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Spectrum Wars: Broadcasters on the Defensive

NBC's Lack Takes Aim at TV Journalism

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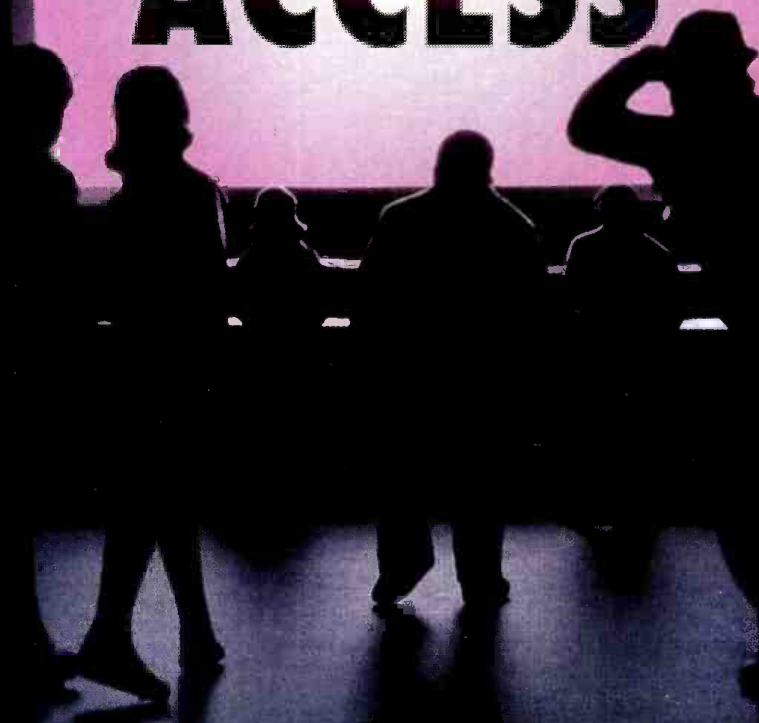
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**Telemedia
Week**
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September 11, 1995

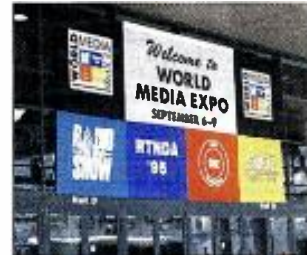
TOP OF THE WEEK

Broadcasters take blows on spectrum The industry went on the defensive last week (see Bob Wright's commentary, page 6) as Congress moved to sell off ENG spectrum and eyed digital TV spectrum for the same fate. One proposal had the second channel auctioned to help underwrite public broadcasting. / 4

Hundt opposes repeal of radio ownership caps Eliminating limits would lead to industry consolidation and undermine broadcast diversity, FCC Chairman Reed Hundt told Radio Convention last week. And he predicted that lifting the caps could herald a return of the fairness doctrine and other rules. / 8

Fin-Syn falls The FCC put an early end to the financial interest and syndication rules, which should be history in a couple of weeks. / 9

Coalition opposes Group W/CBS deal A coalition of public interest groups has asked the FCC to deny Westinghouse's \$5.4 billion purchase of CBS, or at least condition the grant on public service quid pro quos. Two other groups also opposed the sale. / 12



Radio and television executives, news directors and engineers gathered under one roof for World Media Expo in New Orleans last week.

BROADCASTING

Lack attack NBC News President Andrew Lack used the bully pulpit of the RTNDA keynote address to take TV news to task for "contributing to the dumbing down of America." / 16

Change partners ABC switches affiliates in Cincinnati; Fox, in Macon, Ga. / 16

The heads of the four network entertainment divisions gathered in Los Angeles to compare notes. / 22

Low-powers that be The new broadcast networks are relying on some low-power stations to help build carriage. / 24

Cuomo talks power politics At the NAB Radio convention in New Orleans, the former governor—and current radio host—talked of radio's ability to empower the dissatisfied. / 32

COVER STORY

Counting on convergence

Richard McCormick, chairman and CEO of US West, is banking on convergence. With investments in Time Warner and \$1.2 billion worth of cable systems, he has positioned his company to become a full-service communications provider of telephony and video over a single broadband wire. If Congress cooperates, he could be in that business within a year. **Cover photo by Geoffrey Wheeler/Black Star / 36**



CABLE

Going shopping Home shopping network ValueVision has cash in hand and an eye toward expansion. / 44

Cablevision in Jersey The company is partnering with a New Jersey newspaper to expand the News 12 cable news franchise into that state. / 45

TECHNOLOGY

What is reality? Take some anchors, a blue background and some major computer power and you've got virtual sets. A novelty now—but just wait, say vendors. / 50

HDTV converter Hitachi is developing a decoder to allow HDTV signals to be viewed on standard-definition sets. / 51

\$10 million CD The FCC last week approved the building of a digital audio radio system, but warned that that did not mean it had decided to authorize the service. / 53

Telemedia

Talks on hold Microsoft chief Bill Gates says resuming talks with Turner about a joint venture awaits resolution of the Time Warner bid. / 56

News Corp./MCI has created a digital news center to report on all the news that's fit to download. / 56



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TV spectrum under attack

Broadcasters fight to save ENG, digital channels from auction; Senate wants proceeds for PBS

By Christopher Stern

Broadcasters appear to have lost the battle for their electronic newsgathering spectrum and face a tough fight against lawmakers who want to make them pay for digital TV channels.

The House Telecommunications Subcommittee is leaning towards an auction for spectrum now used for remote broadcasts and sports coverage, sources say. The sale will bring the House \$3.8 billion closer to its goal of raising \$14.3 billion from spectrum auctions.

Still on the table is the digital TV spectrum. Senate Commerce Committee Chairman Larry Pressler (R-S.D.) wants to use it to pay for public broadcasting, according to sources familiar with the proposal.

Meanwhile, in a letter to Senator Joseph Lieberman (D-Conn.) the FCC stated that the recent sale of former PBS affiliate WNYC New York only adds to the value of broadcast spectrum. The FCC originally estimated the station's spectrum was worth \$55 million. It raised that estimate to \$197 million based on the station's sale to ITT and Dow Jones. The more valuable broadcast spectrum is, the greater the pressure will be to sell it.

The National Association of Broadcasters is gearing up for a major battle on Capitol Hill. Last week in a special TV board conference call, NAB members were told they needed to get the word out to stations immediately about the serious threat of spectrum auctions. "It's time to start beating the drum and let Congress know that [auctions] are wrongheaded," said Joint Board Chairman and Meredith Broadcasting President Phil Jones. CBS and NBC have also urged their affiliates to contact their representatives in Congress.

Both the House and Senate have been

ordered to come up with \$14.3 billion in spectrum revenue by their respective budget committees.

The House plan to sell off the ENG spectrum is modeled on a Senate proposal contained in its telecommunications bill. Under the Senate plan, ENG would move from the 2 ghz band to the 4 ghz band within seven years. Broadcasters would not have to pay for the new spectrum, but much

on a formula for raising the money. "All options" remain on the table, Fields said during a hearing on the issue last Thursday.

Under the current plan, every television station in the nation will be given a second channel to launch a digital TV service. Once the transition to advanced television is completed, broadcasters must return the second channel. But some say broadcasters should pay for the valuable spectrum upfront or return it on an accelerated schedule.

At a hearing this week on the future of public broadcasting, Pressler is expected to propose that some of the proceeds from a digital spectrum auction be used to create a \$4 billion trust fund for public television. Fields is also holding a hearing on the issue, but he supports advertising as a source of funding for public stations.

Senate Commerce Committee staff members have reportedly told broadcasters that they face a choice: an upfront auction of the digital TV spectrum or an accelerated schedule for the return of the analog channel. "Some have presented it as an either/or choice; would you like to be hung or would you like to be shot," said NAB lobbyist Jim May last week.

Broadcasters oppose a speedy transition to digital television because, they say, it is impossible to tell how quickly consumers will adapt to the new technology. However, the government must collect revenue from the sale of the spectrum by 2002 or the money cannot be accounted for in Congress's plan to balance the budget in seven years.

Unlike the Senate Commerce Committee, Fields hopes to find enough excess federal government spectrum to meet the budget goal. But National



Rep. Jack Fields (R-Tex.) wants to avoid a broadcast spectrum auction, but Senator Larry Pressler (R-S.D.) sees auctions as a source of funding for PBS.

of their existing ENG equipment would have to be replaced.

Even with the sale of the ENG spectrum, the House Commerce Committee would fall about \$4 billion short of the \$14.3 billion revenue goal. House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) is working hard to avoid any auction of broadcast spectrum but, as of Friday, committee staffers still had not settled

Grand Alliance closure

Hoping to bring eight years of work to a close, the FCC's industry advisory committee on advanced television last week scheduled a Nov. 28 meeting to formally recommend the Grand Alliance system as the national standard for HDTV and multiprogram standard-definition TV.

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Telecommunications and Information Administration chief Larry Irving told Fields last week that there are limits on the amount of spectrum the government can put on the market. "The federal government does not hoard spectrum," said Irving.

Public safety and national security concerns preclude the government from handing over chunks of spectrum without careful analysis. During a hearing on the issue last week, Irving told the committee that the government needs spectrum to make the nation safe for aviation and allow police and military to communicate. "How do we [balance] loss of life against commercial use?" asked Irving.

While the House Commerce Committee hopes to cobble together disparate pieces of spectrum to meet the revenue target, Pressler is taking a much closer look at an auction of the digital broadcast spectrum. The FCC has estimated the spectrum is worth between \$11 billion and \$70 billion.

In addition to the proposed benefits to PBS, some economists and conservative public interest groups think that an auction will benefit the economy by allowing the marketplace to determine the spectrum's worth.

Representative Ed Markey (D-Mass.) said last week that broadcasters should pay for the digital spectrum,

even if they don't pay for it on the open market. "Should commercial broadcasters be given this spectrum worth billions and billions for free while we are telling PBS that times are tough and that there are no dollars for them?" asked Markey.

Markey suggested that a commitment to children's programming might be one way broadcasters could repay the public for access to the second channel.

Broadcasters are pushing an alternative proposal that would require the FCC to rewrite rules for satellite digital audio radio spectrum allocation so that it could be used for PCS-like service. Without any restrictions on its use, the spectrum now allocated to DAR could be worth almost \$4 billion, according to one source.

The proposal would effectively put an end to satellite radio, a new business that broadcasters oppose for competitive reasons. Sources said late last week that Commerce Committee staffers were backing away from the proposal, citing international agreements that call for the spectrum to be used for satellite-delivered radio.

FCC Chairman Reed Hundt supports auctions for the DAR spectrum, but wants the sale to be limited to companies committed to the service. ■

FCC: Auctions won't kill broadcasting

An auction of the spectrum assigned to digital television will not be the death knell for the broadcasting industry, the FCC told Senator Joseph Lieberman (D-Conn.) in a letter last week.

"With all of the possible benefits of digital broadcasting, including increased transmission quality and new revenue streams, we expect that many broadcasters will compete for and likely win many digital licenses if Congress chooses to auction them," stated the FCC.

The FCC statement runs counter to claims by broadcasters, who say they cannot afford to pay for spectrum while investing in digital technology. Broadcasters also say they will not be able to compete in the future without the ability to broadcast a digital signal.

The letter also implies that big broadcasters will likely use an auction of digital spectrum to expand their reach to markets where they don't have an analog station. —CSS

Assault on the broadcast business

A commentary from Bob Wright, president and CEO, NBC

In an effort to balance the budget, Congress is laying plans that could literally undermine the business of broadcasters—and change how America watches TV—at a time when the industry is moving toward quality high-definition television.

In the next month, two congressional committees must find a way to generate \$14 billion in new revenue from so-called spectrum—the airwaves that television, radio, telephone, relays, cable cellular telephones, auto-focusing cameras, garage door openers and others use to operate.

Some of the revenue-raising proposals focus on television broadcasters, in part because of a mistaken impression that they are such large users of spectrum. In reality, broadcasters use only a tiny portion, remarkable given the significant amount of the public they serve.

According to a report by the Association for Maximum Service Television (MSTV), 1,600 U.S. television stations deliver free, universal service to 99% of Americans using only 402 mhz of spectrum. This equates to 1% of prime spectrum (the airwaves under 30,000 mhz) and



Bob Wright

less than .2% of all spectrum that exists. Per person served, no other service is as efficient or as inexpensive as broadcast television, according to MSTV.

Many other industries are heavy users of spectrum. For example, common carriers—generally local and long-distance telephone and cellular companies—have access to some 14,000 mhz of spectrum, 35 times the 402 mhz that broadcasters use to transmit TV signals to the public.

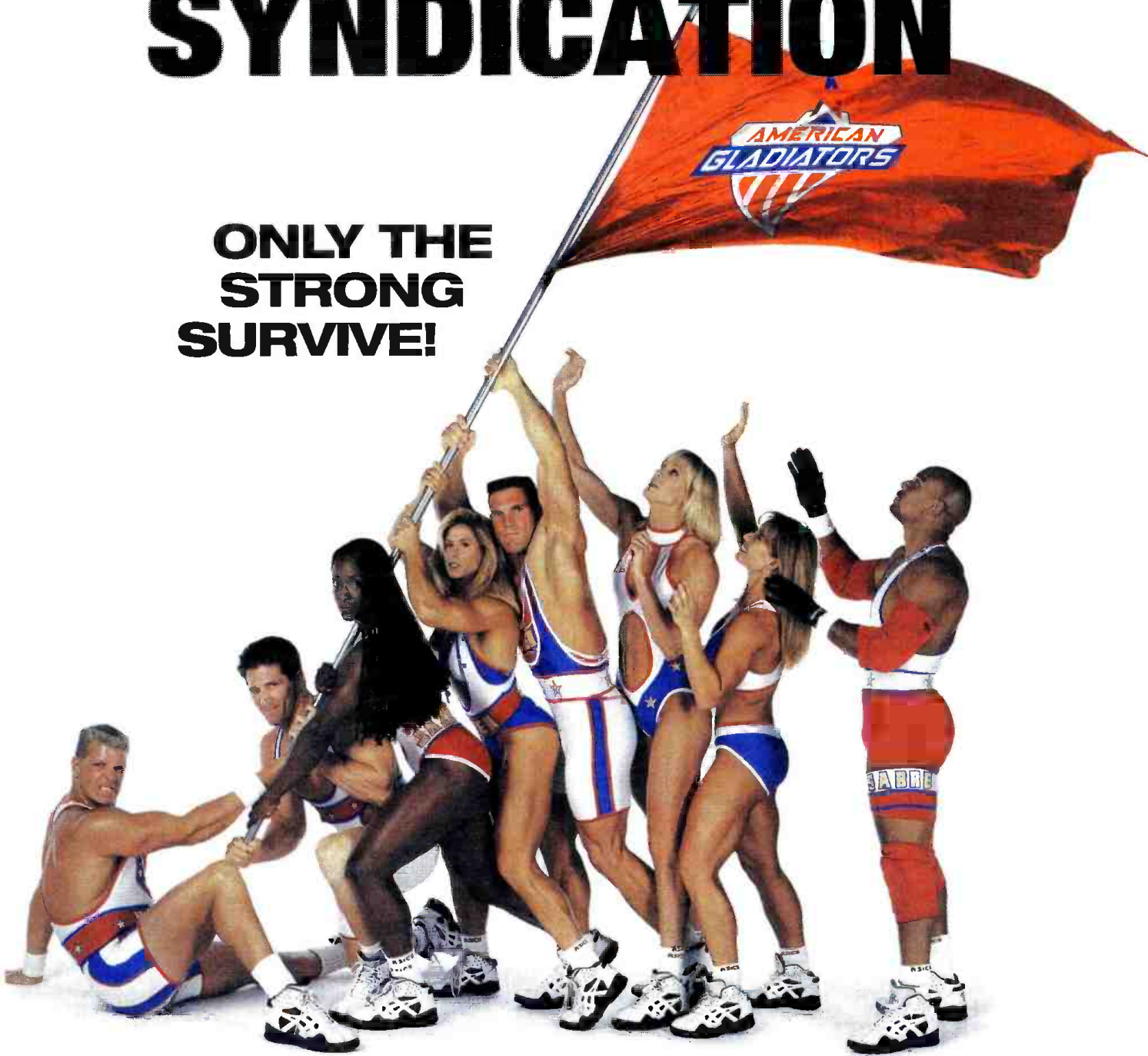
Despite the fact that other industries and the federal government use far more spectrum than broadcasters do, some of the current proposals to generate revenue from spectrum focus on broadcasters in ways that will literally erode their ability to compete.

One particularly ill-conceived option would require broadcasters to compete in auctions for the transitional channels they need to begin broadcasting in the new digital technology. Local stations must continue to transmit on their current channels so as not to disenfranchise their viewers while they upgrade their existing

Continues on page 72

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Hundt opposes elimination of radio ownership caps

Chairman fears pending legislation would allow a few companies to purchase all the radio stations in the U.S.

By Chris McConnell

An elimination of radio ownership caps could herald a return of the fairness doctrine and other rules, FCC Chairman Reed Hundt predicted last week.

Addressing the NAB Radio Convention in New Orleans, Hundt voiced opposition to pending legislation that would lift all radio ownership caps. Although supporting some increase in the ownership limits, Hundt maintained that to ax all the limits would undermine competition and diversity in radio.

"Certainly we would be asked to return to specific programing requirements, to provide for citizen access, and to adopt other concrete measures to insure diversity of viewpoints over the air," Hundt said. "And what would be our justification for saying no?"

Hundt said the commission now relies on marketplace competition and diversity—rather than specific rules—to serve the public interest. He cited the

FCC's 1981 radio deregulation program as the basis for current policies.

"The idea of this experiment was that competition among many independent voices would inevitably produce programing that would satisfy the information, education and entertainment needs of everyone in the audience," Hundt said.

He added that the current legislation would instead allow a few companies to purchase all the radio licenses in the U.S. "The incredible upsurge in duopolies and LMAs in the last few years demonstrates how rapidly the radio industry can be restructured," Hundt said.

He also pointed to the cable industry, maintaining that although the industry began with 16,000 separate franchises, two companies now serve more than half the U.S. cable subscribers. "The enactment of such a law would strip away the premise of the FCC 1981 deregulation order," Hundt said of the pending bills.

National Association of Broadcasters



Reed Hundt: 'The incredible upsurge in duopolies and LMAs in the last few years demonstrates how rapidly the radio industry can be restructured.'

Executive Vice President/General Counsel Jeff Baumann disagreed, maintaining that market conditions differ from those in 1981. "More consolidation may be necessary to compete," said Baumann, whose association favors lifting the ownership restrictions.

Hundt favors some increase in the current limits, and said he would lift the cap of 20 AM and 20 FM stations even if no law emerges from Congress. Hundt added that he is not ready to propose specific limits. He also said he is "far from sure" President Clinton will sign a bill to lift all the ownership limits. ■

FCC chairman wants to reopen DARS spectrum to new applicants

Reed Hundt may be looking to place digital audio radio satellite (DARS) spectrum on the auction block. Addressing the NAB Radio Convention in New Orleans Friday, the FCC chairman said he tentatively thinks DARS spectrum should be auctioned. "The spectrum should be used for whatever purposes the auction winners want," Hundt added.

Four companies have pending applications for the spectrum at the FCC. The commission's proposal to establish rules for the service asks whether the commission should invite more applications. Comments on the proposal are due this Friday.

Although maintaining that he has not prejudged the issue, Hundt said he thinks the commission should reopen the spectrum to new license applicants. "Anyone who wants to participate in the auctions should be allowed in," he said. "No one should be able to monopolize the spectrum." Hundt also said the DARS license holders should carry "meaningful public interest obligations."

Hundt could face opposition in his effort to auction the spectrum. FCC Commissioner James Quello has opposed reopening the processing round and instituting competitive bidding.

Others have said the FCC should consider auctions.

Commissioner Rachele Chong is said to favor a review of all options. Commissioner Susan Ness pushed for raising the question in the commission's proposal, although a source says she has not decided whether the spectrum should actually be subject to competitive bidding.

Hundt's speech offered some good news and some bad news for the NAB, which supports opening the spectrum to new applicants but opposes auctions. Broadcasters also voiced opposition to the commission's decision to grant DARS applicant CD Radio Inc. authorization to construct a satellite at its own risk (see story, page 53).

"That seems to be strange timing," NAB President/CEO Eddie Fritts said, pointing to Friday's comment deadline. Fritts and others asked whether the FCC is prejudging its DARS rulemaking.

Hundt contended that CD Radio's satellite investment does not mean it will win a license. He said the company should be allowed to make the investment if it wants, but he also maintained that the time has come for satellite radio whether or not CD Radio wins a license.

"We should let DARS compete with terrestrial," Hundt said. "Every instinct tells me that the results of that competition will be better radio service for the American public." —CM

Karmazin: FCC settlement clears way for station buys

By Donna Petrozzello

Infinity President and CEO Mel Karmazin said last week that he agreed to pay the FCC \$1.7 million to settle indecency complaints against Howard Stern to clear the way for Infinity to buy additional radio stations and make the syndicated Stern show more marketable.



Karmazin says Infinity admits no wrongdoing by paying the FCC fine.

"Our company believes that we will be doing more transactions in the future than we have in the past, and we want to have a good relationship with the government without in any way, shape or form compromising what we believe to be our First Amendment rights," Karmazin said at the National Association of Broadcasters Radio Show in New Orleans.

"Our feeling was that we would not ever pay the fines because that would have acknowledged that we were guilty of something, and we don't believe we're guilty," Karmazin said.

"Now we feel there will be many, many more broadcasters interested in taking Howard's show into many more markets than he has been in up to now."

In agreeing to pay the \$1.7 million, Infinity admitted no wrongdoing. The settlement covers multiple complaints and fines for indecency going back to 1987.

Although Infinity reached a monetary settlement with the FCC to expunge its record, Karmazin said the company "will continue to fight the battle in the court" to prove the FCC's indecency rules are unconstitutional.

"Infinity has always believed that the material that was broadcast by Howard was definitely well within the guidelines that the courts have provided on indecency," Karmazin said.

But it was important to "normalize" our relationship with the FCC, he said. "Our concern was that Infinity have an unblemished record." ■

Fall comes early for fin-syn

FCC takes the rules off the books

By Steve Coe

After 25 years of contentiousness, the financial interest and syndication rules are dead—two months ahead of schedule.

The FCC announced last week that the rules would be taken off the books immediately [which means as soon as its decision can be printed in the *Federal Register*. Publication is expected within the next two weeks.]

But the accelerated demise of the rules, originally set to sunset on Nov. 10, won't have much effect on the industry. There are already more than \$20 billion worth of deals in the works based on the knowledge that the rules' days were numbered. Neither the Disney/ABC deal nor the

Westinghouse/CBS deal could go through until the fin/syn rules are taken off the books.

The pending mergers between Disney/ABC and Westinghouse/CBS bring built-in domestic syndication operations to those networks and enable both to begin distributing product as soon as the mergers are complete.

The ruling last week will have no significant effect on the networks' planned syndication activities, especially regarding the upcoming season. "The timing of the [expiration of] the fin-syn rules doesn't affect us materially," said David Westin, president, ABC Television Network Group. "Obviously, we would have liked to have them done 2-3 years ago." ■

World Media Expo tech makes news

Avid unveils AirPlay MP

On the video side, Avid Technology unveiled a new version of its disk-based AirPlay system at last week's convention in New Orleans. AirPlay MP will allow broadcast users to store up to 28 hours of video for playback to air directly from disk. The capacity is twice the storage of previous AirPlays, says Avid's Roland Boucher. Avid plans to ship the units this fall at prices starting at \$49,900.

DG Systems goes satellite

On the radio side, San Francisco-based DG Systems said it will partner with Hughes Network Systems to add a satellite path to its radio-spot distribution service. DG Systems operates a digital terrestrial network linking advertisers, syndicators and others to more than 3,000 radio stations. The company will integrate Hughes technology that allows for satellite delivery of material directly to PCs at radio stations.

ABC Radio News hits the Internet

Announcing a new digital distribution service was ABC Radio News, which said it will deliver live news coverage over the Internet. The broadcaster will be using a software system developed by Seattle-based Progressive Networks.

ABC Radio News plans to integrate "Live RealAudio" software into the ABC RadioNet Web site. ABC RadioNet will launch the service on Sept. 12.

ABC Radio Networks, Keystone link

ABC Radio Networks Satellite Services and Keystone Communications formed ABC/Keystone Ventures to handle marketing and distribution of Keystone's satellite services on Satcom C-5.

The agreement calls for ABC to convert Keystone's satellite space segment to SEDAT and MPEG compression to create 17 additional channels and bring a total of 44 channels available for resale.

CBS to tweak newscasts

Fox to hit the campaign trail

By Steve McClellan

CBS is revamping *CBS This Morning* and *The CBS Evening News with Dan Rather* in hopes of lifting the programs out of their third-place ruts, network officials told affiliate news directors in a closed-door meeting at last week's Radio-Television News Directors Association convention in New Orleans.

Meanwhile, at a meeting with its own affiliates, Fox unveiled plans for extensive coverage of the New Hampshire primary and the Iowa caucus. The network also will survey affiliates in the coming months to gauge interest in coverage of the rest of the presidential primaries.

The Rather broadcast is getting a new set and graphics this fall, according to those at the CBS meeting. Network executives also said they would send Rather on assignment as often as possible to take advantage of his reporting skills. When pressed about a possible heir to the 63-year-old anchor, News President Eric Ober said it was not even an issue, because Rather is under contract until at least 2000.

CBS executives also said they would look at expanding the evening news's "Eye on America" segment in an attempt to capture some of the positive feedback—and higher ratings—that NBC has with its daily "In Depth" segment, which runs 10 minutes or more and analyzes a major issue or the big news story of the day.

"NBC has clearly embraced the philosophy that a lot of the stories of the day have been on the air by the time the Brokaw newscast goes on, and they're doing something different," said one affiliate.

CBS This Morning will get a live studio audience and longer talk and interview segments in which the audience will participate, the CBS official said. The audience also will be able to interact with anchors Harry Smith, Paula Zahn and Mark McEwen. The new format premieres on Oct. 16, when the entire second hour of the broadcast will be devoted to an interview with possible third-party presidential candidate General Colin Powell, who is kicking off a tour to promote his autobiography, "My American Journey."

At the Fox News closed sessions, news division president Joe Peyronnin said Fox was committed to launching a Sunday morning public

affairs program in January 1996. The trick will be to do it in a way that appeals to Fox's younger audience.

Peyronnin reiterated that the network is not interested in producing a regular nightly newscast. ■



Schieffer warning: Mudslinging ahead



Bob Schieffer, chief Washington correspondent for CBS News, echoed the findings of the Magid survey (see box, below) in a speech at the RTNDA convention, saying there will be a "much wider political audience" for the upcoming 1996 election campaigns. Therefore, said Schieffer, it's important that journalists "be more careful than ever about accuracy and unsubstantiated charges" by political opponents. He also urged journalists to be extremely wary of political consultants, who always address an issue "from a partisan point of view."

Viewers trust local TV news, survey finds

At a time when gossipy tabloid and entertainment news magazines dominate the list of top shows in syndication, there was evidence at last week's RTNDA convention that viewers want more straightforward reporting on less sensational issues, such as politics, the family and education. That was the conclusion of a new survey of local TV news viewers conducted by Frank N. Magid Associates and released at the convention.

The Magid survey, based on telephone interviews conducted in August with 1,008 local news-viewing adults (18 years or older), found that viewers had a high degree of trust in and reliance on local TV news.

Of 15 institutions that the survey asked viewers to rate their trust in, local TV news was third, behind the U.S. Supreme Court and local police. By comparison, the



Three-fourths of the respondents say they watch local TV news everyday. The cover of the study summary is shown above.

U.S. Congress and local and state political organizations ranked 13th, 14th and 15th, respectively. Network news was eighth, and cable TV was 10th.

"Local TV news viewers perceive that on most specific issues, local TV news displays fair, balanced coverage," the study concludes. "Not only do viewers trust local TV news with political information, they rely on local TV news to deliver that information."

The viewers surveyed said education, health care, the environment, the economy and family issues were the top five issues of personal importance.

The news wasn't all good. Although the survey showed that 93% of those surveyed said a politician's stand on issues is important, 74% agreed that "local TV sensationalizes campaigns." —SM

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Coalition moves to block Group W/CBS

Asks that any approval carry kids programing, political time quid pro quo

By Harry A. Jessell

A coalition of public interest groups last Friday asked the FCC to deny Westinghouse's \$5.4 billion purchase of CBS or condition its grant on promises to provide children's educational programing and offer free time to presidential candidates.

Westinghouse has failed to meet its obligation to serve the public interest, says Jeff Chester, co-executive director of the Center for Media Education, the lead group in the coalition, which also includes the United Church of Christ and Black Citizens for Fair Media. "It doesn't have a very distinguished record when it comes to children's programing."

According to Westinghouse license renewal applications, Chester says, the amount of children's educational programing it aired "fell far below the three and a half hours that the National



Chester: Group W's record on children's educational TV is undistinguished.

Association of Broadcasters says is the industrywide average."

The coalition proposes a "social contract" between Westinghouse and the FCC, Chester says. Under its suggested terms, he says, Westinghouse would air at least three hours of children's educational programing each week and provide five minutes of free prime time to each presidential candidate the month before each national election.

Westinghouse Broadcasting defended its record. "We find it somewhat ironic that children's programing is the basis of the challenge against Westinghouse and CBS, since we believe our historic commitment places us at the top of our industry," said Group W spokesman Gil Schwartz, declining further comment.

CME has been at the forefront of efforts to put teeth into the Children's TV Act by requiring stations to air a minimum amount of children's educational programing. FCC Chairman Reed Hundt favors quotas, but he has been unable to pull together an FCC majority to adopt them.

Last Friday was the last day for petitions to deny the Westinghouse/CBS deal.

The merger attracted two other petitions to deny, both from groups that had earlier challenged CBS's purchase of WGPR-TV Detroit.

Detroit Spectrum Inc., an African American group, charged that CBS had "unlawfully assumed premature control" of the station. The FCC dismissed the allegation in granting the station sale, but Detroit Spectrum has appealed in federal court.

The other petitioner, Detroit resident Alexander Serafyn, opposed the WGPR-TV sale, alleging distortions in a 60 Minutes segment. It, too, has appealed the FCC dismissal of its complaint. ■

Time works against TW/Turner deal

The ever more protracted merger talks between Time Warner and Turner Broadcasting were prompting some Wall Street analysts to lower the odds on a deal getting done.

"The longer the deals drag on, the more you feel it could fall apart," says analyst Mark Riely of New York-based Media Group Research. He says the chances of a Time Warner/ Turner deal being completed still appear to be better than 50% (another analyst puts it lower [see below]). Nevertheless, he says, "deals are ultimately fragile things."

One sign that the planned \$8.5 billion stock swap seemed to be losing momentum was the cancellation of a tentatively scheduled Turner board meeting on Thursday in New York. Adding more concern were revelations in the press that Time Warner stock-option plans would benefit top management at the company but not necessarily be in the best interests of shareholders.

Meanwhile, other variables continued to loom as possible blocks. Among those is Tele-Communications Inc.

President and CEO John Malone, who is still considered to be key to the completion of any deal and whose complete wish list is still unclear. TCI, the nation's top multiple system cable operator, owns a 21% stake in Turner and controls 7% of the voting shares.

"This isn't an easy deal; there are about 480 different hurdles."

"This isn't an easy deal; there are about 480 different hurdles," says one top analyst who requested anonymity. He said there was a 33% chance that the deal between the two companies would go forward. There was also a 33% chance that TCI itself would acquire Turner and split up company assets worth an estimated \$10 billion, he says. And he says there was also a 33% possibility that General Electric and another partner would come forward with a rumored competing bid for Turner.

"It's a hugely complicated deal, given the stakes involved and the managements involved," says Ed Hatch of UBS Securities. "I think it's a little naive to think all of the issues can be neatly wrapped up in a couple of weeks."

—RB

Hundt calls budget slash 'mistake'

Says filings will pile up in hallways; spectrum auctions threatened

By Christopher Stern

A Senate Appropriations subcommittee voted last week to slash the FCC's budget by \$37.2 million—a 20% cut in the \$185.2 million already approved by the House.

FCC Chairman Reed Hundt called the action "a mistake" that could result in an end to the FCC spectrum auctions. The auctions have raised almost \$10 billion for the U.S. Treasury in the past year. "The Senate appropriations subcommittee would kill this cash cow, even while we're trying to milk it for billions more dollars in auction revenue."

If the budget cut is approved, said Hundt, it will result in hundreds of layoffs at the 2,000-person agency. The layoffs will result in frustration for "every single business that does business with us." Processing backlogs will "pile up in the hallways," he predicted.

The FCC was just one of several regulatory agencies that saw its budget cut last week by the Senate Appropriations Subcommittee for Commerce, State and Justice. The subcommittee voted to cut all regulatory agencies within its jurisdiction by 20%.

However, some members of the subcommittee told Hundt last week that they would attempt to restore the money when the budget goes to the full committee. Hundt said he has support for a \$185.2 million FCC budget from senators Phil Gramm (R-Tex.), Ted Stevens (R-Alaska) and Ernest Hollings (D-S.C.).

The full Senate Appropriations Committee is expected to vote on the FCC budget next week. The budget then goes to the full Senate for a final vote. The Senate and House will meet in conference to reconcile the difference.

Even the House's proposed FCC budget of \$185.2 million is 17% less than the \$223.6 million requested by the FCC. The request included \$25 million to relocate the FCC's headquarters and an additional \$10 million to upgrade its computer equipment. When the House voted to freeze the FCC's budget for 1996 at its current level, Hundt announced he would lay

The layoffs will result in frustration for "every single business that does business with us," Hundt predicted.

off 10% of the commission's staff.

The spectrum auctions are expected to cost the FCC more than \$20 million in administrative costs, but most of that will be offset by auction revenue.

Although some FCC costs are covered by auction revenue, Hundt said the Senate budget cut will leave the agency without the staffing to write the complex rules for the spectrum sales.

Hundt also proposed last week that the Congress allow the FCC to use some portion of the billions of dollars in auction revenue to fund its own budget.

More than half of the FCC's budget—\$116 million—comes from user fees. An additional \$40 million comes from application fees, which are turned over to the U.S. Treasury. ■

FCC refigures AM moves

FCC finds two errors, must recalculate list of AM stations being moved to expanded band

By Christopher Stern

The FCC has ripped up its list of 79 stations that, until last week, had been slated to move to the expanded AM band.

The commission acknowledged that it used flawed data in determining which of 688 AM applicant stations should be allowed to move to the unoccupied spectrum at the top of the AM dial. The spectrum between 1605 khz and 1705 khz is being opened up to decrease overall interference in the AM band.

Of those 688 stations, only 79 were chosen for the move. The FCC hopes to pick stations whose reassignment most likely will result in a decrease in interference. FCC officials said last week that it is impossible to determine if the corrected information will dramatically change the list of stations with approval to move to the expanded band.

Two basic mistakes were made in the database used to calculate the original list, the FCC said. In the first case, the commission improperly accounted for the broadcast treaties with Canada. In the second case, it also did not properly take into account stations that broadcast travelers information. The travelers-information stations are managed by

the National Telecommunications and Information Administration.

Those stations that eventually move to the expanded band will be able to broadcast at 10,000 watts at night and 1,000 watts during the day. The audio quality will be "as close to FM as possible in the AM band," says Jim Burtle, leader, AM facilities group.

Stations also will be able to broadcast an omnidirectional signal from a single tower. "This is virgin broadcast spectrum; it's very, very clean," says Barry Umansky, deputy general counsel, National Association of Broadcasters.

"We think we would have a much improved signal in the expanded band," says Mike Rosen, general manager, WEUP-AM Huntsville, Ala. "We have seven sticks and a crummy nighttime signal." WEUP-AM was the second station on the original list. Now, like the 78 other expanded-band stations, it is unsure whether it will be allowed to move to the new spectrum.

The expanded-band stations will have five years to make the transition. At the end of that time, each station must return one of its two slots on the dial.

The commission used a complex computer program to determine which of the 688 stations would make the best candidates for the move to the expand-

ed band. The program projects the potential impact of every possible combination of frequencies on the nation's AM stations. It requires billions of calculations and takes two

weeks for the computer to complete.

The corrected information will be entered in the FCC's database, and allotments will be calculated a second time. However, the resulting list of sta-

tions will be subject to comment and requests for reconsideration. The FCC expects that the second, "final" list will not be available until March at the earliest, according to Burtle. ■

The wave of station affiliation switches set off by last year's New World-Fox deal left some stations holding financial rights to shows they do not have the legal right to air.

Last week the FCC granted a waiver of the prime time access rule to four stations that purchased programs as Fox stations but are now Big Three affiliates. Under PTAR, Fox affiliates may air off-network programming during prime time, Big Three affiliates may not. All four of the former Fox stations are now affiliates with either NBC or ABC. Three of the stations—KSHB-TV Kansas City, Mo., WFTS Tampa, Fla., and KNXV-TV Phoenix—belong to Scripps Howard Broadcasting. The fourth, WNRW Winston-Salem, N.C., is an Act III station.

The stations had secured rights to shows such as *Home Improvement*, *Fresh Prince*, *Cheers*, *Coach* and *Blossom*. But with their new network affiliations, they were barred from airing them during access. The FCC granted limited waivers to the stations to air the programs until Aug. 30, 1996, when PTAR expires for all stations.

Researchers at Indiana University report that network programming averages 36.6 violent acts per hour. The study included one category that, according to the researchers, previously has been ignored: verbal violence.

The most verbally violent programs are talk shows and situation comedies, says the study's lead researcher, W. James Potter. Verbal violence includes threats and insults, according to the study's definition. Talk shows average more than 51 acts of verbal violence an hour, says Potter, who completed the study while at Indiana University. Potter is now at the University of California—Santa Barbara, where he is working on a study of TV violence sponsored by the National Cable Television Association. In response to congressional criticism, the cable industry is sponsoring the three-year study. Broadcasters have sponsored a similar study, which is scheduled to be released later this month.

The Association of Independent Television Stations has elected two new members to its board of directors.

Five other board members were re-elected. The new board members are Barry Baker, president and CEO, River City Broadcasting, St. Louis, Mo., and David Smith, president, Sinclair Broadcast Group, Baltimore. Those re-elected: Harvey Cohen, president and general manager, WZL Miami; Robert Ottenbach, general manager, KCPQ Tacoma, Wash.; David Pulido, vice president and general counsel, ABRY Communications, Boston; Daniel Sullivan, president and COO, Clear Channel Television, Franklin, Tenn., and Stuart Swartz, vice president and general manager, KMSP-TV Minneapolis—St. Paul. INTV has 23 board members.

Broadcasters were busy defending their digital spectrum from auction proponents last week.

National Association of Broadcasters President Eddie Fritts told a group of reporters that the industry's competitors, including the cable, telephone and computer industries, were behind the effort to make broadcasters pay for the digital spectrum. Fritts also attacked proposals to make broadcasters switch to a digital format on an accelerated schedule. Under the current plan, broadcasters will have two channels for 15 years. During that time, broadcasters will, in theory, make the transition from an analog to a digital format.

At the end of the transition period, broadcasters must return one of the channels. But some in Congress want to speed up the transition to digital so that one of the channels can be sold to offset the budget deficit. In order to be included in Congress's seven-year budget plan, the spectrum must be sold by 2002. If the spectrum is sold in 2002, broadcasters will have to give it up by 2005. Fritts says a 10-year transition would result in a \$100 billion tax on consumers—the price they would have to pay to replace their analog sets with digital TVs.

The Clinton administration has called on Congress to adapt the nation's copyright laws to the digital age.

Under the proposal forwarded by the Commerce Department's Patent and Trademark Commission, digital information would be treated much the same as printed and analog recorded information: Individuals could make copies for their own use, but any duplication and broad distribution of digital information for commercial purposes would violate copyright law. The proposal was applauded by everyone from the software industry to the newspaper industry. It will take congressional action for the proposal to become law.

The FCC's latest effort at reinventing government has resulted in the reorganization of the Mass Media Bureau's Audio Services Division.

The division is now divided into four groups: process support, legal processing, petitions and appeals and technical processing. The AM, FM and Auxiliary Services branches have been eliminated. The reorganization is designed to streamline applications and insure consistency of procedures, according to an FCC statement. The former "branch chiefs" are now referred to as "group leaders."

Tele-Communications Inc.'s Bob Thomson stopped by the House Telecommunications Subcommittee's hearing on spectrum auctions. Earlier in the week National Association of Broadcasters President Eddie Fritts accused the cable industry of pushing auctions in an effort to block broadcasters from competing in the digital age. Thomson said he was "just interested" in the issue and had not entered the debate in any way. "We are simply not involved," he said. Accompanying Thomson was TCI's lobbyist Doug Watts.



Edited By Chris Stern

NBC's Andy Lack blasts TV news / 16
Network entertainment presidents talk prime time / 22
Cuomo opens Radio Show with political tone / 32

September 11, 1995

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Lack lays into TV news

In RTNDA keynote, NBC News president says profession is helping 'dumb down' America

By Steve McClellan

NBC News president Andrew Lack told attendees at the Radio-Television News Directors Association convention in New Orleans last week that TV news is "contributing to the dumbing down of America."



Too often, Lack told them, "we choose the story that makes you feel—usually repulsion—over the story that makes you think.... All we care about are the almighty pictures, the video, the story count and that it all moves like a bat out of hell."

Lack, who presented the keynote address at the Edward R. Murrow Awards ceremony at the RTNDA convention, urged news directors to encourage "real discussion of the day's events" at local newsrooms. "I hear too



"My sense is that the average American knows that watching one more cop kick down a crackhouse door, or one more victim sob uncontrollably in a tight closeup about his or her sexual molestation, does not necessarily serve their best interests or ours."

—NBC News President Andrew Lack

much noise about just what's in the lineup—not why—and have we got the latest feed. is the right truck nearby. Practical questions, but not the most important."

Lack thinks the news profession is "going downhill in certain major respects." So-called think pieces frequently don't make air because they are

usually interpreted "in television terms" as boring, he said. "My sense is that the average American knows that watching one more cop kick down a crackhouse door, or one more victim sob uncontrollably in a tight closeup about his or her sexual molestation, does not necessarily serve their best interests or ours."

Lack fears that "we are spawning a generation of reporters and news directors who no longer place any value on the written word, the turn of phrase, the unclog long, hard question."

He urged his audience to make former *Washington Post* editor Ben Bradlee's autobiography must reading in their newsrooms because it spells out "what journalism is all about." "In your newsrooms are the next Brokaws, the next Gumbels, the next Jennings[es], the next Murrows," he said. "I do think they are there, but they need some guideposts." ■

ABC, Fox change partners again

ABC is switching to WCPO-TV in Cincinnati, Fox is moving to WGXA-TV in Macon, Ga.

By Harry A. Jessell

The affiliation switch itch infected Cincinnati and Macon, Ga., last week. In Cincinnati, ABC is picking up Scripps Howard's WCPO-TV (ch. 9) and dropping Citicasters' WKRC-TV (ch. 12). But ABC came up short in Macon, where Fox is stealing away WGXA-TV (ch. 24) and dropping WPGA-TV (ch. 58).

The actual switches are not expected for several months. In neither case did the parties set a specific date, saying they wanted to give the jilted networks and stations time to find new partners.

WCPO-TV, which signed a 10-year deal with ABC, will become the sixth Scripps Howard station aligned with the network. The station group also operates three NBC affiliates in West Palm Beach, Fla.; Tulsa, Okla., and Kansas City, Mo.

According to ABC spokeswoman

Janice Gretemeyer, ABC has had no conversations with Scripps Howard concerning its three NBC affiliates. In fact, she says, ABC has long-term agreements with its current Kansas City affiliate, KMBC-TV. And, she adds, "we are very happy with the performance of the stations in the other markets."

Without ABC, WKRC-TV will most likely take on CBS, which WCPO-TV is giving up. "We have already begun to consider other opportunities...including an affiliation with CBS," Citicasters President John Zanotti said in a prepared statement.

WKRC-TV could take a run at Fox, now on WXIX-TV (ch. 19). But WXIX-TV General Manager Stuart Powell thinks it unlikely, noting that the station's contract with Fox has several years left.

But given the affiliate turmoil of the last year and a half, Powell is not overly confident. "I don't think you really ever know what shape you're in," Pow-

ell said. "There are so many scenarios that can be played out."

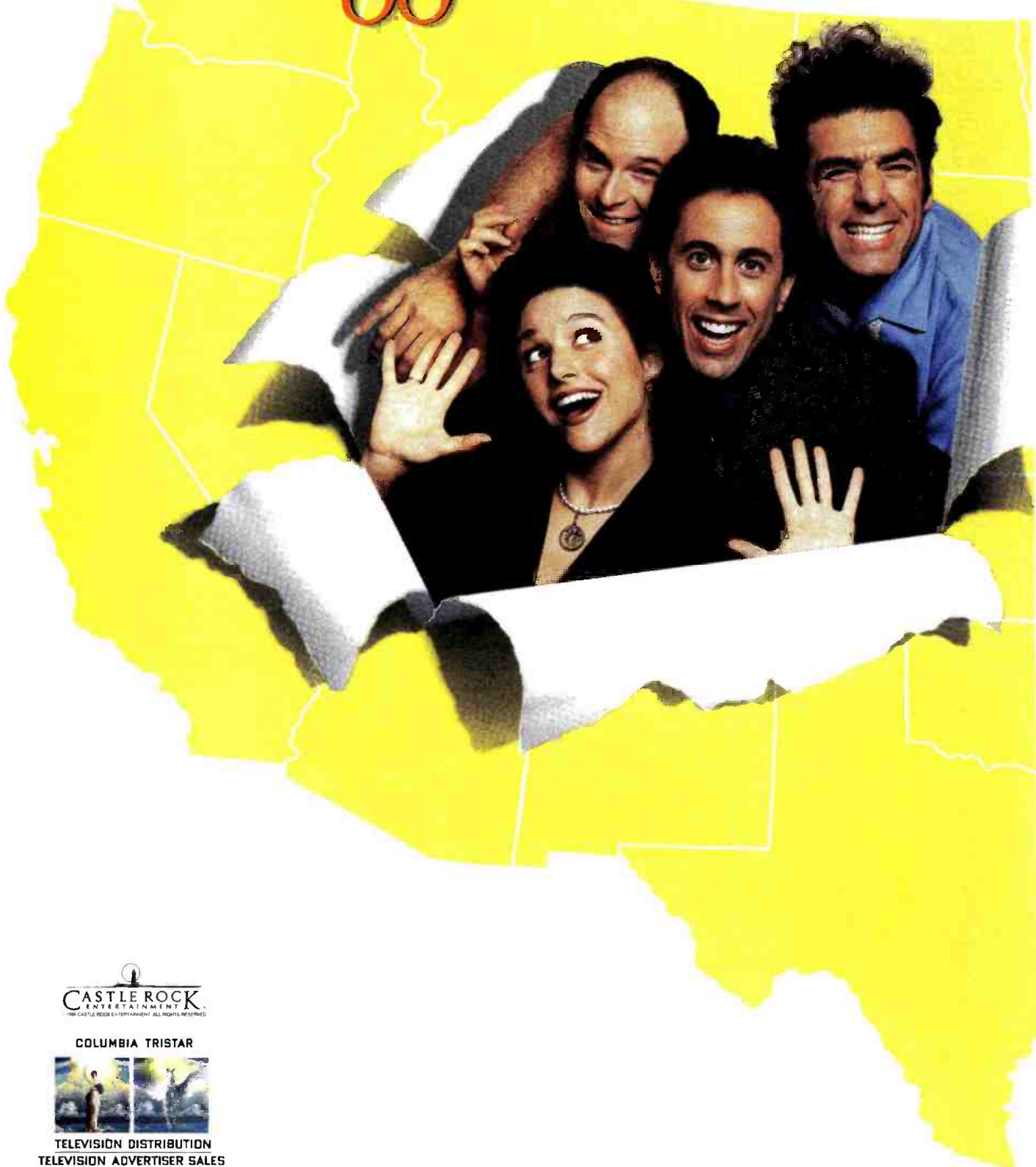
WGXA-TV was drawn to Fox primarily by the opportunity to expand news, says Ric Gorman, CEO of GOCOM Television, which owns WGXA-TV and the Fox affiliate in Greenville-New Bern-Jacksonville, N.C. A 10 p.m. newscast is "certainly an option," Gorman says, noting that only WGXA-TV and CBS affiliate WMAZ-TV now compete in news. With Fox, Gorman says, WGXA-TV also picks up Atlanta Falcon's football, part of Fox's NFC television contract.

Seeking a replacement for WGXA-TV, ABC is already in discussion with WPGA-TV and the market's NBC affiliate, WMGT, says Gretemeyer. Multimedia's WMAZ-TV is expected to stick with CBS.

There seems to be no end to the affiliation switches, Gorman says. "The musical chairs go on and on." ■

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Entertainment chiefs talk strategy

Scheduling more adult fare before 9 p.m. is turning off younger viewers, says ABC's Harbert

By Steve Coe

By programming more adult fare at 8-9 p.m., the networks are driving younger viewers—the future of network television—to cable services like Nickelodeon. That was the opinion of Ted Harbert, president, ABC Entertainment, when asked about the proliferation of adult-oriented series, including *Friends*, *Roseanne*, *Melrose Place*, *Ellen*, *Mad About You* and *Cybill*, in the 8 p.m. time period.

Harbert was speaking before a full house at the Hollywood Radio & Television Society's annual luncheon featuring the network entertainment presidents. Moderating the discussion with CBS's Leslie Moonves, Fox's John Matoian, NBC's Warren Littlefield and Harbert, was ABC News commentator and media critic Jeff Greenfield.

On the 8 p.m. question, Moonves said the issue has become politicized



Warren Littlefield and Ted Harbert (standing), Leslie Moonves and John Matoian came together at an annual HRTS luncheon to talk about the state of the medium and their respective lineups.

but said that "we have gone overboard" in terms of putting adult shows in the time period. But he also

said that younger viewers are more mature and knowledgeable and that "a simpler show at 8 p.m. probably wouldn't do as well."

Matoian acknowledged that the networks have a responsibility to younger viewers but also suggested that parents have the ultimate responsibility to monitor what their children watch. "Parents have the responsibility to turn it off," he said, prompting Harbert's remarks.

"The problem is both a business and a personal issue for me," said Harbert. "I like the idea of families watching together, and there's not a lot of stuff available at 8 p.m. From a business standpoint, the television is never turned off and they go elsewhere...to Nickelodeon and other channels."

All of the entertainment presidents denied that in-house-produced shows would get a pickup from their respective networks based on ownership. "It only makes sense to put on the best show available," said Moonves. "If it

SYNDICATION MARKETPLACE

Sardo moves up at BVT

Sal Sardo, vice president, creative services, Buena Vista Television, has been named senior vice president, advertising and creative ser-



vices. His promotion will reflect a greater role in the marketing of all Buena Vista Television product, including BVT advertising sales, special projects for Disney and creative work for Disney's pay TV and network television departments. Most recently, Sardo oversaw the marketing campaign for BVT's successful launch of *Home Improvement* into off-network syndication. He joined the company in 1985 as promotion manager.

Kelly expansion

Kelly News & Entertainment, which distributes the new one-hour weekly *Save Our Streets*, has expanded its

operations by opening a regional sales office in Chicago. As part of the move, Mary Markarian has been named vice president, divisional manager, responsible for all sales of syndicated programs and news product in the Midwest region.

Promoting 'Jenny'

Michael Malone has been named director, creative services, for Warner Bros.' *Jenny Jones*. Malone, who most recently served as manager, creative services, WPWR-TV Chicago, will oversee day-to-day promotion of the talk show.

Skiing specials

Maxam Entertainment is distributing *Jeep King of the Mountain Downhill Series*, a package of 5 one-hour skiing specials. The competition will feature 12 of the sport's greatest Olympic and World Championship competitors. The specials will be sold on a barter basis, with 6 1/2 minutes local and 6 1/2 minutes national. Elsewhere on the

skiing circuit, GGP is producing and distributing *World Cup Skiing*, a series of four event specials. This marks the 14th consecutive year GGP has presented the specials. The series, the highest-rated ski series in syndication, will be sold on a barter basis, with 6 1/2 minutes local and 6 1/2 minutes national.

Boyz II Haber

Alfred Haber Inc. will handle worldwide sales of the first-ever televised concert by the musical group Boyz II Men. The concert, taped this summer in Texas, will be seen in the U.S. on the Disney Channel.

New 'Affair' investigators

A Current Affair has added a New York investigative team led by chief investigative reporter Mike Salort. The show, which makes its season debut tonight (Sept. 11), also recently announced investigative units in Washington, D.C., and an expanded Los Angeles bureau.

September 20

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is a 50-50 decision [between two equal shows, with one coming from CBS Entertainment Productions] then, yes, you go with your show. But if it's 51-49, then no, it doesn't make sense."

Greenfield also asked each executive which specific fall schedule moves would determine the success or failure of their overall fall scheduling strategy.

Littlefield, the veteran of the group, pointed to NBC's attempt to launch a third night of "Must-See TV" on Sunday night. The strategy hinges on the success of *Mad About You* at 8-8:30, which was moved from Thursday night. He noted that the Sunday strategy is the third of a three-part plan by the network that began with the revitalization of Thursday night and last season's launch of "Must-See" on Tuesday night.

Harbert pointed to ABC's scheduling of *Roseanne* and *Ellen* in 8 p.m. time periods on Tuesday and Wednesday nights, respectively. He said the changes are part of the network's strategy to move from kids-oriented series like *Thunder Alley* and *Sister, Sister* to more adult-skewing fare.

The move that is the key to Fox's schedule, according to Matoian, is the slotting of two new comedies on Monday night at 9-10. The network traditionally has stacked two hour-long shows on that night, most recently with *Melrose Place* in the 8-9 hour. The network is hoping to counterprogram ABC and NBC, which schedule movies in the time period, and go head-to-head with CBS for the comedy audience.

Moonves cited CBS's Wednesday night lineup, which features its most high-profile new comedy in *Bless This House* and possibly its most talked-about new drama in *Central Park West* from Darren Star. "Clearly, we put a lot of marbles on Wednesday night," he said, also pointing to the move of *Cybill* from Monday to Sunday night.

The event offered the usual barbs between the network competitors, and Moonves, the newest member of the group, was not spared. In opening the discussion, Greenfield remarked that he had checked with ABC research and discovered "there are more gentiles on *Central Park West* than actually live on *Central Park West*, New York." ■

Network TV's new (low)-powers that be

New networks are using LPTV stations to build carriage, although some say solution is simply interim step

By Steve Coe

Two weeks ago, UPN announced that it had added four primary affiliates and 13 secondary. That UPN was crowing about 17 new sign-ups came as no surprise. What did come as a surprise (and a point UPN failed to emphasize) was that all four of the primary affiliates were low-power stations.

As infomercials are to prime time network programming, low-power stations are to V's and U's, or so has gone the conventional wisdom. Once an afterthought in the TV business, low-power stations have become a factor in the industry, especially as building blocks for the newer networks.

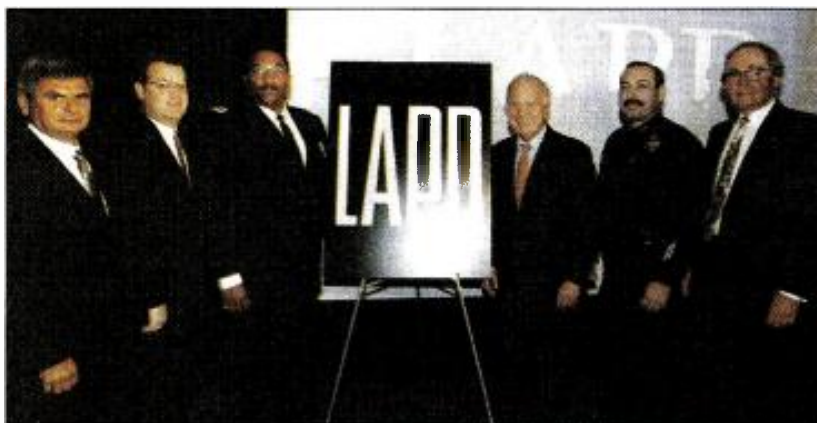
And now that the FCC has allowed them to adopt the familiar four-letter call instead of the longer mix of numbers and letters, it's getting hard to tell the LPTV players without a scorecard.

In their efforts to gain coverage in a world with a finite number of VHF and UHF stations, Fox, UPN and The WB are turning more to low-power stations to fill in areas where larger stations are not available or cable has not yet penetrated.

"I certainly wouldn't minimize the importance of low-power stations," says Paul Arzen, newly named head of distribution for The WB. "Remember, some time ago we wrote off UHF stations and look where they are now."

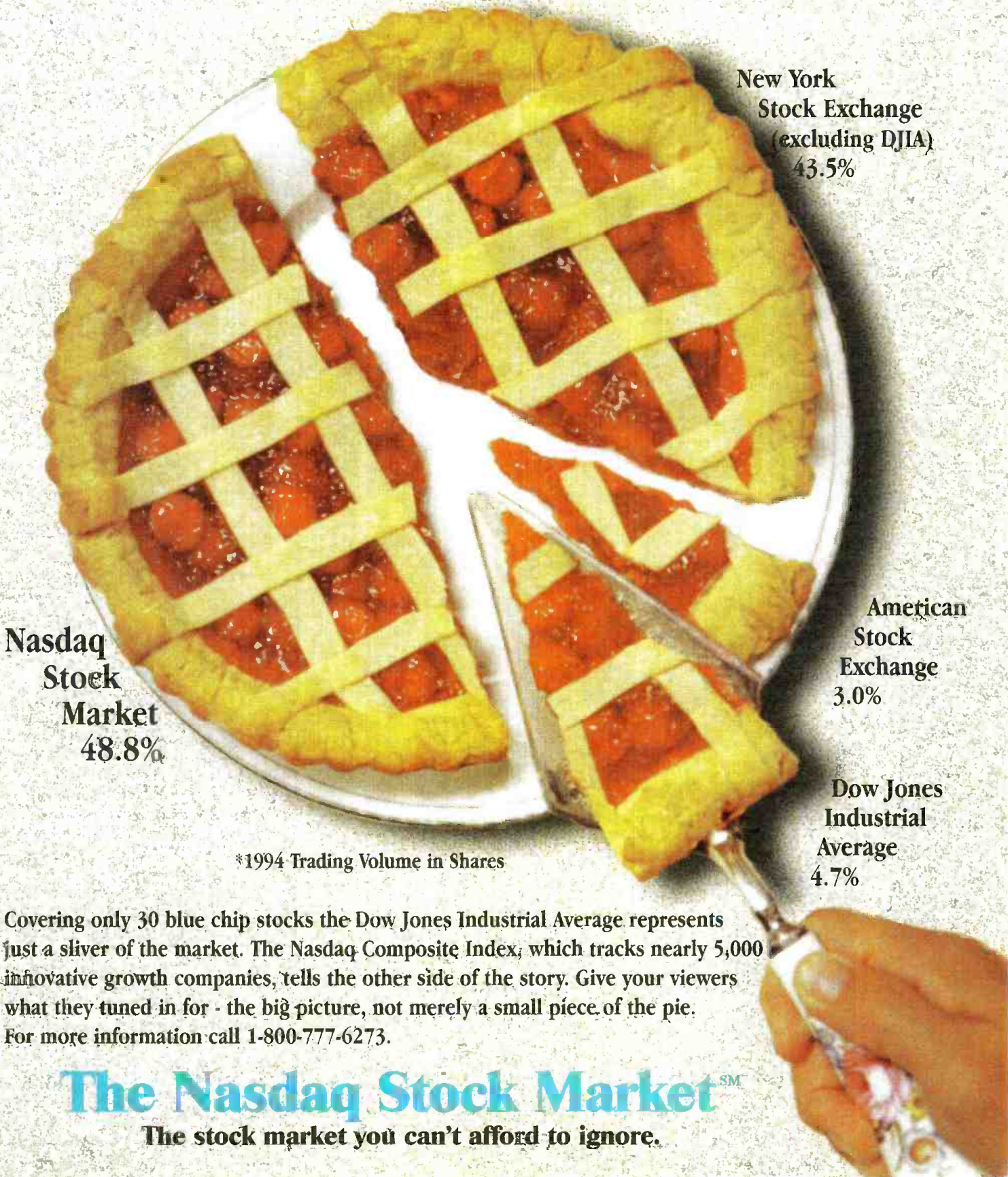
Because many low-power stations

LAPD backs 'LAPD'



At a press conference in Los Angeles last Wednesday, MGM brought together Los Angeles Mayor Richard Riordan and Police Chief Willie Williams to add their weight to the company's new first-run series, *LAPD*, which debuts into syndication this week. The Los Angeles leaders endorsed the show, with Riordan saying he hoped the series, which follows members of the Los Angeles Police Department, would show the city's officers in a truer light than has been shown—most recently through the Mark Fuhrman tapes in the O.J. Simpson trial. According to Williams, the series will go beyond the pursuit and arrest of suspects to the beginning and end of an investigation. Shown above: Sid Cohen, president, MGM Domestic Television Distribution; John Symes, MGM Worldwide Television Group president; Williams; Riordan; LAPD Deputy Chief David Gascon, and *LAPD* Executive Producer David Bell.

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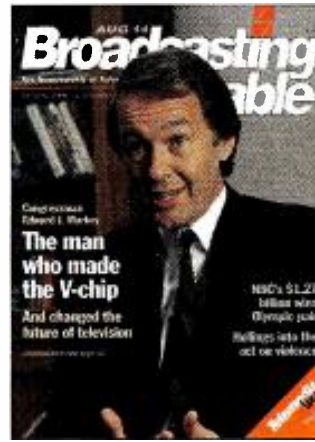
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Rick Cotton
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Stanley E. Hubbard II
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and United States Satellite Broadcasting

Larry Irving
Assistant Secretary of Commerce/
Director, National Telecommunications
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USA Networks

David Londoner
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Jessica Reif
Merrill Lynch

Henry Rivera
President of the Federal
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Brian Roberts
Comcast

Ray Smith
Bell Atlantic

Robert Wright
NBC

Moderated By:

Clark Wadlow
Sidley & Austin

Don West
Broadcasting & Cable

Richard E. Wiley
Wiley Rein & Fielding

ember 27 September 27 September 27 Sep

& Superpanel

Cable Interface IX



Superpanel members,
from top left: Chase
Carey, Marcia Carsey,
Barry Diller, Stanley E.
Hubbard II, Robert
Johnson, Kay
Koplovitz, Peter Lund,
Lowry Mays, Brian
Roberts, Ray Smith,
Robert Wright



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are capable of covering only a fraction of even the smaller markets, Arnzen says that in some cases they are being used "like the translators were used, by grouping them."

One of the more obvious examples of that strategy is in the Fort Smith-Fayetteville, Ark., market. Fox covers that market, ranked 117th, by grouping seven low-power stations owned by Pharis Broadcasting. The stations are combined under the call letters KPBI-LP and serve both cities, which are separated by a mountain range.

Pharis also operates low-power station KFDF, the UPN affiliate in Fort Smith, and expects to extend the coverage of that affiliate with another low-power transmitter up and running later this month or early October to service the residents of Fayetteville.

John Wilhelm, KFDF station manager, says the combined low-power stations have served as the Fox carrier in the market for five years. "The owner had a license for a group of low-power stations and decided to string them together." According to Wilhelm, advertising is sold as though the seven stations were one, but if necessary, a separate signal is sent to Fayetteville and another to Fort Smith if the advertising needs of the two markets differ.

Arnzen says the use of low-power stations coupled with cable carriage has been a part of the WB clearance strategy since the network debuted. "From the time this network launched, people questioned our hybrid coverage of cable and low-power stations, so this [use by Fox and most recently UPN] validates our efforts. We knew we needed unorthodox measures to get coverage, and some of these markets are too small to support a traditional affiliate," he says.

The WB currently lists 14 low-power stations among its approximately 100 affiliates covering 81% of the country, and Arnzen says the network soon will add more.

According to Adam Ware, senior vice president, network distribution, Fox Broadcasting, there now are no more than four low-power affiliates in the Fox station lineup and plans to lower that number where possible. According to a UPN spokesman, UPN has 11 LPT affiliates out of 150 total.

"Low-power stations are not a long-term strategy for us. They serve as a temporary situation for us until a regular station becomes available," Ware

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending June 18. Numbers represent average audience/stations/% coverage.)	
1. Wheel of Fortune	10.6/227/98
2. Jeopardy!	8.7/218/97
3. Oprah Winfrey Show	7.2/238/99
4. Entertainment Tonight	6.5/181/93
5. Star Trek: Deep Space Nine	5.6/237/99
6. Wheel of Fortune-wknd	5.5/168/76
7. Family Matters	5.4/194/93
7. Hard Copy	5.4/187/93
9. Baywatch	5.3/221/95
10. Inside Edition	5.2/178/92
11. Roseanne	4.9/182/93
11. Simpsons Combo 1	4.9/140/87
13. Married w/Children	4.8/178/92
13. Ricki Lake	4.8/225/98
15. Cops	4.6/184/94

says, adding that Fox recently signed an affiliation agreement with low-power KFXF, Fairbanks, Alaska, "because the owner had an application to the FCC for full-power status and it was granted."

"I don't want to sell them out," says Ware, referring to the low-power stations and noting that the seven LPs serving the Fort Smith-Fayetteville market "have done a terrific job. But

it's a means to an end for us."

Both of the new networks have deviated slightly from their original strategies in gaining clearance. At the outset, The WB eschewed the use of secondary affiliations, while UPN steered clear of low-power stations. Since that time, The WB has signed secondary affiliates and UPN has signed low-power stations to its affiliate lineup, including the four newest ones two weeks ago. It remains an open question, however, just how long the networks will rely on low-power stations for their coverage. In the current environment, when even network affiliates risk losing their affiliations if a better station becomes available, low-power affiliates would seem to be particularly vulnerable.

Arnzen says "there's no question these low-power stations will be a part of the network," but he cannot predict if the strategy will be an enduring one. However, according to sources, The WB affiliation agreements with the low-power stations are shorter than contracts signed by full-power stations and allow the network to get out of the arrangement more quickly than do standard deals. ■

MediaFour opens its doors

Former Columbia executives form production/personal management firm

By Steve Coe

Former Columbia executives Scott Siegler and Don DeMesquita have joined with Steve Sauer and Pam Prince to form MediaFour, a production and personal management company.

The new venture will represent actors, directors, writers, producers and composers, and its initial emphasis will be on television series, long-form programing and specials. According to Siegler, the company already is developing projects and will announce its first projects and clients in the coming months. "We don't want to say anything until we can make a blip on the radar," he joked.

The new venture will represent actors, directors, writers, producers and composers, and its initial emphasis will be on series, long-form programing and specials.

Siegler says the company's main focus will be network television projects, but it also will target other forms of distribution, including interactive and the emerging providers such as the telcos. "The networks are still kind of the mother lode in terms of license fees, but a company like ours will have to be aware of other businesses," he said.

In addition to managing talent, the new company will be acquiring projects for development. Siegler says the goal is to bring MediaFour clients and projects together at the earliest stages of a project. He cited the growth of companies such as Brillstein-Grey as one impetus for the formation of his venture.

Siegler was most recently president, Columbia Pictures Television, and before that was senior vice president, creative affairs, Warner Bros. Television. DeMesquita left Sony Pictures Entertainment in February, where he

served as executive vice president, corporate communications. Sauer was president and chief executive officer of Steve Sauer Enterprises, a management company and supplier of network programming. Sauer also launched Katie

Face Productions and served as its president from 1987-93. Prince most recently was an agent at Creative Artists Agency and before that was vice president, television talent department, the William Morris Agency. ■

PEOPLE'S CHOICE: Ratings according to Nielsen, Aug. 28-Sept. 3

Week 49	abc	CBS	NBC	FOX	U/P/N
	8.9/15	10.5/18	9.5/16	6.1/10	6.6/11
MONDAY	8:00 63. The Marshal 6.1/11	17. The Nanny 10.5/19	44. Fresh Prince 7.7/14	40. Alien Autopsy: Fact or Fiction? 8.1/14	49. Star Trek: Voyager 7.5/13
	8:30	14. Dave's World 11.0/18			
	9:00 19. ABC Monday Night Movie—Deadly Relations 10.3/17	8. Murphy Brown 12.3/20	22. NBC Monday Night at the Movies—Bird on a Wire 9.8/16	83. Fox/NFL Primetime Special 4.1/7	67. Nowhere Man* 5.7/9
	9:30	11. Cybill 11.7/19			
	10:00 36. Chicago Hope 8.8/15				
TUESDAY	8:00 29. Full House 9.4/18	44. Rescue: 911 7.7/14	34. Wings 8.9/17	70. Fox Tuesday Night Movie—Alien ³ 5.2/9	87. Live Shot 2.6/4
	8:30 13. Roseanne 11.2/20		46. Newsradio 7.6/13		
	9:00 2. Home Imprvmt 14.9/25	19. CBS Tuesday Movie—Love, Honor & Obey, Part 2 10.3/18	25. Frasier 9.7/16		
	9:30 8. Coach 12.3/20		22. J Larroquette 9.8/16		
	10:00 25. NYPD Blue 9.7/17		15. Dateline NBC 10.7/19		
WEDNESDAY	8:00 32. Grace Under Fire 9.1/18	51. Nanny 7.3/14	37. Unsolved Mysteries 8.2/15	77. Beverly Hills, 90210 5.0/9	87. Sister, Sister 2.6/5
	8:30 17. Ellen 10.5/19	53. Dave's World 7.1/13			89. Kirk 2.5/5
	9:00 5. Grace Under Fire 12.9/22	52. CBS Wednesday Movie—Nurses on the Line: The Crash of Flight 7 7.2/13	16. Dateline NBC 10.6/18		90. The Wayans Bros. 2.2/4
	9:30 6. Ellen 12.8/21		37. Law & Order 8.2/15		91. Unhap Ever After 1.9/3
	10:00 3. PrimeTime Live 13.6/24				
THURSDAY	8:00 49. Matlock 7.5/14	80. Murder, She Wrote 4.8/9	10. Friends 12.1/23	43. Living Single 7.8/15	
	8:30	70. Eye to Eye 5.2/9	6. Mad About You 12.8/23	41. The Crew* 8.0/15	
	9:00 55. Commish 6.8/12	34. 48 Hours 8.9/16	1. Seinfeld 16.0/27	37. New York Undercover 8.2/14	
	9:30 46. ABC News Special 7.6/14		4. ER 13.2/24		
	10:00				
FRIDAY	8:00 21. Family Matters 10.1/22	70. Diagnosis Murder 5.2/11	61. NBC Baseball Night 6.2/13	84. TV Nation 3.8/8	
	8:30 22. Boy Meets World 9.8/21	77. Picket Fences 5.0/10		58. The X-Files 6.5/13	
	9:00 28. Step by Step 9.6/19	56. Picket Fences 6.7/13			
	9:30 30. Hangin' w/Mr. C 9.3/18				
	10:00 11. 20/20 11.7/23				
SATURDAY	8:00 77. ABC College Football Special 5.0/11	60. Dr. Quinn, Medicine Woman 6.3/15	85. Movie of the Week—Attack of the Killer B Movie 2.9/6	70. Cops 5.2/12	
	8:30	33. Walker, Texas Ranger 9.0/19	69. A Comedy Salute to Andy Kaufman 5.4/11	66. Cops 5.8/13	
	9:00			61. America's Most Wanted 6.2/13	
	9:30				
	10:00				
SUNDAY	7:00 63. Am Fun Videos 6.1/15	25. 60 Minutes 9.7/23	86. TV Academy Hall of Fame 2.7/6	81. America's Most Wanted 4.4/10	
	7:30 46. Am Fun Videos 7.6/17	31. Murder, She Wrote 9.2/19	82. Time-Life Lost Civilizations 4.2/9	58. The Simpsons 6.5/14	
	8:00 57. Lois & Clark 6.6/14	76. CBS Sunday Movie—For the Love of Aaron 5.1/10	41. NBC Sunday Movie—House of Secrets 8.0/16	70. Martin 5.2/10	
	8:30			63. Married w/Chld 6.1/12	
	9:00 54. ABC Sunday Night Movie—The Carolyn Warmus Story 7.0/14			70. George Carlin 5.2/10	
10:00					
10:30					
WEEK AVG	8.7/17	7.8/15	8.1/15	5.8/11	UPN: 4.7/8; WB: 2.3/4
STD AVG	10.9/19	9.9/17	10.6/18	6.8/12	UPN: 3.3/6; WB: 1.9/3

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATINGS POINT=954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

Changing Hands

The week's tabulation
of station sales

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$68,100 □ 3
 FMs □ \$29,804,338 □ 8
 Combos □ \$25,281,000 □ 4
 TVs □ \$0 □ 0
 Total □ \$55,153,438 □ 15

So far in 1995:

AMs □ \$77,327,754 □ 137
 FMs □ \$470,606,651 □ 250
 Combos □ \$1,324,283,810 □ 155
 TVs □ \$2,592,112,000 □ 93
 Total □ \$4,464,303,215 □ 635

COMBOS

KFXX(AM)-KGON-FM Portland, Ore.,
and **KNRK-FM** Camas, Wash.

Price: \$24.5 million

Buyer: Entertainment Commu-
nications Inc. (Joseph Field, president);
also owns KITS-FM San Francisco;

KLDE-FM Houston-Galveston, Tex.;
KMTT-AM-FM Seattle-Tacoma;
KEGE(AM) Minneapolis; WEEP(AM)-
WDXY-FM/WDSY-FM Pittsburgh; WYUU-
FM Tampa-St. Petersburg and WISF-
FM Sarasota-Bradenton, all Fla.

Seller: Apogee Communications Inc.
(James Johnson, president); owns
KJYK(FM), KKHG-FM and KKLD-FM, all
Tucson, Ariz.

Facilities: KFXX: 1520 khz with 50 kw
day, 15 kw night; KGON-FM: 92.3 mhz
with 100 kw at 1,226 HAAT; KNRK-FM:
94.7 mhz with 3.7 kw at 850 HAAT

Format: KFXX: all sports; KGON-FM clas-
sic rock; KNRK-FM, alternative rock
Broker: Blackburn & Co.

WSGO-AM/WGES-FM Oswego, N.Y.

Price: \$466,000

Buyer: Radio Corp., Syracuse (Ed
Levine, president); also owns WKRL-
FM, WTKW-FM and WTLA-AM Syracuse;
and WRCK-FM, WKLL-FM and WTLB-AM
Utica, both N.Y.

Seller: Gessner Communications
Inc., Oswego (Robert Gessner, pres-
ident); no other broadcast interests
Facilities: AM: 1440 khz, 1 kw day, 42
w night; FM: 105.5 mhz, 3 kw, ant.
450 ft.

Format: AM: big band, nostalgia; FM:
adult contemporary

Broker: Hickman Associates, Hack-
ettstown, N.J.

WBBA-AM-FM Pittsfield, Ill.

Price: \$190,000

Buyer: Gary L. Brown, Jerseyville, Ill.;

also owns WJBN(AM) Jerseyville
Seller: Illinois Community Broadcast-
ing Co., Pittsfield (F. Larry Hanna,
president/owner); no other broadcast
interests

Facilities: AM: 1580 khz, 250 w day,
15 w night; FM: 97.5 mhz, 10 kw,
ant. 300 ft.

Format: Both oldies, info, news

WLOC-AM-FM Munfordville, Ky.

Price: \$125,000

Buyer: Royse Radio Inc., Glasgow, Ky.
(Henry G. Royse II, president/joint
owner); also owns WCLU(AM) Glasgow

Seller: John P. Niland, Munfordville
(special master commissioner, Hart
Circuit Court); no other broadcast
interests

Facilities: AM: 1150 khz, 1 kw day, 61
w night; FM: 102.3 mhz, 3 kw, ant.
99 ft.

Format: Both dark

RADIO: FM

KFKF-FM Kansas City, Kan.

Price: \$28 million

Buyer: EZ Communications Inc., Fair-
fax, Va. (Alan Box, president); also
owns KRAK-FM, KNCI-FM and KHTK-AM
Sacramento, Calif.; WEZB-FM, WRNO
(FM) and WBYU-AM New Orleans;

KBEQ-AM-FM Kansas City, Mo.; KSD-
AM-FM and KYKY-FM St. Louis; WIOQ-FM
and WUSL-FM Philadelphia; wsoc-FM/
WSSS-FM Charlotte, N.C.; WBZZ-FM
and WZPT-FM Pittsburgh, and KMPS-
AM-FM and KZOK-FM Seattle

Seller: Sconnix Broadcasting, Vien-
na, Va. (Scott R. McQueen, partner);
owns WLLR(AM) Moline/WLLR-FM East
Moline, Ill., and WLNH(FM) and WBHG-
FM Guilford, N.H.

Facilities: 94.1 mhz, 100 kw, ant.
994 ft.

Format: Contemporary country

WYKZ(FM) Beaufort, S.C.

Price: \$1.5 million

Buyer: Patterson Broadcasting Inc.,
Atlanta (Jim Wesley, president/
CEO); also is buying WGRD-AM-FM
and WLHT-FM Grand Rapids, and
WELL-AM-FM, WBXX-FM and WBCK-AM
Battle Creek, both Mich.; KSSK-AM-FM
and KUCC-FM Honolulu; WODE-FM and
WIPI-AM Allentown, Pa.; KRZR-FM and
KTHT-FM Fresno, Calif.; WCHY-AM-FM
Savannah, Ga.; and KRNO(FM), KWNZ
(FM) and KCBN(AM), all Reno

Seller: Tri-City Broadcasting Co., Hart-
ford, Conn. (Enzo DeDominicus, pres-
ident); no other broadcast interests

August 18, 1995

Noble Broadcast Group

has completed the acquisition of the assets of

WSPD/WLQR

Toledo, Ohio

from

Toledo Broadcasting Inc.

The undersigned initiated this transaction on behalf of the seller and
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Facilities: 98.7 mhz, 100 kw, ant. 1,001 ft.

Format: Lite adult contemporary
Broker: Richard A. Foreman Associates Inc. (buyer)

WXQL-FM Baldwin, Fla.

Price: \$120,000

Buyer: United Communications Inc., Detroit (Lawrence P. Doss, president); before transfer was limited partner/87% owner, after transfer is general partner/90% owner

Seller: Peaches Productions Group Inc., Jacksonville, Fla. (husband and wife Frederick and Anna Matthews, owners); before transfer was general partner/13% owner, after transfer is limited partner/10% owner

Facilities: 105.7 mhz

CP for WOKN(FM) Southport, N.Y.

Price: \$77,299

Buyer: Pembroke Pines Elmira Ltd., Elmira, N.Y. (Robert J. Pfunter, president/owner); also owns WELM (AM) and WLTV (FM) Elmira. Pfunter also owns WABH (AM) and WVIN (FM) Bath, WACK (AM) Newark and WPIE (AM) Trumansburg, all N.Y.; and co-owns WNNR (FM) Sodus, N.Y.

Seller: Nancy Nicastro, Big Flats, N.Y.; no other broadcast interests

Facilities: 99.5 mhz, 1.27 kw, ant. 485 ft.

Format: Country

CP for WECR(FM) Beech Mountain, N.C.

Price: \$51,000

Buyer: Rondinaro Enterprises Inc., Banner Elk, N.C. (Stephen L. Rondinaro, VP/owner); no other broadcast interests

Seller: Johnson County Broadcasting Inc., Mountain City, Tenn. (Frances G. Atkinson, president); owns WMCT (AM) Mountain City

Facilities: 102.4 mhz, 730 w, ant. 279 ft.

CP for noncommercial educational at Columbus, Ohio

Price: \$40,000

Buyer: Spirit Communications Inc., Westerville, Ohio (John Shumate, president/co-owner); no other broadcast interests

Seller: Family Stations Inc., Sacramento, Calif. (Scott Smith, VP); owns 34 FMs, seven AMs and one TV, including KFTL (TV) Stockton, Calif., and WOTL (FM) Toledo and WYTN (FM) Youngstown, both Ohio

Facilities: 88.7 mhz, 700 w., ant. 236 m.

CP for FM in Glenwood Springs, Colo.

Price: \$9,539

Buyer: Rocky Mountain Radio Co.

LLC, Avon, Colo. (Henrik N. Vanderlip and Vanderlip Children's 1988 Trust, each 30% owners); also owns KZYR (FM) Avon; KSMT (FM) Breckenridge; KSNO-FM Snowmass Village; KKYY (FM) Gunnison; KIDN-FM Hayden, and KVFC (AM)/KRTZ (AM) Cortez, all Colo.

Seller: Beachport Communications Inc., Houston

Facilities: 92.7 mhz

CP for WAIZ(FM) Seneca, Ill.

Price: \$6,500

Buyer: Nelson Enterprises Inc., Plano, Ill. (Larry W. Nelson, president/co-owner); also owns WSPY (FM) Plano and WSQR (AM) Sycamore, Ill.

Seller: Maureen Bellinger, Lakeside, Calif.; no other broadcast interests

Facilities: 95.7 mhz

RADIO: AM

WBKC(AM) Painesville, Ohio

Price: \$50,000

Buyer: Waters Edge Communications Corp., Chardon, Ohio (Clarence Bucaro, president/owner); no other broadcast interests

Seller: Consolidated Investment Corp., Painesville (Dan Smith, secretary/treasurer); no other broadcast interests

Facilities: 1460 khz, 1 kw day, 500 w night

Format: News, talk, adult contemporary

WVFC(AM) McConnellsburg, Pa.

Price: \$18,000

Buyer: Allegheny Mountain Network, Tyrone, Pa. (Cary H. Simpson, owner). Simpson owns WKBI-AM-FM St. Marys and WTRN (AM) and WGMR (FM) Tyrone, Pa.; has interests in WFRM-AM-FM Coudersport, WNBT-AM-FM Wellsboro and WQRM (FM) Smethport, all Pa.; and wants to build FM at McConnellsburg

Seller: Fulton County Radio Inc., Glenshaw, Pa. (Diane Greiner Yates, executor). Yates owns WSHP (AM) Shippensburg, Pa.

Facilities: 1530 khz, 1 kw day

Format: C&W

Broker: Jack Satterfield

CP for WQDQ(AM) Lebanon, Tenn.

Price: \$100

Buyer: Radio Nashville Inc., Lebanon (William R. Hunt, president/owner); no other broadcast interests

Seller: Wilson County Broadcast Services Inc., Lebanon (P.L. Severy, president); no other broadcast interests

Facilities: 1200 khz, 10 kw day, 500 w night

Format: Dark

SOLD!

KTTY-TV, San Diego, CA, from San Diego Television, Inc., to The Tribune Company, for \$70,500,000.

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and
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Cuomo hails radio's 'awesome power'

New talk show host opens NAB radio convention in New Orleans with speech heavy on politics

By Donna Petrozzello

Heralding the theme of responsibility in radio broadcasting, former New York governor Mario Cuomo delivered the keynote address last Wednesday (Sept. 6) to kick off the National Association of Broadcasters' 1995 Radio Show at the New Orleans Convention Center.

"Radio, like its gaudy sister, television, can affect people for better or worse," Cuomo told a group of several hundred radio broadcasters and industry executives.

"Radio has the ability to uplift, but that implies the capacity to demean. Radio has the power to instruct, but that implies the ability to distort."

A longtime champion of First Amendment liberties, Cuomo launched his own syndicated radio talk show last June through SW Networks. His three-hour "thought talk" show features dialogue on current social and political issues with callers and guests ranging from artists to politicians. Before signing with SW, Cuomo hosted *Ask the Governor*, a call-in radio show on New York stations, during his three terms as state governor.

After losing a fourth bid for governor last year, Cuomo contends he still wants to be in touch with America's political tone and has chosen radio as his medium.

"We need to find out what people want, and to do that you need to talk to them—and I choose to do that on radio," Cuomo said during a press conference before the address. "We are in a political environment where the politicians do what they think the people want."

"This is thought talk, and the lines are open to everything but a closed mind and a lack of civility," Cuomo said. "I bring an energetic effort to get both sides of the debate heard."

SW Networks President and Chief

Executive Officer Susan Solomon said that after less than three months on the air, Cuomo is "just beginning to hit his stride." Solomon hopes Cuomo's show "will inspire others to develop material that moves beyond the lowest common denominator and those encouraged by sensationalistic programming."

Cuomo panned radio talk show hosts G. Gordon Liddy and Howard Stern, whose controversial remarks Cuomo characterized as pushing the edge of responsible broadcasting. He suggested that neither host should be censored or slapped with fines. Rather, he said, listeners should turn the programs off and "take the opportunity to edit."

In his address, Cuomo remembered the age of storytelling on radio through shows such as *The Shadow* and described his love for radio as a young child and an adult: "I've always loved the intimacy radio gives you and the power to reach all kinds of people in all kinds of places and the way it focuses the audience on the meaning of what you're saying."

Cuomo also discussed radio's "awesome power" to affect people, and he praised radio broadcasters for being "among the first to sense the dissatisfaction that is gripping so many Americans and who would let them speak as well."

Cuomo went on to identify Americans who feel their government leaders have "lied to them" and who resist siding with Republicans or Democrats out of their disillusionment with both parties.

These Americans, Cuomo said, "will be the dominant force that every politician and radio talk show host will have to contend with in the coming campaign season." The party that "wins over" this segment, Cuomo said, will get a significant portion of its message



Mario Cuomo, whose talk show has been on the air less than three months, praised radio broadcasters for being 'among the first to sense the dissatisfaction that is gripping so many Americans.'

out over radio.

"I think that as citizens interested in this great nation's future and as people uniquely equipped by the magic of radio to affect this important decision, you and I should get ready to swing," he said.

Cuomo went on to talk about the dissolution of two-party politics in the country, welfare, unemployment and the Contract with America document. He also read excerpts from his upcoming book, *Reason to Believe*, which he said "sums up how I see America at this moment" and "touches on many of the things I believe radio should be discussing."

After the address, some spectators said they found his remarks too steeped in politics and not specific enough to the radio industry.

"This is a non-beginning [to the convention]," said Dick Miller of Beechcroft Broadcasting of New Jersey. "This is not a political arena, and listening to someone on a soapbox does not set a good point to start from."

After hearing Cuomo's speech, other attendees said they doubt that his political acumen will translate successfully into radio broadcasting where entertainment is paramount. ■

RADIO
THE NAB
SHOW

FCC official sees tighter attribution rules

Agency may 'balance' relaxed ownership limits with stricter definition of ownership

By Elizabeth Rathbun

If Congress and President Clinton agree to lift local ownership caps on radio, the FCC should tighten its attribution rules defining what constitutes ownership, says Roy Stewart, chief of the commission's Mass Media Bureau.

"This [proposed lifting of the caps] is serious stuff...unless you want to get out of broadcasting," Stewart said during a panel at the NAB Radio Show last Wednesday.

Although he declined to take a position on the wisdom of lifting the caps, Stewart said broadcasters should be prepared for the consolidation that is expected to accompany deregulation—or be looking forward to going out of business.

"I expect we can deal with a certain amount—and maybe a considerable amount—of consolidation on a local level," Stewart said. But broadcasters must remember their unique commitment to localism, he said. Without this commitment, "you undercut what makes [radio broadcasters] unique."

"Don't just let these words flow over your head," Stewart warned. "This is something that directly affects you."

The FCC will balance the lifting of the caps for local broadcasters by tightening the attribution rules, Stewart said, "assuming there's still something left to count for attribution purposes."

The commission has a proceeding under way to reconsider the attribution rules, which establish the kinds and percentages of ownership that would count against ownership limits. The FCC is expected to vote on new rules by the end of the year.

The House and Senate have passed legislation that would eliminate the national caps of 20 AM and 20 FM stations per owner as well as the local limit of two AMs and two FMs per market. However, some think that Congress may restore some local restrictions in the House-Senate conference late this month or early next.

Radio broadcasters are split on the ownership caps. Some are pushing for complete repeal; others argue for main-



Miami communications lawyer Matthew Leibowitz discusses radio ownership limits with FCC Mass Media Bureau Chief Roy Stewart.

taining at least local limits.

Making the argument at the panel session for complete deregulation was Sally Buckman, a broadcast lawyer with Leventhal, Senter & Lerman. If the legislation passed as is, individual and small-group owners still would be protected by antitrust laws, which pre-

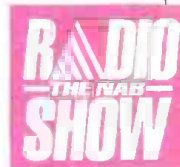
vent undue concentration of control, she said.

"Antitrust is a rich person's justice," countered fellow panelist Matthew Leibowitz of Miami law firm Leibowitz & Associates. The average company can't afford to get involved in such complex cases, he said.

"The number of transactions that [is] going on is rather amazing," Leibowitz said. He predicted a "feeding frenzy" resulting in even higher prices if Clinton signs deregulation into law.

The activity, now mostly confined to large and midsize markets, should trickle down into small markets over time, Leibowitz said. "As the larger groups gobble up the big markets, people are going to start looking for other opportunities."

Radio broadcaster Mike McDou-



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gald, a member of the audience, agreed with Buckman. Broadcasting consolidation is not bad, he said. Using a newspaper analogy, he said, "A lot of it depends on who the publisher is."

McDougald, who owns WRGA(AM)-WQTU(FM) Rome, Ga., said consolidation may actually improve a market. If one person owned all the stations in Rome, he said, he or she might be able to run news on every station. ■

Radio+listeners: A match made on the Internet

Web sites will allow stations to provide more information than do newspapers and to interact with listeners

By Donna Petrozzello

By 2005, the Internet's World Wide Web is expected to become a \$5 billion industry, and radio is positioned to reap some of that revenue, say broadcasters and technology experts.



In a presentation at last week's NAB Radio Show, Fred Schumacher of KPMS-AM-FM and KZOK (FM), both Seattle, said that establishing a Web site on the Internet enables individual stations to interact with listeners, measure exactly the number of site users who saw a particular advertisement, and poll listeners easily.

In a joint presentation, EZ Communications Vice President of Technology Michael Rau said an Internet Web site will enable stations to become prime providers of local information to site users that goes beyond what stations normally air and can exceed what newspapers deliver.

"Radio can excel on the Internet as a local information provider," Rau said. "Radio can deliver more local information online than a service like America Online; we have access to more local information than we need, and we have local ties to our communities."

Schumacher estimated that there are almost 30 million Internet subscribers, and he said the online industry, includ-

ing its subscriber base, is growing by about 30% per year. More than 530 radio stations have individual Web sites on the Internet.

Internet access providers and online companies now reap roughly \$50 million annually in usage fees, Schumacher said. But as the industry grows, he said, advertising is expected to drive down user fee costs to the point where advertisers will support the medium.

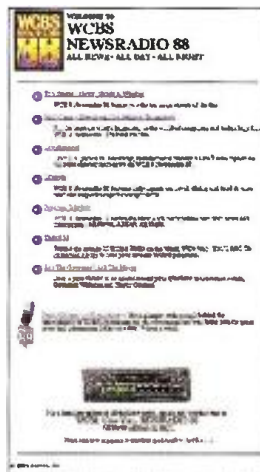
KPMS established its Web site a few months ago, and KZOK recently established one as well. Schumacher estimates the start-up cost at \$5,000-\$10,000, plus an additional monthly maintenance fee of about \$800.

Some convention attendees raised concerns that site users may have little interest in listening to radio stations on their home computers; the audio rivals that of a low-grade AM signal, and with some signals there is a significant delay in downloading the audio to match the visual, making use inconvenient.

However, as an increasing number of stations use "Real Audio," technology developed by Xing Corp. that eliminates the downloading process and delay, Internet users will seek out

radio station sites, Schumacher said.

"We are at the beginning of a new age in radio marked by the gradual acceptance of new technology," Rau said. "We can look forward to radio becoming more intrusive in its community." ■



WCBS(AM) New York is one of 530 radio stations that have launched Web sites. 'The response has been tremendous,' says Tony Gatto, WCBS assignment editor.

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September 11, 1995

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RICHARD McCORMICK

Building US West's future on video-telco convergence

Of all the Baby Bells, US West arguably has been the most successful video player. Its \$2.5 billion investment in Time Warner's cable systems and networks two years ago gave it a solid foothold in the TV business. That experience gave it sufficient confidence to strike out on its own last year and purchased two large cable systems in suburban Atlanta for \$1.2 billion. If the price and market are right, it will make additional buys.

Behind the video strategy is Richard McCormick, who took over as chairman and CEO of the Denver-based telco in 1990, just about the time regulatory and technological forces were opening up the video possibilities. In this interview with BROADCASTING & CABLE Executive Editor Harry A. Jessell, McCormick explains that the grand strategy is not just video, but video and telephony on a single broadband wire. In a word, convergence. And should Congress deliver on its promise to open up the long-distance market this year, he says, US West will be in that business within the year. The ultimate aim: to become a full-service communications provider.

Implementing the game plan is not without its hassles. Frustrated by the FCC video dialtone rules, US West has scaled back its in-region video plans to rely on a single trial in Omaha to show the way, McCormick says. And the telco is under pressure from Time Warner to restructure their deal. "Up to now there hasn't been any proposal that either of us sees as a win-win."

Assuming that the telecommunications bill passes without major changes to the telco provisions, what will it mean for US West and the other telcos?

I think it affirms the relentless march that was already under way to open up the local telephone networks and allow inter-connection at various points in the network; to break the so-called local monopoly there and allow easier entry of competitors and, at the same time, provide opportunities for the telephone companies not only to offer local telephone service but to package those things with long-distance and wireless and entertainment, which they have been severely restricted from doing in the past.

So it means more competition for everyone. But I don't think we're declaring any big victory over any of this legislation, other than the fact that what we've been saying for the past decade is now coming to pass. And this is not going to be an easy business, either,



defending the traditional telephone business or extending our business into inter-LATA long-distance and entertainment.

Let's talk about offense. The prize in this legislation for the telcos seems to be the long-distance business. How quickly do you move into this business, and do you do it by yourself or through a joint venture with medium-size long-distance companies?

We haven't completely concluded how to do it, but you have to be in the long-distance business because AT&T, MCI, Sprint and the cable companies and everybody else is going to be able to offer full packages of services, of local long-distance entertainment information. And there is no choice, it seems to me, for the regional telephone companies but to be able to do the same thing.

The next question is how do you do it. I don't think a partnership with one of the existing branded units would

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work. We're going to be interested in very powerfully establishing our US West brand on long-distance product that we would offer to our customers, primarily those inside our 14 states and calling within our 14 states.

At the same time, I don't want to go build facilities. A tremendous capacity already exists in this business, and I don't want to be putting in the fifth or sixth fiber network across the U.S. That's nonsense. You can buy transport from either the existing branded companies or the other facility-based carriers that are already out there. I think you can buy wholesale-type transport.

So this is a relatively low-cost entry?

It's a very low-cost entry on the part of the telephone companies. At the same time, you've got to assume that you're not going to keep everything you have right now in terms of the local business. Your customers are going to be targeted. Your residence, your small business and your large business customers are going to be targeted for their local services. So it isn't just a net upside or completely upside. There's going to be a balance; we're going to lose some, and we're going to gain some.

How quickly do you think you can be in the long-distance business, assuming that the President signs this law in, say, October?

I can't remember all of the steps and the hoops we go through, but we've got a checklist to comply with, we've got an FCC process. It's my guess that the earliest we could be in there is probably a year after the bill is signed.

Let's talk defense. What do you anticipate in terms of telephone competition within your 14 states, and where will that competition come from?

It'll come in our big cities, for sure, and it'll come from the existing long-distance carriers as they co-brand and couple wireless products. You see the Sprint-TCI-Comcast-Cox combination with wireless and wired service. Wherever we see TCI we'll see competition. We'll see it from AT&T, MCI and Sprint. We'll see it from the other wireless companies where new frequency spectrum is being allocated. We'll effectively see it from the direct broadcast satellite folks as we're seeing it today. When you say competition, I'm just assuming that we're going to offer a range of products along with entertainment and information services, and there's going to be competition in all aspects of that.

Do you think the Sprint cable venture is the greatest threat to your telephone business?

I don't say it's the biggest threat.

Then the most immediate?

Probably AT&T is more of an immediate threat, but I would say they're equal. Both are potentially very powerful, and we take both of them very seriously.

How does AT&T get into the business?

They're already in the business because they bought

McCaw. They're in the local telephone business by virtue of their wireless connection, so they can package a wireless and long-distance package. They'll be able to buy and interconnect with us through this legislation. As we unbundle our network, they'll be able to buy parts from us and put whole services together. So I think they've got a very powerful capability.

What's your video strategy?

We have been a believer for at least six or seven years—even longer—that this convergence brought on by the technological capabilities and changes was going to happen.

Ever since the breakup of AT&T, I have assumed that cable companies would be in the local telephone business someday, and vice versa.

The proof of that was the opportunity we got in the UK and the partnership we have with TCI in the Tele-West venture;

we've been at it now for about six years and we've proven that there is an appetite for customers that take entertainment services and telephone services over the same wire. That belief was there. I think we confirmed it. That's why we went into the UK. It wasn't because we wanted to be in the cable business. We thought we'd do something about telephone service and we

thought you could do both, and we were right.

So we brought that notion back to the U.S., saying, "Someday this environment's going to change here," and this legislation is a confirmation of our beliefs that someday everybody's sandbox is going to be open to entry. And, accordingly, we set out two or three years ago with the idea that, out of region, there was a cable infrastructure that, with some investment, could be turned into not only an entertainment medium but also a telephone and information services medium. That led us to have discussions with TCI, Time Warner and other people in the cable industry. As it turned out, Time Warner worked for us. And so, for a little over two years now we've been in a partnership and have provided the telephony people to Time Warner to prove that theory.

And they're doing that in Rochester, N.Y.; they're doing that in Ohio. Since the Time Warner deal they've bought some cable companies and we've bought Atlanta. We continued to operate as a team in terms of what made sense. At some point it's in our interest to rationalize those things and to own them and to own all of the cable properties in one entity. Right now, there's a "yours, mine and ours" situation, and if there is some restructuring at Time Warner Entertainment I'm sure we'll straighten that out.

We believe there is a tremendous opportunity in the cable infrastructure. It's already a great entertainment medium; with some upgrades, it can have a terrific entertainment capability plus telephony plus the uncharted waters of multimedia. And so we like cable; we think it's a good infrastructure and that there's a good opportunity to build a profitable business there.

"We have been a believer for at least six or seven years—even longer—that this convergence brought on by the technological capabilities and changes was going to happen."



So after a little over two years with Time Warner, you're more inclined to get in deeper with Time Warner than to stay where you are?

The opportunity presented itself at the right price. I think we have been very consistent in saying we'd be interested in more cable distribution.

What about upping your stake in Time Warner? I think you own an option to increase it from 25% to 32%.

That's a cashless option based on the performance of TWE; we don't put any money in. It's based on the growth rates that are produced in Time Warner Entertainment. We've consistently said we're interested in doing something that is a win-win for both companies, and up to now there hasn't been any proposal that either of us sees as a win-win. So I am very comfortable with the existing partnership and the existing ownership percentage and to continue to go with our original vision of building up that network. I'd like to see us get more of these cable properties under single management and things like that, but it's not a problem at this point.

But that's where you think you'll end up: with one entity managing all the US West and the Time Warner properties and anything else you might pick up in cable?

In the long run—if this plays out the way I hope it will—that's the case. I'm talking maybe a few years down the road. But in the immediate future we're running our Atlanta properties, and we're getting some tremendous experience doing that. And that's very helpful to us in terms of understanding what it is like to run a cable company and understanding the economics of cable. So we've got our own people down there, and we're not relying on Time Warner to run it for us.

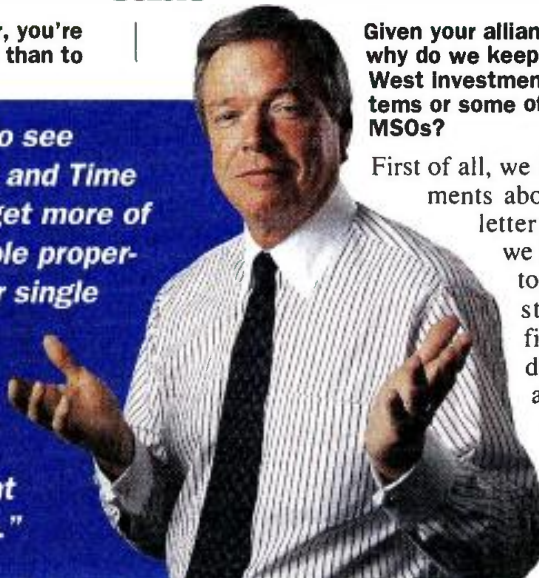
Would it make sense someday to run them as one? Maybe—if it's in the interests of both companies and if there's a good economic reason to do it. Time Warner has properties in Atlanta abutting some of our properties, and I can tell you for sure that we're going to cooperate in providing telephone service down there.

What do you think about the possible Time Warner-Turner merger? How would a merger affect your deal with Time Warner?

First, I want to make it clear that US West doesn't own Time Warner stock or hold seats on the Time Warner board of directors. Our involvement is a 25% stake in Time Warner Entertainment Partnership, not in Time Warner Inc.

It's fair to say, though, that I think the idea of a Time Warner-Turner merger is intriguing, and I'm paying attention to how it plays out. I won't speculate with you on how our discussions on restructuring the Time Warner Entertainment partnership would be affected—or even if they would be oaffected—if the merger comes to pass. It's way too early in the game to speculate. There's too many details to be worked out.

"I'd like to see [US West and Time Warner] get more of these cable properties under single management... but it's not a problem at this point."



Given your alliance with Time Warner, why do we keep reading about US West Investments in Cablevision Systems or some of these other big MSOs?

First of all, we haven't made any comments about those. We've got a letter stock transaction that we hope the SEC approves today. We've got a proxy statement that's been filed. If there were any discussions going on actively with us in other companies, they would be noted in the proxy statement, and you won't find any.

On the other hand, I'll go back to my original statement:

We believe in the cable infrastructure, we like the Time Warner properties and we like the Atlanta property. We would like an even bigger footprint of similarly situated properties if the price were right and if it made sense. We're not interested in small towns and rural locations. We're interested in top-50 metropolitan areas because that's where I think the telephony opportunity exists.

Now, if you look at Time Warner and ourselves, we cover like 38 of the top 50 cities. If we don't have 100% of them, we've got some piece of them, which to me is a tremendous opportunity. We aren't interested in cable anywhere. We're interested in cable in large footprints, in large metropolitan areas.

But you're not ruling out a possible investment. You've said you'd consider buying other cable properties in other big markets to extend your footprint.

Exactly.

Would that include taking a minority position in another big MSO?

Only if there were a way to be in a majority position.

A two-step process?

Yes. When you look at the fact that we've got a letter stock that's going to start trading here around the first of November, I would say that to the degree we would diminish partial-ownership partnerships and to the degree that we have operating control over the major aspects of the businesses represented in that media group stock, that's probably our long-term interest.

Getting back to video, there were reports that US West would follow the lead of Bell Atlantic and Nynex and make a wireless-cable play with American Telecasting Inc. That never happened. Why not?

Well, it hasn't happened. We haven't ruled out wireless cable as a potential quick entry. We haven't concluded that it's in our best interests right now, and we are looking at the original filings we made in terms of the broadband infrastructure. We've been looking at every other alternative, from DBS to wireless cable to using more twisted pair and some technological breakthroughs on that side. So I would say that we haven't come to the same conclu-

sion yet. I'm not saying we won't, but we haven't come to the same conclusion yet that some of those other companies have.

But the ATI deal is probably dead?

Well, I have no comment about any ATI deal.

But you're keeping all your video options open?

We are relooking at our video-entry options in terms of what the architecture and infrastructure would look like.

So it's all in play. In your original video dialtone applications, you proposed hybrid coax/fiber systems. But you later changed to switched fiber to the curb. Is that were you are today?

Over two years ago we made application and started putting cable in the ground in Omaha, Nebraska. Just a week ago we got FCC permission to start the market trial, after huge battles on what the prices would be for a market trial in Omaha. That trial is delayed at least six to nine months. So we've got 50,000 potential subscribers in Omaha that we've now got facilities in place for, and we're going to let that market trial work and find out what we want to look like in offering an entertainment product, a telephone product, and a range of games and information services and so forth.

Secondly, I've pulled back those five applications the FCC that contained a switched-video infrastructure, simply because we were so delayed in Omaha. But I am not saying that we're backing away from that particular architecture. I think it's still too high-priced for my complete comfort level, but it's still, technically, a better alternative than anything else today. It's also not the best solution from a timing standpoint and from a customer hassle standpoint because it requires that you dig up yards and put in a co-ax.

To make a long story short, we don't think we have to move that quickly. We don't think we have to commit to that technology. We're looking at other ways to do it. In the long run, you're going to see some combination of fiber in the backbone. But what's going to be connected to the customer—co-ax or twisted pair or fiber or wireless—I don't know.

Do you like the video dialtone regulatory model for in-region, where you build the system and you provide some of the programming and lease some of the capacity to other programmers?

We don't like that model. But that's the only model we've had up till now. And we will want to change that model, just like all the other companies will want to change it.

You could go straight cable like Ameritech. Get a franchise and overbuild the incumbent.

Yes. And that's a possibility. I'm not convinced that they're right yet, and I guess we're going to take a look at Omaha. That's kind of my bottom line: We've got a hell of a test out

there, there's a lot of customers, and we can prove this thing up or down and learn a hell of a lot before we commit gobs of capital. That's kind of the page I'm on right now.

Whatever happened to interactive TV? Omaha's been slow. Time Warner's trial in Orlando has been slow. You've had some bad experience with interactive in-room service in hotels.

One thing that happened is the costs to provide those capabilities are still too high, it seems to me, for the opportunities. But we believe it's going to be there. We think that's the icing on the cake. For the most part, we think the road to interactivity is through the PC.

But we couldn't get a market trial in Omaha started until now. We will have interactive services on that trial—games, information services and so forth. If it's wildly successful, you're

going to see rapid deployment in the cable industry and rapid deployment as possible in the telephone industry. I think they were just ahead of the market. I do believe the market is still going to be made, but a lot of it is going to be made on the PC.

You've mentioned DBS here a couple times. What's your take on the medium?

It had a great initial flurry. We've made the assumption that DBS is going to be a successful business. We've also assumed that it's not going to replace a significant number of existing cable users, and therefore we can live with that entry. It's a terrific model for the rural area; it's a poor telephony model. Someday somebody will make me eat those words, but today it's a poor telephony model. It's a very poor interactive model.

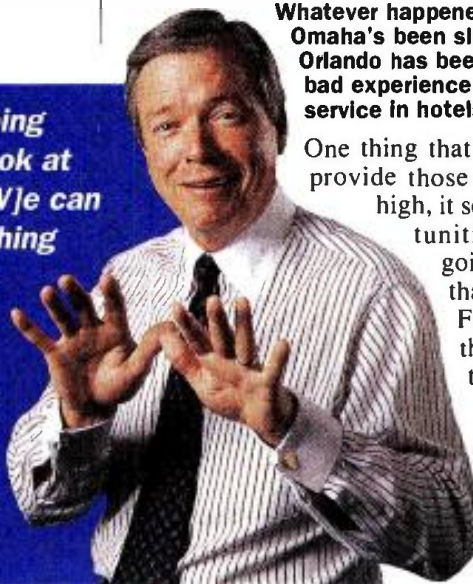
But it's a terrific one-way entertainment medium, and it's really appealing to that segment of the market where they can't get enough of sports and programming and movies. As I read the tea leaves, there's kind of a lull now. The initial thrust of the market and the early buyers and the early adapters have done their thing, and my sense is it's acting more like the market we predicted. It's going to grow, but it's not going to be "the" answer.

There's seems to have been a rediscovery of the broadcasting business. You've seen the mergers, and it continues even up to today. What's your take on broadcasting? Do you have any strategic interest in it?

No. If we were a content creator, that form of distribution might make sense, but I don't think broadcasting makes sense for the kind of company we are.

You can count us out on any broadcast acquisitions. On the other hand, if Time Warner wants to do that, it's terrific, because that's a great fit with Warner Bros. Studios and HBO and that sort of thing. The Warner Bros. Network has gone slowly, but there was some good news the other day in terms of some more affiliations. I think it makes a lot of sense for a content provider.

"[W]e're going to take a look at Omaha...[W]e can prove this thing up or down and learn a hell of a lot before we commit gobs of capital."





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ValueVision builds war chest

Home shopper has money to spend and is buoyed by climbing sales

By Rich Brown

With sales approaching the \$100 million mark this year and cash reserves of about \$70 million, fledgling home shopping service ValueVision is raising some eyebrows.

The deals are coming fast for the Minneapolis-based company. Last month, Chicago-based retailer Montgomery Ward & Co. bought an \$8 million stake in the company with an option to buy up to a 49% share. Two weeks ago, ValueVision announced plans to sell two of its TV stations to Paxson Communications for \$40 million. Along with existing cash and a \$12 million investment in infomercial producer National Media Corporation, the new deals give ValueVision access to \$67 million in cash.

"ValueVision is under a lot of people's radar screens," says Mark Riely of Media Group Research, a New York-based investment firm that follows the home shopping industry. "But they're in a good position financially; they have no problem funding their growth. The question is: Will the growth be quite good, extremely good or spectacular?"

A big question is how ValueVision will spend the cash. Company CFO Stuart Romenesko says there are three likely options: TV station acquisitions; paying upfront fees to cable operators

"ValueVision is under a lot of people's radar screens," says Mark Riely of Media Group Research, a New York-based investment firm that follows the home shopping industry. "But they're in a good position financially."

willing to carry the network, and pursuing online businesses and other strategic opportunities.

As part of an affiliation deal signed in July, ValueVision already has an option to buy KBGE(TV) Seattle for \$4.25 million plus assumption of some debt. Buying the station makes strategic sense, says Romenesko, given that the region's cable operations are dominated by multiple system cable operator Tele-Communications Inc. (an investor in competing home shopping services Home Shopping Network and QVC).

ValueVision will realize a gain of some \$27 million in the sale to Paxson of its affiliate WAKC-TV Akron, Ohio, which carries ValueVision program-

ing, and ABC affiliate WHAI-TV Bridgeport, Conn. Other company-owned stations are WVVV-TV Manassas, Va. (Washington), and KVVV-TV Baytown (Houston), Tex.

Unlike other home shopping networks, ValueVision does not pay cable system operators a percentage based on merchandise sold in the market. The company instead pays a flat fee, said to be about 10 cents per subscriber per month. It was a strategy ValueVision executives developed at launch in October 1991 as a home shopping company that did not have the benefit of being owned in whole or in part by a major multiple system cable operator.

The fact that ValueVision is not financed by a top MSO is part of its appeal to some operators who want a competitive balance against TCI, says Riely. The network has managed to sign carriage deals with several big operators, including Continental Cablevision, Cablevision Systems and Century Cable. Last January, it signed a deal with number-two MSO Time Warner Cable that included instant carriage on the company's important New York City systems.

ValueVision has 6 million full-time cable subscribers, representing twice the carriage it had a year ago (the company's owned TV stations represent roughly 10% of that cable carriage). Net sales are poised to double, climbing from \$54 million in 1994 to an estimated \$100 million this year. Romenesko says a chief priority for ValueVision right now is to convert roughly 7 million cable homes from part-time to full-time carriage.

ValueVision executives expect their expansion efforts to be helped along by Montgomery Ward, which is prepared to invest more than \$243 million for a 49% stake in the home shopping company. Montgomery Ward may use some of its huge advertising budget to help buy some of the spot time that ValueVision buys from cable system operators, says Romenesko. The company also will bring brand-name merchandise at "extremely competitive" prices that ValueVision, because of its size, might not otherwise get. The companies since April have offered a Montgomery

Jones, TW swap systems

The drive by cable system operators to build system clusters continues with three new swaps between giant multiple system cable operators Time Warner and Jones Intercable.

Jones will boost its Savannah, Ga., cluster by 63,500 customers as a result of the swap. In exchange, Time Warner will add 77,500 subscribers now served by Jones and its affiliated systems in Wisconsin, Hawaii and Ohio. As part of the deal, Jones, which needs to acquire some of the systems from its managed partnerships, will receive \$4 million in cash from Time Warner.

As a result of the latest dealmaking, Time Warner clusters will serve more than 290,000 customers in Milwaukee; 135,000 subscribers in Appleton/Green Bay, Wis.; more than 300,000 subscribers in Hawaii, and nearly 225,000 customers in northeast Ohio. Jones will increase its presence in the Augusta/Savannah, Ga., region to approximately 150,000 subscribers.

Time Warner will serve 11.5 million customers nationally after the closing of a deal announced earlier for the systems owned by Cablevision Industries. Jones serves more than 1.3 million basic subscribers nationally. —RB

Ward/ValueVision credit card that already accounts for more than 20% of the network's proceeds.

ValueVision has a market opportunity to get much stronger in cable as competing powerhouse Home Shopping Network undergoes a management shake-up and declining sales, says Rob Stengel of Continental Cable-

vision. Stengel, an early ValueVision supporter, is eager to see the company focus more on its cable business and less on developing its broadcast properties.

"We haven't been unhappy with them, but I would have thought they would have come further than they have in cable by now," says Stengel. ■

HEAD ENDINGS

See you in court

The dispute between American Movie Classics (AMC) and Turner Classic Movies (TCM) over AMC's rights to certain films licensed from TCM's library apparently is headed for court. A source familiar with the dispute says AMC is moving forward with its lawsuit by seeking a court hearing date in the Southern District of New York for later this month. Last June AMC filed a \$250 million breach-of-contract lawsuit against TCM, alleging that it had violated AMC's exclusive rights agreement to show certain films from Turner's RKO library. Last month TCM reportedly sent AMC a private 30-odd-page memo acknowledging that TCM has shown certain films covered by the contract, but has done so "unintentionally and inadvertently." AMC and TCM officials declined to comment.

Travel original

The Travel Channel on Oct. 1 will debut its first in-house production (it has teamed with outside producers on numerous programs). The hour-long documentary, *John Heminway's Travels on Native Soil*, will focus on the northern plains of Montana and look at Native American history and culture. The Atlanta-based channel reaches 17.5 million households.



The Travel Channel's 'Travels on Native Soil'

Peep show

Action Pay Per View on Friday debuts an original series, *Luke's Peep Show*, featuring uncensored adult music videos presented by rapper Luther Campbell of the contro-

versial rap group 2 Live Crew. Action will present an original show each month and air the series Fridays at midnight ET.

Highlight handout

Liberty Sports and DIRECTV have agreed to allow local TV newscasters to excerpt from the regional sports networks that are fed over the direct broadcast satellite service. Local stations that sign up as affiliates will be able to access the encrypted signals and include highlights from any of the 18 available regional networks on their local sportscasts. Affiliate sales are being handled by Grand Prairie, Tex.-based Prime Sports, an owned and operated division of Liberty Sports. Liberty is the programming arm of top multiple system cable operator Tele-Communications Inc.

'Keep your head down'

Orlando-based Golf Channel is working with The PGA of America on a live, half-hour instruction show that will air Tuesday and Wednesday nights at 8 p.m. beginning on Sept. 12. The show, *Golf Channel Academy Live*, will be hosted by Golf Channel play-by-play announcer Peter Kessler.

Computer news

Jones Computer Network (JCN) and KRON Video Enterprises will telecast *New Media News* (NMN), a daily computer and technology half-hour news program. NMN, to be produced at KRON San Jose's news center, will be telecast on KRON's 24-hour news and information cable channel, Bay-TV, Monday-Saturday at 6:30 and 10:30 p.m. NMN also will air on JCN and Jones's co-owned cable channel, Mind Extension University, Monday-Sunday at noon, 8 and 10 p.m.

Cablevision to cover Jersey

Cable operator is partnering with Newark paper to extend News 12 franchise

By Jim McConville

Like comedian Rodney Dangerfield, New Jersey's TV viewers have long complained they get no respect, particularly when it comes to coverage of the state's news by New York's major outlets.

Those complaints may be quieted next January, when Cablevision Systems is slated to launch News 12 New Jersey, a 24-hour regional news channel. The channel will be a 50-50 partnership between Cablevision's Rainbow Programming and Advance Publications, owner of the Newark *Star Ledger*.

Cablevision Systems pulled the wraps off its third state all-news network last Wednesday during a press conference at Liberty Science Center in Jersey City. The announcement featured closed-circuit feeds from three New Jersey locations, including an interview from Princeton with New Jersey Governor Christine Todd-Whitman.

News 12 New Jersey will join Cablevision's other metro New York regional news systems. News 12 Long Island, its first, launched in 1986. Last July the company converted its half-hour daily newscast on its Connecticut cable systems into a 24-hour service based in Fairfield, Conn.

"This completes the metropolitan ring around New York City," says Norm Fein, vice president of news development, Cablevision Systems. "Hopefully, we can now get a big chunk of that NYC television spot ad money."

The service's launch also gives Cablevision's four New Jersey cable operators their own regional proprietary programming. "That's [Cablevision Systems Chairman] Chuck Dolan's big strategy in terms of differentiating Cablevision systems from other cable suppliers," says Fein.

News 12 New Jersey, to be headquartered in Edison, will serve 14 counties in northern New Jersey. Cablevision has 275,000 subscribers on four cable systems in Newark, Bay-

onne and Bergen, Monmouth and Ocean counties. News 12 Vice President Pat Dolan says Cablevision is negotiating with New Jersey cable systems owned by Comcast, Adelphia and TKR Cable to carry the news service.

The service will be headed by News Director and CEO Jeff Marks, former president of the Radio-Television News Directors Association. News 12 New Jersey will have a staff of 130 (including 20 reporters and 15 photographers) and will operate four news bureaus, in Newark, Trenton and locations in Bergen and Monmouth counties.

The channel's format, to be roughly modeled after co-owned News 12 channels, will focus on state, regional and local news.

The station will broadcast daily six hours of new programming comprising three hours of live news at 7-10 a.m.

and hour newscasts at noon, 5 and 10 p.m. Cablevision's partnership with Advance Publications also will allow News 12 and the *Star Ledger* to share news leads and information resources on a regular basis.

News 12 New Jersey will employ "video kiosks," portable booths that record subscribers' comments about issues for possible use in newscasts. The station also will experiment with an interactive talk program.

Next up for Cablevision will be Westchester, N.Y. Next month the company will expand its daily newscast into a 24-hour news channel. Last to change over will be Cablevision's Bronx/Brooklyn systems, which now carry Time Warner's New York 1 local news channel. No date is set yet, but Fein says the system will continue to carry New York 1. ■

Bell joins Encore

In line with Encore Media Corp.'s current efforts to boost its original programming, the company has named Steve Bell president of Encore's newly formed Encore Entertainment Group. Bell, former President of Foxstar Productions and President of Network Television for Fox, will oversee programming, promotion packaging and production for Encore's 10 pay cable networks. Bell will also be in charge of the development and production of original movies and programming for Encore's networks. Prior to joining Fox, Bell was senior vice president and general manager of Tribune Broadcasting's KTLA-TV Los Angeles.

Delays typical for new channel launches

Finding open channels on cable systems can take time

By Jim McConville

Announcing plans for a new cable network is one thing; launching it is another.

Launch dates for many new networks have been postponed. A variety of factors are cited, among them the scarcity of channel space.

Take the Outdoor Life channel. Scheduled to launch last January, the debut was postponed until early July, but

the channel did not launch until July 31.

The delay of Outdoor Life, owned by Cox, Comcast, Continental Cablevision and Times Mirror, was caused in part by a reorganization in ownership and difficulty getting carriage. In July, Times Mirror reduced its stake in Outdoor Life to 10%, leaving Cox with 45% and newcomers Comcast and Continental with 22.5% each.

The channel is to be carried on Cox's expanded basic tier, which

reaches 3.2 million subscribers. Outdoor CEO Roger Williams says that information on other cable systems signed to carry the channel will be released this week.

The Sundance Channel, co-owned by Showtime and filmmaker Robert Redford, originally was slated to launch this fall. Make that late fall, as in late October or early November, says a Showtime spokesman. Showtime, he suggests, wants to launch the independent film channel just before the Western Cable Show to get the most bang for its marketing buck.

The Popcorn Channel, a cable network devoted to previews of theatrical movies and local movie time schedules, was scheduled to launch in the first quarter of this year but was bumped to September. A spokesman says The Popcorn Channel, owned by the *Toronto Star*, will bow late this month. Details of the cable system agreements are not final.

The Health Channel, owned by the Novus Group, was scheduled to launch in the second quarter, but a company spokesman says it has been postponed indefinitely. BET Cable Jazz Channel, originally scheduled to kick off this year, has changed its date twice and is now looking at early next year, says BET spokesman Craig Muckle. ■

Liberty Media move

Liberty Media Corp. will relocate the senior management and financial departments of its Irving, Tex.-based Liberty Sports group to its Englewood, Colo., headquarters (outside Denver) by the end of the year. The move likely will mean some layoffs or reassignments.

"We've grown to be a very large business, and Liberty Media would like to see a consolidation of management to the greatest extent possible [in Englewood]," says Joe King, vice president and CEO of Liberty Sports. Liberty Sports—made up of 15 regional and four national sports cable networks, including Prime Sports—is a subsidiary of Liberty Media, the programming arm of Tele-Communications Inc. (TCI). Liberty Sports' Irving offices won't be shut down, says King: "There are still going to be several hundred people here." Divisions staying in Irving will include Prime Sports Southwest, Liberty Satellite Sports and "a half dozen other smaller entities." King says some positions may be filled in Denver rather than relocated. "Anytime you're moving a full staff of people, there may be some positions at certain levels that aren't offered relocation." Liberty Sports will try to absorb most of those positions within the company, says King. —JM

DIRECTV adds channels

Bravo, BET, History among new offerings

By Jim McConville

Hoping to get a jump on expected new-subscriber competition, direct broadcast satellite program provider DIRECTV will add seven channels later this month.

The additions, which go into effect

Sept. 13, will give DIRECTV 175 channels available through its various DBS programming packages.

The additions are part of an effort to cultivate new subscribers in anticipation of the opening of cable system channel capacity and the launch of two more DBS program providers (EchoStar and AlphaStar) by year's end. "We're trying to leverage our inherent asset—our huge amount of channel capacity—to draw in new subscribers," says Eddy Hartenstein, president, DIRECTV.

■ On Sept. 8, DIRECTV will add Midwest Sports Channel (MSC) to its Total Choice package, which is available to subscribers in Minnesota, Wisconsin,

Iowa and North and South Dakota. MSC also will automatically be added to its Sports Choice and Plus DIRECTV packages.

■ DIRECTV will add cable networks Bravo, Black Entertainment Television (BET), The History Channel and Home & Garden Television (HGTV) to Total Choice. HGTV also will be included in the Plus package.

■ The Independent Film Channel will be paired with STARZ!, Encore's multiplex channel, as part of a \$5-per-month premium package.

■ DIRECTV and Home Shopping Network (HSN) have signed a deal to add HSN to all of DIRECTV's programming packages starting Sept. 13. ■

Worldwide

Paramount Pictures has confirmed that it is in discussions with British pay-TV operator BSkyB to launch the studio's first international branded channel in the UK. Although no deal has been signed, the Viacom-owned studio hopes to launch the service before year's end. The Paramount channel reportedly will broadcast in the evenings using Nickelodeon's Astra transponder and will focus on TV product rather than film fare. BSkyB already has a long-term output deal with Paramount Pictures and is a joint venture partner with Viacom in kids channel Nickelodeon UK. Aside from the upcoming launches of Disney Channel UK and Playboy Channel as part of a BSkyB package, the satellite broadcaster would not confirm a recent report in the *Financial Times* that it aims to launch seven channels in October or November. BSkyB has 4.2 million subscribers and plans to air £100 million (\$155 million) worth of programming this fall.

Turner International Far East claims that after just seven months on air in Taiwan, its TNT/Cartoon Network has become the island's most-watched non-terrestrial channel among 4-14-year-olds. According to figures supplied by Survey Research Taiwan, 62% of children living in Taiwan's 3.5 million cabled homes watch the Cartoon Network at some time during each day. The network claims that its heaviest viewing period among kids is 6-10 a.m., easily outgunning rivals Star Chinese, Star Movies and TVBS during most daytime slots throughout the week.

As part of **BBC Worldwide's** restructuring plans, Richard Emery, director of strategy and marketing for BBC Worldwide, has become managing director of BBC Worldwide Television, replacing Dr. John Thomas, who will run newly created division BBC Worldwide Learning. BBC Worldwide grossed £72 million (\$112 million) last year.

National Geographic on Oct. 1 will open Explore International, a London-based international distribution operation for its documentary programming. Helen Tourell, man-

aging director of international distribution for National Geographic Television, will head the company. Alastair White, from the BBC, will be director of sales. The venture will not affect NG's relationship with UK-based international distributor ITEL, which represents NG's programming in Central and South American territories.

Indian state broadcaster **Doordarshan** has chosen PanAmSat's PAS-4 satellite as a primary platform for the domestic and international distribution of its programming. Doordarshan will use PAS-1 to broadcast to the U.S.

Thai cable operator **Universal Cable Television** is planning a 10-channel pay-per-view service on its cable network by the end of 1995. UTV also is negotiating with games group Sega to offer games as part of its package in early 1996.

A joint venture between **Quantum International** of London and the **Mitsui** trading house of Japan will give the home shopping service almost 100% coverage in Japan. Last month, Quantum added Kagoshima KYT, Osaka ABC and Sanyo RSK to its network of 21 Japanese terrestrial distributors. Quantum already has distribution in Singapore, Taiwan, Australia and New Zealand. India is the British group's next target, followed by Indonesia, Malaysia and the Philippines.

Star TV's music channel Channel [V] has signed a one-year program deal with fledgling Malaysian terrestrial channel MetroVision to supply 12 hours of weekly programming beginning Sept. 4.

Subscribers of Australian pay-TV operator **Optus Vision Ltd.** will be asked to pay \$29.50 a month for its 12 channels when it launches on Sept. 20. Optus also has revised its rollout figures and says it will now pass 2.3 million homes by the end of 1996, not 1.1 million as previously was forecast.

—Debra Johnson, special correspondent

SBCA meets to mull bright future

Satellite industry has been growing by leaps and bounds, but so has new competition

By Jim McConville

DBS services have been going gangbusters, but the industry isn't breaking out the champagne.

"The market is getting tougher. We're going to see continued, growing competition from cable and RBOCs, unfortunately with a heck of a lot more resources than the DTH industry has," says Chuck Hewitt, president of the Satellite Broadcasting Communications Association.

The association will face that issue, and others, when its membership gets

together in New York on Sept. 19 for "Skyforum," a symposium at the Marriott Marquis.

Competition among DBS suppliers will increase as well, with two companies—EchoSphere and AlphaStar—coming to the marketplace later this year. "The DTH satellite industry is booming and expects to grow, but the question is: Will there be room for the many providers that are entering the marketplace in the U.S. and Canada?" Hewitt asks.

However, Eddy Hartenstein, president of DBS service DIRECTV, says that the issue is not whether DBS will

Financial troubles

Former United Press International and Financial News Network chairman Earl Brian and COO John Berentson on Tuesday were indicted on charges of falsifying company finances to obtain \$56 million in bank loans in 1989.

FNN had losses of \$72.4 million in 1990 and had filed for bankruptcy protection before eventually being absorbed by the competing CNBC network. In 1993, Brian, without an admission of guilt, settled Securities and Exchange Commission charges that he had falsified company revenue.

Brian's attorney, Richard Marmaro, told the Associated Press he was declining comment on the latest charges. Berentson's attorney, Mark Beck, told the news service that he would dispute the charges. —RB

develop a sizable subscriber base, but how large that base will be.

"The question is: Just how far can this DBS business go? Are the predictions of getting 10 million DBS subscribers by the year 2000 viable?" asks Hartenstein. "Based on the way our consumer base, revenue per sub and pay-per-view buy rate are going, the answer is yes."

Next year, satellite operators also will face continued government and regulatory hurdles, most notably the auction of satellite spectrum by the FCC. "We're seeing a lot of things going on in Washington that bother us, such as having us pay for spectrum when cable and telephone don't pay for it," Hewitt says. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Aug. 28-Sept. 3, 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. NFL Football	TNT	Sun 8:00p	5,393	8.3 5.7
2. O.J. Simpson Hearing	CNN	Tue 6:00p	2,546	3.8 2.7
3. O.J. Simpson Hearing	CNN	Tue 8:00p	2,408	3.6 2.5
4. O.J. Simpson Hearing	CNN	Tue 5:30p	2,397	3.6 2.5
5. NFL Prime Time	ESPN	Sun 7:00p	2,371	3.6 2.5
6. O.J. Simpson Hearing	CNN	Tue 7:30p	2,285	3.5 2.4
7. NASCAR Winston Cup	ESPN	Sun 1:00p	2,249	3.4 2.4
8. O.J. Simpson Hearing	CNN	Tue 5:00p	2,190	3.3 2.3
9. Rugrats	NICK	Fri 6:30p	2,184	3.4 2.3
10. Doug	NICK	Fri 7:00p	2,109	3.3 2.2
11. Rugrats	NICK	Sun 10:00a	2,044	3.2 2.1
12. O.J. Simpson Hearing	CNN	Tue 4:30p	2,042	3.1 2.1
13. O.J. Simpson Hearing	CNN	Tue 7:00p	2,012	3.0 2.1
14. O.J. Simpson Trial	CNN	Mon 5:30p	2,000	3.0 2.1
15. Rugrats	NICK	Tue 6:30p	1,998	3.1 2.1

Following are the top five pay cable programs for the week of Aug. 28-Sept. 3, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'The Tuskegee Airmen'	HBO	Tue 8:00p	2,253	9.7 2.4
2. Movie: 'Black Rain'	HBO	Fri 8:00p	2,100	9.0 2.2
3. Movie: 'Hard Vice'	HBO	Sun 12:20a	1,781	7.7 1.9
4. Tales from the Crypt	HBO	Fri 10:00p	1,758	7.6 1.8
5. Movie: 'Mrs. Doubtfire'	HBO	Sun 8:00p	1,753	7.5 1.8



Puf-a-Palooza

Nick at Nite on Sept. 16 is planning an overnight on-air stunt called Puf-a-Palooza, featuring episodic episodes of classic Sid and Marty Krofft kids shows, many of which have not been seen on national television since the 1970s. Shows featured in the 10 p.m.-6 a.m. block will include *H.R. Pufnstuf* (above), *Sigmund and the Sea Monsters*, *Lidsville* and *Land of the Lost*. The last series joins Nickelodeon's Saturday morning schedule this week. —RB

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PRISA sets new networking speed standard / 54



Technology

September 11, 1995



“ Broadcasting & Cable does a superb job of covering the important breaking news in Washington. It's coverage of the broadcasting business is so important I have it delivered at home over the weekend.”

Eddie Fritts
President/CEO
National Association
of Broadcasters (NAB)

**Broadcasting
& Cable**



Two anchors and a sea of blue become a virtual set, thanks to Accom's ELSET system.

Virtual sets: A growing reality

Vendors expect broadcasters to embrace computer-generated sets as the cost comes down

By Glen Dickson

Virtual sets made a big splash at last April's National Association of Broadcasters convention as thousands flocked to see computer-generated sets created before their eyes. Quite a novelty.

Five months later, that's the way most broadcasters continue to think of virtual sets—as a novelty. Sure, they represent a technological breakthrough, but who can afford the monster SGI Onyx machines required to create them?

Broadcasters can, according to virtual set vendors, as the price of the computer hardware continues its inexorable fall. "Five years from now, who's going to be using real sets?" asks Patrick Renvoise, director

of virtual set systems for Accom, which markets the ELSET system. "In these kinds of revolutions, the computer always wins."

In the long run, it's not cost but the change in methodology that will discourage buyers, Renvoise says. "It's a giant step in every aspect of the business. Instead of carpenters plugging nails, they'll be UNIX specialists and graphic designers."

And virtual sets can save money, says Renvoise, pointing out that one virtual

set costs about the same as four or five real ones. "Also, there are the cost savings of space. [In] the time it takes you

to load a new set in the same facility, you can do the news at 8, a talk show at 9 and a game at 10, because it only takes you 20 seconds to load the new set."

In addition to Accom, Electrogig and Softimage offer virtual sets. Low-end systems

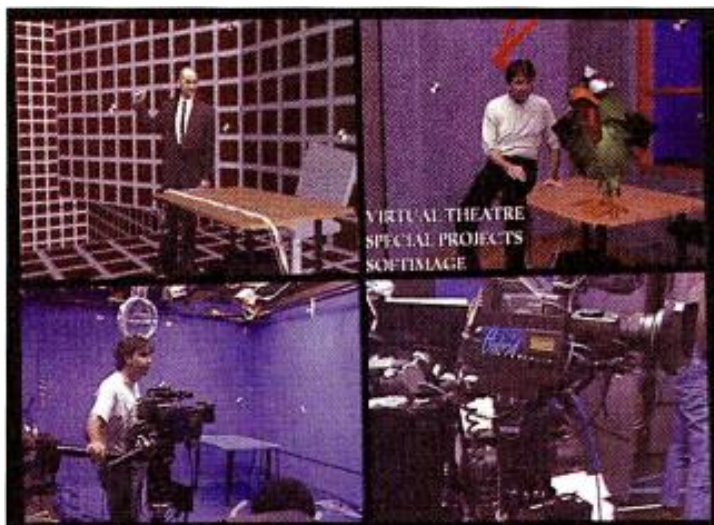
start at roughly \$700,000, including \$450,000 for an Onyx computer powerful enough to enter the virtual arena. Once you start adding capabilities, the hardware requirements go up and the price jumps rapidly into seven digits.

Renvoise is looking forward to IBC '95 in Amsterdam this week, where Accom officially will release its ELSET software and announce new beta users in the U.S. and Asia.

New ELSET features to be demonstrated at IBC include an "infinite blue box" where the camera can turn 360 degrees and still display the virtual world; a redesigned, distance-based "Z-Key"; automatically triggered sound events, and cameras moving in three directions.

VAP, a German production house that aided in ELSET's development, has been using the system for the past

"Five years from now, who's going to be using real sets?" asks Patrick Renvoise, director of virtual set systems for Accom, which markets the ELSET system.



At left, Softimage's Virtual sets. Low-end virtual set systems start at roughly \$700,000, including \$450,000 for an Onyx computer powerful enough to enter the virtual arena.

six months, producing several German television programs.

Electrogig's Reality Tracking is the only virtual set to have been beta-tested for on-air use in the U.S. ABC News used the system to produce a special report, "Common Sense with John Stossell." Although Electrogig's R&D director, Mike Dilworth, admits that using a virtual set represents a "leap of faith for broadcasters," he says host Stossell was "completely comfortable" by the end of the production.

After ABC proposed the test, Electrogig and systems integrators A.F. Associates had three weeks to get the system up and running at network headquarters. Luckily, A.F. Associates had a demo system ready, says Dilworth. "It's almost a complete studio on wheels."

"The whole system is 601 component digital throughout, so all the feeds from the Ultimatte 7 digital compositors went in," he says. "A complete two-camera system was in place with two tracking systems, using the Ultimatte Memory Head and BTS LDK-9 cameras."

ABC appreciated the custom software that Electrogig wrote to make Reality Tracking compatible with Wavefront animation software—now a standard feature of the system, Dilworth says. The ability to work with existing technology will be essential to selling virtual sets, he says. "You can't tell people what to model in."

Softimage's Christopher Phillips, manager of business development, emphasizes that his company's Virtual Theatre is just one application of the Softimage/3D Performance tool set. He admits that the cost of virtual sets right now may be prohibitive, but still predicts that within the next six to 18 months U.S. broadcasters will start implementing the systems in a beta mode.

"It's a nascent technology, so cost is obviously prohibitive," he says. "But another big factor is just process, understanding the technology and how it can be exploited."

Perhaps the company with the most to gain is Silicon Graphics, which provides the computer hardware the systems run on. Dave Larson, director of marketing for emerging entertainment markets for Silicon Studio, is optimistic: "I've been spending all my time researching applications for performance animation, and the most visible is the virtual set trend." ■

Hitachi unveils SDTV decoder

Device would display HDTV pictures at reduced resolution on SDTV sets

By Chris McConnell

Hitachi America has a plan for allowing TV viewers to hang on to their televisions long after NTSC transmissions have left the airwaves.

The company is developing a "standard-definition" (SDTV) decoder capable of receiving an HDTV transmission and displaying it at reduced resolution on a traditional television set. Last week, Hitachi was demonstrating its technology for onlookers at the Society for Motion Picture and Television Engineers (SMPTE) conference in New Orleans.

"There will be a mix of HD and SD broadcasting," says Jack Fuhrer, senior director of Hitachi's Advanced Television & Systems Laboratory. But watching the HD broadcasting without buying a high-definition television will require a device capable of extracting the necessary picture information for display at a lower resolution. Hitachi's "all-format" decoder would do this by scanning the HD transmission for just the needed picture data without first decoding the entire transmission.

Although the Grand Alliance HDTV system sends data at about 19 megabits per second, the Hitachi decoder would decode only 12-14 megabits per second.

"That makes the receiver cost-effective," SMPTE President Stanley Baron says of the "downsampling" approach. Fuhrer says the technology will allow the company to build decoders for about 10% more than the cost of conventional SDTV decoders, such as the DSS system used to receive DBS signals, and that storing and decoding the entire HDTV bit stream would run up to 10 times the cost of such SDTV decoders.

The Hitachi approach results in new picture artifacts not found in traditional SDTV decoders, although it also elimi-

nates other picture problems of the traditional decoders. The company says its all-format decoder will provide picture quality "comparable" to the pictures delivered by DIRECTV and United States Satellite

Broadcasting DBS systems.

The pictures could appear in 4:3 or 16:9 format, depending on the display and the signal sent by the broadcaster. If the broadcaster sends "pan and scan" information along with the HDTV picture, the all-format decoder could then read that information to supply a 4:3 picture. Last week's demonstration employed a

system that instead simply decodes the center portion of a 16:9 picture for a 4:3 display. A third option is letterboxing the picture, Fuhrer says.

Fuhrer predicts that the technology eventually will be implemented in a \$300 set-top box, although he does not say how soon. His company also predicts that the memory-saving system will speed total conversion to digital television by four to six years.

"They are saying, 'We will build you a TV set at a very low cost,'" says James McKinney, chairman of Advanced Television Systems. McKinney says standard definition is close to clearing another hurdle toward inclusion in the digital TV transmission standard that the FCC will consider later this year.

McKinney's group, which is preparing the document that will describe the new transmission standard to the commission, is now voting on adding standard-definition formats to its document. Although 53 participants are eligible to vote, the current tally stands at 25-1 in favor of adding the SDTV language, McKinney says, adding, "That one looks final to me." ■



The pictures could appear in 4:3 or 16:9 format, depending on the display and the signal sent by the broadcaster.

Abel recruits for data network

Wants broadcasters to commit to data broadcasting

By Chris McConnell

The newly created Datacast Partners is looking to recruit more broadcasters for its data-broadcasting venture. The LIN Television and Chris Craft/United Television-backed partnership is interested in potential investors, but is primarily looking for broadcast groups that will commit their stations to sending information over their airwaves, says Datacast President/CEO John Abel.

"I want to convince them of the vision," Abel says of the group's plan to develop a practical data-broadcast system for broadcasters. "I want their stations." Abel last week made his case for the partnership's vision to broadcasters attending the Society of Motion Picture and Television Engineers (SMPTE) conference in New Orleans. Addressing a conference luncheon, Abel discussed the growth in computer

sales and urged broadcasters to begin thinking about sending their broadcasts to "intelligent" devices rather than merely the "dumb terminal" of today's television.

"TV sets are still popular, but devices with memory and intelligence are also becoming more and more popular and useful to consumers," Abel told the conference. He cited a list of potential datacasting services that includes enhanced advertising information, customized sports and stock data and newspaper features. "I'm trying to make TV complement these services," Abel says. He adds that participating stations likely will need to spend \$10,000-\$25,000 to install the necessary transmitting equipment.

Abel, whose former employer—the National Association of Broadcasters—is still working with the Electronic Industries Association to develop a voluntary data-broadcasting standard for NTSC broadcasts, says a single transmission standard is not required for his company's plans,

but one standard would be more consumer-friendly than two or more systems. "It seems unlikely they will select a single standard," Abel says of the NAB work.

The Datacast partnership is considering buying a majority interest in data-broadcasting proponent Digideck, one of two systems participating in the NAB project (BROADCASTING & CABLE, Sept. 4). The partnership hopes eventually to operate a data-broadcasting network. "I need the support of broadcasters who will help me and others bring television into the information age," Abel says of the project.

Promoting a similar view to conference attendees was Advanced Television Systems (ATSC) Chairman James McKinney, who also cited a list of potential data-broadcasting services the industry will be able to send with digital transmission technology. "Pick up your FCC passport and ride that train into the future," McKinney said of the second channel slated for the industry. ■

FCC, ACOG on same frequency

Olympics preparation includes planning for frequency coordination

By Glen Dickson

The FCC and the Atlanta Committee for the Olympic Games (ACOG) are working together to avoid broadcast interference problems during next summer's Olympic games, which will represent the largest concentration of RF transmissions ever.

A special committee of the ACOG, the Olympic Broadcast Frequency Coordination Committee (OBFCC), will coordinate all auxiliary broadcast short-term operations. The FCC has suspended its Rule Part 74.24—Auxiliary Broadcast Short Term Operations—to grant this temporary authority to the OBFCC, which includes 31 broadcasters from ACOG, NBC and local stations. The coordinating area spans 75 miles from the Georgia Dome, the center of the games.

"The FCC has been a great help as our conduit to Washington," says Michael Smalls, technology facilities manager for ACOG and co-chairman of the OBFCC.

The OBFCC has been working to juggle frequency allocation since last September. "The committee we formed was a great idea, because with frequency coordination, cooperation is the name of the game," says Smalls. "Nobody wins if it's a free-for-all."

Louis Libin, director of technology for NBC and an OBFCC member, has been trying to take the available spectrum as a whole and look at the big picture: "We decided to not go for a big spectrum grab, but instead to look at the spectrum in ways so that it can be useful to the most people."

According to Libin, that involves everything from breaking down UHF



The Atlanta Olympic venue will host the largest concentration of RF users ever.

and microwave use among domestic and international broadcasters to encouraging the use of cellular telephones instead of two-way radios.

The Department of Defense has even lent the OBFCC a 4-gigahertz frequency, the bandwidth required for ATV, to help fill communication

needs, Libin says.

"We're not completely sure how it's going to end up being used," Libin says, "but it will be good practice." ■

FCC OK's \$10 million CD investment

Commission has yet to authorize digital audio radio service but, over NAB objections, it will allow company to build system

By Harry A. Jessell

Proceed with caution. That's the word the FCC has given Satellite CD Radio, a start-up company planning to beam 30 national radio channels via satellite to subscribers with antennas not much bigger than a silver dollar.

Over the objections of the National Association of Broadcasters, the FCC said CD Radio may spend up to \$10 million to construct a two-satellite system, even though the FCC has yet to authorize the service or issue any licenses.

CD Radio welcomed the FCC action. "It allows us to start implementation," said company president Rob Briskman. The service represents "the dawn of a new and important element of the communications and broadcast industry," he said. "And despite NAB's argument, we don't feel we will hurt local broadcast radio."

CD Radio can now make "progress payments" to Space Systems/Loral, which holds the \$200 million contract to build the CD Radio system, Briskman said.

According to Briskman, CD Radio raised about \$6 million a year ago in a public stock offering. David Margolese, a cellular and paging entrepreneur who co-founded the company with Briskman, and investor Darlene Friedland are the principal shareholders.

The NAB expressed disappointment. "We would prefer that the FCC had waited to define the service rules," said NAB Executive Vice President and General Counsel Jeff Baumann. But allowing companies to construct in advance of rules "is not uncommon in satellite services," he added.

Fearing competition to AM and FM radio, the NAB and individual broadcasters have vigorously opposed satellite radio—technically, digital audio radio service (DARS). They also have

argued against CD Radio's waiver request to begin building a system, saying that a grant would prejudice the decision on service rules and licensing.

But the FCC would have none of it. "We do not accept the argument that granting the waiver will predispose us to award CD Radio a license," the agency said. "CD Radio does not now have a license. Whether or not it gets one will not be affected by the grant of this waiver."

Any expenditures CD Radio makes are "solely at [its] own risk," the FCC said. "These expenditures may not be relied upon by CD Radio in any way during the rulemaking or subsequent licensing process."

"But if CD Radio wishes to commit funds to begin construction, we see no reason to prevent it from doing so. We think this should be a business decision, not a government decision." ■

CD Radio is one of four companies that hope to broadcast radio via satellite and that are now in the queue for the limited spectrum earmarked for the service. CD Radio is proposing a 30-channel pay service, but others hope to be advertising-supported.

The applicants fear the spectrum may be going on the auction block. Congress is eying the spectrum as part of its effort to raise \$14 billion from spectrum sales over seven years. The FCC is also considering an auction, although it would mean opening the spectrum to additional applicants.

To open the bidding to new applicants would be unfair, said Briskman. CD Radio and the three other satellite radio applicants assured their place in line for spectrum through long-established FCC procedures, he said. "It's hard for me to see why they would change the rules at this point." ■

Hughes heads south on Galaxy III-R

FCC OK's bird's use for DBS service in South America

By Harry A. Jessell

Hughes last week took a step closer to providing direct-to-home satellite TV to Latin America with the FCC's decision to allow it to use its planned Galaxy III-R satellite for the service.

"We have been waiting for this," says Hughes spokesman Jeff Torkelson. "It's going to encourage competition for satellite services across borders, and we are fully supportive of that."

When first approved, the satellite's 24 C-band and 24 Ku-band transponders had been slated for domestic fixed

service—network distribution and video backhaul.

But Hughes and its Latin American partners decided to press the satellite's Ku-band capacity into service for DBS to get a jump on what's shaping up to be a highly competitive market.

With the help of digital compression, Hughes plans to beam 144 TV channels and 60 music channels to subscribers with two-foot dishes.

Galaxy III-R is scheduled for launch Dec. 14. If all goes well, Hughes hopes to begin offering the DBS service in first quarter 1996. The satellite will orbit at 95 degrees west

longitude.

The service will be offered by Galaxy Latin America, a joint venture of Hughes, Venezuela-based Cisneros Group, Brazil's Televisao Abril and Mexico's MVS Multivision. Jose Antonio Ríos heads the company as president and CEO.

The target market is the 70 million TV homes in Central and South America. By Hughes's figuring, the break-even is 1 million homes paying an average of \$28 per month.

Hughes plans to shift the DBS ser-

vice to another satellite slated for launch in 1998. At that point, Galaxy III-R's Ku-band capacity will be returned to domestic fixed service.

Hughes probably will not be alone in the market. PanAmSat and Rupert Murdoch's News Corp. are planning similar ventures.

According to Gary Epstein, Hughes's Washington counsel, the way for FCC approval of Galaxy III-R's international DBS use was cleared at a "status conference" with agency staff. At the meeting, Epstein says, PanAmSat agreed to drop

its opposition to the Galaxy III-R request in exchange for Hughes's promise to withdraw opposition to unrelated PanAmSat satellite applications.

The FCC conditioned the Galaxy III-R grant on the outcome of the so-called transborder/separate systems rulemaking, which will set permanent rules governing international use of domestic satellites. Due to the condition, the FCC warned, the expenditures Hughes makes on the Galaxy III-R DBS venture "are at [its] own risk." ■

Prisa's NetFX turns on the speed

Ultra-fast network links Silicon Studio apps

By Glen Dickson

Video networking just got a lot faster.

Prisa Networks Inc. last week introduced a line of ultra-fast digital computer networks capable of transmitting data at one billion bits per second—dramatically faster than conventional LAN systems.

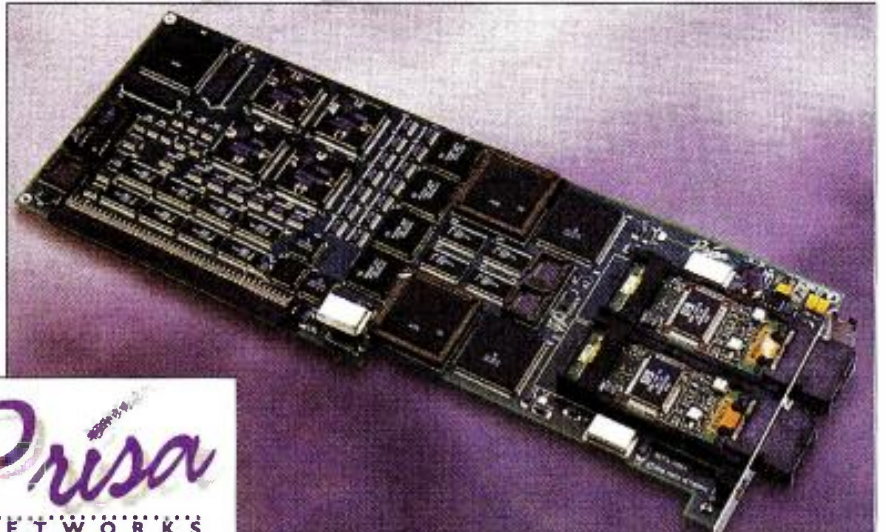
Employed in production and post-production facilities, NetFX will reduce transfer time of multi-gigabyte video files from tens of minutes to a few seconds, Prisa claims. (A minute of uncompressed digital video equals roughly two gigabytes.)

The new technology, now in beta testing with a handful of as-yet-undisclosed post houses and equipment suppliers, is targeted primarily at artists and editors who need to simultaneously access the same video data from different workstations.

Silicon Studio, the entertainment subsidiary of Silicon Graphics Inc., has been lending technical support to NetFX's development. Prisa's first products will be adapter cards that accelerate communications between Silicon Graphics' Indigo2 and the new Indigo2 IMPACT workstations.

"Prisa's NetFX fills a huge connectivity gap for customers who require high-speed transfers of full-resolution, uncompressed data," says Silicon Studio President Mike Ramsay.

Based on the FibreChannel computer industry standard, the NetFX adapter cards are designed to move digital video at rates up to 1062.5 megabits per sec-



Prisa's first products will be adapter cards that accelerate communications between Silicon Graphics' Indigo2 and the new Indigo2 IMPACT workstations.

ond, far exceeding the 270 Mbit/s rate defined by the CCIR-601 digital interface standard for real-time video.

According to Prisa President Marc Friedmann, he and company co-founder Don Deel have been toying with the FibreChannel standard since October 1994, looking for marketable applications.

"We concluded that the real opportunity was in the high-speed transfer of video images," Friedmann says. "This area was not being well served and needed a better solution than what was being provided."

To maximize NetFX's potential, Friedmann says, facilities need to keep the network separate from Ethernet or FDDI networks. He recommends that customers use it as "a big video pipe"

rather than as a shared network.

The price of installing NetFX will vary depending on the application. The price for an individual adapter for the desktop-workstation version will be in the \$5,000 range, not including installation. However, Friedmann says, the network costs are minimal when compared with the cost of graphics computers.

Prisa is working on a server version of the NetFX, adapter to work with Silicon Graphics high-capacity workstations and servers in large facilities, Friedmann says. "A small facility, with the new level of interface performance that NetFX provides, might actually be able to use the Indigo as a server," he says.

Newsroom systems and video on demand may also benefit from NetFX in the future, Friedmann says. ■

Cutting Edge

By Glen Dickson

General Instrument has won a contract to provide a full range of RF-addressable equipment to Israeli cable operator Golden Channel's newest franchise in Israel. GI will supply RF-addressable headend systems and INTERCON 7000 series international addressable set-top terminals for the new cable operation in Eliat in southern Israel. Golden Channel already has roughly 236,000 subscribers in other Israeli franchise areas such as Jerusalem and Tel Aviv; the new service will provide standard terminal features such as pay per view, impulse pay per view, last-channel recall and parental control. GI brokered the deal with its cable distributor Tadiran Mer Communications, which will install the equipment.

Court TV has purchased the high-speed Quantel Paintbox Express to update its on-air look. The new system initially will be used to design on-air graphics for the ongoing O.J. Simpson trial. According to Court TV Creative Director Anne Cadell, training is under way to use the Paintbox for designing show opens, promos, storyboards and animations.

Hewlett-Packard, TCI Cablevision, nonprofit trade group Smart Valley Inc., and the city of Sunnyvale, Calif., have collaborated to launch SE-TV, an educational television channel for Sunnyvale schools that uses HP's

Broadcast Video Server and fiber-optic technology from TCI to create a digital TV operation. SE-TV, on cable channel 28, broadcasts educational programs, school plays, lectures and homework assignments to more than 25,000 TCI customer homes in Sunnyvale. The HP server's ability to fully automate time-delay programming eliminates the need for a full-time SE-TV broadcast technician, while Starworks multimedia networking software, donated by Starlight Networks of Mountain View, Calif., helps to manage and store digital video. TCI Cablevision has donated a fiber-optic link from the video studio at Vargas Elementary School to the cable headend for channel 28 to distribute student- and faculty-produced programming.

BBC Outside Broadcasts' new Digital Sound Vehicle (DSV), equipped with a Solid State Logic Axiom digital console, debuted recently with BBC Radio 3's live broadcast of the first night of the Promenade Series of Concerts from London's Royal Albert Hall. The DSV features a 48-channel Axiom and 48-track DiskTrack. The Axiom has 108 remote mike amplifiers, MADi interface and a removable wing to enable the sides of the OB vehicle to be retracted for transit. Keith Wilson, senior studio manager for BBC Radio Production Resources, was happy with the Axiom's operation during the opening-night performance of Mahler's Symphony No. 8. "The Axiom sounds very good, particu-

larly at the bottom end of the frequency spectrum. The bass is very clean, and there is zero sound degradation."

ITN will begin using new digital news production and transmission technology from Sony and Oracle for its NBC Superchannel in early 1996, marking the first European test of the Sony/Oracle new-generation newsroom. The pilot system will replace existing VTR recording, post-production and transmission systems with a combination of video servers controlled by the Sony/Oracle newsroom computer system. An Oracle Video Server will provide concurrent access to video material, serving multimedia workstations that will allow journalists to script, edit and write captions for stories in a form ready for direct transmission to air. Sony's new Betacam SX format will be used for acquisition.

Tellabs will be at Telecom '95 in Geneva to offer a demonstration of its CABLESPAN 2300 system, which delivers integrated cable television (CATV) and telephony services via hybrid fiber/coaxial (HFC) networks. A key element of the demonstration will be RF interfaces, used to connect the system to a live CATV fiber/coax network. The CABLESPAN 2300 systems will be configured to demonstrate two cable telephony applications: an "apartment block" application for high-density areas and using the com-

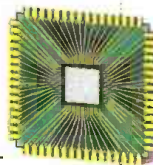


BBC Outside Broadcasts' new Digital Sound Vehicle

pany's Remote Services Terminal; and the "individual home" system, based on the Remote Subscriber Unit, a single-line network interface.

Mills/James Productions of Columbus, Ohio, has just completed a \$1 million facility upgrade that includes a new Digital Betacam component digital editing bay with 2200 switcher, a new digital graphics compositing suite based on Discreet Logic's FLINT, and new Wavefront Interactive Photorealistic Rendering software for its 3-D computer animation studio. According to Mills/James President Ken Mills, the editing and graphics expansion is the first phase of a building construction program that will double the size of the facility by the end of 1995.

Dallas/Fort Worth Teleport (DFWT) has been selected to transmit The Peoples Network (TPN) for eight hours per day, seven days per week, to Galaxy K7, transponder 16. Under contract terms, DFWT will provide and maintain a permanent, redundant microwave and fiber-optic interconnect between TPN's production studios and the Teleport's existing 7-meter Ku-band facility.



Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Interactive

Gates says Turner talks on hold

Microsoft will await resolution of Turner/Time Warner talks

By Mark Berniker

Microsoft says discussions about investing and creating an interactive media joint venture with Turner Broadcasting System have been put on hold because of Turner's ongoing merger negotiations with Time Warner.

There has been widespread speculation regarding Microsoft's potential investment of more than \$1 billion in Turner, but Bill Gates quashed the rumor mill with comments from Europe last week.

"Our talks [with Turner] will pause for a while. We will wait for the combined entity to take shape before resuming," said the Microsoft chairman, speaking in Paris at an industry trade show.

Gates emphasized that Microsoft is not interested in owning media companies, but rather in emerging as the leader in

interactive media. "We are a software company. In segments like the interactive world we see a chance to participate, but we have no interest in the traditional media world," Gates said.

Microsoft already has alliances with traditional media companies, including broadcaster NBC and a number of cable networks. John Malone's TCI has a minority position in The Microsoft Network, the company's new online service, as well as a stake in Turner.

Microsoft's strategy is to enter into alliances with various media companies

"Our talks [with Turner] will pause for a while. We will wait for the combined entity to take shape before resuming."

—Bill Gates

and to license content to be used for online sites, CD-ROM titles and interactive television programs.

Gates has said that he sees The Microsoft Network and the Internet as stepping-stones to interactive television over broadband networks. He has talked about "broadcast PCs," where television and computers would converge in the future.

If Turner and Time Warner are able to close their proposed merger, Microsoft could be a benefi-

ciary. However, it is unclear whether a combined Turner and Time Warner would want to strike a wide-ranging interactive-software deal with Microsoft. TM

Digital newsroom

News Corp./MCI create digital News Center

Online journalists, graphic designers and programmers will try to gather all the news that's fit to download

By Mark Berniker

News Corp./MCI Online Ventures has created the News Center, a digital newsroom devoted to producing multimedia content for the Internet's World Wide Web.

The News Center will integrate the skills of journalists, editors, graphic designers and computer programmers into one facility that



will produce and transmit text, photos, videos and sounds over the Internet.

"Digital journalism is a collaborative effort that will combine traditional media with modern technology," says Jonathan Miller of the *London Sunday Times* and editor of the new venture. Lew Silverman, formerly of *The MacNeil-Lehrer News-Hour*, will be the venture's managing editor.

Miller says he has 24 "digital journalists" online today and will be "tripling that number over the next few months." He says that the venture is developing a "sophisticated news-automation system."

The venture plans to pro-

vide around-the-clock news online. The News Center will produce thousands of Internet Web pages daily.

Miller expects the venture to change the electronic-newsgathering process as well as make journalists more responsive to their readers and viewers by allowing interaction with the audience. The venture will use new digital cameras to capture photographs, Hi-8 video cameras for video clips, and sound-editing software for instant inclusion in News Corp./MCI's electronic news feed.

"Our News Center is like a newspaper city desk, a television newsroom and a high-tech computer center—all rolled into one," says Anthea Disney, editor in chief of News Corp./MCI Online Ventures.

TMW

Online ratings

Nielsen, I/Pro link to track Internet use

Nielsen parent Dun & Bradstreet also makes investment in Internet tracking—software firm

By Mark Berniker

Nielsen Media Research and Internet Profiles Corp. have reached an agreement to jointly develop and market computer software that measures and evaluates user activity on the Internet.

The partners intend initially to

market I/Pro's existing software, which tracks usage of specific sites on the Internet's World Wide Web, but will upgrade the software over time.

Through the use of that tracking software, advertisers are expected to be able to gauge specific details about users and their

acceptance of online advertising.

"This is the beginning of a credible measurement system of Web sites on the Internet," says Jack Loftus, vice president of communications for Nielsen Media Research.

Dun & Bradstreet, which owns Nielsen Media Research, says it also has made a minority investment in I/Pro, but would not disclose the amount.

Nielsen is trying to leverage its position as the leading viewer-tracking service for television onto the Internet. However, there are a number of companies developing competitive Internet tracking—software systems, such as WebTrack and the NPD Group's PC-Meter. None, however, has emerged as a standard.

Only a few companies are now investing major dollars in advertising on the Internet. They include AT&T, IBM, MasterCard, Sun Microsystems, Zima and Tower Records.

I/Pro already is working with Microsoft, Chrysler Corp., Playboy Enterprises,

Netscape Communications Corp., CMP Publications and Ziff-Davis Publishing to provide user measurement and independent auditing of Web traffic.

Nevertheless, advertisers are concerned about rates for ad space on the Internet. That's because it is often unclear what advertising on the Internet is worth and thus how much it should cost.

I/PRO already has two products on the market. I/COUNT Web provides clients with the total number of users of a given site, the time spent per page within a given site, and the geographic location of users. The company's I/AUDIT is an auditing and verification service for company Web sites.

The partners in the venture will charge clients \$5,000 for a onetime report, \$3,000 per quarterly report or \$1,500 each for monthly reports.

Loftus says that Nielsen and I/PRO will be revising the software and plan eventually to include more specific demographic data about Internet users.

TMW

NFL kicks off site on Internet

The National Football League's Internet site is up and running with the onset of the new football season. Dubbed "Team NFL," the site features 30 distinct team areas containing detailed game previews, recaps, player profiles and constantly updated news. The site also includes bulletin boards and chat rooms for avid football fans to discuss their favorite teams and players. The site has complete television schedules of upcoming games and other special events sponsored by the NFL and can be reached at <http://www.nflhome.com>.



Cuomo 'Internetcasts' NAB '95 address



Mario Cuomo's keynote address at the National Association of Broadcasters radio convention in New Orleans was simulcast live over the Internet through SW Networks' site using Progressive Networks' RealAudio technology. The keynote address is available over the Internet on a streamed, on-demand basis without a download delay. SW Networks' Internet address is <http://www.swnetworks.com>.

General Instrument buys Next Level Communications

General Instrument has signed a deal to acquire the remaining outstanding stock of privately held Next Level Communications for \$75 million (the deal calls for a total investment of \$85 million in the company). GI's purchase marks the company's movement into the local telephone loop access market. Next Level's switched digital video technology will enable GI to provide transport and network management for the delivery of video, data and voice service via fiber-to-the-curb technology.

Calendar

Sept. 12-13—New Products and Services for Cable, sponsored by AIC Conferences. The New York Vista Hotel, New York. Contact: (800) 409-4242.

Sept. 18-19—Video on Demand, sponsored by The Institute for International Research. The Marriott Marquis, New York. Contact: (212) 661-8740.

Sept. 18-20—Telco-Cable VII, sponsored by *Telecommunications Reports* and The Yankee Group. Loews L'enfant Plaza Hotel, Washington. Contact: (202) 842-3022.

Sept. 20-21—Interactive Gaming and Wagering, sponsored by AIC Conferences. MGM Grand Hotel, Las Vegas. Contact: (212) 952-1899.

Sept. 25-28—Convergence III: Interactive Television Conference & Expo and DAVID Developers Conference, sponsored by Multichannel CommPerspectives and Microware. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.

Sept. 26-28—Third International Interactive Television Conference, sponsored by BIS Strategic Decisions. The Forte Crest Bloomsbury, London. Contact: 44-158-240-5678.

Sept. 27-29—Second annual Media Alliances Conference, co-sponsored by Netscape, The Kelsey Group and *Editor & Publisher*. Hyatt Regency La Jolla, San Diego. Contact: (609) 921-7200.

Oct. 17—The Cable Online Summit: Raising the Speed Limit on the Information Superhighway, sponsored by Kagan Associates. Waldorf-Astoria Hotel, New York. Contact: (408) 624-1536.

Oct. 23-24—Second annual Strategic Multimedia Conference: Where Multimedia Is Going in the 1990s, sponsored by Frost & Sullivan. San Francisco Airport Marriott Hotel. Contact: (800) 256-1076.

Nov. 8-10—Women Online Conference, sponsored by The Kelsey Group and Apple Computer Corp. The Renaissance Hotel, Washington, D.C. Contact: (609) 921-7200.

Telco-Television

SNET opens network to outside programmers

Connecticut telco files FCC amendments, awaits tariff approval

By Mark Berniker

Southern New England Telephone's bid to get into television has taken yet another turn.

In FCC filings, SNET has revamped its proposal for a 150,000-home video system in Connecticut to make more room for outside programmers. The system would serve parts of Hartford and Fairfield counties.

Meanwhile, the telco awaits agency approval of its tariff for the trial and a waiver to provide its own programming.

SNET modified its proposal after the New England Cable Television Association (NECTA) charged that the telephone company was misleading state and federal regulators.

"They thought they could skate through the whole regulatory process, and the FCC is making them comply with the law—something they've had trouble doing during this whole process," says Paul Cianelli, president of NECTA.

SNET now is promising to make eight additional channels available for broadcast programming and an open enrollment plan for potential video programmers to request additional channel capacity. However, SNET says it will offer only two of the eight channels to a single programmer.

The plan also will "give each programmer the right to share up to 30 channels of the most popular off-the-air and non-premium channels,

SNET says. "Each programmer will be allowed to include those shared channels as part of its service offering, allowing each an opportunity to offer a competitive package."

"What they're doing is eliminating all the aspects of their original trial plans that they never intended delivering in the first place," says Cianelli. SNET had said it would offer only digital channels to outside programmers.

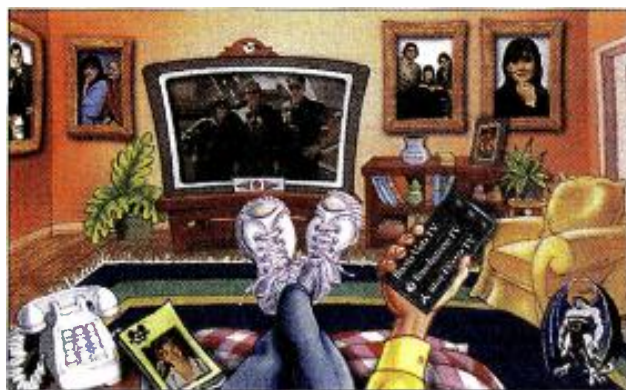
SNET Diversified, a subsidiary of the telephone company, has won approval from the U.S. District Court to be one of the video programmers

on its new video network, but still awaits approval from the FCC.

The telco says it will have 76 analog channels available for the Hartford and Fairfield video trials. Fifteen of those channels will be devoted to enhanced-pay-per-view services. CAI Wireless Systems controls 49 channels in Fairfield and 46 in Hartford; Graff Pay-Per-View has three channels in both places.

SNET Diversified has one channel in Fairfield and four for the Hartford system, but does not yet have FCC approval to transmit programming over those channels. **TM**

Disney's Buena Vista Television launches new TV Web site



Walt Disney, Touchstone and Buena Vista Television have launched a site on the Internet's World Wide Web containing information about more than 30 series, telefilms and specials airing this season on network and syndicated television. Developed by Disney Online, TVplex offers text, graphics, sound and video clips about upcoming shows from ABC's *Home Improvement* to the syndicated *Stephanie Miller Show*. The site can be reached at <http://www.disney.stcom/TVplex>.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General Manager El Dorado Communications is on the grow again. We're looking for two more talented individuals. Applicants should have an extensive background in Retail Sales Development and Management. El Dorado is an Equal Opportunity Employer. Please send resumes only to: Kenneth D. Wolt, Executive Vice President, El Dorado Communications 2130 Sawtelle, Suite 307, Los Angeles, California 90025. No Phone calls please.

AM/FM General Sales Manager Duties will include leading, training and motivating sales staff at two of West Michigan's great sports stations. Candidates should have a minimum three years outside sales experience in Radio advertising, four year degree and strong writing, verbal and interpersonal skills. Great opportunity for growth to General Manager/Ownership. Send complete resume to President, WBRN, Inc. P.O. Box 1460, Big Rapids, MI 49307-0158. EOE.

Growing group needs General Sales Manager to grow sales another \$1 million in the next two years. Can lead to ownership, long-term management opportunity with stable, successful company. We're good and want to get better. Salary bonus, benefits, 401K, etc. Join a great group and help us grow faster. Resume to: Henry Balfanz, VP/GM, WSWT/WIRL, Box 3335, Peoria, IL 61612. EOE. M/F. Fax 309-694-2233.

It doesn't get any better! You're presently employed wondering how best to utilize your sales, management skills. You sell ideas to high profile advertisers. You observe the good, bad of management itching for your turn at bat. Good \$5M Iowa market, 7 stations, we're #4 as a start up. If you're on the way up, hard working, equity is your goal apply to the guy who trained Chris Lytle. Phil Fisher fax resume 608-273-4773.

Looking for turn-around GM with commitment to win. Equity position possible when billing goals achieved. Mid-west. State capitol. In market AM/FM. Reply to Box 00542 EOE.

Sales Manager. Regional, full-service AM in health, Southeastern small market seeks high-caliber Sales Manager. House list included. Attractive compensation and benefits. Great potential with group-owned operation. Forward resume to Box 00533 EOE.

Sales Manager for midwest based radio programming network. Must be able to develop/implement market plans for multiple products and work with highly successful small group of driven individuals. Letter and resume to: Exec. Prod, IBC, Inc. 10920 NW Ambassador Drive #300, KC, MO 64152-1235. EOE.

General Manager: to run small market regional combo in Eastern Montana. Send resume: 1218 Pioneer Building, St. Paul, Minnesota 55101. EOE.

General Sales Manager. Expanding Mid Atlantic group seeking exceptional sales leader for regional Class C FM. Situated in attractive, growing small market. Excellent compensation package. Great, long-term career opportunity. Send resume to Box 00534 EOE.

General Sales Manager: Liggett Broadcast Group seeks GSM for WJIM AM/FM. Send resume to Rod Krol, WJIM, Box 30124, Lansing, MI 48909. EOE.

General Sales Manager. Chancellor Broadcasting, one of America's fastest growing broadcasting companies, has an immediate opening for a General Sales Manager in the nation's 28th market in Riverside-San Bernardino. If you have a proven track record, strong organizational and leadership skills, and the need to win, then consider this tremendous opportunity! We offer a highly compensated, growth position for the right person. Sell us today! Send your qualifications to: Bob Bernstein, Vice President/General Manager, KMEN/KGGI Radio, 2001 Iowa Avenue, Suite 200, Riverside, CA 92507. EOE employer. Females and minorities encouraged to apply.

Sales Manager: Progressive SW Oklahoma AM/FM. Send resume to GM, P.O. Box 1360, Anadarko, OK 73005. EOE.

HELP WANTED TECHNICAL

Chief Engineer. Chancellor Broadcasting, one of America's fastest growing broadcasting companies, is looking for a great Chief Engineer in the nation's 28th market. Riverside/San Bernardino. Five years broadcast engineering experience preferred. Send resume with cover letter to: Bob Bernstein, Vice President/General Manager, KMEN/KGGI Radio, 2001 Iowa Avenue, Suite 200, Riverside, CA 92507. EOE Employer. Females and minorities encouraged to apply.

HELP WANTED SALES

Traffic/Media Manager. Dynamic, multi-based media company operating in over 50 cities seeks Traffic/Media Manager. Primary requirements is proven managerial and administrative skills. Supervise two departments of 10 employees. Extensive coordination with operating management, employees in other locations, and administration. Supervise and assist implementation of custom designed computer system and administer contracts. Experience with radio traffic scheduling and media buying a plus. Only resumes with salary requirements will be considered. Forward to MTC/CHC, 2700 Post Oak Boulevard, Suite 1400, Houston, TX 77056. Non-smoker.

Account Executive Odyssey Communications, new owners of WRKL-AM, Rockland County, NY has opening for experienced, hungry, focused, customer-oriented AE. Superior sales support services, list, excellent compensation, benefits. Immediate opening. Resume to: 1551 Rt. 202 North, Pamona, NY 10970 or fax (914)354-4796.

Sales Manager: For a profitable NJ FM. Must be qualified in agency, co-op and general street sales. Applicant will have strong leadership skills and the ability to sell, train and motivate. Applicant must have a working knowledge of computers and a winning attitude. Send letter and resume with salary history to: General Manager, WADB Radio, 1731 F Street, South Belmar, NJ 07719. No phone calls. Minorities are encouraged to apply. EOE.

HELP WANTED NEWS

WCBS Newsradio 88 has an immediate opening for the best

NEWS PRODUCER

in the business to supervise afternoon drive at America's best all news radio station. Duties include slotting stories, assigning reporters, supervising writers and tape editors. Send resume to:

Lou Giserman, Assistant Director
News & Programming
WCBS Newsradio 88
51 W. 52nd St.
New York, NY 10019
(No phone calls)

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Cleveland's powerhouse 50,000 watt ALL SPORTS station is growing! If you're interested in joining the flagship station for the best team in baseball, the Indians, and the flagship for the Super Bowl picked Browns, send your tape and resume to Debbie Williams, Human Resources, 9446 Broadview Rd, Cleveland, Ohio 44147.

You'll love Cleveland, the home of Rock & Roll and the *hottest* sports town in America!

No beginners. No telephone calls.
An Equal Opportunity Employer, M/F

Major Urban Radio network is looking for experienced reporter to cover news bureau in top market. Prefer candidates with network radio experience but will consider major market candidates. Reply to Box 00536 EOE.

HELP WANTED ALL POSITIONS

The members of the New Hampshire Association of Broadcasters are committed to the FCC's goals of non-discrimination and affirmative action. If you would like to be considered for employment in the New Hampshire broadcast industry, please send your resume to:

MR. B. ALLAN SPRAGUE, PRESIDENT
NEW HAMPSHIRE ASSOCIATION OF BROADCASTERS
10 CHESTNUT DRIVE
BEDFORD, N.H. 03110
NO PHONE CALLS.

The New Hampshire Association of Broadcasters members are equal opportunity employers.

SITUATIONS WANTED MANAGEMENT

Seeking General Manager/Sales Manager in small market. Top biller. Top references. Willing to relocate. Ted 914-357-9425 or 914-357-4861.

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

General Manager-- Recent sale makes me available immediately. Small/medium markets. Great track record. Country or Oldies preferred. Ed (518)654-2802.

Does your situation call for an experienced professional? 20 years of solid experience as GM/GSM in various size markets. (309) 755-8311. Sale/LMA means I'm available immediately. Will relocate.

SITUATIONS WANTED ANNOUNCERS

God Given Talent! Charming, humorous, up and coming talk radio personality wants to improve your ratings. 214/373-4374. Mark.

Seeking weekend or overnight Disc Jockey, Talk Show Host or Newscaster position and Account Executive. Call Ted 914-357-4861 or 914-357-9425. Experienced and good strong pipes.

BUSINESS OPPORTUNITIES

Mexican company. Seeking to co-produce in Spanish for the Hispanic community. Contact us. Servicios En Comunicacion, Genova 20, Mexico D.F. 06600. Tel/Fax (915) 208-80-13.

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

TELEVISION

HELP WANTED MANAGEMENT

TELEVISION PRODUCTION

EWTN, the International Catholic Network available in over 40 million homes in the U.S. and abroad, is seeking staff to support its expanding domestic and international production efforts. Candidates are being sought for the following current and future positions:

- Producers
- Directors
- Editors/Technical Directors
- Avid Editor
- Audio Technicians
- On-Air Art Director
- On-Air Graphic Designers
- Promotions Producers
- Bi-Lingual (Spanish)Producers
- Bi-Lingual (Spanish)Editors
- Bi-Lingual (Spanish) Audio Techs
- Simultaneous Translators (Eng/Span)
- Master Control/Videotape Operator
- Quality Control Technician

No phone calls will be accepted. For consideration, please send a resume, non-returnable samples of work and salary history/expectations with a cover letter outlining reasons for interest to: Michael P. Warsaw
Vice President of Production, EWTN
International Catholic Network, P.O.
Box 101642, Birmingham, AL 35210



The United States Olympic Committee in Colorado Springs seeks candidates for Manager, Broadcast Marketing to manage various aspects of broadcast production operations, including production coordination, script writing, video footage acquisition, outside vendor relations, project analysis. Requires bachelors degree in television, broadcasting or related field; 5-10 years broadcasting production experience; 3 years supervisory experience; knowledge of off-line editing/production of diverse video projects; production experience, preferably in sports field; knowledge of Olympic sports and contact negotiations for licensing USOC-owned footage. Salary \$38-\$40K plus excellent benefits package. Send resume, reference list and salary history to Personnel Office, U.S. Olympic Committee, One Olympic Plaza, Colorado Springs, CO 80909 or fax to (719) 632-2884. Deadline September 22, 1995. EOE.

Local Sales Manager - Paramount Stations Group newest acquisition in #4 market. Candidate must have 3-5 years broadcast sales management experience. Come grow with UPN! Send letter and resume: Attn: LSM, WGBS-TV, 420 North 20th Street, Philadelphia, PA 19130. No calls please. EOE.

GENERAL MANAGER

New Hampshire Public Television, Durham, NH

Major Public TV network serving 1.5 million viewers in NH and portions of MA, ME, and VT seeks dynamic, creative, experienced professional to assume overall management responsibilities.

Responsible for established station with long tradition of offering high quality state-wide programming and educational services. The individual will assume leadership and overall management, financial oversight, staff management, fundraising, programming and technical operations.

Minimum qualifications include 10 years relevant experience, solid communications, administration, management skills and bachelor's degree.

NHPTV, licensed to the University of NH, maintains its principal office and broadcasting facilities in Durham, NH on the NH seacoast, sixty miles north of Boston. AA/EEO employer. Send resume, including professional references and salary requirements to Search Committee, NHPTV, P.O. Box 1100(B), Durham, NH 03824.

GENERAL SALES MANAGER

NorthWest Cable News, a division of Providence Journal Broadcasting, is launching a 24-hour Pacific Northwest regional news channel in December. We are currently seeking a General Sales Manager. Our GSM will have the ability to build our sales team and will lead our revenue projecting and producing activities.

Successful candidate must have a proven track record in sales management selling television without the benefit of ratings. Strong leadership skills, creative packaging, research-based selling, excellent negotiation skills, and a team player a must.

If interested run, don't walk to the nearest fax machine!

**NORTHWEST CABLE NEWS
A DIVISION OF THE PROVIDENCE
JOURNAL COMPANY**

Attn: Craig Marrs
333 Dexter Avenue North
Seattle, WA 98109
FAX (206) 448-3196

An Equal Opportunity Employer

General Manager: New Catholic cable/satellite TV station in New Orleans seeks General Manager. Must have experience in all facets of management, especially programming and promotion. References required. Send salary requirements and resume in confidence to: Personnel Director, WLAE-TV, 2929 South Carrollton Avenue, New Orleans, LA 70118.

President and General Manager The Duluth-Superior Area Educational Television Corporation (DSAETC) seeks applications for the position of President and General Manager. DSAETC is the community licensee of a CPB qualified regional public television station (WDSE/Channel 8 in Duluth, Minnesota). All operations are controlled from DSAETC's telecommunications center, known as the Sax Brothers Memorial Communications Center, located on the campus of the University of Minnesota, in Duluth. The President and General Manager reports to a board of directors and as CEO is responsible for leading, directing and evaluating overall planning and management of the administrative, programmatic, educational, technical, development and external relations activities. The functions and responsibilities of the position require that the successful candidate have a minimum of: a Bachelor's Degree in Communications, education or a position related academic or technical discipline with an advanced degree preferred; multiple years of successful and relevant senior management experience; demonstrated experience in financial management; exceptional oral, written, analytical, planning and interpersonal skills; telecommunications experience; the ability to work with a board of directors, staff and volunteers to pursue a strategic direction of meeting critical educational, public service and community objectives; and the intellectual and administrative versatility necessary for successful senior leadership. Public Broadcasting experience is a plus. The deadline for applications is Monday, September 25, 1995. Applications must include: (1) a narrative letter describing how the applicant's training and experience directly relate to the outlined job responsibilities; (2) a detailed professional resume; and (3) the names, addresses and telephone numbers of at least five references who can attest to the applicant's professional qualifications. Competitive salary commensurate with qualifications, training and experience. Applications should be directed to: Search Committee, WDSE-TV, Channel 8, 1202 East University Circle, Duluth, MN 55811-2420. DSAETC is an Equal Opportunity/Affirmative Action Employer.

HELP WANTED SALES

Traffic Manager. WXON-TV20 has an immediate opening for a Traffic Manager. Must have a minimum of three years experience in a television traffic department including recent working knowledge of the Columbine computer system. Successful candidates will have proven leadership skills, adaptability and flexibility in dealing with deadlines and program schedule changes and be prepared to work a non-traditional schedule as business conditions and workload dictate. High level of accuracy and ability to handle details are required attributes. Should have knowledge of FCC regulations as they apply to the broadcast industry. Send resume and cover letter stating salary requirements to: Kathleen Dubro, WXON-TV, 27777 Franklin Road, Suite #1220, Southfield, Michigan 48034. An Equal Opportunity Employer.

KHOU-TV, the CBS affiliate in Houston, is seeking a top level Account Executive with a minimum of four years major market television sales expertise. Strong emphasis placed on development of non-traditional revenue in addition to working with major agencies. Position requires a degree. Send resume to Mario Hewitt, Local Sales Manager at KHOU-TV, P.O. Box 11, Houston, TX 77001-0011. No phone calls please. EOE.

AVIDabout BROADCAST

Broadcast Editor/Sales Demonstrator

Avid's Broadcast Division is seeking a Broadcast Editor/Sales Demonstrator with a minimum of 4 years' experience in a broadcast editing environment. This position will be located in our NYC office. Key responsibilities are providing sales support and conducting product demonstrations as well as on-site evaluations of Avid's AirPlay, NewsCutter and MediaServer systems. The qualified candidate must have in-depth knowledge and experience in network/broadcast news production environments, as well as hands-on experience with Avid's Media Composer. Good interpersonal, communication and presentation skills, as well as a strong desire to introduce nonlinear technology to the broadcast marketplace is required.

Avid Technology, the leader in digital nonlinear media solutions, offers an exciting, fast-paced and high growth environment. Send or fax resume, indicating salary requirements to:

Avid Technology, Inc., Code: BCE,
One Park West,
Tewksbury, MA 01876,
Fax (508) 851-5848.

Email:
jobs@avid.com
Principals only.
An Equal
Opportunity
Employer.



WHERE AVID PEOPLE WORK

This job involves daily telephone contact with a national representative firm. Writing and confirming national sales orders. Filing of all correspondence with rep and national direct clients. Notifying direct clients and rep firm of half hour program avail. Contacting accounts in a timely manner regarding monthly collections. Heavy phone work and paperwork. Must be organized, pay attention to detail and be able to handle many projects at the same time. Please send resumes to: Bob Heinzlmann, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. No phone calls. EEO.

National Sales. Exciting regional news station expanding in the NY DMA. Seeking aggressive, experienced agency rep, high base, high commission, tremendous growth potential. Reply to Box 00541 EOE.

Experienced Sales Associate: Needed to market established syndicated news program nationwide. Exciting opportunity to work with aggressive and innovative company. Salary plus commission. Reply to Box 00540 EOE.

Account Executive. We are expanding our staff. We will have an opening for an entry level Sales and Marketing Executive. We are looking for an aggressive, self-motivated and imaginative sales person who wants to learn television sales and marketing and grow. Successful candidate must be able to work within a team framework with a strong desire to win. Previous sales experience preferred. Please send resume to: Howard Zeiden KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No faxes or phone calls please. EOE M/F.

Account Executive - WAVY Television- Portsmouth/Norfolk/Virginia Beach market. 2+ years broadcast experience required. College degree preferred. Successful candidate should be proficient in ratings, negotiating and servicing accounts. Proven track-record in new business development a must. Experience with marketing research a plus. Send resume to Doug Davis, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls! EOE.

Account Executive: Highly motivated and organized individual for media sales. 1 year sales experience required, media experience a plus. Resume: E.O.E. Officer, KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81502. EOE.

Advertising Sales-Dominant Regional TV Station is seeking two cable, TV or radio sales pro's with experience selling in the local New Jersey/Westchester markets. Must have client and agency contacts. Salary plus comm. Ron Javer, Phone (203-353-8555) or Fax (203-967-9442).

Account Executive - Need aggressive sales person who is hungry to sell UPN prime, news, specials and develop new business. Ideal candidate will have experience as follows: television sales (3 years); sales marketing and promotions; NSI, BAR, Scarborough. Send to: Local Sales Manager, UPN 20/WDC, P.O. Box 9662, Washington, DC 20016. Equal Opportunity Employer.

Local Account Executive WHNS-TV Fox 21 is accepting applications for the position of Local Account Executive. Broadcast sales experience and skilled in new business development. Candidates should possess a knowledge of research tools and computer use. Sales promotional experience an asset. Requires light travel. Send resume to: WHNS-TV, Attn: Personnel-AE, 21 Interstate Court, Greenville, S.C. 29615. EOE/M/F/H.

HELP WANTED MARKETING

Top 10 market local ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, Newschannel 8, serving metro Washington, D.C. viewing area seeks dynamic Director of Audience Development to develop and execute and oversee overall marketing strategy. Ideal candidate will have five years of progressively responsible broadcast experience in marketing, promotion, television production, research and/or a proven track record of successful promotional and marketing concepts. Knowledge of all forms written communication, including print, electronic media, and presentation material. Event marketing knowledge a plus. Please send resume and salary history to: 78 Inc., HR Dept., 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

MARKETING MANAGEMENT OPPORTUNITIES ■

DIRECTV®, the nation's premier direct broadcast satellite service, delivers 150 channels to American homes and businesses that are equipped with the DSS® receiving unit, which features an 18-inch satellite dish. If you're an experienced professional looking to join a company that is making waves in the future of television, consider these opportunities to report to the Director of Marketing:

Promotions Manager

This is an opportunity for a top-notch marketing and promotions executive with excellent communication and interpersonal skills to play a key role in subscriber acquisition and pay-per-view revenue growth. You'll be responsible for strategy and implementation of acquisition marketing activities, including but not limited to programs in conjunction with DIRECTV's manufacturing partners. In addition, you'll develop cop-op marketing strategies with DIRECTV's programming providers and support sales personnel in the creation of retail marketing programs. As a qualified candidate, you should have a bachelor's degree in marketing, communications or a related field, and five to seven years experience developing and evaluating promotions, directing production of print and on-air materials, managing creative service personnel, and developing and managing marketing budgets. Computer literacy required.

Pay-Per-View Manager

As a key member of this team, you will be responsible for pay-per-view analysis and reporting, supervision of print materials and campaign planning, and communication. A bachelor's degree is required, combined with exceptional analytical and highly developed computer skills. You should have five or more years experience in cable or studio pay per view, or a similar background in transactional services marketing. A working knowledge of a high-volume retail sales and marketing environment is also a plus. In addition, you must be able to work independently in a high-volume, deadline-oriented environment.

DIRECTV® offers an exciting compensation and flexible benefits package, along with a rare opportunity to make a major impact in a developing industry. For immediate consideration, please send your resume with salary history to: DIRECTV®, Inc., Employment-BC, P.O. Box 915, RE/R8/N301, El Segundo, CA, 90245.

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



HELP WANTED TECHNICAL

SNG Truck Operator: Absolutely brand new! This state of the art SNG Truck needs an operator. Dominant News station is looking for a candidate that is flexible in scheduling, disposition and can adjust to pressure situations. Operator will be required to help maintain vehicle and SNG portion of unit. When not on SNG operations, duties will include ENG truck operations. Send resumes to: Eric Lerner, News Director, KWCH-TV, P.O. Box 12, Wichita, Ks. 67201. Equal Opportunity Employer.

Electronic Maintenance Tech - A TV maintenance technician is needed with prior experience in video, audio, microwave and RF transmitters. Prior experience with bench repair of broadcast equipment a must. Some SNG truck operation and travel will be required. Candidate must be willing to work a sometimes demanding schedule and have good personal skills. A college degree is preferred. Send resume to Les Garrenton, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls! WAVY-TV is an Equal Opportunity Employer.

SYSTEMS DESIGN ENGINEERS SENIOR PROJECT MANAGERS

As a result of continuing growth, AFA is expanding its Project Engineering staff.

A.F. Associates is an acknowledged leader in the design, engineering and fabrication of advanced television systems and facilities for the industry's most prestigious clients. We are seeking talented and experienced systems engineers to join our dedicated staff of professionals and become involved in a number of very visible and challenging projects.

Candidates should have a minimum of five years of broadcast systems design experience, characterized by the proven ability to perform detailed design of digital video and audio systems. Fluency in AutoCAD is a must. You must be well-versed in breaking technologies, including computer-related video disciplines such as video file servers, and demonstrate the ability to manage an intricate project where the client's satisfaction is the highest priority. An EE degree or significant industry experience is required.

Please send/fax resume' and salary history to: Mr. Jim McGrath - VP/Engineering



A.F. ASSOCIATES, INC.

100 Stonehust Court, Northvale, NJ 07647
FAX 201-784-8637 - No phone calls, please.
A Video Services Corporation Company - AFA is an EOE

Georgia Public Television. Transmitter Engineer I or II. Georgia Public Television has an opening for a Transmitter Engineer in Cochran, GA. This position is located near Warner Robins Air Force Base. Prepares transmitters for broadcast. Conducts emergency and preventative maintenance. Operates remote control equipment. Tech school in electronics, or four college level courses in electrical engineering or electronics or possession of an FCC General Radio Telephone Operator license required. Restricted Radio Operator permit required. Transmitter Engineer I - One year experience in electronic equipment repair or maintenance transmitter eng. req. \$18,342 - \$21,408. Transmitter Eng II - Two years experience in electronic equipment repair or maintenance transmitter eng. req. \$21,408 - \$25,134. Excellent State benefits. Send resume, cover letter and three professional references by September 29 to Linda Jolly, GPTV, 1540 Stewart Avenue, SW, Atlanta, GA 30310. EOE/AA.

TV Maintenance Engineer Immediate opening for qualified maintenance engineer. Studio and transmitter experience necessary. Stereo facility with Sony Betacart, Sony 1 inch, Bosch telecine, Grass Valley switchers & distribution, Utah routing, S.A. satellite equipment, and RCA UHF transmitter. Send resume to: Tom Foy, KUTP-TV, 4630 S. 33rd St., Phoenix, AZ 85040. EOE.

Technical Producer/Photographer-Editor Full-time position for a nationally syndicated kids show. Reply to Box 00538 EOE.



**NEW WORLD
TELEVISION**

is seeking qualified applicants for Broadcast Operations/Engineering management positions. Positions include full responsibility for management of technical operations, engineering and production.

Candidates must meet the following qualifications:

- Minimum of five years Broadcast Operations/Engineering management experience
- Knowledge of state of the art television techniques, equipment, and procedures; and experience in remote and studio production techniques with emphasis on news and information program production
- Experience in preparation and administration of operating and capital budgets
- FCC General Class License/SBE Certification
- College degree preferred
- Proven leadership ability with excellent written and oral communications skills essential

Career opportunities open at the following New World Television stations:

- WAGA-TV, 1551 Briarcliff Road, Atlanta, GA 30306**
- WVTM-TV, 1732 Valley View Drive, Birmingham, AL 35209**
- KTVI-TV, 5915 Berthold Avenue, St. Louis, MO 63110**

Applicants should send resume and salary requirements to the **HUMAN RESOURCES OFFICE** of each station. New World Television is an Equal Opportunity Employer.

Broadcast Engineer - DC area appraiser seeking engineers for inventory and valuation of television broadcast operations. Full, part-time or sub-contract positions considered. Send resume to Pete Bowman, BIA, 14595 Avion Parkway, #500, Chantilly, VA 22021.

Chief Engineer - Take charge of total engineering equipment and staff. Planning, purchase and maintenance of equipment. Must be hands on with experience in transmitter and studio equipment. 5 years minimum experience. Compensation with ability. Send resume to Box 00539 EOE.

Assistant Chief Engineer, Operations. Denver's top independent station (VHF/WB Network Affiliate) is seeking a strong technical individual with proven supervisory skills. Candidate should have a minimum of three years of successful major market experience as an assistant chief or five years experience as a supervisor. Leadership skills and strong technical operations experience are required. Ability to schedule people and facilities, as well as strong computer knowledge are necessary to assist the Director of Engineering in accomplishing aggressive station goals. B.S.E.E. or Technical Associates degree, FCC General Class License or SBE Certification are required. If you want to be a part of this winning, goal oriented team, send resume to: Human Resources, KWGN-TV, 6160 South Wabash Way, Englewood, CO 80111. No phone call please. Equal Opportunity Employer.

Chief Engineer: Augusta, Georgia, affiliate has immediate opening for experienced person with good balance of administrative/hands on skills. Require minimum associates degree or equivalent job training. Starting salary for qualified person \$50,000. Letter with resume to T. Arthur Bone, Bone and Associates, Inc., 6 BVE, Suite 109, Lincoln, RI 02896. EOE.

Assistant Chief Engineer: Looking for well qualified Assistant CE who can eventually assume position for CE for UHF station. FCC General Class License, SBE Certified. Send detailed resume and salary requirements to Box 00525 EOE.

Assistant Chief Engineer. UPN 57 Philadelphia seeks a hands on individual with complete knowledge of satellite systems, Beta Cart, transmitters, computers, control room and studio equipment. SBE or equivalent certification required. Supervisory or management skills preferred. Send resume and salary requirement to: Frank Polisano, Chief Engineer, WGBS-TV, 420 North 20th Street, Philadelphia, PA 19130. No calls please. EOE.

HELP WANTED NEWS



**NEWS
director**

Sunny South Texas on the Gulf Coast. KIII-TV - ABC affiliate. Top Rated Newscast in Corpus Christi Market, on-air since 1964, is seeking a News Director immediately. Minimum of 5 years experience as a News Director is necessary. Abilities should include good management skills, negotiation, and complete knowledge of libel laws. Applicants must be budget minded, interested and involved in the community and possess a desire to produce the number one rated newscast in Texas.

**CONTACT BILLY BROTHERTON, SR.,
GENERAL MANAGER, KIII-TV,
4750 SOUTH PADRE ISLAND DRIVE,
CORPUS CHRISTI, TEXAS 78411.**

*Minorities and women encouraged to apply. EOE.
If you are attending RTNDA, appointments will be
accepted at the Doubletree Hotel New Orleans.*

News Anchor/Reporter. NBC affiliate in the Southeast looking for Weekday Morning Anchor/Reporter. Minimum 2-3 years anchoring/reporting experience required. Applicant with strong field, live and reporting skills will be most highly considered. Send non-returnable tape, resume and references to Deborah Tibbetts, News Director, WCIV-TV, P.O. Box 22165, Charleston, SC 29413-2165. Absolutely no phone calls. EOE. M/F.



**KUSI TV,
THE NATION'S FASTEST
GROWING NEWS
OPERATION,
has openings for:
PRODUCERS,
ON-AIR TALENT,
WRITERS, DESK,
PHOTOGRAPHERS
AND MORE**

San Diego's hottest news station is expanding again. We now are doing four and a half hours of news daily. More is coming. If you want the lifestyle of San Diego, and the challenge of helping expand one of California's leading news stations, send tape and information to:

**KUSI-TV
Human Resources
ATTN: NEWS
P.O. BOX 719051
San Diego, CA 92171**

(No phone calls please!)

*KUSI is an equal
opportunity employer.*

News Director: WHIO TV, Dayton, OH, Cox's top-rated CBS affiliate is looking for the best. We want an experienced, enthusiastic, proven news management leader who is focused on the basics of local news; live, local, late breaking coverage and powerful presentation of hard news combined with an understanding of how to effectively market this philosophy both inside and outside of the newscasts. If you think you've got what it takes, have exceptional people managing skills and want to commit to exciting opportunities send your resume to David Lippoff, VP and GM, WHIO TV, 1414 Wilmington Avenue, Dayton, OH 45420. M/F. EOE.

KTVN-TV has an opening for a Full-Time News Producer to produce its newscasts. Position requires a self-motivated individual with excellent communication, organizational, people and writing skills; a professional and positive demeanor, and the ability to use editing and computer equipment. High school or the equivalent and at least 1 year experience with an emphasis on journalism or communication preferred. Send resume and non returnable tape to Nancy Cope, News Director, P.O. Box 7220, Reno, NV 89510. Applications are available at 4925 Energy Way, Reno, Nevada 89502. Qualified minorities are encouraged to apply. No phone calls please. KTVN-TV is an Equal Opportunity Employer.

Full Time News Reporter. KARE TV, Gannett Broadcasting, the NBC affiliate television station in Minneapolis, Minnesota has an immediate opening for a full-time News Reporter. This successful candidate will have at least 3-5 years experience as a general assignment reporter. Essentials are, must be a good writer, be able to do animated live shots and provide creative ideas. 4 year journalism degree is preferred with at least 3 years of broadcast news experience. If you are this qualified candidate, please provide resume and non-returnable videotape to: Tom Lindner, Assistant News Director, 8811 Olson Memorial Highway, Minneapolis, MN 55427. No phone calls please. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply.

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

News Photographer. If you can do more than just point and shoot, you can join our hot shot photography team. Work with Beta, four live trucks and live news helicopter in state-of-the-art newsroom. Send resume and non-returnable tape to: Dan Austin, KCRG-TV 9, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. No phone calls. EOE.

News Photographer: Full-time position for hard-working, responsible Photographer. Experience with Beta gear helpful. Must have live truck experience as well. Send resume, references, and non-returnable tape to: Rick Moll, News Director, WANE-TV, 2915 West State Boulevard, Ft. Wayne, IN 46808. EOE/M-F. No calls please.

Anchor: Solid, experienced Anchor/Journalist needed to replace veteran anchor of 20 years. We want charisma, brains, fire in the belly and a willingness to settle down for the long-haul. No phone calls. Send non-returnable tape and resume to: A1-BM, Box 44227, Shreveport, LA 71134-4227. EOE.

Producer/Director: If you're an experienced director looking to join a #1 News Station, we want to hear from you. WYTV, the ABC affiliate in Youngstown, is seeking applications for a Producer/Director. Responsibilities include directing our 6 and 11:00 pm award-winning newscasts, producing and/or directing promotion and commercial spots and various local programs. Position requires a minimum of two years recent experience directing newscasts, preferably with "live" ENG. Writing skills are a plus. Send resume to Producer/Director, c/o WYTV, 3800 Shady Run Road, Youngstown, OH 44502. No phone calls please! EEO.

Anchor. FOX 45 News At Ten in Baltimore is looking for a main anchor. Candidates should have 3-5 years anchoring and reporting experience. Send your best reporting work, an aircheck of your last newscast, resume and news philosophy to: Joe DeFeo, News Director, WBFF-TV FOX 45, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

News Photographer. West Texas, CBS affiliate, seeks a News Photographer. Must be able to shoot and edit three-quarter inch video; some knowledge of photo composition, lighting, and news judgement. Willing to work long, flexible hours, including some weekends, and on-call assignments for breaking news. Must be able to operate News Live Truck and have a good driving record. Experience preferred. Send resume to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

News Photographers. KOTV has an immediate opening for a News Photographer. Applicant must have a minimum of (2) years experience in photography for a commercial television news department. Must be able to edit videotape and operate live equipment. Applicant selected must be willing to work all hours; including nights, holidays, and weekends. Interested applicants should send resume and tape to Sheila Nelson, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F.

News Producer. WPXI-TV is seeking an aggressive, take-charge person with 3-5 years experience to produce news. We want a creative people-oriented individual to produce show viewers want to watch. Send resume and tape to: Al Blinke, WPXI, 11 TV Hill, Pittsburgh, PA 15214. EOE.

Photojournalist - WAVY-TV, Top 40 Market TV station, looking for an experienced, creative Photojournalist to shoot local TV news. Must be a fan of photo essays, and packages with a lot of movement. We are in the Hampton Roads, Virginia area which includes Norfolk, Virginia Beach and Williamsburg. About 3 hours south of Washington, DC. If you think you can catch the viewers attention by consistently shooting creative, upbeat stories, send a non-returnable tape and resume to Jeff Myers, Chief Photographer, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No beginners! No phone calls! EOE.

WHIO-TV Dayton, OH. Director: Only apply for this job if you love TV news. To win this position you must be able to direct an error free, fast paced, technically complicated news show with a major market look. This director will also be a director or director/producer for a variety of special projects both in the studio and on remote locations. The successful candidate will be able to write well, work efficiently under professional team at a Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Weekend Weathercaster: WABC-TV seeks experienced broadcast Weathercaster. Meteorological background is a must; but an AMA seal is not. Interested candidates should send resume and cover letter to: Henry Florsheim, News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an Equal Opportunity Employer.

News Promotion Producer. KMSP-TV, the UPN affiliate in Minneapolis seeks an experienced Promotion Producer to create news promos in our D-2 edit suite. If you've got 2-3 years of experience creating news promos that stand out, and can handle other projects, send resume and Beta or VHS tape to John Dunn, Assistant Creative Services Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls. EOE.

Director. For the All News Channel. Previous experience directing live commercial news broadcasts. Must be able to call and switch news programs. Ability to work evenings, weekends and overnights. Please submit resumes and non-returnable tapes to: Amy J. Stedman, Conus Job #132-95, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal Opportunity Employer.

News Director. We are looking for a dynamic leader for KIFI Idaho 8 News, Eastern Idaho's #1 news station. This is a great opportunity for a creative, "outside the box" producer who wants to break into management. Send your resume, list of references and news philosophy to: Jennifer Gibbons, Director of Talent Recruitment, The Broadcast Image Group, P.O. Box 6105, San Antonio, TX 78209.

News Director: KING 5 TV, Pacific Northwest's leading news station, is seeking a News Director to provide overall direction and strategy for the news operation. Must be a strategic thinker with a proven track record of success in news management and possess strong leadership skills. College degree with minimum 4 years experience as a news director in a major market required. Send resume to: KING 5 TV, Attn: Human Resources, 333 Dexter Avenue North, Seattle, WA 98109. An Equal Opportunity Employer.

Photojournalist. TV News Photojournalist with 3-4 years experience. NPPA standards, live truck experience a must. Great attitude. Send resume and tape to: Scott Livingston, Chief Photographer, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. Equal Opportunity Employer.

Weekday Anchor Top 60 NBC station in the Flint/Saginaw market wants an experienced pro who can report as well as anchor 6 and 11 o'clock news. Rush your resume and non-returnable 3/4" or VHS tape to: Personnel Director, WEYI-TV, 2225 West Willard Road, Clio, MI 48420. No phone calls. Previous applicants need not apply. M/F EOE.

WNWO-TV seeks a Director. Responsibilities include directing news, commercials and promotions. Shooting and broadcast degree preferred. Submit resume and non-returnable tape by September 22 to Creative Services Director, WNWO-TV 300 South Byrne Road, Toledo, OH 43615. No phone calls please. WNWO-TV is an Equal Opportunity Employer.

News Photogs. Expanding News Department needs creative, energetic team players for the "fun and sun" market of the Carolinas. Experienced and entry level positions. Send non-returnable tapes/resumes to Mike Mason, Chief Photographer, WPDE-TV 15, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

Reporters. WFTX-TV in the Ft. Myers/Naples market is expanding. Named the Best Newscast in the State of Florida, for the second consecutive year, by the Associated Press, FOX News at 10 and 6 seeks a News Bureau Reporter and a Troubleshooter Reporter. Three years television experience required, college degree preferred. No phone calls please. Send non-returnable tape and resume to: Mark Pierce, Station Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

Producer. FOX 45 News At Ten in Baltimore is looking for candidates for a future prime time news producer position. Candidates should have at least 2 years experience as a line producer. Great news judgement and creativity must separate you from the pack. Send your best work along with an aircheck of your last newscast, resume and news philosophy to: Joe DeFeo, News Director, WBFF-TV FOX 45, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Producer. WXII-TV in Winston-Salem, North Carolina is looking for a News Producer. Must be able to write compelling news copy that will grab our viewers. No show-stackers! Here's your chance to move up to one of the most competitive markets in the country. Send non-returnable tape, resume and writing samples to: Human Resources Manager, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27116. WXII-TV, a Pulitzer Broadcasting Station, is an Equal Opportunity Employer.

News Anchor. Great opportunity. Great place to live and work. You'll Co-Anchor our award winning Ten O'Clock News, complementing a female partner. Minimum 5 years anchoring experience. You should also have excellent reporting skills, strong "live" work. Send non-returnable tape, resume and references to Reply to Box 00544 EOE.

Switcher/Director/Producer - KHAS-TV, Hastings, Nebraska is seeking an experienced Switcher/Director/Producer to join our Production team. Ideal candidate has superior production, switching, directing skills, ability to work on multiple projects and meet deadlines with quality work. Emphasis on live newscasts and commercial production. Women and minorities are encouraged to apply. Send resume to: John T. Benson, KHAS-TV, P.O. Box 578, Hastings, Nebraska 68902.

HELP WANTED PROMOTION

Promotion Producer/Director. Do you eat, breath, and sleep promotion? Do you love big league sports and top notch movies? Are you sick of news? Well, a Paramount O&O in one of the most dynamic markets in the country, South Florida, is looking for a Promotion Producer to add to our growing staff. You must have the ability to write sizzling copy and the editing skills to back it up! Minimum 2 years broadcast promotion experience required. Knowledge of Avid non-linear editing systems a plus. Rush your resume and a reel that rocks to: Promotion Director, WBFS-TV, 16550 N.W. 52nd Avenue, Miami, FL 33014. No phone calls, please! EOE.

HELP WANTED RESEARCH

It Takes Talent! to service an ever-growing list of clients and keep a vast national network of in-house personnel up-to-date on what's happening in television and radio. We're seeking two such skilled professionals to join our research team in Los Angeles. Media Research Analyst - Spot TV/Radio. Seeking a media research analyst with 1-5 years experience in local market research. Candidate must have extensive experience using Nielsen (NSI) and Arbitron, and familiarity with Simmons, MRI, Scarborough, CMR, Conquest, and IMS. Previous employment at television station, radio station, or syndication service helpful. Writing skills a plus, as is proficiency in Word, Excel and Powerpoint. Media Research Analyst - National TV. Seeking a media research analyst with 1-5 years experience in national TV research. Candidate should have extensive experience using Nielsen (NTI, NSS, and NHI), and familiarity with Simmons, MRI, Scarborough, CMR, Conquest, and IMS. Previous employment at broadcast network, national cable network, or syndication service helpful. Interest in/knowledge of professional sports a plus, as is proficiency in Word, Excel and Powerpoint. EEOC. No phone calls please. Only resumes with salary requirements will be considered. Western International Media, 8544 Sunset Boulevard, Los Angeles, CA 90069, Attn: Human Resources--TJW. Fax (310)652-1373.

Top 10 market local ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, Newschannel 8, serving metro Washington, D.C. viewing area seeks dynamic Research Manager which under the direction of the Research Director will assist in the researching, writing and distribution of sales research. Analysis of broadcast and cable ratings services, qualitative research, and creation and presentation of Client proposals. Ideal candidate will have proficiency in MacIntosh, Excel, Word Perfect, data base management. College degree in communications or two years of experience in sales/research or related field an asset. Please send resume and salary history to: 78 Inc., HR Dept., 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

Research Director New York Market looking for Research Director with minimum 3 years of experience. Television research experience required. Mathematical analytical aptitude. Strong verbal communication skill. Knowledge of P.C. and latest applications. Challenging opportunity for a bright motivated professional. EOE. Please send resume to: P.O. Box 1582, Secaucus, N.J. 07096.

TV Research Analyst - Fast growing national sales rep seeks TV Research Analyst with excellent writing and analytical skills. Knowledge of Nielsen TV ratings and PC proficiency a plus! EOE. Fax: 212-632-6707.

Promotion Manager. ABC affiliate seeks creative, high energy individual to produce compelling promotions and campaigns. Send non-returnable tape and resume to Dave Tillery, General Manager, KAAL-TV, 1701 10th Place NE, Austin, MN 55912. EOE.

HELP WANTED PRODUCTION

PRODUCER/ DIRECTOR

Cox Communications, located in San Juan Capistrano, is searching for a Producer/Director (Production Technician II).

Position requires 2 to 3 years of experience in all aspects of video production; from camera operation, A/B Roll editing, to producing and directing. B.A. required in TV/Film or related area of study. Major responsibilities includes production of our locally produced programs, consisting of multi-camera directing both on-location and in the studio, as well as live call-in programs. Must have strong technical experience and writing skills. Candidates should be able to shoot, edit, and write news packages. Beta and Chyron ACG experience preferred. Demo reels will be required at time of interview.

Please send resume and cover letter to:

**Cox
Communications**
26181 Avenida Aeropuerto
San Juan Capistrano,
CA 92675

Senior Promotion Producer. Kansas City's Newschannel 4 is searching for a real ace to write and produce killer campaigns and promos. You'll be part of a winning team inside New World, America's most dynamic broadcast company. Two years promotion experience, strong production skills a must; strong editing skills a plus. Send resume and tape to: Rich Brase, VP Creative Services, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No phone calls, please. EOE.

Studio Supervisor/Director needed for a distinguished studio facility in the Midwest. You will have Production-Manager-Like responsibilities (hiring, training, scheduling and evaluations) in a diverse production operation with national exposure. If you are a self-motivated, hands-on, people person who knows production and how to get things done, we want to hear from you! Experience required in staff supervision and directing live newscasts. Working knowledge of GVG 300, Chyron Infront!, Kaleidoscope and Basys helpful. Send your resume and non-returnable tape to: The WNDU Stations, Position #00122, Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please!

Audio/Video Production. A First Media Television group-owned FOX affiliate in Portland, Oregon seeks an experienced Audio Engineer/Video Production Assistant to produce audio production and voice-over work for in-house and outside clients. Assist in field and studio television productions. Lighting, videography, post production and chyron experience helpful. Minimum of four years broadcast television experience. Obtain the required employment application by calling (503) 239-4949. Fax application, resume and salary requirements to (503) 239-6184, Attn: Theresa Bach, no later than 9/15/95.

Graphic Artist. WDTN is currently looking for a nightside computer Graphic Artist who will share responsibilities in our award winning graphics department. Candidate should have a degree in art of design, experience in TV design, and must understand that News is what we live for! Should be able to use Crystal Graphics Topas 3D software, TIPS paint, and Photoshop 3.1. Strong PC and Macintosh computer skills desired. Knowledge of Quark Express and Illustrator on the Mac a plus. Please send resume and tape to: Personnel Adm., WDTN TV2, P.O. Box 741, Dayton, OH 45401. M/F/D/V. EOE.

Facilities Coordinator Coordinate, monitor, and schedule Studio, Taperoom, Satellite, EFP, and Editing facilities using discretion and judgment. Prepare and distribute daily Facilities Schedules, maintain videotape inventory database, and prepare videotape and film dubbing, request. Coordinate station's Satellite feed request, and troubleshoot Satellite and Network feed problems. Receive and prepare programs for air in conjunction with the Programming, Traffic, and Sales Departments. Must have solid written and oral communication skills and enjoy generative creative ideas, approaches and solutions. Must be computer literate in work processing, database and spreadsheet software, preferably Microsoft Word and Excel. Will operate studio equipment when necessary. Qualifications: Bachelors or Associate Degree in Communications or 5 years broadcast experience in a similar market size. Send resume to: WBNS TV Inc. Business Office, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. WBNS TV is an Equal Opportunity Employer. We are a smoke-free and drug-free workplace.

Coordinator Electronic Media. Challenging opportunity for experienced professional. Individual will coordinate all corporate instructional and broadcast production and distribution for the Catholic Diocese of Wheeling-Charleston, WV. Must be familiar with Catholic Church. Bachelors degree in Communications or broadcasting with a demonstrated ability in video and audio production. Require minimum of 3 years experience. Send resume and references by 9/25/95 to: Human Resources Office, P.O. Box 230, Wheeling, WV 26003. EOE.

Floor Director/Stage Manager. Nationally syndicated talk show has an immediate opening for an experienced, energetic, take charge person capable of handling any situation that arises. Personality, organization and drive are essential traits. This is a great opportunity for the right person. Fax your resume to (212) 262-0656.

Art Director. We're losing one of the best! WBFS-TV, a Paramount O&O in sunny South Florida, is looking for the perfect candidate to replace our Art Director. You'll work on state of the art equipment, including lots of new toys. Illustration and Macintosh computer skills, including all of the standard software, a must. Knowledge of paintbox a big plus! Rush your resume to: Promotion Director, WBFS-TV, 16550 N.W. 52nd Avenue, Miami, FL 33014. No phone calls, please! EOE.

Camera Person: Experienced, energetic, creative individual. Studio and EFP, able to light studio and remote. Act as Studio Supervisor for small studio. Build sets, set-up and shade cameras. Familiar with all tape formats. Send tape and resume to Operations Manager, WBFS-TV, P.O. Box 4633, Miami, FL 33013. EOE.

EFP Photographer/Photojournalist. Midwest production company needs another creative person to serve national broadcast and corporate clients. The ideal candidate has several years experience with hard news/news magazine programs and their deadlines, with an understanding and appreciation for lighting and detail. This person knows what an HLV55 can do, wants to move to a new level while still hustling for the top stories. Writing and producing a major plus. Send resume and non-returnable tape to Box 00543 EOE.

WHIO-TV Dayton, OH. Production Manager: Excellent management opportunity for a skilled Director/Producer. Successful candidate will supervise producer/directors, graphics department, retail production unit and edit staff. Excellent people skills a must as you'll work with clients and staff, scheduling production facilities and coordinating interchange of information between departments. Don't lose your creative and technical touch because you'll also have the opportunity to produce specials for news, local programming and sales. This is a great job for the right individual, a chance to join the professional management team at a strong Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Canal de Noticias NBC is seeking Spanish fluent Show Producers, Assignment Editor and Graphics Artist for our growing service. Canal de Noticias NBC is a 24-hour Spanish news channel in Charlotte, NC. No calls. Send resume and references to: Box FE 301, 360 Lexington Avenue, 12th Floor, NY, NY 10017. EOE.

HELP WANTED PUBLIC RELATIONS

Director of Communications. Prestigious News and Public Affairs television production company seeking experienced, sophisticated, creative person to represent us with the media and general public. Writing skills, on-air promotion, advertising know-how, and energy are prerequisites. Fax resume to (212)560-3102.

SITUATIONS WANTED NEWS

Dedicated, hard-working professional looking for an opportunity in broadcasting, preferably in sports. Experience in all facets of the business, from shooting to anchoring. B.S. degree in Journalism from Ohio U. Currently working in the Cincinnati market. Call Jason (513) 522-2660.

SITUATIONS WANTED PRODUCTION

Lighting Director, Fiorentino trained, studio and field with many national credits and awards. Accomplished video/film cameraman. Call Tom Sharpe (704)926-6083. P.O. Box 1493, Maggie Valley, NC 28751.

PROGRAMMING SERVICES

ON-CAMERA WEATHERCASTING SEMINAR

NWN, America's Virtual Weathercenter also offers daily on-camera weathercaster training sessions. Work the Chroma-Key and make your on-air demo tape. Single and multi-day sessions available.

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Innovative, emotionally intense, and intellectually rigorous TV interview series reveals true character of high profile guests such as Mike Wallace, Ted Koppel, Cokie Roberts, George Will, Ed Koch, 7 U.S. Senators, 20 U.S. Congressmen. Call 202-833-3634 for demo.

VIDEO SERVICES

Promos That Work: You've seen our promos for: "Another World," "Dateline: NBC," "Nightly News," "Late Night," "NBC Sports," etc., etc. Just send us a clip reel (Beta) and we'll do the rest: voice, music, graphics. In our digital edit suite we will create a custom promo with punch - a promo that stands out in your market. Call (201) 945-1244 for our reel.

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

CABLE

HELP WANTED MANAGEMENT

CNN is looking for an Operations Director. Must have management experience and a strong computer background as well as a thorough understanding of studio control rooms, engineering, editing, graphics, machine control applications and networking. Please send resumes to Kevin Ivey, One CNN Center, Box 105366; Atlanta, GA 30348-5366.

HELP WANTED PROGRAMMING

PROGRAMMING DIRECTOR

New, basic cable network with solid financials seeks experienced Programming Director to spearhead programming efforts from our exclusive state-of-the-art studio complex.

Candidates should have 7-12 years of network or major market programming experience with a proven track record in original and live specials, plus in-depth rating and programming research knowledge. A proven eye for talent and contract negotiating skills are necessary. A leadership and relationship management style is a must.

The company offers competitive salary and comprehensive benefits.

Fax resumé including salary requirements to:

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HELP WANTED INSTRUCTION

The Roy H. Park School of Communications at Ithaca College invites applicants for three full-time, tenure-eligible positions in our expanding Journalism Program. Rank and salary are commensurate with experience and qualifications, and appointments are effective August 15, 1996. All three positions require a commitment to liberal arts education within a professional program. The Journalism Program offers a B.A. degree, and it focuses on educating young men and women to take advantage of a rapidly changing professional environment. There are currently 150 majors in the print, broadcast, and photo-journalism concentrations. Position #1. Requires demonstrated expertise in print journalism, including one or more of the following areas: news writing and reporting, news editing, journalism research, public affairs reporting and/or feature writing. Position #2. Requires demonstrated expertise in electronic journalism, including one or more of the following areas: field production, news and documentary production, and electronic editing/post production. Required qualifications for these two positions include a masters degree in journalism or related field, significant professional experience and successful teaching experience. Position #3. Requires demonstrated expertise in print journalism, including one or more of the following areas: journalism ethics and law, international journalism, computer-assisted reporting, and public affairs reporting. Required qualifications include a Ph.D. in journalism or a related field and successful teaching and professional experience. Send current vita, statement of interest including areas of teaching and professional specialization, and the names, addresses and telephone numbers of three references to: Dr. John Hochheimer, Chair, Journalism Search Committee, Department of Television-Radio, Roy H. Park School of Communications, Ithaca College, 328 Roy H. Park Hall, Ithaca, New York 14850-7253. Phone 607-274-3260, Fax 607-274-1664. Please identify for which positions you are applying. Screening of applications begins October 9, 1995, and continues until all positions are filled. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

HELP WANTED TECHNICAL

Mobile Satellite Uplink Engineer - Ku-band. Experienced only. Based in Los Angeles. Travel required. Must have good driving record and excellent references. Some production experience a plus. Fax resume to: PSSI (602) 967-8693.

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EDUCATIONAL SERVICES

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

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RF Hazard Meter, 30 MHz to 18 GHz, used to test compliance with OSHA's standards. \$995. Megastar (702) 386-2844.

Satellite Trailer with 2.4 meter Ku-band dish, redundant up/down converters, redundant 20 watt TWT's. \$34,500. Megastar (702) 386-2844.

Video Switches, 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185. Call Nigel Macrae at (702) 386-2844.

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Full-time AM facility.
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Contact: Dick Kozacko,
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Covering Exclusive Market
Excellent facilities; new automation
Owner Retiring - \$675,000
Contact: Mel Stone
Kozacko Media Services
207-799-8804

Low power TV, Florida; Choice Hispanic AM, major Florida market, profitable; Very attractive FM, Florida Keys; Others: Beckerman Associates, 813-971-2061.

For Sale/Trade - VA FM Class B-1 stock. Country format. #1 Arbitron. Resort area. New equipment, building, land and tower. 1-817-773-3108.

FM Station for Sale, Casa Grande, halfway between Phoenix and Tucson. Currently built, but off the air, Class A facility. Qualified buyers only, call David Jacobson (708) 480-4000.

Beaumont, Texas. Major investor in new Class C2 FM construction permit licensed for Beaumont-Port Arthur, Texas interested in sale of equity. Financing available. Also would discuss option of Local Marketing Agreement. 317-469-4545.

**NOTICE OF INTENT TO SELL RADIO STATIONS AND
DEADLINE FOR SUBMISSION OF COUNTEROFFERS**

PLEASE BE ADVISED that Charles E. Giddens, the federal court Receiver for the Radio Stations (as hereinafter defined), appointed by the U.S. District Court for the District of Massachusetts in case #94-12385-NG, hereby notifies all interested parties of the intended sale of and solicitation of counteroffers for the following Radio Stations:

(1) WSUB/WQGN in Groton, Connecticut (the "Groton Station"), (2) WKRS/WXLC in Waukegan, Illinois (the "Waukegan Station"), (3) WFPG/WFPG FM in Atlantic City, New Jersey (the "Atlantic City Station"), and (4) WBSM/WFHN in New Bedford/Fall River, Massachusetts (the "New Bedford Station") (collectively, the Groton Station, the Waukegan Station, the Atlantic City Station and the New Bedford Station will be referred to as the "Radio Stations").

PLEASE ALSO BE ADVISED THAT the terms of the intended sale of the Radio Stations to Spring Broadcasting, L.L.C. ("Spring") are governed by the Radio Station Assets Sales Agreement, dated July 31, 1995, and the First Amendment thereto (the "Purchase and Sale Agreement"). Currently, Spring has agreed to purchase all four Radio Stations for \$13,976,000 which, by agreement with Spring, may be broken down per Radio Station as follows:

The Groton Station	\$2,151,000
The Waukegan Station	\$2,400,000
The Atlantic City Station	\$4,825,000
The New Bedford Station	\$4,600,000
Net Purchase Price:	\$13,976,000.

In addition, Spring has offered to purchase the Radio Stations' accounts receivable under 120 days old existing as of the date of the closing for 80% of their face amount. **COUNTEROFFERS MAY BE MADE FOR INDIVIDUAL STATIONS OR FOR ANY COMBINATION OF ONE OR MORE OF THE RADIO STATIONS. THE COUNTEROFFER PROCEDURE IS GOVERNED BY A COURT ORDER (THE "ORDER"). THE ORDER PROVIDES FOR CERTAIN OVERBID PROTECTIONS WHICH REQUIRE THAT COUNTEROFFERS BE AT A CERTAIN MINIMUM PURCHASE PRICE. FOR EXAMPLE, A PURCHASE OF ALL FOUR OF THE RADIO STATIONS MUST, AT MINIMUM, BE \$14,301,000. INFORMATION AS TO THE MINIMUM COUNTEROFFER PRICE WHICH MAY BE MADE FOR INDIVIDUAL RADIO STATIONS OR ANY COMBINATION OF ONE OR MORE RADIO STATION MAY BE OBTAINED FROM MR. RANDALL JEFFERY AT THE ADDRESS AND PHONE LISTED BELOW.**

All counteroffers must be submitted to Mr. Jeffery on or before **MONDAY, OCTOBER 16, 1995 AT 5:00 P.M.**, accompanied by a deposit of Ten percent (10%) of the counteroffering price. Due diligence may be performed with respect to any or all of the Radio Stations from **Monday, August 28, 1995 through Friday, October 6, 1995.** The scheduling of due diligence may be arranged by contacting Mr. Randall Jeffery as listed below. A final sale hearing will be held to determine the highest and best bid on October 27, 1995 at 2:30 p.m. at the United States District Court for the District of Massachusetts, U.S. Post Office and Courthouse, Boston, Massachusetts.

Information concerning the Radio Stations, copies of the Purchase and Sale Agreement, the Order and any other information regarding the sale procedure for the Radio Stations may be obtained from Mr. Randall Jeffery of Media Venture Partners at the following address and telephone:

**Mr. Randall Jeffery, Media Venture Partners
7479 Conroy Road, Suite C, Orlando, FL 32835
(407) 295-2572.**

Media Venture Partners may also be contacted at their suite during the NAB Radio Show.

WANTED TO BUY STATIONS

We are seeking to acquire a Broadcast Station for a small to medium size market in the Massachusetts, Connecticut or New Hampshire area; also, a business opportunity in related field. Please contact:

MAURICE B. POLAYES
TEL: 617-444-4754 • FAX: 617-455-8274

Want to buy AM station in midwest. Reply to Radio Station, P.O. Box 410572, St. Louis, MO 63141.

Individual seeking low priced California station. Partial ownership investment, off air stations and construction permits considered. Call (310)441-1935.

ARTIFACTS

The Newseum, the world's first museum dedicated to the past, present and future of news, is looking to acquire a wide assortment of historic print and broadcast material - linotypes, cameras and much, much more. Please write/send photos to B. Reed, The Freedom Forum Newseum, 1101 Wilson Boulevard, Arlington, VA 22209.

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\$35,000/yr. income potential. Reading books. Toll free (1) 800-898-9778 Ext. R-5221 for details.

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For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italics*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES:

Dismissed

Hoxie, Ark. (BALH-950712GH)—KHOX(FM) 105.3 mhz: voluntary assignment of license from Mitchell Broadcasting Co. Inc. to John J. Shields. *Aug. 25*

McFarland, Calif. (BAL-941207EE)—KJAZ(AM) 1590 khz: voluntary assignment of license from Caballero Radio West Inc. to KZBA Broadcasting Inc. *Aug. 15*

Mount Holly, N.J. (BAP-921110EA)—wwjz(AM) 640 khz: involuntary assignment of CP from Mount Holly Radio Co. to John J. Farina doing business as Mount Holly Radio Co. (PO Box 367, Haddon Heights, NJ 08035). *Aug. 23*

Mount Holly, N.J. (BAP-930514EH)—wwjz(AM) 640 khz: voluntary assignment of CP from Mount Holly Radio Co. to WWJZ Inc. (PO

Box 81, Mount Holly, NJ 08060). *Aug. 23*

Springtown, Tex. (BALED-950608GK)—KMOX(FM) 89.1 mhz: voluntary assignment of license from Springtown Educational Broadcasting Foundation to Sister Sherry Lynn Foundation Inc. *Aug. 28*

NEW STATIONS

Granted

San Saba, Tex. (BPH-950117MD)—Texas Country Connection Inc. for FM at 97.1 mhz, ERP .78 kw, ant. 13 m. *Aug. 25*

Bentonville, Ark. (950615MZ)—American Family Association for educational FM at 88.1 mhz, ERP 1 kw, ant. 71 m. *Sept. 1*

Mariposa, Calif. (BPED-950821MF)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, MS 38803) for FM at 91.1 mhz, ERP .45 kw, ant. 604 m., 6286 Morresey Rd., Mariposa. Association owns WAFR(FM) Tupelo, WOST-AM-FM Forest and WDFX(FM) Cleveland, all Miss.; and KCFN(FM) Wichita and KBUZ(FM) Topeka, both Kan. *Aug. 21*

Honolulu (BPED-950814MA)—Bible Broadcasting Network Inc. (Lowell L. Davey, president, 8030 Arrowridge Blvd., Charlotte, NC 28273) for noncommercial FM at 91.5 mhz, ERP 50 kw, ant. 606 m., Palikea Ridge, 6 km WNW of Waipahu. Network owns 23 FMs and three AMs. *Aug. 14*

Pentwater, Mich. (BPH-950531ME)—Bay View Broadcasting Inc. for FM at 103.1 mhz, ERP 3 kw, ant. -8 m. *Aug. 30*

Pecos, Tex. (BPH-950621MB)—Ronald W. Latimer for FM at 97.3 mhz, ERP 100 kw, ant. 192 m. *Aug. 30*

Uvalde, Tex. (BPH-950320MA)—US Ninety West Communications Inc. for FM at 93.7 mhz, ERP 2.9 kw, ant. 89 m. *Aug. 30*

Farmville, Va. (BPH-950511MO)—Farmville Herald Inc. for FM at 92.9 mhz, ERP 6 kw, ant. 100 m. *Aug. 30*

FACILITIES CHANGES

Dismissed/Returned

South Fort Polk, La. (BPH-950720ME)—Harvey L. Nichols for FM at 95.7 mhz, ERP 6 kw, ant. 100 m. *Aug. 24*

Wiggins, Miss. (BPCT-940901KK)—William S. Ritchie and Donna M. Ritchie for TV at ch. 43, ERP 2,028 kw visual, ant. 1,488 ft., TL: .5 km NW of intersection of Russ Bond and Sunflower rds. *Aug. 24*

Granted

Augusta, Ark. (BPH-950711ID)—KPIK Communications Inc. for KABK-FM 97.7 mhz: change ERP to 27.9 kw, ant. to 198 m. *Aug. 28*

Bethel, Ark. (BPH-950511IB)—Voice for Christ Ministries Inc. for KYKD(FM) 100.1 mhz: change ERP to 7.7 km. *Aug. 29*

Avon, Colo. (BMPH-950208IA)—Rocky Mountain Radio Co. LLC for KZYR(FM) 103.1 mhz: change ERP to 12 kw, ant. to 149 m. *Aug. 25*

Vail, Colo. (BPED-950119IA)—Public

Broadcasting of Colorado Inc. for KPRE(FM) 89.9 mhz: change ERP to 1.5 kw, ant. to 107 m. *Aug. 25*

Vail, Colo. (BPH-950817IB)—Debbie Varcha (receiver) for KSKE-FM 104.7 mhz: change ERP to 100 kw, ant. to 120 m. *Aug. 25*

Port Charlotte, Fla. (BMPED-950403MB)—Port Charlotte Educational Broadcasting Foundation for wviw(FM) 91.7 mhz: increase ERP to 2 kw, ant. to 36 m. *Aug. 24*

Houghton, Mich. (BPH-930426IA)—Houghton Radio Group of NC Inc. for WAAH(FM) 102.3 mhz: change ERP to 35.5 kw, ant. to 150 m. *Aug. 28*

Hatteras, N.C. (BMPH-950502IH)—Coastal Broadcasting Co. Inc. for WYND-FM 97.1 mhz: change ERP to 26 kw, ant. to 84 m. *Aug. 25*

Dickinson, N.D. (BMPH-940711ID)—Roughrider Broadcasting Co. for KRAD(FM) 99.1 mhz: change ERP to 51 kw, ant. to 180.6 m, TL to .75 mi. N of Radar Base Hill. *Aug. 24*

Jefferson, Ohio (BPED-950323IB)—Agape School Inc. for wcvj(FM) 90.9 mhz: change ERP to 1.85 kw, ant. to 196 m., TL to E side of Lenox New Lyme Rd., 12 km S of Jefferson. *Aug. 28*

Farragut, Tenn. (BP-950522AC)—670 Inc. for WTNN(AM) 670 khz: increase power to 2,500 w. *Aug. 25*

Lake Jackson, Tex. (BMPED-940802IB)—Educational Media Foundation of Brazosport for KYBJ(FM) 91.9 mhz: change request for main studio waiver. *Aug. 21*

Accepted for filing

Mesa, Ariz. (950822AB)—CRC Broadcasting Co. Inc. for KFNN(AM) 1510 khz: increase power to 22 kw day, add .1 kw night, change TL to Phoenix. *Sept. 1*

Belle Glade, Fla. (BPH-950804IB)—Seminole Broadcasting Co. for WBG(FM) 93.5 mhz: change ERP to 5 kw, ant. to 82 m. *Sept. 1*

Volcano, Hawaii (BMPH-950731IB)—Li Hing Mui Inc. for KKO(AFM) 107.7 mhz: change ERP to 18 kw. *Sept. 1*

Topeka, Kan. (BP-950822AC)—FR Corp. for KTOP(AM) 1490 khz: change ant. system. *Sept. 1*

Menominee, Mich. (BPH-950725IC)—CJL Broadcasting Inc. for WHYB(FM) 103.9 mhz: change ERP to 7.01 kw, frequency to 103.7 mhz. *Aug. 31*

Aitkin, Minn. (BPH-950320MB)—Upper Minnesota Broadcasting Corp. for KEZZ(FM) 94.3 mhz: change ERP to 14.2 kw, ant. to 133 m., TL to .2 km E of Hwy 169, .4 km W of Willow Creek, 4.5 km S of Lake Waukenabo. *Aug. 30*

Flowood, Miss. (BMP-950823AA)—PDB Corp. for WPBO(AM) 1240 khz: change TL to Flowood. *Sept. 1*

Tupelo, Miss. (950725IY)—American Family Association for WAFR(FM) 88.3 mhz: change ERP to 60 kw. *Sept. 1*

East Helena, Mont. (BMPH-950814IC)—Northwest Broadcasting LP for KHKR-FM 104.1 mhz: change ERP to 5 kw, ant. to 199.1 m. *Sept. 1*

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,913
Commercial FM	5,173
Educational FM	1,754
Total Radio	11,841
Commercial VHF TV	559
Commercial UHF TV	608
Educational VHF TV	123
Educational UHF TV	241
Total TV	1,531
VHF LPTV	540
UHF LPTV	1,083
Total LPTV	1,623
FM translators	2,346
VHF translators	2,190
UHF translators	2,470
Total Translators	7,006

CABLE

Total systems	11,217
Total subscribers	60,495,090
Homes passed	91,250,000
Cable penetration*	63.4%

*Based on TV household universe of 95.5 million. Source: Nielsen, NCTA and FCC.

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Wright

Continued from page 6

evolution of our existing business. We are not expanding our business nor adding new viewers. Requiring broadcasters to pay huge fees just to stay in their current business is nothing more than a government taking of an ongoing business.

In singling out broadcasters, this proposal will destroy ultimately the fundamental value of our current business—providing free, universal over-the-air television.

A second ill-advised option would force consumers to buy high-definition TV sets at a pace dictated by the government, instead of allowing market forces to determine the timetable. This option would force consumers to pay nearly \$100 billion for expensive new TVs and set-top converters—on a date set by a government bureaucrat—just to be able to watch over-the-air TV for free as they do today.

Who uses the airwaves?

The federal government is, by far, the largest spectrum user identified in this MSTV report, with access to two-thirds of prime spectrum and 94% of all spectrum.

Increasingly, knowledgeable observers are focusing on the federal government's inefficient use of spectrum. This summer, the Progress and Freedom Foundation concluded that "large portions of the spectrum go unutilized or vastly underutilized, and many of the wasted bands are under the control of the federal government." The Commerce Department also identified three frequency bands currently used by the federal government as prime targets for reallocation to commercial use and for potential auction.

The government should use its spectrum more efficiently, freeing up some of it for sale to the private sector. This would generate revenue for deficit reduction, while its auction to the private sector could spawn new technological services benefiting consumers.

Lat year's auction of personal communication services spectrum illustrates how much revenue could be generated by such a sale. There, 60 mhz of spectrum formerly controlled by the federal government brought in \$8 billion for the U.S. Treasury.

As Congress moves closer to a decision, a new organization has joined the fray, advocating significant spectrum fees for broadcasters. Bankrolled in part by the Cellular Telecommunications Industry Association and other spectrum users, the so-called Campaign for Broadcast Competition is pointing at broadcasters in an apparent attempt to insure its members avoid paying their fair share of deficit reduction.

It is not unusual for corporations to use front groups to advocate for or against legislative proposals. What is ironic here is that the members of this shell group want broadcasters to pay while they continue to use their spectrum for free.

Despite the comments of this group, Congress should first raise revenue from spectrum that is unused or used inefficiently, most of which is under the federal government's control. It is not necessary to look far. The National Telecommunications and Information Administration, an agency within the U.S. Commerce Department, already has the authority with the FCC to make available to private users spectrum currently under the government's exclusive control.

Second, if the sale of government-controlled spectrum is insufficient to raise adequate revenue for deficit reduction, then revenue should be raised from all current spectrum users, provided it is done in a fair way that does not disadvantage any particular industry.

Decisions we make today can have harsh ramifications years from now. Balancing the budget is essential; so is preserving America's top-quality, free over-the-air broadcast system. ■

Datebook

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.

THIS WEEK

Sept. 11-12—*Women in Cable & Telecommunications* course: "Managing Change in an Evolving Industry." Viacom Bldg., San Francisco. Contact: Molly Coyle, (312) 634-2353.

Sept. 11-12—"Making Money in Dialtone: Advertising Over Telecom Networks," conference presented by *Probe Research*. Loews New York Hotel, New York City. Contact: (201) 295-1500.

Sept. 12—16th annual News and Documentary Emmy Awards, presented by the *National Academy of Television Arts and Sciences*. Sheraton New York Hotel and Towers, New York City. Contact: Trudy Wilson, (212) 586-8424.

Sept. 13—*Federal Communications Bar Association* luncheon featuring Anne Bingaman. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Sept. 13-14—*Women in Cable & Telecommunications* course: "Engineering for the Non-Engineer." CNN Center, Atlanta. Contact: Molly Coyle, (312) 634-2353.

Sept. 13-15—*American Society for Training and Development* 9th annual Technical and Skills Training Conference and Exposition. Pennsylvania Convention Center, Philadelphia. Contact: (703) 683-8100.

Sept. 13-15—*Society of Cable Telecommunications Engineers* seminar: "Introduction to Fiber Optics." Ramada Inn, Andover, Mass. Contact: (610) 363-6888.

Sept. 14—Deadline for promotion spots and ID entries for the *The New York Festivals 1995 International Television Programming and Promotion Awards* competition. Contact: Anne White, (914) 238-4481.

Sept. 14—Seminar on 1995 Telecommunications Act, presented by *Women in Cable & Telecommunications* New York chapter. Viacom Conference Center, New York City. Contact: (212) 512-5000.

Sept. 14—CTAM NY workshop, presented by the *Cable Television Administration and Marketing Society*. Playboy Enterprises Bldg., New York City. Contact: Rebecca Kramer, (212) 818-9151.

Sept. 14-18—1995 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

Sept. 15—*Women in Cable & Telecommunications* course: "Marketing in a Competitive Environment." WCCO Bldg., Minneapolis. Contact: Molly Coyle, (312) 634-2353.

Sept. 15—Deadline for programing entries to the *The New York Festivals 1995 International Television Promotion Awards* competition. Contact: Anne White, (914) 238-4481.

Sept. 17-22—"Investigative Reporting," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jeanne Nissenbaum, (813) 821-9494.

OCTOBER

Oct. 9-13—*MIPCOM '95*, international communications convention and exhibition. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

Oct. 10-12—Atlantic Cable Show, presented by *Cable Television Association of New York, New Jersey Cable Television Association, Pennsylvania Cable and Telecommunications Association and Cable Television Association of Maryland, Delaware and the District of Columbia*. Atlantic City Convention Center, Atlantic City. Contact: (609) 848-1000.

NOVEMBER

Nov. 29-Dec. 1—The Western Show, presented by the *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

JANUARY 1996

Jan. 22-25—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Linda Ellerbee: Telling her own stories

Linda Ellerbee says she decided to enter the news business 31 years ago simply because she thought she was a good storyteller.

"I needed a job and I didn't know much how to do anything, but I was always good at telling stories," she says. "I come from a family of storytellers, so I decided that journalism was probably a place where I could make a little money."

Ellerbee's New York-based Lucky Duck Productions last year took in \$7 million, and her staff of 30 is busy working on a full slate of projects for such clients as Nickelodeon, MTV, HBO, Fox and Time-Life. Since Ellerbee founded Lucky Duck with partner Rolfe Tessem in 1987, the independent production company has won three CableAces, two Peabodys, a duPont and an Emmy. Not bad for a storyteller who figured she'd try her hand at journalism.

Ellerbee was a history major at Vanderbilt University in 1964 when she decided to drop out and take a job at WVON(AM) Chicago. She worked her way through a series of radio jobs before landing her first television news position at KHOU-TV Dallas in 1972. Looking back, Ellerbee says it was a tough climb for the relatively few women trying to make it in the TV news business in the early 1970s.

"We were sort of the first wave, and the business said to us: 'You have to work twice as hard as a man to prove yourself, and you better never take any time off for family-related matters,'" says Ellerbee. And work hard she did, often at the expense of her private life. Ellerbee says the importance of family—she has two children from a previous marriage—became particularly important to her following a cancer scare in the early '80s.

"After having had cancer, I'm not ever going to be driven in ways that I used to be anymore," she says. "I can still work just as hard, but I have a life too."

Ellerbee says she does not miss her hectic days in the network news business. She held a variety of jobs with NBC from 1975 through 1984, including a role as co-anchor on the ground-breaking *NBC News Overnight* broadcast. She left the network news business in 1986 after serving a stint as writer/anchor for ABC News's short-lived *Our World*.

"I still have all the best of it, but I get to be in charge," Ellerbee says of her move from network newscaster to independent



"I come from a family of storytellers, so I decided that journalism was probably a place where I could make a little money."

Linda Ellerbee

President, Lucky Duck Productions, New York; b. Aug. 15, 1944, Bryan, Tex.; attended Vanderbilt University; newscaster, WVON(AM) Cicero, Ill. (Chicago), 1964-67; program director, KSOJ-FM San Francisco, 1967-68; reporter, KJNO(AM) Juneau, Alaska, and Associated Press, 1969-72; reporter, KHOU-TV Dallas, 1972-73; reporter, WCBS-TV New York, 1973-76; Washington correspondent, NBC News, 1976-78; co-anchor, *Weekend, NBC News*, 1978-80; reporter, *NBC Nightly News*, 1980-82; co-anchor, *NBC News Overnight*, 1982-84; reporter, *Today, NBC*, 1984; anchor, *Our World, ABC*, 1986; co-founder and president, Lucky Duck Productions, 1987-present; children: Vanessa, 25; Josh, 24.

producer. She prides herself on the projects she chooses, such as Nickelodeon's critically acclaimed weekly TV news and documentary series, *Nick News*. Other projects have included *A Conversation with Magic*, an award-winning Nickelodeon special about AIDS; *The Other Epidemic*, a prime time special on breast cancer, for ABC News, and *Smart Sex*, a safe-sex documentary, for MTV and PBS.

There are also some projects she makes clear she would not choose. "We have never gone into the market with one of those gutter talk shows, and we never will," says Ellerbee. "I don't care how many times they tell me we could make a gazillion dollars; a gazillion dollars isn't enough money to pay me to do one of those. We are still very picky, and I like it that way."

Lucky Duck in November will debut a quarterly series for MTV, *The MTV Interview*, hosted by MTV personality Tabitha Soren. Each special will feature three interviews with high-profile personalities from the worlds of politics and entertainment. Among the other specials in the works at Lucky Duck is a kid's-eye view of the O.J. Simpson trial that will air on Nickelodeon.

Looking further ahead, Lucky Duck is working on a late-night news show for young adults. The company also plans to begin producing some nonfiction TV movie projects and even is eyeing the possibility of sitcoms for both kids and adult audiences. Like most media companies, Lucky Duck is also interested in the budding interactive business and is working with Viacom New Media to develop new products.

"We are heading down that road as fast as anybody else is, which is probably not that fast," she says of the company's new media initiatives.

Ellerbee's growing role as a producer of children's programming led to her being selected to moderate an FCC hearing on children's TV a year ago. She believes there should be more variety in kids programming, but she also has some problems with the idea of government taking an active role in trying to control kids TV.

"As a journalist, I'm not real fond of the notion of government poking into what I might produce or not produce," says Ellerbee. "As a parent, I believe the First Amendment stops at my front door. Parents have an obligation to have more control over what their kids watch." —RB

Fates & Fortunes

BROADCAST TV

Dave Pennington, account executive, KPXX(TV) Mesa, Ariz., named LSM.

Bob Rowe, station manager, KNXV-TV Phoenix, joins WJW-TV Cleveland as president/GM.

Dominick Comella, sales manager, WAKC-TV Akron, Ohio, joins WAGA-TV Atlanta as LSM.

Appointments at KTVK(TV) Phoenix: **Phil Alvidrez**, news director, named VP, news; **Marlene Klotz**, director, community relations, named VP; **Bill Lawrence**, chief engineer, named VP, engineering.

David Brown, weekend meteorologist, WISN-TV Milwaukee, joins WCVB-TV Boston as weather anchor.



Devereaux

David Devereaux, director, communications, WTVS(TV) Detroit, named VP, communications and design services.

Garnett Losak, associate program director, Blair Television, New York,

named VP/association director, programming.

Marianne Banister, midday news anchor, KABC-TV Los Angeles, joins WBAL-TV Baltimore as co-anchor.

Carol Cunningham, research manager, MGM/United Artists, joins KNBC-TV Los Angeles in same capacity.

Tom Ford, sales/traffic coordinator, WTVJ(TV) Miami, joins WDZL(TV) there as program scheduling coordinator.

Luis Patiño, executive producer, *Noticias 34*, KMEX-TV Los Angeles, named news director.

Michael O'Looney, general assignment/business reporter, New York 1 News, joins WCBS-TV New York as correspondent.

Lou Kirchen, GSM, WBTW(TV) Florence/Myrtle Beach, S.C., named GM.

Jim Caruthers, GM, WBTW(TV) Florence/Myrtle Beach, S.C., joins WRBL(TV) Columbus, Ga., in same capacity.

Devin Scillian, primary news anchor,

KFOR-TV Oklahoma City, joins WDIV(TV) Detroit as anchor/reporter.

Valerie Feder, executive producer and acting news director, king-tv Seattle, named assistant news director.

PROGRAMING

Laura Wessner, press representative, CBS-TV News, New York, joins New Media Inc., Westport, Conn., as director, communications and promotions.



Ungar

Appointments at New World Entertainment, Los Angeles: **Rick Ungar**, president, New World Animation, accepts additional responsibilities as president, first-run programming; **Brian Frons**, first-run

executive, named executive producer.

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Diana Wilkin**, executive director, network distribution, West Coast, named VP; **Ciro Abate**, manager, network distribution, named director.

Marlynda Salas Lecate, account manager, WZGC(FM) Atlanta, joins Warner Bros. Domestic Television Distribution, Burbank, Calif., as manager, Southeast sales.



Gerber

All American Communications Inc., Los Angeles, has expanded its television production activities by incorporating The David Gerber Co., into its operation. **David Gerber**, president of the company

and producer, named president, All American Television Production.

Jacqueline Comeau, VP, research, MGM Domestic Television Distribution, Los Angeles, named VP/Eastern regional manager, New York.

Herman Williams, co-host, *Last Call*, New York, named executive producer, *The Charles Perez Show* there; **Felice Desner** promoted to supervising producer.

Anita Addison, executive producer/director, Warner Bros. Television, Burbank, Calif., joins CBS Entertainment, Los Angeles, as VP, drama development.

Jennifer Gann, manager, promotions, Universal Studios, Hollywood, joins MGM Domestic Television Distribution, Santa Monica, Calif., as manager, station relations.

Appointments at ACI, Los Angeles: **Michelle Contant-Waxman**, account executive, Western and Southwestern markets, named director, West Coast sales; **Bruce Sussman**, manager, research, named director.

RADIO

Appointments at KIIS-AM-FM Los Angeles: **Roy Laughlin**, VP/station manager, named president/GM; **Steve Perun**, program director, adds national program director, Gannett Radio, to his responsibilities.

Sam Wallace, LSM, WKY(AM) Oklahoma City, joins KJMM(FM) Tulsa, Okla., as GSM.

Julie Talbott, executive VP, MJI Broadcasting, New York, named COO.

Herb Ivy, operations manager/program director, WBLM(FM) Portland, WCYY(FM) Biddeford and WXYI(FM) Lewiston, all Maine, named VP.

Becky Wight, program director/midday air personality, ABC Radio Networks, Dallas, named operations manager, ABC Radio International; **Jasmine Alexander**, VP, management information systems, ABC Radio Networks, New York, adds new technologies to her responsibilities.

Beth Robinson, manager, broadcast operations, CBS Radio, New York, named director.

Jim Zagami, senior account executive, WASH(FM) Washington, named LSM.

Peter Lydotes, operations manager, WBUR(FM) Boston, named assistant director, programming.

CABLE

Appointments at Prism/SportsChannel Philadelphia: **William Green**, master control operator, adds operations manager, production center, to his responsibilities; **Suzanne McFadden**, manager, adver-

tising and promotions, named director, marketing.

Madeline Berger, director, special markets, ESPN, Bristol, Conn., named VP, special market distribution.

Ronald LaRussa, lawyer, Hutchins, Wheeler & Dittmar law firm, joins Continental Cablevision, Boston, as director, business affairs, programming.



Braxton

Monique Braxton, bureau chief/reporter, WAVY-TV Portsmouth, Va., joins NewsChannel 8, Springfield, Va., as anchor, *The Morning Report*.

William Geppert, managing director, Cable North

West (co-owned by Cox and SBC Communications), named VP/GM, Cox Communications, San Diego.

Jacquelyn Freilich, manager, programming, Action Pay Per View, Washington, named director.

Thomas Sutula, VP, marketing, Hitachi Home Electronics, joins Shop at Home Inc., Knoxville, Tenn., as executive VP/COO.



Sieber

Appointments at Turner Networks, Atlanta: **Robert Sieber**, VP, audience development, Turner Entertainment Networks, expands his duties to include all Turner Networks; **Andrea Taylor**, head

writer, Comedy Central, New York, joins TNT as VP, creative services; **Julie Anne Weitz**, head, long-form packaging, ICM, joins TNT Originals, Los Angeles, as VP, development, original programming; **Tom Karsch**, VP, sports marketing and network promotion, TNT, named senior VP/GM, Turner Classic Movies.

Mitch Praver, director, programming and content development, Bell Atlantic Video Services, joins Discovery Communications Inc., Bethesda, Md., as director, news media distribution, affiliate sales and relations.

Francisco De La Torre, president, Pepsi Cola, Mexico, joins TeleNoticias del Mundo LP, Miami, in same capacity.

ADVERTISING/MARKETING

Sheldon Saltman, president, sports division, and executive VP/GM, telecommunications, 20th Century Fox, joins Williams Television Time, infomercial advertising agency, Santa Monica, Calif., as special projects adviser.

Art Salisch, research manager, Westwood One Radio Networks, New York, joins Rainbow Advertising Sales Corp. there as director, research.

Kenneth Ripley, account executive, Multimedia, joins Columbia TriStar Advertiser Sales, New York, as Eastern manager, advertiser sales.

Loretta Volpe, executive VP/director, marketing and media communications, Griffin Bacal Inc., joins Sports Minded, Fort Lee, N.J., as president and partner.

Lucille Luongo, senior VP, corporate communications, Katz Media Group Inc., New York, named president, American Women in Radio and Television (AWRT) and chair of the Foundation.

SATELLITE/WIRELESS

Terry Freedman, VP, programming and business affairs, The American Movie Classics network, Atlanta, joins AlphaStar, Greenwich, Conn., as legal counsel, sales and programming.

Gilbert Korta, VP, sales and marketing, EMI Communications Inc., Syracuse, N.Y., joins Primestar Partners, Bala Cynwyd, Pa., as VP, affiliate relations.

Clayton Mowry, industry and policy analyst, Office of Telecommunications, International Trade Administration (U.S. Dept. of Commerce), Washington, joins the Satellite Industry Association, Alexandria, Va., as associate director.

Hal McDonnell, senior VP, systems engineering and technology, Hughes Communications Inc., Los Angeles, named executive VP.

Eric Hauenstein, VP/GM, Jones Satellite Networks, Englewood, Colo., named VP, Jones International Networks.

WASHINGTON

John Adams, lawyer, Weinberg, Bergeson & Neuman law firm, Washington, joins the Corporation for Public Broadcasting as deputy general counsel.

David Layer, associate manager, transmission and channel processing, COM-SAT Laboratories, Clarksburg, Md.,

joins National Association of Broadcasters as senior engineer.

Marsha Reeves Jews, corporate VP, Career Communications Group Inc., Baltimore, appointed to a five-year term as commissioner, Maryland Public Broadcasting Commission.

Jill Luckett, special adviser to FCC Commissioner Rachele Chong, joins National Cable Television Association as VP, program network policy.

TECHNOLOGY

Appointments at Harris Corp., Quincy, Ill.: **Chester Massari**, VP, operations, RF Communications Division, Rochester, N.Y., named VP/GM, broadcast division, Quincy; **Kent Pendleton**, regional sales manager, radio, West Coast, Broadcast Division, Quincy, named television district sales manager.

James Carpenter, director, radio frequency engineering, Broadcast Electronics Inc., Quincy, Ill., named VP, engineering.

Daniel Akerson, chairman/CEO, General Instrument, Chicago, steps down to devote full time as general partner, Forstmann Little, New York. Akerson will remain chairman and director until Dec. 31; **Richard Friedland**, president/COO/director, General Instrument, named CEO.

ALLIED FIELDS

Susan McMurray, director, international sales, 20th Century Fox Licensing and Merchandising Corp., joins Ultracom Inc., Glendale, Calif., as VP, worldwide licensing.

Alex Storzynski, press spokesman/chief speech writer, the New York State Thruway Authority, joins Hypotenuse Inc., Verona, N.J., as executive editor.

David Zepowitz, president/GM, WPAS (AM)/WBSB(FM) Dade City/ Tampa, Fla., joins Crisler Capital Co., Cincinnati, as associate.

Henry Rivera, partner/head, communications law department, Ginsburg, Feldman & Bress law firm, received the Wendell Mayes Jr. Medal from the American Diabetes Association, Alexandria, Va., at the organization's 55th annual meeting in Atlanta.

—Compiled by Denise Smith
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Paul Brissette has put his eight Big Three-network affiliates on the block, expecting bids to go well over \$300 million. A 38-year broadcasting veteran, Brissette says he decided to sell after concluding that stations had become too expensive to buy. Cash-flow multiples run as high as 16, he says. "Every time we looked at a deal, the buyers were lined up 12 deep." Brissette's three NBC affiliates are WWLP(TV) Springfield, Mass.; WILX(TV) Lansing, Mich., and WMTV(TV) Madison, Wis. His four CBS affiliates are WSAW(TV) Wausau, Wis.; WTRF(TV) Wheeling, W.Va.; and KOSA(TV) Midland-Odessa and KAUZ(TV) Wichita Falls, both Texas. The lone ABC affiliate: WHOI-TV Peoria, Ill.

The FCC has slapped wicz-tv Binghamton, N.Y., with a \$110,000 fine for allegedly airing too many advertisements during children's television programs. The violations date to 1992 and 1993, when the station allegedly violated the kids advertising limit 376 times.

TCI International is negotiating with Paris-based Canal+, Europe's leading pay-TV operator, to buy a minority stake in its themed cable channels for \$100 million. Part of the deal would be to help Canal+ launch versions of its themed channels in the U.S. TCI would pay FF500 million (\$100 million) for a 28% share of Canal+'s subsidiary Ellipse, which owns channels Planete (documentaries), Canal Jimmy (young adult series), TMC (general entertainment), and Cine-Cinefil and Cine Cinemas (movies). The five channels are distributed by cable and satellite in France and should be part of Canal+'s upcoming DBS digital package (due to launch in November). According to local reports, TCI and Canal+ have yet to get an agreement from minority shareholders Caisse des Depots and Lyonnaise Communications.

Sony Corporation disclosed last week that it halted factory shipments of its direct broadcast satellite (DBS) dish in late August in response to mounting consumer complaints about

GE paying \$500 million for Cablevision stake

In a debt-for-equity swap, GE Capital Corp. is taking a 30% stake in Cablevision Systems. According to papers filed with the SEC, Cablevision Systems has signed a nonbinding letter of intent with General Electric Capital Corp. to exchange \$500 million in Cablevision debt held by GE Capital for the same dollar amount in convertible perpetual preferred stock in Cablevision, although the stock will not be convertible for four years. GE Capital is a lender to Cablevision's V Cable Inc. unit, which owes approximately \$880 million to GE Capital and its subsidiaries. Cablevision officials declined comment. Cablevision is the nation's sixth-largest MSO.

poor DBS picture reception.

Sony officials wouldn't disclose the number of DBS units affected by reception problems, which reportedly range from frozen video images to horizontal lines across the screen, but the company has promised to find a solution as soon as possible.

Heritage Media Group is selling NBC affiliate KVEN-TV Rapid City, S.D., to Blackstar of South Dakota LLC for approximately \$14 million,

according to Doug Woodrum, chief financial officer, Heritage Media Corp. Heritage, primarily a manufacturer of in-store marketing products, also owns four network-affiliated TV stations and 17 radio stations.

While the FCC re-examines EEO policies, the Mass Media Bureau will look to old EEO procedures to process license renewals, Mass Media Bureau chief Roy Stewart told an NAB Radio Convention audience in New Orleans last week. Stewart said the bureau will look to earlier FCC decisions in cases with similar circumstances in determining EEO compliance. "We're going to go back to the way we did business before," Stewart said.

Cox Communications is swapping cable systems with Susquehanna Cable Company.

The deal calls for Cox to trade its Williamsport, Pa., cable system with 24,500 subscribers for Susquehanna's East Providence, R.I., cable system with 15,500 subscribers. The two cable companies say they will sign a definitive agreement soon and likely will close the deal in first quarter 1996. Financial details were not disclosed.

Tele-Communications Inc. has formed TCI Telephony Services Inc., a business unit devoted to developing and managing TCI's entry, along with Sprint, into the competitive local telephone business. The Sprint Telecommunications Venture is a joint venture, with 40% owned by Sprint, 30% by TCI and 15% each by Comcast and Cox Cable.

William Kobin, president and chief executive officer, KCET(TV) Los Angeles, is retiring from the public television station he has headed for the past 13 years.

His retirement ends a 42-year career in broadcasting, including 30 years in public television. The KCET board of directors has formed a search committee to find a replacement.

UPN's series premiere of *Deadly Games* (Tuesday, 8-9 p.m.) pulled in a 4.4 rating and a 7 share in Nielsen weighted overnight markets, a performance that is a 17% improvement over February sweeps time-period numbers.

DIC Entertainment has sold animated series *The Wizard of Oz* to HBO in the U.S. and to the BBC for airing in the UK. DIC also announced sales to other countries including France, Malaysia, Taiwan and Singapore.

Lifetime on Sept. 4 scored its highest-ever prime time rating with an original movie, *Almost Golden: The Jessica Savitch Story*, and an accompanying documentary, *Intimate Portrait: Jessica Savitch*. The shows scored a combined 7.8 rating, representing 4.9 million TV households, according to A.C. Nielsen Co. data supplied by the cable network.

Closed Circuit

WASHINGTON

Playing ball with Congress

Members of the Milwaukee Brewers baseball team were making the rounds on Capitol Hill last week in support of public broadcasting. Sources say the Brewers want out of their TV rights deal with WVTM Milwaukee so that they can switch to the local public broadcasting station. The Brewers were asking members of Congress to back a change in public broadcasting rules allowing advertising so that PBS affiliate WMVS there could carry the games.

Cobbling cable

One testament to the difficulty new cable networks have in finding cable system space is a California group's plan to launch a "composite channel," made up of 12 part-time networks, to be broadcast to TVRO and C-band satellite owners. Called The Cable Consortium, the group expects to launch in early 1996, says Sheldon I. Altfeld, consortium executive producer. Among the channels are American West Network, Chop! (martial arts), Grand Living (senior citizens), Home Improvement Network, The Space Network (technology), Success Channel (business), Total Communications Network (TV network for the deaf) and The Theater Channel.

License thaw

The FCC is reviewing a plan to lift a freeze on competing applications for new radio licenses. The applications have been pending at the FCC since a court struck down the commission's comparative hearing criteria. The FCC has been looking for a way to resolve the applications without setting a policy that would determine how it rules on future license renewals when a competitor applies for an incumbent's license, said FCC General Counsel William Kennard. The commission will issue its interim

solution within 60 days, said Kennard, adding that lotteries are not being considered. NAB's Jeff Baumann speculated that the commission may seek to appoint mediators and instruct the competing parties to settle. A commission source confirmed that the FCC is reviewing a plan to resolve the competing licenses through mediation.

Who's next?

The coalition of public interest groups that filed against Group W/CBS last week may not be through. Asked whether the ABC/Disney merger also will draw fire from the coalition, Jeff Chester, Center for Media Education, was noncommittal, saying, "We are seriously looking at it." Petitions to deny ABC/Disney are due by Sept. 28.

Burns watch

Capitol Hill insiders think Senator Conrad Burns (R-Mont.) may be the next chairman of the Senate Communications Subcommittee, succeeding Bob Packwood (R-Ore.), who resigned last week to avoid an expulsion vote in the Senate over charges of sexual misconduct. Burns is not the most senior member of the committee. Republicans Ted Stevens (Alaska) and John McCain (Arizona) outrank him, but they may not want to give up current subcommittee chairmanships: Ocean and Fisheries, and Aviation, respectively. Burns, a former broadcaster, has been a key sponsor of major telecommunications-reform legislation.

NEW ORLEANS

Coordinated coverage

At its closed-door session with affiliate news directors last week at the RTNDA convention in New Orleans, ABC News executives said they hoped to formulate a plan soon for coordinating 1996 election night coverage. "What they said was basically

that they want to create a process for smooth, uniform transitions from local to network coverage," said one news director in attendance. "They want to minimize local preemptions that night because they really get to strut their stuff like that once every four years. That's fine as long as it doesn't interfere with my local coverage."

O.J. questions

NBC News officials told affiliates at RTNDA last week that they would give "full-court press" coverage of the O.J. Simpson trial the day the verdict comes in. But when pressed by affiliates, they acknowledged that it was "unresolved" how much of the regular schedule News would be allowed to preempt. Although NBC News Channel will provide affiliates with much material beyond the network coverage, some affiliates are concerned they won't be able to take full advantage because of stricter preemption rules under new network affiliation agreements. "It goes to the broader issue of how networks cover breaking news," said one affiliate news director. "I didn't hear anything last week that would make me want to give up my CNN contract."



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All ahead slow

FCC Chairman Reed Hundt thinks Congress is about to go too far in eliminating all ownership limits in radio, believing—among other things—that to the extent diversity is diminished in that medium, government will have to reimpose controls. The chairman, displeased by what he considers the disservice to the nation of Rush Limbaugh, cites as the quid pro quo for putting up with him “my confidence that there are many other ways for the public to learn the truth about history, to hear different opinions about public issues. And the danger of the telecommunications-reform legislation working its way through Congress is that it undermines the basis of that confidence.”

The common remark in New Orleans last week was that the industry was going to end up in the hands of three owners. If that happens, radio will be in for the toughest reregulation the country's ever seen. Indeed, the day one owner buys all radio stations in a market, the hue and cry will begin. It may be better for Congress and radio to go slow together at the beginning of this brave new age.

The more things change

Among other endangered species in Washington is the Commerce Department's National Telecommunications Information Administration, which traces its roots to the White House decades ago. It is essentially the national spectrum agency and the interface with the international telecommunications community, as well as being the executive branch's brain trust on telcom policy. When the budget cutters get right down to it, they'll find that the great majority of NTIA functions are essential, and if that agency weren't there to perform them it probably would have to be

invented. There may well be some room for downsizing, and even some better context in which to position it, but at the end of the day it should stay.

Spectrum insanity

That the federal government is seriously considering charging broadcasters for the right to rebuild the national television system for digital operation does more than boggle the mind. It defies justice and logic and begins to look like vengeance.

Yet the threat is real. As the president of NBC writes in a compelling call to arms in this issue (beginning on page 6 and continuing on page 72), the budget-balancing process has begun to zero in on a target of least resistance: wringing billions out of thin air. Having determined that it is in the national interest to enter the 21st century with an advanced television system—one that will be established primarily by spectrum-dependent broadcasting—Congress is now threatening a triple whammy: Not only must broadcasters pay billions to completely rebuild the national television plant, not only must they continue to operate the existing plant indefinitely, but they could pay still more billions to acquire the spectrum for the privilege. It's not surprising that some broadcasters are echoing the fellow who was tarred, feathered and ridden out of town on a rail: “If it weren't for the honor, I'd rather walk.”

The national debate on this subject must take into account, among other things, the values involved. TV is not just another commodity. It is a national asset from which all people benefit. It is a business, yes, for those who operate it, but it is far more a treasure for the country as a whole.

We don't argue that television is above the national interest. We just say it is in the national interest. This is one time when Congress and industry should end up on the same side.

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