



NEWSPAPER

# Electronic Media



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AT PRESS TIME

## Primestar will sell dishes

DENVER—Primestar by TCI, the largest distributor of Primestar home satellite service, said Friday it will now allow customers to purchase, as well as lease, receiving equipment. The company also said it would offer a National Hockey League package to subscribers of its basic programming services and would reduce the cost to connect a second TV to the service.

## WBBM-TV gets new GM

CHICAGO—Henry (Hank) Price was named vice president, general manager, WBBM-TV, the CBS-owned station in Chicago. Mr. Price had been president and general manager of KARE-TV, Minneapolis. He succeeds Robert McCann, who was unable to pull the station  
*(Continued on Page 48)*

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OCTOBER 7, 1996



Photo by Lyle Leclerc

Rupert Murdoch and some of the riches from his vast media empire

## The Murdoch map

### Exclusive Q&A with News Corp. leader

BY DIANE MERMIGAS  
FINANCIAL EDITOR

NEW YORK—At age 65, Rupert Murdoch already has had a lifetime of achievement. The Australian-born magnate has become a U.S. citizen, launched a fourth U.S. TV network against all odds, reshaped his father's newspaper business into a global multimedia powerhouse and has virtually tipped the world on its digital axis.

And he's not done yet.

His plan for News Corp. to command satellite, print and broadcast byways for news and entertainment is rapidly unfolding on six continents despite political, cultural and economic obstacles.

He has restored financial solvency to his \$23 billion media empire by forging new revenue streams and dozens of international equity partnerships.

Still, Mr. Murdoch faces some of his stiffest challenges in the United States, home of his  
*(Continued on Page 6)*

## Fox News opens, but not in N.Y.

### Time Warner snubs city plea

BY LEE HALL  
STAFF REPORTER

Fox News Channel was scheduled to hit television screens at 6 a.m. Monday, with 17 million subscribers and high hopes of becoming a major player in the news game.

In an unusual last-minute development, Fox got the city of New York to ask Time Warner cable there to carry the news channel. Time Warner declined.

New York Deputy Mayor Fran Reiter had asked Time Warner to use one of the city's public access channels for FNC until a deal could be worked out for permanent carriage.

In a letter to Time Warner President Richard Parsons, Ms. Reiter referred to nearly 1,500 jobs Fox has pledged to create in the city.

In rejecting the plea, Time Warner cited federal law and franchise agreements that prohibit carrying a commercial service on government access channels.

"They are in effect holding this over our heads as a hammer to make an agreement with Fox," said Richard Aurelio, president of Time Warner New York City cable group.

Time Warner surprised the cable world last month when it opted to carry MSNBC over Fox on its cable systems, a move that ignited a verbal war  
*(Continued on Page 46)*

## Must-carry case a nail-biter for some

BY LEE HALL  
STAFF REPORTER

For Barbara Kerr, life after must-carry is not a pleasant thought. The general manager of independent WIIB-TV in Bloomington, Ind., will follow Monday's oral arguments before the U.S. Supreme Court as if her future depended on it.

And in a sense, it does.

"Must-carry is essential to the survival of small independent stations," Ms. Kerr said. "That's why it was made into law, and that's why I hope it will be upheld."

Added Jim Hedlund, president of the Association of Independent Television Stations in Washington, "Some of the people we represent are very much in jeopardy."

The 1992 Cable Act requires cable systems to set aside up to a third of their channel capacity to accommodate the signals of local broadcast stations.

Cable operators argue the rule violates their editorial freedom and freedom of expression.

"It's wrong for the government to favor some speakers over others, especially when those speak-  
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SPECIAL SECTION



... featuring the 10 most powerful people in TV news.

Section begins on Page 27



## THIS WEEK IN EM

**Roger Ailes** promises his new Fox News Channel will deliver the news fairly, without opinion. (Page 1)

**The Supreme Court's** decision on must-carry could dictate the future for Barbara Kerr, general manager of independent WIIB-TV in Indianapolis, and others like her. (Page 1)

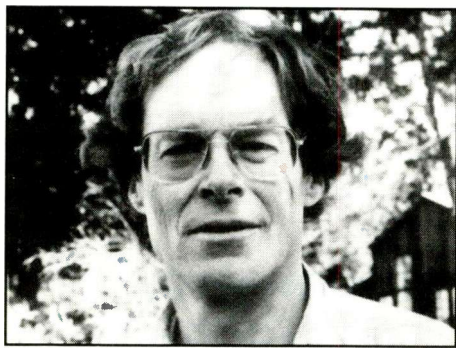
**ELECTRONIC MEDIA** conducts an exclusive interview with Rupert Murdoch. (Page 1)

**Seven anchors** and reporters were let go at WCBS-TV in New York. (Page 3)

**The FCC** may ease up on restrictions against newspaper owners purchasing radio stations in their markets. (Page 3)

**NewsTalk TV**, set to close down by the end of the year, is attempting to switch its 3.7 million cable subscribers to MSNBC. (Page 4)

**Reed Hundt** has praised stations who have offered free air time to political candidates and hopes other stations will follow suit. (Page 4)



**Alexander Cockburn** follows Rupert Murdoch's career for EM. (Page 30)

**Kelly News & Entertainment** wants to capture teenage viewers with "Peer Pressure" and "Whose Class Is This Anyway" in fall 1997. (Page 10)

**Cable systems** must beware of interference on their return path, warns Michael McCracken, VP, engineering, GTS Enterprises. (Page 16)

**Paramount** signs a deal with Television Par Satellite and TCM Droit Audiovisuels valued at \$500 million to \$600 million. (Page 45)

**HBO** has created a new animation unit with adult-oriented cartoons. (Page 48)

**NBC-owned** WTVJ-TV in Miami is producing a 10 p.m. newscast for The WB affiliate WDZL-TV, to compete with Fox affiliate WSVN-TV. (Page 48)

### NewsPro

**The 10 most powerful** people in TV news, according to ELECTRONIC MEDIA, are listed in our special NewsPro section. (Page 27)

**Falling ratings** show TV news doesn't have the power that it once had, despite the growing number of broadcast news programs. (Page 27)

**Brian Williams** of MSNBC says broadcasters earn their salaries when they go live and unscripted. (Page 32)

**TV journalists** who have appeared on "Politically Incorrect" agree that discussions on the show are a far cry from what they're used to. (Page 34)

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# Viewers note election polls, but say they're not swayed

Viewers gripe about them. Politicians swear by them. Or at them.

This is a poll about polls. An exclusive ELECTRONIC MEDIA/Bullet Poll concludes viewers pay attention to political polls but aren't influenced by them.

It also appears, but less dramatically, that viewers think television newscasts slightly overplay polls.

And though presidential candidates often complain that television news doesn't give them a fair shake, viewers are much more divided about the fairness of coverage they get.

When ELECTRONIC MEDIA asked 1,200 respondents in a phone poll if they're interested in polls that try to determine which candidates are ahead or trailing in a race, 58 percent said they pay "some attention." But 23 percent said their interest is "almost none" and only 18 percent said they "pay a lot of attention."

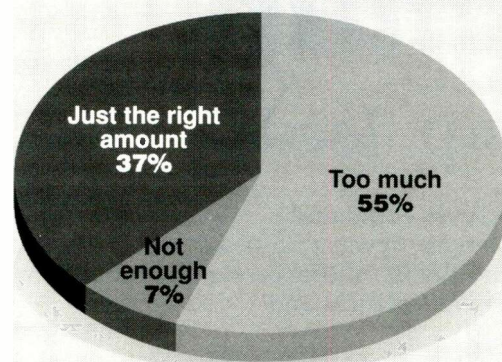
But do those polls influence voters? Very few—just 6 percent—said polls influence them "a lot." Conversely, 78 percent said so-called popularity polling has "not very much" influence over their votes. Fifteen percent said polling has "somewhat" of an influence on how they vote.

According to the ELECTRONIC MEDIA/Bullet Poll, 55 percent think television news spends "too much time" on polls. Another 37 percent said it's "just the right amount" and 7 percent said it's "not enough time."

Given the tepid responses to that question, it's not surprising

### BULLET POLL

#### Does TV news spend too much time reporting the results of election polls?\*



\*Figures may not add up to 100% because of rounding

Graphic by Jerry Parks

57 percent said it "doesn't matter" that a station makes a special effort to regularly report election polls.

Only 18 percent said it made them more likely to watch one newscast over others, and 25 percent said aggressive polling would make them "less likely" to watch.

Respondents had more or less balanced views about whether TV news is being "too easy" or "too hard" on the candidates.

TV news is too easy on:

- President Clinton, 38 percent
- Bob Dole, 28 percent
- Ross Perot, 19 percent

TV news is too hard on:

- President Clinton, 24 percent
- Bob Dole, 30 percent

• Ross Perot, 38 percent  
Most described the candidates' coverage as fair (41 percent for Mr. Dole and Mr. Perot, and 37 percent for the president).

The telephone polling of 1,200 adults occurred Sept. 30 and Oct. 1 and is considered accurate within 4.4 percent. Some of the percentages do not add up to 100 percent because some of those polled did not respond to every question.#

*The ELECTRONIC MEDIA poll was conducted by Bullet Poll, a product of Hypotenuse Inc., a New Jersey-based firm that conducts random sample telephone surveys for more than 100 television stations and news organizations nationwide.*

# FCC told it's not moving anywhere

BY DOUG HALONEN  
WASHINGTON BUREAU CHIEF

WASHINGTON—A long-pending plan to move the Federal Communications Commission to a new headquarters hit a snag here last week when lawmakers refused to fund it.

As it stands, the FCC is slated to move into the new building early next year.

But in a budget bill approved last week, lawmakers refused to earmark the up to \$30 million the FCC claims it needs to start the move.

Lawmakers made clear that the General Services Administration—the federal govern-

ment's leasing agent—shouldn't use its own funds to pay for moving.

Getting much of the credit for killing the funding was Rep. Tom Coburn, R-Okla., who sits on the House Telecommunications Subcommittee.

Hap Connors, a GSA spokesman, said the congressional vote will force the federal government to pay for the FCC's current headquarters and the new space—even if the latter is empty.

"I challenge anyone to tell me how that's in the interest of the taxpayers," Mr. Con-

(Continued on Page 45)

## EM's eye: 'RTNDA News'

"RTNDA News," ELECTRONIC MEDIA's coverage of the 1996 Radio-Television News Directors Association convention in Los Angeles, begins Thursday, Oct. 10.

The reports can be seen Oct. 10 to 12 in nine area hotels and on monitors at various locations at the Los Angeles Convention Center.

Tanji Patton, a reporter and weekend anchor for KMOL-TV, San Antonio, returns as anchor this year.

Each of the newscasts will be available via satellite for same-day viewing in newsrooms around the country.

C-band service by Keystone Communications is as follows:

Oct. 10: 1000-1130 (ET) GA 6/17; 1230-1400 (ET) GA 6/17.

Oct. 11: 1100-1230 (ET) GA 6/11; 1700-1830 (ET) GA 6/17.

Oct. 12: 1000-1130 (ET) GA 6/11; 1230-1400 (ET) GA 6/11.

**Hotel channels are as follows:**  
Beverly Hilton, Channel 15;  
Century Plaza Hotel & Tower, Channel 18;

Holiday Inn City Center, Channel 14;  
InterContinental, Channel 14;  
New Otani, Channel 14;  
Radisson Wilshire, Channel 16;  
Sheraton Grande, Channel 16;  
Sheraton Universal, Channel 15;

Westin Bonaventure, Channel 15.  
If you have problems getting the broadcast in your hotel room, contact the front desk, or call our Trouble Hotline at 310-439-5734.#



# Idei trying to shore up Sony structure

BY DIANE MERMIGAS  
FINANCIAL EDITOR

Sony Corp.'s scramble to quell upper management turmoil at Sony Pictures Entertainment could undermine its successful TV operations, which could soon announce its latest project—the launch of new cable services with TCI.

At press time, Nobuyuki Idei, Sony Corp. president and chief operating officer, was in New York negotiating with several key executives including John

Calley, president of the United Artists unit of MGM/UA.

Mr. Calley is expected to become SPE chairman and chief executive officer, succeeding Alan Levine, who resigned his post as SPE president last week amid continuing executive strife.

Jeffrey Sagansky, the executive vice president of Sony Pictures of America and former CBS entertainment chief, is expected to be appointed chief operating officer of SPE, overseeing administrative and business operations under Mr. Cal-

ley. Sources cautioned that delicate negotiations with the executives could change that outcome. Sony declined comment.

Mr. Sagansky, who was internally at odds with Mr. Levine, has coordinated Sony's U.S. Imax film, theater, retailing, radio programming and new media ventures, much of which could be reassigned to other Sony units in Tokyo as part of a larger corporate restructuring, sources said.

If he is moved to a new role at SPE, Mr. Sagansky would likely be more active in

Sony TV operations.

However, industry sources said that level of involvement could seriously jeopardize the independence and productivity of Dennis Miller, SPE executive vice president, and Jon Feltheimer, president of Columbia TriStar Television.

Those executives have strengthened Sony's first-run programming businesses. They also have rolled out international cable program services collectively valued at about \$750 million.

(Continued on Page 47)

## WCBS-TV whittles on-air staff

### Seeks to boost low ratings

BY JON LAFAYETTE  
NEW YORK BUREAU CHIEF

NEW YORK—WCBS-TV, the low-rated CBS-owned station in New York, fired seven anchors and reporters last week, making the announcement between the Wednesday 6 p.m. and 11 p.m. newscasts.

WCBS General Manager Bud Carey said the move, bannered on the front pages of the city's tabloids, was necessary because "we need to make some aggressive change."

"The fact is that we have over the last four years been unable to get any real traction in local news."

During May sweeps, WCBS averaged a 5.6 Nielsen rating (percentage of TV homes) and 10 share (percentage of sets in use) at 11 p.m., compared with WNBC-TV's 12.2/22 and WABC-TV's 10.5/19.

Mr. Carey said he will begin looking for new talent for the station.

Dismissed were anchors John Johnson, Michele Marsh and Tony Guida, sports anchor Bernie Smilovitz and reporters Magee Hickey, Reggie Harris and Roseanne Colletti.

Some of those staffers were recruited by Jerry Nachman, former news director, who resigned in August.

Mr. Carey said he had been thinking about making changes in the station's on-air talent for about eight months, but that Mr. Nachman wasn't aware of the contemplated dismissals nor was his departure related to them.

Jonathan Klein, CBS TV Station Group president, fired the general manager of KCBS-TV, Los Angeles, another underperforming CBS station, shortly after Westinghouse acquired CBS.

But Mr. Klein said there are no plans to dismiss Mr. Carey, now that the on-air ranks have been pared.#

## Post-merger news is good for CNN, says Tom Johnson

BY LEE HALL  
STAFF REPORTER

In the span of a half-hour one afternoon last week, Headline News delivered the world. And in his office, CNN Chairman Tom Johnson heard from much of the world.

"Tom, Mrs. Johnson is on the line," an assistant announced. Not Mrs. Tom, but Mrs. Lyndon Johnson (he calls her "Mrs. J"), a longtime acquaintance and former employer.

In rapid succession, calls come in from representatives of Israeli Prime Minister Benjamin Netanyahu and Palestine Liberation Organization leader Yasser Arafat, and from journalist Bill Moyers.

"My job is to support my troops," said Mr. Johnson, as he helped plan live shots and interviews between phone calls.

When ELECTRONIC MEDIA last spoke at length with Mr. Johnson a few months ago, he was sweating out the Time Warner-Turner merger and the impending birth of three competing news services.

Today, the merger is all but done; two of the three competitors are up and running (the third, ABC, dropped out); and Mr. Johnson, formerly CNN president, has received a vote of confidence from his new bosses, along with new business cards that read "president, chairman and CEO" of CNN.

Mr. Johnson admits to having briefly wondered if he might not survive the merger.

But, he said, "I developed an increasing comfort in my relationships with [Time Warner Chairman] Jerry Levin and [Time magazine editor] Norman Pearlstein. I could see this was going to be very good for CNN, and for me."

(Continued on Page 46)



Photo by Emmett Martin

CNN Chairman Tom Johnson takes the high road when talking about his news channel competitors.

## FCC to look at radio/paper cross-ownership

BY DOUG HALONEN  
WASHINGTON BUREAU CHIEF

WASHINGTON—The Federal Communications Commission launched a proceeding last week that could make it easier for owners of daily newspapers to acquire radio stations in their markets.

In the interests of promoting diversity, agency regulations have barred cross-ownership of newspapers and radio or TV stations since 1975.

But the FCC last week asked for public

comment, by Dec. 9, on whether it makes sense to loosen its waiver policy to allow combinations involving radio and newspapers, at least under certain circumstances.

The FCC's proposal also notes that a typical daily newspaper already commands 49 percent of its local advertising revenues, while all of the market's radio stations share 13.3 percent

So, the FCC requested comment on whether it should consider the competitive impact of such mergers—perhaps by

limiting waivers based on the combined advertising shares of the newspapers and radio stations involved.

One of the first beneficiaries of a change in FCC policy could be The Walt Disney Co.—in Fort Worth, Texas, and near Detroit.

Disney acquired two radio stations in each of those markets when it bought Capital Cities/ABC in February.

At the time, the FCC gave Disney a one-year waiver to hold both the radio and newspaper properties, with the un-

derstanding that it might have to divest.

The Capital Cities/ABC properties are WBAP-AM/KSCS-FM and the Fort Worth Star-Telegram in Dallas-Fort Worth; and WJR-AM/WHYT-FM and the Oakland Press in Pontiac, Mich.

Even if the FCC loosens its policy for radio, combined ownership of newspapers and TV stations would still be prohibited.

The FCC's proceeding does not address mergers of TV stations and newspapers, considered too controversial.#



# Hundt presses campaign for free time

BY DOUG HALONEN

WASHINGTON BUREAU CHIEF

WASHINGTON—In an effort to encourage broadcasters to offer free time to local political candidates, Federal Communications Commission Chairman Reed Hundt has been heaping public praise on stations that have volunteered to do so.

The chairman says he's not pressing for a rule requiring the time offers, at least not now. But in one of his several recent speeches on the subject, the chairman

Cable rakes it in from political ads. Page 47

made clear that he's not going to mothball the issue.

"There is an overwhelming consensus that the cost of television ads is corroding not only the process of campaigning but the task of governing," said Mr. Hundt. "We must work together to change this."

As of press time last week, at least three station groups—A.H. Belo Corp.,

Fisher Broadcasting and Hubbard Broadcasting—had announced free-time initiatives.

Even without a requirement, some industry sources believe Mr. Hundt's campaign could bear additional fruit—as a quid pro quo of sorts from station groups seeking waivers or other favors from the FCC chief.

The offers are expected to be particularly difficult for owners of stations in the nation's largest markets—where there are many congressional districts,

and, therefore, many politicians with hands out for free time.

"You could be talking about eating up a station's entire prime-time schedule," said Jim Hedlund, president of the Association of Local Television Stations.

Mr. Hedlund also said the presentations would be a sure-fire turn-off for viewers that would result in more viewership for cable.

"It's pure punishment for over-the-air television stations with no net gain to the political process," said Mr. Hedlund. #

## NewsTalk's folding; makes deal with NBC

BY ELLIS SIMON  
and JON LAFAYETTE

ELECTRONIC MEDIA

Two-year-old NewsTalk Television will be shut down by the end of the year and has made a deal with NBC to try to convert its 3.7 million cable subscribers to MSNBC, the news network built on subscribers from another talk channel, America's Talking.

NewsTalk, acquired by Gannett when it bought Multimedia Entertainment, is being closed because it "did not achieve the number of subscribers necessary to continue successfully," said Fred Lohman, vice president, business manager, Gannett Broadcasting. Mr. Lohman would not disclose how much money the channel had been losing.

NBC said all of Multimedia Cablevision's 400,000 NewsTalk subscribers will be switched to MSNBC.

NewsTalk President Paul FitzPatrick and the rest of NewsTalk's affiliate relations staff will work with NBC Cable to convince cable operators that MSNBC's format is similar to NewsTalk's and that making the switch makes sense.

Gannett will receive a percentage of MSNBC subscriber fees on converted systems, Mr. Lohman said.

MSNBC is in a battle with the new Fox News Channel to expand its distribution. Mr. Lohman said Gannett evaluated many offers but wouldn't confirm if Fox had been approached for a similar deal.

"This will provide an easy transition for the cable operator and a smooth and elegant transition for subscribers," said David Zaslav, president of NBC Cable Distribution. Mr. Zaslav added that many of the multiple system operators which are carrying NewsTalk have commitments with MSNBC. #



"Sabrina, the Teenage Witch" is doing well in ABC's TGIF schedule.

## Don't count us out yet: ABC

BY MICHAEL SCHNEIDER

STAFF REPORTER

LOS ANGELES—ABC may be off to a slow start, but don't count it out of the ratings race just yet, says Jamie Tarses.

"Everybody is calling this way too soon," the ABC Entertainment president said. "People are still sampling."

So far this season, ABC's Nielsen household ratings have dipped 18 percent vs. a year ago, when, at least for the first few weeks of the season, ABC was still the top-rated network.

Now ranking third in households and second in adults 18 to 49, ABC still has at least one more big gun in its arsenal that has yet to be deployed in "NYPD Blue."

Until the networks are up to their full schedules, and distractions such as baseball playoffs and the election season pass, it may be tough to tell just who has momentum, reasons Ms. Tarses.

"There are nights we wish we were performing better, and there are a lot of things, looking at the premieres, that we're encouraged by," she said.

Among the premieres Ms. Tarses is proud of: "Spin City," which debuted strong with a 17.1 rating (percentage of TV homes) and 25 share (percentage of sets in use) in Nielsens; "Dangerous Minds," which, despite football pre-emptions in some markets, ranked a close third in its time slot with an 8.2 rating and 14 share; and "Sabrina, the Teenage Witch."

As a matter of fact, hoping to capitalize on the strong first-week numbers for new TGIF sitcom "Sabrina," ABC has shuffled its Friday night schedule effective Oct. 18. "Family Matters" will remain at 8 p.m. (ET), followed by "Boy Meets World," which moves from 9:30 to 8:30; "Sabrina," which shifts from 8:30 to 9 p.m.; and "Clueless," which hops a half hour later to 9:30 p.m. For its debut Sept. 27, "Sabrina" pulled a 10.9/20, winning its time period and placing first for the week among kids 2 to 11.

In other programming news:

- NBC picked up another victory for the second week of the season in both households (10.3/17) and adults 18 to 19, while CBS was up 22 percent in households last week, with a 10.3/17. ABC (9.7/16), Fox (6.0/10), UPN (3.6/6) and The WB (2.6/4) followed.

- CBS has filled in the final gaps to its fall schedule. "EZ Streets," the hour drama starring Ken Olin, will premiere Sunday, Oct. 27 at 9 p.m., before moving to its regular time slot on Oct. 30 at 10 p.m. The controversial sitcom "Public Morals" will debut Oct. 30 at 9:30 p.m. #

# Gannett denies that Multimedia is for sale

BY DIANE MERMIGAS  
and MICHAEL SCHNEIDER

ELECTRONIC MEDIA STAFF

Although rumors had been flying that MCA was in talks with Gannett to purchase Multimedia Entertainment, by last Friday both sides were still denying any involvement.

"We have not sold Multimedia, and we have not put it on the block," said Mimi Feller, Gannett senior vice president.

An MCA spokesman said he wouldn't comment on rumors. #

Still, speculation surrounds a possible

\$50 million to \$75 million bid by MCA for Multimedia, which Gannett acquired as part of its \$1.7 billion purchase of Multimedia Inc. last year.

Multimedia Entertainment, which syndicates "Sally Jessy Raphael," "Jerry Springer," "Crook & Chase" and "Pat Bullard," has also reportedly caught the interest of other suitors. Gannett is said to have been more interested in Multimedia's television and newspaper properties when it acquired the company.

Seagram Co. and MCA officials appear determined to improve the studio's distribution leverage but how and when

may depend on the outcome of its pending lawsuit against Viacom.

In a closed-door meeting with analysts Oct. 1, Seagram Chief Executive Officer Edgar Bronfman Jr. indicated the company would tap its financial resources to provide more distribution for its strengthened film and TV product in an effort to be more vertically integrated.

Analysts said that could result in Seagram acquiring complete or partial interests in more media ventures.

However, MCA first must resolve its differences with Viacom, its 50 percent partner in the USA Network. The companies

will be in court later this month sorting out whether the terms of their USA partnership restrict either of their independent participation in other ventures.

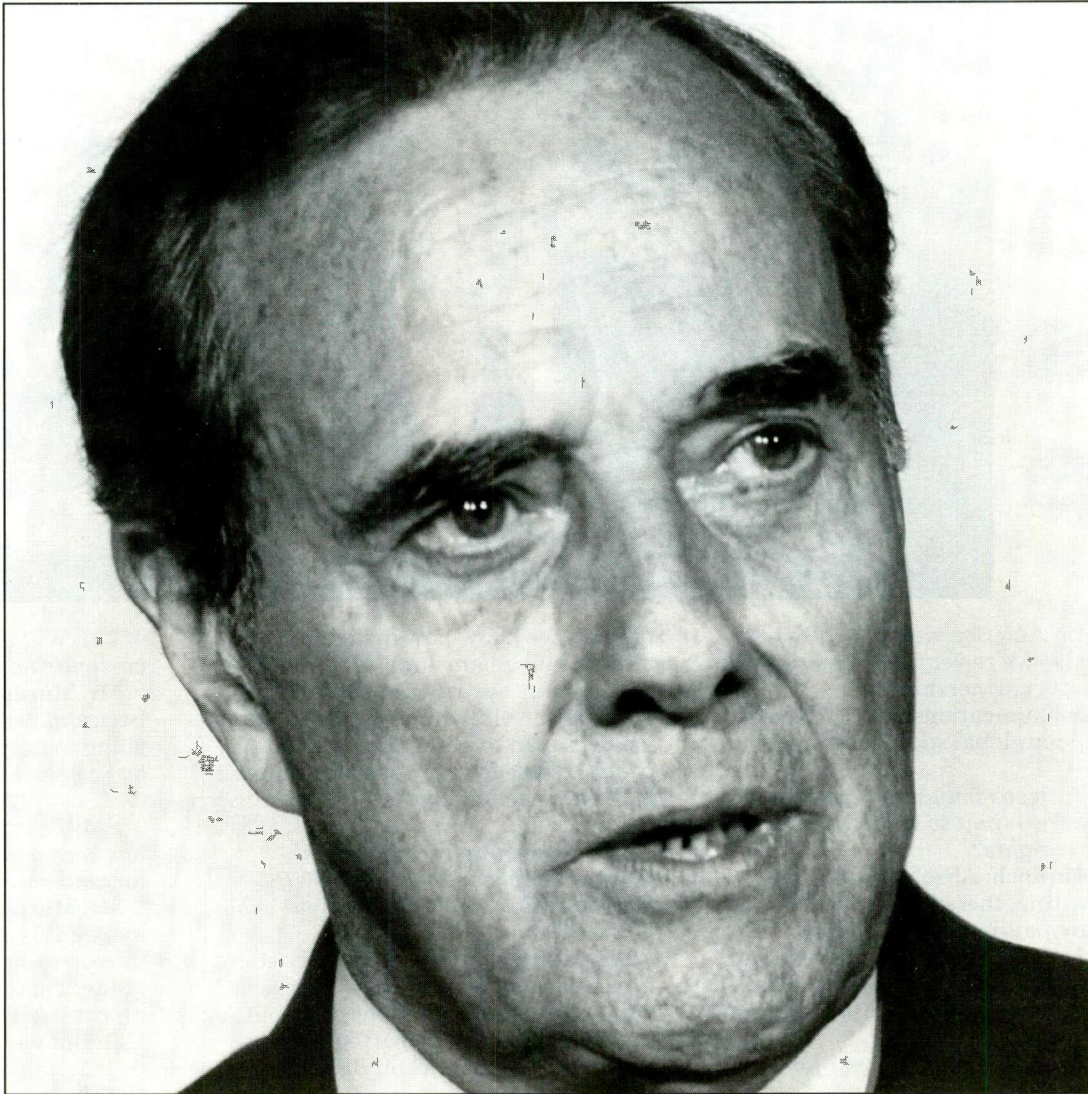
MCA is challenging Viacom's right to launch TV Land, a cable program spinoff of its Nickelodeon service.

The outcome of the lawsuit will affect MCA's pursuit of other properties such as Multimedia.

However, industry sources say MCA also has discussed acquiring other distribution companies such as cash-rich King World. MCA and Seagram officials decline to comment. #



**IS THIS** *the new GOP?*



**IS THIS** *the same old BS?*

Is this for the media to decide? Introducing the Fox News Channel. Politics without spin. Information without opinion. News without bias. 24 hours a day. **We report. You decide.**





# EM Q&A: Murdoch and his empire



Photo by David Hittle

(Continued from Page 1)

biggest and best gambles: among them Fox Broadcasting Co., the Fox television stations, Twentieth Century Fox studios and the developing ASkyB satellite service.

The following are highlights of a wide-ranging interview conducted by ELECTRONIC MEDIA'S Diane Mermigas.

**EM:** Is your global plan on track? Can you pull together the far-flung pieces of your global empire without putting News Corp. at financial risk?

**Mr. Murdoch:** There's always risk. We're very strong financially. We have

large cash balances and strong cash flow from all our businesses at this time. Our plan is very simple: we are expanding a global platform for the distribution of video and information. We are embracing the digital revolution. We'll start in the next 12 months converting BSkyB to digital which, in a very short period, will double its penetration in Britain.

We've just launched in digital with a partner in Germany and it will be the only pay television platform in Germany, which is one of the richest markets in the world. We'll have 49 percent of that. We have an open road ahead of us in Germany. We don't expect it to make money instantly. But after two or three years, we think it will be a major contributor to the growth of News Corp. and bigger than BSkyB.

**EM:** Will there be other partnerships such as the one you recently announced with The Kirch Group in Germany?

**Mr. Murdoch:** Yes, there will be other partnerships. We're not going into any other countries on our own.

We'll be making other announcements about Europe shortly.

**EM:** What are your plans for rolling out Fox News and Fox Kids globally?

**Mr. Murdoch:** We will be taking Fox News globally, first in Britain this year on BSkyB, and then the whole of Europe. And certainly in Southwest Asia, India and Australia the first half of next year through our existing distribution channels there.

We'll be doing the same thing with the Fox Kids, which will be an international service. We will launch it here domestically first. I think it will be in the first quarter of next year.

We might even start it earlier in some international territories this year. Britain

and Latin America would be the first.

And also we're very busy building our Fox Sports partnership with Tele-Communications Inc. We have a tremendous global sports presence.

**EM:** With so many sports vehicles to fill, is there a limit to what you will pay for sports rights?

**Mr. Murdoch:** Absolutely. In free broadcasting, there has to be a limit. There are pay-per-view and pay channels. It will depend on the demand for each sport, and which of them we can build into events to help offset the costs.

**EM:** Will you seek a partner for Fox News?

**Mr. Murdoch:** We've been approached by several companies seeking news partnerships and have not accepted any at this stage. I'm not saying, "Never." But probably not. I think it's best if it's independent.

**EM:** What will it cost to launch Fox News?

**Mr. Murdoch:** We figure about \$140 million to launch and about a \$100 million budget a year, but we expect revenues to begin at \$50 million and then rise.

**EM:** What is your investment in Fox Sports domestically, even with TCI as a partner?

**Mr. Murdoch:** About \$300 million, but with all the areas of sports we're getting into, it's more like \$400 million.

**EM:** And the cost of developing Fox Kids?

**Mr. Murdoch:** Very little or nothing. We're doing it out of our own production and funds. It's making good money now.

**EM:** Will you add any more partners to your kids effort other than Saban?

**Mr. Murdoch:** No. Saban Entertainment is our partner.

**EM:** Wall Street is eager to know what the return on investment will be for these services.

**Mr. Murdoch:** I think short term, there will be a high return on our children's channel; and a marginally profitable return on sports as we build globally. News will be a negative cost for a few years.

**EM:** So a year from now you will have news, kids and sports services launched globally, and satellite distribution expanding to Japan and the United States?

**Mr. Murdoch:** We are trying to establish a global distribution platform

because we know how difficult it has been to launch any kind of product on cable in this country. So we're getting distribution elsewhere, and we'd like to make it open to other services. But if people refuse to carry our programming here, we're not going to carry them there.

**EM:** Are you referring to Time Warner's decision to carry MSNBC instead of Fox News as a 24-hour cable news alternative to CNN?

**Mr. Murdoch:** If we're not carried by Time Warner, Time Warner's services will not be welcome on our distribution systems. We are not clearing its new Warner Bros. channel on BSkyB.

**EM:** Will you postpone your Oct. 7 launch of Fox News with only 16 percent penetration?

**Mr. Murdoch:** No. Of course not. We'll have a lot more coverage than that. And the numbers that NBC has been claiming are quite false. That number is based on promises and not people signed on.

I think, eventually, Time Warner will pick us both up.

Last month, they were within a half-hour of signing a contract with us. Then they backed away and said they would rather wait until the merger was completed.

We have a contract, and we expect them to live up to it.

Mr. Levin [Time Warner Chairman Gerald Levin] and I also had a friendly understanding that we would make our channels of distribution open to each other.

**EM:** How else might you exercise some leverage over them? With an antitrust lawsuit, or a regulatory challenge?

**Mr. Murdoch:** We'll find ways.

There still is a 60-day public comment period with the Federal Trade Commission, during which time it is quite possible new evidence could come forward about their practices and how they have been allocating channels.

**EM:** Do the economics or potential losses change substantially without Time Warner carriage?

**Mr. Murdoch:** No. Perhaps by \$10 million to \$12 million.

**EM:** Beyond your pending acquisition of New World Communications, are there assets you want or need to buy?

**Mr. Murdoch:** We're not planning any outright acquisitions of any kind.

New World is a stock deal. We had to do New World. It gave us such coverage, and they're just such marvelous stations. We aren't buying earnings there. We are buying markets.

**EM:** Will you engage in major cost-cutting at New World?

**Mr. Murdoch:** No. I think they have been run very economically. They are going to need to be rigorously relaunched as Fox stations.

**EM:** To what extent is BSkyB, which has been a great success story, the model for your satellite expansion elsewhere?

**Mr. Murdoch:** It's 100 percent the model. It is the only profitable DTH [direct-to-home] service in the world today. There is no guarantee that it will repeat itself in places like Japan and the U.S. But we think it will.

**EM:** Can you accelerate your launch timetable on ASkyB by joining forces with a competitor such as TCI, despite your lawsuit against them?

**Mr. Murdoch:** No. We have a partner in MCI and we have management control of ASkyB. We'll be launching before the end of next year with a very attractive and a very competitive service.

**EM:** What pieces to your global plan are you still missing?

**Mr. Murdoch:** We have three major efforts: Our expansion in Europe is very much on track. There is the launch of ASkyB satellite delivery in the U.S., which is just a form of wireless cable and for which we are very impatient for the satellites to be delivered.

And then we'll be launching JSkyB in Japan before the end of next year, where we are aligned with SoftBank. Together, we own a 21.4 percent interest in TV Asahi, one of Japan's leading networks. We have very great hopes for Japan.

**EM:** How soon do you expect JSkyB to be profitable?

**Mr. Murdoch:** I expect it to be profitable within two years.

**EM:** And your profit expectations for ASkyB?

**Mr. Murdoch:** It, too, will be profitable pretty quickly. But it is very different from BSkyB. With Sky, we had to start our own channels. In the U.S., we are taking the channels that are available. And we're taking them on a per-subscriber basis. And it's not like you have big losses in the meantime. We had to buy the spectrum and buy our own satellites, which adds more than \$1 billion to the whole thing. Everywhere else in the world we lease satellites.

And, of course, there are big marketing costs.

**EM:** So, what will be your overall cost to launch and operate ASkyB?

(Continued on Page 26)



**IS THIS** *man making welfare reforms?*



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# What's Murdoch want now? Programming

BY DIANE MERMIGAS

FINANCIAL EDITOR

NEW YORK—Rupert Murdoch's eyebrows peak as he leans forward to intensely make the point: Now that he's encircling the globe with satellite TV byways, he's hot on the trail for programming that will make him a content king.

What he can't buy, he'll barter or partner for.

And, as always, Mr. Murdoch intends to get what he wants by whatever skillful means.

In fact, his media peers and sometimes nemeses openly flaunt that they are doing business Murdoch-style.

TCI President and CEO John Malone, considered by many to be the master negotiator, contends that vertical integration is really just "all about trying to catch Rupert."

"John's just saying that to take the attention away from himself," Mr. Murdoch mused during a recent interview in his New York office. "I should think we are all responding to John Malone. Dancing to his tunes. I still do sometimes."

Admittedly, the dynamics among such media moguls have become complex.

TCI is News Corp.'s partner in Fox Sports and a new Latin American satellite TV service and has an option to buy a 20 percent equity interest in Fox News, which it clears on its dominant cable systems.

Just the same, Mr. Murdoch is in court trying to block TCI's planned partnership with Telesat Canada as a competitive threat to a direct-to-home satellite TV service News Corp. and MCI will launch in the United States next year.

Indeed, Mr. Murdoch faces some of his most troublesome challenges in the United States, where News Corp. generates more than 70 percent of its operating income and revenues, and most of its programming resources.

But to make his global dream a reality, Mr. Murdoch must do more than gradually slice through political and cultural red tape on six continents to uplink and downlink his way into an unparalleled gatekeeper role.

He also must own, control or take an interest in a good deal more content than his multimedia empire already commands.

"I hope we're on our way to making our distribution platforms a fact of life so that all of our efforts can be going into software," Mr. Murdoch said.

The primary vehicles for growing News Corp.'s content options are Fox news, kids, sports and film franchises being launched in the United States and abroad.

"We want our Sky satellite service to be a completely ubiquitous brand everywhere in the world, just as we want Fox to be," Mr. Murdoch said.

## Building a global content edge

News Corp.'s goal is to customize bundles of international and domestic programming on the satellite, cable and broadcast TV systems it operates worldwide.

Its most critical source is Twentieth Century Fox, whose TV and film production is being ramped up to strengthen News Corp. in the global market.

Higher production costs will easily be subsidized by increases in the operating income of Twentieth Century Fox Studio, Fox Network and Fox Television Stations in fiscal 1997, just begun.

There is no substitute for owning

successful product, Mr. Murdoch says.

"The Simpsons" has generated more than \$400 million in operating profit, and the theatrical film "Independence Day" already has generated nearly \$440 million in revenues worldwide.

To extend its reach, News Corp. has acquired stakes in a wide range of outside programming sources around the world.

But the thread binding them all is the live sports, news and children's fare, Mr. Murdoch says.

For instance, Sky Sports brings an international blend of sports including National Football League games to the United Kingdom and Latin America, where the Fox Kids Network also will launch later this year.

On a global basis, News Corp. appears to have an edge over many competitors in controlling distribution and product.

company's annual operating income by 20 percent—all in the face of record distribution and program expansion.

This time, Mr. Murdoch is relying on strategic equity partnerships, public funds and reciprocal agreements to spread the risk and costs.

Mr. Murdoch expects to see return on investment in most of News Corp.'s new distribution and programming ventures within two to five years, closely tracking his BSkyB experience.

With an initial \$1.7 billion investment in the U.K. satellite service that for years posted heavy losses, News Corp. now owns 40 percent of the public company valued at \$16 billion.

MCI committed \$2 billion for a 20 percent interest in the company; Softbank is plunking down as much as \$1 billion to News Corp.'s evolving JSkyB satellite pay-TV service in Japan; and

\$100 million annually.

"We think it's a very small investment for the stakes there. We have more than half the world's population, and we're building great brand names, and getting huge audiences for \$100 million a year," said Mr. Murdoch, who expects Star TV to break even within several years.

## Mr. Murdoch's masterful maneuvering

Mr. Murdoch's maneuvering in foreign markets mirrors his opportunistic use of regulatory and economic change in the United States to News Corp.'s benefit, analysts say.

"Much of News Corp.'s expansion has been the result of regulatory arbitrage," explained Christopher Dixon of PaineWebber. "Mr. Murdoch has proven a master at seizing an opportunity that a local operator may have overlooked; petitioning a local government to grant



"The Simpsons" has generated more than \$400 million in operating profit for News Corp.

The company has rapidly turned an uncertain loss at British Sky Broadcasting into a profitable model for establishing itself as a content gatekeeper abroad and providing a platform for its own program services.

As expensive as distribution has proven to be in some world markets, News Corp. executives say that content could easily emerge as more of a black hole for costs.

"We are looking for partners who want to join us in creating unique programming for broadcast, cable and satellite," said David Evans, News Corp. executive vice president. (Indeed, many analysts who follow News Corp. say they are surprised to learn that about 40 percent of the funds available for News Corp.'s expansion are now being generated by equity partners.)

"Once these businesses turn the corner, they turn profitable very quickly. It's just a matter of getting there," Mr. Evans said.

## Using other people's money

When costly loans and start-up costs brought News Corp. to the brink of bankruptcy in the late 1980s, Mr. Murdoch vowed never to be at the mercy of banks again.

He has since slashed News Corp.'s outstanding debt by nearly two-thirds to \$5.2 billion, maintains a \$1.8 billion cash reserve and has pledged to grow the

News Corp. formed a 50-50 digital pay-TV program venture with Germany's Kirch Group.

Mr. Murdoch recently raised \$200 million with News Corp.'s partner, TV Globo, in Brazil's high-yield debt markets to fund its new Sky Latino satellite pay-TV service there. That will keep News Corp.'s investment at a low \$30 million.

News Corp. is likely to do the same with its local satellite TV partner in Mexico, where it expects to break even three years from next month's launch.

Just last week, News Corp. announced it will seek to raise \$150 million through an initial public offering for the Fox Kids Worldwide venture it has formed with Saban Entertainment.

Sources say News Corp. also is considering public spinoffs of its evolving ASkyB satellite service; Star TV, its Pan-Asian satellite service; Fox News; and even Fox Broadcasting Co.

The only place where News Corp. is going it alone and rapidly losing money is its Star TV satellite venture whose mere 53.7 million homes have been forged on fragile local alliances with mostly government-supported, slow-to-move agencies and antiquated infrastructures.

Having paid \$824 million to acquire the direct-to-home satellite service serving India, China, Japan, Indonesia and Taiwan, it is losing an average of

permission to allow him to operate; and then using time and operating success to establish a market position."

But, in recent weeks, Mr. Murdoch has been rebuffed by other industry titans in procuring the household clearances needed for his new Fox News and Fox Kids services to succeed domestically.

Time Warner's decision not to clear the recently launched Fox News on its cable systems, particularly in the all-important New York City market, is an example of what Mr. Murdoch calls "the monopolistic control of spectrum by a few cable companies."

Mr. Murdoch has suggested the decision may have been influenced, in part, by the longstanding public animosity between himself and Ted Turner, whose Turner Broadcasting System is merging with Time Warner.

In a classic tit for tat, News Corp. is threatening to file an antitrust lawsuit, force a Federal Trade Commission investigation and block Time Warner and TBS programming from clearance on its satellite systems abroad.

Fox News was set to defiantly launch this week even with at least 16 million subscribers provided piecemeal by other cable system operators and the direct-to-home satellite service DirecTV.

"We're holding them to what we believe was an agreement between our companies to clear each other's

(Continued on Page 45)



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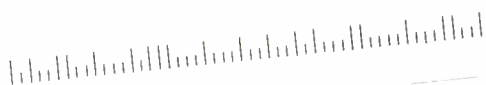


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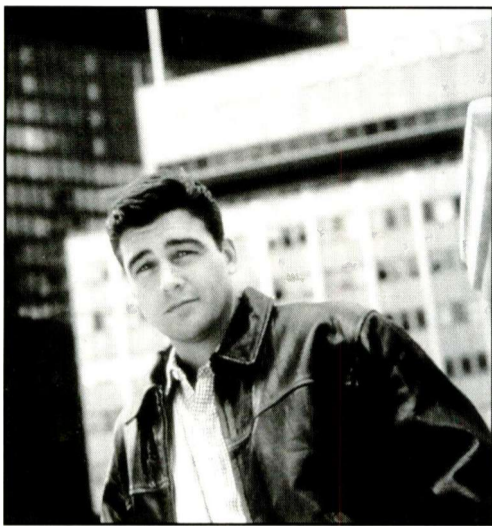




# The Insider

By Greg Spring

"Early Edition" star Kyle Chandler.



**Chicago fun times:** The premiere of "Early Edition" on CBS last Saturday might have been viewed with mixed emotions by the management of WGNX-TV in Atlanta. The premise involves the activities of a group of people who somehow get their newspaper, the Chicago Sun-Times, a day early and try to use the "early edition" to make a difference in people's lives. While pulling for the show to succeed, WGNX execs must be chagrined by the Sun-Times logo plastered all over the screen for an hour each week. The station is owned by the Tribune Co., publisher of the Sun-Times' archrival Chicago Tribune.

**Welcome to the trenches:** On the first day of Fox News' launch, honcho Roger Ailes received via Federal Express a little welcome gift from Tom Johnson at CNN. The gift: an old army helmet stuffed with tools of the trade, including aspirin, a large bottle of Roloids, No-Doz, a crystal ball, a poncho and a coin to flip "for those real tough decisions."

**Those plates have expired:** With A.H. Belo Corp. planning to sell KIRO-TV, Seattle, because of the acquisition of Providence Journal Co., Belo Senior Vice President-News Marty Haag will need a new license plate. Mr. Haag's been driving around Dallas with a "KIRO TV" plate since spending six months in Seattle working with the station's news operation. Mr. Haag's got no plan to change his plates to KING-TV, the station Belo's acquiring. "I'll probably pick 'Belo News' or something," he said.

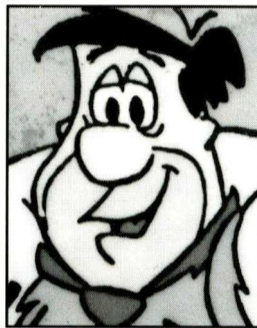
**They're everywhere:** CNN and its Newsource news service usually have an unmissable presence at the annual Radio-Television News Directors Association conference. This year, facing new rivals in MSNBC and the Fox News Channel, CNN has found another way to get to news directors. When they're put on hold in convention hotels, they'll hear CNN radio news reports.

**That's just swift:** Al Swift, the former Democratic congressman from Washington who once played a major role in telecommunications issues on Capitol Hill, is helping launch a new lobbying firm that plans to focus on communications and environmental issues. After retiring from Congress two years ago, Mr. Swift, a former broadcaster, became vice president, government affairs, for Burlington Northern Railroads. The other partners for the new firm—Colling, Swift and Hynes—are Terese Colling, who represents Media General, and Bob Hynes, a former NBC Washington vice president.

**You say it's your birthday:** NBC and Fox have kept pretty mum about their milestone birthdays, but they plan to party when the timing is right. NBC, which inaugurated

radio broadcast on Sept. 9, 1926, has been running on-air spots congratulating itself on its 70th birthday and has come out with a commemorative pin collection celebrating its different company logos through the years. But NBC brass are refraining from popping the champagne until their 75th anniversary in 2001. Fox plans to officially celebrate on the 10-year anniversary of its prime-time launch, the April 1987 premiere of "Married With Children." Among the possibilities, according to a Fox spokesman: a prime-time retrospective of the network's first 10 years.

**Can you say 'synergy?':** At a party on the Warner Bros. lot celebrating the launch of the Kids' WB's fall season, Fred Flintstone, Barney Rubble, Scooby Doo and other characters from Turner-owned Hanna-Barbera danced alongside the Animaniacs and Looney Tunes costumed characters. Warner Bros. invited the cartoon characters—and the entire Hanna-Barbera staff—as a "goodwill gesture" toward imminent corporate siblings to make them feel a part of "one big happy family," a Warner Bros. spokeswoman said. Warner Bros. Animation President Jean MacCurdy publicly welcomed Hanna-Barbera co-founder Joe Barbera to the Time Warner fold.



Fred Flintstone joins a happy, blended family.

**What, us worry?:** Warner Bros. officials are quietly preparing for their slated November launch of WBTV-The Warner Channel despite threats from Rupert Murdoch that his 40-percent-owned BSkyB in the United Kingdom will not clear the new service. News Corp. stopped short of signing a carriage agreement with the studio when its corporate parent, Time Warner, refused to clear Fox News, which launches Oct. 7, on its cable systems in the United States. However, Warner Bros. executives are hoping that when the top-line saber-rattling ceases, they can proceed with their European launch as planned.

**He hasn't a chance:** Ross Perot's claims of a right to buy additional prime time from the Big 4 networks do not appear to be getting a warm reception in every office at the FCC. Said FCC Commissioner Jim Quello in an interview: "Perot is building a small and enthusiastic fan club, but he's not a serious and viable candidate for the president of the United States."#

—From reports by Lee Hall, Doug Halonen, Jon Lafayette and Mike Schneider



Ross Perot's just not serious.

## Kelly offers hour-long teen block

### Pitched for kids TV quota

BY MICHAEL SCHNEIDER  
STAFF REPORTER

LOS ANGELES—Kelly News & Entertainment hopes to target the tough-to-reach teenage audience with two new first-run, half-hour offerings for fall 1997.

Kelly Executive Vice President Alan Winters said he planned to market the weekly series "Peer Pressure" and "Whose Class Is This Anyway" as a way for stations to help meet their kids TV quota requirements.

"If it's legislated that this [kids TV] has to run, why not pick two shows whose very design is commercial but also educational?" Mr. Winters said.

The shows will be offered as a one-hour block on a split 50/50 barter basis, with 3½ minutes apiece. The hour block is geared toward Saturday morning time periods.

Kelly Broadcasting's two stations and the nine stations owned by LIN Television, a partner in the venture, have cleared the shows, but no other station groups have been approached.

"This is a great confidence booster that a company of their stature [LIN] would do this, sight unseen," Mr. Winters said.

"Singled Out" creators Burt Wheeler and Sharon Sussman came up with the concept for "Peer Pressure," a game show featuring three contestants who make decisions while traveling on a life-size game board.

A cross between "Saved by the Bell" and "Head of the Class," the sitcom "Whose Class Is This Anyway" focuses on a group of students who learn how to run their high school.

Mr. Winters said he'd be willing to split the hour to separate outlets in some markets but prefers to sell the two as a package.

"Stations would get the best impact from it by running them together," he said.

Because the shows are geared toward teens, and not young children, "Peer Pressure" and "Whose Class" would not be regulated with the strict limitation on commercial time that other kids TV fare must confront, Mr. Winters said. Kelly plans to promote that fact when they begin shopping the two shows.#

## MIPCOM '96: A seller's market

BY GREG SPRING  
LOS ANGELES BUREAU CHIEF

LOS ANGELES—Digital satellite ventures worldwide continue to spell good news for sellers at this year's MIPCOM, as the drive to gain subscribers makes the acquisition of programming more important than ever.

As of press time, the conference had 8,700 registrants from 81 countries. At that rate, attendance will likely surpass last year's total, which topped out at about 9,000 attendees.

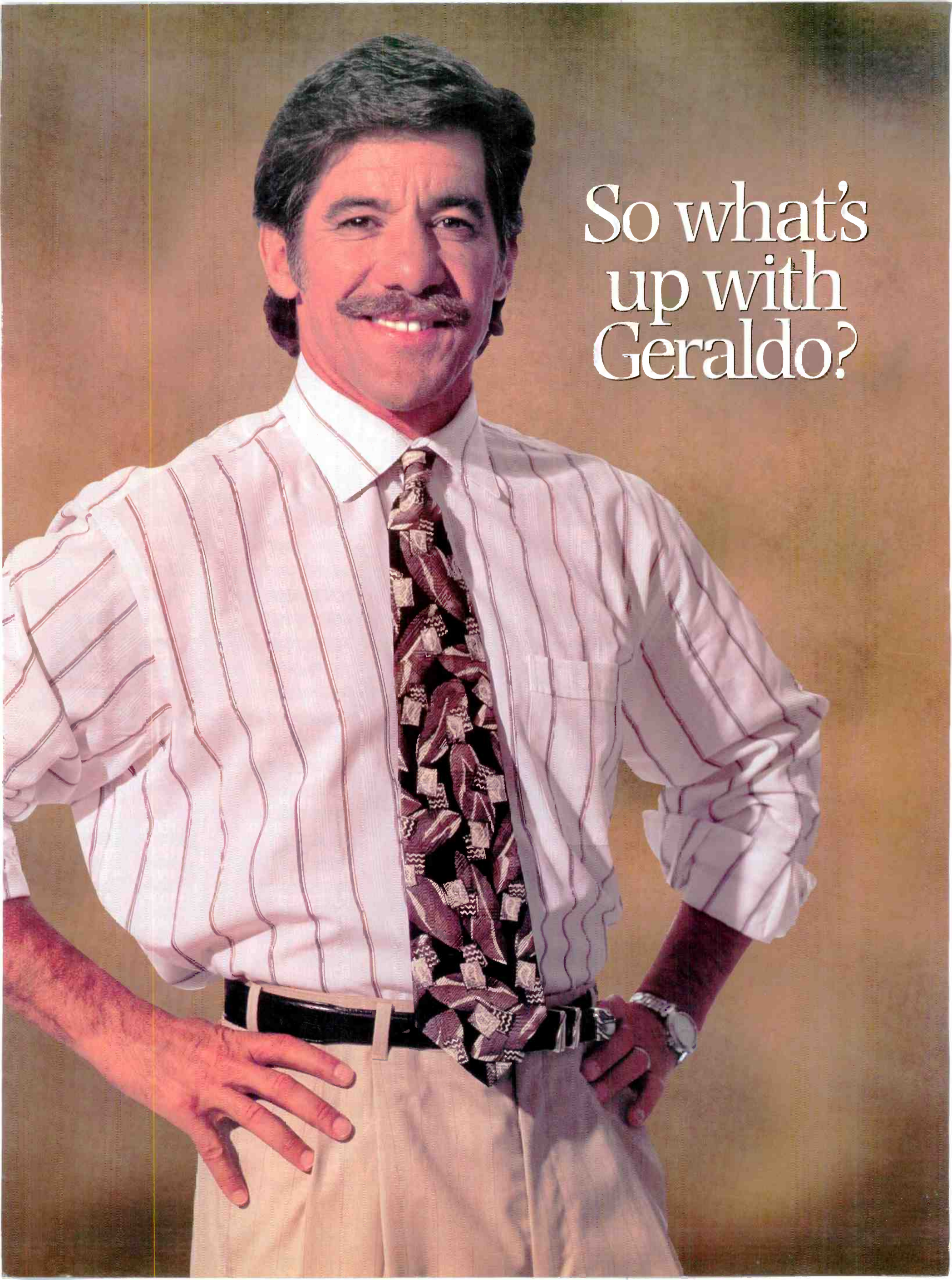
Additionally, MIPCOM '96, from Oct. 7 to 11 in Cannes, already has 933 registered exhibitors on 441 stations. Of those exhibitors, 81 are new to MIPCOM this year, including Carsey-Werner International in the United States and MCM International in France.

Also represented for the first time will be eight new countries, including South Africa, Bosnia and Iran.

Driven by satellite television operations, Europe, Latin America and Australia have an increasing appetite for programming, said MIPCOM spokesman Keith Daly.

"MIPCOM and MIP TV are, more than ever before, essential markets where TV players from all horizons can find the appropriate programs to fill in their slots," Mr. Daly said.#





So what's  
up with  
Geraldo?



# Every

## Geraldo Boosts Lead-In Delivery

MARKET	STATION/AFFL.	PROGRAM	RTG	SHR
New York	WCBS/CBS	As the World Turns	+33%	+13%
Los Angeles	KCBS/CBS	Gordon Elliott	+100%	+67%
Chicago	WGN/WB	Jenny Jones	+52%	+44%
Philadelphia	WPHL/WB	Various/Movie	+100%	+100%
San Francisco	KPIX/CBS	Guiding Light	+63%	+25%
Boston	WHDH/NBC	Another World	+155%	+150%
Cleveland	WJW/FOX	Date-Newlywed Hour	+62%	+57%
Miami	WFOR/CBS	Gordon Elliott	+57%	+43%
Phoenix	KPNX/NBC	Another World	+47%	+33%
Pittsburgh	WPGH/FOX	Dr. Quinn	+29%	+50%
St. Louis	KTVI/FOX	Fox-Breakfast	+27%	+30%
Sacramento	KXTV/ABC	Caryl & Marilyn	+50%	+50%
Indianapolis	WXIN/FOX	Scoop	+129%	+100%
Hartford	WTIC/FOX	Dinosaurs	+160%	+100%
San Diego	KUSI/UPN	Pat Bullard	+100%	+80%
Charlotte	WCNC/NBC	Real Life	+80%	+33%
Cincinnati	WKRC/CBS	CBS This Morning	+28%	+40%
Milwaukee	WITI/FOX	Gordon Elliott	+31%	+17%
Kansas City	WDAF/FOX	Gordon Elliott	+13%	+10%

NSI Overnights (9/9-9/20/95)

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GERALDO  
RIVERA  
SHOW



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## Geraldo Outperforms Year-Ago Time Periods

MARKET	STATION	PROGRAM	RTG	SHR
New York	WCBS/CBS	Day & Date	+52%	+50%
Los Angeles	KCBS/CBS	Day & Date	+60%	+67%
San Francisco	KPIX/CBS	Geraldo	+11%	+11%
Washington, D.C.	WJLA/ABC	Various/Kojak	+1000%	+600%
Detroit	WJBK/FOX	Gabrielle	+56%	+80%
Houston	KTRK/ABC	Carnie	+23%	+12%
Tampa	WFTS/ABC	Carnie	+27%	+33%
Miami	WFOR/CBS	Rolonda	+22%	+25%
Denver	KWGN/WB	Geraldo	+22%	+25%
Sacramento	KXTV/ABC	Gordon Elliott	+40%	+50%
Baltimore	WJZ/CBS	Geraldo	+7%	+11%
San Diego	KUSI/UPN	Tempestt	+83%	+125%
Cincinnati	WKRC/CBS	Gordon Elliott	+19%	+27%

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The *Geraldo Rivera Show* boldly changed direction this fall and the viewer response is outstanding. Let us raise the ratings of your lead-in, as we raise the standards of talk.

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# Talking on the phone: A modem guide

Have you ever overheard a couple of computer jockeys brag about the speed of their modems and wish someone would translate?

I'm here to help.

First off, here is some basic info to get you started.

Modems modulate and demodulate (hence the word: mo-dem) information such as digital signals from a computer

## JOE FEDELE

so they may be transmitted over an analog network.

For most of us, this analog network is a standard dial-up telephone line, called plain old telephone service, or POTS, by many.

The speed a modem runs at is generally referred to as the baud

rate. Computers operate in a world of digital on-and-off pulses called bits. A set of bits, usually eight per set, is called a byte.

Modems are often differentiated by their highest baud rate. A modem capable of operating as high as 14,400 bits

per second is generally referred to as a 14.4K modem. But a 14.4K modem can also operate at 9.6K or less if it is forced to adjust its speed to a lower baud rate. Modems will automatically adjust their speed for a number of reasons.

Some businesses' phone systems restrict the bandwidth of their lines.

This translates into slower

speed handling capabilities for modems. If you just bought a top-of-the-line 33.6K modem and can't figure out why your connection never gets past, say 28.8K, you might find the telephone system itself is the bottleneck.

The quality of your connection to systems in the outside world can also affect the speed of your modem. Newer modems have the ability to sense deteriorating and improving conditions on a POTS connection and will automatically adjust baud rates up or down accordingly.

Like many computer users, my investment into the new technologies seems to be a never-ending quest for a faster, easier and more powerful way to work, play and communicate.

I'll not soon forget the day I purchased my first 300 baud modem—a several-hundred-dollar, add-on investment to my new high-tech Atari 800 computer, which by the way, was loaded with a dazzling 48K of memory and gave me access to other places, people and computer systems around the world.

Both computers and modems have come a long way since then.

So much for the days when 2400 baud modems cost more than \$300 and were considered to have crested the limits of POTS line speed handling capabilities.

Today you can pick up a 14.4K modem for less than \$40, and 28.8K modems have just dropped below the \$100 mark.

Next month, I'll take a look at how ISDN lines and modems have surpassed POTS to revolutionize Internet access. #

*Joe Fedele is managing director of network engineering for Telemundo Network, Miami. You can reach Mr. Fedele in care of ELECTRONIC MEDIA, 740 N. Rush St., Chicago, Ill. 60611, or on the Internet at [jfedele@fedele.com](mailto:jfedele@fedele.com) or his Web site at <http://www.fedele.com/website>*

## TCI's HITS ready to fly

(Continued from Page 16) small number of subscriber homes will begin this week, he said.

Set-up costs for cable systems with one headend will be about \$100,000, or about \$1,250 per channel offered.

In the subscriber's home, a General Instrument set-top box to process digital signals will cost between \$400 and \$480.

In most cases, the upfront cost of the box will be assumed by the cable system, which could recoup the investment via revenue from surcharged programming. Two more HITS rollouts, including one in TCI's Arlington Heights, Ill., system, are expected before the end of the year, Mr. Radloff said. #

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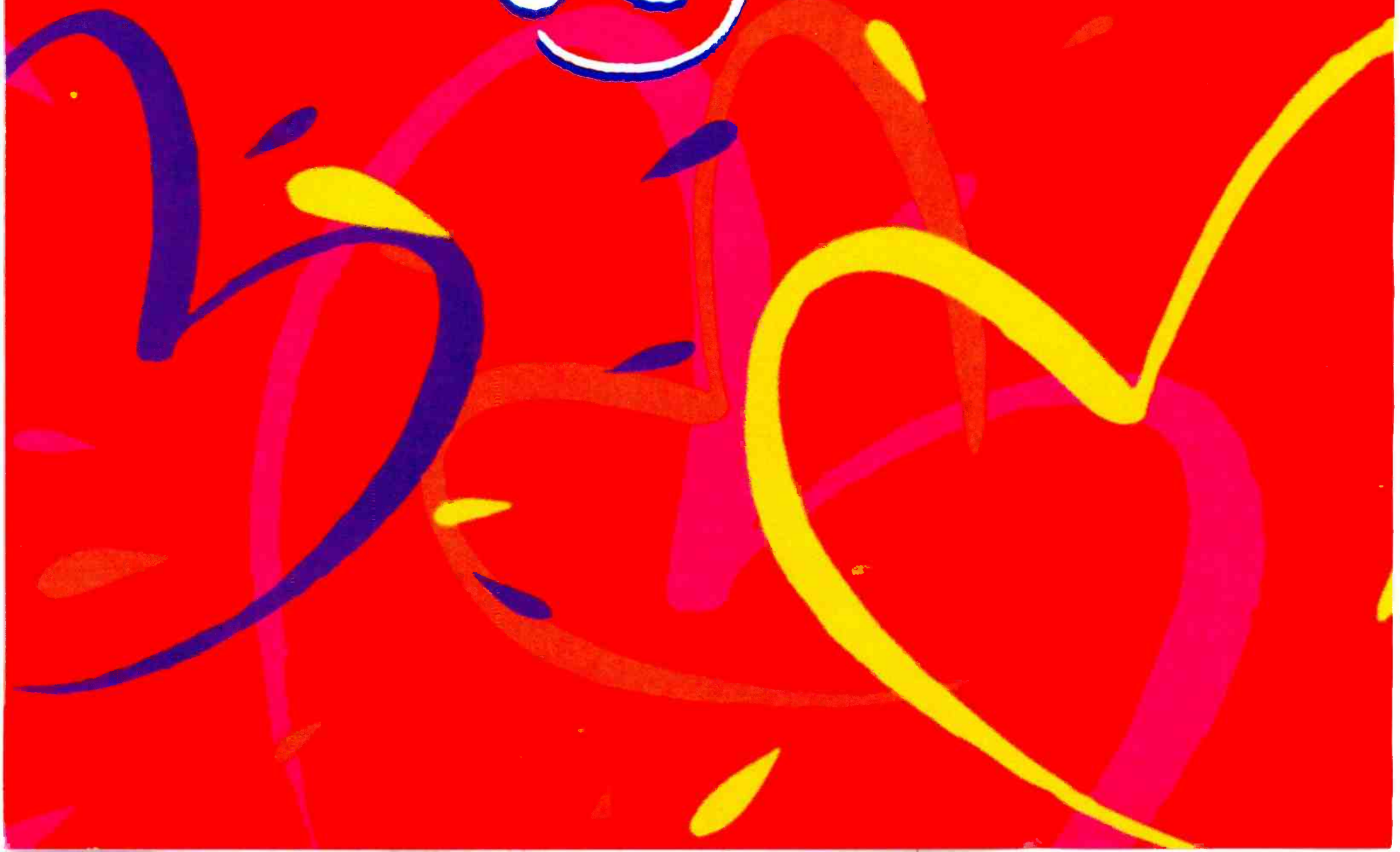
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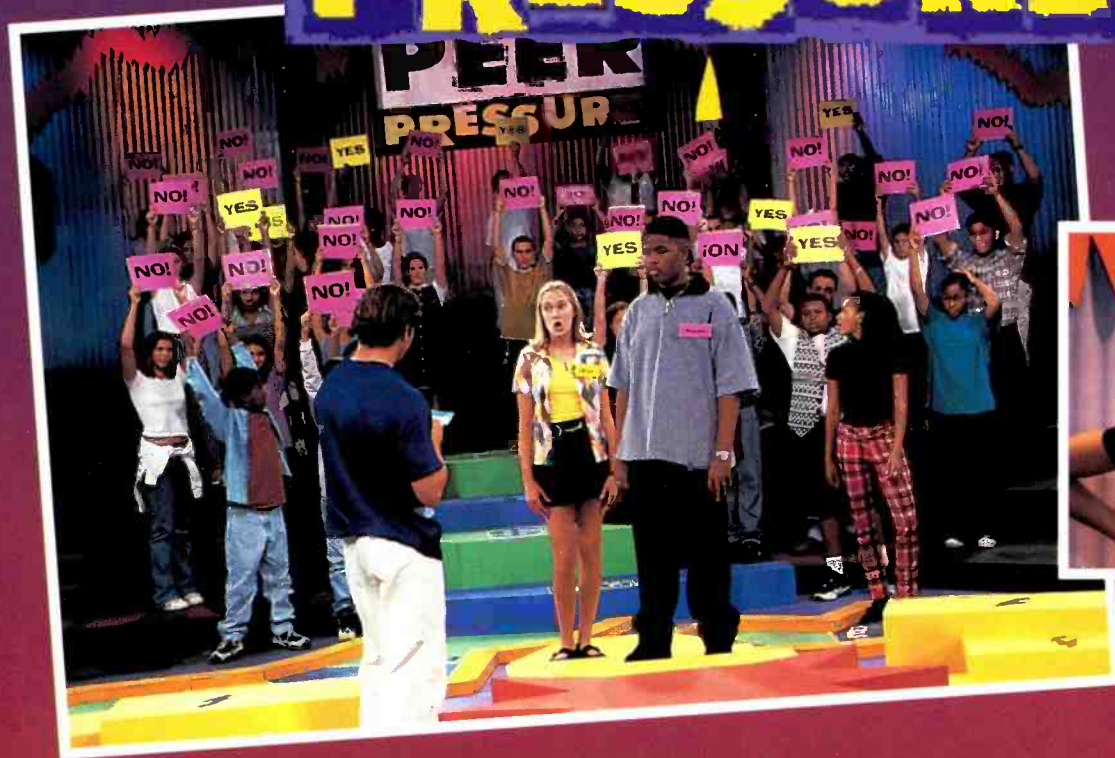
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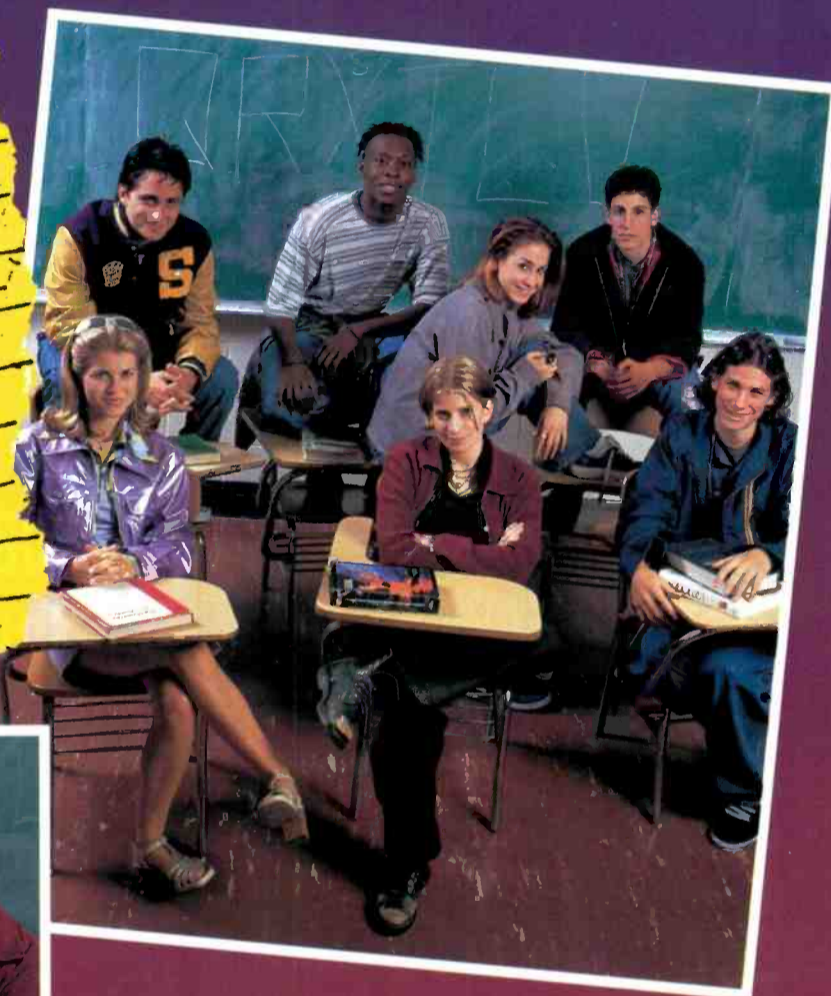
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# EM Q&A: A map to Murdoch's media empire

(Continued from Page 6)

**Mr. Murdoch:** Our share of it could be on the order of \$1 billion. It depends entirely on how we finance it. That is the very maximum. We could have a public issue, such as we did with BSkyB.

Otherwise, we have the funds.

**EM:** In the United States,

*Fox is a profitable, mature network that some say is not as strong as it once was.*

**Mr. Murdoch:** Oh, we don't think it is mature at all. It's got a long, long way to go in everything—stronger programming, news capability, stronger affiliates. It's got a long way to go to being a fully competitive network and then

to be No. 1, and we intend to get there.

**EM:** How will you pursue that?

**Mr. Murdoch:** We'll be spending a lot more on program development to build up Twentieth Century Fox as a major television production house for our own and others' distribution systems.

We're very confident of our new season. We'll be bringing in a lot of programs late, in November and January, out of the World Series and into the Super Bowl.

**EM:** You just spent \$50 million to attract new writers, producers and talent?

**Mr. Murdoch:** We haven't even started yet. Those were

commitments made over three years.

**EM:** Peter Roth's recent replacement of Fox programming chief John Matoian suggested more unsettledness.

**Mr. Murdoch:** John lost his self-confidence. We very much wanted him to stay. There hasn't been any more change at that level than at any other network.

**EM:** Last season you lost 2 percent of your audience for the first time. Early as it is, ratings have declined so far this season.

**Mr. Murdoch:** We lost the least of anyone except for NBC, which stayed the same. Losing 2 percent against two new competitors, UPN and The WB, isn't bad. All networks have to fight harder to be more exciting.

We have a long way to go. I've never been satisfied with the network. It always will be a building process.

We began the season with the fewest new shows, but how can anybody distinguish themselves in a week when 40 new series are premiering?

It takes time for shows to build. This is a whole new challenge we have. Should we go back to launching a lot of these shows in April or May? I think the answer is "yes." We're certainly going to be leaning toward a different pattern.

**EM:** What about the high cost of converting TV stations to digital?

**Mr. Murdoch:** Well, if it's just buying new transmitters and towers, it will cost a handful of millions at each station.

If, on the other hand, we're expected to bid for spectrum against telephone companies, I think it may not happen at all. Certainly, in the majority of small markets, people simply won't do it.

If there is going to be a spectrum auction, digital is an open question.

**EM:** Does the high level of global consolidation in media concern you?

**Mr. Murdoch:** Of course monopoly is bad. But I believe government efforts to block monopolies have done terrible damage to the newspaper industry while cable monopolies have been allowed to flourish.

We're entering a period where monopoly is pretty much impossible because of modern technology and the Internet.

I believe News Corp. continues to be a catalyst for change and competition.

Certainly the mood around the world today is for free markets in varying degrees even in countries where they are holding on to their own culture and political power. #

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# NEWS PRO

Empire-building with Rupert Murdoch, Page 30

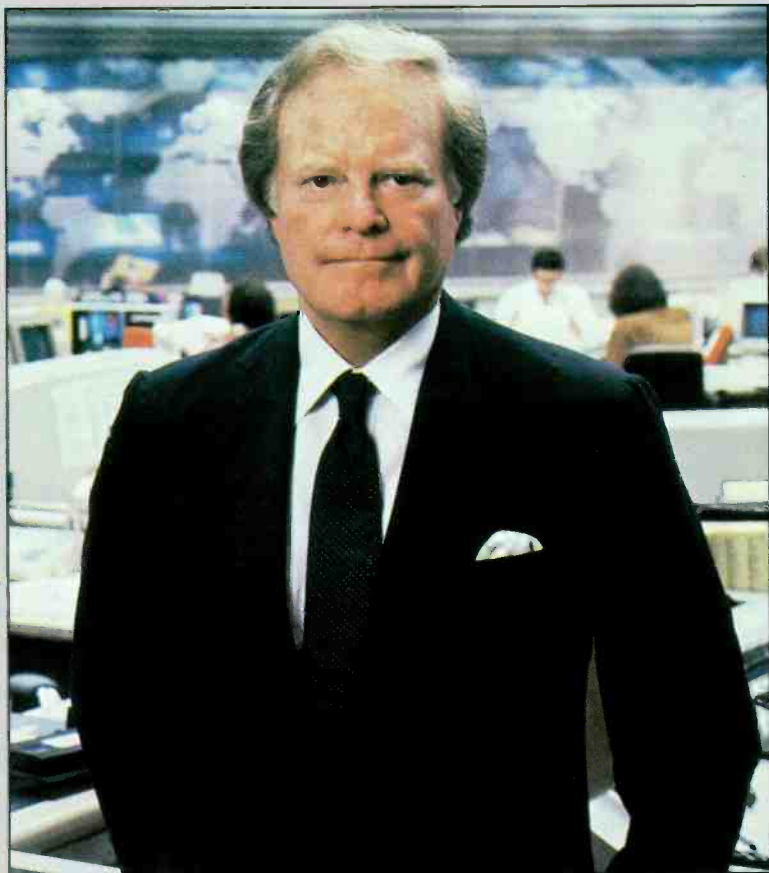
Mixing it up on 'Politically Incorrect,' Page 34

The perils of live reports, Page 32

News consultants vs. TV critics, Page 36

Electronic Media's News Industry Special Edition / October 7, 1996 / Page 27

## THE POWER BROKERS



### Top 10 heavy-hitters

Who are the most powerful people in television news? ELECTRONIC MEDIA queried news professionals and observers, looked at ratings and accomplishments mixed in our own opinions and came up with what will be our annual list of the 10 most powerful people in the business.

#### 1. Roone Arledge

More people get their news from ABC News than from any other source, the network is proud to say at the end of its news shows. And the man most responsible: ABC News President Roone Arledge.

He didn't have much to work with after inventing Monday Night Football and going for gold with the Olympics at ABC Sports. But soon he was stocking the network with big names, bringing aboard Barbara Walters, Diane Sawyer and David Brinkley.

He helped create the unique late-night news show, "Nightline," which has made Ted Koppel an institution.

And the network's flagship newscast, "World News Tonight With Peter Jennings," has been No. 1 since 1989.

"Everything he does in news and information is first-class," said one rival news executive.

"He's got the No. 1 stable of talent and the best producers overall."

Since the takeover of ABC by The Walt Disney Co., observers have questioned whether Mr. Arledge will maintain his remarkable influence.

Traditionally, new owners have looked to cut costs, especially after eyeing the big salaries in the news division. And when Disney and ABC executives decided that Mr. Arledge's planned 24-hour cable news channel was just

*(Continued on Page 35)*

# Influence of TV news a-changin'

## No more Cronkite-type clout

BY JON LAFAYETTE  
NEW YORK BUREAU CHIEF

When Walter Cronkite denounced the war in Vietnam, President Johnson knew he'd be losing the support of the American people.

That's power.

Today, no one in television news enjoys that kind of clout.

But many in electronic journalism still wield great influence.

"The power of the news media is greater than ever," said one senior news executive.

"Competition is healthy and necessary. With 10 different choices rather than two or three, it keeps everybody honest."

Marvin Kalb, the former network newsman and now director of the Shorenstein Center on Press, Politics and Public Policy at Harvard University, thinks anchors are the most important people in the news business.

His yardstick? Their paychecks.

"They wouldn't be getting \$5, \$7, \$8 million a year unless it was assumed that you had the most important role in the distribution of news," Mr. Kalb said.

But given shrinking ratings and the increasing number of alternative news outlets, others feel that anchors' roles are diminished and that, certainly, no individual is dominant.

"I don't think any of today's anchor people has the influence

internally or externally as a Walter Cronkite has," said David Bartlett, president of the Radio Television News Directors Association.

"Are they important in terms of shaping what news will be? Not any more," he added.

At the same time, network news divisions have become less important parts of gargantuan corporations.

Still, news division presidents do continue to control the machinery that sends out the biggest names in the business who then reach audiences in the millions.

"Though CNN draws perhaps a one on the Nielsen charts, it has become, because of its omnipresence, because of its determination to cover just about everything, the most influential network," Mr. Kalb said.

By founding CNN, "Ted Turner changed the nature of television news," one network news executive said.

And Mr. Turner has pointed to Rupert Murdoch as his most feared competitor.

Already, Mr. Murdoch's purchase of the New World television stations has set off a chain reaction.

"That one deal has increased the number of news organizations and has increased the number of new hours and has dramatically increased the number of jobs in local television," Mr. Bartlett said. #



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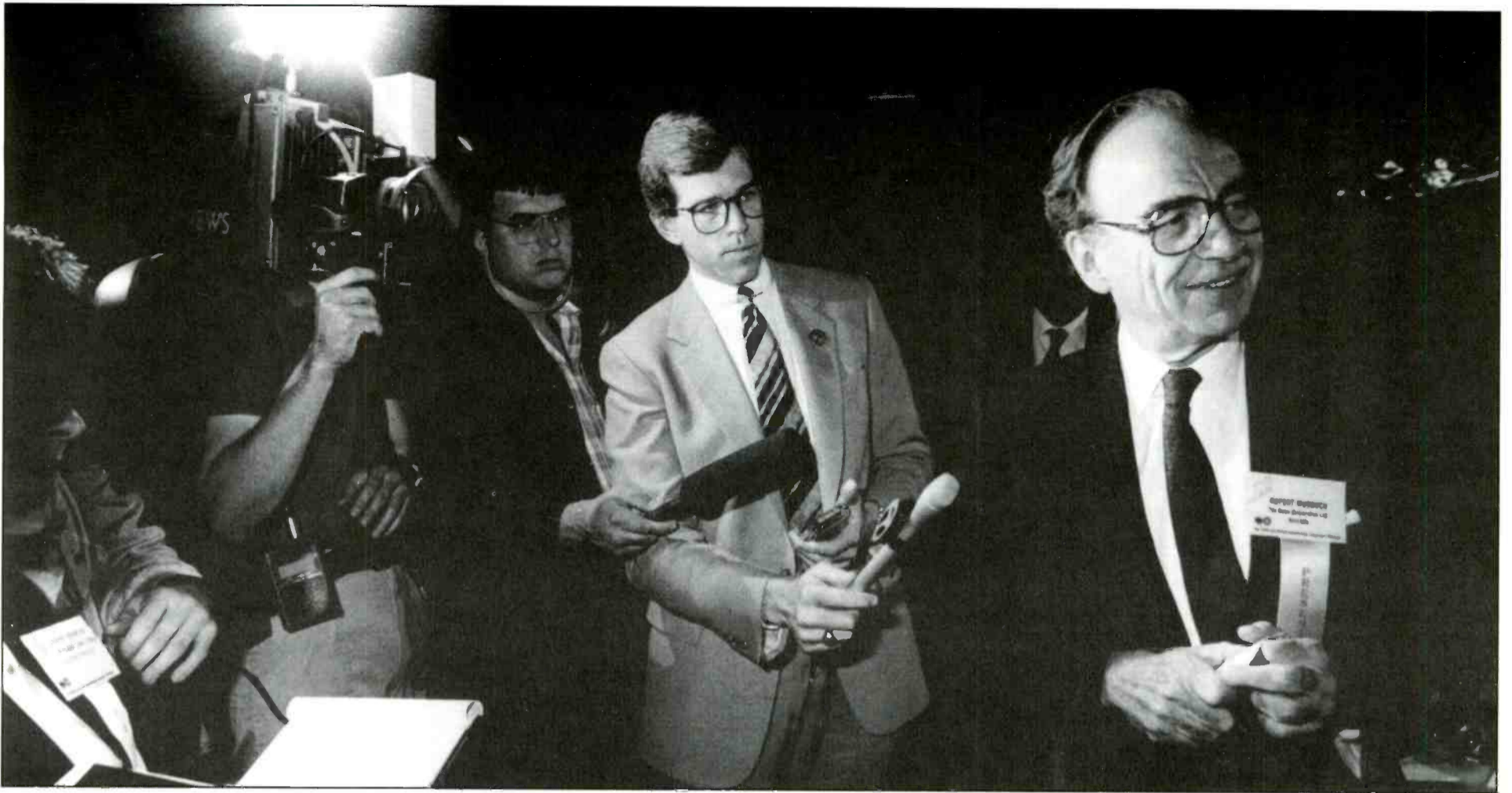
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*Serious about news?*







Rupert Murdoch, shown here in 1986 at a Chicago press conference to discuss the then-new Fox network.

# Colonial boy, of rough repute, makes fortune

**Editor's note:** Columnist Alexander Cockburn, a native of Ireland, has been following the career of Rupert Murdoch since the 1970s when the media baron acquired the *New York Post* and later, the *Village Voice*, where Mr. Cockburn was a media critic. Mr. Cockburn is now a regular contributor to *The Nation*; co-editor of *Counterpunch*, a newsletter about power and money in Washington; and the co-author of books, including *Washington Babylon*.

BY ALEXANDER COCKBURN

The Canadian-born media mogul Lord Beaverbrook testified years ago before a Royal Commission that "I publish my newspapers exclusively to make propaganda." At the time the

**Rupert Murdoch tells of his grand plans in an EM Q&A. Page 1**

English thought this frank disclosure from a rough colonial boy had a pleasing honesty to it, far removed from pieties about the "need to serve the public," or about provision of "objective news."

Lord Beaverbrook had certainly made a lot of money along the way, but his abiding concern was political influence and the power that goes with it.

Forty years later another colonial boy, who first came from the Queen's dominions to make his fortune in London, carries the same rough reputation, albeit on a world stage.

In Australia and in Britain, Rupert Murdoch can make prime ministers and governments, dash his political enemies against the stones, shape public policy.

So one question for us today is this: How would he frame his priorities, if he were speaking with the same frankness as Lord Beaverbrook?

No one would ever bother to argue against the proposition that Mr. Murdoch is not for both profits and power.

Expansion is burned into Mr. Murdoch's very soul. Only 20 years ago he was a relatively obscure registered alien living in New York, inheritor from his father of an Australian media chain, owner of two down-market newspapers in England and, aside from the *Star*, proprietor of one American newspaper in San Antonio.

**Coming to New York**

It was his purchase of the *New York Post* from

## ESSAY

Dolly Schiff that brought him to public attention. He made the cover of newsweeklies, portrayed as the crude media equivalent of King Kong, set to ravish the innocence of American journalism.

No one back then worried particularly about Mr. Murdoch's political passions, as against fears of his crudity and lack of taste. When critics looked across the Atlantic at Mr. Murdoch's *News of the World* and *Sun* newspapers they were bothered about the brutish scandal-mongering of the former or the nude pinup on page 3 of the latter.

After solemnly telling one and all that he regarded Ms. Schiff's liberal *Post* as a sacred trust, he debased it at lightning speed, while simultaneously turning it sharply to the right. But days later he had snapped up the *Village Voice* as part of a package including *New York* magazine and was in the position of having to endure weekly the *Voice*'s political views and espousal of what could politely be called alternative lifestyles.

I wrote columns for the *Voice* at the time and frequently attacked Mr. Murdoch. He certainly resented the assaults as much as he did the *Voice*'s robust descriptions of cavortings in gay disco clubs on the Lower West Side. But he didn't try to interfere, because he understood well enough that the *Voice* made money and held its audience precisely by means of that sort of journalism. Above all, he's a very good businessman.

### His brand of synergy

Mr. Murdoch's style is a shining example of that awful word—much in vogue a few years ago—"synergy." In the incredible expansion of his empire he has always needed credit from the bankers, plus indulgence from governments and their regulators.

The bankers knew they were lending money to a man who ran a tight ship, who was not thrifless or mad.

The politicians were well aware that though it might carry a price and that Mr. Murdoch would not be shy in seeking whatever payoff he was after, the mogul was a redoubtable ally to have on their side.

Mr. Murdoch despises weakness, sentimentality and the presumptions of the British class system. Today, lapped in his billions he no doubt still thinks

of himself as a populist.

In the midst of his fervent support for Margaret Thatcher and for Ronald Reagan through the 1970s and 1980s, Mr. Murdoch still rationalized his backing as part of a campaign against privilege, even as Maggie and Ron did their best to convert their respective dominions into nations of tramps and millionaires.

But simultaneously—and here's where Mr. Murdoch's understanding of the calibrations between power and influence comes in—the mogul was winning regulatory indulgences of crucial importance to him. As a lobbyist, or as a hirer of lobbyists to promote his interests, he is matchless.

### Friends in high places

In Britain his backing of the Thatcher government gave him the all-important prize: a blind eye turned by the government toward his swallowing of British Satellite Broadcasting—to the great benefit of his Sky TV.

And today the Conservative government of Thatcher's successor, John Major, is similarly indulgent as Mr. Murdoch sets about his purchase of rights to the World Soccer Cup, which will convert what was previously seen as the common heritage of all mankind, or at least of all football fanciers, into an asset for Mr. Murdoch.

But here's a good example of his opportunism. Just the other day a British member of parliament, Chris Mullin, rose to ask whether this purchase of World Cup rights by Mr. Murdoch bothered the Conservative government. At once a Conservative minister was on his feet with a riposte. "It was not a member of this government," declared Michael Heseltine righteously, "who flew to Australia to sit at Mr. Murdoch's feet."

The House roared, because everyone remembered full well how Labor leader Tony Blair, a man with a good chance of being prime minister some time in the next six months, had voyaged to Australia as Mr. Murdoch's invited guest, to address his executives. In the course of the address Mr. Blair heaped praise on Margaret Thatcher as somehow being a true revolutionary like himself.

It was a marvelous case of two opportunists speeding to each other's arms: Mr. Blair hoping against hope for Mr. Murdoch's support or at least neutrality in his British publications, ranging from

(Continued on Page 37)



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# Breaking live a moment of truth for TV news

BY LEE HALL  
STAFF REPORTER

MSNBC had been on the air just three days when the TWA jet crashed over Long Island in July.

In some ways, the newness showed. Anchor Brian Williams had no maps and no access to the wire services on the brand new set. And getting food was as tough as getting information.

"They tried to get food to me during lengthy interviews. I had two Mounds bars, and about nine bottles of Evian water. I felt like a marathoner casting off the cups as I went along," he said.

Mr. Williams calls the pressure of live news coverage the moment of truth when on-air performers truly earn their salaries.

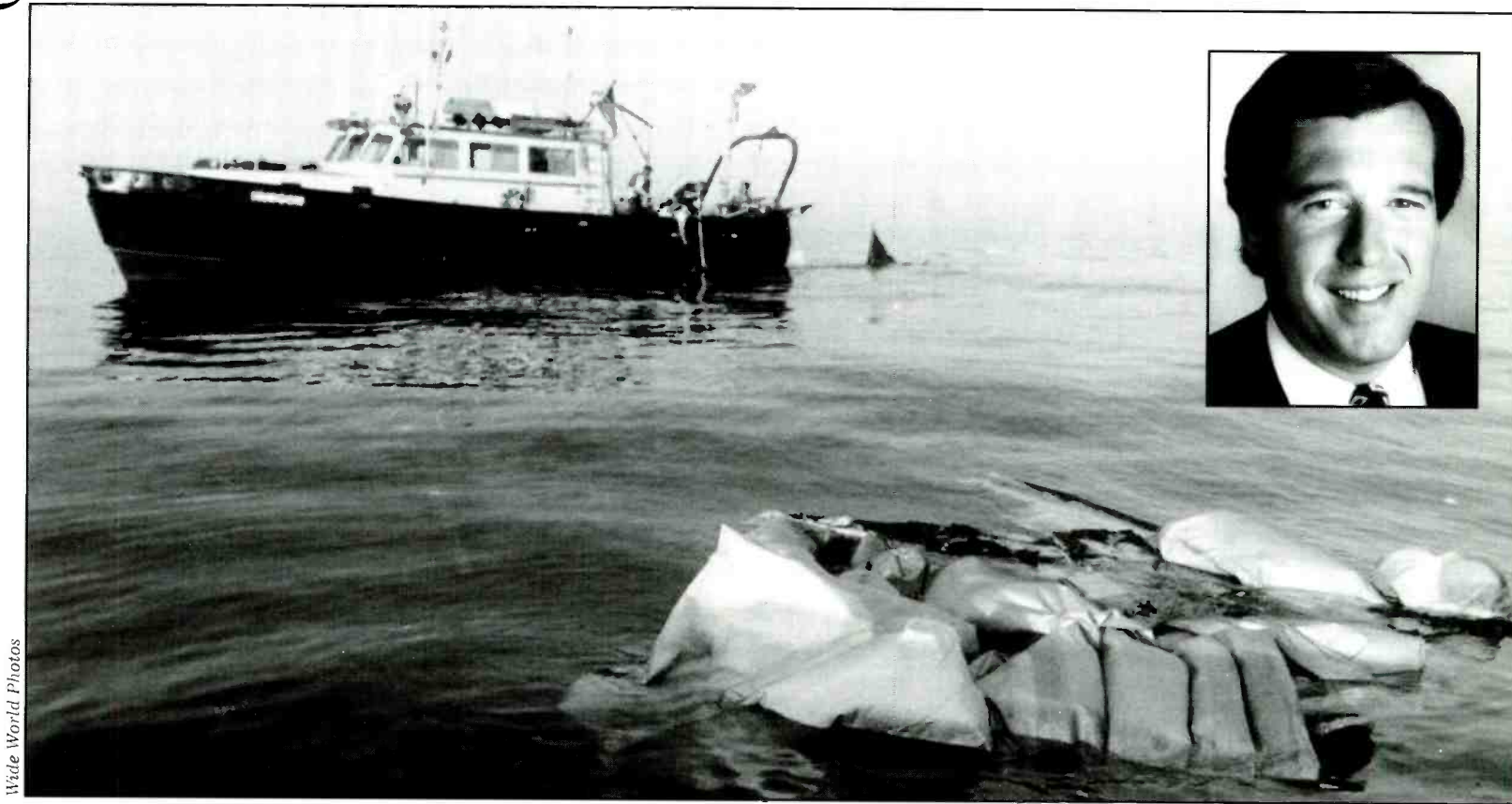
But experts say television's accelerating capabilities to originate live programming from just about anywhere at any time is also increasing the burden on talent and management to exercise restraint and discretion in the face of growing competitive pressures.

Other observers worry that the hiring boom associated with the expansion of TV news has left the industry short of seasoned talent who can handle the demands of covering breaking news.

CNN President Tom Johnson calls live news coverage "a high wire act that takes some steady hands to avoid mistakes."

Joining CNN in the live news arena are MSNBC and, beginning today, the Fox News Channel.

With all three jousting to be first with live reports, the broadcast networks and their affiliates will face new pressure to pre-empt entertainment



The explosion of a TWA jet over the Atlantic in July tested the mettle of 3-day-old cable news channel MSNBC and anchor Brian Williams (inset).

programming when a big story breaks.

Local stations are increasingly involved in covering stories of national scope, from the TWA crash to the Olympics bombing in Atlanta, joining in the daunting task of making split-second decisions about what's information and misinformation.

And instant analysis is unlikely to produce good answers. The cause of the TWA crash and the culprit and motive for the Olympics bombing are still unknown despite on-air guesses and theories.

Live newscasting "doesn't relinquish editorial control, it removes it from experienced

managers and producers who should be reviewing content," says Valerie Hyman, director of the broadcasting program at the Poynter Institute for Journalism Studies.

The rush to get a story on before the competition, coupled with the proliferation of flyaway packs and helicopters, threatens to spawn a new breed of high-tech ambulance chasers, one veteran industry watcher says.

"Is it news because there is great video and we have it live, or because there is value to the viewer?" asks Joe Barnes, news director of KOMO-TV in Seattle, and a former news consultant.

Mr. Barnes advises managers

to spend less time slapping themselves on the back about having a story first, and more time schooling their staffs on the kinds of stories that bring meaning to viewers' lives.

But can one teach that kind of responsibility, or learn it, for that matter?

"It's a gene. You either have it, or you don't," Mr. Williams said.

New cable channels, affiliate switches and an overall increase in the number of hours devoted to news coverage have spawned a hiring frenzy and left the industry short of experienced talent, both on-camera and behind the scenes.

The need for proper training has never been greater, Ms.

Hyman says, even though many news managers argue they don't have the time.

"TV and radio don't have a culture for training, but it is essential to success. People who are not properly trained can make awful mistakes, and that can cost a whole lot of money," she warned.

Some of what she advises is common sense. Reporters should work from notes, not try to ad lib everything. And, whenever possible, news coverage should be planned to consider everything that could possibly go wrong.

Sounds simple, but in the rush of the moment, the basics can be forgotten, Ms. Hyman says.

(Continued on Page 34)

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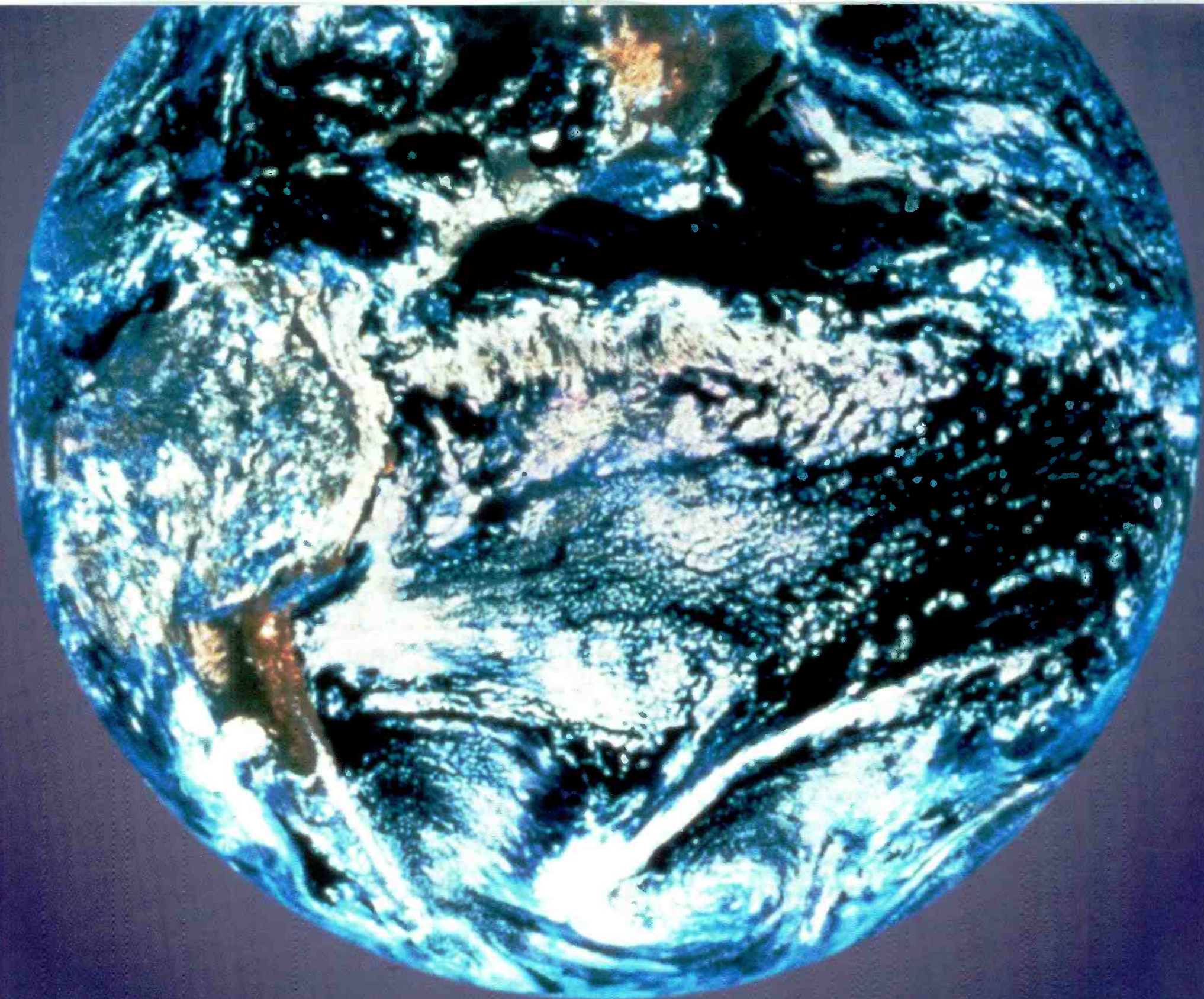


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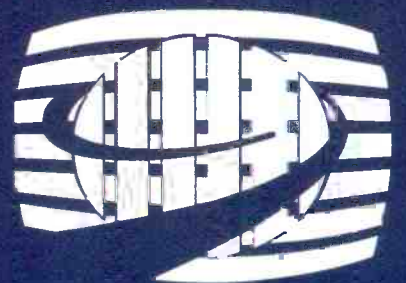
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# Pundits mix it up on 'Politically Incorrect'

BY JON LAFAYETTE  
NEW YORK BUREAU CHIEF

Chatting with political pundits on "Politically Incorrect With Bill Maher" just isn't the same as mixing it up with the folks on "This Week With David Brinkley."

"When we on the round table discuss things, we do it in a serious vein," says ABC correspondent Sam Donaldson. "Whereas when you go on Bill's show, you can mix in a little serious stuff and you can have fun."

"You don't have to reply as if you're a stick in the mud when he says something weird to you. You say something weird right back to him."

Mr. Donaldson is just one of many prominent television journalists who've been on the late-night Comedy Central program. Some have shined. Some have tanked.

Are newsmen funny? Mr. Maher is diplomatic.

"This show teaches you that everybody in every line of work can be funny—and also could not be funny," he said.

More important than being ready with jokes, journalists make good guests on the show because they know the issues.

"Informed is more important than funny," Mr. Maher says. "The funny will happen because of the things we're talking about. The things the politicians are doing are invariably funny on their own."

But some definitely have a sense of humor.

Take Mr. Donaldson and his



**Hugh Downs** gets a cuddle from co-comedian Carrot Top on "Politically Incorrect."

Sunday morning sidekick Cokie Roberts . . . please.

"Cokie and Sam are just absolutely funny," Mr. Maher said. "You get the feeling that on this show, they're just having a great time because they don't have to be quite as straight as they do on their normal show. And yet it seems like their normal show."

"They're kind of sitting in a 'Discuss Politics Configuration,' but the vibe is just slightly off."

Morley Safer is another of Mr. Maher's favorites.

"He's funny and I get the feeling he really enjoys doing it,"

he said.

"Also the morning news people: Deborah Norville we love; we love Paula Zahn. Harry Smith we're very fond of," Mr. Maher said.

Well, those folks are pretty fond of "P.I." as well.

"The way you act on 'Politically Incorrect' is more like you might act in your living room than you might act in the newsroom," said CBS's Harry Smith.

"We find ourselves being so circumspect about so much of what we do that this is a great release. It's a funny thing

because you can be on television every day for two hours for eight and a half years and a whole different group of people reacts to you appearing somewhere else."

Newsmen try to maintain some decorum, of course.

"I think I'm able to walk that line reasonably well. I'm not quite at the point where I'll do anything for a laugh, but I think I can control myself up to a point," Mr. Safer said.

But, sometimes, they can't help themselves.

On one occasion, after Rep. Bob Dornan, R-Calif., droned on about "Slick Willie" Clinton, Mr. Donaldson snapped: "You're not on the floor of Congress. You've got to elevate your language."

Then there was the time "Inside Edition" anchor Deborah Norville literally threw the book at comedian Al Franken, who had brought up Ms. Norville's unsuccessful turn replacing Jane Pauley on NBC's "Today" show.

"I wasn't doing it for effect, but he just made me so darned mad and it's such a free-for-all kind of environment," Ms. Norville said.

"In your real life, you probably would throw something at the guy. I happened to have a book, so I flung it at him. And it was fun."

But can behavior like that compromise the credibility and dignity of an anchor?

Ms. Norville draws a distinction between herself and

the "hard news" anchors.

"These are people who cover politics and, by virtue of their professional responsibility as a reporter of events, have to maintain some impartiality, [and] maintain an appearance of being free from bias," she reasons.

"When you go on a show where your opinions are solicited and your opinions are necessary to make the give and take of the conversation go, then I think that's a legitimate question to ask: Is it the best place for them to go to spend their time," she said.

But Mr. Maher doubts well-known TV news people need to take themselves so seriously.

"Sam and Cokie, people like that, they're such pros at doing this that I think they have a good perspective on their place in the Washington power structure," he said.

"Yes, they are big-time journalists, but they don't have that flush of false power that some people walk around with in Washington. They know that they are journalists, but at the same time they're entertainers."

Of course a figure such as Mr. Donaldson is himself sometimes a target of comedians, and Mr. Maher is no exception.

"I believe we have talked about his mohair problem," he said. "But we're not there to pick on journalists. There are people in Washington in positions of real power who are better targets."

"Politically Incorrect" Executive Producer Scott Carter said he'd like more journalists on the show next year, including the evening news anchors.

"You want to see them sitting next to someone else and having the react. We had Hugh Downs next to Carrot Top, the prop comedian," Mr. Carter said. "It's great to see the two of them sitting next to each other. It changes your impression of both of them."

Early next year, "Politically Incorrect" moves to ABC and will follow "Nightline."

Mr. Maher said he's never met Ted Koppel, but has heard he's got a good sense of humor.

"Any help I can get from Mr. Koppel will be appreciated," he said.

"I could see at the end of his show if he'd like to say, 'Tonight on "Politically Incorrect" they're going to be discussing . . . ' That would be great.

"I just don't want him to feel like I'm bothering him."#

## Live news forces moment of truth

(Continued from Page 32)

Mr. Barnes agrees that news managers cannot afford to wait until someone makes an egregious on-air mistake.

"Judgment . . . comes from good management and coaching, not from experience. It ought to come from consultants or news managers coaching staff together and always asking 'Why are we doing this?'"

If journalists don't grasp the responsibility, some in govern-

ment may try to usurp them.

Last May, a committee of the California Assembly came close to approving a bill that would have allowed police to ban live broadcasts at some crime scenes, a move RTNDA President David Bartlett said smacked of "the kind of totalitarian control of the press that's typical of third-world countries."

Mr. Williams says journalists must avoid the temptation to go live just because they can.#

RTNDF

RIAS  
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Commission

## \$10,000 CASH AWARDS

1996 RTNDF AND RIAS BERLIN COMMISSION

GERMAN/AMERICAN AWARDS PROGRAM

- ★ Two \$10,000 awards for excellence in reporting on German/American issues are presented annually by RTNDF and the RIAS Berlin Commission.
- ★ Entries must be long-form radio or television stories or series (5 minutes or longer).
- ★ Stories must have aired between June 1, 1995 and October 31, 1996.

*Winners receive an expense-paid trip to Germany to accept their awards.*

★ Entries MUST BE RECEIVED by **November 1, 1996** ★

For More Information Contact: Pat Seaman, Program Coordinator,  
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or: Radio and Television News Directors Foundation,  
German/American Journalist Exchange,  
Tel: (202) 659-6510 Fax: (202) 223-4007  
E-mail: colonyb@rtndf.org



## HEAVY HITTERS

(Continued from Page 27)

too expensive, he seemed diminished at a time when rivals NBC and Fox forged ahead with cable news efforts.

Indeed, with competitors apparently poised to snatch ABC's crown, Mr. Arledge recently acknowledged to Newsweek he may be facing his toughest challenge.

"To rebuild, replenish, reinvent and re-energize a highly successful news operation is much harder than starting out with nothing to lose," he said.

### 2. Andy Lack

In 1992, NBC News nearly went up in flames after "Dateline" staffers rigged a General Motors pickup truck to catch fire for an investigative report.

Senior management at NBC News and "Dateline" was purged, leaving a staff thoroughly demoralized after years of cutbacks that left NBC News with the least manpower and fewest bureaus of the network news divisions.

Enter Andy Lack, who'd been a producer at CBS. He restored confidence in the division, converted "Dateline" into a three-times-a-week franchise with the audacity to take on "60 Minutes," has "Today" dominating the morning race and "Nightly News" with Tom Brokaw within breathing distance of Peter Jennings.

Mr. Lack took another step as he out-duelled Roger Ailes for control of NBC's cable venture with Microsoft, MSNBC, the first all-news challenger to CNN.

"Andy's got his fingers into more pies than anyone else," said one network news executive.

NBC and owner General Electric Co. have rewarded Mr. Lack's accomplishments with a six-year contract, assuring that he will be the longest-serving president in NBC News history.

### 3. Don Hewitt

At age 73, "60 Minutes" creator and executive producer Don Hewitt controls the most visible real estate in TV news. Presidents and dictators, the talented and the infamous, line up to be grilled by Mr. Hewitt's staff, the most respected and feared reporters on the tube.

And not only is "60 Minutes" the quintessential newsmagazine, it's CBS's top-rated, prime-time program, making Mr. Hewitt even more important to the network.

Though he may have temporarily lost an internal battle and some prestige over a canceled interview with a cigarette industry whistle-blower, Mr. Hewitt's still going strong. A TV news innovator who's been around for the first televised conventions and debates and hasn't lost a step.

"Whether it's Mike Wallace, Morley Safer or Lesley Stahl, that's Don's voice you hear on the show," one TV news executive said.

### 4. Peter Jennings

As anchor of the highest-rated nightly newscast, Peter Jennings brings his viewers an enlightened look at the world.

For years, his broadcast was a

leader in tracking the devastation and heartbreak in Bosnia, a civics lesson that helped generate public opinion to eventually support peace-keeping efforts in the Baltics. Mr. Jennings also helped set a good example, minimizing coverage of the O.J. Simpson trial, despite its potential to attract viewers.

### 5. Tom Brokaw

NBC is clicking on all cylinders, and Tom Brokaw is along for the ride.

Focusing on domestic news, and enjoying the strength of NBC's affiliated stations, Mr. Brokaw's "Nightly News" is adding viewers and challenging Peter Jennings, the longtime leader.

With MSNBC, the new cable channel, Mr. Brokaw is more than an evening news star.

He can pop up talking to anyone at

anytime. Even in cyberspace.

### 6. Tom Johnson

At a time when it faces serious competitive challenges, CNN is on the offensive. CNNfn, the financial cable channel, was launched earlier this year; CNNsi, a sports news service with corporate sibling Sports Illustrated, is next.

And to bolster his flagship news channel, CNN President Tom Johnson is recruiting bigger names to inject star power into the network that is always on in newsrooms across the country and watched by rulers worldwide.

### 7. Andy Heyward

After less than a year in office, Andrew Heyward has already taken

great strides toward restoring morale at CBS News.

He's spent some of new owner Westinghouse's money. He's been making some out-of-the-box moves at the network: adding CNN correspondent Christiane Amanpour as a part-timer on "60 Minutes" and cadging a limited-run prime-time series "Coast to Coast" out of CBS Entertainment, while reworking "CBS This Morning" and "48 Hours."

But he still needs to attract more big-time talent to the network, including one big enough to fill the anchor chair now occupied by Dan Rather and manage that transition without being burned.

### 8. Dan Rather

As the keeper of the Murrow flame in the hallowed halls at CBS and

successor to Walter Cronkite, Dan Rather has been one of the most important figures in TV news for more than 15 years.

And he's never been shy about using his bully pulpit to address the journalism fraternity even while serving as a lightning rod for critics of everything from the arrogant temperaments of network stars to their liberal biases. But the sun is clearly setting on Mr. Rather, just as surely as his ratings trail far behind those of his anchor-rivals.

### 9. Barbara Walters

Television's first \$1 million anchor still gets what she wants. From Colin Powell to Christopher Reeves, if they're in the news, Ms. Walters gets the interview, either for "20/20" or one of her prime-time specials.

(Continued on Page 37)

# SCRIPPS HOWARD FOUNDATION 1996 NATIONAL JOURNALISM AWARDS

*for Excellence in TV/Cable/Radio*

## Call for Entries

Since 1953, the Scripps Howard Foundation annually has honored journalism's most outstanding work.

Join the best in your field by entering the Scripps Howard Foundation National Journalism Awards competition, open to local television, cable or radio stations in the U.S. (or its territories) for work done in 1996.

### JOURNALISTIC EXCELLENCE/ELECTRONIC MEDIA

#### Jack R. Howard Awards

To honor the best investigative, distinctive or in-depth reporting of a subject or event covered by the station in 1996. Any program or series of programs is eligible. \$2000 prize in each of four categories: large and small market TV/cable; large and small market radio.

**Deadline: 1/31/97**

### LITERACY

#### Charles E. Scripps Award

To recognize outstanding work by TV/cable/radio to overcome illiteracy in its community in 1996. \$2500 prize to the winner and \$5000 donation to a literacy group in the winner's community.

**Deadline: 2/6/97**



## SCRIPPS HOWARD FOUNDATION

For complete rules and entry forms  
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Everyone has an opinion about television news. Some people are even paid for those opinions.

Open up a newspaper and the TV critics will tell you what's wrong with the 11 p.m. report. And if a consultant manages his way into your office, you'll get suggestions on what viewers want to see.

But TV critics and consultants rarely see eye to eye. So we created a virtual debate about what's wrong with local newscasts and how they can be improved.

NewsPro asked four leading newspaper

television writers—Chuck Taylor of the Seattle Times, Phil Kloer of the Atlanta Journal-Constitution, Tom Jicha of the Fort Lauderdale Sun-Sentinel and Eric Mink of the New York Daily News—for their opinions on what ails TV news and how it can be fixed.

Then we got reactions from Jim Willi, president of Audience Research and Development, Dallas, and Kenn Venit, vice president/senior consultant, Primo Newservice, Hamden, Conn.

The results show the wide gaps—and areas of agreement—between critics and consultants.

## THE PACK MENTALITY

**MR. TAYLOR:** Why do we need four stations covering the same stories in the same way every single day at the same time? You sit there with the channel changer, and in the first quarter-hour, you see all four or five stations doing the same stories in the same order, and often times devoting the exact same amount of time to each one. That's remarkable.

**MR. WILLI:** It still is that pack mentality where the newsrooms watch the other stations. Many newsrooms still react to what the other people are doing instead of being enterprising.

## STORY SELECTION

**MR. KLOER:** I would put more emphasis on coverage of serious issues affecting the city: the workings of the city council, of the mayor's office, what is going on behind the scenes and why. Who's making the decision for whatever matters in your community. When you start doing more of that, you start pushing out some of the celebrity twaddle.

**MR. WILLI:** The winning television news operations cover the entire market better than anyone else with stories that affect people. You have to do the basics and then add some perspective to let people know what this means to them.

## WHY LIVE?

**MR. JICHA:** The other thing that just drives me crazy is why they feel that they have to have people standing in front of buildings. And everything is phrased so as to give it immediate import: "Police tonight are looking for someone who killed someone yesterday." As if there's something actually going on right now. It's just the false-contrived overhyping of local news. Use your resources a little bit better. You've got the cameras, you've got the satellite trucks. Now go to where there actually might be news being made as opposed to just standing in front of a building.

**MR. WILLI:** Honest to God, we tell them not to do that. We hear from viewers all the time in focus groups who say, "Why is that reporter standing in front of the courthouse six hours after the courthouse closed to tell us about the story?" The old going-live-for-live's sake is a bad idea. The feeling is that it adds some feeling of freshness to the newscast, but our research shows that viewers say that's stupid. The live shots that work are the ones that help advance the story.

## MORE LIVE SHOTS

**MR. TAYLOR:** The reporters are so busy answering stupidly scripted questions during completely superfluous live shots that they don't have any time to do any original reporting. They go out; they report a story, go back to the station, write the script, do the voice-over, then they go back out to the scene hours after whatever happened and stand and spend half an hour diddling around with a live shot.

That's a lot of time on the road and a lot of time standing around in front of a camera performing instead of doing journalism.

**MR. VENIT:** There are a lot of reasons for doing a live shot. The public likes them because it's what psychologists call unfiltered news. They still like the idea that it's live, [that] you're actually getting the whole interview. It's not edited. There's an immediacy and excitement. The other reasons stations need to do live shots: To make sure the equipment is working. If you don't do them, the day the plane crashes or the tornado hits, you find out the generator's not working or the mast is stuck. They're also done as training. Everybody just needs to know how to do these things and you just can't get experience only when there's a major story. It has promotional value, too, because people really like this word "live" and that's why you see it supered on the screen and said as much as it's said.

## MORE SHOW, LESS TELL

**MR. TAYLOR:** TV news doesn't play to its own strength as a visual and audio experience. What TV does best is it takes us to places we can't otherwise see. The packaging today gets in the way of that. We get this nonstop chatter and all these quick cuts. I wish local TV news, or national for that matter, would shut up and show us stuff for longer than three seconds, let the scenes unfold and give us some natural sound.

**MR. WILLI:** Too many news departments get into a formula approach where the story has to be a minute 15 and it has to have a couple of stands in it so the reporter gets seen and there isn't a lot of natural sound.

## SLOW THE PACE

**MR. TAYLOR:** The pace doesn't have to be so machine gun. I just don't believe that people are going to tune out if things are not so compressed.

**MR. WILLI:** Viewers are saying the

most important attribute to them in a newscast is that it be easy to understand. And what they're really saying is that most of them aren't easy to understand because they flash by so fast, they don't give you any perspective.

Some news departments feel that they can substitute fast pace for energy, and there's a difference between those two. Viewers rely on you because they want you to explain it to them in short doses, but certainly in doses that are long enough to understand.

## FOLLOWING UP

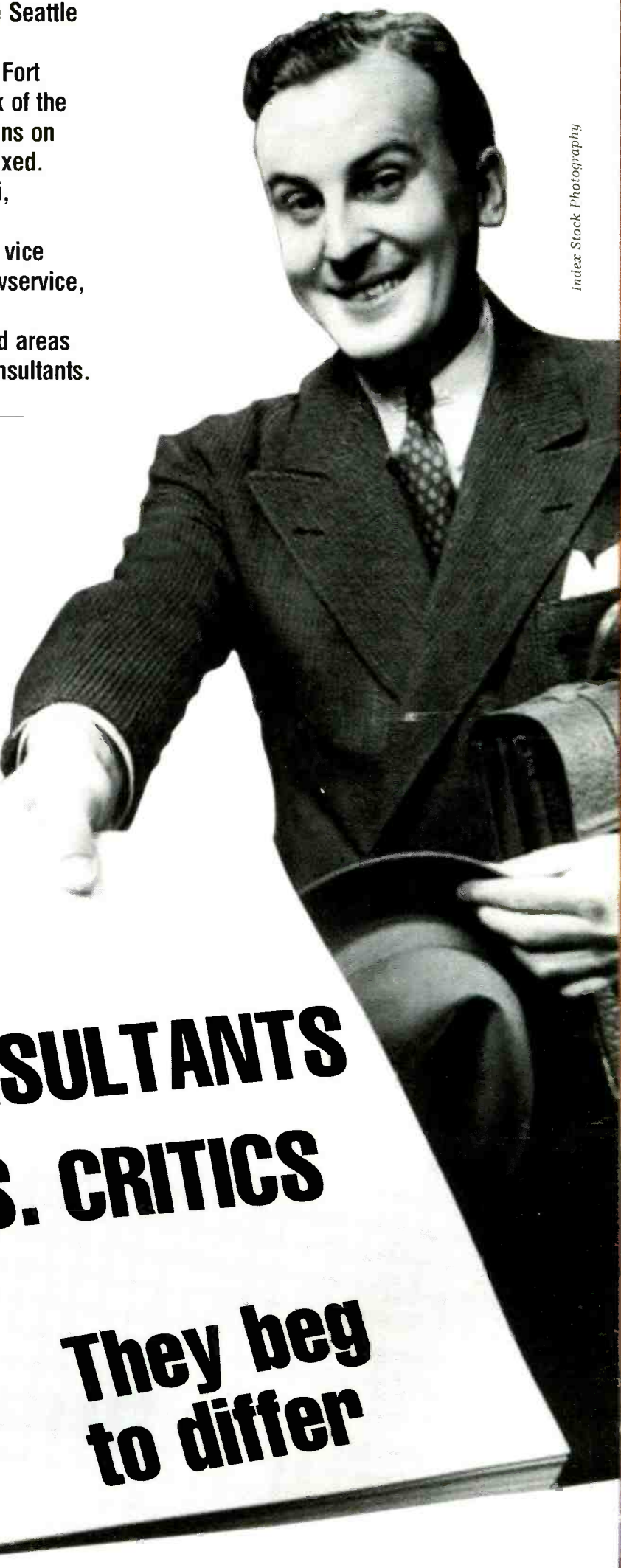
**MR. JICHA:** The superficiality of it all. Never any depth. Never any follow-ups. You see a story one night; very rarely is there a follow-up, unless it's a sensational murder or some

kind of sexual overtone to a story. They just scratch the surface and never give people anything other than a story with pictures. If there's no picture, they don't know what to do with the story.

**MR. WILLI:** A big complaint we get from viewers is they don't follow up a story; they make a big deal out of it for two or three days and then it totally disappears.

## STOP TEASING

**MR. KLOER:** Another thing I would



Index Stock Photography

this question for me.

**MR. WILLI:** Teases are very important because viewers really do decide whether or not to stay with a newscast.

With the remote control, upwards of 40 percent zap away with every commercial break. So inside the newscast they're important to keep people there. But there are certain rules that the viewers expect you to play by. And the one that irritates them the

(Continued on Page 37)

change is giving us teases that don't give us answers.

If you want to give us a teaser during "ER" that says "Find out how the local sports team did at the 11 o'clock news," I understand. That's a promo. But to do it a couple of times within the newscast—"and we'll find out whether the Yankees won tonight . . ." I've already got this question: How did the local sports team do? I don't need them to raise



## Colonial boy

(Continued from Page 30)  
the London Times to The Sun; Mr. Murdoch laying off his bets on the Conservatives and establishing a useful strategic beachhead in the event of a Labor victory.

### What about Fox News?

So was it unbending devotion to Reaganite political philosophy that made Mr. Murdoch a fervent supporter of Republicans?

Or was it the smarts to realize that this is where his interest lay, in his quest for regulatory relief?

Now Mr. Murdoch is starting up Fox News, run for him by Roger Ailes, who worked for the Reagan and the Bush campaigns, who produced Rush Limbaugh and who brought the techniques of right-wing talk radio to CNBC.

Mr. Murdoch has jabbed at the supposed liberalism of CNN and the networks and so has Mr. Ailes. Available as commentators and news analysts for the

## Debate

(Continued from Page 36)  
most is when you say "Coming up next..." and then you do about six more stories before that comes up.

### CONSULTANTS AND RESEARCH

**MR. MINK:** [There's] a slavishness to market research and an unhealthy reliance on it. There's a line between delivering a desired service and pandering, and too often I think they're pandering and the excuse is, we're giving them what they want. I'm not quite prepared to say kill all the consultants, but they're sort of an excuse for people who are reluctant or nervous about trusting their own judgment.

**MR. VENIT:** I don't think there's too much research. I think sometimes it's the interpretation that becomes the problem. Sometimes you're looking for vindication in your research when you really should be looking with an absolute open mind so you can either be surprised or gain the insight that research is supposed to give you.

Sometimes there's a difference between what the public tells us and how they act when we follow their lead.

### ANCHORS CHATTERING AWAY

**MR. KLOER:** I would have the journalists on the air, presuming that they are journalists, be much more serious. There is occasionally a time for levity when you are dealing with a truly humorous event. But for the most part there is far too much levity over very little. Too much happiness.

**MR. VENIT:** They have to match the mood and tone of the story. We could do newscasts that are basically sterile, and with digital technology, we could record anchors exactly as we want them to be and manipulate it to take everything out, but that's not what the public wants. Chitchat should be meaningful and minimal. We tell stations, one line from one anchor, one line from the other anchor, and then go on with the show. It's when you get the third line that you have just gotten bogged down and now you're wasting my time.#

Fox News Channel are such Murdoch intellectual assets as the New York Post's cadre of rightists, from Brent Bozell, to editorial page editor Eric Breindel, to the American Enterprise Institute's Irwin Seltzer to Douglas Kennedy, the antinomian child of Robert and Ethel. In Washington are the staffers of his new conservative publication, The Weekly Standard.

So the editorial timbre of the Fox News Channel could have the same orientation as, say, the editorial page of the Wall Street Journal, though perhaps not so nutty on matters such as restoration of the gold standard.

Mr. Murdoch will never impose politics at the expense of audience.

He's a realist: he'll never go down in the cause of an idea.#

## HEAVY HITTERS

(Continued from Page 35)

A role model for female journalists, Ms. Walters was the first woman to co-host the network evening news and the first female co-host on NBC's "Today Show."

She also has a top 10 list of her own: Her "The 10 Most Fascinating People" show has been broadcast since 1993.

### 10. Roger Ailes

Until now, Fox's stop-and-go news efforts have been easily overlooked.

But the chairman of Fox News, Roger Ailes, has a chance to shake up television news.

Getting a 24-hour news channel up and running from scratch in just a matter of months is a remarkable achievement. Now the question is, can he be competitive on a shoe string budget with a fraction of the staff of his rivals?

Mr. Ailes, who has established conservative credentials by working with Richard Nixon, Ronald Reagan and Rush Limbaugh, is promising news that is "balanced."

The liberal establishment will be watching.

### Honorable mention

**Ted Koppel:** "Nightline" anchor is king of the night.

**Frank Magid:** Recommendations to

clients can affect local newscasts from coast to coast.

**Richard Liebner:** Agent to Mr. Rather and Ms. Sawyer and local comers but no longer has a monopoly on the franchise.

**Don Fitzpatrick:** Talent scout can put a face on the map.

**Paul Friedman:** Heir apparent at ABC for a long time.

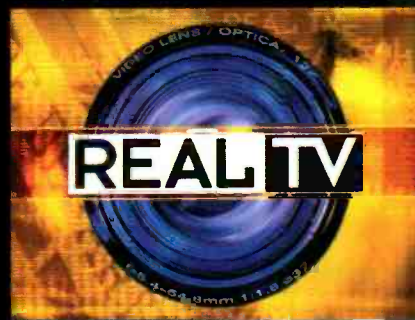
### Up and comers

**Reed Hundt:** Will his content regulations reach into television newscasts? **Diane Sawyer:** Might be an evening news anchor yet but when and where. **Jeff Zucker:** Former boy wonder ready for next challenge. **Neil Shapiro:** "Dateline" boss controls three hours in prime time. **Christiane Amanpour:** Adds "60 Minutes" clout to foreign appeal.#

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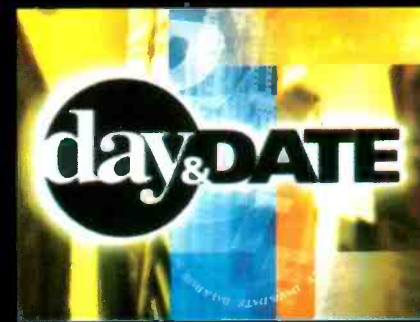
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**DEMOGRAPHIC RATINGS**

**PRIME-TIME: SEPT. 23-29**

Households		Adults 25-54	
1. ER	NBC 24.2	1. ER	NBC 19.6
2. Seinfeld	NBC 22.0	2. Seinfeld	NBC 17.8
3. Suddenly Susan	NBC 20.0	3. Suddenly Susan	NBC 15.4
4. Friends	NBC 18.4	4. Friends	NBC 13.7
5. NFL Monday Night Football	ABC 18.1	5. Single Guy	NBC 12.5
6. Home Improvement	ABC 16.5	6. NFL Monday Night Football	ABC 12.0
7. Single Guy	NBC 16.3	7. Home Improvement	ABC 11.8
8. Cosby	CBS 14.9	8. 3rd Rock From the Sun	NBC 11.3
9. Spin City	ABC 14.8	9. Spin City	ABC 10.8
10. Frasier	NBC 14.2	10. Frasier	NBC 10.4

Men 25-54		Women 25-54	
1. NFL Monday Night Football	ABC 16.4	1. ER	NBC 23.3
2. ER	NBC 15.8	2. Seinfeld	NBC 20.0
3. Seinfeld	NBC 15.5	3. Suddenly Susan	NBC 18.0
4. Suddenly Susan	NBC 12.6	4. Friends	NBC 15.9
5. Friends	NBC 11.5	5. Single Guy	NBC 14.4
6. 3rd Rock From the Sun	NBC 10.7	6. Home Improvement	ABC 13.5
7. Single Guy	NBC 10.6	7. Spin City	ABC 12.1
8. Home Improvement	ABC 10.0	8. 3rd Rock From the Sun	NBC 12.0
9. Spin City	ABC 9.4	9. Frasier	NBC 11.9
10. Frasier	NBC 8.8	10. Cybill	CBS 11.3
t. NBC Sunday Night Movie	NBC 8.8		

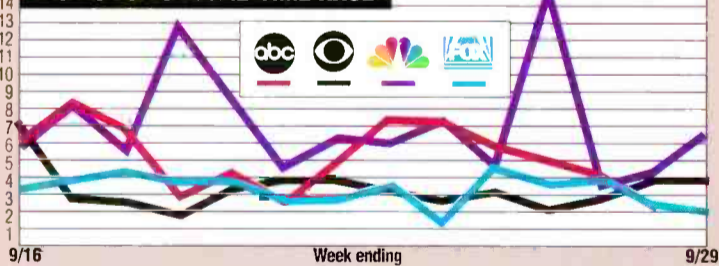
**SYNDICATION: SEPT. 16-22**

Households		Adults 25-54	
	Sta./cov.		Sta./cov.
1. Wheel of Fortune	10.7 229/97	1. Home Improvement*	5.2 234/98
2. Jeopardy	8.9 223/97	2. Seinfeld*	4.6 222/96
3. Home Improvement*	8.8 234/98	3. NFL on TNT 96	4.0 2/72
4. Oprah Winfrey Show*	7.9 236/99	4. Portfolio XV*	3.9 196/96
5. Seinfeld*	7.1 222/96	5. Star Trek: DS9*	3.8 230/97
6. Portfolio XV*	6.1 196/96	t. Wheel of Fortune	3.8 229/97
7. NFL on TNT 96	5.9 2/72	7. Oprah Winfrey Show*	3.7 236/99
8. Entertainment Tonight*	5.8 183/94	8. Jeopardy	3.5 223/97
9. Simpsons*	5.4 210/96	9. Entertainment Tonight*	3.3 183/94
10. Journeys of Hercules*	5.2 208/94	10. Journeys of Hercules*	3.2 208/94

Men 25-54		Women 25-54	
	Sta./cov.		Sta./cov.
1. NFL on TNT 96	5.6 2/72	1. Oprah Winfrey Show*	5.6 236/99
2. Home Improvement*	5.0 234/98	2. Home Improvement*	5.4 234/98
3. Seinfeld*	4.4 222/96	3. Seinfeld*	4.8 222/96
4. Star Trek: DS9*	4.2 230/97	4. Wheel of Fortune	4.7 229/97
5. Portfolio XV*	3.8 196/96	5. Jeopardy	4.3 223/97
6. Journeys of Hercules*	3.5 208/94	6. Portfolio XV*	3.9 196/96
7. Wheel of Fortune	2.9 229/97	7. Entertainment Tonight*	3.8 183/94
8. Entertainment Tonight*	2.7 183/94	8. Mad About You*	3.5 210/94
t. Simpsons*	2.7 210/96	t. Star Trek: DS9*	3.5 230/97
10. Jeopardy	2.6 223/94	10. Home Imp., wknd.*	3.1 206/92

\*The rating reflects additional viewing of episodes that are replayed by one or more of the stations airing the show. This includes repeat airings of the same episode or airings of different episodes over the same station that are credited to a single report day.

**ADULTS 18-49 PRIME-TIME RACE**



**NIGHT-BY-NIGHT  
NIELSEN PRIME-TIME  
HOUSEHOLD RATINGS  
FOR THE WEEK OF  
SEPT. 23-29**

Time slot winner

**Weekly averages  
Season-to-date**

	<b>11.9/20</b> 11.8/20
	<b>10.3/17</b> 10.5/18
	<b>9.7/16</b> 9.8/16
	<b>6.0/10</b> 6.1/10
	<b>3.6/6</b> 3.4/5
	<b>2.6/4</b> 2.6/4

	8 p.m.	9 p.m.	10 p.m.
<b>MONDAY</b>	Olympic Gymnastics Championship 5.2/9	6.1/10	NFL Football: Miami at Indianapolis 16.4/25
	Cosby 14.9/24	Pearl 13.2/20	Chicago Hope 11.4/19
	Jeff Foxworthy 9.3/15	Mr. Rhodes 8.8/13	Movie: She Cried No 14.2/22
	Melrose Place 7.8/13	Party Girl 4.1/6	Lush Life 3.5/5
	7th Heaven 1.9/3	Savannah 2.4/4	
	In the House 3.3/5	Malcolm & Ed 3.6/5	Sparks 2.7/4

<b>TUESDAY</b>	Roseanne 12.5/21	Life's Work 10.4/17	Home Improv. 16.5/25	Spin City 14.8/23	Relativity 10.6/17
	Promised Land 7.5/13	8.8/14	8.0/12	Movie: After Jimmy 8.9/14	9.6/17
	Mad About You 12.5/21	Something So Right 12.5/20	Frasier 14.2/22	Caroline 12.9/20	Dateline NBC 13.8/23
	5.0/8	Movie: Pretty Poison 5.0/8	4.5/7	4.8/7	
	Moesha 3.7/6	Homeboys 3.0/5	The Burning Zone 2.9/4	3.0/5	

<b>WEDNESDAY</b>	Ellen 9.2/16	Townies 7.8/13	Grace Under Fire 12.8/20	Drew Carey Show 12.2/19	Primetime Live 12.5/21
	Manny 10.4/18	Nanny, Spec. 12.4/20	9.0/14	Movie: Once You Meet a Stranger 8.4/13	7.2/13
	Wings 7.5/13	Larroquette 6.6/11	NewsRadio 7.8/12	Men Behaving Bad 8.7/14	Law & Order 11.7/20
	Beverly Hills, 90210 7.8/13	9.9/15	Party of Five 6.6/10	6.9/11	
	Sister, Sister 3.1/5	Nick Freno 2.9/5	Wayans Bros. 3.1/5	Jamie Foxx Show 3.4/5	
	The Sentinel 3.8/6	4.3/7	Voyager 5.0/8	5.2/8	

<b>THURSDAY</b>	High Incident 5.8/10	6.3/10	Chariots of the Gods? 5.6/9	6.8/11	Turning Point 7.2/12
	Diagnosis Murder 9.0/15	9.6/15	Moloney 8.5/13	8.8/14	48 Hours 7.4/12
	Friends 18.4/31	Single Guy 16.3/26	Seinfeld 22.0/34	Suddenly Susan 20.0/31	ER 24.1/39
	Martin 6.0/10	Living Single 6.8/11	New York Undercover 7.1/11	7.4/11	

<b>FRIDAY</b>	Family Matters 9.7/18	Sabrina 10.9/20	Clueless 9.2/16	Boy Meets World 8.8/15	20/20 11.7/21
	Dave's World 7.3/14	Raymond 6.5/12	Mr. and Mrs. Smith 7.6/13	9.9/14	Nash Bridges 8.0/14
	Unsolved Mysteries 8.8/17	9.7/18	Dateline NBC 9.5/17	10.6/19	Homicide 8.1/15
	Sliders 5.4/10	5.8/11	The X-Files 8.2/14	8.2/14	

<b>SATURDAY</b>	Second Noah 5.6/11	6.0/11	Coach 6.9/12	Common Law 5.5/10	Relativity 5.9/11
	Dr. Quinn Medicine Woman 8.7/17	9.4/18	Early Edition 10.5/19	11.6/21	Walker 11.1/21
	Dark Skies 7.4/14	7.4/14	Pretender 8.4/15	9.1/17	Profiler 8.4/16
	Cops 6.0/11	6.8/13	Married 6.0/11	Love & Marriage 3.6/6	

	7 p.m.			
<b>SUNDAY</b>	Home Videos 6.5/12	Home Videos 2 9.1/16	Lois & Clark 8.0/13	9.0/14
	60 Minutes 11.6/21	13.7/24	Touched by an Angel 12.8/21	13.9/22
	Dateline NBC 4.7/9	5.8/10	3rd Rock 13.7/22	Boston Common 11.9/18
	NFL 7.2/14	Big Deal 3.3/6	Movie: John Woo's Once a Thief 4.4/7	5.2/8
	Kirk 1.6/3	Brotherly Love 2.2/4	Parent 'Hood 2.5/4	Steve Harvey 2.9/5
			Unhappily 3.5/5	Life With Roger 2.4/4

**SEASON-TO-DATE HOUSEHOLD RATINGS/SHARES OF PRIME-TIME PROGRAMS FOR SEPT. 16 - SEPT. 29**

1. ER	NBC 24.2/40	27. 20/20	ABC 12.2/23	t. Mr. Rhodes	NBC 8.8/13	t. Dateline NBC, Sun.	NBC 6.4/12
2. Seinfeld	NBC 22.1/34	28. PrimeTime Live	ABC 12.1/21	54. Townies	ABC 8.7/14	80. Cops 2	Fox 6.3/12
3. Suddenly Susan	NBC 20.2/32	29. Chicago Hope	CBS 12.0/20	55. Boy Meets World	ABC 8.6/15	81. Relativity	ABC 6.2/12
4. Friends	NBC 18.6/31	30. Boston Common	NBC 11.9/18	56. CBS Wednesday Movie	CBS 8.5/14	82. Dateline NBC, Sun.	NBC 6.1/11
5. Home Improvement	ABC 17.3/26	31. Law and Order	NBC 11.7/20	t. Homicide: Life on the Street	NBC 8.5/16	83. Married With Children	Fox 6.0/11
6. NFL Monday Night Football	ABC 16.6/27	32. Walker, Texas Ranger	CBS 11.4/22	58. Mr. & Mrs. Smith	CBS 8.4/15	84. Martin	Fox 5.9/10
7. Single Guy	NBC 16.5/27	33. Life's Work	ABC 11.0/17	59. NewsRadio	NBC 8.3/13	85. Second Noah	ABC 5.7/11
8. Cosby	CBS 16.1/26	t. Early Edition	CBS 11.0/20	60. Beverly Hills, 90210	Fox 8.2/14	t. Cops	Fox 5.7/11
9. Spin City	ABC 15.9/24	35. Sabrina, Teenage Witch	ABC 10.9/20	61. Lois & Clark	ABC 8.1/13	87. Fox Tuesday Night Movie	Fox 5.6/9
10. Pearl	CBS 14.9/23	36. Nanny	CBS 10.7/18	t. Melrose Place	Fox 8.1/13	t. Sliders	Fox 5.6/11
11. Murphy Brown	CBS 14.5/21	37. Dateline NBC, Fri.	NBC 10.5/18	63. Moloney	CBS 7.9/12	89. Common Law	ABC 5.5/10
12. Frasier	NBC 14.4/22	38. CBS Tuesday Movie	CBS 10.4/17	t. Dark Skies	NBC 7.9/15	t. America's Most Wanted	Fox 5.5/10
13. 3rd Rock From the Sun	NBC 13.8/22	39. Family Matters	ABC 9.8/19	65. Turning Point	ABC 7.8/13	91. Dateline NBC-Sunday	NBC 5.4/10
14. Touched by an Angel	CBS 13.7/22	40. Men Behaving Badly	NBC 9.6/15	66. Wings	NBC 7.7/13	92. Fox Movie Special	Fox 5.3/8
15. Cybill	CBS 13.5/20	41. ABC Sunday Night Movie	ABC 9.3/15	t. X-Files	Fox 7.7/14	93. Star Trek: Voyager	UPN 4.7/7
t. Mad About You	NBC 13.5/22	t. Dr. Quinn, Medicine Woman	CBS 9.3/18	68. John Larroquette Show	NBC 7.4/12	94. Party Girl	Fox 4.4/6
17. Something So Right	NBC 13.4/21	t. Jeff Foxworthy	ABC 9.3/15	t. 48 Hours	CBS 7.4/12	95. Big Deal	Fox 4.0/7
18. Dateline NBC, Tues.	NBC 13.3/23	44. Clueless	ABC 9.1/16	70. Dave's World	CBS 7.3/14	96. Moesha	UPN 3.8/6
19. NBC Monday Night Movies	NBC 13.2/20	t. Ellen	ABC 9.1/16	71. New York Undercover	Fox 7.2/11	97. Malcolm & Eddie	UPN 3.6/5
20. Grace Under Fire	ABC 13.0/20	46. Promised Land	CBS 9.0/14	72. Coach	ABC 6.9/12	t. Love & Marriage	Fox 3.6/6
t. 60 Minutes	CBS 13.0/23	47. Funniest Home Videos 2	ABC 8.9/16	73. Everybody Loves Raymond	CBS 6.8/12	99. Lush Life	Fox 3.5/5
t. Caroline in the City	NBC 13.0/20	48. Diagnosis Murder	CBS 8.8/15	74. Sat. Night at the Movies	ABC 6.7/12	t. The Sentinel	UPN 3.5/6
23. Roseanne	ABC 12.6/21	t. Nash Bridges	CBS 8.8/16	t. Party of Five	Fox 6.7/11	101. In The House	UPN 3.4/5
t. CBS Sunday Movie	CBS 12.6/20	t. Unsolved Mysteries	NBC 8.8/17	76. Funniest Home Videos	ABC 6.6/12	t. Unhappily Ever After	WB 3.4/5
25. NBC Sunday Night Movie	NBC 12.5/20	t.Profiler	NBC 8.8/17	t. Living Single	Fox 6.6/11		
26. Drew Carey Show	ABC 12.3/19	t. Pretender	NBC 8.8/16	78. High Incident	ABC 6.4/10		



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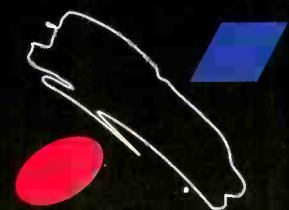
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## HELP WANTED

**ASSIGNMENT MANAGER:** KWGN-TV 2, Tribune-owned, in Denver needs an aggressive manager to oversee news gathering and determine editorial content of newscasts on daily basis. Three years desk experience and college degree required. Send resume, cover letter and your last newscast outlining your editorial line-up to Linda Pearce, KWGN-TV 2, 6160 South Wabash Way, Englewood, CO 80111. E.O.E.

**JOIN ONE OF THE FASTEST GROWING** broadcasting companies in the country! Sinclair Communications Inc. has an outstanding opportunity for a proven Account Executive. The winning candidate must possess the following qualities: a dedicated work ethic with a desire to create new business - ability to negotiate ratings as well as rates - experience with qualitative research & TVscan - major agency and new business experience. Send your resume to Sandra Stewart, L.S.M., WABM/WTTO-TV, 651 Beacon Parkway West, Suite 105, Birmingham, AL 35209.

## RESEARCH MANAGER

MCA TV, one of the industry's leading suppliers of television programming has an immediate opening for a Research Manager. Candidate must have a minimum of 4 years experience in either syndication or TV rep firm. Ideal candidate will have working knowledge of all local and national Nielsen systems, excellent writing skills, prior supervisory experience and the ability to oversee major presentations from beginning to end. MCA offers a competitive salary and benefits package, and is an Equal Opportunity Employer.

Send or Fax Resume and Cover letter to:

Senior Vice President of Research -  
MCA TV

100 Universal City Plaza - 8th Floor  
Universal City, CA 91608  
Fax (818) 866-5041

Please No Phone Calls

## HELP WANTED

**TRANSMITTER SUPERVISOR:** KWCH-TV, a VHF CBS affiliate in Wichita, KS has an immediate opening for the position of Transmitter Supervisor. Will be responsible for maintenance of transmitting plant and associated microwave system. Station is part of large, well established group owned corporation run by broadcasters. Send letter with resume to Craig Turner, Director of Engineering, Kansas Broadcasting System, P.O. Box 12, Wichita, KS 67201

**PROMOTION PRODUCER:** Top 50 CBS affiliate seeking Promotion Producer. Must be creative, productive person with writing, producing and Beta editing skills as well as ability to oversee computer editing/post production sessions. Knowledge of image and heavy topical promotion desired. Must have at least 3 years experience producing promotion in commercial broadcast station doing competitive local news. Please send tape and resume to Jay Wilkinson, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.

## ★ ACCOUNT EXECUTIVE ★ - New York -

SRDS, a major publisher of media information, is seeking a seasoned and aggressive professional to join our growing Sales Department on the Television, Radio and Interactive Sources.

The ideal candidate will possess 5-7 years of proven success in broadcast/cable advertising sales, excellent written/oral communication skills and the ability to develop new business and to enhance relationships with current and potential customers. A solid understanding of the Broadcast/Cable marketplace is essential. Excellent organizational, planning and follow-through skills a must. Proven prospecting skills required. A growing knowledge of the Interactive marketplace and on-line advertising is desired.

Please mail/fax resume to: SRDS, Attn: Human Resources, 1700 Higgins Road, Ste. 500, Des Plaines, IL 60018-5605. Fax: 847-375-5002. e-mail tmphms@srds.com EOE M/F/D/V

## HELP WANTED

**GENERAL MANAGER:** U.S. Broadcast Group is looking for an experienced General Manager in Johnstown, PA to lead the efforts of two television stations: WWCP-TV, a FOX affiliate, and WATM-TV, an ABC affiliate. If you are looking to be a part of a dynamic and growing team that has the tools to compete, and you're an aggressive proven leader with the skills to grow revenue, further develop news, use your creativity in developing strong promotions, and you have the ability to work with people, staff and clients, then send us your resume. Send to: Gary Schneider, Executive Vice President, U.S. Broadcast Group, 1450 Scalp Avenue, Johnstown, PA 15904. Equal Employment Opportunity.

**ON-AIR PROMOTION PRODUCER:** Dynamic and highly successful company is growing rapidly and in need of an on-air promotion producer. This is your chance to join a highly ambitious and motivated promotion department. You'll be able to play with cool toys like an AVID 8000. In order to play in our sandbox you must be able to meet deadlines, work effectively under pressure, be a team player, and have one year producing experience. College degree preferred. Send tape and resume to: Ramar Communications, Inc. Attn: April Ferrino, Promotion Manager, 9800 University, Lubbock, Texas 79423. EOE

## HELP WANTED

**LOCAL SALES MANAGER:** Portland, Oregon. KATU-TV, Channel 2, ABC affiliate is seeking an experienced leader to head our local sales team. Candidate must be a good motivator and coach, proficient in the development of new business, inventory control and pricing. Minimum five years television sales experience required. Qualified applicants send resume to: Mindy Davis, HR Manager, 2153 NE Sandy Blvd., Portland, OR 97232. EOE

**SYNDICATION SALES EXECUTIVES:** New York based, 20 year-old independent syndicator is looking for highly motivated sales executives. Must have knowledge of Nielsen, be a self-starter, ability to qualify the client a must. Senior position, southeast/southwest based with comprehensive knowledge of the territory. Junior/trainee, position northeast based. Heavy phone, light to moderate sensible travel. Fax resumes to 212-447-9320 Attention: GSM

**PROMOTION SUPERVISOR:** NBC and ABC affiliates joined by LMA in growing Florida market need an energetic and creative supervisor to direct news promotion team. Need a potential leader ready to embrace a challenge. Must have a proven track record in television promotions. Send resume and tape to: Mike Reilly, 3719 Central Ave., Fort Myers, FL 33901. EOE.

## HELP WANTED

**TECHNICAL DIRECTOR:** Great opportunity to join an excellent company and TD complex, fast paced shows with top-notch equipment: Grass Valley switcher & DVE. Quantel stillstore. Full-time, weekdays and weekends. Also responsible for pre-production, post production of promos, assisting director, and directing wx cut-ins. You need working knowledge of GVG 300, plus stillstore and DVE usage. Two years experience in production at broadcast facility required and college degree preferred. Good attitude and ability to handle pressure a must. Rush Letter of Application, Resume, and non-returnable demo reel to: Personnel Dept. KOTV P.O. Box 6, Tulsa, OK 74101 EOE M/F; an A.H. Belo Broadcasting Company

**BROADCASTING OPPORTUNITIES:** We're expanding again! Rapidly growing Sales/Traffic software company seeking independent professional with strong written/verbal skills for customer training and support. Minimum 3 years traffic experience. Extensive travel required for training position. PC experience a plus. Must be willing to relocate to western Mass. Send Resumes to MET c/o VCI, P.O. Box 215, Feeding Hills, MA 01030-0215. Fax to 413-786-4663 attn: MET.

**INVESTIGATIVE REPORTER:** KJRH-TV in Tulsa seeking energetic reporter with strong writing and presentation skills. Send resume to: KJRH-TV, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE

## EXCITING SALES OPPORTUNITY IN ATLANTA!

Catspaw Productions has an opportunity for a winning sales professional. You must be an aggressive, energized self starter with a proven background in sales prospecting, relationship development and closing. Catspaw's next sales professional will be paid a draw against commission with bonuses paid for meeting and exceeding monthly sales goals. Benefits package and 401(k) opportunity. Travel, telephone sales, computer processing of account activity and history are a part of the job. We are a 10 year old company at the top of the global communications industry selling hot products and services. Come grow with us and have fun! Send resume of career experience and references to **Doug Paul, President, Catspaw Productions, Inc., 560 Dutch Valley Road, Atlanta, Georgia 30324. (404)876-2287.**

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Tapes/resumes to

Chuck Bark, News Director  
WALA-TV, 210 Government Street,  
Mobile, AL 36602

EOE, M/F.

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Manage staff of 16 producers. Inspire and lead. Teach and create. Make TV magic. Win awards

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# CLASSIFIED ADVERTISING

## HELP WANTED

**ACCOUNT EXECUTIVE/TOP 50 MARKET:** Minimum of 3 years broadcast sales experience required. Candidate should have a proven track record with major agency/client negotiations and new business development. Strong presentation skills, proactive and creative approach to marketing a must. Success with vendor programs and marketing promotions a plus. Should have working knowledge of a variety of research tools. Send resume and cover letter to: WYOU-TV22, 415 Lackawanna Ave. Scranton, PA 18503. EOE

**TELEVISION ENGINEERING MAINTENANCE TECHNICIAN:** Immediate. Requires at least 3 years experience in broadcast operations and maintenance; knowledge of Betacam equipment, 3/4 and RF essential. PC experience a plus. Primarily repair, maintenance installation. Operates SNG truck. **TELEVISION OPS /MAINTENANCE TECHNICIAN:** Requires 2 experience in Master Control operations, PM maintenance and repair of broadcast-related equipment. Some Master Control shifts. Both positions require SBE certification, FCC General Class or equivalent electronics background and good driving record. Resumes to Michael DeWire, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA. 23230 E-mail: mdewire@newschannel6.com. No phone calls, please. Equal Opportunity Employer.

**REPORTER AND PHOTOGRAPHER:** FOX affiliate in mid-size northeast market looking to fill near future openings for 1 reporter and 1 photographer. Resume and/or non-returnable tape to ELECTRONIC MEDIA Classifieds, Box 1071, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt

## HELP WANTED

**ACCOUNT EXECUTIVE, WRBL-TV-3, Columbus, Georgia.** A Spartan Communications Inc. station has an opening for a professional, energetic and highly motivated team player experienced with regional/local agencies and effective in developing new business. If you are creative, possess excellent communication skills and listening skills and are looking to join a growth company and growth station then fax or mail a resume to WRBL-TV, Local Sales Manager, 1350 - 13th Avenue, Columbus, Georgia 31902 FAX (706) 327-6655

**E.I.C./MAINTENANCE ENGINEER:** Midwest remote production company is seeking client oriented E.I.C./Maintenance Engineer with extensive component digital experience. This is an opportunity to join an engineering team overseeing the design and construction of a component digital remote truck. The candidate must possess the skills to trouble shoot and repair systems at the component level under the rigorous demands of live broadcasting. Site surveying experience for network level remotes is a must. This position requires extensive travel. Minimum five years experience as E.I.C. and/or Maintenance Engineer on large production trucks. Commercial Drivers license a plus. Send resume/salary history to: ELECTRONIC MEDIA Classifieds, Box 9302, 740 North Rush Street, Chicago, Illinois 60611. Attn: Robbie Ehrhardt.

**ACCOUNT EXECUTIVE:** NBC affiliate. Assume a list of agency and direct accounts, and develop new business. Experience with research and ratings, along with negotiation, problem solving and organizational skills are essential. If you're a motivated, creative self-starter wanting to join a great team that loves to win, send resume and references to: Greg Thomas, LSM, WTWO-TV, P.O. Box 299, Terre Haute, IN 47808. EOE

## HELP WANTED

**PROMOTION MANAGER:** KDBC-TV, an Imes Communications Company, is searching for aggressive Promotion Manager. This individual must be creative, organized, strategic and "think outside of the box". If you are interested in joining a dynamic team that is rebuilding a CBS affiliate, and you are really good at what you do, send your resume to: John Bennett, V.P./General Manager, P.O. Box 1799, El Paso, TX 79999 or fax (915) 532-9686. EEO Employer

**NEWS ANCHORS:** If you have the qualities to lead a future Texas powerhouse, jump in now on the ground floor of an aggressive rebuilding process. Billboards and promotional campaign just waiting to catapult the right journalist to local stardom. National award winning News Director knows how to do it right. Bilingualism (English/Spanish) and knowledge of the Southwest helpful. Send tape/resume to: Luis Patino, News Director, KDBC-TV, P.O. Box 1799, El Paso, TX 79999 or fax (915) 544-5526. EEO Employer

**WRITER/PRODUCER:** Do you have the key to breakthrough news topicals? We are looking for an energetic, creative, self-motivated team player to grab our prime-time viewers and deliver them to the best 10PM newscast in town. You must have at least 3 years experience as a promotion writer/producer. Creative writing, the ability to work under changing deadlines and handle multiple jobs at the same time is a must. Hands-on CMX editing skills are a definite plus. Send resume and a non-returnable VHS tape to Carolyn Simmons, Personnel Coordinator, WDSU-TV, 846 Howard Ave., New Orleans, LA 70113. No Phone Calls, Please. An Equal Opportunity Employer.

## HELP WANTED

**CHIEF ENGINEER:** West Texas, CBS Affiliate, seeks individual well versed in news operation support, capital budgets, and all broadcast engineering practices. Hands-on experience with Harris VHF transmitter, microwave and satellite systems, Odetics Virtual Recorder, and Sony studio cameras and 3/4" products. Applicants must have minimum of 3 years experience in all phases of TV maintenance and installation. Degree, digital and computer experience preferred. Send resume and salary history to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE

**DESIGN DIRECTOR CBS CHICAGO:** WBBM TV Chicago, CBS O&O is looking for an experienced Design Director to head up our award winning design team. We are a very graphic intensive television station, and we need someone who is creative, aggressive, and ready to take charge. This person will head up a staff of 7 artists, and will report directly to the Director of Advertising and Promotion. V-Series Hal and Harriet, Classic, and Quadra 950 Mac. We have the tools! 3-5 years experience a big, big plus! Hurry, don't wait. We want this position filled by the November book! Send resume and reel to: (No phone calls) Lori Terwell, Director, Advertising and Promotion, CBS Chicago, 630 N. McClurg Ct., Chicago, IL 60611 CBS is an EOE.

**PROMOTION WRITER/PRODUCER:** Tribune Broadcasting's KHTV in Houston, TX is seeking a highly creative individual to fill our Sr. Writer/Producer position. This position is responsible for creative on-air spots for movies, sports and entertainment programming. No News Grind Here! Requirements for the position include a minimum of three years writing, editing and producing promotion spots. If you are looking to spread your creative wings and work for a great company send a non-returnable vhs/beta tape and resume to Jeff Clemons, Director of Marketing & Creative Services, KHTV, 7700 Westpark, Houston, TX 77063. No phone calls please. KHTV is an equal opportunity employer.

## HELP WANTED

**TRAFFIC MANAGER:** Fox 22 in beautiful Raleigh, N.C. has an immediate opening for a Traffic Manager, in a total department of four. Attention to detail. Bias Experience Preferred. Please forward resume and cover letter to: Ed Ortelli, Director of Sales, WLFL-TV, 3012 Highwoods Boulevard, Raleigh, N.C. 27604 EOE

**BUREAU CHIEF:** Seasoned TV needs Reporter/Manager for Saipan, US Commonwealth Northern Mariana Islands. 8 person staff needs aggressive leader with solid credentials. Tropical isle abounds with hard news. No social hour stuff. Outstanding company benefits. If you have what it takes to meet deadlines, beat the competition...rush tape and resume to: Kirk Chaisson, News Director, 530 W. O'Brien Dr., Agana, GU 96910-4996. EOE.

**ENG MAINTENANCE TECHNICIAN:** WGN-TV has an immediate opening for a skilled electronics technician with at least 3 years progressive experience in all facets of television maintenance operations. Applicants must have thorough knowledge of analog and digital electronics and systems used in modern television station. Experience in both electronic and mechanical repairs required. A thorough knowledge of studio and ENG/EFP cameras, edit controllers, terminal, monitoring and communications is needed. AutoCad experience a plus. Candidate must be a self-starter who can work successfully with minimal supervision. Good interpersonal skills are essential. An FCC general class license and/or SBE certification is desirable. Send or fax resumes to: WGN-TV Human Resources Department, 2501 Bradley Place, Chicago, IL. 60618, FAX: (312)528-1387. No Phone Calls Please. EOE/M/F/V/D

**INVESTIGATIVE REPORTER:** KJEO TV in Fresno California is looking for an investigative reporter with three years experience. Scanner chasers need not apply, this position for the serious self-starter willing to work hard to uncover the truth. Please send resume tape to: KJEO TV, 4880 N First Street, Fresno CA 93720 ATTN: Marc Cotta

## ORANGE COUNTY NEWSCHANNEL NEWS DIRECTOR

Orange County Newschannel is currently seeking an exceptional News Director and News Leader, who will bring a strong editorial emphasis to our 24 hour cable news channel and lead our staff to newsgathering and presentation excellence. The News Director will lead by example and teach our staff to collaborate for maximum editorial impact. This position requires a news leader who understands, champions and will settle only for local, cable television news at its finest. Ideal candidates must be aware of the challenges and opportunities associated with news gathering and programming for a 24 hours newschannel and possess the vision to create compelling television news programs and effectively manage a large, enthusiastic staff.

A minimum of 10 years hands-on news reporting, writing, producing or assignment editing experience is desired. A minimum of 5 years in news management is also desired.

We offer a competitive salary and benefits package. Please send your resume, complete with references and news philosophy to:

Orange County Newschannel  
Attention: Human Resources  
625 N. Grand Avenue  
Santa Ana, CA 92701

We are an equal opportunity employer.



## COORDINATING PRODUCER

America's Health Network, based in sunny Orlando Florida, seeks skilled television producer who is ready for leadership role as responsible coordinator of content of eight daily, two hour interactive *Ask the Doctor* programs on the only cable network dedicated to consumer health. The Coordinating Producer will provide creative input and support for producers of these programs, oversee internal flow of news information, and daily topic choices, and work with board certified physician/hosts in the presentation of these programs. Degree and three to five years live news producing experience required. Background in medical news and feature reporting a plus.

Fax resume with salary history to America's Health Network at 407-224-6858.

Drug Free Workplace. EOE.

## Tribune Is Looking For Some Terrific Promotion Producers

Ready for a top ten market station, state-of-the-art facilities...and a chance to promote something more than tonight's newscast? Tribune Broadcasting has immediate opportunities for qualified promotion writer/producers with at least two-to-three years of television on-air promotion experience. If you love writing and producing promos for movies, sports and sitcoms...as well as news...then send us your stuff!

Send resume and non-returnable VHS or Beta tape (but please don't call):

**TRIBUNE  
BROADCASTING**

Attn: Jim Ellis  
435 North Michigan Avenue, Suite 1900  
Chicago, IL 60611

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# CLASSIFIED ADVERTISING

## HELP WANTED

**PRODUCER:** Looking for a creative, take-charge producer who would like to work with an award winning, number one station. We are a hard working, competitive bunch who want to stay on top. We produce newscasts that appeal to the particular audience available to watch that individual newscast. If you can help, we would love to hear from you. Please send resume, news philosophy, and tape to Personnel Administrator-60, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No Phone Calls. WTOL is an Equal Opportunity Employer.

**PHOTOJOURNALIST:** We are a photographer friendly shop looking for the right person to join our award winning, number one station. We need a competitive person who really knows how to tell stories with pictures. If you would like to join our top notch team of photojournalists, please send a resume and tape to Personnel Administrator-59, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No Phone Calls. WTOL is an Equal Opportunity Employer.

**DIRECTOR OF NETWORK/OPERATIONS ENGINEERING:** Our client, a leader in the cable business with a diverse subscriber base, sending signal all over the world, seeks a take charge technical operations director. Manage shift operations and direct major capital expansion. Be company's eyes to the future including a new channel launch. Engineering degree a must! To explore this exciting opportunity send resume in confidence to The International Search Firm: Morgan/Webber, Inc., 5510 Merrick Road, Massapequa, NY 11758, Attn: Steven M. Lavender, Fax: 516-799-5233

**WANTED: KILLER PRODUCER.** Creative, energetic leader to develop and produce two weekly entertainment news shows for national cable launch in January. You're The One if you can handle live news or magazine format, have experience with on-set guests, live viewer calls and audiences. We need someone who has both creative talent and leadership skills. If this is you, send cover letter and resume to ELECTRONIC MEDIA Classifieds, Box 1072, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt

## HELP WANTED

**METEOROLOGIST:** Wanted: Top notch forecaster who can put together a weather broadcast that keeps the viewers interested. We have all the bells and whistles — brand new doppler radar, storm tracker, and street level mapping. Our high tech environment is unparalleled. Believe me, when you see it, you'll want to work here. We take weather seriously in Omaha so excellent credentials and AMS seal are required. This is a full time position, number two in a three person office. You'll be doing weekends and 11:30 a.m. weather. KETV is a Pulitzer Broadcasting Station. We believe in promoting from within. The last person to hold this job is going to a larger station in the company. Send resume and non returnable tape to: Rose Ann Shannon, News Director KETV, 2665 Douglas Street, Omaha, Nebraska 68131. EOE.

**WEEKEND WEATHER/WEEKDAY REPORTER:** State-of-the-art NBC affiliate looking for a team player who can do it all. We're looking for someone who can talk weather and loves to report. This is a very competitive market that demands quality journalism. Two years experience required. Send 3/4" or VHS tape and resume to: Personnel-WW/WR, WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. No phone calls please. Equal Opportunity Employer.

**10PM PRODUCER:** WGBA NBC 26 News is looking for a top notch producer to create newscasts with pace and style. Great writing and leadership abilities are essential to complement our state-of-the-art facilities and professional, team-oriented staff. If you can offer all of this plus two years or more of experience, send 3/4" or VHS tape and resume to: Personnel-10P, WGBA NBC 26, P.O. Box 19099, Green Bay, WI 54307-9099. No phone calls please. Equal Opportunity Employer.

**NEWS DIRECTOR:** KIVI Television, Boise's ABC Affiliate is seeking a hands on, take-charge individual to provide the leadership to create exciting relevant newscasts and to take the news department to the next level. Strong people skills and teamwork is essential. Must have 3 years experience in Television News (management a plus), and a Bachelor of Arts Degree in any field. Please send resume, tape and other support materials to: Kelly Sugai, KIVI Television, 1866 E. Chisholm Dr., Nampa, ID 83687

## HELP WANTED

**ANCHOR/REPORTER:** Eastern North Carolina's news leader is looking for an experienced anchor/reporter. The station is on the move and we are looking for veteran anchor candidates. At least 3 years experience a must. No phone calls please. Send tape and resume to: Omar Sobrino, News Director, WCTI-TV, 225 Glenburnie Drive, New Bern, NC 28562. EOE

**LOCAL SALES MANAGER:** Immediate opening for someone who is highly motivated, a self starter and extremely organized. Minimum of five years of experience at a large market television station or rep firm; thorough knowledge of the NSI rating service; familiarity with research tools such as Scarborough, Market Manager, etc.; thorough understanding of the Detroit marketplace; strong negotiating skills; track record of successful negotiating with advertising agencies and clients; dynamic leadership skills; ability to lead our local sales efforts. Qualified candidates send resumes to Attn: Personnel, LSM, WKBD UPN50, P.O. Box 50, Southfield, MI 48037. WKBD is an Equal Opportunity Employer.

**NATIONAL SALES MANAGER:** FOX 66 WSMH, a Sinclair Communications Inc. Station and Fox Affiliate, seeks an individual with prior broadcast sales experience. The NSM position requires a high degree of intelligence, the aptitude to organize and motivate rep personnel and the ability to travel as necessary. A college degree is preferred. Salary and fringe benefit package outstanding. Women and minorities are encouraged to apply. Please send resume and cover letter to: GSM, WSMH, G-3463 W. Pierson Road, Flint, MI 48504.

**WMSV NASHVILLE - NEWSCAST PRODUCER:** Nashville's top rated news operation seeks producer. Our producers must be journalists who can write, tease, envision shows and juggle in the booth. 3 years minimum experience. Ready to hire! Send tape, resume, references to Bob Richardson Executive Producer, 5700 Knob Road, Nashville, TN 37209.

**WRCB-TV** has an opening for a **PRODUCER/DIRECTOR.** This person will be responsible for directing high quality error-free newscasts. One year experience directing preferred. Submit resume and tape to Tom Tolar, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405 no later than October 18, 1996. Tapes will not be returned. EOE

## HELP WANTED

**LOCAL SALES MANAGER:** Strong midwest ABC affiliate seeking experienced leader to motivate and coach our team. Training and computer skills essential. Must be high energy, strong on organization, and a hands-on people person...no desk jockey. Send letter with salary history and resume to: GSM, WQAD-TV, 3003 Park 16th Street, Moline, Illinois 61262. EOE.

**TECHNICAL:** KSTW-Seattle's CBS affiliate is seeking a Maintenance Engineer. Degree in electronics or related field required. 3-5 years recent experience servicing broadcast video tape machines, audio equipment and transmitters required. PC literate a must. Qualified applicants send resume to KSTW Human Resources, "Maintenance Engineer position", PO Box 9328, Seattle, WA 98109-0328

**TECHNICAL:** KSTW-Seattle's CBS affiliate is seeking an ENG/SNG Operator. Degree in electronics or related field required. 3-5 years experience with broadcast television microwave systems, satellite uplink equipment, etc. required. Qualified applicants send resume to KSTW Human Resources, "ENG/SNG position", PO Box 9328, Seattle, WA 98109-0328

**VIDEO MAINTENANCE ENGINEER(S):** Major cable network is seeking experienced broadcast maintenance supervisors and maintenance engineers. Candidates will have a minimum of 3 years hands on electronic maintenance experience on professional Broadcast equipment including cameras, video tape machines, microphones, switchers, routing systems and RF equipment down to component level. Must be a self starter and able to work independently as well as part of a team in a high pressure, deadline oriented atmosphere. Salary commensurate with experience. All responses confidential. ELECTRONIC MEDIA Classifieds, Box 1074, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt

**#1 NEWS OPERATION** in top 50 market is looking for experienced, top notch team players: Executive Producer, reporters and photographer/editors wanted for major expansion. Dominant market leader with satellite truck, helicopter and six remote news bureaus. Resume, cover letter and Non-Returnable Tape: News Openings, KOAT-TV, 3801 Carlisle Blvd NE Albuquerque, NM 87107. Drug Free Workplace. KOAT-TV is an Equal Opportunity Employer.

**ASSISTANT CHIEF ENGINEER:** WDSI-TV FOX 61 is currently seeking an Assistant Chief Engineer with an electronics and television background. The successful candidate will have extensive hands-on component-level troubleshooting and repair capabilities, attention to detail, and have the ability to work against deadlines. Computer literacy is required. Interested persons should send resume to: WDSI-TV FOX 61, Attn: Chief Engineer, 1101 East Main Street, Chattanooga, TN 37408. FAX (423) 265-3636, or Email jferg@fox61tv.com. Deadline for all resumes/applications is October 31, 1996. WDSI-TV FOX 61 is an Equal Opportunity Employer.

## HELP WANTED

**NATIONAL SALES MANAGER:** Clear Channel Television - Memphis (ABC/UPN) has an immediate opening for an experienced National Sales Manager. You need to have 3-5 years of exposure to the "national game". You have to have enough experience to be the NSM of Two stations! Call the GSM today @ (901)321-7691 or fax a resume to (901)323-9427. EOE.

**NATIONAL SALES MANAGER:** WKCF-TV, WB affiliate in Orlando, FL is looking for a person who, knows the difference between selling and servicing, and leading and managing. If you know the difference, and you want to work with a dynamic sales team in a growing station, reply now! Must have a college degree and 3-5 years national rep. firm experience. EOE. Submit resume to: Human Resources Manager/NSM, 602 Courtland St. Ste. 200, Orlando, FL 32804 No Phone Calls Or Walk Ins.

**ASSOCIATE PRODUCER:** Immediate full-time opening. Strong writing and communication skills, knowledge of visuals, ability to react to breaking news and dispatch crews. College degree preferred and previous line producing experience helpful. Will run assignment desk at night. Must be willing to work flexible shifts. Send resume, non-returnable VHS or Beta tape and cover letter, noting desired position and where learned of job by October 17 to: Human Resources, WXIN, 1440 N. Meridian St., Indianapolis 46202. EOE. Phone calls will result in disqualification.

**MASTER CONTROL OPERATOR:** Minimum of two years production or master control switching experience preferred. Familiarity with 1", Beta and 3/4" formats. College degree preferred. Must be able to work independently on weekends and overnights. Send resume and cover letter by October 24 to: Human Resources, WXIN, 1440 N. Meridian St., Indianapolis 46202. EOE. Phone calls will result in disqualification.

**EDITOR:** KJRH-TV in Tulsa seeking experienced video editor. Send resume to: KJRH-TV, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE

**PRODUCER:** KJRH-TV in Tulsa seeking weekend producer. Send resume to: KJRH-TV, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE

**PRODUCTION MANAGER:** Job Description: Supervise news and commercial production units. Hands-on job that includes helping produce/direct special projects, fill-in news directing, show remotes. Job Requirements: College degree preferred, Five years of news production experience, including directing. Basic understanding of commercial production. Send resume to: WAFF - TV, PO Box 2116, Huntsville, AL 35804. Attn: Human Resources. Absolutely No Phone Calls. WAFF is an Equal Opportunity Employer and encourages applications from women and minorities.

**ANCHOR:** Medium Market Florida station seeks weekend anchor/ reporter. Three years television experience required, college degree preferred. We are an equal opportunity employer. ELECTRONIC MEDIA Classifieds, Box 1075, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt

## SENIOR PRODUCER

Successful syndicated daily newsmag looking for a strong number two. Seeking a superior manager with outstanding story planning skills and a keen sense of production and promotion. You will also run the day to day operations of an aggressive newsroom with deep resources. Candidate should have significant managerial experience at a network, in syndication or in a winning news department at a major TV station. All resumes will be kept in strict confidence.

ELECTRONIC MEDIA  
Classifieds  
Box 1073  
740 North Rush Street  
Chicago, Illinois 60611  
Attn: Robbie Ehrhardt

## REVENUE PLANNER

Works with VP of Sales Planning on tracking and forecasting of Family Channel Ad Sales. Assists in development of upfront & scatter rate cards, inventory control, stewardship & tracking of CPM & revenue growth for the network. Takes part in the development of a computer system for Ad Sales. Requires minimum 2 years in sales and/or agency setting. Strong organizational/analytical skills a necessity, in addition to strong PC skills (Excel preferred). Seeking team player with solid work ethic & positive attitude. Mail resumes to

The Family Channel  
John Carrozza  
Vice President, Sales Planning  
Ref. SN 0642  
1133 Avenue of the Americas  
37th Floor  
New York, NY 10036

EOE/No phone calls, please.





# CLASSIFIED ADVERTISING

## HELP WANTED

**EDITOR/TECHNICAL DIRECTOR:** KDNL - TV an ABC affiliate is looking for a Staff Technical Director who is familiar with GVG 300 for our live news casts. This person is also responsible for editing promos and commercials. Must be familiar with GVG editors, GVG DPM 700, ADO, & CHYRON. Studio camera experience is beneficial. Must have 3 years experience. Apply to: KDNL-TV30, Personnel Department, 1215 Cole St., St. Louis, MO 63106-3897. KDNL is an equal opportunity employer. No phone calls please. Pre-employment drug screening.

**INVESTIGATIVE PRODUCER:** If you like to go after the bad guys and can turn stories quickly, this job is for you. We're looking for the lead producer for our "Hall of Shame" investigative unit. A good salary for the right candidate who wants to work in Detroit's fast-paced, Top 10 market. Please send a letter and resume to: Mort Meisner, News Director, WJBK-TV, P.O. Box 2000, Southfield, Michigan 48037-2000. If you have any questions, please call me at 810-552-5249. My fax number is 810-557-1463.

**PROMOTION DIRECTOR:** WTAT Fox 24, Sullivan Broadcasting station in Charleston, SC is seeking professional with hands-on production and organizational skills, knowledge of radio, print and co-ops's as well as experience in news promotion. Previous Fox experience is a plus. Send resumes to: P.J. Ryal, VP/GM, WTAT-Fox 24, 4301 Arco Lane, Charleston, SC 29418. No calls please. EOE.

**SYRACUSE UNIVERSITY'S NEWHOUSE SCHOOL** is looking for a Broadcast Reporter/Producer/Anchor with a minimum of 10-15 years pro experience looking to transition to campus life as a one-semester professor of Broadcast Journalism. Full teaching load available for Spring '97 semester and possible summer sessions. Reply to: Don Edwards, Chair, Broadcast Journalism, Syracuse University, 215 University Place, Syracuse, NY 13244-2100. EOE

**SWITCHER/DIRECTOR:** WICD/ NewsChannel 15 in Champaign, Illinois is looking for a switcher/director for our fast-paced, high story count newscasts. Requirements include the ability to direct and switch, with multiple live shots and program elements. Must work cooperatively with all departments. Commercial television experience required. Send resumes, non-returnable videotapes of recent newscasts, and three references to: Larry Waters, Operations Manager, WICD-TV, 250 S. Country Fair Drive, Champaign, IL 61821 EOE

**SATELLITE UPLINK TECHNICIAN:** Conus, Satellite Services is looking for a Satellite Uplink Technician to operate portable satellite uplink and video production equipment. Must be willing to travel extensively. Extensive background in satellite communications and video production. Electronics experience helpful. Must be able to pass Conus Uplink Operator certification. Must be able to pass DOT requirements, including DOT medical card. Human Resources, Conus Job #202-96, 3415 University Ave., St. Paul, MN 55114. No Phone Calls Please. Equal Opportunity Employer.

## HELP WANTED

**NEWS PHOTOGRAPHER:** Great opportunity in growing Florida market. Work for NBC and ABC affiliate stations. Must be creative shooter and editor. Two years news videography and some microwave truck experience required. Send resume and tape to: Mike Reilly, 3719 Central Ave., Fort Myers, FL 33901. EOE.

**KCEN-TV** has an immediate opening for a qualified CHIEF ENGINEER with extensive television engineering experience. Mill experience a plus. Would consider qualified Assistant for the position. Please send resume to: KCEN-TV Personnel Dept. 33, P.O. Box 6103, Temple, TX 76503. Equal Opportunity Employer.

**NATIONAL SALES MANAGER:** KSEE is looking for a candidate to manage national sales for a very aggressive sales organization. The ideal candidate will enjoy building strong local relationships and be very promotion savvy. Applicants should have a minimum of 5 years broadcast sales experience. Rep experience or management experience is a plus. KSEE is a Granite Broadcasting station. Send cover letter and resume to: Personnel, KSEE, 5035 E. McKinley Ave., Fresno, CA 93727

**ACCOUNT EXECUTIVE:** WVIT, Connecticut's NBC Station seeks a candidate with emphasis on agency and new business development. Needs to be self-motivated, aggressive, resourceful and have strong organizational skills. Minimum two years sales experience and college degree required. Great growth potential with Paramount Television Group. Resumes to Rob Ewert, LSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE

**NEWS PRODUCER:** Do you think out of the box? Are you creative? Are you an excellent writer? Birmingham, Alabama's CBS affiliate, WBMG-TV needs 3 talented newscast producers with vision, great organizational skills and the ability to handle multiple responsibilities. Prior newscast producing experience required. Send resume, references, tape and news philosophy to News Director, WBMG-TV, 2075 Golden Crest Drive, Birmingham, AL 35209. No Phone Calls, Please. WBMG-TV is an Equal Opportunity Employer.

**COMPUTER PROGRAMMER/ENGINEER:** Boston Catholic Television has an opening in the Engineering Department for an individual experienced in television engineering and computer sciences. This position requires a strong technical background in software and hardware. Must have experience in Network Operating Systems (NOS's) and be fluent in programming languages such as C++, Eiffel or Java. Knowledge of MPEG and ATM transmission systems including microwave and fiber optics a plus. Preference will be given to those with Certifications. This is an excellent leading edge opportunity in the merging multimedia market. Excellent benefit package. Resumes and salary requirements may be sent to: Chief Engineer BCTV, 55 Chapel St., Newton, MA 02158. BCTV is an equal opportunity employer.

## HELP WANTED

**ANCHOR/REPORTER:** Texas CBS needs serious journalist to complement female anchor and continue success of #1 5pm newscast. Must have proven reporting and live skills. No beginners, please. EOE. Send resume and 1/2 or 3/4 tape to: KFDD-TV, P.O. Box 10, Amarillo, Tx 79105. Attn. Walt Howard.

**NEWS PRODUCER - 6 & 10PM.** Immediate opening at top rated small market station. Requires one year experience. Prefer degree in telecommunications or related field. Competitive salary and benefits. Send resume, non-returnable tape, references, and salary requirements to Dave Walker, KCBD-TV, 5600 Avenue A, Lubbock, TX 79404. No phone calls, please. EOE.

**GENERAL SALES MANAGER:** KSMO UPN62 is looking for a highly aggressive GSM/LSM to lead the most dynamic sales team in Kansas City. Candidates must have minimum 3 years Local and National broadcast experience in sales and management and will possess great communications skills, proficient in managing and pricing inventory, have the ability to hire, train and budget the sales department. Knowledge of Columbine and Scarborough a plus. Candidates must also demonstrate the ability to think "outside of the box" by coming up with creative ideas to generate additional revenue. Excellent benefits. Mail resume and cover letter to Human Resources, KSMO, 10 E. Cambridge Circle Drive, Suite 300, Kansas City, Kansas 66103 or fax to (913) 621-4703. EEO M/F

**DIRECTOR/EDITOR** needed for production department at UPN affiliate. Work with producers and clients in studio and remote sessions and operate cameras/audio board, prepare lighting as needed. Experience with Sony editor, production switcher. Resume and tape to Production Manager, UPN 20/WDC P.O. Box 39113, Washington, DC 20016. Equal Opportunity Employer.

**NEWS DIRECTOR:** KSTW, Seattle's CBS affiliate is seeking an experienced and enterprising News Director to provide leadership to our growing 11 News team. 3-5 years major market experience, excellent management, interpersonal and motivational skills, and the highest level of integrity are required. If you qualify, please send work history and news philosophy to: Human Resources, KSTW, PO Box 9328, Seattle, WA 98109-0328. No phone calls please.

**DIRECTOR/TECHNICAL DIRECTOR:** Aggressive Top 50 market, network affiliate seeks experienced Director/Technical Director for fast paced, technically challenging news shows. Ideal candidate will be able to work well under pressure and possess the ability to maintain control in a breaking news environment. Candidate should be one who is innovative and can communicate ideas that will better the on-air news product. This position requires an individual with 3-5 years experience as a Director and/or Technical Director. If you are experienced, creative and a team player, send your resume and tape to: Personnel Coordinator, WXII NewsChannel 12, P.O. Box 11847, Winston-Salem, NC 27116.

## HELP WANTED

**ART DIRECTOR:** CBS affiliate in 40th market has immediate opening for an art director to develop, maintain, design, and supervise the development of the graphic look for station on-air and print materials. Candidate must have knowledge of and stay current on fast-changing field of creative graphics and broadcast design to incorporate new designs into current and future projects. Minimum 3 years broadcast experience preferred, with knowledge of MacIntosh, Silicon Graphics Workstation/Unix, and Accom Digital Disc Recorder. Software skills should include Photoshop, Adobe Illustrator, Softimage 3D, Chyron Liberty, Quantel Paintbox, Quark Express, and Pagemaker. Send resume and tape to Creative Services Director, WTKR-TV, 720 Boush Street, Norfolk, VA 23510. No phone calls. EOE.

## HELP WANTED

**THE NATIONAL CAPTIONING INSTITUTE (NCI)**, the leading supplier of closed captioning services, is seeking a results-oriented, energetic Director of Marketing for its New York City office. Position is responsible for increasing NCI's captioning business in the New York City area. Will manage sales staff and handle major clients in market segments such as cable, syndication, home video and the advertising community. Requires 5-7 years of progressively responsible sales and management experience, related degree, and working knowledge of the entertainment industry. Send resume and salary history/requirements to: Vice President, Human Resources, National Captioning Institute, 1900 Gallows Road, Suite 3000, Vienna, VA 22182. Or fax to (703) 917-4240. Or Internet hr@ncicap.org E.O.E. M/F/D/V

## FAX or mail

### CLASSIFIED ORDER BLANK

CLASSIFIED RATES:

**Display rate:** Display ads are \$170 per column inch. Greater frequency rates are available in units of 1 inch or larger.

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

**Blind Boxes:** Add \$30.00 per advertisement.

**Deadlines:** Copy must be in typewritten form in the Chicago office by the Tuesday prior to publishing date. Prepayment required for straight advertisements.

Category: Line ad  Display

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

Dates(s) of Insertion: \_\_\_\_\_

Amount Enclosed \_\_\_\_\_

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

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

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

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

Visa  MasterCard  Amex

Credit Card # \_\_\_\_\_

Name on card: \_\_\_\_\_

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

Clip and Fax or Mail this Form to:

### ELECTRONIC MEDIA

740 Rush Street ▲ Chicago, IL 60611

Attention: Robbie Ehrhard

Phone: (312)649-5385

Email: REhrhard@crain.com

**FAX NUMBER: 312-649-7937**



# CLASSIFIED ADVERTISING

## HELP WANTED

**CONTROLLER:** KWHY-TV, Channel 22 in Los Angeles is replacing its retiring controller. Full charge accountant with college degree and 5 years accounting experience including financial statements. Broadcast experience preferable. People oriented, hands-on self starter with management ability. Send resumes (no phone calls or faxes please) Buzz Harris, President, 10960 Wilshire Blvd., #950, Los Angeles, CA 90025. Replies Confidential. Equal Opportunity Employer.

**KGUN 9 NEWS (ABC)** in Tucson, Arizona is adding a half hour of news in the early evening. We need exceptionally talented people for the following positions: **REPORTER:** Strong storytelling and live abilities. Minimum 2 years experience is required. **Anchor** potential is important. Send us your best work along with examples of what you did this week. **NIGHT ASSIGNMENT EDITOR:** If you know news is not what's in the book then you will want to lead our evening field coverage. You will play an important role in short and long range news planning. 1 year (minimum) news experience is required. **CHIEF PHOTOGRAPHER:** You will lead a team of the best. Strong leadership and organizational abilities are vital while balancing a working standard. Supervisory experience is required. Most important will be the ability to share your vision of visual story telling and moving high standards even higher. Show and tell us how you can make a difference. **TAPE EDITOR:** You will support the Newscast Producer preparing material for air. One year (minimum) experience with professional editing equipment is essential. **ENG Photography** experience is preferred. Strong organizational and communication skills a must. **MAINTENANCE ENGINEER:** Provide technical support to broadcast facilities in repair, maintenance, installation and modification of broadcast equipment. A minimum of three years experience in broadcast maintenance, troubleshooting skills to the component level, RF and ENG systems knowledge, clean driving record are required. A Journalism Degree or equivalent experience is preferred for all news positions. Interested applicants should send a tape example of recent work (non returnable) along with resume and letter stating reason for interest in the position to Carmen Thomas - KGUN 9, 7280 E. Rosewood St., Tucson, AZ 85710. KGUN 9 News is an equal opportunity employer. Positions will close when the exceptionally talented individuals have been found. EOE.

**ENGINEERING MANAGER** for KSHB-TV (NBC) and our sister KMCI-TV (Ind) in Kansas City. We need a creative individual to lead us into the next technical generation, and help us get more than a leg up on our competition. Candidates must have at least 5 years experience in TV Operations/Engineering, know how to formulate and manage budgets, and be able to motivate people, set and achieve station goals. Send resume to: C.M. English, VP/GM, KSHB-TV, 4720 Oak Street, Kansas City, MO 64112. EOE.

**AWARD WINNING TEXAS TV STATION** has an immediate opening for a reporter/#3 weather anchor with personality. Send resume with non-returnable tape showing your reporting and weather experience to: Kevin Lovell, News Director, KVIA TV, 4140 Rio Bravo, El Paso, TX 79902. KVIA-TV "The News Station" is an equal opportunity employer.

## HELP WANTED

**DIRECTOR/PRODUCER:** Midwest medium market affiliate seeking a creative, dynamic director for fast-paced newscasts and other productions. We are the dominant station in a great market with all the toys, and we seek someone with a winning attitude to join our production team. The successful candidate must have a minimum 3 years directing full-time in a news environment, preferably with a technical director. If you are a news junkie with outstanding leadership skills, please send resume including salary requirements, along with a non-returnable tape with Que Track, to: ELECTRONIC MEDIA Classifieds, Box 1077, 740 North Rush Street, Chicago, Illinois 60611, Attn: Robbie Ehrhardt

**"MUST SEE TV" PROMOTION PRODUCER:** A great opportunity for a multi-talented, experienced producer to write and edit news promotions for the NBC affiliate in Charlotte, NC. We're market #28, we're metered, and we are growing fast because Charlotte is a great place to live and work. If you enjoy producing News Promos then send your tape and resume with salary history to: (No phone calls): NBC 6, Human Resources Department, Attn: Megan Drulard, re: position 96-20, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M-F

**CHRISTIAN TELEVISION NETWORK** with 6 studio facilities is seeking a qualified Production Manager. Experience in directing live, multi-camera productions, lighting, editing and managing others a must. The Network is seeking individuals who are creative, goal oriented, quality minded, motivated, and have a desire to effectively communicate the Gospel. If you meet our criteria and share our vision and purpose, send your resume to: Tri-State Christian TV - Employment, P.O. Box 1010, Marion, IL 62959. An Equal Opportunity Employer.

**MARKETING MANAGER - WVIT,** Connecticut's NBC Station is seeking a highly motivated, strategic thinker. Must possess strong oral/written communication skills, working knowledge of Nielsen ratings and other related research software, as well as familiarity with the cable industry. Responsibilities: creating and presenting one sheeters, model presentations/packages, ratings assessment/analysis, plus training and related marketing functions. Proficient computer skills a must. Great growth potential with Paramount Television Group. College degree. Resumes to Ron Puleria, GSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. E.O.E.

**TELEVISION MAINTENANCE TECHNICIAN:** KMTV, Channel 3, The Midlands News Channel has an immediate opening for a Television Maintenance Technician. The ideal candidate will have experience in the maintenance of all types of television broadcasting equipment including transmitters, studio equipment, monitors, beta, one inch, video tape equipment, switchers and other associated equipment. Candidates should have the ability to work well with others, the ability to work under pressure of deadlines, excellent organizational skills, and superior customer service skills. Interested applicants should apply in person (no phone calls please) or submit resume to Cecil Hicks, Human Resources Manager, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127. KMTV is an Equal Opportunity Employer.

## HELP WANTED

**TRAFFIC PEOPLE NEEDED:** WJAL a top ten market ABC Affiliate is looking for enthusiastic and dynamic sales support and traffic candidates. The ideal candidates must be able to work under pressure, enter sales orders into traffic system, clear orders and type. Experience in a top ten market with commercial and inventory management and national rep firms preferred. Must have working knowledge of JDS 2000 and/or Enterprise system, Donovan System and computer literacy with Quattro Pro, Excel, WordPerfect, Microsoft Word. Please send resume and salary history to: HR, Traffic, 3007 Tilden Street, NW, Washington, DC 20008. EOE M/F

**DIRECTOR OF CREATIVE SERVICES:** KPWB-TV, Sacramento, CA is looking for someone to manage our Creative Services Department. Seeking highly motivated and creative person who has demonstrated a strong background and understanding of marketing. Please send resume, qualifications and tape to: Personnel-ET 8/86, KPWB-TV Channel 31, 500 Media Place, Sacramento, CA 95815. No phone calls please. EOE.

**COMPUTER SERVICES SPECIALIST:** KMTV, Channel 3, The Midlands News Channel has an immediate opening for a Computer Services Specialist. Candidates should have strong Windows/DOS background, familiarity with Novell and Microsoft software, and a working knowledge of the Internet. Candidates should have the ability to work well with others, the ability to work under pressure of deadlines, excellent organizational skills, and superior customer service skills. Interested applicants should apply in person (no phone calls please) or submit resume to Cecil Hicks, Human Resources Manager, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127. KMTV is an Equal Opportunity Employer.

## HELP WANTED

**MOBILE-PENSACOLA-FT. WALTON:** WEAR-TV/ABC and newly formed LMA WFGX-TV/WB Career Opportunities are available for the following positions: Local/Regional Sales Manager Traffic Manager Research Director Please fax or mail resumes to: WEAR-TV Attn: Julie Nelson P.O. Box 12278 Pensacola, FL 32581 Fax # 904-453-4335

## EMPLOYMENT SERVICES

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## 'News director' means something

(Continued from Page 14)

chewing up the material to be shot and getting it done—brilliantly.

Comedy is treated with the same zeal as "Apocalypse Now." News gathering requires the same attack psychology regardless of the demographic you're after.

Directors have no time for games: If you think a newsroom has its share of whining, intrigue and paranoia—try a movie set.

Great directors cut through it all to focus on solving problems that help create the film.

Directors believe in the audience: Elitism that demeans the audience has no place. Viewers are sharp, insightful and able to follow the director's path.

Newscasts that don't offer material in the same "intellectually honest" fashion are destined to be irrelevant to news viewers.

Alas, the Hollywood director has the opportunity to complete a project and move on. They can experiment with darker subjects or create a continuing unified body of work.

For "news directors," it's not that easy. Still, being more director-centered should help energize each day's efforts.

While the newscast is the goal, it is also the art form. It's collaborative, complex and some days, compelling.

Those thousands of newscasts we all do might be a bit more different and even transcend the current formula, if we spent more time being "director" for a change.

The next time you pass the Hollywood sign, think of that.#

# French digital TV market gets going with Paramount

BY JULIANA KORANTENG  
SPECIAL TO ELECTRONIC MEDIA

LONDON—The French digital TV market is set to come out from under the shadow of its German counterpart thanks to a deal between the Paramount Television Group and a consortium of French media and telecommunications companies.

In a 10-year deal valued by sources at \$500 million to \$600 million, Paramount last week signed an agreement with Television Par Satellite and TCM Droit Audiovisuels that gives programming to the French companies and distribution to Paramount.

TPS and TCM have formed a partnership to launch a bouquet of digital satellite-delivered subscription channels covering such genres as movies, sports, news and youth programming by year's end.

The platform will also retransmit the partners' terrestrial channels.

The programming output deal with Viacom-owned Paramount is for TPS/TCM's free, pay and cable channels. Sources said the value placed on the deal excludes programming supplied for cable output.

TPS is led by major French terrestrial TV channels TF1, M6 and France Television and the country's telephone monopoly, France Telecom. TCM is a joint venture of TF1, M6 and CLT, the Luxembourg-based broadcast group.

Initially, TPS/TCM will launch three pay-TV movie channels: two featuring interna-

tional blockbusters and a third devoted to original productions.

Additionally, the programming deal will enable TPS and TCM to revamp and expand MultiVision, an existing pay-per-view service in which TF1 and CLT own shares but which has limited distribution on French cable.

"We'll now have bigger programs and bigger [number of] viewers for MultiVision," a TPS spokesperson said.

And in what is also described as the biggest programming deal in France ever, Paramount TV will have an option to acquire an equity stake in TPS movie and PPV ventures.

It also guarantees carriage capacity for such Viacom cable networks as Nickelodeon on TPS's future broadcast and satellite projects.

"It is premature for us to say what we shall do with these options," said a Viacom spokesperson.

France has been overshadowed by the German market, where the Kirch Group has launched DF1, the country's first digital pay-TV service.

Kirch has already agreed to pay more than \$2 billion for programs produced by Hollywood giants, including Viacom, the MCA Television Group, Warner Bros. and Columbia TriStar.

But France's influence on Europe's digital TV sector is growing. Recently, Canal Plus, the country's terrestrial pay-TV giant, and NetHold joined forces to create one of Europe's biggest digital groups.#

## What's Murdoch want? Programming

(Continued from Page 8)

programming. Until Time Warner carries our programming in the U.S., we won't be clearing its programming elsewhere," Mr. Murdoch said.

News Corp.'s pending \$2.48 billion stock acquisition of New World Communications, which will make it the largest station group with 22 outlets and 40 percent coverage, still leaves Mr. Murdoch wanting for broader domestic distribution of his program services.

Having recently paid more than \$700 million for satellite licenses, News Corp. and its partner, MCI, must wait another year for delivery of necessary equipment to launch their proposed ASkyB digital satellite service while competitors such as Primestar Partners (owned by TCI and Time Warner); EchoStar Communications; and DirecTV grab subscribers in the red-hot, direct-to-home satellite market.

### Leading the digital parade

The ace in Mr. Murdoch's pocket is the digital broadcasting technology News Corp. is developing to provide consumers the interactive and data-based service options of the

Internet along with television's more traditional filmed entertainment and audio services.

Even in countries such as the United States, Germany and Japan, with strong national economies and personal expendable incomes, the key to global digital expansion will be making new technology easy to use and affordable, says Mr. Murdoch, who is soliciting equipment suppliers and interactive service providers to subsidize the sale of set-top converter boxes.

News Corp.'s U.K.-based News Digital Systems also is developing and marketing encryption and compression technology for video and data systems to help fill in some of the blanks globally.

In News Corp.'s just released fiscal 1996 annual report, Mr. Murdoch writes a Citizen Kane-styled report to shareholders:

"The winners of the future will be those that capitalize quickly on changing opportunities.

"We must move early and innovate often," he writes. "This is not always a comfortable path, but it is the only one that will lead to the success we envision."#

## BRIEFLY NOTED

### Ted Turner issues apology

Ted Turner has written a letter of apology to Abraham Foxman, director of the Anti-Defamation League, for remarks he made Sept. 26 comparing News Corp. Chairman Rupert Murdoch to Adolph Hitler, saying he intended neither "to offend nor to trivialize." Mr. Turner has issued no apology to Mr. Murdoch.

### 'Fame' set for revival

MGM Domestic Television Distribution said last week it will offer a weekly first-run version of "Fame," titled "Fame L.A." The show, set for fall 1997, will be produced by Trilogy Entertainment Group, which also produces "The Outer Limits" and "Poltergeist: The Legacy" for MGM.

### Westinghouse mulls spinoff

In a filing with the Securities and Exchange Commission, CBS-owner Westinghouse Electric Corp. said it's still mulling splitting its media and industrial businesses. Analysts who follow the company say a spinoff announcement won't be made until after shareholders vote on Westinghouse's Infinity Broadcasting buy by early December.

### MGM sale delayed

Credit Lyonnais' sale of MGM/UA to a management group led by Chairman Frank Mancuso, and backed by financier Kirk Kerkorian and Australia's Seven Network, has been pushed back to Oct. 10 from Oct. 4.

### Alan Thicke to host 'Pictionary'

"Growing Pains" star Alan Thicke has been tapped to host Worldvision's half-hour game show strip "Pictionary," which has previously been announced for fall 1997.

### Western to shop 'Great Day!'

Western International Syndication has announced plans to shop Alton Entertainment's planned one-hour strip "Great Day!" for fall 1997. The news/information show, to be produced by "Dick Cavett" and "Mike Douglas" veteran Sue Solomon, will be offered on a cash-plus-barter basis.

### Blockbuster chief on hot seat

Bill Fields, the new chairman of Blockbuster Entertainment, is expected to take center stage in a closed-door meeting Tuesday with Wall Street analysts and Viacom Chairman Sumner Redstone. Mr. Fields is under pressure to outline ways to re-energize the home video unit, perhaps by adding a computer-servicing operation to it. The company is considering spinning off Blockbuster as a stand-alone unit. Viacom officials also are expected to address company plans to buy into UPN, acquire or sell radio and TV stations, and boost its stock price.#

## Lawmakers put FCC move on hold

(Continued from Page 2)

nors said.

The controversial move, being orchestrated by the GSA, has been vehemently opposed by many communications attorneys who have office space near the agency's present headquarters.

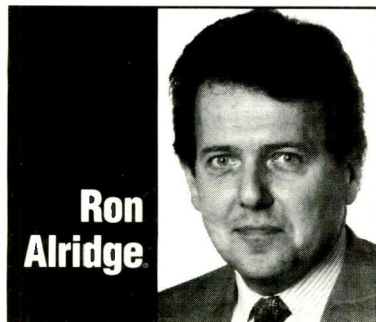
Many FCC officials also oppose the move. They prefer the current headquarter's neighborhood.

When the FCC requested the move in 1988, the agency had wanted to consolidate.

In some behind-the-scenes maneuvering, the FCC's landlord—the Charles E. Smith Co.—has hired the heavyweight lobbying firm of Patton Boggs to fight the move on Capitol Hill.

But sources note that the owners of the new building—Republic Properties, a local developer, and the Chattanooga, Tenn.-based Franklin L. Haney Cos.—are hardly lightweights.

Mr. Haney, it is noted, is a longtime Democrat who once ran for Tennessee governor. And Steven Grigg, president of Republic Properties, acknowledges Mr. Haney is an acquaintance of Vice President Al Gore.#



Ron Alridge

...will return.



# Fox News opens, but not in N.Y.

(Continued from Page 1) between Time Warner Vice Chairman Ted Turner and News Corp. Chairman Rupert Murdoch.

## Name-calling phase

Fox News Chairman Roger Ailes says he believes Time Warner will pick up the Fox service sooner or later in the nation's biggest and most influential city but says negotiations are not going well.

"We're in the name-calling phase at the moment," he said.

Mr. Turner, who earlier compared Mr. Murdoch to "the late Fuehrer," apologized for the remark last week to the Anti-Defamation League. Mr. Turner has not issued an apology to Mr. Murdoch.

As for the service itself, Mr. Ailes predicted: "You're going to see a very competent news channel that's going to present the news in a fair and balanced way."

He bristles at the frequent suggestion the service will take on a conservative bent.

"We think the line between opinion and news is blurred a little too much. We are a news network. We're going to present news stories," he said.

## A growing universe

And Fox will be presenting it to a growing universe, New York notwithstanding.

Last-minute distribution agreements with Cablevision Systems Corp. and DirecTV, along with previously announced deals with TCI, Comcast and Continental, bring the channel's subscriber base close to MSNBC's 20 million households.

CNN is far away at the top, with 67 million.

## How to be different

The biggest challenge facing Mr. Ailes, however, will be how to differentiate his service in an increasingly crowded field.

His daytime weekday schedule is built around half-hour program blocks, covering areas such as health,

entertainment, sports, psychology and education.

Starting at 5 p.m., FNC will air "The Cavuto Business Report," hosted by former CNBC anchor Neil Cavuto, followed by hour-long shows anchored by Bill O'Reilly, Mike Schneider and Catherine Crier.

Conservative radio talk host Sean Hannity and liberal talker Alan Colmes will go at it for an hour at 9 p.m.

The 10 p.m.-to-6 a.m. programming block will consist of repeats.

But it is the coverage of what Mr. Ailes calls "real news" on which he hopes to stake a claim.

Fox will depend heavily on its 10 domestic and international bureaus, its owned television stations and strategic alliances with Reuters and WTN for content.

"And we won't always use the same assignment editor that CNN and the other networks use. They all appear to use the same one," he said.

In addition to its cable and satellite universe, FNC has inaugurated a new Web site ([www.foxnews.com](http://www.foxnews.com)) and has installed a Times Square-like "zipper"—a digital readout of news headlines and stock quotes—around the outside of its midtown Manhattan studios.

Fox hopes thousands of pedestrians will gather at what is known as "Fox News Corner." (It used to be a record store).

Mr. Ailes is already looking forward to the next phase in FNC's development, and he says he's got some ideas for new shows he plans to add early next year.

But for now, his efforts are focused on completing studio construction (still under way as of late last week) and working out bugs that will undoubtedly develop.

"We'll probably drop a satellite feed, and everybody will say 'See, they can't do news; they weren't ready.'"

"I'll still be problem-solving for a few weeks," Mr. Ailes said.

After that, he said, "It's a piece of cake."#

# Time Warner-Turner merger's first effect likely seen overseas

BY DIANE MERMIGAS  
FINANCIAL EDITOR

The first byproduct of this week's anticipated Time Warner and Turner Broadcasting System merger will likely show up abroad where content from both companies will be rigorously packaged, marketed and sold.

Shareholders vote on the merger Thursday.

The promotion last week of Steve Heyer to president of TBS's worldwide sales, marketing, distribution and networks group underscores the attention Time Warner and TBS will give to bundling and expanding their content globally.

Mr. Heyer and Terence McGuirk, who will be chairman and chief executive of TBS when the merger is completed, will be key in leading the combined company's cable program expansion while providing support to Time Warner's existing international program efforts.

The Time Warner and TBS cable program services will be the largest revenue growth area of the new company, according to Mr. McGuirk.

"This is one of the fastest growing areas of the entertainment business. We are the largest player in the cable universe.

The Turner networks will probably have the largest growth perspective of any of the busi-

nesses Time Warner is in," he said.

TBS's cable operations attract about half of the advertising dollars spent on all cable networks. The demand for cable programming also has been bolstered by the boom in the direct-to-home satellite in the United States and abroad.

Although TBS and Time Warner officials decline to comment, TBS is expected to use its distribution, advertising and marketing expertise to assist new WBTV-The Warner Channel to launch overseas, particularly in the United Kingdom, where Rupert Murdoch's News Corp. has threatened to not carry the new service when it launches in November.

Time Warner so far has not agreed to clear Fox News on its cable system in the United States.

News Corp.'s refusal to clear TBS's CNN and Cartoon Network services on its influential Sky systems in the United Kingdom and Asia has forced TBS on to lesser competing satellite systems.

If that situation persists, it could adversely affect the merged company's program expansion abroad. But as satellite services digitize, the company thinks it has vast programming opportunities.

Sources say the companies also have discussed the creation of children's, ethnic and other niche program services or program blocks.#

# Post-merger news good for CNN

(Continued from Page 3)

Mr. Johnson continues to report to Ted Turner, now Time Warner vice chairman.

The merger has already generated a number of cooperative projects. CNN editors meet regularly with their counterparts at Time publications, and CNN and Sports Illustrated will launch a cable sports channel in December.

"There is not a very good history of projects working out between print and TV, and we'd like to demonstrate that this can work," he said.

## Let the battle begin

The Oct. 7 launch of the Fox News Channel, the third 24-hour service, escalates the turf war for the few but fiercely courted news viewers. And CNN, which has had the game to itself for 16 years, enters a new competitive world.

"Welcome to the fray," says Mr. Johnson to his new rivals, on whom he keeps a close watch, sneaking a peek every few seconds at the bank of video monitors that line his office wall.

He praises MSNBC for its graphics, its sets and talent, especially Tim Russert, whom he recognized for breaking a number of significant stories.

As for Fox: "I know and respect [Fox News Chairman] Roger Ailes. He's creative and highly competitive, and they're recruiting some fine journalists there."

Mr. Johnson declines to counter the barbs hurled his way by FNC rivals and says he had no input into Time Warner's decision against carrying the Fox channel on its Manhattan cable system.

## We'll get you one way or another

So far, CNN is holding its own against three-month-old MSNBC. An unofficial report leaked to reporters last week gave CNN a 0.6 household rating within its near 70-million household universe, while MSNBC pulled a 0.1 among its 20 million.

Mr. Johnson is looking for different distribution avenues to extend the brand.

The December launch of CNN/SI sports news network will be followed in March by a new Spanish language service in Latin America.

"I have always thought this was a 99-round battle, and we've just started the first round," Mr. Johnson said, glancing at the TV monitors on the wall.#

# RTNDA priority: Hang on to audience

BY JON LAFAYETTE  
NEW YORK BUREAU CHIEF

NEW YORK—Keeping the news audience in front of the tube will be part of the focus at next week's Radio-Television News Directors Association convention in Los Angeles.

Slippery newswatchers are defecting to new information mediums, creating more of a challenge for the TV news industry.

CBS News President Andrew Heyward, who will give the opening night address, said he plans to talk about the reasons network news has lost audience besides the increased competition of cable.

"I think there are some ways in which we've lost touch with what the viewers expect of us, want from us and deserve from us," Mr. Heyward said.

"This is not going to be pie in the sky. I'm looking at things that we could be doing better that would actually serve the public better and also make us more successful."

At the RTNDA, Mr. Heyward noted there is "a worthy tradition in these speeches, which is you set lofty goals and you invoke the name of Murrow and you talk about the ideals of the business. That's very worthwhile and important, but I also want to look at it in a very businesslike way."

The RTNDA convention, for the third and last time, will be part of the World Media Expo. Also meeting will be the Society of Broadcast Engineers, the Society of Motion Picture and Television Engineers and the National Association of Broadcasters Radio Show. In '97, the groups meet separately.

Last year's Expo attracted 14,239 in New Orleans, down from 20,000 the year before.

The RTNDA said that because of the site, pre-registration was running somewhat behind last year's. NAB said it has instituted new programs to attract registration, and it was running ahead of last year.

Both groups expect substantial walk-ins with their meetings in Los Angeles.

"The good news this year is that the business is in pretty good shape," said RTNDA President David Bartlett. "But that doesn't mean we're not being challenged by change."#

## Major events

### MIPCOM

Cannes, France, Oct. 7 to 11. Info: Barney Bernhard, 212-689-4220.

### CES Mexico '96

Mexico City, Mexico, Oct. 8 to 10. Info: Gary Shapiro, 703-907-7500.

### World Media Expo

Los Angeles, Oct. 9 to 12.

Info: Patti McNeill, 202-429-5350.

### MIP Asia

Hong Kong, Dec. 5 to 7. Info: Barney Bernhard, 212-689-4200.

### Western Show

Anaheim, Calif., Dec. 11 to 13. Info: Caryn Shriner, 301-206-5393.



# Small-market station deals vex WB affiliates

BY MICHAEL SCHNEIDER  
STAFF REPORTER

LOS ANGELES—As The WB works to strike deals in smaller markets with its "network-in-a-box" WeB cable channel concept, some sticky stipulations have stations scratching their heads.

Although WB executives have said that Chicago superstation WGN would drop WB programming by fall 1997, a contract sent to small-market stations includes wording that could keep The WB on WGN for longer than expected.

That might upset some larger-market WB affiliates, many of whom have been irate at having to compete with WGN's cable signal. WGN has been crucial to The WB's distribution, making up about 19 percentage points of The WB's overall 84 percent nationwide clearance.

obtained by ELECTRONIC MEDIA, calls for WGN to drop The WB nationally only after the WeB has penetrated 75 percent of "national viable cable households," presumably meaning the 100-plus markets where the WeB will be distributed.

Of the 9 million cable homes in the combined 100-plus markets, that means 6.9 million homes must first have access to the WeB before WGN drops The WB nationwide.

Therefore, some cable systems in smaller



JAMIE KELLNER  
WB chief

markets could potentially end up carrying two outlets with WB programming: WGN and the WeB. And regular WB affiliates will still compete with WGN for the time being.

"I would hope that it would not be pushed back [from fall, 1997]," said Max Lummis, general manager at WB affiliate KPLR-TV, St. Louis, of the WGN timetable.

WB chief Jamie Kellner admitted that WGN might continue to carry The WB a little longer than expected until WeB reaches full steam.

"It's going to take time to do this," Mr. Kellner said.

Meanwhile, the WeB's financial setup has some potential suitors concerned. According to the contract, stations will pay local cable operators up to 10 percent of their total gross revenue; also, during the first two years of the WeB, the

contract allows The WB to recoup its total investment, including all hardware, promotion, general operation and programming costs. It's only then that stations will receive 25 percent of the remaining gross revenue, if any remains.

"I'm not sure that would be something that would be acceptable," said Bill Evans, general manager at KESQ-TV, Palm Springs, Calif. "I'd imagine that this is how they'd [The WB] like to have it... but I think a lot of stations are going to have a lot of questions."

Mr. Kellner said that the contract contains safeguards that will "ensure the full potential of profitability of each WeB."

"The station will recoup its money much faster than WB," Mr. Kellner said. "Do you expect a new station to turn a profit in its first year? No. Second year? Likely. Third, fourth year? Yes." #

## Must-carry case in High Court a nail-biter

(Continued from Page 1)

ers don't have a following over the air anyway. They take up important channel capacity that other programmers need," said Dan Brenner, vice president of law and regulatory policy for the National Cable Television Association.

Mr. Brenner believes the belly-aching by broadcasters is overblown.

"The vast majority of stations are already covered by retransmission consent. Ninety percent of all stations, covering 98 percent of all viewing, will be unaffected by must-carry," Mr. Brenner said.

But broadcasters counter the rule is needed to save small stations from extinction.

"Must-carry established a bedrock principle: that competitors in the video distribution business cannot use control of their gateway to deny access," said Jack Goodman, vice president, policy counsel for the National Association of Broadcasters.

While independent stations sweat out the decision, many public broadcasters express even graver concern, especially in markets in which more than one public signal is available.

The present case, Turner Broadcasting vs. FCC, has been around the block already. A federal court upheld the rule in 1993, but last year the Supreme Court sent it back for more study. Last December, the lower court again ruled in favor of must-carry.

On Monday, the result of three years and millions of dollars in legal and lobbying costs boils down to 60 minutes.

No decision is expected before early 1997.

Asked last week his take on the question, Liberty Media Chief Executive Officer Peter Barton removed a coin from his pocket and asked, "Are you a betting man? This could go either way." #

## HBO drawn to cartoons, but for grown-ups

(Continued from Page 48)

In addition, the programmer expects to benefit from the aftermarket sales and merchandising opportunities.

"We're looking at the full gamut of ancillary windows and we'll try to be as entrepreneurial as we can," Mr. Zlotnik said.

The animated programs, which run 26 minutes, will be shown over consecutive

## Producers, politicians exchange threats

(Continued from Page 48)

he said.

During the discussion, sponsored by the Academy of Television Arts & Sciences, industry members said they feared a ratings system would lead to bland program development.

"In the next 20 years, we will see a substantial decline in the caliber of content," Mr. Wells said.

"This will have a real chilling effect on what we can actually sell."

Ms. Kauffman added: "When you block out shows that are socially responsible, ideas are going to be blocked out. Not just images, not just words, but ideas."

"I resent the implication that what we've done has made our world worse," she said.

Under the current plan, show producers, studios and networks will join forces to rate their own programming.

Mr. Bochco said he'll have none of it.

"I don't want that job," he said.

"It's like asking me which of my kids I like best. I'm probably the least objective about my own show. If I do it, there's gonna be a firestorm of objection."

Like it or not, Sen. Lieberman said, public opinion surveys suggest that households are concerned with television content.

"When you put on shows on what used to be the family hour that have more sex out of marriage than in marriage, that has an effect on the millions of kids and others watching it," Sen. Lieberman said.

"During the family hour, we're talking about subjects like masturbation and orgasm over and over again."

"The people who determine what goes on television are more powerful than any member of Congress or any senator in determining the values of this country," he said.

"I'm not looking for a silver bullet. I'm looking for a sense of partnership," the senator said. #

## Sony scrambling with management issues

(Continued from Page 3)

The TV operations will generate about two-thirds of SPE's anticipated \$300 million operating income this year.

Although company officials decline to comment, industry sources said SPE could announce as early as this week a new partnership with TCI aimed at rolling out new program services worldwide.

SPE also is said to be negotiating with French-owned Canal Plus and Television Par Satellite to supply programming.

Mr. Idei, who has spent an inordinate amount of time in New York wrestling with SPE matters, is expected to move

one of his top deputies, Yuki Nozoe, Sony Corp. executive vice president, from New York to Los Angeles, sources said.

Mr. Nozoe will be asked to keep closer tabs on SPE's operations in his reporting directly back to Mr. Idei, who is based in Japan.

SPE generates about 7 percent of Sony Corp.'s \$43 billion in annual global revenues.

Sources said Mr. Idei has been discussing selling minority equity partnerships in SPE to the likes of General Electric, TCI or Silver King Communications after the SPE unit is back on track. #

## Cable raking in political ad dollars

BY LEE HALL  
STAFF REPORTER

CNN's Larry King helped make Ross Perot a household name in 1992. Bill Clinton's appearances on MTV helped him secure the votes of young Americans. And now, cable operators are reaping a small windfall in political ad dollars.

"We are seeing huge increases," said Bruce Ferguson, vice president of local ad sales for the Cabletelevision Advertising Bureau, which projects that political ad spending will hit \$35 million by November, nearly four times the level of 1992.

While that figure represents but a drop in the bucket when compared with total ad spending, many operators say political dollars are a welcome addition come budget time.

"In the past we didn't really budget for it; we considered anything we got as gravy," said Catherine McConnell, general manager of Northwest Cable Advertising. "Now we can count on getting our share."

The Seattle interconnect has invested time and effort over the years to educate candidates and their consultants on cable's advantages, holding seminars and preparing "How to Buy Cable" workbooks to simplify the buying process.

"Cable is no longer an experiment for candidates," said Bruce Mentzer, president of Mentzer Media Services of Towson, Md., who has plotted media strategy for dozens of office seekers.

"We've had state candidates who've raised \$200,000 but who couldn't afford to buy broadcast television. Cable works very well for them, and they can target much more effectively," he said.

That may be the strongest argument of all.

The cable industry's \$300-million investment in digital insertion equipment allows operators to help a candidate pinpoint a desired audience both demographically and geographically.

Cable's digital difference offers an additional benefit many broadcasters haven't yet matched: quick turnaround.

"The ability to get copy off the air quickly is just as important as getting it on the air, and digital makes that possible," said Bob Ware, who handles political ads for Cable Networks Inc. #



**AT PRESS TIME**

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out of third place in the news race. (Meanwhile, CBS's New York station, WCBS-TV, also in last place, fired seven members of its on-air news team in an on-air shakeup. (See Page 3)

**FCC eyes liquor ads**

WASHINGTON—FCC Chairman **Reed Hundt** Friday announced that he is planning to "consult" with his staff and colleagues immediately to discuss "appropriate procedures for responding" to Seagram's recent decision to advertise hard liquor products on TV. Mothers Against Drunk Driving complained about the situation in a letter to President Clinton. Among other things, MADD urged FCC hearings and endorsed a rule limiting all ads for alcoholic beverages to after 10 p.m.

**Perot camp gets jolt**

WASHINGTON—In another blow to Reform Party presidential candidate **Ross Perot**, the FCC ruled Friday that the Big 4 networks are not obliged to sell additional time to the Texas billionaire. Russell Verney, the campaign's national coordinator, said Mr. Perot would probably shift his focus to buying time on local television stations and cable.

**'Walker' hits 99%**

LOS ANGELES—Columbia TriStar Television Distribution announced it has cleared "**Walker, Texas Ranger**" on 220 stations, representing 99 percent of the country. The weekly hour drama, which is cleared for weekend access or late fringe in most markets, has been sold to KABC-TV, Los Angeles; WPWR-TV, Chicago; KTVU-TV, San Francisco; and others.

**Nathanson goes to Fox**

LOS ANGELES—**Greg Nathanson**, general manager of KTLA-TV here, was named executive in charge of development for Fox Television Stations and Twentieth Television. Replacing Mr. Nathanson at KTLA is John Reardon, who was station manager.

**'Friends' get dough**

NEW YORK—After tense negotiations, the stars of the NBC hit "**Friends**" have reached agreements that will bring their salaries to nearly \$100,000 per episode, according to TV Guide. #

## HBO drawn to cartoons, but for adults

**BY ELLIS SIMON**

SPECIAL TO ELECTRONIC MEDIA

Joining others pumping money into the genre, HBO last week created a new animation production unit to fill an untapped niche in adult-oriented programs—some of which will feature cartoon nudity.

Carmi Zlotnik, HBO vice president, original programming, production and creative affairs, said adult-oriented animation is an unserved market in which "HBO could make a name for itself."

HBO Animation's initial efforts consist of two six-episode series slated to run next spring. "Spawn," an adaptation of Todd McFarlane's hit comic book, is a serial with recurring characters. "Spicy City" is an anthology series based on the pulp novels of the 1930s and 1940s.

Its creator, Ralph Bakshi, directed "Fritz the Cat," the first X-rated animated feature, in 1971.

The pay cable programmer elected to form its own animation unit because it could not find a studio with the expertise it required. "It wasn't our first option since it is also the toughest, but we wanted to do this and we didn't want to be deterred," Mr. Zlotnik said.

By creating the unit, HBO joins a growing club of media firms that are hiking their investment in animation. The group includes Disney, Fox, DreamWorks and Viacom, which recently announced a \$420 million, five-year cartoon commitment for MTV Networks.

The stepped-up activity has increased demand—and paychecks—for top animation talent.

However, HBO officials contend that the creative freedom they can offer by producing adult-oriented fare will enable them to recruit their share of the best and brightest.

"We're providing creative freedom they can't get anywhere else," said Catherine Winder, vice president, HBO Animation.

"They can push their work to the limits in terms of visuals and story concept," she said. "If a character is going to die, you'll see the character die. If the scene calls for nudity, you're going to see it. No longer will artists be required to draw fuzzy rabbits."

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## Producers, pols exchange threats

**BY MICHAEL SCHNEIDER**

STAFF REPORTER

LOS ANGELES—While the task force on content ratings aims to hammer out a system by December, Hollywood's creative community and Washington politicians remain fiercely divided on the issue of television blocking devices.

At a panel discussion featuring representatives of both sides, producers, including "NYPD Blue's" Steven Bochco, "ER's" John Wells and "Friends'" Marta Kauffman, expressed their outrage at the v-chip.

Meanwhile, Rep. Edward Markey, D-Mass., and Sen. Joseph Lieberman, D-Conn., replied that the industry should stop whining.

Speaking via satellite from Washington, Rep. Markey and Sen. Lieberman told the writers and producers that Congress might enact harsher content guidelines if the industry doesn't cooperate with a ratings plan.

"If you keep on down this road, in a state of denial, there's a group of folks behind Ed Markey and me who don't have the same concerns for the First Amendment that we do," Sen. Lieberman said.

"I think the denial that I've heard is not only dispiriting, but it's not representative of what I begin to see as a change occurring in television," he said.

William Blinn, chairman of the Caucus for Producers, Writers and Directors, shot back: "If that's not an implied threat, I don't know what is an implied threat."

Motion Picture Association of America Chairman Jack Valenti, who heads the task force on content ratings, said he didn't expect Congress would enact harsher laws against television.

"Once anyone intrudes on that First Amendment, we're going to be in federal court in a nanosecond,"

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Sen. Joseph Lieberman says: Stop whining.

## NBC station to do news for WB in Miami

**BY JON LAFAYETTE**

NEW YORK BUREAU CHIEF

NEW YORK—NBC-owned WTVJ-TV, looking to expand its news turf in Miami, will take on powerhouse Fox affiliate WSVN-TV by producing a 10 p.m. (ET) news for The WB affiliate WDZL-TV beginning next year.

WTVJ General Manager Don Browne said his station is being paid an undisclosed fee by WDZL and will receive a promotional announcement at the end of the newscast, urging viewers to tune to WTVJ's 11 p.m. news.

The 18-month deal will be automatically renewed for another 18 months if ratings reach agreed-upon levels.

"It extends our ability to do news in more dayparts," Mr. Browne said.

"It's an opportunity to do more journalism and find more ways to distribute the product," he said, pointing to the station's six-month-old partnership with the Miami Herald in which the station and newspaper work cooperatively on some reporting, polling and promotion.

The 10 p.m. newscasts will be identified as WDZL's but Mr. Browne said that WTVJ talent will be featured.

WSVN-TV, the Miami station whose in-your-face style of news has made it the focus of national debate, is not worried about the new competitor in the 10 p.m. race.

"Fortunately, we have a very large and highly successful news operation and the fact that the UHF station wants to do 30 minutes at 10 p.m. doesn't bother me at all," said Ed Ansin, station owner.

WDZL is being acquired by Tribune Broadcasting Co. as part of its purchase of Renaissance Communications.

Although Tribune stations usually have their own news operations, Mr. Browne said there are good reasons for outsourcing news in Miami, which is a market with a unique flavor.

WDZL General Manager Harvey Cohen said, "I think there's room for a second newscast. Lifestyles are changing and that 10 o'clock area is going to grow." #

**QUOTE OF THE WEEK**

**"It's like asking me which of my kids I like best."**

—Steven Bochco about the content ratings plan, under which producers, studios and networks would be expected to rate their own programming.

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