*, *Me and the Boys*, *McKenna*, *On Our Own* and *Blue Skies*. Returning are *The Commish* and *Thunder Alley*.

The three networks in general have set up co-production deals with studios or production companies, with the network supplying some production dollars in exchange for a percentage of the back-end. ABC has such an arrangement with Universal Television for *Blue Skies* and NBC Productions with Columbia on *The Cosby Mysteries*.

### NBC

NBC Productions has a tri-pronged development slate. The division, headed by Agoglia and President of Creative Affairs Michael Zinberg, is currently programming for prime time, late-night and the network's Saturday morning TNBC teen-skewing block.

In prime time, the company has three hours of programming, including returning shows *Fresh Prince of Bel Air* and *Homicide: Life on the Street* and new shows *The Martin Short Show* and *The Cosby Mysteries*.

The unit also produces the entire NBC late night block. ■

## Iger to be named Capcities president



Bob Iger

Bob Iger will be promoted to president/chief operating officer of Capcities/ABC, probably at the company's next board meeting later this month. That was the word on Wall Street last Friday and confirmed by company sources. One source cautioned that there was a remote—but unlikely—chance the promotion would not come until the following board meeting, set for mid-December.

Iger has been president of the ABC Television Network Group since November 1992 and was named executive vice president of the corporation in July 1993. Sources confirm that David Westin, now president, production, ABC Television Network Group, will succeed Iger as head of the network group. In effect, Iger is taking the

post held by Dan Burke, who retired in February. Burke, however, was president and chief executive officer. Capcities Chairman Thomas Murphy will retain the CEO post for the foreseeable future, sources said.

Iger was considered the leading candidate for the president's job once he was named executive vice president. But sources said the timing on the promotion might have been accelerated because Murphy and Iger have worked so well together in dealing with the ongoing affiliate issues, coupled with the banner year the network is having on the sales side. "They'll definitely be a team, just like Murphy and Burke were a team for so many years," said one company executive. —SM



David Westin

# CBS, Fox make move in Cleveland

Programing switch is accompanied by lots of promotion

By Steve McClellan

**W**ith only three months' advance notice, the CBS and Fox stations in Cleveland switched affiliations last week. It's the first of the markets affected by the New World-Fox alliance to change.

Station executives say that although there was some confusion, audiences generally were able to follow the move of programs on the strength of heavy promotion by both New World's WJW-TV (ch. 8), the new Fox affiliate, and Malrite's WOIO-TV (ch. 19), the new CBS affiliate.

Still, the market is far from settled, and the stations are grappling with a multitude of potential programing strategies. WOIO, for example, has moved the powerful sitcom duo

*Roseanne* and *Married...With Children* out of access for use in other dayparts and is using *Married* as a lead-in to *Late Night with David Letterman* at 11 p.m. Last week *Letterman* was getting 7s and 8s in the Nielsen ratings, a significant improvement over its performance on WJW-TV, which had delayed the program a half-hour and this summer tested new serial drama *Valley of the Dolls* in front of it. During that test, *Letterman*'s rating dropped as low as a 3.

*Roseanne* is being double-run as a lead-in for the *CBS Evening News*, which last week was beating the *NBC Nightly News* there.

The two comedies have been replaced by *A Current Affair* and *Cops* in access. WOIO Station Manager

Richard Sullivan says the two new shows were getting between a 6 and an 8 rating last week, which he describes as "close, but not quite up to the level" of the two sitcoms.

Many issues remain unresolved. As the new CBS affiliate, WOIO will build a news operation from scratch, probably launching around the first of the year, says Sullivan.

As the new Fox affiliate, WJW-TV is almost doubling its news output, adding three new hours, including a two-hour morning news show and a one-hour late news starting at 10 p.m., says Louis Gattozzi, operations manager at WJW-TV. But the station also is trying to retain some of the audience from what was a lucrative late newscast at 11-11:30 p.m. by keeping an

## Network chiefs take the stage in Hollywood

A network-studio pairing is on the way, NBC Entertainment President Warren Littlefield told a luncheon crowd at a Hollywood Radio & Television Society panel discussion last week.

"It is inevitable that a studio and a network will be combined," said Littlefield, whose network recently has been rumored to be in serious negotiations with Time Warner Inc. to be acquired. "The good news is that people are interested in buying [the networks]." As for CBS, the other network rumored to be up for sale, CBS Entertainment President Peter Tortorici said the logic behind a studio-network merger—maintaining control over programs from beginning to end—makes sense, but he jokingly repeated boss Laurence Tisch's stock response that the network is not for sale.

The annual event featured the top entertainment programmers of the four networks and was moderated by outspoken documentary producer Michael Moore, who kept the panelists on their toes with barbed questions and, at one point, orchestrated a sing-along of the theme from the *Patty Duke Show*.

Regarding NBC's decision to move *Frasier* from Thursday to tougher competition on Tuesday, Littlefield said the objective is not to win against ABC's top-rated *Home Improvement*, which has been moved opposite the show, but merely to make the network a competitive player on the night. ABC, for its part, hopes to prevent NBC from obtaining a beachhead on Tuesday, said ABC Entertainment President Ted Harbert. Fox Broadcasting



Jon Feltheimer, HRTS president; Ted Harbert, ABC; Peter Tortorici, CBS; Sandy Grushow, Fox; Michael Moore, moderator, and Warren Littlefield, NBC

is considering a late-night competitor to NBC's *Saturday Night Live*, said Fox Entertainment Group President Sandy Grushow.

Asked why there are no top women network executives, the panelists pointed out that Lucie Salhany had been head of Fox Broadcasting Co. until her recent departure and that many young women are in the pipeline for high-level jobs at all the

networks. Littlefield said greater diversity in hiring is encouraged at NBC by evaluating managers at the network by their record of hiring minorities.

The programmers found an ally in Moore on the issue of violence on television, with Moore questioning them not on allegations of excessive violence but about why they have not opposed federal legislative pressure to reduce violence on TV. "We take great pains to show that the vast majority of the programing we put on is nonviolent and acceptable to all viewers," said ABC's Harbert.

Asked to make ratings predictions for the coming year, all four competitors said the household ratings used as a benchmark by the media are irrelevant.

Asked to choose the competitor's program they each would most like to own, CBS's Tortorici picked NBC's hospital show *Emergency Room*, "so I could move it [from competing against CBS's hospital show *Chicago Hope*]; Grushow selected Paramount's *Star Trek: Voyager*, slated for the new United/Paramount network; Harbert jokingly choose Fox's *The Critic* (previously on ABC), and Littlefield picked Fox's rights to the NFL.

—DT





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***Murder and the Media.** It's America's chance to voice views. Debate issues. Talk about why we're all glued to the TV screen gawking at O.J. Are we desensitized to murder? Can anyone get a fair trial anymore?*

*America's Talking is what America's talking about. We've got the interactive resources. The technology. The expertise. Which means anytime there's a need for a town meeting, we'll have one. And we'll do it right.*

### *Murder and the Media*

Monday, September 19, 8-11 pm (ET)



Don't miss the special edition of *STRAIGHT FORWARD* with Roger Ailes at 11 pm (ET).

eight-minute newscast at 11 p.m. that leads into *Murphy Brown*.

Two other stations are affected by the switch as well, including WUAB (TV), an independent station now in a joint operating agreement with WOIO, which is the managing partner. The two stations already have swapped some programs, including *The Simpsons*, which will air on WUAB, and *Cops*, which WOIO is using in access.

More program swaps are to come,

says Sullivan: "The strategy is to make WUAB the youth station in the market," something that neither WJW-TV nor WOIO can do given their past and present ties to the older-skewing CBS.

Another station affected in the market is WBNX-TV Akron, which picked up the Fox Children's Network, not a part of the Fox-New World alliance. "The majority of our calls from viewers came Saturday wondering where the Fox kids shows were," says Gat-

tozzi. "We also got a lot of calls on Monday, at soap opera time. But so far it's gone relatively well."

Fox research showed that WJW-TV was the top-ranked Fox affiliate last Tuesday, and second in the market in households from 8 to 10 p.m., behind ABC affiliate WEWS(TV). On Wednesday, the network said, *Beverly Hills, 90210* was second in households in the market, while *Models Inc.* was third. ■

## Sprint, cable may link for PCS venture

*National wireless telephone service envisioned*

By Christopher Stern

**A** consortium of leading cable companies and Sprint, the Kansas City, Mo.-based telephone giant may be joining forces in the wireless telephone business, industry sources say.

The Sprint-cable venture would bid for personal communication services (PCS) licenses in the upcoming auction, and build a national wireless telephone service combining PCS and cellular telephone facilities, the sources say.

It was unclear how the venture would be structured and what assets would be jointly owned.

With more than \$11 billion in annual revenue, Sprint is the nation's third-largest long-distance company, eighth-largest cellular telephone company (800,000 customers in 19 states) and ninth-largest local telephone company.

The cable consortium includes Tele-Communications Inc., Time Warner, Continental Cablevision, Comcast and Cox Communications.

Comcast operates cellular telephones in the Philadelphia market. The FCC has granted Cox a "pioneer preference" for PCS, guaranteeing it licenses in San Diego at a discounted price.

In announcing their PCS consortium last December, the cable companies said they needed to close ranks in order to compete with the deep-pocketed telephone companies.

Company executives were close-mouthed about the deal. "I can't confirm or deny the talks, not one word," a Cox executive said.

"It makes sense for any long-distance carrier to get involved with a wireless company; look at AT&T and McCaw," said Brian Fontes, vice pres-



ident of the Cellular Telecommunications Industry Association.

The cable consortium also reportedly is trying to bring into its venture the Washington Post Co.'s American Personal Communications, which holds the pioneer preference for the Baltimore-Washington area.

APC President E.Y. Snowden said he would not confirm talks, but cited several reasons for PCS companies to join forces with the cable industry.

Aside from their fiber plant, cable companies have access to cash and the capability to market service, he said. Cable companies may want to enter into partnerships with PCS companies to benefit from their expertise in handling real-time transactions and billing. "A cable bill is pretty easy to send out once a month; it's not quite the same as keeping track of usage down to the minute," Snowden said.

Sprint already has said it intends to be aggressive in the PCS broadband auctions. The Clinton administration hopes to raise up to \$12 billion from them this fall.

Although there are no FCC cross-ownership rules barring Sprint or cable companies from investing in each other, there could be problems for a Sprint-cable venture at the PCS auction because of Sprint's and Comcast's cellular holdings. Under current FCC rules, a company cannot bid for the larger 30 mhz license if it owns a cellular license in the same market. ■

### **Compromise in works for pioneers**

Now that the FCC has decided to charge pioneer preference holders for valuable personal communication services licenses, the White House and congressional staffers are working on a compromise agreement.

That agreement still calls for the three so-called pioneers to pay for their licenses, but the fee would be significantly less than what the FCC is calling for.

Last month the FCC rescinded its order granting three companies PCS licenses at no cost. Under pressure from the U.S. Court of Appeals, the FCC ordered the companies to pay 90% of their winning bids for an equivalent license in the same market.

The agreement now under negotiation on the Hill calls for a payment closer to 80% of the license's value. However, the payment would be 80% of the average paid for equivalent licenses, not just the one in the same market.

The three so-called pioneers, Washington Post-owned Personal Communication Services, Cox Communications Inc. and Omnipoint, were granted preferences because of technological innovations each had developed that the FCC said would speed the services to market. —CS

# PTAR, TV ownership, going-forward rule on FCC agenda

By Harry A. Jessell

The FCC plans to open a proceeding next month aimed at repealing the off-network prohibition of the prime time access rule.

The PTAR rulemaking, now tentatively set for Oct. 20, may be the first in a series of proceedings to revamp broadcast rules before the end of the year. FCC Chairman Reed Hundt has made a review of the TV ownership restrictions a priority, sources say.

The broadcast networks have been pushing hard for relaxation of the national ownership caps, which limit groups to no more than 12 TV stations and coverage of no more than 25% of the nation's TV homes.

Hundt met with NBC President Bob Wright last Friday and is meeting with the heads of the two other networks in New York this week.

Also on Hundt's fall agenda: adoption of final video dialtone rules, which allow telephone companies to build video networks as common carriers, and adoption of the so-called cable going-forward rules, designed to encourage cable operators to add new programming services without causing big jumps in cable subscriber fees.

Hundt had hoped to get the PTAR rulemaking under way at the Sept. 19 meeting, but ran into opposition from Commissioner Jim Quello. Quello now says he will not stand in the way of the rulemaking: "We can't delay this forever; it's time to move ahead."

Quello said he blocked consideration of the proposal on Sept. 19 because of the rumors about mergers between studios and networks: "What effect is all that going to have on this?"

The PTAR proceeding promises to be highly controversial. The issue divides the broadcasting and syndication businesses.

The 24-year-old rule effectively prohibits network affiliates in the top 50 markets from airing network or off-network shows in the prime time access hour, 7-8 p.m.

A coalition of network affiliates and off-network syndicators led by Disney has been pressing the FCC to repeal the off-network half of the rule.

Top affiliates want to be able to buy the reruns, and the off-network syndicators want to be able to accommodate them.

Oposing changes to the rules have been the independent television stations, which would rather not bid against network affiliates in their markets for the reruns, and the first-run syndicators, who see their market shrinking. King World, purveyor of such first-run access staples as *Jeopardy!* and *Wheel of Fortune*, has been the most vocal opponent of PTAR reform.

Officials of the FCC's Cable Services Bureau were briefing commissioners last Friday about a new set of going-forward rules. According to Quello, the agency hopes to make the proposed rules public in early October to give cable and other interested parties a chance to informally comment before a vote.

But one FCC staffer said the issues are so complex that the proposed rules might not be ready for the Oct. 20 meeting. However, he confirmed the plan for early release and informal comment.

The National Cable Television Association last month presented the FCC with going-forward rules reflecting a hard-wrought industry consensus, but the agency rejected them.

Some cable attorneys point a finger at Disney for the failure of the NCTA proposal at the agency. Disney was a dissenter to the cable plan.

The formula doesn't work for the Disney Channel, which is being converted from a pay to a basic service. The cap is too low to accommodate the Disney basic license fee of 65 cents-90 cents.

Final rules for video dialtone have been slowed by the continuing debate over cost-allocation issues—how much of the cost of video/telephone networks telcos may attribute to video and how much to telephone.

Cable believes tough guidelines are crucial to keep telcos from subsidizing their entry into video with monopoly telephone revenues and competing unfairly. ■

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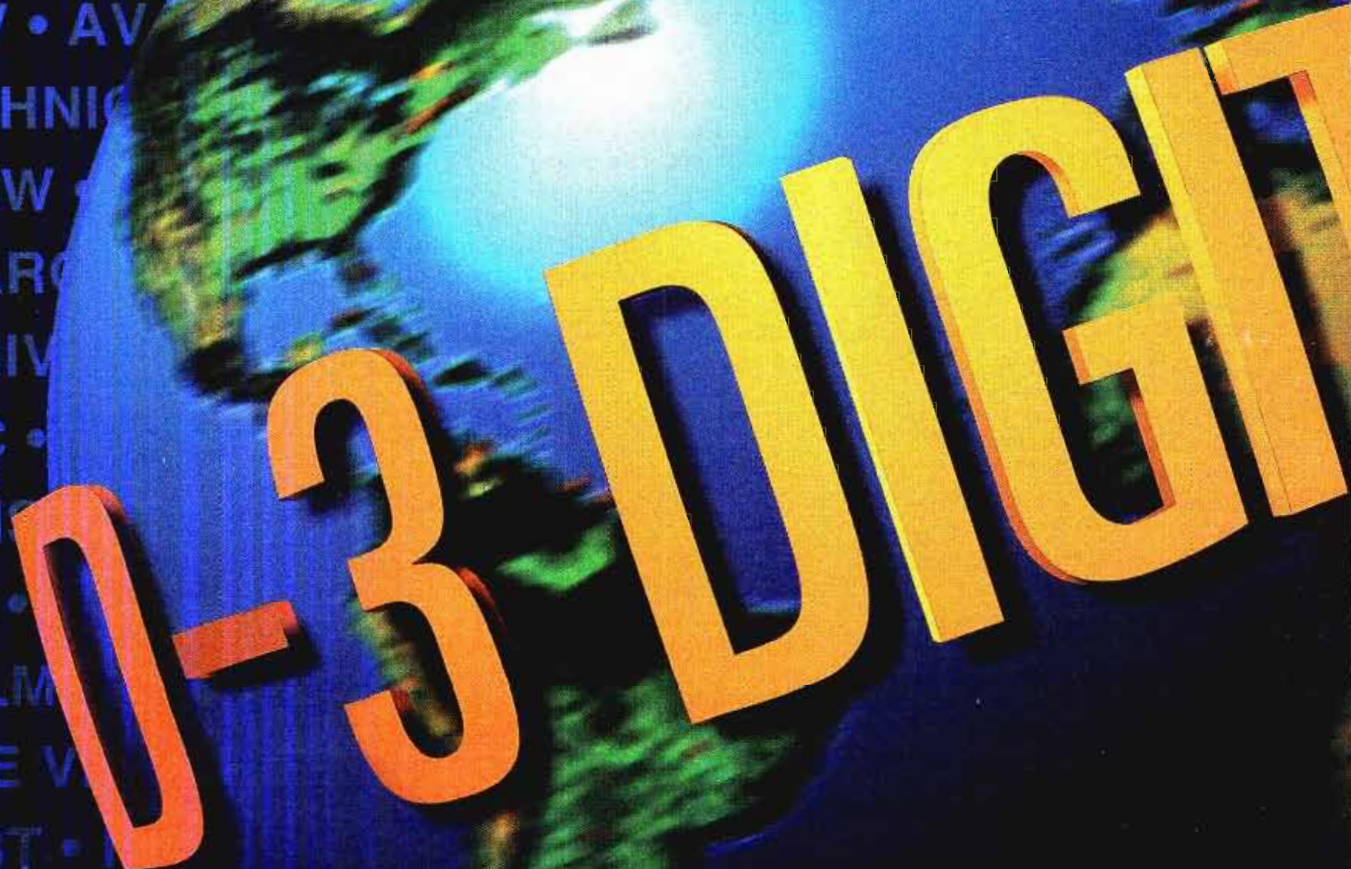
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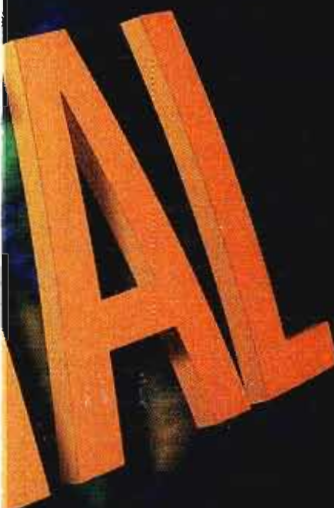


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# WB hopes for more from 'Extra'

Media campaign expected to shore up debut magazine show's ratings

By David Tobenkin

**W**arner Bros. Domestic Television Distribution executives pronounced themselves satisfied with debut ratings for their big-budget *Extra*—*The Entertainment Magazine*.

The show averaged a 3.9 Nielsen rating and a 10 share in 29 metered markets last Monday-Thursday, off 19% from the 4.8/12 of its lead-in and 11% from the 4.4/10 of programming a year earlier in the same time period.

The show rose from a 3.6/9 on Monday to 4.2/10 on Tuesday and Wednesday and 4.0/9 on Friday. In New York, the show's 4.5/9 at 7 p.m. on WNBC-TV was down from the 5.9/12 of lead-in *NBC Nightly News* and off from the 5.8/11 of the show in its slot in September 1993, *Cops*.

In Los Angeles, the show's 5.5/10 on KNBC-TV at 7 p.m. improved on the 4.9/10 lead-in and came close to equaling the 6.0/11 *Entertainment Tonight* earned in the slot a year earlier. The results tied the week's 5.5/10 rating for *ET*, which now runs on

KCBS-TV, and came despite *ET*'s higher lead-in.

Warner Bros. executives said they were satisfied with the results, but any serious evaluation of the show's performance would have to wait until the media campaign for the show and further audience sampling take effect.

"It appears to me we broke out pretty well—to do time period numbers I think puts us ahead of the curve," said Bruce Rosenblum, senior vice president, Warner Bros. Media Research.

There was a little ribbing of the newcomer on veteran show *ET*. Introducing a piece on the Rolling Stones concert tour, *ET* co-host John Tesh termed the story an exclusive "with no extras allowed."

Meanwhile, Buena Vista Television's new animated kids strip



Arthel Neville will co-host 'Extra' with Dave Nemeth.

*Aladdin*, a key component of Disney's efforts to strengthen its Disney Afternoon block, earned a 3.3/8 in metered markets in its first four days on the air, Monday-Thursday, up 33% from its 2.2/6 lead-in and 14% from its October 1993 predecessor in the time period. The show earned a 2.9/7 Monday, 3.4/9 Tuesday, 3.7/10

Wednesday and 3.4/9 Thursday.

In New York, the show earned a 3.0/8, increasing its 1.9/5 lead-in by 50%, and was about even with the 3.2/8 of October 1993. In Los Angeles, the show posted a 3.7/9, with a 50% gain over the 2.5/6 of both its lead-in and its October 1993 predecessor. In Chicago, the show's three-day average of 3.0/8 upped its 2.4/7 lead-in by 14% and increased its October 1993 predecessor's 2.2/6 by 33%. ■

## AT&T loses Telstar 402 satellite

AT&T last week was declaring its new Telstar 402 satellite unusable after the operator lost contact with the recently launched bird.

Although an Ariane 4 rocket boosted the satellite without incident, AT&T operators lost contact with the satellite after the launch. An AT&T spokeswoman said operators initially received some signals from the satellite following the launch, but lost all contact thereafter.

AT&T said last week that it will try to recover the satellite, but the company was working on contingency plans to accommodate Telstar 402 customers. Those plans include finding a launch slot for the Telstar 403, which is under construction and due for delivery at year's end. The Telstar 402, built by Martin Marietta Astro Space, carries 24 C- and 16 Ku-band transponders.

A Martin Marietta spokesman said last week that the company already had convened an "anomaly review" board to investigate the loss of communication.

Customers on the 402 include Fox, which announced a new \$81 million contract with AT&T this summer. That pact calls for AT&T to provide Fox with satellite service on the Telstar 401, and then split service between the

401 and 402 satellites in mid-1995. Viacom also had booked capacity to broadcast TV programming to TVRO subscribers. "It's not going to affect any Fox operations on any level," said Fox senior VP Andrew Setos. "AT&T can handle it."

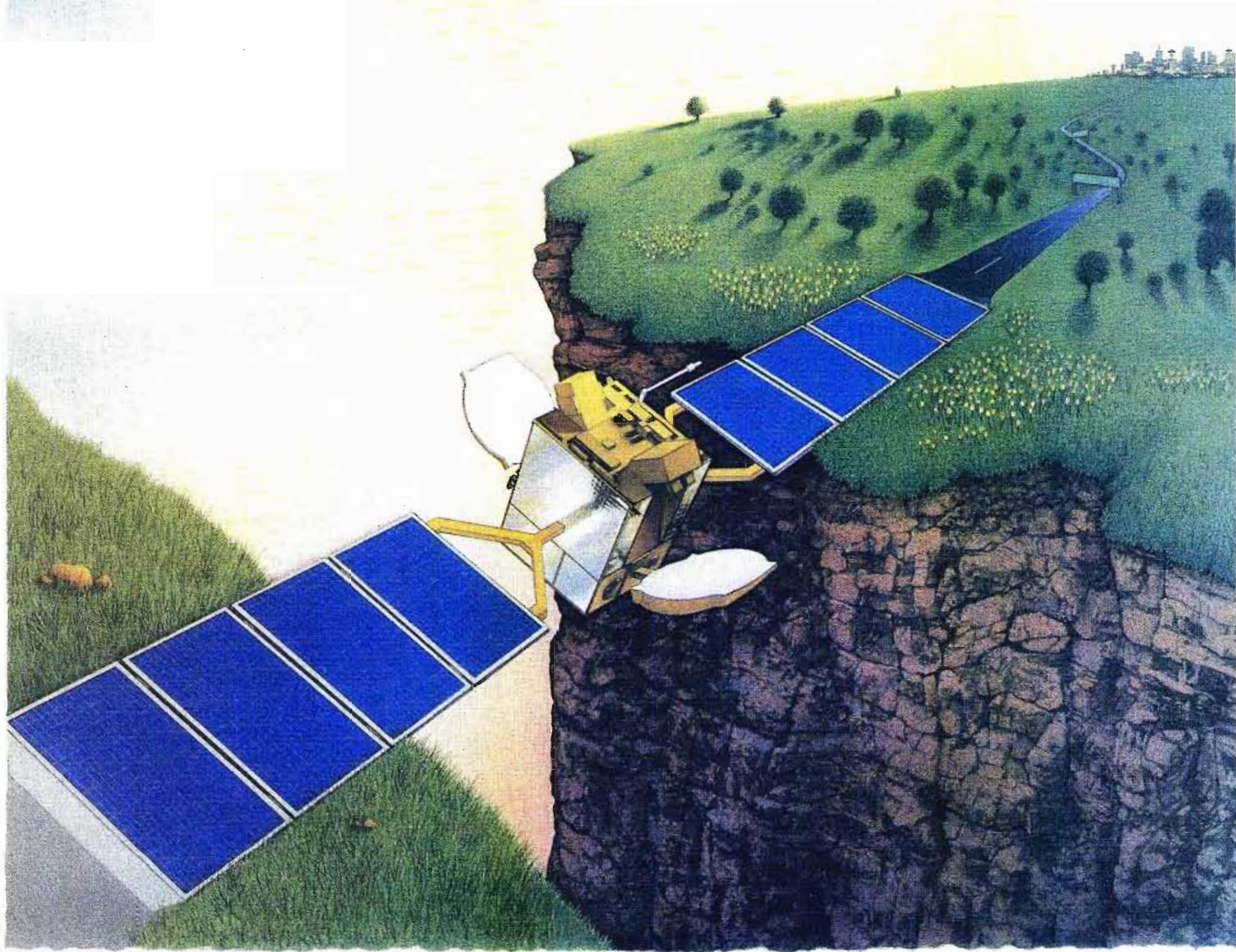


An AT&T spokeswoman said the company's contingency plans will call for keeping current 401 customers on the orbiting satellite until the ground spare is launched. She also said that the company will keep other current customers on the Telstar 302 and 303 satellites.

One of those satellites—the 302—is nearing the end of its orbital life. The loss, said one customer, will place space capacity in high demand next year. "The loss of another 24 C-band and 16 Ku-band [transponders] will have a significant impact," said Global Access Telecommunications Services President Jack Morse.

Morse, whose company had booked a three-year lease on the Telstar 402, said his company has calculated that the four satellites in use by his firm will reach the end of their lives between 1994's fourth quarter and the first quarter of 1995. Those satellites are the ASC 1, Galaxy 2 and 3 and Telstar 302. —CM

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## Tough July for veteran syndicated talkers

Sweeps show ratings drops for many established shows, with newcomers making their moves; among other genres, 'Baywatch' has a good summer

By David Tobenkin

The challenge of the talk scene's newcomers to older shows was evident among syndicated fare during the July sweeps, with *Donahue*, *Sally Jessy Raphael* and *Oprah* showing declines, while *Ricki Lake* and *Jenny Jones* continued to turn up the ratings heat in the month's book.

Multimedia Entertainment's *Donahue* showed a dramatic weakening, falling from a 5.6 unweighted Nielsen Station Index household rating and a 20.9 share in July 1993 to a 4.6/17.7 a year later. (Unless otherwise indicated, comparisons for returning shows are year-to-year household figures supplied by the ratings service to station rep Blair Television. Rookie shows are measured by comparing adjacent books' shares, rather than ratings, to adjust for seasonal audience levels.)

Even more dramatic were losses in *Donahue*'s key demos: women 18-49 fell from 3.5/24.1 to 2.5/18.3 during the period; women 18-34 from 3.6/23.8 to 2.4/16.6, and women 25-54 from 3.7/24.9 to 2.7/19.3. Multimedia's *Sally Jessy Raphael* also showed a significant household decline, from 5.1/19.7 to 4.2/16.3, with women 18-49 dropping from 3.5/24.4 to 2.5/18.6.

King World's *Oprah Winfrey Show*, whose month included heavy repeats, dipped from a 10.1/32.3 in 1993 to an 8.7/28.2 a year later, with women 18-49 declining from 7.4/41.4 to 6.1/34.9. "Her demo production has diminished somewhat, but it's still by far the best number there is," says Blair's Lou Dennig. "I think it's topic driven and fixable."

Paramount Domestic Television's

*Maury Povich* was flat at 4.3/16.4, while Disney division Buena Vista Television's *Live with Regis and Kathie Lee* earned a 5.5/23.3, up slightly in households and demos from its year-before results.

Meanwhile, Columbia TriStar Television Distribution's rookie *Ricki Lake Show* grew from a 13.3 share in May to a 15.3 in July. The show also showed some widening of the youthful host's audience, with significant increases in women 18-49 and women 25-54. The year-to-year household ratings jump of Warner Bros. Domestic Television Distribution's *Jenny Jones*, from 2.5/10.4 to 2.9/12.0, masked greater demographic growth. The show's women 18-34 demo grew from 2.3/16.0 to 2.6/18.8, women 18-49 went from 2.0/14.4 to 2.3/17.6, and women 25-54 rose from 1.8/13.1 to 2.0/15.8. Paramount Domestic Television's *Montel Williams* basically was flat with a 3.9/13.7, but showed slight growth among women 18-34.



Baywatchers increased from July '93 to July '94.

Other newcomers were less fortunate. King World's low-rated *Rolonda* showed no improvement in the month, with a decline from a 13.1 May household share to an 11.6 in July and corresponding dips in key female demos. Multimedia's *Jerry Springer* was virtually flat at a 2.3/14 in July compared



Another good book for 'E.T.' Now it faces competition from 'Extra.'

with a year earlier.

King World syndication's household ratings leaders were still on top, with *Wheel of Fortune* generating a 15.8/32.0 and *Jeopardy!* an 11.5/27.1, both virtually unchanged.

Among magazine strips, the final book of Paramount's *Entertainment Tonight* (before competition from Warner Bros.' new *Extra*—*The Entertainment Magazine*) was rock solid. The show's 6.8/15.1 was virtually unchanged from a year earlier, as were the show's key demos. King World's *Inside Edition* household ratings increased from 6.1/16.5 to 6.9/18.6, although demos were flat. The 5.5/15.1 of Paramount's *Hard Copy* and the 5.3/14.5 of Twentieth Domestic Television's *A Current Affair* reflected unchanged performances. King World's rookie *American Journal* showed a slight May-to-July share jump, from 13.6 to 14.8, and some strengthening in women's demographics, including a 12.1 to 14.4 increase in women 25-54. The 9.1 July household share of Genesis Entertainment's *Real Stories of the Highway Patrol* was little changed from May.

As for weekly action shows, Paramount's mothballed *Star Trek: The*

*Next Generation's* household figures declined from a 5.4/15.4 to a 5.1/14.8—in part reflecting the absence of new episodes present for the book a year earlier. More significant was the wear on the studio's continuing *Star Trek: Deep Space Nine*, which fell from a 4.3/13.0 to a 3.9/11.8 in households and, more dramatically, in key demographics, including a 4.3/20.4 to 3.3/17.0 drop among men 18-49. The show will address the problem this season with the addition of a starship to the stationary star base.

All American Television's *Baywatch* countered the trend of weakening older shows, with a remarkable 3.3/11.6 to 3.9/13.2 increase in households and corresponding demo growth, including a 2.6/15.8 to 3.2/17.8 growth in women 18-49. Rysler's *Highlander* also increased its

female demos in July, although its 1.9/8.9 household numbers were little changed from a year earlier. Samuel Goldwyn Television's *American Gladiators* was flat at 1.9/10.3.

Among newer action hours, Warner Bros.' *Kung Fu: The Legend Continues* was flat with a 3.1/9.5, while the studio's *Time Trax*, targeted for termination in January, was flat at 2.5/8.2. The third component of the studio's Prime Time Entertainment Network, *Babylon 5*, also remained flat with a 7 share. And Cannell Distribution Co.'s *Renegade's* 2.5/9.0 household numbers were flat as well, but the show registered gains in female viewers, including a 1.5/9.9 to 2.0/12.5 jump in women 18-34.

As for weekly reality shows, Genesis' weekly *Emergency Call* weakened significantly, from a 1.8/7.8 to a 1.5/

6.9, with heavy demographic drop-offs, including a decline from 1.1/9.9 to a 0.6/5.9 among women 18-34. Disney's *Siskel and Ebert* movie-review show was flat at 1.5/9.1. Disney's rookie *Crusaders* news magazine was flat with an 11.0 household share but showed growth in the women 18-34 demo, which rose from 7.9 to 9.5.

Rysler's two new action hours—whose renewal fate company president Keith Samples said would be determined by the July results—showed divergent patterns. *Thunder in Paradise* improved slightly in households, from a 7.9 May share to an 8.7 in July, with a substantial increase in men 18-49, from 8.8 to 11.3. However, *Robocop: The Series* declined from 7.8 to 6.8 in households and dropped sharply among men 18-49 (from 10.4 to 7.7) and men 25-54 (from 9.9 to 7.7). ■

## Paragon wants a piece of U.S. syndication

Canadian company is expanding its efforts with L.A.-based unit

By Steve McClellan

In a move to expand its U.S. presence, Toronto-based Paragon Entertainment has formed a syndication unit that will be based in Los Angeles and will be headed by Ken Dubow, most recently North American sales head for Pandora International Entertainment Group.

The formation of the new unit is the second move in as many months by Paragon to bolster its U.S. presence. In August it formed a family entertainment unit overseen by Ken Katsumoto.

At Pandora, Dubow oversaw the launch of *The Computer Man*, with host Mark Bunting. The weekly syndicated show, billed as a sort of Bob Vila meets computers, bows this week in 80% of the country.

Until now, Paragon has sold network projects directly but farmed out syndication projects to various distributors, including Columbia TriStar Distribution, which is selling Paragon's half-hour action-drama *Forever Knight* this season. *Knight* now is cleared in roughly 90% of the country.

Reached last week, Dubow said the company decided to set up the syndication unit because it realized the need to "get closer to the end user in order to better control its destiny."

Dubow will report directly to Toronto-based Isme Bennie, president of Paragon International, the company's main distribution arm. Katsumoto reports to Los Angeles-based Gary

Harrison's Handmade Films (23 titles, including "Time Bandits," "Life of Brian" and "Mona Lisa").

The company's library of several hundred hours includes made-for-TV



### PARAGON ENTERTAINMENT CORPORATION

Randall, president, Paragon Productions.

According to John Slan, Paragon's chairman and chief executive officer, the moves signal the company's intention to build assets and expand its U.S. market share, particularly in non-prime time program areas.

The family entertainment unit was born of the company's success with *Lamb Chop's Play-Along*, licensed to PBS. That show will be distributed in domestic syndication in 1997. The next project for the new family unit is *Kvatt's Creatures*, a children's wildlife series also for PBS (produced in association with Maryland Public Television), to debut in 1996.

Among the initial programs that the syndication unit will sell is the recently acquired film library from George

movies such as Sidney Sheldon's *Stranger in the Mirror* and *Held Hostage: The Sis and Jerry Levin Story*; cable series including USA's *Alfred Hitchcock Presents* and HBO's *Philip Marlowe: Private Eye*, and theatrical films such as this summer's "Wyatt Earp," which was distributed by Warner Bros.

Slan said the family unit had projects in the works for commercial networks, but he could not discuss them. As for syndication, he said the company would start by selling library product and probably will develop some weekly drama projects before taking on a strip program. "We're dipping our toe in the marketplace at first, and then we'll take advantage of additional opportunities as they arise," Slan said. ■

# Football plays strong in first week

Lack of baseball cited in improved numbers from year ago

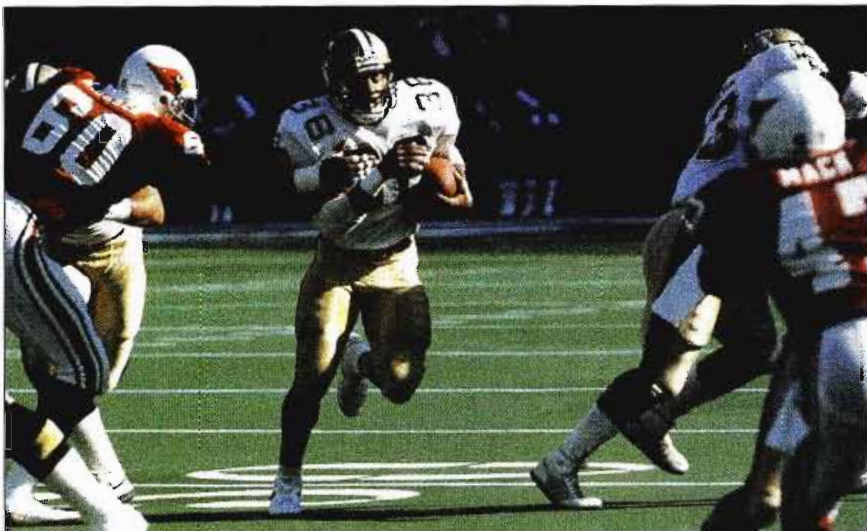
By Steve McClellan

National Football League numbers were strong for NBC, ABC and Fox (compared with CBS's a year ago) for the first week of play, based on the Nielsen ratings. Researchers said the lack of baseball on TV helped drive up the football numbers.

Fox averaged an 11.1 national rating and a 30 share for game one of its doubleheader coverage of the National Football Conference Sept. 4, a 22% gain over CBS's coverage of the comparable game a year ago.

Game two also was up over the CBS coverage a year ago, by 8%, with a 9.1/23. The two games combined were about 15% higher than CBS's coverage a year ago. Men's demos were up for both games across the board.

The one-hour pregame show also showed gains over a year ago, averaging a 4.6/16. The second half-hour



averaged a 5.4/18 from 12:30 to 1 p.m., which is when CBS's *NFL Today* ran. A year ago, that show did a 3.9/13.

Fox's NFL prime time leadout, *For-*

*tune Hunter*, averaged a 5.5/12, which was 22% better than the previous season's average. Last year the network aired a *Tiny Toon* cartoon special in the time period. *Townsend TV*, the regularly scheduled prime time series that debuted a week later, averaged a 4.5/8.

But with the NFL lead-in and original prime time fare, Fox was stronger than usual against the repeat programs on the Big Three on Sunday night. According to the network's own analysis, its 7-10 p.m. lineup (*Fortune Hunter*, *Simpsons*, *Hardball*, *Marrived...With Children* and *Wild Oats*) beat the Big Three in the key demos, including men and women 18-34 and 18-49, men 25-54 and teens.

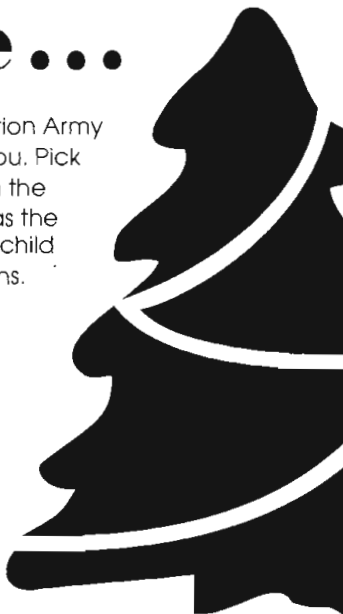
At CBS, *60 Minutes* was down about 9% in the metered markets, with some of the loss attributed to the lack of the NFL. In Chicago last year, for instance, the news magazine got an 18.5 rating leading out of an NFL telecast that averaged a 23.8. Last week, without the NFL, *60 Minutes* averaged an 11.9 rating there.

On a national basis, *60 Minutes* last week averaged a 12.9/27, down 8% from a year earlier. CBS research and planning chief David Poltrack predicts the program may drop about 3% in rating nationally as a result of the loss of the NFL over the course of the season.

"There's no question that football has been strengthened by the baseball strike," says Poltrack, noting that football on the other networks showed gains, as did other sports. U.S. Open

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tennis on CBS during the Labor Day weekend was up 30% over a year ago.

Meanwhile, NBC's first-week coverage of the American Football Conference was up 16%, to 12.4/31, according to the Nielsen metered-market report. And ABC had its second best *Monday Night Football* performance, with a 19.9/34, second only to last year's 20.7/35 for a Dallas-Washington game. ■

### NBC stunts to the top

Although it took a lot of stunting to get the job done, NBC won the prime time ratings race for the week ended Sept. 4. It was the peacock network's first weekly prime time win in three months and it relied heavily on two popular shows—*Frasier* and *Mad About You*—to get there. Each show aired three times during the week, and all six airings made it to the top-20 ranked programs (see "Ratings Week," page 26). NBC averaged a 9.8 Nielsen household rating and an 18 share. CBS and ABC tied with a 9.2/17. In the evening news race, ABC won again, as it has 103 times out of the past 104 weeks, while CBS was back in second for the third straight week in its topsy-turvy battle with NBC.

### Dow Jones, TCI in Europe

Dow Jones and a London-based TCI affiliate, Flextech PLC, announced plans last week to launch a new European business cable channel in early 1995. The *Wall Street Journal*, published by Dow Jones, reported that the service will be called European Business News, or EBN. The report said that Dow Jones will have a 70% interest, while Flextech will have the remaining 30%. Initially, the channel will produce 18 hours of business, financial and consumer news programming and plans to expand to 24 hours later in the year. In addition to the consumer channel for cable viewers, the venture will offer a digital TV service to be fed to the desktop computers of business and financial professionals. Michael Connor, director of television development for Dow Jones, has been named managing director of the service. —SM

## HEAD ENDINGS

### Cable for Women

At least two new women's sports networks are in the works. Liberty Sports, the sports programming division of top multiple system cable operator Tele-Communications Inc., will begin showcasing women's sports programming for its national service at the end of this year with plans to grow the programming into a 24-hour service. The second, Women's Sports Network, slated to launch next year, is being developed by former NBC sports producer Michael Weisman and sports marketing/advertising veteran Terry Kassel.

### Lots of ACEs

The National Academy of Cable Programming has received a record 2,210 entries for the 16th Annual CableACE Awards competition, to be held next Jan. 13 and 15 in Los Angeles.

### CMT wins in Canada

Canada's Federal Court of Appeal has granted Country Music Television the right to appeal the Canadi-

an Radio-Television and Telecommunications Commission decision to delete CMT from the list of eligible cable services in the country.

### Spanish Showtime

Showtime this month launches Showtime en Español, a Spanish audio feed that will be available to more than 9.5 million homes passed. The service makes use of the secondary audio channel available through most cable systems.

### Playing in the 'Attic'

Branson, Mo.-based Americana Television Network this fall is debuting Kid Vid Block, a Saturday morning block of programming for kids that will include an original show, *Grandma's Attic*. The show will include segments on nature, wildlife and history.

### 'Dream On' and on and on

Home Box Office has begun production of the 100th episode of *Dream On*, becoming the first HBO original series to hit the mark. The episode, directed by John Landis, will appear early next year. —RB

## Top cable shows

Following are the top 15 basic cable programs for the week of Aug. 29-Sept. 4, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHS. (000)	Rating Cable U.S.
1. <i>NFL Football</i>	TNT	Sun 8:00p	4,488	7.3 4.8
2. <i>CFA Prime Time Thursday</i>	ESPN	Thu 7:56p	3,155	5.0 3.3
3. <i>NFL Prime Time</i>	ESPN	Sun 7:00p	2,381	3.8 2.5
4. <i>NASCAR Winston Cup</i>	ESPN	Sun 1:00p	2,008	3.2 2.1
5. <i>NFL Gameday</i>	ESPN	Sun 11:59a	1,801	2.9 1.9
6. <i>NFL Post-Game</i>	TNT	Sun 11:22p	1,652	2.7 1.8
7. <i>O.J. Simpson Hearings</i>	CNN	Wed 4:30p	1,593	2.5 1.7
8. <i>Rugrats</i>	NICK	Sat 7:30p	1,580	2.6 1.7
9. <i>O.J. Simpson Hearings</i>	CNN	Wed 2:00p	1,556	2.5 1.7
10. <i>Saved by the Bell</i>	TBS	Tue 5:35p	1,543	2.5 1.6
11. <i>I Dream of Jeannie</i>	NICK	Thu 10:00p	1,505	2.5 1.6
11. <i>I Dream of Jeannie</i>	NICK	Thu 10:30p	1,505	2.5 1.6
13. <i>The Ren &amp; Stimpy Show</i>	NICK	Sat 9:00p	1,504	2.5 1.6
14. <i>Movie: 'Deceptions, Part II'</i>	LIF	Sat 8:00p	1,497	2.5 1.6
15. <i>Clarissa Explains It All</i>	NICK	Sat 8:00p	1,469	2.4 1.6

Following are the top five pay cable programs for the week of Aug. 29-Sept. 4, 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.
1. <i>Movie: 'The Good Son'</i>	HBO	Sat 8:00p	2,535	12.1 2.7
2. <i>Movie: 'Poetic Justice'</i>	HBO	Tue 8:00p	2,254	10.8 2.4
3. <i>Movie: 'Traces of Red'</i>	HBO	Mon 8:01p	2,189	10.4 2.3
4. <i>Movie: 'Red Sun Rising'</i>	HBO	Thu 9:00p	2,162	10.3 2.3
5. <i>Movie: 'Sniper'</i>	HBO	Sun 10:45p	2,012	9.6 2.1



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	<b>abc</b> <b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>10.2/17</b>	<b>10.0/17</b>	<b>11.7/20</b>	<b>6.2/10</b>
8:00	51. <b>Coach</b> 8.4/15	28. <b>The Nanny</b> 10.5/19	36. <b>Fresh Prince</b> 9.5/17	66. <b>America's Most Wanted</b> 6.6/11
8:30	42. <b>Coach</b> 9.3/15	21. <b>Dave's World</b> 10.9/18	24. <b>Fresh Prince</b> 10.8/18	
9:00	24. <b>ABC Monday Night Movie—Running Dallah</b> 10.8/18	15. <b>Murphy Brown</b> 11.5/18	12. <b>Frasier</b> 12.0/19	78. <b>NFL All-Access</b> 5.7/9
9:30		47. <b>Love &amp; War</b> 8.9/14	6. <b>Frasier</b> 13.5/21	
10:00		43. <b>Northern Exposure</b> 9.2/16	10. <b>Mad About You</b> 12.6/21	
10:30			14. <b>Mad About You</b> 11.6/21	
<b>TUESDAY</b>	<b>11.4/19</b>	<b>11.3/19</b>	<b>8.4/14</b>	<b>4.7/8</b>
8:00	11. <b>Full House</b> 12.2/22	31. <b>Rescue 911</b> 10.0/17	65. <b>TV Nation</b> 6.7/12	85. <b>South Central</b> 4.9/9
8:30	8. <b>Sister, Sister</b> 13.0/22		63. <b>J. Larroquette</b> 7.1/11	88. <b>Roc</b> 4.2/7
9:00	4. <b>Roseanne</b> 14.8/24	13. <b>CBS Tuesday Night Movie—Overkill: The Aileen Wuomos Story</b> 11.9/20	53. <b>Wings</b> 8.1/13	86. <b>Tales fr/the Crypt</b> 4.8/8
9:30	7. <b>Ellen</b> 13.4/22		21. <b>Dateline NBC</b> 10.9/19	87. <b>Tales fr/the Crypt</b> 4.7/8
10:00	60. <b>She TV</b> 7.6/13			
10:30				
<b>WEDNESDAY</b>	<b>12.6/22</b>	<b>7.6/13</b>	<b>10.3/18</b>	<b>6.6/11</b>
8:00	45. <b>Thunder Alley</b> 9.0/16	55. <b>Nanny</b> 8.0/14	17. <b>Unsolved Mysteries</b> 11.3/20	66. <b>Beverly Hills 90210</b> 6.6/11
8:30	36. <b>Phenom</b> 9.5/17	71. <b>Muddling Thru</b> 6.4/11	29. <b>Now with Tom and Katie</b> 10.1/17	
9:00	1. <b>Home Improvmt</b> 18.2/30	81. <b>Christy</b> 5.5/9	36. <b>Law and Order</b> 9.5/17	
9:30	2. <b>Grace Under Fire</b> 17.5/29	29. <b>48 Hours</b> 10.1/18		
10:00	24. <b>Turning Point</b> 10.8/19			
10:30				
<b>THURSDAY</b>	<b>7.1/12</b>	<b>9.3/16</b>	<b>13.3/23</b>	<b>7.7/13</b>
8:00	76. <b>My So-Called Life*</b> 5.9/10	43. <b>One West Walkiki</b> 9.2/16	19. <b>Mad About You</b> 11.1/20	51. <b>Martin</b> 8.4/15
8:30			5. <b>Frasier</b> 13.7/23	35. <b>Living Single</b> 9.6/16
9:00	78. <b>Lois &amp; Clark</b> 5.7/9	21. <b>Eye to Eye with Connie Chung</b> 10.9/18	3. <b>Seinfeld</b> 16.5/27	71. <b>M.A.N.T.I.S.</b> 6.4/10
9:30		59. <b>Hotel Malibu</b> 7.8/14	20. <b>Dateline NBC</b> 11.0/19	
10:00	34. <b>Prmetline Live</b> 9.7/17			
10:30				
<b>FRIDAY</b>	<b>10.2/20</b>	<b>7.7/15</b>	<b>9.9/19</b>	<b>5.7/11</b>
8:00	36. <b>Family Matters</b> 9.5/20	57. <b>Diagnosis Murder</b> 7.9/16	74. <b>Wings</b> 6.1/13	75. <b>M.A.N.T.I.S.</b> 6.0/12
8:30	45. <b>Boy Meets World</b> 9.0/18		27. <b>NBC Friday Night Mystery—Kindergarten Cop</b> 10.7/20	83. <b>X-Files</b> 5.3/10
9:00	32. <b>Step By Step</b> 9.8/19	60. <b>CBS Movie Special—Eyes of a Witness</b> 7.6/14		
9:30	32. <b>Hangin w/Mr. C</b> 9.8/18			
10:00	16. <b>20/20</b> 11.4/22			
10:30				
<b>SATURDAY</b>	<b>6.6/14</b>	<b>8.0/16</b>	<b>8.8/18</b>	<b>4.6/10</b>
8:00		53. <b>Dr. Quinn Medicine Woman</b> 8.1/17	84. <b>The Mommies</b> 5.0/11	76. <b>Cops</b> 5.9/13
8:30				64. <b>Cops</b> 6.8/14
9:00	66. <b>ABC College Football Special</b> 6.6/14	55. <b>Country Music Hall of Fame</b> 8.0/16	36. <b>Movie of the Week—Back to the Future Part III</b> 9.5/19	89. <b>NFL '94 Preview</b> 2.9/16
9:30				
10:00				
10:30				
<b>SUNDAY</b>	<b>6.9/13</b>	<b>10.3/20</b>	<b>7.4/14</b>	<b>7.2/14</b>
7:00	69. <b>Am Fun Hm Vld</b> 6.5/14	9. <b>60 Minutes</b> 12.9/27	73. <b>NBC Sunday Night Movie—Police Academy 6: City Under Siege</b> 6.2/12	81. <b>Fortune Hunter*</b> 5.5/12
7:30	78. <b>ABC Movie Special—Ducktales: The Movie</b> 5.7/11	18. <b>Murder She Wrote</b> 11.2/21		47. <b>Simpsons</b> 8.9/17
8:00				62. <b>Hardball*</b> 7.4/14
8:30				36. <b>Married w/Chldr</b> 9.5/18
9:00	57. <b>ABC Sunday Night Movie—Look Who's Talking Too</b> 7.9/15	50. <b>CBS Sunday Movie—Mission of the Shark</b> 8.5/16	49. <b>NBC Sunday Night Movie—Confessions: Two Faces of Evil</b> 8.6/16	69. <b>Wild Oats*</b> 6.5/12
9:30				
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>9.2/17</b>	<b>9.2/17</b>	<b>9.8/18</b>	<b>6.2/11</b>
<b>SSN. TO DATE</b>	<b>11.5/19</b>	<b>12.2/21</b>	<b>10.3/17</b>	<b>6.8/11</b>

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



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\*1993 Beta Research Cable Subscriber Study. Ranking based on networks launching in '93 or '94.

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# Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

# Week

Cable TV

## Malone turns up heat for DFA

TCI head wants CableLabs to modify RFP for next generation of cable

By Mark Berniker

Tele-Communications Inc. President John Malone wants CableLabs to issue an addendum to its recent \$2 billion request for proposals so that the cable industry will order equipment based on flexible frequency management as opposed to the system advocated by Time Warner and the telephone companies.

Malone has dubbed dynamic frequency allocation (DFA) the "bandwidth manager," a system for channeling multiple service combinations once those services arrive at a cable subscriber's home.

"It will be a simplistic product for delivering telephony over cable," says Larry Yokell,

president of Convergence Industry Associates, a cable technology consulting firm.

"DFA gear will allow a cable operator to allocate frequencies in a dynamic fashion so that the services [that] make the most sense can use a certain piece of the spectrum in the cable," Yokell says.

The main difference between DFA and the ATM (asynchronous transfer mode) system advanced by Time Warner is that while ATM stores and sends voice, data and video material in packetized form, DFA is a frequency-based system that is far more flexible.

First Pacific Networks is the only company

*continued on page 32*

Interactive

## Upgrade first, go interactive later

Continental system rolls out fiber now for future advanced services

By Rich Brown

Build the platform now and worry about advanced interactive services later.

That's the approach being taken by at least one cable operator, Continental Cablevision, as it rolls out FutureWorks, a new fiber optic system in North Rockland, N.Y. At least initially, Continental will look to increased channel capacity and new program packages to recoup its \$35 million investment in the technology.

Continental has switched roughly 1,000 subscribers to the fiber optic technology since August and plans to convert the area's remaining 57,000 subscribers by the end of 1995. The switch from coaxial cable to fiber optics is enabling the company to increase channel capacity from 43 to 80 and to install addressable converter boxes offering on-



Continental Cablevision district marketing manager Chap Hanley (l) presents a new TV set to Veronica Moretto (c), the first subscriber to the company's new FutureWorks fiber optics system. Also pictured is West Haverstraw Village Trustee Fran Nardi.

screen display. Continental executives say they are in no rush to use the platform to introduce home computer tie-ins and other developing interactive technologies.

"This is to get the gateway there and start people on the superhighway," says Diane Rainey, community relations manager. She says there is no timeline for the introduction of new interactive services such as near-

*continued on page 30*

## New divisions at America Online

Online service provider America Online has created four new divisions, including an international operation that will seek to expand the service abroad. The four new company divisions:

- AOL Services Company will oversee content, marketing, corporate development and new media opportunities for the America Online brand. Growth opportunities are expected to include the development of new interactive advertising and transactions. The division will be headed by Ted Leonsis, founder of interactive multimedia company Redgate Communications.

- Internet Services Company will seek to make a mark in the emerging Internet market. AOL President/CEO Steve Case, who initially will oversee the division, says the plan is to provide full Internet access to AOL subscribers while also developing completely new and independent "Internet-centric" businesses.

- AOL International will seek to establish AOL as a leading global brand, initially targeting Japan and Europe. Heading the division as president will be Jack Davies, most recently a senior vice president of AOL and previously an international general manager and

*continued on page 32*



# Inter BEE '94

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Multimedia

# Oracle authoring tool attracts interest

By Rich Brown

Oracle Corp. has lined up more than a half-dozen early adopters of Oracle Media Objects, an authoring tool for creating and deploying interactive multimedia applications.

Multimedia developers ranging from CD-ROM title producers to universities are backing the technology, which is being billed by the company as the only authoring tool now being used to deploy interactive TV applications as well as CD-ROM titles and other computer-based applications.

Early adopters of Oracle Media Objects include:

- Cambridge, Mass.-based Cambridge Digital Media, which is using Oracle's authoring tool to produce an interactive American history application for the education and home markets. The database will provide students with access to original source materials ranging from films, documentaries and still images to text, commentary and oral histories.

- San Francisco-based Ikonik, which is working with Oracle to build Presenting Oracle Media Objects, a CD-

ROM title demonstrating the capabilities of the authoring tool, scheduled for release in November. Ikonik's role as a developer of multimedia applications most recently included the Home Box Office video-on-demand and the Time Inc. news-on-demand user interfaces, and applications software for Time Warner's Full Service Network.

- King of Prussia, Pa.-based Computers for the Professional, which is using Oracle Media Objects to develop a kiosk-based interactive advertising medium for the Chris Evert Pro-Celebrity Tennis Tournament in Boca Raton, Fla., in October and at the Virginia Slims of Philadelphia tournament in November.

- Princeton, N.J.-based HealthNet, which will use the authoring tool to create a prototype of an interactive TV application for medical health information. A new commercial venture of the David Sarnoff Research Center, HealthNet will enable viewers to get the health information they need on their TVs, when they want it and no matter where they live. Health-



News options from Oracle Media Objects

Net, which is working with the Harvard Medical School on the project, also has a CD-ROM product under development. Roughly half of HealthNet's programming content will cover issues of health promotion and disease prevention, while the other half will focus on specific diseases and disorders.

- San Ramon, Calif.-based International Video Network, a producer and distributor of travel and documentary video programming, which is using its program library to develop a "virtual travelogue." The company already has begun to offer prototype interactive services via the Internet.

- Bethlehem, Pa.-based Lehigh University, which is developing software through its Interactive Digital Multimedia Research and Development Laboratory. The department is developing an interactive multimedia application for middle school science classes. ■

## GTE's Main Street comes to Continental

GTE has begun to install its Main Street interactive television service for Continental Cablevision throughout markets in its New England service area. Beginning with Cambridge, GTE will expand from its current level of 20,000 subscribers to 200,000 subscribers during the next three months.

## TeleCable Picks TV Guide On Screen

Norfolk, Va.-based TeleCable, with 740,000 cable subscribers, has chosen TV Guide On Screen as its vendor for both passive and interactive electronic program guides. TeleCable will offer the On Screen Channel, TV Guide's passive guide, on its 12,000-customer Radcliff, Ky., system by late September. TeleCable says it eventually will add TV Guide On Screen's interactive guide with Scientific-Atlanta's 8600x and General Instrument's DigiCable series of set-top boxes.

## Internet search

Inforonics is offering a new searching system that allows users on the Internet to search for information by author, title, subject and key words. Internet users can use the search to find listings and product descriptions from publishers' catalogues. Inforonics' Internet catalogue system includes lists of books, journals, electronic media and software from more than 20 publishers. Titles found using the search can be ordered with a form linked to each title. Forms can be e-mailed or faxed directly to publishers.

## TCI offers digital shopping

Tele-Communications Inc. last Wednesday (Sept. 7) launched a new shopping and information network on several of its Chicago cable systems. Product Viewpoint uses digital multimedia production techniques to allow for quick digital access and updates of video shopping segments by advertisers. The cable systems now are running 12 five-minute segments in one-hour editions at 10:30 a.m. and 10:30 p.m. A national rollout in select cable markets across the country will follow.

## CONTINENTAL continued from page 28

video-on-demand or a home PC interface, both of which would require a more sophisticated home terminal. "When there's a demand, we'll build interactive services."

Continental executives in the near term instead will be counting on the expanded channel capacity to help recoup its investment. Thirteen cable networks that never before had been available due to limited channel capacity on the Continental systems—Flix, The Cartoon Network, Court TV, Comedy Central, E!, Bravo, ESPN2, Headline News, WGN-TV Chicago, Travel Channel,

Faith & Values Channel, America's Talking and Home & Garden Television—now will be available for 50 cents each (or \$2.95 as a package).

The FutureWorks system enables Continental to add several new channels to its standard service package, which will go up in price by \$1 per month. The expanded channel capacity also is making it possible to offer more pay TV channels—including multiplexed versions of HBO, Cinemax and Showtime, and pay-per-view movie channels Hot Choice and Continuous Hits—which represent unregulated revenue streams for the cable system operator. ■

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Online Services

# Broadcasters target of VBI data technology

ADTEC hopes stations will market information with its Teledata Recorders

By Chris McConnell

**A** Brewster, N.Y., company last week was inviting broadcasters to jump into the data transmission business.

Pleased with the results of a beta test conducted in New York, Advanced Digital TeleCorp. (ADTEC) says it now will license its data-broadcasting technology to broadcasters. The company's system involves sending digital information in the vertical blanking interval of TV signals to special "Teledata Recorders," where the information is recorded. The company envisions broadcasters using the system to distribute several types of data, including community, weather and sports information.

"I'm allowing broadcasters to participate in the information highway," says ADTEC President Keen Yee. Although other developers also are eyeing the vertical blanking interval as a data-delivery



A Teledata menu screen

pipeline, Yee says his recorders can select specific bits of information and record them, thus freeing subscribers from having to monitor the information as it is broadcast.

"The system is intelligent," says Yee. His company says the Teledata Recorders will hold 1,000 pages of information in a memory that is expandable. The units, Yee says, will cost \$300-

\$400, depending on the amount of memory needed.

Broadcasters interested in using the ADTEC system, Yee says, will need to spend about \$15,000 on equipment for inserting the digital data into their signals, plus a licensing fee that will be based on coverage and market size. Participating broadcasters, Yee says, would not need to know any new systems, but would simply relay information data collected at ADTEC's headquarters and then distributed to broadcasters.

ADTEC last month began testing its equipment at WNET(TV), the PBS station in New York. The station used the gear to transmit several types of data, including news supplied by United Press International and financial information from Douris Corp. Yee anticipates medical and financial information will represent the earliest applications of the technology. ■

## MALONE

continued from page 28

with a product on the market that allows a cable operator to deliver telephony services over its upgraded cable plant.

FPN is aggressively marketing its system for delivering telephony over cable systems, but has yet to sign any major deals with cable operators.

However, Yokell says, the FPN system lacks certain important features: It cannot offer the cable system operator assistance, network management or the full suite of features that would enable the cable system to operate as a small local exchange carrier.

Time Warner is using ATM cells for packetizing voice, data and video content over its Full Service Network in Orlando, Fla., but Yokell says this system is expensive and does not address the needs of cable operators.

In the wake of regulation and the search for added-value unregulated revenues, cable operators are demand-

ing and will continue to demand flexibility based on the number of subscribers in their systems and the ideal mix of services offered to those customers.

DFA would give cable operators the opportunity to offer a mix of services according to an area's demographic composition. So in Boston or San Francisco, for example, a PC cable modem-based service might be ideal, while in other areas, allocating the lion's share of the cable system for movies might be a better marketing strategy.

Although no vendors have announced that they will make DFA gear available, the most likely candidates are AT&T, BroadBand Technologies and Unisys. Others are expected to join the fray once CableLabs issues its addendum to its request for proposals. Sources expect it will take one and a half to two years to develop a commercially viable DFA-based line of products.

"They basically want to take a cable network and provide a solution that will enable them to compete as a local telephone company," Yokell says, adding that many cable operators have a lot to learn before they will be ready to manage, service, bill and fully operate a telecommunications network.

But while Malone and other members of the cable industry think DFA is the way to go, no vendors are developing products around the flexible bandwidth management system.

"No one vendor could provide an end-to-end turnkey solution from set-top to server," Yokell says. As a result, a combination of vendors will need to work together to develop some basic standards for the operation of the next-generation cable network.

Malone has said the cable industry is not going to change overnight. He advocates a "modular incremental solution": As new technolo-

gy becomes available, it can be added gradually and in a way that is cost-effective for the operator.

Considering all the factors, cable telephony may be farther off than many people expect, and many telephone companies likely will be offering video services to a greater portion of their operating area before cable systems are offering telephone services. ■

## AMERICA ONLINE

continued from page 28

marketer for RCA Records, Citicorp and GE.

■ AOL Technologies will oversee technology developments for the company. The division will provide network and server management and technical support services to AOL as well as to strategic licensees. Mike Connors, an IBM veteran who has worked at AOL since 1992, will serve as president of the division. —RB



Online Services

# It's everywhere: HSN gets on the Internet

By Rich Brown

Attention shoppers: Ready or not, the Home Shopping Network is headed for the Internet.

In true if-you-build-it-they-will-come fashion, Home Shopping Network last Wednesday jumped onto the Internet bandwagon by acquiring online merchandising company Internet Shopping Network. Consumers might not yet be flocking to the Internet, but HSN executives say they will.

"Today it is somewhat cumbersome," says HSN's Peter Kern, senior vice president of corporate finance and strategic development, de-

scribing the Internet. "But there's a tremendous push to make the technology easy to use."

Roughly 100,000 computer users have browsed through the Internet Shopping Network since the online shopping service was introduced three months ago, according to Randy Adams, founder of the Menlo Park, Calif.-based company. But it is not clear exactly how effective the service has been to date—Adams declines to provide any sales figures on the ISN service, which now offers a lineup of more than 20,000 computer-related products for sale.

It also is not yet clear ex-

actly how ISN will perform in the future—Kern would not offer any sales projections for the newly acquired ISN. He also would not say what HSN paid for the company.

Kern says HSN's plan is to create on the Internet a sort of shopping mall that would offer HSN merchandise as well as products from other retailers. Companies interested in offering their merchandise on the HSN platform also would be encouraged to use HSN facilities for their digital production and order fulfillment. The concept is similar to that of TV Shopping Mall, the planned HSN spin-off cable TV network that company executives hope to launch in 1995 with the participation of several retailers.

The purchase of ISN marks the latest move by HSN into computer online services. Last week HSN began to sell its merchandise through CompuServe. Later this month HSN will begin to sell its wares through Prodigy. The difference between those online services and the Internet is that services such as Prodigy do not allow HSN to carry out its shopping-mall concept. HSN is permitted to sell only its own products on Prodigy and may not serve as a platform for other retailers.

"We hope to be on all of the online services," says Jeff Gentry, president of HSN Interactive, a division created by the home shopping giant roughly six months ago. "There will always be a place for live, analog retailing on TV. But you're going to have to learn to be prepared for digital television."

"We think it is the forerunner of whatever interactive television will be," Kern says of the company's online activities. "The interactive shopping market as yet is not a developed one. I don't think we have yet even scratched the tiniest surface." ■



## It's final

AT&T Network Systems has signed the contract on its previously announced deal to supply high-tech transmission equipment for SNET's planned \$4.5 billion broadband information superhighway in Connecticut. SNET will use AT&T's HFC-2000 Broadband Access System in its hybrid fiber/coaxial network.

Meanwhile, SNET has an application before the FCC for expansion of a video-on-demand trial that has been providing video services to roughly 500 SNET customers since March.

Standing at the entrance ramp of the I-SNET Infoway, an exhibit showcasing some of the superhighway's products and services, are Rich Moscioni, AT&T Network Systems regional VP, sales, and Charlotte Denenberg, SNET VP, network technology and chief technology officer.

## Calendar

**Sept. 12-13**—Digital Media Outlook, sponsored by Technologic Partners. San Francisco Airport Marriott, Burlingame, Calif. Contact: Technologic Partners, 212-696-9330.

**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. 3-4**—The Interactive Multimedia Conference, sponsored by The New York Society of Security Analysts and The New York New Media Association. One World Trade Center, Suite 4447, New York. Contact: Vincent Catalano, 212-912-9249.

**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.

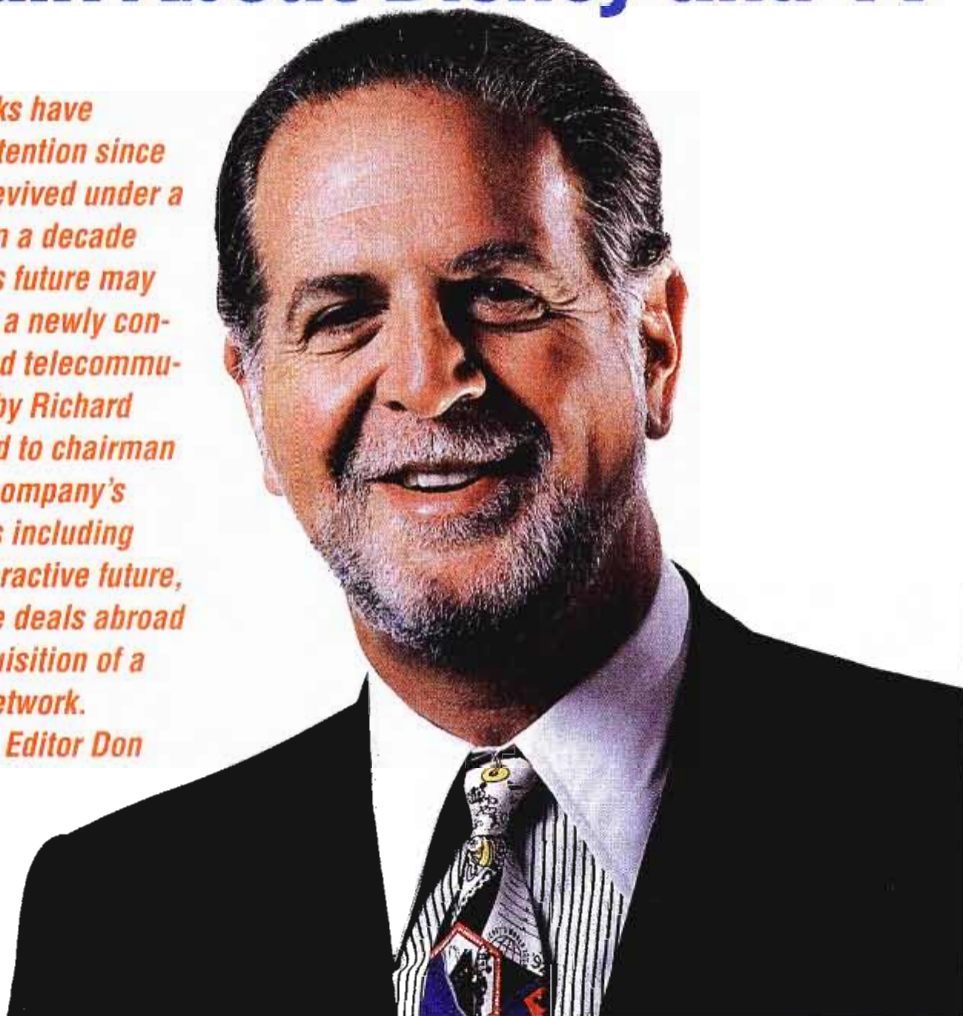
**Oct. 5-7**—CD-ROM Expo/Boston, sponsored by IDG World Expo. World Trade Center, Boston. Contact: Mitch Hall & Associates, 617-361-2001.

**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.

# Frank Talk About Disney and TV

*Movies and theme parks have grabbed most of the attention since Walt Disney Co. was revived under a new management team a decade ago, but the company's future may belong to the output of a newly consolidated television and telecommunications unit headed by Richard Frank. Frank, promoted to chairman of the division, is the company's point man for activities including expansion into the interactive future, new cable and satellite deals abroad and, possibly, the acquisition of a broadcast television network.*

*BROADCASTING & CABLE Editor Don West and staff writer David Tobenkin talk with Frank about his division's future.*



## How has Disney expanded its television programming efforts?

When Jeffrey Katzenberg and I came to the studio 10 years ago, it was called Walt Disney Motion Pictures and Television. At the time, probably 80% of our revenue was motion pictures. Disney had taken all its programming off free television, because they were starting this little thing called the Disney Channel and they figured if you could get the shows for free nobody would pay for the cable channel. And they decided that since we could never do animation on television that was as good as animation in the theaters, we should never be in that business. And we decided, when we first came, that the only way it would work would be to reintegrate everything—have everybody work on the same projects and go forward as a unit. So we created this thing called the Walt Disney Studios. And that's what we've been running.

Now, 10 years later, when you sit down and look at where the business has gone, the motion picture business is just as big as it was but now it's 20% of our business. I'm talking about motion picture production and distribution worldwide.

The rest of the business is more than

just television, I think.

I agree. The Disney Channel is now 8 million subscribers, and we have 40 hours a week on television between the network and syndication. And there's home video, which was this little business. I remember the first one we put out—after we had a big fight at a board meeting—was "Pinocchio," and we sold 650,000 cassettes. Now we talk about cassettes that sell more than 20 million.

Now I look at my calendar and ask: "What did I do over the last three weeks?" and I'm making deals with telephone companies for doing stuff with navigators. I'm buying transponders in China and India to pump down Disney programming. I have an interactive division that's publishing and putting out video games. Last year's biggest game at Christmastime was "Aladdin," and this year we'll have the year's biggest game in "Lion King." The business has just totally changed.

## What is television in percentage terms; if movies are 20 percent....

Seventy-five percent. Our division had gross revenue of maybe \$3.6 billion, and the company's about an \$8

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billion company in revenue. Consumer products is probably \$1 billion, so the parks would be the difference—probably \$3.5 billion-\$4 billion.

**How will reporting directly to Michael Eisner rather than to Jeffrey Katzenberg affect your day-to-day modus operandi and ability to make corporate decisions?**

Quite honestly, not that much. You know, we're all within 10 feet of each other. I've worked for Michael for 19 years, between Paramount and here. And Jeffrey and I worked together for 17 years. We all sort of live and breathe each other's thoughts, and there's never been a hierarchy. The difference will be that I will be on the line. Michael has said that he wants the divisions to act more autonomously, so we're going to go out there and just try to be very aggressive. I don't know that there's going to be any particular change, something exact. We're such good friends, after so many years, that I can't imagine I wouldn't mention to him something we were doing, even though I don't have to.

**Can you characterize what types of shows and projects you will green-light by yourself versus those you have to run by Eisner for final approval?**

I don't think I have to ask Michael about anything. If he doesn't like what I'm doing, he'll fire me one of these days. If I were going to buy a company—if I were going to do something gigantic—I would ask him. I don't think I have to ask him, but I would just naturally do that. In other words, there's no way I would do this telephone company thing [the deal with Ameritech, BellSouth and Southwestern Bell involving interactive programming] without Michael's being involved, because he's interested—and I want his input because he's got a great per-

spective on it. On the other hand, when I'm doing the Family Channel in Germany that we just announced with CLT, that's just more a matter of: "Michael, we completed this thing; here's what we're doing and here are the economic implications of it."

**Are your goals and aspirations significantly different from those of Katzenberg? If so, how, and are there any pet projects that you want to now go ahead with?**

No, we were on sort of a compatible wavelength. Jeffrey was much more involved in the interactive area, which we had just started about a year ago without a lot of fanfare. You know, we didn't go out and buy some Silicon Valley company. We just put an interactive division in place and started hiring people. It's now a pretty substantial division. And we will publish—I don't know the exact amount—probably 12 of our own games this year and various interactive things, and we're getting into a lot of educational interactive software. That's an area I have to get into a little more because Jeffrey had a giant interest in it. And even though it reported through us, he spent a lot of time in that area.

**Haven't many studios that have gotten into that done it through acquisitions of software companies? Is that what you did?**

No, we staffed it ourselves. A lot of people said to me: "You guys haven't been doing a lot," and I think we just haven't been in the announcement business. There are a couple of reasons for that. We never like to tell our competition what we're doing. We probably wouldn't have announced the deal with the Bell operating companies had we not thought that it would get out. And we held off on announcing the deal in Germany until we had to go

## Is the mouse on the prowl for a network?

Although Richard Frank, chairman of the Disney Television and Telecommunications Unit, remains mum on recent rumors that the studio might acquire a broadcast television network, some analysts say that now is a particularly opportune time for Disney to make such a move.

"I'm sure that a network has moved up and down on Disney's target sheet of acquisitions—but right now I think they are relatively more interested," says Jeffrey Logsdon, an analyst with broker Seidler Amdec Securities Inc. "The advertising environment looks healthy and good through 1996, the value of television stations is moving up, and the lengthening of the construction process on the [information] superhighway is putting greater value on the network-distribution medium. And the fact that the most popular currency of the day [in acquisition deals] is equity is a big change from the days when acquisitions had to be paid for with all-cash deals."

"It would make tremendous sense," says Wertheim Schroder analyst David Londoner. "Networks have the broadest reach of any medium in the country. If you control such a powerful distribution mechanism, you can use it with appropriate discretion to highlight any of the products and services you offer."

In addition, the recent death of corporate president

Frank Wells may also be a factor, sources say. The Disney official most associated with fiscal prudence and opposition to buying a network.

Frank recently told BROADCASTING & CABLE that the studio is interested in buying a network—but only at the right price: "I've always said I think that there are giant values in networks and particularly in brand names. I think in this future universe...it's going to be very comforting to know that you can choose ABC or CBS or NBC or QVC or another name you can rely on. The question for us always is [value].... If we can get Capcities for \$40 a share, I'd say, 'Here's a scoop: We're buying it.'"

A major question is which network Disney might buy—with most speculation tying the company to CBS Inc. and Capital Cities/ABC Inc. Outsiders say that the company's numbers-intensive and buttoned-down corporate philosophy makes the best network acquisition fit ABC, widely regarded as the best-managed of the three major networks.

On the other hand, Disney's confidence in its programming ability and its reputation for taking charge in any relationship might lead it to acquire and remake to its liking one of the other two networks with less solid financials and possibly greater pliability, sources say. —DT

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*“In five years I think the lead dogs will still be the networks. There may be more of them. But I think they’re still going to be the branded name.”*

and tell the advertising community about it. But we have a lot of things going in a lot of places that I think will surprise you as they come out one at a time.

**What will your relations with Joe Roth [head of feature films] be like?**

He has only the production and the distribution of motion pictures in the theaters.

**But there are certainly going to be areas where you overlap and cooperate with each other.**

Once he gets done with the picture, various people in our area have to handle it through video and pay television. Obviously we’ll go back and forth on the marketing concepts that they create for the movie, the images they create; the marketing people are going to have to interact back and forth. But he’ll be our client, if you will, in a lot of these areas of distribution.

And then, he’s moving into Jeffrey’s office next door to me. It’s what Michael wants with this new structure—not to have a pyramid, but that all the guys just work together. For example, I’ve been working on getting the Disney Golf Tournament on the air on CBS because it’s good for the parks. So there’s all this interaction all the time. We’re just constantly working in each other’s areas.

**Disney has prospered, in large part, because of the synergy of its many operations, but now you’ve been saying the producing and distributing of films is an enterprise unto itself best left separate from TV and other enterprises. Does that threaten that synergy?**

I don’t think so. I’m just saying that it’s a very specific skill. Very few people have it, by the way, so that skill is an incredible asset. We’ve gotten so big, you have to take somebody and aim him in a particular direction. I spent half of Saturday and Sunday reading scripts for movies. Now I don’t have to do that. I’ll assume Joe can do that great, and I’m going to be able to spend more time working with the telephone companies and getting that contract done quicker. Or getting the next channel on the air someplace else. Or making sure the morning show in the UK is better, because I’m now able to look at another case.

The world has just gotten too big. It doesn’t mean we’re going to miss the synergy thing. It just means that people are going to be able to focus more on being a little more directly accountable for what they do every day.

**What do you expect to happen in the syndication area?**

We’re introducing a number of shows. We have *Judge for Yourself*, which is going to be our first of that type of talk show. We’re getting in with the big guys in the afternoon,

and in the controversial talk show area. I think the show has a shot because it has a little different slant.

*Mike and Maty* is on the ABC network; the jury’s still out on that one. It takes awhile to really turn around daytime. I’m watching the same pattern that Regis and Kathy Lee had, and I think if they give it some time our focus groups say it will grow. We have to wait and see if the stations have patience and ABC sticks with us.

**How would the repeal of the prime time access rule, which prohibits top-50 stations from running network product in access, affect you?**

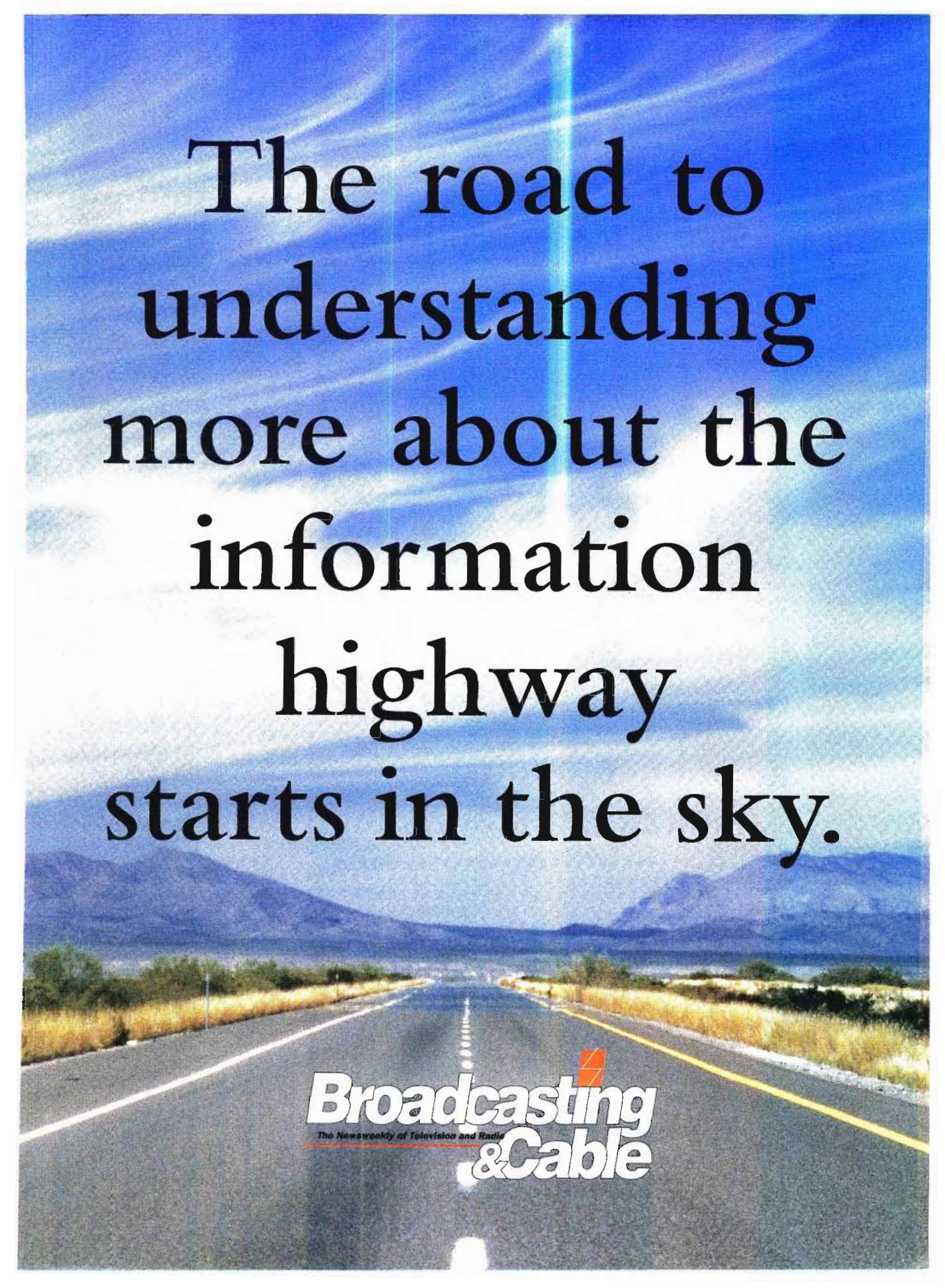
I’d be in the network business with a little more comfort because if we can get this rule changed, I believe ultimately I’ll be able to make more money in the syndication marketplace. And that will allow me not only to put more money back into that particular show, but to spend more money on producers doing more and different shows. That’s what I’ve been arguing all along—that you have to let a station buy what it wants to buy.

Why should the FCC be saying to the three network stations that they can’t buy what they want? Especially now, when you see ABC dropping VHF stations and going into UHF stations. So all of a sudden, in markets like Phoenix, the UHF station can’t program something at 7-8, but the VHF Fox station can. It doesn’t make any sense. The world has changed. There are just a few people hanging on to the old vestiges of it, and why should this be the only rule that’s left?

**What does the future of the TV networks look like compared with the telcos?**

Interesting. In five years I think the lead dogs will still be the networks. There may be more of them. It may be that what we call networks today may be more splintered. But I think they’re still going to be the branded name. I think customers, even though we’re going to give them all of this choice, still want somebody to put together some convenient grouping of shows that they can have easy choice from, just drop down on the couch and turn it on. It may get a little more segmented, it may get a little more demographically aimed. You may be able to shift around the programing a little easier. But I think it’s going to be there.

I’m horrified that I may have to turn on a television set and choose every half hour between 200 or 300 different choices. It petrifies me. I don’t know how I would do it. I certainly couldn’t channel surf that much. So you’re going to have to have computers with fuzzy logic that offer you stuff that you’re used to looking at a little quicker, presenting things that it thinks you may want to



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## The Premiere Interactive Television Conference of 1994

# INTERFACE VIII

### Tuesday, October 4th, 1994

This year, for the first time, the Broadcasting & Cable Interface will be held simultaneously at three locations!

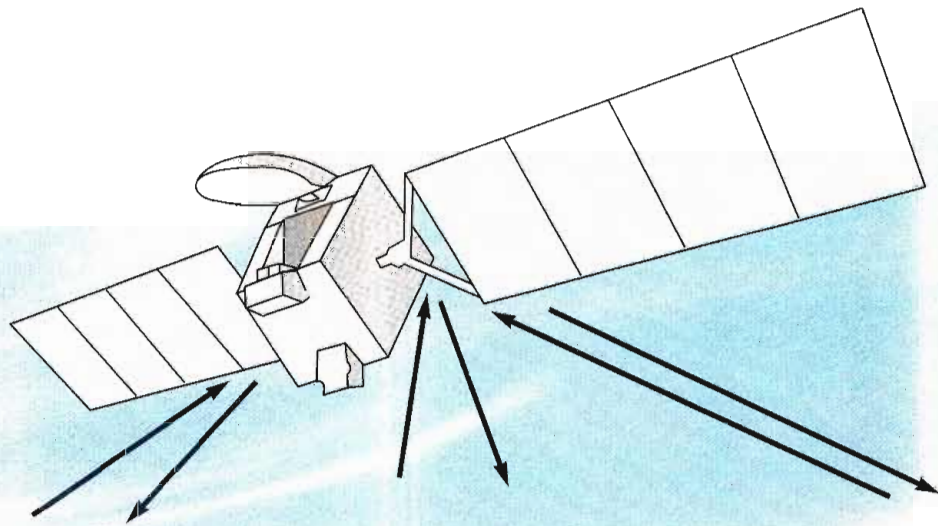
The Interactive Satellite Conference begins with an address by FCC Chairman, Reed Hundt. Then, a Superpanel of top industry executives will hold an interactive debate via satellite from Washington D.C., New York City and Los Angeles. Two large screens at each location will allow panelists in all three cities to interface. The Superpanel will discuss the hottest topics on the information highway for the next decade and answer questions posed by the audience.

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**With Keynote Speaker, FCC Chairman  
Reed Hundt**





**Washington, D.C.**  
 Steve Case  
 Congressman Edward  
 Markey (D-MA)\*  
 Raymond Smith

**Los Angeles**  
 Peter Chernin  
 Eddy Hartenstein  
 Brandon Tartikoff\*

**New York**  
 Frank Biondi  
 Barry Diller  
 Howard Stringer

*With superpanelists*



**Frank Biondi**  
 Paramount/Viacom



**Steve Case**  
 America On Line



**Peter Chernin**  
 20th Century Fox Film Corp.



**Barry Diller**  
 QVC



**Eddy Hartenstein**  
 DIRECTV



**Congressman Edward  
 Markey (D-MA)\***



**Raymond Smith**  
 Bell Atlantic



**Howard Stringer**  
 CBS



**Brandon Tartikoff\***  
 New World

**\*Invited**

BROADCASTING & CABLE  
AND FCBA PRESENT

## INTERFACE VIII

Tuesday, October 4, 1994

### The Omni Shoreham Hotel Washington, D.C.

- 9:00 to 9:15 a.m.** Welcome  
Richard Wiley and Clark Wadlow, FCBA
- 9:15 to 9:45 a.m.** Keynote Speaker—Congressman Edward Markey (D-MA)
- 9:45 to 10:45 a.m.** FCC Commissioners Panel  
Rachelle Chong  
Susan Ness  
James Quello
- 10:45 to 11:00 a.m.** Coffee Break
- 11:00 to noon** Economic Forecast Panel  
Dennis Leibowitz, Donaldson, Lufkin & Jenrette  
David Londoner, Wertheim Shroder  
Steve Rattner, Lazard Freres & Co.  
Jessica Reif, Oppenheimer & Co.
- Noon to 1:00 p.m.** Lunch
- 1:00 to 1:30 p.m.** Keynote Address, Reed Hundt, FCC Chairman
- 1:30 to 3:30 p.m.** "Superpanel" Interactive Satellite Debate  
**Washington, D.C.:**  
Steve Case, America On Line  
Congressman Edward Markey (D-MA) \*  
Raymond Smith, Bell Atlantic
- New York:**  
Frank Biondi, Paramount/Viacom  
Barry Diller, QVC  
Howard Stringer, CBS
- Los Angeles:**  
Peter Chernin, 20th Century Fox Film Corp.  
Eddy Hartenstein, DIRECTV  
Brandon Tartikoff, New World \*
- 3:30 to 3:45 p.m.** Coffee Break
- 3:45 to 4:30 p.m.** Debate: Spectrum Flexibility:  
HDTV vs. Alternative Uses  
John Abel, NAB  
Bob Rast, General Instruments
- 4:30 p.m.** Closing Remarks

\* Invited

BROADCASTING & CABLE

**INTERFACE VIII**

*Tuesday, October 4, 1994*

**The Grand Hyatt Hotel  
New York City**

- 9:00 to 9:10 a.m.** Welcome/Introduction — Don West,  
Broadcasting & Cable
- 9:10 to 10:00 a.m.** Keynote Speaker — Richard Notebaert,  
President and COO, Ameritech
- 10:00 to 10:50 a.m.** “New Revenue Opportunities on the  
Information Highway”  
Moderator: Al Sikes, Hearst Corporation  
Panelists: Ed Horowitz, Viacom International  
Sylvie Lalande, Le Groupe Videotron  
Scott Kurnit, Prodigy
- 10:50 to 11:10 a.m.** Coffee Break
- 11:10 to noon** “The Future of Interactive Advertising”  
Moderator: Robert Alter, CAB  
Panelists: Robert Herbold, Procter & Gamble\*  
Bill Airy, TCI  
Mike Drexler, Bozell  
Dr. A. Reza Jafari, EDS
- Noon to 1:00 p.m.** Lunch
- 1:00 to 1:30 p.m.** Keynote Address, Reed Hundt, FCC Chairman  
(Via satellite)
- 1:30 to 3:30 p.m.** “Superpanel” Interactive Satellite Debate  
**Washington, D.C.:**  
Steve Case, America On Line  
Congressman Edward Markey (D-MA) \*  
Raymond Smith, Bell Atlantic
- New York:**  
Frank Biondi, Paramount/Viacom  
Barry Diller, QVC  
Howard Stringer, CBS
- Los Angeles:**  
Peter Chernin, 20th Century Fox Film Corp.  
Eddy Hartenstein, DIRECTV  
Brandon Tartikoff, New World \*
- 3:30 to 4:30 p.m.** “The New Economics of News”  
Moderator: Bernard Kalb, CNN  
Panelists: Dennis Leibner, N.S. Bienstock  
Joe Peyronin, CBS News  
Charles Dutcher, Conus
- 4:30 p.m.** Closing Remarks

\* Invited



BROADCASTING & CABLE AND HRTS PRESENT

## INTERFACE VIII

Tuesday, October 4, 1994

The Beverly Hilton Hotel  
Los Angeles

- 9:00 to 9:10 a.m.** Welcome/Introduction — Peggy Conlon,  
Broadcasting & Cable
- 9:10 to 10:00 a.m.** “New Revenue Opportunities on the  
Information Highway”  
Moderator: Beth Kennedy, Interactive Producer  
Panelists: Terry Hershey, Time Warner Interactive  
Thom Kozik, The Persona Group  
James Erlich, ICFX Inc.  
Ruth Otte, Knowledge Adventure, Inc.\*
- 10:00 to 10:30 a.m.** Keynote Address, Reed Hundt, FCC Chairman  
(via satellite)
- 10:30 to 12:30 p.m.** “Superpanel” Interactive Satellite Debate  
**Washington:**  
Steve Case, America On Line  
Congressman Edward Markey (D-MA) \*  
Raymond Smith, Bell Atlantic  
  
**New York:**  
Frank Biondi, Paramount/Viacom  
Barry Diller, QVC  
Howard Stringer, CBS  
  
**Los Angeles:**  
Peter Chernin, 20th Century Fox Film Corp.  
Eddy Hartenstein, DIRECTV  
Brandon Tartikoff, New World \*
- 12:30 to 2:00 p.m.** HRTS Interactive Television Luncheon
- 2:00 to 3:00 p.m.** “The New Economics of News”  
Moderator: Van Gordon Sauter, Fox TV Stations  
Panelists: Linda Ellman, Independent News Producer  
Ed Casaccia, Orange County News Services  
Kathy O’Hearn, KABC  
Jeff Wald, KCOP
- 3:00 to 3:15 p.m.** Coffee Break
- 3:15 to 4:15 p.m.** “Syndication Post-Fyn/Syn:  
Increased Opportunity or Shrinking Market?”  
Presidents’ Panel  
Moderator: Michael Lambert, Partner Stations Group  
Panelists: Dick Robertson, Warner Bros.  
Shelly Schwab, MCA  
Greg Meidel, 20th Television  
Michael King, King World\*  
Randy Reiss, Buena Vista Television
- 4:15 p.m.** Closing Remarks

\* Invited

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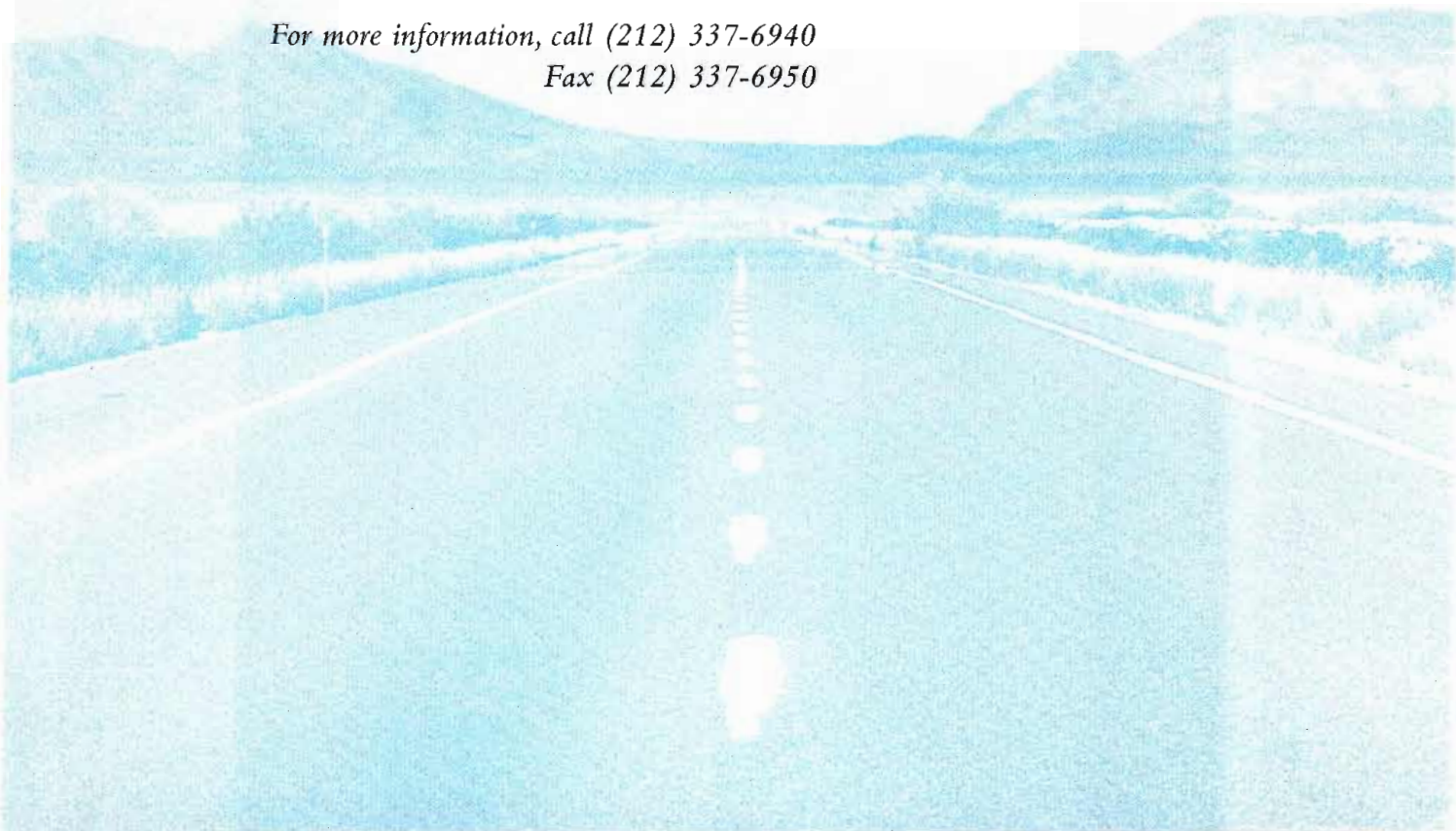
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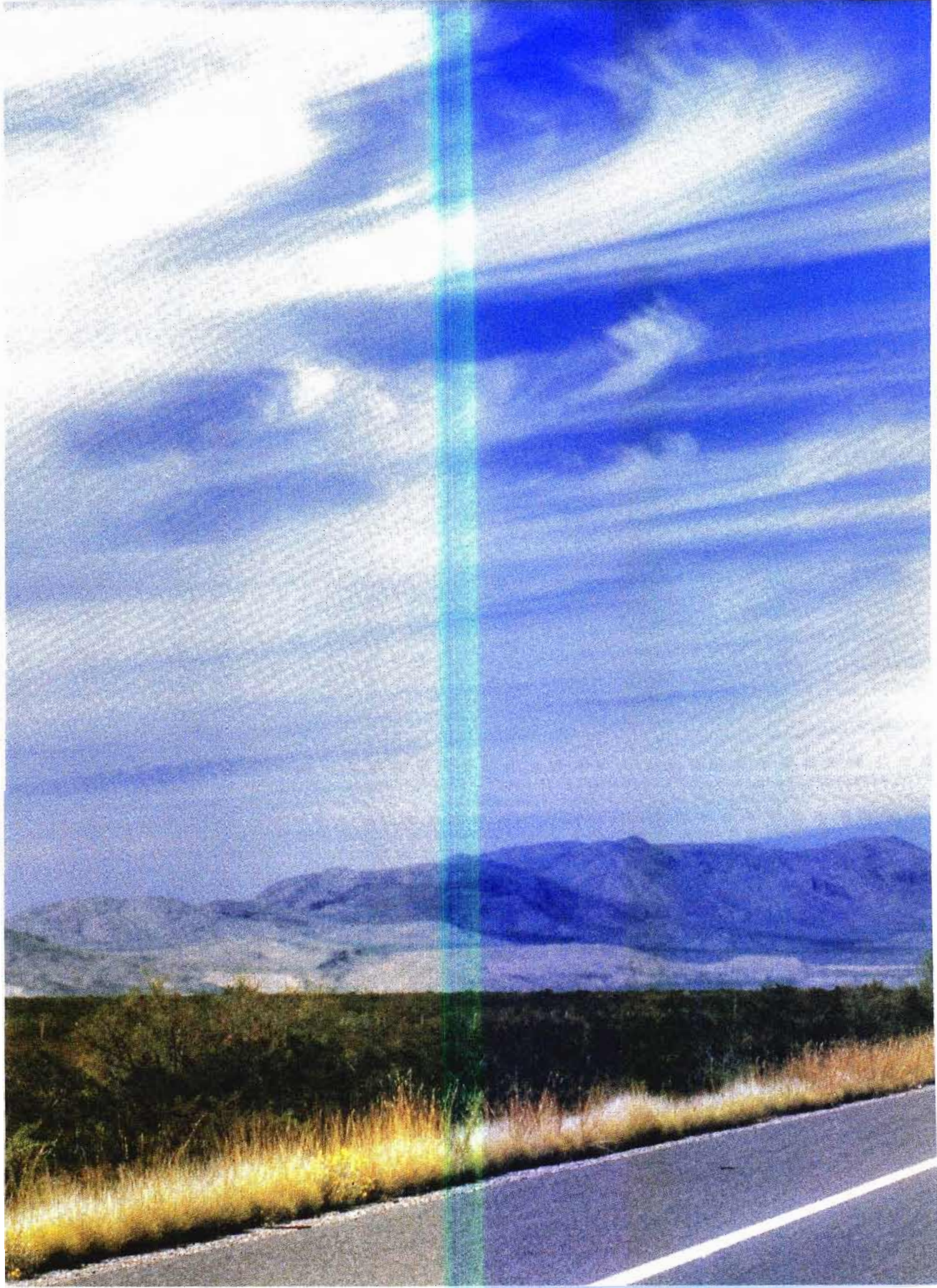
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watch. But I think we're going to gravitate to people who can do it for us, and then sort of shoot off to the side here and there.

And the telephone companies—although they want to be in this business, I don't think you're going to see an Ameritech channel or a Pac-Tel channel. They'll offer you lots of services, but I don't think they want to be in that business.

**In terms of areas of growth for operations under your control, how do you think the flow of revenue or the major areas will change over the next five or 10 years?**

I think the shift will become much more international, that our business will move to be probably 50% international and 50% domestic over the next few years. The Disney shows are in some 30 different countries now. I think you'll see that expand. One initiative we are looking at is the Far East.

And then there's the actual extension of the new media—interactive. You're going to see us make a big thrust into education. I'm really proud of the deal we made with PBS over *Bill Nye the Science Guy*. And I also think that the FCC is finally going to tell stations that they have to program educational material.

**Do you plan any structural changes in the divisions reporting to you?**

All these people reported to me before. It may be that as we grow, I'll have to change some people around to give them more responsibilities or bring in additional people because things are growing too fast, but I don't envision any drastic changes or even any rapid changes.

**Assuming the Paramount or Warner Bros. network is successful, what's going to happen to the Disney Afternoon program block?**

The first thing is that we're trying to encourage them to develop. That's why we were the first ones to sell Warner Bros. a show from the outside. I'd like there to be more buyers. It puts a pressure on us in the Disney Afternoon. We're clear through 1997. We have a lot of stations that want to continue with it; it's great programming. We're trying to figure out now, with the various combinations, where we will go. It certainly is forcing us to relook at the form the Disney Afternoon will be in the future and whether we lock up with one of these new networks, as Warner did early on with Fox. It's something we talk about constantly. I just can't give you a firm answer on it.

**Is there much of a future for syndication in the five- or six-network environment?**

Sure, because I think two of the networks are going to be what I call mini-networks, and syndication may just be—like I said earlier—in different areas. There are shows that are syndicated for network daytime, but there may be those syndicated shows that we now create for cable networks or that we may be creating for video on demand through a telephone company or some other combination. It's still production, but it's a different type of production for a different outlet.

And really, the only difference is the economics; that's the only thing you focus on. You're going to have to find new ways to finance them. You may have to get a bunch

of foreign partners to produce something. We just brought in a thing called *Stick by Me, Kid*—our first hour totally financed overseas. So if I end up getting a sale in the U.S., the U.S. is the ancillary market although we're shooting it all in English overseas. So there are new things coming. Each of the companies just has to be prodded a little bit to find the little hole in the marketplace.

**Are there any particular projects or markets you want to work on or develop?**

No, we haven't sat down to look at the new year. We had a bunch of stuff in development. It was a real tragedy with Amy Sacks [senior vice president of programming] getting sick and passing away. We have to regroup there. We shot a pilot with Betty White that is fantastic. And we have a few other things. I'm just starting to look at them—there are five or six pilots. We'll see which ones we really like and those are the ones we'll buy ads on, and you'll know where they are.

**Are there any additional plans for your network division? Any genres of shows you want to move into?**

For the first time in a while, I think we would consider hours. The economics have so changed—picked up—that years from now when they're available for syndication there may be enough outlets around to give you some back end. I'm not interested in doing soft hours, or hours that are costing me \$1.2 million.

**Are there any projects in development you can tell us about?**

There's nothing particularly on the drawing board. We're just like everybody else, we've talked about everything internally. I probably have in one of our computers a plan for every type of channel that anyone can come up with. I haven't found one we're comfortable with or that would be viable economically.

**Are you planning to increase the number of titles that go direct to video?**

I think what we proved with "Aladdin" is that instead of doing sequels in the movie theaters, you go direct to video with the sequel and you have a giant market. You don't have to compete with yourself, and you can keep your theatrical product fresh. So I would not be shocked to see some more "Aladdin" coming along direct to video, and I wouldn't be shocked to see sequels to our other movies go direct to video either.

**And that could reduce the number of new TV shows based on those titles, correct?**

I don't know how to put it to you short of saying that we'll make more money from "Return of Jafar" in video than we'll make on the Disney Afternoon all year. It pays to redirect some of the animation people's attention to doing spin-offs.

**One last question. Are there any new interactive things coming up that you're excited about?**

At Christmastime our "Lion King" interactive game is going to take game playing to a whole new level because we've incorporated so much animation into it. ■

## Radio ownership limit inches up

Provision of duopoly rules takes effect this week that raises maximum from 18 to 20

By Donna Petrozello

The FCC ruling two years ago that permitted duopoly ownership of radio stations is generally heralded for ushering in a new era of vigorous station buying and trading.

This Friday (Sept. 16), multiple ownership rules will be expanded to allow broadcast groups to own a maximum of 20 AM and 20 FM stations nationwide, up from the limit of 18 AMs and 18 FMs established two years ago. Before duopoly rules were adopted, group owners were restricted to owning no more than 12 AM and 12 FM stations.

When the FCC adopted the duopoly rules in September 1992, a provision was written into the regulation that increased the limits to 20/20 by Sept. 16, 1994, unless a commissioner opposed the change. So far, none has

shown resistance to boosting the limits.

Although the impact of pushing the limit by an additional four properties will not be as great as the 1992 ruling, broadcast group owners agree that the move is a step in the right direction.

"I think for companies like ourself that have the expansion of our current markets in mind, it is important to go beyond the current limits," says David Pearlman, co-COO of Boston-based American Radio Systems. "The bigger the universe allowed by the FCC, [the greater] the number of markets that we can potentially do business in," he says.

American Radio Systems owns and operates 25 radio stations—15 FM and 9 AM—mainly in the Northeast. Like many other broadcast groups with significant radio holdings, American Radio Systems is not in danger of

reaching the ownership limits in the near future, but the company still supports a broader window of ownership limits.

Others agree that since most radio group owners have not reached the 18/18 limit, the expansion will not have an immediate effect. But it will benefit broadcasters as their holdings expand during the next several years.

"It doesn't affect the way we do business now because we're not that close, but my hope is that it will eventually benefit us," says Paul Fiddick, radio group president, Heritage Media Corp.

But for companies such as Clear Channel Communications with 10 AM and 16 FM properties, the expansion is critical, given the company's plans to acquire more FMs. The FCC recently approved a transfer for Clear

## Crossing the road to radio

The Tribune Entertainment Co.'s upcoming weekly country music television series, *The Road*, will be paired with a two-hour, weekly radio program to air in 75 markets beginning the weekend of Sept. 24-25.

Each week, *The Road* on radio will highlight a different country artist with segments featuring the artist's thoughts on his or her career and lifestyle, recent in-studio recordings and taped concert footage. Actor William Shockley of *Dr. Quinn, Medicine Woman* will narrate *The Road* shows on radio.

Musicians scheduled to appear on the radio show will be country artists such as Reba McEntire, Dwight Yoakam, Clint Black and Trisha Yearwood, says *Road* general manager John Cowan. These artists "promote a young image of country" to advertisers and appeal to solid country music fans, the listeners targeted by the radio show.

By contrast, *The Road* on television will be more liberal in the artists it presents, and may feature artists such



Actor William Shockley (l), host of Tribune's new weekly radio show about country music, *The Road*, with country artist Reba McEntire and show producer Winslow Stillman (r).

as Delbert McClinton, whose work crosses rhythm and blues as well as country formats. With little more than a week to go until the debut, *The Road* has cleared more than 100 major and minor markets, with Los Angeles and New York the only exceptions, Cowan says. The affiliate list includes only country-formatted stations, Cowan says. Early affiliates include WUSN(FM) Chicago, WXTU(FM) Philadelphia and KSAN-FM San Francisco.

Cowan attributes the wide interest in the radio show partly to the cross-promotional aspect of launching a partner television and radio series. Although he says the radio series likely will succeed "whether the television show does or not," he says that it was easier "launching the radio show because of the cross promotion with television." In Chicago, *The Road* will air on both WUSN(FM) and WGN-TV.

The radio show will be produced and distributed by Tribune Radio Networks and Stillman & Co. —DP



Channel to acquire three more FMs in Miami, Tampa and Cleveland, increasing their holdings to 19 FMs. However, Clear Channel is not allowed to close the deal until Sept. 19, after the increase goes into effect.

Likewise, Infinity Broadcasting, with 16 FM and 10 AM holdings, is approaching the limit and likely would benefit from relaxed ownership restrictions.

Fiddick also voiced the opinion of many broadcasters in saying that

increasing the limits past 20 AM and 20 FM stations would not create monopolies of the airwaves in most markets.

"Radio is such a local medium that the concentration of control should be measured only in local markets, not nationally," he says. "A limit of 20 is probably a number we'll have to live with for a while, but it would be good public policy if that number were expanded."

Robert Hall, senior vice president,

programming, ABC Radio Networks, says an increase in duopoly ownership limits likely will translate into more potential markets for 24-hour-format programming. Group owners often choose 24-hour formats for stations purchased in a duopoly arrangement to cut down on staffing and production costs, Hall says. The greater the number of duopolized stations, the greater the number of potential subscribers to 24-hour, network-provided formats. ■

## RIDING GAIN

### Midsize markets lead in duopoly ownership benefits

The greatest number of duopoly ownership arrangements in radio exist in midsize markets, according to industry analyst James Duncan's latest survey of station ownership trends. "Duncan's American Radio" survey also says that in midsize markets, stations under duopoly ownership control an average 34.6% of audience shares, ages 12+, and account for an average 47.9% of advertising revenue share in the market. Only one market in the top 75, Monmouth, N.J., had no stations owned in a duopoly, Duncan reports.

In larger markets, duopolized stations control an average 31.8% of the audience shares and account for an average 39.8% of the revenue share in the market, Duncan concludes. By contrast, duopolized stations control an average 22.7% of the audience share and account for an average 31.6% of the market revenue share in smaller markets. Duncan's conclusions are based on revenue estimates from the 1993 *Duncan's Radio Market Guide* and audience share estimates from Arbitron's spring 1994 survey.

### Publisher acquires radio network

Sound Money Investors Inc., publisher of financial magazines, has purchased American Sports Radio Network Inc. The network features two separate 24-hour, daily programming formats in live sports coverage and business news for a combined 300 affiliates nationwide. The terms and amount of the purchase were not disclosed.

### RAB reports average 9% revenue gains

Combined local and national advertising revenue increased by 9% this past July over revenue totals for July 1993, according to a survey of stations in 100 markets by the Radio Advertising Bureau. Local advertising growth was slightly less substantial for the month, averaging an 8% increase in all markets. National ad revenue, however, increased by an average 12% over last July in all mar-

kets, RAB says. Stations in the Southeast and Midwest reported the largest gains in national ad revenue, 20% and 19%, respectively, for July. Only stations in the Southwest and West reported less than double-digit growth in national revenues.

Stations in the Southwest reported the greatest increases in local revenue, at an average 12% gain for the month. Stations in the Midwest and West showed the smallest gains in local revenue, with an average 7% growth in each market. —DP

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## Argyle buys three North Star stations

*Marbut plans to retain affiliation of ABC, Fox affiliates*

By Harry A. Jessell

**A** group headed by veteran broadcaster Bob Marbut has purchased North Star Television's WZZM-TV Grand Rapids, Mich., WNAC-TV Providence, R.I., and WAPT-TV Jackson, Miss., for \$108 million.

The same principals who bought the three network affiliates earlier this year agreed to sell four others to New World Communications Group for \$720 million. Both deals are subject to FCC approval.

Argyle Television Holding II Inc. (Argyle II) is the buyer of the North Star stations. Chairman/Chief Executive Officer Marbut says he has no plans to change the stations' affiliations and is "amenable" to striking long-term agreements with the stations' current affiliates. "We've

always believed stability in network affiliation is important," he says.

The Grand Rapids and Jackson stations are ABC affiliates; the Providence station is aligned with Fox.

Marbut declined to reveal the multiple of cash flow Argyle II is paying, but industry sources estimate it to be nine.

Marbut also had no comment on the fate of Richard Appleton, who has managed the North Star stations from his office at WZZM-TV. "We haven't got that far yet," he said.

According to Marbut, Argyle II is owned by two partnerships, each controlled by Marbut; Blake Byrne, president and chief operating officer; Ibra Morales, executive vice president and chief revenue officer, and Harry Hawks, chief financial officer.

The same group controlled Argyle Television Holding Inc. (Argyle I), which last year purchased four stations from Times Mirror for \$320 million, then turned around and agreed in May to sell them to New World Communications.

New World plans to convert the four stations—KDFW-TV Dallas-Fort Worth; KTBC-TV Austin, Tex.; KTVI-TV St. Louis, and WVTM-TV Birmingham, Ala.—to Fox affiliates as part of its multifaceted blanket-affiliation agreement with that network.

New World has paid \$100 million for an option to buy the stations by April 1, 1995. To exercise that option, New World will have to come up with another \$369 million and assume Argyle I's outstanding debt, which should be around \$250 million.

The ownership of Argyle I was structured so that Morales was the controlling stockholder. Because Morales is a minority, Times Mirror was able to obtain a tax certificate from the IRS that allowed it to defer capital-gains taxes.

New World and Argyle I reportedly agreed to the option approach (and a delay in New World's takeover) because New World wanted to defer payment on the bulk of the purchase price and because of complications in converting Argyle I's preferred stock.

According to Marbut, a consortium of banks led by Chase Manhattan is financing the North Star acquisition. Chase Manhattan also is underwriting some of the equity partnership shares in Argyle II. And an affiliate of the bank is an investor.

North Star is controlled by Desai Capital Management Inc., a New York investment company. It also owns WSEE-TV Erie, Pa.

Marbut said Argyle II wasn't offered the Erie station and wasn't particularly interested in it: "We didn't want to have a whole lot outside the top-50 markets."

H.B. La Rue Media Brokers represented Argyle in the North Star transaction

August 11, 1994

### Pearl Broadcasting Company

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# Changing Hands

This week's tabulation of station and system sales

## WFBC-AM-FM Greenville and WORD(AM) Spartanburg, both South Carolina

Purchased by Key-market of South Carolina Inc. (Kerby Confer, president/director) from Multimedia Inc. (Jim Hart, president) for \$6 million. **Buyer** owns WILK(AM)-WKRZ(FM) Wilkes-Barre and WGBI(AM)-WGGY(FM) Scranton, both Pennsylvania; WWL(AM)-WLMG(FM) New Orleans; WJCE(AM)-WRVR(FM) Memphis and WLAC-AM-FM Nashville, both Tennessee; WBEN(AM)-WMJQ(FM) Buffalo and WWKB(AM)-WKSE(FM) Buffalo/Niagara Falls, both New York; KBLA(AM)-KNAC(FM) Santa Monica/Long Beach, Calif., and WJCE-FM Russellville, Ky. **Seller** owns WBIR-TV Knoxville, Tenn.; WLWT(TV) Cincinnati and WKYC-TV Cleveland, both Ohio; KSDK(TV) St. Louis, and WMAZ-AM-TV/WAYS(FM) Macon, Ga. WFBC(AM) has news/talk format on 1330 khz with 5 kw. WFBC-FM has oldies format on 93.7 mhz with 100 kw and antenna 1,850 ft. WORD has news/talk format on 910 khz with 5 kw day, 1 kw night. Filed Aug. 25 (AM: BAL940825GM; FM: BAL940825GN; WORD: BALH-940825GO).

**WXLY-FM North Charleston, S.C.** Purchased by Kenter Broadcasting Inc. (Kenneth Gorman and Terrance Elkes) from Charleston Signal Corp. (Richard Johnson, president) for \$2.25 million. **Buyer** owns KMXV(FM)/KUDL(FM) Kansas City, Mo., and KAAT(FM) Ogden and KAAL-AM-FM Salt Lake City, both Utah. **Seller** owns WGOW(AM)-WSKZ(FM) Chattanooga, WOGT(FM) East Ridge, WJCW(AM)-WQUT(FM) Johnson City and WKIN(AM)-WKOS(FM) Kingsport, all Tennessee; WTCB(FM) Orangeburg, S.C.; WJBC(AM)-WBNQ(FM) Bloomington, Ill., and WKLQ(FM) Holland and WBBL(AM)-WLAV-FM Grand Rapids, both Michigan. WXLY-FM has oldies format on 102.5 mhz with 100 kw and antenna 1,000 ft. Filed Aug. 25

### Proposed station trades

By dollar volume and number of sales

This week:

AMs **\$584,650** **4**

FMs **\$2,360,000** **2**

Combos **\$7,787,000** **5**

TVs **\$0** **0**

Total **\$10,731,650** **25**

So far in 1994:

AMs **\$103,930,814** **111**

FMs **\$561,313,363** **230**

Combos **\$1,095,005,700** **166**

TVs **\$1,678,121,334** **50**

Total **\$3,448,391,191** **571**

(BALH940825GL).

## WGCM-AM-FM Gulfport, Miss.

Purchased by JMD Inc. (J. Morgan Dowdy) from EJM Broadcasting (Edmund Muniz) for \$950,000. **Buyer** has interests in eight AMs and 11 FM. **Seller** owns WLTS(FM) Slidell and WGSO(AM)-WTKL(FM) New Orleans, both Louisiana. WGCM(AM) has big band/nostalgia format on 1240 khz with 1

kw. WGCM-FM has oldies format on 102.3 mhz with 25 kw and antenna 299 ft. Filed Aug. 25 (AM: BAL940825GE; FM: BALH940825GF). *Broker: Bergner & Co.*

## WITS(AM)-WCAC (FM) Sebring, Fla.

Purchased by Outback Broadcasting Inc. (Charles Castle, president) from Roper Broadcasting Inc. (Robert Rowland Sr.) for \$550,000. **Buyer** owns WOKC(AM) Okeechobee, Fla. **Seller** owns WHKR(FM) Rockledge, Fla. WITS has big band format on 1340 khz with 1 kw. WCAC has oldies format on 105.5 mhz with 3 kw and antenna 178 ft.

## WBND(AM) Florence, Ky.

Purchased by Twenty-First Century Media Inc. (Joseph Schildmeyer, president) from KLM Broadcasting Inc. (Kenneth McDowell, president) for \$300,000. **Buyer** has interest in WNKR-FM Williamstown, Ky. **Seller** has no other broadcast interests. WBND is 1 kw daytimer with nostalgia format on 1160 khz.

## WTMB(AM)-WZFR(FM) Tomah, Wis.

Purchased by Magnum Radio Inc. (David Magnum, president) from Jamie Westpfahl and Phyllis Rice for \$275,000. **Buyer** owns WBOG(FM) Tomah, Wis. **Seller** has no other broadcast interests. WTMB has farm/talk format on 1460 khz with 1 kw. WZFR has new AC format on 94.5 mhz with 2.4 kw and antenna 361 ft. Filed Aug. 22 (AM: BAL940822GM; FM: BAPH940822GL).

# SOLD!

WHBQ-TV, Memphis, Tennessee, from **ComCorp of Tennessee, Inc.**, Thomas Galloway, CEO and Wayne Elmore, President, to **FOX Television Stations, Inc.**, Mitchell Stern, President, for \$80,000,000.

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**WXOL(AM) Oshkosh, Wis.** □ Purchased by Wisconsin Voice of Christian Youth Inc. (Dr. Randall Melchart, president/director) from Sunbright Broadcasting Inc. for \$190,000. **Buyer** owns **KVCY(FM)** Fort Scott, Kan.; **KVCX(FM)** Gregory, S.D.; **WVCY-FM-TV** Milwaukee, **WVCX(FM)** Tomah and **WSCO-TV** Suring, all Wisconsin. **Seller** has no other broadcast interests. **WXOL** has oldies format on 690 khz with 250 w day, 77 w night. Filed Aug. 12 (BAL94-0812EA).

**WSEG(FM) Brunswick, Ga.** □ Purchased by Admiral Broadcasting Inc. (Lorraine Wiggins, president) from CGB Inc. (Thomas Fuller, president) for \$111,000. **Buyer** owns **WXMK(FM)** Dock Junction, Ga. **Seller** has no other broadcast interests. **WSEG** has nostalgia format on 104.1 mhz with 6 kw and antenna 328 ft.

**KBAI(AM) Morro Bay, Calif.** □ Purchased by Sarape Broadcasting Inc. (Andrew Fakas, president) from KROZ Productions Inc. (Rosalind Rogoff, president) for \$60,000. **Buyer** has no other broadcast interests.

**Seller** has no other broadcast interests. **KBAI** has stardust/big band format on 1150 khz with 5 kw. Filed Aug. 10 (BAL940810EA).

**WFPA(AM) Fort Payne, Ala.** □ Purchased by KEA Radio Inc. (Ronald Livengood, president) from PEPA Communications Inc. (Paul White, president) for \$34,650. **Buyer** owns **WKEA-FM** Scottsboro and **WZKA-FM** Stevenson, both Alabama. **Seller** has no other broadcast interests. **WFPA** has oldies/modern country format on 1400 khz with 1 kw. Filed Aug. 15 (BAL940815EB).

**WULF(AM)-WKXH(FM) Alma, Ga.** □ Purchased by Blueberry Broadcasting Co. Inc. (Paul Deen, president) from Sunbelt Media Inc. (Robert Williams, president) for \$12,000. **Buyer** has no other broadcast interests. **Seller** owns **WKZF(FM)** Bayboro, N.C. **WULF** has country/AC format on 1400 khz with 1 kw. **WKXH** has country/AC format on 104.3 mhz with 1.9 kw and antenna 397 ft. Filed Aug. 18 (AM: BAL940817GG; FM: BALH-940817GH).

## Firm pursues personality probes

**T**wo former Group W executives have formed MediaPoll, an entertainment research company, and have lined up CBS as their first client.



The first product of the venture is the "Profile and evaluation Poll," or PeP. PeP surveys, to be conducted twice a year, are intended to give specific information on the viewing public's opinion of performers. MediaPoll hopes the surveys will allow subscribers "new opportunities for identifying, marketing and promoting talent and programming."

Currently, when networks, producers and studios want to find out how the public perceives an actor, they check his or her "Q-score," which measures popularity.

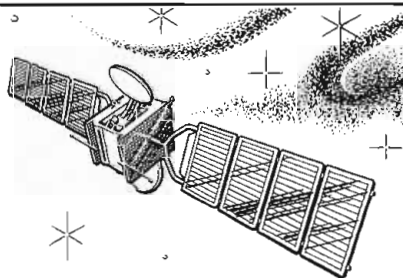
Three versions of PeP will evaluate nationally known actors and actresses, talk and magazine show hosts, and news personalities. The index of the data will compare the number of favorable responses of a personality versus the average of all the personalities in the survey.

"Television and film are visual mediums. The only way to make a fair and reliable evaluation of talent is to identify them by face recognition," says company co-founder Barry Stoddard, formerly vice president, marketing and program research, Group W. "The PeP surveys provide respondents with a visual cue to determine a personality's identity in addition to asking them to evaluate attributes such as [being] trustworthy, attractive, prepared and overall likability."

"The role of research in the development and marketing of programming, and in the nurturing of existing shows, has never been more critical," says David Poltrack, executive vice president, planning and research, CBS.

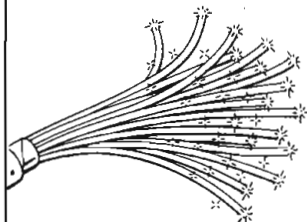
The company's other co-founder is Theodore Lau, formerly director of accounting at Group W. Lau and Stoddard will hold managing director titles in their Burbank, Calif., company. ■

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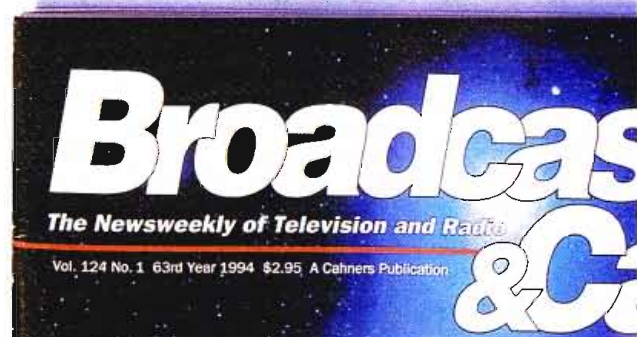
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## AT PRESS TIME

### Fox eyes Olympics

LOS ANGELES—The fledgling Fox Sports unit has set its sights on the 1996 Winter Olympics. According to a report in today's Advertising Age, Fox has hired Marvin Bader, a veteran Olympics TV operations expert with stints at ABC and NBC, to evaluate the logistics of FBC coverage of the 1998 Winter Games from Nagano, Japan. The move signals FBC's intent to bid aggressively on the Games on Jan. 19, when the International Olympic Committee is expected to select a U.S. telecaster.

### Orange Bowl tops ratings

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

## NCTA taps Anstrom as chief

By DOUG HALONEN  
Washington bureau chief

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

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

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

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

(Continued on Page 70)



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

## 5th network pact seeks to foil Diller

By THOMAS TYRER  
Los Angeles bureau chief

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

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

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

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

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

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

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

(Continued on Page 2)

## CBS plots post-NFL strategy

By JON LAFAYETTE  
Staff reporter

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

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

Now, just three weeks after be-

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

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

Although CBS executives con-

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

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

(Continued on Page 71)

## Viacom merges with Blockbuster

By DIANE MERMIGAS  
Financial editor

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

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

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# Information.

ELECTRONIC MEDIA November 29, 1993

## Electronic

### AT PRESS TIME

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

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

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

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

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

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

Actor-Director Nov. 21 (Page 2)

The Intro words for programs in

The West in Anaheim, attendees from outside

Pierre Cosse the Greeny A contemporary in partnership v Garden Product

The Post-Ne group, joining in looking to create just-as-produced (Page 2)

## Delaware court weighing appeal on QVC ruling

By DIANE MERMIGAS  
 Financial editor

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

The court is expected to decide today whether it will review a Nov. 24 ruling by a Delaware Chancery Court that granted Paramount's use of anti-takeover measures and gave sweeping support to QVC's position.

Paramount and Viacom immediately appealed the ruling to the Delaware Supreme Court—a move that temporarily put on hold Viacom's competing tender offer.

"On the first hour of the first for 51 percent interest in the stock, QVC has sought to be a respectable bidder for Paradigm," said Barry Diller, chairman and chief executive officer of QVC.

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

The 63-page ruling by Judge Jacobus relied heavily on legal precedent in corporate takeovers, which historically did not work against Paramount's hostile takeover of Time Inc. in 1989.

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

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

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

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

to its shareholders in granting the stock option to Viacom.

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

The judge cited a precedent set in the recent battle over Revlon, which determined that certain provisions and lock-up provisions in a company bidding for a competitor.

Judge Jacobus was critical of Paramount's board of directors for their failure to consider QVC's \$90 million offer to obtain the entire company.

The judge said that Viacom has been misled by Viacom's belief that the "best long-term value" for Paramount shareholders is represented by the "best long-term value" for Paramount shareholders.

"But in this particular setting, it is not the best long-term value that counts," the judge wrote.

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

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

Judge Jacobus concluded that the Paramount board should have opened up the bidding or conducted an official auction once the board committed the company to a transaction that essentially put it in Viacom's offer, at \$85 a share.

Viacom's offer, at \$90 a share, had been set to expire at midnight Nov. 24. QVC's offer, at \$90 a share, is set to expire Dec. 1.

Although there was no clarification at press time, sources said strikethrough provisions in the poison pill provisions could be tied to the need to simultaneously close both tender offers.

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

## Telco-cable trade-off bill introduced

By DOUG HALONEN  
 Washington bureau chief

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

Under the measure, a telephone company could offer cable TV through a separate entity. A telco also would be barred from offering the programming going over the air, but would require the telco to make their remaining services to others, on "reasonable terms."

The trade-off, however, the bill would require local and state regulators to approve local phone services from competing cable TV systems and others from D-Mass., Jack Fields, R-Texas, and other lawmakers would generally bar phone companies from buying cable systems unless their phone service area is not served by a cable system.

But the measure would provide services if they are not served by a cable system. The bill, sponsored by Reps. Ed Markey and D-Mass., Jack Fields, R-Texas, and other lawmakers would generally bar phone companies from buying cable systems unless their phone service area is not served by a cable system.

Similar legislation is already pending before the Senate.

Thus far, the Clinton administration has yet to announce its position on the bill. In addition, representatives of the cable and phone industries have been protesting key aspects of the measure.

Among those criticizing key aspects of the bill introduced last week was the National Cable Television Association, which has filed suit to keep out of cable companies to open seven years after cable companies are freed to offer local telephone service.

"Because the telephone industry is a times larger than the cable industry, full entry is critical to ensure that competition for advanced communication services will develop," said Decker.

But Ward White, VP, government relations, National Telephone Association, says, "A truly competitive telecommunications industry will come about only if there is regulatory parity, equal business opportunities and a new system to assure the parity of universal telephone service. It must be significant changes in the language before it can meet these goals."

and sponsors of objectionable programming," Mr. White said. "This is the third time since the FCC's indecency rules have been thrown out by the courts."

The latter two versions of the FCC's regulations were repealed in a separate ruling last week. The FCC's indecency rules have been thrown out by the courts. The latter two versions of the FCC's regulations were repealed in a separate ruling last week.

## Court throws out indecency rule

(Continued from Page 1)  
 still be narrowly tailored and no more burdensome than necessary to advance the protective goal," said the court. In a decision written by Judge Patricia Wald, broadcasters hailed the decision as a major victory in their longtime campaign against indecency regulations.

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

But industry observers also said they believed the decision could throw a cost-cutting institutional monkey wrench into ongoing efforts by lawmakers in outlaw TV violence the same way it now reviews shows for alleged indecency.

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

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

In an interview, FCC Chairman Jim Quello said the court decision signals that those advocating a crackdown on TV sex and violence should consider options to government regulation.

"It's going to be up to them to exercise their own First Amendment rights and absolutely raise hell with the advertisers

and sponsors of objectionable programming," Mr. Quello said. "This is the third time since the FCC's indecency rules have been thrown out by the courts."

The latter two versions of the FCC's regulations were repealed in a separate ruling last week.

In a separate ruling last week, the FCC's indecency rules have been thrown out by the courts. The latter two versions of the FCC's regulations were repealed in a separate ruling last week.

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# Insight.

## Broadcasting

### Top of the Week

## TV/Telcos: The Tumult Continues

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



### White House plans own telcom bill

By Kim McAvoy

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

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

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

The White House's decision reaf-

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

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

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

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

vices such as electronic publishing.

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

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

The administration's views on telco-cable ownership and competition in the local telephone loop had been expected to be revealed this week in Senate Communications Subcommittee hearing on S. 1086.

National Telecommunications Information Administration Administrator Larry Irving and even Commerce Secretary Ron Brown were expected to testify. However, the hearing was postponed because Commerce Committee Chairman Ernest Hollings (S.C.) wants Reed Hundt to testify.

Hundt's nomination to the chairmanship has been on hold.

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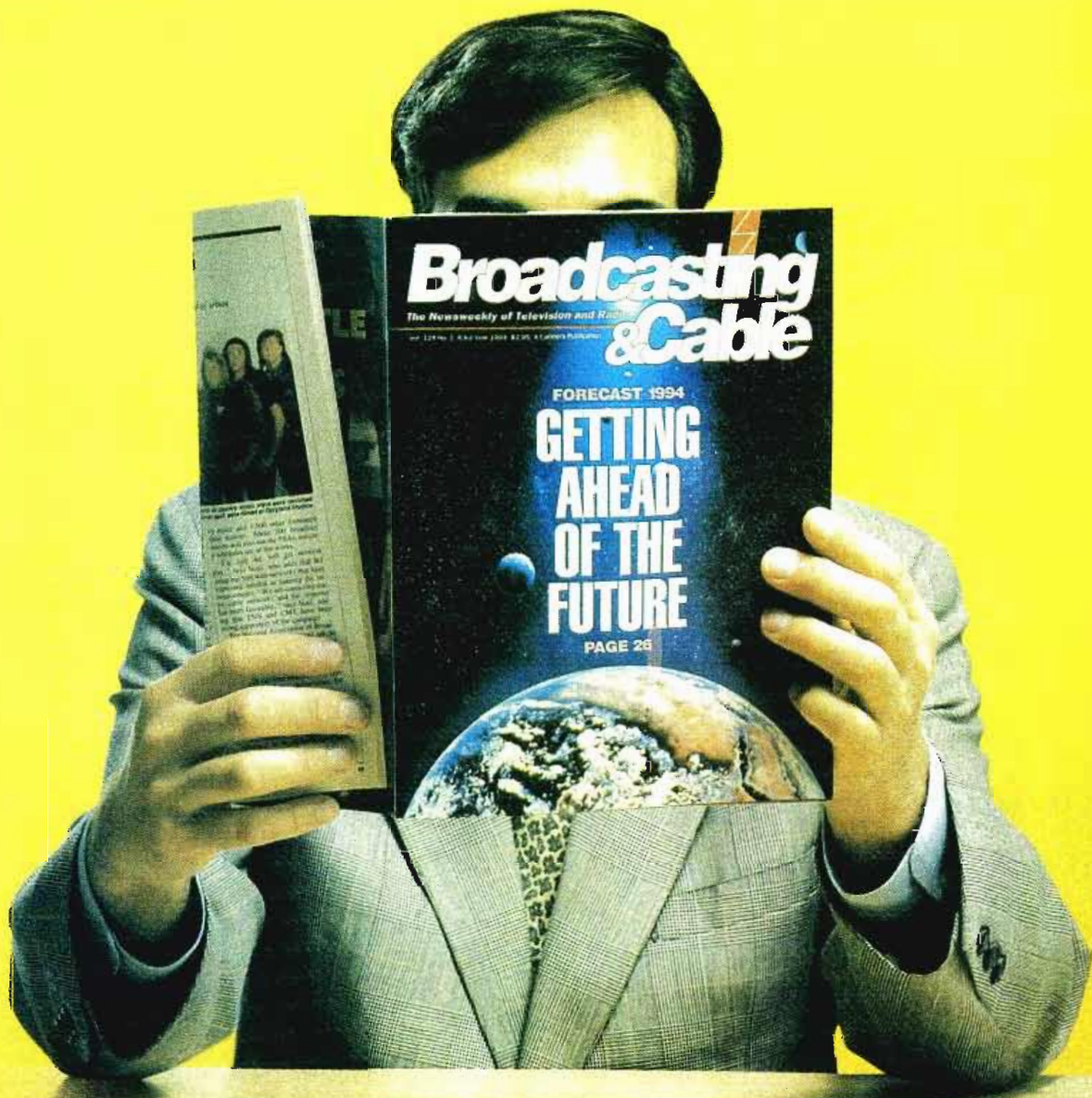
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53% SAY IT'S THE MOST USEFUL FOR PERFORMING THEIR JOBS.

**Broadcasting  
& Cable**

THE BIGGER BOOK

## Adelphia: VPT order sets low standard

*Company goes to court to try to block Bell Atlantic launch*

By Christopher Stern

**A**delphia Communications Corp. last week took the FCC to court over the commission's decision to grant Bell Atlantic permission to construct a video dialtone system in Dover Township, N.J.

In papers filed with the U.S. Court of Appeals in Washington, Adelphia claims the FCC's Bell Atlantic decision "will open the floodgates to telephone company investment of unprecedented magnitude without sufficient safeguards to protect the public interest."

Adelphia's lawsuit, which is backed by the National Cable Television Association, claims Bell Atlantic's video dialtone (VDT) plan is a cable system masquerading as a common carrier video platform.

Adelphia has 26,000 cable customers in the area where Bell Atlantic

plans to launch its VDT system. The company says the case is important not only to its own business, but to every cable system threatened by a telephone company's plan to build an advanced interactive video system.

"[The telcos] are trying to hold all subsequent applications to the low standard set by the FCC in Dover," says Leonard Kennedy of Dow, Lohnes & Albertson, who is representing Adelphia in the matter. Telcos including Pacific Bell, US West, Ameritech and Nynex have filed a total of 27 VDT applications with the FCC.

Although many of the applications are more than a year old, the FCC has approved only Bell Atlantic's. The commission had hoped to issue a revised video dialtone order Sept. 19, but that decision has been delayed.

Adelphia's arguments have become a familiar refrain in the cable indus-

try's opposition to telcos' entry into the television business through VDT. The chief argument against approval is that the mammoth telephone companies plan to subsidize the construction of their video systems with revenue from regular ratepayers.

FutureVision, which has contracted to sell programming on the Dover VDT system, has promised to undercut Adelphia's prices by at least 20%. Like all Bell Atlantic customers, FutureVision will have to pay the telco for access to the VDT system.

In the Bell Atlantic decision, the FCC said it would address the issue during the tariffing process. During that process, the FCC reviews the rates that telcos plan to charge. But Adelphia claims it is too late—the commission should be looking at how the telco plans to pay for the system's construction, not how it plans to profit from it.

Even if the court does not grant Adelphia's request for a stay of the FCC's action, Bell Atlantic faces significant regulatory hurdles before it begins to deliver services over the network. Bell Atlantic has said it cannot even file its tariffs with the FCC until the commission reconsiders its VDT rules. ■

## Justice officials to speak out on S. 1822

By Kim McAvoy

**A**dministration officials are expected to testify next week at a Senate hearing on information superhighway legislation.

Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio) wants to hear from the Justice Department's antitrust chief, Anne Bingaman, and Larry Irving, head of the National Telecommunications and Information Administration, on S. 1822, which would permit telephone and cable companies to compete with each other and allow broadcasters to offer new digital services. The hearing is tentatively scheduled for next Tuesday.

Metzenbaum has numerous concerns about the measure, which passed the Senate Commerce Committee on Aug. 11. In fact, Metzenbaum may call a joint hearing with Senator Patrick Leahy (D-Vt.), who chairs the Judicial

Committee's Technology Subcommittee. Leahy is expected to try to amend the bill to address concerns expressed by some in the computer industry about the "interoperability" of a national information infrastructure.

However, the computer industry is divided over the language Leahy has floated. Sun Microsystems says his amendment would lead to a closed information system that would benefit large companies such as Microsoft.

Meanwhile, Metzenbaum is said to be primarily concerned with provisions concerning competition within the local and long-distance telephone markets. He is dissatisfied with language that eventually would permit the regional Bell operating companies to enter the long-distance market.

Metzenbaum 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 residents.

There has been persistent opposition to S. 1822 from a variety of groups, making Senate passage of the bill unlikely this year. The House has passed similar legislation.

The United States Telephone Association is among the groups that want to make significant changes. USTA board members, who represent the RBOCs, earlier this month adopted a resolution calling for amendments.

"Given the broad and diverse nature of USTA's membership, it is extremely significant that the board was 100% united in its opposition to S. 1822 as currently written," association chairman Gary McBee says.

Low-power TV operators also have registered their opposition to S. 1822. A coalition has formed the League to Protect Television on Low Power TV to lobby for amendments. ■

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## Americans At Their Best.

**Cable industry representatives told the U.S. Court of Appeals Aug. 25 that the FCC made several mistakes when it drew up its rules to regulate the industry.** The agency should not have adopted the same rules for basic service and so-called cable programming services, which include networks CNN, USA and MTV, according to a brief signed by Time Warner and more than 20 cable companies. The brief also claims that the FCC's definition of "effective competition" is arbitrary and capricious. The cable industry says the FCC's decision to reduce rates last year and this past March was mercurial at best. "The FCC's decision to reduce rates by 17% was symptomatic of a process in which the commission systematically rejected all of the evidence standing in the way of its larger and more sweeping rate reduction," the cable filing states. The FCC must reply by Sept. 26. Oral arguments are scheduled for Dec. 20.

**Organizations representing state legislators and regulators are among the latest to call for major revisions to the Senate information superhighway bill, S.**

1822. The National Association of Regulatory Utility Commissioners states its "strong objections" to the measure in a letter to Senate Commerce Committee Chairman Ernest Hollings (D-S.C.). The association says the legislation, which would turn over much of its authority to the FCC, will "impede development of competition and lead to unnecessary increases in basic telephone rates." Association members regulate local telephone companies. "It is the state commissions [that] are on the front lines, developing the creative policies necessary to avoid rate shock and maintain rate stability, as competition erodes traditional funding sources to maintain affordable local rates," writes Dean (Joe) Miller, chairman of the association's Committee on Communications. The association wants Hollings to support the original language of his bill, which would give state regulators more authority and flexibility.

The National Conference of State Legislatures also opposes S. 1822. The conference says the current version of the bill is unacceptable because it "removes all incentives for state governments to aggressively adopt meaningful public/private sector partnerships to provide enhanced educational, health care and other government services to all communities." The conference suggests amending the bill to: give states primary authority for defining and ensuring universal service; maintain state authority to regulate intrastate telecommunications; and preserve state authority to protect consumers as the information services market develops.

**Larry Irving, head of the National Telecommunications and Information Administration, will meet with cable executives** this week to discuss their concerns about the information superhighway. Irving will meet with broadcasters on the subject next month. Among those expected at the cable meeting are Discovery Networks' John Hendricks and National Cable Television Association President Decker Anstrom. Irving issued an open invitation to the meeting, which is scheduled for 3:45 p.m. Wednesday (Sept. 14) in Room 1414 at the Commerce Department.

**The FCC's Cable Services Bureau has a broadcaster in its midst.** Not only is Morgan Broman, the new public affairs staff member, a former broadcaster, his mother is Kitty Broman, former vice president, Springfield Broadcasting, Springfield, Mass., and former member of the National Association of Broadcasters television board. She was the first woman elected to the NAB board and is now retired.

**There will no surprises when the FCC unveils its report on the state of competition in the cable industry** on Sept. 19, FCC sources say. Although the report will note progress in wireless cable and the emergence of direct broadcast satellites, the general theme is that the industry has a long way to go before it fulfills commission chairman Reed Hundt's vision of the "sunny uplands of competition."

## Washington Watch

Edited By Kim McAvoy

**Vice President Al Gore is scheduled to speak this Friday** (Sept. 16) to the National Association of

Black Owned Broadcasters during their annual meeting in Washington. Gore will be the keynote speaker at a luncheon. "The Information Superhighway: Is There an On-Ramp for African Americans?"—

the association's conference theme—is a topic the vice president likely will address. Other conference participants include FCC Chairman Reed Hundt, commissioners Andrew Barrett, Rachele Chong and Susan Ness, and the NTIA's Larry Irving. They will appear on a panel following the vice president's speech.

**FCC Chairman Reed Hundt's call to re-examine the social compact between broadcasters and the public may come into sharper focus** this week. Hundt is

expected to discuss the issue when he gives the keynote speech at the annual Everett C. Parker Ethics in Telecommunications lecture/luncheon tomorrow (Sept. 13) in New York. The event is sponsored by the Office of Communication of the United Church of Christ and the Department of Communication of the National Council of Churches. In August Hundt said, "The time has come to re-examine, redefine, restate and renew the social compact between the public and the broadcasting industry." In a speech to the American Psychological Association in Los Angeles, Hundt spoke of "this new social compact [in which the] key word is responsibility. Responsibility means that the TV industry must recognize the full implications of its huge role in our society. Specifically, responsibility means that the TV industry must address the needs of all Americans in its programming—children, minorities, the disabled and the elderly. Responsibility also means admitting the real impact of TV violence."



## Shortcut to digitization

*New product allows easy access to tape time codes*

By Chris McConnell

**N**onlinear edit machines have sparked a new broadcast accessory.

Seeking to jump into the nonlinear market, a Burlington, Ontario, company has developed a pair of products aimed at speeding the task of digitizing video for manipulation by disk-based machines. Although digitizing video remains a real-time process, Telcom Research hopes its "Easy Reader" products will enable producers to more quickly identify the portions of videotape they want fed onto computer hard disks.

"You have to digitize your footage," says David Peltz, who co-developed the Easy Reader products with Telcom Research. Peltz stresses the time needed to place video onto a disk before editors can use the nonlinear technology.

To move that process along more quickly, the Easy Reader products enable professional field camcorders to deliver time code information from the videotape directly into computers, where software programs assemble the data into a log of selected footage to be digitized. Such logs allow broadcasters and other producers to digitize only the desired video clips rather than entire cassettes of recorded footage.

One of Telcom Research's logging

products, the \$299 Easy Reader 1.5, imports the time code data from a camcorder VTR into a laptop computer, where technicians can see and record the numbers while shooting. Importing the time codes directly



*Telcom Research hopes its Easy Reader will help broadcasters digitize their video.*

from camcorder VTRs, Peltz says, enables crews to return to the nonlinear machines with a disk the systems can use to "batch digitize" selected pieces of tape.

Peltz says that producers now need a VTR containing an RS-422 port to transmit the time code data from tape to computer. The Easy Reader products, Peltz says, allow users to deliver time codes to computer from camcorder decks lacking the special data port.

A more expensive version, the \$799 Easy Reader 2, performs the same function and also allows users to make a dub of the tape with time code data stored in the vertical interval and also displayed over the picture. Telcom Research developers envision a scenario in which crews can dub the tape and later view footage, along with the code information, from consumer 8mm or VHS VCRs.

"You can sit on [a] plane and read the time codes back into your computer from these consumer players," says Peltz, adding that Telcom Research plans to target machines to TV and film producers as well as broadcasters. He says that ABC, which uses Lightworks machines to perform offline editing of news magazines, has asked about the machine.

Other broadcasters and editors agree that the products could simplify the task of compiling video logs, although not all are ready to invest in the equipment.

"It certainly would be beneficial," says Rick Woolery, post-production editor for KIRO-TV Seattle, an ImMIX VideoCube user. He says, though, that his

station does not place heavy emphasis on producing fast tape logs because the station's productions generally do not involve much recorded material.

Northern Sky Marketing/Productions President Eric McDonald voices more enthusiasm for creating logs while shooting. "You can save a whole process," says McDonald, whose company uses an Avid Media Composer. "When you get back, all of that logging has been done." ■

## Fox game room gets feeds

Atlantic Satellite Communications kicked off its new Fox football deal this month.

With the start of the new season, the Northvale, N.J.-based satellite transmission service supplier began taking signals off Fox's satellite transponders for delivery to the network's viewing room in New York. The viewing room displays the Fox football feeds, including national commercials, traveling from the network to its affiliates. Fox established the room to allow its New York executives, NFL officials and advertising executives to monitor the games.

To deliver the pictures, Atlantic Satellite is pulling the

feeds off the AT&T Telstar 401 satellite, where Fox has leased up to 11 transponders to handle football and other program distribution during the season (BROADCASTING & CABLE, July 4). Atlantic Satellite is delivering the feeds from its New Jersey teleport to New York's Waterfront Communications switching facility. Waterfront then sends the games over fiber to Fox's building in Manhattan.

Gene Bormann, vice president of sales for Waterfront, says his company is transmitting the games over Metropolitan Fiber Systems fiber. The company's deal with Fox, which runs through the entire season, did not cover the preseason, he adds. —CM

# Cutting Edge

By Chris McConnell

**Acrodyne Industries** has developed a new line of solid-state UHF transmitters. The first model, a 1 kw system, is slated for delivery during the third quarter. The transmitter will use half as many combined power transistors as the present Acrodyne 1 kw solid-state transmitter.

The transmitter will feature two slide-out power amplifier drawers. A planned 5 kw model will carry eight combined drawers in two cabinets, and a 10 kw unit will have 16 power amplifier drawers. Acrodyne says that more than 300 of its solid-state transmitters have been put into service since their introduction in 1989.

**Odetics** says WFTS(TV) Tampa, Fla., is using its TCS90 Cart Machine to play commercials and promotional spots. The station, which is switching from Fox to an ABC affiliation, purchased the machine to replace its 3/4-inch sequencer system.

**Australia-based Optus Communications** has launched a new satellite to provide television and telephone service across Australia and New Zealand. The Optus B3 satellite replaces the Optus B2, which was destroyed during a December 1992 launch. The satellite, built by Hughes Space and Communications Co., carries 15 Ku-band transponders as well as an L-band transponder to allow for mobile communications with small antennas mounted on cars, trucks

and airplanes. A Chinese Long March 2E satellite boosted the satellite.

**WPBT(TV) Miami**, the public television station serving South Florida, is stocking up on computer systems and servers to support its *Nightly Business Report* program. The station says it is buying the gear with the help of a \$66,000 equipment grant from Digital Equipment Corp. to support the show's production.

The station expects the new hardware to support a planned transition to a BASYS newsroom computer software system. The new system is expected to expand the program's ability to connect participating news bureaus around the country and also to improve archiving capabilities.

**Tektronix** plans to invite broadcasters at this year's International Broadcasting Convention in Amsterdam to compare source material to video stored and played back on its disk-based file server. Tektronix, which will be showing its new Profile Professional Disk Recorder, is asking customers to bring their own taped material for storage and playback on the machine. The company says it will run the videotape "challenges" on PAL Betacam tape format to accommodate local participants.

The Profile machine, introduced at this spring's NAB convention, can function as a disk caching device and, the company says, holds the potential for applications such as time delay, store and forward and nonlinear editing.

**Century III at Universal**

**Studios** in Florida has completed an all-digital edit bay the company says will be used to provide post-production for TV programs and "graphics-intensive" commercials. The bay features a Sony BVE-9100 Edit Control, 6000C Digital Switcher and the DME-3000 Digital Effects Generator. The suite uses D1 and Digital Betacam VTRs as well as 1-inch and D2 VTRs.

Century III also says it is providing fiber transmission of *The Newz* late-night comedy series from a Universal Studios Florida set directly to Columbia Pictures Television offices in California. Century is transmitting the show via Vyvx fiber. Executives at the facility in California are using the fiber transmission to view the show and make script changes before each episode's second taping.

**Panasonic Broadcast & Television Systems Co.** says Media General Productions has bought a series of the company's D-3 half-inch composite digital equipment. Media General, a production and post-production facility in Merrifield, Va., purchased an AQ-20D digital signal processing camera, an AJ-D320 digital portable recorder/player, an AJ-D350 digital studio recorder/player and an AS-D700 composite digital switcher. Media General says it is using the gear to offer complete digital production to its clients, which include cable television companies.

**Japanese TV viewers this fall will get a high-definition look at the summer's Woodstock anniversary concert.** Dallas-based HD Vision shot the concert in high-definition for future use by Japanese broadcaster NHK. HD Vision President/CEO Randall Dark

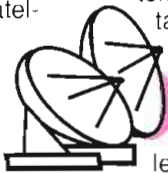
says the Japanese broadcaster will be showing the HD concert in November. John McDonald, who managed a mobile production unit at the shoot, says the group recorded the event in the 1125/60 format.

The company's production, which involved 14 high-definition cameras from Sony, also was converted to NTSC and shown to pay-per-view subscribers in the U.S.

**Grass Valley** has introduced two multistandard serial digital distribution amplifiers targeted at the post-production, production and broadcasting markets. The company says its new M9136 and M9136-D amplifiers are compatible with component and composite digital video systems. The M9136 will cost \$795, while the M9136-D is priced at \$925. Grass Valley plans to demonstrate the units at the International Broadcasting Convention in Amsterdam this month and says the products will be ready for delivery during the third quarter.

**American Independent Network (AIN)** is switching to a new satellite. The network will switch from the Spacenet 4 satellite to the Satcom 2R bird at 12:01 a.m. Sept. 30. AIN hopes to secure a permanent spot on the Galaxy 6 satellite by mid-December.

**Computer Engineering Associates Inc.** has installed one of its newsroom systems at a Republic Broadcasting Corp. facility in Manila, Philippines. The new system supports simultaneous production of news broadcasts in several languages. The company says its CEA Newsroom System supports about 40 language character sets. ■





# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

#### ABC Radio Networks

Dallas, TX

is accepting resumes for management and staff positions in the following areas:

Affiliate Sales	Traffic & Sales Service
Advertising Sales	MIS
Business Admin. & Clearance	Research
Finance	Operations
Marketing & Promotion	Engineering

We will be filling current and future openings due to expansion. We are seeking experienced and talented individuals with Network or local radio background.

Capital Cities/ABC, Inc., an equal opportunity employer, offers excellent benefits, opportunities for advancement and a new state-of-the-art North Dallas headquarters facility.

Please send resume and cover letter indicating area of interest, salary range (mandatory) and relocation availability to:

P.O. Box 154, Dallas, TX 75067



**General Managers/Sales Managers.** New and expanding radio broadcasting corporation in Southwest expanding into several small and medium markets has openings for General Managers and Sales Managers. While your sales ability is important, it is not nearly as important as your ability to coach and train. Excellent high level career opportunity for individuals who want to work for winners. Send resume to Richard Kelley, Stellar Communications, Inc., P.O. Box 130970, Tyler, Texas 75713-0970. Telephone (903)581-2132.

**The members of the New Hampshire Association of Broadcasters** are committed to the FCC's goals of non-discrimination and affirmative action. If you would like to be considered for employment in the New Hampshire broadcast industry, please send your resume to: Mr. B. Allan Sprague, President, New Hampshire Association of Broadcasters, 10 Chestnut Drive, Bedford, NH 03110. No phone calls. The New Hampshire Association of Broadcasters members are equal opportunity employers.

For all your  
Classified Needs,  
Call Antoinette Fasulo  
212-337-7073

**Executive Director** for the National Association of State Radio Networks, Inc. (NASRN). Must be a proven leader with outstanding leadership skills and have experience in fiscal control, public relations, publications, membership development, and convention planning. General knowledge or experience in the state radio network industry is a plus. B.A. degree or equivalent in the radio/media industry preferred. Please send detailed resume to: Executive Director, National Association of State Radio Networks, 263 3rd Street, 5th Floor, Baton Rouge, Louisiana 70801. NASRN is an equal opportunity employer.

**Sales Manager** One of America's great radio stations, WNAX AM/FM, Yankton, South Dakota. We need you to help our sales staff serve clients in our five state coverage area. This is a great opportunity for an experienced sales manager that wants to be a part of a great opportunity. Former sales manager promoted to general manager. Send resume to Cindy Weiland, GM, WNAX Radio, 1609 Highway 50 East, Yankton, SD 57078. E.O.E.

**Local Sales Manager.** Major market FM seeking creative, experienced Sales Manager to take high performance sales staff to next level. Minimum 3 years managerial experience required. Responsible for training, daily sales supervision, new business development, reaching budget goals. People and computer skills essential, plus strong oral and written presentation skills required. Send resume to Box 00108 EOE.

**General Manager-Partner.** FM near Gainesville, FL has immediate opening for aggressive, roll up your sleeves selling GM. Ownership package, outstanding commissions if you help us grow. Contact: P.O. Box 442, Clarksburg, MD 20871.

**General Sales Manager:** Are you a sales manager or sale person still waiting for a move up...but find a crowd ahead of you in seniority, not necessarily skill? Then come with us! Sunrise Broadcasting is looking for GSM's and GM's for several of our markets. Resume to Robert A. De-Felice, V.P./GM, Sunrise Broadcasting, P.O. Box 2307, Newburgh, NY 12550. EOE/Minorities encouraged.

### HELP WANTED TECHNICAL

**Experienced Chief Engineer** - Experienced AM Directional and FM Engineer needed for one of the Midwest's finest facilities. A great place to live and work. Send resume and salary history to Box 00087. This is not just a job, it's a great career opportunity. E.O.E.

**Chief Engineer** wanted for Benchmark Communication's Dover/Wilmington, Delaware duopoly operation. Candidate must have five years experience in AM directionals, high powered FM's, studio maintenance, audio processing, digital studio technology and computer operations. We offer a comprehensive benefit package including 401(k) and major medical. Send resume and salary requirements to Personnel, WDSD FM/WDOV AM/WSRV FM, P.O. Box 11727, Wilmington, DE 19850.

**Chief Engineer** for radio and TV stations at state university. SBE certification or first class license a strong plus. Demonstrated ability to maintain and repair professional audio and video equipment. Three years professional experience essential. Associate degree required, Bachelor degree preferred. Must work well with students and enjoy mentor capacity. Full time position. Annual salary high 20's. We will begin reviewing applications on October 3, 1994. AA/EOE. Send resume to: Linda Witter, The College At New Paltz, Sub 428, New Paltz, NY 12561.

**Assistant Chief Engineer** for St. Louis FM/FM/AM trombo. Prior experience in all areas of studio and transmitter maintenance required. FCC license, SBE certification and computer knowledge a plus. Resume and references to Bob Hoffman at WKKK-FM/WKBQ-FM/AM, 111 West Port Plaza, Suite 1000, St. Louis, MO 63146. EOE. M/F.

### HELP WANTED NEWS

**Full-Time Local News.** Scenic northern California. News/Talk. 35 year commitment to local news. EOE. Tape and resume. Hugo Papstein, KINS Radio, 1101 Marsh Road, Eureka, California 95501.

### HELP WANTED ANNOUNCER

**PM Drive Announcer** for one of America's highest rated Christian music stations, 50,000 watt commercial FM. Must relate well to adult listeners with warmth and friendliness, and possess excellent one-to-one communication skills. Knowledge of inspirational/AC music, and experience in competitive format are needed. Position offers competitive salary, excellent benefits, friendly work environment, and career potential. Immediate response essential! Send tape/resume: Doug Smith, WFRN-FM, P.O. Box 307, Elkhart, IN 46515. EOE

### HELP WANTED SALES

**Radio sports network** located in New England looking for a sales representative to sell radio program to radio stations. Other opportunities including advertising sales and management exist. Qualified candidate must have at least one year sales experience, not necessarily in radio. Reply to Art Volpe, Global Radio, 10 Mazzeo Drive, Suite 217, Randolph, MA 02368.

**International Syndication of Radio Programming,** Major entertainment company seeks an experienced International Sales and Marketing pro. We are looking for someone with (1) A proven ability to close new business and (2) A solid track record in International Sales. Knowledge of foreign markets and experience negotiating cash and/or barter deals is invaluable. Foreign language a plus. Some International travel. Base, commission and excellent benefits, EOE. Resume and cover letter to Box: RI.

### SITUATIONS WANTED MANAGEMENT

**Seeking position as General Manager/Sales Manager** in small to medium market with eventual buy-out possibility. Currently in real estate and radio management. Ambitious. Top biller. Aggressive. Call Ted 914-357-9425 or 914-357-4861. 399 Route 202, Suffern, NY 10901.

**Does your sales effort require steady hands or a magician?** Experienced pro can build and lead solid team. Advertising sales and marketing...not sleight of hand. Return to Florida or your Southern/Mid-Atlantic 40+ market challenge. GM/GSM. Mark (610)525-8854.

**A Proven Professional in Mgmt/Sales** looking for professional station in Houston area. Strong relationship with both clients/staff and product knowledge key. Local, General, Reg/Nat'l. Country, Oldies, Mor, News/Talk. Reply to Box 00095.

**Employed but unhappy.** Seek medium market. Tight with a buck and can turn around your sales department, plus keep you FCC legal. Over 20 years management, with upgrade experience in AM and FM. Reply to Box 00106.

**Syndicator/News Markets.** The owner of a currently on-air, New York City radio program for business owners seeks experienced syndicator to market the program to other major markets or radio stations may inquire directly. Please indicate your interest on company letterhead and fax it to June Gallop at (212) 687-1371.

**SITUATIONS WANTED PROGRAMMING PROMOTION & OTHERS**

**PD or Operations Manager** for Oldies or AC. Experienced. Computer-literate. Let's talk! Jim Ayers. 404-933-0147.

**SITUATIONS WANTED PERSONALITY/TALENT**

**1/2 German - 1/2 Sheppard.** Dad member of American Kennel Club. Tim (614)898-9120.

**MISCELLANEOUS**

**Operations Assistant.** To assist Program Director at WQEW Radio, the American Popular Standards radio station. Production and administrative skills a must. Computer literacy required. Knowledge of format preferred. Competitive salary. Send resumes to Stan Martin, WQEW, 122 5th Avenue, New York, NY 10011. EOE.

**Latest Jokes Newsletter \$3.** (Talk Radio Humor). Robert Makinson, P.O. Box 23304-B, Brooklyn, NY 11202-0066.

**TELEVISION**

**HELP WANTED MANAGEMENT**

**Number 2 NBC affiliate in to 60 market** looking for a director to take us to number one. This is a position for those who like a challenge and willing to be creative in both promotion and directing of newscasts. Two years of experience plus a let's win attitude. Send fax or send resume to: Personnel Dept., KSEE-TV P.O. Box 24000, Fresno, CA 93779-4000. Fax Number 209-454-2485 EEO.

**TV Program Manager.** Phoenix public TV station KAET/8 seeks highly motivated, creative and experienced individual to plan, schedule, manage and evaluate national, regional, syndicated and local programs. PM will also manage viewer services; participate in development of promotion, marketing and program concepts; and editorially manage select productions. Minimum qualifications include bachelor's degree in telecommunications or liberal arts field and five years TV program management experience including two years supervisory experience. Eight years TV program management experience including two years supervisory experience can be substituted. Desired qualifications include recent experience in: public TV program management; TV production or editorial production management; audience research analysis and evaluation; TV program contract negotiation; marketing and promotion activity development; and departmental budget management. Successful candidate will also be a team player, an effective manager, and demonstrate excellent communication skills. Salary: \$40-50,000 DOE, plus comprehensive benefits package including reduced tuition. To apply, send letter of application indicating interest in and qualification for position; where you learned of position; and job order number. Also send a resume detailing qualifications, and names/phone numbers of at least three references (current/former supervisors) to: Employment Section, Human Resources Department, Arizona State University, Box 871403, Tempe, AZ 85287-1403. Candidates will be notified prior to reference interviews. Deadline: October 8. Job order #7006401. AA/EEO.

**Senior Publicist.** WGBH is currently seeking a Senior Project Promotion Supervisor in the National Promotion department. This position is responsible for promoting and publicizing *This Old House*, *The New Yankee Workshop* and *The Victory Garden* on a national level. Ideal candidates must have 5 years related promotion experience preferably as a Publicist in the DIY or Shelter area. Strong writing skills, knowledge of computers and fluency on Macintosh required. Experience in transmitting info to online and other electronic services a plus. College degree or equivalent experience necessary. Please send cover letter and resume to: WGBH, Human Resources Dept.(94-191), 125 Western Avenue, Boston, MA 02134. An equal opportunity employer.

**Television Production Manager.** Hands-on individual wanted to oversee the operation of a 20 member Production Department. Applicant should have experience in scheduling, training, budgeting and all broadcast operations. A minimum of 5 years experience in the areas outlined is preferred. Send your resume and salary requirements to Bob Vaughan, Business Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. EEO/M/F.

**Station Manager.** Innovative Station Manager with strong background in operations management sought by small education and cultural television station. Working on distance learning demonstration project based in Albany, NY, soon to be expanded throughout the state and beyond via satellite. Candidates must have experience in distance learning programs and/or educational television and productions. Must have working knowledge with new technology such as automated transmission systems, interactive TV, wireless cable, satellite and on-line communications. Spanish language and engineering knowledge a plus. Salary \$38-40K. HITN, Station Manager, 449 Broadway, 3rd Floor, New York, NY 10013. Fax (212) 966-5725.

**Local Sales Manager.** Challenging opportunity for a highly motivated team player to join one of America's fastest growing broadcast groups. The winning candidate will possess excellent people skills and a strong disciplined work ethic. Our LSM will be organized and lead by example. Candidate must have successful track record in broadcast sales and/or management. An outstanding career move for an individual committed to excellence. Send resume to Stephen Mann, G.S.M., WTTO-TV, P.O. Box 832100, Birmingham, AL 35283. EOE, M/F.

**Local Sales Manager - River City Broadcasting.** KDNL-TV in St. Louis is seeking an aggressive, organized, creative individual to lead local sales force. Ideal candidate will have a minimum of 3 years experience in local sales or management and a talent of generating non-tradition revenue stream. Local sales promotion excellence a plus! Send resume to: Tom Tipton, General Sales Manager, KDNL Television, 1215 Cole Street, St. Louis, MO 63106. EOE.

**General Sales Manager,** Florida ABC Affiliate. Applicant must have strong LSM and NSM background, sales training skills and a creative approach to selling and sales/promotions. Send confidential resume to Reply to Box 00078 EOE.

**GSM - Group owned Fox affiliate.** Requirements include strong people skills, LSM experience, computer and sales training skills, knowledge of qualitative research, sales promotions and proven ability to develop new business. EOE. M/F. Ed Groves, Fox 39, Box 3489 CRS, Johnson City, TN 37602-3489. No phone calls please.

**Operations Manager** sought for progressive and proactive television station. Candidate should have minimum of three years management experience including programming, promotion and a strong production background with an emphasis on special events and knowledge of overall station operations. Should be computer literate. Degree in Television or Communications required. Send resumes to: Tim McCoy, General Manager, WTOV-TV, Box 9999, Steubenville, OH 43952. No phone calls please. EOE.

**National Sales Manager.** Outstanding opportunity for a dedicated, organized sales professional to join one of America's fastest growing broadcast groups. The individual will have either NSM or rep firm experience and be extremely knowledgeable on selling estimates. Strong negotiating skills a must. Excellent position for a proven sales leader. Send resume to Stephen Mann, N.S.M., WTTO-TV, P.O. Box 832100, Birmingham, AL 35283. EOE, M/F.

**WICS-TV in Springfield, Illinois** is seeking a News Director. Responsibilities include editorial, personnel and financial oversight of 30 person news department. Newly remodeled newsroom, Beta, Live trucks, and Basys equipped. Must be able to lead dominant dedicated news staff and synergize with station General Manager and Department Heads. Must coordinate daily product with satellite station in the same market. Community involvement an important asset. Duties could also include substitute anchoring. Seven years in television news, 3 in management required. Send references, salary, and tapes of three recent evening newscasts to: WICS-TV, ATTN: Personnel Director, P.O. Box 3920, Springfield, Illinois 62708. WICS-TV is an equal opportunity employer.

## HELP WANTED TECHNICAL

**CHIEF ENGINEER FLORIDA**

Our client, a leader in the television production industry, is looking for an exceptional engineering professional to lead the engineering department of their fully integrated, state-of-the-art television production facility.

The position is responsible for the daily and long term operation of the department, including the maintenance and updating of equipment systems and documentation, supervision of technical personnel and development and implementation of operating and capital budgets.

Qualified candidates should have extensive engineering experience, preferably in a television production environment. Strong analytical, organizational and managerial skills. Ability to develop relationships with a large creative staff.

Our client offers a comprehensive benefits package, competitive salary and stimulating work environment.

For confidential consideration please forward resume and salary history to:

**ROBERT A. STONE – R.A. STONE & ASSOCIATES**  
**5495 BELTLINE ROAD • SUITE 153 • DALLAS, TEXAS 75240**  
**FAX (212) 991-4995**

Our client is an equal opportunity employer and is committed to diversity in the workforce.

**Managing Engineer**

CBS Engineering has an outstanding opportunity for a seasoned electrical engineer to design satellite and RF transmission systems.

The selected candidate must have 5-10 years' experience with full life cycle project management in the following areas: solid state VHF and UHF television transmitters and antennas, Ku and C band uplink/downlink satellite earth stations, STL and microwave transmission systems.

To qualify, you must have an FCC License, and a BS in Electrical Engineering or equivalent experience. A background using software for project management, link budgets, spreadsheet and Autocad is desirable. We offer a competitive salary, comprehensive benefits, and the opportunity to play a key role using up-to-the-minute technology. Please forward your confidential resume, which must include salary requirements, to: Manager, Technical Recruitment, CBS Inc., 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.



**Maintenance Engineer.** Candidate should have knowledge of studio equipment (i.e. switcher routers, and intercoms.) ENG broadcast equipment experience a must. Troubleshooting ability to the component level needed. System knowledge (Flow, timing) required. Background in microwave service a plus. Three years experience in TV broadcasting engineering. Send resume to: Potomac Television/Communications, Inc., Attn: Manager, Personnel, 500 North Capitol Street, NW, Suite 800, Washington, DC 20001. Phone calls not accepted. EOE.

**Midwest UHF TV station** located in God's Country is seeking a Maintenance Engineer. Television maintenance and operation experience is required. UHF transmitter experience is preferred. Please send resume and cover letter to WXOW-TV, P.O. Box C-4019, LaCrosse, WI 54602, Attn: Chief Engineer. EOE.

**IDB Communications Group Inc.** has Staff Engineer openings in RF Systems and Audio/Video. Must have 3 years experience in the broadcast industry. SBE Certification a plus. Send resume to Manager of Engineering, 10525 West Washington Boulevard, Culver City, CA 90232 or fax to 213-240-3905. No phone calls please. EOE.

**Maintenance Engineer** to repair and support broadcast-quality university facility producing academic, distance learning and nationally broadcast projects. Requires: Associate's degree in electronics or equivalent in experience as a broadcast television engineer. Emphasis on Betacam, D2 and 1" formats, BVP-5 and BVP-270 cameras; GVG 1600 switcher, fiber optic transmission systems, Horizon Router; Ampex Vista and ADAPT switchers, ADO-100, and Alex character generator; Bosch Mach One editor. Must be familiar with analog and digital video. No sign language skills required at time of application. Must be willing to learn and show proficiency within a reasonable period time. Full-time extended temporary position up to one year contract. Salary range: 29K to 34K depending upon qualifications and experience. To apply, send resume or come to: Gallaudet University, Personnel Office, Req. 94085, 800 Florida Avenue, NE, Washington, DC 20002-3695. EOE/Women and minorities are encouraged to apply.

**Top 10 NE market UHF station** seeks hands-on chief engineer with transmitter, fiber optic, one-inch VTR, betacam, and general studio equipment maintenance experience. FCC license and knowledge of FCC rules and regulations required. Degree and substantial engineering and management experience necessary. EOE. Send resume/salary requirements to: Reply to Box 00096.



**UNIVERSITY OF FLORIDA**

**UPLINK/MAINTENANCE ENGINEER**

The University of Florida, News and Public Affairs Office, is currently recruiting for an Uplink Maintenance Engineer (Sr. Broadcast Engineering Technologist).

Minimum qualifications are a high school diploma and five years of appropriate experience. Broadcast TV Engineering experience and familiarity with uplink and transmitter operations preferred. Experience maintaining engineering and editing equipment desired.

Salary range is \$22,633.92 to \$40,047.84, commensurate with qualifications.

Please send cover letter and resume to

**JENNIFER TYRRELL,**  
**P.O. Box 115002,**  
**GAINESVILLE, FL 32611-5002**

by September 23, 1994. Refer to LP#814120.

If an accommodation is needed to apply for this position, please call (904) 392-4621 or TDD (904) 392-7734. AA/EA/EEO.

**Studio/Mobile EIC Video/Transmission Engineer.** 20 years broadcast experience including major television network and national mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information: (908) 494-9443.

**Las Vegas, Broadcast Television Technician.** Immediate opening for maintenance technician for fast-growing UHF independent television station. Candidate must have minimum 2 years experience in TV broadcasting. SBE TV broadcast certified or FCC general radiotelephone license preferred. Familiarity with Panasonic MII Townsend UHF transmitters and Master Control/Production repair. Sony 3/4 inch, 1 inch, new studio construction. Must be able to work various shifts and be on call when needed. Please send salary requirements and resume to Personnel Director, KRLR-TV, 920 S. Commerce, Las Vegas, NV 89106. EOE. Women and minorities are encouraged to apply.

**Marketing Director.** Western market TV station seeks an experienced, aggressive manager to provide leadership and vision to on-air and outside media production and marketing, station graphics and community relations. Ability to administer budgets, multiple projects and motivate staff a must. Send resume and tape to General Manager, KUTV-TV, Box 30901, Salt Lake City, UT 84130-0901.

## HELP WANTED SALES

**TV Sales Account Executive.** Medium market Southeastern affiliate has immediate opening for an innovative, dynamic and experienced TV Sales Rep who excels at agency and direct business and can sell special projects to both. We offer excellent lifestyle, compensation, and the most comprehensive sales tools/resources to be found anywhere. Reply to Box 00107 EOE.

**Account Executives**, WAKC-TV, Cleveland/Akron experienced local salespeople needed for ABC affiliate. If you are aggressive, creative and have excellent communication skills, send your resume to: Peter Acquaviva, WAKC-TV 23, 853 Copley Road, Akron, OH 44320.

**Account Executive**, entry-level position for enthusiastic, self-motivated individual. College degree and broadcast or media experience preferred. Focus on new business development as well as servicing existing accounts. If you're ready for a successful career with the fastest growing station in the 18th market, send resume by 9/19 to GSM, KTVD-TV, 11203 East Peakview Avenue, Englewood, CO 80111. No phone calls. KTVD is an equal opportunity employer.

**Account Executive**. KMBC-TV, Kansas City's #1 television station, is looking for a strong experienced account executive. Prefer no less than two years local broadcast sales experience. Must be able to demonstrate strong skills in business development, marketing and knowledge of rating services. Please send resume to Bob Brandt, Local Sales Manager, KMBC-TV, 1049 Central Street, Kansas City, MO 64105. Women and minorities are encouraged to apply. EOE.

HELP WANTED NEWS

ASSIGNMENT EDITOR

Seeking that unique individual who truly understands it's teleVISION. A person who is innovative, creative, and flexible. Someone who doesn't rely on news releases and who abhors news conferences and file footage. Must be a SUPER person-faster than a speeding bulletin, able to leap tall tales, more powerful than PR practitioners, organized and able to deploy resources to the max in a single bound. Sense of humor mandatory. Looking for a team leader with strong interpersonal skills. Experience required. No phone calls. Cover letter and resume to

STATION RELATIONS,  
WLEX-TV,  
P.O. Box 1457,  
LEXINGTON, KY 40591.

EOE. Females and Minorities encouraged.

REPORTERS

The Pacific Northwest's leading news station is seeking experienced general assignment reporters. If you are aggressive, enterprising, consistently deliver quality stories, have exceptional live skills, and want to work in a fast paced, competitive environment, please send two copies of your resume and a non-returnable 3/4" or BETA tape to:

KING 5 Television  
Attn: Human Resources  
333 Dexter Avenue North  
Seattle, WA 98109



No phone calls, please. EOE - M/F/D/V

Leading German TV Network seeks experienced professional cameraperson/editor for top-notch quality network news productions. Flexible hours, travel required. Fax resume to:

RTL German TV  
(212)975-7448.

**Anchor**. Full-time weather/anchor. Congenial personality a must. Position includes co-anchoring early morning and noon newscasts. One year experience. Salary negotiable. Send tape and resume to Keith Silver, WWLP, P.O. Box 2210, Springfield, MA 01102-2210. EOE.

**WSFA**, the dominant NBC affiliate in Alabama's capital city is looking for someone who fits the "Best All Around" category. We need a General Assignment Reporter who can do it all-tell a good story, match pictures and words, fill-in anchor/producer, and handle live shots. 2-3 years reporting experience, strong writing skills, and good news judgement are a must. Computer knowledge is helpful. Send non-returnable tapes and resumes to: Lucy Riley, WSFA, 10 E. Delano Avenue, Montgomery, AL 36105. No phone calls, please. EOE.

**General Assignment Reporter**: Highly competitive ABC news leader in the Great Lakes region seeks applicants for General Assignment TV Reporter. 1 - 2 years experience required. Medium market. Women and minorities encouraged to apply. Reply to Box 00109 EOE.

**Ozarks Leading News Department is Seeking a Full-time Videographer**. Minimum two years experience required. tape demonstrating general, spot, and live abilities and resume to Steve Snyder, KOLR-10 News Director, P.O. Box 1716, Springfield, MO 65801. EOE.

**News Director**: Small market station seeking aggressive leader to direct award winning news team. We have the equipment to support our team - SNG truck, live van, computerized newsroom and plenty of talent. Must be a good leader who can motivate, manage and direct. Prior management experience preferred. Send resume to Jackie Rutledge, General Manager, KTXS-TV, P.O. 2997, Abilene, Texas 79606. EOE.

**News Operations**. In January, we debut as a Fox affiliate startup News Operation. Beginning next summer, KDNL will become an ABC affiliate. We want the best and the brightest. News anchors who know the streets, Sportscasters who know the score and Meteorologists who know what tomorrow brings. Since we're starting fresh we only want reporters with fresh ideas, producers with fresh approaches and videographers with fresh angles. Your tape should feature a variety of your live work. Only the best need apply. Send non-returnable tapes and resumes to: Gary Whitaker, News Director, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. Previous applicants need not re-apply. EOE.

**Television News Reporter**: Dominant number one station looking for the best. We want an aggressive, creative reporter with at least two years experience. Must be great live. Tape and resume to Eric Lerner, News Director, KWCH-TV, P.O. Box 12, Wichita, KS 67201. EOE. Minorities encouraged to apply.

**News Photographer** - Applicant should possess good motion picture photography and editing skills; understand and have working knowledge of electronic news gathering equipment including cameras, audio, editing, and microwave transmission; have at least one year experience in television news or related field; have an aggressive attitude, and be ready to work odd hours and weekends. College degree preferred. Full and part-time positions available. Send tape and resume to: Brian Zelasko, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602.

**News Producer**. WICS-TV is looking for an aggressive, creative, and organized News Producer for fast paced morning show. Excellent writing skills a must. Overnight hours. Monday thru Friday. Send non-returnable tape/resume to: Personnel Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62708. WICS-TV is an equal opportunity employer.

**News Producer**. KSDK, blockbuster top 20 station, searching for mainline producer. Must be creative, assertive, organized. Candidate needs at least four years newscast experience, superb writing and teasing skills. Excellent opportunity long term career satisfaction. Send resume, tape and news philosophy to Warren Canull, Director Human Resources, KSDK, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

**Helicopter Pilot/TV Reporter**. Minimum 1,000 hours rotorcraft. Commercial License, 2nd class medical, Instrument Rating required. No violations or accidents. Experience in Enstrom F Series preferred. Ability to learn on-air reporting. A&P, Instructor ratings gain extra consideration. Send resume and photo to: Bob Allen, VP and General Manager, KCRG-TV, P.O. Box 816, Cedar Rapids, Iowa 52406. EOE.

**Part-Time Sports Reporter**: needed for approximately 25 hours per week. Must be able to shoot on 3/4" and edit/produce package and produce sportscast; emergency fill-in anchor. You must mention where you saw this ad. No phone calls. Deadline is September 23. Please send to KSBW, Attn: Dan Bozzo, P.O. Box 81651, Salinas, CA 93912. EOE.

**Take charge type** needed for weekend Anchor/Producer at medium market, take charge TV station. Definitely not a job for the timid or inexperienced. Send resume and nonreturnable tape to Box 00105 EOE.

**Financial TV Correspondent** with at least 5 years experience wanted for a major TV news network. Reply to Box 00089 EOE.

**Reporter**. WEWS, Cleveland, is looking for a digger who can develop sources and stories. Excellent writing and story-telling skills essential. If you've got three years experience and a great non-returnable tape, send it, your resume, and your news philosophy to Paul Stueber, News Director, WEWS-TV, 3001 Euclid Avenue, Cleveland, OH 44115. No calls. EOE.

**Reporter/Weekend Weather Talent** needed by Midwest affiliate. Minimum two years experience. Computer experience a plus. Send resume and non-returnable tape to Box 00100 EOE.

**Aggressive Assignment Editor:** needed for California Central Coast affiliate. Need someone smart, creative, well-organized with good people skills. Minimum 1 year experience. You must mention where you saw this ad. No phone calls. Deadline is September 23. Please send to KSBW-TV, Attn: Dan Bozzo, P.O. Box 81651, Salinas, CA 93912. EOE.

**Sports Reporter.** WEWS, Cleveland, is not looking for a Warner or Marv clone. We need a solid pro, three years experience covering sports, who wants to cover the Browns, the Indians, the Cavs, and do backup sports anchoring. Please, no wannabes, no calls. Send non-returnable tape, resume, and a note telling what you'd do and how you'd do it to Paul Stueber, News Director, WEWS-TV, 3001 Euclid Avenue, Cleveland, OH 44115. No calls. EOE.

**WDEF-TV** is looking for weekend sports anchor/reporter. Great growth opportunity. Fine tune and practice your career with people who want to share, teach and help. Do the big league bit on weekends and be a great local story teller on weekdays. Team player. Must shoot and edit alone as well as work with videographer. Experience required. Women and minorities are encouraged to apply. Send tape and resume to Rick Russell, News Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE.

**Reporter/Weekend Weather Talent** needed by Midwest Affiliate. Minimum two years experience. Computer experience a plus. Send resume and non-returnable tape to: Box 00097 EOE.

**Supervising Producers** needed for a major TV news network. Must have major market management and line producing experience. Must be hard working, enjoy training entry level journalists and have solid knowledge of financial news. Reply to Box 00090 EOE.

**TV News Director** - WHBQ-TV, the newest FOX O&O, is looking for a dynamic News Director to direct a growing and competitive news department. We are looking for someone with experience in building a winning team and someone with strong leadership qualities. If you feel you are a leader for the future, send your resume to General Manager, WHBQ-TV, 485 South Highland, Memphis, TN 38111. No phone calls, please. We are an equal opportunity employer.

**Weatherperson:** WGXA (ABC) Macon Georgia looking for person with experience for weekday newscasts. Send nonreturnable tape and salary requirements to Ron Wildman, Box 340, Macon, Georgia 31297 - EEO.

**HELP WANTED PRODUCTION**

**Television Director/Producer.** Network affiliated production company seeks director/producer for multi-camera remote productions. Candidate must be capable of working in both live and post-produced formats with emphasis on sports. State of the art editing knowledge required. Minimum 5 years experience. Frequent travel and tight deadlines. Send resume and salary history to Box 00104 EOE.

**Producer/videographer/editor** who loves the outdoors and can handle a 1/2 hour program from conception to air. Large syndicated outdoor show looking for individual capable of field-producing, shooting and posting. Travel involved. Send resumes and demo tapes to P.O. Box 407, Brainerd, MN 56401.

**Producer.** WEWS, Cleveland. Do we give them what they need to know or what they want to know? Can't we do both? Lights and sirens, bells and whistles are easy, but if you had your chance to touch an audience, what would you do? If you've got three years experience and a great non-returnable tape, send it, your resume, and a statement of news philosophy to Paul Stueber, News Director, WEWS-TV, 3001 Euclid Avenue, Cleveland, OH 44115. No calls. EOE.

**Commercial Production Editor** with creative flair to edit local commercials, industrials and on-air programs. At least one year's experience editing TV commercial production. Excellent working knowledge of Ampex Vista and Ampex 4100 switchers, Abekas A51, Ampex Ace Editor with Beta SP or 1" time code editing, Dubner 20K CG, ESS-3 Still Store, 3/4" and Beta SP field and studio cameras and deck and New-Tech video loaster. Send resume, tape, and salary requirements to Box 00102 EOE. M-F.

**Graphics Artist.** Aggressive New England T.V. station has an immediate opening for an energetic, qualified broadcast graphics artist. Speed and creativity are essential. News graphics, commercial production, station promotion are all part of the mix. Send resume to WMUR-TV, Attention Steve Reardon, P.O. Box 9, Manchester, NH 03105.

**Future Producer Candidates:** No openings now. But, KMOL-TV in San Antonio is looking for some future molders and shapers in our producer corral. Packers and stackers need not apply. If you have a creative mind, are a good writer, have a flair for the visual and have good solid news judgement, we're looking for someone like you. Send resumes and tapes to: Tim G. Gardner, News Director, KMOL-TV, 1031 Navarro, San Antonio, Texas 78205. No phone calls or faxes please.

**Director of Commercial Production** for Florida Fox affiliate. New position due to our tremendous growth. This opportunity is for you if you're looking for supervisory responsibilities without giving up the hands-on work, if you have strong creative talents, a dynamite reel, linear/nonlinear computerized editing knowledge, and excellent organizational skills. Television commercial production experience required (no beginners); prefer applicants from the southeast. Rush VHS reel and resume to Sandie Moore, Operations Manager, WPGX-TV/Fox 28, P.O. Box 16028, Panama City, FL 32406-6028. EEO/drug screening employer. Expected start date on/about 10/1/94.

**Broadcast/Audio/Video Communications Expert** - U.C. Berkely Public Information Office. Professional develop, Maintain media contacts, place stories; broker talk show interviews; develop, produce, advise on audio/video productions; write articles, respond to media inquiries. Qualifications: professional news writing, extensive broadcasting experience; translate scholar's idiom to popular prose; familiarity with higher education issues preferred. Send resume, references to Personnel Office, Job #08-504-50/PA, 7 University Hall, Berkeley, CA 94720-3540.

**Broadcast Production/Operations Manager:** KATU, one of the strongest ABC affiliates in the country, is seeking an innovative, results-oriented leader with excellent people skills. Requires extensive production and operations experience and a minimum of five years managerial experience including capital and operating budgets. Excellent benefits and a great future at the #1 station in the Great Northwest. Mail resume and tape to: Jan Allen, KATU, P.O. Box 2, Portland, OR 97207. EOE.

**Managing Producer, KERA/KDTN, Dallas, TX.** KERA/KDTN seeks B.A., excellent writing, communications, management skills and planning/production experience to initiate and oversee program planning, funding proposals, pipeline information systems and coordinate with all company departments and other stations in R&D of ideas. Send your resume, cover letter and salary history Attn: HN, 3000 Harry Hines Boulevard, Dallas, TX 75201. EOE.

**Promotion/Marketing Manager** for top ABC affiliate in the Carolinas. Candidate must have tape that can be verified as their own work, and be up to speed on most production equipment. Send tape, cover letter and resume to WCBD-TV, Personnel Dept. #871, P.O. Box 879, Charleston, SC 29402. EOE M/F Drug Screening.

**HELP WANTED PROGRAMING PROMOTION & OTHERS**

**PROMOTION WRITER/PRODUCER**

Looking for the perfect fit! 3-5 years of experience in affiliate TV news promotion with positive team attitude and work ethic to match. Strong writing skills a must, with b'ground in film, videotape and audio production. D-2 suite, k-scoops, Abekas, Inffint, Henry, Harriet and more.

Human Resources  
WFAA-TV  
606 Young Street  
Dallas, Texas 75202  
EOE - M/F



**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.

**For all your Classified Needs, Call Antoinette Fasulo 212-337-7073**

**Promotion Director:** Only the cutting edge, truly creative need to apply! Small midwestern affiliate tired of being number two needs a creative dynamo to market our station. Do you have vision, the ability to develop strategic marketing warfare, and the fortitude to get it done? If you are a creative whiz looking for a new challenge, send tap and resume to Box 00103 EOE.

**Promotion Producer.** ABC affiliate in Richmond, VA needs a dynamic self-starter to write/produce daily news topicals and special news series. If you are a team player who has an instinct for news, please send a non-returnable tape, resume and references to Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. Excellent benefits. An equal opportunity employer; women and minorities encouraged to apply.

**HELP WANTED MARKETING**

**Promotion Producer/Director:** Looking for creative/cutting edge "hands-on" production oriented producer with a minimum of two years experience. Photography and computer editing skills required. Experience with motion picture film a big plus! Please send tape and resume ASAP to Personnel Manager, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27106. WXII is a Pulitzer Broadcasting Company and an Equal Opportunity Employer.

**SITUATIONS WANTED MANAGEMENT**

**President/GM/Owner,** 25 years experience in Broadcasting, TV & Radio management. Equity situations preferred. I can solve your management problems. Ron Hale (205)995-5744.

**SITUATIONS WANTED TECHNICAL**

**Seasoned team of Engineering and Production** personnel seeking a new challenge; Startups, Production and Operation. With your resources and our talent, we will build a bright and prosperous future together. Reply to Box 00099.

**29 years Broadcast Engineering.** 19 years as hands-on Television Chief Engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please Reply to Box 00098.

**SITUATIONS WANTED NEWS**

**College Football Sidelines Reporter.** Creative, informative, interesting. Experienced. Available immediately. Tape and resume on request. Self-represented. Pete Royce (508) 845-1736.

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**DEMO LINE 818.766.6980**

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**RESUMES RESUMES**

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**CABLE**

**HELP WANTED MANAGEMENT**

**PAY/CABLE PROFESSIONAL**

Universal City Studios' pay television is seeking an experienced professional to assume responsibility for its day-to-day domestic cable and DBS pay-per-view marketing and sales activities, the company's expansion into NVOD and VOD, and the licensing of filmed entertainment product to domestic pay programming services. Send your resume in confidence to:

**UNIVERSAL PAY TELEVISION, INC.**  
ATTN: EVP  
**70 UNIVERSAL CITY PLAZA, STE. 435**  
**UNIVERSAL CITY, CA 91608**  
**OR FAX: 818-733-0188**  
EOE

**TRAFFIC MANAGER**

Growing Cable TV Company is seeking talented individuals to lead television commercial advertising scheduling and billing functions at Cable TV Systems in Metropolitan Michigan & Illinois locations. Superior PC literacy and previous supervisory experience required.

Send resume to:  
**Dept. MG-2307**  
**P.O. Box 2190**  
**Oak Park, IL 60303**  
EOE M/F/D/V

**Counsel.** ESPN, the Total Sports Network, seeks a Counsel for its Legal Department located in Bristol, Connecticut. The selected candidate will be intensively involved in drafting, reviewing and assisting in the negotiating of contracts and other documents; overseeing conduct of litigation; and investigating questions of unauthorized use of ESPN's intellectual property. The individual will also assist in analyzing federal, state and local laws and regulations to ensure compliance with contractual and other legal obligations. Candidates must be law school graduates with three (3) to five (5) years experience in entertainment, communications and/or intellectual property law; experience with an MSO or satellite programmer would be a plus. The successful candidate will have excellent academic credentials and be admitted and eligible to practice in one or more states. Qualified individuals interested in applying, please send your resume and salary requirements to: ESPN, Inc., ESPN Plaza, Bristol, CT 06010, Attn: Human Resources Department, Department BC9/94TT. An equal opportunity employer.

**National Accounts Manager.** C-SPAN is seeking a National Accounts Manager responsible for business aspects of MSO relations including communications with key executives, negotiation of contracts and carriage policies and execution of strategic objectives of all C-SPAN networks; and representation of C-SPAN in the cable industry. 3-5 years required in account management, public affairs; cable or communications industry experience preferred. Knowledge of and interest in public affairs essential. Send resume and salary requirements to C-SPAN, Human Resources/B&C, 400 N. Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

**SITUATIONS WANTED PRODUCTION**

**15 years experience** running local cable channel, editing, camera, lighting, producing/directing, training interns. Syndicated programs locally, statewide and national. Reply to Box 00101.

**YOUR AD  
COULD  
BE HERE!**

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To place an ad in  
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call **Antoinette Fasulo**  
**212-337-7073**  
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If you can sell, have a great sense of humor, and can keep a conversation interesting and involving for extended periods of time, this may be your opportunity. We're currently seeking energetic, charismatic program hosts for our West Chester, PA based channel.

To gain the national recognition that only QVC can offer, send us your resume and head shot and tell us why there's no one better to help us bring timely merchandise to our customers. Tell us what successes you've already had and what you can do for us. Send your resume and cover letter to: **QVC, Inc., Human Resource Dept., Ref. Code BC, 1365 Enterprise Drive, West Chester, PA 19380-0844.** We are an equal opportunity employer. Demo tapes are also welcomed.



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**TV News entry-level employment** is our specialty. Send non-returnable tape and resume to M.C.S., Box 502, Santa Ysabel, CA 92070. 619-788-1082.

**Reporters, Anchors and Producers!!!** You deserve the best chance to achieve your career goals. **NEWSDirections** can help. Affordable, reliable, professional. (615) 843-0547.

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**How to get a job** as a TV news reporter: workshop September 24. Call Julie Eckhart, ESP (914) 937-1719.

**Anchor, Reporters, Producers!** You're looking for a job and you're not getting any response. C...Marketing Works "Tips on Tape" audiocassette not only critiques your work, we tell you what can give you the edge. Call 603-888-6788.

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

**Immediate Financing** on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment. No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding 800-275-0185.

**WANTED TO BUY STATIONS**

**Looking for small broadcast station** with R.E. in attractive area. Will lease or purchase if terms are good. Fax 702-228-9171 or call 702-363-0660.

**WANTED TO BUY EQUIPMENT**

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

**FOR SALE EQUIPMENT**

**Studio equipment for sale.** Two complete broadcast facilities now in operation. Available early fall. Pacific Recorders turn-key studios with all equipment. Bill Massey, WKHX/WYAY, Atlanta, GA. 404-955-1010.

**Overstock Sale!** 10kW Klystron transmitter. 6 1/8" Dielectric rigid transmission line and components. Andrew transmission line components. Call LARCAN-TTC, 303-665-8000, EXT. 114, for complete list.

**Broadcast equipment (used):** AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, Fax 313-664-9427.

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

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**THOMAS B. COOKERLY, RECEIVER,**  
HAS RECEIVED AUTHORIZATION FROM THE COURT TO SOLICIT BIDS FOR:

- KIMO-TV ANCHORAGE
- KATN-TV FAIRBANKS
- KJUD-TV JUNEAU

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:

**KALIL & CO., INC.**  
3444 NORTH COUNTRY CLUB  
TUCSON, ARIZONA 85716  
(602) 795-1050



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**Florida Keys,** excellent radio properties, plus great living. Also Hispanic and Urban AMs in major Florida markets. Beckerman Associates, 813-971-2061.

**CORRECTION**

WYOC FM in High Springs, Florida was inadvertently listed by this firm as being for sale for \$750,000 in the August 22 issue of Broadcasting and Cable Magazine. The Thorburn Company does not represent the station nor does it have the station listed for sale and apologizes for the error.

**The Thorburn Company**  
5465 Young Deer Drive  
Cumming, Georgia 30131  
404-781-8740

**FLORIDA**

FM CENTRAL FLA. COLLEGE TOWN .....\$750K  
FM GULF COAST CLASS C UNBILT .....\$1.5M  
AM EAST COAST GIANT SIGNAL .....\$450K

**HADDEN & ASSOC.**  
407-365-7832

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**HELP WANTED INSTRUCTION**

**Faculty Position.** Teach hands-on broadcast journalism/visual communication skills in a state-of-art video editing/broadcast lab. Prior broadcast news experience and computer skills are for this August 1995 anticipated position. Master's degree required; Ph.D or ABD preferred. Review of applications will begin October 1, 1994 and will continue until the positions are filled. Send letter of application, a current resume and the names of three references to Professor Robert McMullen, Chair, Search committee, Manship School of Mass Communications, Louisiana State University, Baton Rouge, LA 70803-7202. LSU is an equal opportunity employer.

**FOR ALL YOUR  
CLASSIFIED NEEDS, CALL:  
ANTOINETTE FASULO**  
**TEL: 212-337-7073**  
**FAX: 212-206-8327**

**BROADCASTING & CABLE'S CLASSIFIED RATES**

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

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

New Deadline is Monday at 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

### Actions

**KMTW(AM)-KKLZ(FM) Las Vegas** (AM: BAL940314EA; FM: BALH940314EB)—Action Aug. 24.

**zKKJY-FM Albuquerque, NM** (BALH940601GE)—Action Aug. 11.

**KAMX-AM-FM Albuquerque, NM** (AM: BAL940516EB; FM: BALH940516EC)—Action Aug. 11.

**KKJI(FM) Gallup, NM** (BALH940615GI)—Action Aug. 16.

**KXTC(FM) Thoreau, NM** (BALH940615GF)—Action Aug. 16.

**WGRZ-TV Buffalo, NY** (BTCCT940214-KJ)—Action Aug. 19.

**WBBW(AM)-WBBG-FM Youngstown, OH** (AM: BAL940701GI; FM: BALH940701GJ)—Action Aug. 23.

**KLAK(FM) Durant, OK** (BALH940621GE)—Action Aug. 16.

**KIXR(FM) Ponca City, OK** (BALH94-0624GE)—Action Aug. 10.

**WUSL(FM) Philadelphia** (BTCH94-0214KO)—Action Aug. 19.

**WTEL(AM) Philadelphia** (BAL940726EA)—Action Aug. 16.

**WARD(AM) Pittston, PA** (BTC940519EA)—Action Aug. 16.

**WYQE(FM) Naguabo, PR** (BAPH940809-

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.

GG)—Action Aug. 23.

**WOLS(AM) Florence, SC** (BAL940726-EA)—Action Aug. 16.

**KDLT(TV) Mitchell, SD** (BALCT940707-KF)—Action Aug. 26.

**WATE-TV Knoxville, TN** (BALCT940617-KF)—Action Aug. 24.

**KKHR(FM) Anson, TX** (BALH940623GF)—Action Aug. 19.

**KKMY(FM) Orange, TX** (BAPLH940725-GO)—Action Aug. 11.

**KOLE(AM) Port Arthur, TX** (BAL940725-GK)—Action Aug. 11.

**WQOW-TV Eau Claire, WI** (BTCCT940214-KI)—Action Aug. 19.

**WXOW-TV La Crosse, WI** (BTCCT940214-KG)—Action Aug. 19.

**WKOW-TV Madison, WI** (BTCCT940214-

KF)—Action Aug. 19.

**WAOW-TV Wausau, WI** (BTCCT940214-KH)—Action Aug. 19.

**KQMB(FM) Midvale, UT** (BAPH940809-GH)—Action Aug. 22.

**WBFL(FM) Bellows Falls, VT** (BALH-940801GG)—Action Aug. 23.

**WZFM(FM) Narrows, VA** (BALH940405-GH)—Action Aug. 15.

**WRIC-TV Petersburg, VA** (BALCT940617-KH)—Action Aug. 24.

**KBCS(FM) Bellevue, WA** (BTCED94-0808GE)—Action Aug. 23.

**WBAY-TV Green Bay, WI** (BALCT-940617KG)—Action Aug. 24.

**WHKQ(FM) Racine, WI** (BALH940516-GM)—Action Aug. 15.

**KQLT(FM) Casper, WY** (BALH940613GF)—Action Aug. 12.

### Dismissed

**WTPX(FM) Fort Lauderdale, FL** (BTCH-930329GE)—Action Aug. 3.

**KHVO(TV) Hilo, HI** (BTCCT930329KV)—Action Aug. 3.

**KMAU(TV) Wailuku, HI** (BTCCT930329-KW)—Action Aug. 3.

**WKIO(FM) Urbana, IL** (BTCH930329GG)—Action Aug. 3.

**WGRZ-TV Buffalo, NY** (BTCCT930329-KS)—Action Aug. 3.

**WUSL(FM) Philadelphia** (BTCH930329-

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GF)—Action Aug. 3.

**WQOW-TV Eau Claire, WI** (BTCCT930329-KQ)—Action Aug. 3.

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**WKOW-TV Madison, WI** (BTCCT930329-KO)—Action Aug. 3.

**WAOW-TV Wausau, WI** (BTCCT930329-KR)—Action Aug. 3.

**KTRS(FM) Casper, WY** (BALH940531GJ)—Action Aug. 8.

**FACILITIES CHANGES**

**Actions**

**West Point, GA** WCJM(FM) 100.9 mhz—Granted app. of Radio Valley Inc. for CP to make changes: ERP: 6 kw; ant. 54 m.; correct coordinates of existing tower. Action Aug. 10.

**Honolulu** KHPR(FM) 88.1 mhz—Dismissed app. of Hawaii Public Radio for CP to make changes: ERP: 100 kw; ant. 600 m.; TL: 4.8 km NE of town on Palehua Rd. at Palehua Communications site. Install DA. Action Aug. 11.

**Ishpeming, MI** WMQT-FM 107.5 mhz—Granted app. of Taconite Broadcasting Inc. for one-step to change channel to 299C1. Action Aug. 4.

**Clarksdale, MS** WWUN-FM 101.7 mhz—Granted app. of Delta Christian Radio Inc. for CP to make changes: ERP: 25 kw; ant. 100 m.; TL: N side Hwy 1, approx. 10 miles N of Clarksdale, MS, antenna supporting-structure height, class C3; and to change frequency from 101.7 mhz to 101.5 mhz (per MM docket 89-551). Action Aug. 15.

**St. Louis** KEZK-FM 102.5 mhz—Granted app. of Compass Radio of St. Louis Inc. for CP to make changes: ERP: 14.5 kw; ant. 122 m.; TL: 2628 Porter Ave., Brentwood, St. Louis, MO. Action Aug. 11.

**Manlius, NY** WAQX-FM 95.7 mhz—Granted app. of Pilot Communications of Syracuse Inc. for CP to install auxiliary antenna system (for auxiliary purposes only). Action Aug. 10.

**Jacksonville, NC** WQSL(FM) 92.3 mhz—Granted app. of Ferguson Radio Co. Inc. for CP to make changes: ERP: 22.7 kw; ant. 221 m.; TL: 1.6 km SW of intersection of NC Hwy 210 and secondary Rd. 1518, 0.6 km SE of Folstone (Onslow Co.), NC. Action Aug. 10.

**Wishek, ND** KAEI(FM) 92.3 mhz—Granted app. of Two Rivers Broadcasting Inc. for mod. of CP to make changes: ant. 159 m.; TL: 15.88 km W of Wishek, ND, on bearing of 900, McIntosh Co., ND. Action Aug. 16.

**Delta, OH** WBUZ(FM) 106.5 mhz—Dismissed app. of Toledo Radio Inc. for mod.

of CP to make changes: ERP: 3.151 m.; ant. 94 m.; TL: Old State Line Rd., Lucas Co., 0.8 km W of Scott Rd. and Old State Line Rd Intersection and to change antenna supporting-structure height. Action Aug. 23.

**Marysville, OH** WAKS(FM) 105.7 mhz—Granted app. of Tel Lease Inc. for CP to make changes: ERP: 1.63 kw; ant. 156 m.; TL: adjacent to US 33, 1.85 km NW of intersection with US 42 in Jerome Township, Union City, OH. Action Aug. 19.

**Broken Bow, OK** KKBI(FM) 106.1 mhz—Granted app. of Carephil Comm. for mod. of CP to make changes: ERP: 17.2 kw; TL: Sulphur division, McCurtain Co., OK, 0.2 mi SW of US Rte 259, 1.85 NW of E High Peak; frequency changed to 106.1 mhz. Class changed to C2. ant. 249 m. Action Aug. 15.

**Emporia, VA** WEVA-FM 99.5 mhz—Dismissed app. of Stone Broadcasting Corp. for mod. of CP to make changes: ERP: 3.2 kw; ant. 138 m.; TL: 1.9 km E of I-95, on N side of Low Ground Rd. (part of Burrus Farm), Emporia, VA (Greensville, Co.). Action Aug. 11.

**South Hill, VA** WSHV(FM) 105.5 mhz—Granted app. of Old Belt Broadcasting Corp. for CP to make changes: ERP: 15 kw; ant. 95 m.; change frequency to 98.9 mhz; and class to C3 (per MM docket 93-30). Action Aug. 12.

**THIS WEEK**

**Sept. 12-13**—UK Cable, Telephony & Finance. Sponsored by *Kagan World Media Ltd.* Hotel Conrad/London. Contact: Genni Russell, (408) 624-1536.

**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**—"Partnerships Along the Superhighway" dinner and panel discussion sponsored by the *Southern California Cable Association*. Long Beach Hilton, Long Beach, Calif. Contact: Rosemary Roope, (310) 316-0558.

**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. 13-14**—Online Developers Conference, Parc Fifty Five Hotel, San Francisco. Sponsored by *Jupiter Communications Company*. Contact: Harry Larson, (800) 488-4345.

**Sept. 13-15**—*Brazilian Broadcasters and Broadcasting Industry's* 15th exhibition of equipment for broadcasting, 19th Brazilian Congress of Broadcasting and 14th broadcasting seminar, Goiania, Goias, Brazil. Contact: 55-61-224-4600.

**Sept. 13-16**—*National Association of Black Owned Broadcasters* 18th annual broadcast management conference, ANA Hotel, Washington. Contact: (202) 463-8970.

**Sept. 14**—Advertising Issues II Forum, Marriott EastSide, New York. Sponsored by the *Association of National Advertisers*. Contact: Roseward Sky, (212) 697-5950.

**Sept. 14-18**—*International Broadcasting Convention* biennial meeting, Amsterdam, Holland. Contact: Sarah Campbell, 44-71-240-3839.

**Sept. 16-17**—Creating Critical Viewers conference, Yale University, New Haven, Conn. Presented by *NATAS*. Contact: Trudy Wilson, (212) 586-8424.

**Sept. 17-19**—*National Association of Broadcasters* Television Meetings TV 100+ Exchange, Nashville. Contact: Kathy Muller, (202) 775-3527.

**Datebook**

**SEPTEMBER**

**Sept. 19-22**—*National Association of Telecommunications Officers and Advisors* 14th annual conference, John Ascuaga's Nugget, Sparks/Reno, Nev. Contact: Renee Winsky, (202) 626-3160.

**Sept. 20**—Talk on "The Globalization of the Entertainment Industry," sponsored by *The Global Business Association*. Speaker: John Healy, The Rieger Smith Hotel, New York City. Contact: Doris Gilman, (212) 929-7521.

**Sept. 20**—Investing in Wireless Telecom, Waldorf-Astoria, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

**Sept. 20**—*CTAM New York* Blue Ribbon Breakfast, The Rainbow Room, New York City. Speaker: Roger Ailes. Contact: Rebecca Kramer, (212) 268-3888.

**Sept. 21-22**—Cable Telco Values and Finance, Waldorf-Astoria, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

**Sept. 22**—*IRTS Foundation* newsmaker luncheon, "Media Mania," The Waldorf-Astoria, New York. Contact: (212) 867-6650.

**Sept. 22-23**—*Institute of Electronic & Electrical Engineers/Broadcast Technology Society* 44th annual broadcast symposium, Washington, D.C. Contact: Susan Crawford, (202) 659-3707.

**Sept. 22-25**—*Women in Communications Inc.*

**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.

1994 annual conference and Communicator's Expo, Dallas. Contact: Margaret Jenkins, (703) 920-5555.

**Sept. 23**—1994 Service to Children Symposium presented by *National Association of Broadcasters*; sponsored by *McDonald's*. ANA Hotel, Washington, D.C. Contact: (202) 429-5425.

**Sept. 24**—Workplace diversity seminar sponsored by *American Women in Radio and Television Inc.* Hershey Hotel, Hershey, Pa. Contact: (703) 506-3290.

**OCTOBER**

**Oct. 10-14**—*MIPCOM*, international film and program market for TV, cable, video and satellite. Palais des Festivals, Cannes, France. Contact: Barney Bernhard, (212) 689-4220.

**Oct. 12-15**—*National Association of Broadcasters* Radio Show, Los Angeles. Contact: Doug Wills, (202) 429-5350.

**Oct. 12-15**—*Radio and Television News Directors Association* international conference, Los Angeles. Contact: Doug Wills, (202) 429-5350.

**Oct. 12-15**—*Society of Broadcast Engineers* engineering conference, Los Angeles. Contact: Doug Wills, (202) 429-5350.

**Oct. 12-15**—*SMPTE* 136th annual technical conference, Los Angeles. Contact: Doug Wills, (202) 429-5350.

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

**DECEMBER**

**Dec. 1-3**—*MIP Asia*, international film and program market for TV, cable, video and satellite. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: Barney Bernhard, (212) 689-4220.

**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**

## James Douglas Williams

**D**reams can come true. At least that's the case for Oklahoma broadcaster Doug Williams.

Williams is running his own radio station—something he's dreamed of doing since his days growing up in Sharon, Okla. He is president/general manager and part owner of KWOX-FM Woodward, Okla. Williams also operates channel 24, a low-power TV station there. He's on the air himself, every morning from 6:30 to 8:30.

Williams has been fascinated with the medium since he was a boy. But it wasn't just sports and music he found captivating. He vividly recalls listening to the Democratic and Republican political conventions when he was 10. "I was just absolutely fascinated with radio's ability to control the theater of the mind," he says.

He considers himself lucky that he could work his way through law school at the University of Oklahoma as a disk jockey. "I loved the business," he says. However, Williams decided to pursue a career with the FBI, hoping one day to return to broadcasting.

From 1968-72 he worked as a special agent in Birmingham, Ala., handling interstate shipping thefts. Later the FBI sent him to Los Angeles to fight organized crime and gambling.

But Williams and his wife, who was pregnant, decided they'd be happier raising a family in Oklahoma. He resigned in 1972 and moved to Woodward. He practiced law there until KWOX-FM went on the air in 1983.

During his years as a trial lawyer, Williams's family bought KJAK-FM, just outside Lubbock, Tex. He supervised the operation of that station for several years while practicing law full-time. The Lubbock station still is owned by his family; it has a Christian format and also airs local sports programming.

Williams and his sister own KWOX-FM. They built the station from the ground up. It covers 16 counties in Oklahoma, four in Texas and four in Kansas and has a country-music format.

"We're successful because we do what we should do, which is address what the public wants us to address.



In this area of the country, that's sports, news and information," Williams says.

Williams also insures that local and national politicians have access to his station's airwaves, interviewing them when they come by. He spends at least one morning show each month talking with Woodward's Republican congressman, Frank Lucas. When Williams is in Washington, he uses broadcast facilities on Capitol Hill to interview members of Oklahoma's congressional delegation.

These days Williams is in Washington at least once a month, fulfilling his responsibilities as chairman of the National Association of Broadcasters' radio board.

As a small-market radio broadcaster serving rural America, Williams brings a special perspective to the association. "He has a clear view of the positive and negative benefits of government regulation on small-market broadcasters," says NAB Presi-

dent Eddie Fritts.

Under Williams's leadership, small-market broadcasters can expect to have a strong voice at the NAB, Fritts says.

"It's the mom-and-pop broadcasters in this country that make broadcasting so effective," Williams says. While large-market broadcasters also play an important role, it is mostly small-market stations that are now the "full-service broadcasters," he says.

Williams is especially worried about the potential threat of satellite-delivered digital audio broadcasting (DAB): "It would decrease my audience. I have to have a very large share of the market in rural America in order to be viable."

Williams admits that his argument against DAB might sound like protectionism, but he's convinced that DAB will have a "devastating effect on small-market stations."

Williams also would like the NAB to take a "proactive role" in helping the industry recruit more women and minorities. "Rather than trying to maintain quotas and shuffle all the paperwork, why not actively recruit

women and minorities into our business?" he asks. NAB and state associations should be "actively selling what we do to minorities."

And he would like NAB to set up a special database listing women and minorities who are looking for broadcasting

**President/general manager/part owner, KWOX-FM Woodward, Okla.; b. April 2, 1942, Sharon, Okla.; BA, business management, University of Oklahoma, 1965; JD, University of Oklahoma, 1968; special agent, FBI, Birmingham, Ala., Los Angeles, 1968-72; trial lawyer, Wright, Lowrey & Williams, Woodward, 1972-83; current position since 1983; divorced; child: Brooke, 18.**

jobs.

Williams has called for an increase in the NAB budget for such an initiative. It may not be a popular idea, but Williams thinks it is something the industry needs to do.

Meanwhile, back at his station, Williams seems to have actively recruited another future broadcaster, his daughter, Brooke. She spent the summer working at the station and plans to study the profession in college.

—KM

# Fates & Fortunes

## BROADCAST TV



Sarnoff

**Tim Sarnoff**, VP, animation production management, Warner Bros. Animation, Burbank, Calif., named senior VP.

Appointments at WAGA-TV Atlanta: **Kathy Soifer**, senior assignment editor,

named planning editor; **Mark Shavin**, producer, named executive producer; **Doug Minor**, NSM, WRAL-TV Raleigh, N.C., joins as LSM.

**Patrick Wallace**, promotions producer, KSDK(TV) St. Louis, named assistant promotion manager.

**Michael Martinez**, president/GM, *Nuestro Tiempo*, published by the *Los Angeles Times*, Los Angeles, joins KVEA(TV) Corona, Calif., as VP/GM.

**Tom Cosgrove**, media supervisor, Leo Burnett, USA, Chicago, joins Fox Broadcasting Co., New York, as director, research and marketing.

**John Gilbert**, weekend anchor/reporter, WPEC(TV) West Palm Beach, Fla., joins KDFW-TV Dallas as reporter.

**Robert Cohen**, executive VP, Jerome H. Schmelzer & Associates, Cleveland, joins KOTV(TV) Tulsa, Okla., as assistant news director.

**Bradley Nilsen**, GSM, KNXV-TV Phoenix, named assistant GM.

**Catherine Wompey**, creative director, KARE(TV) Minneapolis, joins WCCO-TV there as design director.

**Diane Pierce**, community affairs director, WMMS(FM)/WHK(AM) Cleveland, joins WHMM(TV) Washington as membership producer.

**Peter James**, GSM, WTAJ-TV Altoona, Pa., named GM.

**Lena Sadiwskyj**, assistant news director, WBRC-TV Birmingham, Ala., joins KDFW-TV Dallas as executive producer, special projects.

Appointments at WNEM-TV Saginaw, Mich.: **Jennifer Hogan**, news producer, WJRT-TV Flint, Mich., joins as assistant news director; **Ric Mixter**, reporter/photographer, named executive

producer; **Art Neil**, sports anchor, named sports director; **Holly Sheppard**, producer, WBPN-TV Traverse City, Mich., joins as news producer; **Christine Mahoney** and **Diann Sytek**, both reporters, WEYI-TV Saginaw and WBPN-TV Traverse City, respectively, join as reporter/anchors.

**Steve Burton**, anchor, *Red Sox Digest* and *Instant Replay*, New England Sports Network, Newton, Mass., joins WBZ-TV Boston as sports reporter/anchor.

**Lisa Casalegno**, producer, KSAZ(TV) Phoenix, joins KXTV(TV) Sacramento, Calif., in same capacity.

Appointments at WMAR-TV Baltimore: **Joe Hammann**, sports producer, WBAL-TV there, joins in same capacity; **Jefferson Slade**, associate sports producer, WBFF(TV) there, joins as part-time editor; **Deborah Sherman**, reporter/anchor, WRIC-TV Petersburg, Va., joins as general assignment reporter.

Appointments at WZTV(TV) Nashville: **Judi Barnes**, local sales manager, named director, sales; **Robert Rose**, account executive, named national sales manager.

**Janice Rogers**, weekend anchor, WVTM-TV Birmingham, Ala., joins WBRC-TV there as reporter/anchor.

**Carole Gibson**, freelance producer, *Company* talk show, Detroit, joins WXYZ-TV there as executive producer.

**Mike Muirhead**, senior account executive, John Blair Communications, Dallas, joins KFDX-TV Wichita Falls, Tex., as GM.

**Hal Harrison**, VP, post-production, Viacom Productions, Hollywood, joins Paramount Network Television there in same capacity.

Appointments at WB Television Network, Burbank, Calif.: **Jordan Levin**, director, comedy development, Disney Television there, joins as head, comedy development; **Kathleen Letterie**, casting executive, *The John Larroquette Show*, Los Angeles, named head, talent.

**Joe Avellar**, reporter, KCBS-TV Los Angeles, joins WNBC(TV) New York as general assignment reporter.

Mass.: **Dale Dorman**, on-air host, named operations manager; **Tad Bonvie** and **David Corey** named music director and music coordinator, respectively.

**Allen Chlowitz**, GM, KLSX(FM) Los Angeles/KRLA(AM) Pasadena, Calif., adds additional responsibilities as VP.

**Paul Talbot**, director of sales, Phoenix Radio Stations, Phoenix, named VP/GM.



Ganzak

**Robert Ganzak**, GM, WHFB-AM-FM Benton Harbor-St. Joseph, Mich., named president.

**Neil Olsson**, GM, KDUK-AM-FM Eugene, Ore., joins KVLV(FM) Edinburg, Tex., in same capacity.

**Tom Matheson**, VP/GM, WBBM-FM Chicago, joins KYCY-FM San Francisco in same capacity.

## CABLE

Appointments at The Travel Channel, Atlanta: **Colleen Morrissey**, account executive, Turner Broadcasting System Inc., Atlanta, joins as divisional director, central region; **Doug DePriest**, production manager, The Weather Channel, Atlanta, named manager, current programming.

Appointments at Z Music, Nashville: **Tim Mercer**, manager of programing production, Outdoor Entertainment there, joins as director of creative services; **Lee Chesnut**, director of marketing and promotions, A.C. Entertainment, Knoxville, Tenn., joins as marketing coordinator; **Susan Holtermann**, director, marketing and promotions, A.C. Entertainment, Knoxville, joins as marketing coordinator.

**Lauren Medlock**, lawyer, Los Angeles, joins Time Warner Cable, Englewood, Colo., as manager, public and governmental affairs.

**Sandra Mann**, manager, regional tele-marketing, CableVision, Lincoln, Neb., named educational coordinator.

Appointments at SportsChannel, Woodbury, N.Y.: **Jackie Lyons**, producer, named producer/director *Game Time*; **Leslie Howlett**, manager, production finance and operations, adds pro-

## RADIO

Appointments at wxks-FM Medford,

gram scheduling to her responsibilities; **Mark Callahan**, manager, program acquisition and scheduling, adds development to his duties.

Appointments at ESPN Inc., New York: **Shari Leventhal**, director, advertising, named director, marketing, creative services; **Trez Bayer**, independent director/producer, joins as director, on-air promotions; **Allan Broce**, advertising manager, Pepsi-Cola Co., New York, named director, advertising, consumer marketing.

## MULTIMEDIA



**Sueann Ambron**, VP, advanced media, Paramount Technology Group, Palo Alto, Calif., named executive VP, Viacom On-Line Services, New York.

Ambron

**Mark Hershhorn**, president/COO, Buckeye Communications, New York, joins National Media Corp., Philadelphia, as president.

Appointments at Southern Multimedia Communications, Atlanta: **Pat Shannon**, VP, corporate development and **Bruce Posey**, executive director, public policy, both of US West, Englewood, Colo., join as VP/CFO and VP, public policy, respectively.

**James Hart**, VP/GM WBIR-TV Knoxville, Tenn., named president, Multimedia Broadcasting Co., Greenville, S.C.

**Lawrence Heileman**, director, fundraising programming, PBS, Alexandria, Va., joins WHYI Inc., Philadelphia, as director, development.

**John VanStrydonck**, president/CEO, NAPP Systems Inc., Davenport, Iowa, named chairman/CEO and publisher, *Rapid City Journal*, Rapid City, S.D.

## ADVERTISING

**Sara Stern Levin**, manager, new property development, United Media Licensing, N.Y., joins Hamilton Projects Inc. there as director, marketing services.

Appointments at HCI Inc., San Antonio, Tex.: **Jose Santos**, program director, KSUV-AM/FM McFarland, Calif., joins as programming consultant; **Del Beveridge**, account executive, New City Communications, San Antonio, joins

as sales consultant.

**Gary Quackenbush**, VP/group account manager, Neale-May & Partners, Palo Alto, Calif., joins The Benjamin Group Inc., Campbell, Calif., as VP/business unit director.

**Betsy Frank**, senior VP, Saatchi & Saatchi Advertising, New York, named executive VP/director, strategic media resources.

## SATELLITE/WIRELESS

**Jack Beaton**, VP, American Cable Advertising, San Antonio, Tex., joins American InfoChannel, Bow, N.H., as national sales representative.

**Charles Werner**, business unit manager, Andrew Corp., Houston, joins Microwave Networks Inc. there as director, program management.

Appointments at Group W Satellite Communications, Stamford, Conn.:

**Michael Weinstock**, president/owner, Epicure Candy Company, New York, joins as director, promotion, marketing services; **Scott Hébert**, freelance writer/producer/director, joins as creative director, marketing services.

Appointments at United States Satellite Broadcasting: **Rolinda Day**, director of marketing, Superstar Satellite Corp., Tulsa, Okla., joins as manager of subscriber marketing, St. Paul, Minn.; **Tom French**, senior brand manager, Hiram Walker & Sons Inc., Windsor, Ont., joins as director of consumer marketing, St. Paul; **Sara Harrell**, director of subscriber marketing services, World Satellite Network, Minneapolis, joins as manager of trade advertising and affiliate relations, St. Paul.

## ALLIED FIELDS



Rosenbluth

**Hal Rosenbluth**, senior VP, Kaufman Astoria Studios Inc., Astoria, N.Y., named president/COO.

**Debbie Bardon**, account executive, KTVU-TV San Francisco, joins Cox Video Marketing, Oakland, Calif., as director of sales and marketing, western region.

**Kirstine Layfield**, director, international sales, Paragon International, Toronto,

Ont., named VP, international sales and operations.

## TECHNOLOGY

**Bernard Schaeffer**, senior VP, research, Hay/Huggins Co., Philadelphia, joins General Instrument Corp., Chicago, as director, benefits.

**James Barton**, VP/GM, Silicon Graphics, Mountain View, Calif., named president/GM of Interactive Digital Solutions there.

**Andy Butler**, staff engineer, conference programming, National Association of Broadcasters, Washington, joins Broadcast Electronics Inc., Quincy, Ill., as marketing manager, RF and studio products.

**Brenda Connery**, director, North American sales, Media Vision Inc., Fremont, Calif., joins miro Computer Products Inc., Palo Alto, Calif., as VP, sales.

**E. Kirk Ellis**, radio engineer, Carolina Power & Light, Raleigh, N.C., joins Lawrence Behr Associates Inc., Greenville, N.C., as director of project integration.

## WASHINGTON



Bowman

**Tom Bowman**, executive news producer, WLKY-TV Louisville, Ky., joins Americas for APTV, Washington, as managing editor.

Appointments at CTAM, Inc., Alexandria, Va.: **M.C. Antil**, proprietor, Windfall Enterprises, Syracuse, N.Y., joins as director, communications; **Maribel Maldonado**, marketing manager, eastern region, GEMS Television, McLean, Va., joins as director, marketing.

## DEATHS

**Barbara Hammer Avedon**, 64, screenwriter, died of cancer Aug. 31 in Palm Springs, Calif. She began her screenwriting career as an episode writer for *The Donna Reed Show*, *Father Knows Best* and *Bewitched*. She was also one of the creators of the television series *Cagney & Lacey*. Survivors include a son and a brother.

—Compiled by Denise Smith

**Sony Corp. of America confirmed last Thursday that former CBS Entertainment President Jeff Sagansky is joining the company** as executive VP (BROADCASTING & CABLE, Sept. 5). Sagansky will be based in New York and will report directly to SCA President/CEO Michael Schulhof. In the newly created position, Sagansky initially will focus on strategic planning and development of new business opportunities in U.S. and abroad. The heads of SCA's operating companies, Sony Pictures, Sony Music, etc., will continue to report to Schulhof.

**Fox Sports acquired its second franchise last week**—rights to the National Hockey League for five years starting with the upcoming season. At deadline, Fox refused to provide any details, saying they would all be spelled out at a Tuesday (Sept. 13) press conference. Sources said Fox agreed to pay between \$125 million and \$150 million for the five years, significantly more than the \$80 million ESPN agreed to pay for the cable rights for five years in 1992.

**News-Press & Gazette Co., St. Joseph, Mo., has purchased ABC affiliate KVIA-TV El Paso, Tex., (ch. 7) from Marsh Media for \$19.9 million.** News-Press is headed by Dave Bradley Jr. Last year the company got out of broadcasting, selling a five-station group to New Visions for \$110 million. Marsh Media is headed by David Weir and owns KVII-TV Amarillo, Tex., also an ABC affiliate.

**Ted Turner's long-standing interest in aligning with a broadcast network has him looking to give NBC owner General Electric a piece of Turner Broadcasting System in exchange for control** of the broadcast network, according to rumors circulating on Wall Street. "We've always said that Ted has been interested in a network. But beyond that, we have no comment,"

## Rep merger: Cox buys HRP

Cox has completed the purchase of New York-based rep firm Harrington, Righter & Parsons. Cox broadcasting division president Nicholas Trigony confirmed the deal was done and said that HRP would remain a standalone entity and not be merged with co-owned Telerep. HRP President Peter Ryan will report to Trigony.

Cox is the second company to acquire two rep firms. The other is DLJ Merchant Banking, which earlier this year purchased Katz Communications, which in turned owned Seltel. Which has the bigger market share is subject of some dispute. Trigony estimates that Telerep and HRP will account for slightly over 25% of the national TV spot business. He says HRP does over \$300 million in billings, about a third of what Telerep does, putting the total at close to \$1.3 billion. However, Katz claims it and Seltel do about \$1.5 billion combined, for total market share of 24%-25%. —SM

says TBS spokesman Gary McKillips.

**WOMG-AM-FM Columbia, S.C., was purchased by Bloomington Broadcasting Corp.** (Timothy R. Ives, president) from Price-Columbia Broadcasting, Salt Lake City (John Price, president) for \$3 million. The buyer also owns WTCB(FM) Columbia. Broker: Gary Stevens & Co.

**The Federal Trade Commission last Thursday asked cable MSOs Comcast Corp. and Tele-Communications Inc. to provide additional information** regarding their proposed acquisition of home shopping giant QVC. The FTC, which is studying the proposal for potential antitrust violations, previously requested additional information from Comcast and QVC.

The planned **Classic Sports Network has named four key executives** to its senior management team: Douglas Warshaw, most recently with ESPN, becomes executive producer for all programming; former Time Warner Cable executive Joe Salerno becomes VP of sales; Marcy Brafman, most recently with Little Caesar Productions, becomes executive creative director, and Scott Marshall, formerly with Capital Cities/ABC Radio, becomes VP of finance.

**The National Academy of Televi-**

**sion Arts and Sciences presented its 15th annual news and documentary Emmy awards** last Thursday in New York. ABC and CBS topped the winners, with nine each, followed by PBS (8); TBS (5); CNN, Discovery and NBC (4); A&E and Fox (2), and HBO (1).

**An audience panel on an episode of Buena Vista Television's new Judge for Yourself** talk show taped last week **found O.J. Simpson innocent** of the murders of his ex-wife and her friend. The show, which will air on Sept. 16, just before the actual trial begins, features nine audience members who voted 6-3 in favor of his innocence, with many majority members pointing to "gray areas" in the physical evidence offered by prosecutors that left open the possibility the former football star was innocent.

Samuel Goldwyn Television's new series **Gladiators 2000 will debut in 85% of the country**, including all top 10—and 29 of the top 30—markets. The youth-oriented sports-contest show debuts Sept. 17 in more than 150 markets. Clearances include seven Tribune stations, including WPXI(TV) New York, KTLA(TV) Los Angeles and WGN-TV Chicago. SGT also says that its flagship *American Gladiators* is cleared for a sixth season in 94% of the country, includ-

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# Closed Circuit

ing 49 of the top 50 markets. New stations for the sixth season include Fox O&O WFLD(TV) Chicago, CBS affiliate WFSB(TV) Hartford, Conn., and NBC affiliate WSMV(TV) Nashville. Changes to the show include special episodes featuring international competitors from the entertainment and sports world and members of the U.S. Armed Forces.

**Josh Elbaum**, VP of International Television Distribution at MGM/UA Telecommunications Group, has been promoted to senior VP. He will be responsible for international TV operations, sales and new market development and also will oversee strategic planning for international television.

**Leslie Hinton** has been appointed executive VP, strategic development, at Fox Television. Hinton, chairman and CEO of Fox Television Stations Inc. since January 1993, will work with Fox Television Chairman Chase Carey and President David Evans on new prime time and syndicated news and information programming. He also will review TV distribution opportunities in North and South America.

**The University of Denver** is renaming its College of Business Administration the Daniels College of Business **in honor of Bill Daniels**, cable TV pioneer and Denver entrepreneur. The chairman of Daniels Communications Inc. will be honored at a Sept. 13 ceremony at the school.

**WHUC(AM)-WRVW(FM) Hudson, N.Y., has been sold** to Straus Media of New York Inc. **for \$475,000** by Orin Lehman. Buyer also owns WCKL(AM)-WCTW(FM) Catskill, N.Y.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 28. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	11.4/223/98
2. Jeopardy!	9.4/215/98
3. Oprah Winfrey Show	9.1/237/99
4. Star Trek: TNG	8.0/244/99
5. Entertainment Tonight	7.6/185/95
6. Buena Vista I	7.5/160/97
7. Roseanne	7.0/177/96
8. Baywatch	6.8/203/96
9. Hard Copy	6.6/169/93
10. Married...With Children	6.2/184/95
11. Family Matters	6.1/186/93
12. Star Trek: DS9	5.9/233/99
13. Inside Edition	5.7/167/93
14. A Current Affair	5.4/188/95
15. Cops	5.3/172/93
15. Wheel of Fortune-wknd	5.3/175/77

## NEW YORK

### Park in play

Paxson Broadcasting and Clear Channel Communications are said to be among the companies interested in the 22 radio stations, nine television stations and various newspapers being shopped by Ithaca, N.Y.-based Park Communications Inc. Sources say the package could go for as much as \$800 million, although brokers add that the company might face problems trying to sell its holdings as a single entity.

## WASHINGTON

### FCC on fairness

The good news for opponents of the fairness doctrine is that the FCC's top lawyer has conceded the rule is not codified in law. The bad news is commission Chairman Reed Hundt still can resurrect it as an agency rule by mustering two other votes, although there is no indication he is inclined to do so. General Counsel Bill Kennard's opinion came two weeks ago in a memo to Hundt. The memo responded to a petition from a California group that called on the FCC to declare the doctrine law and resume enforcement. The codification question has been litigated for years, with the last two rulings concluding that the doctrine was solely within the agency's discretion. The general counsel's memo reflects its unwillingness to buck those rulings.

### Taxing problem

The Congressional Budget Office's assessment of the Senate info superhighway bill, S. 1822, is expected to contain a political bombshell. The CBO analysis isn't out yet, but sources say the office will conclude that the bill's requirement that telecommunications providers contribute to a universal service fund as well as set aside 5% of their capacity for public broadcasters and other entities that provide civic and charitable services, constitutes a tax. Such a declaration will not go unnoticed by Senate Finance Committee members, who usually have the final word on tax matters.

And while the committee's chairman, Daniel Patrick Moynihan, may not put up a fuss, some of the key

committee members may object to the provisions. Among those likely to complain: Finance's ranking Republican Bob Packwood, who voted against S. 1822 in the Commerce Committee, and Senate Minority Leader Bob Dole, another critic, who even has offered an alternative to S. 1822.

## MINNEAPOLIS

### Fox woos Hubbard

One interesting affiliation situation still unresolved is in Minneapolis. A reliable source says that Fox has made three or four presentations to ABC affiliate KSTP-TV but that Stanley S. Hubbard, chairman of the station's owner, has made no decision. Hubbard is said to have been preoccupied with other matters for the past few weeks; he now likely will turn his attention to the affiliation question. Expect matters to heat up soon.

## NEW YORK

### Options for Sorenson

Although there's no word yet on what post Erik Sorenson will assume after leaving his executive producer slot at the *CBS Evening News with Dan Rather and Connie Chung*, the word is he's mulling three options, including a possible general manager post at an existing or future CBS-owned station. Sources say he is also considering a syndicated program development post and the possible executive producership of a prime time magazine. Sorenson, who has told his higher-ups he wants out at *Evening News*, couldn't be reached for comment last week.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"Whose idea was it to demo the information superhighway by running 'Beavis & Butthead'?"

## The negative option

The question is, what if the information superhighway bill *doesn't* pass? The pessimists were beginning to outnumber the optimists in Washington last week, although this page still is counted among the ayes.

Yes, 423 members of the House of Representatives voted to bring telecommunications into the 21st century, while only five voted nay. Yes, 18 of 20 members of the Senate Commerce Committee are on its side. Broadcasting wants it. Cable wants it. The computer industry is confused. Only the telephone industry appears to believe it's better off without a bill.

On balance, we continue to support the administration/congressional initiative. What this country needs is an information superhighway now, not two years from now, which is the best guess of how long it will take to rebuild today's head of steam. Broadcasters need the assurance of flexibility before building a whole new medium of HDTV. Cable needs entry into telephone competition. We thought telcos would want legislative entry into cable, but it turns out that they have alternatives.

First, there's video dialtone, which the FCC has on its agenda for Oct. 20. VDT gives telcos everything they need on cable entry except unlimited programming authority—that is, they can carry everything in sight as a common carrier but cannot initiate programming on their own. That's less ominous than it looks. Two court decisions have granted individual telcos the right to program at will, and it's considered a safe bet that this barrier will fall incrementally as the lawyers do their work across the country.

With or without a bill, the marketplace will go forward. Mergers and acquisitions will continue. The telcos will lay wire and cable will add fiber. The marketers and the technologists will test and retest and test again.

But a big part of our telecommunications future will be in a holding pattern, circling and circling, waiting for a signal to land. It's a big price to pay.

## Big three on horizon

Oct. 20 is shaping up as one of those watershed FCC meetings—the ones after which the industry isn't the same. At least three major agenda items are poised for that Thursday: PTAR, video dialtone and cable going forward.

For the prime time access rule, it's been a long time in coming—since 1990, when First Media petitioned the FCC for total repeal of the rules, followed by Disney and others in search of partial repeal (of the off-network prohibition, which prevents affiliates from carrying off-network programming in the top 50 markets).

PTAR itself was clearly a violation of the First Amendment; nonetheless, it succeeded to a degree that amazed everyone. ABC, which had to cut back its inventory by seven half-hours, vaulted into third-network competition. Stations made a fortune when programming the 7:30-8 p.m. period on their own. The syndication industry was reborn, and NATPE became a major broadcast convention. *60 Minutes*, forced into prime time by the new rules, became the first big hit for a news division.

But times have changed, and the clear-cut consensus in favor of PTAR is clear-cut no longer. Thus its appearance on the FCC agenda a little more than five weeks from now.

The major issues in the video dialtone proceeding have to do with cost allocation (how much telcos may charge against their basic ratepayers) and programming considerations (whether telcos will be allowed to originate programming and how much). Cable going forward still is ensnared in interindustry wrangling over a fair fee to charge for new program channels.

Mark your calendars.

Lawrence B. Taishoff, chairman  
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