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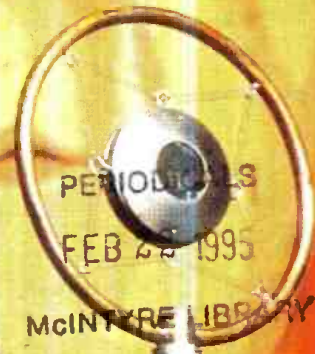
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The ever-expanding reach and grasp of

ORIGINAL CABLE PROGRAMING

Advertising:
The Bad News About Baseball

Children's TV:
The Upfront Market/
The New Fall Schedule



John Goodman in TNT's "Kingfish: A Story of Huey P. Long"

Telemedia
Week
Page 51
4940



EVERYONE WANTS TO GET THEIR HANDS ON AN ORIGINAL.

Home & Garden Television has launched with one of the largest original lineups in the history of cable TV. Over 75% of HGTV's programs are originally-produced, and 90% of the prime time schedule is original. And there's great demand for HGTV among your customers: cable subscribers ranked HGTV second among new networks in a national cable subscriber study conducted by Beta Research in October of 1994.

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- Special Interests

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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Advertisers are OUT! The impasse between players and management is making baseball one of the toughest sells in the marketplace. Local rightsholders are finding stiff advertiser resistance to the idea of sponsoring replacement-player games. / 6

Reform hits partisan snag Senate Democrats' alternative to telecommunications-reform legislation bears little resemblance to the Republican proposal. The stark differences between the two may make reaching a consensus in the Senate difficult—if not impossible. / 8

Kids ad market sprouts The children's upfront advertising market grew by about 6% last week, to almost \$700 million. However, there were notable reductions in the amount of children's programming for next season by both USA Network and WTBS. / 9

Bell Atlantic cancels AT&T deal Bell Atlantic, at odds with AT&T over a number of issues, last week canceled its contract with the telco to integrate all elements of its interactive video network. / 10

Game's on time; WB lineup delayed The new Warner Bros. Network's regular Wednesday night lineup was delayed by one day last week on Tribune's WGN-TV Chicago superstation because of the station's prior commitment to televise a Chicago Bulls basketball game. The delay was especially painful because the station provides 18% of WB's coverage via its satellite delivery to cable systems across the country. / 12



King World Productions is wrapping up 1995-96 renewals for its low-rated 'Rolonda' syndicated talk show in the top four markets, a step that greatly increases the odds of its return next season. / 10

SPECIAL REPORT: ORIGINAL CABLE PROGRAMING '95

Cable programing comes of age

The lineup of original cable programing is multiplying rapidly as new networks join the already sizable ranks of established services. Meanwhile, the mature networks continue to pump more dollars into original programing. Executives of the top 10 basic cable networks share their programing strategies. / 22

Channel checker

A rundown of original fare on the cable networks, from America's Talking to The Weather Channel. / 44

PROGRAMING

CBS schedules moves

In an effort to boost its sagging prime time fortunes, CBS is reshuffling the deck on Tuesday, Wednesday and Saturday nights by adding three new series and moving another. Joining the CBS lineup in March are two comedies, *The George Wendt Show* and *The Office*, and an hour drama, *Under One Roof*. *Double Rush* is moving. / 14



TNT has reduced its output of original movies to 10 per year, but remains committed to producing high-profile originals like 'Kingfish' with John Goodman. / 38

Strip replacements readied

Independent producer Steve Clements is developing two new syndicated strips for possible use as January midseason replacements. The shows are a talk show and a *People's Court*-type show. / 15

Battle of the titans

Starfleet and the life-guardians—the *Star Trek* series and *Baywatch*—may be facing some strong competition. MCA TV's new syndicated *Hercules: The Legendary Journeys* was the third-ranked action hour Jan. 30-Feb. 5 for the second week. / 15



'Lauren Hutton And...' has been cleared on 12 stations covering nearly 25% of the country. The clearances come despite polarized opinions: Some say the show is intriguing; others call it pretentious and boring. / 14

O.J. coverage wanes

The vast majority of live coverage and special shows devoted to O.J. Simpson's double-murder trial came on Jan. 30 or 31. As the trial continues, that coverage is waning. / 16

"It's not exactly a robust market right now."—ESPN official discussing network's advertising commitments for Major League Baseball games

FEBRUARY 20, 1995

TCI looks into Kaleidoscope

Kaleidoscope, the San Antonio-based cable channel targeted to the disabled and their families, is preparing to go to 24 hours this April with the help of some friends in high places, including TCI. / 18

Meeting in Monte Carlo

Critics who doubted that the Monte Carlo TV festival could survive another year appear to have been proved

Telemedia
Week

Sony appeals directly to consumers

Sony New Technologies is setting up its own direct marketing channel on the Internet, intending to bypass conventional retail distribution channels by establishing a closer relationship with customers. Sony also will promote Columbia TriStar's network and syndicated shows, and demonstrate software titles. / 51



CDs are among the Sony products offered over the Internet. / 51

Program guides face off

The delay in rolling out digital set-top boxes, while a bane to some, has proved a benefit to other makers of interactive electronic program guides. Five new providers are rushing to compete with previously announced providers StarSight Telecast, TV Guide on Screen and Prevue Networks. / 51



Olympic skiing stars are featured on ESPN's and Intellimedia Sports' ski instruction CD-ROM. / 52

Sprint signs Sega for VDT trial

Sprint has begun lining up interactive offerings for its video dialtone trial in Wake Forest, N.C., by signing Sega Channel as its interactive gaming service. Meanwhile, Sega plans to expand to 58 markets shortly. / 54

wrong: More than 2,000 international TV program distributors and creators turned out to peddle their wares. Festival speaker Ray Smith, chairman, Bell Atlantic, said the telephone company is aggressively seeking relationships with international studios and media and cable companies. / 19, 20

RADIO

Groups end '94 with solid gains

Fourth-quarter and year-end financial reports from several publicly traded radio group owners understated the strong fiscal gains in advertising revenue that radio stations saw in nearly all markets in 1994. / 55

WASHINGTON

Kids TV plan spells controversy for Hundt

FCC Chairman Reed Hundt's proposal to amend the commission's rules governing children's television is running into trouble with broadcasters, public interest groups and even his fellow commissioners. A vote on the proposal is likely to be delayed until April while Hundt finalizes the controversial proposition, which would require broadcasters to air three to five hours of educational programming each week. / 59

Delegation seeks international presence

U.S. broadcasters and cable operators plan to be key players at an upcoming international economic summit on developing a global information society. / 59

TECHNOLOGY

AT&T sights flock of birds

AT&T has asked the FCC for permission to build and launch three more Telstar satellites, the first of which would begin service in July 1997. Onlookers are welcoming the promise of relief for the domestic transponder shortage. / 61



AT&T's satellite application comes as Martin Marietta wraps up its investigation into the loss of Telstar 402. / 61

CBS trades tapes for disks

CBS's new Tektronix Profile disk-based machine will replace five tape machines for each of the delayed signals to the Mountain time zone. / 62

Changing Hands	56	Datebook	76	Fifth Estater	77
Classified	64	Editorials	82	For the Record	74
Closed Circuit	81	Fates & Fortunes	78	In Brief	80



Panasonic. First in Digital Video. Again.

Panasonic, with more firsts in digital video technology than any other manufacturer, now improves S-VHS performance...digitally, of course. Supercam, a milestone in the development of S-VHS video recording systems, is the industry's first professional camcorder to incorporate Emmy Award-winning Digital Signal Processing technology in a one-piece, 3 CCD unit.

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Panasonic
Broadcast & Television Systems Company

Media face one strike, no ball

Uncertainty is watchword for rightsholders, advertisers



has commitments so far totaling close to \$130 million.

But even TBN has to watch its back. Already said to have put out feelers concerning a new national rights contract—in the event MLB decides to scotch TBN after the 1995 season—are both Fox and CBS.

The league will have the opportunity to exercise an option to withdraw from the TBN venture after the current season because the strike will preclude the venture from reaching a two-year sales total of \$330 million. However, Bill Giles, president of the Philadelphia Phillies and a member of the league's TV negotiating committee, told BROADCASTING & CABLE that the owners won't



By Steve McClellan

The players' strike is threatening to turn what should have been a diamond into a lump of coal.

With an advertising economy that hasn't been as hot in a decade, it should be the best of times for anyone selling as high profile a program as Major League Baseball. But fate, in the guise of an impasse between players and management, is making baseball one of the toughest sells in the marketplace.

Some rightsholders have given up hope for a near-term solution to the players' strike, which already has spoiled one season and is threatening another.

For local rightsholders, confusion reigns. Most of those contacted said there was stiff advertiser resistance to the idea of sponsoring replacement-player games. Rightsholders also say

Oriole Park in Baltimore stands empty. The Orioles insist they will not field a team of replacements. Elsewhere, with spring training underway, hopefuls are looking to fill the shoes of major leaguers. This could be a nightmare season for rightsholders.

that it will be extremely difficult to make money on baseball this year, as some advertisers already are seeking other outlets for their budgets.

At The Baseball Network (TBN), the joint venture of MLB, ABC and NBC, there is also a good deal of nail-biting going on. But time is on TBN's side because its telecasts don't begin until the All-Star Game in July. Thanks to multiyear deals struck last year, coupled with some new business this year (all contingent on a strike settlement), the venture

decide until spring or summer whether to exercise the option to bow out of the venture.

Giles also confirmed that if the owners decide to opt out, the agreement, as it now stands, gives NBC and ABC an exclusive 60-day negotiating period to craft new deals. "They both want to continue with TBN," said Giles, who would offer no indication about which way the owners were leaning.

"We are aware of Fox's interest" in pursuing a rights deal for Major League Baseball, Giles said. "We have heard rumors regarding interest on the part of CBS, but to my knowledge there has been no direct contact on that."

CBS declined to comment. A Fox official said that, to his knowledge, no contact had been made with the league because of the existing contract with ABC and NBC.

Meanwhile, at both the local and the national levels, millions of dollars in potential sponsorship opportunities have been lost, and some advertisers



Blank to head Showtime

Showtime Networks Inc. President/COO Matthew Blank has been named CEO of the pay-TV company, succeeding Chairman/CEO Tony Cox. Cox now becomes senior vice president of SNI parent company Viacom, where he continues as head of the company's pay-per-view business and will be involved in the campaign against violence and other industry forums. Blank joined SNI in 1988 following 12 years with Home Box Office.

—RB

already have shifted some of their baseball budgets to other sports, including basketball and hockey.

ESPN, which televises MLB games throughout the season, is struggling—with only partial success—to keep previous commitments in place. “Some advertisers are pulling back,” says one ESPN official. “It’s not exactly a robust market right now.”

If not for the six-month-old players’ strike, advertising agency executives say, TBN might have generated \$200 million or more in sales for the 1994 season—far more than the stated goal of \$160 million.

That figure, of course, factors in a booming advertising economy and what would have been sales for the first World Series to be called off in the modern history of the game.

Meanwhile, as the strike threatens to enter its second season, the league stands to lose more revenue, both nationally and locally.

Case in point: Texaco, a major new advertiser last year, made a big splash with an All-Star Game retail balloting promotion that surpassed all expectations. This year, because of the strike and because the prospect of replacement-player games proved unappealing, the company has opted not to repeat last year’s retail promotion, which involved distributing All-Star voting ballots at Texaco outlets around the nation.

“We had a great experience with the promotion last year,” says Tom Matthews, president, Texaco Refining and Marketing Inc. Texaco stations around the country were the exclusive distributors of All-Star ballots outside of MLB ballparks. The promotion was tied to summer driving and “generated a great deal of interest and activity for us,” says Matthews.

This year the company set a Feb. 1 strike settlement deadline in order to launch a repeat of the retail promotion. The deadline has come and gone. “It didn’t make sense to do it with replacement players,” Matthews says, referring to an MLB proposal to use replacement players recruited from the minor leagues and elsewhere. “They just won’t generate the same kind of fan attention or interest.”

At TBN, advertising and marketing vice president Mike Trager

acknowledges that some sponsorship opportunities may be lost in the early part of the season, but he stresses that 75% of TBN’s business was tied to the playoffs and World Series.

“We have a little more time to sort this all out,” he says. “We have a lot less to prove this year because last year we proved we could deliver the product we promised, and the ratings surpassed most expectations.” As for future sales, Trager says the strong upfront and scatter markets work in TBN’s favor. “We’re anticipating a tight market, and with the expanded playoffs and the World Series we hold a valuable string of prime time inventory throughout October.”

Local rightsholders are less sanguine because they’re scheduled to carry games starting as early as March. “It’s looking very bleak at this point,” says Mike Dunlop, vice president and general manager of KXTH-TV Houston, which televises Houston Astros games. None of the station’s regular advertisers are pre-

pared to support replacement games, he says. “It’s frustrating because the local rightsholder is never consulted in any of the negotiations.”

Even if the strike is settled before opening day, Dunlop says the station will “take a major loss” on the Astros. “Money allocated to baseball is being redirected to other sports. Advertisers aren’t going to wait around because there are plenty of other opportunities to place that money.”

Home Team Sports, which has the rights to the Baltimore Orioles, has one option less than other local rightsholders because the Orioles have insisted they will not field a team of replacement players. HTS General Manager Bill Aber says the plan for substitute programming includes possible coverage of minor league teams, an expanded auto racing lineup and programming supplied by Prime Sports, with which HTS is affiliated.

“In terms of advertising, it is a contingency world right now,” says Aber. ■

NBC drops opposition to Fox

In a surprise move, NBC said late Friday it would withdraw its FCC petitions against Fox and SF Broadcasting station acquisitions, citing the commission’s proposals that it said would accomplish the same result in terms of foreign ownership and attribution rules.

NBC CEO Robert Wright told BROADCASTING & CABLE he is “declaring victory and getting out.” He said NBC “stands by” its petitions, but made a decision to withdraw them after concluding no further gain would come from their prosecution.

NBC, in effect, began to resume diplomatic relations with Fox last week. More than that, it already has resumed business dealings with the company. NBC is negotiating carriage of CNBC and NBC Super Channel Asia on News Corp.’s satellite-delivered Star Television package. News Corp. is Fox’s parent company.

NBC had argued at the FCC that Fox was trying to circumvent ownership rules through its investment in SF Broadcasting. SF is a partnership between Fox and Savoy Pictures that has agreements to buy four television stations. Fox also has agreements of its own to buy four other stations.

NBC’s decision to withdraw its petitions against SF and Fox comes as Congress is considering broad deregulation of television. The FCC has also proposed to broadly liberalize the national ownership limits and is considering loosening its foreign ownership restrictions, which limit aliens to 25% ownership of a broadcast property.

NBC is not a party to the FCC’s current investigation into the NAACP’s allegation that Fox misled the commission in 1985 when it acquired the Metromedia station group. A decision in that matter is expected in April.

—CSS



Dems draw up reply to Pressler bill

Hollings measure contains less deregulation; would allow telcos into cable immediately

By Kim McAvoy

The gap between Senate Republicans and Democrats over telecommunications-reform legislation has started to widen.

Last week, Senate Democrats released an "alternative" draft bill that bears little resemblance to the proposal Senate Commerce Committee Chairman Larry Pressler (R-S.D.) and fellow Republicans already have circulated.

The stark differences between the two may make reaching a consensus in the Senate difficult, if not impossible.

"It's a delicate situation," said one telecommunications lobbyist.

But Ernest Hollings of South Carolina, the ranking Democrat on the Commerce Committee and the primary author of the Democrats' alternative plan, said he would work with Pressler to "reconcile what differences we can." Last year, the Commerce Committee, under Hollings's chairmanship, passed S. 1822, which was his handiwork.

Hollings and Pressler last week directed their staffs to work on

some of the issues that separate the two parties.

Industry groups immediately blasted the Hollings proposal. The regional Bell operating companies and cable were particularly unhappy with the measure.

"While it's still very early in the process, it's clear this bill wouldn't yield a competitive telecommunications environment," said National Cable Television Association spokesman Rich D'Amato.

It seems cable's chief complaint is that Hollings would permit telcos to immediately enter the cable business. Cable would like at least a two-year delay. Under the Pressler proposal, telcos would be permitted to offer cable services in their region one year after enactment.

"We have only done what the courts have said," says a Hollings staffer, pointing to the numerous court decisions that have declared the telco-cable crossownership prohibition unconstitutional.

Pressler, on the other hand, has a plan that would repeal all cable rate

regulation and eliminate most broadcast ownership provisions. He also would allow the RBOCs to offer long-distance telephone services in their region in three years. And Pressler would permit foreign ownership of telecommunications and media companies as long as U.S. companies are given comparable market access.

But Hollings and the Democrats are not ready to embrace such wholesale deregulation. "Our draft calls for greater deregulation where competition succeeds. In other words, when competition becomes real, regulations can be repealed," says Hollings.

And he made it clear the Democrats don't favor repeal of cable rate regulations: "We don't think that should be permitted." The Democrats also would make it more difficult for the RBOCs to enter the long-distance market.

Hollings also says the Democrats will not support repeal of the foreign ownership prohibition.

And the Hollings draft bill directs the FCC to review only the multiple ownership rules and to "modify or remove" those that are "necessary to insure that broadcasters are able to compete fairly with other media providers while insuring that the public receives information from a diversity of media sources."

Broadcasters had no comment on the Hollings language, which is virtually identical to that of S. 1822.

Hollings did indicate during a press briefing that radio might gain more deregulatory relief than television, although he also made it clear that he doesn't want to see one entity own all the media outlets in a market. ■



Democratic senators Byron Dorgan, James Exon, Hollings, and Jay Rockefeller offer their own version of telecom bill.

Gingrich declares CPB dead

House Speaker Newt Gingrich (R-Ga.) has railed against the Corporation for Public Broadcasting, vowing anew that "the appropriation is gone...the game is over."

Gingrich's comments came last Thursday in a speech before Republican Capitol Hill staff members. Gingrich had said last month that his call for "zeroing out" CPB was not fixed in concrete.

This week, a House Appropriations subcommittee is scheduled to consider rescinding 1995 funding for CPB, which passes the money along to National Public Radio, the Public Broadcasting Service and public radio and television stations.

"I don't understand why they call it public broadcasting," Gingrich told the Republican group. "As far as I am concerned, there's nothing public about it; it's an elitist enterprise. *Rush Limbaugh* is public broadcasting."

—EAR

Kids upfront nears \$700 million

Children's market breaks early; CPMs up 9%-10%

By Steve McClellan

The children's upfront advertising market came and went in a flash last week. Sources say total spending by children's advertisers for network, cable and syndication grew by about 6%, to almost \$700 million.

Sources on both the selling and the buying sides say the cost per thousand viewers reached (in this case, children ages 2-11) was up an average 9% or 10% because there was less inventory in the market this year than last. Most notable, sources say, are reductions next season in the amount of children's programming by USA, TNT and syndication programming.

The kids market broke early this year, driven in part by Fox's decision to announce its new schedule several weeks earlier than usual. That, in turn, forced advertisers to focus on the fact that there was less inventory, and on Thursday, Feb. 9, they began

asking sellers to start taking orders.

Disney reportedly got things going with a rush of business that started that night and lasted well into the early hours of Friday morning (Feb. 10). Sources familiar with the results say the company wrote \$75 million-\$80 million worth of business for the Disney Afternoon block for next season, about on par with the last upfront.

According to Jon Nesvig, executive vice president, advertising sales, Fox Broadcasting Co., Fox started writing business Friday afternoon, working well into Saturday before selling out its upfront inventory.

Nesvig says Fox ended up with sizable dollar gains for its kids inventory over a year ago, but declined to be specific. Other sources inside and outside the company say Fox sold about \$200 million, roughly 25% higher than a year ago.

Those gains came in response to

higher ratings this year for Fox, further tightening the network's hold on the kids business on both Saturday mornings and weekdays.

The gains also came at the expense of CBS and ABC, which dropped in the ratings this season. As a result, both did less well in the upfront. Sources estimate that the two networks probably took in \$50 million-\$60 million this year, versus \$60 million-\$65 million a year ago.

On the cable side, Nickelodeon is estimated to have done around \$135 million in business, up 8% or so from a year ago. Overall, Turner's kids inventory was down about 35%, but the company reported CPM gains in the mid-to-high teens.

The WB Network also was selling inventory for a planned new slate of children's shows expected to launch in the fall. Sources estimate the fledgling network wrote \$15 million-\$20 million in kids business. ■

ABC adds three kids shows

ABC is adding three new series to its Saturday morning children's schedule for fall. The new lineup debuts on Saturday, Sept. 16.

Joining the schedule are *Madeline* in the 8-8:30 a.m. time slot, *What-a-Mess* at 8:30-9, and *Dumb and Dumber* at 9-9:30. Not getting renewals were *Sonic the Hedgehog* (8 a.m.), *Tales from the Cryptkeeper* (9 a.m.) and *Cro* (noon).

In addition to the new series, the *ABC Weekend Special* and *ABC Saturday Morning Specials*, which air on an intermittent basis, will return to the lineup.

The network also will return the *ABC Kids Movie Matinees* for its second season. Featured next season are *The Mystery of the Magic Pearl*, a Chinese folktale, and the 90-minute *The Twelve Days of Bumpy*, featuring the lead character from *Bump in the Night*. The interstitial *Schoolhouse Rock* vignettes also will air during the lineup.

Madeline is inspired by the Ludwig Bemelmans children's book about a young girl attending an all-girls school in Paris. *What-a-Mess* tracks the adventures of a scruffy Afghan puppy and is based on the children's

books by Frank Muir. *Dumb and Dumber* is based on the recent hit movie starring Jim Carrey. DIC Entertainment, which formed a partnership with ABC last year, is producing *Madeline* and *What-a-Mess*. New Line Television is producing *Dumb and Dumber*.

Returning to the fall schedule for second seasons are *Bump in the Night* (9:30-10 a.m.), from Danger Productions in association with Greengrass Productions; *Fudge* (10-10:30), from Kevin C. Slattery Productions in association with Amblin' Television; *Reboot* (10:30-11), from Alliance Communications and BLT Limited; *Free Willy* (11-11:30), from Nelvana Limited in association with Warner Bros. TV. *The Bugs Bunny & Tweety Show* (11:30 a.m.-12:30 p.m.) is produced by Warner Bros. TV and has been airing on ABC since 1986. —SC



'Madeline' is new to ABC's Saturday.

Bell Atlantic cancels video network deal with AT&T

Multimillion-dollar contract dropped, deployment slowed

By Mark Berniker

Bell Atlantic canceled a lucrative contract with AT&T last week, choosing to take on the complicated task of integrating all elements of its pending interactive video services network itself. AT&T was to be Bell Atlantic's "prime contractor and systems integrator."

Bell Atlantic and AT&T had been at odds for several months over a number of issues, including subcontracting arrangements, pricing and control. The systems-integration portion of the contract would have been worth at least \$25 million over five

years for AT&T, according to sources in both companies.

"I wouldn't say it hurt us, but it's obviously disappointing," says Mary Lou Ambrus, spokesperson for AT&T Network Systems.

Bell Atlantic says that within the next few months it will move to seal final contracts with a number of vendors to supply the core and ancillary components for its interactive video network. Those vendors are expected to include AT&T and General Instrument and, possibly, several others.

Bell Atlantic's decision is a bitter pill for AT&T. It is a bold step for the

mid-Atlantic telco to take control of integrating its central offices, various network architectures and all of the equipment and electronics that lead to connecting its interactive TV systems to its potential customers.

Bell Atlantic's long-term objective is not only to integrate its regional network spanning New Jersey, Pennsylvania, Delaware, Maryland, Virginia and Washington but also to connect Nynex in the Northeast and Pacific Telesis throughout California as part of its landmark telco pact with Creative Artists Agency (BROADCASTING & CABLE, Feb. 6).

Bell Atlantic expressed frustration over the slow pace of deploying and integrating the various technological elements for its planned interactive video network. "We're waiting for the technology to come online, and it just hasn't happened yet," says Eric Rabe, Bell Atlantic spokesman. "It's not getting there as fast as we hoped."

The extensive delays are due to General Instrument's failure to deliver digital compression technology and set-top boxes for the telco's trials and planned commercial rollouts. Bell Atlantic also is awaiting regulatory approval from the FCC for plans to roll out to 8 million households within its operating region.

Bell Atlantic has committed to spending roughly \$5 billion during the next five years on its interactive video networks. Specifically, Bell Atlantic has said it will reach six markets in its region within the next 18 months and plans to deliver to all of its 20 major markets within the next five years.

Bell Atlantic is proceeding with construction of its fiber-to-the-curb network in Dover Township, N.J., which is slated to be the first market in the country to have access to commercial video dialtone services.

Rabe says the Broadband Technologies fiber-to-the-curb system, which allows for the delivery of interactive video and telephony services, is "not ready for prime time."

In a related development, Alcatel Network Systems said it will supply Bell Atlantic with its ATM (asynchronous transfer mode) switching system for the telco's voice, data and video services trial to residential and business customers near Washington. ■

'Rolonda' gets major renewals

King World Productions is wrapping up 1995-96 renewals for its low-rated *Rolonda* syndicated talk show in the top four markets, a step that greatly increases the odds of its return next season.

The show has secured a late-night clearance on WCBS-TV New York, has been renewed for daytime on independent KCAL(TV) Los Angeles, where it airs at 10 a.m., and is close to landing a spot on Fox affiliate WTXF(TV) Philadelphia. The show recently was renewed on ABC O&O WLS-TV Chicago.

Rolonda will be downgraded on WLS-TV, where the station will push back its start one hour, to midnight, and in New York, where the show now airs at 10 a.m. on WABC-TV. (That slot will go to Warner Bros. Domestic Television Distribution's *Carnie* next season.) On WCBS-TV, *Rolonda* will clear at 2:07 a.m. if Turner Program Services' *Lauren Hutton And...*, currently cleared in 25% of the country, including WCBS-TV, reaches the air, and at 1:37 a.m. if not. The deal with WCBS-TV reportedly calls for the station to upgrade the show by next January or allow King World to move it to another station.

Helping *Rolonda* sell have been strong initial February sweeps numbers that followed a switch in show content from news-oriented topics to racier, younger-skewing issues, such as a recent show in which two young women were about to strip until their mother stopped them.

"In general, there hasn't been great enthusiasm in the station marketplace about the show coming back, but stations have to have been encouraged by sweeps ratings improvements brought by more promotable relationship topics," says one station rep. —DT



Rolonda Watts

Interact...



Cablevision, Nynex push regulatory envelope in N.Y.

By Mark Berniker

The New York metropolitan area is home to more than 7 million consumers who could see competition in the local telephone business by early 1996.

Cablevision Lightpath Inc., a telephone subsidiary of Cablevision Systems Corp., late last week closed an agreement with Nynex to offer alternative local telephone services,

which would break the telco's monopoly in the region.

The deal marks the first time one of the regional Bell operating companies has recognized a cable company as a direct competitor. New York state regulators will have to sign off on the deal.

Cablevision's challenge is the beginning of a flood of cable operators seeking to bite into the telephone

company's residential and business phone revenues.

The Nynex agreement also is a nod to New York state regulators, whom the telco is encouraging to repeal restrictive regulations that prevent it from entering the long-distance telephone and cable television businesses.

Cablevision will begin testing its connections to Nynex's regional telephone network this summer and intends to begin offering commercial service next year.

Cablevision's telephone service will be targeted to its 1,078,000 cable subscribers in Nassau, Suffolk, Bronx, Brooklyn and Westchester counties in New York. ■

NAB board splits over Senate dereg plan

By Kim McAvoy

Despite an effort to remain unified, the National Association of Broadcasters may be coming apart at the seams.

NAB's TV board is seriously divided over a Senate broadcast-deregulation proposal that would eliminate most broadcast ownership rules. Affiliates oppose wholesale repeal of broadcast ownership rules (BROADCASTING & CABLE, Feb. 13),

while the four major networks and some of the big ownership groups such as Tribune Broadcasting want NAB to support such a proposal.

The rift is so wide that affiliates are considering hiring their own Washington lobbyists. "If NAB supports the affiliate position, there's no need to hire anyone," one affiliate source says. But if NAB is directed to "sit it out," the Network Affiliate Station Alliance (NASA) would need some representa-

tion. There even was speculation that the networks might re-evaluate their membership in the association.

Board members are growing frustrated. "Thank God nobody let these people vote on whether a fourth network should be allowed," says Preston Padden, president, network distribution, Fox Broadcasting.

Meanwhile, NAB is trying to avoid a confrontation on the Hill. After meeting last Monday, the TV board recessed and assigned a special working group to come up with a position on the deregulation plan that affiliates and networks could live with. The group is slated to report back Wednesday.

"Everyone thought it was still worth it to keep trying," says one source close to the discussions.

NASA thinks the legislation should not alter the ownership structure of the broadcast industry or the network-affiliate relationship. It would, however, sign off on a 30% ownership cap, "but no further."

The only thing on which NAB could agree was support for lifting the broadcast-cable crossownership ban. Late last week, however, the affiliates were backtracking on that issue, sources say.

The NAB working group was directed to try to reach a consensus on a 35% cap on national ownership and on TV duopolies and LMAs. ■

Game's on time; WB lineup delayed

The new WB Network's regular Wednesday night lineup was delayed by one day last week on Tribune's WGN-TV Chicago superstation because of the station's prior commitment to televise a Chicago Bulls basketball game.

Although sports preemptions in individual markets are common to all network schedules, including that of the new United Paramount Network, the impact of this one was particularly hard on WB. In addition to the 3% national coverage represented by WGN-TV's own Chicago broadcast coverage, the station provides another 18% of WB's coverage via its satellite delivery to cable systems across the country. That satellite delivery also was preempted.

WGN-TV's delay also came despite WB management's emphasis on airing programming on a regular schedule in nearly all markets to establish viewing habits and increase promotional opportunities.

Network ratings will be put off from last Thursday to this Wednesday as a result of the one-day delay. WGN-TV'S Jim Zerwekh says the station's obligations to the NBA and its satellite affiliates predated its commitment to WB. The WB Network will be moved from Wednesday to Thursday on the station at least three other times this spring because of Bulls preemptions: March 1, March 15 and April 5. —DT

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CBS makes schedule shifts

Adds and subtracts on three nights to try to change prime time equation

By Steve Coe

In an effort to boost its sagging prime time fortunes, CBS is reshuffling the deck on Tuesday, Wednesday and Saturday nights by adding three new series and moving another.

Joining the CBS lineup in March are two comedies, *The George Wendt Show* and *The Office*, and an hour drama, *Under One Roof*. Additionally, *Double Rush* moves to a new time period, and episodes of *Touched by an Angel*, which was pulled from the schedule earlier in the season, will return.

Being pulled from CBS's schedule to make room for the changes are four series. *Love & War* will return to the lineup at a later date; *Hearts Afire* had its last broadcast on Feb. 1 and its future will be evaluated; *Rescue: 911* will have its last broadcast on March 8 and will return at a later date, and *The Boys Are Back* had its last broadcast on Jan. 28. Its future will be evaluated.

Women of the House, which has been airing in the Wednesday 8-8:30 time period, had its last airing Feb. 1, but will return in the spring on Monday night for three telecasts.

The George Wendt Show, starring the *Cheers* alumnus, debuts on Wednesday, March 8, in the 8-8:30 p.m. time slot. Wendt and co-star Pat Finn play brothers who host a weekly radio automobile tip show.

Valerie Harper returns to series television in *The Office*, an ensemble comedy of secretaries and bosses in a large corporate office. The series premieres Saturday, March 11, 9-9:30 p.m.

Under One Roof stars James Earl Jones, Joe Morton and Vanessa Bell Calloway and will premiere on Tuesday, March 14, in the 8-9 p.m. time period. Jones plays the head of a multigenerational, middle-class black family in Seattle. Thomas

Carter, creator and executive producer of *Equal Justice* from several seasons ago, is the executive producer. The show replaces *Rescue: 911*, which has been a fixture for the network in the Tuesday night lead-off slot.

As part of the restructuring, Shukovsky-English's *Double Rush* will move to Wednesday, 8:30-9 p.m., beginning next month, from its current Wednesday 9-9:30 berth. As a

special presentation, the network will air the series on Monday, March 6, at 8:30.

Touched by an Angel, which debuted in the fall but was pulled from the schedule late last year, will return for two airings as a stopgap measure on Saturday nights. The series, starring Roma Downey and Della Reese, will air on Saturday, Feb. 25, and Saturday, March 4, 9-10 p.m. ■

Hutton clears near 25%

Stations commit to pre-2 a.m. airings

By David Tobenkin

Turner Program Services' new syndicated late-night interview show, *Lauren Hutton And....*, has been cleared on 12 stations covering nearly 25% of the country for a fall 1995 launch.

Top market clearances include WCBS-TV New York, WGBS-TV Philadelphia, KTXH(TV) Houston, WVEU(TV) Atlanta and WTSP(TV) St. Petersburg (Tampa).

All 12 stations have committed to airing the half-hour show before 2 a.m. CBS O&O WCBS-TV and CBS affiliates WDJT-TV Milwaukee, WTSP(TV) and WJHL-TV Johnson City, Tenn. (Tri-Cities) will run the show following CBS's *Tom Snyder* late-night network show.

"Lauren Hutton's strong appeal, coupled with the series' distinctive style, is extremely compelling for stations looking to add a powerful building block to their late-night lineups," says TPS President Russ Barry.



Lauren Hutton

"We're delighted to be off to such an impressive start, considering we were a fairly late entry."

The show features supermodel/actress Hutton conducting intense one-on-one interviews with guests from entertainment, politics, sports, music, fashion and publishing. The clearances come in the face of polarized opinions by station reps of the show's format and

host, called intriguing by some, pretentious and boring by others.

The show will face competition from new late-night syndicated shows *Stephanie Miller* of Buena Vista Television, *Armstrong Williams* of Cannell Distribution, network shows, a proliferating number of second runs of daytime talk shows, and, possibly, from this year's struggling late-night entries, MCA TV's *Last Call*, Paramount Domestic Television's *Jon Stewart*, and Columbia TriStar's *The Newz*. ■

Hercules muscles in on competition

For years, the ratings pecking order for syndicated action hours has been Paramount Domestic Television's *Star Trek: The Next Generation*, now departed; *Star Trek: Deep Space Nine*, the new leader; All American Television's *Baywatch*, not far behind—and everyone else.

It appears, however, that Starfleet and the lifeguards may now have some strong competition.

MCA TV's new syndicated *Hercules: The Legendary Journeys* earned an impressive 6.3 Nielsen national average audience rating for the Jan. 30-Feb. 5 week, making it the third-ranked action hour (behind *Star Trek: DSN's* 7.4 and *Baywatch's* 7.2) for the second week in a row.

The one caveat in the show's ratings is the as-yet-undetermined impact of the O.J. Simpson trial. Still, ratings for *Hercules* and the other new MCA TV action hour, *Vanishing Son*, have grown steadily since debuting Jan. 16.

Vanishing Son garnered a strong 4.6 for the week, making it the fifth-highest action hour (following Cannell Distribution's fourth-rated, veteran show *Renegade*, which itself has hit a season-record 5.5 rating two weeks in a row).

Both new MCA TV shows may be capitalizing on the visibility they received last year by airing as part of MCA TV's Action Pack collection of recurring movies by feature film directors and producers. The two shows replaced the movie block on most of the stations, allowing them to debut in an extraordinary 93% of the country, including many strong clearances.

A major question was whether the series could maintain the quality of the movies, which were heavily deficit-financed at budgets of \$3.5-\$5 million, at a cost of only \$1 million-\$1.4 million for each episode. MCA TV President Shelly Schwab says that fine-tuning special effects and other aspects of the shows during their telemovie runs and reusing sets and costumes would allow the shows to retain their quality. —DT

Clements readies mid-season strips

By David Tobenkin

Independent producer Steve Clements (who developed *Hour Magazine* and *Bertice Berry*) is developing two new syndicated strips for possible use as January midseason replacements. The shows, which will be produced through his Burbank-based Steve Clements Productions, deal with conflict resolution.

Malinowski is an hour talk show featuring educational psychologist and crisis consultant Arlene Malinowski. "What she does in real life—go into groups in crisis, Fortune 500 companies, kindergartens and resolve their problems and disputes—we're going to put into a studio," says Clements, who is producing the show in association with Freefall Entertainment.

Clements, who has given a preview

H E A D L I N E S



Bill Burke

Burke upped at TCM

Turner Classic Movies' assistant general manager, Bill Burke, has been named vice president and general manager of the all-movie network. TCM

and TNT President Brad Siegel will continue in his current role as well as increasing his involvement in new business development for Turner Broadcasting System.

PPV defense

For the first time since regaining the heavyweight crown, George Foreman will defend the title on an April 22 live HBO telecast from the MGM Grand in Las Vegas. Fore-

man faces German heavyweight champ Axel Schulz.

O.J. boost

The ratings for CNN's third week of live coverage of the O.J. Simpson trial rose 13% over the previous week, scoring a 6.3 rating representing 4.1 million households, according to A.C. Nielsen Co. data supplied by the cable network.

Among high-ranking CNN shows, *Moneyline with Lou Dobbs* on Feb. 9 drew a 5.5 rating representing 3.6 million households, the largest audience in the program's 14-year history.

Cartoon debut

The Cartoon Network on Feb. 26 will debut a Sunday night movie series, *Mr. Spim's Cartoon Theatre*, featuring full-length animated movies like *Race for Your Life*,

Charlie Brown, Rockin' with Judy Jetson, Scooby Doo and the Reluctant Werewolf and *Charlotte's Web*. Each week's movie will be preceded by an original short from the Cartoon Network's World Premiere Toons project.

Signing up for Golf

The Golf Channel has signed a distribution agreement with Telesynergy, a consortium serving 3.8 million subscribers throughout the U.S. via 12 member multiple system cable operators.

New shoppers

Home Shopping Network subsidiary Home Shopping Club has signed affiliate agreements with Charter Communications and Viacom Cable representing 400,000 and 600,000 new subscribers, respectively. —RB

of the show to several syndicators, would like to test the show on a station or stations this summer and roll it out nationally in January.

The other project, the half-hour *Dispute Center*, would feature Seattle mediator and former Harvard University professor of dispute resolution Bill Lincoln attempting to resolve disagreements between parties. If the parties could not resolve their dispute, Lincoln, a licensed arbitrator, would impose a decision.

"This is a '90s version of *People's Court*," says Clements, who is producing the show in association with Simon-Bersh Productions. "[Lincoln's] funny, intense and charismatic." Clements hopes to roll out the show in a pattern similar to *Malinowski*. ■

Local O.J. coverage wanes

Group W survey finds decrease after initial interest

By David Tobenkin

Live television coverage of the O.J. Simpson trial in nearly all of the top 25 markets appears to be waning, with the heaviest continuing coverage of the case in Los Angeles, according to a Group W Productions survey of station schedules over two weeks.

The survey examined trial coverage in the top 25 Nielsen metered markets for Jan. 30-Feb. 9, the second and third weeks of the trial's evidence-and-arguments phase. The results showed that in 17 of the mar-

kets, the vast majority of live coverage and special shows devoted to the trial were aired on Jan. 30 or 31, the first days of serious testimony in the case and the next to last days before sweeps began on Feb. 2.

"I think that where stations believed the trial [was] of interest—like Los Angeles, where the crime happened, and some of the bigger markets—we saw some coverage, but most stations are clearly choosing not to run the trial," says Group W Productions Executive Director of Research Robert Liug, who noted

SYNDICATION MARKETPLACE

Extra Extra access

Warner Bros. Domestic Television Distribution's syndicated *Extra—The Entertainment Magazine* will begin airing in prime access (6:30-7 p.m.) on WMAQ-TV Chicago beginning March 6. That marks a large improvement from the station's current 1:05 a.m. run on the station—the weakest among *Extra's* top-10 market lineup. However, a second run of the magazine show will be retained at 1:05 a.m. Monday through Thursday as well as a Saturday 6 p.m. run. Agreements to move the show to access also have been struck by WBTD with six other stations: WITI-TV Milwaukee, WLWT-TV Cincinnati, WRAL-TV Raleigh, N.C., WATE-TV Knoxville, WTVH-TV Syracuse, N.Y., and WBAK-TV Terre Haute, Ind.

Gargoyles ratings high

Buena Vista Television's *Gargoyles* weekly animated syndicated kids show earned a season-high 3.1 Nielsen metered-market household average rating and an 8 share for the week of Feb. 6, up 60% from the 5 share of programming in the time period a year earlier.

Kagan tops talkers

KCAL(TV) Los Angeles's locally produced *Marilyn Kagan* talk show,

considered a possible syndication candidate by station parent Walt Disney Co.'s Buena Vista Television wing, earned a 5.8 Nielsen rating/17 share Monday, Feb. 13, with a show about the difficulties of former childhood TV stars as adults. The show topped the ratings and shares of *Donahue* (3.8/11), *Sally Jessy Raphael* (4.1/11), *Geraldo* (3.0/8) and *Leeza* (3.0/9).

Jenny boosts clearances

Taking advantage of the rapid ratings growth of its *Jenny Jones* syndicated talk show, Warner Bros. Domestic Television Distribution has cleared the show for the 1995-96 season in early fringe in about 50% of the markets carrying the show, up from 15.5% early fringe clearances this season. About 77% of the show's clearances this season are in daytime.

Tempestt in top 30

Columbia TriStar Television Distribution has cleared its new *Tempestt* syndicated talk show in all top 30 markets and 47 of the top 50. The show has been cleared on 130 stations representing more than 85% of the country for a fall 1995 launch.

Out of the Blue tops 35%

Tribune Entertainment has cleared its new syndicated half-hour, youth-

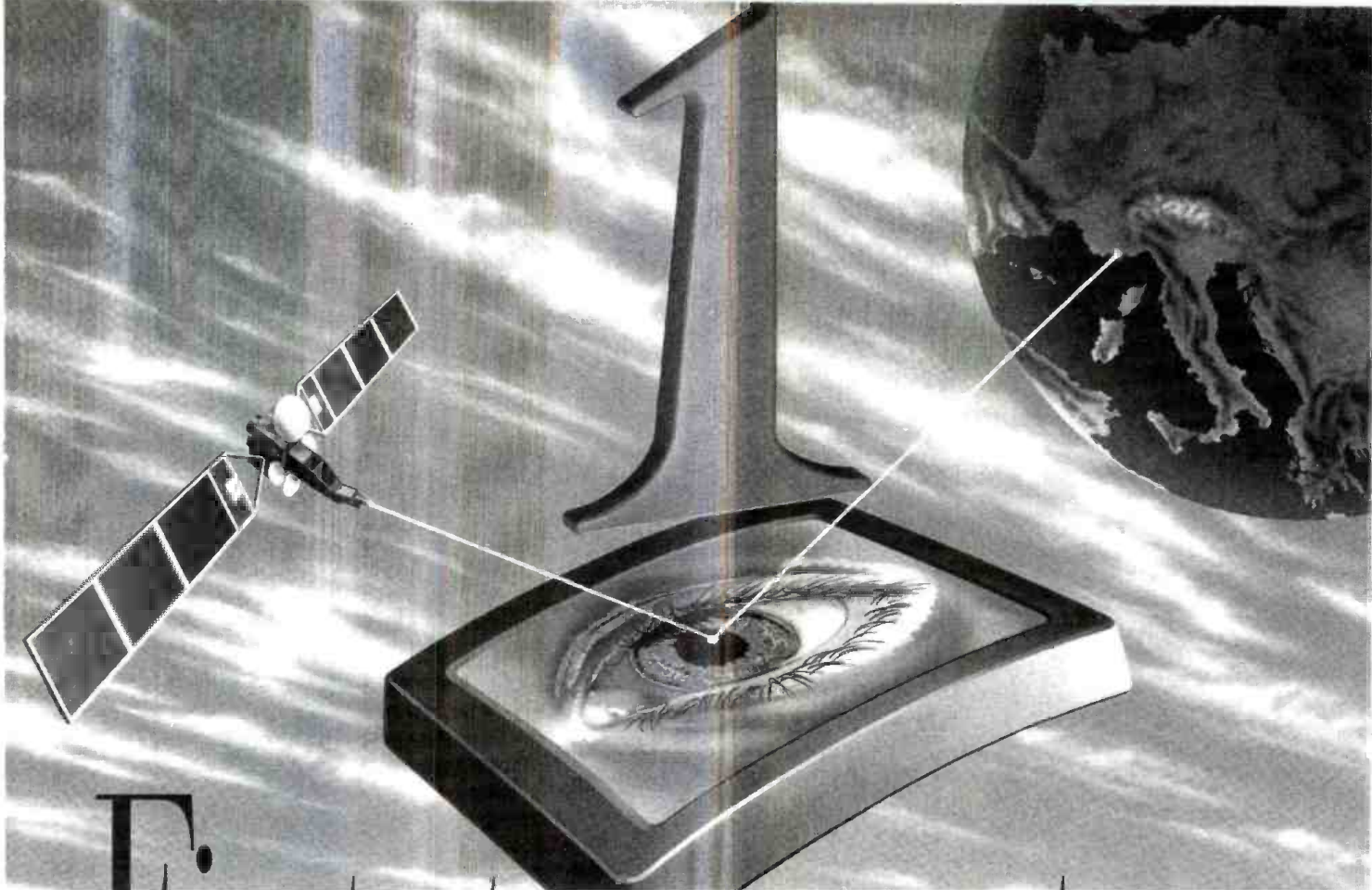
oriented situation comedy, *Out of the Blue*, in 27 markets covering more than 35% of the country in the past two weeks for a fall 1995 launch. Top clearances include WPIX(TV) New York, KTLA(TV) Los Angeles and WGN-TV Chicago.

Grove clearances

GTV's syndicated action hour *Space Precinct* and reality show *Tough Target* have both been renewed for 1995-96 in 55% of the country. The new game show strip *The Incredible Mall* has been cleared in 48% of the country, and new health/lifestyle magazine strip *Living Better* has been cleared in 32% of the country for fall 1995 debuts.

Goldwyn renews *Gladiators*

Samuel Goldwyn Television's *American Gladiators* has been renewed for a seventh season beginning this fall in more than 60% of the country, including 18 of the top 20 markets. The syndicator also has created a new merchandising and promotion division to be run by Gary Hymowitz as vice president. Hymowitz previously was licensing manager for Lucasfilm Ltd. such projects as *Star Wars* and the *Indiana Jones* film trilogy. The syndicator's *Gladiators 2000* FCC-friendly syndicated kids show has also been renewed for a second season. —DT



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that free pool coverage is being made available to affiliates of all four major networks and to CNN Newsource clients. "I think that is because it's falling within the sweeps period and because interest overall throughout the country in the trial is waning."

Liug noted that despite emotional testimony by murder victim Nicole

Brown Simpson's sister Denise Brown on Feb. 3 and 6, few stations broke into scheduled programming to include that portion of the trial.

In Los Angeles, six of the market's seven major English-language stations provided extensive coverage of the case throughout the eight days of the trial that were measured (court

was not in session on the final day of the survey, Feb. 9). The only other markets with extensive coverage by more than one station over the period included Miami, with heaviest coverage by WSVN-TV, followed by WTVJ (TV); and New York, with the most coverage by WNYW-TV, followed by WNBC-TV. ■

TCI looks into Kaleidoscope

Considers investing in channel, which goes 24-hour in April

By John Eggerton

Kaleidoscope, the San Antonio-based cable channel targeted to the disabled and their families, is preparing to go to 24 hours this April with the help of some friends in high places. TCI, for one, is considering buying into the channel.

Other well-placed friends of the four-and-a-half-year-old channel are members of its congressional advisory board, which includes Bob Dole, Tom Harkin, Newt Gingrich and Paul Simon, and of its national and local advisory boards which comprise over 100 high-powered charities and interest groups.

Kaleidoscope has been offering three hours of programming per day on 220 cable systems reaching 15 million households. But come April, it has lined up 24-hour carriage on systems serving about a million of those subs, with an average of eight hours of new programming per day planned. (Paragon Cable in San Antonio is one of the systems that will be carrying the channel 24 hours at launch, say Kaleidoscope executives.)

The other 14 million subs can see anywhere from five to 12 hours each day, says President/CEO Bill Nichols. Kaleidoscope will have additional partners by the beginning of May, he says, one of which could be TCI. A TCI source says the company has explored buying into Kaleidoscope; the channel is "one of those that we think has a place in the new digital universe. We think a channel for the disabled community is something that is important." Adds Nichols, "TCI has been a good friend."

TCI's connection to the channel is already well established. Its subsidiary, Vision Group Inc., has been handling traffic and uplinking for the channel, as well as providing marketing support. TCI carries some Kaleidoscope programming on its tv! preview channel.

Nichols and four other partners founded Kaleidoscope in 1990; he and company chairman Chip Atkins are majority owners. "I saw a tremendously unserved segment that made good business sense," says Nichols. According to a Harris poll, the 30% of Americans with some type of disability represent almost \$700 billion in buying power.

Kaleidoscope provides programming in full sound; signed; open captioned with on-screen subtitles; and voice-narrated.

Sandwiched between movies for the blind and deaf are such shows as *D.C. Report*, a public affairs/talk show hosted by Tony Coelho, chairman of the President's Committee on Employment of People with Disabilities, and *Kim's World*, a kids show hosted by Kim Powers, who is deaf and blind. In expanding to 24 hours, the channel hopes to attract some big-name Hollywood talent by promising them creative freedom. (Its relationship with such charities



Kids show host Kim Powers

as United Way and Easter Seals will give it some star endorsement power at launch, says Nichols.)

But beyond the deep pockets of its target audience, which has broadened to include members of the American Association of Retired Persons and the Arthritis Foundation, the channel has other drawing cards. While charging 7 cents per sub, it offers systems \$5-\$10 per sub worth of promotional support, thanks in part to the local charities that make up its advisory board.

Aside from the promotional help, Kaleidoscope carries built-in goodwill in the form of those all-important advisory boards, which comprise "two or three hundred political and business leaders who see the value of the channel" says Nichols, the same leaders who can wield political clout at franchise renewal time. ■

Johnson turns on PorchLight

Company will focus on producing family programming

By Steve Coe

Bruce Johnson, former executive vice president and general manager, Hanna-Barbera Entertainment, has formed PorchLight Entertainment. The independent production company based in Los Angeles, will produce for all media including animation and live-action programming for the family.

PorchLight's first acquisition is the "visual and multimedia" interactive rights to William Bennett's "The Book of Virtues: A Treasury of Moral Stories." The project is being produced as an animated series for TV.

Johnson will serve as president and

chief executive officer of the venture and will be joined by former Great American Communications executive vice president William Baumann, who becomes vice president and chief financial officer.

Johnson says that "the timing could not be more perfect for the launch...given the confluence of new communication and distribution technologies now on the horizon and the enormous demand for high-quality programming to serve the expanding international marketplace."

The company will look to take advantage of new technologies. "We are committed to being at the cutting

edge in the application of new technologies in entertainment for conventional

distribution as well as for new and emerging delivery systems," he says. "Our aim is to produce and distribute innovative commercial product for the entire family while helping to fill the expanding software market for a wide range of systems and platforms both here and abroad."

PorchLight is being financed by a private group of international and domestic investors. ■



Bruce Johnson

Slow going in Monte Carlo

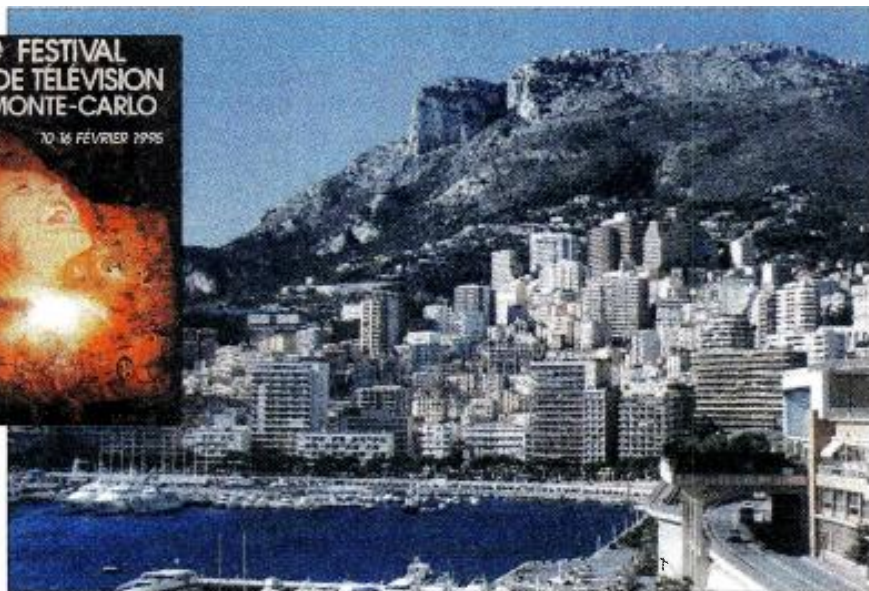
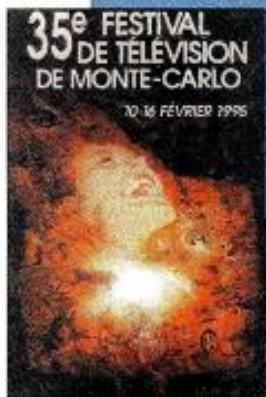
Few ground-breaking deals, but calmer pace suits some just fine

By Debra Johnson

Critics who doubted that the Monte Carlo TV festival could survive another year appear to have been proved wrong, if the participants' list is anything to judge by. This year, more than 2,000 international TV program distributors and creators turned out to peddle their wares on the third floor of the Hotel Loews; key U.S. players including 20th Century Fox, Warner Bros. and Viacom were there.

Although few ground-breaking deals were cut, buyers and sellers seemed satisfied with the four-day event, which they used as a platform to discuss deals that they hope to close at MIP-TV in Cannes.

Bert Cohen, executive vice president and chief operating officer of Worldvision Enterprises, says he is "not unhappy with the interest" shown in his company's Monte Carlo program lineup. *Texas*, a new four-hour miniseries, raised some interest among buyers, and Stephen King's four-hour thriller *The Langoliers* has



Programers gathered in Monte Carlo last week.

been sold to virtually every key market worldwide.

Says Cohen: "We are selling 365 days of the year. These four days with their quiet ambience give us the opportunity to meet face-to-face with broadcasters and talk about what slots they need to fill."

Also at Monte Carlo:

■ On the eve of the TV market, Solomon International Enterprises and TVN Entertainment, the U.S. pioneer of pay-per-view transmission, formed TVN Solomon International (BROADCASTING & CABLE, Feb. 13). TVN owns and operates an 11-

channel PPV satellite TV network transmitted in the U.S. via AT&T's Telstar 303 satellite. Starting in Latin America, the new company will market PPV transmission technology country by country. Solomon already has established a holding company with French pay TV group Canal+ to launch pay channels in Chile and Uruguay this August. Three more services are scheduled to debut in Mexico, Colombia and Peru in the next two years.

On the programing front, SIE signed a three-year output deal with French broadcaster M6 for Latin America. The deal encompasses programing such as TV movies and miniseries that M6 distributes internationally. SIE, which is handling worldwide sales for the \$20 million four-hour miniseries *Catherine the Great*, also managed to sell the Ufa Film and Television/Patrola Film co-production to Spain's Antena 3, Swe-

Errata

The list of companies attending the Monte Carlo Television Festival published in BROADCASTING & CABLE INTERNATIONAL included errors in an item on Atlantis Releasing. The item should have read: Atlantis Releasing BV, Tesselschadestraat 4-12, 1054 ET Amsterdam, The Netherlands. The company offered a series and three movies at the market last week: *The Ridge*, an adult drama series; *The Man in the Attic*, a murder mystery inspired by a true story about a 30-year affair between a married woman and her young lover, who secretly lives in the attic; *Following Her Heart*, a romantic drama starring Ann-Margret, George Segal and Brenda Vaccaro, and *The War Between Us*, a historical drama about Japanese Canadians evicted from their homes during World War II.

den's TV4 and Finland's YLE.

■ Germany's UFA Film and Television and the Paramount Television Group announced they will work together on *Star Command*, a sci-fi project to premiere on the new UPN network as a two-hour film. It will be the first U.S. series to be shot at Germany's Babelsberg studio.

■ Fox Lorber Associates picked up the world rights to Selbo Film's library of more than 50 hours of series such as *Circus Around the World* and several documentaries.

■ Tapestry International sold documentaries, including episodes of its *Nova* series, to new French educational channel La Cinquieme. ■

Superhighway goes international

Ray Smith talks up video dialtone future

By Debra Johnson

Addressing the Monte Carlo TV festival's first "World Forum," Bell Atlantic Chairman/CEO Ray Smith spoke of his video dialtone concept and his vision of the superhighway future.

Currently, Bell Atlantic is testing VDT in northern Virginia. The mainframe computer, built by Oracle, comprises 276 computers running simultaneously. It has the capacity to store 10,000 movies and serve up to 65,000 homes.


The four applications will be entertainment, time-shifting, retail and gaming. Entertainment and time-shifting will be offered this year, with retail and gaming added in 1996. Education, banking and health-care information will be added later.

"We will be able to deliver a direct-to-home quality system with twice the capacity, and we will be able to offer local programing that DTH doesn't. There will be some competition, but we don't see it as a bad situation," Smith says.

The company is working with Italian communications giant STET to market interactive multimedia services and is aggressively seeking relationships with international studios, media companies and cable companies. Says Smith: "We will offer to producers the digitalization, the billing, the interactivity, but it is unlikely we will become directly

involved in production, except perhaps as an equity partner. Our First Amendment obligations do not permit us to be gatekeepers in terms of product itself."


By the end of the decade, Smith says, Bell Atlantic will have invested another \$11 billion in fiber optics, digital switching and other ultrafast, ultrahigh-capacity technologies. ■



Ratings:

Emerging broadcast networks, Feb. 6-12

WEDNESDAY	2.0/3
8:00 91. <i>The Wayans Bros.</i>	2.5/4
8:30 96. <i>The Parent 'Hood</i>	2.2/3
9:00 97. <i>Unhap Ever After</i>	1.7/3
9:30 97. <i>Muscle</i>	1.5/2
WEEK'S AVGS	2.0/3
SSN TO DATE	2.0/3



MONDAY	5.7/8
8:00 71. <i>Star Trek: Voyager</i>	8.5/12
9:00 89. <i>Platypus Man</i>	3.3/5
9:30 90. <i>Pig Sty</i>	2.6/4
TUESDAY	2.9/4
8:00 88. <i>Marker</i>	3.5/5
9:00 92. <i>The Watcher</i>	2.3/3
9:30	
WEEK'S AVG	4.3/6
SSN TO DATE	5.6/8

SOURCE: NIELSEN MEDIA RESEARCH

Ratings: Week 21, according to Nielsen, Feb. 6-12

	ABC	CBS	NBC	FOX
MONDAY	11.1/17	13.8/21	13.0/20	8.8/13
8:00	61. <i>Coach</i> 10.0/15	27. <i>The Nanny</i> 13.1/19	25. <i>Fresh Prince</i> 13.2/19	58. <i>Metrose Place</i> 10.2/15
8:30		17. <i>Dave's World</i> 14.0/20	40. <i>Blossom</i> 11.3/16	
9:00	40. <i>ABC Monday Night Movie—Sneakers</i> 11.3/17	13. <i>Murphy Brown</i> 15.0/22	23. <i>NBC Monday Night Movies—Serving in Silence: Margarethe Cammeyer Story</i> 13.4/21	82. <i>Models Inc.</i> 7.3/11
9:30		21. <i>Cybill</i> 13.5/20		
10:00		21. <i>Chicago Hope</i> 13.5/22		
10:30				
TUESDAY	16.7/26	9.9/16	12.7/19	5.8/9
8:00	23. <i>Full House</i> 13.4/21	46. <i>Rescue: 911</i> 11.0/17	30. <i>Wings</i> 12.4/19	85. <i>Fox Tuesday Night Movie—Unlawful Entry</i> 5.8/9
8:30	25. <i>Me and the Boys</i> 13.2/20		20. <i>Mad About You</i> 13.6/20	
9:00	5. <i>Home Improvmt</i> 19.6/28	66. <i>CBS Tuesday Movie—In the Shadow of Evil</i> 9.4/15	12. <i>Frasier</i> 15.3/22	
9:30	3. <i>Grace Under Fire</i> 19.9/30		48. <i>J Larroquette</i> 10.9/16	
10:00	8. <i>NYPD Blue</i> 17.0/28		33. <i>Dateline NBC</i> 11.9/19	
10:30				
WEDNESDAY	12.0/19	9.4/15	12.5/20	9.0/13
8:00	59. <i>Behind Closed Doors II</i> 10.1/16	72. <i>CBS Special Movie—Sibling Rivalry</i> 8.4/13	18. <i>All-Star TV Uncensored Bloopers</i> 13.7/21	53. <i>Beverly Hills, 90210</i> 10.6/16
8:30			36. <i>Dateline NBC</i> 11.5/18	81. <i>Celebrity First Loves</i> 7.4/11
9:00	15. <i>Roseanne</i> 14.4/22	36. <i>Northern Exposure</i> 11.5/20	30. <i>Law and Order</i> 12.4/21	
9:30	18. <i>Ellen</i> 13.7/21			
10:00	33. <i>Primetime Live</i> 11.9/20			
10:30				
THURSDAY	10.2/16	8.2/12	19.9/31	9.1/13
8:00	40. <i>Matlock</i> 11.3/17	68. <i>Due South</i> 8.7/13	11. <i>Mad About You</i> 15.6/24	64. <i>Martin</i> 9.7/15
8:30			10. <i>Friends</i> 15.9/24	62. <i>Living Single</i> 9.9/15
9:00	50. <i>The Commish</i> 10.8/16	74. <i>Eye to Eye with Connie Chung</i> 8.3/12	2. <i>Seinfeld</i> 21.7/32	74. <i>New York Undercover</i> 8.3/12
9:30		80. <i>48 Hours</i> 7.5/12	4. <i>Wings</i> 19.8/30	
10:00	72. <i>Day One</i> 8.4/14		1. <i>E.R.</i> 23.3/38	
10:30				
FRIDAY	11.8/20	11.1/19	9.7/17	7.4/13
8:00	32. <i>Family Matters</i> 12.0/21	54. <i>Diagnosis Murder</i> 10.5/18	62. <i>Unsolved Mysteries</i> 9.9/17	87. <i>M.A.N.T.I.S.</i> 4.4/8
8:30	46. <i>Boy Meets Wld</i> 11.0/19		67. <i>Dateline NBC</i> 9.0/15	55. <i>The X-Files</i> 10.3/17
9:00	44. <i>Step By Step</i> 11.2/18	38. <i>Miss USA Pageant</i> 11.4/19	55. <i>Homicide: Life on the Street</i> 10.3/18	
9:30	45. <i>Hangin w/Mr. C</i> 11.1/18			
10:00	29. <i>20/20</i> 12.7/22			
10:30				
SATURDAY	10.1/17	12.4/21	8.3/14	8.0/14
8:00	50. <i>ABC Wide World of Sports Special Edition</i> 10.8/18	48. <i>Dr. Quinn Medicine Woman</i> 10.9/19	78. <i>Movie of the Week—Ladybugs</i> 7.7/13	77. <i>Cops</i> 8.0/14
8:30			65. <i>Sisters</i> 9.6/17	69. <i>Cops</i> 8.6/14
9:00		27. <i>Walker, Texas Ranger</i> 13.1/22		78. <i>America's Most Wanted</i> 7.7/13
9:30				
10:00	69. <i>The Marshal</i> 8.6/15			
10:30				
SUNDAY	14.6/22	15.8/24	11.1/17	7.6/12
7:00	38. <i>Am Fun Hm Vid</i> 11.4/18	6. <i>60 Minutes</i> 17.5/27	52. <i>NBA All-Star Game</i> 10.7/17	84. <i>Simpsons</i> 6.0/10
7:30	16. <i>Am Fun Hm Vid</i> 14.3/22	9. <i>Murder, She Wrote</i> 16.4/24		86. <i>Get Smart</i> 4.9/8
8:00	40. <i>Lois & Clark</i> 11.3/16	14. <i>CBS Sunday Movie—A Walton Wedding</i> 14.7/22	35. <i>NBC Sunday Night Movie—Batman Returns</i> 11.6/18	59. <i>Simpsons</i> 10.1/15
8:30				76. <i>House of Buggin'</i> 8.1/12
9:00	7. <i>ABC Sunday Night Movie—Texas Justice, Part 1</i> 17.1/26			55. <i>Married w/Child</i> 10.3/15
9:30				83. <i>Dream On</i> 6.2/9
10:00				
10:30				
WEEK'S AVGS	12.4/20	11.7/18	12.4/20	7.9/12
SSN. TO DATE	12.2/20	11.5/19	11.5/19	7.8/12

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES

ORIGINAL CABLE PROGRAMMING

From series to movies, cable programming comes of age

By Rich Brown

The lineup of original cable programming is multiplying rapidly as several new networks join the already long list of established services.

In the last year alone, 10 new networks have joined *BROADCASTING & CABLE's* directory of original cable programming (see page 44). New networks include America's Talking, Cable Health Club, fX, The Golf Channel, The History Channel, Home & Garden Television, Jones Computer Network, National Empowerment Television, NewsTalk Television and Turner Clas-

sic Movies. Many of the new networks are programming full lineups of original shows as they look to distinguish themselves in the increasingly crowded universe.

Meanwhile, the mature cable networks continue to pump more and more dollars into their original programming. Starting on the next page, the top programming executives at the nation's top 10 basic cable networks share some of their programming strategies (the networks were chosen based on A.C. Nielsen prime time ratings for 1994, excluding CNN).

Also included is a look at cable's ever-growing involvement in the high-profile original movie category (page 40). Cable movies have come into their own with bigger stars and bigger budgets. TNT has even managed to find theatrical distribution for *Gettysburg*, the network's \$15 million historical drama.

Original programming efforts by cable this year appear likely to surpass last year's spending, which, according to the National Cable Television Association, accounted for an estimated \$2.4 billion on the basic cable networks and about \$1.4 billion on the pay TV services.

Photos above (clockwise): TNT's 'Joseph,' TNN's 'Full Access,' Comedy Central's 'High Octane' and The Discovery Channel's 'Carrier: Fortress at Sea'



Arts & Entertainment

Brooke Bailey Johnson

Prompted by steady ratings growth, A&E this year is boosting its first-run programing lineup by 18% and is creating several original specials based on its most popular series.

"As we make more money, we invest more money in original programing," says Brooke Bailey Johnson, senior vice president, programing and production.

A&E's fourth-quarter 1994 ratings were the highest in its history, with a 38% boost in total day viewership over the same period last year and a prime time average audience of 1.1 rating (636,000 households), based on A.C. Nielsen data supplied by the A&E. The network has seen ratings growth in total day and prime time for six of the last seven quarters.

Enjoying particularly strong ratings on the network is *Biography*, the flagship A&E series that has appeared as a prime time strip since June 1994. A&E is looking to build on that success by introducing some two-hour Sunday night specials using the *Biography* name and format. Upcoming subjects include Peter Sellers (March 26) and Jesus (April 16). In keeping with the strategy, the network is developing two-hour specials based on another popular A&E series, *Investigative Reports with Bill Kurtis*.

A&E has commissioned more than 100 hours of *Biography* regular series programing for the 1994-95

season, representing a portion of the network's total order of more than 640 hours of first-run material for the year. While more and more of A&E's production is based in the U.S., the network continues to rely on longstanding ties with the BBC and other international co-production partners.

Other prime time series include *A&E Stage*; *American Justice*, another reality show hosted by Bill Kurtis; *Civil War Journal*, hosted by Danny Glover, and *20th Century*, done in conjunction with CBS News and hosted by Mike Wallace.

In addition to the network's long list of regularly scheduled series, A&E each month debuts one or more specials. Among those: *The Boys of St. Vincent*, a four-hour drama about child abuse (Feb. 19-20); *The Opposite Sex*, a look at the differences between men and women (March 4-5); *Mysteries of the Bible: Who Wrote the Bible?* (March 19), and *The Cormorant*, a mystery starring Ralph Fiennes (June 25).

Johnson does not anticipate any big changes in A&E's programing formula, which consists of biographies, mysteries and docu-



mentaries plus specials ranging from performing arts and drama to classic movies and comedy.

"We're very happy with the move to strip *Biography*," Johnson says. "I don't anticipate doing anything as dramatic in the near future." ■



The Discovery Channel

Greg Moyer



This is a particularly active year for original production at The Discovery Channel as it celebrates its 10th anniversary with a high-profile special each month.

Specials go a long way in bringing attention to the cable network, says Greg Moyer, president and COO, Discovery Networks. This year's 10th anniversary celebration includes the June premiere of a two-hour special, *Great Moments of Discovery*, featuring highlights and cameos from the network's history. Other specials in the months ahead include *The Nile: River of Gods*; *Carriers: Fortress at Sea*,

and *Ocean Planet*. The number of special event programs after the anniversary year will probably return to a more typical level of about eight a year, Moyer says.

The 1994-95 schedule features more than 500 hours of original produc-

tion. Eighty-three percent of the entire prime time season will make its U.S. premiere on the network. Although he did not have a specific number of hours that will be produced in 1995, Moyer says the total number produced by Discovery Communications clearly will rise as the company prepares to roll out four planned spin-off networks. The company expects to announce its launch strategy for the new networks by March, Moyer says, adding Discovery may not launch all four of the networks at once.

Discovery is the sole commissioner of more than half its original programing, Moyer says. The remainder involves production partners that share the costs and lend their differ-

ent creative points of view to projects. Lately, Moyer says, the network has been trying to steer away from what he describes as "hydra-headed consortia" and toward smoother relationships with single co-production partners.

"Oftentimes, a co-commissioner can give you valuable feedback," Moyer says.

For example, Discovery has signed a deal with U.K.-based Anglia Television's natural history unit to manage 13 one-hour original specials called *Wild Discovery*. The specials will premiere on Discovery between this July and September 1997 and will include never-before-seen wildlife footage.

Among other originals, Discovery recently debuted a new series, *Arthur C. Clarke's Mysterious Universe*, in which the author looks at mysteries ranging from spontaneous human combustion to the pyramids of Egypt. Other series include *Rediscovering America with David Hartmann*, *Invention/Next Step*, *Vanishing Worlds* and *Planet of Life*.

The only noticeable strategic change for Discovery's programming lineup in recent memory has been in the 5-8 p.m. time period. The network in fall 1994 moved away from how-to programming in the time period and has begun stripping the network's trademark category: documentaries. Discovery continues to fill its earlier daytime schedule with cooking and how-to shows, despite the growing threat of competition from newcomers like Television Food Network and Home & Garden Television.

Moyer plans to introduce some "core" series in the fall and early 1996, but declined to elaborate. ■

ESPN

John Wilhack

While ESPN enjoys strong ratings with its around-the-clock original sports coverage, network executives have had their hands full coping with troublesome labor problems in the major sports leagues.

ESPN's presentations of event series and special events typically add up to high ratings for the network. NFL coverage helped make ESPN the number one basic cable network during fourth quarter of 1994, with a 2.6 prime time rating (1,649,000 homes), according to A.C. Nielsen data supplied by the network.

Nevertheless, the Major League Baseball strike took its toll on the network last season and threatens to do so again this year.

"September and October around here were difficult months," says top ESPN programmer John Wildhack. In place of MLB games, the



network scheduled minor league baseball and other programming whose ratings did not match the network's typically strong MLB ratings. "We'd rather not experience that again."

Meanwhile, ESPN has been taking its fate more into its own hands by developing network franchises that are not dependent on major league labor negotiations. Among those is the annual "ESPY" awards cer-

emony, which last week celebrated its third anniversary.

Another network franchise to be introduced this summer is *The Extreme Games*, a week-long competition featuring the best athletes in the world in such extreme sports as bungee jumping, in-line skating and mountain biking. The competition will include cross-promotional ties to ESPN2, the 24-hour spinoff network launched in fall 1993.

ESPN televises more than 4,500 live and/or original hours of sports programming per year including the NFL, Major League Baseball, college football, NCAA basketball (more than 200 games), NHL, auto racing, golf, boxing, tennis, men's and women's professional bowling, thoroughbred racing, world cup skiing, major league soccer, college baseball, cycling, watersports, track and field, and arena football. Special events include the NFL draft, college bowl games, Baseball Hall of Fame induction ceremonies, NCAA basketball championship week, World Cup soccer and America's Cup.

In the wake of the launch of the competing NewSport sports news network, ESPN last April expanded its news programming to include four additional hours of *SportsCenter* each week, as well as an expanded version of *SportsNight*. Now leading into *SportsCenter* at 6 p.m. on weeknights is ESPN's interview show, *Up Close*, hosted by *SportsCenter* and *Baseball Tonight* anchor Chris Myers. Other series on ESPN's long list of original productions include *Outside the Lines*, *NFL Gameday*, *NFL PrimeTime*, *NFL Prime Monday* and *College Gameday*. ■



NBC's Conan O'Brien and actress Cathy Moriarty present basketball player Grant Hill with Performer of the Year ESPY at ceremonies last Monday night (Feb. 13) at Radio City Music Hall. Sports awards are given annually by ESPN.

NICKELODEON

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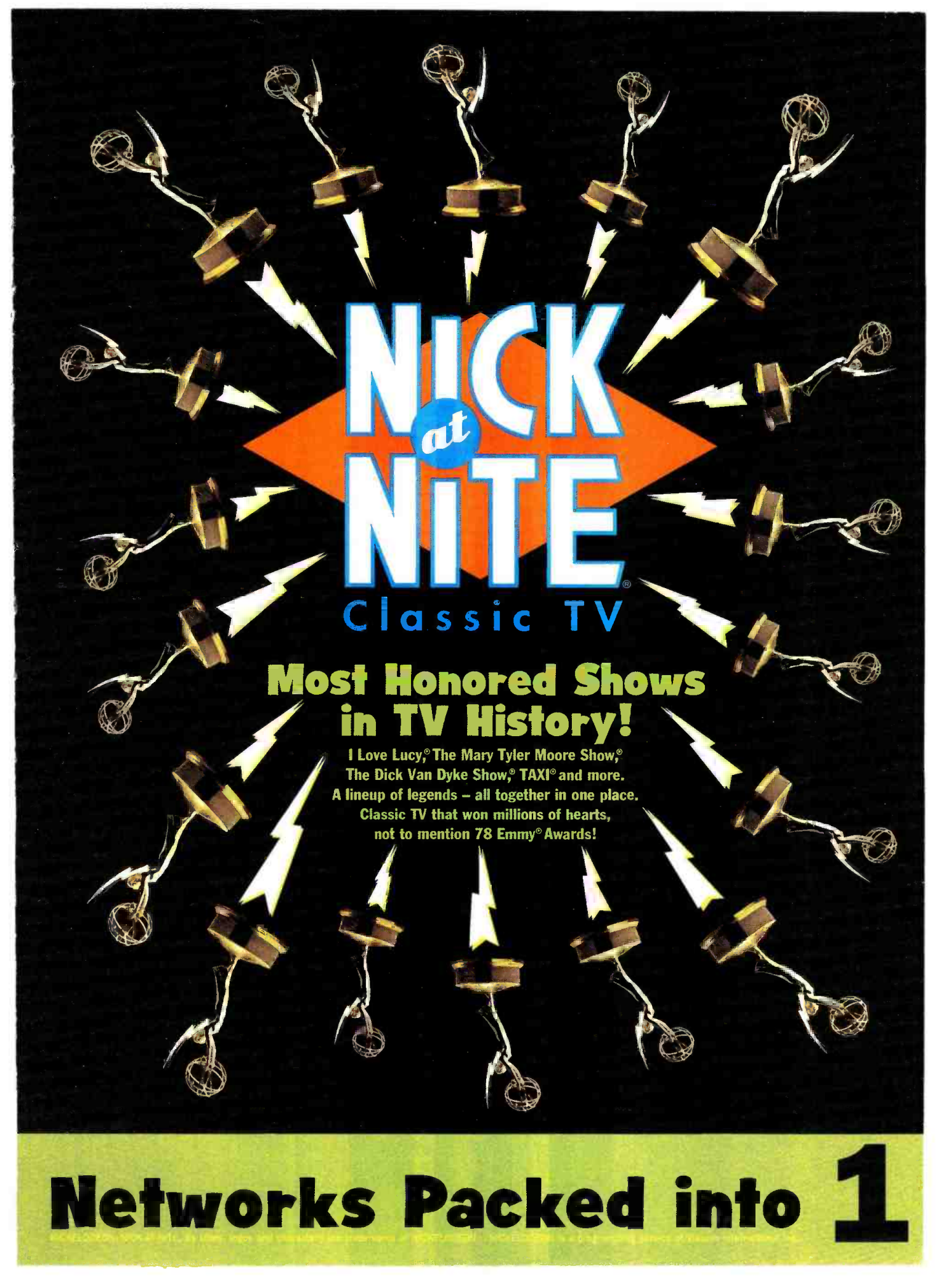


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Networks Packed into 1



The Family Channel

Harry Young



The Family Channel this year is boosting the number of original movies and turning up the budgets on these titles as part of a new "event" strategy.

The Family Channel is debuting three movies in both the first and fourth quarters of 1995 with family-oriented originals like the just-aired *Tad*, starring Kris Kristofferson and Jane Curtin, about the relationship between Abraham Lincoln and his son. Harry Young, vice president, original programming and production, says The Family Channel not only is boosting the number of original titles each year but also is adding more stars to the projects and increasing the average budget from \$1.5 million-\$2.5 million to \$3.5 million-\$4 million.

Key to the new event strategy are four *Young Indiana Jones* titles being produced by filmmaker George Lucas in association with the network and Paramount Television Group. The network's recent fall season featured a major action/adventure promotional sweepstakes campaign tied to the *Young Indiana Jones* movies and two original weekly series—*African Skies* and *Snowy River: The McGregor Saga*.

Another source of high-profile original movies will be Hallmark Entertainment, which just struck a deal with The Family Channel to co-produce six as-yet-unnamed projects. The

companies also agreed to a two-year licensing deal for 38 movies from the Hallmark Entertainment library that will run on The Family Channel as part of a Sunday night *Hallmark Family Showcase*.

As for original series, The

Family Channel recently ordered 20 additional episodes of *Snowy River: The McGregor Saga*, the weekly action/adventure series about pioneer cattlemen in the mountains of southern Australia. The show, produced by Earl Hamner Jr. (*The Waltons*, *Falcon Crest*) and Don Sipes, debuted last August. It is produced by PRO Films and NorthStar Entertainment Group in association with The Family Channel and Nine Network Australia.

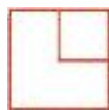
Among other original Family series in production: *That's My Dog*, a pet-oriented game show starring Wil Shriner, in its fourth season; *Country Music Spotlight*, featuring one new country star and one country music legend

in concert, in its second season; *African Skies*, starring Catherine Bach and Robert Mitchum, now in its third season, and *American Baby*, a parenting information show produced by the Cahners Publishing magazine of the same name in association with the network.

Original children's programming includes *Madeline*, *Big Brother Jake*, *The World of Peter Rabbit and Friends* and a game show called *Masters of the Maze*. The network also features an original programming block with shows from sister network Cable Health Club, including *Aerobic Conditioning*, *Fitness Plus*, *Body by Jake* and *Healthy Living*.

Original family productions now airing in reruns include *The Adventures of the Black Stallion*, *Border-town* and *Rin Tin Tin K-9 Cop*. ■

Lifetime



LIFETIME
TELEVISION

Judy Girard

Lifetime programming chief Judy Girard says she has learned a lot since the network began rolling out a slate of new shows about a year ago.

One thing she has learned is to add more live programming during the day, based on the network's positive experience with a call-in show called *Queens*. Sissy Biggers, who has hosted the afternoon talk show since its debut, is expected to play a part in the live expansion.

"Being live every day is a really good idea—it's very reactionary and it has a lot of energy," Girard says.

Girard also is pleased with the cume ratings for



Our Home, the Marc Summer-hosted information/entertainment morning show that debuted last June. The introduction of *Queens* and *Our Home* to the daily

lineup represents part of Lifetime's first major program overhaul since the network's 1993 top-level staff shake-up. Some other additions to the Lifetime lineup, like *The Marriage Counselor* and *Clapgood Live*, came and went.

"The shows we put the greatest resources in are doing well," Girard says.

While daytime has been an area of experimentation for Lifetime, the network's prime time original efforts continue to focus on made-for-cable movies. Coming up in March is *Choices of the Heart: The Margaret Sanger Story*, with Dana Delaney and Rod Steiger. And beginning in June

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• WORLD HEAVYWEIGHT CHAMPIONSHIP: FOREMAN VS MOORER "...A **knockout** FOR HBO."  TV GUIDE

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1995, Lifetime will present monthly original movies including *Shame II: The Secret*, starring Amanda Donohoe, debuting in June; *Dancing in the Dark*, starring Victoria Principal; *Sophie and the Moonhanger*, starring Patricia Richardson; *Almost Golden: The Jessica Savitch Story*; *Silence of Adultery*, and *Courting Justice*.

Girard says the Hollywood community is pitching better projects and more stars are coming to Lifetime

as the network's reputation for originals continues to build. The network is happy to be attracting actors who have never before appeared in made-for-TV movies, such as *Home Improvement* star Patricia Richardson.

In addition to original movies, Lifetime next month debuts monthly installments of *Intimate Portraits*, one-hour profiles of accomplished women. The format had previously appeared as a series of

specials. Scheduled portraits include Grace Kelly, Mary Magdalen, Marla Maples Trump, Jessica Savitch and Ingrid Bergman. "When you do an original that counterprograms, that original will succeed if it's well done," Girard says.

Girard's original programming wish list for Lifetime includes launching a weekly hour-long drama or reality series by January 1996. Ideally, she says, a successful weekly series would

have the potential to be spun off into a daily strip.

As for existing Lifetime originals, high-profile events scheduled for the year ahead include a May special with singer Carly Simon and an October event designed to raise breast-cancer awareness. The network continues to program public awareness campaigns like *Perspectives on Lifetime*, featuring a series of 30- and 60-second editorials, commentaries and short stories. ■



Nickelodeon

Herb Scannell

Nickelodeon, which last fall introduced the biggest concentration of new shows in its 15-year history, is enjoying its best-ever ratings and continues to move forward with an aggressive slate of original program development.

One way Nickelodeon is looking to develop even more new shows is through *Snick Snack*, a series of on-air vignettes designed to serve as mini-pilots. Herb Scannell, senior vice president, programming, says there are about 30 such vignettes in the works. They are scheduled to begin rolling out in the fourth quarter. The network is hoping to follow the formula set by *The Adventures of Pete and Pete*, the offbeat Nickelodeon series that got its start as a one-minute vignettes.

Meanwhile, Nickelodeon this fall/winter will debut its newest original "Nicktoon" animated series, *Hey*



Arnold!, about an inner-city child described by the network as having "a creative mind, an admirable nonchalance and a gravity-defying hairdo." Executive producer and creator is Craig Barlett, whose credits include Nickelodeon's *Rugrats* and *The Ren & Stimpy Show*. Scannell says Nickelodeon's plan is to introduce a new Nicktoon each year.

This fall will also see the debut of Maurice Sendak's *The Little Bear*, an original

animated series for Nickelodeon's "Nick Jr." daytime block. Nickelodeon has set aside \$30 million to overhaul the Nick Jr. block, which got under way last fall and has resulted in 50% rating gains with the introduction of original series *Gullah Gullah Island* and *Allegra's Window*.

In keeping with the network's vignette strategy, the Nick Jr. block is also presenting 30 interstitial segments featuring several new Muppets characters from Jim Henson Productions.

Among other new shows in the works, Scannell says the network is looking to expand in the original game show category with a new family game show that is expected to debut toward the end of the year.

One particularly active area of development is Nickelodeon's high-rated Saturday night "SNICK" block, which just saw the addition of a new show

called *All That* to its lineup. The SNICK block during fourth quarter 1994 also saw the addition of *The Secret World of Alex Mack*, which Scannell says is drawing even higher ratings than the popular episodes of *Clarissa* that it replaced.

Elsewhere on the schedule, the network will probably look into toying with its 3 p.m.-5 p.m. weekday slot, which is currently predominated by cartoons.

Among other changes at the network, Nickelodeon's ever-growing library of original productions is enabling it to strip some of its popular weekend shows. *Rugrats*, *Doug* and *Clarissa* have all migrated from their weekend slots to daily strip positions.

"It's always been part of our plan to move shows from the weekend to a strip," Scannell says. "Kids want to become familiar with the characters."

Nickelodeon's prime time lineup, outside of Saturday nights, will continue to consist of classic sitcoms. "Nick-at-Nite," which celebrates its 10th anniversary July 1, will undergo some program changes that will include the addition of *The Munsters* to its classic lineup. ■



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WTBS(TV) Atlanta

Terry Segal



WTBS, which alternates with USA Network as the country's number-one basic cable network, has recently been focusing on ways to broaden its audience to include younger demographics.

While the network is continuing with its successful formula of sports, off-net sitcoms and original event programming, WTBS lately has been toying with some new ideas aimed at a younger audience. Among those ideas is the new weekly music series, *Live From the House of Blues Presented by Pontiac Sunfire*, and a daily morning show that is in development.

"We're not looking to do a radical change in the network," says WTBS's Terry Segal. "We believe we need to sprinkle original programming throughout the day, but we don't expect or plan to be a heavily first-run service. Our goal is to find the right mix between popular, enduring programming and first-run product that will help us further carve out our identity."

Live From the House of Blues, produced by Warner Bros. Pay-TV, Cable & Network Features, has a commitment for 22 original hour-long episodes airing in late-night on Fridays and Saturdays. Musical guests range from Public Enemy to The Spin Doctors. The morning show is still "under exploration," Segal says.

Meanwhile, the network through 1996 is producing more than 50 hours of the type of high-profile, multi-part documentary series that have become a WTBS

trademark. Upcoming projects include *Hank Aaron: Chasing the Dream*, a two-hour documentary about the legendary baseball player, to debut April 12. Also on deck is *Driving Passion*, a four-hour, two-

part look at the history of automobiles in the U.S., debuting May 30 and June 1. Among other TBS Productions specials this year are three new projects from The Audubon Society and two from The Cousteau Society.

Looking further ahead, WTBS in second-quarter 1996 plans to debut *The Pirates*, a six-hour multi-part look at the pirates of the 16th-18th centuries. The network also plans three, two-hour installments of *The Roots of Country* for 1996 and is planning a 20-hour epic, *The Cold War: A Television History*, for 1998.

In addition to the special programming, ongoing WTBS series include *National*

Geographic Explorer, a magazine-format series hosted by Boyd Matson (Sundays at 9 p.m.); *Network Earth*, a weekly environmental/social issues program (Sundays at 11 a.m.), and *Feed Your Mind*, a weekly series geared toward children (Saturdays at 7:05 a.m.).

While Segal does not like to even think about the possibility of an ongoing baseball strike, he says the network is prepared to rely heavily on its movie library in the absence of the popular Atlanta Braves games. The Braves regularly score high ratings for the network, as does an original sports lineup that includes NBA basketball, PGA golf tournaments, NASCAR auto racing and special amateur sports presentations including the Goodwill Games every four years. ■



The Nashville Network

Kevin Hale

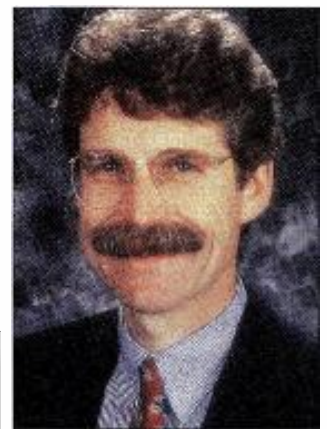
A year after making some of the biggest programming changes in its history, The Nashville Network is enjoying higher ratings than ever and is taking a somewhat different approach to its original programming development.

Virtually all of the programming on the 24-hour country network continues to be original, but the programming strategy has shifted slightly with the addition of a number of limited series to the schedule.

"When you're ordering

three or four hours at a time, it gives you some maneuverability," says Kevin Hale, vice president-general manager. "It would be very easy for us to increase these as a weekly series. Everything we're doing has the long-term potential to become a fixture on the network."

"The limited-series concept is also working quite well for us because it opens access to artists who, because of their recording and concert commitments, couldn't do 13 or 26

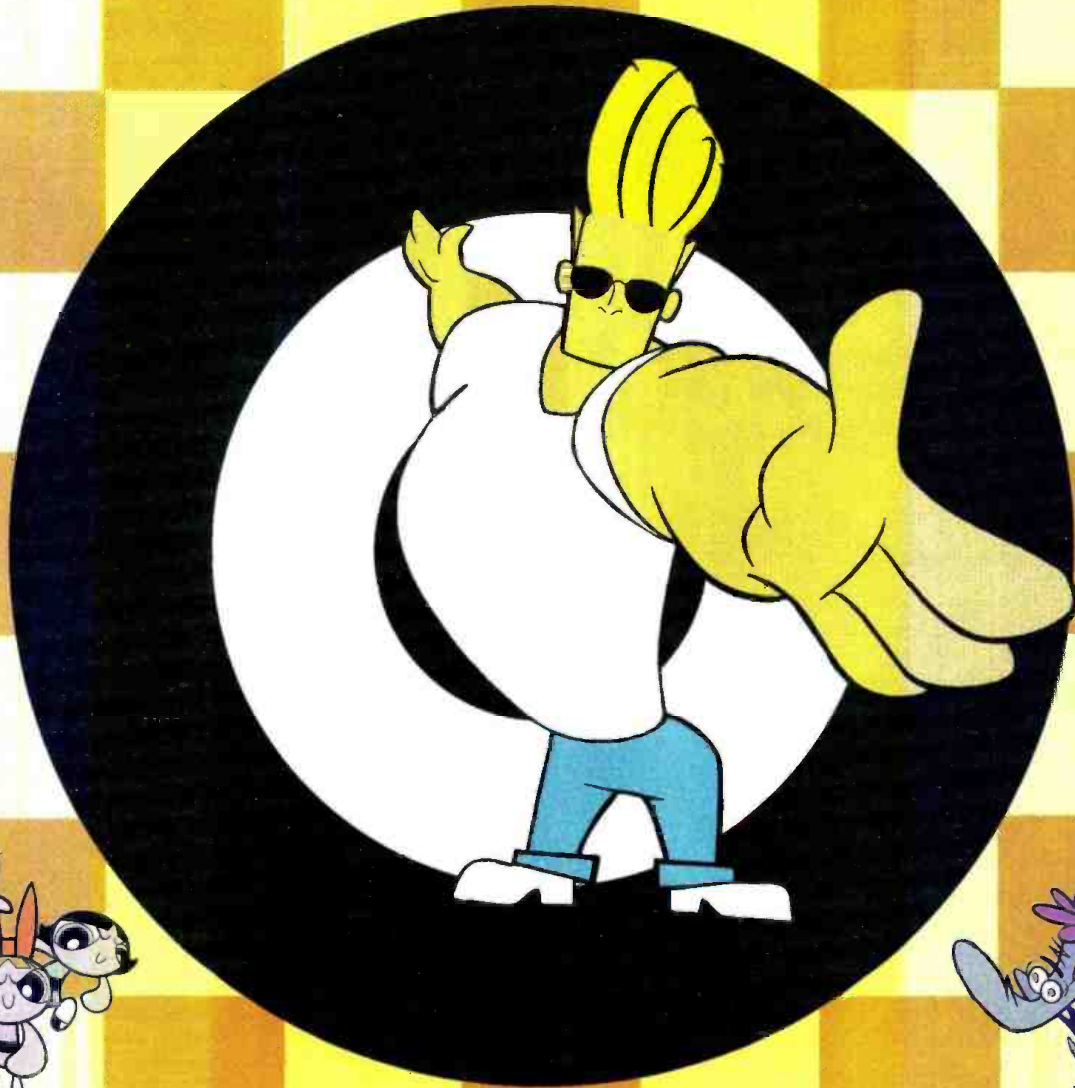


episodes," Hale adds.

Among those is *The Legends of Country Music*, a Thursday night concert series that focuses on a single talent for a few weeks at a time. Three recent episodes featuring Loretta Lynn averaged a Nielsen 2.1 prime time rating in January 1994, ranking alongside such popular existing TNN original

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February 25 & 26

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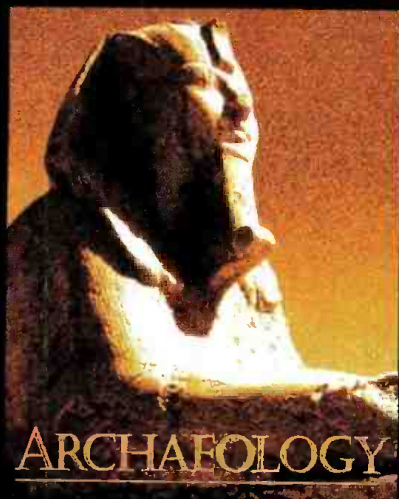
■ The Cartoon Network is launching the next big thing. World Premiere Toons, the most ambitious undertaking of original animation in TV history. 48 new cartoons and more original characters—animated or otherwise—than any other cable network. ■ Just so your subscribers can say “I saw them when,” we’ll debut the first World Premiere Toon during our preview weekend on February 25 & 26. It’s the first of 48 utterly original reasons to launch the Cartoon Network on expanded basic.



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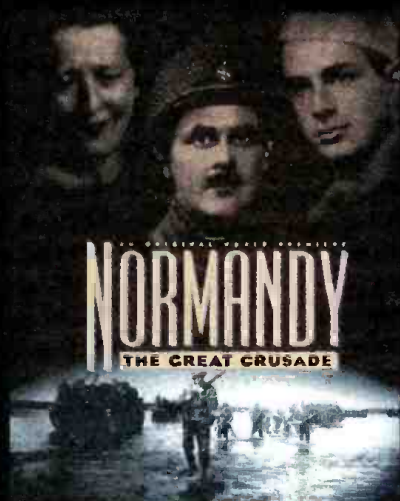
We dig up **bones**...



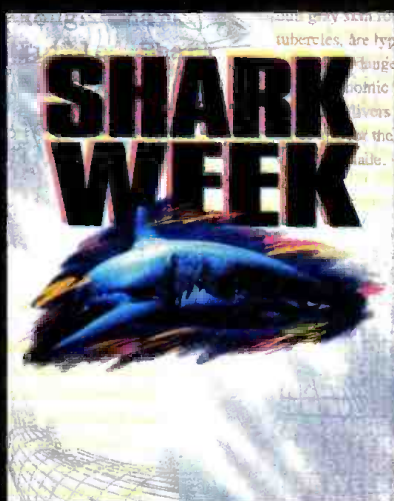
We dig up **skeletons**...



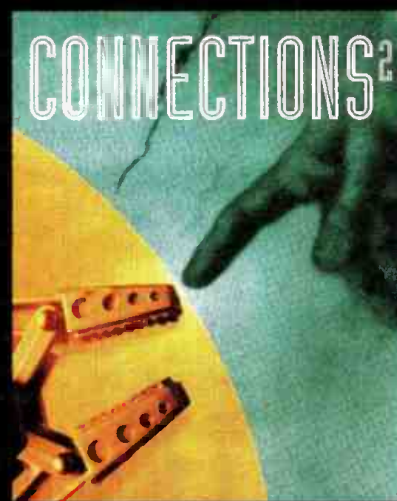
We cut to the **heart** of the matter...



We bring in the **big** guns...

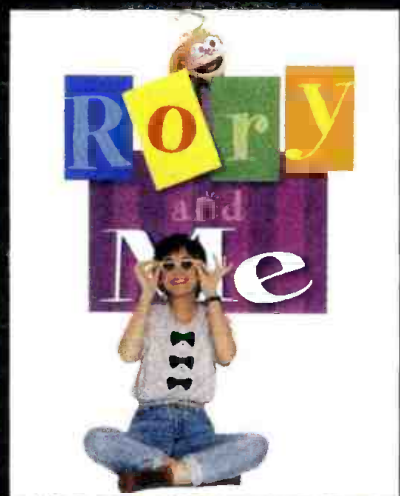


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series as *The Statler Bros. Show*.

Other limited series include *The Marty Party*, featuring concerts by Marty Stuart and musical guests, and *Close-Up*, a quarterly interview show focusing on a single country music artist.

TNN is also working with Greystone Productions on *The Life and Times of...*, a biography series that every other month features a different country music leg-

end. Greystone is no stranger to the genre; it produces personality profiles for A&E's popular *Biography* series.

Also due from Greystone is *Legends of the American West*, which will focus on the Western roles of popular movie stars like Gary Cooper. The show is one of several new TNN series that is coming from outside producers, a marked change in the network's traditional reliance

on in-house production. *Legends* is expected to debut late in the second quarter.

Hale is particularly enthusiastic about *At the Ryman*, a concert series that begins taping in March at the legendary Nashville theater. The show will air Monday nights at 8 p.m. ET and Hale says it might eventually be presented live on the network.

Meanwhile, several orig-

inal TNN shows that debuted in 1994 are pacing ahead of their predecessors, including *Music City Tonight*, *Yesteryear*, *Wildhorse Saloon* and *Charlie Daniels' Talent Roundup*.

Hale says TNN's goal is to hit a 1.5 average prime time rating by September. The network this past September averaged a 1.1 prime time rating, up from 0.9 in September 1993. ■



Turner Network Television

Brad Siegel

TNT might be producing one or two fewer original movies than before, but don't let the change fool you. Turner Network Television continues to be among the most active producer of made-for-cable movies as well as original sports, specials and documentaries.

TNT has reduced its output from 12 to 10 original movies per year but remains committed to producing high-profile originals. The plan, according to TNT's Brad Siegel, is to invest more in those titles that are being produced for the network.

"It's more important to invest more money into individual movies," Siegel says. "We stopped doing the lower-budget movies that were not special events. We're going for much bigger projects and bringing movie stars to television."

The network's high-profile original movies got off to a good start this year



with a 16 rating for the premiere cycle of *Avenging Angel*. Upcoming titles include two March debuts: *The Good Old Boys*, featuring actor Tommy Lee Jones in his directorial debut, and *Kingfish*, a project brought to TNT by the star of the movie, John Goodman. Easter weekend will see the debut of *Joseph* starring Ben Kingsley, the third in a series of internationally co-produced Bible stories.

Looking further ahead, the fourth quarter will see

the debut of *The Heidi Chronicles*, based on the Tony Award-winning play and starring Jamie Lee Curtis and Tom Hulce. And in 1996, TNT titles will include a Spike Lee-produced drama based on the critically acclaimed documentary *Hoop Dreams*.

One upcoming TNT original, *Broken Trust* starring Tom Selleck, is a thriller that marks something of a departure from the usual period pieces and historic dramas that make up TNT original movies. It could be the first of more to come on the network.

"We definitely want to add contemporary movies to the mix," Siegel says.

TNT will also continue to produce several specials, including a comprehensive biography on Frank Sinatra in December and the November premiere of a two-hour animated *Johnny Quest* movie produced by Turner's Hanna Barbera Studios.

TNT is also developing some high-profile specials with ties to newly launched spin-off network Turner

Classic Movies. That includes an Academy Awards special in March to be produced in association with *Entertainment Weekly* magazine and hosted by TCM personality Robert Osborne.

TNT is also working on a special about "great American dream" movies, called *American Dreamers*, which will coincide with a month-long tribute to the movies on TCM.

TNT's biggest single original programming investment continues to be in sports production, including games from the NBA and the NFL, and world championship events like the Winter Olympics.

The network also creates sports specials tied to those franchises, such as the five hours of Super Bowl-related programming that TNT recently aired over Super Bowl weekend.

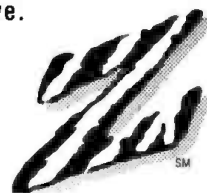
The year ahead will see at least two hour-long documentaries produced in conjunction with NFL Films. ■

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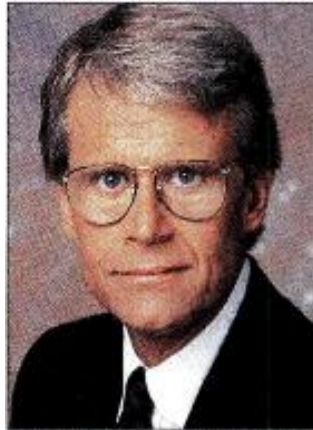
USA NETWORK

USA Network

Rod Perth

Since taking the helm at USA Networks Entertainment last October, Rod Perth has set in motion a whirlwind of original development that will affect virtually all dayparts on USA.

There is no getting around the fact that strong off-network shows like *Murder, She Wrote* and hit theatrical movies like the "Star Wars" trilogy continue to drive up USA's ratings. That programming helped USA finish 1994 as the top-rated basic cable network of the year with a 2.3 prime time rating (1.4 million homes), according to A.C. Nielsen data supplied by the network. It marked the network's fifth consecutive year in first place. The network's December 1994 prime time rating of 2.8 was actually USA's highest-rated month



ever.

Nevertheless, USA is looking to revamp its original movie strategy and boost its overall original programming output. Original USA programming currently makes up roughly half of the network's prime time schedule.

"You cannot continue to

depend on the output of traditional over-the-air networks for your future," says Perth. "We have to become far more distinctive and known for our original programs as well."

USA frequently ranks among the top 15 basic cable shows of the week with episodes of original series like William Shatner's *TekWar* and *Silk Stalkings*. Other USA originals currently in production include *Weird Science*, *Duckman*, *Problem Child* and *Itsy Bitsy Spider*.

Shows in development include *Campus Cops*, an "Animal House"-like sitcom from film director John Landis; *The Mr. Lawrence Show*, featuring David Steinberg; a project based on the movie "Dazed and Confused," and *Dinner with the Folks*, a reality comedy series. A total 15 sitcoms, nine hour-long dramas and

eight kids animation projects are currently in development. Perth says he hopes to begin rolling out new original programming by the third or fourth quarter of this year.

Perth is also busy retooling the network's 20-25 original prime time movies away from the network's traditional "women-in-peril" offerings toward more highbrow and relationship-oriented titles. One such title in development, *The Mother's Prayer*, is based on a true story about a mother dying of AIDS who is trying to find adoptive parents for her child.

Outside of prime time, the network has in development a young-skewing half-hour soap opera and a couple of talk show projects that are being targeted for the late afternoon-early evening time period. The network is also planning to rebuild USA's daytime schedule by repackaging shows with live wrap-around hosts, much like the network's popular *Up All Night* late-night format. ■

Lights, camera, action: Cable makes more movies

Original films draw more viewers, larger budgets

By David Tobenkin

Movies produced for original showing on cable once knew their place. They were projects perceived not to have what it took to make it to the big screen, projects that could freshen viewers' palettes between courses of the networks' main offering of feature films millions had already seen in their local theaters.

Times have changed

A surprising number of the most critically acclaimed movies of any ilk

come from cable. Witness films such as HBO Pictures' *And the Band Played On*, a project that all four major broadcast networks passed on and that proceeded to generate more buzz than many feature films.

Now, some projects are standing the conventional distribution sequence on its head by airing first on cable and then migrating to a theatrical run. *The Last Seduction*, for instance, aired on HBO and has gone on to gross more than \$4 million in art-house theaters.

And the budgets of many of the

productions, while still far less than those of major studio theatricals, lie in a range that makes them clearly different animals from network productions. HBO Pictures' releases average \$5 million, about twice the cost of the average broadcast network movie. Turner Network Television spent \$13 million to produce *Gettysburg*, a respectable sum for an independent feature film.

Original movies produced and acquired by the major cable networks have carved a unique niche in their schedules and, their programmers would argue, in the minds of viewers.

Showtime steps up production

"We can't run our service without theatrical product, because that's what audience members say they want to see, but if films didn't get \$30 million or more at the box office, we find we can get a bigger audience for

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Showtime's 'Zooman' about a family's search for justice in Brooklyn, stars Charles Dutton and Louis Gossett Jr.

any original production that the audience hasn't seen before," says Jerry Offsay, president of programming, Showtime Networks Inc.

Showtime is hoping to capitalize on that phenomenon by dramatically stepping up its production of movies. The pay channel, which produced 12 movies in 1993 and 15 in 1994, will increase production to about 40 movies in 1995, most with budgets of \$2.5 million-\$5 million.

Showtime is concentrating its creative efforts on producing films within themed genres, such as comedy releases from National Lampoon, "sexy thrillers" in the vein of feature films "Body Heat" and "Fatal Attraction," sequels and remakes, kids shows, science fiction and "classier, more upscale" versions of issue-oriented movies that are staples of broadcast made-fors.

Despite feature films' marketing and budget advantages, and broadcast television's viewership edge, cable films have advantages of their own, Offsay says. "We don't have to worry about advertiser issues, so we can deal with issues more boldly than [broadcast] television," he says. "And the studios' [feature film output] is often more constricted in that they have a tougher time when something is not as broadly commercial. That's not as much of a problem with us because we don't get paid off purely in box office."

Home Box Office a model

Home Box Office is the model for all the cable networks' made-for efforts. The cable giant has two production

units, HBO Pictures—whose big-budget, marquee projects have been the most popular on cable—and HBO Showcase, which produces more unusual, issue-oriented and highbrow fare. Together the two regularly capture the leading share of the CableAce Awards.

"We judge our success by a number of criteria: the premiere rating, the gross cumulative rating and the critical acclaim and noise the movie generates," says HBO Pictures Senior Vice President Robert Cooper.

Like several of the cable movie programmers, Cooper says the emphasis at HBO Pictures is not on significantly expanding the number of releases per year—currently about 10, with hopes of increasing that slightly to 12—but on pumping up the budgets of the releases, which he says average about \$5 million (\$10 million is the high mark for releases such as *And the Band Played On* and *The Burning Season*).

Focusing on smaller-budget and more unusual movies is sibling company HBO Showcase. "We're pushing the envelope in a very conceivable way to bring in people who wouldn't normally be working in mainstream television and to bring in entertainment of a much more innovative nature," says Bridget Potter, HBO Showcase senior vice president, original programming. "We [and HBO Pictures] have two different standards, two different budgets and we work on two different coasts from two different perspectives."

TNT increases profile

TBS's Turner Network Television is proving a potent new competitor to the pay channels. TNT plans to maintain its output at about 11 movies per year but increase the profile of its productions.

"We are doing big-budget films that cost twice as much as a network film with the level of stars equivalent

to those of a feature film: Tommy Lee Jones, Sissy Spacek, Sam Shepard, writers like Wendy Wasserstein and Joan Didion, and directors like John Frankenheimer," says Allen Sabinson, senior vice president, original programming. "This is high quality that is distinctive from anything else you can find on the dial."

That appears to be paying off, with the network's average premiere movie ratings rising 41% to a 4.1 in 1994 from a 2.9 in 1993, according to Nielsen.

One area that has set TNT apart is the network's emphasis (mirroring parent TBS Chairman Ted Turner's own interest) on projects that are "prosocial, positive and enlightening," Sabinson says. TBS's companywide Native American Initiative launched in December 1993 with the movie *The Broken Chain* and continued in January 1994 with *Geronimo*.

Now the company is pushing into the same higher budget, contemporary film area as HBO and Showtime.

Sabinson says the first such production will air late this year or early in 1996 and could be *Strange Justice*, a project based on the acclaimed and popular book of the same name by *Wall Street Journal* reporters Jane Mayer and Jill Abramson dealing with the Anita Hill-Clarence Thomas controversy.

USA tries to revive

One of the largest producers of original movies is USA Networks, which produces about 20-25 per year for its USA and Sci-Fi networks. However, the USA Network's movies have seen some ratings declines in the past year and new chief programmer Rod Perth plans to "revive and rebuild" the cable movie arm by producing fewer titles, especially the more conventional "women in jeopardy-type projects." He also plans to increase promotional efforts for the productions.

Perth says it's possible USA will remake some classic movies from the libraries of parent companies Paramount and MCA/Universal.

Disney Channel emphasizes family

Movies produced by specialty networks are carefully tailored to view-



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ership. "The movies we select kind of fall out of longstanding strategy of producing classic family and children's literature adapted to film," says Bruce Rider, senior vice president of prograding, Disney Channel, which will produce about five movies and miniseries in 1995-96. "All of our movies are family movies, which is not the same as children's movies. We want parents and kids watching together. The other underlying current in all our films is that they often tell the story of somebody's courage, of overcoming adversity."

Among the network's higher profile movies and miniseries have been adaptations of Charles Dickens' "Great Expectations" and Lucy Maud Montgomery's "Anne of Green Gables," the latter of which was spun



USA network's 'My Antonia,' based on the book by Willa Cather, stars Jason Robards and Eva Marie Saint, and will premiere March 29.

off into a series, Avonlea, which has won the best dramatic CableAce

award in three of the last five years.

Focus also is key for longform projects at USA's spinoff Sci-Fi Channel, says Barry Schulman, vice president, prograding.

"We really want to concentrate on sci-fi rather than horror or fantasy," Schulman says. "Often our roots are in good fiction. For instance, we did *Trapped in Space*, based on an Arthur Clark story "Breaking Strain" and remakes of strong popular titles."

Aiding the network's production efforts is the falling price of special effects: "They don't cost what they used to," he says. "Computer technology reproduces for a fraction what used to have to be done by conventional means." ■

Rich Brown contributed to this report.

Channel checker

A rundown of original fare on cable networks

By Donna Petrozello

Following is a list of original programming now available or scheduled to appear on cable networks operating with full-time schedules. It does not include The International Channel or Spanish-language networks such as Galavision, GEMS, Telemundo and Univision, which import many hours of programming on a U.S.-exclusive basis and produce some original programming.

America's Talking Fort Lee, N.J.

Live, interactive talk original network programming includes *America's Talking*, *What's New*, *Am I Nuts?*, *Alive & Wellness*, *Break A Leg*, *Ask E. Jean*, *Have a Heart*, *Pork*, *A-T In Depth*, *The Best of A-T*, *Bugged!* and *Straight Forward with Roger Ailes*.

American Movie Classics Woodbury, N.Y.

Series include *Reflections on the Silver Screen with Professor Richard Brown*, *The Movie that Changed My Life*, *Unscripted Hol-*

lywood, *Michael Feinstein: Sing a Song of Hollywood*, *Gotta Dance*, *WAMC*, *American Movie Classics News*, and *Inspired By*. Original productions are *The Hollywood Sound-track Story*, *Fitting Images: Fashion and Film in America* and *Hollywood Blacklist*.

Arts & Entertainment Network New York

Biography, *Investigative Reports*, *American Justice*, *20th Century with Mike Wallace* and *A&E Mystery Movies* including *Cracker*, *A Touch of Frost*, *Inspector Alleyn*, *Lovejoy* *Mysteries*. Also *Anna Lee*



'Dexter's Laboratory' is exclusive to the Cartoon Network

Specials including *Pride and Prejudice*, *The Cormorant*, *America's Castles II*, *Mysteries of the Bible: Who Wrote the Bible?*, *Mozart Requiem from Sarajevo*, *Opposite Sex*, *Locomotion*, *Thicker Than Water*, *The House of Elliot*, *Ape Man*, *The Blue Angels*, *Genghis Cohn* and *Titanic*.

Black Entertainment Television Rosslyn, Va.

In Your Ear, *Jazz Central*, *Screen Scene*, *Video LP*, *Video Soul*, *Video Vibrations*, *Rap City*, *Comicview*, *Midnight Love*, *Out All Night*, *Video Soul by Request*, *BET Sports Report*, *Caribbean Rhythms*, *Bobby Jones Gospel*, *Video Gospel*, *Color Code*, *Our Voices*, *Lead Story*, *Personal Diary*, *Storyporch*, *Teen Summit* and regular news updates. Remaining February specials include *Daddy's Home*, *Mission in the Hood*, *Bob Jones: Godfather of Black Hollywood*, *Black Caricature*, and *Tribute to Black Music Legends*.

Bravo Woodbury, N.Y.

Media Television, *Inside the Actors Studio*, *Opening Shot*, *South Bank Show* and *ArtsBreak*.

Cable Health Club Virginia Beach, Va.

Funk Aerobics/Body Conditioning, *Step Aerobic Conditioning*, *Hi/Lo Impact*, *Slide Aerobics* and *Step Aerobics*.

Cartoon Network Atlanta

Original programming includes *World Premiere Toons*—original cartoon shorts produced in conjunction with animation company Hanna Barbera—along with *Space Ghost*:



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Coast to Coast and *The Moxy Show*.

CNBC Fort Lee, N.J.

Before the Bell, Today's Business, The Money Wheel, Inside Opinion, Market Wrap, Business Insiders, Business Tonight, Mutual Fund Investor, Money Tonight, Tim Russert, Cal Thomas, Pozner/Donahue, Equal Time, Rivera Live, Charles Grodin, Real Personal, International Business View, Strictly Business, Weekly Business, How to Succeed in Business, Technology Edge, CNBC Talks, Al Roker, The Dick Cavett Show, Straight Forward and *Talk Live*.

CNN Atlanta

Continuous coverage of breaking news, special reports and original series including *Larry King Live, Crossfire, TalkBack Live, Moneyline, CNN & Company, Inside Politics, Business Day, CNN Sports Tonight* and *Calling All Sports*. *CNN Presents*, the network's prime time news magazine, will feature the following original programming: *Guardian Warriors; The Wild, Wild East; Oscar, Law & Disorder; 100 Days: The Gingrich Revolution; Earth Day; Vietnam; Countdown to Victory; VE Day; Investigators; Fit to Kill; Fool's Gold; Mental Health Scams; The Apocalypse Bug* and *The Bad Seed*.

Comedy Central New York

The A-List, Comic Justice, Comics Only, Doritos' Stand-Up, Stand-Up; London Underground, Mystery Science Theater 3000, Politically Incorrect with Bill Maher, Two Drink Minimum, The Vacant Lot, Whose Line Is It Anyway?, Dr. Katz, Professional Therapist; Exit 57, and specials *Viva Vietnam: A White Trash Adventure Tour* and *Out There in Hollywood*.

Country Music Television Nashville

CMT Saturday Nite Dance Ranch, CMT Top 12 Countdown, Big Ticket, CMT Delivery Room, Jammin' Country, The Signature Series and specials including *CMT Showcase Artist of the Month, CMT Year-End Countdown Special, 52 Weeks of The Big One* and *CMT's Big Ticket to the Grammys*.

Court TV New York

Court TV Reports, Prime Time Justice, Instant Justice, Trial Story, In Context with Arthur Miller, Verdicts & Justice, Washington Watch, Lock & Key, The System, Open Line and Newsbreaks, along with live and taped coverage of courtroom trials from around the U.S.



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E! Entertainment Television

Los Angeles

E! News Daily, Talk Soup, Howard Stern, The Gossip Show, E! News Week in Review, Talk Soup Weekend Edition, ...On E!, Casey's Top Ten, Q & E!, F.Y.E.: For Your Entertainment, E! Features, On Cable, Coming Attractions, The Kmetko Interviews, awards shows and E! special news coverage, including gavel-to-gavel coverage of the O.J. Simpson murder trial.

ESPN Bristol, Conn.

Event programming includes the NFL, Major League Baseball, NHL, college football (including College Football Association games), NCAA men's and women's basketball, men's and women's pro tennis including the Australian Open and Davis Cup, the PGA Tour and Senior PGA Tour, LPGA, NASCAR, IndyCar and Formula 1 auto racing, thoroughbred and harness racing, Top Rank Boxing, men's and women's pro bowling, and World Cup Skiing. Special events include the ESPY awards ceremony, 1995 Extreme Games, America's Cup and various sports news shows including *SportsCenter, Baseball Tonight, NFL GameDay, NFL PrimeTime* and *Outside the Lines*.

ESPN 2 Bristol, Conn.

Original series *SportsNight* and *Talk2* and event programming including NHL, NCAA men's and women's basketball, Major Indoor Lacrosse League, National Professional Soccer League, Canadian Football League, Roller Hockey International, Arena Football, Extreme Games, Baseball Across America Tour, NFL Draft, America's Cup, and Great College Rivalries.

EWTN/Catholic Cable Net. Birmingham, Ala.

Original series are *La Mision del Cristiano, The Gospel of the Holy Spirit, The Comforter* and *The Catholic Challenge*; original talk shows include *Mother Angelica Live, Pillars of Faith, The Abundant Life* and *St. Charles Forum*; with original children's programming and live coverage of special event Masses and other religious celebrations.

Faith and Values Channel Denver

Original programming includes worship services and children's programs and series *The Word with Father Michael Manning, Cross Currents, Ethics in America, Alive!, Insights, Midpoint, Great Figures of the Bible, Positive Parenting, The Winning Walk, Powerpoint,*

C-SPAN and C-SPAN 2 Washington

These networks telecast more than 6,600 hours of original programming in 1994, with 900 hours of House floor proceedings on C-SPAN, 1,245 hours of Senate floor proceedings on C-SPAN 2, coverage of various congressional committee hearings and public affairs events. Original programs include *Washington Journal, Road to the White House, Sunday Journal, America and the Courts* and *Booknotes*.

The Discovery Channel Bethesda, Md.

How the West Was Lost, The Promised Land, Carrier: Fortress at Sea, The Cronkite Report: Media, Ocean Planet, Fall of Saigon, The Nile: River of Gods, Great Moments of Discovery, Seekers of the Lost Treasure, Flight Over the Equator, P.T. Barnum, The Forbidden City, Stargazers, Rediscovering America with David Hartmann: Champions of the Land, A.C. Clarke's Mysterious Universe, Fangs!, Invention/Next Step, Vanishing Worlds, Nightmares End: The Liberation of the Camps, Harlem Diary, Planet of Life and Wild Discovery.

The Disney Channel Burbank, Calif.

Avonlea, Mickey Mouse Club, Ocean Girl and Walt Disney World Inside Out, original movies include *The Old Curiosity Show* and *The Four Diamonds*; original specials include *Aretha Franklin: Going Home, Cropp Family Album: The Sharks of Ningaloo Bay, Goldilocks and The Three Bears Sing Their Little Bitty Hearts Out, Kenny Rogers: Going Home, Lillehammer '94: 16 Days of Glory, The Making of My Fair Lady: More Lovely Than Ever, The Making of Aladdin, The Making of The Goofy Movie, The Making of Pocahontas, The Making of Toy Story, The Making of Dumbo Drop, A Special Evening with Elton John, Three Pigs Sing a Gig* and *We Are The World—A 10th*



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Family Channel *Virginia Beach, Va.*

Original series include *Snowy River: The McGregor Saga*, *Madeline*, *That's My Dog*, *Maximum Drive*, *Masters of the Maze*, *Big Brother Jake*, *The World of Peter Rabbit and Friends*, *Trivial Pursuit* and *Country Music Spotlight*. Upcoming original movies *Tad and Dad*, *the Angel & Me*; series *Heroes of the Street*, and a block of programing from Cable Health Network including *Aerobic Conditioning*, *Fitness Plus*, *Body by Jake* and *Healthy Living*.

FX *New York*

Live, original programing includes *Breakfast Time*, *Personal fX: The Collectibles Show*, *The Pet Department*, *Under Scrutiny with Jane Wallace*, *Sound fX* and *Back Chat*.

The Golf Channel *Orlando, Fla.*

Live coverage of golf tournaments worldwide, original programing includes news shows *Golf Central*, *Golf Today* and *Golf Talk Live*; series include *Golf Channel Academy*, *Profiles of a Pro*, *Passages to Paradise*, *Conversations with Ann Ligouri*, *Golf Channel Classics* and specials *46 Champions: 1994 PGA Tour Q-School*, *The Race to Qualify: 1994 LPGA Tour Q-School*, *Collegiate Preview: The Class of '95*, *LPGA Hall of Fame*, *The Birth of a Course*, *The Caddy* and *The Writers*.

The History Channel *New York*

Original documentaries include *The Secret Service*, *The Crusades*, *Automobiles*, *Nautilus*, *Most Decorated*, *Blood and Iron*, *Modern Marvels* and *Charlemagne*. Series include *Year by Year*, *High Explosives*, *Monuments to Freedom*, *Seeds of War*, *Iwo Jima: Hell's Volcano*, *U.S. Naval Academy: 150 Years in Annapolis*, *A Child for Hitler*, *The Legacy of Truk Lagoon*, *Okinawa: The Final Battle*, *The Lucky Ones: Allied Airmen and Buchenwald*, *Diary of the Last Heroes: Warsaw Ghetto Uprising*, *Tito: Churchill's Man*, *Tito: His Own Man*, *Beria: Stalin's Creature*, *Eye on History: V-E Day*, *The Eleven Most Dangered Sites*, *China Rising*, *American Heritage*, *Hiroshima: The Whole Story*, *Rain of Ruin: The Story of Enola Gay*, *Nuremburg War Crimes Trials*, *Dieppe* and *Imperial War Museum Special*.

Home & Garden Television *Knoxville, Tenn.*

Original series include *Breaking Ground*, *A Gardener's Diary*, *Jane Nugent's Garden Party*, *Star Gardens*, *Winter Gardening*, *At the Auction*, *Company of Animals*, *Lucille's Car*



Oliver Platt in HBO's 'In Hitler's Shadow'

Care Clinic, *Party at Home*, *Spencer Christian's Wine Cellar*, *That's Home Entertainment with Wil Shriner*, *Working From Home with Paul & Sarah Edwards*, *Building This New House*, *Klutz Around The House*, *Rooms for Improvement*, *Willard Scott's Home and Garden Almanac*, *Awesome Interiors*, *Best of American Design*, *The Bock & Craig Show*, *The Furniture Show*, *Homes Across America*, *Kitty Bartholomew: You're Home*, *Room By Room*, *American Hobbies & Pastimes*, *Carol Duvall Show*, *Crafty Kids* and *Sew Perfect*.

Home Box Office *New York*

Dream On, *The Larry Sanders Show*, *Dennis Miller Live*, *Russell Simmons' Def Comedy*



Dana Delaney in Lifetime's 'Choices of the Heart: The Margaret Sanger Story.'

Jam, *HBO Comedy Hour: Paul Rodriguez Live in San Quentin*, *HBO Comedy Jam: The 1995 Young Comedians Show Hosted by Garry Shandling*, *HBO Comedy Hour: Women of the Night* hosted by Tracy Ullman, *Citizen X*, *In Pursuit of Honor*, *Tyson*, *In Hitler's Shadow*, *McMartin*, *Happily Ever After: Fairy Tales for Every Child*, *Shakespeare: The Animated Tales*, *Little Lulu*, *World Championship Boxing*, *Wimbledon '95*, *Real Sports with Bryant Gumbel*, *5 American Handguns*, *5 American Guns: America Undercover*, *A Survivor Remembers*, *God's Little Acre* and *Shock Video 2*.

The Inspirational Network *Charlotte, N.C.*

Original religious and inspirational regular programing includes *Signal Exchange*, *No Room for Talk*, *Weekend Jam*, weekly *INSP Concerts*, *Signature*, *In the House*, *Cheyenne Country*, *This Generation*, *Inspirational Movie of the Week* and special concert broadcasts.

Jones Computer Network *Englewood, Colo.*

This spinoff of the Mind Extension University network features its debut slate of original programing with series and specials including *Home Computing*, *Going On-Line*, *How to Buy a Computer*, *Digital Gurus*, *New Media News*, *Multimedia Gulch*, *JCN Profiles*, *10 Nanoseconds of Fame*, *Information Highway Interchange*, *Computer Kids*, *The Design Revolution* and *JCN Special Report: Virtual Trade Shows*.

The Learning Channel *Bethesda, Md.*

Smithsonian's *Great Battles of the Civil War*, *Desmond Morris' The Human Animal: A Personal View of the Human Species*, *Seven Wonders of the World*, *The Revolutionary War*, *Wonders of Weather*, *Treasure Islands*, *Quantum*, *Connections 2*, *Wonders of the Universe*, *Angel Stories*, *Crafts*, *The Operation III*, *Biba's Italian Kitchen II*, *Great Books*, *Understanding*, *Great Palaces of the World*, *History's Turning Points*, *PaleoWorld II*, *Archaeology* and *Simply Style*.

Lifetime *New York*

Everyday Workout, *Your Baby & Child* with Dr. Penelope Leach, *Our Home*, *Live from Queens*, *Girls Night Out*, *What Every Baby Knows*, *Supermarket Sweep*, *Shop 'Til You Drop* and various specials and *Lifetime Premiere Movies*.

Mind Extension University *Englewood, Colo.*

Series and specials include *Jason Classroom Network*, *The Global Library Project*, *ME/U Special Report: Virtual Trade Shows* (education and technology), *Born to Learn* and *More Simply Spanish*.

MTV New York

MTV News/Week in Rock, Interact, MTV News Specials—including *Enough is Enough*, *Free Your Mind* and *Choose or Lose* campaigns and other specials; *MTV Sports*, *House of Style*, *MTV Unplugged*, *The State*, *Lip Service*, *The Real World*, *Road Rules*, *Singled Out*, *Rockumentary*, *The Grind*, *Sand-Blast*, *Superrock* and *Yo! MTV Raps*. Various hosted music video blocks include *MTV's Rude Awakening*, *MTV Blocks*, *MTV Jams*, *Alternative Nation*, *Most Wanted Jams*, *MTV Prime Time*, *Yo!*, *MTV Dreamtime*, *Top 20 Video Countdown* and *120 Minutes*. Animated series include *Liquid Television*, *Beavis and Butt-head*, *The Brothers Grunt*, *MTV Oddities* including *The Head*, *The Maxx*, *Aeon Flux* and others. Specials include *MTV Movie Awards*, *MTV Video Music Awards*, *MTV Rock 'n Jock Softball Challenge*, *MTV Rock 'n Jock B-ball Jam*, *NBA All-Star Bash* and the *1995 Rock and Roll Hall of Fame Induction Ceremony*.



MTV's 'Singled Out' premieres June 5.

The Nashville Network Nashville

Series include *Music City Tonight*, *The Statler Brothers Show*, *The Legends of Country Music*, *At the Ryman*, *Grand Ole Opry Live*, *Opry Backstage*, *Club Dance*, *Wildhorse Saloon*, *Charlie Daniels' Talent Roundup*, *TNN Country News*, *Aleene's Crafts*, *Ameri-*

can Skyline, *TNN Video Sessions*, *Path to Stardom*, *Remodeling & Decorating Today*, *VideoMorning* and *VideoPM*. Original specials include *A Phyllis George Special*, *Ralph Emery on the Record*, *The Marty Party*, *The Life and Times*, *Full Access*, *Riders Radio Theater: The Television Show* and coverage of awards shows including *Cowboy Jubilee: Celebrating the National Cowboy Hall of Fame*, *TNN Music City News Country Awards* and *An Evening of Country Greats: A Hall of Fame Celebration*.

National Empowerment TV Washington

All About Music, *America on Track*, *American Family*, *Capitol Watch*, *Dateline Washington*, *Direct Line with Paul Weyrich*, *Eighth Wonder*, *Freedom's Challenge*, *Full Disclosure*, *Home Business*, *Insights with Robert Novack*, *It's Only Politics*, *Legal Notebook*, *Michells in the Morning with Dan and Nancy Mitchell*, *Modern War*, *The Progress Report*, the journalists' forum *RhatPack*, *The*



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Right Side, Statelines, Youngbloods, Vine Line and WorldWide.

NewSport Woodbury, N.Y.

NewSport Press Box, NewSport Journal, NewSport Tonite, NewSport Talk, NewSport Update and coverage of live news conferences.

NewsTalk Television New York

Formerly The Talk Channel, Multimedia Entertainment's NewsTalk Television features 24-hour, news-based interactive segments and original programs including *Early Edition* hosted by Lisa Maria, *Daytime Edition* hosted by Ernie Anastos, *Afternoon Edition* hosted by Denise Richardson and *Prime Time Edition* hosted by Patrick Halpin. Weekend programming includes *Weekend Edition* hosted by Vladimir Pozner and *Classic Rush* segments from *Rush Limbaugh: The Television Show*.

Nickelodeon New York

The Ren & Stimpy Show, The Adventures of Pete and Pete, Hey Arnold!, The Little Bear, Gullah Gullah Island, Allegra's Window, All That, The Secret World of Alex Mack, Aah! Real Monsters, U to U, Nickelodeon Guts, Bing, Are You Afraid of the Dark? and Rocko's Modern Life.

Playboy Channel Beverly Hills, Calif.

Original movies include *Romancing Sarah, Killing for Love, The Affair, Playtime* and *I Like to Play Games*; specials include *Playboy 360, Maui Playmate Challenge, Ron Harris' Camera—Up Close and Dangerous; Fab 40s, College Girls, Private Diaries, Sensual Fantasies for Lovers, Playmate of the Year Jenny McCarthy, Wet & Wild Locker Room, Love, Sex & Intimacy, Celebrity Centerfold: LaToya Jackson, Secrets, Video Calendar 1995* and *Girls of Hooters*; live series include *Night Calls* and *Playboy Uncovered*; Playboy's special series include *Sex Under Hot Lights, Playboy's Hidden Camera, Great American Strip Off, Women of Color, Hot Rocks* and *World of Playboy*.

QVC West Chester, Pa.

Original programming includes *In the Kitchen with Bob, The QVC Morning Show, The Quest for America's Best: QVC's 50 in 50 Tour, Graver Studio, The QVC Sampler, High Tech Toys and Electronics, Fun & Leisure, Make Life Easier, Around the House, The Fashion Outlet, The Linen Outlet* and *Health and Fitness*.



Nickelodeon's 'All That' a comedy sketch series.

Sci-Fi Channel New York

Original series include *Inside Space, Sci-Fi Buzz, Mysteries, Magic & Miracles* and *New Eden*.

Showtime New York

Original movies include *Down Came a Blackbird, Mrs. Munck, Convict Cowboy, Bible Stories, Harrison Bergeron, Welcome to the Monkey House, Ruby Jean and Joe, Midnight in Saint Petersburg, The Trade-Off, Murder by Seduction, Man in the Attic, The Courtyard, Triple Cross, Bloodknot, Hands That See (Sketch Artist II), Heart Throb, Wharf Rat, Tin Soldier, Johnny & Clyde, Comedy from National Lampoon, Dead Weekend, Out There* and *Giant Thing*. Original series include *100 Years of Sex and The Silver Screen, Directed By, The Outer Limits* and various special February programming with *Showtime Celebrates Black History Month*.

Superstation WTBS Atlanta

Original documentaries include *Audubon: Flamingowatch, Anatomy of Love, Hank Aaron: Chasing the Dream, Audubon: The Man Who Loves Bears, Driving Passion, Cousteau's 85th Birthday Celebration, Cousteau: Madagascar, Audubon: Going the Grand, The Private Life of Plants, Popcorn Venus* and *Idols of the Arena*. Series include *National Geographic Explorer, Live from the House of Blues Presented by Pontiac Sunfire, Network Earth* and *Feed Your Mind*.

Television Food Network New York

Original programming includes *The Well-Stocked Pantry—Nathalie Dupree Cooks, Taste, Chef du Jour* with guest chefs, *Grape Expectations, Cooking Classics, Food News & Views, Getting Healthy, TV Diners, How to Boil Water, Robin Leach Talking Food, Eating Light, Food in a Flash* and archival footage.

TNT Atlanta

Original movies include *The Good Old Boys, Kingfish: A Story of Huey P. Long, Joseph, Tecumseh, Broken Trust, The Heidi Chronicles* and upcoming specials and series including *Larry King Special, Operation TNT Special, Our Favorite Movies: Summer Edition 1995* and sports programming including NBA and NFL.

The Travel Channel Atlanta

Travel News Now, Earth Journeys with Christopher Reeve, A Taste for Travel, Railway Adventures Across Europe, Destination Fitness, Flavors of Italy, Flavors of France, The Emerald Isle, Florida!, Famous Footsteps, Ticket to Adventure with Kim Alexis, Vineyards of Italy, Undersea Adventures, Lonely Planet, Journey to the Edge with Corbin Bernsen, Golfing America and the World, Europe's Classic Inns, Sail Away with Susan Anton, Mysterious Places with Stacy Keach and live coverage of the Mardi Gras from New Orleans, the Mummers Parade from Philadelphia and the Chinese New Year in San Francisco.

Turner Classic Movies Atlanta

Monthly series include *Starring...Star of the Month Profiles* and *Directed By...Director of the Month Profiles*. Original specials include *Censored Hollywood, Flesh and Fantasy, Inside the Dream Factory* and *A Women's View*. Original series include *Writers Block* and *Robert Osborne Interviews*.

USA Network New York

Original series include *Silk Stalkings, USA's Tuesday Night Fights, TekWar, Weird Science, Duckman, Itsy Bitsy Spider* and *Problem Child*. USA Pictures originals include *Out of Annie's Past, My Antonia* and *Circumstances Unknown*.

VH-1 New York

The Big 80's, Top 10 Video Countdown, VH-1 Crossroads, 4 On The Floor, Naked Cafe, 8-Track Flashback, The Last Word, The Number Ones, Body Language, Soul of VH-1, Flix and FT/Fashion Television, Weekend Specials and original news segments including *All Access, We The People, 3 To Own* and *Wired*.

The Weather Channel Atlanta

Original series and specials include *Sky on Fire, Voices Against Violence: The Violent Seasons; Boating Forecast* and various specials in the *Forecast for Victory* series, including *D-Day: Forecast for Victory* and *Battle of the Bulge: Forecast for Victory*. ■

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Online Services

Sony Online debuts Internet site

Music, TV, film software and merchandise being sold via Web

By Mark Berniker

Sony has decided to swim against the current. It is going on the Internet without an alliance with a major online service such as America Online, Prodigy or CompuServe.

Sony, a huge company with various consumer hardware and software products at its disposal, can afford to subvert the conventional relationship

between a content provider and an online service.

By setting up its own site on the Internet, Sony New Technologies hopes to coordinate different divisions and make their products available to computer users accessing the Internet's World Wide Web.

Among the divisions involved in the project are Sony Music Entertainment, Sony Electronics, Sony Pictures Entertainment, Sony Electronic Publishing, Sony Signatures and Sony Retail Entertainment.

Sony Online's strategy is to develop a direct marketing channel and, in the case of music, bypass conventional retail distribution channels by establishing a closer relationship with its customers. Sony "OnMusic" will provide news and information about its artists, including details on upcoming releases and artist tours. "The Vault" will offer a complete archival listing of the company's music releases.

Beyond music, Sony has a number of television properties that it will promote through the Internet, including Columbia TriStar's network shows and syndicated programming. Sony will provide program information and will make available promotional video clips, graphic images, sounds and text.

Sony's new radio arm, SW Networks, also is involved in the push to integrate online with existing products. SW Networks calls itself The Radio Picture Company and will have a direct link to Sony Online with a combination



Interactive

Program guides face off

Patent claims, distribution worries mark battle for screen space

By Peter Kravilovsky, special correspondent

The delay in rolling out digital set-top boxes, while a bane to some, has proved a benefit to some makers of interactive electronic program guides.

Six companies have dropped out of the field in the past two years, blaming the long delay in rolling out digital boxes. Five new providers have rushed to fill the vacancies and will compete with previously announced providers StarSight Telecast, TV Guide On Screen and Prevue Networks. The new providers say they will have no prob-

continues on page 52

of text and graphics as part of future radio programming.

The company also is integrating its software divisions, which develop CD-ROMs and video games under the Sony Electronic Publishing, Sony ImageSoft and Psygnosis labels. Sony will debut some demos of software titles through its Internet area.

Sony Pictures Entertainment will use the Internet to promote film releases from Columbia Pictures, TriStar Pictures, Sony Pictures Classics and Triumph Films. The company also will use the online platform to promote its Sony Theatres, Sony Imax Theatre and Interfilm interactive film technology.

Sony also is thinking of cross-platform promotions, such as the upcoming movie release of "Johnny Mnemonic," based on William Gibson's cyberpunk novel, which will coincide with a film soundtrack, videogame title and other merchandise.

Sony Online's Internet address is <http://www.sony.com>.

PROGRAM GUIDES

continued from page 51

lem competing, despite their late entry in the market, because the unsuccessful companies were unable to establish a foothold. They also express complete confidence that they will be able to maneuver around the distribution worries and patent concerns that caused the shakeout in the first place.

Three of the five new providers—Microsoft, VideoGuide and Interactive Channel—expect to launch guides that will compete directly against the established providers. Another company, Home Information TV, expects to provide an overall navigation system that would include a guide.

Le Groupe Videotron also has developed an electronic guide, but does not intend to market it outside its Videoway systems in Quebec, Canada.

Several other companies, including IBM, have shown prototypes at trade shows and are believed to have guides in the works.

Many standard features of previously announced guides will be offered by the new guides, including:

- seven days of listings,
- channel sorting by theme, such as sports or movies, and
- color coding of the program grid.

Several of the companies also intend to leverage the guides' navigational capabilities to launch ancillary

data services that would provide fast, online-like updates of news, sports and other services.

Emulating StarSight

The new guides clearly intend to emulate StarSight's strategy, which avoids focusing exclusively on program listings. Instead, each will strive to "create a business out of navigating through programing choices where the consumer won't know when he is moving from navigation to entertainment," StarSight Product Group President John Burns says.

Despite the general similarity of many of their features, the new providers still may face an uphill battle in building their niche. One problem may be distribution. StarSight and TV Guide On Screen already have cornered much of the cable market, winning the financial backing of multiple system operators that represent 21 million of the nation's 53 million cable subscribers. They won that backing by selling equity shares in their respective services to the MSOs. United Video-owned Prevue, meanwhile, has cable links with 37 million homes.

MSOs that have bought into StarSight represent more than 11 million homes. They include Viacom Cable, Cox Cable Communications/Times Mirror Cable Television, KBLCOM and the *Providence Journal's* Colony Communications. Bell Atlantic Video Services also has affiliated with the service, although it has postponed buying in until regulatory restrictions on regional Bell operating companies are lifted.

TV Guide On Screen also has the patronage of a heavy hitter, Tele-Communications Inc., which serves more than 10 million homes. TCI is developing the service as a

full partner with News Corp., the publisher of *TV Guide* magazine and owner of the Fox broadcast network.

Prevue Networks, which provides scrolling program guides to 37 million homes, has a considerable head start in converting subscribers to interactive versions of the service. For example, it is providing the interactive guide for Time Warner's Full Service Network in Orlando, Fla. StarSight is participating in Viacom's test in Castro Valley, Calif., while TV Guide on Screen is going interactive in Denver.

Patent fight

Distribution is not the only challenge the new program guide providers face. StarSight claims that its patents give it exclusive rights to provide key electronic guide features, such as one-touch remote taping of shows from the program grid, certain program-selection features, pop-up program information and customized channel setup. StarSight is aggressively defending its patent claims in lawsuits against Prevue Networks and GemStar, the maker of the VCR Plus technology for videotaping programs.

The patent claims are so formidable that companies planning to develop program guides with one-touch taping, including GTE, have postponed their plans. Others, such as TV Guide on Screen, Scientific-Atlanta and General Instrument, have decided to provide simpler services without recording capabilities.

However, new guide providers think they have room to maneuver around the patents. "Many people don't believe StarSight's patents are as broad as they claim," Home Information TV President Michael Garr says. "The feeling is that the



ESPN hits the slopes

ESPN and Intellimedia Sports have released a new ski instruction CD-ROM featuring Olympic stars A.J. Kitt, Picabo Street and Holly Flanders. The disk features personalized coaching and instruction tips combining sound, graphics, text and full-motion video. It also includes information and instruction for beginning to expert skiers. The video segments were shot at Snowbird Mountain in Utah.

The CD-ROM will run on IBM-compatible and Macintosh-based computers, as well as Panasonic's 3DO Interactive Multiplayer system. The IBM version provides an online connection to Prodigy Ski Guide, which will give avid skiers information on more than 100 ski areas, including details on daily snow conditions, lift ticket prices, number of lifts open and other relevant information about the mountain they plan to visit. —

'Channel Surfing' with Microsoft

It's not your imagination—Microsoft's finger is in just about every pie. The Redmond, Wash.-based software giant is developing an electronic program guide as "one of dozens" of interactive services that will be tested by Southwestern Bell in Richardson, Tex., and Tele-Communications Inc. in Seattle. Microsoft is acting as software developer for both trials, which are scheduled to launch late this year or early in 1996.

"You can expect to see one from us," confirms Laura Jennings, senior director, marketing and business development, for Microsoft's advanced consumer technology division. Jennings says Microsoft is assuming that the field will remain wide open for the foreseeable future.

A prototype of a Microsoft guide already has been shown to selected analysts. However, the finished product probably will be completely different, Jennings says.

The prototype displays four squares labeled "Channel Surfing," "Who's Watching," "Reactor" and "Branded Guides." "Channel Surfing" allows viewers to flip through program options. Viewers can use a three-digit code to move faster into the genre that they want. "Who's Watching" is the equivalent of a bestseller list. Viewers can automatically tune in to the most popular shows airing at any given time. "Reactor" is an icon-based program that allows users to click on a variety of programming based on "fun" themes. "Branded Guides" features shows that are recommended by different magazines. In the prototype, an editor from *Family Life* magazine appeared onscreen to preview shows likely to appeal to that magazine's readers. —PK

patent has been challenged and has been narrowed pretty much to their own implementation of it."

"We have engineered our product so that we do not violate any patents," says Frank Reitter, vice president, sales and marketing, VideoGuide. And, he says, VideoGuide offers as many features as any other service, including one-touch VCR

taping.

HITV offers box alternative

Garr says Home Information TV is well-positioned to sell services to cable MSOs because HITV does not require a costly digital box or new TVs or VCRs equipped with chip sets.

"If people have to buy a \$350 box and pay \$10 per month, the market for elec-

tronic program guides will be very small," Garr says. "Tens of millions of homes today do not even have a simple set-top box.

"We know we can do the same things with less bandwidth with existing technology," Garr says. "That's important, because people are not willing to pay a premium for these things. Sure,

continues on page 54



Entertainment awards strike interactive chord

The Internet, online services and emerging interactive television systems are giving the public increasing opportunities to state their opinions on a variety of issues. Now several of the entertainment awards shows are adding an interactive component so viewers can make their choices known.

GTE's mainStreet interactive TV network will let its cable subscribers in Massachusetts and Southern California vote for the Oscar winners; then when the 67th Annual Academy Awards are broadcast on ABC, GTE mainStreet subscribers will be able to compare their choices with the winners. As part of the Oscar nominations last week, the Academy of Motion Picture Arts & Sciences sent the list of nominees over its World Wide Web site on the Internet and also over ABC's television section on America Online.

On Feb. 27, the Grammy Awards will be broadcast on CBS, and the National Academy of Recording Arts & Sciences, along with Adam Curry's On-Ramp, will produce the multimedia portion on the Internet.

The Box expands global plan

Video Jukebox Network, the interactive TV service available through cable operators as The Box, plans to go overseas. The service offers viewers music videos in an on-demand format for roughly \$2 per song. The Box is available in more than 20 million U.S. homes.

Program guide offerings: Who has what

Feature	Prevue Networks	TV Guide On Screen	StarSight	Telecast	Video-Guide****
Fast forward, rewind	x	x	x	x	
Point and tune	x	x	x	x	x
Point and record	x	-	x	x	
Program reminder*	x	x	-	-	
Program theme sorting**	x	x	x	x	
PPV info	x	x	x	x	
Search by title	-	x	-	x	
Changeable background	-	x	-	-	
Lock out selected programs	-	x	-	-	
Bill viewing	-	x	-	-	
Favorite channels macro***	-	-	x	-	
Barker ads	x	x	-	-	

Notes: * Reminds users that favorite programs are on. ** StarSight offers 13 different themes, including closed captioning, which take up two different screens. The other services have five-eight themes. *** Viewers can access program information about up to 11 favorite channels with the touch of a button. **** Comparable information is not available from Microsoft, Interactive Channel, Home Information TV or Le Groupe Videotron. Source: Arlen Communications.

Calendar

Feb. 22-23—Digital Hollywood, sponsored by American Expositions Inc. Beverly Hills Hilton, Beverly Hills. Contact: 212-226-4141.

Feb. 27-March 1—Consumer Online Services II: Entry Strategies for Mainstream Media, sponsored by Jupiter Communications and CMP Publications. Crowne Plaza Hotel, New York. Contact: Harry Larson, 212-941-9252.

Feb. 28-March 3—Satellite '95, sponsored by Phillips Business Information. Sheraton Washington, Washington. Contact: 1-800-777-5006; 301-424-3338.

March 14-16—New Media Expo, sponsored by The Interface Group. Los Angeles Convention Center. Contact: 617-449-6600.

March 20-23—SUPERCOMM '95 with ICA EXPO, sponsored by the Telecommunications Industry Association, the United States Telephone Association and the International Communications Association. Anaheim Convention Center, Anaheim, Calif. Contact: ICA, 214-716-4140; TIA, 202-457-4935; USTA, 202-326-7279.

May 7-10—Cable '95, sponsored by the National Cable Television Association. Dallas Convention Center, Dallas. Contact: NCTA, 202-775-3606.

May 31-June 3—Multimedia '95 Exposition and Forum, sponsored by Multimedia Trade Shows Inc. Metropolitan Toronto Convention Centre, Toronto, Canada. Contact: 905-660-2491.

April 4—The Big Picture: The Business of Entertainment, sponsored by *Variety* and Wertheim Schroder & Co. The Pierre Hotel, New York. Contact: Davia Temin, 212-492-6082.

June 5-7—Digital World, sponsored by Seybold Seminars and Softbank Expos. Los Angeles Convention Center. Contact: Kathleen Burke, 415-578-6963.

PROGRAM GUIDES
continued from page 53

they are willing to pay for some convenience. Sure, they are also willing to pay for personalized information. But they are not willing to pay more than \$5 per month."

HITV's interim solution is a paperback-size device, a sidecar, which is attached to a television. It will cost \$100-\$150. The sidecar, which is driven by remote control, will have considerable computing capabilities, receive transmissions at 9600 baud and feature telephone dial-out capabilities, according to Garr. "Our plan is to have a multifunctional, low-cost service that does multiple services," he says. Besides program listings, HITV may provide interactive shopping, news, information and transaction services.

"We believe a critical element is giving the cable operator the ability to do local data," adds Garr, a former executive with the Public Broadcasting Services's New Media division. "There

are only so many things you can do with a guide.... The features of a program guide are not the critical item, and the guide itself is not the magic bullet. Local data is."

HITV hopes to sell the boxes to cable operators at cost and make services available for less than \$1 per subscriber. "They'll be able to price the service any way they like," Garr says.

VideoGuide takes wireless way

VideoGuide is taking an entirely different path to distribution. It is taking its "cable-independent" services directly to the customer, with plans to transmit program lists and other data via paging frequencies. The data will be received over a special set-top device that will be sold by electronics stores for less than \$100. This approach will allow the company to reach both cable and non-cable subscribers.

Like HITV, VideoGuide intends to provide additional services. "Our core service will be the program guide and the one-touch record capability," VideoGuide's

Reitter says. "But we definitely plan to provide additional services. Right now we think that news and sports have the largest audience potential."

StarSight also is covering all its bases. The service is available via cable and telco set-top devices; satellite; and TVs, VCRs and stand-alone devices distributed through consumer electronic outlets.

Which electronic program guide prevails, of course, will be up to the consumer. "The consumer will decide what features and benefits they want as [companies] go into more trials," says Tom Hillman, product manager, Scala Computer TV, a company that is developing onscreen aesthetics for some of the guide providers. "Those companies that have brand recognition in the market today, and that get to the market first with their product, will most likely play a major role in the developing market." ■

Peter Krasilovsky is a senior analyst with Arlen Communications, a new-media consulting firm in Bethesda, Md.

Sprint signs Sega for VDT trial

Sprint has begun lining up interactive offerings for its video dialtone trial in North Carolina by signing Sega Channel as its interactive gaming service.

Sprint recently received FCC approval to conduct an interactive broadband trial in 1,000 households in Wake Forest, N.C. The trial is slated to start later this year.

The Sprint-Sega agreement could be the beginning of a boom for Sega Channel, which is one of the few operational interactive services on the market. As telephone and cable companies upgrade their networks for the broadband future, the position of the company's ready-for-market interactive services could grow stronger.

Sega Channel already operates in 23 cities. It plans to expand to a total of 58

markets by the end of March, including Baton Rouge; Palo Alto and Cupertino, both California; Tucson, Ariz.; West Hartford, Conn.; Grand Rapids, Mich.; and Chicago.

Subscribers to the Sega Channel have to purchase a special adapter cartridge and connect it to their Sega Genesis videogame system. Sprint's coaxial cable drop will connect to the gaming system and adapter.

Sega Channel was created by Sega of America, Tele-Communications Inc. and Time Warner Entertainment and has been tested over a number of cable systems. Cable subscribers are charged \$13-\$15 per month for unlimited use of the channel, and cable operators pay around \$5,000 to add the service to their systems.

Radio groups finish '94 with solid gains

Many public companies turned in double-digit revenue, cash-flow performances

By Donna Petrozzello

Fourth-quarter and year-end financial reports from several publicly traded radio group owners understated the strong fiscal gains in advertising revenue that radio stations in nearly all markets saw in 1994. Most companies reported double-digit growth in net broadcasting revenue and broadcast cash flow for both the last quarter of 1994 and the year in total. Following is a summary of fiscal reports from several public companies (figures are on a pro forma basis).

■ **EZ Communications** reported a 10% increase in net broadcasting revenue and a 17% increase in broadcast cash flow during fourth quarter 1994 (ended Dec. 31). The company's year-end results also show a double-digit increase in broadcast cash flow and improved net revenue over 1993.

Ron Peele, EZ's chief financial officer, says the company's gross revenue of \$22.36 million in the fourth quarter compared with \$20.4 million for the same quarter in 1993. Broadcast cash flow totaled \$7.2 million in fourth quarter 1994, compared with \$6.2 million in 1993.

As for 1994 as a whole, EZ reports net broadcasting revenue of \$72.5 million, up 5.4% from 1993's \$68.5 million. The company reported broadcast cash flow for 1994 of nearly \$26 million, 15% higher than the \$22 million in 1993.

EZ Communications President/CEO Alan Box attributed the rises to "increased advertising revenue" and the performance of EZ's WUSL(FM) Philadelphia and KZOK(AM) Seattle, acquired in midyear. EZ also forged deals last December (now awaiting FCC approval) to purchase WBYU(AM)-WRNO(FM) New Orleans and KBEQ-AM-FM Kansas City, Mo., and entered a one-year purchase option for KFKF-FM Kansas City, Kan. The pending deals, expected to close early this year, will give EZ duopolies in eight markets.

■ **Jacor Communications** reported an 11% increase in net broadcast-

ing revenue and a 24% rise in broadcast cash flow in the fourth quarter. Jacor's year-end '94 results showed an 11% increase in net revenue and a 29% increase in broadcast cash flow.

The company's net broadcasting revenue totaled \$98.4 million in 1994 and \$25.9 million in the fourth quarter. By comparison, in 1993 Jacor reported net broadcasting revenue of \$88.3 million for the year and \$23.3 million for the fourth quarter.

Jacor President/COO Randy Michaels attributes the increases to strong performance by its Denver duopoly of KAZY(FM)/KRFK(FM).

Jacor reported net income of \$7.9 million, or 37 cents per share in 1994, a 250% increase over 1993's \$1.4 million (10 cents per share). Net income for fourth quarter '94 was \$3.1 million (14 cents per share), compared with fourth quarter '93 totals of \$900,000 (5 cents per share).

■ **Evergreen Media Corp.** reported net revenue 11% greater in fourth quarter 1994 compared with the same period in '93, while broadcast cash flow was up nearly 15% over 1993 during the same period.

Net revenue in the fourth quarter

totaled \$29.7 million, up from \$25.8 million in 1993. Broadcast cash flow totaled \$10.7 million, compared with \$8.7 million the year before.

Evergreen Chairman/CEO Scott Ginsburg says, "The fourth quarter results demonstrate that our fundamental corporate strategy of growing Evergreen's presence in the nation's major radio markets is paying off."

Evergreen reports consolidated net revenue in 1994 of \$110.4 million, up 3.1% from 1993. Broadcast cash flow totaled \$41.1 million, up 9.3%.

Ginsburg also says that the company expects revenue and cash-flow growth to continue this year, helped in part by the company's recent acquisition of Broadcasting Partners Inc.'s 11 stations. The acquisition boosts Evergreen's station total to 22 and gives it its first station in New York.

■ **SFX Broadcasting Inc.**'s latest financial report shows a 13% increase in net broadcasting revenue and a 22% gain in broadcast cash flow for fourth quarter 1994. SFX posted a 17% increase in net revenue and a 41% increase in broadcast cash flow for 1994.

SFX had net revenue of \$15 million in fourth quarter 1994, up from \$13.3 million for the same period in 1993. Broadcast cash flow totaled \$6.1 million for fourth quarter 1994, compared with \$5 million in the same period in 1993.

The company also reported net income for fourth quarter 1994 at \$305,000 (4 cents per share) as compared with a loss of \$14.9 million (\$2.62 per share) in fourth quarter 1993. Net income for 1994 was \$1.8 million (26 cents per share), compared with a loss of \$17.7 million (\$7.08 per share) in 1993.

Commenting on the company's 1994 performance, SFX Chairman/CEO Robert F.X. Sillerman announced that SFX received a commitment from the Bank of New York for a \$50 million secured credit facility. ■

CBS Radio tackles college football

In a joint venture with Kentucky-based Host Communications, CBS Radio Networks will develop and broadcast college football games nationwide beginning in August. CBS and Host will offer affiliates coverage of two games each Saturday for 13 weeks, August through January, culminating with Orange Bowl and Fiesta Bowl coverage. Host also will provide game highlights. The companies jointly produce and distribute coverage of men's and women's NCAA basketball games. —DP

Changing Hands

This week's tabulation of station and system sales

WOLL(FM) Riviera Beach (West Palm Beach-Boca Raton), Fla. □ Purchased by OmniAmerica Group (Carl Hirsch, CEO) from Lappin Communications Inc. (W. Robert Lappin) for \$6.5 million. **Buyer** is pending assignee of WEAT-AM-FM West Palm Beach and WXXL(FM) Orlando, both Florida. **Buyer** owns WHK(AM)-WMJI(FM)/WMMS(FM) Cleveland and WLLD(FM)/WLOH(AM)-WHOK(FM) Columbus, both Ohio, and WAPE(FM)/WFYV(FM) Jacksonville, Fla. **Seller** owns WMAS-AM-FM Springfield, Mass. WOLL has AC format on 94.3 mhz with 1.26 kw and antenna 480 ft. *Broker: Media Venture Partners.*

WBZK(FM) Chester, S.C. □ Purchased by Jefferson Pilot Radio (Clarke Brown, VP/radio) from Chester Broadcasting (Curtis Sigmon) for \$1.5 million. **Buyer** owns 6 AM and 7 FM stations. **Seller** owns WBZK(AM) Rock Hill, S.C. WBZK has AC/oldies format on 99.3 mhz with 7.6 kw and antenna 603 ft. *Broker: Force Communications.*

WRIO-FM Ponce, P.R. □ Purchased by ARSO Radio Corp. from Family Broadcasting Inc. for \$1.5 million. **Buyer** owns WNEL(AM)-WPRM-FM Caguas and WIVA-FM Aguadilla, both Puerto Rico. WRIO-FM is licensed to 101.1 mhz with 34 kw and antenna 1,768 ft. *Broker: Rumbaut & Associates.*

WQSI(AM) Frederick and WZYQ (FM) Braddock Heights, Md. □ Transfer of control of Musical Heights Inc. from Leo and Doris Shank and Howard and Alice Fisher to Liberty Broadcasting Group (Michael Craven, chairman) for \$950,000. **Buyer** owns WMXB(FM) Richmond, Va.; WXTR-FM Waldorf and WHFS(FM) Annapolis, both Maryland; WGNA-AM-FM Albany, WHFM(FM) Southampton, WBAB-FM Babylon, WGBB(AM) Freeport, WPYX(FM) Albany and WTRY(AM) Troy, all New York; WYSR(FM) Waterbury and WPOP(AM) Hartford, both Connecticut; and WHJJ(AM)-WHJY(FM) Providence, R.I. **Seller** has no other broadcast interests. WQSI has country format on 820 khz with 4.3 kw day, 430 w night. WZYQ has CHR format on

Proposed station trades

By dollar volume and number of sales

This week:

AMS □ \$3,125,000 □ 5
FMs □ \$12,475,000 □ 8
Combos □ \$2,425,000 □ 6
TVs □ \$0 □ 0
Total □ \$18,025,000 □ 19

So far in 1994:

AMS □ \$15,472,000 □ 22
FMs □ \$115,729,000 □ 42
Combos □ \$65,508,500 □ 37
TVs □ \$2,222,057,834 □ 67
Total □ \$1,182,629,500 □ 106

103.9 mhz with 380 w and antenna 910 ft. Filed Jan. 17 (BTC950117GE; BTCH950227GF).

WFIV(AM) Kissimmee, Fla. □ Purchased by Kissor Communications Inc. (Jorge Perez, president/100% owner) from Radio Florida Broadcasters (Edward Allmon, president) for \$900,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WFIV has country format on 1080 khz with 10 kw. *Broker: Hadden & Associates.* Filed Dec. 12, 1994 (BAL941219EB).

KICI-FM Corsicana, Tex. □ Purchased by Rodriguez-Heftel-Texas Inc. from Corsicana Communications Inc. The original assignment application was withdrawn because the FCC's Minority Tax Certificate holding period would not permit action on the original proposed assignment until after Nov. 17, 1994. Therefore, the license was assigned to Corsicana Communications Inc., another wholly owned entity of Rodriguez, in exchange for a \$900,000 note, an LMA to operate the station and the option to acquire the license. Filed Jan. 25 (BALH950125GE).

KMCK-FM Siloam Springs, AR □ Purchased by Hochman Communications Inc. (George Hochman) from Tate Communications Inc. (Harvey Tate, president) for \$800,000 plus assumed liabilities. **Buyer** has no other broadcast interests. **Seller** owns KTEX-FM Brownsville and KVJY(AM)

Pharr, both Texas, which are being sold, pending FCC approval. KMCK-FM has CHR format on 105.7 mhz with 100 kw and antenna 410 ft. *Broker: Media Services Group.*

WCMI(AM) Ashland and WCMI-FM Catlettsburg, both Kentucky □ Purchased by KenMar Inc. (Thomas Wolf, chairman; Mike Kirtner, president) from First Communications Inc. (Richard Martin Jr. and Scott Martin) for \$750,000. **Buyer** and **seller** have no other broadcast interests. WCMI(AM) has talk format on 1340 khz with 1 kw. WCMI-FM has AC format on 92.7 mhz with 3 kw and antenna 298 ft.

KMVP(AM) Commerce City, Colo. □ Purchased by KLZ Radio Inc. (Donald Crawford, president) from KMVP Inc. (Willie Davis and Ann McCullom) for \$750,000. **Buyer** is president and 100% owner of Dontron Inc., licensee of KPBC(AM) Garland, Tex.; WYCA-FM Hammond, Ind.; KBRT(AM) Avalon and KCBC(AM) Riverbank, both California; WMUZ-FM Detroit; KSTL(AM)/KJSL(AM) St. Louis; WDCX-FM Buffalo, WDCZ-FM Webster and WDCW(AM) Syracuse, all New York; WDJC-AM-FM Birmingham, Ala.; KPHP(AM) Lake Oswego, Ore.; and KLZ(AM) Denver and KLT(AM) Brighton, both Colorado. **Seller's** principal, Willie Davis, is majority shareholder of All Pro Broadcasting Inc., licensee of KACE(FM) Inglewood, KCKC(AM) San Bernardino and KABE(FM) Lake Arrowhead, all California, and WMCS(AM) Greenfield and WLUM-FM Milwaukee, both Wisconsin. KMVP is unbuilt, licensed to 670 khz with 2.5 kw day, 1 kw night.

WREF(AM) Ridgefield, Conn. □ Purchased by WREF Inc. (Arthur Liu, president/100% owner) from Ridgefield Broadcasting Corp. (Dennis Jackson, president, 47.5%; and wife Maureen Jackson, 43.1%) for \$650,000. **Buyer** owns WNWK(FM) Newark, N.J., and WKDM(AM) New York. **Seller** owns WQQQ(FM) Sharon, Conn.; WUVB(FM) Lebanon, N.H., and is 50% owner of WADQ(FM) Westport, N.Y. WREF has MOR/jazz format on 850 khz with 2.5 kw. Filed Jan. 9 (BAL950109EA). *Broker: William Schutz Jr.*

WDCQ(AM) Pine Island Center



*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Securities.
The offer is made only by the Prospectus and the related Prospectus Supplement.*

\$410,550,000

Tele-Communications, Inc.

19,550,000 Shares
Class A Common Stock

Price \$21 a Share

*Copies of the Prospectus and the related Prospectus Supplement may be obtained in any State
from only such of the undersigned as may legally offer these Securities in
compliance with the securities laws of such State.*

MORGAN STANLEY & CO.
Incorporated

February 3, 1995

(Fort Myers), Fla. □ Purchased by Fort Myers Broadcasting Co. (Joseph Schwartzel, VP) from Network Properties of America Ltd. (Robert Paston, president) for \$560,000. **Buyer** owns WINK-AM-FM/WINK-TV Fort Myers, Fla. **Seller** has no other broadcast interests. wdcq has talk format on 1200 khz with 10 kw day, 1 kw night. *Broker: Donald K. Clark Inc.*

WKZY(FM) La Belle, Fla. □ Purchased by LaBelle Broadcasting Inc. (Thomas Smith, president, and L.J. Nobels Jr., VP, 50% each) from Omega Broadcasting Corp. for \$550,000. **Buyer** and **seller** have no other broadcast interests. wkzy has country format on 92.1 mhz with 3 kw and antenna 299 ft.

WBTA(AM)-WBTF-FM Batavia-Attica, N.Y. □ Purchased by Bro-Ben Communications Inc. (Kevin Doran, sole stockholder) from Jack T. King II (trustee for liquidating trust) for \$500,000. **Buyer** owns WLEA(AM)-WCKR-FM Hornell, N.Y. **Seller** has no other broadcast interests. WBTA(AM) has news format on 1490 khz with 500 w day, 1 kw night. WBTF-FM has country format on 101.7 mhz with 3 kw and antenna 295 ft. *Broker: Media Services Group Inc.*

KDJW(AM)-KBUY-FM Amarillo, Tex. □ Purchased by NFL Broadcasting LLC (Cliff Boyd, principal) from KDJW

Inc. (John Walton, president) for \$500,000. **Buyer** has no other broadcast interests. **Seller** owns KBUY(AM)-KWES-FM Ruidoso, N.M., and KKCS-AM-FM Colorado Springs. KDJW has country format on 1010 khz with 5 kw day, 500 w night. KBUY-FM has country format on 94.1 mhz with 100 kw. *Broker: Norman Fischer & Associates Inc.*

WHZR(FM) Royal Center, Ind. □ Purchased by Mid-America Radio Group of Logansport-Peru Inc. (David Keister, president/100% owner) from Bulmer Communications of Logansport Inc. (John Bulmer, president) for \$380,000. **Buyer** owns WKBV(AM)-WFMG(FM) Richmond, WBAT(AM) Marion, WIOU(AM)-WZWZ(FM) Kokomo and WCJC(FM) Van Buren, all Indiana; WBWN(FM) Le Roy, Ill., and is permittee of new FM in Fairbury, Ill., and 49% permittee of wvni(FM) Nashville, Ind. WHZR has CHR format on 103.7 mhz with 6 kw and antenna 328 ft. Filed Jan. 9 (BALH950109GF).

WMRE(AM) Hughesville and WFRY(FM) Salladasburg, both Pennsylvania □ Purchased by Dame Media (Alan Hassman and Gerald Morrison, directors) from North Penn Broadcasting Inc. (Harold Fulmer II, 100% owner) for \$375,000. **Buyer** owns WGY(AM)-WRVE(FM) Schenectady, N.Y.; WHP(AM)/WKBO(AM)-WRV(FM) Harrisburg, WRAK(AM)-WKS(B) William-

Clarification: In Feb. 13 "Changing Hands," the sale of WCMB(AM)-WIMX-FM Harrisburg, Pa., is subject to approval of the bankruptcy court.

sport and WNTJ(AM)-WMTZ(FM) Johnstown, all Pennsylvania. **Seller** owns WXXW(AM) Allentown, WNGH(FM) Tamaqua, WLSH(AM) Lansford and WQXA-AM-FM York, all Pennsylvania. **Buyer** also is permittee of WMHU(FM) Renovo and WMPA(FM) Mansfield, both Pennsylvania, which are being sold to different buyers. WMRE has religious format on 1190 khz with 1 kw day, 17 w night. WFRY has hot country format on 95.5 mhz with 3.9 kw and antenna 239 ft. Filed Jan. 23 (AM: BAL950123GE; FM: BALH950123GF).

WMTL(AM)-WKHG-FM Leitchfield, Ky. □ Purchased by Heritage Media of Kentucky Inc. (Mark Buckles, president, 25%; Dennis Buckles, 75%) from Rough River Broadcasting Co. (Kenneth Goff, president) for \$350,000. **Buyer** has no other broadcast interests. WMTL has C&W format on 870 khz with 500 w day. WKHG-FM has AC format on 104.9 mhz with 3.5 kw and antenna 250 ft.

KRSH(FM) Middletown, Calif. □ Purchased by Independent Broadcasting Corp. (Mary Constant, president/100% owner) from Wine Country Radio (Robert Cross, president/director) for \$345,000. **Buyer** has no other broadcast interests. **Seller** is general manager of KXBX-AM-FM Lakeport and KQPM(FM) Ukiah, both California. KRSH has adult album alternative format on 98.7 mhz with 3 kw and antenna 213 ft. Filed Jan. 19 (BAPH950119GF).

WCOH(AM) Newnan, Ga. □ Purchased by Coweta Communications Corp. (Stephen Tarkenton, president) from Newnan Broadcasting Co. Inc. (Dallas Tarkenton III, president, majority shareholder) for assumption of debt valued at \$265,000. **Buyer** owns WEKS(FM) Zebulon, Ga. **Seller** owns WMKJ-FM Peachtree City, Ga., which also is being sold to assignee (BROADCASTING & CABLE, Jan. 30). Stephen and Dallas Tarkenton are brothers. WCOH has country format on 1400 khz with 1 kw. Filed Jan. 4 (BAL950104EB).

B O T T O M L I N E

Reuters revenue gains 23%

Financial information services giant Reuters Holdings PLC reports a 23% revenue gain for 1994, to just over \$3.6 billion. Earnings per share climbed 20%, to \$2.03, while operating profit climbed 21%, to \$718 million. Television revenue, from sources including the TV news agency, Reuters Television and Reuters Financial Television, rose 10%, to \$218 million. Company executives expect further growth in the television segment this year, given new agreements to provide news-gathering services to both Fox Broadcasting in the U.S. and Sky Television in the UK. Company Chief Executive Peter Job says the division will continue to expand its

production efforts—supplying more program packages to would-be clients to supplement the raw footage it gathers worldwide. Job also says Reuters Financial Television, which now covers currency markets, will expand to cover other areas.

United income up 42%

United Television, the group television station owner and partner with Paramount in the new UPN network, reports 1994 net income of \$35.2 million, up 42%, on revenue of \$151 million, up 16%. The company also reports record fourth-quarter net income—\$12.5 million, up 44%, on record revenue of \$46.7 million, up 20%. —SM

Kids TV plan spells controversy for Hundt

Proposal would allow one station to shoulder another's educational obligation

By Christopher Stern

FCC Chairman Reed Hundt's proposal to toughen the commission's rules governing children's television is running into trouble with broadcasters, public interest groups and even his fellow commissioners.

A vote on the proposal is likely to be put off until April while Hundt finalizes the controversial proposition, which FCC officials say is still in the "gestation phase."

Hundt's proposal would require broadcasters to air three to five hours of educational programming each week. But it also would allow one television station to pay another to carry most of that obligation. VHF broadcasters would be allowed to trade their children's TV obligation only to another VHF broadcaster, according to one version of the plan.

Stations currently have no such

specific obligation for broadcasting educational programming, although they must "serve...the educational and informational needs of children through [their] overall programming," according to FCC rules.

Broadcasters oppose mandatory requirements to carry children's programming. "If there are to be quantitative guidelines, we give the chairman great credit for a very creative proposal. But we don't agree that the [Children's Television] Act calls for or permits quantitative guidelines," Martin Franks, senior vice president, CBS, says of the 1990 law.

Jack Fields (R-Tex.), chairman of the House Telecommunications Subcommittee, says the FCC should impose no new children's television requirements on broadcasters.

Aspects of the plan also have run into trouble with Hundt's fellow com-

missioners. "We don't license markets, we license stations," Commissioner Andrew Barrett said last month at the NATPE International convention in Las Vegas.

FCC Commissioner James Quello has First Amendment concerns about a policy that would influence a TV station's programming content. However, his office last week said he has not reached a final decision on the subject.

Other FCC officials say the proposed policy could raise antitrust implications because it would require broadcasters to work together to determine programming for a market.

Public interest groups also are leery. "Assuming it is lawful, it's lousy policy because it removes broadcasters from the obligation to program for the community," says Andrew Schwartzman, executive

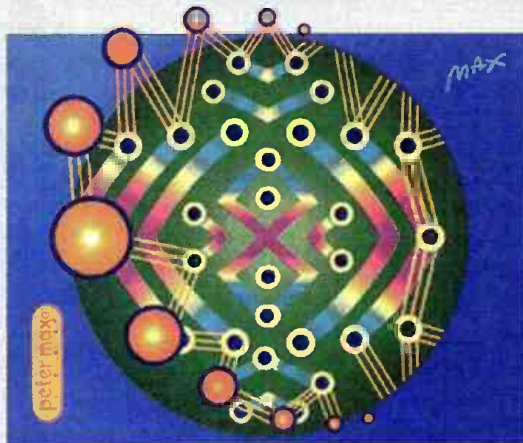
U.S. delegation seeks international presence at summit

U.S. broadcasters and cable operators will be key players at an international economic summit on developing a global information society.

The executives are members of a U.S. delegation that features Vice President Al Gore, Secretary of Commerce Ron Brown and FCC Chairman Reed Hundt. The two-day summit is scheduled for Feb. 25-27 in Brussels.

Among the industry representatives who will be at the "G-7 Conference on the Information Society" are Time Warner Chairman Gerald Levin, Disney Channel President John Cooke and Percy Sutton, chairman emeritus, Inner City Broadcasting.

A highlight of the conference will be a roundtable discussion among the U.S. businessmen and their foreign counterparts. The White House says the summit is the first time industrial nations have gathered solely to address telecommunications issues.



The cover for the administration's "global information infrastructure" was designed by Peter Max.

Telephone and computer executives also are slated to attend, including Robert Allen, chairman, AT&T; Ed McCracken, chairman, Silicon Graphics; Ivan Seidenberg, incoming chairman, Nynex; and Michael Spindler, president, Apple Computer.

The summit is being held by the world's seven leading economic powers. A major topic may be a report released last week by the Clinton administration on how a "global information infrastructure" (GII) might be developed. Called "The Global

Information Infrastructure: Agenda for Cooperation," the report outlines five principles that should serve as the foundation for the GII: encourage private investment; promote competition; provide open access; create a flexible regulatory environment; and insure universal service.

The GII will make possible a "global information marketplace" that will lead to a "more peaceful and democratic world," Gore said.

—KM

director, Media Access Project.

Schwartzman and others are pushing for stepped-up regulation of kids TV, saying the FCC has a legal obligation to promote educational programming. Children's TV advocates want the FCC to require broadcasters to carry a minimum number of hours of children's programming each week. "It's up to the commission to make this law work, and that means telling

broadcasters to do something specific," says Peggy Charren, who founded the now-defunct Action for Children's Television.

A marketwide approach to children's programming could be a boon to public broadcasting stations, which might find themselves in the position of being paid by commercial stations to carry FCC-approved fare.

But Charren says the FCC cannot

let commercial broadcasters off the hook by allowing them to pay others to shoulder their kids TV obligations. Henry Becton Jr., president of public TV station WGBH Boston, agrees with Charren. "While we would be happy to have additional funds to produce more educational programming, we do not feel we should be the only place to carry quality programming," he says. ■

House Telecommunications Subcommittee Chairman Jack Fields wants to cut the FCC's budget.

"We've got to come up with some budget-recession numbers between now and March 15," Fields said last week during an appearance on National Empowerment Television, the conservative cable network run by Republicans. "We've been charged by Speaker [Newt] Gingrich [R-Ga.] to take a hard look at how the federal government functions and how money is spent. That's what we're going to do at the FCC," said Fields (R-Tex.).

President Clinton has said he wants to increase the FCC's budget by about 20% in 1996, to \$223.6 million. However, that would include \$25 million to move the agency's headquarters. Without that onetime funding counted in, the FCC's budget would go up by \$13.3 million.

Fields also said his subcommittee is working on telecommunications-reform legislation that will "end some of the archaic rules" dealing with broadcast ownership restrictions. "Does it make a difference how many stations a particular owner has? I don't think [so]," Fields said. "Our goal is to make [broadcasting] a competitive marketplace." Fields said the subcommittee also would examine retaining broadcast crossownership rules.

The FCC's proposal to increase the cable industry's user fees will directly result in an \$8 million increase in consumer cable bills,

the National Cable Television Association said in comments filed last week with the agency. The FCC wants to hike cable's user fees from 37 cents per subscriber to 51 cents. The commission also wants to increase fees for receive-only dishes to \$120 per meter. The NCTA says that in most cases, that is an increase of 10,000%. The cable industry will shoulder more than \$29 million in user fees, according to the plan. The agency must raise more than \$116 million from its regulated industries. The FCC's total proposed budget for 1996 is \$223.6 million.

Public broadcasters have weighed in—literally—against Senate Commerce Committee Chairman Larry Pressler's 16 pages of questions about how they do business. The Corporation for Public

Broadcasting on Feb. 10 fired back with 149 pages of answers and, according to a CPB spokeswoman, "several thousand pages" of attachments. Pressler's Jan. 27 inquiry raised a stir for asking questions—later withdrawn—about the "gender, age and ethnicity" of National Public Radio employees, and the names and titles of those who had worked for evangelical Christian stations. Pressler (R-S.D.) directed his questions to CPB, NPR,



Washington Watch

Edited By Kim McAvooy

the Public Broadcasting Service and several other public broadcasting entities. PBS, in its 21-page response to Pressler, declined to answer some questions, noting "questions...about specific programming decisions raise significant First Amendment issues....

The consequences of such disclosures may be to dampen free expression by PBS and PBS producers and to infringe the constitutional rights of private entities."

CPB told Pressler that it has no idea of the "commercial value of the current public broadcasting system," since it owns no assets. Nor does CPB know the "total gross sales figures for goods and service connected to public broadcasting.... Its components are not known to any public broadcasting entity from which the information could be collected." However, CPB notes that the status of ancillary income from CPB-funded programs like *Barney & Friends* is improving. Under the latest contract with the show's makers, CPB will get back at least as much as it invested in the children's series—about \$1.8 million. As for revenue from programs like *Tales of the City* and *Three Tenors*, CPB says it didn't fund those shows.

Pressler also asked whether CPB took disciplinary action against WGBH Boston after "talent and crew members cheered President[-elect] Clinton's victory on camera" in 1992. CPB says that "there was no need to take any such action in light of WGBH's acknowledgment of the errors...and its demonstrations of appropriate understanding of the seriousness of the incident." WGBH itself replies that the cheering signaled programming staff members' "delight that the 'horse race' had come to a close three minutes before the program was scheduled to go off the air...and not three minutes after."

Flock of birds sighted by AT&T

Company seeks FCC approval to launch three Telstar satellites

By Chris McConnell

AT&T hopes to launch a new constellation of domestic satellites.

The operator last week asked the FCC for permission to build and launch three more Telstar satellites. The first of the proposed birds would begin service in July 1997.

AT&T, which says it has begun the process of selecting a manufacturer for the satellites, plans to launch hybrid satellites, each carrying 28 Ku-band transponders and 24 C-band transponders. The Telstar 5, 6 and 7 satellites will use "gallium arsenide on germanium" solar cell technology to boost the radio frequency (RF) power of the satellites; the higher power will improve their transmission quality and digital through-put, AT&T says. AT&T also plans to build a ground spare for the new series.

The company is proposing to place the first satellite in the 93 degrees west orbital slot. Telstar 6, to begin service in 1999, would go to the 129 degrees slot, while Telstar 7 would be located at 83 degrees and begin service in 2000.

Industry onlookers welcome AT&T's application and the promise of relief for the domestic transponder shortage. "It's the greatest news that

could hit the U.S. domestic satellite market," says Jack Morse, president of Global Access Telecommunications Services.

Others say that the application puts to rest industry speculation concerning AT&T's interest in remaining in the domestic satellite industry. "This shows AT&T's commitment," says industry analyst Walter Morgan. "I think it's a very positive sign."

The announcement follows applications filed by the two other domestic satellite operators in December to construct and launch more satellites. GE Americom has filed for permission to build GE-2 and GE-3 birds, and Hughes Space & Communications is speeding plans to deploy a Galaxy 9 satellite. Hughes also has asked permission to place a satellite at one of the orbital slots cited in the AT&T application. Hughes in December requested reassignment of its SBS-6 to the 83 degrees west slot. The company also asked to use 93 degrees if relocation to 83 degrees is not possible.

AT&T's satellite application comes as Martin Marietta Astro



Martin Marietta Astro Space is wrapping up its investigation into the fate of Telstar 402.

Space is wrapping up its investigation into the loss of AT&T's Telstar 402. The satellite manufacturer, which has been studying the problem since last fall, plans to report its findings by the end of the month. AT&T operators lost contact with the satellite after its launch last September.

"We will have what we think is the root cause," a Martin Marietta Astro Space spokesman says of the upcoming report. The company already has tracked the problem to the propulsion system, which delivers the satellite from geosynchronous transfer orbit to its operation orbital position and

NAB preparing for record-breaking show

NAB convention organizers expect to blow the doors off last year's registration of 71,000.

John Abel, vice president of operations for the National Association of Broadcasters, predicts that this year's convention easily will draw an attendance in the high 70,000s. The NAB also says that the convention, slated for April 9-13 in Las Vegas, will feature about 1,000 exhibitors (up from 935 last year) and will cover more than 530,000 square feet. Last year's exhibit covered 492,000 square feet.

To accommodate wait-listed companies, the convention will include 30,000 square feet of exhibitions at the "S-6" hall across the road from the Las Vegas Convention Center. The hall will provide exhibit space for 200 of

about 350 companies on the waiting list, Abel says.

Exhibitors this year will be paying an extra \$3 per square foot. The rate increase, from \$21 to \$24 for NAB members and from \$27 to \$30 for non-members, will cover expense increases and a new policy on exhibit floor guest passes. Companies issuing the "VIP passes" to potential buyers no longer will have to pay \$5 for each redeemed pass.

The higher rate on exhibits will boost convention revenue by about \$1.5 million, the NAB predicts. In its proposed budget for fiscal year 1995-96, the association predicts that the spring convention will generate about \$16.2 million, nearly \$2 million over last year's convention revenue.

—CM

then keeps the satellite at its proper position.

The cause of the satellite's loss likely will not require a significant redesign of the satellite, since Martin Marietta Astro Space still expects to

deliver the Telstar 402 replacement this summer. The company, which had begun constructing the satellite before its predecessor's loss, has continued work throughout the investigation.

An AT&T spokeswoman says that

her company expects delivery of Telstar 402R in July. The satellite will carry 24 C- and 16 Ku-band transponders. AT&T also says that capacity on the replacement satellite is sold out. ■

CBS picks Tektronix for time shifting

Network is switching to disk technology to delay broadcasts to Mountain time zone

By Chris McConnell

CBS plans to give disk-based technology a shot at handling time zone delays.

The network has purchased a Tektronix Profile machine to handle its feeds to the Mountain time zone. CBS, which already has taken delivery of the machine, hopes to put the disk technology to work on the delays by the end of the first quarter.

"We're very happy with the hardware," says Robert Seidel, CBS vice president of engineering. The network now uses five D-2 tape machines for each of the delayed signals. A single Profile machine will be able to perform the same task, he says.

"If you can free up five machines with one server, it's going to be worth your time," Seidel says. Although the Profile initially will handle the delay for the Mountain time zone, Seidel foresees using it for additional delays if it satisfactorily performs its initial task. He adds that the units are capable of providing three of the time zone-delayed network feeds.



CBS hopes to put the Tektronix Profile machine into action this quarter.

Software for the time zone delays will come from a third-party supplier. Tektronix cites the ability of its machine to serve as a platform for third-party software developers as an important feature of the technology.

"You get a lot of people working," says Rex Stevens, general manager for digital storage at Tektronix. "The end user does not have to accept one [software solution] that is applied universally."

The Profile, introduced at last year's NAB convention, stores video at data rates ranging from 24 to 48 megabits per second. Storage capaci-

ty varies between 40 and 320 minutes. Stevens says that the company began regular shipments of the product in January and expects to have "hundreds" of the machines functioning in the field by this year's broadcasting convention.

CBS, meanwhile, has altered plans for another brand of disk-based technology in which it invested last year. The company had planned to place one of Hewlett-Packard's broadcast video servers at its Miami O&O, WCIX, to handle playback of commercials and promotional material.

With Westinghouse Broadcasting Co. purchasing a 51% stake in the station, CBS now plans to ship the Hewlett-Packard machine to its Los Angeles O&O, KCBS-TV.

The disk-based server, also introduced at last year's NAB, uses MPEG compression to store between six and 51 hours of video and audio. Data rates vary from 1.5 to 15 megabits per second. The network has been testing the machine at its headquarters in New York and plans to ship the machine to KCBS-TV later this quarter, Seidel says. ■

Decision time on data broadcasting

Participants in the broadcasting and electronics industries' effort to set a data broadcasting standard are deciding on their recommendation for a data system.

A working party of the National Data Broadcasting Committee this month is reviewing results of tests conducted on two approaches to delivering information within existing NTSC signals. The group will deliver its recommendation on the standard to the full data broadcasting committee, which will meet next month to consider it. The committee is a joint effort of the NAB and the Electronic Industries Association.

"We're in the productive part of the process," says

NAB Senior Vice President Lynn Claudy. Claudy says the group may elect to send one or both of the candidate systems to field testing.

The working group is considering systems developed by Menlo Park, Calif.-based Digideck and Tempe, Ariz.-based WavePhore. Both systems underwent tests late last year at the Advanced Television Test Laboratory in Alexandria, Va. Although project participants have suggested that the group might recommend both technologies as a standard, support for a dual-system standard was slim at the data broadcasting group's last meeting, Claudy says. —CM

Cutting Edge

By Chris McConnell

GE Americom last week said the Univision Television Network has booked two C-band transponders on its GE-1 satellite. Univision will use the two transponders to distribute Spanish-language programming to U.S. cable systems and backyard dish owners. The GE-1 satellite is scheduled to begin operation in mid-1996.

The National Cable Television Association last week fired off a letter to the FCC in response to a recent Electronic Industries Association filing on cable/consumer electronics compatibility. The EIA, which has been working with cable engineers to set a "Decoder Interface" standard, recently proposed a standard to the commission limiting the decoder interface functions to descrambling signals. Cable and consumer electronics representatives have disputed the standard's inclusion of remote control commands allowing signals to bypass TV circuitry and travel directly to a module on the back of a TV set. In a letter to Richard Smith of the FCC Office of Engineering and Technology, the NCTA last week called EIA statements on the issue "rife with factual errors" but said it would not respond to specific factual claims on the interface standard "at this time." The cable group urged the commission to issue a fur-

ther notice of proposed rulemaking on the issue "as soon as possible."

Pioneer will introduce at this year's NAB convention a new line of laser disc machines for archiving video. The company's Digital LaserDisc Recording System will use a write-once, read-many (WORM) system to store video at various data rates of up to about 20 megabits per second. The company is targeting the Digital LaserDisc equipment to companies in broadcasting and other industries with large video libraries. Products in the new line include MPEG-2 encoders and decoders as well as disc-changing systems of 252 and 500 discs.

The Advanced Television Test Center (ATTC) transmitted high-definition material from Virginia to the recent Society of Motion Picture and Television Engineers meeting in San Francisco. The Cinema of the Future demonstration featured a 45 megabit per second HDTV signal sent over Bell Atlantic, Vyvx and Pacific Bell fiber. The group used an Alcatel video codec to transmit the HDTV material.

The Sporting Channel has tapped Columbia Communications Corp. for full-time transponders over the Atlantic and Pacific oceans on the Tracking

and Data Relay Satellite system. The Sporting Channel, which provides international carriage of sporting events, plans to provide the capacity to interested customers in addition to using the transponders to deliver its own services. The company announced a rate of \$995 per hour for delivering transmissions between the UK and points in the U.S. including Atlanta, Denver, New York, Pittsburgh and Washington. Transmissions between London and Hong Kong will cost \$2,000 per hour.

New York's Image Editorial

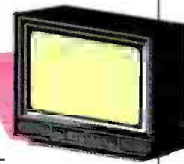
this month is opening an upgraded component digital color correction facility. The post-production company's new Renaissance Room will house a Grass Valley Group 1200 component digital switcher and a Renaissance 8:8:8 digital color corrector. The new equipment will allow the company to offer tape-to-tape color correction to and from all tape formats.

Big Fat TV

has signed a deal with US West's Interactive Video Enterprises to design on-air graphics and product identities for an interactive video marketing service. The service, US Avenue, is scheduled for market trials in Orlando, Fla., and Omaha this year. Under its agreement with IVE, New-York-based Big Fat TV will assist in creating a user-friendly video interface for the interactive service and will advise the company on television content.

ITS Corp. has introduced

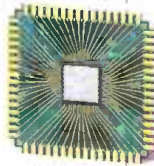
a new generation of wireless cable transmitters capable of accommodating NTSC or PAL TV standards. The company's 1700A series uses a flexible configuration allowing a 10- or 20-watt transmitter to be upgraded to 50 watts. ITS also has formed a division called ITS Service Co. The new unit will provide technical support services to wireless cable operators.



L.A.-based FILMLOOK is providing its film-simulating post-production services to Witt Thomas Productions for its show *Muscle*, airing on the WB Network. FILMLOOK's technology simulates the look of video that has been shot on film and then converted to tape for broadcasting.

Sony plans to move its Institute of Applied Video Technology to larger headquarters in San Jose, Calif. The institute, which provides workshops in production and post-production, is aimed at educating industry professionals on new video technologies and techniques. The new headquarters will give the institute an additional 5,000 square feet of space, Sony says.

Toronto-based Nelvana Ltd. has installed a new 2-D computer animation system for TV series production. The computer installation is the first upgrade in a planned expansion at the animation production facility. The company hopes to employ up to 40 creative and technical staff members by this summer.



Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Sales Manager Wanted Only results oriented persons need apply. Strong personal sales, leadership skills, good organization, time management ability, all a must. Compensation dependent upon productivity of sales staff and self. Growing market is suburban area, only 100 miles from New York City. Resumes to: PJ Broadcasting, PO Box 920, Port Jervis, NY 12771.

Position open for Station Manager/Sales Manager for our Arkansas small market stations (30,000+). Stations are located in a beautiful area with excellent schools, lakes and recreational facilities and offers an exceptional quality of life. Stations are market leaders and poised for rapid growth with right management. Equity position a possibility for right person. Reply to Box 00301 EOE.

Northern Exposure: Sales oriented Station Manager wanted for Alaska radio stations. All skills required to operate a radio station a must. EOE. The lazy and faint hearted need not apply. It ain't Cicely, but it could be Utopia. Resume to Steven L. Rhyner, 3161 Channel Drive, Juneau, Alaska 99801.

HELP WANTED SALES

Experienced Salesperson. Immediate opening at our established AM/FM. Join an exciting, aggressive team. You'll work in a mature, healthy territory and help expand our markets. Creativity a plus! Experience with promotions helpful. Great salary potential, excellent benefits. We're located about 1 1/2 hours from Chicago, Peoria and Rockford. Send resume to J. McCullough, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301.

HELP WANTED NEWS

Radio Writer -- Conservative organization seeks radio writer/producer for expanding Washington, D.C. based news service. 2-5 years newsroom experience. Fast, flexible, mature, service oriented. Political experience preferred. Salary commensurate with experience. Benefits, T & R, writing samples, two references to Box 00298 EOE.

HELP WANTED TECHNICAL

Chief Engineer. Chief Engineer for KHEY AM and FM, KPRR FM Radio in El Paso, Texas. Number one duopoly is looking for an excellent engineer to manage our technical department. Responsibilities will include designing, installing and maintaining all technical facilities. Knowledge of FCC rules and regulations essential. Two years Chief Engineer experience required. Send/fax resume to: General Manager, US Radio of El Paso, Inc., 2419 North Piedras, El Paso, Texas 79930. Fax (915) 564-0349. EOE.

Chief Engineer Radio Station. North Jersey powerhouse WMTR/WDHA is looking for an experienced Chief Engineer. Successful candidate must be proficient in FCC rules and regulations, AM and FM transmitter operations and maintenance, AM directional antenna systems, automated satellite format delivery, remote broadcasts, studio maintenance and construction, telephone hybrid systems, and computers. Must be able to work in a fast paced environment, for two highly active North Jersey radio stations, and be able to generate and maintain budgets. EEO employer. Please forward resume to: Business Manager, WMTR/WDHA Radio, 55 Horsehill Road, Cedar Knolls, NJ 07927 or Fax (201) 538-3060.

HELP WANTED ANNOUNCERS

\$50,000+ for AM Drive co-host. Now that we've got your attention, get our attention with your tape and resume. Send to Box 00294 EOE.

Announcer wanted for major market commercial classical radio station. 3-5 years commercial radio experience required. Familiarity with and ability to pronounce names associated with format. Pleasant on air delivery, strong public speaking skills and demonstrated community involvement a must. Tapes and resumes only to Box 00310 EOE.

WLFJ, a non-commercial CCM FM, is now accepting applications for an experienced airpersonality. Position requires excellent production skills and the ability to relate to 25-49 year old adults. Send air-check tape and resume to: Allen Henderson, WLFJ, 2420 Wade Hampton Boulevard, Greenville, SC 29615. WLFJ is an equal opportunity employer. No phone calls please.

Wanted- Morning announcer, small market radio KAWL AM full service. Send tape/resume to 713 West Nobes Street, York, Nebraska 68467. EOE. 402-362-4433.

HELP WANTED PRODUCTION

Booker of authors and other guests for 1 hour, once-a-week show in Southern New England. Work from any location, but must have professional experience booking authors and other guests on radio or TV talk shows. Ideal for someone currently producing or booking guests for a show and looking for additional part-time position/income. Potential to produce or book for national show. Call (908) 571-9099 in confidence or fax resume to (908) 758-6950.

BLIND BOX RESPONSE

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

HELP WANTED PROMOTION

Promotion Director. WXTR Radio, a Liberty Broadcasting station, seeks dynamic individual to oversee Promotion Department. Responsibilities include creating and executing station marketing efforts through events, activities, contesting, outside advertising, on-air promotion of our programming and press relations. Minimum qualifications: one year experience in promotion or marketing (college degree and radio experience preferred); excellent verbal and written communication skills; ability to prioritize multiple tasks, lift at least 40 lbs, and drive station vehicles. Please send cover letter, resume and related materials ATTN: Dian Smith, WXTR Radio, 5210 Auth Road, Marlow Heights, MD 20746. No phone calls, please. Equal opportunity employer.

PROGRAMMING SERVICES



NICHE 2 fast-growing satellite radio formats to fill the niche in your market:
★ **Christian A/C**
★ **High Country**
Both hot, saleable formats delivered in CD-quality stereo with full digital addressability, to maximize your station's local identity! Call us:
Morningstar Radio Network, Inc.
615-367-2210

SITUATIONS WANTED MANAGEMENT

Experienced Sales Executive (15 years, hard goods), MBA, CPA, with prior radio experience seeks LMA with purchase option. Reply to BB&T, P.O. Box 11121, Charleston, WV 24339.

General Manager with 15 years experience looking for small to medium market opportunity. Bottom line oriented. Have done it all. Equity position considered. WI or MN preferred. 715-234-7188.

Looking for a top General Manager? Have increased sales 34% running 3 radio stations in the 90th market. Write to Box 00315.

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

Radio broadcasting professional with 20 years experience looking for challenging new opportunity as General Manager with opportunity to grow. Resume includes sales and program management in all sized markets. East and West, with six years as VP/GM in Philadelphia and New York. Will relocate. Send inquiries to Reply to Box 00296.

Seeking GM position. Small to medium market 30 plus years experience. Emphasis on sales, marketing, agriculture and community involvement. Kansas, Missouri, Oklahoma/Midwest preferred. Reply to Box 00305.

Top GM looking for quality owner. Please only nice people apply! I bring great experience, excellent management and sales skills, including duopoly experience. Call Ken Patch 803-588-9737.

Seeking General Sales/General Manager/D.J./News position in small, medium or large markets. Has radio and T.V. management and announcing experience also real estate. Top biller. Conscientious. Willing to relocate. Prefer South Florida but will consider other areas. Call Ted 914-357-9425, 914-357-4861, 399 Haverstraw Road, Suffern, NY 10901.

SITUATIONS WANTED TECHNICAL

Chief Engineer. Former CE Boston, Houston, Miami, Ft. Lauderdale. Ham, ASEE, FEE General. Heavy RF. M. Gottesman, 758 St. Michael, Apt. 1005, Mobile, AL 36602-1326. (334) 432-6463 anytime.

SITUATIONS WANTED PRODUCTION

Ten years radio experience, Broadcasting degree. Experience in programming, production, on-air, sports and sales. Computer literate. 205-758-6172.

SITUATIONS WANTED ANNOUNCERS

Experienced Sports Broadcaster looking to energize your station. Exciting, outspoken play-by-play, color and Talk Show Host for all sports. Also experienced with sales, promotions and news. Very professional, motivated and versatile. Salary and location secondary concern. For a fresh sound and attitude, call Todd 713-531-8953.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager, WVTV-TV, Birmingham's NBC affiliate is looking for a dynamic, creative, hands-on GSM with marketing orientation and a minimum of three years successful sales management experience. Candidates should possess college degree, computer and research experience, and recommendation of national rep. Inventory control and the ability to lead and train a growing team is critical. Send resumes to Human Resources, 1732 Valley View Drive, Birmingham, Alabama 35209.

Local Sales Manager. The best LSM in the country is needed in the 66th market to lead sales staff in new and existing account development. Knowledge of inventory and research a must. Minimum of 3 years broadcast sales needed for this exciting opportunity. Send or fax resume to: WFXR, P.O. Box 2127, Roanoke, VA 24009. Attn: Tony Kahl, GSM, (fax) 703-342-2753. EOE.

Local Sales Manager for a dominant affiliate. We need a sharp professional who possess strong people skills, knowledge of Marshall Marketing, TVSCAN and Nielsen. Must have track record of selling sales promotions. The person we want will have broadcast management experience, can motivate, train and lead a senior staff. Knowledge and experience in budgeting a must. EOE. Please send resume and salary requirements to Box 00308.

Local Sales Manager: KCOY-TV, the CBS for the Central California Coast, has an immediate opening for a Local Sales Manager to lead an experienced staff. Minimum 3 years television sales, other media and previous management experience required. Send resume to: KCOY-TV 12, Attn: Personnel, 1211 West Mc Coy Lane, Santa Maria, CA 93455. No phone calls. EOE. Minorities encouraged to apply. Drug free workplace.

National Sales Manager. WRDC-TV in Raleigh, North Carolina, voted the number one place to live, in the top 35 market seeking a National Sales Manager with three years rep or previous National Sales Manager experience. Must have strong negotiating skills. Send resume to: Carol Wright, General Sales Manager, WRDC-TV, 3012 Highwoods Boulevard, Suite 101, Raleigh, N.C. 27604. Equal opportunity employer.

General Sales Manager - S.E. United States. We need a creative, experienced leader. Must have college degree. Previous experience as GM or GSM is a plus. LSM and National Rep experience a must. If you have a successful track record and want to live in a great area, send your resume and cover letter to Box 00307 EOE.

HELP WANTED SALES

Street wise Sales pro needed. Can you sell creatively? If so, we offer excellent compensation, fringe benefits and bonus plan. Show us your stuff and you can make \$\$ money. Reply P.O. Box 2220, Florence, AL 35630.

Sales/Promotion Executive. Major TV Promotion firm seeks sharp sales executive to market new promotional products and services. Must be familiar with local television station operation. Must have experience in contact sales. Sell yourself in your resume. Reply to Box 00300 EOE.

HELP WANTED TECHNICAL

WCAU-TV, Philadelphia, CBS O&O, seeking Assistant Chief Engineer. Must be experienced in design, installation and maintenance of major technical facility. Must have experience with budgets and have solid computer skills. Please fax resume to David Harvey, Director, Engineering, 610-668-5618.

KDKA-TV 2

KDKA-TV has just lost 2 of its pioneering visionary maintenance technicians to retirement and replacing them will be difficult. We are looking for two electronic maintenance technicians with the same sort of pioneering vision to work in our Broadcast Operations and Engineering department. Applicant must have at least 5 years maintenance experience and a thorough knowledge of broadcast technical systems and electronics used in a state of the art broadcast television station with a minimum of an Associates Degree in Electronic Technology. Included, is the understanding and ability to use state of the art test equipment and troubleshoot, at the component level, the electronics and mechanics of cartridge video tape machines, news and studio cameras, editing control, microwave relay, portable earth station systems, digital electronics, miscellaneous video, audio and communications equipment, along with a high level of versatility with computers and computer networks. Good communication skills with the ability to interact with photographers, editors, operating technicians and equipment manufacturers is essential. FCC General Class license and/or SBE certification is desirable. Successful candidate must exhibit the desire and ability to remain contemporary as equipment and processes change in the broadcast industry. Duty times vary reflecting the broadcasting environment. Send resumes to:

*Chuck deCourt
KDKA-TV
1 Gateway Center
Pittsburgh, PA 15222.*

No phone calls please.
KDKA-TV is an affirmative action / equal opportunity employer.

Chief Engineer/Maintenance Engineer combination for full broadcast station. UHF experience a must. KNAT-TV 23, 1510 Coors Road NW, Albuquerque, NM 87121. EOE.

Technical Staff Members needed for test facility involved in advanced television (ATV). Individuals should have technical background, training, and experience with NTSC, video, audio, and digital signal processing. Experience at TV or radio station a plus. Individuals will operate TV test equipment and videotape recorders, maintain and repair equipment, and assist in performing tests under controlled laboratory environment. One staff member must be strong in NTSC and video, with some experience in videotape editing, to serve as backup VT editor/operator and video quality control monitor and must perform general technical duties. Second staff member should have knowledge of audio setup and listening procedures to be used in assessment of digital-audio ATV subsystem. Salary range \$45-60K. Candidates should have a combination of 5-10 years training and professional experience, with a substantial portion of that time spent at the station/network level or in an R&D environment. EOE/AA. Reply to: Joseph Widoff, Advanced Television Test Center, 1330 Brad-dock Place, Suite 200, Alexandria, VA 22314 or Fax 703-739-3230.

GO WHERE NO ONE HAS GONE BEFORE. ■

DIRECTV®, the nation's premier direct broadcast satellite service, delivers 150 channels to American homes that are equipped with the DSS™ home receiving unit, which features an 18-inch satellite dish. We are seeking the following professionals for our state-of-the-art, 24-hour a day broadcasting facility near Castle Rock, CO.

SPORTS CENTRAL SUPERVISOR

Will supervise on-air broadcast and sports operations activity. Desired qualifications include a 2-year college degree, technical training (or equivalent); 6+ years experience at TV station, cable master control operation, TV network operation (or equivalent); and experience with TV coverage formats of various sports.

BROADCAST OPERATIONS SHIFT SUPERVISOR

Will supervise on-air activity within the broadcast center. Desired qualifications include a 2-year college degree, technical training or equivalent work experience; and 6+ years experience at major station, cable master control operation, TV network operation (or equivalent).

Both positions will be responsible for resolving all major broadcast and plant related problems, directing operating personnel, implementing procedures, providing feedback to employees and communication to upper management regarding operations. Both positions require computer literacy; experience supervising TV broadcast and satellite operations personnel; knowledge of broadcast automation systems, digital and analog broadcast signals, fiber and satellite receive/transmit systems, quality measurement devices. Excellent vision (including color perception) and hearing essential. Must be willing to work all shifts, including early morning, late night and/or weekends.

QUALITY ASSURANCE/ FORMATTING TECHNICIAN

We are seeking highly qualified and experienced Broadcast, Production, and Post-Production Technicians to evaluate the technical quality of movies and other programming submitted to DIRECTV for broadcast. Will also perform corrective videotape editing (using Sony 2000/9100 editors), dubbing, spot-reel compilation, etc. Requires 5+ years experience operating analog and digital broadcast VTR's (especially digital Betacam and D-2 formats) and monitoring equipment; the ability to identify and quantify impairments in film, the film-to-tape transfer process, and analog and digital video; a familiarity with PC-based computers and programs, as well as knowledge of broadcast plant architecture and operations; excellent (correctable) vision (including color perception) and hearing; and a willingness to work all shifts. BA/BS in related field or equivalent relevant experience required. SBE certification a plus.

DIRECTV offers an exciting compensation and flexible benefits package, along with a rare opportunity to make a major impact in a developing industry. For immediate consideration, please send your resume with salary history to: **DIRECTV, Inc., Attn: Employment-B&C, 5454 Garton Rd., Castle Rock, CO 80104, Fax (303) 660-7199.**

An Equal Opportunity/Affirmative Action Employer. We foster a culturally diverse workforce and strongly encourage women and minorities to apply for this position.



DIRECTV.

Master Control/Video Tape Operator needed by WSYX, the ABC television affiliate in Columbus, Ohio. Applicants should have two years experience in broadcast station master control/video tape operations. Familiarity with Master Control switching, transmitter remote control and the operation of Betacam format, 1-inch, U-Matic VTR's required. Preference will be given to applicants with experience in setting up recording of syndicated and news program feeds from satellite and of ENG microwave live shots. Qualified applicants should send their resume to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718, Attn: Master Control. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Maintenance Engineer, Component level experience in 1" video tape equipment; sony betacam; Analog/Digital switchers, graphic generators, etc. Knowledgeable in test and measurement procedures with both video and stereo audio systems is beneficial. Ability to work under pressure of fast pace operations. Minimum 5 years experience, and FCC or SBE certification. Send resume with salary history to Charmaine Williams, KRIV Television, P.O. Box 22810, Houston, Texas 77227. EOE.

Major market VHF affiliate has immediate opening for a person with three to five years experience maintaining television broadcast equipment. Extensive digital experience required. Must be able to diagnose and troubleshoot to the component level. Computer literacy a must; LAN/Novell Netware experience a major plus. Qualified applicants should send their resume to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718, Attn: Maintenance Engineer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Producer/Director needed for Houston's leading Spanish language TV station. Must be able to produce, direct and edit commercials, direct and TD live events and newscast, work well with clients and be self-directed. Bilingual (English/Spanish) written and oral. Send resume to: P/D, KXLN-TV 45, 9440 Kirby Drive, Houston, TX 77054. EOE.

Maintenance Engineer. Individual needed to service VHF TV transmitter, UHF Translator and studio equipment. Minimum of four years experience servicing analog, digital and RF equipment is required. Completion of two years in a technical school or military electronic training is required. Send resume to: Lori Lembrich, KOLN/KGIN-TV, P.O. Box 30350, Lincoln, NE 68503. Deadline for applications: March 1, 1995. KOLN/KGIN-TV is an equal opportunity employer.

Assistant Chief Engineer for two television stations. Duties include: Managing, maintenance and operation of two full power transmitter (UHF and VHF) and UHF translator in compliance with FCC requirements. Assist in the maintenance and repair of all studio equipment. Assist in setup and operation of remotes for sports and other events. Assist in the design and layout of technical systems. Train personnel in the operating functions. Qualifications: Minimum 3 years broadcast engineering management experience. Ability to integrate new equipment and technologies. Applications accepted through Friday, March 10, 1995. H.R. Department, KMSB-TV, 1855 N. 6th Avenue, Tucson, AZ 85705-5601. Equal opportunity employer.

Maintenance Engineer: WUBI-TV, the Savannah, GA affiliate for the Warner Bros. Television Network has an immediate opening for Maintenance Engineer. Experience in UHF transmitter maintenance, U-Matic tape deck and microwave systems required. Send resume to WUBI-TV 34, P.O. Box 1080, Baxley, GA 31513. Attn: J.L. Upchurch. EOE.

Maintenance Engineer. FCC General Class license required. Must have 3 years experience troubleshooting to component level in RF, video and audio TV equipment. Experience in maintaining digital and microprocessor based equipment required. SBE certification desirable. Resume and salary requirements to: Elmer Chancellor, WEHT-TV, P.O. Box 25, Evansville, IN 47701. Fax 502-826-6823. EOE, M/F.

HELP WANTED NEWS

NEWSCAST PRODUCER

KABC-TV is seeking an experienced, creative newscast producer. Experience with special projects is a plus. Send resume and tape to: Cheryl Kunin Fair, News Director, KABC-TV, Dept. NP-BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer.



TALENT AGENCY

Talent agency looking for a consumer reporter to fill opening. Agency handles on-air news talent in top 50 markets. All tapes will be accepted and reviewed. Please send 3/4" or VHS tape to:

Seth Kean & Associates
Attention: Talent Coordinator
533 Barry Avenue
Suite 7E
Chicago, IL 60657

EOE. Tape will not be returned. Please no phone calls.

Reporter/Weekend Anchor - needed at NBC affiliate in beautiful Helena, Montana. Need hard worker who is self-sufficient, creative and a team player. If you're hungry for a challenge rush in a resume and tape to Mr. Ashley Webster, News Director, KTVH-TV, 2433 North Montana Avenue, Helena, MT 59601.

Co-Anchor Reporter. West Texas, CBS affiliate, seeks a Co-Anchor/Reporter for the 10:00 P.M. newscast. 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. EOE.

Director. Conus Communications is looking for a Director for the All News Channel. Previous experience directing live commercial news broadcasts. Must be able to call and switch news programs. Ability to work evenings, weekends and over nights. Experience with Grass Valley switchers, Ampex ADO 100 DVE, Chryon character generators, Video Toaster a plus. Please submit resumes and non-returnable tapes to: Conus Communications, ATTN: Amy J. Stedman, EEO 26-95, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An equal opportunity employer.

News Producer. West Coast TV station looking for a top notch News Producer who can write, edit video, anchor and or weather. Must be experienced! Please send tape and resume to King Harris, News Director, 730 Miramonte Drive, Santa Barbara, CA 93109. (805) 882-3933. EOE.

Producer 7 AM News, responsible for editorial content and production of 7 AM one hour newscast. Primary duties include writing, timing, and developing newscast as well as directing the staff working on the show. Produce other newscasts or breaking news specials as needed. Two years major or medium market producing experience and a four year college degree, preferably in journalism, political science or communications. Must have excellent news judgement and writing skills; and bring high production values to the newscast, be able to type, have good eyesight, and hearing. Must be able to meet deadline pressure and move quickly between the newsroom, control room and set. Send resume and non-returnable tape to Charmaine Williams, KRIV Television, P.O. Box 22810, Houston, TX 77227. EOE.

WLKY-TV has two Photographer openings. Applicants should be familiar with Beta camera and editing equipment. Must have broadcast related experience. Send tape and resume to Steve Sabato, News Director, WLKY-TV, P.O. Box 6205, Louisville, KY 40206. EOE.

We are looking for a producer who is a news room leader, puts on a newscast that delivers both information and watchable television and brings fresh ideas to the table everyday. Must be able to take the ultimate responsibility for every aspect of the newscast. Send resume, Non-returnable tape and writing samples to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718, Attn: News Producer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Photographer - ABC affiliate in Peoria, Illinois has a Photographer opening. If you love to beat the fire trucks to the fire, police to the crime scene, have a good, creative eye for compelling video...we want you! You must be a great visual storyteller, enthusiastic attitude and love to work with people. Experience with beta and 3/4 equipment preferred. Rush resume and tape to John Sprugel, News Director, WHOI-TV, 500 N. Stewart, Creve Coeur, Illinois 61610. Minorities and women are encouraged to apply. WHOI-TV is an equal opportunity employer.

6 and 10PM Anchor... Midwest network affiliate is looking for a primetime male anchor. Must have two years anchor experience. Candidate must be heavily involved in community affairs, have great news delivery, presentation and writing skills. You will work with a frontline team that is dedicated to their work, has great presentation style, and is extremely community oriented. This position requires the candidate to report as well as anchor. Must work well with others and have a "can do" attitude. Reply to Box 00316 EOE.

Affiliate in Southeast is looking for a competitive, driven News Director with good people skills. Multi-market experience a plus. Competitive market experience a must. Excellent Broadcast Company. Reply to Box 00306 EOE.

Anchor. Aggressive 100 plus Sunbelt market is looking for a top-notch anchor to compliment our established female anchor. Strong delivery and excellent communicator essential, excellent reporting and writing skills highly desirable. Previous experience in television news anchoring a must. No beginners. Minority candidates encouraged to apply. Send tapes and resumes to Box 00317 EOE.

Anchor/Reporter - National weekly news program seeks qualified applicant to anchor and produce network quality news, public affairs show and news documentaries. Excellent writing and on camera skills as well as a strong understanding of Israel, the Middle East and Jewish issues are essential. Send resume and demo tape ASAP to: Director of Production, 9021 Melrose Avenue, Suite 309, Los Angeles, CA 90069. No calls please.

Producer. Need a creative, take-charge producer for Western New York's dominant news leader. Candidates must have strong writing skills and previous experience producing newscasts for television. Send resume and non-returnable tape, and cover letter explaining why you want the job to: Tracye Fox, Executive Producer, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an equal opportunity employer.

KTVN-TV has an immediate opening for a Full Time Executive Producer in the newsroom. Job duties include overseeing the writing, formatting, and producing of all newscasts. Managerial duties such as department scheduling, newscast critiquing, and overseeing special projects are also required. Experience as a producer and manager preferred. Two years college required, college degree preferred. Send resume and non-returnable tape to Nancy Cope, News Director, P.O. Box 7220, Reno, NV 89510. Applications are available at 4925 Energy Way, Reno, NV 89502. Qualified minorities are encouraged to apply. No phone calls please. KTVN-TV is an equal opportunity employer.

News Director: ABC affiliate looking for top-notch News Director to run aggressive department. Need someone with strong journalistic and people skills. A very competitive market in one of the most beautiful places in the country. Previous news management experience essential. Send resume and statement of news management philosophy to Chris Aldridge, General Manager, WTVQ-TV, P.O. 5590, Lexington, KY 40555. Park Broadcasting of KY, Inc. is an equal opportunity employer.

Entry level opportunity for general assignment reporter/anchor beginning May 1995. Must be a Fall 94 or Spring 95 grad from a telecommunications program in the Southeast. Write WPGX-TV, POB 16028, Panama City, FL 32406-6028 for application materials. EEO.

Director/Associate Director: Great opportunity for small or medium market director to advance to top 20 Midwest CBS affiliate. We need an experienced director to direct live newscasts several days per week and to perform other directing and production duties. Full time position offers opportunity for growth. A college degree and 2 years directing live newscasts required. Equal opportunity employer. Please send resume, references and non-returnable tape to Box 00309 EOE.

City Under Siege Reporter, responsible for research, writing and reporting for "City Under Siege" and on any story assigned by the assignment desk or the producer in charge. Run on breaking news and do live reports for any newscast, cut-in or news bulletin. "Siege" reports include drug busts, Houston's Most Wanted apprehensions, community oriented features and assignments. Three years major or medium market news reporting experience and a college degree required. Must have excellent news judgement, communications skills and bring high production values to the newscast. Must be able to type, have good eyesight and hearing; and be able to handle all field assignments, regardless of terrain or weather conditions. Valid drivers license required. Send resume and non-returnable tape to Charmaine Williams, KRIV Television, P.O. Box 22810, Houston, Texas 77227. EOE.

Director/Associate Director: Great opportunity for small or medium market Director to advance to top 20 Midwest CBS affiliate. We need an experienced Director to direct live newscasts several days per week and to perform other directing and production duties. Full time position offers opportunity for growth. A college degree and 2 years directing live newscasts required. Equal opportunity employer. Please send resume, references and non-returnable tape to Box 00312 EOE.

Director/Photographer. NBC affiliate in Montana's Capital City looking for a news professional who's not afraid of hard work. Will shoot for news then direct the late show. If you want to work and live in the "Last Best Place," send resume to Ashley Webster, News Director, KTVH-TV, 2433 North Montana Avenue, Helena, MT 59601.

Weather Anchor/Reporter. NW ABC affiliate looking for quality Weather Anchor/Reporter to join outstanding weather team. 4 years experience TV weather anchoring/reporting preferred; strong meteorology background a plus; radio experience a plus; Bachelor's degree required. Please send tape, resume and references ASAP to: Michael Espinoza, Executive News Director, KXLY TV/AM/FM/Extra!, 500 West Boone Avenue, Spokane, WA 99201. No phone calls please. KXLY is an equal opportunity employer.

Television ENG Photographer: Top LA network bureau opportunity for bright, hard-working, reliable shooter w/pro news experience. Resume, cover letter with salary history, references and tape to Box 00295 EOE.

HELP WANTED PRODUCTION

Creative Services Director. South Bend ABC affiliate needs highly creative, experienced, hands-on video producer to lead our promotion and production efforts. Successful applicant must be able to conceive, write and edit. If you don't have a great tape don't apply. Rush resume and non-returnable tape to Station Manager, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

Producer/Director. Producer/director needed for the Wyoming Public Television network. Applicants must have three years of experience as a producer/director. Absolutely must be capable of all aspects of production from lighting and videography through editing, directing and overall production coordination. Salary: \$25,708-\$32,708. For complete job description and application, call (307) 856-9291. Applications will be reviewed as received. Position open until filled. EEO/Affirmative action employer.

Videographer for exciting live and lively Emmy Award-winning nightly magazine program which "stretches the envelope" everyday. Must have finger on the pulse of today's video and story production, be a team player, and have plenty of creative juices. Send tape and resume ASAP to: Michele Brown, Human Resources #502, WHAS-TV, P.O. Box 1100, Louisville, KY 40201. EOE, M/F/D/V.

Graphic Artist/Designer. If you've got an eye for clean design, an interest in journalism, an understanding of deadlines and a willingness to work hard, we've got a great opportunity waiting for you at the CapCities/ABC O&O in the Heart of Carolina. Our current designer is moving up to one of our sister stations, so we're looking for an electronic artist with superior design skills to service the daily graphic needs of our newscasts. Work with brand new equipment and live in the number one spot in the country. Macintosh design experience required (Photoshop, Illustrator, Quark); Quantel paintbox, Chyron iFINIT! and television production experience a plus. Rush non-returnable tape and resume to David Rhoades, Creative Services Manager, WTVVD, 411 Liberty Street, Durham, NC 27701. EOE.

Writer/Producer. Procter & Gamble's Corporate Communications Department is seeking a writer/producer with 7-10 years of experience. The position is located at P&G's corporate headquarters in Cincinnati, OH. Responsibilities include concept development, background research and general production of video news features for the Company's worldwide employee video. Applicants should be able to plan and script stories, supervise/direct video shoots and supervise editing to develop the final video product. Responsibilities also include writing for the Company's employee publication and participating in special projects. The successful applicant will possess: proven abilities in video story development and production; strong conceptual, analytical and strategic thinking abilities; demonstrated leadership ability; flexibility to work cooperatively in a team environment and to work independently with minimal direction; proven creativity and resourcefulness in solving problems. Salary is competitive and commensurate with experience. No phone calls, please. Direct resumes with VHS demo tapes to: Procter & Gamble, Corporate Communications (SY-01), P.O. Box 599, Cincinnati, OH 45201-0599.

Graphic Artist. Conus Communications is looking for a Graphic Artist for the All News Channel. Previous experience with video graphics, graphic design, composition and color. Ability to work evenings, weekends and overnights. Good typing and spelling skills. Geography and current events knowledge helpful. Experience with Ampex ESS-5, Video Toaster, Chyron character generator a plus. Please submit resumes and non-returnable tapes to: Conus Communications, ATTN: Amy J. Stedman, EEO 27-95, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An equal opportunity employer.

Production Assistant: Seeking upbeat detail oriented person who has excellent interpersonal and organizational skills. Must be able to solve problems and work independently. Responsibilities may include typing the technical rundown, cue cards, talent payments and bills, and organizing scripts. Must be IBM computer literate and have strong office skills. Send resume to: Production Assistant, P.O. Box 4041, Ansonia Station, New York, NY 10023-9495. No telephone calls or faxes please. We are an equal opportunity employer.

Director TV Production. Exciting opportunity to organize and manage local and national production efforts. BA/BS desired, complete knowledge of current TV production and editing techniques required, 3 - 5 years proven effective management required. Ability to coach and lead important. Competitive salary, excellent benefits. Send resume to Director Human Resources, 100 Festival Park Avenue, Jacksonville, FL 32202. EOE/Minorities/Disabled.

Production/Program Manager: KCAU-TV/ABC affiliate in Sioux City, Iowa. Candidates will have strong news production and creative services background. Position manages all areas of the Production and Programming departments. Send resume to Kim Cleaver, General Manager, KCAU-TV, 625 Douglas, Sioux City, IA 51101, or fax (712) 277-3733. EOE.

HELP WANTED PROMOTION

ON-AIR PROMOTION PRODUCER/SCHEDULER

KGO-TV has an immediate opening for a dynamic on-air promotion producer with emphasis on news topical and image promotion. Must have 3 to 5 years creative experience in all facets of broadcast promotion. Must have strong writing, production and post-production skills. Expertise in non-linear editing a plus. Should be well organized and able to assist with program logs and inventory control. Must be able to work under tight deadlines. Application deadline is March 10, 1995. Please send resume, cover letter, and tape to:

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

WANTED: BIG THINKER

Writer/Producer for CBS On-Air Promotion. With creative skills, writing skills, and ideas that are big on one ingredient:

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Send us your big innovative demo reel. Do not call. Reels are non-returnable.

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CBS

Ms. Barbara Lucchese

7800 Beverly Boulevard, RM 15 • Los Angeles, CA 90036

Equal Opportunity Employer

Senior Producer, Promotion wanted immediately to join highly-aggressive top-twenty Creative Services Department. If you love news promotion and your reel stands out from the ordinary rush a copy to: Creative Services Department, KTVI, 5915 Berthold, St. Louis, MO 63110. EOE.

Promotion Writer/Producer. WVIT, Connecticut's NBC station has an opening for an ace Promotion Writer/Producer. Candidates must have a college degree and three years promotion production experience. Applicant must have extensive knowledge of production (film and video shoot experience), and post-production techniques. This is not an entry level position. Primary responsibility is writing and producing station news promotion including series and image campaigns. EOE. Rush resume and reel to: Jeff Gray, Creative Services Director, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110.

Promotion Director wanted for network affiliate in small but growing desert market. You will write, shoot, and edit local news promos along with special event and program promos. We're looking for an "idea-person" that will create, develop, and produce high-energy promotions while working on multiple projects designed to enhance the image of our local-oriented station. If you're organized, highly motivated, and have minimum of three years experience, send a tape and resume to Box 00313 EOE.

Director, Advertising and Promotion. Major Los Angeles based studio is looking for a Director, Advertising and Promotion in the Marketing Department of its television distribution division. Seeking an experienced, aggressive and highly motivated individual to handle account management. Must have excellent communication skills, flexibility to work long hours and the ability to handle many projects simultaneously. Duties include station relations, co-op administration and creative supervision of print and on-air promotion for first-run and off-network shows. Send resume to Box 00304 EOE.

FOR ALL YOUR CLASSIFIED NEEDS
CALL ANTOINETTE FASULO
TEL: 212.337.7073
FAX: 212.206.8327

HELP WANTED RESEARCH

We are looking for a Research Analyst to aid the General Sales Manager with television ratings analysis. You must have excellent knowledge of Nielsen Ratings, have a solid broadcasting or ad agency background and be proficient with the PC in a Windows environment. Please send resume to Box 00302 EOE.

Research Director. WRDC/WLFL in Raleigh, N.C. are looking for a successful candidate to coordinate qualitative and quantitative research for dynamic dual-station presentations. Must have demonstrated knowledge of computer systems--Nielsen Media Research/TV Scan/Scarborough/Harvard Graphics/PageMaker. You need to be a creative problem solver with excellent writing and presentation skills. Send resume to: Carol Wright, General Sales Manager, WRDC-TV, 3012 Highwoods Boulevard, Suite 101, Raleigh, N.C. 27604. Equal opportunity employer.

Research Director: For ABC affiliate in 24th ranked Indianapolis. Seeking a qualified Research Director with a minimum of three years television or related experience. Must have strong ratings, qualitative and trend analysis skills. Excellent verbal and written skills a must. Data base and computer experience a plus. Send resume to Deanne Haviland, WRTV, 1330 North Meridian, Indianapolis, IN 46202 or fax (317) 269-1400.

SITUATIONS WANTED MANAGEMENT

Production Manager - 10 years in Number One market. Seeking similar position in NY Tri-State area. National production experience. Proven record in managing studio, EFP and long form productions. Reply to Box 00297.

SITUATIONS WANTED SALES

Successful TV ad sales executive in #1 Market seeks challenging and financially rewarding sales/marketing position. 7 years sales/management experience including the launch of 3 ad sales operations. MBA in Marketing. Prefer NY based position. Reply to Box 00278.

Give me a rope and I come back with horses! West Coast rep available for hire now! 310-985-7115.

SITUATIONS WANTED PRODUCTION

Producer/Director/Editor with great track record and hands-on experience seeks entry level position in T.V. production. Strong leadership skills, dedicated and dependable. Can take project from concept to completion. Excellent references. Willing to relocate. Available immediately. Call 508-752-4532.

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Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

CABLE

HELP WANTED PROGRAMMING

Network Production Manager. Major East Coast cable network is seeking a Production Manager with demonstrated experience in all facets of film and video production, post production, budgeting and project management. Requirements include a minimum 5-7 years of experience in documentaries as well as feature film and/or television work as a Production Manager. Must have a solid understanding of production logistics, rights issues, talent negotiations and union issues, post production, budgeting and project management. Strong communications skills also essential. For consideration, please send resume to Box 00293 EOE.

Art

GRAPHIC ARTIST

The future of television has already begun and its name is QVC. In just eight years, we've become one of the most powerful players in the electronic retail industry. Our sales top \$1 billion annually and our success is just the beginning.

This dynamic growth has created the need for a talented and versatile Graphic Artist to join our video production team. Contributing greatly to the overall look of our shows, you will design and produce graphics and animations supporting our on-air promotion and sales. The qualified candidate will have paint system and CGI experience (GVG Graphics Factory with Halo and SGI/Wavefront preferred). The ability to work under pressure is essential. BFA or equivalent is necessary. PC/Macintosh experience is helpful.

QVC offers a competitive salary and a comprehensive benefits package. If you have the talent and creativity vital to this position, please forward your resume and creative samples to: Michael Cavanaugh, Human Resources Dept/GA, QVC, Inc., 1365 Enterprise Drive, West Chester, PA 19380-0844. An equal opportunity employer.



FOR ALL YOUR CLASSIFIED NEEDS
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**Manager,
 Programming Dept.**

MTV Latino is currently seeking a Manager for the Programming Department. Responsibilities include programming of long form shows, including scheduling animation shows; ordering and acquisitions of all special programming; research on future programming; and generation of all logs, grids, and paperwork pertaining to MTV Latino shows and specials.

Successful candidate must have 2 years of television programming experience. Proficiency in Microsoft Word for Windows and Excel is required. Bilingual (English/ Spanish) a must. RCS Selector experience is a plus.

Qualified applicants may send resume to: **MTV Latino,**
Attn: Human Resources,
PO Box 50, 1602 Alton Road,
Miami Beach, FL 33139.
 EOE M/F/D/V



HELP WANTED MANAGEMENT

TELEVISION

OUTDOOR LIFE CHANNEL

Outdoor Life Channel is a new 24 hour-per-day cable channel featuring outdoor activities. We have the following exciting positions available:

Director of Acquisitions

Responsibilities include identifying programming (need familiarity with sports marketplace), negotiating contracts and developing programs.

Coordinating Producers

Responsibilities include creative decision-making involving studio and liveremote programming, overseeing production and technical crews and on-air talent, creating new show ideas and formats, and program budgets.

Operations Manager

Responsible for technical aspects of studio, master control facilities, satellite transmission and remote location productions. Also oversee technical crew, liaise with production vendors, good communication and negotiating skills and knowledge of state-of-the-art production equipment.

We offer a competitive salary commensurate with exp and a generous benefits package. Please send resume and cover letter indicating position of interest and salary requirements to:

Kim Putman
OUTDOOR LIFE CHANNEL
 2 Park Ave, NY, NY 10016
 eeo/m/f/d/v

**GENERAL MANAGER
 OF ADVERTISING SALES**

Cox Communications, Inc. has two openings for General Manager of Advertising Sales with cable ad sales operations in Santa Barbara, CA and Lubbock, TX. Qualified applicants should possess the ability to manage the development of and servicing of a client base to achieve revenue and profit objectives through spot sales and production services. Duties will include overseeing the design and implementation of sales programs to attract and retain clients. Also responsible for selecting, training, monitoring, and coaching sales and sales support employees.

Proven successful media sales and sales management experience required. College degree preferred. Excellent communications skills essential. Send resume to:

COX COMMUNICATIONS, INC.
1400 LAKE HEARN DRIVE
ATLANTA, GA 30318
ATTN: CableRep

Cox Communications, Inc. is an equal opportunity employer.

HELP WANTED NEWS

**ON-LINE
 VIDEO
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 EDITORS**

FREELANCE/Nights

Immediate opportunities editing MTV News segments which are Music and EFX intensive. To qualify, you **MUST** be very familiar with MTV, modern music and Grass Valley systems. For consideration, send resume **ONLY** (no reels, please), to: Director of Human Resources, MTV: MUSIC TELEVISION, BHA Box #139, 555 Madison Avenue, NY, NY 10022. An Equal Opportunity Employer.



SITUATIONS WANTED SALES

Experienced Sales and Satellite person looking for affiliate sales position for cable programming network. 203-531-4775.

HELP WANTED TECHNICAL

**DIRECT YOUR CAREER
TOWARDS AN INDUSTRY
INNOVATOR**

QVC, the world's leading electronic re-tailer, is looking for a special individual for its exciting new service, Q2, the next generation of televised shopping.

You'll find your career exciting and challenging working on a 24-hour television operation at our state-of-the-art facility in New York City.

**"LIVE" CONTROL
ROOM DIRECTOR**

In this position, you must be familiar in directing "live" direct response television programming and the desire to create and share in the creative process. Two-three years of "live" multi-camera directing experience and solid creative, managerial and communications are required. Also, the ability to thrive in a high pressure environment and direct a technical and support staff of 15 people is crucial to this position.

TECHNICAL DIRECTOR

Must have knowledge of Grass Valley 300, multi-channel DVEs and a Leitch still store system. You must have 1-2 years of multi-camera switching experience and the ability to manage personnel in supporting technical positions. Familiarity with Pioneer Laser system helpful.

The person we seek already knows the QVC story and wants to directly contribute to the next chapter, Q2. In return for your expertise, we offer a competitive salary and a comprehensive benefits package. For immediate consideration, forward your resume, indicating position of interest, and salary requirements to: Q2, Silver Cup Studios, Human Resources Dept., 42-22 22nd Street, Long Island City, NY 11101. We are an equal opportunity employer.



Resource Television

HELP WANTED PROMOTION

**ON-AIR PROMOTION
SENIOR PRODUCER**

If you have the talent, we'll give you the world! Cable's premier travel network is seeking a strong conceptual writer/producer. Candidates must have seven years experience, ability to direct national celebrities and cast to produce cutting edge on-location video and film promos, enjoy working with a creative team and have a reel that separates you from the pack! Send resume and demo tape to:

Ed Feuerherd
Manager, On-Air-Promotions
The Travel Channel

2690 Cumberland
Parkway
Suite 500
Atlanta, GA 30339

No Phone Calls, Please



Make Travel Plans Now

ALLIED FIELDS

HELP WANTED INSTRUCTION

Radio/TV Production Position: Eastern New Mexico University seeks individual to teach classes in audio/video production, performance, Introduction to Mass Communication, advise student-operated AM radio station, student curriculum advising and development. Qualifications: 3 or more years of professional/commercial radio-television production and/or management experience essential; including knowledge of 1/2 and 3/4-inch editing systems, video toaster, ENG/EFP/Studio/Field productions and procedures, as well as knowledge of radio station procedures and operations on university and professional levels. University teaching and working with students in electronic media areas preferred; MA required for Instructor level; Ph.D. required for Assistant Professor. Salary, tenure and contract renewal possibilities dependent upon experience and qualifications. Send letter of application, resume materials and the names, addresses and daytime phone numbers of four (4) references by March 20, 1995 to: Personnel, Mass Communication Search, ENMU Station #21, Portales, NM 88130. AA/EOC ENMU has an open records policy; therefore it is the policy of the University to reveal to the public the identities of the applicant for whom outside inquiries have been made or for whom on-campus interviews are scheduled.

Utah State University seeks tenure-track assistant professor in Broadcasting/Electronic Journalism for Fall 1995. Professional and teaching experience and master's degree required; Ph.D. strongly preferred. Teach skills/theory courses in television/electronic media. Expertise/research in new technologies, TV production, electronic newsgathering highly desired. Send application, vita, transcripts, three letters of recommendation and other supporting materials to Department of Communication, Utah State University, Logan, Utah 84322-4605. AA/EOE.

HELP WANTED SALES

Video production company with offices in Chicago and Washington, DC looking for a full-time sales rep at our DC location. Please send resume and references to Box 00299 EOE.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in Sangamon State University's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact: Charles Wheeler, PAC 418, SSU, Springfield, IL 62794-9243. (217) 786-7494. EOE.

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Will trade 6kw FM station with C-2 Upgrade approval for boat, airplane, real estate station in top 160 market.

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Class A FM, daytime AM combination in fast-growing, wealthy area near Milwaukee, WI. 3kw FM approved for 6kw and for much higher tower. Real estate included. Partial seller financing. Great potential. Call now! Contact Tim (414)-453-8999.

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.

WANTED TO BUY STATIONS

Wanted. Small to medium AM, FM or Combo, located within 150 miles of Chicago. Replies will be kept confidential. Send details to Box 00314.

WANTED TO BUY STATIONS

AM Radio Nightmare?!?! LMA Turnaround Specialist. Guaranteed Profit Within Three Months. Equity or Ownership Terms Negotiable. AM-Star Broadcast, Co. Call 1-800-300-5008.

EDUCATIONAL SERVICES

Announcing the Garth C. Reeves, Sr. Eminent Scholar Chair in Journalism and Graphic Arts at Florida A&M University

Florida A&M University enrolls more than 10,000 students in Florida's state capital. FAMU is one of our nation's leading educational institutions, and is an equal opportunity/equal access university.

FAMU's School of Journalism, Media and Graphic Arts is nationally recognized, and its Division of Journalism was the first at an historically black university to be nationally accredited by the Accrediting Council on Education in Journalism, and Mass Communications.

Florida A&M University announces the opening of the second application and nomination period for the Garth C. Reeves, Sr. Eminent Scholar Chair in Journalism and Graphic Arts. This \$1 million endowed chair is an opportunity to expose Florida A&M University students and faculty to persons of substantial scholarly and/or professional accomplishment through resident participation in programs of the FAMU School of Journalism, Media and Graphic Arts for periods from three weeks to an academic semester (16 weeks) or longer. Appointees to the chair should represent the needs and interests of the School's two instructional divisions and tracks within them—newspaper journalism, broadcast journalism, magazine production, public relations, photography, graphic design, printing management and printing production. Appointments will alternate between divisions and among tracks. Salary negotiable.

Potential appointees may be identified by nomination or application. Consideration will be given to distributing chair appointments to represent variety in gender, age, race, and ethnic origin.

Qualifications:

- Candidates must be able to relate to students in teaching and leadership roles.
- Appointees should have achieved substantial status in their fields, measured by such factors as national or international prizes or awards, scholarly productivity/expertise, industry or academic reputation, and recognition and prestige. "Substantial status" will be the judgment of the selection committee, mindful of the specific needs of the School's programs.

Appointment to this chair will be for the 1995-96 academic year or part of it. Applications or nominations should be submitted to arrive at the address below by March 30, 1995 for the 1995-96 academic year. Nominators should supply nominee biographies with full mailing addresses and phone numbers. Applicants should send current resumés. Please write to:



Robert M. Ruggles, Dean
School of Journalism, Media, and Graphic Arts
108 Tucker Hall
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KBRJ(FM) Anchorage, AK (BALH941110 ED)—Action Dec. 7.

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KTKN(AM)-KGTW(FM) Ketchikan, AK (AM: BAL941110EE; FM: BLH941110EF)—Action Dec. 28.

KIFW(AM)-KSBZ(FM) Sitka, AK (AM: BAL941110EC; FM: BALH941110ED)—Action Dec. 7.

KMBQ(FM) Wasilla, AK (BALH941110 EH)—Action Dec. 7.

WAJF(AM) Decatur, AL (BAL940715EN)—Action Dec. 22.

WNTM(AM)-WMXC(FM) Mobile, AL (AM: BTC941209GF; BTCH941209GH)—Action Dec. 23.

KCQR(FM) Ellwood, CA (BALH941004 GE)—Action Dec. 23.

KFWB(AM) Los Angeles (BAL941108 KN)—Action Dec. 16.

KPIX(AM) San Francisco, CA (BAL941108 KL)—Action Dec. 16.

KRKE(AM) Aspen, CO (BAL941216EA)—Action Dec. 23.

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.

WDNO(FM) Laurel, DE (BALH940912GI)—Action Dec. 12.

WBDN(AM) Brandon, FL (BAPL941110 EI)—Action Dec. 7.

WTPX(FM) Fort Lauderdale, FL (BALH 941017GG)—Action Dec. 8.

WGGG(AM) Gainesville, FL (BAL941109 EB)—Action Dec. 7.

WCOA(AM)-WWRO(FM) Pensacola, FL (AM: BTC941209GG; FM: BTCH941209 GI)—Action Dec. 23.

WSEG(FM) Brunswick, GA (BALH940823 GE)—Action Dec. 15.

WQUL(FM) Fayetteville, GA (BAPLH 941103GG)—Action Dec. 23.

WCIL-AM-FM Carbondale, IL (AM: BTC940912GG; FM: BTCH940912GH)—

Action Dec. 6.

WLYV(AM) Fort Wayne, IN (BAL941025 EB)—Action Dec. 12.

WBTU(FM) Kendallville, IN (BALH941110 GE)—Action Dec. 28.

WLOI(AM) La Porte, IN (BTC941007GJ)—Action Dec. 16.

WCOE(FM) La Porte, IN (BTCH941007 GK)—Action Dec. 16.

WSFC(AM)-WSEK(FM) Somerset, KY (AM: BTC941031GN; FM: BTCH941031 GO)—Action Dec. 27.

KALB(AM) Alexandria, LA (BAL941103 EB)—Action Dec. 28.

KKLL-FM Webb City, MO (BALH941031 GE)—Action Dec. 15.

WFGE(FM) Mackinaw City, MI (BALH 940922GE)—Action Dec. 15.

KDWG(AM)-KCTR-FM Billings, MT (AM: BAL940620GI; FM: BALH940620GL)—Action Dec. 14.

KKBR(FM) Billings, MT (BALH940620 GL)—Action Dec. 14.

KBLG(AM) Billings, MT (BAL941116GI)—Action Dec. 28.

KRXX(FM) Billings, MT (BALH941116 GJ)—Action Dec. 28.

KYYA-FM Billings, MT (BALH941116 GK)—Action Dec. 28.

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KBOZ(AM) Bozeman, MT (BAL940620 GJ)—Action Dec. 14.

KXTL(AM) Butte, MT (BAL941116GL)—Action Dec. 28.

KQUY-FM Butte, MT (BALH941116GM)—Action Dec. 28.

KAAR(FM) Butte, MT (BALH941116GN)—Action Dec. 28.

KBMJ(FM) Hardin, MT (BALH931209 GH)—Action Dec. 23.

KXGF(AM) Great Falls, MT (BAL941116 GQ)—Action Dec. 28.

KAAC(FM) Great Falls, MT (BALH941116 GR)—Action Dec. 28.

KGRZ(AM) Missoula, MT (BAL941116 GO)—Action Dec. 28.

KDXT(FM) Missoula, MT (BALH941116 GP)—Action Dec. 28.

KREN-TV Reno, NV (BALCT941021KE)—Action Dec. 23.

WBTB(AM) Beaufort, NC (BAL941031 EB)—Action Dec. 15.

WBYS(FM) Van Wert, OH (BALH941110 GG)—Action Dec. 28.

KCNA(FM) Cave Junction, OR (BALH 941219GL)—Action Dec. 28.

WDAI(FM) Pawley's Island, SC (BALH 941005GG)—Action Dec. 22.

KVET-FM Austin, TX (BALH941021GE)—Action Dec. 12.

WYYD(FM) Amherst, VA (BALH941215 HC)—Action Dec. 28.

WNRG(AM)-WMJD(FM) Grundy, VA (AM: BTC941109GK; FM: BTCH941109GL)—Action Dec. 6.

KYSN(FM) East Wenatchee, WA (BALH 941116GT)—Action Dec. 28.

KXAA(FM) Rock Island, WA (BALH941116 GS)—Action Dec. 28.

Dismissed

KZHT(FM) Provo, UT (BALH921118HL)—Action Dec. 4.

FACILITIES

Applications

Martinsville, VA WPIM(FM) 90.5 mhz—Martinsville Community Workshop Inc. seeks mod. of CP to make changes: ERP: 4 kw; ant. 118 m.; TL: on Rte. 57, 300 m. E of Martinsville city limits, in Henry Co., VA, and to change antenna supporting-structure height.

Actions

Seaside, CA KLMY(FM) 103.9 mhz—Granted app. of The Dunlin Group for mod. of CP to make changes; ERP: 1.2 kw; ant. 161 m.; TL: Hidden Hills Communication site, 10805 Saddle Rd. (unicorporated area). Monterey Co., CA. Action Dec. 15.

Washington, DC WGMS-FM 103.5 mhz—Granted app. of Classical Acquisition Partnership for CP to install auxiliary antenna (for auxiliary purposes only). Action Dec. 16.

Douglas, GA WDMG-FM 99.5 mhz—Granted app. of WDMG Inc. for CP to correct coordinates and change ERP: 100 kw; ant. 48 m. Action Dec. 14.

Alachua, FL WFJZ(FM) 92.5 mhz—Alachua Broadcasting Co. Inc. seeks mod. of CP to make changes: ERP: 3.229 kw; ant. 135 m.; TL: tax parcel 5975-3-1, W side of US Hwy 441, Alachua, Alachua Co., FL, approx. 9.4 km ESE of Alachua. Action Dec. 20.

Jupiter, FL WJBW(FM) 99.5 mhz—Granted app. of Jupiter Broadcasting Corp. for mod. of CP to change ERP: 6 kw; ant. 94 m.; and TL: 500 N Delaware Blvd., Jupiter, FL. Action Nov. 30.

—Compiled by Julie A. Zier

THIS WEEK

Feb. 20-22—Great Lakes broadcasting conference and expo, presented by the *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: Karole L. White, (517) 484-7444.

Feb. 22—*Texas Association of Broadcasters* Legislative Day conference and luncheon. Capitol Marriott, Austin, Tex. Contact: Oscar Rodriguez, (512) 322-9944.

Feb. 22—"Richard Durham: His Friends Remember," tribute presented by *The Museum of Broadcast Communications*, Chicago. Contact: (312) 629-6000.

Feb. 22-24—*Texas Cable TV Association* 35th annual trade show and convention. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

Feb. 23-24—Video-on-demand conference, presented by *IBC Technical Services Ltd.* The Langham Hilton, London. Contact: Caroline Bishop, +44 71 637 4383.

Feb. 24-25—Black College All-American Awards weekend, presented by the *SBN Sports Network*. Hyatt-Peachtree Center, Atlanta, Ga. Contact: C. Ottley, (212) 486-4255.

Feb. 24-27—*National Federation of Community Broadcasters* annual meeting. Albuquerque Hilton, Albuquerque, N.M. Contact: David LePage, (202) 393-2355.

Feb. 25—Symposium on entertainment law presented by the *American Bar Association Forum on the Entertainment and Sports Industries and Harvard Law School Committee on Sports Entertainment Law*. Harvard Law School, Cambridge, Mass. Contact: Ulip Socha, (312) 988-6147.

Feb. 25-26—8th annual local programing seminar presented by the *National Academy of Cable Programming*. ANA Hotel, Washington, D.C. Contact: Bakori Davis, (202) 775-3611.

FEBRUARY

Feb. 27-28—"Managing Change in an Evolving Industry" course, presented by *Women In Cable & Telecommunications*. Denver. Contact: Chris-

Datebook

line Bolletino, (312) 634-2335.

Feb. 27-28—"Marketing in a Competitive Environment" course, presented by *Women in Cable & Telecommunications*. Charlotte, N.C. Contact: Christine Bolletino, (312) 634-2335.

MARCH

March 1-17—*The Museum of Television & Radio's* 12th Television Festival. Directors Guild of America Building, Los Angeles. Contact: David Lewis, (212) 621-6685.

March 3—Deadline for entries to the *New York Festivals* Radio Programming & Promotions Awards. Contact: Anne White, (914) 238-4481.

March 3—Deadline for entries to The Radio-Mercury Awards. Contact: *The Radio Creative Fund*, (212) 387-2156.

March 5—2nd annual Children's Interactive Media Festival, sponsored by the *Academy of Television Arts and Sciences, Academy of Interactive Arts and Sciences, International Interactive Communications Society and American Center for Children's Television*. Contact: Andrew Zucker, (213) 653-3393.

March 5-7—*NIMA International* fourth annual midyear meeting. Waldorf-Astoria, New York City. Contact: David Savage, (202) 962-8342.

March 9-10—"Convergence: Partners in Progress" course, presented by *Women In Cable & Telecommunications*. Denver. Contact: Christine Bolletino, (312) 634-2335.

March 14—51st annual *Radio & Television Correspondents' Association* dinner. Washington Hilton, Washington. Contact: Ivan Goldberg, (202) 955-1366.

March 14-17—MediaVisión '95, Latin American conference on programming and promotion, co-sponsored by *NATPE International, Promax International and NIMA International*. Hyatt Regency Santiago, Santiago, Chile. Contact: Christine LeFort, (310) 453-4440.

March 20-23—Supercomm '95 global

telecommunications conference and exhibition, co-sponsored by the *Telecommunications Industry Association and United States Telephone Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (202) 326-7300.

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 7-12—MIP-TV international television marketplace, sponsored by *Reed Exhibitions*. Palais des Festivals, Cannes, France. Contact: (212) 689-4220.

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 1-3—44th annual *American Women in Radio and Television* convention. Beverly Hilton, Beverly Hills, Calif. Contact: (703) 506-3290.

June 7-10—Promax & BDA '95 conference & exposition, presented by *Promax International and BDA International*. Sheraton Washington Hotel and Washington Hilton & Towers, Washington, D.C. Contact: (213) 465-3777.

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, Radio Television News Directors Association, Society of Broadcast Engineers and Society of Motion Picture and Television Engineers*. New Orleans, La. Contact: Lynn McReynolds, (202) 429-5350.

Major Meetings

—Compiled by Kenneth Ray

Stuart Zachary Levin

As the television industry braces for a 500-channel universe, Stu Levin and his TVN Entertainment are paving the way for a possible 4,000-channel universe.

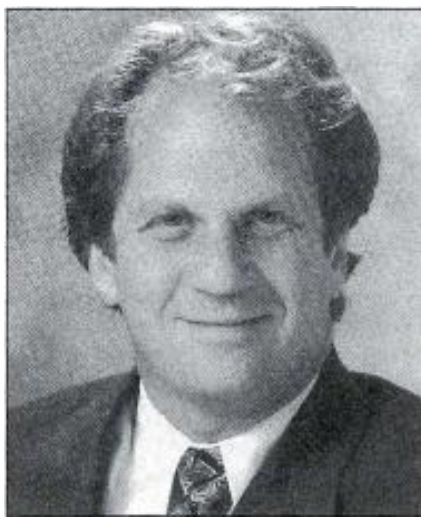
TVN, the first near-video-on-demand multiplex service, offers pay-per-view movies and other programming via satellite to U.S. households. Levin, who got his start in the music business, has been playing to the backyard-satellite-dish set since the 1980s.

As a producer of live events during the 1970s such as *Mardi Gras at the Superdome*, Levin learned firsthand the immense potential of the satellite business. "I understood the technology of the satellite business because of the programs we had done where we would bring in Diana Ross or Stevie Wonder via satellite," he says. "In the late 1970s no one was really up in the business, and up until 1979 you couldn't even own a backyard dish. So the satellite industry was started when it was deregulated."

In the early 1980s, as the satellite business began to grow, Levin had the idea of a 10-channel "movie theater in the sky." All he lacked was a "big player to make it work. At the time, there were no encryption services; all the services were in the clear. In 1984 I started looking at encryption services with regard to the movies-in-the-sky concept. In order to do that, we needed a lot of hardware and so I went to AT&T."

What his idea needed was automatic number identification, which AT&T already was interested in and which would allow callers to order movies and be billed via telephone.

There were several more hurdles to overcome before the theater-in-the-sky concept would become reality. Although Levin began launching TVN in 1984, it was not until 1991 that the company, based in Burbank, Calif., sold its first movie. The long start-up time resulted from delays in selecting a set-top box. TVN eventually went with General Instrument's. Despite TVN attempts to produce its own, GI was "already entrenched in the market," Levin says.



Now in its fifth year of operation, TVN continues to add programming and subscribers. In the past nine months, the company has added 175,000 subscribers, bringing its subscriber base to 675,000. Although first in its field, TVN now has several high-profile competitors in the ever-growing market, most notably DIRECTV.

DIRECTV uses Ku-band technology and operates via heavily touted 18-inch satellite dishes. TVN operates on the C-band technology, which is picked up by larger backyard dishes. DIRECTV's recent advertising blitz, which has included large buys on network television, including football telecasts, has helped the entire satellite business—including TVN, Levin says. TVN's large dishes are capable of picking up both C-band and Ku-band.

"DIRECTV has lifted the C-band business with the large dishes because you get a lot more product," Levin says. "Also, pay services are cheaper on C-band. The ads are driving consumers into the store, and then [the customers] are being up-sold to C-band technology."

The two services and technologies offer different things to different consumers, Levin says. "The aesthetics of the small dish and its price do make a difference. But for people who have the room and want more choices, they choose C-band." The physics don't allow for C-band to be picked up on the 18-inch dish, he says, but "we might be able to get it down to the four-to-five-foot range."

"MPEG-2, the open standard everyone is waiting for, is finally here," Levin adds. The technological advancement is a worldwide digital compression standard that allows for greater and more efficient use of band space. "You'll start to see digital boxes coming out in big waves this year and in '96 and '97. The transition to digital will be a sea change of technology. If you have C-band now, you have 500 channels. With digital, you could grow it to 4,000."

Not content to rest on its laurels, TVN has continued to grow into new areas of the business.

Although a competitor to cable, TVN now offers cable operators the ability to get into the multiplex, near-video-on-demand business without having to wait for the technology from the slow-moving cable industry. "Our TheatreVision Plus is a turnkey solution for the operators who want to get into the business immediately. The service does the billing, barking [and customer service], and

is customized per system."

Levin takes great pride in leading a company that stays ahead of the industry's technological and software services curve. "In the satellite world, we've been in the 500-channel universe for the past 15 years. This is one of those anomalies where the rural guy had more choices than the urban guy." —SC

Founder/president/chief executive officer, TVN Entertainment, Burbank, Calif.; b. Feb. 28, 1948, Brooklyn, N.Y.; attended Brooklyn College, 1965-67; manager, production and lighting, Action City Club, Brooklyn, 1966-68; musical manager, Brooklyn, 1968-72; freelance music producer, Los Angeles, 1972-73; producer, Pasetta Productions, L.A., 1973-77; founder/consultant, American Cablevision of New Orleans, 1978-80; independent producer and president, SMA TV, New Orleans, 1980-84; current position since 1984; m. Pamela Rosenfeld, June 16, 1991.

Fates & Fortunes

BROADCAST TV

Kenneth Schwab, program manager, Vermont ETV, joins Turner Broadcasting System, Atlanta, as director, programing, Turner Classic Movies.

Appointments at WTHR(TV) Indianapolis: **Rod Porter**, marketing director, named program director; **Tom Scott**, research director, WRTV(TV) Indianapolis, joins in same capacity.

Ray Witter, program coordinator, WGNT(TV) Portsmouth, Va., named operations director/program coordinator.



Christian

Appointments at Diversified Communications' WYOU(TV) Scranton, Pa.: **Bill Christian**, VP/GM, adds responsibilities of senior VP, broadcasting, corporate level; **Billy Huggins**, GSM, adds responsibilities of station manager.



Huggins

Appointments at WKBW-TV Buffalo, N.Y.: **Tracy Fox**, producer, WDIV(TV) Detroit, joins as executive producer; **Joe Rohm**, assignment editor, named managing editor; **Tony Jones**, photographer, WGRZ-TV Buffalo, joins in same capacity.

N. Linsey Tulley, VP, Citibank Private Bank, New York, joins Sunbow Productions there as CFO.

Jim Burke, VP/GM, WTTG(TV) Washington, joins KTTV(TV) Los Angeles in same capacity.

Chuck Richardson, production consultant, joins Turner Pictures, London, as VP, feature animation administration.

Terry Thrans, senior producer/director, KPLR-TV St. Louis, named production manager.

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Susan Rynn**,



Cobern

senior VP, research and business development, Independent Television Network, New York, joins as VP, sales and marketing; **Avery Cobern**, director, broadcast standards, prime time programing and Fox Children's Network, named VP.

Kent Cornish, GM, KTKA-TV Topeka, Kan., adds VP to his responsibilities.

David Seevers, sales manager, Worldwide Television News, Washington, joins ABC News, New York, as manager, sales and marketing, VideoSource.

Mary Jane Ufland, VP, production, Warner Vision Entertainment, Los Angeles, named senior VP.

Kerry Moriarity and **Duncan Campbell**, producers, **Jenny Jones**, Chicago, named senior producer and coordinating producer, respectively.

David Dreiling, VP, business and legal affairs, D.L. Taffner, New York, joins BBC Worldwide Americas there as senior VP, business and legal affairs.

Phil Aldridge, sports producer, WVUE(TV) New Orleans, joins KLFY-TV Lafayette, La., as weekend sports anchor/reporter.

Steven Ross, VP, worldwide feature film promotions, 20th Century Fox, Los Angeles, named senior VP, worldwide promotions, feature film and video.

Lisa Payne, regional representative, former governor Mario Cuomo, New York, joins WRTN(FM) New Rochelle, N.Y., as senior VP/GM.

Mariann Matarese, GSM, WBUX(AM) Doylestown, Pa., adds station manager to her responsibilities.

Ann Gallagher, engineer, Voice of America, planning and analysis, Washington, joins Moffet, Larson & Johnson Inc., Falls Church, Va., as project engineer.

Ken Kuhl, station manager, KNET(AM)/KYYK(FM) Palestine, Tex., named VP/GM, KIOX-AM-FM Bay City, Tex.

Steve Manke, sales manager, KRLT(FM) and KOWL(AM) South Lake Tahoe, Calif., named GM.

LaDonna Shaughnessy, account executive, KMYZ-FM Pryor, Okla., named regional sales manager.

Ronald Stone, GM, and **Carrie Butler**, sales manager, KEZK-FM St. Louis and KFNS(AM) Wood River, Ill., join KJJO-AM-FM St. Louis Park, Minn., as GM and GSM, respectively.

Susan Garone, VP, research and affidavit retrieval, MediaAmerica Inc., New York, named VP, research.

Kevin O'Brien, GSM, KKLD(FM)/KJYK(AM) Tucson, Ariz., named station manager.

Appointments at Virginia Network Inc., Vienna, Va.: **Bill Grunder**, GSM, WLXG(AM) Lexington, WGKS(FM) Paris, both Kentucky, and **Sterling Slaughter**, GSM, WYYD(FM) Amherst, Va., named GM and GSM, respectively, WRDJ(FM) Roanoke, WLDJ(FM) Appomattox, WIJS(FM) Roanoke, WJIX(FM) and WVLR(AM) Lynchburg, all Virginia; **Bill Carter**, program director, WJLM(FM) Salem, Va., named production director, network's five stations in Roanoke/Lynchburg, and air personality, WIJS(FM) Roanoke and WJIX(FM) Lynchburg.

Doug Silver, program director, KFAB(AM) Omaha, is leaving to devote full time to Silver Broadcast Consultants, Orlando, Fla., as consultant.

Dave Murphy, LSM, WUSN(FM) Chicago, joins WIJD(AM)/WJMK(FM) there as GSM.

Scott Stanford, morning news anchor, WRKL(AM) New City, N.Y., joins WFAS-AM-FM White Plains, N.Y., in same capacity.

Kathy Silks, director, communications, WITF-FM Harrisburg, Pa., named VP.

Brian Daisy, CFO, Roth Communications, Stoneham, Mass., joins Back Bay Broadcasters and WBNW(AM) Boston, in same capacity.

Matthew Zucker, executive producer, WWDB(FM) Philadelphia, named program director.

Ken Kuhl, station manager, KNET(AM)/KYYK(FM) Palestine, Tex., named VP/GM, KIOX-AM-FM Bay City, Tex.

Steve Manke, sales manager, KRLT(FM) and KOWL(AM) South Lake Tahoe, Calif., named GM.

LaDonna Shaughnessy, account executive, KMYZ-FM Pryor, Okla., named regional sales manager.

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RADIO

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Ann Gallagher, engineer, Voice of America, planning and analysis, Washington, joins Moffet, Larson & Johnson Inc., Falls Church, Va., as project engineer.

CABLE



Ricca

Greg Ricca, executive VP, Viacom Networks Group, New York, focuses his responsibilities as executive VP, MTV Networks there.

Appointments at Prime Sports, Los Angeles:

Lisa Laky, senior advertising sales account executive, Prime Sports, named local advertising sales manager; **Rebecca McGregor**, human resources coordinator, named manager.

William Barbour, assistant GM, Cablevision, Woodbury, N.Y., named GM, North Carolina region.

Appointments at The Family Channel, Virginia Beach, Va.: **Robert Turnbull**, on-air anchor, wvfs(FM) Tallahassee, Fla., joins as publicist; **Ann Abraham**, promotion writer/programming liaison, named manager, public relations, trade press and ad sales liaison; **Harold Moore**, affiliate marketing manager, named director.

Terri Morse, senior director, sales and marketing, Prism/SportsChannel, Philadelphia, named VP.

Appointments at Cox Cable Communications, Atlanta: **Ellen East**, manager, public affairs, named director, communications; **Donald Karell**, corporate director, construction, Times Mirror Cable Television, Phoenix, joins as VP/GM, Middle Georgia; **Richard Waterman**, VP, corporate affairs, Times Mirror Cable Television, Irvine, Calif., joins Cox Communications as director, government relations.

Appointments at Starnet Inc., West Chester, Pa.: **Robert Bower**, VP, engineering and operations, named senior VP/chief technology officer; **Susan Stuchell**, account manager, Eastern region, named director, North Central region.

Ivano Leoncavallo, producer, MTV News, New York, named new director, MTV Latino, Miami.

Appointments at fX, New York: **Michael Koegel**, executive in charge of talent, Nickelodeon/Nick at Nite there, joins in same capacity; **Steven**

Carcano, director, affiliate relations, E! Entertainment Television there, joins as VP, local ad sales.

Richard Hart, host, and **Dan Sexton**, executive producer, *The Next Step*, join C/NET: The Computer Network, San Francisco, as host and VP, development, respectively.



Pratt

Appointments at Discovery Networks, Bethesda, Md.: **Wendy Eagle**, director, commercial operations, named VP; **Cathy Pratt**, director, affiliate sales, named director, advertising

sales, Latin America.

C. Ray Waller, marketing and sales manager, West Virginia systems, E.W. Scripps Co., Bluefield, W.Va., named GM, Western Kentucky systems.

MULTIMEDIA



O'Brien

Katherine O'Brien, director, Capital Cities/ABC Multimedia Group, New York, named VP.

Appointments at Cox Broadcasting, Washington: **David Chase**,

operations manager, named assistant bureau chief; **Martin Kos**, chief photojournalist, named operations manager; **Robert Williams**, bureau photojournalist, named chief photojournalist; **Zelda Wallace**, office manager, named field producer; **Lynn Dakis**, editor, Potomac Television, Washington, joins as editor/photojournalist.

Carol Mills, founding partner, Mills/Montgomery Inc., New York, joins Jim Henson Productions there as director, design services.

Appointments at Rainbow Advertising Sales Corp.: **Warren Spellman**, director, marketing services, named VP; **Thomas Marsillo**, director, sales, Eastern region, SportsChannel, New York, named VP, advertising sales; **John O'Neill**, corporate marketing

manager, Golden Bear International, North Palm Beach, Fla., joins as NSM, SportsChannel, Bala Cynwyd, Pa.; **Michael McMurray**, research manager, Rainbow Advertising Sales Corp., New York, named director, research.

Paul Davis-Miller, manager, acquisition and sales, North America, Unapix Entertainment Inc., Greenwich, Conn., named VP.

Ann Dilworth, group VP, new consumer media, Times Mirror Consumer Media, Los Angeles, named president.

DEATHS

Bob Randall, 57, dramatist, novelist and television writer, died Feb. 11 of complications from AIDS at his home in New Milford, Conn. Randall was head writer and co-producer of the CBS series *Kate and Allie*.

John Anthony Masterson, 83, creator and producer of radio and television shows, and his wife, actress **Mary Stuart Masterson**, 72, died Feb. 4 in a car accident on the Pacific Coast Highway in California. Masterson's 60-year broadcasting career began with the creation of shows *Bride and Groom* and *Queen for a Day*. He also created *People's Court*, which ran in first-run syndication for 13 years, and *The Booth*, a dramatic series that aired on PBS. The couple is survived by their children, Tucky and Sean, and several brothers, sisters and grandchildren.

Beulah Donohue Hochstein, 86, former trustee and president, national alumnae, Milwaukee-Downer College, society editor and television personality, died of a stroke Jan. 31 at The Hospice of Arlington, Arlington, Va. Hochstein's pioneering and popular show, *The Woman's World*, which aired in 1951, won her a Golden Mike for Broadcasting. The daily program covered topics from psychology to marketing and featured the first certificate course in Red Cross first-aid given on television. She is survived by daughters Judith and Jeanne; her sister, Thelma; and five grandchildren.

—Compiled by Denise Smith

U.S. Senator Bob Graham (D-Fla.) says he has gotten **the Defense Department, the Postal Service and Amtrak to agree not to advertise on any excessively violent TV program.** DOD spent \$37.3 million on TV advertising last year, the Postal Service spent \$22.9 million and Amtrak spent \$8.1 million.

The FCC last week fined four stations for Equal Employment Opportunity violations: WTGS(TV) Hardeeville, S.C. (\$27,500); KMPC(AM)-KLIT(FM) Los Angeles-Glen-dale, Calif. (\$20,000); WMYG(FM) Braddock, Pa. (\$16,000), and WWCT-FM Peoria, Ill.(\$10,000). The FCC charged stations with failing to recruit enough minorities.

Democrats on the House Ways & Means Committee have submitted proposals to save the Minority Tax Certificate program, which is now slated for termination. The program would be capped at \$50 million and would be transferred to the IRS. Changes would not be retroactive, saving Viacom's plans to collect a tax certificate for the sale of its cable systems to a minority-controlled company. The full House is scheduled to vote on the program on Tuesday (Feb. 21).

An embattled PBS last Friday announced the resignations of its National Programming Service's Jennifer Lawson, executive VP, and John Grant, senior VP. The resignations are effective March 10. PBS officials were not available for comment on whether the resignations are related to the ongoing controversy over federal funding for CPB, which helps fund PBS. However, on Jan. 30, when PBS was reorganized into three divisions, Lawson was named to continue in her job while some of her peers

ABRY ready to buy stations

ABRY Communications, the Boston-based group owner run by Andrew Banks and Royce Yudkoff, is preparing to go on a station-buying spree. The company commissioned Wall Street investment banker Donaldson Lufkin Jenrette to raise more than \$200 million in investment capital, which will serve as a base on which to borrow another \$700 million-\$800 million, Banks confirmed last week. The new properties will be a mix of television and radio properties. Since 1989 ABRY has specialized in acquiring marginal TV stations and making improvements in operating performances and cash flow. It owns KSMO-TV Kansas City, Mo., WSTR-TV Cincinnati and WNUV-TV Baltimore. —SM

New Saturday for CBS

CBS is undergoing a major overhaul on its Saturday morning schedule by adding six new series in the fall, and a seventh in January 1996. Three of the new series, *The Lion King's Timon and Pumbaa*, *The Mask and Ace Ventura: Pet Detective*, are based on recent blockbuster movies. The last is the mid-season entry.

The network will renew three series from this year: *Disney's Alladin* (its second season), *Teenage Mutant Ninja Turtles* (sixth season) and *Beakman's World* (third season).

The other new shows are *The Adventures of Hyperman*, *Felix the Cat*, *Santo Bugito* and *National Geographic's Really Wild Animals*.

The CBS fall Saturday morning schedule is *The Adventures of Hyperman* (8-8:30), *The Lion King's Timon and Pumbaa* (8:30-9), *Disney's Alladin* (9-9:30), *Teenage Mutant Ninja Turtles I* (9:30-10), *The Mask* (10-10:30), *Teenage Mutant Ninja Turtles II* (10:30-11), *Felix the Cat* (11-11:30), *Santo Bugito* (11:30 a.m.-noon), *Beakman's World* (12 noon-12:30 p.m.) and *National Geographic's Really Wild Animals* (12:30-1 p.m.). —SC

IVDS bidder fined \$390,000

A Florida company has been slapped with a \$390,000 fine by the FCC for allegedly abusing the commission's auction process during last summer's sale of interactive spectrum. The company also may be liable for \$1.2 million in penalties for failing to make a \$3.2 million down payment.

The FCC says Commercial Realty St. Pete bid more than \$40 million for 20 Interactive Video Data Service licenses without having the money to back the bids. The FCC also alleges that the company falsely claimed it was a female-controlled business in order to take advantage of bidding credits.

Reached last week, Hartley said his wife controls 60% of the company. But Hartley, who said he was calling between shots in a golf game, would not comment on other FCC allegations. He did issue a press release last week claiming that the FCC's charges were groundless and would be challenged in court. —CSS

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were promoted. "She had essentially been fired," a source said, adding that "PBS President] Ervin [Diggan] and Jennifer did not get along." The National Programming Service distributes PBS series. Kathy Quattrone, PBS's programming VP, will be acting head.

American Movie Classics is paying an estimated \$20 million for a new package of movies from Warner Bros. Domestic Pay-TV, Cable & Network Features. The deal, which includes hundreds of movies produced between 1940 and 1970, includes classics "East of Eden," "Rebel Without a Cause" and "A Streetcar Named Desire."

MGM TV, having recently cleared its new syndicated reality strip *LAPD* in 77% of the country for a fall launch, is preparing a new syndicated reality show for September 1996. Tentatively titled *Paradise Patrol* and packaged by ICM agent Steven Wohl, it will be produced by *LAPD* executive producer Dave Bell. More than 35 state and federal agencies have agreed to participate.

Paramount Domestic Television has signed long-term renewal agreements with CBS O&Os in New York, Los Angeles and Chicago to clear its *Hard Copy* and *Entertainment Tonight* through 1999 in prime access. *ET* already is on all three stations and *Hard Copy* is on CBS O&Os WCBS-TV New York and KCBS-TV Los Angeles and will move from WMAQ-TV Chicago to the CBS O&O WBBM-TV in fall 1996.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 5. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	14.4/228/99
2. Jeopardy!	11.6/217/98
3. Wheel of Fortune-wknd	8.5/178/83
4. Nat'l Geog on Assignment	7.9/177/96
5. Entertainment Tonight	7.8/160/94
6. Oprah Winfrey Show	7.6/232/99
7. Star Trek: Deep Space 9	7.4/237/99
8. Baywatch	7.2/218/96
9. Roseanne	6.7/182/95
10. Inside Edition	6.6/170/91
11. The Simpsons	6.5/133/84
12. Journeys of Hercules	6.3/157/93
13. Family Matters	6.2/193/94
14. Hard Copy	6.1/184/94
14. Married...With Children	6.1/174/91

Briefing boycott

The Senate Commerce Committee always has prided itself on taking a bipartisan approach to telecommunications issues. But relations between committee Democrats and Republicans and their staffs are increasingly strained. Last week, Democratic staffers, for the most part, boycotted telecommunications briefings held by the Senate Communications Subcommittee's Republican staff. Industry lawyers and representatives were invited to come to the Hill and discuss a number of different topics during the briefings, which took place over several days. Among the topics: broadcast deregulation, foreign ownership, universal service and competition between the Bell operating companies and cable. "We asked [Republican staff] not to schedule the briefings while we were working on a draft bill. We thought it was in bad faith to schedule them when we asked them not to," said one Democratic staffer. Democrats last week presented their own telecommunications reform plan, which is strikingly different from the one Pressler has released (see page 8).

—KM

WASHINGTON

Status quo

Leadership on the NAB TV board isn't likely to see much change. The current chairman, Bill Ryan, president of Post-Newsweek Stations, will run for joint board chairman. Phil Jones, president of Meredith Broadcasting and the TV board's vice chairman, is expected to run for the chairmanship. Jim Babb, chairman of Outlet Broadcasting, is slated to be the TV board's vice chairman.

NEW YORK

Wooing Mario

EFM Media Management appears to be the front-runner in the race to lure former New York governor Mario Cuomo to host a weekend radio talk show, according to a New York-area radio station owner. The owner says that Cuomo is friendly with EFM CEO/Chairman Ed McLaughlin. A Cuomo spokesman says a radio talk show deal is "imminent." Other radio group syndicators, including CBS Radio and Premiere Radio Networks, apparently still have bids to launch a talk show by the eloquent Democrat.

Suburban shopper

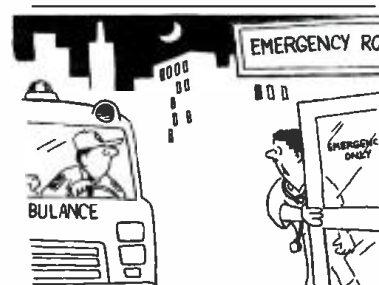
Coming soon to USA Network is *Uptown Shopping*, a half-hour

entertainment/home shopping show expected to begin testing sometime during the second quarter. The three-week, on-air test, which probably will air on USA's daytime schedule, features a working couple who return to their suburban home and then introduce various products around their house.

RENO

Cox deals in Reno

Cox Broadcasting, which has not bought a TV station in over a year, is trying to do the next best thing. Kevin O'Brien, VP/GM of Cox's KTVU(TV) San Francisco, says he is negotiating a "management services agreement" with VHF KRXI(TV) Reno. Permittee Nevada Television Corp. would hold the license, while Cox would provide technical and programming support. If all goes as planned, O'Brien says, Cox eventually will buy the station.



Drawn for BROADCASTING & CABLE by Jack Schmidt
 "Can you drive around for about twenty minutes—we're watching 'ER.'"

Free the enterprise

A broadcaster's enthusiasm for lifting the cap on multiple ownership is in inverse proportion to his proximity to the present limit. Thus it's understandable that networks and major groups would cheer FCC Chairman Reed Hundt and Senate Commerce Chairman Larry Pressler in their initiatives to liberalize the marketplace (to 50% and 100%, respectively), while smaller groups and affiliates would see little with which to identify. This page continues to vote for freedom, for all sorts of reasons.

The first is that we've resisted the regulatory hand of government at every turn, even when it has resulted in short-term benefit for one segment of the industry or another (PTAR, for example, which in its prime stabilized the third network and made almost everyone else rich). Our first principle was and remains the First Amendment, which instructs that the government make no law abridging our Fifth Estate.

The second is that the world won't stand still, no matter how much we'd like it to—and certainly our world won't. Broadcasters no longer are competing with broadcasters alone. They have far more to fear from the advance of cable and telephone companies than they do from their own networks. Indeed, if their own networks aren't free to compete to the maximum, the game could well be lost at home. Thus the wisdom in repealing the financial interest rules, for example, to make networks a more competitive force.

A third is that deregulatory impulses don't come in a vacuum. That is, the same broadcasting industry that wants the FCC to loosen the reins on spectrum flexibility can hardly argue for keeping the lid on ownership. For better or worse, the industry appears to be getting what it

has prayed for these many years: a Congress and an FCC that are open to the possibilities of change.

In the long run, we very much doubt that a totally free market position will prevail, either at the FCC or on the Hill. Nevertheless, the right argument for the industry is to continue to push for as much as it can get. The day will come when it needs it.

A new golden age

Here's some news that the *New York Times* found fit to print last week: "In Sheer Quality, TV Is Elbowing Hollywood Aside" (Tuesday, Feb. 14, section C, page 15). The nut of the story could be found in the second paragraph: "[I]n terms of dramatic value, relevance and humor, prime time television—much of it, anyway—is far better than what's on at the movies." The story then cited movie executives who privately concede the point.

They are right, of course. There is far more opportunity for experimentation, diversity and, hence, quality in television than in films, where, generally speaking, each studio produces only a handful of extremely expensive projects each year.

We're not sure when the torch was passed, although we've never subscribed to the "TV as movie stepchild" theory. One of the reasons we may not have written this story is that we've always thought that the best of television could stand up to the best of any other medium. But the quality of the best of TV is extraordinarily high. Perhaps the decision of Steven Spielberg to put his energies into TV was a more seminal move than we knew.

While many films have gotten dumb and dumber, the creative community appears to be wising up to TV's creative potential.

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