

JAN 9

# Broadcasting Cable

The Newsweekly of Tele

of 125 No. 2 63rd Year 1995 \$3.9

**SPECIAL REPORT**

## **HISPANIC**

**Broadcasting & Cable**

### **Univision's Ray Rodriguez**

*Dominating the  
Spanish Market*

**FCC vs. Fox:  
The Saga Continues**

**NAB Wary of FCC's  
New Ownership Caps**

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**Telemedia  
Week**  
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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Unbiased commission** The FCC sends a letter to Fox denying allegations that the agency is biased in its investigation into allegations of foreign ownership of the network. / 6

**New Year's resolution** The commission is planning to consider major new policy moves at its first meeting of 1995. Among them: writing new rules for telcos carrying video (in the wake of court decisions overturning bans of telcos providing video programming in their telephone service areas) and allocating spectrum for digital audio. / 6

**CBS adds shows** In some network schedule moves, two of three new CBS sitcoms (from Carsey-Werner) pulled in strong numbers last week, while a third (from Shukovsky English) lagged far behind. / 8

**TW eyes Cablevision Industries** Time Warner is considering a deal that could boost it close behind TCI in number of subscribers. Financing on the deal has not been outlined. / 11

**Fox making news move** Network executives are proposing a \$20 million investment to its Fox News Service to add staff and satellite trucks and increase feeds from one per day to five or seven. / 16

**HDTV deadline extended** The Grand Alliance of companies developing a high-definition transmission system said last week they will need up to two more months (beyond their own Jan. 31 deadline) to complete the prototype. / 18



PBS President Ervin Duggan and Sen. Larry Pressler debated government funding of public broadcasting on ABC's 'Nightline.' / 10

## COVER STORY

### Hispanic broadcasting & cable

Spanish-language services are booming—in both number and advertiser interest. This special report begins with an interview with Ray Rodriguez, president/COO of Univision—the top-rated Spanish-language TV network. **Cover photo by Lauren Radack / 40**



Univision's Rodriguez outlines his plans for the number-one Hispanic network.

### On the grow

A Nielsen study of Hispanic TV viewing shows that in 1994, the medium's viewing universe grew 7%, compared with 1% for the overall television universe. In addition, ad revenue for each of the two Spanish-language networks, Univision and Telemundo, has grown by 30%. / 46

### Viewing preferences

A BBDO study finds that the favorite TV shows among Hispanic households include serial dramas and sitcoms,

especially those with ethnic characters. The top-rated prime time show was Fox's *Beverly Hills, 90210*. / 49

### Radio making waves

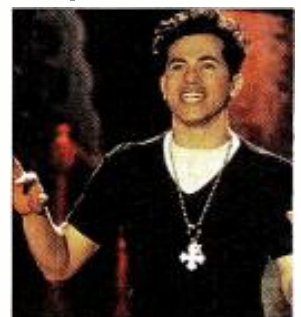
With greater numbers of listeners spawning more Spanish-language stations, the medium now is developing new formats. Also, more and more, Hispanic radio is turning to the FM band. / 49

### The cable connection

More Hispanic networks are being developed in an effort to increase penetration in Hispanic households, now about 30%, to the national figure of 60%. / 50

### Image problem

This week the first Latino Summit will meet to develop strategy on how to force the TV networks to open access to Latinos. / 51



Fox's 'House of Buggin' is a high-profile Hispanic-themed show. / 51

## PROGRAMING

### 'Dove' on drawing board

In an effort to attract more younger viewers, Rysher Entertainment is retooling its 'Lonesome Dove' syndicated drama. / 22

**“Why is there this small, elite group at the Corporation for Public Broadcasting that gets to spend money they didn’t earn?”—Rep. Newt Gingrich**

**JANUARY 9, 1995**

**News Channel gets E!**

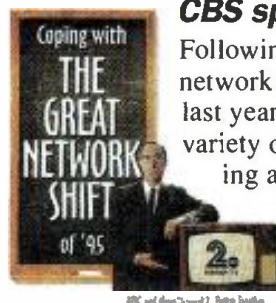
E! will be the exclusive supplier of entertainment news to NBC’s affiliate news feed service. In return, the cable channel gets access to News Channel footage for its nightly *E! News Daily*. / 22

**‘Stewart’ moves up**

About 20 stations are moving Paramount’s *Jon Stewart Show* to earlier time slots. The show also is being revamped in an effort to boost ratings. / 23

**ESPN and USA: They’re basic**

The sports network was the top-rated basic cable channel in prime time for fourth quarter 1994, according to Nielsen rankings. For the year, the top honor goes to USA. / 27



**CBS spending on sports**

Following its loss of NFL games, the network spent more than \$2.4 billion last year for broadcast rights to a variety of events and franchises, including an NCAA package and the '98 winter Olympics. / 30

*Baltimore's WMAR-TV used ads like this one to explain the market's recent affiliate switches. / 35*

**RADIO**

**AM fans**

The latest listening survey from Statistical Research indicates that older adults are more likely to listen to AM stations, while younger listeners prefer FM. / 62

**WASHINGTON**

**TV dereg hot topic in Boca**

The NAB board meeting later this month in Florida will consider how it should respond to the FCC’s proposal to revise its TV ownership rules. Some members think the commission is going too far and that the changes would benefit networks rather than group broadcasters. / 64



*Newt Gingrich says Congress should open up to TV. / 66*

**Strikeout looming for baseball?**

As the new Congress convenes, two bills are being

introduced to eliminate Major League Baseball’s long-standing antitrust exemption. / 64

**TECHNOLOGY**

**Digital construction**

Two new cable networks, the Game Show Network and Home & Garden Television, have built production/distribution centers with an eye toward the future. The serial digital facilities will be compatible with new advances in technology. / 68



*The Game Show Network's state-of-the-art digital production center. / 68*



*'New York Time Capsule': Wrapping up 1994 on CD-ROM. / 54*

**Telemedia**

**'Times,' NY 1 go CD-ROM**

Newspaper and cable news channel join to produce a CD-ROM highlighting news events of 1994. The deal is representative of a growing trend among print and video outlets. / 54

**DBS flying high**

One of the highlights of the upcoming Winter Consumer Electronics Show is expected to be home satellite equipment. As a number of services begin consumer advertising, interest in the new technology has skyrocketed. / 55

**GTE plays games**

The telco has set up a joint venture with Nintendo to develop videogame software for today’s markets and future interactive networks. / 56

**VideoGuide to bypass cable**

A new electronic program guide service will be “cable independent” and will transmit data to homes using paging technology. / 56

**Setting a standard**

That’s what Macromedia and Online Media hope they will do with their “Author Once, Play Anywhere” interactive authoring tools. / 58



*MTV's Matt Farber and others discussed adapting TV properties to multimedia last week. / 59*

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## FCC denies bias in Fox inquiry

*Action follows Quello's criticism of staff conduct in probe, Fox allegations of bias*

By Christopher Stern

In an extraordinary move, the FCC last week issued a letter asserting that its investigation into Fox's ownership is unbiased. "[T]his proceeding is being handled by the commission's staff in a fair, objective and impartial manner," the agency said in a letter to Fox.

The letter was released two days after Commissioner James Quello sent a letter highly critical of the agency's handling of the Fox investigation to Senate Commerce Committee Chairman Larry Pressler (R-S.D.). Quello referred to "troublesome" and "misguided" staff decisions.

However, Quello endorsed the agency's letter to Fox, saying the agency had taken corrective action. "My concerns have been addressed; now let's move forward," Quello said in an interview last week.

Commissioner Andrew Barrett said last week that he endorsed the letter only after language implying that staff had acted improperly was deleted. "The staff has never done anything other than operate in good faith. My concerns were that the staff not be maligned," Bar-



James Quello

rett said. Barrett also feared Quello had put his own reputation in jeopardy by criticizing his own agency's staff.

Fox executive Preston Padden, along with Fox's outside counsel William Reyner of Hogan & Hartson, had accused the FCC of conducting a biased investigation. Two weeks ago, Fox told the commission that it would not "participate" in the ongoing investigation unless several conditions were met.

Padden said last week he was satisfied that the FCC had taken action to address

his concerns. "We hope for a general lowering of the rhetoric and will bend over backward to make testimony and information available to the staff."

Eleven top Fox officials, including CEO Rupert Murdoch and Fox Television Chairman Chase Carey, are scheduled to be deposed by the FCC beginning Jan. 18. The FCC is looking into allegations that Fox misled the commission about the extent of its Australian ownership when it won FCC approval to purchase the Metro-media stations. Federal law limits the amount of foreign ownership in TV stations. ■

## FCC to advance telco TV, satellite radio

*Agency set to launch telco programming proceeding, allocate channels for satellite radio*

By Christopher Stern and  
Chris McConnell

The FCC is expected to launch a rulemaking at its open meeting this Thursday (Jan. 12) aimed at establishing rules for telephone companies that offer programming over their own video dialtone networks.

The agency also is slated to award spectrum for broadcasting audio via satellite, a service broadcasters oppose as unfair competition.

Cable lobbyists complained last week that the commission is "giving away the store" with the proposed telco programming rulemaking. They insist the FCC does not need new rules for telco programming. They say they should be subject to cable regulations.

"I think there is little room for doubt that what Bell Atlantic and the other telcos are providing is cable," said Dan Brenner, National Cable Television Association vice president for law and regulatory policy.

The FCC's current regulations do not take into account cable service provided by a telephone company because it was banned by Congress. But courts in almost every region of the country have struck down the ban, saying that it violates telcos' First Amendment rights.

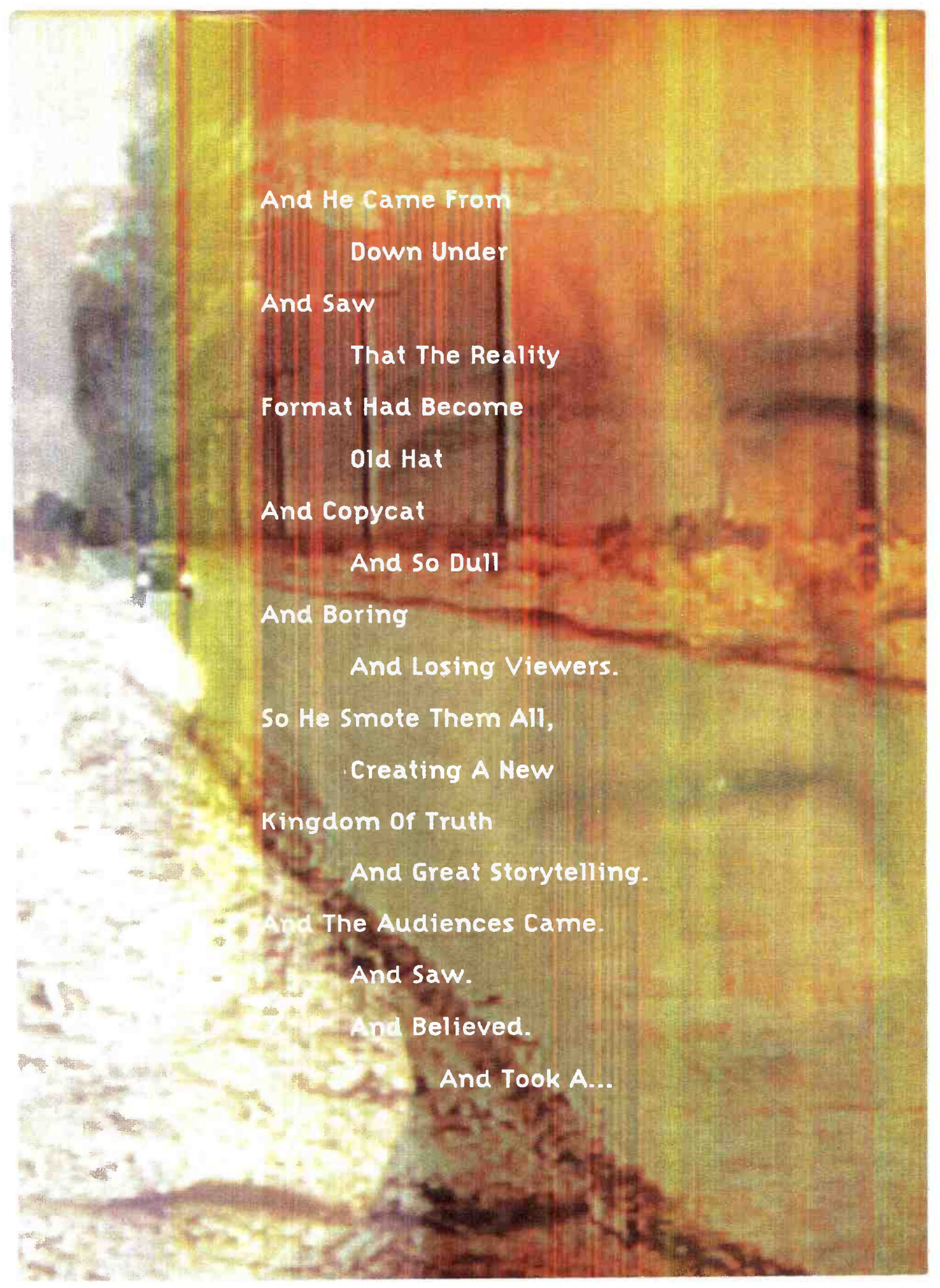
Telephone companies claim that their video dialtone systems are subject to common carrier regulations and are not subject to the obligations of a cable company.

FCC officials say the agency is seeking to bring its rules in line with recent court decisions. "We are working our way to reconcile what the Fourth Circuit did with what we are trying to do on VDT," says one FCC official. Bell Atlantic won a decision in the Richmond, Va., federal appeals court affirming its right to carry video programming in its own service area.

In addition, US West won its federal appeals court case in San Francisco on Dec. 30. The California court's decision applies to US West and PacTel.

So far, there have been five decisions at the district court level affirming telcos' right to provide cable service in their own markets.

The FCC is planning to allocate



And He Came From  
Down Under  
And Saw  
That The Reality  
Format Had Become  
Old Hat  
And Copycat  
And So Dull  
And Boring  
And Losing Viewers.  
So He Smote Them All,  
Creating A New  
Kingdom Of Truth  
And Great Storytelling.  
And The Audiences Came.  
And Saw.  
And Believed.  
And Took A...



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Peter Brennan, the creator of "A Current Affair" and the man who made "Hard Copy" a hit, has a vision. He has seen the future of newsmagazines and it is **DETOUR**. The reality is that today's crowded field of tabloid-style shows is getting old, in more ways than one. **DETOUR** breathes new life into the format with a fresh attitude and compelling storytelling style that goes beyond shallow sensationalism to examine subjects in-depth. Instead of shouting, **DETOUR** listens. Instead of rushing to judgment, **DETOUR** waits for the truth. Instead of following, **DETOUR** leads. It's where all newsmagazines will be tomorrow. Get there today. Take a **DETOUR** to the new reality of the 90's.



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# Reality Of The 90's.



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A handwritten signature in blue ink that reads "P.J. Bertram".

**Executive Producer**



**WORLDVISION**  
A UNIT OF SPELLING ENTERTAINMENT INC.

2310-2360 mhz for satellite radio or satellite digital audio radio (DAR). The allocation will be the first step in a two-step process to launch the satellite-delivered business. Once spectrum is allocated, the FCC must devise regulations for the industry, a process that could take another year.

"It means the first step in the process of implementation," said Robert Briskman, president of CD Radio Systems, a proponent of the new technology that hopes to implement a subscription-based service of 30 CD-quality channels. Other applicants proposing satellite-delivered radio services are Primosphere (New York), American Mobile Radio Corp. (Washington) and Digital Satellite Broadcasting Corp. (Seattle).

The National Association of Broad-

casters has opposed satellite radio as a threat to local, terrestrial broadcasters. In a report filed late last month with the commission, the NAB charged that CD Radio's satellite-delivered service would fragment radio audiences and render local radio unprofitable. "Why risk the financial stability of 11,000 radio stations in the U.S. in order to offer new services?" asked NAB spokesman Doug Wills. Jeff Baumann, the association's general counsel, also voiced concerns about the potential effects of a satellite competitor: "You're interjecting all of these services into every market."

CD Radio disagreed. "Under NAB's theory, the FCC could not have inaugurated FM radio, let alone television, for fear they might have harmed AM radio." ■

## Pressler to hold hearing without Hollings, administration

Senate Commerce Committee Chairman Larry Pressler's (R-S.D.) promise to work closely with the Democrats in forging telecommunications legislation was short-lived.

Pressler announced last week he would hold his first hearing on telecommunications today (Jan. 9), while the committee's ranking Democrat, Ernest Hollings (S.C.), is expected to be out of town and Vice President Al Gore and other administration policymakers are hosting their own telecommunications "summit" across town.

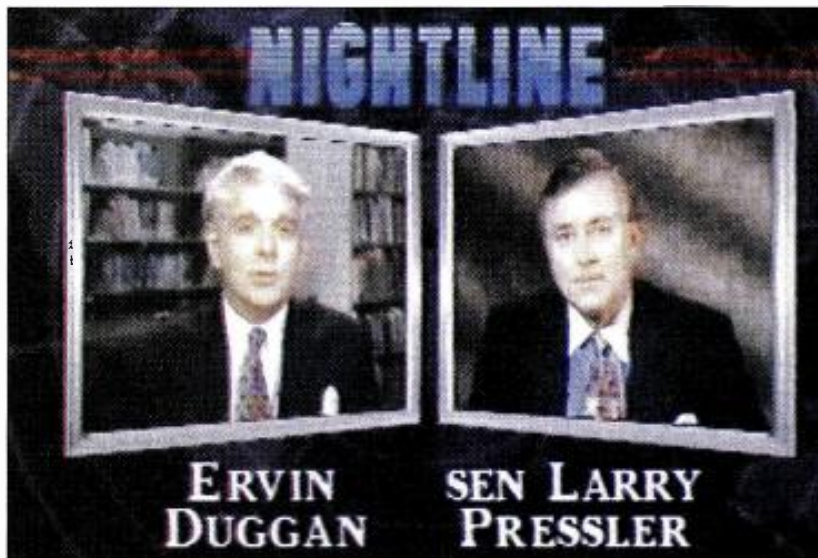
Pressler's hearing is to be a showcase for Republican leaders: Majority Leader Bob Dole (R-Kan.), House Commerce Committee Chairman Thomas Bliley (R-Va.), and House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.).

"We were asked if the senator would be here," said a Hollings aide. "We told them no, but the hearing was scheduled anyway."

Lobbyists felt Pressler's scheduling was calculated to one-up the administration and its summit. "It was pure politics," said one.

The administration, which had scheduled its summit of federal, state and local officials before Pressler had set his hearing, was harboring no ill will. "We've been assured it's not partisan," said Larry Irving, head of the Commerce Department's National Telecommunications and Information Administration. "We look forward to participating in future hearings." No Hill Republicans were slated for the summit.

Meanwhile, in the House, John Dingell (D-Mich.), the ranking Democrat, introduced H.R. 4111, essentially the same telecommunications bill passed overwhelmingly by the House last year. —KM



## Pressler, Gingrich hit public broadcasting

Public broadcasting was under attack again last week from Hill Republicans.

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) says he's ready to introduce legislation to privatize public broadcasting over a three-year period. "We're not advocating abolishing 'Sesame Street' or 'Barney.' We're saying it should be run as a business from the Corporation for Public Broadcasting," Pressler said in an interview last week on ABC's 'Nightline.' Debating the senator was PBS President Ervin Duggan, who said privatization would drive public TV into the "arms of commercial television, with all their violence, with all their exploitation."

It was a testy exchange between the two, with Duggan defending public TV and insisting that "no one is collecting a huge salary, and very few millionaires are created." He said the federal funding is needed to keep the satellite interconnection and the infrastructure intact. "If you destroy that, you destroy the small stations, you destroy the very things that make the nonprofit service available."

Also last week, House Speaker Newt Gingrich (R-Ga.), in a C-SPAN interview, said he'll work "fairly hard" to eliminate funding for CPB. "Why is there this small, elite group at the Corporation for Public Broadcasting that gets to spend money they didn't earn? What right do they have to dole out your money?" he asked.

This week public TV and radio managers are expected in Washington to discuss, among other things, how to combat congressional efforts to eliminate federal funding. Also, CPB hopes to meet with Gingrich to discuss the matter. —KM



# Time Warner eyeing Cablevision Industries

*Deal could make MSO almost as big as TCI*

By Rich Brown

It might be a little tricky to pull off, but Time Warner is said to be considering a deal with Cablevision Industries that could give the media giant a stake in additional cable systems serving more than 1.3 million subscribers nationally.

Already the nation's second largest cable multiple system operator with its 7.3 million cable subscribers, Time Warner is poised to become almost equal in size to top MSO Tele-Communications Inc. Time Warner expects by mid-year to close on a previously announced deal with Newhouse (1.4 million subs) and could close even sooner on another deal with Summit Communications (160,000 subscribers).

Complicating matters in closing a deal with CVI is Time Warner's already considerable debt of \$15 billion. Nevertheless, industry analysts

say the company might pull it off through creative dealmaking.

"I don't think it would be a straight acquisition of CVI for cash," says analyst Jay Nelson of Brown Brothers Harriman. At the going rate of about \$2,000 per subscriber, an outright sale of CVI in its entirety could cost more than \$2.5 billion.

Time Warner could take a minority equity position in CVI, says analyst Larry Petrella of J.P. Morgan Securities. He says the company has already shown its ability to make creative deals through its planned joint venture with Newhouse. It is also likely that banks will provide loans to Time Warner despite the company's large debt, says Petrella: "Fifteen billion dollars in debt is not necessarily a problem when you have over \$3 billion in cash flow."

Word of a possible Time Warner-CVI deal comes during intense con-

solidation in the cable system operations business. Larger MSO's are looking to acquire smaller MSO's that will enable them to "cluster" systems and better compete with the increasingly aggressive direct broadcast satellite, telephone and wireless cable companies. Virtually all of the top 20 MSO's in the past six months have made a deal or are considering one.

In fact, Time Warner has long been rumored to also have an interest in the cable systems owned by Woodbury, N.Y.-based Cablevision Systems Corp., many of which are adjacent to Time Warner cable systems.

"My guess is there are only so many massive acquisitions a company can make," says Petrella. "But now is the time to do it. They don't have a choice."

Representatives at Time Warner and CVI refused to comment on rumors involving a possible deal. ■

## Frank Washington: Cashing in on his idea

If anyone understands minority tax certificates, it's Frank Washington.

Eighteen years ago, while working for the White House Office of Telecommunications Policy, he devised the minority tax certificate program to encourage more minority ownership of broadcast and cable companies. This week, the African-American executive and his business partners are expected to close on a deal involving the largest-ever media tax break for a minority owner.

Viacom is expected to get a tax deferral of up to \$400 million by selling its cable systems to the Washington-led partnership. Washington will own 21% of the systems; Intermedia Partners will own 79%, and top multiple system cable operator Tele-Communications Inc. will own 19.75%. It is not yet clear how much each of the partners will contribute in the \$2.2 billion deal.

In 1977 Washington took the job at the White House Office of Telecommunications Policy (now the NTIA). He moved on to serve as legal assistant to FCC Chairman Charles Ferris from 1977 to '79 and was deputy chief of the FCC's Broadcast Bureau in 1979-81. He also has ties to current FCC Chairman Reed Hundt—



Frank Washington in 1980 with the FCC broadcast bureau

the two graduated in the same class at Yale University Law School ('74) and have met on several occasions.

Since 1987, Washington has described himself as a consultant/entrepreneur helping various entertainment, communications and computer information services with their strategic direction and acquisitions and in securing financing.

From 1984 to '87, Washington was vice president of electronic communications for McClatchy Newspapers,

overseeing the operations and eventual sale of the company's 90,000-subscriber cable operation. He also was a vice president of Times Mirror Cable in 1981-82.

The completion of the Viacom deal is expected to be announced this week along with the settlement of various matters between Viacom and Tele-Communications Inc. Sources say Viacom has agreed to drop its long-standing antitrust suit against TCI and that the number-one MSO has agreed to certain carriage guarantees for Viacom's Showtime and MTV networks. A long-expected merger between Viacom's Showtime and TCI's Encore operations will likely be addressed in late January or early February. —RB

# Fox up, CBS down in switched markets

But for individual stations, it's another story

By Steve McClellan

The Fox network is making dramatic ratings gains in markets where recent affiliate changes have taken place. For the most part, those gains are coming at the expense of CBS. That's according to an analysis by Seltel, the New York-based rep firm, of the Nielsen ratings in markets where the switches have taken place.

Nevertheless, the individual stations Fox is using to make those gains are down in many cases. For example, in Cleveland, where Fox's post-switch prime time performance is up 20% or more, the new Fox affiliate, WJW-TV, is down 8 share points, sign-on to sign-off, in November 1994, compared with the previous year, Seltel reports. WJW-TV was affiliated with CBS before the switch.

In Kansas City, Fox's prime time performance is also up at least 20%, but WDAF-TV, which moved to Fox from NBC in September, is down 4 share points sign-on to sign-off in November.

Two other stations gained from the switches in those markets: WBNX-TV Cleveland and KSMO-TV Kansas City.

In Cleveland, new CBS affiliate WOIO is down substantially in prime time, but up across the board in the local market. The same is true for the new NBC affiliate in Kansas City, KSHB-TV.

The CBS Evening News has taken a substantial hit in the six switch markets involving CBS because none of the new CBS affiliates has local news. In those markets, the network's newscast is down by as much as 80%.

In Phoenix, where KSAZ-TV switched to Fox three weeks ago, the station's prime time ratings are up 29%, compared with the average prime time rating delivered by the former Fox affiliate, KNXV-TV, in 1993.

The affiliate switches in Phoenix are taking place in three stages. Independent KPHO-TV switched to CBS on Sept. 10. For the past three weeks, according to Seltel (whose analysis is the basis for all the ratings data reported in this story), the CBS rating and share are 21% lower with KPHO-TV,

## Switched Stations—How They're Faring

Switch date	Market	Stations and Affiliation Changes	Rating/Share(+/-%)	
9-3-94	Cleveland	WOIO	Fox to CBS	5 / 11 (-9%)
		WJW	CBS to Fox	4 / 11 (-36%)
9-10-94	Phoenix	KPHO	Ind. to CBS	5 / 13 (+62%)
		KSAZ	CBS to Ind.	4 / 9 (-44%)
9-12-94	Kansas City	KSHB	Fox to NBC	4 / 11 —
		WDAF	NBC to Fox	4 / 12 (-25%)
9-12-94	Atlanta	WATL	Fox to Ind.	4 / 9 (-18%)
		WAGA	CBS to Fox	7 / 16 (-16%)
		WGNX	Ind. to CBS	4 / 10 (+42%)
9-12-94	Detroit	WKBD	Fox to Ind.	4 / 9 (-18%)
		WJBK	CBS to Fox	4 / 10 (-42%)
		WGPR	Ind. to CBS	3 / 6 n/a
9-12-94	Milwaukee	WCGV	Fox to Ind.	3 / 7 (-36%)
		WITI	CBS to Fox	5 / 13 (-28%)
		WDJT	Ind. to CBS	2 / 6 (+200%)
12-12-94	Tampa	WFTS	Fox to ABC	4 / 11 (+37%)
		WTVT	CBS to Fox	5 / 13 (-28%)
		WTSP	ABC to CBS	6 / 15 (-7%)
12-14-94	Phoenix	KSAZ	Ind. to Fox	5 / 11 (-32%)
		KNXV	Fox to Ind.	3 / 8 (-12%)

Notes: Rating/share figure for each station represents sign-on-to-sign-off average Dec. 12-31, 1994, except for September Phoenix switches, where ratings are for Sept. 10-30. Number in parenthesis represents average sign-on-sign-off share drop or gain from May 1994. Source: Seltel

compared with its performance last year on KSAZ-TV.

The third stage in the Phoenix switch occurs today (Jan. 9) when KNXV-TV signs on to ABC and KTVK becomes an independent.

In Tampa, where three stations swapped affiliations on Dec. 12, the new Fox affiliate, WTVT, is delivering a 29% higher rating and a 20% higher share of audience in prime time than the former Fox station, WFTS, delivered in 1993.

There's good news and bad news for CBS in Milwaukee, Detroit and Atlanta. The bad news: The network's delivery in prime time in all three markets is down roughly 50% compared with the performance of the previous CBS affiliates.

The good news is that the new CBS affiliates in two of those markets, nearly invisible independents in Milwaukee and Detroit, are showing signs

of life. According to Seltel, both of the stations, WDJT-TV Milwaukee and WGPR-TV Detroit, were 1- or 2-share stations in just about every daypart before they switched on Dec. 12.

However, in their first three weeks as CBS affiliates, both stations are averaging between a 7 share and a 9 share in prime time and sign-on to sign-off. In some cases in daytime, the stations are achieving double-digit shares with the CBS soap operas.

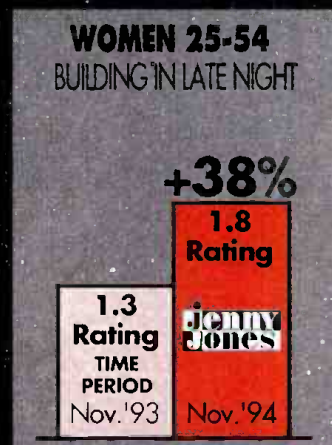
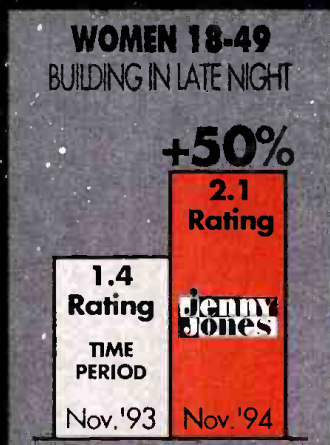
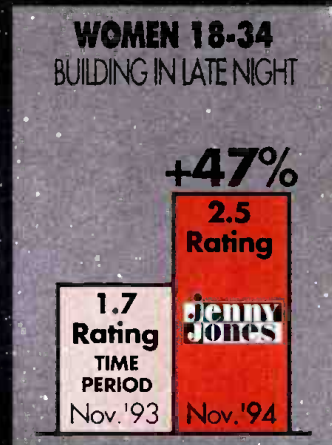
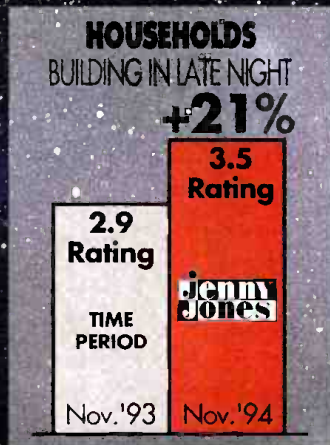
In Atlanta, CBS switched to a more established independent, Tribune's WGNX. So far, the station has grown approximately 4 share points in prime and sign-on-to-sign-off, to an 11.

For Fox, the trend is up in Milwaukee and Atlanta, but down in Detroit, Seltel reports. In Atlanta, new Fox affiliate WAGA-TV is up 26% in prime time since switching on Dec. 12, compared with the average performance of former Fox affiliate WATL. ■



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# Fox pondering \$20 million news increase

By Julie A. Zier and Steve McClellan

**F**ox executives are meeting today to decide on a dramatic expansion for the Fox News Service.

The proposed \$20 million-plus investment would provide for a significant addition of jobs and at least five satellite trucks, a source told BROADCASTING & CABLE. It also would increase the number of daily feeds from one of one hour and 15 minutes to five or seven per day.

Another topic under discussion is the service's headquarters. When the operation was cut back in 1993 because of overlap, what remained of



Fox is investing in a greater news presence.

the service moved into WTTG(TV) Washington. According to a source, the headquarters might move to New York or to new Washington facilities.

The video packaging service for affiliates would work in tandem with Fox's primary news source, CNN. But talks between NBC and CNN have made some Fox affiliates skittish about relying on CNN as its lead-

ing news source. "When you read those stories, you have to wonder about the long-term availability of CNN as a supplier of news to the general market," said one Fox affiliate executive.

Now, sources say, Fox's plan is to build up its in-house news feed service into a strong secondary source of news—a source that could be upgraded fairly quickly to a primary source if CNN becomes unavailable.

The expansion still could include a news partner, possibly Conus. Last fall, Fox proposed buying the news cooperative, but owner Stanley Hubbard reportedly didn't want to sell. That offer resulted from pressure by New World Communications and other news-heavy affiliates to get into the news service quickly, Fox affiliate sources say. ■

## Controversy over Chung-Gingrich interview

"What we have here is a short-term rating gain for CBS and a long-term black mark for media credibility." That's how Everette Dennis, executive director of the Freedom Forum Media Studies Center at Columbia University, summed up the impact last week of a Connie Chung interview with Kathleen Gingrich, mother of new House Speaker Newt Gingrich. The interview aired last Thursday on *Eye to Eye with Connie Chung*.

But others believe the whole incident was a non-issue. In the interview, Mrs. Gingrich said her son, "Newty," told her that First Lady Hillary Clinton was a "bitch." That tidbit of information threw the news media and the political world into a bit of a tizzy last week because of the circumstances under which Mrs. Gingrich revealed her son's use of the epithet.

During the interview, the house speaker's mom said she couldn't say what her son thought of the first lady. But Chung persisted, saying that it would be "just between you and me," as the cameras continued to roll. With that, Mrs. Gingrich made the revelation. Speaker Gingrich, without denying it, termed CBS's use of the tidbit "despicable." Mrs. Gingrich, who Dennis said was "ambushed" by Chung, did not denounce the network or Chung for using it.



Chung interviews Mrs. Gingrich on CBS's 'Eye to Eye' last week.

Dennis termed Mrs. Gingrich an "innocent" when it comes to handling the media and said that CBS exploited that fact, to the detriment of the media at large. But David Bartlett, president, Radio-Television News Directors Association, said the issue was a "tempest in a teapot." Mrs. Gingrich, he said, "clearly made the revelation in a stage whisper," with full knowledge that the cameras were rolling. "There was no attempt to deceive or trick anyone into saying something on camera they didn't want to," he said. Meanwhile, last week's program averaged a 10.9 Nielsen rating/16 share, a couple of share points boost over its recent average. —SM



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# Mixed results for CBS moves, shakes

Two of three new comedies do well, 'Hope' hangs in

By Steve Coe

**C**BS successfully launched two series last week, with sitcoms from Carsey-Werner and Linda Bloodworth-Thomason pulling in sizable audiences. However, all the news was not rosy for the network as the latest sitcom from Shukovsky English Productions finished a distant third in its first outing.

CBS's Monday night lineup got a much-needed shot in the arm last week when the network debuted *Cybill*, a comedy starring Cybill Shepherd. According to Nielsen, the show, which opened to favorable reviews, pulled in a 15.2 rating/22 share in its Monday 9:30-10 p.m. time slot. As the lead-out to *Murphy Brown*, which no doubt helped its performance, the upstart held on to almost all of the *Murphy* audience and finished a strong second

to ABC's coverage of the Sugar Bowl.

In another change on the night, *Chicago Hope*, in its first outing in the time slot it inherited from *Northern Exposure*, averaged a 13.5/21 at 10-11, comparable with those of *Exposure*.

CBS also generated strong numbers on Wednesday night with the special one-hour premiere of the half-hour comedy *Women of the House*, Bloodworth-Thomason's new series starring Delta Burke. Airing at 8-9 versus *Beverly Hills, 90210* and an episode of ABC's *Roseanne* at 8, *Women* pulled in an 11.8/15 for the hour and finished first.

Shukovsky English Productions took a double hit on Wednesday as its *Love & War* sank to a distant third place in its new time slot, and the premiere of *Double Rush* also finished a distant third. *Double Rush*, starring



'Cybill' does well in its first airing.

former *Murphy Brown* co-star Robert Pastorelli, dropped more than 3 rating points from its *Women* lead-in and finished with an 8.6/13. Shukovsky English's *Love & War*, which was moved out of the *Murphy Brown* lead-out slot to make way for *Cybill*, pulled in a 7.3/11, losing audience from *Double Rush*.

For the season, ABC leads the prime time ratings race with a 12.1/20 through last Wednesday night. CBS is second, with an 11.6/19; NBC is third, with an 11.3/19, and Fox is fourth at 7.6/12. ■

# HDTV developers need more time

Jan. 31 deadline will be pushed back up to two months

By Chris McConnell

**T**he seven-company Grand Alliance building a high-definition TV transmission system said last week that they will not meet their scheduled Jan. 31 target for wrapping up their work and will need up to two more months to complete the system prototype.

The news was greeted "with considerable disappointment" by Richard Wiley, chairman of the Advisory Committee on Advanced Television Service (ACATS), who in a Jan. 5 letter to alliance members insisted he would not set a new schedule until an Advisory Committee inspection team was able to visit the alliance labs and assess the state of the system construction.

"Only after this team reports to me

will I be willing to meet with you once again to establish a new and, hopefully, final schedule (a schedule on which we can rely)," Wiley wrote.

The group had hoped to complete the prototype in time to begin a battery of system tests in February at the Alexandria, Va.-based Advanced Television Test Center.

Although the group last month told a Technical Subgroup meeting of ACATS that it was en route to meeting that target, they now are hoping to deliver the system in time to begin testing in late March.

Alliance members attributed the delay to the complexity of the task rather than to any specific problem, although alliance member Bob Rast of General Instrument cited the

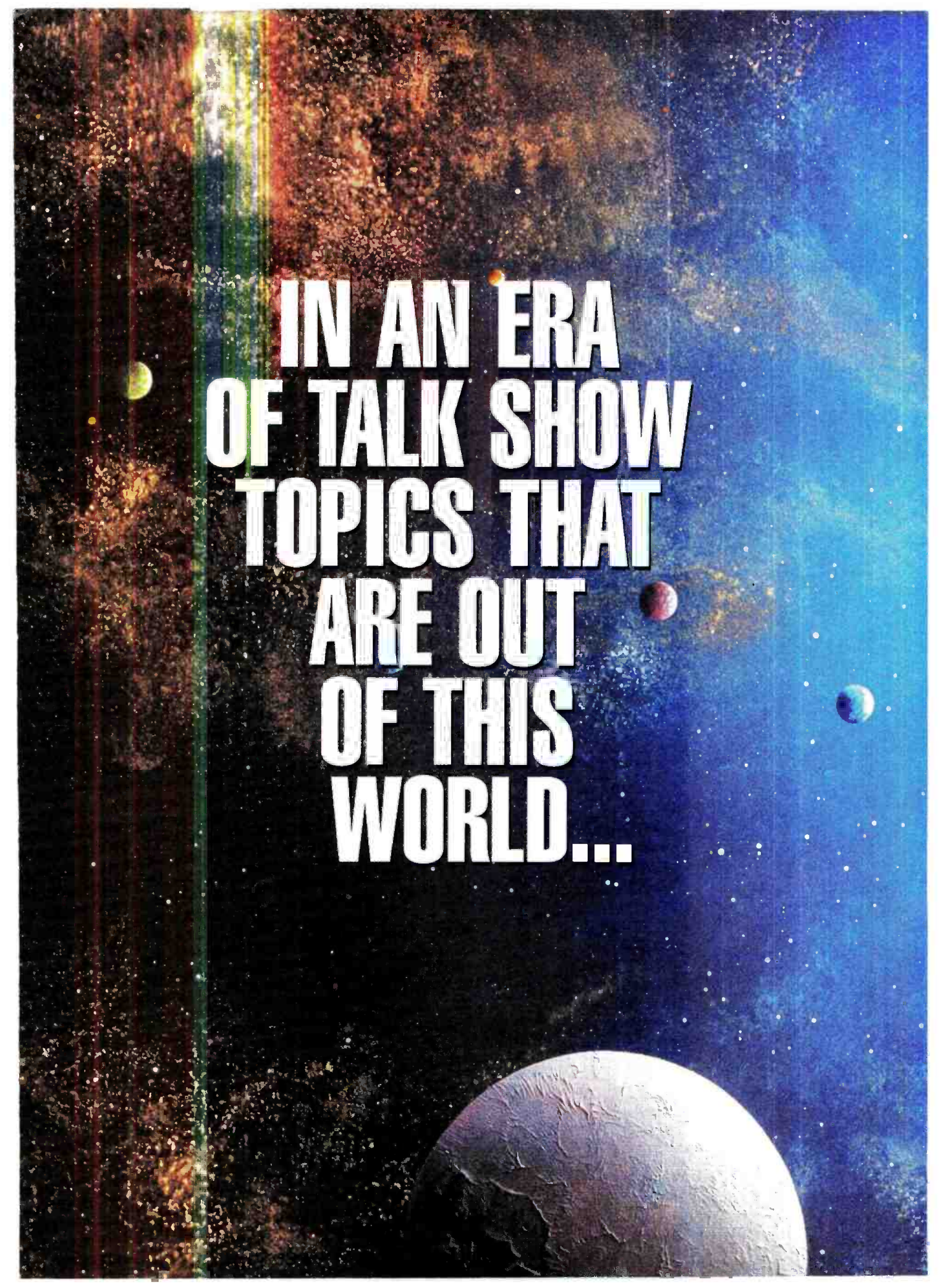
HDTV video system as the "critical path" to wrapping up the prototype system.

"This is the first time anybody's ever done MPEG-2 [compression] in high-definition," said Rast, facilitator of the Alliance Technical Oversight Committee. "It's a multidimensional problem."

He said the group is producing pictures with its video encoder and decoder but still needs to refine the system to comply with a series of scanning formats called for in its HDTV system specifications.

"It's just that things are taking longer than we had hoped," says Robert Graves, video technology and infrastructure vice president at alliance member AT&T. ■



A vibrant, colorful space scene. The background is a deep blue and purple nebula with scattered white stars. In the foreground, a large, textured, greyish-white planet is partially visible at the bottom. To the left, a vertical streak of light in shades of green, yellow, and orange runs through the scene. Several other planets are visible: a small yellow one on the left, a red one in the middle, and a blue one on the right.

**IN AN ERA  
OF TALK SHOW  
TOPICS THAT  
ARE OUT  
OF THIS  
WORLD...**



# Oprah Is W

Program	RTG	W 18-34	W 18-49
<b>Oprah</b>	<b>10.3</b>	<b>7.1</b>	<b>7.2</b>

<b>Regis &amp; Kathie Lee</b>	<b>5.4</b>	<b>2.6</b>	<b>3.0</b>
<b>Maury Povich</b>	<b>4.5</b>	<b>2.5</b>	<b>2.6</b>
<b>Donahue</b>	<b>4.4</b>	<b>2.1</b>	<b>2.3</b>
<b>Sally Jessy Raphael</b>	<b>4.4</b>	<b>2.9</b>	<b>2.9</b>
<b>Ricki Lake</b>	<b>3.9</b>	<b>4.9</b>	<b>3.7</b>
<b>Montel Williams</b>	<b>3.8</b>	<b>3.4</b>	<b>3.0</b>
<b>Jenny Jones</b>	<b>3.7</b>	<b>3.9</b>	<b>3.2</b>
<b>Geraldo</b>	<b>3.4</b>	<b>2.0</b>	<b>1.9</b>
<b>Jerry Springer</b>	<b>3.3</b>	<b>2.5</b>	<b>2.2</b>
<b>Gordon Elliott</b>	<b>2.2</b>	<b>1.5</b>	<b>1.5</b>

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# Worlds Apart!

W 25-54

7.6

3.4

2.7

2.5

3.0

2.8

2.6

2.7

1.9

2.1

1.4



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## Rysher to retool 'Lonesome Dove'

Seeks to attract younger demo with more action, younger guest stars

By David Tobenkin

**M**arried cowboys and young audience demographics don't mix, or so it seems. A decision by Rysher Entertainment will kill off the wife of lead character Newt Call next season in the syndicated drama *Lonesome Dove* in an effort to attract young viewers.

The last episode of the first season ends in a cliffhanger, with Call's wife, Hannah Peale (portrayed by Christianne



Rysher is toughening up 'Lonesome Dove's' lead character.

Hirt), trapped in a burning building. Allowing her to meet her demise will open Scott Bairstow's Call character

to more action and romantic encounters when the show's second season begins in the fall, says Rysher Execu-

November sweeps, it has been criticized by some as slow and lacking action and has skewed to an older-

tive Vice President of Creative Affairs Rob Kenneally.

"We discovered that by marrying him, we limited our ability to develop our lead," says Kenneally. "This will allow him to travel more, be involved in other romantic relationships and toughen up his character."

Although the show is the top-rated new action hour this season, with a 4.4 Nielsen national household rating in the

## E! to supply NBC News Channel

E! Entertainment and NBC News Channel have entered a long-term news exchange agreement, BROADCASTING & CABLE has learned. E! will serve as the news channel's exclusive supplier of entertainment news "outside the immediate NBC News family," confirms Robert Horner, president, NBC News Channel.

The two services have been working on a trial basis for the past year, leading to the extended long-term deal. During the trial, E! has produced a daily two-minute entertainment report with anchors Steve Kmetko and Bianca Ferrare for the Charlotte-based News Channel, NBC's affiliate news feed service.

"Entertainment news is clearly a niche we want to build on within our general interest news service," says Horner. The news channel surveyed its affiliates this summer and received a "strong positive reaction" regarding the quality and overall value of the E! reports, he says.

In addition, E! provides voiceovers, background footage and reporter packages to the news channel. A



E! Entertainment anchors Bianca Ferrare and Steve Kmetko

new element in the extended agreement is a 90-second weekly movie preview segment that E! will produce. In addition, the service will provide some custom packages for the NBC-owned stations.

In return, E! gets access to the NBC News Channel footage for its nightly half-hour entertainment news program *E! News Daily*. Dale Hopkins, senior vice president, marketing, E!, says that access would be a valuable resource for covering hard-news stories with an entertainment slant. "NBC has affiliates around the country we can rely on for news stories, like the Kurt Cobain suicide, instead of sending our own crew,"

she says.

But Hopkins says the deal also was key for E! because it gives the cable network "exposure to a new audience" beyond its 27 million cable household universe. "We've been looking for a partner that we could provide a service to and get enhanced exposure, and we think we have the ideal partner in NBC News Channel," Hopkins says.

—SM



than-expected audience.

Next season's shows will feature clues to the crime, more action, younger guest stars and the addition of contemporary background music

in an effort to reach out to younger potential viewers.

At the same time, Kenneally says that the Suzanne de Passe and Robert Halmi Jr. production will be careful

not to stray from the elements that made a success of the blockbuster network miniseries of the same name. "We don't want to destroy the loyal fans of the miniseries," he says. ■

## 'Stewart' gets host of upgrades

*Paramount convinces some 20 stations to move show*

By David Tobenkin

**A**rguing that weak clearances rather than a weak show are responsible for the lackluster ratings of its new late-night *Jon Stewart Show*, Paramount Domestic Television has persuaded about 20 stations to upgrade the talk show to earlier time slots.

Many of the stations that have agreed to the upgrade—which include big-market clearances KCOP (TV) Los Angeles, WTXF-TV Philadelphia, WJBK-TV Detroit, KTXA-TV Dallas and KTXH-TV Houston—will move the show from 11:30 p.m. or post-midnight clearances to earlier in late night next week.

"The numbers for the show this fall were not what we wanted them to be, but the temper of the stations toward the show has remained very positive," says Joel Berman, president of distribution at PDT. "They believe in *Stewart* and see the same things we do. This is a show that is taking time to build and has been hampered by late-night time periods."

The show earned a 1.1 Nielsen national household rating for the week ended Dec. 18, the most recent released by the rating service. The show debuted last September and is cleared in 90% of the country on 148 stations.

*Stewart* also will be revamped somewhat to feature the former MTV talk show host in fewer comedy sketches and talking more with bigger-name, more mainstream guests.

"It's harder to do a great bit of comedy as a regular part of the show each night, and a great guest is easier to advertise and more of a draw," says Frank Kelly, president of creative affairs at PDT.

The New York-based *Stewart* will showcase those changes during the February sweeps by spending the

Feb. 6-10 week in Los Angeles, where it will tape day-and-date from Paramount Studios' facilities.

The show's upgrades include a move on KCOP from 12:30 a.m. to midnight; on WTXF-TV from 12:30 a.m. to 11:30 p.m.; on WJBK-TV from 12:30 a.m. to midnight; on KTXA from 11:30 p.m. to 10:30 p.m.; on KTXH-TV from 11:30 p.m. to 9 p.m.; on WISH-TV Indianapolis from 1 a.m.

to 12:30 a.m.; on WCPO-TV Cincinnati from 1:30 a.m. to 12:30 a.m.; on KASA-TV Albuquerque from 11:30 p.m. to 11 p.m.; on KZIA-TV El Paso from 11:30 p.m. to 11 p.m.; on WMSN-TV Madison from 2 a.m. to 11:30 a.m., and on KLRT-TV Little Rock from midnight to 11:30 p.m.

Upgrades in an additional eight to 10 markets are being finalized, Berman says. ■



Voiceovers by comic Carrot Top will be part of *The Cartoon Network's* revamp.

### Cartoon makeover

Magilla Gorilla is getting a face-lift. The Cartoon Network this month rolls out a new on-air look designed to create a cutting-edge environment for the network's classic cartoon lineup. The revamp marks the first on-air overhaul for the network since its Oct. 1, 1992, launch. The network is replacing virtually all of its on-air packaging with 3-D versions of Fred Flintstone, Huckleberry Hound and many other Cartoon Network stars from the Turner Broadcasting library. The network also is adding new voiceovers by Carrot Top, the off-the-wall stand-up comic who plays to sell-out college audiences around the country. "The challenge is to take the inventory and make it modern and relevant to a '90s kid," says Stephen Croncota, vice president of on-air and creative director, who has been developing the new look since joining the network two years ago.

—RB

# Double-Run



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\*Source: NFI Dates Plus  
11/6, 11/20, 11/27, 94.



# Phenomenon

**W**hen ABC was looking for big laughs and big numbers during the November sweep, they scheduled repeats of AMERICA'S FUNNIEST HOME VIDEOS on three Sundays at 7:30pm following the original episodes. The result? In each instance, AFHV outperformed the original episode preceeding it!\* Proof that two episodes of AMERICA'S FUNNIEST HOME VIDEOS are even better than one! So get ready for the only comedy that's wild enough, outrageous enough and hysterical enough to make "funniest" its middle name. AMERICA'S FUNNIEST HOME VIDEOS.



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### Cable ad spending to rise 15%

Cable advertising revenue is expected to top \$5.3 billion in 1995, a 15.2% boost over the \$4.6 billion total projected for 1994, according to the Cabletelevision Advertising Bureau. The CAB says cable networks will attract \$3.6 billion in ad revenue, a 13% boost over 1994; local and spot cable advertising will climb to \$1.5 billion, a 15% boost over last year; and regional sports/news channel ad income in 1995 will climb to \$195 million, marking a 12% increase over 1994.

### Choice gets Fox

Twentieth Century Fox, the last major studio that did not have a deal with Viewer's Choice, has agreed to make its titles available to the pay-per-view distributor beginning March 1. Included in the deal are recent Fox hits such as "True Lies" and "Speed" as well as future titles

from Twentieth Century Fox and Fox Searchlight pictures.

### Cablevision gets Golf

Cablevision Industries has become the fourth cable MSO to reach a carriage agreement with The Golf Channel, joining Comcast Communications, Continental Cablevision and Newhouse Broadcasting. The 24-hour network debuts on Jan. 17.



## AMERICA<sup>3</sup>

*The Women's Team*

*America's Cup 1995*

### Lifetime looks for sports

Lifetime is planning a second and possibly third documentary tied to

its coverage of America 3, the first all-women's team to race for the America's Cup. The network planned to run its first documentary on the team last night (Jan. 8) and has a second special scheduled for April. If the team makes it to the finals, Lifetime has an option to do a third special. Meanwhile, the network is looking to delve yet deeper into sports with two as-yet-unnamed sporting sponsorships in the works for 1995.

### Bacall picks flicks

Actress Lauren Bacall has joined American Movie Classics as its national spokesperson for 1995 and will host a weekly feature that will debut on the cable network this spring. The Friday evening series will feature Bacall introducing and commenting on classic movies she selects from AMC's library.

### Free looks

Showtime Networks Inc. this week will run free previews for Showtime (Jan. 14-15) and The Movie Channel (Jan. 10-13). So far, 1,090 systems reaching more than 21.5 million basic subscribers have signed on for the Showtime preview; 637 systems reaching 17.5 million basic subs are on board for the TMC preview.

### Dutch Boy on H&G

Newly launched Home & Garden Television has signed a multiyear charter advertiser agreement with Dutch Boy Paints that will include sponsorship of *Room by Room*, an original weekly half-hour series airing on the cable network.

### More subs for Court

Court TV has gained 7.8 million subscribers as a result of the FCC's going-forward rules, according to CEO Steven Brill, bringing the network's total distribution to more than 20 million basic subscribers by early 1995. New system launches include Continental Cablevision of Jacksonville, Fresno and Dayton; Metrovision of Chicago; Time Warner of Orlando, Houston and Boston, and Viacom of Seattle. —RB

## Top cable shows

Following are the top 15 basic cable programs for the week of Dec. 26-Jan. 1, 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 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	Hhs. (000)	Rating Cable	U.S.
1. <i>Bowl Games</i>	ESPN	Fri 9:01p	2,916	4.7	3.1
2. <i>Movie: 'The Outlaw Josey Wales'</i>	USA	Tue 8:00p	2,485	4.0	2.6
3. <i>Movie: 'Sunstroke'</i>	USA	Sun 4:00p	2,448	4.0	2.6
4. <i>Bowl Games</i>	ESPN	Thu 8:00p	2,427	3.9	2.5
5. <i>Bowl Games</i>	ESPN	Wed 8:00p	2,422	3.9	2.5
6. <i>Bowl Games</i>	ESPN	Sat 8:00p	2,412	3.8	2.5
7. <i>NFL Gameday</i>	ESPN	Sun 12:00n	2,396	3.8	2.5
8. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,131	3.4	2.2
9. <i>Gator Bowl</i>	TBS	Fri 7:30p	1,970	3.2	2.1
10. <i>Movie: 'Linda'</i>	USA	Sat 4:00p	1,912	3.1	2.0
11. <i>Sportscenter</i>	ESPN	Sun 11:30a	1,896	3.0	2.0
12. <i>Ren &amp; Stimpy</i>	NICK	Sun 11:30a	1,854	3.1	1.9
13. <i>NFL Prime Time</i>	ESPN	Sun 7:30p	1,830	2.9	1.9
13. <i>Aaahh!! Real Monsters</i>	NICK	Sun 11:00a	1,823	3.0	1.9
15. <i>Rocko's Modern Life</i>	NICK	Sun 10:30a	1,821	3.0	1.9

Following are the top five pay cable programs for the period of Dec. 26-Jan. 1, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. <i>Movie: 'A Perfect World'</i>	HBO	Sat 8:00p	2,338	11.5	2.5
2. <i>Movie: 'Look Who's Talking Now'</i>	HBO	Tue 8:00p	2,148	10.5	2.3
3. <i>Movie: 'Beverly Hills Cop II'</i>	HBO	Fri 8:00p	1,717	8.4	1.8
4. <i>R Simmons Def Comedy Jam</i>	HBO	Sat 2:00a	1,670	8.2	1.8
5. <i>Movie: 'Ground Zero'</i>	HBO	Tue 11:00p	1,641	8.0	1.7



## ESPN tops basics in fourth quarter

Virtually all basic cable networks showed ratings boosts in fourth quarter 1994 over the same period last year, with top-rated ESPN showing a prime time A.C. Nielsen rating of 2.6 (1,649,000 households).

Among others showing prime time gains during the quarter was the second-place USA Network, climbing from 2.2 (1,335,000 homes) to 2.3 (1,452,000 homes) in a year-to-year comparison. USA actually had its highest-rated month ever in December 1994 with a 2.8 prime time rating, helped by hit movies like the "Star Wars" trilogy and the continued strength of off-net series *Murder, She Wrote*.

USA also finished 1994 as the top-rated basic cable network of the year with a 2.3 rating (1,443,000 homes), marking its fifth consecutive year in first place.

Other top-rated basic cable networks for the year were TBS with 1.9 (1,204,000 homes), down 1% from 1993; TNT with 1.8 (1,088,000 homes), a 6% boost over 1993; ESPN with 1.7 (1,096,000), a 6% drop from 1993; Nickelodeon with 1.2 (753,000 homes), up 9% over 1993, and Lifetime with 1.1 (664,000 homes), a 10% boost over 1993. USA's 1994 rating equaled its 1993 performance.

Prime time ratings for the other basic cable networks in 1994 (as supplied by Turner Broadcasting): CNN with 1.0 (619,000 homes); A&E with 1.1 (614,000 homes); TNN with 1.0 (609,000 homes); Discovery with 1.0 (606,000 homes); Family with 0.9 (547,000 homes); MTV with 0.7 (390,000 homes); WGN with 1.1 (370,000 homes); Headline News with 0.3 (175,000 homes); TLC with 0.4 (138,000 homes); Cartoon with 1.3 (137,000 homes); CNBC with 0.2 (127,000 homes); Comedy Central with 0.4 (111,000 homes); Sci-Fi with 0.6 (93,000 homes), and Court TV with 0.1 (17,000 homes). Court TV numbers are for fourth quarter only.

At least two networks that have

undergone significant programming changes, The Nashville Network and Lifetime, saw gains. The Nashville Network climbed from 0.9 (545,000) to 1.2 (718,000), thanks in part to a lineup of strong holiday specials.

Among the few networks to show prime time declines during fourth quarter 1994 was TBS, which

dropped from 2.3 (1,383,000 homes) to 1.8 (1,108,000 homes) with the absence of Atlanta Braves baseball. MTV also saw a slight drop, from 0.7 (397,000) to 0.6 (377,000).

TBS led all basic cable networks in total-day household delivery for fourth quarter 1994, averaging a 1.2 rating representing 744,000 homes. —RB

### Basic Cable Ratings: 4Q 1994 vs. 4Q 1993

	Primetime (Mon-Sun 8-11 p.m.)		Mon-Sun 24 Hours	
	4Q 1994	4Q 1993	4Q 1994	4Q 1993
	Rating	HH (000)	Rating	HH (000)
ESPN	2.6	1,649	2.0	1,258
USA	2.3	1,452	2.2	1,335
*TNT	1.8	1,112	1.8	1,064
TBS	1.8	1,108	2.3	1,383
NICK	1.3	784	1.0	621
TNN	1.2	718	0.9	545
LIFE	1.2	690	0.9	547
A&E	1.1	642	0.9	522
CNN	1.0	620	0.9	587
DISC	1.0	607	0.9	561
FAM	1.0	571	0.9	517
WGN	1.1	390	1.1	390
MTV	0.6	377	0.7	397
HLN	NA	NA	0.3	173
TOON	1.3	150	1.0	80
VH1	0.3	NA	0.3	NA
PREVUE	0.4	120	0.3	100
TLC	0.4	137	0.4	109
SCIFI	0.6	109	0.6	88
CMT	0.4	94	0.4	98
COM	NA	NA	0.3	98
BET	0.6	NA	0.5	NA
CNBC	0.3	162	0.2	115

USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; CNBC's is 8-11:30 p.m. Mon.-Fri.; Discovery's and TNN's full day is 9 a.m.-3 a.m.; Family's is 7 a.m.-1 a.m.; Lifetime's is Mon.-Fri. 7:30 a.m.-1:30 a.m. and Sat.-Sun. 10 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; E!'s is 6 a.m.-3 a.m., Mon.-Sun.; TLC's is Mon.-Fri. 12 p.m.-3 a.m. and Sat.-Sun. 9 a.m.-3 a.m.; BET's is Mon.-Fri., 9 a.m.-4 a.m. All other networks are 6 a.m.-6 a.m. Source: A.C. Nielsen Co. data supplied by various networks. All ratings based on coverage homes for each network. NA—not available.

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## SYNDICATION MARKETPLACE

**'Top Cops' busts 3.0 rating**

Genesis Entertainment's *Top Cops* off-net syndicated strip earned a 3.2 Gross Average Audience Nielsen national rating for the week ended Dec. 25, up 52% from its Sept. 12 premiere week rating of 2.1.

**TeleMarc's 'Feelin' Great'**

Syndicator TeleMarc Entertainment is pitching a new first-run, weekly health and fitness magazine-style series for launch in fall 1995. The half-hour show, *Feelin' Great*, will be hosted by *Dynasty*

star John James and will include segments on nutrition, exercise and healthy lifestyles. It is being offered on a barter basis with a three-and-a-half-minute local/three-and-a-half-minute national ad split.

**New 'Reality'**

New World syndication wing Genesis Entertainment will launch an FCC-friendly, weekly half-hour kids show already airing on New World's O&O stations in fall 1995. *Reality Check* features kids interacting with computers and interac-

tive technology. The live-action show is being offered on a barter basis, with a two-and-a-half-minute national/two-and-a-half-minute local split. *Reality Check's* executive producer is Ira Mishkin.

**'Land's End' lands Chris Craft/United**

Buena Vista Television's *Land's End* action hour has been cleared on all Chris Craft/United stations and now is cleared in nine of the top 10 markets and 35% of the country. The show launches in fall 1995.

## CBS keeps its eye on the ball

*Despite losing football, network still racks up rights*

By Steve McClellan

**A**lthough it won't broadcast a Super Bowl, World Series or NBA Championship series for years, CBS has committed billions in 1994 to let the world know it's still in the sports business. The network spent more than \$2.4 billion last year for broadcast rights to events and franchises that in some cases extend to 2002.

The bulk of those have come under the direction of David Kenin, who last April replaced Neal Pilson as president of CBS Sports. Pilson's swan song came last January, when he signed a deal giving CBS rights to the 1998 Olympic Games in Nagano, Japan, for \$375 million, a record price for a winter Olympics.

Kenin's biggest deal came last month—an eight-year, \$1.725 billion renewal of a multisport rights package from the National Collegiate Athletic Association.

Kenin also committed approximately \$150 million to acquire long-term rights to two of the three bowl games in the so-called College Bowl Alliance, created to crown an annual national college football champion starting in 1996. CBS spent about \$75 million each for the rights to the Fiesta and Orange bowls from 1996



*With NFL gone, CBS has spent billions to get other franchises, including the NCAA.*

to 2001. (ABC acquired the other Bowl Alliance contest, the Sugar Bowl, in a six-year deal valued at about \$50 million.)

Beyond that, CBS Sports has committed more than \$100 million to lock up rights to various PGA golf tournaments, including the PGA Championship through 1998. Another \$100 million has been used to extend or acquire new college fran-

chises, including Big East and Southeastern Conference football; Big 10, Southeastern Conference and Big East basketball and the Army-Navy football game. The network has rights to all those franchises through at least 2000.

In addition, Kenin has earmarked millions to build an anthology franchise, *Eye on Sports*, as well as various figure skating events and a new



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boxing series.

"It's been a pretty busy eight months," he says. "In a very workmanlike and non-flamboyant manner we've started adding events. It was never the case that we as a sports division should have been written off. We were never out of the business, and it was never our goal to leave the business."

Kenin says the new NCAA pact is his most important deal to date. "It's a huge investment for many hours of

programming," he says. The package includes the men's basketball championship tournament, which the network has promoted with its "March madness" on-air theme for the past several years. Last year, revenue for the tournament was at an all-time high. Ratings for the tournament were the third highest in a decade.

The package also includes a slew of other sports, including some football telecasts, the college baseball world series, track and field,

and gymnastics. Despite the huge price tag, Kenin says the package and the division will be profitable for the foreseeable future, "unless the economy heads south in a terrible way."

Meanwhile, the network has tried to create new figure skating and boxing series. It's had more success with the figure skating, despite competition from NBC and, to a lesser extent, ABC.

In the fourth quarter, CBS aired more than 18 hours of figure skating and averaged a 5.2 rating and 10 share in households and a 2.2 rating among adults 18-49. NBC aired only six hours, but did as well with it, averaging a 5.2/11 in households and a 2.3 among adults 18-49. ABC aired four hours of skating in the quarter, averaging a 3.3/8 household and 1.3 with adults 18-49.

CBS's boxing series drew far fewer viewers, but Kenin remains committed to trying to make it work at least through next summer. Nine hours of matches in the fourth quarter averaged a 1.8 household rating and a mere 1 rating among the target men 18-49 demographic.

But the series attracted a major sponsor in Quaker State motor oil, and came close to paying for itself, Kenin says. "It's a competitive issue," he says. "If you're up against NFL and college football, it's hard to score. That's why we want to try it again in the spring and summer."

CBS's anthology *Eye on Sports* came within two-tenths of a rating point of tying ABC's *Wide World of Sports* in the fourth quarter. For 25 hours of programming, CBS averaged a 2.8/7 household rating, compared with a 3.0/9 for ABC's 12.5 hours of programming. Among men 18-49, however, ABC had a solid lead with a 1.5 rating, compared with CBS's 0.9 average.

NBC aired 11.5 hours of anthology programs under the *Sports World* anthology banner, and averaged a 2.5/7 in households and a 1.0 among men 18-49.

Kenin says it's too early to say if *Eye* will make it as a long-term franchise, "but it's something we are going to invest in and make more of. I'm optimistic on what we can do from a quality standpoint." ■

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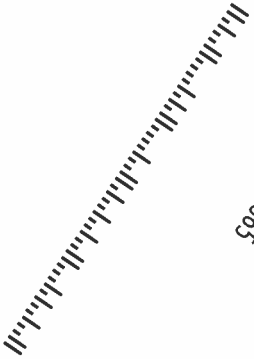
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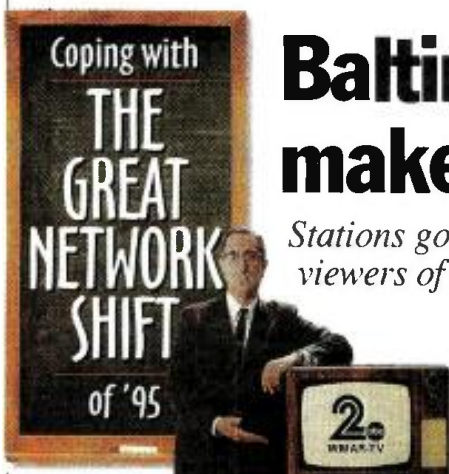


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# Baltimore makes the switch

*Stations go all out to inform viewers of affiliation swaps*



WMAR-TV sponsored print ads to help viewers understand the affiliation swaps.

By Julie A. Zier

**B**altimore TV viewers would be well advised to hold on to their local TV guides.

The 22nd largest market, home to several powerhouse broadcasters, underwent a shake-up of all three networks last Monday (Jan. 2). WMAR-TV dropped NBC as part of the blanket deal its parent, Scripps Howard, made with ABC. WJZ-TV recovered from its loss of ABC when owner Group W allied with CBS. And to complete the network circle, Hearst's WBAL-TV picked up NBC following the loss of CBS.

To prepare viewers for the changes, each station launched a multimedia advertising campaign. Network realignment announcements have appeared in print and on television, cable, radio, buses, billboards and direct-mail flyers.

"We focused our efforts on the things not changing, like news product and anchors," WJZ-TV's Creative Services Director Phil Arrington explains.

The station took a two-phase approach, according to Arrington. In September it began to promote its news shows without mentioning the impending affiliation swap. It not only strengthened the station's identification, Arrington says, but also encouraged news viewing for the fall sweeps. Phase two of the campaign directly addressed WJZ-TV's change from ABC to CBS.

"The temptation of some is to advertise the change as a celebration, which makes no sense at all, because

there is no viewer benefit to these changes," Arrington says.

WBAL-TV Vice President and General Manager Phil Stolz says that station has taken a "straightforward approach" to preparing viewers. It produced and aired a one-hour special the night before the switch—"The Big Switch"—which called on NBC entertainers and newscasters to explain and promote the change. During the first week of the swap and on the weekends, the noon news will take calls from viewers with questions.

WMAR-TV sent its anchors around the country to interview ABC entertainers and newscasters for a half-hour

special called "A Survival Guide: The Great Network Switch of '95." The show earned an 11 household rating/17 share on Thursday night, Dec. 29, according to General Manager Joe Lewin, and aired four more times before the switch. The main idea was to stress that only the network product would change, says Lewin.

With all the prep and publicity, the hype and the type, Stolz says the first few days of the switchover have gone smoothly. "When we run a spot, people call," he says, referring to the 800 line each station set up to answer viewers' questions. "But no station has been overwhelmed because there has been plenty of time to promote and discuss the changes."

Although the execution of Baltimore's switch may seem timed to the new year, swap dates are a function of expiring affiliation contracts and marketwide negotiations. Phoenix, which swapped two affiliations in October, will see two more changes on Jan. 9. Dallas and Seattle won't make their transitions until July, according to CBS. ■

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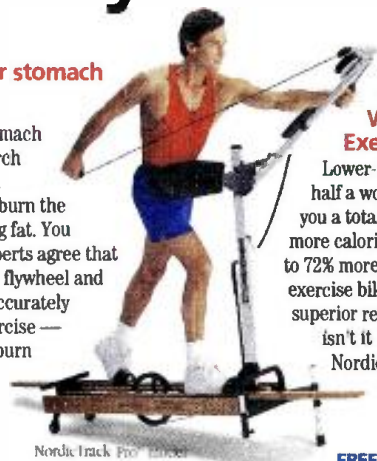
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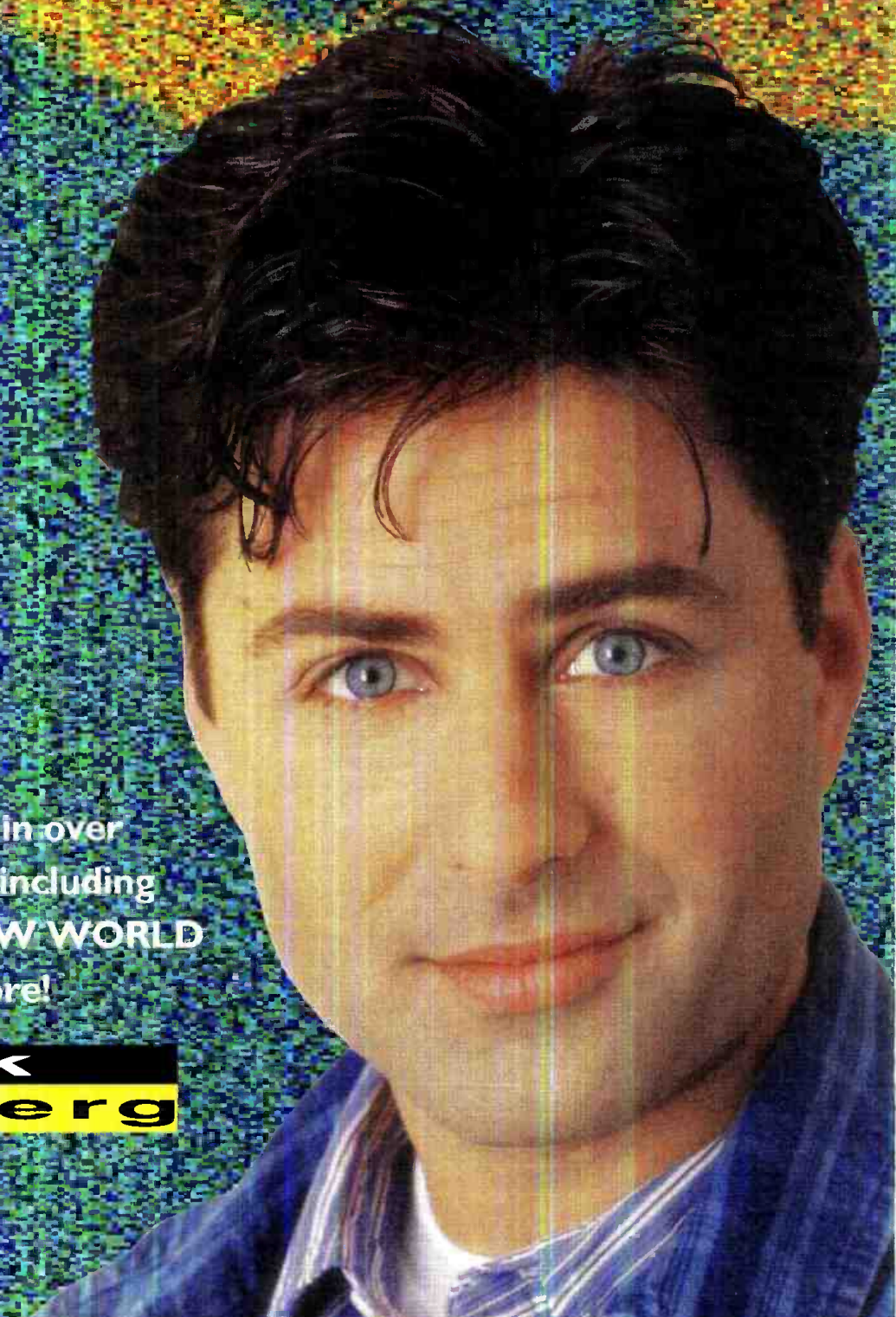
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# Ratings: Week 15, according to Nielsen, Dec. 26-Jan. 1

	<b>abc ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>16.8/29</b>	<b>10.3/17</b>	<b>11.4/20</b>	<b>3.9/6</b>
8:00	55. <i>Coach</i> 8.5/15	22. <i>The Nanny</i> 11.5/20	42. <i>Fresh Prince</i> 9.8/17	90. <i>Melrose Place</i> 4.4/8
8:30	57. <i>Coach</i> 8.4/15	19. <i>Dave's World</i> 11.9/20		
9:00	1. <i>NFL Monday Night Football—San Francisco</i>	27. <i>Murphy Brown</i> 11.1/18	17. <i>NBC Monday Night Movies—Danielle Steel's 'Once in a Lifetime'</i> 12.2/21	91. <i>Party of Five</i> 3.3/5
9:30	<i>49ers vs. Minnesota Vikings</i> 20.4/36	50. <i>Love and War</i> 9.2/15		
10:00		51. <i>Chicago Hope</i> 8.9/15		
10:30				
<b>TUESDAY</b>	<b>12.7/21</b>	<b>10.5/18</b>	<b>10.2/17</b>	<b>5.0/8</b>
8:00	32. <i>Full House</i> 10.8/18	22. <i>CBS Tuesday Movie—Quick Change</i> 11.5/19	39. <i>Wings</i> 10.2/17	88. <i>Fox Tuesday Night Movie—Teenage Mutant Ninja Turtles II: Secret of the Ooze</i> 5.0/8
8:30	29. <i>Sister, Sister</i> 10.9/18		43. <i>Smthing Wilder</i> 9.7/16	
9:00	5. <i>Home Improvmt</i> 15.4/25		22. <i>Frasier</i> 11.5/18	
9:30	9. <i>Grace Under Fire</i> 14.6/24		47. <i>Friends</i> 9.3/15	
10:00	17. <i>NYPD Blue</i> 12.2/21	57. <i>Chicago Hope</i> 8.4/15	38. <i>Dateline NBC</i> 10.3/18	
10:30				
<b>WEDNESDAY</b>	<b>12.9/22</b>	<b>8.9/15</b>	<b>9.1/16</b>	<b>6.1/10</b>
8:00	35. <i>Sister, Sister</i> 10.5/18	26. <i>Beyond Belief</i> 11.3/19	75. <i>TV Nation Year-End Special</i> 6.7/11	78. <i>Beverly Hills, 90210</i> 6.6/11
8:30	40. <i>On Our Own</i> 10.1/17		41. <i>Dateline NBC</i> 9.9/17	87. <i>Party of Five</i> 5.5/9
9:00	12. <i>Roseanne</i> 13.4/22	63. <i>Kennedy Center Honors</i> 7.7/13	33. <i>Law and Order</i> 10.6/19	
9:30	15. <i>Ellen</i> 12.5/21			
10:00	6. <i>Turning Point</i> 15.3/27			
10:30				
<b>THURSDAY</b>	<b>8.2/14</b>	<b>9.2/15</b>	<b>13.9/23</b>	<b>6.6/11</b>
8:00	67. <i>Lassie Unleashed: 280 Years</i> 7.4/12	47. <i>Due South</i> 9.3/15	16. <i>Mad About You</i> 12.4/21	71. <i>Martin</i> 6.8/11
8:30			14. <i>Friends</i> 12.7/21	68. <i>Living Single</i> 7.3/12
9:00	57. <i>ABC's World of Discovery</i> 8.4/14	44. <i>Chicago Hope</i> 9.4/15	3. <i>Seinfeld</i> 16.3/26	82. <i>New York Undercover</i> 6.2/10
9:30			21. <i>Madman/Peop</i> 11.8/19	
10:00	51. <i>Primetime Live</i> 8.9/16	54. <i>Eye to Eye with Connie Chung</i> 8.8/15	7. <i>E.R.</i> 15.1/26	
10:30				
<b>FRIDAY</b>	<b>11.4/21</b>	<b>7.3/13</b>	<b>9.1/16</b>	<b>5.9/11</b>
8:00	36. <i>Family Matters</i> 10.4/19	61. <i>Diagnosis Murder</i> 8.1/15	51. <i>Unsolved Mysteries</i> 8.9/16	89. <i>M.A.N.T.I.S.</i> 4.9/9
8:30	36. <i>Boy Meets Wld</i> 10.4/19			
9:00	29. <i>Step By Step</i> 10.9/19	79. <i>Under Suspicion</i> 6.4/11	33. <i>Dateline NBC</i> 10.6/19	71. <i>The X-Files</i> 6.8/12
9:30	27. <i>Sister, Sister</i> 11.1/20			
10:00	13. <i>20/20</i> 12.9/24	65. <i>Chicago Hope</i> 7.5/14	63. <i>Law and Order</i> 7.7/14	
10:30				
<b>SATURDAY</b>	<b>6.9/14</b>	<b>7.2/15</b>	<b>6.4/13</b>	<b>6.4/13</b>
8:00	69. <i>ABC Saturday Family Movie—The Flintstones: I Yabba-Dabba-Do!</i> 7.1/14	61. <i>Dr. Quinn Medicine Woman</i> 8.1/16	86. <i>King Orange Jamboree Parade</i> 5.8/12	75. <i>Cops</i> 6.7/13
8:30		83. <i>Five Mrs. Buch</i> 6.1/13		70. <i>Cops</i> 7.0/14
9:00		85. <i>Hearts Afire</i> 5.9/12	75. <i>Movie of the Week—Ray Alexander: A Taste for Justice</i> 6.7/14	84. <i>America's Most Wanted</i> 6.0/12
9:30		65. <i>Walker, Texas Ranger</i> 7.5/16		
10:00	79. <i>The Commish</i> 6.4/14			
10:30				
<b>SUNDAY</b>	<b>10.8/17</b>	<b>14.8/23</b>	<b>15.1/24</b>	<b>9.6/15</b>
7:00	44. <i>Am Fun Hm Vid</i> 9.4/16	4. <i>60 Minutes</i> 15.5/26	71. <i>Top Secret Television II</i> 6.8/11	(nr) <i>NFL Wildcard</i> 17.8/30
7:30	29. <i>Am Fun Hm Vid</i> 10.9/18		11. <i>Bowl Pre-Game</i> 14.0/23	81. <i>Encounters</i> 6.3/10
8:00	47. <i>Lois &amp; Clark</i> 9.3/14	10. <i>Chicago Hope</i> 14.1/22		55. <i>Simpsons</i> 8.5/13
8:30				60. <i>Married w/Chld</i> 8.2/13
9:00	19. <i>ABC Sunday Night Movie—A Dangerous Affair</i> 11.9/19	8. <i>CBS Sunday Movie—A Father for Charlie</i> 14.8/23	2. <i>Orange Bowl—Nebraska vs. Miami</i> 18.9/31	44. <i>Married w/Chld</i> 9.4/14
9:30				71. <i>George Carlin</i> 6.8/10
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>11.4/20</b>	<b>10.0/17</b>	<b>10.9/19</b>	<b>6.4/11</b>
<b>SSN. TO DATE</b>	<b>12.0/20</b>	<b>11.6/19</b>	<b>11.3/19</b>	<b>7.6/12</b>

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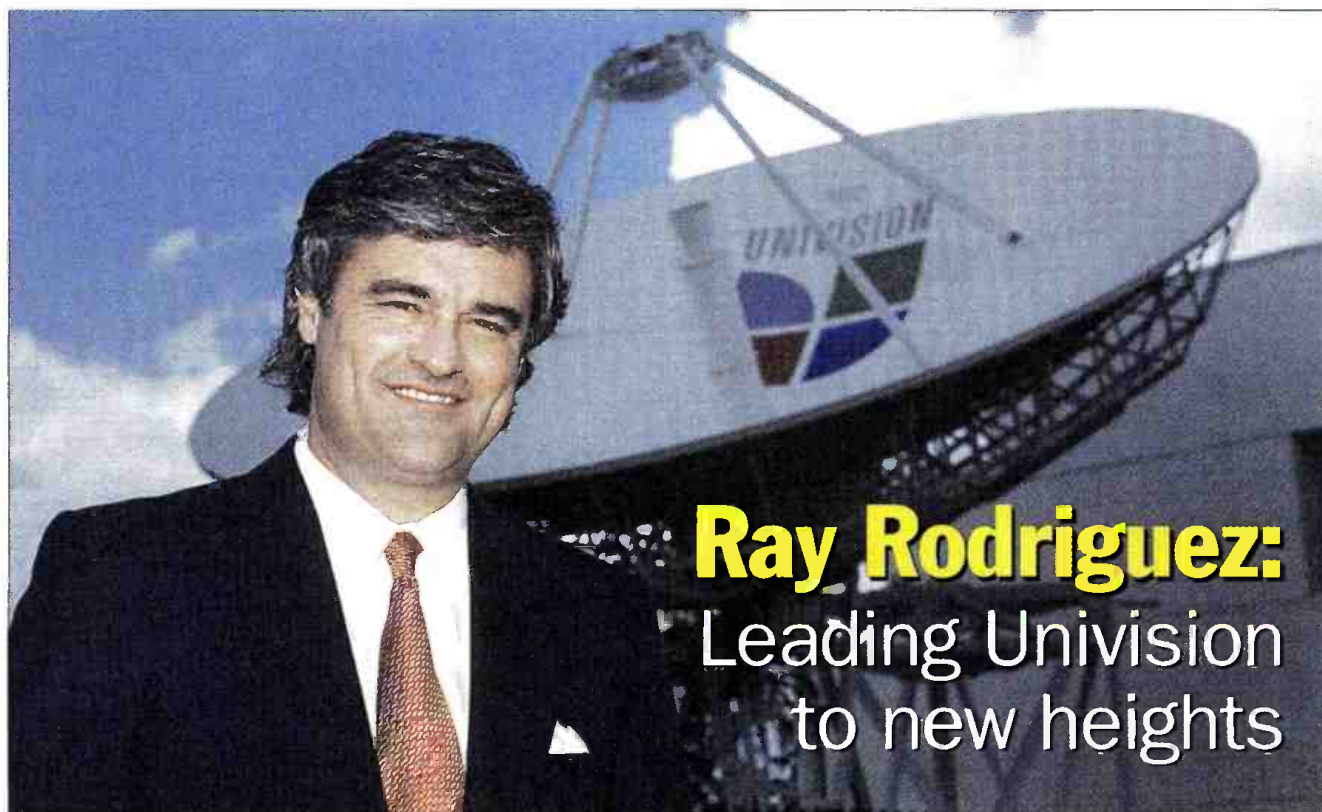
# HISPANIC

## Broadcasting & Cable

Spanish-language TV networks and the Hispanic television marketplace in general are booming. Advertising figures prove it: \$800 million went into TV ads targeting the U.S. Hispanic population, which spent \$250 billion in 1994. The two Spanish-language networks, Univision and Telemundo, each reported an ad revenue increase of \$30 million (page 46). And in radio, every major Hispanic market

now supports two or more Spanish stations on the FM band (page 49). During the past five years, the number

of Spanish-language and other ethnic stations has grown by 33%. Cable, too, thinks Hispanics offer an opportunity for growth. In Hacienda Heights, Calif., a cable system that added Hispanic women's network GEMS reported a 4% increase in Hispanic subscribers (page 50).



## Ray Rodriguez: Leading Univision to new heights

*Univision, the Spanish-language network, is atop an industry that, unlike its English-language counterparts, is on the grow, adding viewers and building viewer loyalty. Guiding the number one-rated Univision is Ray Rodriguez, president and chief operating officer. In this interview with BROADCASTING & CABLE's Steve Coe, Rodriguez discusses the challenges that face his network, his efforts to attract younger audiences, and the possibility of a new network in the current two-network Spanish-language universe.*

**B**oth Univision and Telemundo signed with Nielsen more than two years ago. Now, for the first time, the Hispanic networks have been getting research that is on a par with that of the other networks. How has that affected your business?

It has given us legitimacy [with] both the clients and the agencies, which use it to measure Spanish television performance and, in our case, Univision's performance. They can actually measure effectiveness; they can see how many eyeballs are watching Univision compared [with] the general market and [with] our Spanish competition.

In doing that, they can plan their media buys on an almost mathematical basis, whereas before there was a lot more subjectivity to buying Spanish television. Now there's



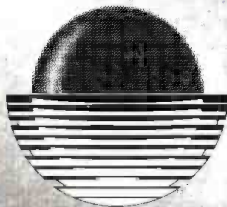
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objectivity. The numbers are right there, and they're measured by the same people that measure English. We've been telling the story for a long time, and now we have facts to prove it. And the story is that the Spanish market is a huge market. People do watch—a lot of people—and it is not just the old folks that watch Spanish television. As a matter of fact, our biggest increases have been in the youth market.

**Is that a recent phenomenon?**

I would say it has happened over the past two years. We've made a concerted programming effort to [attract] younger viewers because we [think] we have a large opportunity in younger folks. So in the programming that we produce, and a lot of programming that we buy, we select what we think is going to appeal to the youth market.

**For example?**

There's a show called *Control* that has an MTV-type format, and another, *Onda Max*. [Both] are targeted to the youth market.

**Are those new shows?**

We started them in late '93, and they have been tremendously successful. In addition, we have selected some novellas, which often are considered older-type programming, that are specifically produced for younger audiences, where the stars are very young people—like a *Beverly Hills, 90210*. After all, *Beverly Hills, 90210* is really a novella. Actually, all our prime time novellas are very much youth-oriented.

And in a show that's established, like *Sabado Gigante*, which is our three-and-a-half-hour show on Saturday night, we've developed segments just for young people. Now we have a segment at the beginning of the show—"Single and Unattached." The literal translation would be—that was inserted precisely to lure the younger audiences.

**Have you seen results from these moves?**

The results have been huge. Our shares of youth audience and our audience ratings have increased substantially in the past year; 18-34 is booming, and 12-18 as well.

**Each of the English-language networks tends to target a particular demographic group. Are you, like Fox, interested mainly in the 18-34 audience?**

We're not specifically targeting that group. I'm not going after just 18-34-year-olds or, like MTV, the 12-18-year-olds. We're a general-level broadcaster. The point I was trying to make is that we have gotten tremendous growth from the youth area; we knew that we had a lot of opportunity three years ago to grow youth, so that's been the area where we've

**had the most growth. But that's on top of a general base. Has trying to attract the younger Hispanic viewer become a recent priority in Spanish-language television overall?**

No, not really. For instance, in Los Angeles, the most popular radio station—in English or Spanish—is a Spanish station, KLAX-FM. That's the most popular station out there. So young people were listening to Spanish music. Well, if young people were listening to Spanish music, then it would make sense that if you gave them the right programming, they would watch Spanish television. And that in fact happened.

Now, if there is a large opportunity like that, what you have to do is to give them something they will be attracted to, and that's what we did. We thought there was an opportunity; we went after it, and we got it. I think radio has done a great job in doing that, in pulling in all these young people. If you asked somebody five years ago, "Are young Spanish kids watching Spanish television?" they would have said, "What, are you nuts?"

**What impact did World Cup soccer have for Univision?**

The significance of the World Cup was that a lot of people discovered Univision for the first time. They didn't know it existed. Univision is one of the largest networks in the U.S., but a lot of people out there don't even know it exists. It's like being a good performer, a good singer, and all of a sudden you have one hit song, and everybody says, "Hey, that person really knows how to sing." Well, they

knew how to sing all the time, but you have to have a hit song for people to recognize you. I think that the World Cup was our hit song. It was our version of crossing over, to a certain degree. A lot of people that weren't aware of it, including some clients, some executives that normally wouldn't know us, all of a sudden knew us, and they enjoyed watching the way we did the World Cup. We had some competitors—ESPN and ABC—that had the same games on the air, and a lot of people said they enjoyed watching or hearing our guys. Even though they couldn't understand them, the excitement that they were putting across was exciting to them.

**What was the financial impact from the matches?**

It was very significant, let's put it that way. The money in World Cup was significant, the ratings were significant. But I'm even happier that, after the World Cup finished, which was mid-July, our ratings increased substantially.

**So there's been some holdover, then?**

I don't know if it's holdover or not. Whatever it is, we have been increasing since Nielsen started in November

Show (Network)	HH rating
1. Marimar (Uni) . . . . .	23.9
2. Dos Mujeres, Un Camino (Uni) . . . . .	22.2
3. Valentina (Uni) . . . . .	19.8
4. Clarisa (Uni) . . . . .	19.4
5. Agujetas de Color de Rosa (Uni) . . . . .	19.3
6. Corazon Salvaje (Uni) . . . . .	19.0
7. Buscando El Paraiso (Uni) . . . . .	18.5
8. Volver A Empezar (Uni) . . . . .	17.8
9. Mas Alla Del Puente (Uni) . . . . .	17.7
10. Bienvenidos (Uni) . . . . .	16.8

Source: Nielsen Hispanic Television Index





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**KMEX-TV  34**

Source: Los Angeles Nielsen NSI, NOV.' 94

'92. We have increased our share of market every single ratings period, all the way through November '94. We had a 57 share of our market versus Telemundo. Now we're up to 74% of the market.

**You mentioned that your share of the audience is 74%, which is pretty remarkable. Three-quarters of all Hispanic viewers are watching Univision?**

Yes.

**Is that a good thing? Obviously it's good for Univision, but is it good for Spanish-language TV?**

Well, the answer is yes—so long as you can continue to grow the overall market. That market has increased substantially. When you add Univision and Telemundo, the two have grown substantially over the past two or three years. Even though Telemundo has declined, the combined Spanish television market is growing substantially.

**Given that growing market, is it conceivable that a third Spanish-language network might emerge?**

Well, we have a third network, Galavision. That's a cable network, and that's pretty big—actually, over a million-something subscribers. I'm sure that will grow. We think that the whole market will be growing for the next few

years. The Spanish population is growing so much, and the purchasing power of the Spanish population has grown so much, and will grow so much, that obviously we will be benefiting quite a bit from that.

**So a third broadcast network is a possibility?**

I think that would happen after Telemundo gets settled and starts bouncing back, which I'm sure they will. Then I think you'll see some people thinking about it.

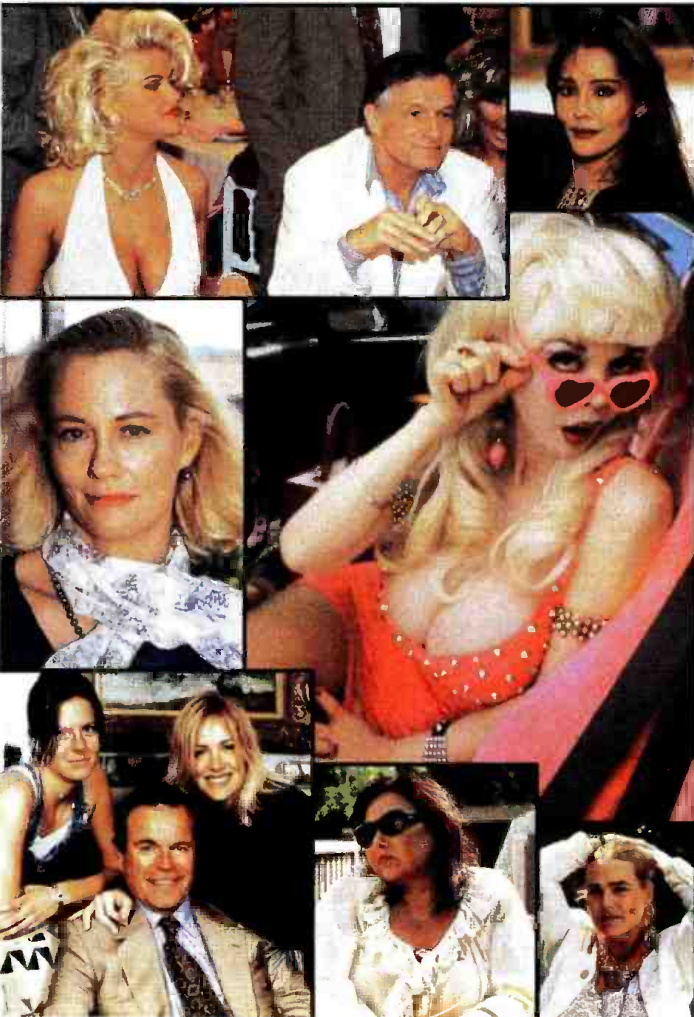
Miami right now has four Spanish-language broadcast stations. L.A. has three. Houston, I think, has three. So in some of the higher-concentrated Hispanic markets there are additional Hispanic stations that would be able to link.

**Have the affiliate changes at the English-language networks had an impact on Univision or Hispanic television?**

I haven't heard that it's been one way or the other. We've been acquiring stations where we thought it was necessary for us. We just acquired a station in Chicago and a station in Houston, so now we have 11 full-power owned-and-operated stations.

**Are you eyeing any new market to get to the current limit of 12 stations?**

Are we looking at one specifically? No. If there [were] one



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we thought was important, would we buy it? Probably yes.

**In addition to the World Cup, are there any sporting events that you're looking to acquire?**

Yes. Next year we're going to have several important soccer tournaments we will bring to our viewers, including coverage of the U.S. team and the tournaments they play.

**Will you be trying to appeal to English-language viewers as well as advertisers to expand your advertising base?**

Not really. We're happy to get our Spanish viewers. We had no intention, really, of bringing English viewers into the World Cup. We didn't advertise for it. I think it was just people switching around who found us, and that could happen with other programming as well. But that's not our intention. We still have a long way to go in the Spanish market. I'm certain we're on the right track, but we've got a lot left to do just to get the 25 million Hispanics in the U.S.

**What's the biggest challenge you face now in trying to expand your business?**

I think that we've made a lot of progress bringing the audience in. Our biggest challenge is to let people know that all these people are watching. I think that is the problem we have had in the past. We've had a great sales year

and we hope to have a great sales year next year, but we're far, far behind where we should be based on the viewership that we have. And I think that's our challenge.

**You mean Univision is not getting the kind of advertising prices you feel you should based on the size of your audience?**

We're not getting as many advertisers to commit to Spanish as we should be. Their commitments have been increasing quite substantially. We've had probably eight years of large increases in sales, the last three years showing the most growth, and '95 will be the biggest year of all. But, still, Spanish TV is way behind where it should be based on the viewers that we have.

**Is your inventory always sold out?**

No, but there are times of the year when we're entirely sold out. We're always sold out in the last quarter. And in all the major markets we are tight with inventory. There are times of the year, though, where we could sell more.

I don't mean to sound so much like a dollars-and-cents, greedy kind of guy. There's a lot of value to Spanish television, and I think that we need to tell the story to people. And when we get that story out, every time we get a chance to make a presentation, people open their eyes and go, "Jeez, that sounds great," you know, "Sign me up." ■

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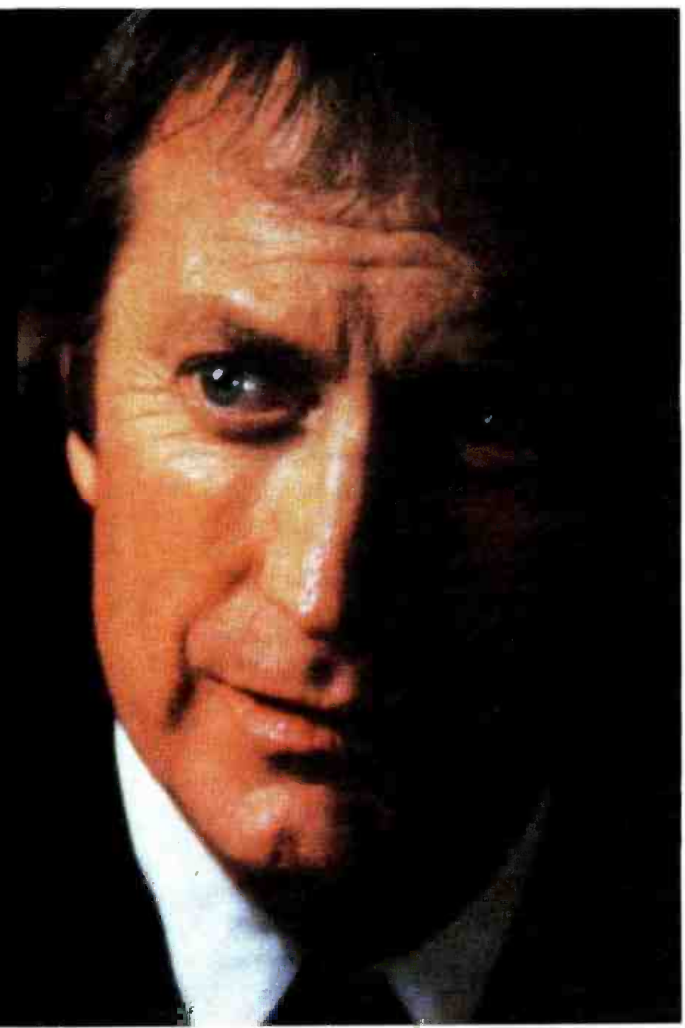
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# Boom year for Hispanic TV networks

Ad revenue grows by \$30 million for Univision, Telemundo; Hispanic viewership up 7%

By Steve Coe

Quietly growing and prospering during the past year while the English-language networks experienced turmoil and uncertainty, the Spanish-language networks and the Hispanic television marketplace in general are in the midst of a boom. And more than ever, the Spanish-language networks are targeting younger viewers.

Nielsen, which began measuring Hispanic television two years ago, recently completed a study on Hispanic television viewing. According to Ceril Shagrin, senior vice president, market development, Nielsen, the estimated growth of the overall television universe was 1% last year, while the estimated growth of the Hispanic viewing universe was 7%.

Statistics in the Nielsen study coincide with other growth figures for Spanish-language television, including consumer spending (expected to be more than \$250 billion for 1994) and television advertising revenue, which should near \$800 million this year. Advertising revenue for each of the two Spanish-language networks, Univision and Telemundo, jumped \$30 million in the past year.

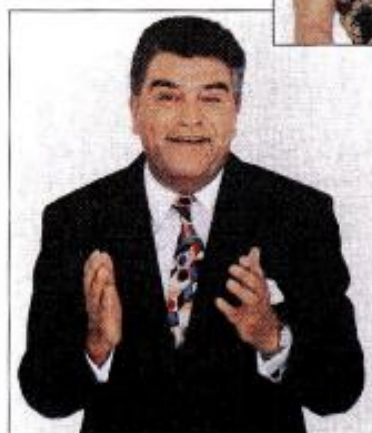
As is the case with the English-language networks, programming is key and suppliers are kept busy. Ed Baruch, president, Baruch/BET Entertainment, which produces programs geared to Hispanic and black audiences, says his company will produce 25% more programming targeted to Hispanics this year than last. "Absolutely, it's growing," said Baruch when asked if the Hispanic television marketplace is in a growth period. "If you bring out a nice, quality Hispanic program, [viewers and advertisers] eat it up."



'Marimar,' a telenovela, has been a blockbuster since its debut last October.



'Lente Loco,' a weekly program similar to 'Candid Camera' or 'America's Funniest Home Videos.'



'Sabado Gigante,' a four-hour Saturday night variety show, rates consistently among the top 10 on Spanish TV.

Prospering the most from the growth in Hispanic television viewing has been Univision, the dominant network in the Hispanic television universe. In the past year, Univision has seen its audience share increase from 66% to a high of nearly 75% this season. One area in which the network has seen its biggest growth is among younger viewers. According to Univision President/COO Ray Rodriguez, the network has made a concerted effort to bring in more of the younger audience.

"I think if you asked someone five years ago if Hispanic kids and young adults were watching Spanish-language television, they would have said, 'What, are you, nuts?'" Rodriguez says the network saw the opportunity to grow its audience with younger viewers about three years ago. He points to the success of Spanish-language KLAX-FM Los Angeles, the number one-rated radio station in the city thanks to a format that attracts

a broad Hispanic audience, including young listeners.

Rodriguez says the network then began to schedule programs geared specifically to a younger audience and to make existing shows more attractive to teens and young adults. In addition to an MTV-like video show and several novellas stocked with

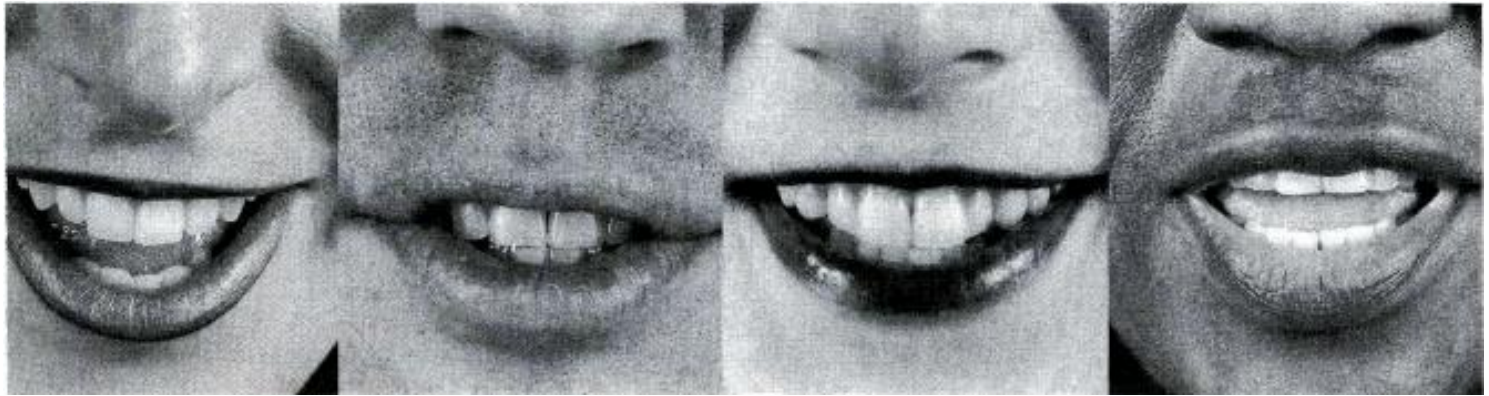
younger actors, Univision added a segment solely for younger viewers to the long-running and highly rated *Sabado Gigante*.

According to Doug Darfield, vice president, research, Univision, the strategy has paid off with significant gains in all the key younger demographic groups. "From October 1993 to October 1994, our audience of 18-to-34-year-olds increased 66% on a total day basis," he says. "In prime time alone we had a 77% increase [among 18-to-34-year-olds]."

Univision's growth has not been solely at Telemundo's expense, according to Darfield. "The sum of Univision and Telemundo's audience is greater than a year ago. Telemundo has declined, but our growth has been greater than their drop-off. So our growth has been at their expense as well as by bringing new viewers to the



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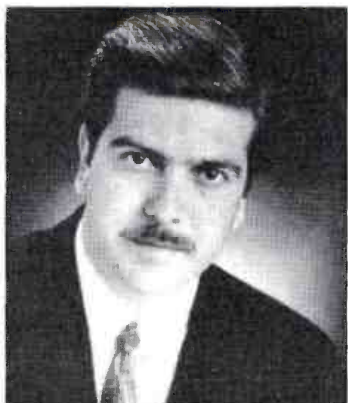
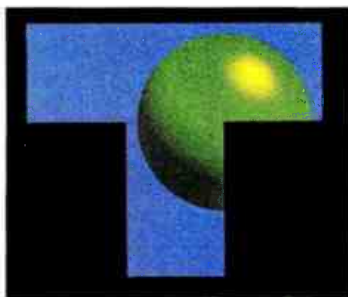
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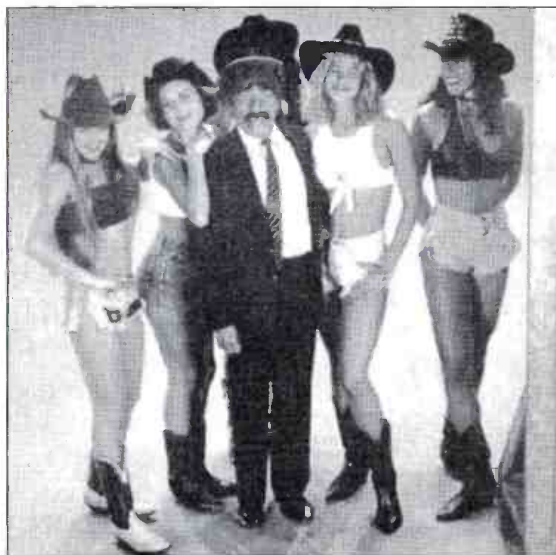
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Raul Peimbert, anchor of Telemundo's twice-nightly news show, 'Telenoticias con Raul Peimbert.'

set," he says.

Joaquin Blaya, president/CEO, Telemundo, says inaccessibility to certain types of programming has hurt his network's ability to close the gap with Univision. "At the risk of oversimplify-



'La Casa,' one of Telemundo's top-rated shows, is a comedy/variety on Tuesday night.

ing, [the difference in ratings] is directly attributable to our lack of access to Mexican telenovellas," he says.

Televisa, the largest producer of Spanish-language programming, is also the largest producer of Mexican telenovellas, the most popular form of programming on Hispanic television. Televisa owns Univision, which benefits through that relationship by having access to the most popular shows.

"Although we've had success with other programming, unless you can



'Ocurrio Asi' is a daily news magazine with host Enrique Gratas.

compete from 7 to 9 p.m. with that type of programming, which is culturally in tune with the majority of Hispanics, it is a difficult proposition," says Blaya.

Telemundo will not be without that type of programming for long, however, since the network has entered into a co-production deal with Mexico-based TV Azteca. The deal will yield, most important, telenovellas, as well as other types of programming.

Blaya says the network tried to develop other programming prior to the TV Azteca deal, but without success. "We developed some tabloid shows and comedies, but the novellas continue to be important to Hispanic television and especially among women 18 to 49. Fortunately, we have turned that corner."

Telemundo, like Univision, has made a recent push to attract younger viewers including the addition of a youth-oriented series, *Padrisimo*, which features music similar to that played on KLAX-FM. But Blaya cautioned about trying to attract too young an audience: "The problem is that you have to be careful you don't do what Fox did, which was to attract too young an audience and then have to try to broaden. The Hispanic audience in general is younger than the general audience. Our core audience target continues to be 18 to 49."

Despite the huge ratings gap, Blaya remains optimistic about Telemundo's future. "Nothing is eternal on television. The cycles are getting shorter. It used to take six years for the networks to change positions. But now, things change almost every year." ■

## Telemundo emerges from bankruptcy

After a three-year reorganization process, Telemundo has emerged from protection of the U.S. bankruptcy rules. A primary creditor and equity holder in the company, Leon D. Black, has been named chairman of the board. Black runs Apollo Advisors LP, a major financial investment manager with offices in New York and Los Angeles.

As a result of the reorganization, Apollo holds the single largest interest in Telemundo, about 15%, controls three seats on the board, and continues to hold a major piece of Telemundo's outstanding debt of about \$117 million. Initially, Apollo was to hold more than 24% of Telemundo, but the stake was reduced because the company manages major portfolio holdings of the French bank Credit Lyonnais. A Telemundo spokesman said the stake was reduced in light of the recent emergence of foreign ownership control issues at the FCC. In addition, Black holds a separate piece of Telemundo equity in his own name. Other major equity holder/creditors include Reliance Group Holdings (about 12.5%), the Telemundo management group, headed by president and chief executive officer Joaquin Blaya (6%), and Bastion Capital Fund LP. Bastion's equity stake wasn't available at deadline.

In addition, for the first time, about 13% of Telemundo's equity is being sold publicly on the Nasdaq exchange. On Jan. 3, the first day of trading, the stock ended the day at 9 3/4, down 1/4.

—SM



# Hispanic favorites differ from U.S. households

By Steve McClellan

**S**erial dramas and sitcoms, especially those with ethnic characters, were the most popular prime time network programs among Latino households during the 1993-94 television season. That's one conclusion in a study of Latino household viewing patterns conducted by advertising agency BBDO.

Fox's *Beverly Hills, 90210* was the highest-rated network prime time show in Latino homes, says the report, which analyzed Nielsen ratings. By comparison, the show was ranked 36th among total U.S. television households. Only *Roseanne* and *ABC Monday Night Football* were common to the top-10-ranked shows for Latino households and U.S. households. *MNF* was ranked second among Latino homes, followed by *Roseanne* and *The Simpsons*, which tied for third. *Living Single* and *Melrose Place* tied for fifth, and tied for seventh were *Blossom* and *Sinbad*. *The Fresh Prince of Bel Air* and *Married With Children* finished ninth and 10th.

Among shows with Latino stars, which the report notes are few and far between, only *Beverly Hills*, with Mark Espinoza, fared well in Latino homes. *L.A. Law*, with A. Martinez, ranked 81st, and *John Larroquette*, with Liz Torres, was 102nd. But as BBDO's Doug Alligood, author of the report, notes, both *Law* and *Larroquette* fared poorly with all U.S. homes. "The addition this season of Jimmy Smits as a leading player in *NYPD Blue* will provide an excellent opportunity to study how well a Latino actor draws Latino viewers," says Alligood.

According to the report, ABC and Fox have the most appeal to Latino viewers. ABC had 10 of the top 20 shows among Latino homes, while Fox had eight. NBC had the remaining two, while CBS, which ranked first for the season among all viewing homes, failed to place a single show among the Latino top 20. But despite differences among the viewing patterns generally, age does appear to make a difference. Viewing preferences were more similar among

younger and older viewers. For example, the report shows, Latino teens had 16 out of 20 shows in common with all teens, while Latino viewers 50-plus had 13 of the top-20 shows in common with their total-U.S. counterparts. The report states that Latinos currently represent \$190 billion in spending power, and their

population is growing at seven times the rate of the total U.S. population. As networks and producers begin to target the Latino audience, says Alligood, their challenge will be to develop programs featuring Latino lifestyles and culture, "but which appeal to a broader audience of viewers as well." ■

## Spanish radio coming into its own

By Donna Petrozzello

**W**ith more Spanish-language programming on FM radio, Hispanic broadcasters increasingly have been able to tailor their programming to a variety of Spanish listener preferences.

Markets with a relatively large Hispanic population now sustain two or more Spanish stations on the FM band, which program music formats such as Tejano, La Caliente and Salsa, which had little airplay prior to the early 1990s. Mac Tichenor Jr. of Tichenor Media System Inc. described the evolution as making "Spanish radio stations' personalities more focused and refined."

"In the late 1980s and early 1990s, you would see AMs switching to Spanish formats left and right when their owners couldn't figure out what else to do with their AM facilities and either decided to try Spanish or sell to an entrepreneur who would make the switch," said Tichenor.

"As some of these stations became successful, especially in terms of ratings, people began to understand and develop the Spanish opportunity on the FM band," Tichenor said. "Now you have very successful Spanish FM stations, usually two or more, in every major Hispanic market."

The number of both AM/FM Spanish-language and other ethnic stations

has grown by 33% over the past five years, from roughly 360 stations in 1989 to 420 stations as of September, 1994, according to the *M Street Radio Directory*. In addition, Arbitron rated listener polls for 1994 found that 44% of all radio listening by Hispanics is to Spanish-language programming, up slightly from 42% in 1993.

Cecil Heftel, of Heftel Broadcasting, contends that as a wider variety and greater number of Spanish stations have emerged, radio listening by Hispanics has increased.

Heftel, who began purchasing Spanish language stations in the mid-1980s after serving as a congressman, now owns and operates nine stations in the U.S. Like Tichenor, Heftel contends that most Spanish stations did not "have an identity in music" in the late 1980s because the few stations that were operating tried to appeal to a wide variety of audience tastes.

But, he said as the trend shifts toward more specialized FM programming by Spanish broadcasters, radio will gain a larger Hispanic audience.

"In Spanish, there was no choice of formats," Heftel said. "Now as we expand in the number of stations operated in language, the total time spent listening to Spanish radio will increase." ■

# Programers' message: Add cable services, subscribers will follow

*Low household penetration leaves plenty of room for growth in Hispanic market*

By Rich Brown

**W**hile U.S. cable system operators look to expand their channel capacity, many new Hispanic cable networks are cropping up with programming tiers specifically aimed at Hispanic subscribers.

As many of the new programers see it, Hispanics are underserved by the cable industry and there is great opportunity for growth.

Although the U.S. cable industry enjoys 60% penetration, the penetration of U.S. Hispanic households is only about 30%. The message from programers to cable system operators: Add new Hispanic services and new Hispanic subscribers will follow.

For example, a Tele-Communications Inc. cable system in Hacienda Heights, Calif., experienced a 4% increase in Hispanic subscribers after adding the Hispanic women's network GEMS to its basic lineup, GEMS executives say.

The new Hispanic services come from a variety of sources. Galavision, the nation's most widely distributed cable-exclusive network with 1.5 million subscribing Hispanic households, in May introduced four new Spanish-language networks: Eco, a 24-hour global news service; Telehit, a music video network; Ritmo Son, a younger-skewing music video network; and Telenovelas, a drama-based network. All



*Maria Laria, host of GEMS talk show 'Sin Fronteras con Maria Laria,' debuted last month in 18 countries.*

are imported from Mexico-based Televisa, one of Galavision's parent companies. Galavision itself offers a variety of programming, including news, sports, weather, talk shows, sitcoms and movies.

TeleNoticias, a 24-hour news service owned by Telemundo, Reuters, Arter of Argentina and Antena 3 of Spain, debuted on Dec. 1. The network's launch coincided with the debut of *Telenoticias con Raul Peimbert*, a newscast that airs weeknights at 6:30 and 11:30 ET on the Telemundo Network. The show will draw from TeleNoticias' resources and is produced at new

studios in Miami.

Existing U.S. networks also are finding ways to expand into the Hispanic market. NBC is tapping into its news resources to program yet another Hispanic news channel, NBC Noticias. MTV in October 1993 introduced MTV Latino, aimed at Hispanic audiences in the U.S. and Latin America. The music video network now is available in 4.8 million households. And HBO has debuted a pay TV service, HBO Ole, modeled after the domestic service.

GEMS is likely to enjoy some distribution through cable systems owned by parent company Cox Communications. The Miami-based service, which launched on April 1, 1993, reaches more than 3.5 million households in 18 countries. Programming includes movies, comedies, musicals, novellas, documentaries, talk shows, ministries and a new daily talk show, *Sin Fronteras con Maria Laria*,

produced by GEMS and Spain's government-owned Television Española.

Similarly, Hispanic sports network La Cadena Deportiva has the advantage of being owned by Liberty Sports, the sports programming arm of TCI. So far, the network has focused much of its distribution on the West Coast. A more aggressive rollout is planned for next year.

Other Hispanic services seeking to build cable distribution include Los Angeles-based Viva Television Network, featuring entertainment, cultural and educational product; and Miami-based TeleCompras

Shopping Network, which debuted in November.

Meanwhile, the broadly distributed Univision and Telemundo networks continue to find their way into cable households across the country. In addition to their delivery via over-the-air TV stations, about 10% of the distribution of each network is tied to cable-only transmission. ■



*Edith Serrano, VJ for MTV Latino, which is seen in Latin America, the Caribbean and the U.S.*



*Soccer on La Cadena Deportiva, a Hispanic sports network seen mainly on the West Coast.*



# Latinos unhappy with TV portrayal, representation

*Networks get low grades, but Latino projects are in works*

By David Tobenkin

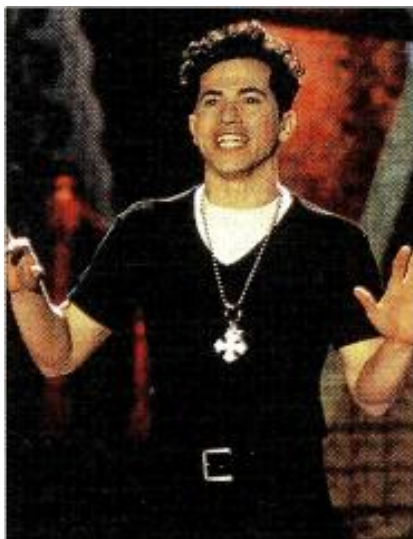
A new Fox Broadcasting show, a host of studio producer deals and plenty of new series pilots suggest that the end of a long drought of network projects featuring Latinos may be near, but Latino activists from around the country will meet this week to consider punitive actions if networks fail to deliver.

On Wednesday and Thursday, just three days after the highest-profile Latino-themed show in years debuted on a network—Latino-themed sketch comedy and variety show *House of Buggin'* launched last Sunday night (Jan. 8) at 8:30 p.m. on Fox—members of a variety of Latino advocacy groups will hold the first Latino Summit on the Media in Los Angeles to develop a strategy to force the networks to open access to Latinos.

Measures under consideration to draw attention to the problem of representation include a national advertiser boycott of networks seen as unfriendly to Latinos and a blackout of television during which Latino viewers nationwide would be asked to turn off their sets.

"We have met with the presidents of the networks for the past two or three years and all we've had from the network folks is lip service," said Esther Renteria, national chair of the National Hispanic Media Coalition, a Latino advocacy group. "This meeting is designed to make sure they see us as a priority."

While Renteria's emphasis on punitive measures is not shared by all Hispanics in the entertainment business, many say they continue to be frustrated by the lack of Latinos on television, especially when contrasted with the success of African Americans—who represent only slightly more than Latino's 10% of the nation's population—in securing



*Fox's 'House of Buggin' has been called the Latino 'In Living Color.'*

shows in proportion to their numbers.

In fact, television representation of Hispanics has declined from 3% to 1% of all television characters since the 1950s through 1992-93, despite rapid Latino demographic growth, according to a study released last September that was conducted by the Center for Media and Public Affairs for the National Council of La Raza. The study also found that Hispanics continue to be disproportionately portrayed as uneducated and as criminals.

The study issued "report cards" to the networks grading them on their portrayal of Hispanics. ABC and Fox both received "Fs," NBC received a "D" and CBS received a "C-."

"We have been successful in overturning some negative Latino portrayals like those of the Frito Bandito [potato chip ads], but we hoped that when those roles disappeared, other roles would replace them," says Ricardo Montalban, actor and board chairman of Nosotros, an organization that has worked for 25 years to improve Latino images in

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film and television. "That hasn't happened."

The good news is that all that could change in short order, say network executives and a number of Latino actors and producers themselves.

*House of Buggin'*, dubbed by some the Latino *In Living Color*, features stand-up comic and feature film star John Leguizamo as well as sketches, dancing, music and humor that parody contemporary urban life and popular culture with a Latin edge.

"With a Latino voice as creative and ingenious as John Leguizamo on the air, we think this has the potential to be a real groundbreaking show," says Fox Entertainment Group President John Matoian. "And the success of one show could breed success for similar [Latino] shows."

Leguizamo praises Fox executives for not attempting to micro-manage the show or water it down in an attempt to make it more accessible to a mainstream audience. "I've cast the people I've wanted and the show is being produced the way I wanted," he says. "The thing is, if comedy's good, it's universal and if it's bad, no one will like it, not even Latinos."

Other network and studio executives also say they recognize the problem and are trying to develop Latino shows.

"It's an increasingly diverse society and it's important that the shows we put on the air reflect that diversity, especially that of a rapidly growing population like Latinos, and frankly, to date, our actions have not met our promises," says Steve Warner, senior vice president of program planning at CBS. "We are redoubling our efforts and have a number of Latino-themed shows in development which we hope will allow us to do that over the next couple of seasons."

Projects in development for networks or other forms of distribution include:

- *Crystal Empire*, the first attempt to produce an English-language version of a Latin American programming staple, the telenovela, a serialized drama that lasts up to a year before ending. Fox Television and Mexican media giant Televisa have committed to 120 episodes of the telenovela that will run either on a cable or broadcast

network or in syndication some time this year. It is being produced by Nely Galan under a production deal she signed in September with Fox Television, and directed by *Risky Business* and *A Bronx Tale* cinematographer Reynaldo Villalobos.

- *Sabrina*, a Galan-produced sitcom in development for ABC about a 13-year-old Latina growing up in the U.S., based on Galan's own experiences.

- *Salsa 'Til Sunup*, a Galan show in development targeted at syndication and described as a Latino *Soul Train*. Two versions would be produced, one for the U.S. and another for Latin America.

- A sitcom pilot by stand-up comic Carlos Mencia for FBC that Matoian describes as a Barney Miller-like show centered on Mencia as a Latino cop from the wrong side of the tracks who finds himself torn between his background and his job. The show is still in development.

- *Valdez*, a sitcom pilot about a Latino family. It has been sold to NBC by comedian and producer Jeff Valdez under a development deal with TriStar Television.

- A possible sitcom project featuring Luke Torres in development for CBS and produced by Quincy Jones Entertainment.

- A CBS Entertainment Productions sitcom in development for CBS that would star real-life husband and wife team Ada Maris (*Nurses*) and Tony Plana (*The Burning Season*, *Bakersfield P.D.*) in a show about a Latino couple. The show is being executive produced by *Dave's World* executive producers Jonathan Axelrod, Donald Todd and James Widoes.

- A sitcom featuring stand-up comic Jackie Guerra being developed by Columbia Pictures Television for the new WB network.

Many of those projects are the result of Hollywood studio commitments to Latino producers. Latino producers signed to production deals include Valdez at TriStar Television, Mencia at HBO and Galan at Fox.

In addition, there has been an uptick in the number of shows featuring Latino actors. The addition of Jimmy Smits to the lead role on

*NYPD Blue* and two cast members of Fox show *New York Undercover* are the most prominent examples.

Mark Adair Rios, whose mother is from the Dominican Republic, has one of three main roles on new United Paramount Network action-hour show *Legend*, which has received a production commitment from the network. And Mexican-American Robert Beltran will play first officer Chakotay on UPN's *Star Trek Voyager*.

"The [demographic] numbers now speak so loudly they can't be ignored," says Valdez. Still, many wonder why it has taken so long. The reasons appear numerous.

"It's a combination of things," says Dean Valentine, president of network television for Walt Disney Television and Telecommunications. "There's a mindset among executives in the industry that black shows are easier, that black is not a different culture. Then there are almost no Latino producers to lend a voice of authenticity. Finally, viewing patterns of African-Americans and whites are radically different. Latinos and whites tend to watch the same shows so there's less incentive for networks to do something different to program to them."

The lack of a hit show in which a Latino drives its success is seen as perhaps the largest problem. Such a show, they say, could open the floodgates to more Latino shows the way the success of *The Cosby Show* resulted in a proliferation of African-American sitcoms.

And some Latino actors say they try to incorporate their identity into their roles. Veteran actor Hector Elizondo, who plays Dr. Phillip Watters on CBS's *Chicago Hope*, had nothing in his role to peg him as Latino, until the producers, at his suggestion, added a background to his character.

"Why not plug [my character] into the Latin community. So, without any introduction, they had me speak Spanish—which I speak fluently—on an episode and introduced me as having a Spanish mother. We have some hell of a culture that influences everything: food, style, music and thought. It's part European, Indian and African. It's very rich, rich stuff. So why not use it?" ■



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# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week

CD-ROM

## 'Times' and NY 1 team for CD-ROM

Paper also talking with CBS News for future CD-ROMs; plans Internet site

By Mark Berniker

The recent subway bombing, the inauguration of Mayor Rudolph Giuliani and the ticker-tape parade celebrating the Rangers' Stanley Cup victory are just a few of the news events from the past year featured on a new CD-ROM combining the editorial strengths of the *New York Times* and Time Warner Cable's New York 1 News.

*New York Time Capsule*

1994 was developed by the two New York media power-brokers in tandem with Vicarious Inc., a CD-ROM publisher, and is due out later this month.

The deal is representative of a trend of print publishers and video producers jointly creating compelling CD-ROM products, which leverage text and photograph libraries on the newspaper side with a wealth of archival video footage and sound bites from television.

*New York Time Capsule 1994* includes text and photos from the *New York Times* plus 90 minutes of video and audio from New York 1 News, a 24-hour cable news channel for the metropolitan area.

The producers boiled down more than 75 of the top stories from last year, and the partners quickly are patching the archival news content so that the disk will



be commercially available by the end of January. It will sell for \$19.94.

*continued on page 59*

## THE WORLD'S RECORD



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Direct Broadcast Satellites

# DBS business flying high

By Chris McConnell

**B**usiness is booming, program and equipment suppliers in the direct-to-home satellite business said last week.

Reviewing subscriber tallies at the Winter Consumer Electronics Show in Las Vegas over the weekend, PRIMESTAR, DIRECTV, United States Satellite Broadcasting (USSB) and Thomson Consumer Electronics all say they exceeded targets for 1994's national rollouts.

While RCA says it has shipped nearly 600,000 of the Digital Satellite Systems used to receive DIRECTV and USSB, PRIMESTAR says it tripled its subscriber count between August and January, putting more than 250,000 receivers into service by the end of 1994. DIRECTV says it slightly exceeded its 1994 goal of signing 350,000 subscribers and also says its new-subscriber activations were averaging 3,500 a day at year's end. USSB says the rate of subscription sales during 1994 surpassed prelaunch projections by about 60%.

The companies say they expect more big numbers in 1995. PRIMESTAR says its distributors are prepared to invest \$500 million to order more than 1 million additional digital

decoders from General Instrument. PRIMESTAR President John Cusick says the company thinks that quadrupling the number of subscribers during 1995 is possible.

DIRECTV President Eddy Hartenstein expects daily activations to jump to the 4,500-5,000 range during 1995. He says the company is on track to reach its projected "break-even" point of 3 million subscribers during the second half of 1996.

Hartenstein says his company will benefit from expansions at Thomson Consumer Electronics that will boost its production of DSS units by 50% in 1995. The company plans to expand its digital set-top receiver factory in Juarez, Mexico, by about 150,000 square feet to accommodate a third automated assembly line.

Discussing the sales figures, executives from the companies say that competition among DIRECTV, USSB and PRIMESTAR has helped broaden the overall market for direct-to-home satellite services.

"I think the combination of all the advertising has helped," says Jeff Smith, PRIMESTAR's vice president of marketing and programing. Smith's company, which launched a \$55 million advertising campaign in July, plans to boost its marketing budget in 1995. "If you look at competing with existing technologies, we have to explain why this is different," Smith says.

"There's no question there's an awareness of satellite-delivered entertainment that did not exist six months ago," Hartenstein says, adding that DIRECTV's advertising budget for 1995 will approach \$40 million. USSB Chairman/CEO Stanley S. Hubbard agrees and says that PRIMESTAR's ad campaign has generated business for USSB by raising consumer interest in satellite-delivered programing. ■

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Video Games

# GTE, Nintendo sign video-gaming deal

Telco taps into Japanese giant's future plans

By Mark Berniker

**G**TE Interactive Media has achieved a major coup—its joint venture with Nintendo to create software for today's video games with plans to link them to future telecommunications networks.

The far-ranging deal spans product development, joint marketing and widespread national and global distribution of video games on Nintendo's systems. Plans also include multiplayer video games available via interactive television networks.

Nintendo and GTE Interactive will display their joint development efforts at the Winter Consumer Electronics Show in Las Vegas. They will feature Nintendo's new FX2 graphics enhancement chip and FX Fighter, a 3D fighting game for the Super Nintendo Entertainment System (SNES).

Nintendo once was the leader in the

growing videogame market, but lately has faced tough competition from Sega Enterprises. Sega steadily has been gaining market share and has entered into a deal with leading cable operators TCI and Time Warner for the Sega Channel, which is receiving positive initial response from the limited number of subscribers using the videogame service over upgraded cable systems.

Nevertheless, Nintendo has an enormous installed base of more than 15.5 million 16-bit SNES players, 17 million Game Boys and more than 35 million 8-bit Nintendo Entertainment Systems. But as the market evolves to 64-bit and multiplayer networked gaming, it remains to be seen whether Nintendo will be able to maintain its position.

The new venture serves both companies by opening each to aspects of the market that previously made them vulnerable to the competition—Nintendo

gains access to GTE's vast national and global telecommunications network, while GTE connects with Nintendo's global software distribution network and accompanying established retail channels.

The two companies will co-publish 16-bit, cartridge-based video games and plan to migrate their hardware and software to Nintendo's future videogame platforms as well as tap into the emerging market for multiplayer video games transmitted over interactive TV networks.

Ultra 64 is Nintendo's new 64-bit home videogame platform, which is still under development and is not expected to hit the consumer electronics marketplace until the fall, or possibly as late as next year. The partners in the venture say that multiplayer networked gaming will not be widely available to consumers until late 1996 or early 1997.

The partners say several of Nintendo's video games will be used as part of GTE's planned interactive TV trial in Manassas, Va., scheduled to begin later this year. It also is possible that Nintendo games will be incorporated into GTE's Main Street interactive TV service now available over cable systems near Carlsbad, Calif., and Boston. ■

Interactive



## VideoGuide to bypass cable

By Peter Kravilovsky,  
special correspondent

**T**he electronic program guide marketplace grew more intense last week as VideoGuide, a new company formed by former videogame producers and electronics executives, announced a full-featured "cable independent" service that will provide many of the same features associated with StarSight Telecast, Prevue Interactive and TV Guide on Screen as well as some services that have not been seen before.

Based in Boston, the service will be tested this spring in East Coast markets including Boston, New York, Philadelphia and Washington. A national rollout is scheduled for fall.

VideoGuide's service roster will include seven days of TV listings, one-touch VCR recording and smart sorting, which will arrange the on-screen program grid according to personal viewing habits. The company also will offer premium news and sports services. All services will be on virtual channels that don't require channel space.

The news service, described as a "personalized video newspaper," will feature edited AP and UPI wire copy of regional, national and international stories. The sports service, provided by Dow Jones Sports Ticker and The Sports Network, will feature up-to-the-minute sports scores, lines and detailed game summaries of completed games and



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### Software developers for PlayStation

Sony Computer Entertainment of America has signed licensing agreements with nearly 100 software developers and videogame publishers to produce software for the Sony PlayStation, the company's new CD-based home videogame system expected to be released later this year. The videogame licensees include Acclaim, Virgin Games, Lucas Arts, Crystal Dynamics, Electronic Arts, Software Toolworks/Mindscape and Sierra On-line. Sony also announced it has established Sony Computer Entertainment to market the PlayStation in Europe.

### Motorola releases Marco

Motorola has introduced the Marco Wireless Communicator, a device based on Apple's Newton hand-held operating system. Marco can conduct two-way communications operating over the ARDIS wireless data communications network. The device does not plug into a phone line and can send and receive messages to computers, fax machines and over the Internet as well as other public and private networks. Marco is expected initially to cost roughly \$1,000.

### NTN, America Online sign interactive sports and trivia game deal

NTN Communications and America Online will jointly provide interactive sports and trivia games to AOL subscribers over the online network. Expected to be part of the deal are NTN's QB1 football game, "Uppercut" boxing, "Powerplay" ice hockey and "Showdown" and "Countdown" trivia games. AOL subscribers will be billed on a per-use basis when playing the NTN games through the America Online network.

those in progress. Program information is being supplied by TV Data.

Consumers will pay \$4.99 per month for the core program guide. The news and sports services are an additional \$2.99 for the first service, with a second service available for \$1.99.

Backed by two silent partners from Japan, VideoGuide intends to bypass cable operators by transmitting customized program data to thin set-top devices smaller than 8 inches by 11 inches via BellSouth Mobile Comm, a paging company

that covers 70% of the U.S. Other paging companies also will be contracted.

The set-tops may be located anywhere in the general vicinity of consumer television sets, and will be customer installed. They are being manufactured by Sanyo at its Tijuana, Mexico, plant. The hardware includes a customized remote control and will retail this week at the Winter Consumer Electronics Show in Las Vegas.

"One advantage of using paging technology is that you can get a nationwide RF infrastructure," says Tom

Westberg, VideoGuide's chief technology officer. "Another advantage is that we can download information at 1 a.m. when it is really cheap."

Westberg concedes that the bandwidth provided by paging currently is limited, allowing relatively slow transmissions at 1,200 baud. The slow speed may limit the service's graphics capabilities, although Westberg says the graphics will be extremely sophisticated, with color coding of channel logos and other features to be offered. ■

### Set-top Box

# Macromedia, Online Media aiming for interactive standard

*Olivetti subsidiary connects with leading authoring tool developer*

*By Mark Berniker*

**B**efore interactive television arrives, software developers and television producers need standardized tools to develop compelling applications for a variety of set-top boxes to attract consumers.

Macromedia, a leading multimedia authoring tool developer, is moving in that direction with a joint development and marketing deal with Online Media. Online is a new set-top box manufacturer that is representing Olivetti's interests in the emerging U.S. interactive television market.

But while Macromedia is making a bid to create a standard for developing interactive television applications with its new partners, it is just one company seeking to fill the standards vacuum. Microware, Oracle, Sybase and others also are staking their own claims to creating a de facto standard for interactive television tools that can communicate with video servers, the network and set-tops.

Macromedia is calling its interactive television development strategy "Author Once, Play Anywhere," which theoretically will pave the way for developers to create an application and port it to multiple platforms from CD-ROM to interactive television. But

several other companies are making the same claim. All the different solutions will remain proprietary until standards bodies convene and come to some agreement.

Beyond the complexities of creating an interactive application and porting it to multiple platforms, there has been a recent flood of new set-top box manufacturers, which further complicates matters.

Online Media is one of those new set-top box manufacturers. Its unit is equipped with the Advanced RISC Machines (ARM) RISC processor. (Advanced is a subsidiary of Cambridge, England-based Acorn Computer Group, whose parent company is Olivetti.)

But Online Media has yet to crack the U.S. market, and it remains to be seen whether the specifications it has created for its set-top box will be in accord with future standards.

Nevertheless, Macromedia already has proved it can create a multimedia authoring tool, which software developers are using for interactive applications. Macromedia's Director 4.0 has been the tool of choice for many CD-ROM applications, and the company—through its deal with Online Media—is aiming for the inside track in creating a standardized interactive television authoring tool. ■



## Adapting TV properties to multimedia

The consensus of a panel considering whether TV projects migrate well to new multimedia formats is that the two media have development and consumer needs that are entirely different.

"You really can't take a television property and simply make it interactive," said Matt Farber, MTV's vice president of programing/new business, speaking at Showbiz Expo East 95 in New York.

Farber said developing an interactive multimedia product has more to do with "creating an experience" and making sure the new product can "stand on its own." Farber said the reason MTV is making a major push into multimedia is partly a function of trying to create new business, especially since the young demographic that watches the channel is also the group most interested in video games, CD-ROMs and online.

"It's a separate entertainment experience in itself," agreed Frank Lantz, senior designer for R/Greenberg Interactive. Lantz said his company is developing video games, CD-ROMs and other new media products, and the budgets of those projects border on the scope and scale of a small-film production.

Stephan Fitch, president of Thinking Pictures, spoke broadly about creating intelligent human interfaces and virtual environments, which would allow the viewers to choose a variety of pathways within a storyline. But he admitted that he is not sure whether viewers really want interactive movies where they control the plot and ending.

While several panelists debated the differences between screen-based media and computer software, the issue that emerged as a sticking point was electronic rights, copyrights and intellectual property. "A whole new set of problems surrounding rights are coming up," said Stephen Rodner, attorney, Pryor, Cashman, Sherman & Flynn. —MB



Matt Farber

## NEW YORK TIMES continued from page 54

"CD-ROM publishing can conceivably become a business for us," says Steve Rago, group director for new media, New York Times Co. Information Services Group. He says the development costs of *New York Time Capsule 1994* were quite low, and he thinks the break-even point shouldn't be difficult to attain.

Rago says the company intends to produce similar annual CD-ROM news review yearbooks in the future as well as other multimedia titles that will combine the Times Co.'s various media properties with a variety of other partners.

"The newspaper does not create news video, so working with New York 1 is a natural outgrowth of an existing relationship with the station," Rago says.

He adds that the Times Co.'s new media division is negotiating with CBS News and CBS Enterprises to produce a news and informa-

tion-based CD-ROM. The Times Co., CBS News and Apple Computer are completing a CD-ROM about the Vietnam War that is expected to be released by March.

The multimedia disk will be able to access the library of 1994 news stories through icons organized by subjects, including City News, Business, Sports, Culture, People and Politics, and will enable the user to scroll to various areas of interest.

The selection of the top news stories was made by Sam Roberts, the *Times*'s urban affairs correspondent, who also hosts *New York Close-Up*, a nightly news and interview show on New York 1 News. Phil O'Brien, news director of New York 1, and Art Daley, the channel's executive producer, also were involved in story selection.

*New York Time Capsule 1994* is a dual-mode CD-ROM, meaning the multimedia disk will work on both Macintosh and PC/Windows-based personal computers equipped with a CD-ROM drive.

The *Times* will promote the new CD-ROM product through in-house ads in its various newspaper editions as well as on its radio station WQXR-FM New York and on television through Time Warner's cable systems.

Rago adds that the *Times* is upgrading its @Times online service, which is accessible through America Online. Those additions may include bringing the co-owned *Boston Globe* onto the @Times service to create a real-time news and information directory for the Northeast.

Rago's unit is working on ways to develop an editorial-advertising model for the online platform, similar to the way the newspaper business operates today.

The *Times* also is planning a presence on the Internet. Rago says the media company is planning to create "home pages" and will begin to offer classified advertising opportunities for its newspaper through the Internet within the next few months. ■

## Calendar

**Jan. 13-16**—Milia '95: International Publishing & New Media Market, sponsored by Milia. Palais des Festivals, Cannes, France. Contact: Diana Butler, 212-689-4220.

**Jan. 17-18**—Home Shopping: Technologies and Opportunities, sponsored by Interactive Media in Retail Group. Dorchester Hotel, London. Contact: Gillian Charlton or Caroline Bishop in London, 44-71-637-4383.

**Jan. 18-20**—Mobile Communications '95 Conference: The Next Generation, sponsored by Frost & Sullivan. Westin Hotel Galleria Texas, Dallas. Contact: Amy Arnell, 415-961-9000.

**Jan. 23-25**—Content for the Interactive Age, sponsored by the Institute for International Research. Buena Vista Palace, Lake Buena Vista, Fla. Contact: 800-345-8016.

**Jan. 23-26**—ComNet, sponsored by IDG World Expo, Washington Convention Center. Renaissance Hotel and Grand Hyatt Hotel, Washington. Contact: Barbara Inglese, 800-545-3976.

**Jan. 23-26**—32nd Annual NATPE Conference & Exhibition, sponsored by NATPE. Sands Expo Center, Las Vegas. Contact: NATPE, 310-453-4440.

**Jan. 24-27**—ITA Information Superhighway Conference and Exhibition, sponsored by International Tape Association. Santa Clara Convention Center, Santa Clara, Calif. Contact: ITA, 212-643-0620.

**Feb. 1-3**—Wireless '95, sponsored by Cellular Telecommunications Industry Association. Ernest N. Morial Convention Center, New Orleans, La. Contact: 301-694-5124.

**Feb. 5-8**—Interactive Newspapers '95, sponsored by The Kelsey Group, Editor & Publisher and International Newspaper Marketing Association. Hyatt Regency, Reunion Center, Dallas. Contact: Natalie Kaye, 609-921-7200.

# Changing Hands

This week's tabulation of station and system sales

**WWMT-TV Kalamazoo, Mich.** □ Purchased by Granite Broadcasting (Don Cornwell, chairman) from Busse Broadcasting Corp. (Lawrence Busse, president) for \$95 million. **Buyer** owns KNTV-TV San Jose, Calif.; WPTA-TV Fort Wayne, Ind.; WEEK-TV Peoria-Bloomington, Ill.; KBJR-TV Duluth, Minn.; KSEETV Fresno-Visalia, Calif.; WTVH-TV Syracuse, N.Y.; plus 49% interest in parent of WKBW-TV Buffalo, N.Y., and is pending assignee of KBVO-TV Austin, Tex. WWMT-TV is CBS affiliate on ch. 3 with 100 kw visual, 20 kw aural and antenna 1,000 ft.

**WRNO-FM New Orleans** □ Purchased by EZ Communications (Alan Box, president/CEO) from Associated Broadcasters (Tom Galloway) for \$7.5 million. **Buyer** owns WEZB(FM) New Orleans plus 3 AMs and 12 FM, and is pending assignee of WYBU(AM) New Orleans. WRNO-FM has rock format on 99.5 mhz with 100 kw and antenna 1,004 ft. *Broker: Gary Stevens & Co.*

**KVJY(AM) Pharr and WTEX-FM Brownsville, both Texas** □ Purchased by July Broadcasting Inc. from Tate Communications Inc. (Harvey Tate, president) for \$5.1 million. An affiliate of **buyer**, May Communications Inc., is licensee of KBFM-FM Edinburg, Tex. **Seller** owns KMCK-FM Siloam Springs (Fayetteville), Ark. KVJY has MOR format on 840 khz with 5 kw day, 1 kw night. WTEX-FM has country format on 100.3 mhz with 100 kw and antenna 1,125 ft. *Broker: Media Services Group.*

**KFIA(AM) Carmichael, Calif.** □ Purchased by Vista Broadcasting Inc., a subsidiary of Salem Communication Corp. (Stuart Epperson, chairman, 50% stockholder and Edward Attsinger, president, 50%) from Olympic Broadcaster Inc. (Douglas Kahlie, president) for \$4.1 million. **Buyer** owns 15 AMs and 8 FM. **Seller** owns KSSJ(FM) Shingle Springs, Calif., and KRCV(AM) Reno, Nev. KFIA has religious format on 710 khz with 10 kw day, 250 w night. Filed Dec. 7 (BAL941207EA).

**WMFQ(FM) Ocala, Fla.** □ Purchased

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$2,865,000 □ 6  
FMs □ \$17,125,000 □ 8  
Combos □ \$5,100,000 □ 1  
TVs □ \$95,000,000 □ 1  
Total □ \$120,090,000 □ 16

So far in 1995:

AMs □ \$4,997,000 □ 9  
FMs □ \$19,160,000 □ 14  
Combos □ \$9,175,000 □ 4  
TVs □ \$284,000,000 □ 5  
Total □ \$317,332,000 □ 32

by Asterisk Communications Inc. (Fredrick Ingham, president) from Greater Ocala Broadcasting Corp. (Robert Hauck, owner/founder) for \$2.1 million. **Buyer** owns WTRS-FM Dunellon, Fla. **Seller** owns WOCA(AM) Ocala, Fla. WMFQ has light AC format on 92.9 mhz with 50 kw and antenna 476 ft.

**KALF(FM) Red Bluff, Calif.** □ Purchased by Park Lane Chico Inc. (James Levy, chairman/president/CEO, 10% voting stockholder) from McNulty Broadcasting Corp. (Chuck Wilkinson, CEO, and Laura Wilkinson, president, 22.5% shareholder) for \$1.6 million. **Buyer** is subsidiary of The Park Lane Group, licensee of KPPL(FM) Colusa, KSHA(FM) Redding and KFMF(FM) Chico, all California. **Seller** has no other broadcast interests. KALF has country format on 95.7 mhz with 7 kw and antenna 1,265 ft. Filed Dec. 6 (BALH941206GS).

**WSBH(AM) Miami Beach, Fla.** □ Purchased by New Birth Broadcasting Corp., a subsidiary of New Birth Baptist Church (Victor Curry, president) from Margolis Broadcasting Co. (Edward Margolis) for \$1.5 million. **Buyer** and **seller** have no other broadcast interests. WSBH has talk format on 1490 khz with 1 kw. Filed Dec. 9 (BAL941209EA).

**KMGG(FM) Monte Rio (Santa Rosa), Calif.** □ Purchased by Pacific Radio of Santa Rosa Corp. (controlled

by Rick Dames and Steve Bunyard) from Liggett Broadcast Group (Robert Liggett, president) for \$1.4 million. **Buyer**, through an affiliated entity, is buying KDUK-AM-FM Eugene, Ore. **Seller** owns WFMK(FM)/WJIM-AM-FM Lansing, WHNN(FM) Saginaw, WLHT(FM)/WGRD-AM-FM Grand Rapids and WBCK(AM)-WBXX(FM)/WELL-AM-FM Battle Creek, all Michigan. KMGG has oldies format on 97.7 mhz with 1.8 kw and antenna 1,201 ft. *Broker: Media Venture Partners.*

**KTFX(FM) Tulsa, Okla.** □ Purchased by NewCity Communications (Dick Ferguson, president) from Central Broadcast Co. (William Payne, president) for an undisclosed amount. **Buyer** owns KRMG(AM)-KWEN-FM Tulsa; WEZN(FM) Bridgeport, Conn.; WDBO(AM)-WWKA(FM) Orlando, Fla.; WSYR(AM)-WYYY(FM)/WBBS(FM) Syracuse, N.Y.; KKYX(AM)-KCYY(FM) San Antonio, Tex., and WZZK-AM-FM/WODL(FM) Birmingham, Ala. **Seller** has no other broadcast interests. KTFX has '70s format on 103.3 mhz with 100 kw and antenna 1,278 ft.

**WFIV(AM) Kissimmee (Orlando), Fla.** □ Purchased by Kissor Communications Inc. (Jorge Peres, president) from Radio Florida Broadcasters (Edward Allmon, president) for \$900,000. **Buyer** and **seller** have no other broadcast interests. WFIV has country/Hispanic format on 1080 khz with 10 kw day. *Broker: Hadden & Associates.*

**WZZP(FM) Kankakee, Ill.** □ Purchased by Milner Broadcasting Co. (Timothy Milner, president/director; Gene Milner Broadcasting Co., 90%) from Rollings Communications of Kankakee Inc. (Dale Rollings) for \$425,000. **Buyer** owns WBUS(FM) Kankakee, Ill. **Seller** owns WZNX(FM) Arcola, WUFI(AM)-WZNF(FM) Rantoul, WWDZ(FM) Danville and WKJR(FM) Sullivan, all Illinois. WZZP has classic rock format on 95.1 mhz with 3 kw and antenna 328 ft. Filed Dec. 19 (BAPLH941219GN).

**WWWB(AM) Greensboro-High Point, N.C.** □ Purchased by Winston-Salem Radio Corp. (Bishop L.E.



Willis, president/100% stockholder) from HMW Communications Inc. (Owen Weber) for \$250,000. **Buyer** owns 16 AMs and 11 FMs. **Seller** owns WRDU-FM Wilson, WTRG-FM Rocky Mount and WMFR(AM)-WMAG-FM/WFXF-FM Greensboro-High Point-Winston-Salem, all North Carolina, and is pending assignee of WJMZ-FM/WLYZ-FM Greer and WMO(AM) Eden, both North Carolina, and WXX-FM Easley, S.C. wwwb has MOR format on 1320 khz with 5 kw. Filed Dec. 7 (BAL941207EA).

**WBRJ(AM) Marietta, Ohio** □ Purchased by RASA Phoenix Corp. (David Stock, president/52% shareholder) from Tschudy Communication Corp., debtor-in-possession (Earl Judy, CEO/sole shareholder) for \$100,000. **Buyer** has no other broadcast interests. **Seller** owns WMQC(FM) Westover, W.Va.; WEYQ(FM) Marietta, Ohio, and WSKO(FM) Buffalo Gap, Va. Earl Judy owns WKOY(AM) Bluefield, WKMY(FM) Princeton and WPDx-AM-FM Clarksburg, all West Virginia, and WSVG(AM)-WSIG(FM) Mt. Jackson, Va. WBRJ has news/talk format on 910 khz with 5 kw day, 61 w night.

**WTZX(AM) Sparta, Tenn.** □ Purchased by Austin Broadcasting Corp. (Wylie Austin, president, 100% stockholder) from Robert Gallaher for \$100,000. **Buyer** owns WSMT-AM-FM Sparta, Tenn. **Seller** is pending assignee of new commercial FM at Monterey, Tenn. WTZX has country format on 860 khz with 1 kw day, 9.9 w night. Filed Nov. 1 (BAL941101ED).

**WRLD(FM) Valley, Ala.** □ Purchased by Pearce Broadcasting Co. Inc. (David Denner, chairman/director, 4% stockholder) from Pearce Broadcasting Partnership (Alford Pearce, president, 34% stockholder) for 34% interest in buyer corporation and 3,400 shares of voting common stock. **Buyer** was established by parties to help capitalize and acquire certain assets used with station and has no other broadcast interests. **Seller** is 100% owner of Royal Broadcasting Co. Inc., licensee of WRLD(AM) West Point, Ga. WRLD has nostalgia format on 98.1 mhz with 3 kw and antenna 328 ft. Filed Dec. 20 (BAPH941220GJ).

**WMIY(AM) Fairview, N.C.** □ CP purchased by River City Communica-

## BY THE NUMBERS

### BROADCASTING

Service	Total
Commercial AM	4,923
Commercial FM	5,070
Educational FM	1,708
<b>Total Radio</b>	<b>11,701</b>
VHF LPTV	527
UHF LPTV	1,023
<b>Total LPTV</b>	<b>1,550</b>
FM translators	2,233
VHF translators	2,253
UHF translators	2,441
<b>Total Translators</b>	<b>6,927</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	598
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,520</b>

### CABLE

Total systems	11,385
Total subscribers	58,834,440
Homes passed	91,433,000
Cable penetration*	62.5%

\*Based on TV household universe of 94.2 million.

Sources: Nielsen, NCTA and FCC

tions Inc. (Frank Kinney, president, 33.3% stockholder; F. Michael Wix, 33.3% stockholder; Paul Kratzch, 33.3% stockholder) from Michael Gliner for \$15,000. **Buyer** owns WSKY(AM) Asheville, N.C. **Seller** is officer/director/stockholder of Satellite Radio Networks, which is appli-

cant for new AM at Bridge City, Tex. Gliner owns WREN(AM) Topeka, Kan., and is permittee of WMIW(AM) Atlantic Beach, WBAJ(AM) Blythwood, both South Carolina, and KGGN(AM) Gladstone, Mo. WMIY is unbuil licensed to 880 khz with 1.1 kw day. Filed Dec. 2 (BAP941202EB). ■

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## Older audiences skew toward AM

By Donna Petrozzello

**O**lder adults are more likely to listen exclusively to AM radio stations than are younger adults, according to Statistical Research Inc.

The Westfield, N.J.-based research firm surveys radio listenership several times annually and publishes its findings in RADAR reports on radio audiences. In a recent survey of 12,098 people nationwide, 25% of men 55 and older reported listening only to AM radio, while only 2% of men 18-24 said they listened to AM radio exclusively.

The findings were similar for women. Twenty-four percent of those 55-plus reported listening only to AM radio, while 1% of women 18-24 listen to AM stations exclusively.

As a result, the listeners of FM stations skewed younger. Seventy-four percent of men 18-24 said they listened only to FM radio compared with 54% of those 25-54 and 31% age 55 and over.

Among women, 84% of those 18-24 said they listened exclusively to FM, compared with 64% age 25-54 and 32% of those 55 and over.

The survey also found that among people 12 and over, 9% reported listening only to AM; 57% reported listening only to FM; 30% reported listening to both AM and FM, and 4%

reported no radio listening.

The survey also concluded that more than 202 million people listen

to AM or FM at least once each week, with 24 million tuning in during the average quarter-hour. ■

### RIDING GAIN

#### Interop to launch new oldies format

The Interop Radio Store plans to roll out a new format network, Best of Oldies Music (BOOM), in the first quarter. The network will group oldies-formatted stations, allowing advertisers buying inventory on the network to target listeners aged 30-50, Interop says. BOOM will comprise 110 stations that contract with Interop to represent their national ad sales.

Interop also operates country, urban and news/talk format networks plus a "next generation" format network targeted to listeners age 12-24.

#### Sales reps form new venture

Advertising sales and marketing entrepreneurs Ken Williams and David Landau have formed MultiVerse Networks to handle national ad sales and affiliate relations for national radio show producers. Among MultiVerse's

clients is the *Dr. Laura Schlessinger Show*, produced by SMI Broadcasting. Radio Today Entertainment, the show's syndicator, will continue to handle affiliate marketing. Williams, chairman of MultiVerse, formerly was vice president/managing director of Media America Inc. Landau, MultiVerse president/CEO, was president of Unistar Radio Network.

#### Adding to 1970s format

Banking on the popularity of the 1970s-era hits format, New York-based SJS Entertainment has introduced a production library to complement such formats. SJS's Decade: The Ultimate '70s Production Library includes sound clips from movies, TV show theme songs, news events and comedy skits. A variety of material, designed to accompany morning-drive shows, will be available each week to stations on a market-exclusive basis. —DP



## Radio on the scene

*House Republicans hit the airwaves in force last Wednesday to mark the opening of the 104th Congress. They didn't have far to go. Instead, lawmakers only had to walk down to the basement of the Capitol, where a group of talk show hosts were broadcasting live. Pictured at left is Armstrong Williams, whose program The Right Side airs on WAVA(FM) Arlington, Va.*

*Others broadcasting from the Capitol basement: Talk America's Doug Stephen, Judy Jarvis, Jack Anderson, Jerry Brown, and Ellen Ratner; Larry Bensky, Pacifica Radio, and Mark Gilman, also of WAVA. The Rush Limbaugh Show actually broadcast live from House Speaker Newt Gingrich's chambers in the Capitol. Columnist Tony Snowe filled in for Limbaugh, who was on vacation.*



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## NAB cautious on ownership dereg

*The association's board may not back FCC proposals*

By Kim McAvoy

**T**he National Association of Broadcasters may not sign off on the FCC's proposed deregulation of its TV ownership policies.

At least that is what Phil Jones, president of Meredith Broadcasting and vice chairman of the NAB TV board, hopes will happen.

When the NAB board meets this month, Jones hopes that the broadcasters will decide "they don't want

as much relaxation as the FCC has proposed." NAB's position on the proposed new ownership rules should be fleshed out during the annual winter board meeting on Jan. 14-18 at the Boca Raton Resort & Club in Boca Raton, Fla.

The FCC is proposing new rules that would allow TV broadcasters to own as many stations as they want as long as they remain within the cap on total national audience reach. The commission also has suggested raising that cap, now at 25% of the nation's TV households, by 5% every three years to a maximum of 50%.

The agency would permit broadcasters to own two TV stations in some large markets (creating a duopoly rule for TV), and it proposes eliminating rules barring the ownership of a TV and radio station in the same market. If the proposed duopoly rule is adopted, however, local marketing agreements would count toward a station's ownership limits.

The rules will be "the subject of a spirited debate" says Dennis J. FitzSimons, president of Tribune Television and a TV board member. Tribune favors the FCC proposals, says FitzSimons. "We'd like to see as little regulation as possible," he adds.

Jones, for one, would like to see NAB maintain its earlier position of



Station limits top NAB board agenda in Florida.

supporting a 30% cap and eliminating the current 12-station TV limit. He thinks a 50% ownership cap will "harm small broadcasters" and affect the "balance of power between networks and affiliates."

Jones was in the minority at NAB's June meeting when he suggested there be no relaxation of the rules. "Anything that takes a more national scope is wrong. I think we should

support the concept of local TV."

This time, Jones's views may gain more backing. "I'd like to see some loosening of the limits—more than we have today but less than 50%," says John Zanotti, chief executive officer, Great American Communications Co. Indeed, Zanotti thinks that what the FCC has proposed is more likely to benefit the networks than broadcaster groups.

A 50% cap is not "unacceptable" to TV director Jim Babb, president of Outlet Broadcasting, as long as the cap is lifted on a "staggered basis." Babb would rather see the FCC institute anti-trafficking rules..

"This is an issue that's been percolating," says NAB President Eddie Fritts. The ownership debate is important to NAB's radio board. He says radio broadcasters would like the FCC to lift its radio ownership limits in larger markets and relax its rules on duopoly in smaller radio markets. Currently, the FCC restricts radio ownership to 20 AMs and 20 FMs. ■

## Three strikes for baseball antitrust exemption?

By Harry A. Jessell

**O**wners of Major League Baseball teams have been able to band together to negotiate national TV rights deals over the years without worrying about antitrust suits.

But owners' immunity from charges of anticompetitive conduct on TV contracts and other matters is again being threatened by a Florida congressman unhappy with baseball's continuing inability to resolve the players' strike.

Last Wednesday, the first day of the Republican-controlled 104th

Congress, Michael Bilirakis (R-Fla.) introduced two bills—one that would repeal the blanket antitrust exemption baseball has enjoyed since 1922 and another that would exclude baseball from the anti-trust exemption on TV deals granted all major sports by the 1961 Sports Broadcasting Act.

Senator Daniel Moynihan (D-N.Y.) also last week introduced a bill that eliminates the blanket exemption, but specifically preserves the TV protections of the 1961 Sports Act.

Baseball seemed confident it could defeat the attempts to tamper with its



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antitrust immunity as it has in the past. "We were prepared in the last session," says MLB lobbyist Gene Callahan. "We are preparing again."

The difference between the Moynihan and Bilirakis bills "is the difference between pressure and punishment," says Phil Hochberg, a Washington lawyer who represents sports interests.

The Bilirakis bill would jeopardize baseball's lucrative national TV deals, Hochberg says. The deals would be "open to attack" by any broadcaster or network that felt it was unfairly denied rights to the games, he says: "A station disappointed it couldn't carry the New York Yankees could sue."

Moynihan's bill clearly is aimed at strengthening the hand of the players by giving them the antitrust card. "Repealing the exemption will help equalize bargaining power between the two sides and will permit unfair labor practices to be challenged in federal court," the senator says. ■

## Quello angered over FCC's handling of Fox

Commissioner James Quello blasted his agency's handling of the Fox foreign ownership investigation last week in a strongly worded letter to Senate Commerce Committee Chairman Larry Pressler.

Quello singled out the Mass Media Bureau and the general counsel's office for criticism for a "series of unusual staff decisions [that] have raised troublesome questions about [FCC] procedures." Quello said the agency's objectivity is in question.

But by midweek, Quello appeared to have been reassured about the commission's impartiality. On Thursday, he signed a letter to Fox countering the network's claims of bias.

Quello was particularly upset that he was not consulted about the bureau's decision on Dec. 7 to impose

a blanket gag order on the Fox investigation. "[A]n order this extraordinary should never have been issued under the pretext of routine delegated authority but rather should have been carefully considered and specifically voted by the full commission," wrote Quello.

Quello told Pressler that he would not have voted for the gag order had he been given the chance. He also said that he hopes "the atmosphere of suppression that has unfortunately pervaded this proceeding will not discourage individuals from testifying."

Last week, Quello complained about his access to information: "When I requested a copy of the questions the staff prepared for Fox, I was told they would not be made available to me." —CSS

**House Speaker Newt Gingrich (R-Ga.) made good on his promise to open up the House to greater TV coverage.** Last Wednesday (Jan. 4), Gingrich permitted TV cameras to cover, for the first time, a speaker's briefing with reporters. The speaker, in his opening address also pledged to keep the House open to TV cameras.

Also, the House approved a new "sunshine rule" that requires all committee meetings to remain open to the public and media unless the entire committee votes otherwise. Meetings can be closed only for matters involving national security or ethical issues. Previously, it was up to



Newt Gingrich

individual committee chairmen to decide whether a meeting was open or closed.

More open coverage of the Senate is closer to becoming reality as well. Senate Majority and Minority Leaders Bob Dole (R-Kan.) and Tom Daschle (D-S.D.), respectively, introduced resolutions that would allow TV coverage of so-called dugout press briefings held before the Senate goes into session, and of conference meetings between the House and Senate.

**As the 104th Congress convened last week,** Republicans were consolidating their power even fur-

ther by creating a new subcommittee leadership structure. They've added the position of subcommittee vice-chairman to assist the chairman. On the House Telecommunications Subcommittee, chairman Jack Fields (R-Tex.) named Michael Oxley (R-Ohio) as his vice-chairman. Oxley, who chairs the Trade and Hazardous Materials Subcommittee, chose Fields as his vice-chairman.

**Outgoing Senate Majority Leader George Mitchell (D-Me.)** is

joining the Washington law firm Verner, Liipfert, Bernhard, McPherson & Hand as special counsel. The firm has a growing communications practice with clients in the broadcasting, cable, satellite, cellular and telephone industries. His appointment is effective today (Jan. 9).

## Washington Watch

Edited By Kim McAvoy



**House Telecommunications Subcommittee Chairman Jack Fields of Texas (r) greets veteran public affairs executive Arthur Sando at an open house in the congressman's office marking the first day of the Republican-controlled 104th Congress.**

**Sando stepped down Dec. 30 as Comsat's vice president, corporate affairs, to consult and explore opportunities in the TV business.**



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## New cable networks going digital

*Game Show and Home & Garden building multimillion-dollar production centers*

By Chris McConnell

**T**wo cable programmers are ringing in 1995 with new serial digital broadcast centers.

Both the Game Show Network (GSN) and Home & Garden Television (HGTV) are stocking up on Sony Digital Betacam machines to support a pair of new multimillion-dollar broadcast centers that will deliver the fledgling networks. The programmers, which began transmitting material in December, hope that the digital-component format will keep their facilities compatible with unforeseen upgrades in digital technology.

"We did not want to outdate ourselves," says Mark Hale, HGTV's vice president of operations. His network, which for the time being is transmitting programming from HBO's communications center in Long Island, N.Y., hopes to take its Knoxville, Tenn.-based facility online in March.

HGTV has stocked the \$10 million facility with about 20 Digital Betacam machines. "We'll be future-compatible because of it," Hale says of

the digital-component format, adding that it will improve the shelf life of HGTV's programming. The network, he says, eventually may want to place some of its programming on CD-ROM products or other interactive formats.

HGTV also is venturing into the world of hard disk-based storage with its new center. The network is installing a BTS Media Pool to handle the playback of promotional spots. "We didn't want the cost associated with two automated cart machines," Hale says, adding that one Odetics cart machine will handle playback of program material.

Hale says the network also plans to use the BTS machine in graphics and post-production applications, and selected the BTS disk machine in part because of its ability to vary compression ratios according to the



*The Game Show Network has stocked its new Culver City, Calif., broadcast center with 22 Digital Betacam machines.*

application. Decisions by ABC and PBS to try out the BTS disk technology also helped to assuage concerns about investing in a new technology, he says: "That definitely helped the sell on it."

In addition to the Media Pool, BTS is supplying its Venus router and Saturn master control switcher to the broadcast center, while Sony is supplying a production switcher. Three graphics rooms will carry a Quantel Hal machine along with two Onyx 3-D modeling computers from Silicon

### ***New facility goes interactive***

Sending out programming is not the only function of the Game Show Network's new broadcast center.

The facility also is conducting interactive games among its viewers, a task for which it has tapped Western International Media to help with the viewer participation. The GSN games call for viewers to phone in to the Culver City, Calif., center and, through their phone keypads, to punch in answers to trivia questions. In one game, for instance, viewers have 30 seconds to select the decade in which a photograph appearing on the screen was taken.

"It's our hope to continue rotating games," says Vice President of Network Operations Russell Myerson, discussing the network's plans to add games.

To enable viewers to compete with each other, the network has adopted a system in which viewers first dial an 800 number to register as contestants. West-

ern International has developed software that allows those interested to punch in their Social Security numbers and dates of birth over the phone. The company compares the information with other data banks to create a file containing information such as the viewer's name and phone number. The system then assigns callers an eight-digit number that they can enter when calling in to compete in the games.

When the network conducts the trivia contests, Western randomly selects the ID numbers of two incoming calls and routes them to Culver City, where the callers then can compete against each other, says Dan Sager, vice president of Western's interactive division.

Sager says that in addition to assisting the interactive play, the system will provide the network with information on who is watching.

—CM



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Graphics Inc. HGTV also has bought an Avid 8000 Media Composer for its off-line edit suite, which will supplement two online suites. The network has gone to Alamar for software to automate its playback system.

Such is also the strategy at the Game Show Network, which is using Alamar software to automate its new serial digital facility in Culver City, Calif. Like HGTV, HSN invested in the Digital Betacam format in an effort to stay compatible with future equipment.

"This is kind of a pivotal time," says GSN Vice President of Network Operations Russell Myerson, who estimates the cost of the new plant at \$8 million-\$10 million. "We wanted to make sure the physical plant we designed was not going to be obsolete in six months."

Myerson's center, which went online last month, carries 22 of the Digital Betacam machines. GSN has used the machines to digitally remaster some 42,318 episodes of game shows dating back to the 1950s. "You really wouldn't know that this is older programming," Myerson says of the remastered picture quality.

While striving for compatibility, the GSN plant designers have held off on investing in hard disk-server technology for now. Although he does not rule out an investment in the disk servers, Myerson voices concerns with the current state of compression technology: "We want to be 100% sure all of the compression operates efficiently," he says.

In the meantime, Myerson says, the facility's automation system will allow the tape machine to function

like a media server by allowing operators to devote tape units to different departments as needed. The network's master control room operates 24 hours a day with six operators, Myerson says, adding that the broadcast center's staff numbers about 50.

The center's graphics department carries a Chyron iNFinit! machine, along with a still-store station from Pinnacle. The network is investing in Sony's Destiny editing system for post-production, along with a Sony 9100 editing system. Myerson describes the four edit suites as online rooms, maintaining that the network stayed away from off-line machines in designing its plant.

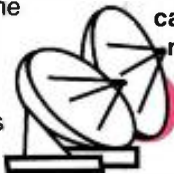
"We wanted to take the off-line piece out of the production scheme," Myerson says. ■

# Cutting Edge

By Chris McConnell

## Orion Atlantic last week said its satellite has arrived

at its final geostationary orbital slot at 37.5 degrees west. The Orion 1 satellite, launched Nov. 29, 1994, onboard an Atlas 2A rocket, is scheduled to begin operation by the end of this month. The satellite, which carries 34 Ku-band transponders, currently is undergoing a battery of in-orbit tests.



## Audio Video Corp. says ABC's Rapid City, S.D., affiliate is using its Virtual Recorder system

to receive and air network feeds. KOTA-TV is using the Virtual Recorder to handle broadcast time delays and says the sys-

tem has replaced four tape machines previously assigned to the task.

**IDB Communications has completed its merger with long-distance carrier LDDS Communications.** At separate meetings on Dec. 30, shareholders voted to merge the companies.

**Columbia Communications Corp. is using its recently granted domestic service authority** to carry satellite transmissions for Associated Press Television (APTV). Columbia is using transponders on both Atlantic and Pacific satellites to carry APTV, which will use earth stations in London, Hong Kong, Washington and Denver. Columbia leases satellite capacity on two NASA Tracking and Data

Relay satellites. The FCC late last year granted a request by the company to provide domestic service as well as international service from the satellites.

**Panasonic Broadcast & Television Systems Co. is supplying its MII 1/2-inch component analog video gear** to the news departments of two Scripps Howard Group TV stations. WFTS Tampa, Fla., and WEWS Cleveland have selected the MII equipment as the standard for their news operations. Panasonic says the Scripps Howard purchase includes 63 MII VTRs and players along with 18 AU-410 MII dockable VTRs. Panasonic also is supplying MII gear for the edit suites supporting the America's Talking cable network. The network has purchased 32 AU-66H MII Enhanced

Series studio recorders and AU-63H studio players as well as 11 AU-55H portable recorder/players.

**Avid Technology last week said PBS affiliates in New Hampshire and Maine are using Avid AirPlay systems** to air all their spots and station IDs. New Hampshire Public Television is using a single-channel AirPlay system to handle playback of its special announcements and promos and is planning to install a second channel to the system. Maine

Public Broadcasting also is installing an AirPlay system and plans to begin broadcasting from disk this month. Avid also said it is shipping professional video editing software for Silicon Graphics workstations. Avid's Media Suite Pro system will function with the Silicon Graphics Indigo product family.







# THE 35<sup>TH</sup> MONTE CARLO TELEVISION FESTIVAL

*President : H.S.H. Prince Albert of Monaco*

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**February 9-16, 1995,**  
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the 17th Monte Carlo Television Market  
is a unique meeting place for international  
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## Broadcasting & Cable's 1995 NATPE Package.

No doubt about it. The television programming industry is bigger and broader than ever. And so is the 1995 NATPE Conference & Exhibition. Syndicators. Networks. Cable. Public TV. Ad agencies. International programmers. Multimedia. High tech providers. Infomercial producers. All making 1995 attendance soar.

And Broadcasting & Cable is rising to the occasion. Publishing 2 weekly issues and 3 brand new show dailies for a complete package of 5 big issues. Keeping decision-makers abreast of all the NATPE news. And all in an eye-catching tabloid size that will give your ad that extra impact.

ISSUE	ISSUE DATE	AD SPACE CLOSSES	EDITORIAL COVERAGE	BONUS DISTRIBUTION
Pre-NATPE Tabloid	Jan. 16	Jan. 4	<ul style="list-style-type: none"> <li>• Upcoming events</li> <li>• Sales strategies</li> <li>• Identifies hot properties</li> </ul>	—
NATPE Tabloid	Jan. 23	Jan. 11	<ul style="list-style-type: none"> <li>• Incisive coverage on: What's in; what's out. Who to watch; where to go. Special international section</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Room to room</b> at major hotels.</li> <li>• At exhibition hall</li> </ul>
NATPE Tabloid DAILIES	Jan. 24 Jan. 25 Jan. 26	Jan. 13	<ul style="list-style-type: none"> <li>• Daily show developments</li> <li>• New program releases</li> <li>• Market clearances</li> <li>• Special events/appearances</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Room to room</b> at major hotels</li> <li>• At exhibition hall</li> </ul>

To reserve ad space, contact Randi Schatz at 212/337-6944,  
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## RADIO

### HELP WANTED MANAGEMENT

Are you a person who gets real satisfaction in helping other people grow? Are you a person who cares about your people, and can activate them to achieve? Do you strive to be the best? Do you enjoy challenges? If the answers to these questions are yes, we may have a job for you. We're NewCity Communications and we're looking for a talented General Sales Manager to build a sales team at STAR 103 FM, an exciting new 70's hits-based Tulsa radio station! If you have demonstrated the ability to sort out and hire the best sales talent, and instill the sales philosophy of partnering with customers, then we want to hear from you. You should have a minimum of two years experience in agency and direct radio advertising sales, plus successful experience as a sales manager. Marketing knowledge, research knowledge, and training skills a must. Computer skills in spreadsheets and word processing work desirable. Send your resume and letter to: Sharon Adams, Personnel Manager, STAR 103, 7136 South Yale, Suite 500, Tulsa, OK 74136. NewCity Communications is an equal opportunity employer.

**Radio Syndication Exec** - Once ever opportunity for top exec. Join syndication powerhouse. Package includes equity in company. 301-251-8818.

### HELP WANTED SALES

**Account Executives:** Put your accomplished radio selling skills to work for you with an excellent broadcast company in a medium market boasting one of the best economies in the country. Our combo features a format exclusive, heritage CHR FM and cutting edge, News/Talk AM. Both provide regional coverage from a state capitol with a large university system. New and existing lists will provide outstanding opportunities for outstanding performers. Send resume documenting your experience and success to: General Sales Manager, Z-104/WTSO Radio, 5721 Tokay Boulevard, Madison, WI 53719. EOE.

If you love small market sales, and want to excel and advance your career in a professional environment; fax your resume to WDLF-FM, Marion, N.C., 704-652-7491, or telephone 704-659-2000 for information.

**Senior Account Executive** in major market station. Minimum 3 years media sales only. List available. Rush resume: B-103 Radio WBZO-FM, P.O. Box 1030, Long Island, NY 11706. An equal opportunity employer.

**WHKR FM Melbourne/Cocoa Beach** seeks local sales rep to handle premier list. Minimum 3 years radio sales and experience in vendor. P.O. Box 7010, Rockledge, FL 32955. EOE.

### HELP WANTED NEWS

**Radio Sports Director.** Qualifications include 3 years minimum experience with on-air, high-energy sports news reporting, on-air play-by-play, and sports talk hosting. Qualified candidates will have hands-on experience with production equipment and tape news gathering gear. FCC Restricted permit required. Competitive salary and excellent benefits with a great growing company. Send resume, three professional references, and cassette demo tape by January 10th, 1995 to: Human Resources Director, WASK, Inc., P.O. Box 7880, Lafayette, IN 47903-7880.

**Reporters:** ICI/American University Journalism Awards for Excellence in Personal Finance Reporting seek radio stories for \$2,500 award. Entries must have aired in 1994 and arrive by March 15, 1995. For entry forms or information write: Journalism Awards Program, Eagle Station, P.O. Box 79, The American University, 4400 Massachusetts Avenue, NW, Washington, DC 20016.

### HELP WANTED ANNOUNCER

**Cape Cod's "Clear Classical" WFCC** seeks Announcer. Minimum 3-5 years commercial broadcast experience, pleasing voice, good diction, board and commercial production skills. Classical programming and computer skills helpful. Salary commensurate with experience and ability. Please send resume, references, demo tape to Manager, WFCC, One Villages Drive, Brewster, MA 02631. WFCC is an equal opportunity employer.

### SITUATIONS WANTED MANAGEMENT

**GM** - over 13 years with the same company at the most successful station in our group. Bottom line oriented. Secure and stable, but now I need more personal growth. Experienced in all areas, especially sales and fiscal control. Sterling references. Reply to Box 00253.

**GM or Group Management.** Valuable experience. Excellent leadership and sales skills for music, talk and sports station, including duopolies. Call Ken Patch at 803-588-9737.

### SITUATIONS WANTED PROGRAMMING PROMOTION & OTHERS

**Seeking PD position** with Oldies or AC. I'm experienced, computer-literate. Let's talk! Jim Ayers. 404/933-0147.

## BLIND BOX RESPONSE

Box Number  
245 West 17th St.  
New York New York 10011  
Tapes are now accepted

### SITUATIONS WANTED TECHNICAL

**Broadcast Engineer.** Nites available 1995. Tim (614) 898-9120 days.

## TELEVISION

### HELP WANTED MANAGEMENT

## GENERAL MANAGER

**KOVR-TV Sacramento** seeks dynamic, experienced general manager to lead station with established momentum.

We are looking for a marketing-oriented individual with a proven track-record in all phases of broadcast television. This is an equity opportunity to join River City Broadcasting as it continues to expand its broadcast group. All replies will be strictly confidential. EOE.

Please send resume to:  
**RICK BIANGIARDI, GROUP PRESIDENT**  
RIVER CITY BROADCASTING  
KOVR-TV  
2713 KOVR DRIVE  
WEST SACRAMENTO, CA 95605

**General Sales Manager, WCYB-TV,** Bristol (Tri-Cities) Virginia/Tennessee. A dominant NBC affiliate with a strong local news product. Successful candidate must possess a minimum of two years experience as a national television sales manager, three successful years as a local television sales manager. Candidate should possess the following: college degree, computer experience, knowledge of Nielsen ratings including computer research, recommendation by national T.V. rep firm and ability to motivate and guide a solid local sales team. Resumes before January 20 to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V.

**Director: KSL-TV,** the #1 News Station in Salt Lake City has an immediate opening for a skilled director with at least four years of successful production experience and two years of on-air directing. Other responsibilities include T.D. and production work. An application form and other essential job requirements may be obtained from the KSL Human Resource Department, Broadcast House, 55 North 300 West, Salt Lake City, Utah 84110-1160; phone (801) 575-5777; fax (801) 575-7625. When you submit your completed application, plan on providing a tape demonstrating your work. KSL will fax or mail an application. An equal opportunity employer.

**Director, Broadcast Operations** for educational television station (Cable, ITFS, ITV). Involves all phases of TV operation in new facilities. For job flyer and application, call (805) 636-4747 or write: Kern County Superintendent of Schools, Personnel Department, 1300 17th Street, Bakersfield, CA 93301-4533. Applications must be received by January 31, 1995.

**Hot Shot Art Director.** Want to break into the best market in the country-and make a name for yourself??? San Diego affiliate is looking for a dynamic Art Director to lead our design team to the top in a highly competitive market. The requirements: great work, 3 years as art director, knows how to build a winning team, can develop station look from A to Z, good people skills, loves a challenge, loves to win. You'll work closely with a great promotional team in a growing department. Opportunities in San Diego don't come along every day, so if you've got what it takes...rush your resume and best shots to Judy Vance, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No phone calls. EOE/M/F.

**Local Sales Manager.** Organize and lead sales staff in new and existing account development, plan and implement sales projects and conduct sales training. Candidate must have minimum of 3 years broadcast sales, understand sales planning, expense management and have a thorough knowledge of the local market. Strong orientation to details is a must. The ideal candidate will have working knowledge of inventory management, comparative selling skills, understand Nielsen ratings research and systems to evaluate same. High school diploma required. Please send resume with cover letter detailing your philosophies of management, training, hiring, inventory maximization, special sales, budgeting, motivation and rewards. Mail or fax to: WJPR/WFXR Fox 21/27, P.O. 2127, Roanoke, VA 24005, Attn: Tony Kahl, GSM (fax) 703-345-1912 or 703-342-2190. No phone calls please. EOE.

**Local Sales Manager - WMC-TV5,** An Ellis Communications property and market leading NBC affiliate, seeks "hands on" management leader that can fulfill revenue potential of strong station and experienced staff. History of "real" selling success and relationship skills with business owners and agency principals. Send resume to Scott Leslie, General Sales Manager, 1960 Union Avenue, Memphis, TN 38104. WMC is an equal opportunity employer and an affirmative action station.

**National Underwriting Manager.** Excellent opportunity securing and managing national underwriters for line extension productions and projects of "The Nightly Business Report," the most viewed business news program on TV. Reports to V.P./Marketing. Candidates should have proven track record w/ability to develop and present sales materials. Media sales w/previous PBS underwriting experience and relationships w/Fortune 500 companies a plus. Degree preferred. Resume in confidence to V.P./Admin., WPBT/TV2, Human Resources, P.O. Box 2, Miami, FL 33261-0002. EOE, M/F/D/V.

**United Paramount Network affiliate** and New Orleans, LA's soon to be newest TV station, is now accepting applications for the following positions: General Manager, General Sales Manager, Account Executives, Business Manager, Engineering, Traffic Director, Clerical/Receptionist, Production Manager, Switchers. Send all resumes ASAP to Box 00248. No phone calls please. Channel 54 is an equal employment opportunity employer.

**TV Station Manager:** Looking for qualified manager who knows how to run TV station operations, sales and production with strong track record and background in people and time management skills. Send resume and salary requirements to Box 00250 EOE

**National Sales Manager.** Fox affiliate in top 100 market has an opening for a National Sales Manager. The position requires an understanding of both local and national sales management responsibilities. A strong background in research, vendor, co-op and client contact at the local level is a must for any candidate. Negotiation and communication skills are very important for this team management oriented affiliate. Inventory and pricing control management, to best serve our customers, is a mandate for our next NSM. This position will be offered only to a career-minded broadcaster. No phones please. Send resume to: Paul M. Nugent, General Sales Manager, WEMT-TV Fox 39, P.O. Box 3489, Johnson City, TN 37602. EOE/M/F.

**Program/Operations Manager** - A recent promotion to the UPN has left us with a position of Program/Operations Manager. You must have all of the basic skills and excel at them. You must know independent television cold and be an active participant in launching the United Paramount Network on its O&O station in Washington, D.C. Computer skills a must. Send work history, salary requirements to Dick Williams, 5202 River Road, Bethesda, MD 20816. Equal opportunity employer.

**Local-Regional Sales Manager:** Northern California's top rated ABC affiliate is looking for an aggressive candidate to direct local sales efforts in Chico-Redding, plus 2 satellites on the North Coast. Earning potential of \$70,000+ and with 2 growing satellites, can be much, much more! Great opportunity for the right candidate. Minimum of 2 years small market television sales management experience required. Submit resume, references and details of 1994 sales records to: G.S.M., KRCR-TV, P.O. Box 992217, Redding, CA 96099. No phone calls. EOE.

**Dominant Top 50 Southeast Network Affiliate** is looking for top-notch National Sales Manager. Strong TV sales background, minimum one year in sales management required. Good communication skills a must. Please send resume to Box 00246 EOE.

#### HELP WANTED SALES

**Television Sales Representative** for NBC affiliate in mid-size New England market. Minimum 3 years broadcast sales experience. Send resume to: WPTZ-TV, 45 Roosevelt Highway, Colchester, Vermont 05446. EOE.

**Local Sales Manager** - Oklahoma City Fox affiliate, good staff in place, need experienced leader with Columbine, Tapscan, computer networking, marketing and promotion skills a must! Opportunity to grow into GSM slot. Send information selling me on you! Harlan Reams, GM, KOKH, Box 14925, OKC, OK 73113. EOE.

**Local Account Executive(s):** Affiliate in the 12th ranked market looking for experienced television account executives who are seeking rewarding growth opportunities, unlimited earning potential at generous commission rates. Please fax resume to: Local Sales Manager, 216-535-5370, or send resume to: Local Sales Manager, 853 Copley Road, Akron, Ohio 44320-2994.

**Clear Channel Television's** newest Fox affiliate in Albany, New York is looking to add hard working, aggressive broadcast sales representatives. Emphasis in cultivating new direct business. Experience helpful, but not required. To join the Fox-23 team, send resume to Sales Personnel, WXXA Fox-23, 815 Central Avenue, Albany, New York 12206. EOE.

**Account Executive** for dominant CBS affiliate. Hardworking, motivated, career oriented individual to develop direct retail and agency accounts. Minimum two years broadcast sales experience. Send resume to: Skip Painton, Director of Sales, WCTV, P.O. Box 3048, Tallahassee, FL 32315. No phone calls please. WCTV, John H. Phipps, Inc. is an equal opportunity employer.

#### HELP WANTED MARKETING

**Marketing Director:** River City Broadcasting, one of the fastest-growing broadcast companies in the nation, is looking for an outstanding Marketing Director for our station in North Carolina, WLOS-TV. If you meet the following qualifications, we want to hear from you: 1) You know the difference between marketing and promotion, 2) You have demonstrated success in all the elements essential to an effective marketing effort; on-air promotion, advertising, publicity, public affairs, design, community events, research, sales marketing and strategic planning, 3) You have excellent oral and written communication skills and excel in building teamwork that transcends departmental boundaries, 4) You are a strong leader who can teach and inspire, 5) Two to three years experience in television marketing and a bachelor's degree in a related field. WLOS-TV is the ABC affiliate in the beautiful Asheville-Greenville-Spartanburg market. We're making a competitive attack on the future and our Marketing Director will be key to our success. We're looking for someone special. Tell us how you qualify. EOE. Send reply to WLOS, P.O. Box 1300, Asheville, NC 28802, Attn: Jim Con-schafer.

#### HELP WANTED TECHNICAL

### MASTER CONTROL OPERATOR

Minimum 5 years experience and FCC license required. Midnight shift. Send resume to **Box 00235** EOE.

### MAINTENANCE ENGINEER

T.V. Station UHF transmitter and studio experience. Maintain 24-hour on-air station. Assist with camera maintenance, transmitter, microwave and Sony Beta Cam SP/Sony LMS. Burbank. Send resume to **Box 00236** EOE.



**Assistant Chief Engineer:** Rapidly growing network affiliate in mid-size market has an immediate opening for an Assistant Chief Engineer. Requirements include: hands-on maintenance of beta, 3/4", 1" videotape, cameras, studio equipment, ability to diagnose/repair complex equipment at the component level, previous supervisory experience, and the ability to teach others. Transmitter experience and computer literacy a plus. Send resume, references and salary history to: Chief Engineer, WOKW-TV, 555 Fifth Avenue, Huntington, WV 25701.

**Broadcast Maintenance Technician** - Southern Network affiliate needs full-time technician. Must be proficient in maintaining full service multi-format broadcast station. RF experience helpful. In-depth hands-on experience a must. Excellent opportunity for right person to possibly move up to Assistant Chief. Send letter, resume and salary history to Box 00255 EOE.

**Chief Engineer** for Cox CBS TV affiliate: WHIO TV, Dayton, OH's number one station is looking for the right engineering manager to complete our team. We want an excellent engineer to provide leadership and management for our department. Responsibilities will include designing, installing and maintaining all technical facilities. If you enjoy managing by example and servicing customer needs, if you're a team player with excellent skills to offer and you want to help build for the future you'll want to be considered for this opportunity with one of the industry's best broadcast groups. Send/fax resume to: David Lippoff, VP and GM, WHIO TV, 1414 Wilmington Avenue, Dayton, OH 45420. Fax 513-259-2058. No phone calls please. EOE.

**Chief Engineer** - WYZZ-TV Bloomington, Illinois. Experienced in all areas of television engineering. To oversee/maintain all transmitter and studio equipment. FCC General License required. EOE. Submit resume to: David Wittkamp, Director of Operations, 2250 Seymour Avenue, Cincinnati, Ohio 45212 or Fax 513-631-2666.

**Chief Engineer:** Looking for highly qualified experienced CE in all aspects of broadcast engineering to oversee/maintain transmitter and studio equipment. FCC general license. SBE certification required. Submit resume w/salary requirements to Box 00249 EOE.

**Chief Engineer:** Seeking hands-on Chief Engineer. Must be knowledgeable in maintenance and repair of Harris VHF Transmitters, beta, 1" and 3/4" formats. Experience in Micro-wave also required. Send resume to John Rogers, GM, WABG-TV, Box 1243, Greenville, MS 38701. Fax 601-335-7029. EOE.

**LARCAN-TTC** is seeking a high-power television Sales and Service Engineer. Hands on experience required. Excellent compensation package for the right individual. Please rush resume in confidence to: Director of Marketing, LARCAN-TTC, 650 South Taylor Avenue, Louisville, CO 80027.

**SNG/Maintenance Engineer.** Minimum 2 years experience. FCC License, SBE Certified. CDL Class B Drivers License required. Send resume to: Personnel Director, P.O. Box 510, Palm Beach, Florida 33480. EOE employer.

**Director of Engineering and Operations** for WTHR, Indianapolis, IN. State of the art facility, state of the art news operation. Requires B.S. in Electrical Engineering or related field. Must have at least 5 years experience as Department Head. Equivalent combinations of education and experience will be considered. SBE Certification is preferred. This is the dream job you have been waiting for. EEOC. Qualified women and minorities are encouraged to apply. Please respond to Mr. Marvin C. Born, Dispatch Broadcast Group, 770 Twin Rivers Drive, Columbus, OH 43216. Phone (614) 460-3914. Fax (614) 460-2812. Phone calls and faxes are welcome.

HELP WANTED NEWS

Does your competition want you to

GET OUTTA' TOWN?

Then think top ten. Think ten gallon hats. And, join our gang of ratings rustlers in Houston.

You've got: superior writing talent. "Bang it out" topical ability in addition to high end concept and production skills. Off-line editing is required. On-line ability would be a major plus.

We've got: GVG 200/A-51 Edit Suite, Avid, Quantel Paintbox, Macintosh, DP Max, Infinits! and a ton of digital toys on the way.

Best of all: we're a Post-Newsweek station. That means you'll have the time, tools and management support to do your best work.

Most important: Please rush resume, and non-returnable tape to:

Larry Parker  
Dir. of Advertising  
and Promotion  
KPRC-TV  
8181 SW Freeway  
Houston, TX, 77074



No phone calls please.  
An Equal Opportunity Employer

**Immediate opening small market CBS affiliate** for a Weekend News Anchor to complement female anchor. Experience preferred. Call: Miles Resnick 304-232-7777. Be prepared to send non returnable VHS or 3/4 tape.

EXECUTIVE PRODUCER

Special News Programs

To head unit looking at life in the community as it has never been done before.

Also responsible for a ground-breaking children's show that kids want to watch.

Must be experienced, creative, fearless and able to prove it.

Send non-returnable tapes and resume to:

NEWS 15-SPECIAL NEWS PROGRAMS  
KNXV-TV

4625 SOUTH 33RD PLACE  
PHOENIX, AZ 85040  
No calls please. EOE



**News Talk Show Host/Producer.** Small station in major market looking for right person to fit this unique opportunity. Please send resume and non-returnable tape to Box 00251 EOE. Women and minorities encouraged to apply.

**Producer, WYFF,** the NBC affiliate in Greenville, SC is searching for an aggressive producer who understands pacing, graphics, teasing, live and demographics. Must think out-of-the-box, motivate others by example and constantly strive to improve the newscast. Demonstrate these skills on your tape. Send to Human Resources Manager, WYFF, P.O. Box 788, Greenville, SC 29602. EOE.

**Producer.** News Producer needed to coordinate and direct the production of daily newscasts. Strong writing and organizational skills and at least three years commercial television news producing experience required. Send resume to: Human Resources, KGW-TV, 1501 SW Jefferson Street, Portland, OR 97201. EOE. M/F/D/V.

**Sports Director** - KCBD-TV is looking for someone to take over the top small market sports job in the country. Candidates must possess strong desire to be the best. Willing to emphasize local, represent the station in the community, and be a team player. Knowledge of Texas sports, and Texas Tech in particular, are a must. Experienced applicants should send qualifications and non-returnable VHS tape to Dave Walker, News Director, 5600 Avenue A, Lubbock, TX 79404. EOE.

**WTLV, a Gannett owned NBC affiliate** of Florida's Atlantic Coast, is seeking an experienced, creative and, most importantly, enterprising reporter. Minimum two years experience necessary. We want a reporter who doesn't like being spoon fed by an assignment desk but would rather dig their own stories. We want a reporter who understands what being a part of a team is about. Send non returnable tapes and resumes to: Kevin Brennan, News Director, WTLV, 1070 East Adams Street, Jacksonville, FL 32202. No phone calls please. EOE.

**Directors:** Do you welcome a challenge? Here's your chance to join a start-up news team in beautiful San Antonio with River City Broadcasting's KABB-TV. We're hiring two News Directors - M-F, and Weekend plus some commercial production. Must have at least 2 years newscast directing experience. Directors will work on GVG 200-1 Switcher, Chyron Max, GVG DPM-700 DVE, Quantel Paint and Picture Box, GVG VPE-141 Editor. Send your resume, references and non-returnable tape to: Alan Little, KABB-TV, News Director, 4335 NW Loop 410, S.A., TX 78229. No calls or faxes, please. An equal opportunity employer.

**Co-Anchor/Producer:** Looking for a Co-Anchor/Producer to join a veteran anchor team. No beginners. Must have anchor and producer experience. Newsroom computer experience helpful. Minorities encouraged to apply. Send resume and non-returnable tape to: News Director, WTOV 9, Altamont Heights, Box 9999, Steubenville, Ohio 43952. No phone calls. EOE.

**Bureau Reporter** for top-15 affiliate. WTSP, the CBS affiliate in Tampa-St. Petersburg is seeking a general assignment reporter to establish a mobile bureau in Sarasota, FL--about 60 miles south of our station. You will live and work in this part of the market and, with a photographer, file daily stories out of Sarasota and Manatee Counties. We need a self-starter who can generate contacts and stories on a daily basis. If you need the assignment desk to motivate you--don't apply. If you like the independence and responsibility of working in a bureau setting--this job may be for you. Experience in a remote news bureau preferred, but not required. Send resume, non-returnable tape (Beta or 3/4"), salary requirements and a page on why you'd be right for this job to: Mike Cavender, VP/News, WTSP, P.O. Box 10000, St. Petersburg, FL 33733. No phone calls, please. EOE.

**Creative Services Producer.** West Texas, CBS affiliate, seeks a Commercial Producer. Must be able to write, shoot, and edit three-quarter inch video for broadcast. Must be organized, able to meet strict deadlines, possess people skills, and have a good driving record. Degree and prior experience preferred. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76902. EOE.

**Weekend Anchor.** KMOL-TV, the NBC affiliate in San Antonio, is looking for a Weekend Anchor/Reporter. We're looking for a solid journalist with exceptional presentation skills to complement our female Co-Anchor. The right person must be a good communicator whom the viewers will welcome into their homes. Must also be a hard worker with high ethics, have a positive attitude, heart of a champion and a will to win. Tapes and resumes to: Tim G. Gardner, News Director, KMOL-TV, 1031 Navarro Street, San Antonio, TX 78205. No phone calls, please.

**Meteorologist,** preferred, for aggressive station that's shaking up the market and the market is responding! If you have a dynamic presentation that can hold viewers, let's talk. Full time weekend position open now. Send non returnable tape, (no more than 1 week old), resume, references and salary required to: Al Sandubrae, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE. M/F Minorities are encouraged to reply.

**TV Reporter.** Northwest ABC affiliate looking for News Reporter. Minimum 3 years experience. No phone calls please. Send resume, writing samples, tape, salary requirements and references to: Michael Espinoza, Executive News Director, KXLY TV/AM/FM, 500 West Boone Avenue, Spokane, WA 99201 by January 15. KXLY is an equal opportunity employer.

**Get that On-Air TV news opportunity** as you build your resume tape. Long Island N.Y.'s "L.I. News Tonight" can give you hands-on TV news reporting, shooting and editing experience while earning graduate and undergraduate credit. Contact L.I. News Tonight, Attn: A.F. Piazza, New York Institute of Technology, Box 8000, Old Westbury, NY 11568-8000.

**Meteorologist:** Northeast network affiliate is looking for meteorologist/reporter. Degree is important; but more important is to be a great communicator who explains, not describes, the weather. Also desirable if you can do some reporting. Reply to Box 00252 EOE.

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

**News Anchor/Producer** opening for major newscasts by affiliate with growing news operation. Live unit, remote bureau, BASY newsroom with aggressive staff, experienced management and stable ownership. Great resort community to live in. Send non-returnable tape and salary requirements to Neil Bayne, ND, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE. M/F.

**News Director:** Palm Springs ABC affiliate looking for a News Director who will embrace our concepts of Total Quality Management and take us to the next level of excellence. Don't let the market size fool you. KESQ-TV is an innovative and aggressive station with advanced technology, and a vision for the future. Previous News Management experience is preferred. Send cover letter, resume and statement of news philosophy to Bill Evans, VP and General Manager, KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211. Equal opportunity employer. Women and minorities encouraged to apply.

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

**Photographer:** WYFF, the NBC affiliate in Greenville, SC has an opening for a news photographer. NPPA standards, college degree. One year experience. Tapes/resumes to: Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE

For all your Classified Needs call Antoinette Fasulo  
Tel: 212-337-7073 • Fax: 212-206-8327

## HELP WANTED PROGRAMMING PRODUCTION & OTHERS

### SHOW PRODUCER

KGO-TV is seeking a producer with at least 5 years of major market television producing experience. Responsibilities include developing show ideas, writing scripts, crew supervision, developing and coaching talent, scouting locations and supervising show budgets. Must have the ability to fully produce regularly scheduled programs, specials and segments. Candidates should be well versed in all aspects of production from researching through post production. In addition, candidate should be familiar with live and remote studio production. Must be creative, energetic, have excellent technical and writing skills along with exceptional organizational skills. Good people skills are a must. Application deadline is January 20, 1995. Please send resume, cover letter and videotape to:

**KGO-TV PERSONNEL  
900 FRONT STREET  
SAN FRANCISCO, CA 94111  
EOE**

### EXECUTIVE PRODUCER/ SENIOR PROGRAMMER

A unique opportunity to begin at the beginning as Executive Producer - to help design, create, and produce satellite delivered entertainment programming for a new, national, out-of-home television network. Must have magazine format or network programming experience. Send resume ASAP to

**R. Jeffries, P.O. Box 5002, NY, NY 10022.**

**Production/Post-Production Marketing Representative.** Looking for talented individual to market the services of "SeaGate 11" a top notch post production facility associated with WTOL-TV in Toledo, Ohio. Applicant must be a strong producer and have excellent knowledge of top-of-the-line production and editing equipment. Must be able to prepare proposals and accurate cost estimates for a wide range of projects. Will work closely with clients, creative staff and post-production personnel to insure client satisfaction. We offer a great working environment and excellent pay/benefits. Send resume to Personnel Administrator-14, WTOL-TV, 730 North Summit, Toledo, Ohio 43604. No phone calls, please. WTOL-TV is an equal opportunity employer.

**Commercial Production Editor:** Affiliate with large volume of commercial production with all the latest toys has opening for 2nd editor/Assistant Production Manager with hands-on experience with time code editing, 2-channel DVE, Still Store and CG. Work at the beach with good salary and benefit package. Send tape, salary requirements to John Cannon, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE. M-F.



**Writer/Producer/Director.** KPTS-TV seeks a professional television Writer/Producer/Director. Position demands strong thinking, planning and management skills. Responsibility entails producing program production for fund-raising, public affairs and cultural formats. Duties involve planning, writing, organizing program elements and supervising the efforts and results of the assigned production staff. Arrange for outside talent and support resources as necessary. Ancillary directing duties will be required with the ability to operate/learn studio switcher and post production editor. Qualifications: Minimum, five years experience (full-time) writing, producing and directing. Experience with Public Television Broadcast production a plus. Applicants with a strong commercial experience base in spot, news, documentary and public affairs programming are encouraged to apply. College degree needed, preferably in a discipline that requires research, analysis, writing, planning and conceptual skills. Understanding and commitment to principles of public directed journalistic integrity. Personal interest in the arts, literature, history and culture. Propensity for management and professional commitment to be part of the management team. Salary negotiable. Send inquiry and application to Carl Chance, Director of Production and Contract Services, KPTS-TV, P.O. Box 288, Wichita, KS 67201 along with letter, resume, samples of writing/research, resume tape and reference contacts cleared for qualifications evaluation. No open letters of reference. Applications taken through February 3, 1995. KPTS-TV, Channel 8 is an EOE/AA employer.

**Producer/Director:** WCBD-TV Charleston, S.C. Needed, versatile and creative person to work with the creative team. Must be able to oversee and execute commercial production from concept to post. Experience in all aspects of video production is essential. Send resume to Attn: Richard Fordham, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE. M/F. Applicants drug screened.

**Producer/Director:** WCBD-TV Charleston, S.C. Needed, individual who loves directing news and live programs. Previous news directing experience is essential. Send resume to Attn: Richard Fordham, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE. M/F. Applicants drug screened.

**Art Director.** Top 20 independent with news seeks talented Art Director. Paint system and Mac experience a must. Send resume to Box 00239 EOE.

#### HELP WANTED PROGRAMMING PROMOTION & OTHERS

**Consumer Promotions Manager.** USSB is looking for applicants with 5-10 years experience, for developing and executing all forms of promotional programs. Promotion experience or relevant experience within the PPV, home video or broadcasting industry preferred. Development of the brand's annual promotional plans in keeping with the approved strategic objectives. Execution of all promotional programs and promotional events. Management of the development and distribution of all promotional materials. Coordination of promotional activity with programming partners, DSS partners and the trade marketing group. Plan and manage all aspects of promotional budget. Coordinating with on-air promotions manager to execute on-air aspects of promotions. Submit resumes to: Amy J. Stedman, EEO - 148-94, USSB, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

## PROMOTION WRITER/PRODUCER

WVEC-TV is looking for a strong writer who knows how to create compelling promos. Candidates should have 2 years experience in television news promotion. Should have high standards of both quality and creativity. WVEC-TV offers competitive benefits in a unique living and working environment.

*If interested, please submit resume and non-returnable tapes (Betacam or VHS) to PERSONNEL, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. No phone calls please. WVEC-TV is an equal opportunity employer.*

**SPIRIT 13**  
WVEC-TV  
**Of Hampton Roads**  
HAMPTON • NORFOLK

**On-Air Programming and Promotions Manager.** USSB is looking for applicants with 5-10 years experience, for monthly management of Channel 999 (a proprietary brand information channel) in concert with brand strategic direction and promotional needs. On-air brand identity which will involve all editing, integration and management of interstitial spots as well as high involvement in the development, integration and use of any USSB 'station identification' creative. Identifying, developing and executing all on-air promotional activity focused at the subscriber base. Involvement with and assistance in the development and execution of brand marketing TV creative and production. Cross channel promotional activity and on-screen menu updating. Submit resumes to: Amy J. Stedman, EEO, 147-94, USSB, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

**Promotion Director.** Hands-on creative individual with previous promotion experience. Will plan and implement on-air and outside media, help coordinate special projects, heavy news and topical promotion. Looking for a team player to help our station continue to grow. Send tape and resume to Clay Milstead, WCTI-TV, P.O. Box 12325, New Bern, NC 28561. EOE.

#### HELP WANTED RESEARCH

**Manager of Research.** USSB is looking for applicants with 5-10 years experience in consumer research - industry research experience preferred. Planning and executing all forms of quantitative exploratory research to uncover marketing insights and marketing opportunities (A&U, tracking studies). Coordinate and manage cooperative research with programmers. Establish and conduct qualitative focus groups to probe various consumer and subscriber issues. Conduct on-going subscriber database research and analysis. Establish and conduct subscriber attitudinal and behavior tracking studies. Subscriber segmentation and monitoring by package level and on the basis of geography, demographics and psychographics. Analysis of various kinds of data as it relates to advertising, direct response and other consumer promotion activities including creative and media research. Monitor competitive information, programming trends and develop an on-going market intelligence plan. Submit resumes to: Amy J. Stedman, EEO - 149-94, USSB, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

#### HELP WANTED RESEARCH

## RESEARCH ANALYST

Fox Broadcasting Company has an excellent opportunity available for a Research Analyst in our New York Research and Marketing Department.

In this position, you will be responsible for processing ratings data, working with both national and local rating computer databases, as well as assisting in the production of sales sports and marketing pieces.

The selected candidate will have computer proficiency and excellent written and verbal communication skills. Requires 1-2 years' research experience, and working knowledge of Nielsen MicroNode, Dailies Plus, Lotus 1-2-3 and/or Excel.

For consideration, please send resume and cover letter to: **Fox Broadcasting Company, 1211 Avenue of the Americas, 3rd Floor, Research & Marketing Dept., New York, NY 90036.** No phone calls please. EOE.



FOX BROADCASTING COMPANY

#### SITUATIONS WANTED MANAGEMENT

**Hispanic Manager** with solid record in production and program development. Bilingual broadcasting credits (with Academia) in public and private industry. Box 280543, Northridge, CA 91328. (818) 772-5361, 885-2872, rsoto@hucy.csun.edu.

**SITUATIONS WANTED NEWS**

Minority broadcaster seeks TV reporting or anchoring opportunity, any market. Ten year radio veteran with some, limited TV background. 302/477-1407.

Anchor, male, twenty-plus years on-air seasoning, including major markets. Credible, knowledgeable, affable, available soon for quality-of-life, long-term commitment. Reply to Box 00254.

**RESUME TAPES**

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 708-272-2917.

**CABLE**

**HELP WANTED NEWS**

CLTV News, a regional 24-hour cable news channel located in suburban Chicago, is looking for a full time weather anchor. Candidates must have at least two years professional broadcasting experience. Meteorology degree and AMS Seal preferred but not necessary. Some general reporting duties included. Excellent employee benefits are offered. Non-returnable tapes and resumes should be sent to Linda Bennett, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60521. We encourage women and minorities to apply. Any phone calls will disqualify the candidate from consideration.

**HELP WANTED PROGRAMMING PRODUCTION & OTHERS**

Production Supervisor. Aggressive cable production department seeks hands-on production supervisor to continue tradition in nationally-acclaimed local programming. Excellent "people skills" and heavy experience producing/directing multi-camera remote and studio events. Responsibilities include team-building, training of ENG photographers, reporters, editors. Not an entry level position. Send resume and tapes to: Personnel Director, Vision Cable of Pinellas, Inc., 2530 Drew Street, Clearwater, Florida 34625. No phone calls please.

**WE'LL GIVE YOU ALL THE CREDIT**

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245 West 17th Street  
New York, NY 10011

**HELP WANTED RESEARCH**

**DISCOVERY COMMUNICATIONS, INC.**



DISCOVERY COMMUNICATIONS, INC., parent company of The Discovery Channel and The Learning Channel, currently has the following opportunities in the Research Division of our Corporate Headquarters, based in Bethesda, Maryland.

**PROGRAMMING RESEARCH MANAGER**  
Devise and maintain comprehensive program development research plan to assist in evaluation of programs on Discovery Networks. Candidate must have 7+ years of survey and focus group research experience at market research company, TV network, or production company. Hands-on experience with Nielsen audience ratings required.

**INTERNATIONAL RESEARCH MANAGER**  
Design, implement and analyze re-search projects to support DCI's International efforts, primarily in Latin America and Asia. Must have 3+ years managing international consumer research projects and must be bilingual, Spanish pre-ferred. Experience with CHOICES and/or MEMRI a plus. Substantial travel required.

**SENIOR RESEARCH ANALYST, CONSUMER RESEARCH**  
Provide research and analytical support for various departments including Marketing, Programming and Multimedia. Minimum 2+ years experience in survey and focus group research. Must be proficient in SPSS or similar statistical analysis software package.

**RESEARCH ANALYST, PROGRAMMING RESEARCH**  
Help maintain Ad Sales ratings estimates in computerized databases. Must have 1+ years research experience in ad agency, broadcast or cable network research department. Hands-on experience with Nielsen audience ratings required.

All candidates for these positions must have excellent organizational, communication, and analytical skills. Must be familiar with PC-based programs like MS Word, EXCEL, and Harvard Graphics. Media experience preferred.

DCI offers excellent benefits, competitive salaries. For immediate consideration, send resume with salary history to:

M.VOSS, RESEARCH DEPT.  
DISCOVERY COMMUNICATIONS, INC.  
7700 WISCONSIN AVENUE  
BETHESDA, MD 20814  
(No phone calls please)

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Entry level TV News Reporter hot lead sheet. \$5.50-1 week, \$19.95-4 weeks. MCS, Box 502, Santa Ysabel, CA 92070. 619-788-1082.

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National Sports Jobs Weekly. The Sports Industry's Employment Journal. Media, Administration, Marketing. 8 weeks - \$48. Call (800) 339-4345.

**HELP WANTED INSTRUCTION**

Graduate Assistants (9), Miami University, in Mass Communication Master's degree programme. The following assistantships are available: (1) work for WMUB FM, full time 24.5 Kw NPR affiliate, Big Band-Jazz-News format - 2 positions in news, 1 position in operations, 1 position in marketing. (2) 4 positions as teaching and research assistants. (3) 1 position as video production assistant for educational access cable channel. Stipends for 1995-96 academic year approximately \$7,300, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. David Sholle, Williams Hall, Miami University, Oxford, OH 45056. AA/EOE.



HELP WANTED INSTRUCTION

# QUINNIPIAC COLLEGE

## Department of Mass Communications

**Q**uinnipiac College has an enrollment of 3,000 full-time undergraduate and 2,000 graduate students in its nationally recognized Schools of Business, Health Sciences, Liberal Arts and Law. The College is also home to several nationally and internationally recognized Institutes, including the National Institute for Community Health Education, the Quinnipiac College Polling Institute and the Albert Schweitzer Institute for the Humanities at Quinnipiac College.

The School of Liberal Arts' Department of Mass Communications is undergoing significant growth and development. Undergraduate Mass Communications enrollment has more than doubled during the past two years, and a new Master's degree in Journalism is presently under study. Over \$2 million in equipment was recently added in two broadcast-quality television studios, a radio studio and a print journalism laboratory, all part of the College's new Ed McMahon Mass Communications Center. New faculty recently hired include Bill McLaughlin, who worked as a Broadcast Journalist for over 25 years at CBS Television, and Lou Adler, who worked as a Broadcast Journalist, Vice President and News Director for over 25 years at CBS Radio and WOR Radio.

### PH.D.-MASS COMMUNICATIONS

We are seeking a Generalist with a Ph.D. in Mass Communications and solid experience teaching a range of introductory and intermediate Mass Communications theory courses. Preference will be given to candidates who can teach courses in media and society, media structures and economics, and media ethics and law. A specialization, based on research and course implementation, in new communications technologies and/or international communication is desirable.

A normal teaching load for nine months is four courses per semester. Course reductions for research are possible. Committee work is expected, especially since the department is in the process of exploring a graduate program.

Review of applications will begin February 6, 1995, and will continue until the positions are filled. For confidential consideration, please send your resume to: Raymond Foery, Chair of Mass Communications Department, Quinnipiac College, Mount Carmel Avenue, Hamden, CT 06518.

*Quinnipiac College has a strong commitment to the principles and practices of diversity throughout the college community. Women, minorities and disabled individuals are invited and encouraged to consider this opportunity and to apply.*

### JOURNALIST

We are seeking a Journalist with substantial experience as a working Journalist for a major newspaper or magazine. A Master's degree is preferred; teaching experience desirable. Responsibilities will include teaching courses in print journalism and other formats, providing leadership for the print journalism concentration within the undergraduate program, contributing to the anticipated MS program, and serving as the faculty advisor to the student newspaper.

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Need a 55 to 60 KW UHF Transmitter (complete), Antenna: Skull Pattern turned to 36., Michael A. Hershman, 5430 LBJ Freeway, Suite 1260, Dallas, TX 75240 (214) 770-2257.

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

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

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

### FOR SALE STATIONS

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For Sale 50kw AM and Class C FM in fast growing Southwestern Top 50 market city. Serious buyers only. Call 808-845-1111. P.O. Box 25670, Honolulu, HI 96825.

Manchester, New Hampshire 5kw-U, WKBR. \$290k, plus optional 46 acre site. 617-449-5618 in daytime. Covers Manchester, Nashua and more.

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1-900 lines for lease. Lines for: audience opinion, dating, sports scores or your idea. Call Bill at 916-344-6818.

**EDUCATIONAL SERVICES**

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

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**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.

**Loans By Phone:** Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

**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 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.85 per word, \$37 weekly minimum. Situations Wanted: 95¢ per word, \$19 weekly minimum. Optional formats: Bold Type: \$2.15 per word, Screened Background: \$2.30, Expanded Type: \$2.85 Bold, Screened, Expanded Type: \$3.25 per word. All other classifications: \$1.85 per word, \$37 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, C/D, 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: \$160 per inch. Situations Wanted: \$80 per inch. 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.

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**CLASSIFIED RATES**

**Display rate:** Display ads are \$160 per column inch. Greater frequency rates are available in units of 1 inch or larger.

**Non-Display rates:** Non-Display classified rates (straights) are \$1.85 per word with a minimum charge of \$37 per advertisement. Situations Wanted rates are 95 cents per word with a minimum charge of \$19 per advertisement.

**Blind Boxes:** Add \$20.00 per advertisement

**Deadlines:** Copy must be in typewritten form by the Monday prior to publishing date.

**Category:** Line ad  Display

**Ad Copy:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Date(s) of insertion:** \_\_\_\_\_

**Amount enclosed:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

**Payment:** Check  Visa  MasterCard  Amex

**Credit Card #:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

Clip and Fax or Mail this form to:

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245 W. 17 Street ▲ NYC 10011 • Attention: Antoinette Fasulo

**FAX NUMBER: 212-206-8327**



# For the Record

## FACILITIES CHANGES

**Pueblo, CO** KERF(FM) 91.9 mhz—Dismissed app. of Colorado Broadcasting Foundation Inc. for CP to make changes: ant. 193 m. Action Nov. 18.

**Orlando, FL** WUCF-FM 89.9 mhz—Granted app. of University of Central Florida for mod. of CP to make changes: ERP: 4 kw (H) and 40 kw (V); ant. 53 m. (H) and 59 m. (V) and to change antenna height above ground for horizontal. Action Nov. 15.

**Pensacola, FL** WTKX-FM 101.5 mhz—Granted app. of Southern Broadcasting of Pensacola Inc. for one-step app. to change frequency from C1 to C. Action Nov. 18.

**Hilo, HI** KPVS(FM) 95.9 mhz—Granted app. of Pacific View Broadcasting Co. for mod. of CP to make changes: ERP: 27 kw; ant. -110 m.; TL: 58 Manaolana Pl., Hilo, Hawaii Co., HI. Action Nov. 18.

**Owingsville, KY** WKCA(FM) 107.1 mhz—Granted app. of Gateway Radio Works Inc. for CP to make changes: ERP: 3.5 kw; ant. 113 m.; change frequency to 107.7 mhz. Action Nov. 28.

**Whitesburg, KY** WMMT(FM) 88.7 mhz—

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

Granted app. of Appalshop Inc. for CP to make changes: ERP: 1 kw; ant. 448 m., change class C1 and DA. Action Nov. 16.

**Arcadia, LA** KWQN(FM) 92.5 mhz—Granted app. of Reid Broadcasting Inc. for mod. of CP to make changes: ERP: 2.2 kw; ant. 151 m.; TL: .12 km S of Hwy 9, Bryceland, Bienville Parrish, LA. Action Nov. 9.

**Lynn, MA** WFNX(FM) 101.7 mhz—Granted app. of MCC Broadcasting Co. Inc. for CP to make changes: ERP: 1.65 kw; ant. 137 m. Action Nov. 22.

**Grand Rapids, MI** WBLU-FM 88.9 mhz—

Granted app. of Blue Lake Fine Arts Camp for CP to relocate main studio location to outside primary service contour. Action Nov. 16.

**Monroe, MI** WHND(AM) 560 khz—Granted app. of Greater Michigan Radio Inc. for CP to make changes in antenna system: change TL to One Radio Plaza, Royal Oak Township, Oakland Co., MI; power night: 0.0139 kw; power day: 0.5 kw. Action Nov. 23.

**Muskegon, MI** WMUS-FM 106.9 mhz—Granted app. of Greater Muskegon Broadcasters for CP to make changes: ERP: 15.5 kw; ant. 112 m.; TL: .6 km S of M-46 (Apple Ave.) and .2 km E of Hilton Park Rd., Muskegon, MI. Granted 11/14/94 in error. Action Nov. 25.

**Olive Branch, MS** WRXQ(FM) 95.7 mhz—Granted app. of S.E. Licensee GP for CP to make changes: correct coordinates; construct new tower. Action Nov. 23.

**California, MO** KZMO-FM 94.3 mhz—Granted app. of Town & Country Communications Inc. for CP to make changes: ERP: 50 kw; ant. 150 m.; TL: 3.5 km at 60 degrees true from Russellville, Cole Co., MO. Site is 0.8 km N of State Rd. C and 1.9 km E State Rd. U; antenna supporting-structure height and change class to C2. Action Nov. 9.

## THIS WEEK

**Jan. 12**—*The Caucus for Producers, Writers & Directors* general membership meeting. Chasen's Restaurant, Beverly Hills. Contact: David Levy, (818) 843-7572.

**Jan. 12**—*Associated Press Television-Radio Association of California-Nevada* roundtable discussion on Hispanic media issues. Radisson Hotel, San Diego. Contact: Rachel Ambrose, (213) 626-1200.

**Jan. 12**—"Journalism and the New Media," seminar presented by the *Freedom Forum Media Studies Center*. The Freedom Forum, Arlington, Va. Contact: Shirley Gazsi, (212) 678-6600.

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

**Jan. 14**—*Associated Press Television-Radio Association of California-Nevada* regional seminar on "The Digital Revolution." KESQ-TV, Palm Desert. Contact: Rachel Ambrose, (213) 626-1200.

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

## JANUARY

**Jan. 19**—*Federal Communications Bar Association* luncheon featuring FCC Commissioner Rachelle Chong. ANA Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**Jan. 19**—"Producing the Big Game: ABC Sports Presents the Super Bowl," seminar presented by the *Museum of Television and Radio*. Museum of Television and Radio, New York City. Contact: Dana Rogers, (212) 621-6705.

**Jan. 20**—*The New York Festivals* 1994 International Television Programming Awards presentation. Sheraton New York Hotel & Towers, New York City. Contact: Anne White, (914) 238-4481.

**Jan. 22-23**—22nd annual *Association of*

## Datebook

*Independent Television Stations* convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 887-1970.

**Jan. 23**—*Nebraska Broadcasters Association* 1995 state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

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

**Jan. 24-25**—*South Carolina Cable Television Association* annual winter meeting. Adams Mark Hotel, Columbia, S.C. Contact: Nancy Home, (404) 252-2454.

**Jan. 25**—"Television and the Courts," seminar presented by the *Museum of Television and Radio* and *TV Guide*. Museum of Television and Radio, New York City. Contact: Dana Rogers, (212) 621-6705.

**Jan. 26-27**—*Alfred I. duPont-Columbia University Forum/Alfred I. duPont Awards*, Columbia University, New York. Contact: (212) 854-5047.

**Jan. 30-31**—Third annual Midwest Broadcasters Conference and Broadcast Electronics Trade Show, sponsored by the *Minnesota Broadcasters Association*. St. Paul Radisson Hotel, St. Paul, Minn. Contact: (612) 926-8123.

**Jan. 31-Feb. 1**—1995 A.N.A. Television Advertising Forum, sponsored by the *Association of National Advertisers*. The Waldorf-Astoria, New York City. Contact: Pat Hanlon, (212) 697-5950.

## FEBRUARY

**Feb. 6-8**—"Sorting Through the Information Super Puzzle," conference presented by the *Cable Television Administration & Marketing Society (CTAM)*. Hyatt Regency Scottsdale Galney Ranch Resort, Scottsdale, Ariz. Contact: Grace Ascolese, (703) 549-4200.

**Feb. 7-8**—*Cable Television Association of Georgia* annual convention. Westin Peachtree Plaza Hotel, Atlanta, Ga. Contact: Nancy Home, (404) 252-4371.

**Feb. 11-14**—52nd annual *National Religious Broadcasters* convention and exposition. Opryland Hotel, Nashville, Tenn. Contact: (703) 330-7000.

## MARCH

**March 14-17**—MediaVision '95, Latin American conference on programing and promotion, co-sponsored by *NATPE International, Promax International* and *NIMA International*. Hyatt Regency Santiago, Santiago, Chile. Contact: Christine LeFort, (310) 453-4440.

## APRIL

**April 3-5**—Cable & Satellite 95 conference and exhibition, sponsored by *Reed Exhibitions*. The Grand Hall at Olympia, London. Contact: 081 948 9800.

**April 9-13**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 10-11**—*Television Bureau of Advertising (TVB)* annual sales and marketing conference. Las Vegas Convention Center, Las Vegas. Contact: Robert Romano, (212) 486-1111.

## JUNE

**June 18-24**—16th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

## SEPTEMBER

**Sept. 6-9**—Radio Show & World Media Expo, sponsored by *The National Association of Broadcasters, The Radio Television News Directors Association, The Society of Broadcast Engineers* and *The Society of Motion Picture and Television Engineers*. New Orleans, La. Contact: Lynn McReynolds, (202) 429-5350.

**Major Meetings**

—Compiled by Kenneth Ray

**Cleveland Heights, OH WZJM(FM) 92.3 mhz**—Granted app. of Zebra Broadcasting Corp. for CP to install auxiliary antenna system (for auxiliary antenna purposes). Action Dec. 7.

**Greenfield, OH WVNU(FM) 97.5 mhz**—Granted app. of Southern Ohio Broadcasting Inc. for CP to change ERP: 3.25 kw. Action Nov. 28.

**Streetsboro, OH WSTB(FM) 91.5 mhz**—Dismissed app. of Streetsboro City School District for CP to make changes: ERP: 1 kw; change channel to 205A. Action Nov. 17.

**Naguabo, PR WYQE(FM) 92.9 mhz**—Granted app. of Efrain Archilla-Diez for mod. of CP to make changes: ERP: 3.9 kw; ant. 229 m.; TL: Cerro Corozal, Municipio Ceiba, PR. Action Nov. 4.

**Cheney, WA KEYF-FM 101.1 mhz**—Granted app. of Pourtales Radio Partnership for CP to make changes; ant. 490 m.; TL: Krell Hill, communications site 24 km NE of Cheney at 61 degrees true; antenna supporting-structure height. Action Nov. 4.

**Eatonville, WA KJUN-FM 104.9 mhz**—Granted app. of Barbara Geesman for MP to change; ERP: 2.5 kw; ant. 151 m.; TL: site is .4 miles S intersection on Turner Scott Rd. and East 44th St. Action Nov. 9.

**Webster Springs, WV WAFD(FM) 100.3 mhz**—Granted app. of Cat Radio Inc. for mod. of CP to make changes: ERP: 33.1 kw; ant. 181 m.; TL: on Payne Knob, approx. 1.6 km SW of Webster Springs, WV; change class to B (per MM docket 93-210). Action March 17.

**Madison, WI WIBA-FM 101.5 mhz**—Granted app. of Double L Broadcasting LP for CP to make changes: ant. 308.8 m.; TL: 8559 Mineral Point Rd., Madison, Dane Co., WI. Action Dec. 2.

**Casper, WY KFNB(TV) ch. 20**—Granted app. of Wyomedia Corp. for CP to change ant: 582 m.; ERP (vis): 58.9 kw. Action Nov. 23.

**OWNERSHIP**

**WHUC(AM)-WRVW(FM) Hudson, NY (AM: BAL940906GI; FM: BALH940906GJ)**—Action Nov. 8.

**WKJA(FM) Belhaven, NC (BALH941019GK)**—Action Dec. 7.

**WBBO-FM Forest City, NC (BALH941013GE)**—Action Nov. 8.

**WKOQ(FM) Jacksonville, NC (BALH941019GI)**—Action Dec. 7.

**WPTM(FM) Roanoke Rapids, NC (BALH940923GF)**—Action Nov. 28.

**WXKL(AM) Sanford, NC (BTC940912-EC)**—Action Nov. 15.

**WSMY(AM) Weldon, NC (BAL940923-GE)**—Action Nov. 28.

**WKQK(FM) Wilmington, NC (BAPED-940916GE)**—Action Nov. 29.

**KBTO(FM) Bottineau, ND (BALH940318-GE)**—Action Nov. 16.

**KYIS(FM) Oklahoma City (BALH940906-GF)**—Action Dec. 6.

**WDKC(FM) Covington, PA (BTCH940902-GG)**—Action Nov. 23.

**WCHX(FM) Lewistown, PA (BTCH940816-GG)**—Action Nov. 7.

**WPPA(AM)-WAVT-FM Pottsville, PA (AM: BTC941109GI; FM: BTCH941109GJ)**—Action Dec. 8.

**WEOZ(FM) Saegertown, PA (BALH-940201GE)**—Action Dec. 6.

**WNAC-TV Providence, RI (BTCCT9409-02KK)**—Action Nov. 7.

**WNAC-TV Providence, RI (BALCT941007-KI)**—Action Nov. 7.

**WRCP(AM) Providence, RI (BTC940926-EA)**—Action Nov. 14.

**WWKX(FM) Woonsocket, RI (BTCH-941026GF)**—Action Nov. 28.

**WTCB(FM) Orangeburg, SC (BALH-941019GE)**—Action Nov. 10.

**WCTZ(AM) Clarksville, TN (BAL94110-4EA)**—Action Nov. 23.

**WPTN(AM)-WGSQ(FM) Cookeville, TN (AM: BTC941017GE; FM: BTCH941017-GF)**—Action Nov. 4.

**KYYI(FM) Burkburnett, TX (BAPLH-941003GH)**—Action Nov. 23.

**KSDQ(FM) Denison-Sherman, TX (BALH-940928GE)**—Action Nov. 29.

**KQQK(FM) Galveston, TX (BTCH940705-GG)**—Action Nov. 3.

**KYOK(AM)-KMJQ(FM) Houston (AM: BAL941011EB; FM: BALH941011GH)**—Action Nov. 23.

**KYOK(AM) Houston (BAL941017GH)**—Action Dec. 6.

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

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## Saluting Malara

EDITOR: It was with great delight that all of us in New York state discovered Tony Malara's smiling and unmistakable countenance on the cover of BROADCASTING & CABLE (Dec. 19, 1994).

Your coveted covers are rightly and properly reserved for the most exalted in our tribe—those who are leading figures in our profession. In Malara you have chosen not only a senior and respected network television executive, but also one who is greatly beloved in an industry not much given to those endearing qualities like a sense of humor and concern for people.

My colleagues in the New York State Broadcasters Association, where he began his climb up the network ladder, will confirm that Tony, no matter how impressive his title or standing, never forgot his roots in Watertown or Albany or Westchester.

By designating Malara for your cover you honor us all. Even his friend Mario Cuomo was sufficiently impressed: "Did you see Malara on the cover of BROADCASTING & CABLE? Only in America!"

We're all delighted you picked one of our own. And one of our very best.—*William O'Shaughnessy, president and editorial director, WVOX (AM)-WRTN(FM), Westchester, N.Y.*

## King get-together

EDITOR: Former employes of King Broadcasting Co. in Portland, Ore., are planning a huge reunion of the hundreds of people who worked at KGW-AM-TV or KINK-FM during the first 25 years of Channel 8's existence—from 1956 until 1981.

The date is May 13, 1995, at the Red Lion—Jantzen Beach. Plans call for a fine dinner—Woody Hite's Big Band and lots of remembering and story swapping. Price is \$35 per person. They are preparing for a thousand people.

The reunion committee is searching for current addresses of former employes. If you, or someone you know of, fit into the 1956-81 time bracket, please let the committee know.

Write "kgw Reunion," 1329 SW

16th, Portland, OR 97201, or call Dick Althoff at (503) 227-7202 or Richard Ross at (503) 636-5202.

—*Richard Ross, co-chair, reunion committee, Lake Oswego, Ore.*

## Think local

EDITOR: Shortly before Thanksgiving I started receiving the usual catalogues urging me to buy their merchandise and send check or credit card number to various places around the country. For the first time it occurred to me that by doing so ("from the convenience of my home") I would effectively take my business away from the local businesses that my business depends on. Since no local sales tax is charged on catalogue merchandise (shipping charges make up for that), I would further erode the tax base that my community depends on.

In other words, sending money to Maine (L.L. Bean) et al. would be of no benefit to my community, where I can buy shirts, boots and sweaters that are just as stylish, rugged and warm. Spending my money here in the community I serve keeps people employed, adds to the tax base, and I can return merchandise with a smile.

In my 25-plus years in the television business, I do not ever remember receiving spot dollars from the catalogue business. I did always depend on local business.

Having the power of television at my disposal, I conveyed that message in the form of a series of PSA/editorial messages that made exactly that point. The result was overwhelming. Total strangers came up to me saying, "You made me feel guilty; now I'm buying locally." Businesses, including chain stores that employ locally, were elated. The "thank yous" came from all directions. Warm and fuzzies? You betcha! Did it open doors for my local salespeople? Absolutely!

It also dawned on me that the various cable shopping networks siphon much-needed revenue and tax money out of the market.

Every television station in every market wants all businesses in its market to do well; after all, it is in their own best interest. Keeping the

dollars in the market can only enhance that prospect. I have no idea how many dollars catalogue companies and shopping networks gross every year, but as someone once said, "A billion dollars here and a billion dollars there and pretty soon you're talking real money."

"Shop locally" is one of the themes this station will adopt throughout next year in various ways. This campaign is not a vendetta against catalogue companies or shopping channels. I live in a small community where local businesses do not necessarily offer some of the specialty items that are available only by catalogue or the likes of QVC or HSN.

I do believe that over 90% of my needs and wants can be met locally. I further believe that this television station will provide a vital service to remind people to shop locally and tell them why.—*M.J. (Bob) Groot-hand, vice president/GM, KRCC(TV) Jefferson City, Mo.*

## WNUR reunion

EDITOR: Northwestern University's School of Speech is trying to locate alumni who worked at WNUR(FM), Northwestern's student-operated radio station. The school is trying to find these radio alumni to invite them to a celebration marking the completion of WNUR's ambitious renovation and expansion project in the spring of 1995.

Founded in 1950, WNUR remains in its original location in the Annie May Swift Building on Northwestern's Evanston campus. Its renovation (which began in December and will give the station state-of-the-art radio broadcast facilities) is made possible by the generous support of NU alumnus Arthur McCoy.

A 10-watt station when it began broadcasting almost a half decade ago, WNUR broadcasts with 7200 watts and can be heard from Chicago's Loop to Wisconsin.

Alumni should contact station adviser Rick Morris at 708-467-1160 so that they can be included in the station's first reunion.—*Wendy Leopold, Northwestern University, Department of University Relations, Evanston, Ill.*



## Joseph Alan Saitta

**B**ringing at least 25 Fox affiliates into the news fold in 1995 may seem a daunting task, but Fox news guru Joe Saitta loves a good challenge.

The vice president of affiliate news for the group that turned the television industry upside down last year is swamped with work. Saitta is busy building news outlets for the growing number of Fox affiliates and "Foxifying" them, or branding local newscasts with the network's attitude. Since then-Fox Inc. Chairman Barry Diller created the position for him in 1990, Saitta has multiplied the number of news outlets from 15 to 50.

"This is our biggest year," Saitta says. "Our affiliates are seeing the successes of stations that have recently started newscasts. We're just booming."

Saitta's knack for news is not incidental. He developed the model for the "Live at 5" newscast while a consultant for McHugh & Hoffman Inc., and the format now is used widely across the country. He rebuilt the facilities and staff of Metromedia's KTTV-TV Los Angeles and elevated the station's nightly news to first place. He was responsible for the Emmy award-winning *City Under Siege* series at WTTG(TV) Washington that chronicled the problems and solutions of drugs and violence on the streets.

As Fox's news "troubleshooter," Saitta doggedly resists mediocrity. When he is not traveling to an affiliate station in need of a makeover, he is thinking of ways to change the presentation of news.

At Fox affiliate WFLX(TV) West Palm Beach, Fla., VP/GM Murray Green credits much of the three-year-old news show's success to Saitta. According to Green, WFLX's 10 o'clock news beats the competition's 11 p.m. newscasts in 18-49 and 25-54 demos. "Joe did focus groups, selected the anchors and decided the content of the news," he explains. "Now he regularly reviews and critiques our newscasts."

The calling to news was something Saitta "always knew." After high school, he joined the army for its jour-



nalism training program. After stints with army newspapers in Seoul, South Korea, and the White Sands Missile Range in New Mexico, Saitta decided to break into television, and he took a job as a switchboard operator at KMPC(AM) Los Angeles just to be close to a newsroom. He spent his spare hours studying the reporters, learning the newsroom and waiting for an opening. When the opportunity arose for a production assistant job, Saitta was the natural candidate.

That became the pattern of his career—becoming knowledgeable in the workings of a news organization, then making himself invaluable to those around him. He moved up in a steady succession of jobs at KNBC-TV: overnight assignment desk, associate producer, assignment editor, writer.

Saitta's self-education carried him to KIRO-TV Seattle, where he became news director at the young age of 27. There he propelled the station from fourth in the rankings to a solid second within one year.

"Joe is a real talent," says Ruth Allen Ollison, Saitta's right hand at

WTTG(TV) Washington. "His success is a combination of knowing what looks good on TV and how the news works."

The basis of his newscast formula is market research. Saitta realized its importance while a consultant for McHugh & Hoffman with responsibility for 10 stations' news organizations. "Once I learned the desires of viewers, I never failed at a newscast. Research has been my whole focus from that point on."

Saitta cites his restructuring of WTTG during his tenure as station manager and news director in 1987-90. He polled his market to find audience likes and dislikes of WTTG's and the competitors' newscasts to determine what changes he would make.

"I subscribe to every female magazine published to learn about the trendy colors and hairstyles," Saitta laughs. Research tells him that viewers strongly relate to women anchors.

"I have to know more about fashion than women."

At 49, Saitta is content in his position as Fox's news authority. He has a strong loyalty to Chairman/CEO Rupert Murdoch, which Saitta attributes to the media mogul's accessibility and commitment to news. And he prefers the company's style of "breaking from tradition" to the "sameness" of network news. "I love this company because it lets you go out and create," Saitta says, as he gears up to conduct the first round of focus groups for Fox's

Roanoke, Va., affiliate. "It fits my personality."

Saitta's private challenge is to avoid staleness, to consistently improve and learn. In 1995 he will have at least 25 chances to flex his creative muscle. As Ollison puts it: "Joe is always on the move." —JAZ

**VP/affiliate news, Fox Broadcasting Co., Washington; b. Nov. 7, 1944, Pittsburgh; U.S. Army, 1962-64; KNBC-TV Los Angeles: production assistant, 1964-65; assignment editor/writer, 1966-68; executive news producer, KTTV(TV) Los Angeles, 1968-70; news director, KIRO-TV Seattle, 1970-71; assistant news director/director of news operations, KIXT (now KCBS-TV) Los Angeles; executive producer/weekend news, KTTV, 1977-78; segment producer, PEOPLE, New York, 1978; consultant, McHugh & Hoffman Inc., Washington, 1978-81; VP/director of news, broadcasting division, Times Mirror Inc., New York, 1981-82; VP/executive director of news/special programming, KTTV, 1982-83; VP/news, Metromedia Television Inc., Los Angeles, 1983-86; VP, news, KTTV, 1986-87; VP/station manager/news director, WTTG(TV) Washington, 1987-90; current position since 1990; children from previous marriage: Joelle, 24; Joe II, 22.**

# Fates & Fortunes

## BROADCAST TV



Mazza

**Tom Mazza**, senior VP, current programs, Paramount Network Television, Hollywood, named executive VP, current programs and strategic planning.

**Steve Mosko**, VP, Western region, Columbia TriStar Television Distribution, Culver City, Calif., named senior VP, syndication.

**Vic Lombardi**, sports reporter/anchor, KXAN-TV Austin, Tex., joins KPHO-TV Phoenix as weekend sports anchor/reporter.

**Sallie Kartus Datnoff**, director, community affairs, WBRC-TV Birmingham, Ala., named VP, community affairs.

**Kathi Lester**, account executive, WNRW-TV Winston-Salem, N.C., named LSM.



Martin

**Kevin Martin**, director, finance and operations, Independent Television Service, St. Paul, Minn., joins Twin Cities Public Television there as VP, finance and CFO.

Appointments at WBNG-TV Binghamton, N.Y.: **Allison Seymor**, anchor, WUTR-TV Utica, N.Y., joins as reporter/co-anchor; **Michael Fowler**, commercial producer/studio supervisor, WTAE-TV Pittsburgh, joins as director, creative services; **Mark Prutisto**, manager, programming and promotion, named manager, broadcast operations.

**Yvette Perez**, director, promotion and advertising, WCVB-TV Boston, joins KOAT-TV Albuquerque, N.M., as director, marketing.

**Mike Smith**, production manager, WHO-TV Des Moines, Iowa, joins



*American Urban Radio Networks (AURN) hosted a historic radio address with South African President Nelson Mandela and President Bill Clinton Saturday, Oct. 8, 1994. AURN's White House correspondent, Bob Ellison, presents the 'White House Report' daily and Clinton's weekly Saturday morning address is carried over the networks. AURN, the only African-American owned radio network in the U.S. and the Caribbean, has more than 250 affiliates.*

KSTP-TV St. Paul in same capacity.

**Fred Cantu**, news director, KVET(AM)/KASE(FM) Austin, Tex., joins KVUE-TV Austin as anchor.

Appointments at KOMO-TV Seattle: **Farland Chang**, reporter, WTXF(TV) Philadelphia, joins in same capacity; **Jill Ballo**, weekend producer, named news producer; **Jodi Flynn**, associate producer, *Northwest Afternoon*, named news weekend producer.

**Rowland Martin**, attorney, Federal Communications Commission, Washington, joins WNBC(TV) New York as director, station relations.



Mauro

**Robert Mauro**, VP, production, CBS, New York, joins WTTW(TV) Chicago as senior VP, National Television Production Center.

Appointments at KYTV(TV)

Springfield, Mo.: **Marci Burdick**, news director, named director, news and operations; **Mike Scott**, GSM, named director, sales and marketing.

Appointments at KDFW-TV Dallas: **Jennifer Johnson**, writer, WFAA-TV Dallas, and **Perla Sarabia**, promotion manager, WMTV(TV) Madison, Wis., join as senior writers/producers.

**Timothy Mason**, marketing director, WYOU(TV) Scranton, Pa., joins WBNS-TV Columbus, Ohio, as promotion director.

**Troy Kimmel**, chief meteorologist, Lower Colorado River Authority, joins KTBC-TV Austin, Tex., in same

capacity.

**Cynthia Scheller**, sales marketing manager, WLNE(TV) New Bedford, Mass., named LSM.

Appointments at WCIU-TV Chicago: **David Doré**, executive producer, KSMO-TV Kansas City, Mo., joins as director, on-air promotions; **David Ward**, program/marketing manager, WKCF(TV) Clermont, Fla., joins as director, programming and promotions.

## RADIO

**Kenneth Maness**, president/GM, Tri-Cities Radio Inc., Tennessee, named president, Bloomington Broadcasting Corp. (parent), Bloomington, Ill.

**Brian Thomas**, GSM, KMTT-AM-FM Tacoma, Wash., joins KIDR(AM) Phoenix and KCHT(FM) Bakersfield, Calif., in same capacity.

**Eric Marengi**, news director/morning anchor, WPNT-FM Chicago, joins KRLD(AM) Dallas as news director.

Appointments at Westwood One Radio Networks, New York: **Lisa Valentine**, director, promotion services, and **Stephanie Brown**, promotion assistant, MediaAmerica Inc., New York, join as director, promotion marketing and promotion coordinator, respectively.

**Marty Griffin**, program director, KFME(FM) Chico, Calif., named director, programming operations, KFME(FM) and KPPL(FM) Colusa, Calif.

**Harry Fromme Jr.**, VP, sales and marketing, Singapore Broadcasting, joins Metromedia International Inc., Dallas, as director, sales and marketing, Radio Seven, Moscow.



## CABLE

Appointments at Showtime Networks Inc., New York: **Kenneth Hershman** and **Clara Kim**, counsels, named VPs/counsels; **H. Gwen Marcus**, senior VP/chief counsel, named executive VP/general counsel; **Michael Ward**, counsel, sales and marketing, named senior VP/deputy general counsel; **Andrea Simon**, VP/counsel, entertainment, named senior VP/deputy general counsel.

**Lisa Prestwich**, director, public relations, Asia-Pacific, Turner Broadcasting System, Hong Kong, named deputy VP.

**Jim Burgoyne**, coordinating producer, Sportschannel New England, Woburn, Mass., named manager, production and programing.



Sutherland

**Jim Sutherland**, producer, The Weather Channel, Atlanta, named executive producer.

**Mark Ringwald**, director, production and operations, Nostalgia Television, Washington,

named director, programing and production.

**Steven Reifschneider**, regional manager, Crown Cable, Newtown, Conn., joins Jones Intercable, Englewood, Colo., as GM.

## MULTIMEDIA

**Frank McComas**, chairman/publisher, *The State*, Columbia, S.C., joins Knight-Ridder Inc., Miami, as VP, operations.

Appointments at Metro Networks: **Dave Vanderslice**, director, operations, Washington, named regional director, operations, Northeast region; **Tim Carroll**, assistant director, operations, Washington, named director, operations, Philadelphia.

**Ed Hinshaw**, manager, personnel and editorial affairs, WTMJ Inc., Milwaukee, named VP, human resources and a director of the company.

**Frank Bilotta**, VP/director, human resources, Palmer Communications,

Fort Myers, Fla., joins Hubbard Broadcasting, Minneapolis/St. Paul, as director, human resources.

## SATELLITE/WIRELESS

Appointments at United States Satellite Broadcasting, St. Paul/Minneapolis: **Mary Pat Ryan**, VP, marketing, named senior VP; **Carl Wegener**,



Ryan

director, consumer electronics marketing, named VP, dealer marketing; **Jonathan Hill**, sales manager, Northeastern region, **Dennis Lumley**, sales manager, Western region, **Paul Malmquist**, sales manager, Southeastern region, and **Joe Miller**, sales manager, Southwestern region, named directors, dealer marketing.

**Carlos Del Castille**, director, new product development, KBLCOM, Houston, joins United Video Satellite Group, Tulsa, Okla., as director, special markets.

## WASHINGTON

**Michael Schoenfeld**, director, communications, Corporation for Public Broadcasting, Washington, named senior VP, corporate communications.

**Michael McKinley**, associate professor, communications, Penn State University, joins National Association of Broadcasters as director, Employment Clearinghouse.

**Adlai Amor**, head, Conservation News Service, Switzerland, joins the Center for Foreign Journalists, Reston, Va., as director, training.

## INTERNATIONAL

**Graham Cooper**, president/CEO, BIS Strategic Decisions, Norwell, Mass., joins ICT Europe, Dublin, as president.

Appointments at WB International Television Distribution, Burbank, Calif.: **Catherine Malatesta**, VP, international, Westinghouse Broadcasting International, Los Angeles, joins as VP, international television sales; **Malcolm Dudley-Smith**, VP, sales and busi-



Malatesta

ness development, United International Pictures Pay-TV, Europe, joins as VP, pay TV and new technology licensing, London.

**Lee Toole**, VP, international, GTE Personal Communications Services, Stamford, Conn., named president, GTE China.

**Randy Freedman**, VP, business affairs, Turner International, Atlanta, named deputy managing director, Turner International Network Sales Ltd., London.

**Cathy Smith**, Europe correspondent, Reuters, Brussels, joins ITN, London, as co-anchor.

## DEATHS

**Jack Thayer**, 72, COO/executive VP, Gear Broadcasting, Providence, died Jan. 1 there of heart failure. Thayer began as a DJ in Minneapolis. He rose quickly to become GM at WDG (AM) St.



Thayer

Paul. He managed WHK(AM) Cleveland, KXOA(AM) Sacramento, Calif., and WGAR-FM Cleveland before becoming president of NBC Radio in 1974. In 1980 Thayer moved to WNEW(AM) New York as general manager, then on to Gear Broadcasting. He is survived by his brother, Tim; daughter, Tracie; son, Terry; and five grandchildren.

**Melva Chernoff**, 83, broadcaster, died Dec. 15 in San Diego after a long illness. After graduating from college, Chernoff hosted general interest and educational radio shows at WCHS(AM) Charleston, W.Va., before marrying Ambassador Howard Chernoff, who is her only survivor.

—Compiled by Denise Smith

## Hundt wants to reexamine HDTV transition timetable

FCC Chairman Reed Hundt suggested last Friday that the FCC may revisit its proposed transition period for HDTV broadcasting. "Is it really necessary to have a 15-year transition?" Hundt asked during a speech at the Consumer Electronics Show in Las Vegas. "After all, the quicker broadcasters move from one place in the spectrum to another, the faster we could recover the valuable public property of the airwaves. Then we could auction [spectrum] for other uses."

The FCC has proposed granting broadcasters a second channel for HDTV broadcasting. But after 15 years, the broadcasters would have to give up their original

analog channels.

Hundt also suggested that broadcasters pay for their digital channels through fees, auctions or by devoting "time to children's programming, national and local news and free time for political debate to occur in the electronic forum."

"Reserving a few hours of free time for a fair presentation of competing views in every election session is not a new idea," he said. "Now as TV enters the digital age it is time for the public to decide what it expects from broadcasters' use of the public property of the air waves."  
—CSS

**San Antonio, Tex., has entered the affiliation fray:** Fox switched its affiliation from KRRT-TV (ch. 35) to River City Broadcasting's KABB-TV (ch. 29). KABB-TV, until now an independent, will begin carrying Fox programming Jan. 16 and will launch a 9 p.m. newscast on March 20. This will be River City's third Fox affiliate.

Capital/Cities O&O **KGO-TV San Francisco has gotten** Columbia TriStar Television Distribution's hit

**Ricki Lake** for 1995-96 and likely will use the show as a 3 p.m. lead-in to *Oprah* next season. *Ricki* previously was on KRON-TV, and KGO-TV reportedly at least doubled the weekly sum KRON-TV was paying for the show. KGTV San Diego also has acquired *Ricki* as a lead-in to King World's *Oprah* in 1995-96.

**The FCC hit Viacom with a \$450,000 refund order** last week for overcharging more than 200,000

cable subscribers in California. The order was second only to the \$900,000 ordered against Time Warner.

**Cannell Distribution Co.** will launch two first-run talk and reality shows in syndication this fall. *U.S. Customs: Classified*, a new weekly, one-hour law enforcement series, which will be hosted by producer Stephen J. Cannell, will use a combination of actual footage and re-creations to depict Customs cases. The series will be produced in cooperation with the agency, and producers will have access to official records and surveillance tapes. The show will be produced by Tradewinds Entertainment and Grab Productions. Executive producer is Gary Bernstein. The barter show will be sold with a 7 minute national/7 minute local split. Cannell also is launching *The Armstrong Williams Show*, a daily half-hour talk show featuring the African-American conservative political and social commentator, who hosts a Washington-based radio talk show and is a columnist for *USA Today* and the *Wall Street Journal*. The show's executive producer is Linda Ellman. The barter show will be sold with a 4 minute local/3 minute national split. The company also will renew its *Renegade* action hour for a fourth season but has not decided whether to renew action-hour *Hawkeye* for a second season.

New World Entertainment syndication wing **Genesis Entertainment** this fall will launch in national syndi-

### Chowing down with the chairman



FCC Chairman Reed Hundt has responded to at least two of the New Year's resolutions proposed for him in a Jan. 2 BROADCASTING & CABLE editorial. "Beef up the chairman's staff," the editorial intoned. Hundt put that advice into play by bringing eight staff members (four pictured) into his office for lunch last Tuesday, "beefing them up" with fare ranging from barbecued ribs to Big Macs. The editors take this picture as evidence that the chairman is heeding still another of BROADCASTING & CABLE's injunctions: "Don't take yourself too seriously." L-r: Judith Harris, head of the office of congressional affairs; Bill Kennard, general counsel; Hundt; Blair Levin, chief of staff, and Michael Katz, chief economist.  
—DW



# Closed Circuit

ation an FCC-friendly, weekly, half-hour kids show already airing on New World's O&O stations. *Reality Check* features kids working with computers and interactive technology. The live-action show is being offered on a barter basis, with a 2 1/2 minute national/2 1/2 minute local split. Ira Mishkin is executive producer.

Syndicator **TeleMarc Entertainment** is pitching a new first-run syndicated weekly health and fitness magazine-style series for a fall launch. The half-hour *Feelin' Great* is being offered on a barter basis, with a 3 1/2 minute local/3 1/2 minute national ad split.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 26. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	13.6/226/98
2. Jeopardy!	11.8/218/99
3. Fox Hollywood Theatre	10.0/202/97
4. Oprah Winfrey Show	8.3/238/99
5. Entertainment Tonight	7.6/177/94
6. Roseanne	7.3/183/97
7. Star Trek: Deep Space Nine	6.8/237/99
8. Inside Edition	6.4/168/93
9. Cops	6.1/181/93
10. Hard Copy	6.0/176/94
10. Married...With Children	6.0/175/93
12. Hanna-Barbera Special	5.8/150/94
13. Family Matters	5.7/187/93
13. The Simpsons	5.7/115/80
15. A Current Affair	5.2/170/93
15. Fresh Prince of Bel Air	5.2/127/86
15. Ricki Lake	5.2/215/98

## HOLLYWOOD

### Paranormal occurrence

ACI is expected to announce it will launch a weekly, half-hour drama series on the paranormal receiving a first run on the USA Network for a fall 1995 syndication launch. The syndicator is offering a full season of 26 episodes of *Beyond Reality*, with a second season's shows available. The anthology show features Shari Belafonte as a parapsychologist who explores different facets of the paranormal, supernatural and extraterrestrial. The show is being produced by Paragon Entertainment in association with Four Point Entertainment. It is being offered on a barter basis with an even 3 1/2 minute local/national split.

### Water show

Tribune Entertainment Co. will pitch stations a new weekly, half-hour syndicated comedy show about an aquatic theme park for launch in fall 1995. *Out of the Blue* will be filmed at Sea World in Orlando, Fla. The show's 22 episodes will target a 12-34 teen and young adult audience and will feature sea life and music video montages. It will be offered to stations on a barter basis. The show will be executive produced by Al Burton (*Charles in Charge*), Miles Christensen and Sam Riddle (*Star Search*).

## WASHINGTON

### Old home week

It's homecoming week at the FCC. As part of the ongoing Fox investigation, several former commissioners and top officials have been asked to make "voluntary" statements about their 10-year-old recollections of the decision to approve Rupert Murdoch's purchase of Metromedia. Among those asked to make the return trip to the FCC are former FCC chairman Mark Fowler and onetime commissioners Dennis Patrick (he was later chairman) and Mimi Dawson. Former officials who are expected to make statements are Robert Petit, Diane Killory, Jerald Fritz and Thomas Herwitz. Although the former FCC officials have not been

asked to make statements under oath, they are being asked to sign declarations that their statements are truthful. The FCC will begin taking sworn testimony from Fox officials Jan. 18.

## INDIANA

### Free fight

Boxer Mike Tyson, a top pay-per-view draw prior to his imprisonment for rape three years ago, recently got into a fight behind bars with another prisoner over a loud radio. An internal investigation found no punches were thrown by the fallen champ, who is expected to resume his boxing career following his release on May 9.

## NEW YORK

### Money matters

Veronis, Suhler & Associates is putting together a private equity fund to invest in communications properties. The company has already raised \$100 million and says it hopes to raise another \$150 million by the second quarter. The fund is being managed through affiliate company VS&A Communications Partners. The company created a similar fund in the late 1980s, that acquired such television properties as WOKR-TV Rochester, KUTV(TV) Salt Lake City and KWCH-TV Wichita, Kan. All have been sold or are pending sale. According to VS&A Communications general manager Jeffrey Stevenson, the first fund earned an over-30% return on investment.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"You're spending way too much time on that nuclear waste dump story."

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## Free at last?

Public broadcasting is in for a bumpy ride. That's not all bad.

This page has long expressed reservations about the noncommercial medium, beginning with the initial reservations of frequencies that created it. We came steeped in the tradition of "the American Way" of broadcasting, by which the founders meant "a system of free, competitive and self-sustaining radio enterprise" (Vol. 1, No. 1, Oct. 15, 1931). In many ways, public broadcasting is the antithesis of that ideal.

The historians among us will remember that those frequencies—242 of them (80 VHF) representing more than 11% of the total U.S. channel allocation—were set aside in 1952 for noncommercial, educational broadcasting. The idea was that they'd be used to occasion a renaissance of learning, not a cozy cultural experience. The term "public broadcasting" was coined with the Carnegie Report in the 1960s, to the accompaniment of editorials in this journal protesting that the *real* public broadcasting was that watched and listened to by the mass audience. We don't rest our case on that distinction, but it's worth remarking.

More than anything else, we've opposed the intrusion of government into programing. All those in public broadcasting who pooh-poohed that concern may be having second thoughts as they watch the partisan rogue elephants of the GOP trampling through their playground. When they were out of power, the Republicans were driven crazy by what they perceived as the liberal bias of those running the Corporation for Public Broadcasting, the Public Broadcasting Service and National Public Radio. Now that they're in, they mean to neutral-

ize that bias, and likely won't be satisfied until they tilt it to the right.

To the extent that the Republican intent is simply to strip federal funding from CPB (and hence from PBS and NPR) we say hear hear. Federal funding supplies only 14% of public broadcasting's sustenance, an amount that might just equal the fat between its tissues. This is no longer a tin-cup industry; overall, its revenues come almost to \$2 billion. The loss of \$285 million will be felt but won't be fatal, and might just sharpen public broadcasting into a more effective instrument.

The CPB layer, for example, designed primarily to insulate federal funding, would no longer be necessary. The redundancies that have multiple stations moving the same national programing around in the same market—and eating up valuable cable channels under must carry—could go overnight. The intramural bickering among licensees that has made it impossible for PBS to effect a strong national network should be put down. Most important, government would be kept out of the sponsor's booth, whether it's Newt Gingrich's government or Tom Foley's.

No one knows how the battle will go, or what will be its outcome. Senator Larry Pressler, chairman of the Commerce Committee, has promised a bill to privatize public broadcasting. The President's budget will trigger the process on Feb. 6. Our hope is that the subsequent review will be thorough and thoughtful, taking into account how far both public broadcasting and the rest of the media world have come since 1952.

We can't wait to welcome public broadcasting's excellence into the camp of "free, competitive and self-sustaining" broadcasting, where it belongs. Our guess is that, 10 years from now and on its own, it will tower above the force it is today.

Lawrence B. Taishoff, chairman  
Peggy Conlon, publisher

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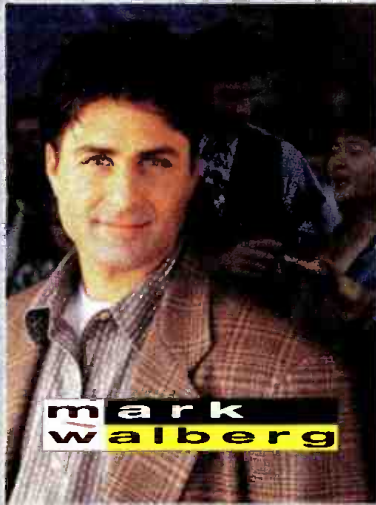
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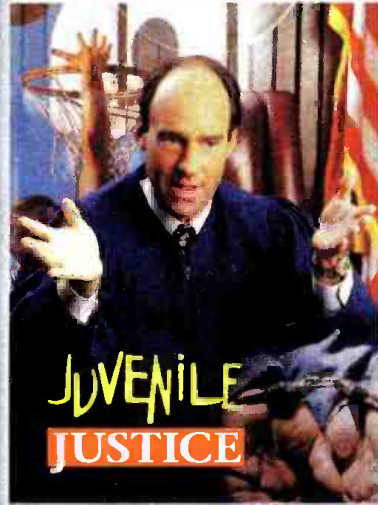
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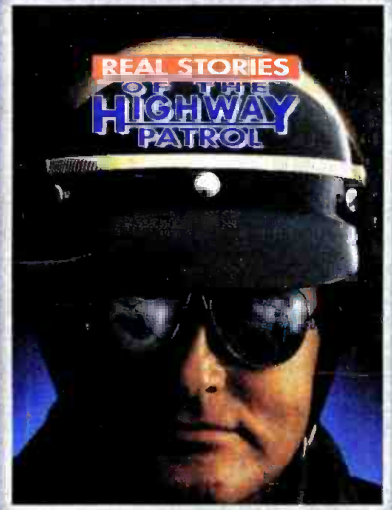




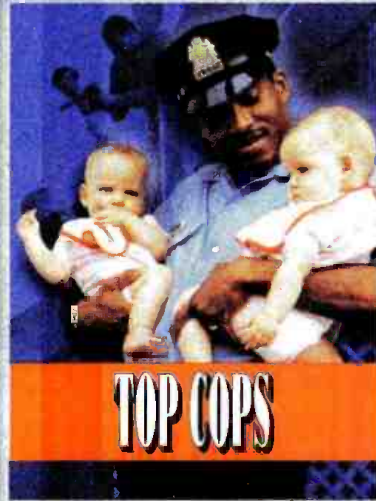
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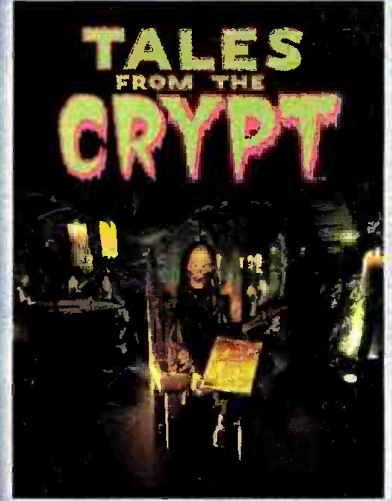
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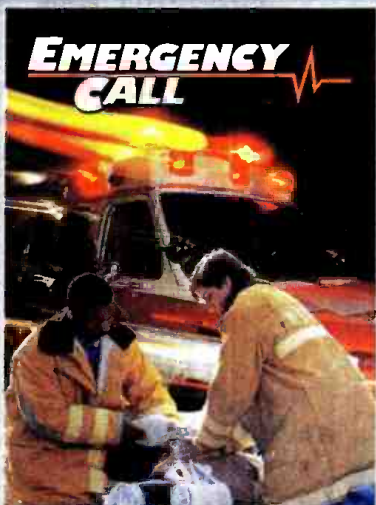
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