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# Broadcasting & Cable

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# The Fateful Battle for the Second Channel

## To Be or Not to Be In the 21st Century

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NAB CONVENTION ISSUE  
**Telemedia**  
Week  
Page 58

# NOW A CURRENT AFFAIR IS



PENNY DANIELS



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# CLOSER THAN EVER TO THE NEWS.

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A C U R R E N T A F F A I R

# Fast Track

## MUST READING FROM BROADCASTING & CABLE

### TOP OF THE WEEK

**Viewers looking outside Big Three** The prime time share of viewing of ABC, CBS and NBC is down dramatically this season compared with last—from an average 61% to 57%. Basic cable networks have gained the most from the networks' share drop. / **8**



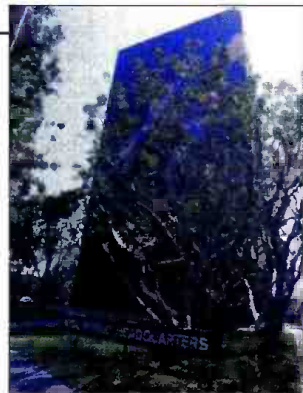
Eddie Fritts says that if broadcasters don't stick together, their 'string of successes' will be broken. / 12

**Fritts confident despite division** NAB President Eddie Fritts says he is "up to the challenge and ready to go" even though his TV members are divided over some legislative issues, radio deregulation is not a certainty and congressional interest in spectrum fees and auctions may be mounting. / **12**

**Continental, FCC make a deal** Continental Cable and the FCC have entered into a "social contract" in which the cable company will refund \$9.5 million to consumers in return for regulatory flexibility. / **16**

**Grushow joins Stringer at telco studio** Sandy Grushow's experience as president of entertainment at Fox Broadcasting was a key component of his being hired as president of the joint-venture media company formed by Bell Atlantic, Nynex and Pacific Telesis Group, says venture CEO and CBS alumnus Howard Stringer. / **16**

**Telcom reform on hold** The Senate's telecommunications-reform bill is on hold for at least a few weeks because of opposition from the Clinton administration. / **18**



Seagram is spending \$7 billion to buy 80% of Matsushita's interest in Hollywood studio MCA. / 9

### COVER STORY

#### Fateful battle for second channel

This could be the make-or-break year for broadcasters. It all has to do with the "second channel," now tantalizingly out of reach. If time runs out on the second channel, it could run out on broadcasting as well. / **22**

#### Congress sees gold

The \$9 billion raised by the FCC from PCS spectrum auctions during the past 10 months has captured Congress's attention. Budget-conscious Republicans wonder if extra spectrum should be given away to broadcasters. / **23**

#### Hundt: no free (digital) lunch

FCC Chairman Reed Hundt wants TV stations to go digital so they can compete effectively against cable and other digital media. / **24**

#### Wright makes best of HDTV

Digital's promise of enhanced productivity during the transition to HDTV is exciting, but it is not the goal, says NBC President Robert Wright. The goal remains a 100% rollout of HDTV, however long that takes. / **28**

#### 'Supercharged TV'

Fox's Preston Padden describes the potential of digital television as "supercharged TV." And Fox has every intention of exploiting that potential. / **30**

#### Costing it out

HDTV proponents say consumers will pay \$1,500 more for a high-definition picture. / **36**

#### SPECIAL REPORT: NAB '95

#### Breaking the bank in Vegas

Digital technology is driving a re-equipment frenzy in the industry and attracting record-breaking crowds to the National Association of Broadcasters' convention in Las Vegas this week. / **38**

#### Engineers bring wish lists

Equipment-buying budgets are at least as good as they were last year at most stations, according to the results of a BROADCASTING & CABLE engineering survey. / **40**

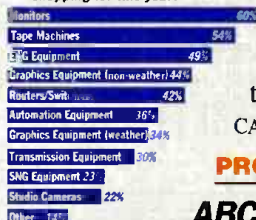
#### PROGRAMING

#### ABC claims prime time crown

When the regular network TV season ends on April 16, ABC will claim its first prime time ratings crown since



1 What kind of equipment are you shopping for this year?



What do engineers want from NAB? / 40

**"Of all the potential programers, the broadcaster is the last one who wants to have anything but the best picture in the home."**

—NBC President Robert Wright on the HDTV future



'Home Improvement' was ABC's top show this season, while 'The X-Files' marked the spot for Fox. / 44

the 1979-80 season. Among adults 18-49, the yardstick by which the networks currently are measuring themselves, ABC is first with a 7.3 rating. / 44

**PPV takes offense**

The early success of multichannel pay per view via DBS is pushing cable into a defensive position. It could force cable to improve its PPV business. / 48

**'Extra' on slow roll**

Warner Bros. has committed at least \$60 million in production and promotion over two seasons to its *Extra* magazine. The good news for Warner is that the show, unlike many this season, is hanging in there. / 50

**RADIO**

**Bright lights, big (radio) city**

In a market where glitz and glamour abound, Las Vegas radio broadcasters agree it takes big-budget promotion and careful positioning to succeed. / 68

**BUSINESS**

**Viacom up in '94; TCI, Time Warner post losses**



Communication giants Time Warner, Tele-Communications Inc. and Viacom painted distinctly different financial pictures last week in 1994 year-end reports filed with the Securities and Exchange Commission. Time Warner registered its second consecutive annual operating loss; TCI reduced its losses, and Viacom saw the first fruits of its mergers with Blockbuster Entertainment and Paramount Communications. / 70



'Nature' takes to checkbooks for WNET. / 71

**WNET makes most of money-making ventures**

WNET(TV) New York is taking a businesslike approach to public television, translating its programming for CD-ROM, syndication and other new mar-

kets. The proceeds go back into programming. / 71

**WASHINGTON**

**FCC lukewarm to Hundt plan for kids TV**

FCC Chairman Reed Hundt faces an uphill battle in his quest to require broadcasters to air more children's TV programming. Hundt had lobbied his fellow commissioners to adopt a "tentative conclusion" to require broadcasters to carry up to five hours of kids TV programming per week. But in the end, Hundt's plan was one of three proposals on kids TV released for comment last week. / 76

**Main menu: Who's on first?**

**Telemedia Week**

Developers of the systems that will lead viewers to interactive TV programming differ in their approaches, but so far the trend has been to design content-neutral interfaces reminiscent of personal computers. That's a problem for the networks, which want to insure their brands and services are not lost in the blizzard of offerings. / 58



ICTV wants its navigator to 'look like television.' / 58

**Justice backs Ameritech long-distance bid**

The Justice Department is supporting Ameritech's bid to offer long-distance telephone service within its operating territory. The telco claims that its plan will intensify competition and lower consumer rates. / 60

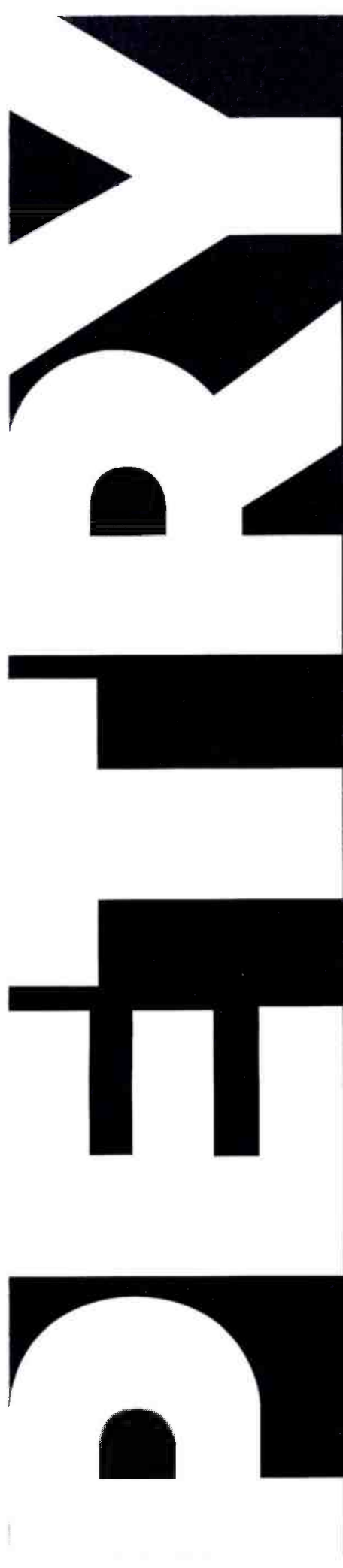
**Programing gets boost**

As telcos get into cable and cable enters the phone business, top executives from both industries say it will be quality programming, not the new distribution networks, that will drive the future television market. / 62

**Booking the Internet**

Glenn Jones has unveiled a "global electronic library" that proposes to connect—via broadband Internet—local libraries, schools and homes to national libraries around the world. / 64

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## Big Three post record share slide

ABC, CBS, NBC claim on prime time audience falls to 57%

By Steve McClellan

The Big Three TV networks' share of the prime time viewing audience has hit an all-time regular season low—57% vs. 1992-93's previous low of 60% and last season's 61%.

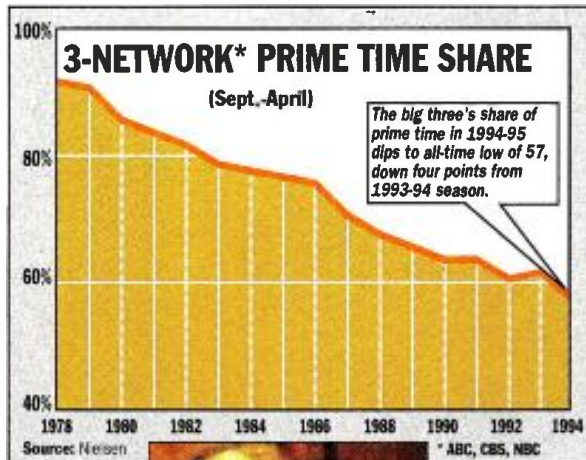
Although a week still remains in the season, those numbers will not change short of a programming event of cataclysmic proportions.

Ratings crunchers say the networks have cable, Fox and O.J. Simpson partially to blame. But they also cite the networks' loss of the Major League Baseball playoffs and World Series, and the absence of Olympic games. (The 1994 winter Olympics in Lillehammer, Norway, swelled the number for the 1993-94 season.)

The shift of the National Football Conference to Fox this season contributed to its overall 1-share-point gain in prime time. Conversely, the lack of the NFC on CBS deprived that network of a significant promotion platform.

The 4-share-point drop in prime time represents an average 2.2 million fewer homes tuning in to the networks. According to Turner Entertainment Group's vice president of research, Bob Seiber, basic cable networks have gained the most from the networks' share drop. Collectively, basic channels have added 2.7 share points, or 1.6 million homes, to their average prime time viewing audience this season, he says.

Network executives also say that



Cable's original programming, O.J. coverage and Fox chipped away at the Big Three's prime time audience.



year's upfront will be, Schulman says. The demand for network advertising probably will cause the upfront market to break early this year—probably in early June.

David Poltrack, CBS executive vice president, research and planning, predicts a "very strong" upfront market, despite the drop in network share levels. "There are pockets of strength at all the networks," he says. "The

money will be booked. The question is: Can we deliver and hold the money?"

Cable's coverage of the Simpson trial has boosted basic cable ratings, most significantly those for CNN and Court TV. In fact, CNN has dominated the weekly top 40 list of basic cable programs for the past two months. O.J. coverage typically has accounted for 35 or more of the top 40 shows.

That coverage has forced a dip in the ratings for the three network evening newscasts, each of which is down about 1 share point season to date.

Poltrack theorizes that cable's coverage of Simpson has boosted the industry's penetration by roughly 2% this year, with people subscribing—or resubscribing—

primarily to see the trial.

Poltrack cites cable's development of more successful original programs as a key reason for its audience gains. And this year, "outside of NBC's Thursday night, there was not a lot of new-program success" for the Big Three, he says. "I believe from now on, network share will swing up and down relative to the success and failure of the programming in any given year," as opposed to cable gains from penetration or adding new networks.

"Our ratings declines didn't all go to ABC, NBC and Fox," says Poltrack. "And our recovery, when it comes, won't all come from them either. It's nothing that can't be fixed with good programing." ■

some blame for the share drop must go to the relatively lackluster crop of new entertainment series and specials, while cable networks continue to aggressively develop more original entertainment fare.

However, network executives and television media buyers say the network-share declines will not affect this season's network upfront advertising sales market, which is expected to approach—or possibly surpass—last year's \$4.4 billion total.

"The network upfront market is driven by supply and demand, and the demand is probably going to exceed the supply" this year, says New York-based media buyer Paul Schulman. One unanswered question is just how big a seller's market this



# Seagram buy could shake up MCA TV

Scenarios abound as Bronfman poises to take over studio

By David Tobenkin

**T**he Seagram takeover of MCA could bring rapid change to a studio TV division that has been one of Hollywood's most stable, but of late, one of its most unproductive.

Change may be dramatic if MCA Chairman/CEO Lew Wasserman and President Sidney Sheinberg leave the company at the end of the year when their contracts expire. The pair has headed the company for decades.

"Sid and Lew are the glue that keeps that baby together," says Brad Marks, an entertainment executive recruiter. "And if I were [Seagram CEO Edgar Bronfman Jr.], I'd try to keep it all together."

But many believe that Bronfman will bring in new leadership. Among the names being mentioned most often are two veteran TV executives: former Fox chairman Barry Diller and former top Disney TV head Rich Frank. However, both have said they want significant equity stakes in their next business ventures.

Some say Creative Artists Agency Chairman Michael Ovitz is interested in running the studio for Bronfman, a rumor denied by CAA spokeswoman Ana Perez. "He has no plans to leave CAA," she said.

Some say Bronfman might allow the studio to enter the chase for CBS or accelerate the studio's entry into new media and information super-highway ventures, where it has trailed other studios.

Ownership of a network might be hindered by the law barring foreign ownership of TV stations. Seagram is a Canadian company, but CEO Bronfman is an American citizen based in New York.

Acquisition of MCA by Matsushita triggered the foreign ownership restriction, brought an end to the company's plans to build a TV station group and forced the sale of its only station, WWOR-TV Secaucus, N.J. (New York).

Many think a shake-up in MCA's TV ranks is long overdue. "Universal is where Disney was before Eisner,



MCA headquarters in Universal City

[Jeffrey] Katzenberg, [Frank] Wells and Frank came in... They have not managed to maximize any of their assets," says a high-ranking television executive at another studio.

Comments like those ignore some significant successes by the TV divisions and the cyclical nature of the business. But there is no denying that the studio is in the midst of a dry spell.

Of late, MCA's Universal TV has failed to deliver any of the network prime time hits that drive profits.

## Seagram buys MCA for \$7 billion

Seagram is paying \$7 billion for 80% of Matsushita Electric Industrial Co.'s interest in MCA. To finance the deal, the Montreal-based distiller is selling its 25% stake in duPont for \$8.8 billion. It also may relinquish its 15% interest in Time Warner, one of MCA's Hollywood rivals. Seagram is controlled by the Bronfman family, one of the world's richest. It's now headed by President/CEO Edgar Bronfman Jr., a 39-year-old U.S. citizen.

And its best shows—*Murder, She Wrote*, *Coach* and *Northern Exposure*—are aging. *Exposure* may not even be back this fall.

MCA has had some network success with *Earth 2* and *seaQuest DSV*, which pull the much sought after younger audiences. But they are produced in association with director Steven Spielberg's Amblin Entertainment, which is folded into Spielberg, Katzenberg and David Geffen's new DreamWorks SKG studio. And if Spielberg mentor Sheinberg goes, MCA's close association with Spielberg/DreamWorks may well go with him.

The syndication arm has suffered from the the studio's traditional interest in dramas, which reduces opportunities in the key money-making arena of off-net syndication, where sitcoms sell better.

It has struggled in first-run syndication. The unit's two talk strips for 1994-95—Brandon Tartikoff-produced *Last Call* and *Suzanne Somers*—flopped. However, two new action hours, *Vanishing Son* and *Hercules*, have generated remarkable ratings. The latter could become the first-run franchise show the syndication unit has lacked, the engine that pulls lesser programs.

The company's strong roster of action hours and dramas has given it great strength internationally. However, one entertainment insider says the studio has failed to invest or set up joint ventures in international satellite, cable or other distribution systems and risks falling behind other studios in its ability to market product abroad.

The company's MCA/Universal Family Entertainment and Cartoon Studios division has produced the successful *Beethoven* for CBS, but has not broken into the leading ranks of kids animators.

MCA is 50% owner (with Viacom Inc.) of cable's USA Network and Sci-Fi Channel. Its MCA Television Entertainment division's leading cable production success is HBO's *Dream On*. ■

# SWEEP S



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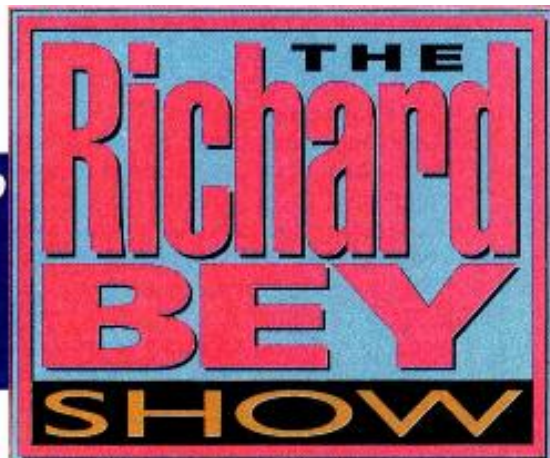
NEW YORK 4P	DMA RATING		LOS ANGELES 3P	DMA RATING	
	W 18-34	W 18-49		W 18-34	W 18-49
<b>BEY</b>	<b>6</b>	<b>4</b>	<b>BEY</b>	<b>4</b>	<b>3</b>
GERALDO	2	2	GERALDO	1	1
DONAHUE	1	2	SALLY JESSE	2	2

**...AND DEMONSTRATES PHENOMENAL GROWTH OVER NOV. '94 TIME PERIODS!**

% SHARE INCREASE FEB. '95 VS NOV. '94										
		W 18-34	W 18-49			W 18-34	W 18-49			
NEW YORK*	WWOR 4P	+500	+240	BALTIMORE*	WBFF 12N	+400	+200			
LOS ANGELES	KCOP 3P	+12	+7	PORTLAND	KPTV 10A	+310	+250			
PHILADELPHIA*	WGBS 11A	+1100	+700	MILWAUKEE*	WCGV 12N	+225	+33			
BOSTON*	WSBK 12N	+300	+250	SAN ANTONIO*	KMOL 11A	+100	+60			
DETROIT*	WGPR 5P	+150	+400	W. P. BEACH*	WTVX 3P	+300	+200			
CLEVELAND*	WJW 11A	+400	+267	JACKSONVILLE*	WNFT 10P	+200	+400			
PHOENIX	KUTP 11A	+23	+18	ROANOKE*	WJPR 9A	+133	+100			
ST. LOUIS*	KPLR 1P	+200	+71						* First Sweep in Time Period	

SOURCE: NSI FEB '95

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# Fritts confident despite division

*Cites unity on other issues, is sanguine on prospects for radio deregulation*

By Kim McAvoy

**N**AB President Eddie Fritts may be on the hot seat.

His TV members are divided over some legislative issues, radio deregulation is not a certainty and congressional interest in spectrum fees and auctions may be mounting.

But Fritts says he's "up to the challenge and ready to go." He sat down with *BROADCASTING & CABLE* on the eve of the National Association of Broadcasters' annual convention to discuss those challenges. The convention began Saturday (April 8) in Las Vegas.

The year began with NAB's TV board split over broadcast ownership issues. The networks and some of the big broadcaster groups wanted to endorse a legislative proposal repealing the ownership rules. But the affiliates wanted to retain the rules, especially the 25% cap on national ownership.

The NAB opted to take no position before Congress or at the FCC on changes to the TV ownership rules; it couldn't talk deregulation on one



*Fritts is 'up to the challenge and ready to go.'*

hand and regulation on the other.

Despite that intra-industry squabble, Fritts says the TV industry is united on other issues. "Everyone realizes the importance of spectrum and the evolution into digital television," he says.

The NAB is trying to change language in a Senate telcom bill to guarantee that broadcasters get a second

channel for HDTV and other digital services. But House Republicans are looking at the second channel as a possible revenue source. And Senate leaders are talking about spectrum-reform legislation that would re-examine the way spectrum is used and allocated (see page 18).

But, warns Fritts, if the industry does not stay unified, "we won't be able to continue our string of successes."

The Senate bill also does not include provisions deregulating radio. But Fritts feels confident the association will prevail on that front. "We have strong bipartisan support" for the Lott-Bryan amendment to remove ownership restrictions on radio. "We're pleased with the progress we're making on that at this point."

The hard work ahead for the NAB notwithstanding, Fritts says that broadcasting continues to do well. For the first time, radio has reached \$10 billion in sales, he says. And TV revenue, he adds, has equaled that of newspapers for the first time. ■

Stephen R. Brown

## Station interest in tape waning

Several stations are crossing studio tape machines off this year's shopping list, according *BROADCASTING & CABLE*'s annual engineering survey.

The survey of 125 station engineers found 65% reporting no further plans to invest in studio tape machines, with the exception of machines devoted to archive applications. Of the 34% that expect to buy more studio units, nearly half (44%) say they expect their next studio tape machine purchase to be their last.

But potential tape machine sales increase when the question is not limited to studio units. Fifty-four percent of the engineers expect to shop for a tape machine of some sort during the convention. Additional items the engineers say they will be shopping for include monitors (60%), electronic newsgathering equipment (49%) and graphics gear (44%).

The shopping list was one of several issues covered in the engineering survey, which also queried broad-

**11 With the exception of machines for archiving applications, do you expect to purchase any more studio tape machines?**

YES-34%

NO-65%

casters on their opinions of new technologies and their budgets on the eve of this year's NAB convention. Respondents included engineers at affiliates of the networks, including newcomers Warner Bros. and UPN as well as engineers at independent stations and PBS affiliates.

Broadcast video servers—several of which were introduced at last year's show—have generated quick interest among potential customers. Fifty-six percent of the engineers say they are considering an investment in a disk-based server.

Additional survey results:

■ Nearly 40% say their equipment-purchasing budget has increased since last year, with another 43% reporting no change in budget.

■ Eighty percent cite the NAB convention as their primary venue for reviewing broadcast technology. —CM

*For a complete rundown of the survey results, see page 40.*



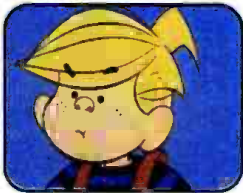
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Evergreens are always in season

# Continental Cable, FCC make a deal

*Cable company to refund millions to settle rate complaints*

By Christopher Stern

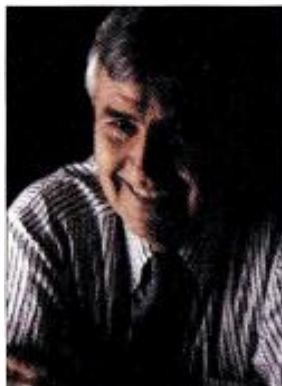
**C**ontinental Cable and the FCC have entered into a "social contract" in which the cable company will refund \$9.5 million to consumers in return for regulatory flexibility.

If approved, the six-year contract would settle 370 rate complaints against Continental at the FCC. All refunds could be made through "in-kind" payments such as free installation or premium channels. The FCC last week put up the contract for comment.

The agreement was widely praised by cable lawyers, who say it may be an innovative way to resolve the

**"Our customers will benefit from long-term rate stability, increased programing choices, improved technology and greater system reliability."**

—Amos Hostetter  
Continental CEO



FCC's backlog on rate complaints. "I think a number of operators are going to look at this agreement to see if it works for them," one lawyer says.

Continental embraced the contract

as a solution that would provide consumers with reasonable rates while giving the company an incentive to invest in its cable plant.

The contract would require Continental to invest \$1.35 billion in its cable systems over the next six years. It also would require Continental to refund to consumers any portion of the \$1.35 billion that was not invested in its cable systems.

Cable Service Bureau Chief Meredith Jones says the contract clearly shows the industry that the FCC is willing to give cable operators incentives to invest in their infrastructure. "Continental feels [it is] getting the kind of assurance that gives [it] the incentive to make the invest-

ment called for in the agreement," Jones says.

The Boston-based MSO also won several important concessions from the FCC, including permission to migrate four channels from its extended basic tier to a single a la carte package. The price of the so-called migrated product tier would be set by the contract and would remain in effect until Jan. 1, 1997. After the negotiated price expired, the tier would not be subject to regulation.

Under the agreement, in addition to the migrated product tier, Continental would be given a second round of going-forward rules after the current ones expire in three years. The rules give operators an incentive to add channels to their extended basic lineup.

As of last week, the FCC had no other negotiations in progress, Jones says. However, she adds, "We would be very interested in talking to other companies."

The contract also would call for Continental to reduce its basic rates 15% below the FCC's benchmark. The reduction in basic rates is part of the agency's strategy to increase competition in telecommunications by driving up the number of households with cable service, an agency official says. Continental would be allowed to increase its extended basic rates by 15% to compensate for the reduction in basic cable bills. ■

## Grushow joins Stringer at telco studio



Sandy Grushow

Sandy Grushow, former president, entertainment, Fox Broadcasting, has been named president of the still-amorphous joint-venture media company formed by Bell Atlantic, Nynex and Pacific Telesis Group. The announcement last Thursday ended weeks of speculation.

Howard Stringer, recently named chief executive officer of the venture, says Grushow's experience at Fox was a key component of his hiring. "Sandy has an understanding of the process of starting up a company, which is rare," Stringer says. "He also has the marketing strengths, an area in which I have less experience."

Grushow, who left Fox in September 1994, says his first order of business will be to "build the infrastructure. The ultimate fate of any venture is tied to the quality of people brought into it." He and Stringer will be sitting down in the next few weeks to discuss additional staffing.

Beyond personnel, Grushow says his challenge will be to accomplish what he was part of at Fox: differentiating the company from the competition and establishing brand identity. "The simple premise is that we're going to have to offer everything that cable does and more. It's the 'more' that is still to be determined."

Another immediate concern is to acquire programing. Talks have begun to secure retransmission rights for programing from the networks and cable companies, Grushow says. And discussions already have taken place with the major studios about acquiring programing or having the studios program a channel of the multichannel service, Stringer says. "We've had a parade of people offering to program a channel." —SC



# MMDS headed for block

Auctions could begin this fall

By Chris McConnell

**W**ireless cable spectrum is headed for the auction block. Reviewing the PCS auction results last week in a speech to a New York conference, FCC Chairman Reed Hundt said the commission later this year hopes to hold the first auction of multichannel, multipoint distribution service (MMDS) spectrum.

The commission's plan calls for first clearing up a backlog of some 10,000 pending license applications and petitions. FCC staff say they plan to prepare new MMDS licensing procedures that include the auctions in time for the FCC's June 15 meeting. Auctions would be held in situations where the commission holds mutually exclusive applications. In his speech, Hundt said the FCC hopes to hold the

first MMDS auctions this fall.

The prospect of competitive bidding does not scare wireless cable proponents, who hope the auctions may actually help their business by speeding the process of issuing frequency licenses. As for making payments on needed channels, operators say they would rather pay the FCC than the winner of a spectrum lottery.

"I think it's a move in the direction to take all of the application mills out of play," says William Kingery, CEO, Wireless Broadcasting Systems of America. Kingery and other operators voice hopes an auction process will offer a faster alternative to the current licensing regime, which they say has required them to collect channels through negotiations with a

diverse group of spectrum license holders in each market.

"You're bargaining with someone who has no financial interest in operating a system," says CableMaxx Director Ronald Voss, who agrees that auctions hold the promise of speeding the licensing process.

Voss, who is also executive vice president of cable operator Galaxy Telecom, hopes the prospect of auctions will speed the process of clearing the applications backlog at the FCC. "The wireless industry needs to know who owns what licenses where," he says. "They've got to get the paperwork cleaned up."

Others would like to see the FCC give preference in an auction to wireless cable systems that already have accumulated several channels in a market. With about 30 channels existing in each market to compete with cable and satellite, operators say those that have managed to gather 15 or more should have first dibs on locking up the remaining channels.

"That would be our biggest concern," says Wireless Holdings Vice President Troy D'Ambrosio, who worries that bidders might acquire a handful of frequencies and thereby prevent existing operators from acquiring the "critical mass" of channels needed to compete with a cable system.

"You would not want to slow down the rollout that's already accelerating," says communications attorney Nick Allard of Latham & Watkins. Allard suggests the FCC might give existing operators a preference by granting their applications for a market's remaining wireless cable channels in cases where the operator already has accumulated most of the market's wireless cable channels.

Discussing his plans for the auctions, Hundt said wireless cable has grown to a more than \$1 billion industry and voiced hopes the competitive bidding will allow it to "leap up again." Industry observers agree with the figure and add that U.S. wireless cable systems now number more than 175, reaching some 700,000 viewers. Worldwide, MMDS systems reach 2.8 million customers in 56 nations, according to the Wireless Cable Association. ■

## Auction fever: Hundt has it

Hailing the wireless telephone auctions as "the right policy paradigm for the digital future," FCC Chairman Reed Hundt last week told an industry gathering to expect additional spectrum sales.

"Instead of saying, 'Why auctions?' we should always say, 'Why not auctions?'" Hundt said.

Speaking at the *Variety/Wertheim-Schroder* conference in New York, Hundt announced plans to auction MMDS this fall for the first time (see above). The chairman also endorsed the concept of moving broadcasters to a second channel and selling the vacated analog spectrum, but he expressed more faith in other media—cable, direct broadcast satellite, MMDS and telcos—to drive the consumer conversion to digital.

Since its inception last summer, the PCS auctions have raised \$9 billion—three times the FCC's total budget for the past 61 years, Hundt said. Additionally, more than \$20 billion is expected to be invested by private industry in the auctioned spectrum, and more than 300,000 jobs created.

"In short, we guaranteed that with respect to wireless communications, customers will get choice; innovation will be driven by competition; build-out will be driven by demand—not by regulators—and government won't pick winners, the market will," Hundt said. That's the model he's expecting for future broadcast spectrum as well.

Hundt wants the digital age to bring the elimination of barriers to open markets and the power to preempt state and local regulation that may interfere with competition. He also called for the creation of national communication networks in classrooms and libraries, the elimination of artificial spectrum shortages and the interconnection of competing systems. —JAZ



FCC Chairman Hundt

# Telcom reform on hold

*Pressler says administration threatened veto; Gore says no*

By Kim McAvo

**T**he Senate's telecommunications-reform bill is on hold for at least a few weeks.

There had been a possibility that the Senate might vote on the measure last week, but Senate Commerce Committee Chairman Larry Pressler (R-S.D.) took to the Senate floor on Tuesday to say that S. 652 would not come up for a vote because of opposition from the Clinton administration.

Pressler promised action on the measure after the Senate returns on April 24 from its Easter recess.

The legislation would eliminate barriers to cable and telephone entering each other's businesses. It also would permit the regional Bell operating companies to get into the long-distance business, and it would ease cable rate regulation.

The measure would raise the national TV station ownership cap from 25% to 35% of homes with TV,

extend TV license terms to 10 years and give stations greater assurance of license renewal.

The National Association of Broadcasters hopes to amend the bill on the Senate floor to repeal radio ownership limits and guarantee stations a second channel for HDTV and other digital services.

Pressler said the White House had threatened to veto the measure and was "actively working" to keep it from being considered. Vice President Al Gore had delivered a threat along with a list of objections to the measure in a Tuesday morning meeting, he said.

Gore later denied the veto threat. "I explained that I believed several changes to the bill were necessary before I could recommend the President sign the bill," he wrote Pressler. "I did not say that the President would veto the bill, since it is too early for such a decision, and no recommendation has even been made to

the President," wrote Gore.

Gore's chief complaints are that the bill contains cable rate deregulation, permits cable-telco buyouts and joint ventures, and does not allow Justice Department review of Bell operating company entry into the long-distance telephone business.

The veto question aside, Senate insiders say the administration was not ready to see the bill move. "The White House was trying to slow it down," said one source. And it's believed that the long-distance telephone industry also was working to keep the measure from a vote.

The administration was looking for support for an amendment that would eliminate the cable deregulation provision, sources said. Senator Joseph Lieberman (D-Conn.) was prepared to offer it.

In the House, Jack Fields (R-Tex.) last week said he will have a telecommunications bill ready the first week of May. Hearings will follow, and a vote by the subcommittee is expected before the end of May. Fields also promised that his bill will be more deregulatory than the Senate measure, especially in the area of cable rate regulation. ■

## Grove executives pruned

Financially troubled syndicator GTV has seen nearly all its executives dismissed and at least 25 of its 35 employees laid off since being placed under the administration of financial restructuring specialist MCEG Sterling Inc. in February.

However, a spokesman for MCEG Sterling says that the company has no plans to place GTV (formerly Grove Television Enterprises) in bankruptcy protection or liquidate it. GTV has two active shows, low-rated science fiction action hour *Space Precinct* and anti-crime weekly reality strip *Tough Target*.

Among the GTV officials who have departed: Chairman Jeffrey Brunner, President Mel Smith, President of Worldwide Sales and Distribution Phil Howort, Executive Vice President of Sales Sean Deneny, GTV Entertainment President Roger Lefkon and Vice President of Worldwide Sales and Distribution John Perez. Remaining are President of Worldwide Licensing and Merchandising Frank Nakano, Senior Vice President of Publicity, Promotion and Advertising Richard Hammer



**GTV will honor its commitment to stations for 24 episodes of sci-fi show, 'Space Precinct.'**

and some sales, accounting and support personnel.

The company owes a variety of creditors, including stations, said one creditor. Hammer says the company will honor its production commitments to stations. He says the company has produced 20 of 24 promised episodes of *Space Precinct* and is finishing episodes 21 and 22 of a 24-episode commitment for *Tough Target*.

What will happen with the two shows remains an open question. MCEG Sterling spokesman William Kahn says signs of ratings strength for *Space Precinct* on

European satellite service BSKyB—the show recently achieved the highest rating of any satellite or cable channel show during its second airing week—offer hope that it may be brought back by producers GTV, Mentorn Films and producer Gerry Anderson next fall.

*Tough Target* producer and former GTE president Mel Smith reportedly is shopping the project to other syndicators to carry in 1995-96, but could not be reached for comment.

—DT

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# The fateful battle for the second channel

*For broadcasters, not a second to lose*

By Don West

**B**roadcasters are at a pivotal moment in their 75-year history: 1995 could be their make-or-break year. It all has to do with the so-called second channel, now tantalizingly out of reach.

For years it was assumed the second channel would come broadcasters' way, as a companion to high-definition television. For the past two decades, the broadcasting industry has been hard at work developing a dramatic technological breakthrough. Resolution would go from 525 to something like 1,000 lines, the aspect ratio would change to a cinematographic 16:9 (from 4:3) and stereo sound would be the order of the day.

But there has always been a problem in paradise: HDTV absorbs an enormous amount of spectrum. At the beginning, almost five times the spectrum of NTSC, and satellite delivery looked like the only way. Terrestrial broadcasters would have been odd men out.

But a funny thing happened on the way to tomorrow. Satellite broadcasters, looking for a way to increase the number of channels they could carry, came up with compression. Suddenly, there was the possibility of broadcasting perhaps 10 signals where one had been before. But in digital television, not analog. Overnight, there was new life in HDTV, the chance to cram something like 27 megahertz into six.

It wasn't long before someone realized that not only could the terrestrial broadcaster use digital to broadcast HDTV, but he could use it to compress more NTSC channels into the 6 mhz the FCC had been trying so hard to aggregate for HDTV. The serpent had entered paradise.

Events accelerated. Cable television became a challenger to broadcasting's hold on the TV audience. Telephone companies decided to join

the television revolution. The information highway was formulated, holding out the possibility of reordering all electronic communications. The National Association of Broadcasters began to champion flexibility, relegating HDTV to secondary status, if not writing it off altogether. The chairman of the FCC auctioned off \$9 billion in spectrum for wireless telephony.

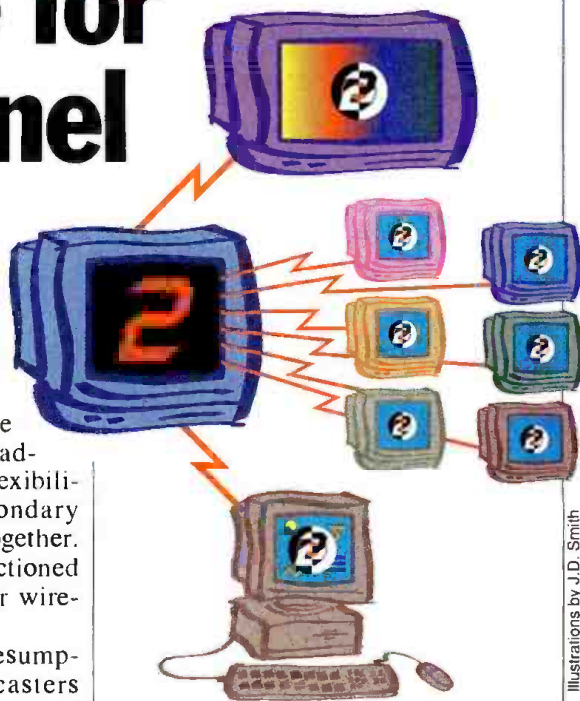
Almost overnight, the presumption that incumbent broadcasters would have first call on 1,691 new 6 mhz dial positions, free, appeared gone with the wind. As Representative John Kasich (R-Ohio), chairman of the House Budget Committee, told *BROADCASTING & CABLE* last week: "That was then, and this is now. It's a new day in Washington."

New day or not, broadcasters are against the wall. They can't stay in analog when the world's going digital. Yet they must stay in analog while the world re-equips. Getting ahead of the curve on HDTV could be costly. Gambling on digital alone could be fatal if that means broadcasters are left behind in a race to HDTV. Reluctant to be left to Reed Hundt's mercies at the FCC, the NAB has turned to Congress, first to get flexibility written into the law, now to get the second channel itself preserved for their use.

So far, not so good.

It's on hold in the Senate, where the existing bill gives broadcasters only an "if"—if the FCC allocates spectrum to broadcasters, they may use it flexibly. There are no guarantees that the FCC will.

In the meantime, HDTV's proponents are undaunted. The set manu-



Illustrations by J.D. Smith

facturers are prepared to go full bore, convinced they have a chance to convert one million analog buyers to HDTV in the first year, at a \$1,500 premium over current sets.

At the FCC, Chairman Hundt continues enigmatic. On one hand he appears to be the flexibility chairman, anxious for broadcasters to enter digital as a way to compete against other carriers. On the other, he appears to have little enthusiasm for HDTV, preferring the accelerated rollout that might come with digital. One thing's for sure: He can't wait to get the government's hands on the return spectrum (that is, what broadcasters give back after full conversion to the new channel). He means to auction that sucker into a modern-day Louisiana Purchase.

The critical dimension is time. With every passing day, the likelihood that broadcasters will be able to secure their place in the future's sun—without paying a king's ransom—grows more remote. Congress, enamored with new media opportunities, must be satisfied that there's a sufficient quid pro quo in public benefit to continue the compact it made with the broadcasting industry in 1934.

The reality is, if time runs out on the second channel, it runs out on broadcasting as well. ■

**COVER STORY**

# Congress sees gold in them thar second channels

Association marshals forces to resist movement in new Congress to sell or auction new spectrum for digital TV

By Kim McAvoy

**N**AB President Eddie Fritts correctly predicted that the Republican takeover of Congress would generate a tidal wave of change.

But he may not have foreseen that the NAB's key broadcast TV initiative—securing a second channel for each TV station for HDTV and other digital services—would be swept up in the “tsunami.”

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) told reporters last week. “Is it really fair for [broadcasters] to use [a second channel] for a commercial service when [the spectrum] was never subject to the auction process?” That is just one of the questions being raised, Fields says.

Meanwhile, Senate Majority Leader Bob Dole (R-Kan.) would

congressional support for a legislative mandate guaranteeing TV stations a second channel to begin the transition to digital transmission.

Under the FCC's current plan, broadcasters would have 15 years to make the full transition to advanced television. At the end of the 15 years, broadcasters would have to give back their original analog channel to the government.

NAB says Senate Assistant Majority Leader Trent Lott (R-Miss.) is prepared to offer a second-channel amendment that would direct the FCC to give the extra spectrum to TV stations.

“If our competitors have their way, we'll have to pay for it,” says Fritts. “This is a transition channel, and it is the only way broadcasters



Trent Lott



Bob Dole



Larry Pressler



John Kasich

Budget-conscious Republicans are taking a hard look at the extra 6 mhz of spectrum and wondering whether it should be given away to broadcasters as the FCC proposed in 1992.

“That was then, and this is now. It's a new day in Washington,” House Budget Committee Chairman John Kasich told BROADCASTING & CABLE last week. “We've just hit the tip of the iceberg.”

Kasich, who had ordered the Congressional Budget Office to assess the value of the second channels, would not say whether he plans to propose selling or auctioning the spectrum.

But it's clear that the \$9 billion raised by the FCC from PCS spectrum auctions during the past 10 months has captured Congress's attention. Just last week the House passed a tax-cut bill that also would extend the FCC's authority to conduct PCS auctions for an additional two years.

“A lot of us are asking questions that have never been asked before,”

like to take a broad look at the issue of spectrum use and auctions. Dole's office told BROADCASTING & CABLE last week that Senate Commerce Committee Chairman Larry Pressler (R-S.D.) is considering hearings on “spectrum reform” to examine how spectrum is used, who uses it and whether more spectrum auctions should be held. The broadcasters' second-channel request will be a “central part” of the review, the office said.

Broadcasters' extra spectrum already is in play in the Senate as part of Pressler's telecommunications-reform legislation. That measure gives the FCC discretion over whether to grant the second channel for HDTV or “ancillary and supplementary services.”

But the NAB doesn't want to leave the issue in the hands of the FCC, which is undertaking its own review of the 1992 decision (see story, page 24). The association is trying to build

will be able to compete in tomorrow's marketplace.”

Fritts blames broadcasters' competitors for “muddying the waters” on spectrum flexibility. He says it's cable, telcos, cellular operators and data transmission companies, among others, that are urging lawmakers to re-evaluate the second channel-issue: “They would like to make this an issue so that broadcasters will not be able to transition to digital television, or at least delay the transition.”

If Congress puts a “multibillion-dollar price tag on transition spectrum, HDTV will never happen,” says Fritts.

“Even though the broadcast industry has had a couple of good years, we don't have the financial wherewithal for equipment upgrades, the new towers, extra personnel, engineering costs and legal costs to get HDTV done,” says Fritts. “We don't have the money to be able to do that on top of paying multibillion dollars for spectrum.” ■

# Hundt: No free (digital) lunch

Chairman wants broadcasters to become digital—and pay for the privilege

By Harry A. Jessell

**F**CC Chairman Reed Hundt wants TV stations to go digital so they can compete effectively against cable and other digital media in the future.

And he is inclined to give each station extra spectrum for the move to digital along with some freedom to determine what services it provides. But he is not about to give the spectrum away without strings.

it generates, he says. "That is the reason why you can make a powerful argument that broadcasters should have a second channel."

Hundt also is open to giving broadcasters flexibility in how they use the spectrum. Speaking at a *Variety/Wertheim Schroder* conference in New York last Tuesday, he said the digital "freight train"—a 6 mhz channel—"can deliver simultaneously...a live sports event, a kids television

in for a share of revenue.

But others say Hundt would settle for public interest commitments. In a January interview with *BROADCASTING & CABLE*, he said he would consider giving stations spectrum and flexibility in using it in exchange for commitments to air news, educational children's programming and political debates.

Hundt "is proposing to change the rules in midstream, either by upping the demands for content-related programming or payments," says National Association of Broadcasters President Eddie Fritts. The NAB hopes to limit Hundt's discretion over the second channel by persuading Congress to pass a law guaranteeing the second channel and flexibility in its use.

At Hundt's direction, the FCC Mass Media Bureau is revisiting the agency's tentative 1992 decision giving each TV station a second channel so it could simulcast digital HDTV. Stations would have to give up their original analog channel after 15 years—when, it is assumed, most consumers would have replaced their analog TV sets with HDTV sets.

Hundt says the review is warranted in light of broadcasters' interest in digital services other than HDTV, multichannel broadcasting and data broadcasting. Broadcasters "should tell us what they think are the uses that are appropriate for this spectrum, what are the conditions of spectrum allocation that would accommodate those uses and then tell us how to lay out the spectrum so it can be used," he says.

Hundt also is eager to retrieve stations' original channels after consumers are given a "reasonable time" to upgrade to digital sets and put them on the auction block for other spectrum users. By clearing the VHF channels, the FCC could create a seamless national 72 mhz band, ideal for mobile communications. "The auction I'm talking about—perhaps to be called the mobile video auction—may be to the PCS auction what the Louisiana Purchase was to the Gadsden Purchase." ■



Hundt: "If we let the whole world go digital except broadcasters and give them no way to convert to digital, we would be dooming this industry."

Hundt believes that stations should pay for their second channel, either in cash or in concrete commitments to serve the public interest.

"I want broadcasters to be able to compete against cable, DBS, MMDS [wireless cable], video dialtone, VCRs, theatrical exhibition and all other forms of video distribution," Hundt said in an interview with *BROADCASTING & CABLE* last week. "If we let the whole world go digital except broadcasters and give them no way to convert to digital, we would be dooming this industry."

The government could insure broadcasters' digital future by guaranteeing them carriage on cable systems, Hundt says. "But that is not good enough because right now cable doesn't reach half the TV sets and a third of TV homes."

"We've got to find spectrum" for broadcasters so they can begin digital broadcasting without abandoning their current service and the revenue

show, this conference, 10 radio shows, a movie, and the Dow Jones tape into the handheld pager in the vest pocket of your three-piece pinstriped suit."

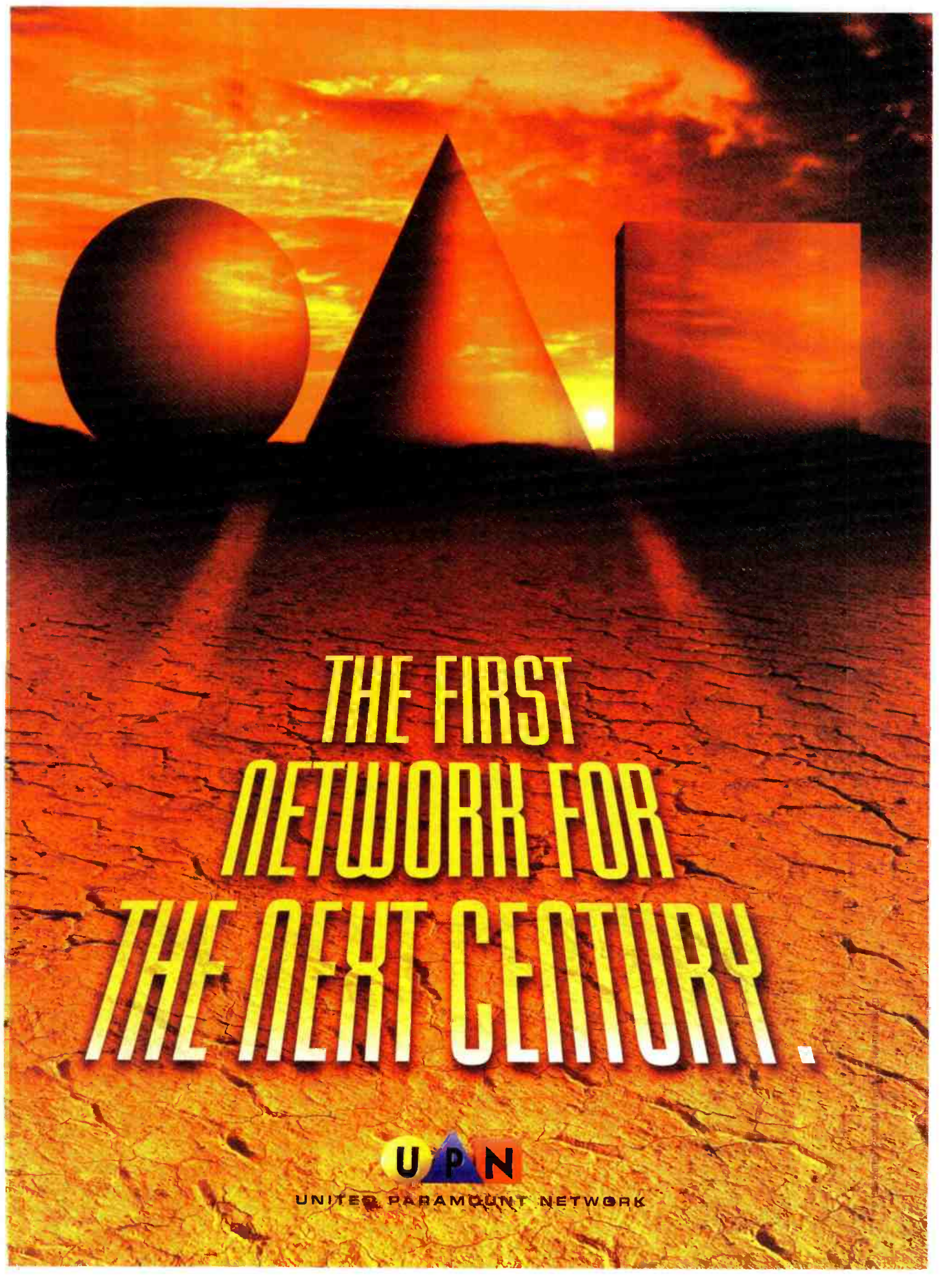
Hundt is reluctant to discuss the terms and conditions the FCC would attach to the second channel until the agency has investigated the uses to which broadcasters intend to put it.

And in any event, he says, Congress is likely to set the ground rules. "I don't mind being the question man. But I'm quite clear Congress wants to be the answer man."

But according to agency sources, if left to his own devices, Hundt would not give broadcasters any extra spectrum for digital conversion without extracting some form of payment.

Some broadcast lobbyists believe he wants money to add to the more than \$9 billion he already has raised for the government through spectrum auctions. If empowered by Congress, the FCC could auction the spectrum, sell it, lease it or cut the government



A desert landscape at sunset. In the foreground, the cracked, reddish-brown earth is illuminated by the low sun. In the middle ground, three large, dark, geometric shapes stand on the horizon: a sphere on the left, a pyramid in the center, and a rectangular obelisk on the right. The sky is a vibrant mix of orange, red, and yellow, with wispy clouds. The overall mood is dramatic and futuristic.

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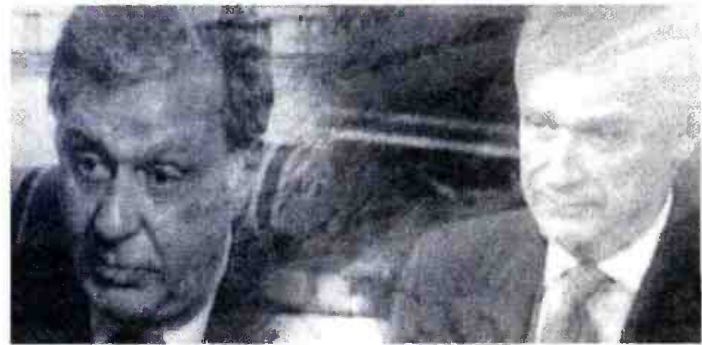


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ISSUES**

# Being the best means HDTV to Bob Wright

*NBC head says broadcasters can settle for no less than to be at the forefront of picture quality*

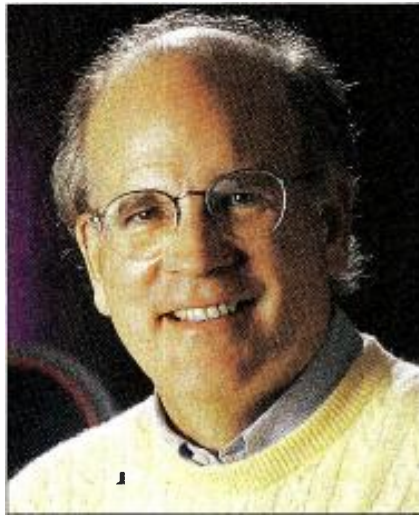
By Don West

**A**mong broadcasters, NBC President Robert Wright has a reputation for pushing the envelope. Not only has he kept that network in the forefront of the conventional television business, he's also been busy developing what he calls the "video-in-the-home" dimension, which he last week estimated to be worth \$100 billion a year and climbing. NBC's other-than-broadcast participation in that market includes two cable channels, part interest in 19 other cable services, NBC Super Channel in Europe, NBC Data Net and a Spanish-language news channel in Latin America.

But Wright is pushing another envelope now: HDTV. He thinks that the new medium has been pushed aside in public policy considerations by the enthusiasm over flexibility. The latter, he says, has been overplayed; it's not, in his view, the issue but a sub-issue.

Yes, digital's promise of enhanced productivity during the transition to HDTV is exciting, Wright says, but it is not the goal. That remains a 100% rollout of HDTV, however long it takes. That will happen regardless of what broadcasters do, Wright told **BROADCASTING & CABLE** in an interview last week. "There are many satellite programmers who will embrace it; there are manufacturers of hardware who will build toward that standard. Of all the potential programmers," he said, "the broadcaster is the last one who wants to have anything but the best picture in the home."

Moreover, he said, since high definition will be, for an indefinite period of time, the standard for the best picture, "it's inconceivable to me that broadcasters, of all people, would want to be in any way left out of complete parity in high definition. Unlike satellite operators—and we're both—the broadcaster is paranoid about having anything other than the best picture on the air. We agonize about those things. We have teams of people looking for artifacts



***"I don't think we have a business if we end up with less than the best picture."***

and changing monitors in the newsroom every half hour to get the best picture we can."

In all the public discussion, Wright said, such alternative providers as telcos and cable "are being encouraged to get into the full-motion-video business and to bring to television every productivity trick that they can dream up at Bell Labs: every possible subscriber service, every interactive on-air trick, look or modification. They're being applauded in Congress for their novel approaches. But when we raise our hands and say, 'We'll do it,' they say, 'In a pig's eye you'll do it. We don't want you doing anything but plain old TV. And if you want to do anything else, you have to write a check for that. We're going to auction your spectrum off.' And I say: 'What about the telcos? They're as licensed as we are. They have tremendous utilization of spectrum. Nobody's asking them to write any checks.' While broadcasters, who are going to end up with no more spectrum than they have now—6 mhz—are being told: 'Don't get productive, don't get fancy, just do what the standard is

and leave it alone."

Wright said he had no quarrel with telco entry, but objected to the broadcast industry's being loaded with obligations while its competitors were invited in scot-free.

There remains much confusion on the HDTV issue, Wright said, because nobody knows how long it will take to have enough programming to fill an HDTV schedule, nor can anyone predict how long it will take for the audience to be equipped for HDTV reception. "It will probably happen very quickly, but if you're a small broadcaster you can't run out and make a commitment to something when you don't even know what the cost is.

Wright can't conceive of any broadcaster being content to stay with a 525-line picture if he knew there were receivers capable of 1,000 lines. "I don't think we have a business if we end up with less than the best picture."

The digital picture will be good enough only if nobody else has a better picture, he said. "But if HBO decides to offer a package in 1,000 lines, they can have as much impact in converting from NTSC to high definition as we can."

Wright said NBC has no business plan to exploit digital flexibility in the meantime, other than to help pay the start-up costs for HDTV. "Perhaps it would be a decent business; perhaps it would just be a transitory issue. I'm disappointed that there's so much focus on that because, in the end, the nature of broadcasting is such that the only way we will be able to survive as a broadcaster is by offering all of our programming in whatever is the most attractive transmission and production scheme available."

"We're only borrowing spectrum for an interim period," Wright said. "After that we give back the spectrum we have. But I'm concerned that the debate is turning from what we might pay for some ancillary services to one of saying let's just flat out charge them for all the spectrum. Clearly, there's no legislative intent to do that for telcos or cable." ■



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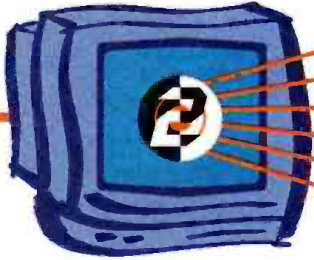
# Fox sees digital as more than HDTV

Network wants flexibility to offer multiple channels at times

By Christopher Stern

**S**upercharged TV." That's how Fox's Preston Padden describes the potential of digital television.

Fox has every intention of exploiting the full potential of high-definition television, says Padden. "Armed with 6



mhz of spectrum and digital technology we can make the Sunday afternoon football and hockey experience something to behold," he says.

And it's not just sports. "There are some historically great and grand theatrical properties, such as 'The Sound of Music,' that will [benefit from HDTV]," says Padden. "Digital technology will bring the big event back to television."

Like that of other broadcasters, Fox's vision of the digital future includes a flexible approach to the spectrum now set aside solely for the development of HDTV. When it is not producing big-event television, Fox wants approval to split its digital signal into several different channels. "At other times of the day, we would hope to have the flexibility to offer multiple programming services, including an over-the-air all-news channel" Padden says. Another likely Fox digital offering is an all-children's programming channel.

There is nothing less at stake than the future of broadcasting, he says. If broadcasters don't embrace digital technology, they may find themselves ceding their "transmission function" to others.

"I think it's fair to say that over the past decade, broadcasting has been seen as the old gray mare of communications and that all the exciting opportunities are in cable, telco and satellites," says Padden. What separates broadcasters from

other transmission systems is the ability to compress a digital signal. If broadcasters are given the same opportunity, he says they will not be left behind.

If broadcasters can begin offering a multiplexed channel selection, they will be able to compete head to head with cable and others, says Padden. "Vigorous competition from all the free broadcasters tends to crowd out some of the wired people who come to the table charging viewers."

The day may come when broadcasters, who have entrée into more homes than even the telephone companies, are approached by CNN or another cable network for carriage.

"I see that as a charming reversal of roles to contemplate," says Padden.

Fox plans to take advantage of its local role in any implementation of HDTV, says Padden. "To the extent that we have a strategy, it is to mix big-event television, like the NFL, with a strong, deep and broad local service component." He points to the 12 New World stations that recently switched to Fox and doubled their local news coverage.

The new technology also will give broadcasters the binary ammunition they need to compete against other transmission systems offering cleaner pictures. The broadcast signal will improve markedly says Padden, whether it is HDTV or a 1 mhz compressed signal.

That improved viewing experience is critical, he says. "One thing for sure, if consumers voted with their remote controls for higher resolution, broadcasters [would] either provide the higher resolution or perish." ■

## Radio on TV channels?

Hundt's suggestion has broadcasters scratching their heads

By Donna Petrozzello

**R**adio broadcasters were skeptical of FCC Chairman Reed Hundt's suggestion that television broadcasters might use additional spectrum earmarked for the development of high-definition TV to launch new digital radio channels in their markets as well.

"Where is the constituency for such a proposal?" asked National Association of Broadcasters spokesman Doug Wills. "There are markets that are over-radioed, and much more consolidation in the radio industry needs to take place to balance the economies of scale."

In speeches in New York and Washington last week, Hundt said there are no technological boundaries preventing TV broadcasters

from using a portion of the 6 mhz of spectrum allocated for HDTV for digital radio channels.

Several radio broadcasters said they were surprised that the chairman would entertain allowing TV to branch into the radio domain on additional spectrum allocated for new technology.

Others argued that TV stations may need the entire 6 mhz of additional spectrum for HDTV and doubted that enough spectrum would be available for alternate uses such as a digital radio channel.

"I think television will need all of that available spectrum to provide every television station with another channel for use as HDTV or digital video," said Michael Rau, vice president, technology, EZ Communica-



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tions Inc. "To have some of that spectrum taken away would not be supported."

Other radio broadcasters said they could not understand why a television station would choose to use additional spectrum for digital radio broadcasting when current technology allows stations to deliver digital-

quality radio over the existing spectrum.

"It is my belief that spectrum space is very precious and the technology for digital, in-band on-channel radio has already been developed in our existing spectrum," said OmniAmerica Communications Chairman/CEO Carl Hirsch.

"HDTV and the emerging technology should be a priority for the use of the new allocation of spectrum," he said. "America doesn't need more radio stations. The best use of an additional allocation of spectrum should be for emerging technology, and radio is clearly not an emerging technology." ■

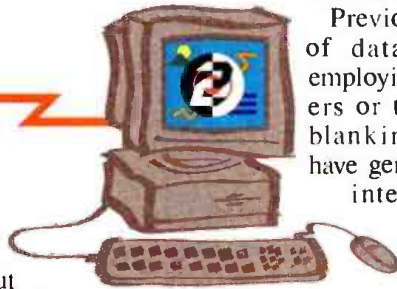
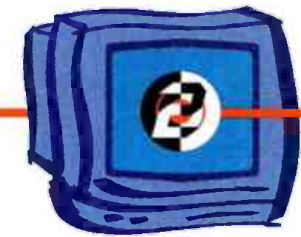
# Turning data streams into revenue streams

*That's what NAB and others say is in store for broadcasters*

By Chris McConnell

**V**ideogame addicts might someday see spark plug advertisements plastered on the sides of enemy spacecraft if broadcasters are able to open a new market for "auxil-

itary data" services.



ary data" services.

With the ability to blast out as many as several megabits per second of extra information, a broadcaster might transmit a video game to a computer and support the service with advertisements integrated into the game's content, says NAB Executive Vice President of Operations John Abel. The idea is one of several that Abel and other champions of data services propose as revenue-generating options that broadcasters will be able to pursue with a new channel and a new digital-transmission engine.

"It's a merging of the model of interactive TV," says Abel, who stresses that broadcasters will be able to pursue the data-broadcasting business even if they devote their channel to HDTV. McGraw-Hill Broadcasting President Edward Reilly says broadcasters might transmit supplementary information to their regular broadcasts and might also explore mobile services, such as beaming

traffic updates to cars and trucks. "Broadcasters throw out more information than they use," says another broadcaster, citing the opportunity in expanding the industry's revenue beyond traditional video advertising.

Previous versions of data services, employing subcarriers or the vertical blanking interval, have generated little interest among broadcasters. A National Association of Broadcasters survey of 732 stations, for instance, found that 13% send data or "some kind of secondary communications service" along with their television signal.

Abel predicts that interest will pick up with the wider data capacity of the advanced television technology. Robert Graves of Grand Alliance member AT&T says the advanced TV system could be used to send every U.S. high school sports score in a few seconds. Abel also cites the NAB's current effort to set a voluntary standard for sending hundreds of kilobits of digital information per second along with today's NTSC signals, a project the association hopes will act as a springboard to digital services on the second channel.

"This gives broadcasters the key to open the door," says Glenn Williamson, secretary/treasurer of

data transmission developer WavePhore. The company is one of two participating in the data broadcasting effort, a joint project of the NAB and the Electronic Industries Association. The other participant, Menlo Park, Calif.-based Digideck, last month was approved for field-testing by the standard-setting group.

Discussing the datacasting market potential, Williamson cites a 1994 study by Scottsdale, Ariz.-based InStat Inc. that predicts recurring revenue for video data broadcasting will exceed \$250 million during 1998. Late last month, WavePhore also signed a pact with the Canadian Broadcasting Corp. to provide data-transmission services for the French-language portion of the network.

Another company, Seiko Communications Systems, has launched a service for delivering paging messages and other information via FM subcarrier to wristwatch receivers. ■

## Data on demand

Data broadcasting proponents can recite a long list of potential uses for information transmission systems. Here is a short list of some frequently cited possibilities:

- Supplementary commercial data, including information about where and how to order an advertised product.
- Supplementary program data, such as statistics about the players in a televised sporting event.
- Credit information, including credit checks for retail outlets.
- Computer software distribution, including video games.
- Selected newspaper information, including classified ads, news and sports.
- Stock quotes.
- Audio services.

—CM





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JAMES M. KATZ  
secretary and  
general counsel

Telephone: 201-348-7615  
Facsimile: 201-348-7619

VIA: Fax & Mail

February 16, 1995

Mr. Joel Talcott,  
Vice President & Corporate Secretary  
Ampex Corporation  
401 Broadway  
Redwood City, CA 94063-3199

RE: Ampex Advertisement Entitled "Changing The Look of Post Production"

Dear Mr. Talcott:

We are in possession of a copy of the above entitled advertisement and are very concerned that a number of the claims made by Ampex are false or misleading.

The claim that the DCT 1700d drive is "quite possibly the best video production recorder ever built" because its "speed, performance and image quality . . . are unmatched by any other tape drive" is simply not true. The D-5 format marketed by Panasonic is clearly a superior product. D-5 is a 10 bit product while DCT is an 8 bit unit. In addition, DCT uses compression while D-5 does not.

It is misleading, in the third paragraph, to claim that "it handles slow motion that rivals disc based systems; something D-1 can't do", while ignoring the existence of D-5 which certainly can perform such functions.

The claim in the fourth paragraph that no other format "gives you images so superb you can't tell the hundredth generation from the first" is absolutely false. You have to know that D-5 is certainly capable of doing exactly the same thing, perhaps even better than the Ampex DCT system does it.

Finally, the claim in the fifth paragraph that the DCT system is a "flawless, exceptional format" is inherently false. As DCT uses compression, it is not and cannot be deemed to be flawless.

As the Ampex ad in question is being widely disseminated the above-described false and misleading claims may mislead many potential customers. We trust that your company is as concerned as we are about truth in advertising and will promptly take steps to discontinue the publication and distribution of this advertisement.

Your timely response would be most appreciated.

Very truly yours,

  
James M. Katz  
Secretary & General Counsel

JMK:bd

Ampex Corporation  
401 Broadway  
Redwood City, California  
94063-3199  
Telephone 415 367-3330

March 29, 1995

**AMPEX** Corporation

Mr. James M. Katz, Secretary & General Counsel  
Panasonic Broadcast & Television Systems Company  
One Panasonic Way, Panazip: 3B-6  
Secaucus, New Jersey 07094

Dear Mr. Katz:

In view of the excellent relations that Ampex has maintained with your head office and engineering staff in Japan, we were absolutely appalled to receive your letter of February 16. Despite your alleged concern for "truth in advertising," you failed to mention that the only reason Panasonic can offer slow motion at all is that Ampex generously agreed to let you use some of our patented technology under license. As you are relying on our technology to make your products work, your letter might at least have thanked us.

The claimed benefits of D-5, 10 bits and an absence of compression, may impress people who are technically unsophisticated, but these features are otherwise irrelevant. Because it appears from your letter that you may not have a background in technology, we will try to help you see through your firm's marketing hype.

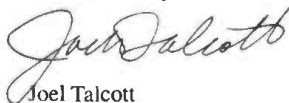
The Ampex DCT 1700d video recorder is specifically designed to produce "master quality" digital tapes. We assume that D-5 is intended for the same purpose. In this regard, the last 2 bits available to be recorded by your machine largely contain noise, and the picture quality is generally determined by the other 8 bits. Accordingly, the quality of the 8 bit signal is critical, and in a digital environment purity of signal is crucially important because transfers to other recording devices can ruthlessly expose data errors. Your approach to data errors, in common with many other formats, is to conceal them so that errors are covered up rather than eliminated.

Ampex DCT drives, on the other hand, employ our proprietary combination of compression and error correction to produce a signal that we believe to be measurably more pure than D-5 or any other format. To help you understand this phenomenon in non-technical terms, think of a data error as a facial zit and of concealment as applying makeup to it; it may be hidden, but the zit is still there.

While we fully support "truth in advertising," we also adhere to an even higher standard. In order to establish what the simple "truth" is, **we hereby challenge you to a public test demonstration.** Let's each take at least five machines that are already in use by various customers, without any special preparation. Then let's perform a test consisting of a series of operations that customers do in a normal day's use of our machines and repeat this for 100 generations, changing tapes between machines at each generation. At the end of the test the picture will be judged subjectively and a concealment count established for an objective test. We would be happy to invite the participation of any other manufacturer and to publish the results of the competition.

It seems that your options are simple. If you wish to restore good relations with Ampex, you can send us a written apology or, in the alternative, we will plan to see you at the test.

Yours sincerely,



Joel Talcott  
Vice President & Corporate Secretary

The Ampex DCT® 1700d is the best  
video recorder ever built.

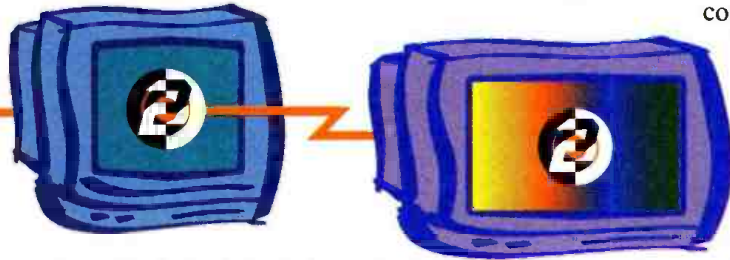
# Viewers will demand HDTV, say backers

*Disparity between high definition and digital is seen as great*

By Chris McConnell

If a "standard definition" picture is worth a thousand words, a high-definition picture is a Russian novel, say HDTV proponents.

Countering speculation by some that viewers



may be satisfied with the improved clarity and sound of standard-definition digital TV, HDTV defenders say the gulf between the digital HDTV signal and the merely digital signal is vast.

"I think there is an enormous difference," says Jerry Pearlman, chair-

man/CEO of Grand Alliance participant Zenith Electronics Corp. "I think consumers will pay for performance."

Initially they will have to pay about \$1,500 more than current TV prices to purchase an HDTV set, Pearlman predicts. But although the cost difference

to the consumer between high and standard definition is significant, he

says, the cost difference to the broadcaster is nothing. Installing gear to broadcast multiple streams of digital video costs no less than installing high-definition transmission equipment, he says. Maintaining that consumers will invest in the receiving equipment, Pearlman

points to Japan's TV market, where widescreen TV set sales hit 1.6 million last year.

Others cite increasing pressure on TV picture quality from the computer industry. "The audience is getting more sophisticated," says CBS's Joseph Flaherty, who says that 30% of the TV audience also is looking at pictures on computers every day. "Exposed as they will be, there's a great danger that [HDTV] will be a competitive necessity," says Flaherty, senior vice president of technology at the network.

"We're going to demand a higher quality if we have the option," says Randall Dark, president, HD Vision, a high-definition production house. As evidence of potential consumer interest, Dark points to the corporate market, where he says companies are spending millions on high-definition productions. ■

## Data stream or tidal wave?

Grand Alliance designers boast that with their advanced TV system, broadcasters will not know what to do with all of the data.

Their standard is designed to fill the second channel with about 19 megabits per second of information. The alliance prototype will send out information representing high-definition video and surround-sound audio, although designers say others could devise applications to transmit other services.

"It will do anything you want," says Robert Graves of alliance member AT&T, adding that future engineers could use the standard to send out 19 megabits per second worth of telephone numbers if they wanted.

Broadcasters are more interested in delivering multiple streams of "standard-definition" video. The alliance standard will support such an application, although the group's engineers have not developed that specific service in their prototype.

"What exists here is the master plan," says General Instrument's Bob Rast, who likens the standard to a DOS or Windows platform that will support various software packages developed by others. Although the standard will support the multiple TV signals, more standardization and systems work will be needed before such a service can exist, Rast says.

Working on such a project is the Advanced Television Systems Committee (ATSC), which hopes to com-

plete a standard-definition document before the FCC's Advisory Committee on Advanced Television Service offers its recommendation to the FCC, an event expected this October.

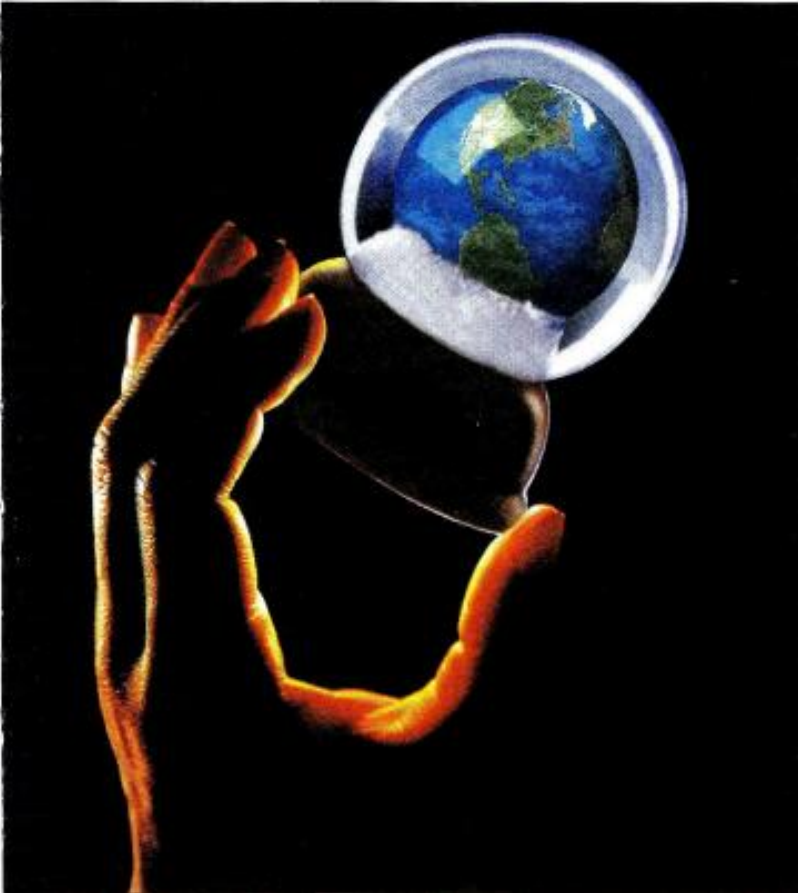
The alliance standard also could support more—still undefined—applications, says Rast, citing the excess data capacity that system users will have. Even when handling the most data-hungry, high-definition video, the system will provide an extra 500 kilobits per second of data—several times the capacity of a 64 kilobit ISDN line.

When transmitting less challenging material—such as talking heads—the system will offer more excess capacity. Rast predicts that broadcasters might enjoy several megabits of "opportunistic data" during some periods. When broadcasting 24-frames-per-second filmed material, the system might even be able to support an extra standard-definition video stream or two in addition to a high-definition signal, says AT&T's Graves.

ACATS members plan to insure that the system can send multiple video streams with a test designed to split an alliance signal into four "bit streams." Each bit stream in the test will represent a standard-definition signal, although the data streams will not be displayed as television pictures.

The test will be one of several that the Advanced Television Test Center (ATTC) plans to conduct on the alliance prototype beginning April 24, with more tests starting at the Advanced Television Evaluation Laboratory in Canada on May 22. —CM

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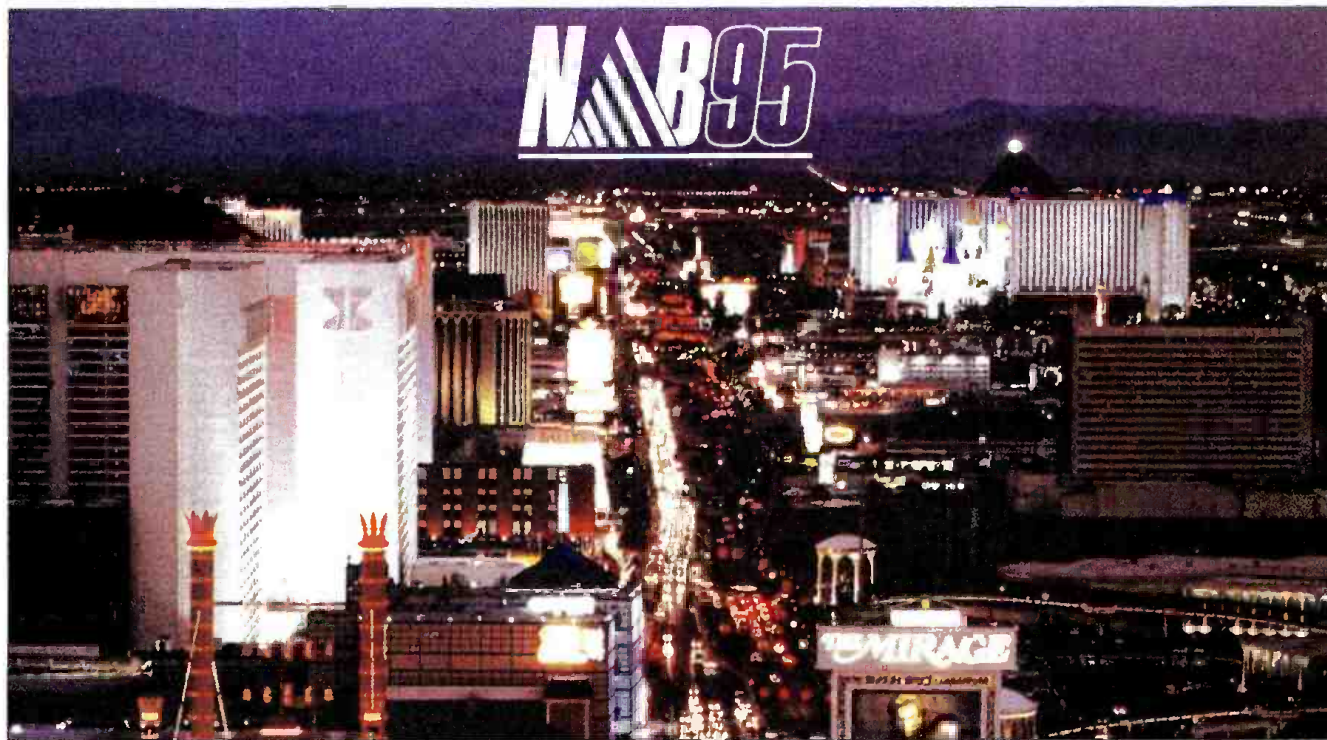
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## NAB hopes to break the bank in Las Vegas

*Association expects to set attendance and revenue records for convention*

By Kim McAvoy

**“W**e’re going to break all records this year,” said NAB President Eddie Fritts on the eve of the association’s annual convention, which got under way Saturday (April 8) in Las Vegas.

“It’s obviously going to overwhelm the city of Las Vegas,” said Fritts, who anticipated that more than 80,000 would attend the six-day conference. Last year’s attendance topped 71,000.

“Broadcaster and international participation is up,” said Fritts. But “it is digital [technology] that is driving the entire industry to re-equip their studios in the digital mode—partly in anticipation of digital television and transmission, but secondarily because it’s so superior to what they’ve been operating with. It’s

made the convention a virtual shopping mall for digitization,” he said.

The NAB expected that convention revenue would be a record-breaker too. In its proposed budget for fiscal 1995-96, the association predicted that the convention would generate \$16.2 million, nearly \$2 million more than last year’s revenue.

“We’ve got a star-studded cast,” said Fritts in reference to the convention agenda. Among the speakers will be FCC Chairman Reed Hundt. The chairman appears at a breakfast tomorrow (April 11). His remarks are expected to focus on



NAB’s Eddie Fritts

the issue of broadcasters getting extra spectrum for HDTV and other digital services.

All five FCC commissioners are attending this year’s convention. Commissioner James Quello was to deliver a keynote address during a breakfast at the convention’s broadcast engineering conference on Sunday (April 9).

And Tuesday (April 11), commissioners Andrew Barrett, Rachelle Chong and Susan Ness will appear on a panel with Larry Irving, head of the National Telecommunications and Information Administration. FCC and congressional staffers



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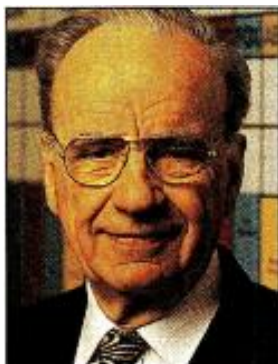
also will be out in force at the show. Eight members of Congress are expected to attend the meeting.

Today (April 10), congressional staff will discuss telecommunications-reform legislation pending before Congress. And key FCC staff will be on hand Tuesday (April 11) to tell broadcasters what's on the commission's agenda this year.

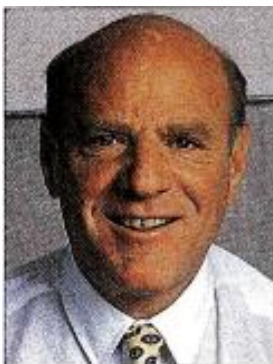
The NAB's Distinguished Service Award will be presented today (April 10) at the convention's all-industry opening session. This year NAB is honoring Stanley S. Hubbard and his father, the late Stanley E. Hubbard.

Also being recognized by the NAB this year is Dawson (Tack) Nail, vice president and executive editor of Warren Publishing, who will receive the NAB's Spirit of Broadcasting award today (April 10) at the NAB/TVB joint board luncheon (see "Fifth Estater," page 92). The luncheon keynoter is Ronald Perelman, chairman of New World Communications.

The NAB will announce the winners of its Crystal Radio Awards at



Rupert Murdoch



Barry Diller

an NAB/Radio Advertising Bureau luncheon on Tuesday (April 11). Ken Kragen, entertainment industry strategist, is the luncheon keynoter.

Other convention highlights include:

- "A Conversation with Industry Newsmakers," an NAB/Television Bureau of Advertising joint session today (April 10) featuring News Corp.'s Rupert Murdoch and former QVC chairman Barry Diller.
- TVB's annual market conference convenes Tuesday (April 11).
- "Futures Summit—A Visit with the Sarnoff Research Center," to be held on Wednesday (April 12), will focus on the latest technological

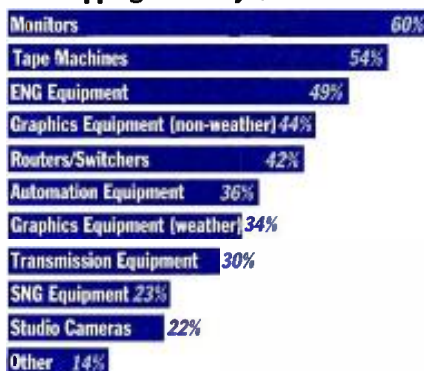
developments in television.

- The RAB's "State of the Industry" session is slated for Tuesday (April 11).
- Radio broadcasters can find out how to make money on the information superhighway at a Wednesday (April 12) panel session.
- The NAB's broadcast engineering conference features six days (April 8-13) of panels and special technical sessions. A luncheon Wednesday (April 12) will feature Lew Platt of Hewlett-Packard. This year's recipients of the NAB's Engineering Achievement Awards are Robert Orban of AKG Acoustics and Carl Eilers of Zenith Electronics.
- The NAB's Multimedia World Conference began Sunday (April 9) and runs until Thursday (April 13).
- The Broadcast Education Association was slated to hold its annual meeting during the convention from April 7-9.
- The Association for Maximum Service Television was to convene its annual membership meeting today (April 10).

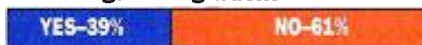
# Engineers make Vegas wish lists

Equipment-buying budgets are at least as good as they were last year at most stations, according to the results of a BROADCASTING & CABLE engineering survey (also see "Top of the Week"). The survey of 125 station engineers covers the shopping lists broadcasters will bring to this year's convention as well as their attitudes toward new technologies. Here are the results:

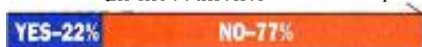
## 1 What kind of equipment are you shopping for this year?



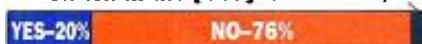
## 2 Does your station have a satellite newsgathering truck?



## 3 If not, is your station considering such an investment?



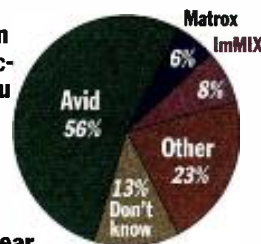
## 4 Has your station needed to buy new satellite-receiving equipment to accommodate an affiliation switch in the past year?



## 5 Does your station use any nonlinear editing equipment?



## 6 If yes, from which manufacturer(s) did you purchase the equipment?



## 7 Does your station plan to buy any nonlinear editing equipment this year?





# 31st International Broadcast Equipment Exhibition

Period: November 15-17, 1995 Place: Nippon Convention Center (Makuhari Messe)

DISPATCH OF INFORMATION FOR EXHIBITORS IN MARCH/CLOSING DATE FOR APPLICATION APRIL 20TH



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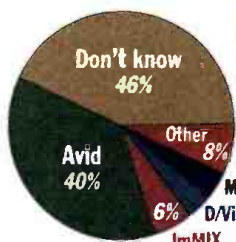
Inter BEE '95 will be held on November 15-17, 1995, at the Nippon Convention Center (Makuhari Messe).

So, make the trip to Inter BEE '95 to see all you can BEE.

For more information on Inter BEE '95, contact:

**Japan Electronics Show Association**

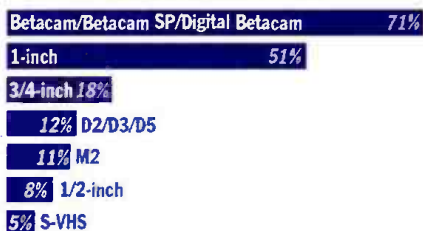
Tokyo Chamber of Commerce and Industry Building, 3-2-2, Marunouchi, Chiyoda-ku, Tokyo 100, Japan Fax: 81(3)3284-0165



8 If yes, from which manufacturer(s) do you expect to buy equipment?

9 What tape format(s) is your station using for:

a. Studio machines?



b. Electronic newsgathering?



10 Will your station stay with its current tape format(s)?



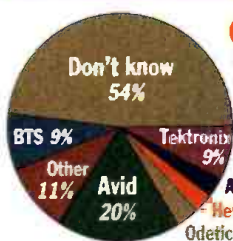
11 With the exception of machines for archiving applications, do you expect to purchase any more studio tape machines?



12 If yes, do you think the next set of studio tape machines will be the last set you purchase?

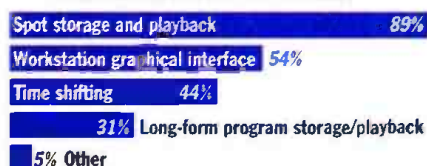


13 Is your station considering an investment in a disk-based server?



14 If yes, from which manufacturer(s) do you expect to buy equipment?

15 For what applications would a disk-based server be useful?



16 Is your station planning for investments in high-definition television transmission equipment?



17 Is your station planning for investments in high-definition production equipment?



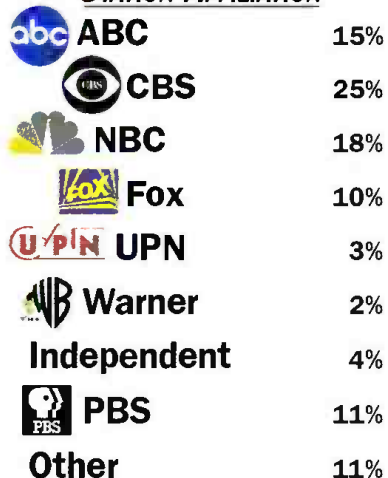
18 Is your station interested in purchasing equipment to transmit non-program data services over existing NTSC signals?



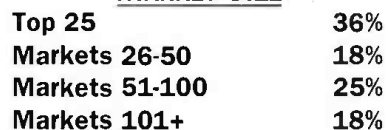
About this survey...

Total respondents 125  
Respondent breakdown by:

STATION AFFILIATION



MARKET SIZE



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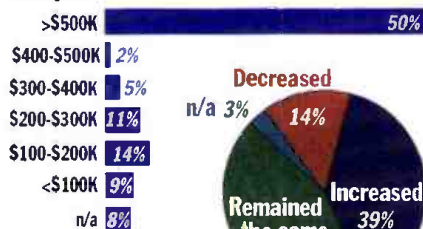
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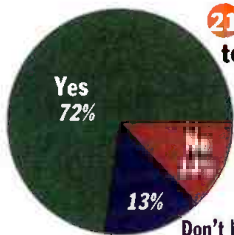
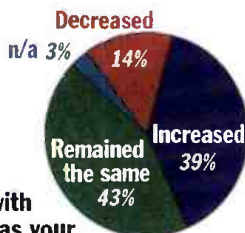
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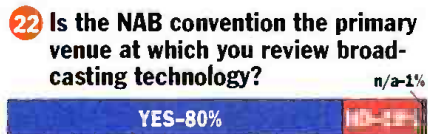
**19** What is your budget for purchasing new broadcasting equipment this year?



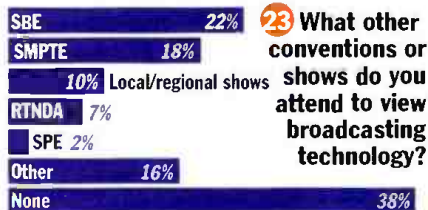
**20** Compared with last year, how has your equipment acquisition budget changed?



**21** Do you expect to make any equipment purchasing decisions based on what you see at the NAB convention?



**22** Is the NAB convention the primary venue at which you review broadcasting technology?



**23** What other conventions or shows do you attend to view broadcasting technology?



**24** Who makes decisions on equipment purchases at your station?

## Convention news from BROADCASTING & CABLE

*NAB Today*, BROADCASTING & CABLE's daily, one-hour video magazine of the convention, will be broadcast on a continuous loop to 35,000 hotel rooms across Las Vegas during the convention, beginning Sunday night. New editions will be produced each day through Wednesday. It also will be available on three video walls and various monitors in high-traffic locations in the convention center.

*NAB Today* also will be available to a national and international audience via free daily satellite feeds: North America: **Sunday, April 9-Wednesday, April 12, 10-11 p.m. PT and 1-2 a.m. ET. Monday-Thursday, 9:30-10:30 a.m. PT and 12:30-1:30 p.m. ET.** C Band—

transponder 1H; Galaxy K7—transponder 14U/channel 64. Northern Europe: TDRSS-4 41 degree west, transponder 12.

BROADCASTING & CABLE's editorial and advertising departments will be represented at the convention by Peggy Conlon, Don West, Harry Jessell, Kim McAvoy, Steve McClellan, Chris McConnell, Donna Petrozzello, Gary Rubin, Rob Foody, Sandra Frey, Michael Brooks, Joan Miller and Stacie Mindich. The editorial staff can be reached in the newsrooms, N104 and S103, at (702) 774-1707, 08, 09, 10. B&C's booth on the exhibit floor is #15711-12.

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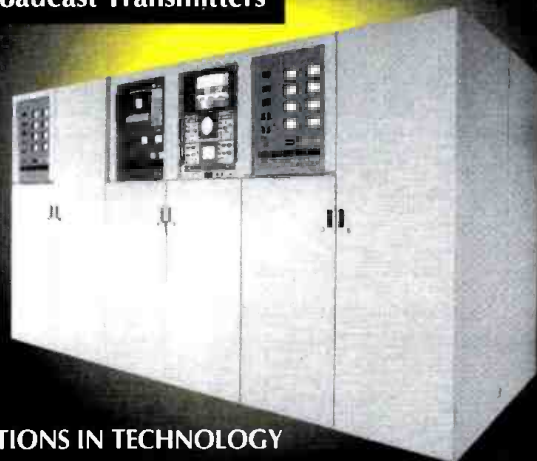
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## ABC has lock on prime time crown

First win since 1979-80; tops key demos as well; Fox leads CBS in 18-49

By Steve Coe

**W**hen the regular network TV season ends on Sunday, April 16, ABC will claim its first prime time ratings crown since the 1979-80 season. In addition to finishing first in household numbers, the network will be top-ranked in all key demographic categories.

The other end-of-the-season stories include NBC's somewhat surprising resurgence this year, and Fox's overtaking CBS for third place among the key 18-49-year-old demographic.

For the season, NBC and Fox showed gains over last season in household numbers and in all key demographic categories. ABC was down slightly in all key categories, and CBS was down considerably in the same comparisons. CBS, however, is battling inflated numbers for last season, when it aired 16 days of the Nancy Kerrigan-Tonya Harding winter Olympics.

Through Sunday, April 2, ABC was averaging a 12.1 rating in household Nielsen numbers compared with NBC's 11.6, CBS's 11.2 and Fox's 7.7. Compared with 1993-94 season household numbers, ABC was down 3%, NBC was up 5%, CBS was down 21% and Fox was up 7%.

Among adults 18-49, the yardstick by which the networks currently measure themselves, ABC is first with a 7.3 rating, followed by NBC with a 6.9, Fox with a 5.5 and CBS with a 5.3. In that category, Fox is up 10% over last season and NBC is up 1%, while ABC is down 3% and CBS is down 27%. This would mark the first time that Fox has beaten one of the traditional networks in that category for the season. Fox first beat



'Home Improvement' contributed to ABC's improvement.



'X-Files' marked the spot for Fox this season.

**Among adults 18-49, the yardstick by which the networks currently measure themselves, ABC is first with a 7.3 rating, followed by NBC with a 6.9, Fox with a 5.5 and CBS with a 5.3.**

CBS last May during the sweeps in adults 18-49 and repeated the feat this past February.

ABC also finished first in the 18-34 and 25-54 categories. NBC was third among adults 18-34 and second among 25-54-year-old viewers. Fox is currently second in 18-34-year-olds and fourth in the older demographic. CBS is fourth in the 18-34 group and third among 25-54-year-olds.

In the 18-49 demographic, ABC captured five nights of the week: Monday, Tuesday, Wednesday, Friday and Sunday. In that demographic, NBC won Thursday and CBS won Saturday.

ABC also placed six of the top-10-

rated series among adults 18-49 for the season in *Home Improvement* (third), *Grace Under Fire* (fourth), *Roseanne* (sixth), *NYPD Blue* (seventh), *Ellen* (eighth) and *Monday Night Football* (ninth). NBC placed the remaining four, with *Seinfeld* ranking first, followed by *ER* (second), *Friends* (fifth) and the canceled *Madman of the People* (tenth).

In household numbers, ABC had five of the top 10 series with *Home Improvement* (second), *Grace Under Fire* (fourth), *Monday Night Football* (fifth), *NYPD Blue* (seventh) and *Roseanne* (eighth). NBC had *Seinfeld* (first), *ER* (third) and *Friends* (tenth). CBS added *60 Minutes* (sixth) and *Murder, She Wrote* (ninth).

Returning series that showed the most improvement this season included Fox's *The X-Files*, which recorded the biggest boost by improving 44% in households and 54% in adults 18-49 over last season. NBC's *The John Larroquette Show* was up 28% in households and 35% in adults 18-49, followed by CBS's *The Nanny*, which was up 38% and 33% respectively; NBC's *Mad About You*, up 25% and 24%; and Fox's *America's Most Wanted*, which grew 23% and 20%.

ABC so far has the two highest-rated (among adults 18-49) news magazine shows in *PrimeTime Live* and *20/20*. CBS's *60 Minutes* is far and away the highest-rated news magazine show in households. Also in adults 18-49, ABC's *Sunday Night Movie* was the highest rated among the regularly scheduled movie nights; the network also had the two highest-rated made-fors in that demographic group. ■

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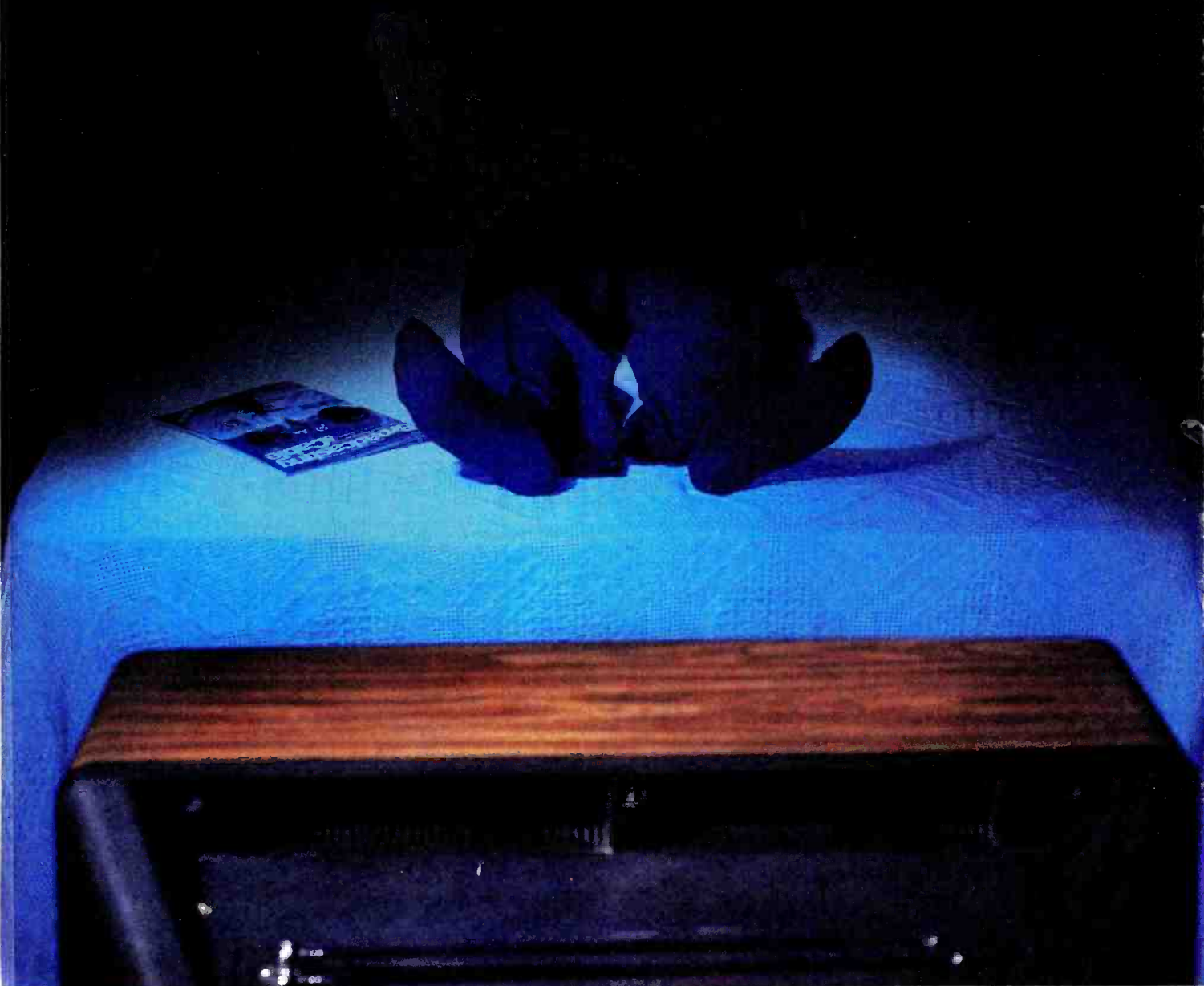
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## CHANNEL KEY

### HOTEL

Airport Inn	19
Aladdin	14
All Star Inns	2
Ambassador (East)	2
Bally's Las Vegas	21
Barbary Coast	35
Binion's Horseshoe	14
Blair house	36
Blue Harbor	11
Boardwalk	2
Boulder Station	17
Bourbon Street	17
B.W. Ambassador	2
B.W. McCarran	36
B.W. Nellis Inn	4
Caesar's Palace	12
Convention Inn	4
Courtyard by Marriott	12
Days Inn Downtown	11
Days Inn Las Vegas	14
Debbie Reynolds Hotel & Casino	2
Desert Inn	11
Desert Paradise	2
Econolodge	2
El Cortez	2
EZ-8 Motel	2
Fairfield Inn	14
Flamingo Hilton	20
Glass Pool Inn	2
Gold Coast	14
Golden Inn Motel	2
Golden Nugget	14
Hacienda	17
Harbor Island	11
Holiday Inn	14
Holiday Inn Plaza Suites	11
Holiday House	4
Holiday Motel	4
Hotel Continental	2
King 8 Motel	2
Las Vegas Club	2
Las Vegas Hilton	27
Las Vegas Travelodge	4
Lucky Motel	2
Luxor	16
Mardi Gras Inn	24
MGM Grand	73
Mirage	22
Monaco Motel	2
Nevada Palace	2
Palace Station	17
Paradise Resort Inn	14
Plaza Suites	11
Ramada Inn	4
Residence Inn	12
Rio	11
Riviera	12
Royal Las Vegas	2
Sahara	6
Sam's Town	7
Sands	9
Shalimar	2
Sheffield Inn	7
Shelter Island	11
Showboat	12
Somerset House	6
Stardust	6
St. Tropez	2
Sun Harbor Boulder	11
Sun Harbor - Strip	11
Super 8	12
Super 8 Motel	4
Super 8 Nellis	4
Tod Motor Hotel	4
Town Palms Hotel	12
Travelodge South	14
Tropicana	9
Tropicana Inn	6
Union Plaza	12
Western Hotel	2

# PPV on the offensive in New Orleans

*Warner's Bleier says cable needs to put up or get shut out*

By Rich Brown

**T**he early success of multichannel pay per view via direct broadcast satellite is pushing cable into a defensive position and could force cable to improve its PPV business, according to panelists at last week's CTAM Pay-Per-View Conference in New Orleans.

Former GI Communications Division president Hal Krisbergh said that cable's need to improve its PPV business in the face of such competition will lead to the introduction of digital set-top boxes to cable subscribers by late 1995-early 1996.

The installation of digital boxes would cost about \$250 each and would enable cable system operators to expand channel capacity to include many more PPV channels. Subscribers to direct broadcast satellite service DIRECTV now have access to more than 50 channels of PPV and are ordering at the rate of 1.5-2 movies each month (cable subscribers, on average, order PPV movies at about one-tenth that rate).

"Pay per view requires profound change," said Edward Bleier, president, Warner Bros. Pay TV, Cable and Network Features. Bleier has long pleaded with cable system operators to devote more channels and local marketing dollars to improve PPV numbers, but his words seemed to take on greater resonance at this year's conference in light of the success of DIRECTV. "I don't see anything in 1995 or 1996 that will get this industry where it wants to be. Meanwhile, the competitors are banding together pretty well."

Bleier said that cable system operators should not be surprised in the future to see competing services like DBS and the telcos sign exclusive PPV movie contracts with studios. "Unless you address your problems now, you're in serious trouble," he said.

Highlights of news and views from the conference follow.

■ Talking about NBC's \$98.9 mil-



*Edward Bleier (l) and Hal Krisbergh see changes in the works for PPV.*

lion loss in the Olympics Triplecast pay per view in 1992, NBC Sports President Dick Ebersol said the PPV experiment failed because it was not exclusive to PPV; the marketing was not handled properly at the local system level, and more than 80% of consumers weren't even aware of it. Ebersol told attendees at the conference that he first found out about NBC's plans to do the Triplecast about three months after he rejoined NBC in April 1989. When he found out about it, he said, he "immediately counseled that we must get out of this deal." Ebersol said the IOC had okayed the Triplecast plan because of the time difference between the U.S. and Barcelona and they would not allow any PPV package tied to the upcoming Atlanta games. He said NBC tried to work out a PPV boxing deal with HBO for the upcoming Atlanta games, but the IOC said no.

■ Mike Tyson is training for his return fight and likely will be in the ring by August, said Showtime Event Television's McAdory Lipscomb.

■ Top multiple system cable operator Tele-Communications Inc. in July plans to kick off a nationwide promotional campaign designed to boost its adult pay-per-view revenue, according to Cindy Weinberg, pay-per-view special products manager, TCI Cablevision of San Jose. She said the national campaign will be similar to "Spice Sizzling Summer Sweepstakes," a

promotion she designed for the San Jose market that cost \$5,000 to set up, and took in \$25,000 in incremental revenue. The promotion included a \$1 discount on the retail price of the Spice adult channel plus a chance to compete for a trip and other prizes. The fast-growing adult PPV business is estimated at \$50 million-\$100 million a year, says Jim Braun, director, new product development, Time Warner Cable.

■ The National Hockey League is encouraged by the early results of its pay-per-view games on DIRECTV and is "looking very seriously" at making out-of-market games available to cable systems, according to NHL Senior VP/COO Stephen J. Solomon. The direct broadcast satellite company now offers a \$69 "NHL Center Ice" package, which gives viewers access to more than 20 games each week.

■ Bell Atlantic Video Services this week begins expanding its video dial-tone service in Virginia beyond 300 employees and into the homes of actual customers, said president Robert L. Townsend. The company expects by June to have 1,000 customers receiving the service, which offers 250 movies, 130 favorite TV shows, three shopping services and 100 children's choices. Townsend said the projected take is \$58 per subscriber per month, with about half of that coming from transactional TV. ■



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# Warner Bros.' 'Extra' on a slow roll

*Freshman program shows some growth, but reps say more is needed*

By Steve McClellan

**O**f the new first-run shows launched this year, perhaps the biggest stakes involve Warner Bros.' *Extra*, to which the company has committed at least \$60 million in production and promotion over two seasons. The good news for Warner is that the show, unlike many this season, is hanging in.

According to Dick Robertson, president, Warner Bros. Domestic Television Distribution, the show definitely will be back for a second season.

Initial station deals accounting for 70% of the country were for two-year terms. And although the company could change its mind if *Extra*'s ratings collapse in the May book, the consensus among industry sources contacted last week is that the show will return next fall.

But the pressure is on Warner to boost the show's ratings significantly over its February Nielsen household average (5.6/8 in access; 3.7/7 early fringe, according to Petry Television) if Warner hopes to make it a long-term franchise.

Robertson cites viewer familiarity studies and some ratings growth from November 1994 to February 1995 that indicate *Extra* should reach its "full potential by the end of the second season," if those trends keep on track. That would put its overall household average in the 6 rating range.

"Everything we planned is coming true in very predictable fashion," says Robertson. "Twenty-four percent of the show's audience is adults 18-34, and we're building on that foundation."

Warner also reports that in February, *Extra* was the only magazine to show growth among adults 18-34, 18-49 and 25-54 in time periods the show retained from November. Technically, rep sources say, that's true, although one source says that using only retained time periods "is like saying you got a 'B' average after throwing out all the 'Ds.'"

Several rep executives, including Bill Carroll, vice president and director of programming at Katz Television, say the jury is still out on *Extra*'s potential as a franchise. "Certainly," he says, "one of the key questions for *Extra* is: If it does not grow dramatically by next fall, what is its long-term future?" As to its growth to date, Carroll characterizes it as "slow, positive movement."

Adds Dick Kurlander, vice president and director of programming, Petry Television: "[Warner] doesn't have a bad story on their hands concerning *Extra*. Obviously, they want

to make it look a lot better. But there's nothing to be embarrassed about here. There are good stories in individual markets—including New York, where it's doing OK—and Chicago and Charlotte."

In Chicago, WMAQ-TV recently upgraded *Extra* from 1 a.m. to the 6:30 p.m. access slot, where it frequently beats *Entertainment Tonight*. "We are very encouraged by the performance of *Extra* opposite *ET*, a very established program in the time period," says one station official. In March, the shows tied with an average 6 household rating. ■

## May is crunch time for low-rated rookies

By David Tobenkin

**D**espite little if any ratings improvement in the February sweeps, syndicators refuse to give up hope for a handful of cellar-dwelling rookie talk shows.

Paramount Domestic Television's *Jon Stewart*, Multimedia Entertainment's *Dennis Prager* and *Susan Powter* and Group W's *Marilu* and *Jones & Jury* have all earned less than 1.5 Nielsen household ratings to date and less than a 1 in key female demographic ratings for the season to date through March 26.

Station reps have written off the shows and say that syndicators and stations likely would be better served were they eliminated.

Yet hope springs eternal for the shows' syndication executives. Production will continue through the May sweeps on the day-and-date pro-

duced *Stewart* show, while the other four shows have or soon will have completed their taping for the rest of the season. They all have reserved fresh episodes for the May sweeps, however.

**Many say that stations have been particularly patient with low-performing shows due to a dearth of midseason strip replacements.**

"We're going to wait until after the May book because we think the talent of our hosts is extraordinary," says Multimedia Senior Vice President of Sales Thomas Shannon of hosts Prager and Powter. "Prager hasn't had some of the greatest time periods, and

with Susan we have to scratch our heads and puzzle; she has an incredibly loyal following."

The syndicators are pondering reworking the shows. Shannon says that *Powter* could be expanded to an hour and moved to late night if it is renewed, a move he says would be motivated by the generally better performance by hour talk shows and

by the strength of Power's infomercials in late night.

As for Stewart, "I think in May, Jon's [teen and young adult audience] will become more available," says PDT Distribution President Joel Berman. "We have confidence in Jon as a talented host. We think there is a

market for what we are doing."

Many say that stations have been particularly patient with low-performing shows due to a dearth of midseason strip replacements. The few shows that have gone national midseason, including Tribune's *Charles Perez* and All American's

*Richard Bey* talk shows and Genesis' *Juvenile Justice*, have cleared rapidly.

The only rookie talk shows green-lighted for a second season are Twentieth Television's *Gordon Elliott* and King World's *Rolonda*. Already condemned are Buena Vista Television's *Judge for Yourself*, MCA TV's *Last*

## SYNDICATION MARKETPLACE

### Lauren clears in nine of 10

Turner Program Services has cleared its late-night *Lauren Hutton And...* syndicated strip in 31 markets covering 50% of the country, including nine of the top 10 markets. New clearances for the half-hour include KRON-TV San Francisco, KIRO-TV Seattle and KTVI(TV) St. Louis. All stations have agreed to run the show before 2 a.m.

### Goodbye, Hawkeye

Cannell Distribution Co.'s syndicated frontier-themed *Hawkeye* action hour, a victim of low ratings, will not return for a second season this fall, the company confirmed Thursday.

### Out of the Blue clears 60%

Tribune Entertainment has cleared new syndicated, teen-oriented weekly sitcom *Out of the Blue* in 60% of the country, including 18 of the top 20 markets, for a fall 1995 launch. Tribune also says clearances for its new talk strip, *Charles Perez*, total 77% of the country for fall.

### Raycom adds L.A. office

Television distributor and sales representative Raycom Inc. has opened a Los Angeles sales office. Burt Rosen, account executive for West Coast Sales for the NBC television network, has been named manager of West Coast Sales and will oversee the new office.

### Inside ties ET

King World Productions' *Inside Edition* tied Paramount Domestic Television's *Entertainment Tonight* with a 6.4 Nielsen household average audience rating for the week ended March 26, the first time *IE* has matched the ratings of magazine show leader *ET*.

### MG/Perin restructures

Syndicator MG/Perin Inc.'s two owners have reassigned duties and titles at the company. Marvin Grieve, formerly president, will serve as chairman of the board, while Richard Perin, executive vice president, has been named president and chief executive officer.

### Sightings renewed

Paramount Domestic Television has renewed its syndicated first-run reality show *Sightings* for a second season beginning this fall. The hour weekly about paranormal phenomena received a full 26-episode commitment and has been renewed in 115 markets representing 85% of the country, including all top 10 markets.

### KTLA test on hold

Tribune Entertainment has postponed indefinitely a two-market syndication test of an adapted version of its light and airy *KTLA Morning News* of KTLA(TV) Los Angeles, confirmed Tribune Entertainment President Rick Jacobson. The test, scheduled to begin last Monday on KIRO-TV Seattle and KTVK(TV) Phoenix, was postponed due to "talent issues" involving the four anchors of the show, said Jacobson.

### Frank discussion

Richard Frank, president of the Academy of Television Arts and Sciences and departing chairman of Walt Disney Television and Telecommunications, will deliver the keynote address at the annual PROMAX International & BDA Conference and Exhibition, to be held June 7-10 in Washington.

### Showtime for stations

Western International Syndication has cleared syndicated music/vari-

ety hour *It's Showtime at the Apollo* in 75% of the country for a ninth season beginning this fall. Top-market stations carrying the one-hour series include NBC O&Os WNBC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago. WIS also is offering a one-hour *Showtime* prime time special for stations clearing the series.

### Geraldo gets set

Tribune Entertainment's syndicated *Geraldo* talk show last Friday was to unveil a new \$500,000 set for the show, the first replacement since the show moved to CBS Broadcast Center in 1988.

### Raycom clears specials

Raycom Inc. has cleared a two-hour supermodel competition, *The Ford Supermodel of the World*, on 81 stations, including 17 of the top 20, for airing April 1-30. The syndicator also has cleared a half-hour syndicated television special, *Don't Tell Me No! The Muggsy Bogues Story*, profiling the shortest player in National Basketball Association history, in 105 stations covering 81% of the country—including all top 20 markets—for an April 8-30 airing window.

### In Harmony

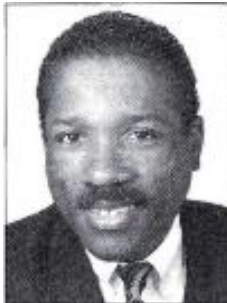
Sandcastle Productions is syndicating a one-hour entertainment special hosted by Oscar-winning composer Marvin Hamlisch. *Perfect Harmony* has been cleared on most Hearst Broadcasting stations and on ABC O&Os KFSN-TV Fresno and KTRK-TV Houston for a June 10 through August clearance window. The show features live performances filmed at Tanglewood, Mass., and up-close personal stories of talented young musicians from around the world. —DT

## Colbert, Madison get motivated

Veteran syndication executive Ritch Colbert, a former senior executive vice president of ITC Domestic Television, and television producer Ed Madison have formed a new Los Angeles-based company to produce and distribute motivational, self-improvement and fitness-oriented entertainment for TV and home video. Motivational



Ritch Colbert



Ed Madison

Media's first series for syndication is a weekly, 65-episode educational youth magazine series, *Know-TV*, produced and previously aired by WESH-TV Daytona Beach (Orlando). It will be available for airing by stations nationally this fall or in spring 1996 and may also receive a cable window.

MM also is distributing two one-hour specials: The Cyndy Garvey-hosted *Staying Faithful*, which deals with fidelity in intimate relationships and is aimed at a fourth quarter 1995 window, and Academy Award-nominated *Straight from the Heart*, which examines the relationship between parents and a gay or lesbian child. It is set for airing in first quarter 1996.

The company also will provide direct-to-consumer marketing campaigns through television, radio and print. —DT

Call and Suzanne.

A number of action hours also could be on the bubble. One question mark is Worldvision Enterprises' Spelling Premiere Network, which has seen ratings for *Robin's Hoods* and new addition *University Hospital* that linger in the mid-2 range.

Among previously undecided shows that will return are Columbia TriStar's *Forever Knight*, Rysher Entertainment's *Lonesome Dove* and, probably, ACI's *High Tide*. Shows that will not return include All American's *Sirens* and *BeachClash*, Rysher's *Thunder in Paradise* and *Robocop: The Series*, Samuel Goldwyn's *Wild West Showdown*, Warner Bros.' *Time Trax*, Cannell's *Hawkeye* and, probably, Tribune's *The Road*.

Other rookie first-run strip cancellations include Columbia TriStar's sketch comedy *The Newz* and Paramount's game show *The Price Is Right*. Canceled returning shows include *Star Search*. Among weekly reality shows, one question mark is Twentieth Television's *Trauma Center*. ■

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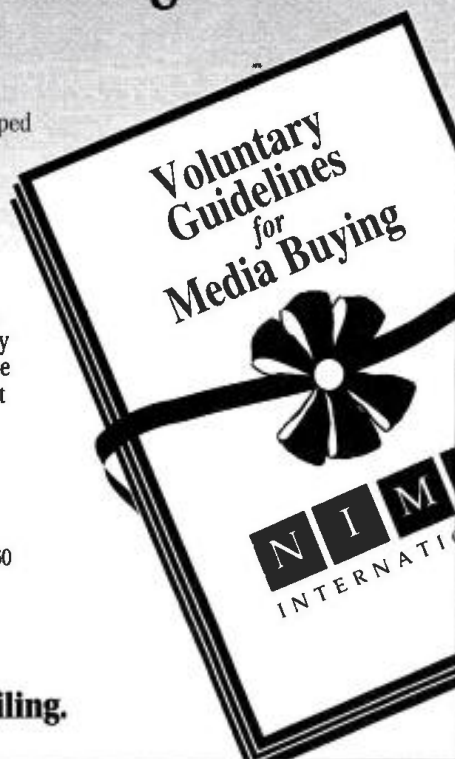
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# Univision gets to 'Sesame St.'

Network will carry Spanish-language version in U.S.

By David Tobenkin

**U**nivision, the Spanish-language television network, and *Sesame Street* producer Children's Television Workshop last week began airing a Spanish-language version of the educational kids show on Univision stations KMEX-TV Los Angeles, KUVN-TV Garland (Dallas) and WLTV(TV) Miami.

The show, *Plaza Sesamo*, airs Monday-Friday at 7:30 a.m. on the stations and marks the first time a *Sesame Street* international co-production will air in its original form in the U.S.

The stations will air 65 half-hour episodes produced by CTW and Mexican media giant Televisa and previously broadcast in Mexico and Latin America. A national rollout to Univision's eight other O&O stations and 37 other network affiliates will be considered following the one-year test period on the three original stations.

On weekends, the show is airing on public TV stations in the same three markets: KCET(TV) Los Angeles, KDTN(TV) Denton (Dallas) and WLRN-TV Miami. During the week, the Univision stations must air the show in time periods that do not compete with public television stations carrying the English-language version of the show. ■

## Errata

The March 27 roundup of broadcast outlets for Major League Baseball this season had the Oakland Athletics on the wrong radio station. For the second year, KFRC(AM) San Francisco will broadcast the A's.

## Canal+ to launch U.S. channel

Canal+, the French pay TV operator, plans to launch a channel, Voila, on U.S. cable systems in 1996. Further down the road are plans for a soccer channel, Goal, which should also debut in the U.S. Both channels also are intended for Japanese and Latin American distribution.

Voila will attempt to bring European culture to American audiences through documentaries on fashion and cuisine and through films. It also will feature new, in-house-produced programming. Canal+ plans to bring in outside investment for a 50% equity stake and already is talking to a "major U.S. cable operator."

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**Gold Award Recipients:** Lorene Malis, KLUC-FM, Las Vegas; Lydia Gonzales, KVRV-FM, Phoenix; Scott Mills, WOMX-FM, Orlando; Pat Ahl, WCOL-FM, Columbus; Keith Fisher, KHMX-FM, Houston.

**Silver Award Recipients:** Ann Miller, WCOL-FM, Columbus; Nancy Richards, WCOL-FM, Columbus; Bob Allison, KISW-FM, Seattle; Gail Flaherty, WPOC-FM, Baltimore; Lori Carter, KISW-FM, Seattle; Katie Milam, WNCI-FM, Columbus.

**Bronze Award Recipients:** Alice Fachman, WCOL-FM, Columbus; Frank Feder, KLUC-FM, Las Vegas; Shiran Byrne, WNCI-FM, Columbus; Steve Sullivan, KDMX-FM, Dallas; Peter Goldstein, KISW-FM, Seattle; Kurt Sima, WCOL-FM, Columbus.



ONLY THE BEST PEOPLE

## Bates unveils shows

Bates USA, the U.S. arm of ad giant Bates Worldwide, is forming BKS/Bates Entertainment to develop and distribute TV programming. The first project is *Derby*, a two-hour movie for ABC starring Darren McGavin and David Charvet. The company also is offering two new half-hour weekly magazine shows for fall. *Better Than Ever*, hosted by actress Jane Powell, is targeted to senior citizens. The show has been cleared on 16 stations covering 25% of the country. It is being offered on a cash-plus-barter basis, with stations retaining one minute. *24/Seven*, launched as quarterly specials in 1994-95, is an "FCC-friendly," teen-hosted and teen-targeted barter show being, with an even 3 1/2-minute local/national split.

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## Nielsen rethinks Hispanic ratings

By David Tobenkin

Nielsen Media Research last Wednesday confirmed that it is working with Univision Spanish-language network O&O KMEX-TV Los Angeles to address ratings disparities between its Nielsen Hispanic Station Index and Nielsen Station Index surveys in that market.

KMEX-TV officials say the NHSI survey used to measure Spanish-language stations exclusively shows much higher viewership for Spanish-language stations in the market than does the NSI measure, which is used to compare viewership of all stations in the market. They are pressing Nielsen to adopt the NHSI methodology to the Hispanic component of the NSI.

The NSI now surveys a smaller sample of Spanish-speaking households and gives fewer options for measuring language usage in homes.

Although no commitments to changes in NSI methodology were given by Nielsen Senior Vice President of Market Development Ceril Shagrin at the meeting, she acknowledged that the NHSI methodology is superior to that of NSI in measuring Hispanic viewership. KMEX-TV Station Manager Tom Arnost says Nielsen is being more cooperative about addressing the disparity than it has been in the past. ■

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 26. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	12.7/210/96
2. Jeopardy!	10.4/208/96
3. Oprah Winfrey Show	8.2/235/99
4. Buena Vista I	7.3/158/97
5. Star Trek: Deep Space 9	7.1/231/99
6. Entertainment Tonight	6.4/171/91
6. Inside Edition	6.4/172/93
6. Roseanne	6.4/177/95
9. Hard Copy	6.2/181/93
10. The Simpsons	6.0/132/85
11. Baywatch	5.8/209/95
12. Family Matters	5.7/192/93
12. Fresh Prince of Bel-Air	5.7/137/87
12. Lgnd Journeys of Hercules	5.7/176/94
15. Ricki Lake	5.5/216/98

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of March 27-April 2, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.


Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. O.J. Simpson Trial Coverage	CNN	Tue 5:30p	4,413	6.8	4.6
2. O.J. Simpson Trial Coverage	CNN	Tue 5:00p	4,285	6.6	4.5
3. O.J. Simpson Trial Coverage	CNN	Wed 5:30p	4,115	6.4	4.3
4. O.J. Simpson Trial Coverage	CNN	Wed 6:00p	4,100	6.3	4.3
5. O.J. Simpson Trial Coverage	CNN	Tue 2:10p	3,975	6.1	4.2
6. O.J. Simpson Trial Coverage	CNN	Mon 3:00p	3,936	6.1	4.1
7. O.J. Simpson Trial Coverage	CNN	Mon 2:00p	3,880	6.0	4.1
8. O.J. Simpson Trial Coverage	CNN	Tue 3:00p	3,804	5.9	4.0
9. O.J. Simpson Trial Coverage	CNN	Wed 6:20p	3,617	5.6	3.8
10. O.J. Simpson Trial Coverage	CNN	Wed 3:00p	3,553	5.5	3.7
11. O.J. Simpson Trial Coverage	CNN	Wed 5:00p	3,518	5.4	3.7
12. O.J. Simpson Trial Coverage	CNN	Tue 1:00p	3,513	5.4	3.7
13. O.J. Simpson Trial Coverage	CNN	Mon 1:25p	3,438	5.3	3.6
14. O.J. Simpson Trial Coverage	CNN	Tue 4:30p	3,363	5.2	3.5
15. News Update	CNN	Wed 6:10p	3,354	5.2	3.5

Following are the top five pay cable programs for the week of March 27-April 2, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'Bad Girls'	HBO	Sat 8:00p	3,261	14.5	3.4
2. Movie: 'Demolition Man'	HBO	Sun 8:00p	3,059	13.6	3.2
3. Movie: 'Warlock: The Armageddon'	HBO	Sun 11:00p	1,704	7.6	1.8
4. Movie: 'Judicial Consent'	HBO	Sat 9:45p	1,697	7.5	1.8
5. Movie: 'Rising Sun'	HBO	Fri 9:30p	1,694	7.5	1.8

## PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of Mar. 27-Apr. 2

		U/P/N	
<b>MONDAY</b>		<b>3.3/5</b>	
8:00	86. Star Trek: Voyager		
8:30			4.5/7
9:00	89. Pig Sty		2.2/3
9:30	93. Platypus Man		1.9/3
<b>TUESDAY</b>		<b>2.8/5</b>	
8:00	88. Marker		3.5/6
8:30			
9:00	91. The Watcher		2.1/3
9:30			
WEEK'S AVG		3.0/5	
SSN TO DATE		4.5/7	
			
<b>WEDNESDAY</b>		<b>1.7/3</b>	
8:00	94. The Wayans Bros.		1.8/3
8:30	92. The Parent 'Hood		2.0/3
9:00	94. Unhap Ever After		1.8/3
9:30	96. Muscle		1.2/2
WEEK'S AVG		1.7/3	
SSN TO DATE		1.9/3	

SOURCE: NIELSEN MEDIA RESEARCH



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# PEOPLE'S CHOICE WEEK 28 *According to Nielsen ratings, Mar. 27-Apr. 2*

				
<b>MONDAY</b>	<b>27.6/43</b>	<b>8.5/13</b>	<b>8.0/12</b>	<b>5.4/8</b>
8:00	10. Barbara Walters Special 15.9/26	38. The Nanny 10.6/16	45. Fresh Prince 9.7/15	80. Melrose Place 6.0/9
8:30			32. Fresh Prince 11.5/17	
9:00				
9:30	1. 67th Annual Academy Awards 32.5/53	57. CBS Special Movie—Black Rain 8.1/12	72. NBC Monday Night Movies—The Lawnmower Man 6.7/10	87. Tales fr/Crypt 3.7/5
10:00				
10:30				
<b>TUESDAY</b>	<b>14.4/23</b>	<b>7.7/12</b>	<b>12.8/21</b>	<b>5.2/8</b>
8:00	25. Full House 12.5/20	53. Under One Roof 8.3/13	35. Wings 10.8/17	83. Fox Tuesday Night Movie—Raising Cain 5.2/8
8:30	22. Thunder Alley 13.0/20		30. Newsradio 11.7/18	
9:00	5. Home Improvmt 18.2/28		12. Frasier 15.6/24	
9:30	7. Grace Under Fire 16.5/26	65. CBS Tuesday Movie—Sleeping with the Enemy 7.4/12	28. Pride & Joy 11.9/19	
10:00	21. NYPD Blue 13.2/23		19. Dateline NBC 13.4/23	
10:30				
<b>WEDNESDAY</b>	<b>15.5/25</b>	<b>7.5/12</b>	<b>11.3/18</b>	<b>9.1/14</b>
8:00	17. Roseanne 14.0/23	78. George Wendt 6.3/10	34. National Geographic Special 11.0/17	38. Beverly Hills, 90210 10.6/17
8:30	14. Ellen 15.3/24	84. Double Rush 5.0/8		
9:00	6. Grace Under Fire 18.1/28		24. Dateline NBC 12.6/20	62. Sliders 7.6/12
9:30	16. Coach 15.1/24	52. CBS Wednesday Movie—A Stranger in Town 8.4/14	42. A Comedy Salute to Andy Kaufman 10.2/18	
10:00	14. Primetime Live 15.3/27			
10:30				
<b>THURSDAY</b>	<b>7.5/12</b>	<b>7.9/13</b>	<b>19.6/32</b>	<b>7.8/13</b>
8:00	72. Extreme 6.7/11	60. Due South 7.9/13	9. Mad About You 16.3/27	62. Martin 7.6/13
8:30			11. Hope & Gloria 15.7/25	48. Living Single 8.8/14
9:00			3. Seinfeld 20.7/32	65. New York Undercover 7.4/12
9:30	49. The Commish 8.7/14	60. Eye to Eye with Connie Chung 7.9/12	4. Friends 19.2/30	
10:00	68. Day One 7.2/12	58. 48 Hours 8.0/13	2. E.R. 22.8/38	
10:30				
<b>FRIDAY</b>	<b>13.4/24</b>	<b>8.7/15</b>	<b>8.4/15</b>	<b>7.9/14</b>
8:00	29. Family Matters 11.8/22	45. Diagnosis Murder 9.7/17	58. Unsolved Mysteries 8.0/14	82. VR5 5.4/10
8:30	26. Sister, Sister 12.3/22			
9:00	27. Step By Step 12.0/21	55. The Wright Verdicts* 8.2/14	43. Dateline NBC 9.8/17	41. The X-Files 10.3/18
9:30	33. On Our Own 11.2/19			
10:00	8. 20/20 16.4/30	55. Picket Fences 8.2/15	67. Homicide: Life on the Street 7.3/13	
10:30				
<b>SATURDAY</b>	<b>6.8/12</b>	<b>12.5/24</b>	<b>8.8/16</b>	<b>6.7/12</b>
8:00	72. ABC Saturday Family Movie—Family Reunion: A Relative Night 6.7/12	20. NCAA Basketball Championship—Arkansas vs. Univ. of N.C. 13.3/25	53. Amazing Grace* 8.3/15	72. Cops 6.7/13
8:30				71. Cops 6.8/12
9:00			50. Sweet Justice 8.6/15	72. America's Most Wanted 6.7/12
9:30				
10:00	70. The Marshal 6.9/13	43. Walker, Tx Rngr 9.8/19	47. Sisters 9.4/18	
10:30				
<b>SUNDAY</b>	<b>10.3/18</b>	<b>13.7/23</b>	<b>9.1/16</b>	<b>4.8/8</b>
7:00	50. Am Fun Hm Vid 8.6/17	12. 60 Minutes 15.6/30	81. Earth 2 5.4/11	89. Hardwood Dreams 2.2/4
7:30	36. Am Fun Hm Vid 10.7/20			
8:00		18. Murder, She Wrote 13.5/22	62. seaQuest DSV 7.2/12	77. Simpsons 6.6/11
8:30	36. Lois & Clark 10.7/18			79. The Critic 6.2/10
9:00				69. Married w/Chld 7.1/11
9:30	40. ABC Sunday Night Movie—Boomerang 10.4/17	23. CBS Sunday Movie—Friends at Last 12.8/21	31. NBC Sunday Night Movie—Death Becomes Her 11.6/19	85. Dream On 4.6/7
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>13.5/23</b>	<b>9.7/16</b>	<b>11.0/18</b>	<b>6.6/11</b>
<b>SSN. TO DATE</b>	<b>12.1/20</b>	<b>11.2/18</b>	<b>11.6/19</b>	<b>7.7/12</b>

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*PREMIERE TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES

YELLOW TINT IS WINNER OF TIME SLOT SOURCE: NIELSEN MEDIA RESEARCH



# Doll Head, Inc.

## An Open Letter To The Broadcasting Community:

A private investigator named Tom Grant recently has made defamatory accusations relating to Michael DeWitt and Courtney Love-Cobain regarding the death of Kurt Cobain.

Tom Grant made these accusations in interviews on radio station KROQ in Los Angeles, and on the Tom Leykis Show, a syndicated program which was aired throughout the United States on 116 stations affiliated with Westwood One Entertainment. After receiving statutory demands for retraction from Ms. Love-Cobain and Mr. DeWitt and after further investigation, Westwood One Entertainment issued the following retraction and apology, which was broadcast on all stations affiliated with Westwood One. A substantially identical retraction and apology was also broadcast by station KROQ:

**On January 5, 1995, Tom Leykis had a private investigator named Tom Grant on our show. Mr. Grant had been hired by Courtney Love in April, 1994 to investigate certain matters regarding Ms. Love's husband, Kurt Cobain, a member of the successful rock group, Nirvana. Mr. Cobain died on April 8, 1994, and the Seattle Police Department investigated and determined that the death was a suicide. On our January 5, 1995 show, however, Mr. Grant accused Kurt Cobain's widow, Courtney Love, together with Michael DeWitt and possibly others, of conspiring to, and succeeding in, murdering Ms. Love's husband, Mr. Cobain.**

**We are now issuing a retraction of the explicit or implicit statements made by Mr. Grant on our radio network regarding Ms. Love's and Mr. DeWitt's connection with Mr. Cobain's death. Notwithstanding, Mr. Grant's explicit or implied statements on our broadcast, we are unaware of any facts to confirm Mr. Grant's statements to us and to our listeners.**

**The Seattle Police Department's investigation determined that Mr. Cobain was not murdered, but committed suicide. After receiving a demand for correction from Courtney Love and Michael DeWitt, we have further analyzed and investigated this matter, and we have discovered no substantial evidence to support Mr. Grant's accusations, and we have concluded that the Seattle Police Department is correct and that Mr. Grant's accusations are false. We apologize to Courtney Love and Michael DeWitt for allowing Mr. Grant to use our network to publish these statements.**

The Broadcasting community is hereby put on notice that any person or entity participating, either directly or indirectly, in the dissemination or publication of these statements, or any other false and defamatory statements relating to Mr. DeWitt and/or Ms. Love-Cobain will be subject to a suit and liable for appropriate damages as provided by law.

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# Week

Interactive

## The main menu: Who's on first?

Stakes are high as networks, others jockey for place on interactive screens

By Richard Tedesco,  
special correspondent

The broadcast networks are deeply concerned about how their programming is presented on interactive television's navigational systems.

Developers of the systems that will lead viewers to programming differ in their approaches, but so far the trend has been to design content-neutral interfaces reminiscent of personal computers. That's a problem for the networks, which want to make sure their brands and services are not lost in the blizzard of interactive TV offerings.

The stakes are high, the networks say. "The way you

find your way to programming in the digital world—the way you're packaged and offered electronically—is going to have a big impact on the consumption of that programming," says Michael Dubester, vice president, Capital Cities/ABC Interactive.

On Time Warner's Full Service Network video-on-demand service in Orlando, Fla., an animated carousel of 10 options appears when a viewer turns on the television set. The aim is to design a navigation system that maximizes "the use of TV and the expectations of the subscriber," says Hal Wolf, Full Service Network's vice president of



programming and interactive development.

Viewers tuning to the navigator in Cox Cable's ICTV trial in Omaha will enter a

slick, animated environment where they can scroll through several screens of options. "Whatever we generate, however simple or complicated it winds up being, has to look like television," says Marc Leslie, ICTV vice president, interactive programming.

Steve Borelli, head of video gateway services marketing for US West's Communications Broadband and Multimedia Services Group, declines to describe the telco's interfaces for its Omaha trial. But, he says, the company is listening to content provider and market researchers. "We're taking a pretty open-minded approach with this. It's a new world and a new business."

Bell Atlantic Video Services' Stargazer, which may be the first telco service

### Level playing field on program guides

The major on-screen program guide developers—StarSight Telecast, TV Guide on Screen and Prevue Networks—seem intent on presenting program listings without bias and generally are unsympathetic to programmers' demands for special treatment.

"I don't get it," says Bob Russman, senior vice president, marketing, StarSight. "If you have 150 channels down the road, isn't it going to come down to programming? I still think [the broadcast networks] will maintain a 50% share of the market."

But dollars apparently will do the talking. There is a "strong possibility" that graphic elements, such as network logos, could be added to StarSight as early as next year, Russman says. StarSight, which is backed by several multiple cable system operators, is discussing further customization, including individual program promotion, in exchange for some sort of compensation from the networks.

Prevue Networks also is trying to maintain a balanced on-screen treatment of all programmers.

"Some of them are demanding and want to control what you see. We have to be fair and equitable with all the programmers," says Chief Operating Officer Michael Hanafee. Prevue's digital file servers, which will be installed in some 3,000 cable headends around the country, also will allow customization by local systems.

TV Guide on Screen has no plans to include logos in its format, according to Larry Miller, vice president of marketing. Besides, he says, file servers lack the capacity to handle them. TV Guide has the financial backing of Tele-Communications Inc. to design an interface that will highlight premium and pay-per-view offerings. Customization, however, will have its cost, Miller says: "Who owns the box? Who [is] going to [be paid] how much for this privilege?"

—HAJ

available commercially, offers an initial menu of four categories: entertainment, learning and lifestyles, children's programming and shopping. These categories lead the user into other menus that can be circumvented with the use of a four-digit code denoting specific programs.

(The Stargazer navigator is the prototype for what eventually will be the commercial navigator for Bell Atlantic and its telco partners, Nynex and Pacific Telesis, in their media company venture.)

The broadcast networks are adamant about maintaining their brand identities in an interactive multichannel environment through prominent display of their logos and easy access to their services.

And they are not enamored of any on-screen navigator that puts viewers anywhere other than a TV environment. "We think the idea of the first environment being television is the preferable one," says Martin Yudkovitz, NBC's senior vice president, strategic development and multimedia. "Viewers have voted with their eyeballs that broadcast TV is their favorite experience."

The brands will help viewers cope with the "cacophony" of services the interactive systems will offer, Yudkovitz says. The brands will generate awareness of a particular offering and give viewers "a compelling reason to sample."

"I'm hoping the people who put this together come to recognize the value that the network brings not just to the traditional TV service but also to the

new interactive services they may offer," he says. "Some have come a long way to getting it, but others haven't."

NBC is doing more than hoping it gets preferential treatment; it is insisting on it, Yudkovitz says. In negotiating with telcos, the networks have significant leverage, he says: "If the local cable system has NBC's services and the local telephone company doesn't, it will be at a huge competitive disadvantage." To establish themselves as video providers, the telcos "need the broadcast networks."

ABC may opt out of telephone companies' upcoming video trials if it is displeased with that presentation, Dubester says. "You are familiar with the ABC brand for a lot of different reasons. It's not our intention to segment that brand."

"The CBS eye is one of the most widely recognized logos in the country. We want that to be there," adds Mark Harrington, senior vice president, CBS new media.

Harrington thinks the telcos will be shooting themselves in the foot if they stick to generic navigators. "If they don't make it something that the viewer [recognizes, viewers] are not going to buy into the service," he says.

Cable networks also are concerned about how they are positioned on the interactive networks. They fear that pay-per-view events and movies or home shopping will get top billing. "The advent of an effective navigation system in the control of the local distributor is a little scary to any network because of the opportunities to manipulate the con-

## Hill help in navigation

TV stations are counting on Congress to make sure their signals have prominent places on the telcos' video networks.

A provision of the omnibus telecommunications-reform legislation headed for the Senate floor late this month or early next would require the telcos to make tuning broadcast signals on their network as easy as possible.

Spawned by the National Association of Broadcasters, the provision has been accepted by the big telcos. "We have basically said we would agree to all the things the broadcasters want," says a spokesman for the regional Bell operating companies.

The provision would: (1) require telcos to "display clearly and prominently" broadcast signals at the beginning of any program guide; (2) require telcos to enable subscribers to access broadcast signals without "first having to view advertising or promotional material" or going through a menu that omits the signals as an option; (3) prohibit telcos from discriminating against any program service in information dealing with how to access the services, and (4) insure that broadcasters and others can "suitably and uniquely...identify their programming services to subscribers."

—HAJ

## AHEAD OF THEIR TIME

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TERM TELEVISION COINED  
CONSTANTIN PERSKYI



1902  
COLOR TELEVISION PATENT FILED  
OTTO VON BRONK

1926  
FIRST TELEVISION TRANSMISSION  
VIA PHONE LINES  
JOHN LOGIE BAIRD



1928  
PHONOVISION — FIRST VIDEO DISK  
JOHN LOGIE BAIRD

1936  
2:1 COMPRESSION BROADCAST  
(INTERLACE)



1953  
6:1 COMPRESSION BROADCAST  
(NTSC)

1994  
MPEG-2 STANDARD ADOPTED

JANUARY 1995  
REAL TIME MPEG-2  
ENCODING SYSTEMS SHIP  
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sumer," says Whitney Goit, executive vice president, A&E cable network.

From a cable operator perspective, using on-screen

navigators as sales and merchandising tools is important, concedes John Clark, Crown Media, senior vice president, marketing and

programming. Operators will want to maximize the benefits from a service that they'll be paying for, says Clark, who calls it "purely a

cost-benefit decision." And ultimately, "the end of the line on navigation systems will be individual customization. TM

Long-distance service

# Justice backs Ameritech long-distance bid

Telco awaits Judge Greene's ruling; Illinois and Michigan targeted for service

By Mark Berniker

The Justice Department says it supports Ameritech's bid to offer long-distance telephone service within its operating territory, which the telco claims will intensify competition and lower consumer rates.

Justice said it is recommending that U.S. District Judge Harold Greene approve the midwestern telco's proposal to provide long-distance services on a trial basis to a limited number of customers in Chicago and Grand Rapids, Mich.

Long distance is a multibillion-dollar market that the regional telephone

companies are eager to enter. Ameritech says customers in Illinois and Michigan alone spend more than \$5 billion per year on long-distance services.

As a result of the 1982 breakup of AT&T, Judge Greene's consent decree bars the seven regional Bell operating companies (RBOCs) from the long-distance business. Greene will review Justice's recommendation and is expected to rule on Ameritech's plan within the next few months.

As part of its recommendations, Justice says that Ameritech should be able to offer long-distance services if it can demonstrate that genuine competition

exists in the local telephone service market. If Greene approves Ameritech's proposal, the ruling could have far-ranging implications on the price that consumers and businesses pay for long-distance calls.

Several other RBOCs are considering entering the long-distance market, but none has formally announced its intentions. However, not all of the RBOCs are behind Ameritech's plan.

"The proposal may suit Ameritech's situation, but as national policy it would be an indefensible march backward into a regulatory swamp [that] Congress and the American public believe should be abandoned," said Phil Quigley, chairman of Pacific Tele-

sis. PacTel's main concern is that under Ameritech's plan the California phone company would have to establish a separate subsidiary to provide long distance, which it believes would be expensive and far less efficient than using its existing facilities.

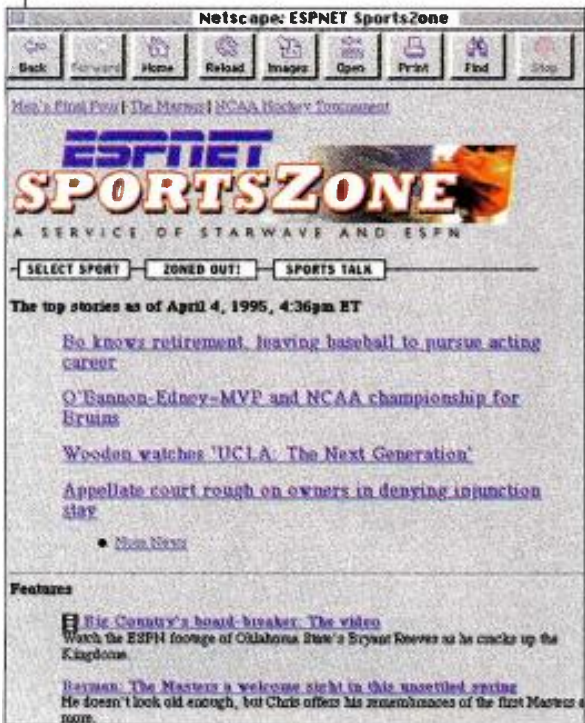
Richard Notebaert, Ameritech chairman, says Ameritech hopes its plan will serve as a model for the industry and that the telco will begin to offer long-distance phone service by the beginning of 1996.

However, it remains unclear how telecommunications-reform legislation in the House and Senate will affect its bid to enter long distance.

Justice officials remain concerned about pending legislation in the Senate that would practically eliminate its role in the oversight of telecommunications policy.

In a related development, The Supreme Court last week rejected a challenge to the FCC's authority over state telephone regulations, which amounts to a major victory for the RBOCs.

Utility regulators in California and New York had sought to lift the FCC's broad authority to override state rules if the commission deems state rulings are in conflict with national communications policies. TM

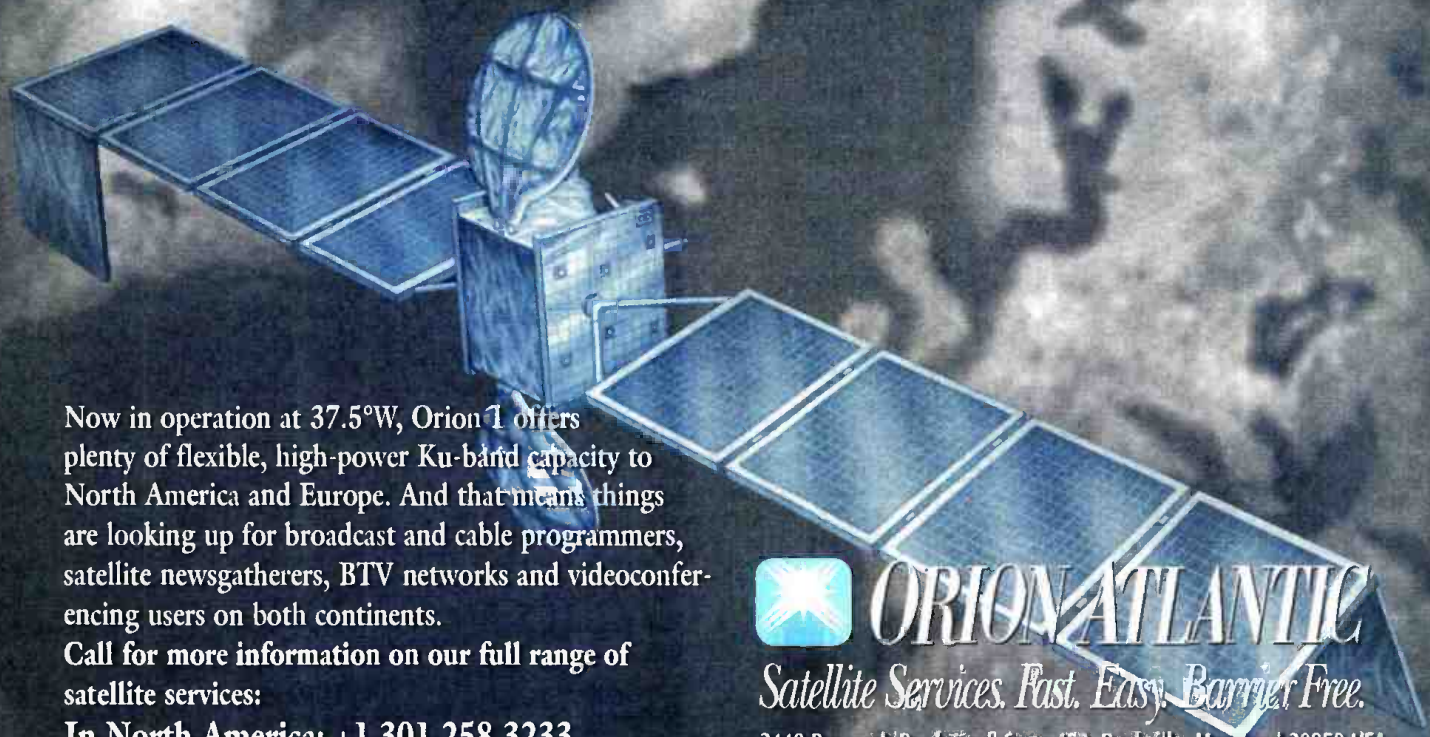


## ESPN enters the Internet zone

ESPN has an online sports news service on the Internet. ESPN Enterprises is working with Paul Allen's Starwave Corp. on the multimedia sports-information area, which contains video and sound clips, news stories and other sports tidbits. ESPN SportsZone is on the Internet's World Wide Web; its address is <http://ESPN.SportsZone.com>. ESPN SportsZone also will be a major provider of sports information on The Microsoft Network, the computer giant's planned online service slated to debut later this year.

ESPN SportsZone debuted during Final Four weekend in Seattle and contained everything from video clips from the basketball tournament to sound clips of Dick Vitale predicting that Arkansas would beat the new national champion UCLA Bruins. —MB

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# Broadcasters may get boost from telco, cable networks

Programers in driver's seat on info superhighway

By Mark Berniker

As telcos get into cable and cable enters the phone business, a panel of powerbrokers emphasize that it will be quality programming, not the new distribution networks, that will drive the future television market.

Speaking last week at *Variety/Wertheim Schroder's* conference "The Big Picture: The Business of Entertainment," a number of panelists voiced both excitement and trepidation about the future.

"We will stand tall in a sea of choice," said Robert Iger, president, Capital Cities/ABC Inc. The advantage of broadcast TV networks is that their

product is inexpensive, high quality and easy for consumers to find, he said, and is supported by a robust advertising environment. Iger expects that the broadband future will create programming opportunities for broadcast and cable networks.

"The network is a spawning ground for new programming," Iger said, adding that increased channel capacity on new broadband systems will create space for programming that likely will come from current broadcast and cable networks.

Howard Stringer, chairman/CEO of the recently formed media company of Bell Atlantic, Nynex and Pacific Tele-



Robert Iger

sis, said the growth of interactive video networks from the telephone and cable companies will be "good for the broadcast networks." He said that with increased channel capacity will come new programming opportunities, especially for niche programming, which traditionally has not been produced for the broadcast television mass market.

Stringer said his new venture's first task is to "collect viewers," focusing on the growth of its subscriber base. Then it will move "faster into original programming."

But the main reason that telcos are getting into cable television and the still-undefined interactive services market is their expectation that intense competition in their local telephone business will create the need to generate revenue from new markets.

Ivan Seidenberg, Nynex president/CEO, said that with increased competition there will be "pressure on our margins." However, he added that Nynex has gained 20% market share for cable and telephone services in the UK in only 18 months. With anticipated regulatory changes, Nynex will be aggressively moving into marketing domestic cable along with wireline, wireless and long-distance services.

But the telcos aren't the only ones moving into new markets. The cable industry also intends to take bites out of emerging markets.

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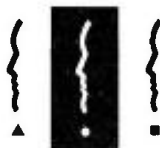
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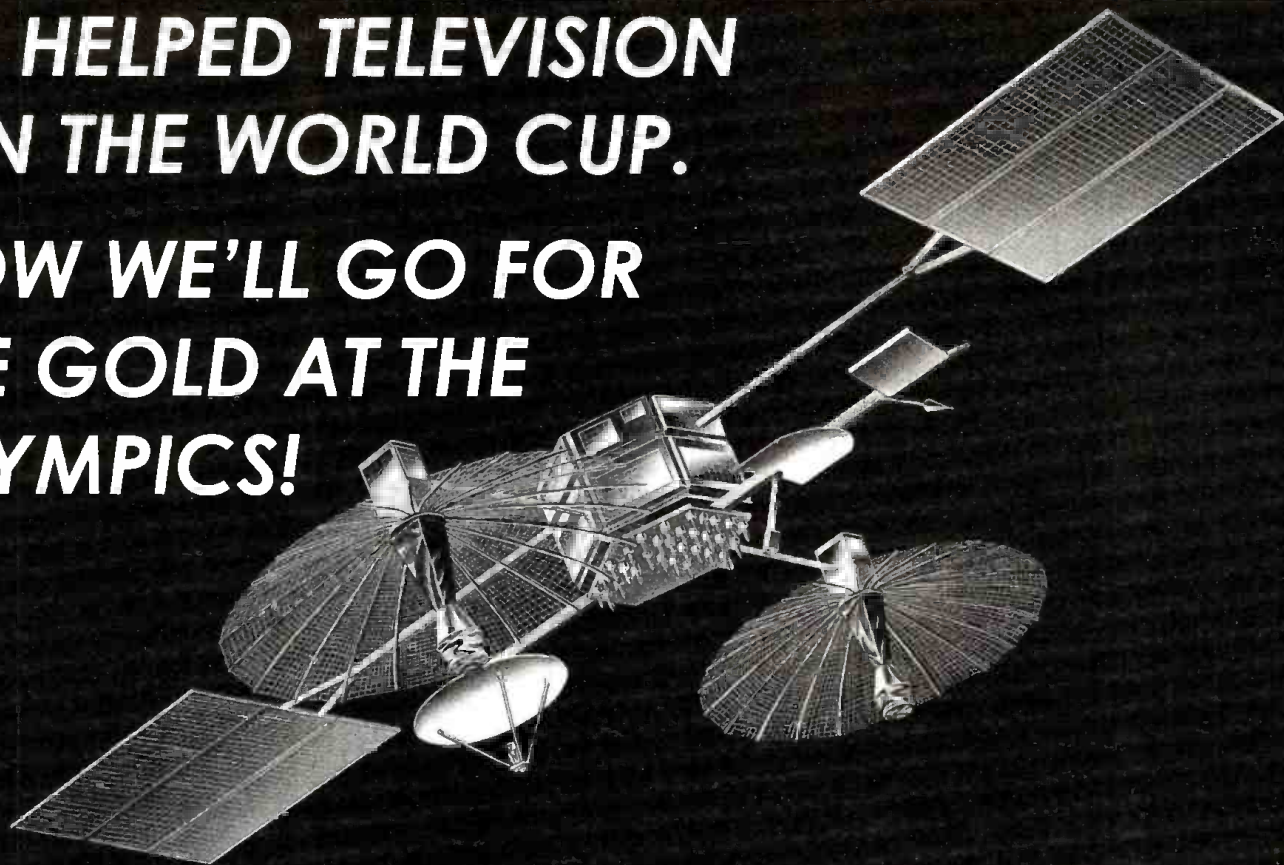
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new services, from telephony to video on demand," said Brian Roberts, president, Comcast Corp. Although there will be increasing competition from the telcos, DBS and wireless MMDS providers, he said, cable will diversify and will begin to offer a variety of television, wireline and wireless telephone and online computer-based services. If cable operators can generate an additional \$3-\$4 per month per customer, the new services eventually will pay for the cost of upgrading the network, Roberts said.

However, while there is rampant optimism from some top executives, others have a less rosy view of when the new distribution systems will arrive.

"It's going to take at least 10 years to wire 60% of the country," said Viacom President

Frank Biondi, casting a more pessimistic tone on the future.

Biondi said it is an "extraordinarily fluid time," but he questioned the telcos' investments of billions of dollars in broadband networks, saying that the services will have to be high-priced to recover the

*The Internet*

costs of building such expensive systems.

"It's going to take a lot longer than anyone thought," said Michael Fuchs, chairman of Home Box Office. Many people are "naive" in their speculation about the future of the information

highway, he said, adding that strong programming and marketing are what the television business is all about.

"There are a lot of unknowns, but we expect to be a beneficiary of all the new distribution opportunities," Iger said. TMW

## Books mobile on the Internet

*By Jim McConville*

A "global electronic library" (GEL) that proposes to connect—via broadband Internet—local libraries, schools and homes to national libraries throughout the world was unveiled last week.

The GEL project is the brainchild of Glenn R. Jones, chairman, Jones International, the parent company of Jones Intercable and Mind Extension University ME/U, a privately funded school that distributes its content over cable and a satellite network.

In New York last week, Jones figuratively

threw the switch hooking, via satellite and PC, public schools in Alexandria, Va., and East Pictou, Nova Scotia. The schools were to share an interactive history lesson, but a snowstorm in Toronto limited Nova Scotia's satellite hookup to audio only.

The trial system has given the two schools access to selected digitized archives from the Library of Congress and the National Library of Canada. Jones said the GEL allows Internet users to download archival photographs, films or artwork up to 60 times faster than was previously possible.

Jones's group plans to connect libraries throughout the U.S. during the next two years. Rollout this year consists of hooking up five school sites, including Washington, D.C., and Palmdale, Calif., next October. Sites in 1996 will include Chicago, New York, Tampa, Fla., and Albuquerque, N.M.

The long-range goal is to tap into the digitized resources of major libraries throughout the world, including the Bibliotheque National in France, the Lenin State Library in Moscow and the British Library in London.

Schools connected to the library will be charged a \$50,000-\$60,000 installation fee and an undisclosed monthly service charge, Jones said. He acknowledged that creating a GEL network would take time because of other demands for funds and the fact that most U.S. public schools are not set up for Internet access. The General Accounting Office estimates that only 3% of the nation's schools now can access the Internet.

Creating a national electronic library comes with a hefty price tag. Librarian of Congress James Billington said the Federal library already has spent \$5 million of \$15 million raised in private donations to digitize documents and connect to the Internet and likely will need another \$30 million to finish the job. TMW

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Full-service networks

# Malone: gradual evolution to full-service

TCI plans to introduce new technology as market evolves

By Mark Berniker

John Malone has a vision of the future, but he doesn't want to get too far ahead of himself.

Malone, president of Tele-Communications Inc., speaking at *Variety/Wertheim Schroder's* conference, "The Big Picture: The Business of Entertainment," said his company will introduce video-on-demand services in a series of stages, phasing in the rollout based on consumer demand.

TCI will introduce multichannel pay per view or near-video-on-demand (NVOD) by the end of this year or the beginning of 1996, Malone said. Cable subscribers will have access to several movies offered at staggered intervals every 15 minutes over a number of channels.

NVOD will "coexist" with true

VOD, Malone said. He expects there will be a range of offerings at varying prices targeted to different consumer households.

Although several telephone and cable companies are conducting tests and raising expectations for future full-service networks, Malone said an ATM-based, integrated broadband access network "won't be deployable for another few years in any meaningful way."

However, he did say that TCI will deploy digital compression technology



John Malone

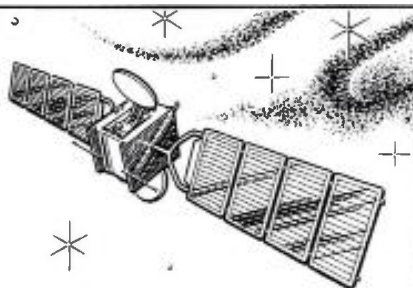
within new set-top boxes later this year and that the set-tops will "mutate and evolve" and will contain expandable features in the future.

Aside from praising the state of the technology, Malone said that competition is the main issue. A variety of entrants are getting into the cable business even as many in cable plan to enter the telephone business.

"Obviously, DBS is a competitor," Malone said, adding that a year ago no one thought there would be 1.5 million DBS customers in the U.S.

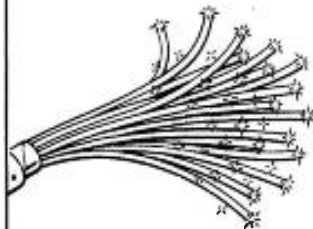
Malone said TCI had "hedged" its bets by investing in Primestar, a DBS service backed by a number of cable companies. He added that the growth

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## Thomson, Sun close deal with Dutch

The Thomson-Sun interactive TV alliance says it has entered into a deal with Nethold of the Netherlands. Nethold will be the first commercial service provider to implement T-S's Open TV interactive video system. Nethold says it will launch interactive television services to its subscribers in Europe and South Africa by the middle of this year. It will offer home shopping, ticket ordering, interactive commercials, interactive game shows and enhanced electronic program guides.

## Zing for GI converters

GI signed an agreement with Zing to incorporate Zing's data technology into its DigiCable series of set-top terminals. GI already has orders for 2.5 million of its DigiCable converters, and Zing's technology will be used for in-band data transmission for interactive TV services. Zing's systems operate with broadcast, cable and DBS television programming and commercials. Consumers may use Zing's wireless remote for electronic program guide access, home shopping, interactive games and near-video-on-demand services.

of DBS also presents a new market for all of TCI's various cable programming assets and associated investments.

Another issue is the role that stored media will have in the cable business. Malone believes that digital video disk (DVD) will become an extension of the videotape industry. DVD is a two-sided disk that can hold two full-length digital-quality movies and is expected to hit the market later this year.

Malone entertained the possibility of building DVD into future set-top box designs, and he expects that with the introduction of new technologies, the video rental business will change dramatically: "Once video on demand hits, it will have a serious impact on

Blockbuster and video rental."

TCI has conducted limited trials of VOD and is awaiting responses from vendors for equipment for its planned interactive TV trial in Seattle with Microsoft.

Malone also is bullish on using the upgraded cable plant for high-speed transmission of online services to multimedia personal computers.

TCI has invested in The Microsoft

Network, an online service expected to debut later this summer. TCI owns 20% of the service and hopes to deliver it through its cable systems.

Malone said it is important that there be broadband access to the Internet, and at much faster speeds than available today. TCI hopes to begin offering online access to multimedia personal computers via cable networks by the end of this year. TMW

### Copy protection for Apple, Macrovision

Apple Computer and Macrovision Corp. signed a license to incorporate proprietary copy protection technology into Apple's new line of digital set-top decoder devices. Apple's set-tops will be used for interactive TV services and are based on a modified Macintosh platform. They are being marketed to telephone, cable TV and satellite companies. Macrovision's technology is designed to protect against the violation of copyrights by intellectual-property pirates.

### ADSL answers from Motorola, Amati

Motorola Inc. and Amati Communications have formed a strategic alliance to offer asymmetrical digital subscriber line (ADSL) solutions for interactive video services over the existing copper telephone network. Amati has developed technology (which is being licensed by Motorola), that expands ADSL to deliver up to 6 megabits per second downstream and up to 640 kilobits per second bi-directionally. Motorola will introduce the ADSL solution commercially during the second half of next year.

### SNET chooses ADC Telecommunications

ADC's Homeworx has been chosen by SNET to provide the access platform for the second phase of SNET's video dialtone deployment in Connecticut. The system is expected to be operational this year, and SNET plans to offer video-on-demand programming to 150,000 customers in Hartford and Fairfield counties. ADC's Homeworx access platform also has been deployed by Ameritech, Comcast, Cox Cable, Nynex and Time Warner.

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# Bright lights, big [radio] city

Las Vegas broadcasters vie for ad revenue in market of casinos, entertainment, many signals

By Donna Petrozzello

In a market where glitz and glamour abound, Las Vegas radio broadcasters agree it takes big-budget promotion and careful positioning to succeed.

Las Vegas, Arbitron's 55th-ranked market, is visited by 28 million tourists annually and has a year-round population of 1 million. The market's roughly 30 stations compete with the multitude of casinos and big-budget nightclubs. And they compete against each other for ad dollars spent on attracting the year-round population.

"This market is filled with distraction," says KWNR(FM) General Manager Mike Ginsburg. "If a station can be successful in Vegas, it can be successful anywhere."

KWNR, one of several country stations in the market, edged out its competition in Arbitron's fall survey with a 7.8 share. KFMS(AM) earned a 5.6 share, and young country KEYV(FM) earned a 2.0 share in the

fall ratings book.

"Compared with other cities, you have to be out on the streets more because there is so much going on. You have to do a lot of outside promotion," says John Griffin, program director of modern rock KEDG(FM). "Las Vegas is a very materialistic, money-driven town. You have to spend money to make money here."

"Vegas is a tough market from a visibility standpoint," says Jerry Dean, program director at adult contemporary KLUC(FM). "It's hard to compete with casinos that are giving away millions of dollars."

Also, Ginsburg says, "There is a certain segment of the advertising community that thinks they don't need to spend money in radio because of the built-in tourist traffic."

Stations rely on their strength as local ad vehicles to generate revenue. And in Las Vegas, which many broadcasters describe as "over-radioed," format positioning is crucial.

The top 10 stations in Las Vegas,

according to Arbitron's fall 1994 survey, were a mix of rock, easy-listening, country and contemporary hits. And in this unusual market, the top-rated station was KJUL(FM), which broadcasts Westwood One Radio Networks' "Adult Standards-AM Only" nostalgia format.

Although it is rare for nostalgia to win top ratings in a large market, KJUL's Doug James attributes its popularity in Las Vegas to the area's growing retirement population.

Tapping a younger audience, KEDG ranked fifth in the fall ratings, with a 6.6 share, topping competitors album rock KOMP(FM) and classic rock KKLZ(FM) and KFBI(FM). KEDG went on the air in March 1989 as an adult contemporary station and found itself with five AC competitors. In May 1992, the station switched to modern rock.

Griffin says the station has found strong listeners in the 18-34 demographic and with new Las Vegas residents transplanted from Los Angeles or Phoenix and already accustomed to an alternative rock format.

Like other markets its size, Las Vegas gained additional FM signals in the late 1980s when the FCC, through its 80-90 docket, increased the number of FM channels in small and midsize markets. There are a handful of duopolies in the market, with KENO(AM), KOMP, KORK(AM) and KXPT(FM) owned by the California-based Lotus Communications. The duopolies account for 13.4% of the market's overall advertising revenue and nearly 10% of listeners 12 and over and 10% of listeners 25-54, according to *Duncan's American Radio* fall 1994 report.

Although there is a solid mix of music and news/talk and all-sports stations serving the gaming capital, area broadcasters say there may be room for an FM talk format, a 1970s-era oldies station or a soft jazz format to appease other segments of the Las Vegas radio audience. ■

## RIDING GAIN

### Cuomo goes with SW

SW Networks announced last week that it will produce and syndicate a Saturday morning radio talk show hosted by former New York governor Mario Cuomo to launch early this summer.

An eloquent speaker, Cuomo had been courted during the past several months by a half-dozen radio syndicators, including EFM Media Management, which syndicates Rush Limbaugh, before he chose SW Networks. The show will originate from Sony studios in Manhattan.

### D'Amato apologizes for gaffe

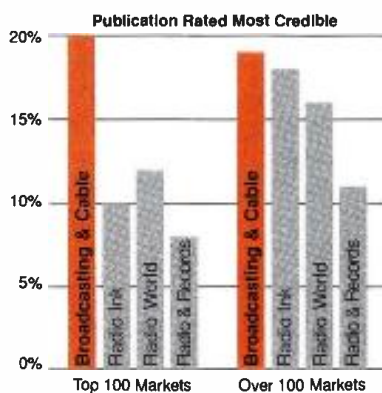
New York Senator Alfonse D'Amato has apologized for lampooning O.J. Simpson trial Judge Lance Ito with a mock Japanese accent on Don Imus's *Imus in the Morning* on WFAN(AM) New York.

Imus tried to interrupt D'Amato's rant on Ito, in which D'Amato claimed that the judge was deliberately dragging out the trial to garner publicity for himself. Ito "will never let it end," D'Amato said in a mock accent.

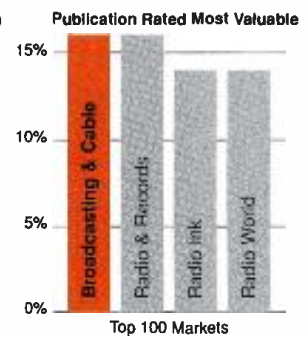
Imus frequently welcomes D'Amato and other political figures as call-in guests. D'Amato's comments drew criticism from several Japanese-American citizens groups. A spokesperson for D'Amato said he intended to make fun only of Ito, not all Japanese Americans. —DP

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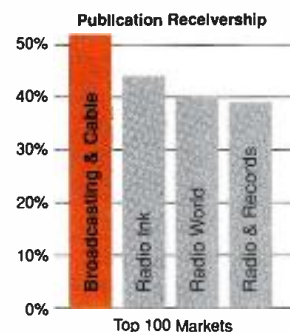
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## Viacom up; TCI, Time Warner post losses in '94

SEC filings outline cable's role in company losses

By Jim McConville

**C**ommunications giants Time Warner, Tele-Communications Inc. and Viacom painted distinctly different financial pictures last week in their 1994 year-end reports filed with the Securities and Exchange Commission.

Last year turned out to be a repeat of 1993 for Time Warner, which registered its second consecutive annual operating loss. The company also predicted lower earnings for this year.

In contrast, TCI reduced its losses in 1994 as a result of its purchase of Liberty Media and an increased cash flow from its cable business.

Meanwhile, Viacom saw the first fruits of its mergers last year with Blockbuster Entertainment and Paramount Communications, recording

### TIME WARNER

significant jumps in both sales and earnings.

Here is what the companies reported to the SEC:

#### Time Warner

Reporting its second consecutive annual loss, Time Warner predicts that its 1995 operating profit will be reduced by 40-50 cents because of several cable company acquisitions and the cost of expanding its Full Service Network in Orlando, Fla.

In its report to the SEC, Time Warner reports a net loss of \$91 million on sales of \$7.4 billion in 1994, compared with a loss of \$221 million on revenue of \$6.6 billion in 1993. The company's 1993 results include a \$57 million extraordinary charge to retire debt.

Time Warner's revenue from its HBO programming increased to \$1.5 billion from \$1.4 billion in 1993. Operating income increased to \$237 million from \$213 million.

The company's revenue from its cable operations increased to \$2.24 billion, compared with \$2.21 billion in 1993, but its operating income dropped to \$340 million from \$406 million. The company reports that its cable earnings were hurt by FCC cable rate changes in September 1993 and July 1994.

Time Warner Cable expects this year's income to be reduced because of plans to start upgrading its cable systems through 1998 and to further roll out the Full Service

Network. The network, introduced last December, provides subscribers with video-on-demand services such as movies, interactive games and shopping.

Time Warner earlier this year announced that it would acquire cable companies Summit Communications Group, Houston Industries' KBLCOM unit and Cablevision Industries. The deals call for Time Warner to issue 4.4 million shares of common stock and about \$2.1 billion in preferred shares, and assume about \$3.4 million in debt.

Time Warner Entertainment's joint cable venture with Advance Publications and Newhouse Broadcasting, which the SEC approved last week, is not included in the company's 1994 financial results. The joint venture calls for Time Warner to hold a two-thirds stake.

#### Viacom

On the heels of its mergers with Blockbuster Entertainment and Paramount Communications, Viacom saw its 1994 sales jump to \$7.4 billion from \$2 billion and its earnings jump to \$608.3 million from the \$385 million reported in 1993.

The company also reports that its joint venture with Paramount and Blockbuster will call for \$600-\$700

# VIACOM

million in capital expenditures this year, primarily for additions to new and existing video and music stores and theme parks and upgrades to its cable franchises. Capital expenditures slated for Viacom's cable operations will be \$135 million, up \$35 million over 1994.

Viacom cable operations, which now serve approximately 1.14 million subscribers, increased 4% in 1994. But the company plans to proceed with its plan, signed Jan. 20, to sell its cable TV systems for \$2.3 billion.

Viacom's report also shows that

Continued on page 75

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# Check it out: WNET pursues money-making ventures

'Nature,' other shows form basis for secondary businesses

By Elizabeth Rathbun

**W**NET(TV) New York is taking a businesslike approach to public television, translating its programming for CD-ROM, syndication and other new markets.

The station's most unusual venture so far may be its entry into the check business. Deluxe, the nation's largest check printer, showcases WNET-produced shows *Nature* and *Great Performances* in pastel drawings on checks. Four different scenes per show are available in The Encore Collection; a package of 150 checks costs \$14.95-\$16.95. WGBH-TV Boston also is in on the act with its shows *Nova*, *This Old House* and *The Victory Garden* available on checks.

WNET expects to make \$250,000 this year from the check business, says Jonathan Olken, vice president/director, marketing and business affairs.

But profits from this and other ventures would not make up for the threatened loss of federal funding for public broadcasting—"not in any way, shape or form," Olken says. "You'd have to be awfully lucky" to replace the 30% of WNET's \$100 million annual budget that comes from the federal government, he says.

WNET started looking for alternative revenue streams long before House Speaker Newt Gingrich (R-Ga.) vowed to "zero out" federal funding for public broadcasting. "It's still not significant money," Olken says. "We're not going to get rich off this."

That isn't stopping Olken, who came to WNET from ABC and his own marketing firm, from trying. In 1993, Olken says, WNET became the first public broadcaster to syndicate its own



The most popular checks based on public TV shows are 'Nova' and 'Nature,' according to Deluxe.

programming. The weekly *Nature* series is being sold to commercial TV stations as *The World of Nature*. Four two-hour specials were sold for 1993-94; six were sold for 1994-95, and 12 one-hour specials will be offered in 1995-96.

Meanwhile, WNET is developing a live-action children's program, tentatively titled *The Wacky World of Nature*, which will go right to syndication.

The emphasis on nature is no accident. As Olken puts it, "You don't have to pay pandas and penguins." He is referring to the fact that, like other public broadcasters, WNET until recently did not negotiate for anything other than broadcast rights to a show. To reuse a program like *Great Performances* in syndication or on CD-ROM would require going back to the performers and renegotiating for their appearances.

Olken doesn't think it's unusual that WNET should syndicate a show that it hasn't aired. "If we were in Hollywood, we'd be a studio," he says. WNET, along with WGBH-TV, creates more than half the Public Broadcasting Service's national programming, according to Olken.

Although other stations may not have the ability to be producers, they benefit from WNET's ventures because the money is returned to programming and "we're able to keep producing programs for the system," Olken says.

However, WNET must be careful not to concentrate on deal-making at the expense of its educational and cultural programming missions. "We can't make decisions for dollars," Olken says. "Then you start looking for deals...and that would be a disaster."

WNET also is tackling new media at

# CLOSED!

WTVY-TV, Dothan, Alabama, from Dothan Holdings II Inc., to Benedek Acquisition Corporation, Richard Benedek, President, for \$28,500,000.

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## BUSINESS

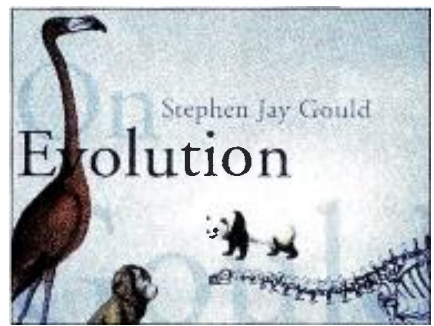
its three-year-old Kravis Multimedia Education Center.

At first, finding shows that could be extended into multimedia was "pretty frustrating" because of the rights problem, says Ruth Ann Burns, vice president, Educational Resources Center, which oversees the Kravis Center. Now, she says, WNET clears multimedia rights along with other rights.

Among the Kravis Center's first projects are CD-ROMs based on—surprise—*Nature*. The *Nature* CD-ROM will take users on a virtual-reality trek through the Serengeti. The Apple Computer software being used, QuickTime VR, will allow users to view a scene in 360 degrees and pick up objects. WNET is one of seven sites where this software is being tested, Burns says. The CD-ROM should be available in early 1996.

Some projects will begin with CD-ROM and then progress to other media, including television, Burns says. This includes an interactive fiction CD-ROM for children that will be released in early 1996. She declined to discuss details.

Already on the market is *First Person: Stephen Jay Gould on Evolu-*



*Stephen Jay Gould delivers a 60-minute lecture on his 'First Person' CD-ROM from WNET and Voyager.*

*tion*. Co-produced with CD-ROM publisher Voyager, it features a video of Harvard University biologist Gould lecturing; book texts, and more than 100 illustrations. "Sales are going real well," Burns says.

Another project being considered may start on CD-ROM or online. It would be based on a WNET-produced series from the early 1980s, *Heritage, Civilization and the Jews*. If provided online, "We really could create an unlimited Jewish history" that could be continually updated, Burns says. A task force is exploring this and other ways that the station could go online, she says. ■

## Kinder, gentler pledge drives

Imagine getting the mail during your local public TV station's pledge drive and not having to sort through duplicate solicitations, or receiving just one telephone call per year asking for a pledge.

This is the future as imagined by WNET New York, which is upgrading its fund-raising software to end the days of duplicate solicitations and numerous phone calls. Public television stations across the country are knocking down the doors to get the system for themselves, says Maura Harway, WNET's director of membership: The installation schedule is booked through 1996.

Currently, during on-air fund-raising drives, public TV stations note—on file cards—only who pledged and when. The new system will allow an immediate computerized link between who pledged, during what type of program and how much they pledged. This link will show which programs generate the most interest and will build a profile of the station's membership.

The information then can be used to make programing decisions and set up program-related groups, such as a children's club or a cinema club. Interested members would receive newsletters and invitations to related events.

The new system also will record how people prefer to be solicited: by mail, by phone or both; once a year or perhaps more often. Besides cutting down on members' annoyance, the station should save money by eliminating duplicate mailings, she says. "That alone, in my eyes, would make it worth it," Harway says. "We have no desire to make people angry."

WNET, which has about 1 million members, tested the new system during its pledge drive last month and plans to have it up and running in several more months.

—EAR



# Changing Hands

This week's tabulation of station and system sales

**WPRI-TV Providence, R.I.** □ Purchased by CBS Inc. (Laurence Tisch, chairman/president/CEO) from Narragansett Television LP for \$83 million. **Buyer** owns 8 AMs, 13 FM's and 7 TV's. **Seller** also is selling WTKR(TV) Norfolk, Va., to the New York Times Co. for \$76 million. WPRI-TV is ABC affiliate on ch. 12 with 316 kw visual, 31.6 kw aural and antenna 910 ft. Filed March 15 (BALCT950315KE).

**KSNW-TV Wichita and KSNT-TV Topeka, both Kansas, and three satellites** □ Purchased by Lee Enterprises Inc. (Richard Gottlieb, president/CEO) from SJL Partners LP (George Lilly, general partner) for \$48.75 million. **Buyer** owns WSZA-TV Huntington, W.Va.; KGMB-TV Honolulu; KGUN-TV Tucson, Ariz.; KMTV(TV) Omaha; and KZIA-TV Las Cruces, N.M. **Buyer** also is controlling owner of KOIN-TV Portland, Ore., and KRQE-TV Albuquerque, N.M. **Seller** also is selling WJRT-TV Flint, Mich., and WTVG(TV) Toledo, Ohio. KSNW-TV is NBC affiliate on ch. 3 with 100 kw visual, 20 kw aural and antenna 1,000 ft. KSNT-TV is NBC affiliate on ch. 27 with 912 kw visual, 138 kw aural and antenna 1,050 ft. *Broker: Salomon Brothers Inc.*

**WTDR(FM) Statesville and WEZC(FM) Hickory, both Charlotte, N.C.** □ Purchased by SFX Broadcasting (Steve Hicks, president) from Trumper Communications Inc. (Jeffrey Trumper, president; Robert Sillerman, chairman/CEO) for \$ 23.5 million. **Buyer** owns KRLD(AM) Dallas; KODA(FM) Houston; KJQY(FM)/KYXY(FM) San Diego; WSIX-FM/WYHY(FM) Nashville; WMYI(FM)/WSSL-AM-FM Greenville/Spartanburg, S.C., and WMSI(FM)/WJDS(AM)-WKTf(FM) Jackson, Miss. **Seller** owns WLAP(AM)-WMXL(FM)/WWYC(FM) Lexington, Ky. WTDR has country format on 96.9 mhz with 100 kw and antenna 1,548 ft. WEZC has AC format on 102.9 mhz with 31 kw and antenna 1,535 ft. *Broker: Star Media Group Inc.*

**WABM(TV) Birmingham, Ala.** □ Purchased by Glencairn Ltd. (Edwin Edwards Sr., president) from Development Specialists Inc. (William Brandt Jr., president), plan trustee for Krypton Broadcasting, for \$4.5 million. Edwards owns WPTT(TV) Pittsburgh;

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ **\$6,250,000** □ 6  
FM's □ **\$27,722,500** □ 11  
Combos □ **\$5,089,000** □ 8  
TVs □ **\$140,050,000** □ 5  
Total □ **\$179,111,500** □ 30

So far in 1995:

AMs □ **\$41,180,500** □ 50  
FM's □ **\$274,148,721** □ 102  
Combos □ **\$477,779,800** □ 70  
TVs □ **\$1,232,362,000** □ 34  
Total □ **\$2,025,471,021** □ 256

WRDC(TV) Raleigh, N.C., and WNUV-TV Baltimore. **Seller** has no other broadcast interests. WABM is independent, licensed to ch. 68 with 1442 kw visual, 144 kw aural and antenna 1,029 ft. Filed March 5 (BALCT950305KG).

**KWLB(TV) Shreveport, La.** □ Purchased by White Knight Broadcasting of Shreveport Inc. (Sheldon Galloway,

president/CEO/director) from Word of Life Ministries Inc. for \$3.8 million. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KWLB is independent, licensed to ch. 45 with 786 kw visual and antenna 662 ft. Filed March 15 (BALCT950315KF).

**KWNK(AM) Simi Valley, Calif.** □ Purchased by Sports Radio Broadcasting Inc. (John Lynch) from Valley Radio 670 Ltd. (Manuel Cabranes, general partner) for \$3.65 million. **Buyer** is wholly owned subsidiary of Noble Broadcast Group Inc., licensee of WVKs(FM) Toledo, Ohio; KBCO-AM-FM Boulder and KHOW(AM)-KHIH(FM) Denver, both Colorado; KATZ(AM)-KMJM(FM) St. Louis, KBEQ(AM) Blue Springs and KBEQ-FM Kansas City, all Missouri, and KATZ-FM Alton, Ill. **Seller** has no other broadcast interests. KWNK has sports format on 670 khz with 5 kw day and 1 kw night. Filed March 17 (BAL95-0317EA).

**WCOD(FM) Hyannis, WUNX(FM)**

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**Harwichport and WUNZ(FM) Fal-**  
**mouth, all Massachusetts** □ Purchased by Leapfrog Radio (Paul Levesque) from Taylor Communications (John J. Taylor III, president) for \$2.1 million. Leapfrog is a new group; Levesque is Taylor Communications group VP. **Seller** is merging remaining properties into OmniAmerica Communications. wcod has AC format on 106.1 mhz with 50 kw and antenna 450 ft. wunx has alternative format on 93.5 mhz with 3 kw and antenna 328 ft. wunz has alternative format on 101.1 mhz with 3.7 kw and antenna 253 ft.

**WFTL(AM) Fort Lauderdale, Fla.** □ Purchased by Paxson Communications Corp. (Lowell "Bud" Paxson, chairman/director) from Tri-Talk Radio LC for \$1.96 million. **Buyer** owns WTLK-TV Rome, Ga.; WTGI-TV Wilmington, Del.; WPTN(AM)-WGSQ(FM) Cookeville, Tenn.; WPMF(TV) Tequesta, WZNZ(AM)-WNZS(AM)-WROO(FM) Jacksonville, WAIA(FM) Callahan, WINZ(AM) Miami, WLVE(FM)/WZTA(FM) Miami Beach, WWNZ(AM) Orlando, WJRR(FM) Cocoa Beach, WMGF(FM) Mt. Dora, WWZN(AM) Pine Hills, WHNZ(AM) Pinellas Park, WHPT(FM) Sarasota and WNZE(AM) Largo, all Florida. **Seller** has no other broadcast interests. WFTL has talk format on 1400 khz with 1 kw. Filed March 10 (BAL950310EB).

**KSYN(FM) Joplin, Mo.** □ Purchased by Big Mack Broadcasting LLC (Charles and Kendall Dunaway, 45% interest; James and Susan Von Grimp, 30% interest) from William Neal for \$1 million plus Big Mack's WMBH(AM) Joplin. **Buyer** owns KJKT(FM) Joplin. **Seller** owns KQYX(AM) Joplin, Mo. KSYN has CHR format on 92.5 mhz with 100 kw and antenna 430 ft. WMBH has C&W/progressive/top 40 format on 1450 khz with 1 kw. Filed March 16 (BALH950316GE).

**KVOM-AM-FM Morrilton, Ark.** □ Purchased by KVOM Inc. (Fran Harp, president, 25% interest; Linda Cate, 45% interest) from Morrilton Broadcasting for \$667,000 plus promissory note valued at \$350,000. **Buyer** and **Seller** have no other broadcast interests. kvom(AM) has C&W format on 800 khz with 250 w day, 42 w night. kvom-FM has C&W format on 101.7 mhz with 3 kw and antenna 266 ft. Filed March 15 (AM: BAL950315EA; FM: BALH950315EB).

**KLOA-AM-FM Ridgecrest, Calif.** □ Purchased by Adelman Communications Inc. (Robert Adelman, president/100% interest) from Roy Mayhugh for \$500,000. **Buyer** owns KRAJ(FM) Johannesburg, Calif., and KZTY(AM) Winchester, Nev. **Seller** has no other broadcast interests. KLOA(AM) has news/talk, sports format on 1240 khz with 250 w. KLOA-FM has country format on 104.9 mhz with 750 w and antenna 1 ft. Filed Feb. 8 (BAL950208EB).

**KARX(FM) Claude (Amarillo) and KBUD(FM) Amarillo, both Texas** □ Purchased by West Jewell Management Inc. (Roger Anderson, president/director/80% shareholder) from KARX Broadcasting Corp. of Texas (Lucille Lacy, CEO) for \$492,500. **Buyer** and **Seller** have no other broadcast interests. KARX has classic rock format on 95.7 mhz with 100 kw and antenna 391 ft. KBUD has CHR format on 99.7 mhz with 6 kw and antenna 328 ft. Filed March 21 BALH950321GE; FM: BAPH950321GF). *Broker: Satterfield & Perry Inc.*

**WHZR(FM) Royal Center, Ind.** □ Purchased by Mid-America Radio Group of Logansport-Peru Inc. (David Keister, president/owner) from Bulmer Communications of Logansport Inc. (John Bulmer, president) for \$380,000. **Buyer** has no other broadcast interests. Keister is 49% permit-tee holder of wvni(FM) Nashville, Ind., 100% owner of WKBV(AM)-WFMG(FM) Richmond, WBAT(AM) Marion and WCJC(FM) Van Buren, all Indiana; WBWN(FM) Le Roy, Ill.; and WIUO(AM)-WZWZ(FM) Kokomo, Ind., and is permit-tee of new FM at Fairbury, Ill. **Seller** owns WZOO-FM Edgewood and WHMQ(FM) North Baltimore, both Ohio. WHZR has CHR format on 103.7 mhz with 6 kw and antenna 328 ft. Filed Jan. 9 (BALH950109GF).

**WEGG(AM)-WBSY(FM) Rose Hill, N.C.** □ Purchased by RMB Broadcasting Inc. (Sterling Gates, president/20% interest; Ruthie Booth, 40% interest) from Duplin County Broadcasters (Jeff Wilson) for \$342,000. **Buyer** and **seller** have no other broadcast interests. WEGG has gospel/religious format on 710 khz with 250 w day. WBSY has "upbeat country/super gospel" format on 104.7 mhz with 2.8 kw and antenna 256 ft. Filed March 23 (AM: BAL950323GI; FM: BALH950323GH).

**KLJV-AM-FM Mountain Home, Idaho** □ Purchased by Valley Mountain Broadcasting Inc. (Jack Jensen, president/38% interest; Penni Jensen, 37%; Lamont Jensen, 25%) from William Konopnicki for \$310,000. **Buyer** has no other broadcast interests. **Seller** owns KHIL(AM)-KWCX(FM) Wilcox, Ariz., and is permit-tee holder of KTHQ(FM) Eager, Ariz. KLJV(AM) has classic rock format on 1240 khz with 1 kw. KLJV-FM has classic rock format on 99.1 mhz with 100 kw and antenna 1,400 ft. below average terrain. Filed March 16 (BAL950316ED).

**KBIZ(AM)-KTWA(FM) Ottumwa, Ia.** □ Transfer of control of Gillbro Communications LP from Clifford Eley, trustee, to George Gillett Jr. for \$310,000 plus interest. Eley has interests in Busse Broadcasting Corp., licensee of KOLN-TV Lincoln, Neb., and WEAU-TV Eau Claire, Wis. Gillett is president/CEO/director of New World Television Inc., licensee of WAGA-TV Atlanta, WSBK-TV Boston, WJW-TV Cleveland, WJBK-TV Detroit, WITI-TV Milwaukee, KNSD-TV San Diego and WTVT-TV Tampa, Fla. KBIZ has classic oldies format on 1240 khz with 1 kw. KTWA has AC format on 92.7 mhz with 3 kw and antenna 328 ft. Filed March 17 (AM: BTC950317EC; FM: BTCH950317EB).

**WFMC(AM) Goldsboro, N.C.** □ Purchased by New Age Communications Inc. (Donald Curtis, president/director/100% stockholder) from W.E.G. Broadcasting Corp. (Bob Wooten) for \$300,000. New Age Communications LP is licensee of WGBR(AM)-WKTC(FM) Goldsboro, N.C. Curtis is president/83.68% stockholder of Great American Media Inc., the general partner of Great American Media Ltd. I, licensee of WTAB(AM)-WYNA(FM) Tabor City, N.C. **Seller** has no other broadcast interests. WFMC has variety/country format on 730 khz with 1 kw day and 98 w night. Filed March 13 (BAL950313ED).

**KSOK(AM) Arkansas City and KWKS(FM) Winfield, both Kansas** □ Purchased by Great Scott Communications Inc. (Donald Wiechman, president/director/100% interest) from Cowley County Communications Inc. for \$260,000. **Buyer** and **seller** have no other broadcast interests. ksok has country/news/talk format on 1280 khz with 1 kw day, 100 w night. kwks has oldies format on 107.9 mhz with 50 kw

and antenna 397 ft. Filed March 16 (AM: BAL950316EB; FM: BALH950316EC).

**WTAB(AM) Tabor City, N.C.** □ Purchased by WTAB Inc. (Jack Miller, president/director/100% interest) from Great American Media Ltd. I (Donald Curtis, president) for \$175,000. **Buyer** and **seller** have no other broadcast interests. WTAB has C&W/black/gospel format on 1370 khz with 5 kw day and 109 w night. Filed March 15 (BAL950315EC).

**KPGM(FM) Casper, Wyo.** □ Purchased by Mount Rushmore Broadcasting Inc. (Jan Gray, president/director/100% interest) from Mongo Broadcast Group Inc. (Charles Wilson) for \$150,000. **Buyer** owns KFCR(AM)-KACP(FM) Custer and KZMX-AM-FM Hot Springs, both South Dakota; KIQZ(FM) Rawlins, KGOS(AM)-KERN(FM) Torrington and KQLT(FM) Casper, all Wyoming. **Seller** has no other broadcast interests. KPGM has classic rock format on 106.9 mhz with 100 kw and antenna 1,824 ft. Filed March 16 (BALH950316GG).

**WCHJ(AM)-WBKN(FM) Brookhaven, Miss.** □ Purchased by Ole Brook Broadcasting Inc. (William Reynolds, president/100% voting stockholder) from Bogue Chitto Communications Inc. (Thomas McDaniel, president) for \$150,000. **Buyer** has no other broadcast interests. **Seller** owns WBOX-AM-FM Bogalusa, La., and WJCU(AM) Columbia, WJDR-FM Prentiss and WKNZ(FM) Collins, all Mississippi. WCHJ has news/talk format on 1470 khz with 1 kw day. WBKN has country format on 92.1 mhz with 2.5 kw and antenna 351 ft. Filed March 21 (AM: BAL95-0321GG; FM: BALH950321GH).

**WBSC(AM) Bennettsville, S.C.** □ Purchased by D-Mitch Broadcasting Inc. (Dwight Johnson, president/80% interest) from Big Bend Broadcasting Corp. (William Dodson, president) for \$135,000. **Buyer** and **seller** have no other broadcast interests. WBSC has pure gold/oldies/gospel format on 1550 khz with 10 kw day and 5 kw night. Filed March 16 (BAL950316EA).

**WLOW(FM) Bluffton, S.C.** □ Purchased by New Adventure Communi-



Jason Elkin, president, New Vision Television (seated, r), signs the documents transferring control of New Vision's six TV stations to Ellis Communications for \$220 million. Ellis Communications President Bert Ellis is seated at left. Standing (l-r) are Jim Altenbach, Stacey Gallant and Mary Baden of Minkin & Snyder, Ellis' law firm; and Phil Tribble and Neil Dickson of Gray Gilliland & Gold, New Vision's law firm.

cations Inc. (Michael Shott, president) from DHA Broadcasting Inc. (Lee Simmons) for \$100,000. **Buyer** owns WFXH-AM-FM Hilton Head, S.C. The general partner of New Adventure is Adventure Communications Inc., licensee of WHIS(AM)-WHAJ(FM) Bluefield, WZZW(AM) Milton, WKEE-AM-FM Huntington, all West Virginia; WSIC(AM)-WFMX(FM) Statesville, N.C.,

## Cable's losses

continued from page 70

it provisionally has agreed to settle the antitrust suit it filed last September against TCI. The suit alleged that TCI exerts monopoly power in the cable industry by controlling some one out of four U.S. cable households. The settlement hinges on, among other things, an affiliation agreement covering TCI's Showtime and Viacom's The Movie Channel.

### Tele-Communications Inc.

Increased cash flow from its core cable business and last year's repurchase of Liberty Media Group helped TCI narrow its loss for 1994.

TCI had spun off Liberty, but reacquired it last August.

For fourth-quarter 1994, Denver-based TCI posted a net loss of \$13 million, or 2 cents a share, compared with a loss of \$21 million, or

and WBVB(FM) Coal Grove, Ohio. **Seller** has no other broadcast interests. WLOW has big band/jazz format on 106.9 mhz with 50 kw and antenna 492 ft. Filed March 16 (BALH950316GI).

**WVPO(AM)-WSBG(FM) Stroudsburg, Pa.** □ Purchased by Nassau Broadcasting Holdings from Commonwealth Broadcasting Co. Inc. (Greta Kruez Haley, president) for \$2.2 million. **Buyer** owns WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey. **Seller** has no other broadcast interests. WVPO has news/information/AC format on 840 khz with 250 w day.

**KEWI(AM) Benton, Ark.** □ Purchased by Landers

Broadcasting Co. Inc. (Jim Landers, president/33.3% interest; Steve Landers, 33.3% interest; Lance Landers, 33.3% interest) from Bernard Bottenberg for \$30,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KEWI has talk/news/sports format on 690 khz with 250 w day, 73 w night. Filed March 14 (BAL950314EB). ■

5 cents a share, a year earlier.

TCI's revenue rose 44%, to \$1.5 billion.

TCI's cash flow was \$459 million for the quarter, up 2.2% from a year earlier. Its annual accounts, filed March 31 with the SEC, show its cable revenue rose only 2%, to \$4.2 billion in 1994.

TCI's bottom line was partially inflated by a \$161 million onetime gain on the sale of stock in its UK affiliate, Telewest. That sale helped the cable group produce a net profit of \$47 million compared with a \$9 million loss a year earlier.

TCI also disclosed that it and Time Warner are considering creating an expanded near-video-on-demand service for Primestar Partners. The service would be owned by TCI, Time Warner, Comcast, Cox Communications and Continental Cablevision. Neither TCI nor Time Warner officials would comment on the venture. ■

## FCC lukewarm to Hundt plan for kids TV

*Other options added to proposal, including safe harbor and doing nothing for now*

By Christopher Stern

**F**CC Chairman Reed Hundt faces an uphill battle in his quest to require broadcasters to air more children's television programming.

Hundt had lobbied his fellow commissioners to adopt a "tentative conclusion" to require broadcasters to carry up to five hours of kids TV programming per week. But in the end, Hundt's plan was one of three proposals on kids TV released for comment last Wednesday.

The vote on the "notice of proposed rulemaking" was 5-0, with Commissioner Andrew Barrett dissenting in part.

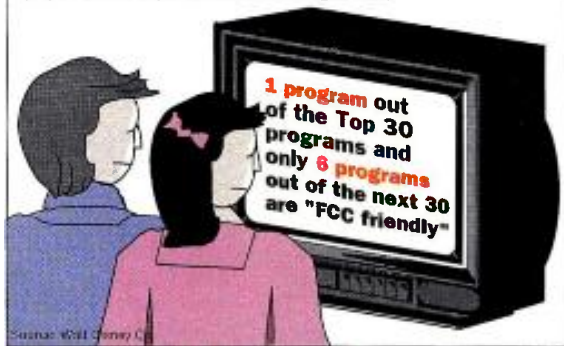
The final order had not been issued at press time, but sources have said Hundt wants to impose a three-hour-per-week minimum on broadcasters (BROADCASTING & CABLE, March 27). The obligation would increase to five hours over four years. The proposal would allow broadcasters to trade all but one hour of their kids TV obligation to other stations in their market.

The second plan in last week's proposal would create a "safe harbor" with the same quantitative requirements as Hundt's proposal. Commissioner Susan Ness supports this plan.

In effect there would be little difference between a safe harbor and a rule like Hundt is seeking, says FCC General Counsel Bill Kennard: "I'm not sure that [a safe harbor and mandatory compliance] are that different."

The third proposal, supported by Commissioner Andrew Barrett, calls for the FCC to do nothing to strengthen its kids TV rules until it conducts a study of compliance with the Children's Television Act of 1990.

**KID FARE** There are few "FCC-friendly" shows when it comes to network and syndicated children's programming (Sept. 6, 1993-Sept. 4, 1994; children ages 2-11)



### AT A GLANCE

Here are the options suggested in the FCC's proposed rulemaking on children's TV:

- Require broadcasters to air three to five hours of kids programming each week.
- Set up a "safe harbor" of an undetermined number of hours of kids programming each week. Broadcasters who meet the minimum can expect routine license renewal; others would be subject to FCC investigation.
- Provide more information to the public about the content and scheduling of children's shows. Information also would be given to publishers of TV programming schedules.
- Make a station's report on kids TV available to the public in the same place as the station's public inspection file.
- Define a program designed to serve the educational and informational needs of children under 16 as one that is at least 15 minutes long and airs between 6 a.m. and 11 p.m.
- Outline the educational objectives of its kids TV programming and its target audience in writing at the station and in reports to the FCC.
- Study the current state of kids programming.

The FCC also agreed to seek comment on strengthening its definition of educational programming.

The National Association of Broadcasters, a vigorous opponent of mandatory guidelines, praised last week's vote. "We are pleased the notice contains several options and recognizes the progress broadcasters have made and continues the flexibility Congress intended broadcasters to have in meeting the Children's Television Act's obligations," NAB President Eddie Fritts said.

Hundt ran into the most energetic opposition from commissioners Barrett and James Quello. Ness and Rachelle Chong issued separate statements that call for voluntary compliance by broadcasters with their children's TV obligation.

Although Barrett voted for the proposed rulemaking, he dissented

on some aspects of the plan, including Hundt's idea to allow stations to trade away some of their educational TV obligations.

"While I believe that broadcasters can do better, I have been and continue to be unwilling to support the notion that we, by virtue of our position as regulators, are entitled to infringe on the rights of broadcasters," Barrett said.

Quello was more adamant in his opposition. "The idea of making every station in every market carry certain programming doesn't make sense," Quello said. He called the proposal a "First Amendment time bomb" that would "self-destruct" in the Supreme Court.

In revisiting its rules, the FCC is invoking its authority under the Children's Television Act, which requires broadcasters to serve the educational

needs of children. Children's TV advocates claim that broadcasters are shirking their obligations under the act. Broadcasters claim that kids programming has improved dramatically since 1990. The act gives the FCC broad discretion when it comes to implementation.

Kathryn Montgomery, president, Center for Media Education, gave the FCC decision a mixed review. She supports the call for mandatory amounts of children's programming, but opposes giving broadcasters the option of trading away some of that obligation. Montgomery was encouraged that a mandatory kids TV requirement still is on the table. ■

## FCC wants to drop filing rule

The FCC has proposed eliminating its rule that requires stations to file all network agreements with the commission.

FCC Chairman Reed Hundt called the proposal an indication of a "sea change" in the way the FCC regulates the broadcasting industry. Marketplace developments have eliminated the need for the FCC to "impose" itself on the relationship between stations and the networks, Hundt said.

Some affiliates oppose any change in the rule because it allows them to monitor trends in how much the networks pay stations to carry their programming. But in proposing to change the rule last week, the FCC suggested that the rule may "distort competition."

The rule applies only to networks with more than 15 hours of programming that reach at least 25 affiliates. The recently launched United Paramount and Warner Bros. networks are not affected by the rule. The FCC enacted it to insure that the networks do not violate commission regulations governing the relationship between networks and affiliates.

The commission currently is looking into all its "network rules" to determine if they have become obsolete. The FCC cites marketplace changes, including the development of the two new networks and an increase in the number of television stations, as mitigating factors. —CSS

# Faster end for fin-syn?

By Christopher Stern

The FCC last week proposed speeding up plans to terminate its financial interest and syndication rules, slated to expire on Nov. 10.

The commission did not offer an alternative date for fin-syn's demise, saying only that it is seeking comment on the proposal to hasten the regulation's sunset.

The rules bar networks from holding a financial interest in a company that syndicates television programming. They also bar networks from syndicating their own programming.

In addition to proposing an accelerated schedule for eliminating the rules, the commission sought comment from those who want to retain the rules. However, commissioners warned fin-syn supporters that they would have to come up with "an excellent and compelling reason" to keep the rules.

"I don't see where the opposition

is coming from except...from two Japanese-owned companies," Commissioner James Quello said, referring to Sony, which owns Columbia Pictures Television, and Matsushita, which owns Universal Studios. Both Columbia and Universal syndicate prime time programming and oppose changes in the rules.

Commissioner Andrew Barrett, like Quello, was on the commission during the three years the FCC debated the rules' fate. "I don't care if it's gone today, tomorrow or November. Let's just get it over with," Barrett said.

The U.S. Court of Appeals in Chicago threw out the fin-syn rules in 1992. The FCC had enacted the regulations in 1970 to limit the established networks' control over television programming. The FCC promised to revisit its decision to get rid of the rules when it first trimmed the fin-syn regulations in 1993. ■

January 31, 1995



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**The FCC last week approved New World's plans to transfer WGHP-TV Greensboro, N.C., and WBRC-TV Birmingham, Ala., into a trust for eventual sale to Fox.** The trust will hold the stations until Fox resolves its foreign ownership troubles at the FCC. New World needs to sell the stations to make room for the four Argyle stations it plans to acquire later this year. If New World had not been able to move the stations into a trust, it would have bumped up against the FCC's ownership cap of 12 stations. Once the stations are transferred, Fox will give New World a promissory note worth \$130 million. The stations will be managed by an independent party until Fox clears up its troubles at the FCC. The National Association for the Advancement of Colored People effectively has blocked Fox's ability to acquire any broadcast properties. The civil rights group claims Fox did not reveal that 99% of the money of it used to purchase Metromedia in 1985 came from Australia-based News Corp. A decision in the case is expected this month.



# Washington Watch

**What this country really needs is a "radical overhaul" of the FCC,** says a new paper by Adam Thierer, fellow, The Heritage Foundation.

"If [Congress] fails to scale back the size and power of the Federal Communications Commission, it is the American taxpayer and consumer that will pay a heavy price," Thierer's paper says. The FCC's bureaucracy tends to inhibit competition and innovation in broadcasting, cable and telephony, it says. "Like all such federal agencies, the FCC will regulate more heavily when given the money and people with which to do so." Congress should order the agency to downsize or simply eliminate it, the paper says. In the latter case, some of the FCC's vital regulatory functions could be turned over to the states. Standardization chores could be assumed by the industry and enforced by the courts and the Justice Department. The FCC wouldn't even be needed as a spectrum manager if Congress auctioned spectrum and gave the high bidders property rights, the paper says. A spectrum board then could be set up to enforce these rights and manage government spectrum.

**Baffled senators may have provided the best testimony in favor of federal funding for educational technology.** As teachers in Boston last Tuesday waited at the other end of an online link to demonstrate PBS Mathline, members of the Senate Labor Subcommittee in Washington, equipped with laptop computers, called for help so they could convene the "virtual hearing." "I know so little of the technology. I'm going to rely on some of the staff here," said Senator Mark Hatfield (R-Ore.), chairman of the parent Appropriations Committee. Senator Dale Bumpers (D-Ark.) gave up in apparent frustration, asking to drop in on a classroom to see how the technology works. "I just have to do a hands-on operation to really understand this," he grumbled. Public broadcasting officials who were present testified against

eliminated federal funding for technology in classrooms, as recommended by the House. Such technology is the "only cost-effective way to accomplish" the planned retraining of the nation's 1.6 million math teachers, said Beryl Jackson, a Washington, D.C., middle school teacher who represented Mathline.

**One public TV station official got an unpleasant taste of lobbying last week.** The official had an appointment to speak with one of his senators about continued federal funding for public broadcasting, but the senator kept him waiting—and waiting.

Turns out the senator was on the Senate floor, making clear his opposition to that funding.

The official, from a station in the Midwest, was furious. He had to meet with an aide to the senator who, he says, wouldn't be pinned down on the issue.

Public TV officials from around the country were in Washington last week trying to shore up support for public broadcasting.

Edited By Kim McAvo

**Who says broadcasters don't care about children?** Cap-

cities/ABC is putting an extra emphasis on kids. The network invited members of Congress to preview highlights of an ABC News special, *Putting Children First: How to Save Our Future*. The program, which airs April 20, examines what various communities across the nation are doing to help children. ABC executives Tom Murphy and Roone Arledge, and anchor Peter Jennings were to be on hand for the program's debut at a Capitol Hill reception. ABC also invited lawmakers' families to screen the program as well as "make your own ice cream sundae."

**Add the U.S. Conference of Mayors to the growing list of groups that are unhappy with the telecommunications-reform bill** adopted by the Senate Commerce Committee. The mayors say the measure contains some "troubling" provisions. Foremost among their complaints is that the measure gives the FCC broad authority to preempt local franchise agreements. Furthermore, the measure will "create unnecessary conflicts between local governments and cable operators" because it could be "interpreted to imply that a cable company can offer telecommunications services simply by authority of [its] cable franchise." And the mayors think the bill will cause unnecessary disputes between local telephone companies and local governments. Under the measure, telcos offering video on a common carrier basis would not be required to obtain a franchise.

**There is life after Congress.** Former House Telecommunications Subcommittee member Jim Slattery has joined Wiley, Rein & Fielding. The Kansas Democrat, who served six terms in the House, is now a member of the law firm's government affairs, communications and environmental practices.

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**GM/SM for AM/FM in Oklahoma.** Previous management experience and successful personal sales background required. Creativity and knowledge of promotions a must. Great opportunity with small market group. Send resume to: Jerry Patton, Box 1100, Bartlesville, Oklahoma 74005. EOE/MF.

**General Sales Manager:** Solid family broadcast group needs 90's sales manager in Top 100 market. Station is paid for and growing. Send resume and philosophy to Box 00372 EOE.

**General Sales Manager.** GSM wanted for Straus Media Group's AM/FM Combo in Ellenville, NY. Group owner (8 radio stations and 5 newspapers) seeks a GSM who practices consultant selling, spec spots, written presentations. Send resume with references and letter explaining the methods you would use to lead the sales staff and increase sales to: Eric Straus, WELV/WWWK Radio, Ellenville, NY 12428 or Fax to 914-647-5008. Women and minorities are encouraged to apply. Straus Broadcasting, Inc. is an EOE.

### HELP WANTED TECHNICAL

**Washington, D.C.** consulting engineering firm seeks experienced engineer to work primarily in AM, FM, and TV broadcasting matters, with some involvement in other areas of communications engineering (PCS, land mobile, new communications technologies). Both FCC application preparation and field experience desired. BSEE or equivalent required. Submit resume to: Rubin, Bednarek and Associates, Inc., 1350 Connecticut Avenue, N.W., Suite 610, Washington, DC 20036.

**Audio Services Manager** wanted to design, implement and market state-of-the-art audio public relations services for Manhattan-based firm. Must have strong radio news background, understanding of radio technology and operations and knowledge of digital editing systems and telephony. Salary commensurate with experience, benefits, growth potential. Reply to Box 00387 EOE.

### HELP WANTED SALES

**After '32' stable business years,** our potential has skyrocketed! If you're a professional salesperson, we have an opportunity where your commissionable income is limited only by your ambition... our 800 million dollar exclusive advertising market. Select openings. Advancement possibilities. Benefits after 90 days. Mail or fax your resume to P.O. Box 158, Woodburn, Oregon 97071...Fax 503-981-3561.

**WSPY in Northern Illinois** is looking for a seasoned Sales/Sales Manager. Beth Abbott GSM (708) 552-1000 Ext. 193. EEO, Affirmative Action.

**Coyote Radio,** a growing AAA station broadcasting in Albuquerque/Santa Fe, New Mexico, has an excellent opportunity for an experienced Account Executive. If you are ready to take your career to the next level rush your resume and cover letter to General Manager, 2730 San Pedro NE, Suite H, Albuquerque, NM 87501. No phone calls please. EOE.

**Radio/TV Sales.** Four decade broadcasting merchandising company seeks full-time travel salesman. Advance against commission. South or east residential candidates preferred. Resume, background and picture first letter, to: John C. Gilmore, President, Community Club Awards, Inc. (CCA), P.O. Box 151, Westport, CT 06881.

### HELP WANTED PROGRAMMING

**Music Director, FT** - Public radio WWFM-WWNJ from Mercer County Community College, Trenton, NJ, seeks FT Music Director/Announcer. WWFM-WWNJ, a professionally staffed, non-commercial, CPB-qualified classical music network serving New Jersey and portions of eastern PA. Responsibilities include programming and hosting weekday morning-drive shift, maintaining relationships with record companies for acquisition of product, maintaining computerized record filing system, on-air fundraising and promo/program production to maintain program operations. A thorough knowledge of radio production skills, classical music literature and mastery of foreign language pronunciation, along with solid verbal and social skills required. Bachelor's required w/4 years on-air experience, preferably classic music drive time. Excellent benefits; salary range - high 20s. Women and minorities are encouraged to apply. Send letter and resume by April 21, 1995, Mercer County Community College, Dept. AW, P.O. Box B, Trenton, NJ 08690. EEO/AA Employer.

**WSQR, DeKalb, IL** is looking for a Farm Director. Larry Nelson (815) 786-1000 Ext. 150. EEO, Affirmative Action.

### SITUATIONS WANTED MANAGEMENT

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

### SITUATIONS WANTED SALES

**So young to have...** ten years of consistent sales growth in local and network radio; national syndication sales; and TV promotions. Looking to put negotiation skills and great presentations to work for your company. Based in LA. Call or fax (818) 985-0114.

### SITUATIONS WANTED TECHNICAL

**Head End Engineer.** Tim (614)898-9120.

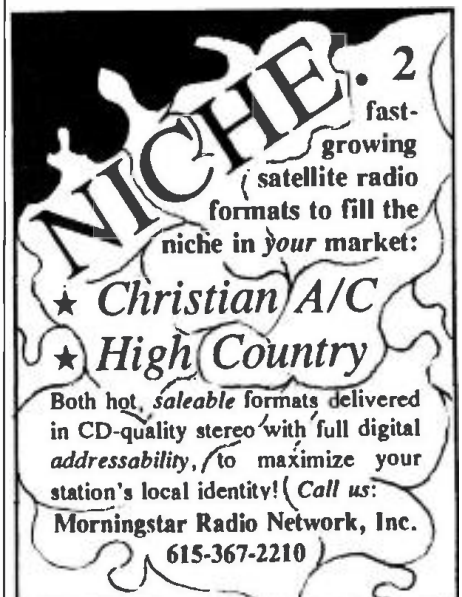
## BUSINESS OPPORTUNITIES

**Radio Station Owners Get Free Help and Get Paid For It!** We will pay you up to \$1700.00 on each Broadcasting Student you allow to intern at your station. Call Jim, Career Connection, 1-800-800-9581.

## FOR RENT

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## PROGRAMMING SERVICES



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## TELEVISION

### HELP WANTED MANAGEMENT

**Local Sales Manager - WACH-TV,** An Ellis Communications property and leading Fox affiliate, seeks "hands on" management leader that can fulfill revenue potential of strong station and experienced staff. History of "real" selling success and relationship skills with business owners and agency principles. Send resume to Joe Tonsing, General Manager, 1221 Sunset Boulevard, West Columbia, SC 29169. WACH-TV is an equal opportunity employer.

**Regional-Local Sales Manager:** Outstanding opportunity for right candidate in a 100+, fast growing market. ABC affiliate with 2 satellites. Minimum of 2 years small market television management experience required. Submit resume, references and details of 1994 sales records to: G.S.M., KRCR-TV, P.O. Box 992217, Redding, CA 96099. No phone calls. EOE.

**General Manager.** Ellis Communications is looking for an individual to become General Manager of KSFY-TV, Sioux Falls, South Dakota. Candidates should have a successful track record from previous experience at a television station. Ideal candidates will possess superior understanding of budget forecasting, sales management, program selection, event planning, computer software and television news operation. Salary and benefits commensurate with experience. Ellis Communications, Inc. is an EEO employer. Resumes to Terry Mackin, c/o One Buckhead Plaza, 3060 Peachtree Road, Suite 340, Atlanta, GA 30305. No phone calls please.

**General Sales Manager --** San Diego, CA. One of the best "new" Indy's in the country. 3-hr live morning news, News at 10, and the #1 daytime lineup in the country. Needs strong innovative sales leadership. Good understanding of research, computer presentations, and sales leadership a must! A better opportunity than any network affiliate GSM. If you're the best, check us out. Send complete info to S. Weiss, KUSI-TV, 4575 Viewridge Avenue, P.O. Box 719051, San Diego, CA 92171.

#### HELP WANTED SALES

#### BROADCAST EQUIPMENT SALES PERSON

Well established, full line, broadcast equipment supplier seeks additional sales personnel to operate out of Northeast Office. Engineering experience, ability to configure complete station facilities correctly, familiarity with modern digital equipment and good communications skills a must. Requires a strong desire to sell with self motivation to seek out prospects, promote high tech equipment, and close sales. Compensation directly proportional to sales generated. Send resume to Box 00383 EOE.

**Account Executive:** WTLV-TV, the Gannett owned NBC affiliate in Jacksonville, Florida, has an opening for an experienced Account Executive. The ideal candidate is well versed in new business development and working with major agencies. Familiarity with qualitative (Stowell) research, BMP, and computer skills desirable. Extensive local and area travel is required. Women and minorities are encouraged to apply for this opportunity. WTLV is the official television station of the nation's newest NFL franchise, the Jacksonville Jaguars. Resumes to Brian Marsh, P.O. Box TV12, Jacksonville, FL 32231. Gannett is an equal opportunity employer.

**Account Executive:** #1 rated network affiliate in Iowa seeks experienced local direct AE. Must be creative and hardworking. Excellent earnings potential. Reply to Box 00384 EOE.

#### HELP WANTED TECHNICAL

**TV Engineer** for studio and ENG maintenance. Computer networking experience desired. Resume to Chris Potwin, WICZ-TV, P.O. Box 40, Vestal, NY 13851. EOE.

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(404) 827-1835 FAX

TBS is an equal opportunity employer.

**Chief Engineer.** Dynamic NBC affiliate on the Central Coast of California is looking for a person with strong technical and managerial skills. This is a large market facility with a small market quality of life. Applicants should have at least six years television experience, with at least three years experience in technical management. Candidates should have a good knowledge of system design and troubleshooting. VHF transmitters and component level repair are essential. Must have good communication skills and the ability to prepare and maintain operating and capital budgets. Knowledge of FCC rules and compliance a must. Computer literacy required and networking experience a plus. Women and minorities are encouraged to apply. Please send resume to: KSBW-TV, Attn: Elisabeth Murdoch, Dept. A, P.O. Box 81651, Salinas, CA 93912. No phone calls. EOE.

**Mobile Unit Engineer.** Mid South based Mobile Unit Operation is seeking a qualified Engineer. Looking for responsible individual capable of installation, maintenance and technical expertise in all areas of remote video production. Person must have a minimum of 5 years experience in related field. Must be able to work effectively with clients and crew. This person will work directly for engineer in charge of mobile unit. Apply to: Director of Finance, WYES-TV/Channel 12, P.O. Box 24026, New Orleans, LA 70184-4027. WYES-TV is an equal opportunity employer.

**Assistant Chief Engineer.** WMSN, Fox 47, Madison, Wisconsin. Three years experience in component level trouble-shooting, plus maintenance experience with UHF transmitter, studio gear, Betacam and Betacart. Good people and team skills required, computer background and SBE certification a plus. Additional duties include scheduling, training and supervising master control. Resumes to Chief Engineer, WMSN-TV, 7847 Big Sky Drive, Madison, WI 53719. Fax 608-833-5055 or call 608-833-0047. EOE, females and minorities encouraged to apply.

**Technical/Production Director.** Job Requirements: Minimum one year experience in Grass Valley or Similar Video Switcher; News and Commercial Editing; Electronic Graphics (Chyron or Other); Studio Lighting; Shooting News and Commercial Footage. Duties: Priority is technical director for the 6 and 11 PM newscasts including graphics and some shooting. Perform other duties as directed by supervisor including commercial production. Basic Hours: Monday through Friday 2:30 PM to 11:30 PM. Contact: Jerry Colvin, General Manager, WOTV, 5200 West Dickman Road, P.O. Box 1616, Battle Creek, MI 49016. 616-968-9341. WOTV is an equal opportunity employer.

**Manager of Engineering** to supervise engineering staff at 24 hour cable news station. Must have some supervisory experience and minimum three years television maintenance engineering experience. Send resume with salary history and references to HR Dept., Newschannel 8, 7600-D Boston Boulevard, Springfield, VA 22153. If you are attending NAB, leave whereabouts at (703) 912-5300 voicemail box #4500.

#### HELP WANTED NEWS

**Top 40 Great Lakes area ABC affiliate** is seeking a News Director. Need a proven leader with strong management skills to take the best news staff in the market into the future. Previous news management experience is essential. Send resume and statement of news management philosophy to Box 00375 EOE.

**Orbis Broadcast Group.** Writer/Producer of Healthcare News. International production company seeks writer/producer to write, produce and track television news reports for nation's leading healthcare organizations. Applicants must have at least five years television news reporting experience and be willing to travel extensively. Please send resume and reel to: Orbis Broadcast Group, 100 South Sangamon, Chicago, IL 60607, Attn: Executive Producer.

**News Producer-Writer:** WWOR, the New York area's most creative news organization is looking for a newscast producer who can write newscasts three days a week. Must have three to five years of line producing experience in a large to medium market. Must have a demonstrated ability to "think out of the box" to put together a creative and relevant newscast for New York area viewers. Send tapes and resumes only to Will J. Wright, News Director, WWOR, 9 Broadcast Plaza, Secaucus, New Jersey 07096. (No calls please.) EOE.

**Producer.** KSDK, St. Louis NBC affiliate powerhouse, looking for independent, aggressive Newscast Producer for a main newscast. Must be creative, organized. Superb working and teasing skills a must. No stackers. Five years minimum experience. Excellent opportunity for long term career satisfaction. Send resume, tape and news philosophy to Warren Canull, Director of Human Resources, KSDK, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

**Wanted: Weekend Weathercaster.** Need person to anchor weekend forecasts and do feature reports during the week. Current weekend weatherperson will soon be promoted to the main weather chair. Major market affiliate. Please send tape and resume to Box 00389 EOE.



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**REPORTER:** Ability to report on breaking stories for news and feature stories, excellent verbal and written communication skills and 2+ years of on-air reporting experience necessary. Flexible schedule required.

**WEATHERCASTER:** Gather, write and present weather information for newscast. Excellent verbal and written communication skills required; Meteorological degree preferred. Flexible schedule required.

**PRODUCER:** Secure information on news stories, write scripts, formulate the rundown and supervise staff. Excellent written and organizational skills and 2+ years of experience producing television news. Flexible schedule required.

In addition, we have opportunities for ASSOCIATE PRODUCERS, GRAPHIC ARTISTS, PHOTOGRAPHER/EDITORS and ASSIGNMENT DESK EDITORS. The availability for flexible hours, including weekends and nights, are essential.

For confidential consideration, please send your resume, resume tapes and salary requirements to: NEWS 12, 28 Cross Street, Norwalk, CT 06851. No phone calls, please. We are an equal opportunity employer.

**Weathercaster/Reporter - WNWO-TV** is seeking a Weathercaster/Reporter. Two years on-air experience required. Meteorology degree or certification preferred. Candidate must prepare and present weather forecasts and report news as needed. Send resume and non-returnable 3/4" tape to: Michelle Sloan, News Director, WNWO-TV, 300 South Byrne Road, Toledo, Ohio 43615. No phone calls please. Deadline: April 14, 1995. WNWO-TV is an equal opportunity employer.

**Photographer - WOOD TV** in Grand Rapids, MI (38th Market), has an opening for a creative, self motivated photographer. Job Requirements: Qualified applicant should have 2 years experience shooting and editing news. Applicant should also possess technical, and creative photographer abilities, to do solo live shots. A basic ability to troubleshoot equipment problems, as well as maintain assigned equipment is also required. We are full Beta equipped with wireless mics and good lighting and Pods. We will be on Photog, one set of equipment and car in 1995. We also operate with 3 ENG, and 1 SNG truck. Salary negotiable based on experience. Contact: Mark McIntosh, Chief Photographer, WOOD-TV, 120 College Avenue S.E., Grand Rapids, MI 49503. WOOD TV is an equal opportunity employer.

**Weekend Weather/News Combo: WWOR,** the New York market's most creative news organization, is looking for a weekend weathercaster who can report news three days a week. Must have qualified weather credentials and a demonstrated ability to dig out hard news in the areas of science, health and environment. Three to five years experience in a large to medium market preferred. Send tapes and resumes only to Will J. Wright, News Director, WWOR, 9 Broadcast Plaza, Secaucus, New Jersey 07096. (No calls please.) EOE.

**Wanted: Main Anchor- Top 30 Fox affiliate.** This is not a job for a "news reader." If you can make your mark reporting every night, then anchoring, this is the job for you. This position requires strong reporting skills and anchoring abilities. We are looking for an enthusiastic individual who can uncover great stories and make yourself the most credible anchor/reporter in town. We need someone who doesn't need a dinner break every night, and needs to be both a reporter and anchor. We need someone who looks at this like the best of both worlds, not a burden going out into the street everynight, and not have all night to get ready for the show. If you are a self starter, and a newsroom team player, this is the job for you. Please send tape and resume to Box 00388 EOE.

**Weekend Weathercaster/Reporter:** West Texas, CBS affiliate, seeks a Weekend Weathercaster/Reporter. Must be able to gather, write, and edit three-quarter inch video for broadcast, and have on-air affiliate experience with Triton Weather Graphic System. Degree preferred. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Wanted... Newscast Producer** for aggressive number one team. Must have strong writing skills and the ability to innovate. EOE. Send tape and resume to: Neil Goldstein, WRGB-TV, 1400 Balltown Road, Box 1400, Schenectady, NY 12301-1400.

To place an ad in the Broadcasting & Cable  
Classified pages, contact Antoinette Fasulo  
TEL: 212.337.7073 • FAX: 212.206.8327  
INTERNET: AFASULO@BC.CAHHNERS.COM

**Roswell Bureau Reporter.** #1 ABC affiliate in 49th DMA needs a 1-person band to work our Roswell, New Mexico Bureau. Person must be able to report, shoot, edit and do daily live reports from bureau. Prefer someone with college degree and 2 years Reporter/Photographer experience after college. Must be self starter, able to come up with daily (non newspaper) stories. Also requires fast worker and ability to meet challenging feed deadlines. Send resume and tape to: Jon Janes, News Director, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Drug free workplace. Equal opportunity employer.

**Weekend Executive Producer.** Candidate should be an experienced journalist capable of leading others and getting the best from a talented and young staff. The perfect person will be a self starter who brings fresh ideas to the table on a daily basis, capable of overseeing at least 5 hours of weekend newscasts and should be able to manage projects and produce news specials. A minimum of 3 years experience producing with reporting or assignment desk experience a plus. Send resume and non-returnable tape to Arthur Wood, Executive Producer, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. EOE.

**Reporter needed for African-American public affairs program.** Position requires skills in field production, news, writing, and beta editing. Send resume and tape to Prince Wooten, CN 777, Trenton, NJ 08625.

**News Producer/Co-Anchor.** Job Description: To produce and to co-anchor expanding, early morning Monday-Friday newscast. To also monitor police scanners, phones, etc. And to anchor hourly 30 second news updates. Requirements: Should have 1-3 years anchor and or producer experience or other equal experience. Journalism or communications bachelor's degree very helpful but not essential. Must be energetic, bright and energized demeanor on the air. Must be able to think on your feet. Salary range: Negotiable. Contact: Tapes and resumes only. Phone calls will disqualify you. Bob Yuna, WYOU TV, 415 Lackawanna Avenue, Scranton, PA 18603.

**Newscast Producer.** The ideal candidate will be creative, driven and rarely uses the word "can't." We want a producer who can bring fresh ideas to the table on a daily basis. Stackers need not apply. A minimum of 2 years experience producing with reporting or assignment desk experience is a plus. Send resume and non-returnable tape to Arthur Wood, Executive Producer, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. EOE.

**Newscast Producer:** For early morning newscast at soon-to-be ABC affiliate in Denver. Minimum two years newscast producing experience. Emphasis on creativity, writing, organization, ability to work with others. Tape and resume to Arlin Stevens, News Director, KMGH-TV, 123 Speer Boulevard, Denver, CO 80203. EOE/AA.

**Anchor -Full-time, Monday - Friday.** Reports to Executive News Director. General Responsibilities: Anchor newscasts. Minimum Qualifications: Minimum 5 years anchoring experience, Bachelors Degree, dynamic delivery and powerful communication skills, team player, works well with people. Send tape, resume and references to: EEO Coordinator, KXLY TV-AM/FM/EXTRA!, 500 West Boone, Spokane, WA 99201. No telephone calls please. KXLY is an equal opportunity employer.

**A Photojournalist's Dream!** WNDU-TV, an NBC affiliate and major league station in a medium sized market, is looking for a Photojournalist that likes working on long-term projects and in-depth series. The ideal applicant will be a person who likes using video and sound to tell a good story, and enjoys working alone or with a reporter. Minimum two years experience is required and NPPA membership is a plus. We have a great news team in a great facility with all the toys! Send your resume and a non-returnable tape to: The WNDU Stations, Position #00108, Attention: Human Resources Manager, Box 1616, South Bend, IN 46634. No phone calls please!

**A.M. and Weekend Anchors:** One Anchor needed to join female Co-Anchor weekday mornings and another News Anchor needed to join weekend female Co-Anchor. Minimum five years anchor/reporter experience. Tape and resume to Arlin Stevens, News Director, KMGH-TV, 123 Speer Boulevard, Denver, CO 80203. EOE/AA.

**Assignment Editor.** WXIA-TV, Atlanta, is looking for a Weekend Assignment Editor. Must have at least four (4) years on an assignment desk. Responsibilities include setting up stories for four weekend newscasts, responding to spot news, assisting weekday assignment editor. Must be aggressive, thoughtful and demonstrate excellent news judgement. WXIA is the NBC affiliate broadcasting the Olympics in 1996. Send resumes and at least three references to: Laura Newborn, Managing Editor, WXIA-TV, 1611 West Peachtree Street, NE, Atlanta, GA 30309. No phone calls please. EOE.

**Do you want to be a part of a winning organization?** If so, Talk of the Town is looking for you! Highly rated television magazine show in one of the most competitive markets in the country is looking for an extremely committed and experienced producer to join our Talk of the Town staff. Must have 2-3 years experience producing either a news or magazine show. Must be able to edit, handle line producing, produce specials, and work well with a team. If you've got at least two years experience, please send non-returnable tape and resume to: May Dean Eberling, Executive Producer, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls, please.

**Assignment Editor:** KGUN9-TV ABC in Tucson, AZ. Two years desk or newsroom management experience required and college degree preferred. If you can anticipate news and work outside the "day book" apply to: De Hasselbacher, Human Resources Manager, KGUN-TV, 7280 East Rosewood Street, Tucson, AZ 85710. Application deadline is April 21, 1995. KGUN-TV is an equal opportunity employer.

**News Producer.** Iowa's 24-hour news source needs that special creative person who can take our "Live at Five" newscast to even higher levels. If you can produce a fast-paced, well-written, graphically supported newscast, send a tape and resume to Al Setka, News Director, WHO-TV, 1801 Grand Avenue, Des Moines, IA 50309. EOE.

**Anchor/Reporter:** Experience and degree required. Send non-returnable tape and resume to: AR1-BM, Box 44227, Shreveport, LA 71134-4227. EOE.

**Canal de Noticias NBC:** 24-hour Spanish news channel located in Charlotte, NC, looking for qualified journalists and technicians as it grows. Openings for anchors, Washington correspondent, reporters, producers, writers, editors, audio, chyron, graphics, and directors. Please send tapes, resumes and references to Box 00356 EOE.

**Editor/Producer - CNN Washington Bureau** seeks experienced editor for daily news package production. Must have at least five years network or Washington television news experience. Must be able to meet tight deadlines and exercise sound judgement in breaking news situations. Strong coordination/communication skills a must. Qualified candidates will be contacted for an interview. Please send cover letter and resume (no tape at this time) to CNN, HR, 820 First Street, NE, Washington, DC 20002. No phone calls, please. EOE.

**Line Producer** immediate opportunity for a Line Producer for one hour of three hour daily news and interview broadcast. Strong writing and control room skills required. Ability to work effectively and closely with Senior Line Producer and other news staff. Must be able to work in a fast paced, high pressure environment. Contact Susan Truitt, Executive Producer, Fox Morning News at (202) 895-3130.

**Meteorologist:** Experienced, degreed Meteorologist. TV experience and/or excellent communication skills required. MTR1-BM, Box 44227, Shreveport, LA 71134-4227. EOE.

### HELP WANTED PRODUCTION

**Promotion Writer/Producer.** KMSP-TV, UPN affiliate in Minneapolis/St. Paul seeks an aggressive, energetic Writer/Producer with minimum of two year's experience to create great looking and great sounding promos in our D-2 edit suite. Must be able to visualize, write and execute projects from start to finish. Emphasis on news promotion with duties including station promotion, commercial projects and station productions. Send resume and Beta or VHS tape to John Dunn, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls. EOE.

**Video/Photographer Technician.** KSDK-St. Louis' #1 station and #1 NBC affiliate seeks superstar technician. Must be proficient on CMX Omni Editor, Chyron Max, and Ampex Ado and Century Switcher. Person will work closely with producers and be responsible for promotion and sales production. Must be creative and able to meet strict deadlines. Please send resume and tape to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

**Creative Producer/Director** needed at WEAR-TV (ABC) in Pensacola, Florida. Must be able to write, shoot, edit, and post award winning commercials, PSAs, and promos, concept to completion. Requires working knowledge of switchers, DVE, graphics/Paintbox, and remote Betacam gear. Other duties as assigned. Must be able to work very flexible hours and weekends. No beginners! Send resume, demo tape, references, and salary requirements before April 15th to: Don Willis, Production Manager, WEAR-TV3, 4990 Mobile Hwy., Pensacola, FL 32506. EOE.

**Creative Services Writer/Producer.** KSDK, NBC St. Louis affiliate, #1 all news time periods is looking for experienced producer to work late into the night and come back the next morning looking for more. Spots must sizzle! Writing must sizzle! We want the best of the best. Degree. If that's you, send tape and resume to Warren Canull, Director of Human Resources, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

**PT 12 About Town Producer -** Are you a creative individual...someone with a broad and varied TV producer's background who is conscious of the world around him or her? Are you sensitive to events and able to undertake different responsibilities and varied program assignments? This part-time/30 hours per week job is available immediately. Send resume and non-returnable demo tape to Treeda Smith, WWBT, P.O. Box 12, Richmond, VA 23201. No phone calls please. EOE.

**ENG Editor -** Experience in television news operations required. Ability to operate Sony 800 system a must. Sony 600 system a plus. Must be able to work unsupervised and under deadline pressures. Send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

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**Graphic Design Director.** KSDK, #1 rated NBC affiliate has an opening for an experienced television graphic design director with prior management experience and B.A. in Graphic Design. Work with two designers on wide variety of projects in different media. Must have knowledge of paint systems and Macintosh. Qualified applicants must be motivated, creative, hands on, and able to meet strict deadlines. Send letter and resume to Human Resources, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

**WFLA-TV** is seeking an experienced News Promotion Writer/Producer. Here's your chance to join an outstanding creative department at Tampa Bay's #1 station. Ideal candidate has a minimum of two years experience with an emphasis on daily topical news promos and a strong desire to win. Off-line editing skills are a must. If you've got what it takes to help keep us on top in this highly competitive new market, rush resume and VHS reel to: Personnel Department, WFLA-TV, 905 East Jackson Street, Tampa, Florida 33602. EOE, M/F, Pre-employment drug testing.

**Field Producer.** Candidate should be an experienced journalist capable of keeping up with a medium market station that does news in a large market way. The ideal candidate will be a self starter and independent worker who can manage projects in the field and produce news specials. A minimum of 2 years experience in reporting, producing, or photojournalism is preferred. Send resume and non-returnable tape to Arthur Wood, Executive Producer, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. EOE.

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**Promotion Producer.** KCRA-TV needs a Promotion Producer with heavy emphasis on news promotion. Should be well versed in all types of promotion from image to topical. Must have terrific writing, producing and post production skills. Must have a minimum of two years experience. Send a resume and VHS tape to: Mr. Val Nicholas, Creative Services Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814. No phone calls, please. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. Equal opportunity employer M/F/ADA.

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# For the Record

## NEW STATIONS

**Wellton, AZ** (BPH950109MD)—Ari-Cal Broadcasting Co. seeks 104.5 mhz; 50 kw; ant. 70 m. Address: 1948 N. E St., San Bernardino, CA 92405. Applicant is headed by Hal Heywood and owns KXLO(AM)-KICO(FM) Calexico, Calif.

**Wellton, AZ** (BPED950109MB)—Farm-worker Educational Radio Network Inc. seeks 104.5 mhz; 6.1 kw; ant. 411 m./1348 ft. Address: P.O. Box 62, Keene, CA 93531. Applicant is headed by Anthony Chavez and has no other broadcast interests.

**Templeton, CA** (BPED950203MP)—Earl-mart Educational Foundation Inc. seeks 100.5 mhz; 1.2 kw; ant. 220 m. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Applicant is headed by Linda Ross and is permittee of KNKD(FM) Earl-mart, Calif.

**The Rock, GA** (BPED950213ME)—Georgia Foundation of Public Broadcasting seeks 88.9 mhz; 9 kw; ant. 213 m. Address: 1000 Memorial Dr., Griffin, GA 30223. Applicant is headed by William Taylor Jr. and has no other broadcast interests.

**Hanalei, HI** (BPED950215MF)—Kekahu Foundation Inc. seeks 90.9 mhz; 0.9 kw; 93.5 m. Address: P.O. Box 825, Hanalei, HI 96714. Applicant is headed by Janet Friend and has no other broadcast interests.

**Kilauea, HI** (BPED950215MZ)—Kekahu Foundation Inc. seeks 91.9 mhz; .95 kw; ant. 490 m. Address: P.O. Box 825, Hanalei, HI 96714. Applicant is headed by Janet Friend and has no other broadcast interests.

**Princeville, HI** (BPH950117MG)—Moore Broadcasting Co. seeks 98.9 mhz; 51 kw; ant. -96 m. Address: 1312 Redondo Blvd., Los Angeles, CA, 90019 Applicant is headed by John Moore.

**Shelley, ID** (BPH950123MH)—Woodcom Inc. seeks 107.9 mhz; 100 kw; ant. 335 m. Address: 301 D St., Ste. 302, Lewiston, ID 83501. Applicant is headed by Mark Bolland and owns KATW-FM Lewiston, Idaho.

**Sun Valley, ID** (BPH950124MB)—Keith Willis seeks 107.5 mhz; 100 kw; ant. 582.2 m. Address: 2777 Raphael Dr., Columbus, OH 43232. Applicant has no other broadcast interests.

**Sun Valley, ID** (BPH950123MB)—Sun Valley Broadcasting Inc. seeks 107.5 mhz; 100 kw; ant. 583.6 m. Address: P.O. Box 475, Ketchum, ID 83340. Applicant is headed by W. Clinton Stennett and owns KSKI-FM Sun Valley, Idaho.

**Clinton, KY** (BPH950117MG)—River County Broadcasting Inc. seeks 102.1 mhz; 25 kw; ant. 100 m. Address: P.O. Box 1380, Fulton, KY 42041. Applicant is headed by Charles Whitlow and owns WKZT(AM) Fulton, Ky.

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.

**Franklinton, LA** (BPH950109ME)—GACO Broadcasting Corp. seeks 98.9 mhz; 6 kw; ant. 33 m. Address: P.O. Box 604, Franklinton, LA 70438. Applicant is headed by James Gatewood and owns WFCG(AM) Franklinton, La.

**Lake Arthur, LA** (BPH950118MD)—G. Dean Pearce seeks 107.3 mhz; 25 kw; ant. 100 m. Address: 4307 Hwy 39 N., Meridian, MS 39301. Applicant owns WMGP(AM)-WJDQ-FM Meridian, WZMP-FM Marion and WWKZ-FM New Albany, all Mississippi.

**Monroe, LA** (BPED950111MA)—Fountain of Love Ministries seeks 88.7 mhz; 25 kw; ant. 54 m. Address: P.O. Box 4370, Monroe, LA 71211. Applicant is headed by James Stewart and has no other broadcast interests.

**Fort Totten, ND** (BPED950217MA)—Dakota Circle Tipi Inc. seeks 90.7 mhz; 6 kw; ant. 100 m. Address: P.O. Box 7, Fort Totten, ND 58335. Applicant is headed by Melvin Greybear and has no other broadcast interests.

**Bagley, MN** (BPH950120MA)—Omega Broadcasting Co. seeks 96.7 mhz; 25 kw; ant. 100 m. Address: RR3 Box 214A, Fosston,

MN 56542. Applicant is headed by Jeffrey Bingham and Philip Ehlike and has no other broadcast interests.

**Grand Marais, MN** (BPED950126MB)—Regents of the University of Minnesota seek 90.7 mhz; 25 kw; ant. 178 m. Address: 100 Church St. SE, Minneapolis, MN 55455. Applicant is headed by Jean Keffeler and owns KUOM(AM) Minneapolis, KUMD-FM Duluth and KUMM-FM Morris, all Minnesota.

**Cascade, MT** (BPH950117MF)—Steven Dow seeks 104.9 mhz; 26 kw; ant. 595 m. Address: 115 Hawk Dr., Great Falls, MT 59404. Applicant has no other broadcast interests.

**Cascade, MT** (BPH950117MH)—Michele Doss seeks 104.9 mhz; 100 kw; ant. 305 m./1,000 ft. Address: c/o Greg Skall, Esq., Pepper & Corazzini LLP, 1776 K St. NW, Ste. 200, Washington, DC 20006. Applicant has interests in WKAN(AM)-WLRT(FM) Kankakee, Ill.; WNXT-AM-FM Portsmouth, Ohio; KMON-AM-FM Great Falls, Mont., and KGRC(FM) Hannibal, Mo.

**Hamilton, MT** (BPED950124MG)—The University of Montana seeks 91.9 mhz; 0.85 kw; ant. 152 m. Address: PARTV Bldg., Rm. 180, Missoula, MT 59812. Applicant is headed by George Dennison and owns KUFM-FM-TV Missoula, Mont.

**Kalispell, MT** (BPED950124MC)—The University of Montana seeks 89.9 mhz; 0.85 kw; ant. 135 m. Address: PARTV Building, Rm. 180, Missoula, MT 59812. Applicant is headed by George Dennison and owns KUFM-FM-TV Missoula, MT.

**Moapa Valley, NV** (BPH950120MD)—Native American Broadcasting of Moapa Valley seeks 104.7 mhz; 3 kw; ant. 142 m. Address: 1400 S. Valley View, #2034, Las Vegas, NV 89102. Applicant is headed by

## BY THE NUMBERS

### BROADCASTING

Service	Total
Commercial AM	4,909
Commercial FM	5,122
Educational FM	1,736
<b>Total Radio</b>	<b>11,767</b>
VHF LPTV	534
UHF LPTV	1,057
<b>Total LPTV</b>	<b>1,591</b>
FM translators & boosters	2,289
VHF translators	2,215
UHF translators	2,464
<b>Total Translators</b>	<b>6,968</b>

### Service

Service	Total
Commercial VHF TV	559
Commercial UHF TV	605
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,527</b>

### CABLE

Total systems	11,217
Total subscribers	60,495,090
Homes passed	91,250,000
Cable penetration*	66.3%

\*Based on TV household universe of 95.4 million.

Sources: Nielsen, NCTA and FCC

Jesse Leeds and Quinton Goode and has no other broadcast interests.

**Moapa Valley, NV** (BPH950206MV)—Tracy Taylor-Larson seeks 104.7 mhz; 6 kw; ant. 94.8 m. Address: 2613 Seashore Dr., Las Vegas, NV 89128. Applicant has no other broadcast interests.

**Champlain, NY** (BPED950206NB)—New York Educational Broadcasters seeks 90.9 mhz; 2.3 kw; ant. 285 m. Address: 1601 Belvedere Rd., 204 E, West Palm Beach, FL 33406. Applicant is headed by Scott Smith and Carl Auel and owns KYIX(FM) South Oroville, KKXX(AM) Paradise and KKMC(AM) Gonzales, all California; WCHP(M) Champlain, NY; WLVJ(AM) Royal Palm Beach and WWLO(AM) Gainesville, both Florida; CP for WORL(AM) Christmas, Fla., and has interests in KKVV(AM) Las Vegas.

**Atlantic Beach, NC** (BPED950214MB)—Craven Community College seeks 91.5 mhz; 26 kw; ant. 52 m. Address: 800 College Court, New Bern, NC 28562. Applicant is headed by Dr. Lewis Redd and owns WTEB(FM) New Bern, N.C.

**Norlina, NC** (BPH950207MD)—Alvin Woodlief Jr. seeks 94.3 mhz; 6 kw; ant. 100 m. Address: 211 Grace St., Oxford, NC 27565.

**Spring Lake, NC** (BPED950124MA)—Covenant Educational Fellowship Inc. seeks 89.3 mhz; 6 kw; ant. 100 m. Address: 2630 Mirror Lake Dr., Fayetteville, NC 28303. Applicant is headed by Gardner Altman Sr. and owns WFAI(AM) Fayetteville, N.C.

**Ashtabula, OH** (BPED950119MD)—Cleveland Public Radio seeks 90.1 mhz; 3.6 kw;

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ant. 124 m. Address: 3100 Chester Ave., Cleveland, OH 44114. Applicant is headed by Kathryn Jensen and has no other broadcast interests.

**Athens, OH** (BPH950130MG)—The Radio Group Partnership seeks 95.9 mhz; 5.1 kw; ant. 102.3 m. Address: 8 Ransom Rd., Athens, OH 45701. Applicant is headed by Donald Staats, Phillip Taggart and Samuel Yoho and has no other broadcast interests.

**Athens, OH** (BPH950206NA)—Nelsonville TV Cable Inc. seeks 95.9 mhz; 6 kw; ant. 100 m. Address: 1 West Columbus St., Nelsonville, OH 45764. Applicant is headed by Eugene Edwards and owns WAIS(AM) Buchtel and WSEO(FM) Nelsonville, both Ohio.

**Athens, OH** (BPH950123MA)—Christian Faith Broadcast Inc. seeks 95.9 mhz; 6 kw;

ant. 100 m. Address: 3809 Maple Ave., Castalia, OH 44824. Applicant is headed by Shelby Gillam and owns WGGN-FM Castalia and WGGN-TV Sandusky, both Ohio, and WLLA-TV Kalamazoo, Mich.

**Defiance, OH** (BPED950210MB)—Public Broadcasting Foundation of Northwest Ohio seeks 91.9 mhz; 6 kw; ant. 93 m. Address: 136 N. Huron St., Toledo, OH 43692. Applicant is headed by Victoria Souder and owns WGTE-FM-TV Toledo and WGLE-FM Lima, both Ohio.

**Pleasant City, OH** (BPH950109MF)—W. Grant Hafley seeks 92.1 mhz; 6 kw; ant. 100 m. Address: 63021 Ridgewood Dr., Cambridge, OH 43725. Applicant is headed by W. Grant Hafley and owns WILE(AM)-WCMJ(FM) Cambridge, Ohio.

**Flandreau, SD** (BPH950105MG)—Bruce Linder seeks 107.9 mhz; 8 kw; ant. 175 m. Address: P.O. Box 1045, Mankato, MN 56002. Applicant has interests in KTOE(AM) Mankato, KDOG(FM) North Mankato, KMHL(AM)-KKCK(FM) Marshall, KARL(FM) Tracy and KARP(FM) Glencoe, all Minnesota; KKSJ(FM) Eddyville and new FM at Eldon, both Iowa.

**Abilene, TX**—Star Broadcasting Inc. seeks ch. 15; 2220 kw visual; ant. 315 m. Address: 6126 Holly Springs, Houston, TX 77057. Applicant is headed by Dune Schindler.

**Borger, TX** (BPH950213MC)—Zia Broadcasting Co. seeks 106.7 mhz; 6 kw; ant. 79 m. Address: 2112 Thornton, Clovis, N.M. 88102-1907. Applicant is headed by Lonnie Allsup and owns KCLV-AM-FM Clovis, N.M.; and KACT-AM-FM Andrews and KQTY(AM) Borger, both Texas.

# OpenMike

## No to 'Just Say No'

EDITOR: Your "Just Say No" editorial was dead wrong.

To begin with, the Network Affiliated Stations Alliance is not "hell bent on preventing deregulation." The affiliates support deregulation in ownership, PTAR, fin-syn, and elsewhere. We will admit to being hell bent on preserving our system of broadcasting. We don't support the networks swallowing up the local broadcasters that are the lifeblood of American television, or consolidating control over the television distribution system of this country to the point where local broadcasters have little to say about what's on their own stations.

To suggest that the affiliates offered to discuss granting access to

the speaker (and a Democratic reply) to curry political favor is an insult to our integrity and your own intelligence. Sure, if we weren't forced into the public policy arena by the inability of the National Association of Broadcasters to advocate our issues, we probably wouldn't have thought of making this contact. But our point is simply that four New York and Hollywood companies shouldn't be the only ones deciding who gets access to the American public. The affiliate, not the network, should decide what runs on his or her own station. If the networks succeed in their hostile takeover of the affiliate system, this option just won't be available.

Isn't local broadcasters' ability to present important issues to their

communities what our system is all about?—*Benjamin W. Tucker Jr., chairman, Network Affiliated Stations Alliance, Fresno, Calif.*

## Palmer addendum

EDITOR: I noted with pride my father's obituary in the april 3 issue of BROADCASTING & CABLE.

However, there are two points that I wish you had chosen to include. They are that he was recognized as the first consultant to the broadcast industry and that he was the 35th person inducted into the National Association of Broadcasters Hall of Fame (there are presently around 65).

As the title of his book goes, "Just Thought You'd Like to Know..."—*David W. Palmer, president, WATH(AM)-WXTQ(FM) Athens, Ohio.*

# Datebook

## THIS WEEK

**April 10**—*Association for Maximum Service Television* annual membership meeting. Las Vegas Convention Center, Las Vegas. Contact: (202) 861-0344.

**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.

**April 11**—"If Public Television Goes Commercial," seminar featuring Ervin Duggan presented by *International Radio & Television Society Foundation*. 75 Rockefeller Plaza, New York City. Contact: Warren Tom, (212) 867-6650.

**April 11**—*Association for Maximum Service Television* annual engineering breakfast. Las Vegas Convention Center, Las Vegas. Contact: (202) 861-0344.

**April 12-13**—"Understanding the Complexities of Cable Regulation," presented by *Women in Cable & Telecommunications*. CNN Center, Atlanta. Contact: Christine Bolletino, (312) 634-2335.

## APRIL

**April 18-20**—3rd annual Direct Response TV West Expo and Conference, presented by *Advanstar Expositions*. Long Beach Convention Center, Long Beach, Calif. Contact: Tish Kelly, (800) 854-3112.

**April 18-21**—Fifth Conference on Interactive Marketing, presented by *Interactive Marketing Inc.* Hyatt Regency New Orleans, New Orleans. Contact: Lauri Gavel, (310) 798-0433.

**April 19**—SkyFORUM, direct-to-home satellite TV symposium presented by the *Satellite Broadcasting and Communications Association of America*. Marriott Marquis, New York City. Contact: (800) 541-5981.

**April 19**—*National Telecommunications and Information Administration* conference on capital formation and investment in the telecommunications industry. New York Law School, New York City. Contact: Louis Camphor III, (202) 482-1880.

**April 19-20**—*Ohio Association of Broadcasters* spring convention. Marriott Society Center, Cleveland. Contact: (614) 228-4052.

**April 19-20**—"Engineering for the Non-engineer," presented by *Women in Cable & Telecommunications*. TCI Training Center, Denver. Contact: Christine Bolletino, (312) 634-2335.

**April 19-21**—*DigiMedia '95* television/multimedia conference and exhibition, Geneva International Conference Centre, Geneva, Switzerland. Contact: (FAX) +41 22 320 9075.

**April 20-21**—*International Radio & Television Society Foundation* minority career workshop. New York Marriott East Side, New York City. Contact: Maria De Leon, (212) 867-6650.

**April 21-22**—*Texas Associated Press Broadcasters* annual convention. Hyatt Regency/Town Lake, Austin. Contact: Diana Jensen, (214) 991-2100.

**April 21-22**—Seminar on careers in the sports industry, presented by *Sports Careers*. Westin Bonaventure Hotel and Suites, Los Angeles. Contact: Harry Leckemby, (602) 954-8106.

**April 21-23**—"Civic Journalism Going Into '96," workshop sponsored by the *Radio and Television News Directors Foundation*, *Pew Center for Civic Journalism* and *Poynter Institute for Media Studies*. Waterfront Plaza Hotel, Oakland, Calif. Contact: Cy Porter, (202) 467-5219.

**April 22**—*American Women in Radio and Television Inc.* Communications Career Day. WJSA-TV Studios, Washington. Contact: Louise Arnheim, (202) 334-2605.

**April 23**—"25th Anniversary of Chuck Schaden's *Those Were the Days*," presented by the *Museum of Broadcast Communications*. Swissotel, Chicago. Contact: (312) 629-6015.

**April 24-26**—*Kentucky Cable Television Association* annual spring convention. Holiday Inn North, Lexington, Ky. Contact: Randa Wright,

**Sept. 27**—*BROADCASTING & CABLE* Interface IX Conference, co-sponsored by *BROADCASTING & CABLE* magazine and the *Federal Communications Bar Association*. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.

**Nov. 6**—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

(502) 864-5352.

**April 26**—*Broadcast Pioneers* annual Golden Mike Award Dinner. The Pierre Hotel, New York City. Contact: Carol Munch, (212) 830-2581.

**April 26**—*Federal Communications Bar Association* luncheon featuring US West's Richard McCormick. Washington Marriott Hotel, Washington, D.C. Contact: Paula Friedman, (202) 736-8640.

**April 26-27**—"Learning Oriented Leadership," presented by *Women in Cable & Telecommunications*. Long Beach Hilton, Long Beach, Calif. Contact: Christine Bolletino, (312) 634-2335.

**April 26-29**—8th world conference of broadcasting unions, presented by the *North American National Broadcasters Association*. Shelbourne Conference Center, St. Michaels, Barbados. Contact: (613) 738-6564.

**April 27-29**—Philippine Cable Show '95, presented by the *Philippine Cable TV Association Inc.* Bacolod City, Philippines. Contact: Rechelle Hernaez, (63) (34) 24104.

**April 28**—Deadline for submissions to the *Public Radio News Directors Inc.* awards competition. Contact: Mike Marcotte, (206) 535-7758.

**April 28-30**—46th annual *Associated Press Television-Radio Association of California-Nevada* convention. Holiday Inn Union Square, San Francisco.

**April 29**—"A Salute to Hugh Downs," a benefit for the *Museum of Broadcast Communications*. Chicago Hilton and Towers, Chicago. Contact: (312) 629-6000.

## MAY

**May 2**—Fred Friendly First Amendment Award presentation to Bill Moyers from *Quinnipiac College*. Palace Hotel, New York City. Contact: (203) 281-8655.

**May 4-7**—*New Mexico Broadcasters Association* annual convention. Ramada Classic Hotel, Albuquerque. Contact: (505) 856-6748.

**May 7-10**—44th annual *National Cable Television Association* convention. Dallas Convention Center, Dallas, Tex. Contact: (202) 775-3669.

**May 9**—*International Radio & Television Society Foundation* awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**May 10**—*Women in Cable & Telecommunications* annual accolades breakfast. Dallas. Contact: Tracy Mitchell, (312) 634-2339.

**May 10-14**—*Pacific Mountain Network* annual conference. Dana Point Resort, Orange County, Calif. Contact: Michele Nelson, (303) 837-8000.

**May 17**—*Federal Communications Bar Association* luncheon featuring FCC General Counsel William Kennard. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**May 17**—*American Women in Radio and Television* D.C. chapter annual Leadership Awards Luncheon. Omni Shoreham, Washington. Contact: Ellen McCloskey, (202) 541-3237.

**May 19-21**—*Federal Communications Bar Association* annual seminar. The Homestead, Hot Springs, Va. Contact: Paula Friedman, (202) 736-8640.

**May 21-24**—35th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. The Mirage, Las Vegas. Contact: Cathy Lynch, (708) 296-0200.

**May 21-25**—Annual public radio conference, presented by *National Public Radio*. Sheraton Harbor Island, San Diego. Contact: Alma Long,

(202) 414-2000.

**May 23-25**—*Cincinnati Bell Information Systems* TEK-21 Conference. The Wigwam Resort, Phoenix, Ariz. Contact: (800) 238-3521.

**May 24-25**—2nd annual Pan Asia Cable and Telephony Conference, presented by *AIC Conferences*. Hotel Shangri-La, Singapore. Contact: (65) 3-222-700.

**May 24-27**—*Native American Journalists Association* annual conference. Bismarck Radisson, Bismarck, N.D. Contact: (612) 874-8833.

**May 28-31**—"Cableroute '95," 38th annual *Canadian Cable Television Association* convention and expo. World Trade and Convention Center, Halifax, Nova Scotia. Contact: Christiane Thompson, (613) 232-2631.

**May 30-June 2**—*Public Telecommunications Financial Management Association* conference. Westin La Paloma, Tucson, Ariz. Contact: Norma Gay, (803) 799-5517.

**May 31-June 4**—*American Advertising Federation* national advertising conference. Hyatt Regency Tampa, Tampa, Fla. Contact: Jenny Pfaltzgraf, (800) 999-2231.

## JUNE

**June 1-3**—44th annual *American Women in Radio and Television* convention. Beverly Hilton, Beverly Hills, Calif. Contact: (703) 506-3290.

**June 2-4**—"Civic Journalism Going Into '96," workshop sponsored by the *Radio and Television News Directors Foundation*, *Pew Center for Civic Journalism* and *Poynter Institute for Media Studies*. Radisson Plaza Lord Baltimore Hotel, Baltimore. Contact: Cy Porter, (202) 467-5219.

**June 6-11**—13th annual *National Association of Hispanic Journalists* convention. El Camino Real Hotel, El Paso, Tex. Contact: (202) 662-7145.

**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 8-9**—"Video Dial Tone in the New Competitive and Deregulated Telecom World," conference presented by the *Strategic Research Institute*. The Carlton Hotel, Washington, D.C. Contact: (800) 599-4950.

**June 8-13**—*19th Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland.

**June 10-12**—12th annual Showbiz Expo West, presented by *Advanstar Expositions*. Los Angeles Convention Center, Los Angeles. Contact: Leanne Lambert, (800) 854-3112.

**June 11-14**—*Cable Television Association of Maryland, Delaware and the District of Columbia* annual spring meeting. Sheraton Fountainebleau Hotel, Ocean City, Md. Contact: Wayne O'Dell, (410) 266-9111.

**June 12-14**—*New Jersey Broadcasters Association/Maryland, Delaware, D.C. Broadcasters Association* joint convention and first annual Mid-Atlantic States Exposition. Trump's Castle Casino Resort, Atlantic City. Contact: Philip Roberts, (800) 998-9291.

**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  
(ken.ray@b&c.chaners.com)

## A very free spirit in broadcasting

If you don't have a favorite story about Tack Nail, you haven't lived life to the fullest. Hear these:

One year at a NATPE convention, Nail, scheduled to appear in a skit, secretly shaved his beard and replaced it with a fake. In the middle of the skit Nail stopped, turned to the audience, said he was tired of his beard and yanked it off.

He once called a National Association of Broadcasters official to point out typos in his report to the NAB board—before the board had received a copy. (The NAB's front-desk receptionist had standing orders to alert key officials as soon as Nail entered the building.)

Then there was the night he pulled the late Robert E. Lee into a swimming pool, leaving the commissioner (who couldn't swim) limping for weeks.

One former NAB P.R. staffer recalls: "When he would start a press conference question with 'Sir,' I would hold my breath. You never knew what would come next."

It's been 40 years since Nail arrived in Washington as a rewrite man for BROADCASTING magazine. He was a former Perry, Okla., high school history teacher fresh out of the Korean War and journalism graduate school. It wasn't long before Nail was an established reporter covering what was still a relatively young radio industry and an infant TV business.

Today, Nail is executive editor of Warren Publishing, which produces *Communications Daily*, *Television Digest* and 10 other newsletters. He's widely recognized for his dogged and thorough coverage of the FCC and Congress, as well as the inner workings of the NAB. This week in Las Vegas, Nail will receive the NAB's "Spirit of Broadcasting Award."

"Tack is the guy who gets the story. He always knows what's going on," says former FCC Chairman Richard E. Wiley, a Washington communications attorney. Indeed, it was Nail who in 1970 broke the story that Wiley was coming from Illinois to be the next general counsel for the FCC. "He was the first to call me," Wiley says.

"Tack is the consummate insider's reporter with a unique ability to ferret out stories," says NAB President Eddie Fritts. And the 66-year-old journalism veteran gets high marks as a straight



*"I feel very comfortable that my grandchildren will be able to go into the free, over-the-air TV business."*

### Dawson B 'Tack' Nail

**Vice president/executive editor, Warren Publishing, Washington; b. Aug. 4, 1928, Greenfield, Okla.; BA, Southwestern Oklahoma State University, 1950; MS, Oklahoma State University, 1955; U.S. Army, 1950-52; teacher/coach, Perry (Okla.) High School, 1954-55; reporter, BROADCASTING, Washington, 1955-64; current position since 1964; m. Patsy Joan Cummins, Aug. 4, 1972; children: Charles, 37; Cynthia, 36; Thomas, 36; Norman, 35; Penny, 29; Gaye, 26.**

shooter. "He's totally trustworthy and accurate," says former FCC Commissioner Margita White, president of Maximum Service Television.

Nail got his first taste of journalism in college. He was sports editor for his college paper at Southwestern Oklahoma State University and had a weekly sports program on KWOE(AM) Clinton.

After graduation, he spent two years in the Army, including a combat tour as an artillery forward observer in Korea. After the war he went back to Oklahoma and to graduate school on the GI Bill. Not only did he teach history and journalism but he served as an assistant football and wrestling coach.

One of Nail's trademarks is his Oklahoma accent; he's been known to come off as a naive country boy. Don't be fooled, says Warren Publishing's Al Warren. "Underneath is a very shrewd man."

Warren attributes Nail's success as a journalist to his ability to "develop a rapport with everyone. He knows their spouses, their children and their pets. He has an extraordinary affinity for people and the industry." Warren also considers Nail "a modern Job—he's had a tough personal life." Nail grew up an orphan; he lost a child in infancy and later his first wife, Joye. Nail himself is recovering from a recent bout with cancer.

It was Warren who hired Nail away from BROADCASTING in 1964, intensifying a journalistic rivalry that continues to this day.

"I just love it," Nail says of the people in the broadcasting business as well as his job as a reporter. While some express doubts about the future of broadcasting, Nail does not. "I feel very comfortable that my grandchildren will be able to go into the free, over-the-air TV business."

"Tack's taught me a lot about journalism and how important personal relationships are," says Mike Feazel, a senior editor at Warren Publishing. Nail taught Feazel a lot about generosity, too. He gave his colleague frequent flyer miles to bring back a baby girl he and his wife were adopting in China.

"Tack is a real character," says Dick-Wiley. "A four-star character with a heart of gold."

—KM

# Fates & Fortunes

## BROADCAST TV

Appointments at KABB(TV) San Antonio: **David Ostmo**, director, engineering, named director, operations; **Brad Roe**, promotion manager, KDFW-TV Dallas, joins as marketing director; **Fran Tivald**, GSM, WJZ-TV Baltimore, joins as director, sales.

**Maria Tully**, director, sales, WITI-TV Milwaukee, named station manager/VP, sales and marketing.

**Karen Hodges**, NSM, KDFW-TV Dallas, joins KTVU(TV) Oakland, Calif., in same capacity.

**Chuck Spohn**, LSM, WPTY-TV Memphis, named GSM, WPTY and WLMT(TV) there.

**Daniel Klintworth**, director, advertising and promotion, WKYC-TV Cleveland, joins WRIC-TV Petersburg, Va., as director, operations.

**Geoffrey Roth**, night executive producer, WCIX(TV) Miami, joins KTVX(TV) Salt Lake City as executive producer.

Appointments at WHTM-TV Harrisburg, Pa.: **Jim Doty**, account executive, named LSM; **Greg Zoerb**, news director, named VP/news director.

**Roger Ashley**, VP/GM, KTMD(TV) Galveston, Tex., joins Katz Television Group, Houston, as manager.

**William Graff**, program director, WJZY(TV) Belmont, N.C., joins WPIX(TV) New York in same capacity.

**Elliot Cohen**, assistant research director, Capital Cities/ABC, New York, joins WPVI-TV Philadelphia as manager, research.

**Rodney Ward**, bureau chief, *Nightly Business Report*, Washington, named managing editor.

**Jim Grimes**, GM, WIFR(TV) Freeport, Ill., joins KDBC-TV El Paso, Tex., as VP/GM.

## PROGRAMING

**Judy Guarino**, director, international licensing/apparel and accessories, Jim Henson Productions, New York, named VP, international licensing, consumer products division.

**Meg Louis**, VP, business and legal affairs, Miramax Film Corp., New

York, joins DLT Entertainment Ltd. there in same capacity.



Grieve

Appointments at MG/Perin, New York: **Marvin Grieve**, president, and **Richard Perin**, executive VP, named chairman of the board and president/CEO, respectively.



Perin

**Stacey Matthew**, manager, TV, Quincy Jones • David Salzman Entertainment, Los Angeles, named director.

**Trudi Hicklin**, studio manager, Fred Wolf Films, Burbank, Calif., named VP, studio operations.

**Michele Conklin**, director, original prime time series, Lifetime Television, New York, joins Viacom Productions, Universal City, Calif., as director, creative affairs.

**Martha Smilgis** and **Karen Jackovich**, journalists, Time Inc., Burbank, Calif., named supervising producer and editorial producer, *Extra—The Entertainment Magazine*, respectively.

**Ken Rosen**, senior producer/director, *NBA Inside Stuff*, NBA Entertainment, New York, joins NHL Productions there as coordinating producer.

Appointments at United Paramount Network, Los Angeles: **Richard Iazzetta**, division manager, Paramount Distribution, and **Sandra Pastoor**, director, programming and broadcast operations, WDCA(TV) Washington, joins as VPs, network distribution.



Iazzetta

**Nancy Lane**, executive producer, CNN, New York, joins the Washington bureau as executive news producer.



Pastoor

**Simon Kenny**, director, international sales, Buena Vista International Television, London, named VP/managing director.

## RADIO

**Joel Burke**, program director, KKMJ-FM Austin/KJCE(AM) Rollingwood, both Texas, joins WRVR-FM/WJCE(AM) Memphis in same capacity.

**Jeff Cohen**, CFO, Chancellor Broadcasting Co., joins Liberty Broadcasting, Philadelphia, in same capacity.

**Sue O'Neill**, interim program director, WKSE(FM) Niagara Falls, N.Y., named program director.

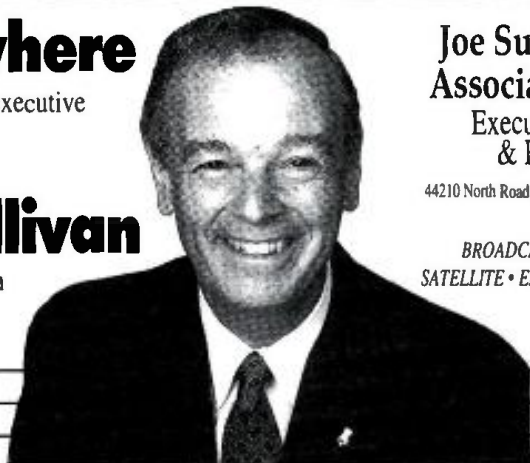
**Michael St. John**, senior broadcast edi-

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BROADCASTING • CABLE  
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## New producers at Perez talk show

Tribune Entertainment Co.'s *Charles Perez* syndicated talk show has added new producers to the show. Herman Williams, previously a producer at *Montel Williams* and host of *Last Call*, joins as senior broadcast producer. Alex Tyner, previously with the *Ricki Lake Show*, joins *Perez* as show director. Deborah Flynn, *Rolonda*, joins as line producer. Felice Desner, *Gordon Elliott*, and Jeff Hoyt, *Inside Edition*, join as producers. Steve Gormley, MTV, joins as associate producer, and Andy Barsh, MTV and *Jane Whitney*, joins as assistant director. All are new positions with the exception of that of Tyner, who replaces Don King, a pool director who serves several projects at CBS Broadcast Center, where the show is taped. *Perez*, which tested on Tribune's eight stations in December and launched nationwide in January, is cleared in more than 65% of the country.

tor, *HITS* magazine, Los Angeles, joins WKBO(FM) Granite City, Ill., as program manager.



Schofield

**Chester Schofield**, station manager, WUSL(FM) Philadelphia, named VP/GM.

**Andrew Shearer**, director, operations, WPWA Radio, Aston, Pa., named station manager.

**Chris Bolt**, senior news producer, WAER(FM) Syracuse, N.Y., named news director.

**Paul Miraldi**, marketing manager, KEYE-FM St. Paul, joins KNEW(AM) Oakland and KSAN-FM San Francisco, both California, as director, marketing.

**Matthew O'Connell**, VP, legal and business affairs, SW Networks, New York, named senior VP, legal, business affairs and administration.

## CABLE

**Daniel Mackenzie**, director, sales and marketing, Western region, Graff Pay-Per-View, Santa Monica, Calif., named VP, PPVI (subsidiary of Graff).

Appointments at Prime SportsChannel Networks, Woodbury, N.Y.:

**Michael Ryan**, VP, broadcasting, New York Mets, joins as director, programming, Prime; **Craig Sanders**, assistant public relations director, New York Mets, joins as director, public relations, Prime and NewSport.

Appointments at USA Networks

International, New York: **David Woodman**, director, international development, named deputy managing director, Sci-Fi Channel Europe, London; **Dan Desmet**, account executive, new business development, named ad sales manager, new business development and international ad sales.



Nittler

**Leslie Nittler**, account representative, special markets, Encore Media Corp., Englewood, Colo., named VP, sales and marketing, new media.

**George Bodenheimer**, senior VP, affiliate sales and marketing, ESPN, named to Cable Television Administration and Marketing Society Board of Directors.

Appointments at CNN, Atlanta: **Scott Wenger**, producer, *This Morning's Business*, *The Money Wheel* and *Market Wrap*, CNBC, New York, joins as producer, *Business Day*; **Stuart Varney**, anchor, adds Business Asia to his responsibilities; **Kitty Pilgrim**, anchor, *CNN Business News*, moves to *Your Money* in same capacity.

**Paul Schneider**, VP, public relations, MSG Network, New York, joins SportsChannel there as VP, communications.

**Abbe Raven**, VP, production, A&E Television Networks, and VP, programming and production, The History Channel, named senior VP, production and senior VP, programming and production, The History Channel.

**Gerald Fritz**, producer, CNN, joins

NET—The Political NewsTalk Network, Washington, *Capitol Watch*, in same capacity.

**William Shreffler**, GM, Continental Cablevision, Romeoville, Ill., joins Century Communications, New Canaan, Conn., as regional manager, mid-Mountain region.

**Sandra Colony**, VP, public affairs, Time-Warner Cable, New York, joins The TV Food Network there as VP, public affairs and special events.

## ADVERTISING/MARKETING



Williams

**Judy L. Williams**, VP, sales, for WJLA-TV Washington, has been named president of 78 Inc., a new sales and marketing operation formed by Allbritton Communications to represent its ch.

7 WJLA-TV and its NewsChannel 8 (24-hour cable channel); **Jan Evans** will be director of sales for the combined force. 78 Inc. is charged with "exploiting synergies and economies of joint marketing for the ABC affiliate and the cable operation."

**Wendy Flanagan**, account manager, Keller Crescent, Evansville, Ind., named VP/director, public relations.

Appointments at Wunderman Cato Johnson, New York: **Mangala Rajan**, market analyst, named senior analyst, strategy, planning and database marketing; **Jodi Berg**, assistant broadcast buyer, named broadcast buyer.

**Susan Cuccinello**, VP, marketing, Blair Television, New York, named VP/director, marketing services.

Appointments at Bates USA, New York: **Rich Vietri**, VP/supervisor, named VP/associate media director; **Tonya Deniz**, VP, interactive media and research, named VP/associate director; **Michael Brescia**, VP/group supervisor, interactive media and research, named VP/manager, media research; **Sarah Person**, freelance writer and marketing communications consultant, joins as VP/editorial director, corporate communications; **Joan Overlock** named executive VP/director, business development,

Bates North America.

**Jennifer Withington**, associate media director, DDB Needham, Chicago, named VP.

**Ellen Garippo**, VP, BBDO Chicago, named director, local broadcast buying group.

**Cathy Goodin**, senior VP/media director, Pedone & Partners Advertising, joins Saatchi & Saatchi Advertising, New York, as senior VP/senior associate media director, Kid Connection division.

## SATELLITE/WIRELESS

Appointments at ICS Communications: **David Keefe**, cable operations director, Wharf Cable TV, Hong Kong, joins as COO; **Almis Kuolas**, senior VP, engineering, Continental Cablevision, Boston, joins as executive VP, science and technology, and senior VP, Western operations; **Anthony Peduto**, senior VP, operations, Eastern Cable Networks Corp., Rockville, Md., joins as senior VP, Eastern operations; **George Douglas**, president/COO, Eastern Cable Networks Corp., Washington, joins as senior VP, consumer marketing, Rockville, Md.

**Edward Huguez**, VP, programing acquisition, DIRECTV, Los Angeles, named VP, new media and interactive programing.

**Stephan Schulte**, independent television consultant, joins Group W Satellite Communications, London, as VP, Europe.

## ALLIED FIELDS



Baker

Appointments at Television Bureau of Advertising, board of directors, New York: **Barry Baker**, CEO, River City Broadcasting, named chairman; **Andrew Fisher**, executive VP,

TV affiliates, Cox Broadcasting, named vice-chairman.

Appointments at Communications Equity Associates, Tampa, Fla.: **Laura Sachar**, president/founder, Sachar

## AWRT Commendation Awards

The Foundation of American Women in Radio and Television presented its 20th annual Commendation Awards in a ceremony, April 3 at New York's Waldorf-Astoria Hotel. Celebrity presenters included Ted Turner of TBS, Catherine Crier of ABC News and Jane Pauley of NBC News. CBS's Leslie Stahl served as MC and honorary chairperson of the event.

Programs winning top honors in television: *A Century of Women*, TBS Productions, best program produced by women and best documentary series, national market; *My Breast*, CBS, best national market entertainment program, drama; *Lifetime Magazine*, ABC News, best national magazine show; and *American Woman* (series), CBS News, best news feature, national market.

Programs winning top radio honors: *Reflections on Los Angeles: Anna Deavere Smith*, WGBH(FM) Boston, best program produced by women, national market; *Girls: Growing Up, Speaking Out*, WHYY-FM Philadelphia, best national talk show; *The Working Mom on the Run*, Sweet Talk Productions, best syndicated talk show, and *Horizons: Feminist Music Makers*, NPR, best documentary, single entry, national market. —DP

Capital Ltd., New York, joins as VP, entertainment, programing and other media; **Grantley Brown**, legal consultant, Hong Kong government, joins as VP, Asia-Pacific region.

**André Lake-Mayer**, director, domestic licensing, Viacom Consumer Products, Los Angeles, named executive director.

**Christy Noel**, manager, affiliate sales and service, commercial division, International Cablecasting Technologies, Los Angeles, named director, marketing services, DMX for Business (commercial business unit of ICT).

Appointments at The Eagle Group, Denver: **Susan Sell**, consultant/manager, research division, Frank N. Magid Associates, Marion, Ia., joins as VP, research; **Jim Ashbery**, program director, WCCO(AM) Minneapolis, joins as VP.

**Ned Mountain**, VP, European operations, Wegener Communications, Duluth, Ga., named VP, broadcast television products.

## TECHNOLOGY

**Albin Moschner**, president/COO, Zenith, Glenview, Ill., named CEO.

**Zee Shams**, VP, sales and customer service, American Lightwave Systems Inc., Meriden, Conn., joins Atx Telecom Systems Inc., Naperville, Ill., as national strategic executive, domestic sales.

**Howard Bouldry**, VP, Micro Communications Inc., Manchester, N.H., named COO.

**Edward Parker**, senior VP, finance and operations, Avnet Computer Technologies, joins ASC Audio Video Corp., Burbank, Calif., as CFO.

**Gary Trimm**, president, North American division, Scientific-Atlanta Inc., joins Compression Labs Inc., San Jose, Calif., as senior VP and president, broadcast products group.

**Jill Schmidt**, director, video services and network access, US West Technologies, joins Tele-Communications Inc., Englewood, Colo., as senior director, new services, technology ventures group.

## DEATHS

**Vera Gonzalez**, 37, head, affiliate relations, Galavision, New York, died March 20, of complications from ovarian cancer, at the University of Chicago Hospital. Gonzalez began her career in cable television in the 1980s at Group W Cable in Chicago. She served as marketing manager there and later moved to Galavision, the largest Spanish-language cable network. She was responsible for expanding the company's U.S. cable distribution. She is survived by her parents, a sister and three brothers.

—Compiled by Denise Smith

## **Fox would be much better off if Tribune Broadcasting lobbyists failed in their quest to win the last minority tax certificate**

before Congress ended the program, says Fox's Preston Padden. Padden found himself fending off reporters last week who wanted to know how Fox had used its influence to win a last-minute tax break just as Congress slammed the door on the program. Fox is selling its Atlanta station to Tribune, and the tax certificate is a central feature of the deal. If Tribune had failed to secure the tax break, it would have owed Fox \$12 million in cash. The tax break allows Fox to defer any capital gains tax on the sale of WATL-TV Atlanta.

**Hoping to derail a bill banning indecency on the Internet and other online services**, Senator Patrick Leahy (D-Vt.) last Friday introduced an alternative bill. It would mandate a study of technological ways of empowering parents to control what services their children may access. A broad anti-indecency measure sponsored by senators James Exon (D-Neb.) and Slade Gorton (R-Wash.) was attached to the Senate telecommunications-reform bill headed for floor action late this month or early next. Representative Tim John-



*Rupert Murdoch, News Corp. chairman, was honored by the International Radio & Television Society last week when the group presented him with its annual Gold Medal "for outstanding achievement in the world of communications." Shown at the presentation are (at right) IRTS Foundation President Stephen Weiswasser of CapCities/ABC and his wife, Andrea; Murdoch (center), his wife Anna and their daughter Elisabeth.*

son (D-S.D.) has introduced a companion bill in the House.

**Madison Square Garden**, owner of the New York Knicks NBA team, Rangers NHL team and the Madison Square Garden arena, **settled with the Justice Department** last week, signing a consent decree agreeing not to display cigarette advertisements where they can be seen during broadcasts of MSG sporting events. Justice had invoked

the 1971 Cigarette Labeling and Advertising Act, which bans cigarette advertisements on TV. It filed suit last year against MSG, which is owned by ITT Corp. and Cablevision Corp., over a large Marlboro cigarette sign in front of the scorer's table that was visible during the Knicks' 40 home games televised last season.

After two decades as an entertainment program, **Good Morning**

## **Senate, House differ over CPB cuts**

A House-Senate conference committee will have to resolve differences in continued federal funding for public broadcasting.

The Senate last week debated an amendment by Majority Leader Bob Dole to bring cuts in the Corporation for Public Broadcasting to the House-passed levels of 15% in 1996 and 30% in 1997. The Senate Appropriations Committee had recommended cuts of 8.5% in 1996 and 9.3% in 1997. In a compromise to aid passage of the entire \$16 billion package of spending cuts, of which CPB's budget was a fraction, Dole last Thursday offered

to delete his amendment. The package passed, 99-0.

The package of spending cuts, called rescissions, was hung up in the Senate for eight days, with senators regularly taking to the floor to argue about CPB funding, which goes to the Public Broadcasting Service, National Public Radio and about 950 public TV and radio stations.

Commerce Committee Chairman Larry Pressler, who wants to "zero out" CPB, called it a "bloated bureaucracy" and "a very arrogant system."

The House-Senate conference committee is expected to convene next month.

—EAR

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**America has been folded into ABC's news division.** Alan Wurtzel, senior VP, ABC News magazines and long-form programs, is now in charge of the broadcast. Both of GMA's competitors, *Today* on NBC and *CBS This Morning*, are managed by the news divisions at those networks. David Westin, ABC TV network group president, decided it made more sense to fold the show into the news division than to find a replacement for retiring Phil Beuth, who has overseen the show as head of a New York-based department overseeing early morning and late-night programming. In first quarter 1995, Nielsen ratings/shares had *GMA* and *Today* tied with a 4.4/19; *CBS This Morning* rated a 3.0/13.

**The FCC's Cable Services Bureau has almost completed a proposal to streamline its cost-of-service rules.** A proposal could go to the commissioners as early as this week, says Meredith Jones, bureau chief. The long-awaited rules will simplify the procedure for a cable system to show it has higher-than-average costs. The FCC allows systems with higher business costs to charge consumers higher rates.

**Stanley S. Hubbard**, chairman/CEO of Hubbard Broadcasting Inc. and United States Satellite Broadcasting Co., **will receive the Broadcast Cable Financial Management Association's Avatar Award**, which recognizes individuals who have made outstanding contributions to the communications industry and are committed to community affairs projects or service. The award will be presented at the group's 35th Annual Conference in Las Vegas, May 21-24. Hubbard will receive the award and speak at the general session on May 23.

**New Line Television's *Court TV: Inside America's Courts*** syndicated reality show has been cleared in more than 80% of the country for a fall launch as a strip, including 47 of the top 50 markets.

**Saban Domestic Distribution** has cleared returning syndicated kids shows *V.R. Troopers* and *Creepy Crawlers* and the new *Tenko and the Guardians of the Magic* in more than three-quarters of the country for 1995-96.

## NEW YORK

### BHC owns UPN, says 10K

Viacom officials have been quoted during the past several months as saying they weren't interested in buying CBS or NBC because they have their own network—UPN. In fact, Viacom does not own any portion of UPN, despite an original plan to be a 50% partner in the venture with BHC Communications, the majority-owned TV broadcasting subsidiary of Chris Craft Industries. According to BHC's recently filed Form 10K, the company is sole owner of the network. The original plan was a 50-50 venture, which was abandoned—at least for the first two years of UPN's life—when Viacom acquired Paramount a little more than a year ago.

At the time of the acquisition, Viacom Chairman Sumner Redstone balked at investing in the new network after taking on \$10 billion in debt to acquire Paramount. Instead, Viacom has an option to acquire 50% through Jan. 15, 1997, at a price equal to about half of what BHC invests in the network through that time. BHC has committed to spend a minimum \$150 million on UPN in the first two years and expects to spend more, meaning a cost to Paramount of at least \$80 million if it buys in.

## WASHINGTON

### Spectrum rethink

Conservative think tank The Heritage Foundation plans to release a "Budget Report" that will contain ideas for further privatization of the broadcast spectrum. The report will advocate a private property rights-based system of spectrum management and ownership. It also will suggest ways that spectrum can be used more efficiently. The foundation thinks it would be more efficient to have TV broadcasters exchange their current spectrum (which would be put on the auction block) for less spectrum to provide digital TV. The report could attract considerable attention from congressional Republicans who are interested in spectrum reform and

those who see spectrum auctions as an important new source of revenue.

### HDTV for Murphy

NBC isn't the only network out front on HDTV (see interview with Robert Wright, page 28). Capcities/ABC Chairman Tom Murphy has his company on the wide-screen front as well. "We are committed to offering high-definition television on the additional spectrum" that broadcasters anticipate being set aside for that purpose. Murphy's comment came at a Washington reception celebrating "Children First," a prime time special that aired last Thursday night.

## LOS ANGELES

### IPO for OmniAmerica

OmniAmerica Communications Chairman/CEO Carl Hirsch is considering making an initial public offering of the radio group owner's stock in the near future. "An IPO looks more interesting than it did before, and I think it will be what is necessary," Hirsch said last week. Meanwhile, OmniAmerica has been awarded an additional \$100 million facility by its lead bank agent, the Chase Manhattan Bank group. Hirsch said the group plans to use the \$100 million "for general corporate purposes" and future acquisitions. OmniAmerica owns nine radio stations and is awaiting FCC approvals of its purchases of WEAT(AM)-FM West Palm Beach and WXXL(FM) Orlando, both Florida.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"We're installing a new early warning system. It goes off any time the boss leaves his office."

## The main chance: The second channel

There's still a fighting chance that broadcasters can lay claim to the second channel. Or the transition spectrum, as some prefer. But we emphasize the word "fighting." It's going to take all their energy, earnestness and expertise to keep this one from getting away.

The fact is, they've gone about it the hard way. The second channel was broadcasters' for the taking when Dick Wiley and his dedicated team of broadcasters, engineers and policymakers set out to invent it. They faced an almost insuperable task at the time, literally lifting the medium by its bootstraps. They were determined to go into the 21st Century not with a broadcast system that had been pushed to capacity, but with one that would start over in the digital dimension.

Two prior FCCs blessed this endeavor. Chairman Dennis Patrick appointed Wiley and his key lieutenants in the first place. Chairman Al Sikes pushed through a 1992 decision that tentatively set aside the spectrum to be used by broadcasters for simulcast HDTV. The current chairman has been conspicuously silent.

Somewhere between Patrick-Sikes and today, the broadcasters of America decided HDTV was too costly and too risky. That is, there was no assurance that if they built this new medium, anyone would come. So they cast their lot with flexibility, which meant using the HDTV spectrum for almost anything else.

What they hadn't taken into account was (a) that all the flexibility broadcasters desire is already built into the Grand Alliance standard, and (b) the cost of entry into digital is identical to the cost of entry into HDTV. But while you can get to digital from HDTV, you can't get to HDTV from digital.

Betting on flexibility might have had certain appeal

from a new-media point of view, but it complicated matters politically. No longer could broadcasters say they were just transitioning their public trusteeship over to a futuristic new spectrum; now they were saying they wanted to strike out on a bevy of new departures. And by the way, we'd like that spectrum for free. And oh, yes, it should go only to incumbent broadcasters.

Nice work if you can get it.

What's needed here is a return to first principles.

Broadcasters should pledge to use their digital channel first—if not foremost or exclusively—for HDTV. NBC's Bob Wright and Capcities/ABC's Tom Murphy have already taken the lead. The preeminent priority must be to transfer the excellence of present-day broadcasting to a new safe harbor on the digital side.

One thing's for sure. If broadcasters don't go for HDTV, they better be sure that cable, telcos and DBS don't either. Talk about being odd medium out.

Truth is, at this point we'd rather have that first second channel in hand than all the flexibility in the bush. That's where broadcasting will shine. That's where it will amass audience to continue as the greatest programming/advertising medium in the world. That's the niche it must never relinquish: being the biggest game in town.

## Dawson B, F.E.

If the National Association of Broadcasters hadn't given Dawson B (Tack) Nail its Spirit of Broadcasting Award, we well might have. At any rate, we second the motion. Tack, who strayed to become a mainstay of an honorable competitor, has always been a part of our BROADCASTING & CABLE family—if only as the black sheep. A good number of our Mondays have been spent in recrimination that he got to a story first. The lists of Tack's sources and his friends are of equal length, which is to say, endless.

And now he's a Fifth Estater. Wonders never cease.

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