

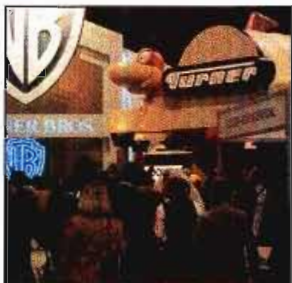


JAN 31

# Broadcasting & Cable

The Newsweekly of Television and Radio

## TELEVISION



**NATPE: Show and sell in Miami 6**

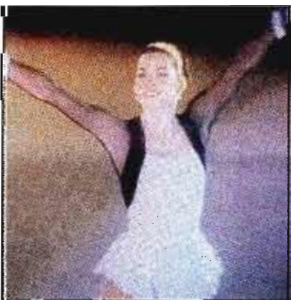
## REGULATION



**Hundt gets tough on TV violence 10**

**Ervin Duggan and the transition from M Street to Sesame Street**

## ADVERTISING



**CBS begins Olympic promo blitz 52**

124 No. 5  
63rd Year 1994 \$2.95  
A Cahners Publication

\*\*\*\*\*3-DIGIT 574  
BC241063 NOV94 REG287  
NORTHERN STATE UNIV  
LIBRARY  
ABERDEEN, SD 57401

RECEIVED

FEB 01 1994

NSU LIBRARY

# NEW BEGINNING AT PBS



**"When ENT came along we knew how well we could do with a solid hour of saleable clean television in access. That's the reason we're getting out of the tabloid business in the family hour..."**

**TERRY CONNELLY**  
VICE PRESIDENT & GENERAL MANAGER  
WSYX, Columbus





Sold For Two  
Years Firm In Over  
53% Of The Country.

"For the last few seasons we've programmed 'Entertainment Tonight' back-to-back with tabloids in access, giving us the opportunity to compare these two advertising environments. The reality was we had a much harder time selling tabloids than the advertiser friendly entertainment genre.

With tabloids, a portion of our local and national advertiser base was eliminated, and that impacted our access CPMs. When ENT came along we knew how well we could do with a solid hour of saleable clean television in access. That's the reason we're getting out of the tabloid business in the family hour and pairing 'E.T.' with Entertainment News Television.

Our news and station image is something we can't afford to tarnish, no matter how high the rating of our tabloid access strip. So when we saw the opportunity, we acted quickly and acquired ENT for what could be the most lucrative hour on our station."

**TERRY CONNELLY**  
VICE PRESIDENT & GENERAL MANAGER  
WSYX, Columbus

# ENT

ENTERTAINMENT NEWS TELEVISION

**TIME TELEPICTURES**  
Television



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION  
A Time Warner Company  
© 1994 Warner Bros. All Rights Reserved.



# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK



Senator Paul Simon has been out in front in trying to ease violence on television. / 12

### Violence issue comes to a head

While FCC Chairman Reed Hundt tried to reignite the debate over TV violence, the heat actually may ease on Capitol Hill. Senator Paul Simon, who has been at the forefront of the issue, promises that if the industry agrees to monitor its program, he will not legislate a TV violence monitoring office. / 10

### Heat from Hill may break

Capitol Hill is likely to drop the violence issue—at least for the time being—with announcements expected this week from cable programmers and broadcasters that they will conduct an annual review of their programming for violent content. / 12

### Program bazaar

It was the most active NATPE International convention in years. At least a dozen new shows popped up and distributors reported brisk business. A number of factors were credited for the strong showing, including an uptick in the economy. / 6

### Paramount, Warner Bros. vie for affiliates

Over the last two weeks, Paramount has added six stations to its lineup for a fifth network, but a takeover by QVC could put the kibosh on the whole effort. / 8

### Fox pumps up sports coverage

Fox affiliates agreed to give as much as \$30 million annually to help finance the network's new NFL coverage in the form of retransmission-consent money and prime time ad spots. And Fox is building up its sports staff from CBS ranks. / 14

## COVER STORY

### Duggan: new kid on the PBS block

Incoming PBS President Ervin Duggan says he will do whatever it takes to make sure PBS has enough money for *Sesame Street* and its other signature programming. He says the key is to get the money without succumbing to the same "commercial imperative" that has made commercial TV what it is today. / 16

### "Nature" of public TV

Public broadcasters agree that public television needs more money to create national programming, but no one seems to know where to find it. They are casting a wide net in search of the elusive dollar. / 20

chairman of Time Warner. "The rise of interactivity will be a defining moment in the evolution of television," he contends. / 24

### Late night grows into first-runs

After several years of the daypart's being dormant, syndicators have targeted late night with an array of first-run strip projects, including *The Newz* and Brandon Tartikoff's *Last Call*. / 28

### Sony, HBO Ole to launch second service

Sony Pictures Entertainment has become a full partner in HBO Ole. The deal is designed to expand HBO Ole's services while giving Sony another outlet to showcase its product. The partners will launch a second service that will feature Sony films. / 35

## PROGRAMMING: NATPE '94

### Variety, identity keys to digital future

The keys to success in the digital, interactive future are to embrace the technology, establish a brand identity and give viewers the variety and quality of programming that they increasingly will be empowered to demand, says Gerald Levin,



### Shopping to the hits

Beginning in April, MTV, VH-1 and Nick at Nite will begin testing home shopping shows that sell recorded music, concert tickets and other entertainment-related products. If all goes well, MTV Networks will launch a standalone shopping service. / 38

**"We regard ourselves as the little guy."**—TCI Chairman John Malone, explaining why TCI wants to merge with Bell Atlantic

JAN. 31, 1994

## AP video going international

The Associated Press is entering the video age. The 146-year-old news cooperative is launching an international video service on Nov. 1. Testing will begin this summer. / 39

## TECHNOLOGY

### Cable awaits next-generation converters

Despite delays, the next generation of set-top cable converter boxes is on the way. Though they likely will be replaced 10-15 years down the road, top system operators remain committed to the new boxes as an interim technology. / 43

### Hearst, Videotron join forces

The Hearst Corp. is investing \$20 million in a new cable system that will offer advanced interactive television to 34,000 Canadian homes by 1995. Hearst plans to provide business directories and other information services that can be updated daily. / 43

## BUSINESS

### Bell Atlantic seeks long-distance entry

Bell Atlantic has told the Justice Department that unless it can enter the \$52 billion long-distance telephone business, its \$30 billion merger with TCI cannot go forward as planned. / 44

### Superhighway spending to mount

MSOs and telcos will spend "big bucks"—\$25 billion to \$35 billion—to market the information superhighway, according to analyst David Londoner. Meanwhile, program producers are worried about whether broadband plant owners will favor their own product. / 44



### On the Cover:

**PBS, under Ervin Duggan's wing, will continue to cultivate "the daring," he says. He makes the leap from FCC commissioner to PBS president this week with the promise to "rattle tin cups" or do whatever it takes to secure funding for the service. / 26**  
Photo by Don Perdue

## RADIO

### Does Cox own too much?

An Atlanta radio ownership battle has taken an intriguing turn, with Jacor Communications arguing that Cox Communications should not be allowed to buy a third station there because Cox dominates the market. / 46

**Disasters such as the L.A. earthquake actually can benefit radio stations. / 48**



### Disasters can bring benefits

While broadcasters in L.A. say it's too soon to tell what impact the recent earthquake will have on business, other natural disasters have shown that radio sometimes benefits. Businesses intent on getting their post-disaster messages out quickly often turn to radio first. / 48

## WASHINGTON

### Hill raises hurdles

Bowing to pressure from House leaders—and unable to find a congressional sponsor—the Clinton administration is delaying the introduction of its telecommunications package. Leaders were worried that an administration bill could slow down their own legislation. / 49

### Malone's superhighway: Coke or Pepsi?

TCI President John Malone says the information superhighway will come down to two companies offering similar bundles of interactive services and fighting for brand recognition and market share. / 50

## ADVERTISING & MARKETING

### Winter Olympics warm-up

CBS is airing a huge promotional campaign for its upcoming winter Olympics. The ads feature on-air personalities and athletes, including figure skater Nancy Kerrigan, and are designed to position the sports coverage as "must-see television." / 52

### ESPN unmask professional hockey

Betting that hockey will soon follow the NBA as the marketing darling of professional sports, ESPN is running a campaign featuring the National Hockey League and its players. / 53

|                      |    |
|----------------------|----|
| Changing Hands ..... | 44 |
| Closed Circuit ..... | 69 |
| Datebook .....       | 64 |

|                        |    |
|------------------------|----|
| Editorials .....       | 70 |
| Fates & Fortunes ..... | 66 |
| Fifth Estater .....    | 65 |

|                      |    |
|----------------------|----|
| For the Record ..... | 61 |
| In Brief .....       | 68 |
| Masthead .....       | 70 |



# Top of the Week



## NATPE INTERNATIONAL



*Upbeat program bazaar boasts record attendance; only cloud was violence issue*

**By Steve McClellan, Steve Coe  
and Mike Freeman**

**I**t was the most active National Association of Television Programming Executives International Convention in years. At least a dozen new shows popped up at last week's gathering in Miami Beach (see page 8), and distributors reported brisker business than at any NATPE convention in recent memory.

"This is my 17th NATPE, and Tuesday and Wednesday were as busy as I've ever seen it," said Greg Meidel, president, Twentieth Domestic Television.

"Overall, it's been terrific," said Barry Thurston, president, Columbia Television Distribution, who expected more than 60% renewal for *The Ricki Lake Show* by the end of last week.

Thurston credited the strong show-

ing to a number of factors, including an uptick in the economy and stations having more time for program acquisition: "The advertising business is strong, and issues facing stations in the past have been resolved, whether they liked the results or not. The economy and the business got better, and stations [are] more confident."

Bruce Johansen, president of NATPE International, reported that attendance tallied just over 11,000 registrants, passing last year's record of 10,450 in San Francisco.

There was concern that attendance would shrink because of a rash of violence against tourists in Miami, but Johansen figured the final attendance figure would top 12,000 once on-site registrations were tallied. NATPE spent a little more than \$100,000 on additional security measures and shut-

tle bus service, he said.

International attendance was 10%-15% higher than the approximately 1,200 attendees last year, Johansen said.

More station sales managers visited the exhibit floor, most drawn to the new infomercial pavilion and the time-period dollars those media buyers had to offer.

There also were major announcements on new international ventures from Telemundo and Reuters (story, page 34), USA Networks and others (story, page 35).

### **Fifth-network plans advance**

In addition to program sales, the battle to launch a fifth network advanced at the show, with each side reporting gains (story, page 8).

Attendees also heard much about



**Arthel Neville**, one of two hosts for WB's show business magazine, scheduled for fall launch



**Joan Rivers** of Tribune's 'Can We Shop?!', a talk/home shopping show



**Michael Chiklis** of Cannell's 'The Commish' also made an appearance at NATPE



**Suzanne Somers's** new daytime talk show will be available this fall from MCA

the emerging information superhighway from many of the executives involved, including keynote speaker Time Warner Chairman Gerald Levin (page 24) and TCI's Brendan Clouston (page 33).

The one issue clouding the upbeat nature of the annual program bazaar was the threat of government intervention over the violence in programs. FCC Chairman Reed Hundt said that he will force the issue if television programmers don't address it. The industry's response: We're a scapegoat (page 10).

Syndicators surprised attendees with several new strips, including a court show from Viacom, *I Accuse!*, Columbia Pictures Television's *The Newz*, and Grove Television's home shopping game show *Incredible Mall*. Clearances for each were close to or more than 50% of the country.

On the talk show front, both Twentieth Television's *Gordon Elliott* and Multimedia's *Susan Powter* came out of the convention with roughly two-thirds of the country cleared.

Two court/talk hybrid programs, *Jones & Jury* from Group W and *Judge & Jury* from Buena Vista Television, left the convention with 60% of the US cleared.

MCA was proceeding with all deliberate speed with *Suzanne Somers*. The company has confirmed deals with WCBS-TV and KCOP-TV Los Angeles.

#### **'ENT' gains ground**

The two major access aspirants each gained some ground, with Warner Bros.' *ENT* and Paramount's *The New Price Is Right* adding to their access

time period lineups.

*ENT*, which came to Miami with approximately 60 markets cleared, signed another 30 stations during the convention, according to Scott Carlin, senior vice president, sales, Warner Bros. Domestic Television Distribution. Among the markets cleared last week were WMAQ-TV Chicago, WCAU-TV Philadelphia and WJLA-TV Washington, all network affiliates. The signing of WJLA-TV completed the top 10 markets for the company.

Carlin declined comment on continued suggestions by competing syndicators that Warner Bros. is "giving the show away to stations to guarantee clearances," and that WMAQ got the show on an all-barter basis.

Carlin did say that the cash element of the marketing plan is clearly secondary to the barter element. "Seventy percent of our revenue will come from the barter time," he said. "These are going to be very valuable spots."

As for scheduling the show in Chi-

cago, Carlin said it will clear in access or late fringe. Overall, Carlin anticipates 50%-60% of *ENT*'s final clearances will be in access.

*The New Price Is Right* is trying to elbow its way into access and become the third game show in the time period, along with *Jeopardy!* and *Wheel of Fortune*. As of last Thursday, its numbers were 78 markets covering more than 50% of the country. Steve Goldman, president, Paramount Domestic Television, said it is doubtful both new entries will survive in the most competitive daypart in syndication.

"If one of these two new shows works this year, it'll be even tougher next year," Goldman said. "Maybe both won't. But if one does, you can forget about access until 1996-97."

In other news from NATPE:

■ Twentieth Television reported that its new weekly show *Trauma Center* has cleared in 55% of the country. The company also said the revamped *Current Affair* was renewed



**'The New Price Is Right' will challenge the highest-rated game shows in the most competitive daypart in syndication**



## New shows at NATPE

The majority of new shows introduced at this year's NATPE were targeted for daytime, late-night and weekend use, where recent developments have created more demand for product. Most are strips. Among the offerings:

| Show                                         | Company         | Genre                       | Terms              | Premiere         |
|----------------------------------------------|-----------------|-----------------------------|--------------------|------------------|
| <b>I Accuse!</b>                             | <b>Viacom</b>   | <b>Court</b>                | <b>Barter</b>      | <b>Fall</b>      |
| <b>The Newz</b>                              | <b>Columbia</b> | <b>Comedy</b>               | <b>Barter</b>      | <b>Fall</b>      |
| <b>Incredible Mall</b>                       | <b>Grove TV</b> | <b>Game/<br/>Home shop.</b> | <b>Barter</b>      | <b>Fall</b>      |
| <b>The Drive</b>                             | <b>Viacom</b>   | <b>Drama</b>                | <b>TBA</b>         | <b>Fall 1995</b> |
| <b>Zooing: Esc. to the Wild<br/>(weekly)</b> | <b>Koch</b>     | <b>Reality</b>              | <b>Barter</b>      | <b>Fall 1995</b> |
| <b>High Tide</b>                             | <b>ACI</b>      | <b>Action hr.</b>           | <b>7 min/7 min</b> | <b>Fall</b>      |

for the next two seasons in 70% of the U.S. Twentieth's first-year talker *Ber-tice Berry* scored its highest NTI rating the week of Jan. 17, with an average 3.0.

■ Columbia Pictures Television reported that its new weekly drama *Forever Knight* has cleared 60% of the

country for fall. CPT's first-year talk show *Ricki Lake* is renewed for year two in 70%.

■ ITC has cleared a one-hour magazine special based on the *National Enquirer* in 45% of the country. Stations clearing the show include all of the independents in the Chris Craft group,

WXYZ-TV Detroit and KBHK-TV San Francisco. ITC hopes to expand the special (airing in March and April) to a weekly show in the fall and to strip the following year. One major advertiser clearing the special: Kimberly-Clark.

■ Group W said that its new game show for fall, *Truth or Tabloid*, has cleared 70% of the country. The show is hosted by former *New York Post* editor Jerry Nachman, who previously was vice president, news, NBC station group.

■ Grove Television reported clearances from NATPE for its new slate: *Space Police* (55%), *Tough Target* (50%), *Heart and Soul Tonight* (42%), and *Living Well* and *The Incredible Mall* (both 45%).

■ Pandora sold a package of five *Japanimation* movies to the Sci-Fi Channel. The company reported strong sales for its new weekly, *Computer Guy*.

■ Koch Communications has cleared its new weekly barter kid/teen animal show *Zooing: Escape to the Wild* on the Hearst Station group. A one-hour special airs in April, with the weekly series slated for fall. ■

## Paramount, Warner Bros. vie for affiliates

By Mike Freeman

**P**aramount may have gained some momentum in its fifth-network lobbying campaign last week when it secured four independent TV stations, but industry watchers are waiting to see whether a winning bid for Paramount by Barry Diller's QVC Network at this Tuesday's deadline will put the kibosh on the network effort.

Marking the first NATPE convention-floor presence of the two competing fifth-network hopefuls, Paramount Network executives sought to put a heavy spin on the affiliate pickups, while Warner Bros. Network honchos stood firm in their contention that cable superstation WGN-TV Chicago gives the hybrid broadcast/cable network 73% coverage of the U.S.

Paramount signed stations in markets where a single independent was available for affiliation. Clear Channel Television committed WLMT-TV Mem-

phis and KTFO-TV Tulsa. Mercury Broadcasting also converted KASN-TV Little Rock, Ark., and WJTC-TV Mobile, Ala., into Paramount affiliates.

During the past two weeks Paramount has added six stations to its lineup, including KTVD-TV Denver and KAIL-TV Fresno, Calif., bringing its total to 25 affiliate markets representing 44% of the country. Paramount TV Group Chairman Kerry McCluggage remains confident that the network will achieve 70%-75% U.S. coverage through straight broadcast clearances.

"I don't think the race [to pick up more affiliates] will be over for another several weeks," McCluggage says. When asked whether the network is in jeopardy if Diller, who has said that he would sell the Paramount Stations Group and dissolve the network effort, succeeds in getting Paramount, McCluggage said, "We're moving forward with our commitment to sta-

tions."

Meanwhile, Warner Bros. Net has not signed any new affiliates in several weeks, but network president Jamie Kellner holds steadfastly that the WGN-TV cable link, combined with other anticipated station deals, will put the network over the 80% coverage range. Numerous syndication executives at earlier NATPE panel sessions, however, questioned the strength of the Tribune flagship's cable penetration and whether it would dilute the national advertising rates WB Net could charge.

"Those syndicators have their own agenda, and I really don't think it is fair to dismiss the kind of delivery and promise that national cable buys offer advertisers," Kellner said. "This is going to be a day-and-date, in-pattern network that is going to give advertisers the opportunity to reach first-time cable viewers to broadcast network-quality programming." ■



# TEKWAR™

## How's this for action?

New York WPIX +55%

Los Angeles KTLA +23%

Philadelphia WGBS +40%

San Francisco KOFY +350%

Boston WSBK +20%

Washington, D.C. WDCA +67%

Dallas KTVT +13%

Detroit WXON +30%\*

Houston KHTV +233%

Atlanta WGNX +67%

Cleveland WUAB +64%\*

Seattle KSTW +44%

Minneapolis KTN +86%

Tampa WTOG +44%

Miami WDZL +225%

St. Louis KPLR +129%

Sacramento KRBK +160%

Phoenix KPHO +167%

Denver KWGN +88%

Baltimore WNUV +71%

Orlando WKCF +43%

San Diego KTTY +60%

Portland, O. KATU +94%

Milwaukee WTV +14%

Charlotte WJZY +17%

Cincinnati WSTR +43%

Kansas City KSMO +100%

San Antonio KABB +50%

### ACTION PACK™

**MCA TV**  
Advertiser Sales



# MCA TV

Source: NSI overnights wk. of 1/17/94  
vs. November '93 time period, share.  
\*Arbitron

© 1994 MCA TV. All rights reserved.



# Hundt hits television violence

*FCC chairman says industry must accept responsibility for shows that he is convinced induce violent behavior in children; programmers say they are being made scapegoats*

By John Eggerton

**R**eed Hundt last week reignited the debate over TV violence, warning broadcasters that he is prepared to aggressively enforce and defend laws aimed at curbing broadcast and cable mayhem.

"Scenes of violence fill the television," he said in a speech at the NATPE convention. "Children spend more time watching television than they spend at school. The violence they watch affects their behavior negatively to some measurable and meaningful degree."

(Evoking an earlier FCC chairman, Hundt referred to the "vast" problem of violence and lives lived in a "wasteland of crime.")

But like other government officials pointing the finger at TV, Hundt said he hopes that such laws will prove unnecessary and that the TV industry will voluntarily take steps to mitigate the violence.

"No TV set ever killed a kid," said Fox Broadcasting Chairman Lucie Salhany, leading the charge at NATPE for programmers who think they are being unduly blamed for the rising tide of violence in the country.

"We're a scapegoat, and we're all a little afraid to talk back because we're federally licensed," Salhany said. "No one is attacking the underlying problems."

Viewers ought to be the final arbiters



FCC Chairman Reed Hundt

ters of what stays on the air, said Walt Dehaven, vice president, KTXA-TV Dallas. "If programs offend the local community, they're off the air. That happens every day in local communities."

Government intervention amounts to censorship and would inevitably "spread from violence to sex to something else," said producer Bonnie Dore. "That's our biggest fear. How long before they tell us 'Macbeth' is too violent?"

Keith Samples, of Rysher Entertainment, questioned what Hundt called the "causal connection" between TV violence and violence in the street. U.S. programming dominates the TV schedules of many European countries

without producing "tragic" levels of violence, he said.

Hundt called cable's antiviolence plan a "watershed event" and said that broadcasting's promise to monitor programming violence was the "beginning of a breakthrough" (see box, page 12).

He also commended the Association of Independent Television Stations for establishing guidelines on violent programming and for recommending on-air advisories. But, he added, "I know you recognize that you have not fully addressed the problem."

Hundt gave the programmers three reasons that they should face up to their responsibility to control violent programming:

- "Numerous studies over more than 30 years have proved a causal connection between TV violence and real-life violence."

- "Denial would be disingenuous." Broadcasters' business, he said, is built on its ability to influence. "If a sitcom can sell soap, salsa and cereal, then who could argue that TV violence cannot affect to some degree some viewers, particularly impressionable children?"

- "The overwhelming majority of Americans already believe TV violence is a serious problem. I respectfully submit that any business makes a big mistake when it ignores the views of its customers."

In his speech, Hundt did not endorse any particular means for curbing TV violence. But in a subsequent appearance on NBC's *Today*, Hundt expressed skepticism about the so-called V-chip technology, which would allow parents to block programs with high levels of violence.

If Congress acts and the issue moves to the courts, the FCC will fight to win.

"We might argue...that the famous *Red Lion* ruling applies to any legislation protecting children from TV violence, because in *Red Lion* the Supreme Court said that the interests of television viewers are 'paramount,' " he said.

"And later, in the *Pacifica* case,

## NATPE offers antiviolence initiative

NATPE International's response to Chairman Hundt's call for action on TV violence: Let's study it. "TV has been indicted," NATPE President Bruce Johansen said, "but is it the culprit?"

The day following Hundt's speech, Johansen unveiled a plan to explore the "role and roots" of violence among children. The plan's major points:

- Town meetings in three cities during the next year, at which children will be asked to discuss violence and to "identify which elements of society" have the most impact on their lives.

- A satellite teleconference in the spring among TV stations to exchange ideas and attempt to determine what can be done to control violent programming at the local level.

- A "major international forum" at the 1995 NATPE conference to identify how TV is dealing with "the impact of societal violence involving children and young people."



All American Television  
PRESENTS

# PRIME CUTS

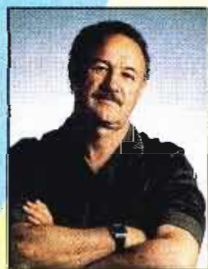
## Well Done

### COMING ATTRACTIONS 1

18 Major Theatrical Titles



Charlie Sheen  
"The Wraith"



Gene Hackman  
"Split Decisions"



Burt Reynolds  
"Heat"

## Rare

### NIGHT RATERS

15 M.O.W./Theatrical Titles



Ted Danson  
Ally Sheedy  
"We Are The Children"



Angie Dickenson  
"Stillwatch"



Beau Bridges  
"The Kid From Nowhere"

**PRIME Examples of Successful Feature Films...  
A Cut Above The Rest!**

**Available Now.**

Distributed by

**MMI**  
MULLER MEDIA, INC.

23 East 39th Street, New York, NY 10016 (212) 683-8220 Fax: (212) 661-0572



Justice Stevens wrote that any assertion that the viewer might avoid harm by turning off a show would be as unpersuasive as saying that the remedy for assault is to run away after the first blow."

Hundt suggested that the industry is at a fork in the road. It can develop its own "comprehensive, effective, economically feasible solution to TV violence," he said. Or, it can mimic auto manufacturers of the 1950s and 1960s

when they refused to recognize the link between car design and traffic fatalities. "One way is the path of denial and confrontation," he said. "The other way is the route to opportunity and renewal."

## Lawyers say leave TV violence alone

*Call proposed government regulation 'unconstitutional and unwise'*

By Kim McAvoy and Chris Stern

**F**irst Amendment advocates went on the offensive last week, arguing that government proposals to regulate TV violence are constitutionally flawed.

"For the government to plunge into the abyss of determining how much violence is too much violence and when certain programs may be shown is as unconstitutional as it is unwise," says Floyd Abrams, of Cahill, Gordon & Reindel.

"The underlying assumption of all these regulatory efforts is that Congress has the power to regulate violence on TV because it is TV," Abrams says. "There is no authority in First Amendment case law for that and it would be extremely imprudent to start down that road."

Several lawyers found FCC Chairman Reed Hundt's arguments supporting government regulation of violence alarming and naive (see story, page 10).

"I was a little surprised to see

[Hundt] simply say *Red Lion* supports regulation; I don't think *Red Lion* even remotely supports that," says Tim Dyk of Jones, Day, Reavis & Pogue.

Dyk says he was also surprised that Hundt would equate TV violence with automobile safety. "They are not the same issue," he says. "It's an incorrect analogy."

Abrams and Dyk were among 50 lawyers who signed a letter circulated by the American Civil Liberties Union warning that attempts to legislate against violence on television will inevitably run afoul of the Constitution.

"It is clear that violent speech has been protected by the First Amendment for more than 50 years," says ACLU Legislative Counsel Robert Peck.

"If Congress or the FCC has the ability to regulate violent expression on television, all this century's notions about jurisprudence would have to be overturned," Peck adds.

Even self-regulation by the television industry may present a problem,

Peck adds. A producer whose program is bumped from a desirable time slot because of voluntary network violence guidelines may have recourse to sue. Civil liberties groups will oppose any legislation that regulates TV violence, he says.

In addition to the ACLU letter, which was sent to members of Congress, dozens of media organizations and prominent individuals signed a statement protesting governmental controls on television violence. The statement was turned into a full-page newspaper ad, which the four broadcast networks, the Motion Picture Association of America and the National Cable Television Association paid to place in the *Washington Post* last week.

According to the ad: "This debate demonstrates all too well how demands for government intervention can quickly turn a legitimate dialogue over violence in the media into a vehicle for legislating taste, culture and values."

## Heat from Hill may break

As FCC Chairman Reed Hundt was turning up the heat on TV violence last week, Senator Paul Simon (D-Ill.), according to sources, was getting set to turn it down.

Simon, who has led the way in Congress on regulating TV violence, apparently is satisfied with plans to lower violence levels developed by the cable and broadcast networks, the sources say.

Not only will Simon not pursue his own legislative remedies, the sources say, he will resist others now pending on the Hill.

Simon has said all along that he will back off if the networks will monitor their programming for violent content. And, indeed, monitoring is central to the separate schemes the four broadcast networks and leading cable networks are expected to unveil this week.

The cable plan also calls for rating shows for violence and for implementation of V-chip technology, which would allow viewers to block programs rated for violence.

Rep. Edward Markey (D-Mass.) criticized the broadcast networks for not endorsing the V-chip technology. "It's time for broadcasters to help parents control their children's viewing rather than frustrate these efforts," he said.

Even if Congress lets up, some broadcasters fear that Hundt will move forward with violence regulations at the FCC. The Foundation to Improve Television has already petitioned the FCC to regulate violence on television, one broadcaster warns. "He has something to work from."

—KM



**“Talk’s cheap...**



# Hundt may find it tough to lower cable rates

By Kim McAvoy

**F**CC Chairman Reed Hundt's efforts to roll back cable rates even further may prove challenging if not difficult. It seems Hundt may encounter some trouble gaining the votes he needs to pass a major rate reduction scheme.

Hundt needs the support of at least one of the FCC's other two commissioners, James Quello and Andrew Barrett. (Commissioner Ervin Duggan leaves the FCC today [Jan. 31].) The situation is "still very fluid," says one

FCC observer.

Commission insiders don't think Hundt can "count on" Barrett. That leaves Quello, who some sources think may not favor as severe a roll-back as the chairman. "It leaves Quello with some leverage," says one cable representative. "[Quello] may be able to tone it down."

Indeed, the cable industry is growing increasingly nervous over continued reports that Hundt wants to change the FCC's cable rate benchmark rules enough to insure that al-

most all consumers get a break in their cable bills. The FCC is expected to take up that matter at its Feb. 10 meeting. It is possible that the FCC will provide some regulatory relief for small cable systems at next week's meeting.

There is also a strong likelihood that the FCC will extend the current cable rate freeze beyond its Feb. 15 deadline to keep rates down before the new rules become effective. Barrett refused to support extending the rate freeze last year from Nov. 15 to Feb. 15. ■

## Affiliates to give Fox \$30 million; Summerall, Bradshaw signed

By Joe Flint

**F**ox affiliates have agreed to give the network as much as \$30 million annually to help finance the NFL in the form of retransmission-consent money and three 30-second prime time spots.

Under the terms of the agreement, stations get either a cut of 7½ cents, or 5 cents plus an ownership interest in Fox's FX cable channel. That will not change, and once the affiliates reach the \$30 million cap, FX subscriber revenue will be distributed to them.

Fox confirmed the signings of CBS's NFL broadcast team of John Madden and Pat Summerall at a reported \$7.5 million and \$2.5 million, respectively, annually during the next four years. Fox also signed *NFL Today* host Terry Bradshaw at \$1.5 million per year (doubling his old CBS contract) to host the network's pre-game show and do some broadcasts.

On the production side, the network hired Ed Goren as executive producer of its NFL broadcasts. Goren has been senior producer at CBS Sports since 1991.

Fox also talked with its affiliates about launching a weekly NFL show in late night, probably on Sunday, but nixed the idea for now. ■

## TeleMediaWatch

**Ameritech, based in Chicago, plans to spend an additional \$4.4 billion on a video network upgrade** that will connect 6 million of its customers to interactive information and entertainment services by the end of the decade. The Baby Bell is spending a total of \$29 billion on a 15-year upgrade of its systems in Illinois, Indiana, Michigan, Ohio and Wisconsin. The hybrid fiber optic-coaxial broadband architecture will have the ability to deliver 1,000 channels of programming in an all-digital mode plus various interactive applications, including video on demand, games and home shopping services. Ameritech expects to have some of its video customers on-line by late this year.

**Digital Compression Technology and Stevens Institute of Technology, New York, last week unveiled a new technology** that they say is capable of sending TV channels via existing twisted copper phone wire. They say the technology will provide for interactive multimedia services and make possible a bandwidth compression of 16:1.

**Bell Atlantic and Intel Corp. plan to jointly develop and market interactive desktop data conferencing products** that will allow users to simultaneously work on documents, spreadsheets and other applications while also seeing and talking to each other through their personal computers. The technology will use Intel's new ProShare line of PC-based products and Bell Atlantic's advanced digital network.

**Pacific Telesis and Hewlett-Packard are joining forces** to build an interactive video system that will offer consumers movies and other programming "on-demand" in certain California markets by late this year. The system will use H-P digital servers that can handle as many as 100,000 subscribers.

**The notion that people will someday receive a medical exam or buy a car through cable TV is "nonsense,"** said Stanley Hubbard, chairman of direct-broadcast satellite programmer United States Satellite Broadcasting, speaking last weekend on public TV's *TechnoPolitics*. "I've been around long enough to know that that's hype," said Hubbard. "So I think a lot of what we're hearing is part of a larger agenda, and I personally believe that that larger agenda is: Who's going to control the telephone service in this country?"



good talk  
is priceless.”

– Roger Ailes  
President, America’s Talking

# AMERICA’S TALKING

---

The Premier All Talk Network

*Launching This Summer!*

A Service of NBC 





**E**rvin Duggan, who makes the leap from FCC commissioner to Public Broadcasting Service president this week, is ready to “rattle tin cups” or do whatever else it takes to make sure PBS has plenty of money for *Sesame Street* and its other signature programming.

The trick, he says in this interview with BROADCASTING & CABLE editors Harry Jessell and Julie Zier, is to get the money without succumbing to the same “commercial imperative” that has led commercial TV—broadcast and cable—to embrace “exploitative violence,” “soft porn” and tabloid journalism.

An enthusiastic participant in the FCC’s drive to curb indecent broadcasting, Duggan says PBS will not tolerate “tawdry and exploitative” programs, but will continue to encourage the controversial, the original and “the daring.”

Duggan says his four years at the FCC were rewarding, but he remains critical of the agency’s clumsy deliberative process and its deregulation of broadcasting based on the notion that a competitive marketplace can substitute for the public-interest obligation.

## Duggan: New kid on the block

**What’s the justification for public broadcasting when cable seems to be fulfilling many of its traditional roles?**

Seems, but is not. First of all, cable reaches only 60% of the homes. Public broadcasting reaches 100% of homes and viewers, and thus is the more democratic medium. It is public in the genuine sense of the word.

The other thing is that even the arts-oriented and culturally oriented cable channels still are driven by a commercial imperative to amass large numbers of eyeballs and to deliver them for commercial advertisers. The rationale for public broadcasting is different. It addresses the citizen not as a viewer, not as a commercial prospect, but as a citizen, as a fully rounded human being.

So I simply think that the argument that cable can duplicate or has duplicated and supplanted public broadcasting is a fallacy.

**What’s wrong with the “commercial imperative?”**

It’s forcing commercial broadcasting downward in quality rather than upward. If you look at local news, you see it ever more sensational, ever more driven by ratings.

If you look at children’s programming on commercial television, you see that it has not achieved the goal set in the Congress in the Children’s Act of 1991 to address the special informational and educational needs of children.

If you look at entertainment television on commercial broadcasting, you see, unfortunately, more exploitative violence or more of a tendency to a kind of soft porn on the entertainment channels. Again and again and again, when you look at commercial television, you see a kind of crisis of quality—and I’m afraid that that crisis of quality is not going to be resolved toward higher quality.

**Does this hold true for cable, too?**

I see the same commercial imperative at work in all of commercial television. What that means is that if high-

COVER STORY





# Funny, he looks clean to us.

Nobody transmits higher quality television remotes than AT&T ACCUNET<sup>®</sup> Digital Television Service.

No matter what the picture, only ACCUNET Digital Television Service can transmit the cleanest picture possible — to over 80 locations.

Some carriers may have to relay their signals over other's facilities. With each "hand-off," quality can be lost, and a "dirty" picture results. The more hand-offs, the bigger the potential loss in quality.

But with over 35,000 miles of high

speed fiber optic lines, and the best codecs and switches, AT&T can always offer 100% end-to-end contribution quality broadcasts. So you can extend the reach of your television services as far as you need, and never worry about a drop-off in the quality of your picture.

Of course, with AT&T's highly reliable network, backed by our patented AT&T FASTAR<sup>™</sup> restoration system, there's little else to worry about either.

You wouldn't expect anything less

from the quality leader in the remote broadcast industry.

We'd like to tell you more. Just call us at 1 800 248-3632.

We'll give you the dirt on how we transmit the cleanest pictures you've ever seen.

**AT&T. The Best in the Business.<sup>™</sup>**





*"Public television will have to adapt to other media as they arise. But the necessity to adapt does not mean that the rationale has disappeared or that the plug should be pulled on public television."*

minded, quality television that addresses us as fully rounded human beings is going to happen, it's going to happen on public television or it's likely to happen no place. And so I think the need for public television is perhaps greater than ever before.

**Does the existence of those culturally oriented cable services at least affect the type of programming PBS should be doing or is doing?**

I think it does. First of all, these channels probably wouldn't exist were it not for public broadcasting. The idea that there is a discrete audience for cultural programming, for high-minded programming, might never have taken hold were it not for public television's having first found that audience and addressing it.

Of course, public television will have to adapt to other media as they arise, but the traditional media, existing media, always have to adapt to new challenges. Hollywood had to adapt to television, radio had to adapt to the arrival of television. But the necessity to adapt does not mean that the rationale has disappeared or that the plug should be pulled on public television.

**But PBS is certainly not immune to the financial pressures.**

Yes. The funding crisis in public television has driven it,

unfortunately, more and more toward a kind of commercial way of doing programming. Dependence, for example, on corporate underwriters who increasingly make a media buy when they underwrite the public television programming forces us into looking for ratings, looking for eyeballs.

The original rationale was high-minded programming, whether or not a mass audience was delivered. And it seems to me that we are going to have to think hard about whether we are hewing to the original high-minded mission of public television, and I think we will have to adapt and we will have to change.

**Is funding job one?**

There are three job ones. A restoration of confidence in public television as an institution is job one. A demonstration that we can do brilliant and original programming that is vital and relevant is job one. And addressing the funding problem is job one. If we do the first two of those primary jobs well, the funding problem will be eased or solved.

It will always be necessary for public television to go about rattling the tin cup, just as every museum and every university and every cultural institution that you can imagine has to rattle tin cups. I don't think that we will ever be so flush that we will find it unnecessary to worry about funding. But I do think that if we restore confidence in the original mission, and if we do the job of programming in a way that is vital and brilliant and relevant, the resources will be there.

**You think public television suffers from a lack of confidence?**

I think it's manifest. Your first question was to question the existence of this institution. We see increasingly articles in the press, speeches on Capitol Hill, asking whether public television is necessary. That bespeaks a certain loss of confidence. That argument needs to be addressed, and confidence needs to be restored.

**You seem to be putting the cart before the horse. Don't you have to have the resources before you can create the vital and brilliant programming?**

Of course. That's why I related the two and said that there are three interrelated things that one has to do, and they're all tied together. You can't tease them apart.

Let me add something here. Someone has pointed out to me, and I think it is undeniable, that there is a tremendous amount of money in the system of public television—that the problem is not so much a shortage as an efficient distribution of money within the system. There are actually hundreds of millions of dollars out there for programming. And so one of these problems may be not so much to attract more money into the system, but to distribute and deploy the existing funds in a rational way.

The second thing that I would point out is that imagination and originality often count as much as dollars when it comes to programming. Imagine an approach to news and public affairs that depends not so much on journalistic talking heads as on scholarly and philosophical talking heads, that reaches into the universities and the think tanks

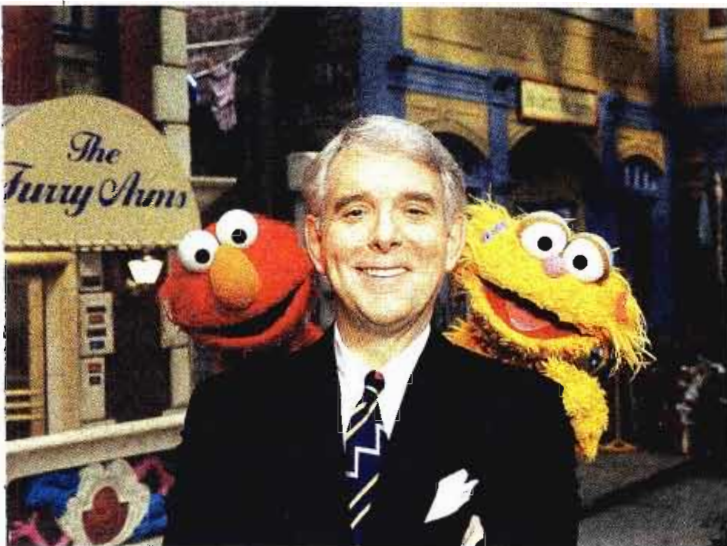
## For Duggan, full circle

Ervin Duggan's new job as president of PBS will bring some symmetry to an amorphous 30-year Washington career. As a young staffer in the Johnson White House, Duggan helped to draft the 1967 law providing ongoing federal funding of public broadcasting through the Corporation for Public Broadcasting and leading to the creation of PBS. At 54, he now gets to lead the network.

Duggan often jokes about the many turns his career has taken. It started in 1964 at the *Washington Post*, where the Davidson College (North Carolina) 1961 graduate worked as a reporter. After the White House, he moved on to the Smithsonian, then provided communications help to Democrats such as Adlai Stevenson III and Lloyd Bentsen.

Duggan returned to government in 1977, serving in Carter's departments of State, and Health, Education and Welfare. Throughout the 1980s, he ran his own communications consulting and speechwriting firm. Apparently encouraged by the religious right, President Bush plucked Duggan from relative anonymity in 1989 to serve on the FCC. There, he advocated "gradualism," resisting radical deregulation of broadcasting and radical reregulation of cable. He also backed the FCC's aggressive assault on broadcast indecency. —HAJ





DON PERDUE

rather than into the magazines and the newspapers.

Why not do something original? Why not do something imaginative? It wouldn't cost a bit more and might cost less to find scholarly and think-tank talking heads. I don't want to get marooned on the subject of more money, because I think that is only one of the resources that is needed to create success.

**The Twentieth Century Fund Task Force on Public Television last year recommended that federal funds be diverted from local stations to national programming. You were a member of that task force but dissented from that recommendation. Are you still a dissenter?**

I don't think that depriving local stations of funds is necessarily the best solution at a time when they are facing a conversion to digital advanced television, which is going to cost money. It seems to me that that was a zero-sum approach to the problem, and I was not willing at that moment to admit—and I'm still not willing at this moment to admit—that this is a zero-sum game. I believe that if we do our job well, the funding that we need will come.

**But you just suggested that it is a zero-sum game, that there is a lot of money in the system for programming, and it just a matter of distributing it more efficiently.**

I said one person had pointed that out to me. I don't know yet. And again, I have to get in there and look and analyze and study before I pronounce on this issue. I don't have a magic bullet or a fund deployment plan at the ready that I can impose upon this industry.

**What is the most likely source of new money for the system?**

I have publicly proposed that a portion of the proceeds that are generated by spectrum auctions be sequestered by the government for educational and cultural use. It seems to me that if, say, \$10 billion is raised, it would be a heck of a lot better for the country to spend that \$10 billion extra on enhancing education, lifting the general level and tone of

the culture, and helping citizens to become citizens, than simply to pour it back into the general treasury.

**You have been part of the FCC crackdown on broadcast indecency during the past few years. And I think that has made some public TV producers nervous. What assurances can you give to producers of controversial programs that you are not going to interfere or cut them out?**

PBS does not produce programming, it acquires programming. It is a clearinghouse and an acquirer of programming. And I don't think it has been traditional for executives at PBS to take a direct hand in programming.

**Now, come on. You know that if you control what is acquired, you control what is produced and, to a certain extent, how it is produced.**

I will say this. I believe that public television should be controversial, should be original, should be daring, should be on the cutting edge, and those who want to produce that kind of programming will find me an ally and not an enemy.

But I do not think that television, be it public television or commercial television, should be tawdry and exploitative. And I've never preached that the FCC should censor. I have always said to broadcasters that they should take a high-minded view of their role and want to do the most high-minded and useful kind of programming, rather than exploitative and meretricious programming. And I would hope that the influence I bring to bear at PBS would be in favor of high-minded, useful, constructive programming, rather than exploitative and meretricious programming.

**Has there been tawdry and exploitative programming on PBS in the past?**

PBS has a marvelous record of programming that addresses the highest level of taste and the sort of deepest needs of the American people for information and culture.

**Then, you have no problem with the *Point of View* series or, more recently, *Tales of the City*?**

I am not going to begin my tenure at PBS by attacking the institution that I'm called upon to lead. If it is true that there has been bias in the past—and I'm not going to deliver a personal judgment about that—I think it is healthy for the system to remove that issue from the table. Every citizen in the country should feel that a variety of points of view are available on public television.

**In every show?**

Not necessarily in every show.

**Well, you suggested in your dissenting statement to the task force report that there should be balance in every show.**

An ethic of fairness should be at work in the news and public affairs and documentary programming of PBS, just as an ethic of fairness should be at work in your pages when your editors do their work. Reporting should attempt to be fair, and documentaries should attempt to be fair.

I did not feel that the 20th Century Fund Task Force really grappled with that issue. I felt that this whole idea of

*"I believe that public television should be controversial, should be original, should be daring. I do not think that television, be it public television or commercial, should be tawdry and exploitative."*



*"The clash of ideas should be visible on public television. I don't think it should be the preserve of one segment of opinion or another. I think everyone should have a sense of ownership."*

balancing across the system was in danger of becoming a kind of incantation that would cause people to evade the hard question of fairness and inclusiveness on public television. It is a real question that needs to be grappled with deeply and honestly. And it is very easy to say, "We're not going to be fair today. We're going to let the system worry about fairness across a year, but we're not going to be fair today."

**But can't we have a place on public television for extreme points of view...?**

I don't think there's anything wrong with that.

**...without bringing in the other guy to give the opposing point of view?**

Do you think that public television should become the preserve of one camp or another and exclude important segments and sectors of opinion? Does anybody believe that?

This is a question of inclusiveness and diversity. Just as we need to have black faces, Hispanic faces and Asian faces on public television—it should look like America—we need to have liberals, conservatives, middle-of-the-roads, flat-earthers, round-earthers. The clash of ideas should be visible on public television. I don't think it should be the preserve of one segment of opinion or another. And I think that everyone should have a sense of ownership.

**But can the balance—the fairness—come from all of the programming taken collectively or does it have to be in every show?**

I don't think one can give a pat answer about this. If someone comes on with a show that supposedly deals with the issue of abortion from, say, the pro-life point of view, I wouldn't want to discourage a strong representation of that view. And it may be that giving airtime to people from the other point of view is a way, over time, to honor the requirement of fairness.

**Do you think public TV is captured by a particular political segment today?**

I have not sufficiently viewed the system to form my own conclusions about whether it is biased to one side or another. There is a perception out there that bias is a problem. I would like to make this so representative and so fair a public medium that that controversy is removed from the table.

**But we will see extreme ideas left and right on PBS?**

Absolutely. One reason for hoping for that kind of broad diversity and inclusiveness is that it will make the medium more interesting, more lively.

**What's your assessment of your FCC years?**

This has been a wonderfully satisfying job. It's intellectually challenging, I've learned a great deal, I've been well-treated, and I found it exciting in every way.

I do have some misgivings about the deliberative process at the FCC. I started talking about those in October of '91

and continue to feel that there are built-in constraints on the deliberative process that keep the commissioners from being collectively as smart as they need to be, and that keep the institution collectively from being as smart as it ought to be.

What am I talking about? I think that the commissioners are too separate from one another; and this is a criticism of the Sunshine Law and the accretion of custom that has grown up in the wake of the Sunshine Law. We are still too isolated in our offices from one another, there's not enough interchange, there's not enough direct, face-to-face debate and interchange and deliberation.

**Can't you make your arguments and circulate your ideas through your staff?**

Well, we try. I'm saying that there are flaws in the process that are disturbing, and it would be better if we could somehow get a handle on this.

**I remember some talk immediately after your speech about possibly making some reforms in the Sunshine Law, but I haven't heard much since.**

No. You have a situation in which the various centers of power and opinion have vested interests. The press have a vested interest in what they perceive to be openness, and they are not going to look at the flaws of the Sunshine Law. Members of the bar are reluctant to rock the boat. To the extent that successive chairmen of the FCC have been empowered by the Sunshine Law, they have a vested interest in not changing it.

**Judging by your earlier answer, you don't seem to have come away from here with a very high regard for commercial broadcasting.**

There is much that is excellent on television, but it is increasingly hard to find. And I don't think that the promise of the 1980s that a free competitive market with an infinity of choice would deliver all of the public and social good anybody could hope for has been achieved.

What has happened instead is a kind of competitive feeding frenzy that forces the networks at sweeps times to be more violent and more exploitative in their quest for eyeballs, and a competitive frenzy that forces local news stations to become more tabloid-like and more exploitative in their treatment of the news.

Serious discussion of public issues simply doesn't happen on local news channels any more. It doesn't happen. Why? Because [serious discussion] doesn't have the power to amass eyeballs.

**If we would give you the opportunity on your last day here to mandate three things, what would you do? Or undo?**

The damage that has been done has been done by accretion, bit by bit, rather than in any major policy departure. And the repair would have to be bit by bit. For example, I think that the junking of the anti-trafficking rules [requiring three-year minimum ownership of stations] probably had a deleterious effect on localism. It meant that a station became an economic commodity, and a serious commitment of one owner to becoming a part of the local market and the local





# Now that the national press thinks Court TV is a phenomenon, think of what you're missing.

Today, pick up a magazine or watch a morning news show, and you'll come across some startling proof of Court TV's phenomenal success.

In *Rolling Stone*, the network was heralded as the "best news organization on TV—commercial or cable."

According to *New York Newsday*, President Clinton sneaks away from work in the afternoon for a "dose of Court TV."

"Good Morning America" ran

a feature segment on the Court TV phenomenon.

*The Wall Street Journal* called our coverage of the Paramount takeover hearing the "hottest show on Wall Street."

In "The Year In Cheers & Jeers" *TV Guide* asked, "How did we ever get along without Court TV?"

And *The New York Times* reported that Court TV has made our legal system "a fixture of popular culture."

The praise is matched only by

the fact that Court TV is the 4th highest rated basic cable network.\* Moreover, we build ratings not with violence and tabloid sensationalism but with the dignity and credibility of the judicial process.

Best of all, you can capitalize on our success simply by launching Court TV.

It's easier than ever with a flexible rate structure and a comprehensive marketing support plan.

And, just in case you need one last incentive, it's a phenomenon.

**COURT TV**  
The logical launch.

\*Source: NTA custom coverage area rating analysis. Coverage: 30 M = \$11.2M - \$60. Excludes all other channels, local, regional, and national.





owner to becoming a part of the local market and the local community and making a contribution probably was rendered less likely and less possible.

Docket 80-90 [creating hundreds of new FM stations] was a manifest disaster. The idea that Darwinian free market competition would improve the product didn't turn out to be true. What happened was that we crowded the broadcast marketplace with too many horses, and they were forced to downsize and to lay off personnel and to cut costs in order to do these, and it affected quality. Imagining that broadcasting was like the manufacture of widgets was, in retrospect, a mistake.

**Would you restore the financial interest and syndication rules, which effectively kept the networks out of program**

**production and syndication?**

In April 1993, I gave up on fin-syn. I held aloft a white flag. Fin-syn is yesterday's issue, and I think there's nothing to be gained by exhuming it.

**Any regrets? Do you think you resisted relaxation of the rules for too long?**

I will say only that fin-syn looks to me today like a much less major issue than it seemed two years ago.

**You wrote a novel based on your stint as a young aide in the Johnson White House. Is there another novel in your years at the FCC?**

No. The stage isn't big enough. ■

## Funding scramble is 'Nature' of public TV

Public broadcasters agree that public television needs more money to create national programming. But no one seems to know where to find it.

"Everyone believes we need more money in national production," says Sharon Percy Rockefeller, president, WETA Washington, the system's third-largest producer of programming. "What matters most is the content."

Broadcasters know that individual memberships hinge on quality programming, as do corporate sponsorships. With federal funding at roughly 16% and holding, and local stations unable to contribute any more, public broadcasters are casting a wide net in search of the elusive dollar.

For fiscal 1995, which starts on July 1, the Public Broadcasting Service plans to spend \$115.1 million for national programming (and related advertising and promotion), a meager 1.4% increase over the current fiscal 1994 figure.

The maintenance-only budget reflects a programming assessment of member stations of \$87.6 million, which is up only 1.8%.

"Our limits on growth will cause us to fall further behind," the PBS budget warns. "The single most critical strategic action that public television must take ... is the creation of original, high-quality programming."

The 1.8% increase in assessment is not even enough to keep up with inflation, says Henry Becton, president, WGBH Boston, the number one producing station.

There are no quick or easy solutions to where to find the money for national programming, the noncommercial broadcasters say.

The 20th Century Fund Task Force on Public Television in July 1993 suggested that the government earmark for public broadcasting some of the revenue from the proposed auctioning of spectrum and spectrum-users fees.

Incoming PBS President Ervin Duggan already is beating the drum for a big share of spectrum auction money. "If, say, \$10 billion is raised," he says, "it would be a heck of a lot better for the country to spend that \$10 billion extra on enhancing education, lifting the general level and tone of the culture and helping citizens become citizens, than simply to pour it back

into the general treasury."

The task force, on which Duggan served, also recommended diverting some of the money now flowing to stations in the form of Community Service Grants to national programming. The task force's report points out that national programming accounts for only one-fourth of the system's annual spending. The rest goes to local stations for their operations and local production.

But executives of stations large and small object to the proposal. "The money would help for national production," Rockefeller says, but "it's not a trade-off worth making." Smaller stations point out that some or most of their grants already go back to national programming in the form of program assessments. Any further drain would hurt their ability to provide local services, they say.

The grant money "is the money that helps us distinguish ourselves from the other stations in the marketplace," says Edward Jones Jr., general manager, WHMM Washington. "For us, it would be a disaster."

Neither the Corporation for Public Broadcasting, which will distribute \$275 million in federal dollars to stations this year, nor Congress is inclined to implement the recommendation.

Instead, CPB is looking to help stations economize and find new sources of revenue. The money saved or earned could be used for local or national programming, says CPB President Richard Carlson.

According to Carlson, CPB is encouraging "private partnerships" between stations and local businesses. CPB will send in its own employees to serve as consultants to help the stations develop these new sources of revenue.

CPB also is working with six or eight stations to see whether they can be consolidated with other stations in their markets, says Fred DeMarco, CPB's senior vice president for system and station development.

To survive on the information superhighway, networks—commercial and noncommercial—will have to distinguish themselves with unique and high-quality programming, and that requires money. Public television is determined to find the money to make such programming possible, officials say. "Other than Barney," says CPB's Carlson, "this industry is not a dinosaur."

—ER



A man in a dark suit and a striped shirt is shown from the chest up. His face is completely blank, appearing as a solid light-colored oval. The background is a dark, textured brown.

A NEW FACE...

...FOR AN OLD FRIEND.

*America's fastest growing fully digital radio news network improves the face of the news wire service for the better!*



ZapNews is becoming a 24-hour, full-service, high-tech faster fax delivery news wire.

ZapNews will be available via satellite and FM sideband.

***StandardNews***

Stop by our hospitality suite in the Washington Sheraton Hotel or call 800-283-4147.





## NATPE '94 SPECIAL REPORT

## Variety, identity keys to digital future

*Time Warner's Levin says to succeed, programmers must think like software providers*

By John Eggerton

**R**eady or not, the digital, interactive world is coming. That was Time Warner Chairman Gerald Levin's message last week in a keynote address to the NATPE International convention in Miami.

The keys to success in that future, he suggested, are to embrace the technology, establish a brand identity and give viewers the variety and quality of programming that they will be increasingly empowered to demand. That means, he said, that programmers must think of themselves as software providers "who seize the opportunity to succeed in every form of software, whatever the venue: broadcast, cable, film, print and multimedia."

"The rise of interactivity," Levin said, "will be a defining moment in the evolution of television," but content will remain king.

"Switched digital video is not a mirage or wishful thinking," he said, adding that the key to its reality is the "one factor that was never there be-

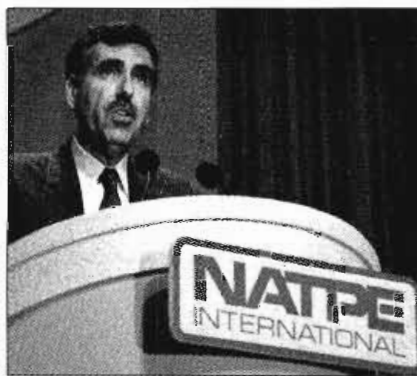
fore—the technological architecture that can reach into the home and make it happen." Although Levin said the exact shape of that multimedia future is unclear, he believes it will be revealed through explorations, such as his company's test of a "full service" interactive network in Orlando that is scheduled to start up later this year.

In that future, he said, "content will be king" and brand identity increasingly important. People who will com-

mand this new digital platform, he suggested, are those who "not only face up to change, but embrace it." The same kind of people who mocked Edison and the Wright brothers, he said, are those who claim the volume of new choices is impractical or will turn viewers into "zombies." They are wrong, he said.

Levin believes that the losers in the new media marketplace will be those who now think they can "watch and wait...and go on working in splendid isolation from a technology that will transform the way people live, work, entertain and educate themselves." That technology does not threaten existing media, but expands on them, giving those with brand identity an opportunity to capitalize on the new multiplicity of choices, he said. "The history of media," he said, has never been one of diminishing choice: "Radio didn't obliterate print, TV didn't obliterate radio, cable didn't obliterate broadcast...."

Levin said there would be no chan-



TW's Gerald Levin



nels in the digital domain but suggested that this new media territory would complement existing media: "In addition to the known territory of analog, viewers will have the chance to explore a new universe—to take a ride on the digital side."

On that digital ride, Levin believes that what viewers will be looking for are familiar signposts: categories of

information branded with names people know and trust. Consequently, he said, Warner has a strong commitment to its first-run and network television business, including its own budding fifth network.

Levin thinks that with the growth of interactivity, programmers will be faced with the challenge of programming to a more savvy, better educated and de-

manding viewer. That doesn't mean 24 hours a day of *Masterpiece Theater*, he said, but he suggested that as the viewer gains more control of the medium, "the hunger for quality will rise dramatically."

Those programmers, he said, will have to look for opportunities in "every form of software" for broadcast, cable, film, print and multimedia. ■

## Littlefield gets vote of confidence

*NBC signs entertainment chief for three years; despite likely third-place finish for season, network has shown growth, improved demographic profile*

By Steve Coe

**E**nding years of speculation that he would be replaced, Warren Littlefield, president, NBC Entertainment, was signed by the network to a new three-year agreement.

Don Ohlmeyer, president, NBC West Coast, made the announcement last Monday at the NATPE International convention in Miami Beach. "Since my arrival at NBC, Warren and I have been forging a relationship that we feel will enable NBC to rise to the top again. Warren was a critical part of the NBC team that pulled the network out of third place in the 1980s and dominated throughout that decade," Ohlmeyer said.

"Since being named president of the entertainment division in 1990, he has been the driving force of our creative efforts, including this season's successful development slate. We are confident that we can once again make NBC the dominant network in prime time programming."

The contract renewal comes despite NBC's slide into third place. Although it is expected that the network will finish the 1993-94 season behind CBS and ABC, it is the only network to show growth from last season and has improved its demographic profile as well. Littlefield said that the new deal allows him to continue doing what he enjoys most.

"This was a year when I had to take a serious look at what I've accomplished here at NBC and make some decisions. The success of this year's programs and the momentum that NBC has generated made it very clear that I wanted to continue to call NBC my home. Many of our shows are like

my children, and it is still one of my greatest pleasures to develop, nurture and watch a program become a hit. The success of this year's programs, next year's development slate and the executive team we have put in place are among the reasons I am excited to extend my relationship with NBC."

he said.

Littlefield joined NBC in 1979 as manager, comedy development. He also oversaw NBC's comedy department during the 1980s when such hits as *Cheers*, *The Cosby Show* and *Golden Girls* were developed and flourished. ■

## Jacquemin out as Buena Vista president

*Possible successors: Marinelli-Mazza, Marcus, Berman*

By Mike Freeman

**T**he timing of Bob Jacquemin's resignation as president of Buena Vista Television came as a surprise on the eve of the NATPE International program conference in Miami Beach last week, but his departure had nevertheless been the subject of industry speculation for close to two years.

Janice Marinelli-Mazza, senior vice president of BVT's station sales force, reportedly will assume Jacquemin's duties, but there has been no official word as to whether that will be on an interim or permanent basis.

It is widely rumored that Disney Studios Senior Vice President Randy Reiss, who has had general oversight responsibilities for the syndication division during the past several years of Jacquemin's tenure, is said to be considering Marinelli-Mazza as well as candidates from outside the company for the job.

One of the names most frequently mentioned, according to sources, is Mort Marcus, a former senior sales executive with BVT whose independent Debmar Studios has a funding link from The Disney Co. Another candidate is said to be Paramount Domestic Television's executive vice president, Joel Berman.

It was rumored that Jacquemin had a strained working relationship with Reiss, with one source close to Disney suggesting that both put aside their differences until completion of the highly lucrative fall 1995 off-network sales of *Home Improvement*, which is said to guarantee the studio \$350 million in first-cycle back-end barter and license fees (or just over \$3 million per episode).

Sources also say that Jacquemin stood to earn performance bonuses and a small gross percentage of *Home Improvement's* earnings. ■



# The window shoppers at NATPE

*Barter buyers check out the larger-than-usual selection for later purchase*

By Geoffrey Foisie

Several hundred buyers at NATPE spent very little money. They were the advertising agencies and advertisers who were mostly just looking and forming opinions about each show that will guide their buys of barter advertising several months down the road.

Said Rick Levy, senior vice president of the Viacom-owned barter sales company One World Entertainment: "The people here make the decisions affecting 95% of all the barter spending. They aren't necessarily the ones who work out the details, but they put their initials on the lower right-hand corner of the contract."

And this year in Miami, Madison Avenue's window shoppers had more to look at. With a greater number of shows in most genres being peddled to station buyers at NATPE, the amount of potential barter inventory was up possibly 30%, said Dan Cosgrove, Group W's president of media sales.

For Levy, Cosgrove and others, persuading potential buyers that their shows deserve advertisers' dollars found at least several different expressions. Rick North, senior vice president, advertiser sales, Tribune Entertainment, said he tried to emphasize the brand nature of that company's shows. One of the unique Tribune properties, said North, is *Can We Shop?*!, the talk/home shopping hybrid strip hosted by Joan Rivers.

The show, North said, will be advertiser-compatible because many of the products demonstrated for sale will be those "not normally sold by a national advertiser, such as books or a bread maker."

North also said there could be possible tie-ins between an advertiser and the products demonstrated on the show; however, he added, ties of that sort would be done very carefully: "We might have a problem if the whole show looked like an infomercial."

For Group W's Cosgrove, one point of persuasion was emphasizing the company's commitment to less controversial shows: "I am not being two-faced about this. I have told Derk

Zimmerman [Group W Productions president], 'Please don't develop shows that I can't sell.' Even if it means throttling back some on the ratings."

As an example, Cosgrove cited the company's new talk/court hybrid *Jones & Jury*. The show will draw its cases from small claims court. By comparison, Cosgrove said, a competing show will draw cases from family court, which he said contains more emotionally distressing subject matter,

such as child custody cases.

Despite reported advertiser concerns about content in the talk show genre, at least one buyer, Fred Doner, executive vice president of KSL Media, said he saw possibilities: "I am surprised at the resilience of talk shows." Doner said that with network inventory in daytime becoming tight, talk shows represent a good alternative and that some new shows, such as Multimedia's *Susan Powter*, show promise. KSL's clients include Nutra-

## Petry posts its picks

The following list represents a scoring analysis—on a scale of 1 to 10—that New York-based Petry Television has formulated in recommending syndicated programming for next season. The analysis was presented at last week's NATPE International convention by Dick Kurlander and Jack Fentress, both vice president and director of programming.

### Talk show strips

|                                   |     |
|-----------------------------------|-----|
| <i>Gordon Elliott</i> (Twentieth) | 7.0 |
| <i>Dennis Prager</i> (Multimedia) | 7.0 |
| <i>Susan Powter</i> (Multimedia)  | 7.0 |
| <i>Last Call</i> (MCA TV)         | 6.5 |
| <i>Suzanne Somers</i> (MCA TV)    | 6.0 |
| <i>Shirley Solomon</i> (DLT)      | 6.0 |
| <i>The Newz</i> (Columbia)        | NG  |

### Court shows

|                                       |     |
|---------------------------------------|-----|
| <i>Judge &amp; Jury</i> (Buena Vista) | 6.5 |
| <i>Jones &amp; Jury</i> (Group W)     | 6.5 |
| <i>I Accuse!</i> (Viacom)             | NG  |

### Game shows

|                                   |     |
|-----------------------------------|-----|
| <i>Price Is Right</i> (Paramount) | 6.5 |
| <i>Trivial Pursuit</i> (MTM)      | 5.0 |

### Magazine shows

|                           |     |
|---------------------------|-----|
| <i>ENT</i> (Warner Bros.) | 7.0 |
|---------------------------|-----|

### Weekly reality shows

|                                      |     |
|--------------------------------------|-----|
| <i>The Extraordinary</i> (MGIPerin)  | 7.0 |
| <i>Trauma</i> (Twentieth)            | 6.5 |
| <i>Cool People, Hot Places</i> (DCL) | 6.0 |
| <i>BeachQuest</i> (All American)     | 5.0 |

### Weekly action hours

|                               |     |
|-------------------------------|-----|
| <i>Lonesome Dove</i> (Rysher) | 8.0 |
|-------------------------------|-----|

|                                     |     |
|-------------------------------------|-----|
| <i>Robocop</i> (Rysher)             | 7.0 |
| <i>Thunder In Paradise</i> (Rysher) | 7.0 |
| <i>Robin's Hoods</i> (Worldvision)  | 6.0 |
| <i>Heaven Help Us</i> (Worldvision) | 6.0 |
| <i>Sirens</i> (All American)        | 5.5 |

### Children's strips

|                                         |     |
|-----------------------------------------|-----|
| <i>Aladdin</i> (Buena Vista)            | 7.0 |
| <i>Cybertron</i> (Saban)                | 6.5 |
| <i>2150: New Explorers</i> (Worldvisn.) | 6.0 |
| <i>Biker Mice From Mars</i> (Genesis)   | 6.0 |
| <i>Power Boy</i> (All American)         | 6.0 |
| <i>Exosquad</i> (MCA TV)                | 5.5 |
| <i>Mighty Max</i> (Bohbot)              | 5.0 |
| <i>Transformers II</i> (Claster)        | 5.0 |

### Off-network sitcoms

|                                    |     |
|------------------------------------|-----|
| <i>Home Improvement</i> (BYT)      | 9.0 |
| <i>Seinfeld</i> (Columbia) (lf)*   | 7.5 |
| <i>The Simpsons</i> (Twentieth)    | 7.5 |
| <i>Fresh Prince</i> (Warner Bros.) | 7.0 |
| <i>Blossom</i> (Buena Vista)       | 7.0 |
| <i>Doogie Howser</i> (Twentieth)   | 6.5 |
| <i>Evening Shade</i> (MTM)         | 6.0 |
| <i>Seinfeld</i> (Columbia) (pa)*   | 5.5 |
| <i>Dinosaurs</i> (Buena Vista)     | 5.0 |

### Off-network reality shows

|                           |     |
|---------------------------|-----|
| <i>Top Cops</i> (Genesis) | 7.0 |
|---------------------------|-----|

### Off-network hour dramas

|                                   |     |
|-----------------------------------|-----|
| <i>Baywatch</i> (All American)    | 8.0 |
| <i>Northern Exposure</i> (MCA TV) | 7.0 |
| <i>The Commish</i> (Cannell)      | 6.0 |

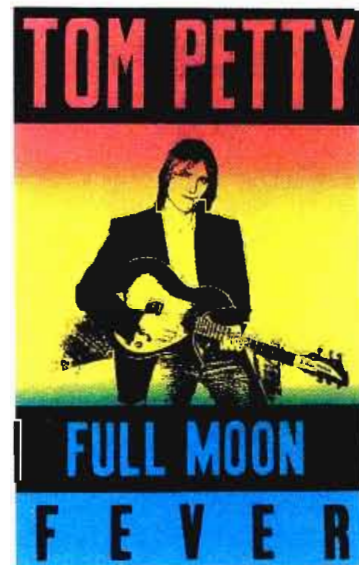
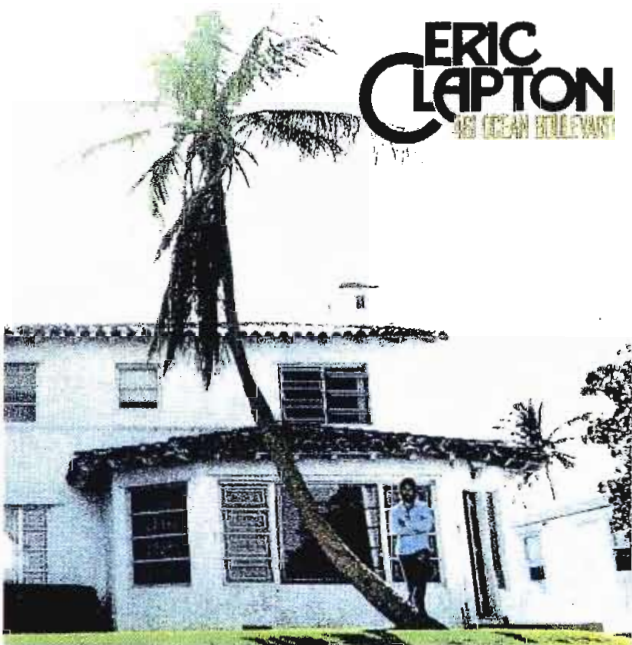
NG: Petry did not grade later series development project for which it has yet to receive screening.

\* (pa)(lf): 'Seinfeld' was graded for its repeatability in two major dayparts, prime access and late fringe.

Series that were graded below a 4.0 were not included in Petry presentation.



# JUDGE US BY THE COMPANY WE KEEP!



MCAD 6253

## CD ORIENTED ROCK FROM GMN SATELLITE NETWORKS

GMN SATELLITE NETWORKS BRINGS ALBUM ROCK RADIO INTO THE 90'S WITH CD ORIENTED ROCK. "CDOR" PLAYS YOUR LISTENER'S FAVORITE CLASSICS AND THE BEST OF TODAY'S ROCK 'N ROLL. "CDOR" IS DELIVERED WITH A PRESENTATION TO ATTRACT THE KEY MONEY DEMO (ADULTS 25-54) CONTACT GMN SATELLITE NETWORKS ABOUT CD ORIENTED ROCK TOLL FREE AT 1-800-680-7625.



Systems and Cumberland Packaging's Sweet & Low brand.

Not all of the advertising action at NATPE was at the barter-network level. Some syndicators found new ways to package advertising time to make their shows of interest to stations:

■ News Travel Network has added a two-minute insert to its *Weekend Travel Update* that stations can use to draw in local travel agency ad dollars. The segment, "The Bargain Desk," consists of two "super value" travel packages presented each week. If the station doesn't choose to bring in a local advertiser, viewers are directed to call an 800 number that connects them with a national travel agency. Stations running that version of the show receive an 8% commission on all

travel package sales made by the national agency to customers within the station's viewing area.

The station also has the option of inserting on screen, and with voice reference, the telephone number of a local travel agency that would sell the packages. Furthermore, a 30-second version of "The Bargain Desk" can be developed as a spot to sell in other time periods. According to the most recent Nielsen Media Research Cassandra reports, *WTU* is among the highest-rated shows in the news/documentary/educational category.

■ Syndicators usually ask for barter within a show. But because children's shows can't accept advertising for toys related to the show, at least one company lets stations keep all the ad time

within a show, asking instead for barter spots in other time periods.

Los Angeles-based Sachs Family Entertainment adopted an outside-of-show barter split for two children's shows: *Stone Protectors* and *Blinky Bill*. The strategy, said media director Bill Vertin, also makes it easier for Sachs's clients to receive from stations an unequal distribution of spots, weighted toward quarters when the toy company clients need them, rather than spread within the same show throughout the year.

Vertin said Sachs, in addition to selling the two shows on behalf of toy company clients, also functions as an ad agency for toy companies such as Playmates, Ertel, Ban-Dai and Ace Novelty. ■

## Late-night TV grows into first-runs

*Strips designed for daypart include 'The Newz,' 'Last Call'*

By Steve McClellan

**A**fter several years of dormancy, syndicators have targeted the late-night daypart with an array of first-run strip projects.

Columbia, MCA and Multimedia are trying to launch new first-run strips designed specifically for the daypart. Viacom has launched a fourth strip, *I Accuse!*, which can play in various dayparts but may end up primarily in late night its first year.

Columbia and MCA are going head

to head with half-hour ensemble comedy programs. The CPT project, *The Newz*, is a skit comedy from Celebrity Entertainment Inc., whose principals are former Viacom first-run programming head Michael Gerber and film and television producer James McNamara.

Last week, CPT said it had cleared *The Newz* in more than 50% of the country. Among the stations picking up the show are the entire Chris Craft group, including stations WWOR-TV New York, KCOP(TV) Los Angeles and

KBHK-TV San Francisco. The show also has been picked up by WPWR-TV Chicago and WFXT(TV) Boston, among others.

MCA's entry, *Last Call*, is being produced by Brandon Tartikoff. The show has an ensemble cast that plays off the day's headlines. The company's first announced clearance illustrates one opportunity the distributors see in late night—KRON-TV San Francisco has cleared the show and plans to use it after *The Tonight Show with Jay Leno*, delaying Conan O'Brien.

MCA TV President Shelly Schwab said the show has been picked up by independents and affiliates of the major networks, but declined to cite specific clearances.

At Columbia, CPT Distribution President Barry Thurston said, "I think late night represents the next real opportunity."

In addition to *Conan*'s vulnerability at NBC, ABC executives privately acknowledged that they have all but abandoned post-*Nightline* program development. "The stations would rather program it themselves or go to syndication because they can generate more revenue," one network executive said.

The distributors also see a window of opportunity at CBS, where plans still are fluid for the post-*Late Night*

### MTM to distribute 'Home Videos'

ABC Entertainment and Vin Di Bona Productions have chosen MTM Television Distribution to distribute *America's Funniest Home Videos* in the United States. Ted Harbert, president, ABC Entertainment, made the announcement in Miami Beach last Monday during the NATPE convention. MTM will distribute the series, a Vin Di Bona production in association with Capital Cities/ABC, for a fall 1995 launch. MTM has announced marketing plans for the 115 available episodes.

Said Harbert: "We selected MTM after talking to numerous first-rate distributors. We feel MTM has an excellent track record as a sales and distribution organization; they have had incredible success with the off-network syndication of *Rescue: 911*, as well as other first-run and off-network series, and Chuck Larsen [president, MTM Distribution] and his staff have an impeccable reputation in the television industry."

Larsen, who said *Videos* should be a "very lucrative and appealing property in off-network syndication," also said MTM would target prime access and early fringe time periods for the show.

—SC



with David Letterman time period. And at Fox, the network just gave back the hour vacated by Chevy Chase. In addition, Paramount's *The Arsenio Hall Show* has experienced ratings erosion in the last several sweeps periods.

Multimedia is launching a new talk show, its sixth, *The Dennis Prager Show*, in late night. According to station sales chief Tom Shannon, the program is being positioned as a companion to the popular *Rush Limbaugh*. As a political "centrist," Shannon said, Prager offers some balance to the unabashedly conservative Limbaugh. Clearances for the show were not disclosed. ■

## Back-to-back 'Saved by the Bell' set for Saturdays

Live NBC morning lineup meets FCC kids rules

By Steve Coe

**N**BC will continue its all-live-action Saturday morning lineup in 1994. The entire lineup, which returns three of four shows from this year's schedule, will conform to the guidelines set by the Children's Television Act.

NBC last Monday announced its

1994-95 schedule to affiliates at a meeting in Miami Beach at the NATPE International convention. The lineup also offers two half-hours of *Saved by the Bell: The New Class*.

"We are very excited to offer this new Saturday morning lineup," NBC Entertainment President Warren Littlefield told affiliates. "Our goal of creating and broadcasting programming that is both entertaining and educational has been accomplished with the introduction of this new schedule."

The network hired a consultant to oversee production of the Saturday morning shows to insure the lineup satisfies the FCC's children's programming rules, according to Linda Mancuso, vice president, Saturday morning and Family Programs, NBC Entertainment. The consultant is Dr. Karen Hill-Scott, educator and children's programming observer. She will make sure that each episode of NBC's Saturday morning programs contains a predetermined educational, informational or pro-social objective.

Next season's schedule will consist of *Saturday Today*; back-to-back half-hours of *Saved by the Bell: The New Class*; *Name Your Adventure*, and *California Dreams*. The second half-hour of *Saved by the Bell: The New Class* replaces *Running the Halls*, which debuted this season.

Mancuso said the performance of *Saved by the Bell: The New Class* this season was the impetus for double episodes next season. "It was by far the most successful show of the schedule this year," she said. "We also knew that we had great success running a full hour of *Saved by the Bell* in the past."

To differentiate between the two half-hours next season, the second half-hour will take the cast out of the school and on travel locations.

*Saved by the Bell: The New Class* and *California Dreams* are produced by Peter Engel Productions in association with NBC Productions. *Name Your Adventure* is a Big Daddy Production in association with NBC Productions. ■



### Interactive: more than entertainment

Whatever the information superhighway turns out to be, interactive television will be a big part of it. A question the executives in the field are grappling with is what kinds of services will drive interactive television—entertainment-based services or other applications including information and education services.

At a NATPE session last week where key players in interactive TV gathered to address the issue, the consensus was that entertainment would drive interactivity. But Al Sikes (right), former FCC chairman and current head of Hearst New Media Technologies, stood as the lone dissenter, submitting that entertainment services would not be enough to pave the superhighway.

"If entertainment has to lead the way to tap the superhighway, it will develop rather slowly," he said. "Everyone is looking for the so-called killer application. But I don't think there will be one unless it's a license to print money. I think it will come in the aggregate of services developed so that each home served can find its own killer application."

Others on the panel were (l-r): Nynex's Alan Bennett, Mal Klein of the Interactive Network, Marty Lafferty of Eon and John Reardon of Zing. "Entertainment and games will drive interactive television to homes," countered Klein. Reardon and Lafferty agreed. Bennett said Nynex's goal was to deliver both phone and program services to the home, with programing delivered on an on-demand basis. —SM

# MAXIMIZE YOUR

## Reinforce your message! Build bc

### With Broadcasting & Cable magazine's lineup of video products for NAB'94!

**Broadcasting & Cable** magazine's highly regarded staff will turn their considerable skill and experience to helping NAB '94 attendees get the most out of this year's show. Because this year, for the first time, Broadcasting & Cable is the official producer of video programming for NAB'94! There are four exciting products to choose from that will maximize your investment in NAB'94...

**NAB Today** is the official, in-room program of NAB'94. This one-hour magazine will have camera crews on the show's floor to film your video message. Production will be provided by Studio 5, a full-service television production company and a division of WCVB-TV Boston. Coverage will include;

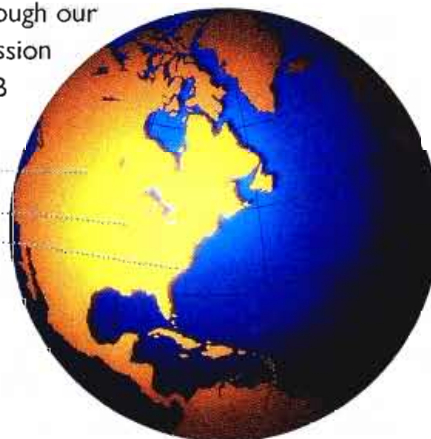
- Convention highlights, including interviews with exhibitors and attendees
- New product announcements
- Seminars held throughout the week
- Interviews with business leaders on issues facing the industry



A new program will be broadcast each day of the show, with commercial announcements of 30 or 60 seconds running each hour for all four days of the show — a total of 92 exposures for one fixed price!

**Reach TV Stations Across the U.S. Via Satellite!** In addition to reaching 65,000-plus NAB'94

attendees, your reach will be extended to television stations and cable operators across the country through our satellite transmission of the daily NAB Today show.





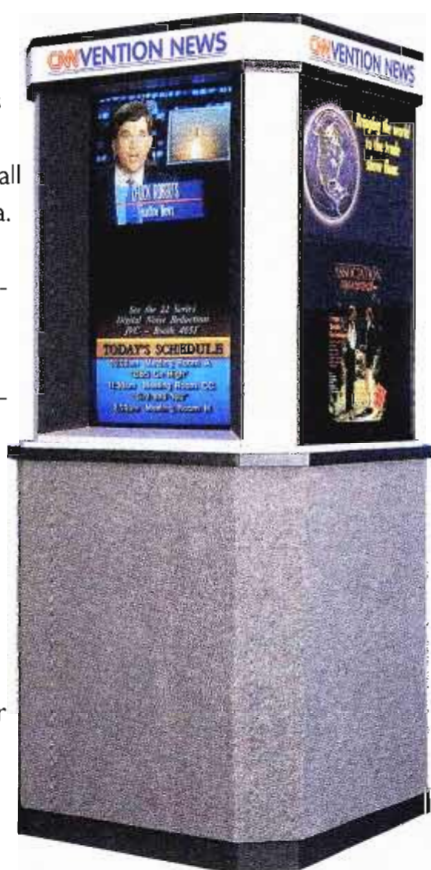
# NAB INVESTMENT!

## Booth traffic! Expand your audience!

### CNNvention News

is sure to catch the attendee's eye as he or she works the exhibit hall and conference area. CNN Headline News will be broadcast from kiosks located strategically throughout NAB — with exhibitors' commercial messages inserted in place of the national ads broadcast by CNN.

Each advertiser's message will appear once an hour throughout the four days of the show for a total of 32 commercial spots during NAB'94.



**NAB Video Billboard** will be carried on a second screen in the kiosks. This format utilizes video (no audio), slides or text for important announcements to NAB attendees. Each billboard message will be 15 seconds in length and will repeat twice an hour for a total of 64 impressions throughout the four days of the show. Use the billboard to build booth traffic, announce meetings or product demonstrations and to reinforce your company's sales message.

**Video News Releases** lets your NAB announcement get in front of news directors at television stations throughout the U.S. Each day, Broadcasting & Cable will satellite transmit Video News Releases (VNRs) sponsored by NAB '94 exhibitors. This is a timely and economical way to get broadcast news exposure for your new product or other announcement timed for release at the show.

This format also allows you to reach TV station executives who are not attending NAB'94 but are important buying influences!

### Commercial Production Services Available

Want to utilize Broadcasting & Cable's video products but you don't have a current commercial produced? Let us talk to you about producing an affordable, and professional quality video when you advertise on any of the NAB'94 products. Call Broadcasting & Cable today to get the most out of NAB'94!



### Combination Buy

Advertisers purchasing a one minute spot in both NAB Today and CNNvention News receive:

- Free page in Post-NAB issue of Broadcasting & Cable
- Free 15-second spot in Video Billboard program

### For More Information Contact:

Larry Oliver, Associate Publisher  
212-337-6943

**Broadcasting  
& Cable**  
The Newsweekly of Television and Radio

# Fox to fight for superhighway access

*Salhany tells affiliates she's wary of government's plans, stresses importance of free broadcasting, answers TV violence critics*

By Joe Flint

**F**ox Broadcasting Chairman Lucie Salhany told affiliates that the network will "fight to receive free access for broadcasters to all distribution sources and formats of the future."

Speaking to affiliates at the NATPE convention, Salhany said TV stations cannot become a "have-not" on the information superhighway. Salhany said her fears of what the broadcaster's role in the future would be were not "assuaged after the superhighway conference over which Vice President Gore presided over."

"The media barons of the future who spoke at UCLA didn't appear to be concerned that the less fortunate among us will not be able to afford all the wonderful, new, expensive services that they're developing."

The importance of access to free TV, she said, was never more apparent than after the earthquake that hit Los Angeles two weeks ago. "The power was out and the cable was out. The gatekeeper was not there. And because we've allowed ourselves to become dependent on him, we had no source of information. Fortunately, I had a battery-operated TV, which I got out of the closet, pulled up the antenna and turned on [Fox-owned] KTTV-TV. Our station was there telling me what was happening."

Salhany also criticized Capitol Hill's attack on TV violence and called research on the subject "seriously flawed." "Instead of trying to solve the underlying problems, they're wasting time and effort in their network witch-hunt," Salhany told Fox affiliates at NATPE.

On the programing front, Salhany said the network is "aggressively developing new programs for late night and plans to be back in this daypart as soon as possible with the right show."

Perhaps taking a cue from Paramount, Fox also is looking to the science fiction genre to provide the network's hits of the future. Fox Entertainment Group President Sandy Grushow told affiliates the network is "aggressively" developing several

sci-fi projects.

The first is *Space Chase*, produced by the Hensen Co., about an American astronaut lost in space. Also in the works is a show Grushow describes as "Top Gun in space."

"As many of you know from your experience with *Star Trek*, these types of shows will strongly appeal to our young demographic. And I have no doubt that in time we at the Fox network will grow our own *Star Trek* franchise—or two, or three," said Grushow, adding: "It's a genre I've long felt is missing from Fox, but belongs to Fox."

Grushow wants Fox to get into ac-

tion programing to complement the addition of the NFL to the network. "We have to address this vacuum. After all, action-adventure is the perfect promotional platform for football—and vice versa."

Grushow also plans an ambitious summer, conceding that last year's was "really painful. But let me assure, that is not going to happen this summer," said Grushow, who is planning to launch at least two new series including a spin-off of *Melrose Place* tentatively called *Models, Inc.* For now, the show will be a summer-only, eight-episode series, but if it takes off it could return in midseason. ■

## CBS punts 'NFL Today'

By Steve McClellan

**B**owing to pressure from affiliates, CBS last week reversed its decision to expand its Sunday *NFL Today* program next fall when it loses rights to NFC game coverage to Fox.

Affiliates argued that to continue with *NFL Today* not only would promote football on two competing networks (NBC and Fox), but also would be a poor lead-in to the programing that stations will air in their newly acquired time.

CBS executives told affiliates it was dropping the show altogether, and giving back another half-hour of Sunday afternoon time to stations. Now affiliates will have three hours—12:30-3:30 p.m.—to program on their own.

The decision immediately put into play *NFL Today* commentator Terry Bradshaw and word was he would sign with Fox, which last week signed CBS announcer John Madden and is expected to sign his partner, Pat Summerall. Bradshaw's co-host Greg Gumbel has other chores at CBS, including the Olympics and other sports, but his contract comes up for renewal

later this year.

The network made the announcement during a meeting at last week's NATPE convention. CBS officials said that it was still the network's intention to program late Sunday afternoon (3:30-6) with counterprograming targeted to women and families, but offered no further details.

Privately, network sources acknowledge they'll have to lobby hard to get some affiliates not to pre-empt the entire football-less Sunday afternoon block. But the network wants to program part of Sunday afternoon and doesn't want affiliates to get used to having the entire afternoon to themselves.

Although counterprograming to women and families is the tack the network will take, at least one rep firm—HRP—is urging client stations not to automatically dismiss going for a share of the younger viewers with action movies. Analyzing Fox affiliates' Sunday movie strategy against football, the rep firm found that comedy and action films worked best, while mysteries and romance films fared poorly. ■



## ***TCI: Future belongs to programmers***

By John Eggerton

**T**CI COO Brendan Clouston says that broadcasters who define themselves as a technology will be threatened by the advent of the information superhighway. But those who think of themselves as programmers will thrive, he told a NATPE audience. For them, the multimedia future simply will mean more stores in which to sell their product.

Clouston and Bell Atlantic President Jim Cullen discussed the planned \$30 billion merger of Bell Atlantic and Tele-Communications Inc., addressing concerns about the programing power the new venture would wield.

Clouston said that power would be limited by regulation and competition. On the regulatory side, he pointed out that the government plans to make open access a priority in its information superhighway legislation. On the competition side, he said, Bell Atlantic-TCI would vie for customers with another telco, satellite broadcasting, wireless cable and cellular telephone.

As the company builds out full-service networks—it has an application pending at the FCC for a 384-channel system in New Jersey—it will need programing, Cullen said. "We're not going to put Bell training films on all those channels.... The only gatekeepers will be the customer."

Asked whether he foresees a time when Bell Atlantic-TCI will go directly to someone such as Oprah Winfrey and make a deal to distribute her show—effectively cutting out the syndicator—Clouston said it wouldn't make sense, but he conceded that such deals could be done.

Clouston and Cullen said the broadcast networks would become more powerful, not because of their broadcast delivery systems, but because of their brand recognition and marketing experience. Although their audiences will continue to decline, Clouston said, the networks will be able to charge more for advertising because they will be able to target audiences.

"We can provide shirt size, and hat size," Clouston said. ■

## **First Amendment Center Solicits Scholars' Applications**

**Deadline for application: March 15, 1994**

The Freedom Forum First Amendment Center at Vanderbilt University invites applications for the 1994 - 1995 Visiting Professional Scholars Program. Each year, distinguished professionals from various disciplines are invited to take time away from their careers and complete a substantive First Amendment project.

The First Amendment Center is an operating program of The Freedom Forum of Arlington, Virginia, and is affiliated with the Vanderbilt Institute for Public Policy Studies at Vanderbilt University. Its mission is to foster greater public understanding of and appreciation for the rights and values guaranteed in the First Amendment, including freedom of press, speech and religion, peaceable assembly and the right to petition the government for redress of grievances.

**PROJECTS OF INTEREST** Any project that will further public understanding of First Amendment rights and values. Projects might include, but not be limited to, organizing a national or international conference, writing a book or monograph, conducting a national or international survey or study, or developing an educational curriculum.

**ELIGIBILITY** Journalists, lawyers, academics, researchers and others with First Amendment expertise or interest are invited to apply.

**APPLICATION** Submit a letter of application with a 3 to 5 page summary of the proposed project, a resume or curriculum vitae and publications and/or work samples if relevant.

**DEADLINE** Applications are due by March 15, 1994, for the 1994 - 1995 academic year.

**PROGRAM SPECIFICS** Visiting Professional Scholars will be in residence at The Freedom Forum First Amendment Center's new headquarters located at Vanderbilt University for up to one academic year. Stipend, housing and other benefits provided.

### **FOR MORE INFORMATION, WRITE:**

Visiting Scholars Program  
The Freedom Forum First Amendment Center  
1207 18th Avenue South  
Nashville, TN 37212

**THE FREEDOM FORUM  
FIRST AMENDMENT CENTER**  
AT VANDERBILT UNIVERSITY

# Wheeling and dealing in Miami Beach

Programming developments from NATPE exhibit floor

■ Confirming earlier speculation in **BROADCASTING & CABLE**, **Columbia Pictures Television Distribution** is rolling out the off-CBS series *Forever Knight* as a first-run syndicated weekly for debut in September 1994. The modern-day vampire action-adventure, which originally aired on CBS's CrimeTime After PrimeTime lineup in 1992-93, has been sold to CBS O&O WBBM-TV Chicago and CBS affiliates WJBK-TV Detroit; WAGA-TV Atlanta; WPEC-TV West Palm Beach, Fla.; WPRI-TV Providence, R.I., and WBNS-TV Columbus, Ohio. The all-barter (7 minutes local/7 minutes national) has been cleared on 60 stations representing more than 40% of the country.

CPTD also confirmed that it picked up the first-run strip distribution rights to *The Newz* from Celebrity Entertainment Inc. principals Michael Gerber and James McNamara. Columbia will distribute six nights of the topical comedy strip on a straight barter basis, with the studio and stations each retaining 3½ minutes of ad time.

■ **Saban Entertainment**, producer of Fox Children's Network's hit live-action sci-fi strip *Mighty Morphin Power Rangers*, says it got an agreement from DIC Animation City in which DIC will run a disclaimer on all marketing materials that DIC's *Power Boy* is not associated in any way with *Power Rangers*. Rumored threats of legal action from Saban and Fox (**BROADCASTING & CABLE**, Jan. 24) also apparently led to DIC's agreeing to change the name of the *Power Boy* lead character, whose first and last names were said to be taken from two characters in *Power Rangers*.

*Power Boy* distributor **All American Television** reports that the series has been cleared in more than 25 markets, representing 42% of the U.S. Group deals with Tribune Broadcasting, Paramount TV Group and Cannell Communications account for the bulk of the new clearances.

■ Off-first-run sales of **All American Television's** *Baywatch* have cleared weekly repeat runs in 175 markets (96% U.S. coverage). Clearing the show as a repeat strip are stations in 25 markets, representing 42% of the country. Among the group buyers: Chris Craft/United Television's WWOR-TV New York, KCOP-TV Los Angeles, KMSP-TV Minneapolis and KUTP-TV Phoenix, as well as Combined's WPWR-TV Chicago and WTXF-TV Philadelphia. All American is offering the back-end series on a cash basis.

■ **Telemundo, Reuters and three Spanish-language broadcasters** announced a joint venture to launch a 24-hour news service aimed at the 380 million Spanish-speaking people around the world. The service, expected to launch in the second quarter, must be approved by the U.S. Bankruptcy Court in New York, which is overseeing Telemundo's Chapter 11 financial restructuring. Telemundo President Joaquin Blaya said the venture plan would be submitted to the court shortly, and he expects "routine" approval within weeks. The other partners in the \$100 million venture are Artear S.A. of Argentina, Antena 3 of Spain and Productora y Comercializadora de Television S.A. of Mexico.

■ **Warner Bros. Domestic Television Distribution** received a critical boost to its sales campaign for *Entertainment News Television* [ENT], with the signing of deals for holdout markets Chicago, Philadelphia and Indianapolis. Given that NBC O&O WMAQ-TV Chicago has contractual obligations to Columbia's *Married...with Children* and just a single prime access slot, WBTD Senior VP Scott Carlin said only that the station would air it in a "time period with strong ratings," presumably early or late fringe. Carlin said both CBS O&O WCAU-TV Philadelphia and independent WXIN-TV Indianapolis are committing prime access slots. WCAU, in particular, has had some recent problems in access with the aborted *You Bet Your Life*, among others. The new pickups have put ENT at the head of the pack with 63 stations (55% of the U.S.).

■ In the latest rush of syndicators making last-minute programming rollouts at NATPE, **Viacom Entertainment** reached a worldwide distribution agreement for the hour-long drama strip *The Drive*. The announcement marks a departure from NATPE's past, where most syndicators bring series to the convention with as much as 40% of the country sold. In Viacom's case, the company is feeling out opportunities in Miami before deciding whether to place the show in syndication or possibly opt for broadcast network or cable clearances in 1995. Viacom's deal with co-production partners Focus Worldwide Television and Altman International calls for 65 original episodes to be shot in the South Beach district of Miami. Michael Yudin, Viacom's senior vice president of marketing, says *The Drive* will be shot on film, with casting and production staff to be named within the next few months.

■ **Twentieth Century Television International** unveiled a 26-episode reality-based series called *Manhunter*, which will be offered internationally beginning in fall 1994. A production of in-house Fox Television Stations Productions, *Manhunter* will borrow footage and "real life" cases from Fox Broadcasting Co.'s *America's Most Wanted*, whose host, John Walsh, also will serve double-duty on the international series.

Twentieth Television, Fox's domestic syndication division, reports that it sold its weekly reality series *Trauma* to the seven Fox O&Os, which represent 24% U.S. coverage for the half-hour series.

■ **Group W Productions and Tribune Broadcasting** have reached a partnership agreement on the former's *Truth or Tabloid* reality-based game show. The addition of Tribune's seven stations has brought total clearances to more than 65% of the U.S., according to Group W. The Ralph Edwards/Stu Billelt Productions strip is hosted by former *New York Post* editor Jerry Nachman, and features contestants who tell "incredible" stories, some fictitious and some true.

■ **Cannell Distribution** confirmed the casting of actors Lee Horsley and Linda Carter for its fall 1994 frontier drama *Hawkeye*, as first reported in **BROADCASTING & CABLE** (Jan. 10, et seq.).



# Sony teams with HBO Ole; several new services to be launched

By Steve Coe

**S**ony Pictures Entertainment has become a full partner in HBO Ole after acquiring an equity interest in the Latin American service currently owned by HBO and Omnivision Latinamerican Entertainment Inc.

The deal, which was announced last Wednesday at NATPE, is designed to expand HBO Ole's services while giving Sony another outlet to showcase its product. Under the alliance, the three HBO Ole partners will launch a second service called Cinemax, which will feature product from the libraries of Sony Pictures Entertainment, Warner Bros. and other major film producers.

Cinemax will debut on Feb. 1 and will air 24 hours a day. It will be available throughout South America, Central America, the Caribbean basin and Mexico.

In making the announcement, Lee deBoer, president, HBO International, said HBO Ole will launch several new advertiser-supported services, including a general entertainment superstation and a family channel.

"This venture not only reinforces our long-standing interest in working with SPE, but also represents a major step forward in furthering HBO Ole's aims for maximizing its growth and expansion throughout Latin America," deBoer said.

Commenting on the growth potential of the Latin American territory, Ole Group Vice President Enrique Cusco said, "The Latin American market is still young. In fact, CNN came in only about four years ago." Cusco is a co-owner of Omnivision.

Representing Sony at the press conference, Michael Grindon, executive vice president, pay television, Sony Pictures Entertainment's Television Group, said the new partnership "provides both immediate and long-range opportunities."

HBO Ole is available in 18 countries, reaching more than 1 million households. The service was launched in October 1991 and was the first 24-hour-a-day Spanish-language pay-TV network in Latin America. ■

## USA targets Latin America

USA Networks is launching a new Latin American cable network in April. USA President Kay Koplovitz says that the new service will reach perhaps 1 million subscribers three months after launch. Programming will be supplied primarily by USA parents Paramount and MCA as well as USA itself, including a block of Sci-Fi Channel programming. Plans also call for some local production in South America.

In addition to movies, the service will televise series including *Murder, She Wrote*, *Major Dad*, *Wings*, *Hard Copy* and *Entertainment Tonight*. "We believe the Latin American market presents an enormous opportunity for our international expansion," says Koplovitz.

A year ago, USA had plans in place to launch a European cable network, but that has been delayed as the network's parents grapple with the issue of how the network would launch syndication sales in Europe, which remains the single most lucrative international market for U.S. programs.

Last week, USA officials said they still intend to launch a European cable service but do not yet have a final plan. Koplovitz says that break-even for the Latin American service is five years away. USA has agreements with cable operators Multivision of Mexico, Produfe of Argentina and Cablevision of Venezuela to carry and sell the service. —SM

## Agencies, advertisers debate program content at NATPE panel

By Geoffrey Foisie

**A**dvertiser objection to program content raised the room temperature at a NATPE panel session moderated by talk show host Maury Povich.

Premier Advertising Sales President Marc Hirsch said advertiser objections have affected stations' willingness to buy certain programming. He added that consumer letter-writing campaigns also have persuaded advertisers to keep spots out of certain shows: "Then [the advertisers] turn around and say the decision was based on their own guidelines."

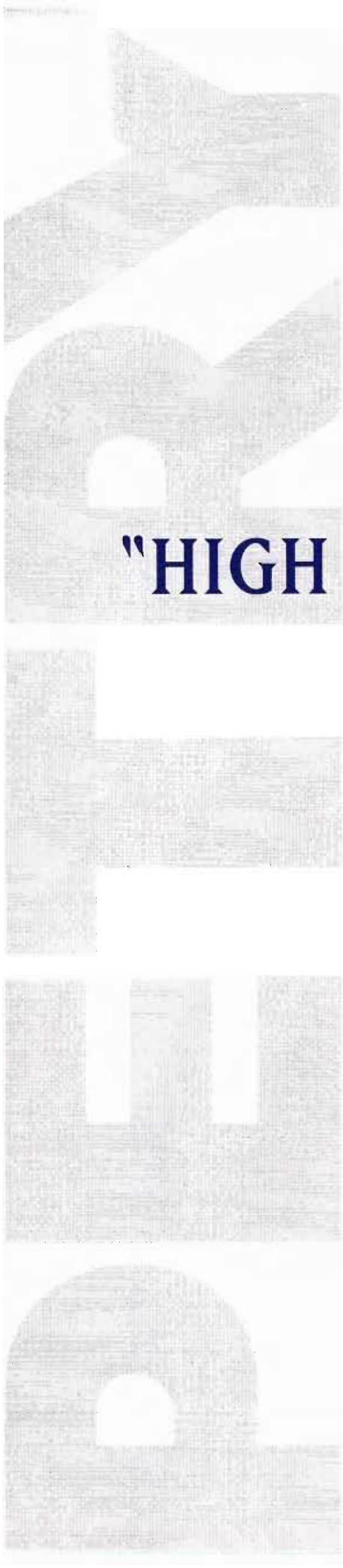
Debbie Sinay, general sales manager of WCVB-TV Boston, said: "We watched corporate advertising accounts drop 50% in certain types of

shows. It is a serious issue."

"We do not boycott or have a blacklist," said Jim Van Cleave, vice president, media and programming, Procter & Gamble. Also denying that there was a "hit list" was Betsy Frank, Saatchi & Saatchi senior vice president: "I defend my clients' rights not to be associated with a particular program."

Saying that shows with content problems still could be sold was Seltel Senior Vice President David Schwartz: "*Studs* generated a lot of revenue, its problem was that it ran out of ratings."

Van Cleave said he thought television's share of total advertising would remain roughly the same as it had been throughout the past decade. Disagreeing



# "HIGH MARKS AND WELL



That's what Jason Elkin, Chairman & CEO of New Vision Television had to say in appointing Petry to represent WJTV Jackson, and WHLT Hattiesburg, Mississippi.

## POSITIONED FOR THE FUTURE"

In fact, in a recent nationwide survey of advertising agencies, Petry finished first or second in more categories than any other firm including:

- Account executives' overall knowledge
- Getting good rates and strong shares
- Dependability
- Creative selling
- Selling sports and specials
- Effective problem-solving and handling of discrepancies
- Developing promotional and value-added opportunities
- Providing useful ratings and qualitative research

Building partnerships for the long term. Focused on providing winning performance and innovative services.

**PETRY**  
first in spot television.

was Television Bureau of Advertising President Ave Butensky who said that although technology will increase the ability of viewers to be selective about advertising, that selectivity also will increase their interest in the advertising they select. Butensky said that such interest already has surfaced in results from interactive television systems run by Groupe Videotron in Canada.

Saatchi & Saatchi's Frank seemed less sure that enough test results were in: "How the consumer uses media will drive television advertising, and we don't really know how they will use it yet."

Also calling the technology question premature was Van Cleave: "The growth of interactivity is of concern, but the problem at this point is theoretical. People will still want mass entertainment well into the future."

Another effect of technology on television will be its ability to deliver targeted audiences, said Cabletelevision Advertising Bureau President Thom McKinney. He said cable's technology already allows it to deliver targeted geographic and demographic audiences cities such as New York and Los Angeles.

Other topics covered at the panel session included the growth of infomercials. Seltel's Schwartz said that at the rep firm's Los Angeles office, one infomercial company was the third-largest client. ■

## Shopping to the hits

MTV, VH-1 hope music results in CD, ticket purchases

By Rich Brown

**A**dd MTV Networks to the list of programmers looking to cash in on the home shopping craze.

Beginning in April, company-owned networks MTV, VH-1 and Nick at Nite will begin testing home shopping shows that will sell recorded music, concert tickets and other entertainment-related products. Cable operators will receive a cut of merchandise sales. If all goes well during the three-to-six-month test, the company will launch a standalone shopping service.

MTV's leap into home shopping comes as a number of music video programmers have the same idea. Last week, a quartet of music industry giants—Time Warner's Warner Music Group, Sony Corp.'s Sony Music, Thorn EMI's EMI Music and Philips Electronics' PolyGram—were said to be mapping a plan to launch several music-shopping channels around the world.

Meanwhile, music giant Bertelsmann has announced plans to team with top multisystem operator TeleCommunications Inc. to offer a music video/home shopping channel in the U.S. And other music video services

are starting to make noise, like MOR Music TV, which allows 4 million cable subscribers to order CDs and cassettes of the artists they see.

MTV Networks executives say the company's home shopping plans have been in the works for about a year. In fact, plans by MTV parent company Viacom to launch a music video/shopping channel surfaced last year in the company's antitrust lawsuit against TCI. Viacom also is looking to test interactive music "videoshopping" on its planned state-of-the-art cable system in Castro Valley, Calif., later this year.

The home shopping shows that will be tested on the MTV Networks this spring include celebrity-hosted shows; "rockumentaries" on various musical acts; live coverage of concerts, and segments on fashion and consumer electronics and other topics.

Executives in charge of the home shopping shows are Brian Diamond, a 13-year MTV veteran; Gabe Doppelt, who recently joined MTV Networks after 13 years as a magazine journalist, and Gwynne Thomas, former editor of *Mademoiselle* magazine. ■

## ACI jumps into first-runs with 'High Tide'

Light-action show relies on expected international sales

By Steve Coe

**M**arking its entre into first-run series distribution, ACI used the NATPE forum to announce a new weekly hour action series. *High Tide*, starring Rick Springfield, George Segal and Yannick Bisson, has not cleared any markets domestically, but company executives declared the series a firm go.

At a press conference last Monday, Michael Weiser, ACI's executive vice president, domestic distribution, said that based on the expected international sales of the show, 24 hour-long episodes will be produced. He described the series as a light-action buddy comedy, with Springfield and Bis-

son playing two mismatched brothers who work for a cynical ex-secret agent (Segal) who runs a private investigation firm.

The show is a Franklin/Waterman Entertainment Inc. Presentation of a Straight Throw Limited Production.

The series should appeal to both stations and advertisers because of its "non-gratuitous-violence nature," Weiser said. Set to debut in September, the series will be sold on a barter basis with a 7 minute/7 minute split.

ACI, which was formed in 1989 by eight production companies to distribute their product, will distribute the series in the United States and Cana-

da. Columbia International TV will sell the series in Europe and Beta Taurus will distribute it in all other international territories.

"We're in a fortunate position to have Franklin/Waterman in full production on the series," Weiser said. Eight episodes have been completed. "This show is not contingent on it being cleared in 80% of the country. This is fully funded for the year and will roll out in any percentage of the country."

As for ACI's strategy of rolling out the show internationally before any domestic clearances, Weiser quickly pointed out that Cannell's *Highlander* took a similar launch route. ■



# AP to launch international video service

*APTV will tailor some news services for U.S. stations; starts Nov. 1*

By Peter Viles

**T**he Associated Press, which was a pioneer on some of the earliest information superhighways—they were dusty roads traveled by stagecoaches—is finally entering the video age.

After months of internal discussions, the 146-year-old news cooperative announced last week that it will launch an international video news service on Nov. 1. The service will be based on London and will be transmitted to television news organizations throughout the world.

Testing of the service will begin this summer.

Reports will originate from AP's network of foreign bureaus—92 in 67 countries. AP, which currently transmits words, graphics, still photos and audio, said that it plans to hire a staff

of experienced television journalists to work in London and in its bureaus.

"The target market is the international television marketplace," said Jim Williams, vice president and director of AP Broadcast Services. "However, we do see a significant opportunity for our U.S. television members."

The service, to be called APTV, will offer customized international coverage for U.S. stations that seek to produce their own reports, Williams said.

"With one phone call, you get whatever you need to help your staff cover an international story," Williams said. "You get editing, shooting or a reporter."

The new venture was approved by and was announced last Wednesday (Jan. 26). The board had voted in

the AP board of directors on Jan. 21 and was announced last Wednesday (Jan. 26). The board had voted in April to enter the video news business, but had not committed to a timetable. The AP did not release any estimates of its investment in the project.

"We looked carefully at the international television news market and determined that events and industry demand have created the need for an independent, comprehensive source of global video news," said Frank A. Daniels Jr., Associated Press board chairman.

"We can do this cost-effectively, utilizing our existing bureau structures, and in a short time contribute positively to our income stream."

Founded in 1848, the AP is owned by the newspapers, radio and TV stations that subscribe to the service. ■

**There's still time to enter  
The Journalism  
Awards Competition  
for distinguished service  
in health reporting  
sponsored by the  
American Chiropractic  
Association. Cash prizes  
and recognition trophies**



**will be awarded  
for category  
entries in  
newspaper,  
magazine, radio  
and television.**

If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation...if your work has served to motivate your community to a better understanding of a health problem...if your efforts promoted health and welfare, your story or program should be entered in this competition. Enter your own program or nominate colleagues' programs for awards.

**Closing date for health reporting  
done in 1993 is April 1, 1994**

For Rules and Entry forms,  
write to:

Journalism Awards  
American Chiropractic Association  
1701 Clarendon Blvd.  
Arlington, VA 22209

Plan also to do a suitable work  
for the calendar year 1994  
and enter before April, 1995

## Second Annual Seminar



Almost one year ago, key leaders from the electronic media gathered before a capacity audience at the Waldorf-Astoria to analyze the future of an industry changing more rapidly than at any other time in its history. Just about anybody who is anybody was there...

...were you?

Don't miss:

### Television: Marketing in a Multi-Channel Universe

February 10, 1994

Waldorf-Astoria • New York City

#### REGISTRATION FORM

IRTS/*Broadcasting & Cable* Seminar

Television: Marketing in a Multi-Channel Universe

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

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

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

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

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Please check one: \_\_\_\_\_ IRTS Member @\$300  
\_\_\_\_\_ Non IRTS Member @\$350

Form of Payment: \_\_\_\_\_ Credit Card \_\_\_\_\_ Check  
VISA/MC # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address (if different from above)  
\_\_\_\_\_

Feel free to copy this coupon for each individual registrant.

Please make checks payable to the  
IRTS/*Broadcasting & Cable* Seminar  
and mail to:

IRTS/*Broadcasting & Cable* Seminar  
420 Lexington Avenue, Suite 1714  
New York, NY 10170-0101

For more information call 212-867-6650

Fax: 212-867-6653



# TELEVISION: MARKETING IN A MULTI-CHANNEL UNIVERSE

## KEYNOTE SPEECH

9:00 AM—Empire Room

**Raymond W. Smith**, Chairman & CEO  
Bell Atlantic Corporation

## MAPPING THE ELECTRONIC SUPERHIGHWAY

10:00 – 11:00 AM—Empire Room

*Moderator:*

**Donald V. West**, Sr. Vice President & Editor  
*Broadcasting & Cable Magazine*

*Panel:*

**W. Patrick Campbell**, Executive Vice President,  
Corp. Strategy & Bus. Development  
Ameritech

**Kay Koplovitz**, Founder, President & CEO  
USA Networks

**Roy Neel**, President/CEO  
U.S. Telephone Association

**Dennis Patrick**, President & CEO  
Time Warner Telecommunications

**Robert C. Wright**, President  
NBC

## THE CONSUMER AS PROGRAMMER

11:15 AM – 12:15 PM—Empire Room

*Moderator:*

**Joyce Tudryn**, Associate Executive Director  
International Radio and Television Society

*Panel:*

**Larry Chiagouris**, President  
The Decision Shop

**Vincent Grosso**, Director of Interactive TV  
AT&T

**Greg Riker**, Director, Future Home Technology  
Microsoft Corporation

**Dick Robertson**, President  
Warner Bros. Domestic Television Distribution

**Nancy G. Stover**, Project Leader, Your Choice TV  
Discovery Communications

## LUNCHEON SPEAKER

12:30 – 2:00 PM—Hilton Room

**Sumner Redstone**, Chairman  
Viacom International

## MADISON AVENUE ENTERS A NEW AGE

2:15 – 3:15 PM—Empire Room

*Moderator:*

**Carolyn Wall**, Executive Vice President  
News America Holdings

*Panel:*

**Martin Nisenholtz**, Sr. VP/Director of Electronic Marketing  
Ogilvy & Mather Direct

**William Schereck**, Executive VP, International  
QVC Network

**Stuart Segal**, National Director for Interactive Advertising  
Interactive Network

**Robert W. Watson**, Director, Advertising Services  
AT&T

## PROFESSIONAL RESPONSIBILITIES VS. CONSCIENCE

3:15 – 4:15 PM—Empire Room

*Moderator:*

**Edward Bleier**, President  
Domestic Pay-TV, Cable & Network Features  
Warner Bros.

*Panel:*

**Paul Klein**, President  
PKO Television, Ltd.

**Ben Wattenberg**, Sr. Fellow  
American Enterprise Institute

**Rosalyn Weinman**, VP, Broadcast Standards & Practices  
NBC

**Judith Regan**, Vice President/Sr. Editor  
Simon & Schuster

## THE MULTI-MEDIA GIANTS: POISED FOR VICTORY OR DEFEAT?

4:30 – 5:30 PM—Empire Room

*Moderator:*

**Richard MacDonald**, Fellow  
The Freedom Forum Media Studies Center

*Panel:*

**Barry Kaplan**, VP, Media & Communications  
Goldman Sachs

**Steve Rattner**, Partner  
Lazard Freres

**Jessica Reif**, Sr. Vice President  
Oppenheimer & Co.

**Tom Wolzien**, Research Analyst  
Sanford C. Bernstein

# Ratings Week

According to Nielsen, Jan 17-23

|                     | abc <b>ABC</b>                                      | CBS                                                           | NBC                                                                        | FOX                             |
|---------------------|-----------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------|
| <b>MONDAY</b>       | <b>11.1/16</b>                                      | <b>15.2/22</b>                                                | <b>11.1/16</b>                                                             | <b>6.5/9</b>                    |
| 8:00                | 46. Day One 11.6/16                                 | 24. CBS Spec Rpt 14.0/20                                      | 35. News Sp: Quake 12.7/18                                                 | 82. The X-Files 7.1/10          |
| 8:30                |                                                     | 38. Dave's World 12.5/18                                      | 55. Fresh Prince 11.0/16                                                   |                                 |
| 9:00                | 58. ABC Monday Night Movie—Betrayed By Love 10.8/16 | 13. Murphy Brown 17.0/24                                      | 60. NBC Monday Night Movies—Confessions: Two Faces of Evil 10.7/16         | 89. The X-Files 5.9/8           |
| 9:30                |                                                     | 17. Love & War 15.9/23                                        |                                                                            |                                 |
| 10:00               |                                                     | 18. Northern Exposure 15.8/24                                 |                                                                            |                                 |
| 10:30               |                                                     |                                                               |                                                                            |                                 |
| <b>TUESDAY</b>      | <b>16.5/24</b>                                      | <b>17.0/25</b>                                                | <b>8.2/12</b>                                                              | <b>6.3/9</b>                    |
| 8:00                | 16. Full House 16.1/23                              | 14. Rescue: 911 16.4/24                                       | 77. Super Bowl/C. Br 8.0/12                                                | 84. Monty 6.8/10                |
| 8:30                | 21. Edith Ann 14.9/21                               |                                                               | 84. The Good Life 6.8/10                                                   | 93. Roc 5.3/8                   |
| 9:00                | 7. Roseanne 18.7/27                                 | 12. CBS Tuesday Movie—In the Best of Families, Part 2 17.3/26 | 75. J. Larroquette 8.4/12                                                  | 86. America's Most Wanted 6.6/9 |
| 9:30                | 9. Coach 18.6/27                                    |                                                               | 79. Cafe Americain 7.2/10                                                  |                                 |
| 10:00               | 20. NYPD Blue 15.4/24                               |                                                               | 70. Dateline NBC 9.3/14                                                    |                                 |
| 10:30               |                                                     |                                                               |                                                                            |                                 |
| <b>WEDNESDAY</b>    | <b>14.4/22</b>                                      | <b>11.8/18</b>                                                | <b>13.9/21</b>                                                             | <b>7.4/10</b>                   |
| 8:00                | 47. Thea 11.5/17                                    | 54. Nanny 11.1/16                                             | 23. Unsolved Mysteries 14.8/22                                             | 72. Beverly Hills, 90210 8.8/13 |
| 8:30                | 50. George 11.4/17                                  | 56. Hearts Afire 10.9/16                                      |                                                                            |                                 |
| 9:00                | 3. Home Improvmt 23.4/33                            | 56. In the Heat of the Night 10.9/16                          | 29. Now w/Tom and Katie 13.3/19                                            | 89. Melrose Place 5.9/8         |
| 9:30                | 6. Grace Under Fire 19.2/28                         |                                                               |                                                                            |                                 |
| 10:00               | 62. Birdland 10.3/17                                | 28. 48 Hours 13.5/22                                          | 25. Law and Order 13.7/22                                                  |                                 |
| 10:30               |                                                     |                                                               |                                                                            |                                 |
| <b>THURSDAY</b>     | <b>14.3/21</b>                                      | <b>10.7/16</b>                                                | <b>14.9/23</b>                                                             | <b>8.2/12</b>                   |
| 8:00                | 44. Missing Persons 11.7/17                         | 61. How'd They Do That? 10.5/16                               | 32. Mad About You 12.9/19                                                  | 50. The Simpsons 11.4/17        |
| 8:30                |                                                     |                                                               | 21. Wings 14.9/22                                                          | 71. Sinbad 9.1/13               |
| 9:00                | 29. Matlock 13.3/19                                 | 32. Eye to Eye with Connie Chung 12.9/19                      | 5. Seinfeld 20.1/29                                                        | 82. In Living Color 7.1/10      |
| 9:30                |                                                     | 73. Second Chances 8.7/14                                     | 10. Frasier 18.3/27                                                        | 93. Herman's Head 5.3/8         |
| 10:00               | 11. Primetime Live 17.9/29                          |                                                               | 47. Homicide: Life on the Street 11.5/19                                   |                                 |
| 10:30               |                                                     |                                                               |                                                                            |                                 |
| <b>FRIDAY</b>       | <b>13.7/23</b>                                      | <b>12.4/21</b>                                                | <b>7.8/13</b>                                                              | <b>6.0/10</b>                   |
| 8:00                | 27. Family Matters 13.6/23                          | 35. Diagnosis Murder 12.7/21                                  | 74. Viper 8.5/14                                                           | 95. Brisco County, Jr. 4.8/8    |
| 8:30                | 35. Boy Meets World 12.7/21                         |                                                               |                                                                            |                                 |
| 9:00                | 39. Step By Step 12.4/21                            | 32. Burke's Law 12.9/21                                       | 78. NBC Friday Night Mystery—Visions of Murder 7.5/13                      | 79. The X-Files 7.2/12          |
| 9:30                | 43. Hangin' w/Mr. C 12.0/20                         | 47. Picket Fences 11.5/20                                     |                                                                            |                                 |
| 10:00               | 18. 20/20 15.8/27                                   |                                                               |                                                                            |                                 |
| 10:30               |                                                     |                                                               |                                                                            |                                 |
| <b>SATURDAY</b>     | <b>8.0/14</b>                                       | <b>12.8/22</b>                                                | <b>8.1/14</b>                                                              | <b>7.5/12</b>                   |
| 8:00                | 79. ABC Saturday Night Movie—The Parent Trap 7.2/12 | 15. Dr. Quinn Medicine Woman 16.2/28                          | 95. Saved by the Bell 4.8/8                                                | 76. Cops 8.3/14                 |
| 8:30                |                                                     | 64. Harts of the West 10.0/17                                 | 97. Getting By 4.6/8                                                       | 69. Cops 9.4/16                 |
| 9:00                |                                                     | 40. Walker, Texas Ranger 12.3/22                              | 63. Empty Nest 10.1/17                                                     | 87. Front Page 6.2/10           |
| 9:30                |                                                     |                                                               | 65. Nurses 9.9/17                                                          |                                 |
| 10:00               | 67. The Commish 9.5/17                              |                                                               | 66. Sisters 9.6/17                                                         |                                 |
| 10:30               |                                                     |                                                               |                                                                            |                                 |
| <b>SUNDAY</b>       | <b>11.9/18</b>                                      | <b>22.7/34</b>                                                | <b>8.3/13</b>                                                              | <b>9.4/14</b>                   |
| 7:00                | 44. Am Fun Hm Vid 11.7/18                           | 2. NFL Post Game 26.6/42                                      | 88. I Witness Video 6.1/9                                                  | 98. Code 3 4.2/6                |
| 7:30                | 29. Am Fun Hm Vid 13.3/20                           | 1. 60 Minutes 26.9/40                                         |                                                                            | 92. Code 3 5.5/8                |
| 8:00                | 40. Lois & Clark 12.3/18                            | 4. Murder, She Wrote 21.0/30                                  | 91. Treasure Island: Adventure 5.6/8                                       | 67. Martin 9.5/14               |
| 8:30                |                                                     | 7. CBS Sunday Movie—Incident in a Small Town 18.7/31          | 58. NBC Sunday Night Movie—In the Line of Duty: Price of Vengeance 10.8/17 | 53. Living Single 11.2/16       |
| 9:00                | 52. ABC Sunday Night Movie—French Silk 11.3/17      |                                                               |                                                                            | 25. Married w/Child 13.7/20     |
| 9:30                |                                                     |                                                               |                                                                            | 42. George Carlin 12.2/18       |
| 10:00               |                                                     |                                                               |                                                                            |                                 |
| 10:30               |                                                     |                                                               |                                                                            |                                 |
| <b>WEEK'S AVGS</b>  | <b>12.8/20</b>                                      | <b>15.0/23</b>                                                | <b>10.2/16</b>                                                             | <b>7.5/11</b>                   |
| <b>SSN. TO DATE</b> | <b>12.7/21</b>                                      | <b>13.0/21</b>                                                | <b>11.2/18</b>                                                             | <b>7.2/11</b>                   |

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES



## Cable awaits next-generation converters

*New boxes, seen by some as interim technology, are expected to begin shipping this year; will allow for expanded channel capacity and addressability*

By Rich Brown

**D**espite delays, the next generation of set-top cable converter boxes is on the way. Top system operators acknowledge that the next generation likely will be replaced 10-15 years down the road by broadband networks and switching technology, but they remain committed to the new boxes as an interim technology. Cable system operators already have placed some early orders for the boxes and expect to see the first units roll off the assembly line later this year.

"Ten or 15 years in this business is an eternity," says Comcast Cable President Tom Baxter, explaining the company's decision to order 150,000 boxes from General Instrument Corp. subsidiary Jerrold Instrument. "I would not describe 10 or 15 years in this business as an interim period."

Top MSO Tele-Communications Inc. has delayed its order of next-generation converters by almost a year, but company spokesman Bob Thompson says TCI remains very much interested in the interim technology. The company originally expected to roll out the new boxes in early 1994 but is now looking at a rollout later this year. Thompson says delays in manufacturing the set-top boxes have been tied to a delay in standards-setting by the Moving Pictures Experts Group.

"Yes, it's an interim technology," says Thompson. "But it's a critical interim step." Thompson says one reason the digital boxes are important to TCI is that they will give the MSO expanded channel capacity that will make it better able to compete with upstart direct-broadcast satellite services in the immediate future. Also, he says, TCI's order of 1 million boxes from General Instrument plus "several hundred thousand" boxes from Scientific-Atlanta and Hewlett-Packard will drive down the cost of the digital chip that will be applicable to the broadband network.

He says General Instrument later this year is expected to deliver "tens

of thousands" of boxes to TCI at a cost of roughly \$200 per box. The marketplace will determine how quickly the boxes are deployed.

Number-two MSO Time Warner Cable has not announced its plans for advanced converters, but the company has a deal in the works for an interim box that would allow for expanded channel capacity and increased address-

sability, according to a company spokesman. He says the company, like TCI and Comcast, plans to begin receiving new boxes later this year.

A spokesman for the nation's third-largest MSO, Continental Cablevision, says all equipment purchases at the company are done at the system level but that he is not aware of any orders for next generation boxes. ■

## Hearst, Videotron test interactivity

By Rich Brown

**T**he Hearst Corp. is investing \$20 million in a new cable system that will offer advanced interactive television to 34,000 Canadian homes by 1995.

Privately held Hearst is one of five companies joining forces to build the \$200 million interactive system with Le Groupe Videotron, Canada's second-largest cable system operator. Hearst and the other companies—National Bank of Canada, Hydro-Quebec, Loto-Quebec and Canada Post Corp.—plan to use the advanced system to offer interactive services ranging from business directories to home banking.

"This is a real and broad-based opportunity to learn how to use these services in a business environment," says Hearst President and CEO Frank Bennack. "The network will be real, not a test."

Hearst executives anticipate strong consumer demand for the services, despite lackluster results in interactive TV tests in Cerritos, Calif., and elsewhere. GTE had problems in Cerritos partly because the sample size was very small, says Al Sikes, president, Hearst New Media and Technology.

Hearst executives say the Videotron system will be attractive to subscribers because its transactional services will be provided at no additional cost.

Transaction costs will be covered instead by the companies that provide the interactive services.

Hearst plans to provide interactive services that include business directories and other information services which can be updated daily. Business directories are an area of growing interest for Hearst, which earlier this month purchased a business-directory service in Texas. Bennack says the company foresees "enormous prospects" for selling advertising through business directories and other interactive media.

Interactive services offered by the other major partners will include financial services, home energy management, electronic mail, classified advertising and lotteries. Videotron's interactive service, known as UBI, for Universal Bidirectional Interactivity, will offer just over 50 channels, with eight of those dedicated to transactional services.

Pay-per-view movies—at least initially—will not have the VCR-like video-on-demand features being developed by other interactive TV systems.

UBI initially will target roughly 34,000 homes in northeast Quebec. Videotron and its partners expect to reach 1.5 million homes by 2002 with a total investment of approximately \$570 million. ■

## Bell Atlantic seeks long-distance entry

*Telco says TCI merger hinges on lifting of phone service prohibition*

By Joe Flint

**B**ell Atlantic says that, absent permission to enter the \$52 billion long-distance telephone business, its \$30 billion merger with Tele-Communications Inc. cannot go forward as planned.

"Bell Atlantic must obtain decree relief in order to close its transaction with TCI and Liberty Media by Jan. 2, 1995," the company says in a Jan. 20 filing with the Justice Department.

The 1984 consent decrees that broke up AT&T prohibit Bell Atlantic from providing long-distance services, distributing cable programming via satellite outside its operating territory or

importing cable programming within its territory.

"Limiting the present waiver to cable programming [as Justice recommended for Southwestern Bell] would substantially hinder Bell Atlantic's ability to offer competitive local telephony through these out-of-region systems, which is the central objective driving this entire merger," Bell Atlantic says.

In a supporting affidavit, Brian Oliver, president, Bell Atlantic Business Development, says: "Within two-and-a-half years of closing, I expect to be operating full-service networks in competition with the incumbent telcos

in approximately 30 cities outside Bell Atlantic's current region." ■

### Errata

A Jan. 17 story about Malrite Guaranteed partnership incorrectly stated that Malrite had guaranteed limited partners a 7% annual return. Malrite Chief Financial Officer Kevin Fight says the company told limited partners only that they would receive their return before the general partner would be eligible to receive its distribution.

## Superhighway spending to mount

MSOs and telcos will spend "big bucks"—\$25 billion to \$35 billion—to market the information superhighway, says Wertheim Schroder & Co. analyst David Londoner.

A major question facing program providers, including independent television stations, is whether the owner of the broadband plant, cable or telco, will favor their own product to the exclusion of others, Londoner said during a NATPE panel last week.

"There is no question in my mind that telephone companies want to discriminate either at the headend or set-top converters," said panelist John Siegel, president, United Television of San Francisco.

Some of the same regulatory concerns that affect telco and cable operators can be applied to broadcasters who want to use their digital capability to offer more than one channel, said Tom Tauke, vice president, government affairs, Nynex. Specifically, multichannel broadcasters may have to share access. —GF

## Changing Hands

This week's tabulation of station and system sales

### WNEZ(AM)-WRCH(FM) New Britain, Conn.

□ Purchased by American Radio Systems License Corp. (Stephen B. Dodge) from Radio Corp. of Hartford (Enzo DeDominicis) for \$15 million. **Buyer** owns KDMI(AM)-KGGO-FM and KHKI-FM Des Moines, Iowa; WNB(AM)-WHWK-FM Binghamton and WCMF(AM)-WYRK(FM) Rochester, both New York; WRKO(AM)-WBMX(FM) and WRRM-FM Boston; WDJX-AM-FM Louisville, Ky.; WMMX(FM) and WONE(AM)-WTUE-FM Dayton, Ohio, and WZMX(FM) Hartford, Conn. **Seller** owns WBEU(AM)-WYKZ(FM) Beaufort, S.C. WNEZ has news format on 910 khz with 5 kw. WRCH has adult contemporary format on 100.5 mhz with 7.5 kw and antenna 1,250 ft. Filed Jan. 10 (AM: BAL940110GF; FM: BALH940110GG). **Broker:** Blackburn & Co.

### KKOB-AM-FM Albuquerque, N.M.

□ Purchased by Citadel Communications Corp. (Lawrence R. Wilson) from Southwest Radio Corp. (Frank Osborn) for \$7.8 million. **Buyer** owns 7 AMs and 14 FMs. **Seller** has no other broadcast interests. Kkob(AM) has MOR format on 770 khz with 50 kw. Kkob-FM has adult contemporary format on 93.3 mhz with

21.5 kw and antenna 4,150 ft. Filed Dec. 30 (AM: BAL931230EB; FM: BALH931230EC).

### WADO(AM) New York City and WGLI(AM)

Babylon, both New York, and WQBA-AM-FM Miami

□ Purchased by Heftel Broadcasting Corp. (Cecil Heftel) from Radio WADO Inc. and Broadcast Holdings Inc. (Mark, Tony and Andrew Blank) for \$6.6 million. **Buyer** owns KTNQ(AM)-KLVE(FM) Los Angeles and WAQI(AM) Miami and WRTO-FM Goulds, both Florida. **Seller** has no other broadcast interests. WADO has Spanish beautiful music/news/talk format on 1280 khz with 5 kw. WGLI is dark, licensed to 1290 khz with 250 w. WQBA(AM) has Spanish news/talk format on 1140 khz with 50 kw. WQBA-FM has Spanish adult contemporary format on 107.5 mhz with 95 kw and antenna 1,007 ft. Filed Dec. 16 (931216HK, 931216HL, 931216HM, 931216HN).

### WJMZ(FM) Greenville, S.C.

□ Purchased by HMW Communications Inc. (Owen Weber) from AmCom Carolinas (George R. Francis Jr.) for \$5.2 million. **Buyer** recently purchased 3 AM and 5 FM stations owned by Raleigh, N.C.-based Voyager Communications Group



for \$30 million and WTRG(FM) Raleigh, N.C., from Joyner Advertising Inc. for \$9 million. Transaction is pending before the FCC. **Seller** owns KRMD-AM-FM Shreveport, La., and FCC approval for the purchase of WBBO(FM) Forest City, N.C., is pending. WJNZ has urban format on 107.3 mhz with 10 kw and antenna 1,010 ft. *Broker: Media Venture Partners.*

**WMLO-FM Havana (Tallahassee), Fla.** □ Purchased by Partech Holdings (John Rayl) from Ed Winton for \$1.65 million. **Buyer** is awaiting FCC approval for purchase of WMFL(AM)-WJPH-FM Monticello, Fla., and WDZD(FM) Shallotte, N.C. **Seller** has no other broadcast interests. WMLO-FM has soft AC format on 104.9 mhz with 50 kw and antenna 494 ft. *Broker: Jorgenson Broadcast Brokerage.*

**WJJY-FM Brainerd, Minn.** □ Purchased by BDI Broadcasting Inc. (Louis H. Buron Jr.) from Tower Broadcasting Corp. (James R. Pryor) for \$900,000. **Buyer** owns KBUN(AM)-KBHP(FM) Bemidji, Minn. **Seller** has no other broadcast interests. WJJY-FM has full service adult contemporary format on 106.7 mhz with 100 kw and antenna 448 ft.

**WRWR-TV San Juan, P.R.** □ Purchased by Aerco Broadcasting Corp. (Amgel E. Roman) from Dr. Carlos J. Lastra, trustee for Bay Broadcasting Corp., for \$500,000. **Buyer** owns WQBS(AM) San Juan and WFAB(AM) Ceiba, both Puerto Rico. **Seller** has no other broadcast interests. WRWR-TV is an independent on ch. 30 with 2,630 kw visual, 263 kw aural and antenna 1,304 ft. Filed Jan. 5.

**WNHT(TV) Concord, N.H.** □ Purchased by Boston University Communications Inc. (Robert D. Gordon) from New England Television Inc. (William Hickam) for \$300,000. **Buyer** owns WBUR(FM) and WABU(TV) Boston and, pending

FCC approval, WCVX(TV) Vineyard Haven, Mass. **Seller** has interests in WWLA Lewiston-Auburn-Portland, Me. WNHT is an independent on ch. 21 with 1860 kw visual, 186 kw aural and antenna 1,128 ft. Filed Jan. 7 (BALCT940107KG).

**WTNR-AM-FM Waynesboro, Tenn.** □ Purchased by Ohio Broadcast Associates (Arnold and Audrey Malkan) from Pioneer Radio Inc. (Daniel Mullen and Wayne Hall) for \$280,000. **Buyer** owns KEYS(AM)-KZFM(FM) Corpus Christi and KNGV(FM) Kingsville, both Texas, and WIST(FM) Lobelville, WRLG(FM) Smyrna, and WRLT(FM) Franklin, all Tennessee. **Seller** has no other broadcast interests. WTNR(AM) has C&W format on 930 khz with 500 w. WTNR-FM has C&W format on 94.9 mhz with 6 kw and antenna 328 ft. Filed Dec. 23 (BAL931223EC).

**WAJA(AM) Franklin, N.C.** □ Purchased by Drake Enterprises Ltd. (Philip Drake) from Macon Broadcasting Co. (Carroll Lee Sr.) for \$250,000. **Buyer** and **seller** have no other broadcast interests. WAJA has religious/C&W format on 1480 khz with 5 kw. Filed Dec. 9 (BAPH931209GF).

**WMGU-FM Stevens Point, Wis.** □ Purchased by Americus Communications Corp. (Richard Muzzy) from Eagle of Wisconsin Inc. (Kerby Confer) for \$150,000. **Buyer** owns WBIZ-AM-FM Eau Claire and WSPQ(AM)-WSPT(FM) Stevens Point, both Wisconsin. **Seller** owns KAFX-AM-FM Diboll, Tex.; WIGL(FM) Orangeburg, S.C., and KDFX(FM) Dubuque, Ia. WMGU-FM has AC format on 104.9 mhz with 3 kw and antenna 328 ft. Filed Dec. 15 (931215GG).

**KBFS(AM) Belle Fourche, S.D.** □ Purchased by KBFS Inc. (Kim Love) from Ultimate Caps Inc. (Karl and Cynthia Grimmelmann) for \$95,000. **Buyer** has no other broadcast interests. **Seller** owns KROE-AM-FM Sheridan, Wyo., and KFTM(AM)-KBRY(FM) Fort Morgan, Colo. KBFS has country/news/sports format on 1450 khz with 1 kw. Filed Dec. 30 (BAL931230EA).

**KTOZ(AM) Springfield, Mo.** □ Purchased by The Entertainment Network (Ron Johnson) from Dixon Broadcasting Inc. (Larry Campbell), debtor-in-possession, for \$35,000. **Buyer** and **seller** have no other broadcast interests. KTOZ has Spanish format on 1130 khz with 10 kw. Filed Dec. 13 (BAL931213EC).

**KMAT(FM) Sutter Creek, Calif.** □ CP purchased by Idaho Broadcasting Consortium Inc. (Frederic W. Constant) from Susan E. Turgetto for \$29,000. **Buyer** owns KRMR(FM) Ketchum, Idaho. **Seller** has no other broadcast interests. KMAT is dark, licensed to 101.7 mhz with 1.25 kw and antenna 515 ft. Filed Dec. 9 (BAPH931209GF).

# CLOSED!

KMXK-FM, St. Cloud, MN  
from Gross Communications  
Corporation, Herb Gross,  
Pres. to WJON Broadcasting  
Company, Andy Hilger, Pres.,  
for \$1,200,000.

Randall E. Jeffery,  
and  
George I. Otwell  
Brokers

Providing the Broadcast Industry  
with Brokerage Services  
Based Strictly on Integrity,  
Discretion and Solutions.

RANDALL E. JEFFERY  
RANDALL E. JEFFERY, JR.  
407-295-2572

ELLIOT B. EVERS  
415-391-4877

GEORGE I. OTWELL  
513-769-4477

BRIAN E. COBB  
CHARLES E. GIDDENS  
703-827-2727

RADIO and TELEVISION  
BROKERAGE • APPRAISALS



**MEDIA VENTURE  
PARTNERS**

WASHINGTON, DC  
ORLANDO • CINCINNATI  
SAN FRANCISCO

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$380,000 □ 3  
FMs □ \$7,929,000 □ 5  
Combos □ \$9,680,000 □ 4  
TVs □ \$800,000 □ 2  
Total □ \$18,789,000 □ 14

So far in 1994:

AMs □ \$6,714,514 □ 21  
FMs □ \$111,299,000 □ 39  
Combos □ \$106,812,000 □ 28  
TVs □ \$39,350,000 □ 9  
Total □ \$264,175,514 □ 97

For 1992 total see Feb. 1, 1993 BROADCASTING.

# Atlanta dispute: Does Cox own too much?

*In FCC spat, Jacor claims Cox gets 50% of Atlanta media dollars*

By Peter Viles

**A**n Atlanta radio ownership battle has taken an intriguing turn, with Jacor Communications arguing that Cox Communications should not be allowed to buy a third station in Atlanta because Cox already dominates the market.

In filings at the FCC, Jacor argues that Cox gets more than half the mass media advertising revenue in the market and that the proposed purchase "is contrary to recognized antitrust principles"—a contention that Cox strongly denies.

Jacor, citing research by a media economist, contends that Cox garners \$302 million of the \$603 million in media advertising revenue in Atlanta—an analysis that does not include cable television, direct mail or weekly newspapers.

In response, Cox's attorney, Kevin Reed, says, "Their economic study is bogus and irrelevant."

The dispute is over Cox's plans to buy WYAI(FM), which would be Cox's sixth media property in Atlanta. It already owns the *Atlanta Constitution*, the *Atlanta Journal*, WSB-TV, and WSB-AM-FM. Jacor owns WPCH-FM and WGST(AM) Atlanta and has total revenues in Atlanta of roughly \$16.5 million.

The current owner of WYAI, New-City Communications, applied for, and was granted, a slight change in the station's signal to cut off service to a small portion of Atlanta. Citing that signal change, Cox has argued that its purchase of the station does not create a true FM-FM radio duopoly and that it need not meet the FCC's multiple ownership standards. And even if such a waiver were required, Cox says it would qualify for one.

But Jacor argues otherwise, saying the signal change was "window dressing" intended to hide Cox's expanding domination of the market.

While the commission has not agreed with that contention, it did ask Cox to address the issue of whether waivers of the one-to-a-market rules are justified in Atlanta.

## Atlanta media revenue: Who gets what?

Following is a tabulation of aggregate media ad revenues and shares (includes TV, radio, newspaper and outdoor).

| Company              | Est. '93 rev.          | Market share | Sources                                        |
|----------------------|------------------------|--------------|------------------------------------------------|
| <b>Cox</b>           | <b>\$302.8 million</b> | <b>50.2%</b> | <b>Journal-Constitution, WSB-AM-FM, WSB-TV</b> |
| <b>SCI</b>           | <b>\$43.2 million</b>  | <b>7.2%</b>  | <b>WAGA-TV</b>                                 |
| <b>Gannett</b>       | <b>\$30.2 million</b>  | <b>5.0%</b>  | <b>WXIA-TV</b>                                 |
| <b>Turner</b>        | <b>\$30.2 million</b>  | <b>5.0%</b>  | <b>WTBS(TV)</b>                                |
| <b>Fox</b>           | <b>\$21.6 million</b>  | <b>3.6%</b>  | <b>WATL(TV)</b>                                |
| <b>Jacor</b>         | <b>\$16.5 million</b>  | <b>2.7%</b>  | <b>WPCH-FM, WGST(AM)</b>                       |
| <b>Tribune</b>       | <b>\$15.1 million</b>  | <b>2.5%</b>  | <b>WGNX(TV)</b>                                |
| <b>Capcities/ABC</b> | <b>\$13.3 million</b>  | <b>2.2%</b>  | <b>WKHX-FM, WYAY(FM)</b>                       |
| <b>Summit</b>        | <b>\$13.3 million</b>  | <b>2.2%</b>  | <b>WVEE(FM) WAOK(AM)</b>                       |

Source: Information Age Economics, for Jacor Communications. Note: Does not include cable TV, weekly newspapers, magazines, or direct mail.

In the meantime, Jacor's latest filing with the FCC cites independent research conducted by Information Age Economics that concludes Cox's extensive holdings "give Cox undue market power and significant price control over Atlanta's advertisers."

The economic analysis further argues that, under an antitrust formula used by the U.S. Justice Department, Cox is responsible for making Atlanta a "highly concentrated" market, one that "clearly is not characterized by vigorous competition."

"In sum, the nature of the Atlanta market is that both the marketplace of ideas and the economic market are highly concentrated in Cox's hands, due to its grandfathered newspaper, television and radio interests," Jacor argues in its most recent filing at the FCC. "If ever there was a market to draw the line at, this is it."

At presstime, Cox was drafting an aggressive response to the Jacor claims.

Reed, the Cox attorney, described the economic study as "laughable," pointing out that it did not take into

consideration cable, smaller newspapers and direct mail. Further, he said, the analysis overstates Cox's revenues in Atlanta. A more relevant analysis, he said, would look at the Atlanta radio market by itself.

"They're saying that Cox has undue market power and significant price control over Atlanta's advertisers," Reed said. "No advertisers have complained. No other competitors have complained."

Further, Reed said, the economic analysis includes a flawed application of the Justice Department's antitrust formula. "The Justice Department wouldn't have the faintest interest in this acquisition," he said. "Not the faintest."

A neutral observer of the dispute, radio revenue analyst Jim Duncan, said he doubts any other company has as large a share of television, radio and newspaper advertising in a top 20 market.

But Duncan said Cox's share of radio revenue—estimated at 18% in 1993—"isn't a terribly large number."



# 24-HOUR SECURITYTV



**ABC/SMN Formats Deliver Quality  
Programming You Can Count On Around-The-Clock**



HARD ROCK



CONTEMPORARY COUNTRY



CLASSIC AOR



'50s & '60s OLDIES



MOR



'50s, '60s & '70s OLDIES



ADULT CONTEMPORARY



URBAN ADULT CONTEMPORARY



URBAN OLDIES



TRADITIONAL COUNTRY



YOUNG AC

West Affiliation  
Frank Woodbeck  
**214-991-9200**



Quality Programming From  
**abc ABC RADIO NETWORKS**

East Affiliation  
Karen Freeman  
**212-456-5200**

# Disasters sometimes benefit stations

By Peter Viles

**T**he Los Angeles earthquake has made thousands homeless and has badly dented Southern California's already fragile economy. So radio stations will suffer, right?

Not necessarily.

While broadcasters in Los Angeles say it's too soon to tell what impact the earthquake will have on business there in 1994, a look at other natural disasters shows that radio sometimes benefits.

Why? Partly because radio commercials can be produced, scheduled and aired quickly. So businesses such as insurance companies, contractors and retailers—intent on getting their post-disaster messages out quickly—often turn first to radio. "It's been my theory that you have a spike right after the disaster on radio, where the insurance companies come on the air, and other companies go on the air just to remind their clients that they're still open for business," says Jim Duncan, an analyst who tracks radio revenues. "After that initial surge, if you're going to get a downturn, you'll get it then."

Based on Duncan's estimates of market revenue, radio appeared to perform relatively well in two recent disasters—Hurricane Andrew in Miami in 1992, and the floods in the Midwest last year.

In both of those cases, revenue growth in the affected markets outpaced revenue growth nationally. ■

## Errata

In Jan. 24 Radio Department story on Arbitron increasing its sample size, sentence listing benefits of action should have said it would result in *fewer* statistical "bounces."

## Radio stations sometimes benefit...

| Year | Disaster         | Est. Damage  | Market     | Market rev. trend | National rev. trend |
|------|------------------|--------------|------------|-------------------|---------------------|
| 1993 | Midwest floods   | \$12 billion | Des Moines | +9.8%             | +7.6%               |
| 1992 | Hurricane Andrew | \$30 billion | Miami      | +4.0%             | +2.8%               |

## ...and sometimes suffer

| Year | Disaster         | Est. damage   | Market     | Market rev. trend | National rev. trend |
|------|------------------|---------------|------------|-------------------|---------------------|
| 1991 | Oakland fires    | \$1.5 billion | San Fran.  | -7.0%             | -3.7%               |
| 1989 | San. Fran. quake | \$5.9 billion | San Fran.  | +5.5%             | +6.3%               |
| 1989 | Hurricane Hugo   | \$5.9 billion | Charleston | -2.7%             | +6.3%               |

Sources: Radio revenues from *Duncan's Radio Market Guide*; disaster damage estimates from the *New York Times*.

## Group ratings report card: Group W

*Editor's note:* This begins a regular feature looking at the ratings performance of entire radio groups and syndicated programs. Comments or suggestions are welcome. Call Peter Viles at (212) 337-7025.

| Market/Station     | Format  | Fall 92     | Sum 93      | Fall 93     | Fall-Fall  |
|--------------------|---------|-------------|-------------|-------------|------------|
|                    |         | Shr/AQH(00) | Shr/AQH(00) | Shr/AQH(00) | %Chg., AQH |
| New York WNEW-FM   | AOR     | 2.9/769     | 3.0/825     | 3.0/836     | +8.7%      |
| New York WINS(AM)  | News    | 3.6/970     | 3.4/936     | 3.9/1076    | +10.9%     |
| Los Ang. KFWB(AM)  | News    | 2.6/438     | 2.6/462     | 2.7/477     | +8.9%      |
| Los Ang. KTWW-FM   | NAC     | 2.5/417     | 2.5/443     | 1.9/328     | -21.3%     |
| Chicago WMAQ(AM)   | News    | 2.5/305     | 2.4/300     | 3.1/372     | +22.0%     |
| Phila. KYW(AM)     | News    | 7.0/536     | 7.0/557     | 6.9/538     | +0.0%      |
| Phila. WMMR-FM     | AOR     | 5.1/390     | 6.7/529     | 6.0/470     | +20.5%     |
| Detroit WLLZ-FM    | AOR     | 3.6/233     | 2.2/151     | 2.2/149     | -36.1%     |
| Wash. WCPT(AM)     | News    | na/0        | na/0        | (na/0)      | flat       |
| Wash. WCXR-FM      | Rock    | 2.4/133     | 2.5/150     | (1.9/113)   | -15.0%     |
| Boston WBZ(AM)     | NwsTik  | 7.4/417     | 7.3/425     | 7.9/435     | +4.3%      |
| Houston KILT(AM)   | Cntry   | 0.3/15      | 0.3/15      | 0.3/19      | +26.6%     |
| Houston KILT-FM    | Cntry   | 8.8/442     | 7.1/375     | 6.3/355     | -19.7%     |
| Houston KIKK(AM)   | Cntry   | (0.5/24)    | (0.7/38)    | 0.5/27      | +12.5%     |
| Houston KIKK-FM    | Cntry   | (6.4/320)   | (6.0/313)   | 4.7/265     | -17.2%     |
| Pittsbrgh KDKA(AM) | TalkAC  | 15.2/499    | 13.7/465    | 12.9/457    | -8.4%      |
| Sacramen KFBK(AM)  | NwsTik  | 13.6/283    | 11.8/261    | (12.6/288)  | +1.8%      |
| Sacramen KGBY-FM   | AC      | 5.5/115     | 5.7/127     | (4.4/102)   | -11.3%     |
| San Ant. KQXT-FM   | Soft AC | 4.9/93      | 7.1/134     | (8.5/167)   | +79.6%     |

| Total AQH listeners (00) | Fall 1992 | Summer 1993 | Fall 1993 | %Change Fall-Fall | %Change Sum-Fall |
|--------------------------|-----------|-------------|-----------|-------------------|------------------|
| All Stations             | 6055      | 6155        | 5804      | -4.1%             | -5.7%            |
| Same Store, FM Only      | 2571      | 2636        | 2403      | -6.5%             | -8.8%            |
| Same Store, AM Only      | 3204      | 3198        | 3401      | +6.1%             | +6.3%            |
| Same Store, AM and FM    | 5775      | 5834        | 5804      | +0.5%             | -0.5%            |

Key: All shares are Arbitron AQH, 12-plus, total week. AQH listeners are in 100s. Ratings in parentheses indicate station was owned at the time, or is owned now, by another group. Same store totals do not include stations that have been sold off. Group W's recently purchased station in San Francisco, KKHI-AM-FM, is not included because Group W has not taken ownership yet.



## Gore yields to Hill on superhighway

*Will delay introducing bill; Brown says key is getting legislation, not whose it is*

**By Christopher Stern and Kim McAvoy**

**B**owing to pressure from House leaders not to interfere with their efforts to move telecommunications legislation, the Clinton administration is delaying the introduction of its own telecommunications package.

Vice President Gore had promised to deliver a bill soon after Congress reconvened. But with Congress back in action last week, the White House opted to stay clear of House Commerce Committee Chairman John Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.). Both had expressed strong concerns that an administration bill could slow down their own legislation (H.R. 3626).

Industry sources say the White House also had trouble finding an influential Democrat in either the House or Senate to introduce its legislation.

In Hill testimony last week, Anne Bingaman, head of the Justice Department's antitrust division, promised that an administration bill would be ready when the Senate takes up the issue later this year.

Commerce Secretary Ron Brown



Judiciary Committee Chairman Jack Brooks (D-Texas), left, greets Anne Bingaman, Justice Department antitrust chief, and Larry Irving, head of the National Telecommunications and Information Administration, before a hearing last Wednesday. The administration officials endorsed a telecommunications bill sponsored by Brooks.

said at a press briefing that the administration's chief concern is to get a superhighway bill passed this year. "We may go ahead with our own legislation," he said, "or we may find there is no need to do that."

The White House now is trying to amend pending House bills. To that end, Brown released a "white paper" outlining the administration's latest proposals.

In House testimony last week, Bingaman and Larry Irving, head of the Commerce Department's National

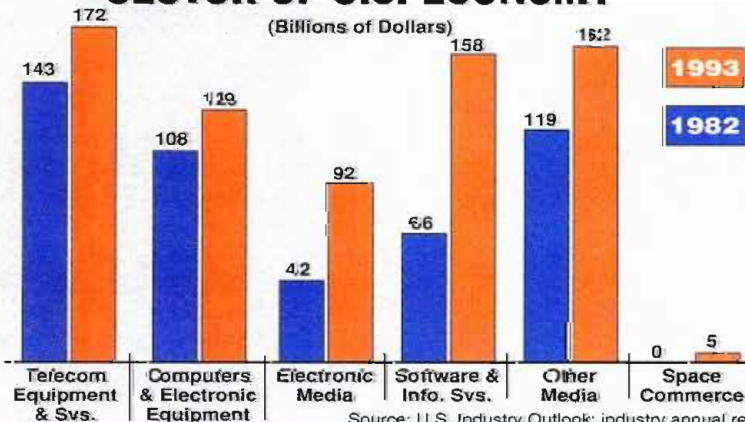
Telecommunications and Information Administration, expressed enthusiastic support for the House measures that together constitute a major overhaul of the 1934 Communications Act to spur the development of broadband switched networks—the so-called information superhighway.

Two major bills are now working their way through the House: The Markey-Fields bill would allow cable and telephone companies into each other's businesses in the interest of competition. The Brooks-Dingell bill would allow regional Bell operating companies to get into the long-distance market.

FCC Chairman Reed Hundt testified that the two bills are a commitment to a "carefully monitored and regulated transition from currently noncompetitive markets to competitive markets." Hundt praised the Markey-Fields bill (H.R. 3636), which repeals the cable-telco crossownership prohibition and pre-empts some state regulations that discourage competition, but he suggested it go further to include rate regulation. "It would be advisable to extend preemption to inconsistent state rate regulation requirements," he said.

Hundt also was concerned that start-up companies would suffer under rate regulation while attempting to chal-

### COMMUNICATIONS & INFORMATION SECTOR OF U.S. ECONOMY



Source: U.S. Industry Outlook; industry annual reports

lenge an incumbent carrier.

The administration officials also pushed for quick action on the bills, particularly with health care legislation expected to take up legislators' attention in March. "We need this legislation; we need it this year," said Bingaman. Telecommunications Subcommittee Chairman Edward Markey said he plans to bring both bills to the full committee by early March.

While the bills appear to have strong bipartisan support, several representatives plan to offer amendments.

The proposed changes would:

- Eliminate cable reregulation (Texas Republican Joe Barton)

- Promote the participation of electric utilities on the electronic superhighway (Virginia Democrat Frederick Boucher)

- Allow consumers to opt out of advanced services to keep rates low

*Commerce Secretary Ron Brown said at a press briefing last week that the administration's chief concern is to get a superhighway bill passed this year.*

(Oregon Democrat Ron Wyden)

Chief among the administration's proposals is one that would create a new and voluntary regulatory scheme—Title VII of the Communications Act—for companies offering interactive, switched digital transmission services to homes, offices and schools.

Currently, companies that offer those services fall under separate but overlapping sections of the Communi-

cations Act. Under the title, many state and local regulations would be pre-empted by the FCC.

"We want competition, not regulation, to ultimately be the driving force in the telecommunications industry," said Bingaman. The administration sees the two House bills as "two pieces of a puzzle that should not be separated," she said.

The Senate is not moving as quickly as the House. Senators Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.) have introduced bills and Commerce Committee Chairman Ernest Hollings (D-S.C.) is drafting one.

According to industry sources, the Hollings bill will incorporate some elements of the House bills, but may not be as deregulatory. Hollings, for instance, reportedly opposes allowing local telcos into the long-distance business. ■

## Malone's superhighway: Coke or Pepsi?

*TCI head says two bundlers of services will dominate interactive networks*

By Christopher Stern

**A**ccording to Tele-Communications Inc. President John Malone, the superhighway will come down to two companies offering similar bundles of interactive services and fighting for brand recognition and market share much the same way Coke and Pepsi do today.

"The guy out there selling his lone service is going to have a very hard time," Malone said last Tuesday during a seminar sponsored by the Center for Strategic and International Studies in Washington.

Nonetheless, open access to the broadband networks will make it possible for the independent service providers to survive, he said. As much as 40% of the traffic on the networks will enter through common carrier on-ramps, he said.

Malone explained TCI's decision to merge with Bell Atlantic, saying it is almost impossible for small companies to play a role in building the national information infrastructure without alliances with larger players. "We regard ourselves as the little guy."

Despite recent complaints from



*John Malone on TCI: 'We regard ourselves as the little guy.'*

broadcasters that they had been left out of plans for the digital future, Malone said they are in a very strong position. "You want to sell the NBC network, I'll buy it," Malone said in response to a question from NBC's Tom Rogers.

"Despite the fact of universal access, broadcasting for many, many years will be the only full reach place for a mass audience," said Malone. ■

### NATIONAL PRESS CLUB 1994 AWARDS

Attention radio and television journalists

March 15, 1994 is the deadline for:

- ✓ The Kozik Award for Environmental Reporting
- ✓ The Consumer Journalism Award
- ✓ The Hood Award for Diplomatic Reporting
- ✓ The Washington Correspondence Award

Call 202-662-7523 for an application



**It may become increasingly difficult for Congress to meet President Clinton's challenge**, made last week in his State of the Union message, to pass legislation this year that would establish an information superhighway. Not only will Congress be dealing with monumental issues such as health care and welfare reform, but the President announced the administration's plans to "fight for a revitalized Clean Water Act and a Safe Drinking Water Act, and a reformed Superfund program."

Most, if not all, of these issues fall under the jurisdiction of a single committee—House Energy and Commerce—and Hill insiders are beginning to wonder when and if the committee, or even Congress as a whole, will have time to deal with the info highway. Hearings are under way in the House, and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) says he hopes to get pending telecommunications legislation through his subcommittee next month. There is no similar legislation in the Senate pipeline yet, but staff members for Commerce Committee Chairman Ernest Hollings (D-S.C.) say the senator has instructed them to put a bill together "as soon as possible."

In his annual message, Clinton told the Congress: "The vice president is right. We must also work with the private sector to connect every classroom, every clinic, every library, every hospital in America into a national information superhighway by the year 2000. Think of it: Instant access to information will increase productivity. It will help to educate our children. It will provide better medical care. It will create jobs. And I call on the Congress to pass legislation to establish that information superhighway this year."

**Senator Strom Thurmond (R-S.C.) last week was working on revisions to his bill to regulate beer and wines ads on television and radio**, trying to make the measure more acceptable to Senate Commerce Committee members. Thurmond has promised that the bill will move this year. It would require broadcasters to attach warnings to beer and wine ads. Commerce Committee Chairman Ernest Hollings (D-S.C.) told Thurmond his committee would consider the measure when Thurmond is ready. Sources say Thurmond was making some changes, although broadcasters felt they did not go far enough. Broadcasters still are expected to voice staunch opposition to the legislation. The National Association of Broadcasters has launched a major campaign to line up votes in the Commerce Committee against Thurmond's initiative. As of late last week, a mark-up had not been scheduled.

**The FCC's new Cable Services Bureau is taking shape** with the naming of two of the chiefs of the bureau's three divisions. The competition division will be headed by James Olson, a former vice president and general counsel of Commodore International in Philadelphia and a former partner with Bergson, Borkland, Margolis & Adler in Washington, where he practiced antitrust law. He also served as assistant to the director of the Bureau of Competition at the Federal Trade Commission from 1972 to 1976.

Mary Ellen Burns, most recently chief assistant attorney general in the New York State attorney general's office, will head the bureau's consumer protection division. At the

AG's office Burns supervised investigations, civil litigation, criminal prosecutions and issue development in the public advocacy division.

The competition division will handle the ownership and program access provisions of the 1992 Cable Act, follow industry mergers and acquisitions and monitor the impact of horizontal and vertical integration within the cable industry. The consumer protection division, which will be the largest division, will handle consumer complaints and administer and enforce the FCC's rate regulations.



# Washington Watch

Edited by Kim McAvoy

## The Association of Independent Television Stations last week got the green light from

the Justice Department to continue its encouragement of voluntary program guidelines and advisory messages on television violence. Justice's Antitrust Chief Anne Bingaman sent a "business review" letter to INTV saying the department will not challenge the association's activities. INTV sought a business review letter after the antitrust exemption permitting joint industry activities on TV violence expired on Dec. 1, 1993.

**The National Cable Television Association says telephone companies are trying to get a "free ride" along cable wiring without "incurring the capital costs or risks of installing their own facilities."** In comments to the FCC, NCTA is challenging a request made by the United States Telephone Association and others for a new rulemaking on whether telcos and other video providers should have access to in-home cable wiring. The association argues that the commission does not have the authority to regulate in-home wiring until after a subscriber terminates cable service. And, NCTA says, even if the FCC had the authority, "it should not permit multiple service providers to use the wiring simultaneously because of the adverse technical consequences."

**The National Association of Broadcasters wants high-definition television standards and testing groups to consider the COFDM digital modulation broadcasting system**, which it believes may be superior to the two systems now under consideration. But according to Richard Wiley, chairman of the FCC's advisory committee that oversees the testing and standards process for HDTV, such an undertaking would cost time and money. The Advanced TV Test Center is already on a tight schedule, and if it stops to explore and test another modulation system, it could take as long as 15 months, Wiley says. Moreover, he points out, no one is working on a 6 mhz system in Europe. To make such a conversion would be costly, he says. Nevertheless, the advisory committee is "interested" in COFDM technology. And Wiley is willing to work with NAB to find a way to solve the problems. The NAB board earlier this month adopted a resolution calling for a test of the COFDM system.

**Ervin Duggan will not be making the trip from the FCC to PBS by himself.** John Hollar, Duggan's top legal assistant, will join Duggan at PBS, serving the new president as senior adviser, strategic and corporate planning. Prior to joining Duggan's staff in 1991, Hollar practiced communications law at Wiley, Rein & Fielding.

## CBS stokes interest in winter games

*Ad time sold out; revenue up 14% over 1992 with fewer buyers; 18.7 rating guaranteed*

By Jim Cooper

**W**hat the travails of Tonya Harding can't do to draw attention to the Olympics, CBS will—as the network airs a huge promotional campaign that will dominate its airwaves until the games begin Feb. 12.

The campaign, which began last Thanksgiving when CBS tweaked its logo to include the Olympic rings, consists of 40 spots featuring competing athletes, CBS stars, the events and backgrounders on Norway. It will run in all dayparts and include a joint promotion with Coca-Cola, which will debut new ads for Diet Coke and Classic Coke during the games.



CBS is airing 40 spots promoting the Olympics, featuring high-profile athletes such as Nancy Kerrigan, and CBS stars including Dan Rather, and backgrounders on Norway.



One spot, titled "Four Incredible Women, One Incredible Story," features the beleaguered skater as well as Nancy Kerrigan, and may have to be changed or pulled depending on the U.S. Olympic Committee's decision regarding Harding.

The going rate for a 30-second prime time unit for this year's games is about \$315,000, compared with 1992's 30-second unit price of \$280,000.

Jane Seymour and Dan Rather are among the CBS on-air personalities featured in the spots, and *Late Show* with David Letterman will be promoted in a series themed to the Olympics.

In outlining the marketing plan be-

hind the large flight of advertising, George F. Schweitzer, senior vice president, marketing and communication, CBS, says the ads position the coverage as "must-see television, stressing the drama, emotion and excitement" of the games.

Speaking at a press conference last week, Schweitzer billed the games as a premium television event that splits male and female viewers evenly and dominates upscale markets.

With the Harding case and other less sensational but intriguing sports stories boosting Olympics awareness, CBS is guaranteeing an average prime time rating of 18.7. The guaranteed rating for the 1992 games was 17,

## Bell Atlantic unites under one moniker

By Jim Cooper

**B**ell Atlantic last week announced with a new ad campaign that it will unite its seven operating telephone companies under the name Bell Atlantic.

The name-change campaign is the first Bell Atlantic corporate advertising aired in three years, says spokeswoman Wilma Bowers, who added that Bell Atlantic has "a renewed interest in corporate brand advertising." Bowers would not discuss how much the ads cost to produce and air.

The change was announced with "roadblock" advertising on all four networks last week and reflects the company's move to a unified branding strategy.

"As Bell Atlantic competes in a national, even global market, it is important to establish a single identity for all parts of our business," said Bell Atlantic President James G. Cullen, in announcing the change.

Attempting to show the value and diversity of the company's products and services, the ads will preview

new Bell Atlantic offerings, including distance learning and telecommuting.

The name change and campaigns follow Bell Atlantic's merger with Tele-Communications Inc.

The campaign was designed by New York ad agency J. Walter Thompson. The spots, says Bowers, attempt to remind customers that their local telephone company can link them to the world.

Bell Atlantic Corp., based in Philadelphia, is the parent of telephone companies serving New Jersey, Pennsylvania, Delaware, Maryland, the District of Columbia, Virginia and West Virginia.

Officially, each telephone company will take the Bell Atlantic name, followed by the state or area it serves. For example, New Jersey Bell officially becomes Bell Atlantic New Jersey Inc. and the C&P Telephone Co. serving Washington becomes Bell Atlantic Washington, D.C., Inc.

In a similar move, New York Telephone changed its name to Nynex.



with a recorded rating of 18.6.

### Ad revenues best '92

Inventory for the Lillehammer games was sold out about two weeks ago, says Joseph D. Abruzzese, senior vice president, CBS network sales. In 1992 CBS was selling ads up until two days before the games began.

Some of the major buyers include Sears, Sara Lee, IBM, K-mart and Wendy's. Dropouts from 1992 include Miller Brewing Co., the U.S. Postal

Service and Mars.

JoAnn C. Ross, vice president, Olympics sales, noted that there are fewer advertisers spending roughly 14% more on the 1993 games.

"CBS will have \$100 million worth of advertising" that it didn't have in 1992, Abruzzese said, adding, "We've grossly overshadowed those people who left [by adding] new advertisers." Ross said CBS put a cap on the amount of time that could be bought by the credit card, life insur-

ance and imported auto industries.

Advertising also will be tailored to regional sports interests, with spots for figure skating airing more in markets in the Southeast. The full run of winter sports spots will be aired in the North.

CBS executives say that, given its male-female and family appeal, skating has always been the focal point of advertising sales, but with the media storm surrounding the U.S. team, "those could be Super Bowl numbers," said Abruzzese. ■

## ESPN unmask professional hockey

*Fast-paced ads featuring NHL players target young males*

By Jim Cooper

**B**etting that hockey will soon follow the NBA as the marketing darling of professional sports, ESPN is airing a campaign featuring the National Hockey League and its players.

Although yet to be marketed with the same success as basketball to a national audience, hockey's demographics—mainly males aged 18-34—are a group the network and advertisers are eager to capture. And rather than piling on the stats and arcane sports-history details, ESPN literally has taken the mask off the game.

The campaign's spots, which are running on ESPN2, feature players, including New York Ranger Adam Graves, with helmets off, cracking jokes about hockey and their particular styles of play. One spot shows Marty McSorley of the Pittsburgh Penguins, a notoriously rough player, check the unsuspecting cameraman head-on. The theme of the campaign is "Hockey: Like Life, Even More So."

"This is the most fast-paced game and reaches a young demographic which is of particular interest to ESPN2. We have made hockey the centerpiece of ESPN2 in the fall, winter and spring," says John A. Lack, executive vice president, marketing and programing, ESPN.

ESPN is in the second year of a five-year contract with the NHL. The previous contract ran from 1985-88. ESPN aired games from 1980-82.

Harriet Seidler, ESPN vice president, marketing and creative services, says the campaign will expand during the Stanley Cup playoffs with a cross-



Erik Lindros of the Philadelphia Flyers

channel promotion featuring comedian Denis Leary and NHL legend Wayne Gretzky.

The Leary ads follow a spate of ESPN advertising for college basketball featuring *Saturday Night Live*'s Chris Farley. Both campaigns were designed by Wieden & Kennedy.

Seidler says ESPN and ESPN2 ads featuring stars outside of sports reflect a cultural change that has blurred the line between sports stars and celebrities.

Sports fans have come to demand more emotion and humor in television's coverage of sports and sports figures. That translates into further energizing ESPN's brand name with ads that push the limits, Seidler says.

Seidler says ESPN and ESPN2 are aggressively courting a larger audience than stat-crunching, die-hard sports fans with various campaigns that highlight the drama as well as glamour of professional sports. ■

### GM's Guarascio ad chair for '94 Mercuries

The Radio-Mercury Awards, \$200,000 in cash prizes given to the creators of the best commercials in radio, are alive and well and headed for their third birthday. The third annual awards are scheduled for June 15 in New York, and organizers are planning the ceremony to showcase not just the commercials, but also some of radio's best-known performers.

Phil Guarascio, general manager of marketing and advertising for General Motors, and as such, one of the most powerful figures in advertising, will serve as the advertiser event chair for the awards.

Les Goldberg, president of the Interep Radio Store, is the radio industry's event chair. The deadline for entries is March 4.

Awards of \$20,000 and \$5,000 are given in four categories: humor, non-humor, station-produced, and music and sound design. Creators of the commercial judged best overall get the Gold Award—\$100,000 in cash.

—PV

# Classifieds

For rates and other information, see last page of classifieds

## RADIO

### HELP WANTED MANAGEMENT

**General sales manager:** Barnstable Broadcasting's WHLI/WKJY-FM, Long Island, New York, has an immediate opening for a general sales manager with the experience, skills and leadership to take these solid stations to the next level of share performance in this huge retail market. This is not a developmental position. There are \$34,000,000 radio dollars up for grabs, plus millions more from other media and manufacturers. Candidates must be seasoned pros with exceptional training and motivational skills, as well as the knowledge and systems for producing superior effort from a large sales force. Success in major suburban market radio, a college degree and computer literacy are big pluses. Send letter and resume with current references and salary history in confidence to: Jane Bartsch, VP/GM, WHLI/WKJY-FM, 1055 Franklin Avenue, Suite 306, Garden City, NY 11530. EOE.

**KEZO AM/FM, Omaha, NE** has an opening for GSM. Successful applicant needs to be assertive, organized, innovative, and ready for difficult but rewarding challenges. The station is a top ranked AOR with fifteen years of heritage. Market is solid. Benefits excellent. Send resume to Taylor Walet, c/o Z-92, 11128 John Galt Blvd., Omaha, NE 68137. EOE.

**Extraordinary GM/GSM** or salesperson opportunities with Rockies resort radio group. Fax resumes and references in confidence to 203-938-3912. EOE.

**Operations manager:** Group broadcaster with stations nationwide seeks "hands-on", experienced person to be responsible for the technical, business, traffic, personnel, facilities management, production, and board operations. Candidate should be motivated, energetic, organized, disciplined, community minded, and have high standards, and possess leadership qualities. Candidate should also be budget oriented and computer literate. Send resume to Personnel Mgr., 1901 Amy Ave., Santa Rosa, CA 95401. EOE M/F.

**Do you take great satisfaction** in training and developing outstanding sales talent? Can you turn ideas and goals into action and performance? Are you an innovator who sees opportunities, not just problems? If you have a successful track record in a sales management position for at least three years, we want to hear from you. NewCity Communications of Syracuse is looking for an outstanding radio sales manager to fill one of America's most challenging and exciting LSM jobs, at WSYR, WYYY (Y94FM), and WBBS (B104.7). The successful candidate will have the opportunity to work with an enormously talented sales and management team. NewCity provides the best sales and marketing training in the industry. This is a very unique opportunity for a manager who has produced consistently strong results and would like the opportunity to grow with the best. Please write or call and tell us what you think we need to know. Joel Delmonico, General Sales Manager, WSYR/WYYY/WBBS, Bridgewater Place, 500 Plum Street, Suite 100, Syracuse, NY 13204. 315-472-9797(W) 315-685-8672(H). An equal opportunity employer.

**Looking for medium or small market GM's,** GSM's or PD's for sales plus admin mgt opportunity with major commercial broadcast entity in Washington D.C. At least five years broadcast management experience. EOE M/F. Send resume to Box A-42.

**General manager:** Rapidly-growing group seeking GM for leading news talk/AC combo in CA. Must have strong management disciplines, long-term vision, ability to develop strong local relationships. Great career opportunity with first class organization. Send resume and letter outlining background and goals to Box A-41. EOE.

**GSM:** For market dominating WTNH AM/FM, Watertown, NY. Committed long term local operator needs enthusiastic, motivated sales leader. M/F, EEO. Resumes to Jim Doyle, Top Performance Selling, 4721 East Trails Dr., Sarasota, FL 34232. This is a unique growth opportunity with a quality group.

### HELP WANTED SALES

**Experienced account executive:** Beautiful Bucks County. Need heavy hitter to reach next sales level. Are you who we need? Send or fax resume, tell me why. Mike Deardorff, GSM, WBUX Radio, PO Box 2187, Doylestown, PA 18901. Fax 215-348-1936. EOE.

**Retired or beached sales sharks:** Work at home—full or part time—unlimited earnings potential. Call Ken Pletz 1-800-395-5696. EOE.

**Immediate opening for general sales manager:** Adult Contemporary STAR 104 and Album Oriented Rock ROCKET 101, two of the top stations in the Erie, PA market have an immediate opening for a general sales manager. GSM will carry own list with concentration on local sales. Primary job function is to develop new business. Must have great skills in hiring and training salespeople. This is an important career move for the right person. If you know how to sell conceptually and with passion; send resume, references, and salary history, along with some great things that you have done to: Richard Rambaldo, Rambaldo Communications, Inc., One Broadcast Park, North East, PA 16428. EOE.

### HELP WANTED MARKETING

**Director of marketing & sales:** National ethnic radio & television programming & distribution service is seeking creative and experienced marketing professional in its rapid expansion efforts throughout the United States, Canada, Central America & the Caribbean. Qualified applicants must have ability to design, implement, monitor and update marketing & sales plans. Fluency in Arabic and knowledge of Middle Eastern cultures is beneficial. Send CVs to Dept. M&S, PO Box 23515, Alexandria, VA 22304. EOE.

### HELP WANTED TECHNICAL

**WNOK-FM/WOIC-AM Radio** is accepting applications for a chief engineer. This position requires a strong background in broadcast engineering with emphasis on maintenance. Individual will work with other department heads to provide complete technical services to both radio stations. The successful candidate should have experience with AM and FM transmitters, audio systems, remote production, computer hardware, and technical budgeting. The WNOK/WOIC chief engineer will be responsible for compliance with FCC rules and regulations. SBE certification is desired but not required. Please mail resume to Margaret Fort, WNOK/ WOIC Radio, PO Drawer 50568, Columbia, SC 29250 or Carl Davis, Voyager Communications, 3201 Glenwood Avenue, Suite 301, Raleigh, NC 27612. EOE.

**Major New York City radio station** has an opening for a full time maintenance engineer. Candidates should have a minimum of 2 years experience maintaining broadcast studios and a desire to learn RF systems maintenance. General Class FCC license and/or SBE certification desirable. Send resumes to Chief Engineer, 1700 Broadway, 9th Floor, New York, NY 10019 or fax to 212-237-2685. EOE.

### HELP WANTED NEWS

**Reporter:** New Jersey 101.5 FM is looking for a killer street reporter. Must be able to be in two places at once, several times a day, and paint pictures with words. If you're not afraid to tell it like it is, and want to make news of it, come join America's hottest news team. Live reporting experience a must. Send tape with live reports, resume, and writing samples to Eric Scott, News Director, Box 5698, Trenton, NJ 08638. EOE.

**WBGO-FM, the New York City/Newark area jazz public radio station,** seeks experienced and creative anchor/reporter to join award-winning news department. Report breaking news, anchor afternoon-drive newscasts, produce magazine show. Broadcast to demanding audience in #1 market. BA plus 3-5 years experience. No beginners. No calls. Write: Steve Inskeep, News Director, WBGO, 54 Park Place, Newark, NJ 07102. EOE. Deadline: February 7.

**News person who lives and breathes local news.** WDLF, Marion, NC has a position for such a person. For information telephone 704-659-2000. WDLF is an equal opportunity employer.

### SITUATIONS WANTED MANAGEMENT

**Radio pro desires part-ownership** in station in Central or SE PA, or NJ, DE, MD or suburban NYC. Write JLC, Box 2733, Reading, PA 19609, (or call 610-777-1805 daytime).

**General sales manager** with 13 years of radio experience in top 20 market is seeking GSM position with an aggressive growth oriented organization. Reply to Box A-43.

**Seeking general manager/sales manager position** in small market. Possible buyout interest in future. Currently in real estate and radio management. Ambitious. Conscientious. Top biller. Willing to relocate. Ted 914-357-9425. 399 Rte. 202, Suffern, NY 10901.

### SITUATIONS WANTED ANNOUNCER

**Calling all voice talent scouts!** Looking for that "distinct" voice? Please call 617-298-3437 for a sample tape and resume.

### SITUATIONS WANTED NEWS

**Unusual recommendation!** I want to help one of my employees find a better job. As a major league announcer and 16 year multiple-station owner, I know qualified broadcasters. Our news director/ sports announcer definitely has mid to major market ability for news, talk, sports play-by-play. We would lose a great employee, but he has earned a bigger job. Call 209-784-1450 for tapes. Ask for owner Monte Moore.

## TELEVISION

### HELP WANTED MANAGEMENT

**Traffic manager:** Resort Southern California TV station is looking for a traffic manager. 2 years using Columbine system a must. We are a total quality management broadcast station. Salary negotiable. EOE. Send resume to Box A-44. EOE.



**Engineering/operations manager:** Top 70 Texas affiliate seeking an experienced manager with extensive technical expertise to manage engineering and operations divisions of station. Must have well defined sense of priorities, solid people skills, and a willingness to be a hands-on leader. Reply to Box A-22. EOE.

**Manager:** Videotape library-NY TV news magazine shows, must be comfortable in a high pressure environment, detail oriented, organized, personable. Must be able to supervise a staff and a very active library. Library Science degree a plus. Experienced only need apply. Salary negotiable. Fax resume to Nicole Austin: 212-737-4983. EOE.

**Local sales manager:** Candidate for this SE Fox affiliate must have proven track record in developing local direct and non-traditional business. Our successful candidate will have the ability to lead, train and motivate sales team to sell with and beyond the numbers; skills in both quantitative and qualitative research; demonstrated results in developing creative solutions to client needs. Computer literate, college graduate with management training and experience preferred. All replies held in confidence and acknowledged. Reply to Box A-45. EOE.

**General sales manager:** River City Broadcasting, one of the countries leading broadcasting groups, needs a creative sales talent to lead one of the great VHF Independent television stations in the U.S. Winning candidate will have a hands-on proven track record in sales/promotion-oriented management. Station already a revenue leader in its market. Individual must also be ready for future opportunities in fast growing broadcast group. Written replies kept strictly confidential. EEO. Submit replies to Michael Granados, VP/GM, WTTV, 3490 Bluff Road, Indianapolis, IN 46217.

**Manager of technical operations:** Top 20 network affiliate has an opening for a technical broadcast operations manager. Responsibilities include advance planning, budgeting, scheduling, and direct involvement with daily on-air operations. Must demonstrate excellent interpersonal skills, be thoroughly versed in technology and its most effective use, and have a thorough understanding of business. Technical degree, General Class FCC license and minimum of three years direct technical supervision is required. Union experience preferred. Send resume to: Box A-46. EOE/M-F. Women and minorities are encouraged to apply.

**Director of finance:** Major market Fox O&O is looking for a strong accounting/finance professional to support VP finance. CPA preferred; else MBA Finance/Accounting. Will manage A/P, P/R, G/L. Strong LOTUS, management skills. Min. 3-5 yrs. experience, broadcast &/or prominent CPA firm a major plus. Salary history/resume to: Personnel, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE.

**Business manager:** Midwest top-30 market independent is seeking an individual to head our business department. Individual will report to the GM and corporate Controller and be responsible for managing the stations financial operations. Candidate must exhibit outstanding analytic, organization and communication skills and be able to handle problem solving and decision making. The successful candidate will have a minimum of two years experience in broadcasting and a BS degree in Accounting. CPA a plus. Reply to Box A-52. EOE.

#### HELP WANTED SALES

**Account executive:** Local AE wanted for strong, growing indie. (39th DMA) Min. 2 yrs exp. broadcast sales. Aggressive direct biz generator. No list jockeys. Respond to: LSM WGNT TV, 1318 Spratley St., Portsmouth, VA 23704. No calls. EOE.

**Enterprise Systems Group, Inc.:** We are an established and international supplier of software serving the broadcast industry. We have offices in London, Sydney and Colorado Springs. Our U.S. division has been a leader in the broadcast market for over 20 years, providing superior products and top-notch customer service to an extensive and impressive group of television, radio and cable networks in the U.S. and abroad. We are currently looking for detail-oriented, self-motivated individuals to join our team as entry level customer service representatives. Relocation and travel required. To pursue career opportunities with Enterprise Systems, please fax your resume, references and salary history to 719-548-1818, Attention: Human Resources. No phone calls please. EOE.

**TV account executive:** Television sales career opportunity at WCBF-TV2 the #1 ABC affiliate in the Carolinas. We are looking for an experienced media salesperson with a proven track record in new business development and solid experience working with medium & agencies. WCBF-TV is owned by a Fortune 500 company offering excellent career opportunities. If you're up to the challenge of TV sales in the 90's and beyond, we want to talk to you. Send cover letter and resume to WCBF-TV, Personnel Department #751, PO Box 879, Charleston, SC 29402. EOE M/F applicants drug screened.

**Local account executive:** WTTV, A River City Broadcasting station, in Indianapolis, is seeking a senior account executive. WTTV, a regional superstation, is the broadcast home of Indiana, Purdue, Big Ten, Pacers, and IHSAA basketball. Also, home of the most successful lottery program in the U.S.A., a 150,000+ member Kids Club and delivers the highest weekly come in the marketplace. This is an excellent opportunity for a highly motivated individual to join a growing, progressive company. Send a cover letter and resume to: Local Sales Manager, 3490 Bluff Road, Indianapolis, IN 46217. EOE.

**Sales reps needed** for great opportunity with a nationally known marketing/research company. Proven successful history in broadcast sales a must, minimum 3 years. Must be expert in research, sales applications and use of a PC. Send resume ASAP to Box A-53. EOE.

**Fox affiliate seeks exceptional national sales manager.** Must have 5 years of station or rep experience. Must perform beyond the averages to maximize national sales. Come build this young Fox affiliate with a growing group owner. Send resume to Box A-54. EOE.

#### HELP WANTED MARKETING

**Database project coordinator:** Leading network affiliate in Florida seeks creative project coordinator to supervise development of innovative viewer database marketing program. Broad knowledge of sales promotions, sales research, and general PC applications preferred. For immediate consideration, please send resume, with salary history, in confidence to: Database Coordinator Search, PO Box 640301, San Jose, CA 95164-0301. EOE.

**Director of marketing & sales:** National ethnic radio & television programming & distribution service is seeking creative and experienced marketing professional in its rapid expansion efforts throughout the United States, Canada, Central America & the Caribbean. Qualified applicants must have ability to design, implement, monitor and update marketing & sales plans. Fluency in Arabic and knowledge of Middle Eastern cultures is beneficial. Send CVs to Dept. M&S, PO Box 23515, Alexandria, VA 22304. EOE.

**Network affiliate looking** for a creative services and marketing director. Must have solid promotion experience with an emphasis on news and sales promotion. Ability to oversee commercial production needs. Applicants should be creative, innovative, and possess excellent people skills. EOE. Send resume and tape to Box A-51.

#### HELP WANTED INSTRUCTION

**University of Arkansas, Fayetteville:** Assistant professor television news. Ph.D. and reporting experience desired. Letter and vita to: TV Search, Journalism Department, University of Arkansas, 116 Kimpel Hall, Fayetteville, AR 72701. Minorities and women encouraged to apply. EOE.

#### HELP WANTED TECHNICAL

**Chief engineer:** Trinity Broadcasting station in the Atlanta area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, 2442 Michelle Dr., Tustin, CA 92680. M/F EOE.

**TV studio maintenance technician:** WYBE-TV35 has an opening for a studio maintenance person with a minimum of one year cable or broadcast experience. PBS experience, FCC license and SBE certificate preferred. Salary: High 20's. Deadline: Until filled. Resume only to: Daniel delSolar, General Manager, WYBE-TV35, PO Box 11896, Philadelphia, PA 19128. EOE.

**Online editor** for an established production and post-production house in Central Connecticut. Must have a minimum of 3 years experience. Must be fluent with Sony 9000 Editor, GV 200, and multi-channel DVE. Formats include Beta SP, 1" and D2. Please fax resume to: 203-659-4549. EOE.

**Chief engineer:** Southeast Fox affiliate seeks experienced chief engineer responsible for all phases of television maintenance, technical budget and engineering management. Must be a team player. Reply to Box A-47. EOE.

**Maintenance engineer:** KNXV-TV, Fox 15, in Phoenix, Arizona is seeking an engineer with minimum 3 years maintenance experience. Primary duties include installation and maintenance of audio, video and RF equipment. Experience in designing, documenting and implementing audio/video systems desired. Two year electronic technical degree or equivalent required, four year degree preferred. Send resumes to KNXV-TV, 4625 South 33rd Place, Phoenix, AZ 85040. Attn: Engineering Manager. No phone calls please. EOE.

**Chief engineer:** Expanding multi-station broadcaster seeks UHF experienced person with college degree and knowledge of state-of-the-art equipment. Duties will include supervision of maintenance staff, designing and equipping new production facility, and hands-on maintenance of equipment. Send confidential resume to Box A-48. EOE.

**Chief engineer:** Central PA Fox affiliate is looking for a hands-on chief. Applicants must have station studio and transmitter experience. Send resume and salary requirements to Personnel Manager, WPMT Fox 43, 2005 S. Queen St., York, PA 17403. EOE.

**Full-time TV broadcast technician:** Must have prior broadcast experience in the operation of 1-inch, 3/4-inch, Beta; studio camera; studio audio mixer; MC; studio lighting; and other broadcast systems. Send resume to Chief Engineer, KCCI-TV, PO Box 10305, Des Moines, IA 50306. EOE.

**TV maintenance technician/satellite truck operator** requires self starter having experience with Beta, Ikegami, TK-47 and VPR-3 equipment maintenance. Experience with microwave, satellite and VHF transmitters as well as an FCC General Class license is preferred. Contact Marty Peshka, Maintenance Supervisor, WTNH, 8 Elm Street, New Haven, CT 06510. EOE.

**Television maintenance engineer** opening in upstate New York. Large facility loaded with the state-of-the-art equipment. Must be capable of troubleshooting studio equipment to the component level. Experience in maintaining digital and microprocessor-based equipment required. UHF experience a plus. Send resume and salary history to: WXXI Human Resources, PO Box 21, Rochester, NY 14601. EOE.

**Broadcast engineer:** WFTX-TV needs a broadcast engineer experienced in repair and maintenance of studio, production and master control equipment which includes Hitachi 1", Sony Betacam, and Sony 3/4" SP, Grass Valley routing and production switcher, Chyron, Abekas and Paltex. High power UHF transmitter experience a plus. This person must be able to work closely with the needs of a newly formed news department that has all new JVC-SVHS, also editing equipment and a live truck. Send resume to: Jerry Blevins/Chief Engineer, PO Box 150036, Cape Coral, FL 33915. We are an equal opportunity employer.

#### HELP WANTED NEWS

**News director:** Aggressive top 50 Fox affiliate seeks news director for start up 10pm newscast. News director experience is required, along with strong people skills and a successful track record. Send resume to Personnel Manager, WPMT Fox 43, 2005 S. Queen St., York, PA 17403. EOE.

**Anchor/reporter:** KYMA-TV, Channel 11, Yuma, Arizona, NBC affiliate has a position for an experienced reporter. Candidate should have potential to anchor, be able to edit 3/4" and SVHS tapes; possess writing broadcast skills, a valid driver's license with no DUI convictions, good phone etiquette and strong people skills; type 70 wpm and able to lift and carry 50 lbs. of equipment. Multi-group station owner offers room for advancement. Please submit a non-returnable videotape and resume to: Ken Booth, News Director, Yuma Broadcasting Company, 1385 So. Pacific Avenue, Yuma, AZ 85366. (No phone calls) EOE.

**Executive producer:** Looking for the best. Excellent writing, creativity, solid news judgment and people skills required. Send resume and tape to Steve Hammel, News Director, KMOV-TV, One Memorial Drive, St. Louis, MO 63102. No phone calls please. KMOV-TV is an equal opportunity employer.

**WTKR-TV is searching** for an assistant news director with at least 7 years experience as a producer, executive producer or assignment editor in medium to major market. Supervisory skills are essential. Will manage the day-to-day operation of the newsroom, including editorial decisions, make-up and look of each broadcast, and personnel matters as assigned. Will work with news director to determine direction and philosophy of Eyewitness News. WTKR-TV is searching for an assignment editor with a minimum of 3 years experience as an assignment editor in a medium size market. Will be responsible for day-to-day operation of the assignment desk, as well as story generation, listening to scanners, dispatching crews, covering breaking news, satellite and microwave coordination. We are an equal employment opportunity employer (M/F). Please send resume to: Barbara Hamm, News Director, WTKR-TV, 720 Boush Street, Norfolk, VA 23510.

**Wanted: Strong managing editor/assignment editor** for dominant number one news station. Must have good leadership skills, news judgment and television experience. Send resume, news philosophy and tape, if applicable, to Rod Gramer, PO Box 7, Boise, ID 83707 at KTVB-TV. EOE.

**Weekend anchor/reporter:** If you're a dynamic communicator who can tell a story from behind the desk and live from the field, show us your tape. Three years experience required. Send tape and resume to Human Resources Manager, KJRH-TV, 3701 S. Peoria Ave., Tulsa, OK 74105. No phone calls. KJRH is an equal opportunity employer.

**Morning anchor:** Looking for an early riser with plenty of energy to co-anchor one hour newscast. Position includes some reporting, especially live. Three years experience required. Send tape and resume to Human Resources Manager, KJRH-TV, 3701 S. Peoria Ave., Tulsa, OK 74105. No phone calls. KJRH is an equal opportunity employer.

**Sports director:** Creativity in reaching the non-sports viewer, coupled with experienced emphasis on the

future greats puts you on our aggressive team. Tapes to: Fred Jordan, KBMT-TV, Box 1550, Beaumont, TX 77704. EOE.

**News director:** Strong TV news manager to supervise all day-to-day activities of an aggressive and growing news operation. Will manage assignments, story selection, direction and content, working with reporters to improve story concepts and presentation. Candidate must possess a proven track record of ratings success. Please send resume/salary requirements to Personnel Administrator, WDTN Channel 2, PO Box 741, Dayton, OH 45401. Women and minorities are encouraged to apply. EOE.

**Assignment editor** for small Midwest market. Number one rated news department looking for creative, organized leader with excellent news judgment. Need experienced individual who can manage day to day news operation. Inspire an guide reporters to dig and get the story first. Send resume to Box A-49. EOE.

**Weathercaster:** Award-winning news station in a beautiful western mountain market is looking for a weathercaster with authority. Familiarity with Kavours, AMS seal preferred, and background in presenting user-friendly weather are important. Minimum 3 years experience preferred. Reply to Box A-55. EOE.

**Weekend anchor:** KCCI-TV, The CBS affiliate in Des Moines, Iowa, has an opening for a weekend anchor to complement our male anchor. Report three days per week. Successful candidate must have at least two years of anchoring experience. Producing skills desirable. Producer: Need a producer for morning and noon news. Please send non-returnable tapes to Dave Busiek, News Director, KCCI-TV, PO Box 10305, Des Moines, IA 50306. EOE.

**News photographer:** Need creative hustler who knows what it takes to get good pictures. Shoot with S-VHS equipment, edit Beta and know live van operations. At least one year's experience preferred. Resumes and/or tapes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, AL 36602. EOE, M/F.

**WFSB-TV, a Post Newsweek station,** is looking for an experienced and creative producer. The producer must have strong news judgment and be able to dig out stories from a variety of sources and then be able to create dynamic, informative and interesting broadcasts. The assignment calls for a producer who will work with anchors, reporters, assignment desk editors, graphic artists and directors to produce newscasts that combine a commitment to journalism with a flair for production. Superior writing skills a must. Resume and tape to Rob Cizek, Assist. News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

**Executive producer:** WJXT, the Post-Newsweek station in the newest NFL city, is looking for an experienced journalist who loves the challenge of putting together a high-tech newscast. This person will lead a team of producers and work with state of the art production facilities. Major market experience a plus. Send resume and non-returnable tape to: Nancy Shafra, News Director, WJXT, 4 Broadcast Place, Jacksonville, FL 32247. EOE.

**News director:** Rare opportunity for high energy leadership of one of the most dynamic medium market news operations in the industry. Great people and gear in place... including helicopter. Requires outstanding people skills, several years as newscast producer in major market television news. Send resume, news philosophy, references to Bob Allen, VP and GM, KCRG-TV, 500 Second Ave., S.E., Cedar Rapids, IA 52401. EOE.

**News producer:** Group-owned affiliate seeks an assertive, determined individual with a need to win and the skills required. New broadcast facility. All applications confidential to News Director, WCIV, PO Box 22165, Charleston, SC 29413. EEO, M/F.

**WCYB-TV news reporter:** Dominant NBC affiliate in 93rd market seeks reporter with live experience.

Resume/tape before February 14 to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V.

**News writer:** Major market East Coast station seeks experienced news writer. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and VO-SOT's. Familiarity with NewStar computer system a plus. Send resume and writing sample to Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

**Weather anchor:** Prepare and anchor weather segment in weekly morning and midday newscasts, and when needed for special reports. Must also be prepared to fill in as needed. Must be able to work with all television weather sources such as satellites, radar and other technology to enhance the television weather presentation. Qualified applicant will possess a college degree preferably in meteorology or related experience. Two years minimum at commercial television station as weathercaster. AMS seal a must. BASYS and weather computer skills required. Please apply to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion/programming director:** KDVR/Fox-31, Denver, a Renaissance Communications Corp. station, has an immediate opening for a new member of its senior management team. Candidates must have previous promotion management experience and some programing knowledge. Strong leadership and people skills are essential. Send resume to Rod Bacon, VP/GM, KDVR/Fox-31 TV, 501 Wazee St., Denver, CO 80204. EOE.

**Television director/technical director:** WTVD is seeking a TV director-producer/TD with a minimum of 2 years experience directing and switching news, public affairs programs and spots. Good communication skills are essential and operational knowledge of Grass Valley 300 Switcher, Grass Valley Kaleidoscope, Chyron CG and Quantel Still Store a plus. Send resume and non-returnable tape to: Jeff Hester, Senior Director, WTVD 11, PO Box 2009, Durham, NC 27702. No phone calls. EOE.

**Producer/director:** The Wright State University television center is seeking a producer/director. The television center is a broadcast capable facility that creates instructional and informational videotapes, live and taped sporting events, programing for an educational cable access channel and provides support for students utilizing video in coursework. Must have a Bachelor's Degree in TRF, Broadcasting, Communications or a related field and 3-5 years of experience in all phases of creating live and taped studio and electronic field productions including producing, writing, and directing. Experience in working with clients from concept to post, Amilink editing, Toaster, Studio 16, Chyron, and directing student employees desirable. Salary \$27,473 with excellent benefits. Women and minorities are encouraged to reply. Send letter of interest, resume, 3 references and a 3/4 or 1/2 inch demo tape clearly indicating role for each clip by February 11, 1994 to: George Frey, Production Manager, 104 Television Center, Wright State University, Dayton, OH 45435. EEO/AA employer.

**Producer/videographer/editor** of local programing unit. The local programing department of WPXI-TV is looking for a producer/videographer/editor to become part of one of America's top television production units. Applicants must be experienced in writing, producing, camera work and editing for varied program topics ranging from football to medical. If you can do it all, and want the ability to control all phases of a production from start to finish, this could be your golden opportunity. No beginners please. Send resume and tapes to: Mark Barash, Program Director/Operations Manager, 11 Television Hill, Pittsburgh, PA 15214. EOE.



**Startup Fox newsroom** looking for graphic artist to help design graphics for daily newscasts. Assist with other station graphics as needed. Print a plus. 2-3 years news paintbox experience. Knowledge of Quantel Paintbox and Macintosh preferred. Send tape/resumes to: Carolyn McBurney, Promotion Manager, 4625 S. 33rd. Pl., Phoenix, AZ 85040. Equal opportunity employer.

**Fox TV's America's Most Wanted** is seeking: **Segment producer** to produce human-interest features, hard news stories, and reports on captured fugitives. Minimum five years producing experience required; varied production experience (both hard news and feature production) preferred. National or large-market local experience considered highly beneficial. Excellent, creative, fast writing a must. Position may require some production of re-enactment; dramatic background helpful. Submit reel on 3/4" format. **Production manager** to hire and supervise freelance video crews ad producers, including negotiating rates and conditions. The position includes keeping track of budgets and some supervision of film re-creation production. Successful applicant will have thorough knowledge of field production techniques, and demonstrated familiarity and experience with crews around the country. Must be able to work under pressure and strict deadlines and good computer skills. Send resume to Fox-TV, STF/Personnel Department, PO Box 39126, Washington, DC 20016-9126. No phone calls please. EOE/M/F/D/V.

**Editor/producer, special news features:** Edit and produce specialty news programming for a Spanish Language Television Network TV variety show. Supervise 15 employees. Requires Bachelor degree in Journalism, five years experience in television journalism/editing/producing, including producing/editing at least 25 special news feature programs for national television network for Hispanic market; must be fluent in Spanish. Salaried position: \$57,200/yr. Hrs. 9am-5pm (may vary to coincide with taping schedule); Submit resume only to Job Service of Florida, 701 S.W. 27 Avenue, Room 42, Miami, FL 33135. Ref: Job Order #FL 0959393. EOE.

**Writer/producer, promotion:** WPXI-TV, Pittsburgh (17), a Cox Broadcasting NBC affiliate, seeks individual with topical news promotion experience, talent and drive. Job responsibilities include: Writing/producing daily topical news promotion; writing news series & image promos; writing articles for station magazine. Your reel should convey your ability to write focused creative copy. Half inch computerized editing a plus. 1 year of proven achievements required. Send tapes only with resumes to: Steve Riley, Director of Promotion, 11 Television Hill, Pittsburgh, PA 15214. No phone calls. EOE-M/F.

**Television production full time:** Applicant must have a minimum of two years professional broadcast television production experience. Send resume to: Brandon Rice, Production Services Manager, WTVD 11, PO Box 2009, Durham, NC 27702. No phone calls. EOE.

**Production manager:** Midwest CBS affiliate seeking aggressive individual to lead a well-established 13-person production staff. Responsible for overall news, commercial production and general look of station; must be capable of improving on all aspects of station's production look. Send resumes to Jim Grimes, General Manager, PO Box 123, Rockford, IL 61105. EOE M/F.

#### SITUATIONS WANTED MANAGEMENT

**Senior broadcast operations manager:** 39, with exceptional technical and field production talents, seeks relocation to Pacific Northwest. 17 years network experience. Has engineered and managed live television remotes in 65 countries. Reliable, creative self-starter; quality track record. Good people skills, multilingual, excellent references. Reply to Box A-50.

#### SITUATIONS WANTED NEWS

**Emmy winning film and video** (Ikegami HLV-55) crew based in Florida and the Caribbean: News, sports, documentary, maritime and underwater. 813-645-6331.

**Tri-lingual British newshoundess/TV reporter** looking for growth opportunity. Broadcast Journalism degree. Ready and willing to relocate. 617-773-8223.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Miracle man producer Blink Simmons** raises double digit share to major market affiliate after history of losses in 1 quarter. 1-800-296-7620.

#### MISCELLANEOUS

**Part time LA based media trainer:** On air TV experience required. Hard news, feature, broadcast and print experience. Good coaching skills required. Fax resume 310-820-4513.

### ALLIED FIELDS

#### HELP WANTED MANAGEMENT

The **Missouri Broadcasters Association** headquartered in Jefferson City, MO, is looking for an executive director due to retirement. The ideal candidate will possess good working knowledge of the broadcast industry, understand the state and federal legislative process, and have good organization and communication skills. The individual should possess good public relations skills and be able to work for a diverse Board of Directors. Computer skills and lobbying experience helpful. Salary \$45,000 plus, commensurate with experience. Resumes to: Missouri Broadcasters Assn., PO Box 104445, Jefferson City, MO 65110-4445. EOE.

#### HELP WANTED INSTRUCTION

**Southern Utah University** invites applications for the position of instructor-assistant professor-full time, 9-month, non-tenure-track position (1-2 year leave replacement-subject to approval). Teach the basic oral communication course and courses in television production and mass communication; supervise university cable channel programming. Minimum qualifications: Ph.D. in Broadcasting preferred; M.A. degree may be accepted with extensive experience in professional television; expertise in still photography desired. Starting date: September 1994. Salary: Commensurate with qualifications and experience; excellent benefits. Submit letter of application, vita, transcripts, and the names, addresses, and telephone numbers of three references to the Southern Utah University Personnel Office, 351 West Center Street, Cedar City, UT 84720. Candidates will visit the campus at their own expense. Closing date: February 14, 1994. An equal opportunity/affirmative action employer.

#### FELLOWSHIPS

The **Sigma-Tau Foundation** is accepting applications for its 3rd Alzheimer's Journalism Fellowship. any story broadcast about the scientific, medical or psychological aspect of Alzheimer's disease between January 16, 1992 and January 15, 1994 is eligible. The winning journalist in each category— consumer print, trade print, and electronic media— will receive a one-week all expense-paid trip to Italy's Spoleto Festival of Culture & Science. Deadline extended to February 25, 1994. Send 1/2" VHS and/or audio tape along with title of entry, name/address of organization that aired entry, date entry was aired, and your name/address/phone to: Sigma-Tau Foundation, PO Box 3179, Gaithersburg, MD 20885-3179. Or call 1-800-447-0169.

#### FINANCIAL SERVICES

**Lease purchase option:** Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020.

#### EDUCATIONAL SERVICES

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

#### EMPLOYMENT SERVICES

**Home typists, PC users needed.** \$35,000 potential. Details call 1-805-962-8000 Ext. B-7833.

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

**Broadcasting jobs:** Receive over 50 openings in Washington, DC area every 2 weeks. Money back guarantee. Call 301-986-5545 for information. \$29/4 issues.

#### WANTED TO BUY EQUIPMENT

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

#### FOR SALE EQUIPMENT

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

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

**Satellite uplink vehicle:** 2.4 meter, RSI offset, phase combined MCL, 300 watt TWTA, redundant exciters, 20 kw generator and much more! 508-877-2210.

**Lowest prices on videotape!** Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

**Refurbished transmission line,** 20 ft. sections of 6-1/8", 75 ohm, EIA flange. 40 sections available @ \$500.00 each (hangers available). Call 904-796-4531.

### CABLE

#### HELP WANTED SALES

**Ad sales director:** Major MSO seeks director level individual to develop and implement corporate activities in support of company's local advertising sales operations and related businesses. Requires familiarity with cable ad sales business, strong organizational and consultative skills, analytic ability. Eastern location. Reply to Box A-39. Equal opportunity employer.

### Blind Box Response???

**Box Letter-Number**  
1705 DeSales St., NW  
Washington, DC 20036

**We will now  
forward tapes!**

**RADIO****SITUATIONS WANTED MANAGEMENT****General Manager**

Business professional and attorney seeks return to radio as GM. Northwestern MBA with nine years business and marketing background. Extensive major market radio news experience.

Reply to Box A-56

**HELP WANTED MANAGEMENT****Chief Financial Officer**

For aggressive, newly formed radio group. Prefer radio/TV CFO or strong financial/treasury experience with entrepreneurial track record. Proven financial administration and strategic planning skills, deal-making experience and expertise in equity and debt financing. Strong personality for growth-oriented opportunity concentrating in Top-50 Markets. Philadelphia/New York area headquarters. FAX RESUME IN CONFIDENCE TO: LIBERTY BROADCASTING 201-635-7626. EOE.

**TELEVISION****HELP WANTED NEWS****TV NEWS REPORTER**

Nationally recognized local cable television programming station serving 250,000 viewers, 1 1/2 hours north of NYC is looking for a "go-getter" with a "can-do" attitude and a minimum of 2 years TV news reporting experience.

The successful candidate will demonstrate the ability to "step in" and instantly become a contributing team player to a high quality, successful TV news/sports/ public affairs operation. Qualifications include a strong work ethic, demonstrated ENG skills (videography, editing and writing) with the ability to work in a dynamic news environment.

No phone calls, please. Send resume with a 3/4" or 1/2" videotape of your "best stuff" to:

**CABLEVISION**  
**CVI**  
**INDUSTRIES**  
Operations Manager  
Cable 6 TV  
CABLEVISION INDUSTRIES  
CORPORATION  
25 Industrial Drive, P.O. Box 887  
Middletown, NY 10940

CVI is an Equal Opportunity Employer  
and complies with the Drug Free Workplace Act

**HELP WANTED MANAGEMENT****TRAFFIC ASSOCIATES**

NBC Cable has several opportunities for sharp and detail-oriented individuals in their fast paced Traffic Dept. in their NYC offices.

You will input sales orders, schedule commercial spots and copy, prepare program logs, and coordinate billboard production.

Successful candidates should have 1 year broadcast/cable or advertising agency traffic experience and excellent computer and organizational skills.

NBC Cable offers competitive salary and a comprehensive benefits package. Please mail your resume to Personnel Manager, TA, NBC CABLE, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an equal opportunity employer.

**HELP WANTED PROGRAMING, PROMOTION & OTHERS****TELEVISION PROFESSIONALS****Put your career on target with On-Q.**

As the newest cable channel of the QVC Network, On-Q is supported by all the technical sophistication, marketing savvy and visionary leadership that has made QVC the world's largest cable shopping network. Targeted to the twentysomething, fashion-conscious audience, On-Q is poised to tap into one of the most sought after markets today.

To meet the challenges of this exciting new enterprise, we have an immediate need for several dedicated professionals:

**Technical Director**

Integral position working on a 24-hour television operation controlling robotic cameras, while directing and technical directing a live TV show. Solid TV production experience, knowledge of Grass Valley Switchers and plenty of ambition will be essential.

**Promotion Writer/Producer**

Candidate must have 1-2 years' experience in on-air promotion, with a strong knowledge of and identification with the twentysomething market.

**Graphic Artist**

Requires 1-3 years PaintBox experience. Familiarity with the Dubner Graphics Factory System is preferred, but if you've got the kind of creativity and artistic ability we're looking for, we're willing to train.

**Editor**

Requirements include 1-3 years' experience with Sony 910 or GVG editing systems. The right individual will be creative, quick and have an instinctive feel for what works.

**Videographer**

To qualify, you'll need 1-3 years' experience in field production, with a strong background in lighting and composition.

To join us in creating QVC's next success story, please forward your resume and demo tape to: Michael Cavanaugh, QVC Network, Goshen Corporate Park, West Chester, PA 19380-0844. We are an equal opportunity employer.



Quality Value Convenience

**EARLY DEADLINE NOTICE**

**Due to the celebration of President's Day,  
the Feb 21, issue will close early.**

**The deadline for classified advertising  
is Feb. 11, 1994 at Noon.**



## HELP WANTED PROGRAMING, PROMOTION &amp; OTHERS CONTINUED

**Senior Promotion Producer**

- ☛ You're a STAR and your reel shows it!
- ☛ We offer a terrific opportunity in the number one market for an individual who isn't afraid to tread new ground and to venture beyond the traditional.
- ☛ You have at least three years experience in a major market creating award winning on-air, radio and print advertising for news and entertainment.
- ☛ You like to win and are willing to work hard to do so.
- ☛ You have superior writing skills, you're a whiz on location and in the edit room, and you have a great sense of graphics.
- ☛ You, most importantly, have imagination and vision yet never lose sight of the details.

Send resume and tape to:

**WWOR-TV, Human Resources Director, #BC-1**  
**9 Broadcast Plaza, Secaucus, NJ 07096**

(NO PHONE CALLS PLEASE) EOE M/F/H/V.

## HELP WANTED SALES

**ACCOUNT EXECUTIVE**

CNBC has an exciting career opportunity for a highly motivated, intelligent, mature, resourceful and creative account executive who will manage affiliate relations with cable clients in the Southeast Region.

Responsibilities include developing and managing CNBC subscriber base in several southeastern states; maintaining contact with regional MSO offices; monitoring and managing affiliation agreements, oversight of national marketing campaign sell-in with local affiliates; managing and developing distribution and local marketing efforts for CNBC's new service America's Talking within the region.

Candidates should have related marketing/sales experience in the television industry and excellent interpersonal/presentation skills. This career opportunity has great potential for growth in a fast-paced entrepreneurial environment. The position is based in CNBC's corporate office and requires approx. 50% travel. Please forward resumes and salary requirements to: **Personnel Manager, AE, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024.** We are an equal opportunity employer.

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

We also accept American Express  
**FAX (202) 293-FAST OR MAIL TO:**  
**CLASSIFIED DEPT.**  
**1705 DESALES ST., NW**  
**WASHINGTON, DC 20036**

## HELP WANTED MANAGEMENT

**DIRECTOR OF AFFIRMATIVE ACTION**

**KABC-TV Channel 7**, an owned station of Capital Cities/ABC, Inc., is seeking a Director of Affirmative Action to oversee KABC-TV's commitment to diversity in employment and community service. This will include active participation in station employment matters with an emphasis on recruitment and development of minority candidates. Responsibilities include enhancing the station's communication with and sensitivity to the community.

A broadcast background and demonstrated leadership and organizational skills are required. KABC-TV offers a competitive salary and an excellent benefits package. Send resumes to: **KABC-TV, General Manager, Dept. BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



## HELP WANTED TECHNICAL

**TECHNICAL DIRECTOR**

CNBC is seeking a Technical Director for our state-of-the-art facility in Fort Lee, NJ. Candidates should have 2-3 years experience with the Grass Valley 300 3ME Switcher, DVE-ABEKAS A53 and Quantel Still Store. Experience switching live news is a must.

To be part of this fast-paced, team-oriented environment, please send your resume to: **Personnel Manager, TD, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024.** We are an Equal Opportunity Employer.



## SITUATIONS WANTED NEWS

**HIRE A POLK WINNER**

Proven Excellence in Investigative Reporting and Series/Documentary Production  
 A can do... team player. Interest in investigations and special projects production. Can have an immediate impact on your market and make a quality difference to your product.  
**Reply to Box T-17**

## ALLIED FIELDS EMPLOYMENT SERVICES

### California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

### JOB OPPORTUNITIES NATIONALLY

- Professional, Technical & Production
- Cable & Broadcast TV, Film...

2x/month, 6 issues/\$35, 12/\$60, 22/\$95.

Subscribe today. Send check/MO to:

ENTERTAINMENT EMPLOYMENT JOURNAL™

Dept. 550, 7095 Hollywood Bl. #815

Hollywood, CA 90028

For more info call: (800)335-4335

In CA: (213)969-8500

**TV JOBS**  
We save you time.  
We save you money.  
*Medialine*  
THE BEST JOBS ARE ON THE LINE  
for more about how you can get daily  
updated job information call  
**800-237-8073**  
Since 1986

### TV JOBS

Anchors • Reporters • Producers  
Videographers • Editors • Personalities

#### DIRECT VIA SATELLITE

Your Tape Uplinked Nationwide to  
News Directors • Agents

Head Hunters • Programmers

#### ENTRY LEVEL TO MAJOR MARKET

High Impact • High Visibility

Low Cost • Tremendous Value

### TALENT/INK

Call Toll Free 1-800-766-3331

Your Link To A Career

**Media Grapevine**  
☒ Television Jobs.  
☒ Jobs In Large & Small Markets.  
☒ Inexpensive And Reliable.  
 To start subscription today call  
**1-602-745-1997**  
 \$6.95 1 issue \$19.95 4 issues \$39.95 12 issues  
 or send check to: Media Grapevine  
 4702 E. Broadway Suite 110-263 Tucson, AZ 85711  
 \*\*\* Specify TV \*\*\*  
 For jobs via the phone call  
**1-900-787-7800**  
 Average call 2-3 min. Avg. Cost \$5.85  
 Must have a touch-tone phone and be 18 years or older

**JOBPHONE**  
Inside Job Openings, Nationwide  
Press 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and  
employers to record job openings  
5 Entry level positions  
**1-900-726-JOBS**  
\$1.99 Per Minute (5627)

### FOR SALE STATIONS

#### FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 25 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group

Washington, D.C.—(202) 659-3331

### Power 104 FM Missouri Must Go in 2 Weeks

Owner must move. Growing Market, great potential, New Automation and Satellite, 3000 KW signal. Real Estate included. Tower on site. Principles Only. \$165,000/BRO.

(314) 564-2275

### Invest a stamp



### Save a bundle

For the price of a stamp, you can get the latest edition of the federal government's free Consumer Information Catalog. It lists more than 200 free or low-cost publications on federal benefits, jobs, health, housing, education, cars, and more, to help you save money, make money, and spend it a little more wisely.

So stamp out ignorance with our latest free Catalog. Send your name and address to:

Consumer Information Center  
Department SB  
Pueblo, Colorado 81009

### BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Milti Miller.

**Payable in advance.** Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

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

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.70 per word. \$34 weekly minimum. Situations Wanted: 85¢ per word. \$17 weekly minimum. All other classifications: \$1.70 per word. \$34 weekly minimum.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. All other classifications: \$148 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$20 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

**Confidential Service.** To protect your identity, seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

For subscription information  
call 1-800-554-5729.



# For the Record

Compiled by BROADCASTING & CABLE based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 44.) FCC actions on ownership change filings with file numbers and action dates follow:

### Granted

**KBLU(AM)-KTTI-FM Yuma, AZ; WJOL(AM)-WLLI-FM Joliet, IL; KTOP(AM)-KDVV(FM) Topeka, KS, and KOLE(AM) Port Arthur and KMY(FM) Orange, both Texas** (KBLU: BAL940-103GI; KTTI: BALH940103GN; WJOL: BAL940-103GH; WLLI-FM: BALH940103GH; KTOP: BAL940103GJ; KDVV: BALH940103GM; KOLE: BAL940103GG; KMY: BALH940103GL)—Action Jan. 14.

**KBDG(FM) Turlock, CA** (BALED931022GE)—Action Jan. 7.

**KDZA-FM Pueblo, CO** (BALH931215GI)—Action Jan. 11.

**WMGB(FM) Jeffersonville, GA** (BAPH931101GN)—Action Jan. 12.

**KJOC(AM) Davenport, IA** (BAL931117ED)—Action Jan. 7.

**KBBM(FM) Winterset, IA** (BALH931123GV)—Action Jan. 11.

**WXLN(FM) Moline, IL** (BALH931117EE)—Action Jan. 7.

**WOZI(FM) Presque Isle, ME** (BALH931223GU)—Action Jan. 11.

**WZZM-TV Grand Rapids, MI** (BTCCT-931210KG)—Action Dec. 29.

**KLXK(FM) Duluth, MN** (BTCH930405GN)—Action Jan. 7.

**WQPM-AM-FM Princeton, MN** (AM: BTC930405GL; FM: BTCH930405GM)—Action Jan. 7.

**WAPT(TV) Jackson, MS** (BTCCT931210KH)—Action Dec. 29.

**WSEE-TV Jackson, MS** (BTCCT931210KF)—Action Dec. 29.

**KBOW(AM)-KOPR-FM Butte, MT** (AM: BAL931-123EE; FM: BALH931123EF)—Action Jan. 13.

**WKFT(TV) Fayetteville, NC** (BTCCT931115KI)—Action Jan. 13.

**KZTY(AM) Winchester, NV** (BAP931005EC)—Action Jan. 10.

**WNRJ(AM)-WAHC(FM) Circleville, OH** (AM: BTC930908GF; FM: BTCH930908GG)—Action Jan. 3.

**WWHT(FM) Marysville, OH** (BTCH0908GE)—Action Jan. 3.

**KOQL(FM) Oklahoma City** (BAPLH931112GE)—Action Jan. 7.

**WNAC-TV Providence, RI** (BTCCT931210KE)—Action Dec. 29.

**WEKX(FM) Jellico, TN** (BALH930922GO)—Action Jan. 10.

**KSGT(AM) Jackson, WY** (BAL931206EG)—Action Jan. 13.

**KMER(AM) Kemmerer, WY** (BAL931206EF)—Ac-

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

tion Jan. 13.

**KPOW(AM) Powell, WY** (BAL931206ED)—Action Jan. 13.

**KLZY(FM) Powell-Cody, WY** (BALH931206EE)—Action Jan. 13.

**KMTN(FM) Jackson, WY** (BALH931206EH)—Action Jan. 13.

### Dismissed

**KXKK(FM) Lordsburg, NM** (BALH930304GI)—Action Jan. 10.

**KBLU(AM)-KTTI-FM Yuma, AZ; WJOL(AM)-WLLI-FM Joliet, IL; KTOP(AM)-KDVV(FM) Topeka, KS, and KOLE(AM) Port Arthur and KMY(FM) Orange, both Texas** (KBLU: BTC931-115GJ; KTTI-FM: BTCH931115GQ; WJOL: BTC931115GJ; WLLI-FM: BTCH931115GK; KTOP: BTC931115GL; KDVV: BTCH931115GM; KOLE: BTC931115GO; KMY: BTCH931115GN)—Action Jan. 14.

## NEW STATIONS

■ **Columbiana, AL** (BPH931228MZ)—John H. Sides seeks 101.5 mhz; 2.3 kw; ant. 164 m. Address: 2182 Highway 201, Calera, AL 35040. Applicant has interests in WGTG(AM) Alabaster, AL, and WAZF(AM) Yazoo City, MS.

■ **Galva, IL** (BPH931229MA)—Coleman Broadcasting Co. seeks 102.5 mhz; 3 kw; ant. 100 m. Address: WGEN Radio, P.O. Box 67, Geneseo, IL 61254. Applicant is headed by Roger H. Coleman and owns WGEN-AM-FM Geneseo, IL.

■ **Blanchard, LA** (BPH931216MD)—Outstanding Broadcasting seeks 102.1 mhz; 25 kw; ant. 100 m. Address: 2165 Somerset, Beaumont, TX 77707. Applicant is headed by Geffery Jenkins and has no other broadcast interests.

■ **Blanchard, LA** (BPH931216ME)—L and L Broadcasting seeks 102.1 mhz; 25 kw; ant. 100 m. Address: 3603 Lake St., Lake Charles, LA 70605. Applicant is headed by Harry Ladas Sr. and owns KEZM(AM) Sulphur, LA.

■ **Livingston, MT** (BPH931216MP)—Jann H. Berntsen seeks 100.7 mhz; 100 kw; ant. 404 m. Address: P.O. Box 691, Livingston, MT. Applicant owns KPRK(AM) Livingston, KBL-AM-FM Helena, KLTZ(AM)-KLAN(FM) Glasgow, and KMMR(FM) Malta, all Montana.

■ **Chenango Bridge, NY** (BPH931216MG)—BS Investment Co. seeks 104.1 mhz; 3.1 kw; ant. 462 ft. Address: 1990 M St., N.W., Ste. 510, Washington, DC 20036. Applicant is headed by Arthur V. Belenduk and Gary Smithwick and has interests in

WBMW-FM Ledyard, CT, and WRAV-FM Ravena, NY.

■ **Salem, OR** (BPCT940104KF)—EMI Broadcasting seeks channel 32; 5000 kw; ant. 1,786 ft. Address: P.O. Box 68570, Portland, OR 97268. Applicant is headed by Jeff C. Hill and has no other broadcast interests.

■ **Charlottesville, VA** (BPED940103MA)—StuComm, Inc. seeks 88.5 mhz; .12 kw; ant. 332 m. Address: 2011 Lewis Mt. Rd., Charlottesville, VA, 22903. Applicant is headed by Lawrence Roberts and has no other broadcast interests.

## FACILITIES CHANGES

### Applications

■ **Demopolis, AL** WZNJ-FM 106.5 mhz—Southstar Communications Corp. seeks mod. of CP as mod. to make changes; ERP: 8.4 kw; ant. 96 m.; TL: 1028 Hwy 80 E. Demopolis, Marengo Co., change class to C3 (per MM docket 87-451).

■ **Anchorage, AK** KXDZ-FM 103.1 mhz—American Radio Brokers Inc. seeks CP to make changes; change: ERP: 27 kw; ant. -55 m.; TL: Tower located 9.7 km SE of Anchorage at 1590 true; change class to C1 (per MM docket 93-139).

■ **Clinton, AR** KHPQ(FM) 92.1 mhz—Weber-King Radio seeks CP to make changes; ERP: 10.2 kw; ant. 156 m.; TL: Clinton, Van Buren Co., AR. 0.45 km S of intersection of Hwy 65 & Henderson Rd.

## SUMMARY OF NUMBERS

### BROADCASTING

| Service                  | Total         |
|--------------------------|---------------|
| Commercial AM            | 4,948         |
| Commercial FM            | 4,945         |
| Educational FM           | 1,650         |
| <b>Total Radio</b>       | <b>11,543</b> |
| Commercial VHF TV        | 558           |
| Commercial UHF TV        | 595           |
| Educational VHF TV       | 123           |
| Educational UHF TV       | 240           |
| <b>Total TV</b>          | <b>1,516</b>  |
| VHF LPTV                 | 498           |
| UHF LPTV                 | 906           |
| <b>Total LPTV</b>        | <b>1,404</b>  |
| FM translators           | 2,070         |
| VHF translators          | 2,371         |
| UHF translators          | 2,435         |
| <b>Total Translators</b> | <b>6,876</b>  |

### CABLE

|                        |            |
|------------------------|------------|
| Total subscribers      | 55,030,380 |
| Homes passed           | 98%        |
| Total systems          | 11,385     |
| Household penetration* | 62.4%      |

\*Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and BROADCASTING & CABLE's own research.

Class changed from A to C3 (per MM docket 90-521).

■ **Oro Valley, AZ** KRKN-FM 97.5 mhz—Maloney Broadcasting Co. seeks CP to make changes; ERP: 2 kw; TL: NW corner of intersection Ina and La Cholla Rds., Pima Co., AR.

■ **Santa Barbara, CA** WICI-FM 94.7 mhz—Fell-Mitchell LP seeks mod. of CP to make changes; ERP: 2.85 kw; ant. 146 m.; TL: .65 km E of Boulevard Rd. at East Haven subdivision, Sumter Co., Sumter, SC.

■ **Visalia, CA** KGYU-FM 96.1 mhz—New Visalia Broadcasting Inc. seeks mod. of CP to make changes; ERP: 4.75 kw; ant. 110 m.; TL: in Venice Hills 11.7 km NE of central Visalia at 68 degrees true and to move tower located 50 ft. NE of previous site.

■ **Visalia, CA** KGYU-FM 96.1 mhz—New Visalia Broadcasting Inc. seeks mod. of CP to make changes; ERP: 4.75 kw; ant. 110 m.; TL: in Venice Hills 11.7 km NE of Central Visalia at 68 degrees true and to move tower located 50 ft. NE of previous site.

■ **Fresno, CA** KAGZ-FM 99.3 mhz—John E. Ostlund seeks mod. of CP to make changes; change; ERP: 5.03 kw; ant. 106.3 m.; TL: 2220 Tulare St., Fresno, CA.

■ **San Joaquin, CA** KVPC-FM 105.5 mhz—Susan Lundborg seeks CP to make changes; ERP: 6 kw; ant. 54 m.

■ **Salida, CO** KVRH-FM 92.1 mhz—All Heart Radio Inc. seeks CP to make changes; ERP: 13.5 kw; frequency 92.1 mhz to 92.3 mhz; and to change class from A to C3 (per docket 89-172).

■ **Idaho Falls, ID** KOSZ-FM 105.5 mhz—SPH Associates seeks mod. of CP to change antenna directional pattern.

■ **Ottawa, IL** WWGN-FM 88.9 mhz—Cornerstone

Community Radio Inc. seeks mod. of CP to make changes; ERP: 1.5 kw; ant. 197 m.; TL: 4 miles SW of Ottawa on Deer Park Rd., and to change antenna supporting-structure height.

■ **Ashley, MI** WJSZ-FM 92.5 mhz—Owosso Broadcasting Co. Inc. seeks mod. of CP to change TL: W of Ransom Rd. 0.68 km N of M-57, 1.48 km E of Ashley Gratiot Co., MI.

■ **Scranton, PA** WGGY-FM 101.3 mhz—Lacka-zerne Inc. seeks CP to make changes; ERP: 4.7 kw; ant. 463 m. and to change antenna supporting-structure height.

■ **Rapid City, SD** KOUT-FM 98.7 mhz—Crystal Broadcast Partners seeks mod. of CP to change antenna supporting-structure height.

■ **Smithfield, UT** KNUC-FM 103.9 mhz—Ronald Christner et al. seeks one-step application to change class from A to C1.

■ **North Dartmouth, MA** WSMU-FM 91.9 mhz—University of Massachusetts seeks CP to change ERP: 5.6 kw; and freq: from 91.9 mhz to 89.3 mhz.

■ **Greenville, TX** KIKT-FM 93.5 mhz—First Greenville Corp. seeks CP to make changes; ERP: 25 kw; ant. 100 m.; and change antenna supporting-structure height.

■ **Accomac, VA** WVES-FM 99.3 mhz—Eastern Shore Broadcasting Inc. seeks CP to make changes; ERP: 22.15 kw; ant. 105 m.; and change antenna supporting-structure height.

■ **Merced, CA** KXDE(FM) 107.7 mhz—John R. Neuhoft seeks mod. of CP to make changes; ERP: 5 kw; ant. 110 m.; TL: 3.7 km NNE of intersection of Snelling and LaPaloma Rds. 11 km NNE of Merced, Merced Co., CA, and to change antenna supporting-structure height.

■ **Pendleton, OR** KUMA-FM 107.7 mhz—Round-Up Radio Inc. seeks one-step app. to change channel to 299C1.

■ **Sellersville, TX** WBYO-FM 88.9 mhz—Bux-Mont Educational Radio Assoc. seeks CP to make changes; slight change to DA pattern.

■ **Greenville, TX** KIKT-FM 93.5 mhz—First Greenville Corp. seeks CP to make changes; ERP: 25 kw; ant. 100 m.; TL: N of Hwy 224, 7.36 km NE of Greenville, and 4.91 km W, SW of Neylandville, Co. of Hunt, TX, class: to C3 and to change antenna supporting-structure height (per MM docket 90-85).

■ **Accomac, VA** WVES-FM 99.3 mhz—Eastern Shore Broadcasting Inc. seeks CP to make changes; ERP: 22.15 kw; ant. 105 m.; and to change antenna supporting-structure height.

■ **Culpeper, VA** WVPB(FM) 89.9 mhz—Positive Alternative Radio Inc. seeks CP to make changes; change; ERP: 8.5 kw; ant. 178 m.

■ **Roanoke, VA** WFXR-TV ch. 27—Grant Broadcasting System II Inc. seeks CP to change ERP vis: 2,690 kw; ant. 607 m.; TL: 8127 Honeysuckle Rd., Bent Mountain, Roanoke Co., VA.

■ **Tuscaloosa, AL** WFFX(FM) 95.7 mhz—Alabama Universal Corp. seeks CP to make changes; ant. 299 m.; TL: 8.9 km SSE of Vance, AL in Bibb Co., AL.

■ **Brunswick, GA** WSEG(FM) 104.1 mhz—CGB Inc. seeks mod. of CP to make changes; ERP: 4.2 kw; ant. 119 m.; TL: Rose Dr., Brunswick, Glynn Co., GA.

■ **Ironton, MO** KYLS(FM) 92.7 mhz—David E. Smith Communications Inc. seeks one-step app. to change channel from 224 to 225.

■ **Darlington, SC** WDAR-FM 105.5 mhz—Meg Associates Ltd. seeks CP to make changes; ERP: 19.4 kw; ant. 115.38 m.; class changed from A to C3 (per MM docket 89-326).

■ **Canyon, TX** KAKS-FM 107.9 mhz—Heritage Communications Corp. seeks one-step app. to change channel from C to C1.

## SERVICES

### BROADCAST DATABASE dataworld<sup>®</sup> MAPS

Coverage/Terrain Shadowing  
Allocation Studies • Directories  
P.O. Box 30730 301-652-8822  
Bethesda, MD 20814 800-368-5754

### EDS<sup>®</sup> BROADCAST DATA SERVICES

A Div. of Maffet, Larson & Johnson, Inc.  
• AM, FM, TV, H-group databases  
• Coverage, allocation and terrain studies  
• FCC research  
703 824-5666 FAX: 703 824-5672

### DSI<sup>®</sup> COMMUNICATIONS, INC.

• Radio and Television System Design  
• Transmitter and Studio Installation  
• Microwave and Satellite  
Engineering and Installation  
627 Boulevard  
908-245-4833 Kenilworth, NJ 07033

### Stainless, inc.

New Towers, Antenna Structures  
Engineering Studies, Modifications  
Inspections, Erection, Appraisals  
North Wales, PA 19454  
215 699-4871 FAX 699-9597

### Shoolbred Engineers, Inc. Structural Consultants

Towers and Antenna Structures  
Robert A. Shoolbred, P.E.

1049 Morrison Drive  
Charleston, S.C. 29403 • (803) 577-4681

### LDL<sup>®</sup> COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS  
LARCAN SOLID STATE TRANSMITTERS  
ALAN DICK ANTENNAS & COMBINERS  
LEBLANC & ROYLE TOWER SYSTEMS  
14440 CHERRY LANE CT. LAUREL MD 20707  
TEL: 301-498-2200 FAX: 301-498-7952

### IDB<sup>®</sup>

FOR WORLDWIDE  
SATELLITE  
TRANSMISSION  
SERVICES CONTACT:  
IDB COMMUNICATIONS GROUP  
10525 WEST WASHINGTON BLVD.  
CULVER CITY, CA 90232-1922  
213-870-9000 FAX: 213-240-3904

### Broadcast Video Tape Great Service • Excellent Prices

CoarcVideo<sup>™</sup>  
New Quality Stock • Custom Reloads  
BETACAM • U-MATIC • VHS  
1-800-888-4451

### NATIONWIDE TOWER COMPANY

ERECTOR • DISMANTLER • ANTENNA • RELAMP  
ULTRASOUND • STRUCTURAL ANALYSIS • PAINT  
INSPECTIONS • REGUY • ENGINEERING

P.O. BOX 130 POOLE, KY 42444-0130  
PHONE (502) 533-6600 FAX (502) 533-0044  
24 HOUR EMERGENCY SERVICE AVAILABLE



### NATIONAL INDEPENDENT BILLING INCORPORATED

• Billing Services  
• Billing Software  
• Business Management Software

Robert A. Holzinger  
(507) 388-0300

### DON'T BE A STRANGER

To Broadcasting & Cable's 117,323 Readers  
Display your Professional or Service Card here  
It will be seen by station and cable TV system  
owners and decision makers.

\* 1989 Readership Survey showing 37 readers  
per copy.

### PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$55 per insertion  
26 weeks - \$70 per insertion  
13 weeks - \$85 per insertion

There is a one time typesetting charge  
of \$20. Call (202) 659-2340.



# PROFESSIONAL CARDS

**du Treil, Lundin & Rackley, Inc.**  
A Subsidiary of A.D. Ring, P.C.

240 North Washington Blvd.  
Suite 700  
Sarasota, Florida 34236  
(813) 366-2611

MEMBER AFCCE

**CARL T. JONES**  
CORPORATION

CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD, VIRGINIA 22153  
(703) 569-7704  
MEMBER AFCCE

**LOHNES AND CULVER**  
CONSULTING RADIO ENGINEERS

8309 Cherry Lane  
Laurel, MD 20707-4830  
(301) 776-4488



Since 1944

Member AFCCE

**COHEN, DIPPELL AND  
EVERIST, P.C.**  
CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100  
WASHINGTON, D.C. 20005  
(202) 898-0111  
Member AFCCE

**MLJ**

**Moffet, Larson & Johnson, Inc.**  
Consulting Telecommunications Engineers

Two Skyline Place, Suite 800  
5203 Leesburg Pike  
Falls Church, VA 22041  
703-824-5660  
FAX: 703-824-5672  
MEMBER AFCCE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS

Box 280068  
San Francisco, California 94128



(415) 342-5200  
(202) 396-5200

Member AFCCE

**CARL E. SMITH**  
CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants  
Complete Tower and Rigging Services  
"Serving the Broadcast Industry  
for over 50 Years"  
Box 807 Bath, Ohio 44210  
(216) 659-4440

**Jules Cohen & Associates, P.C.**  
Consulting Electronics Engineers

Suite 600  
1725 DeSales, N.W.  
Washington, D.C. 20036  
Telephone: (202) 659-3707  
Telecopy: (202) 659-0360  
Member AFCCE

**E. Harold Munn, Jr.,  
& Associates, Inc.**

Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers

9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115

Member AFCCE

**HATFIELD & DAWSON**

CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.  
SEATTLE, WASHINGTON 98107  
(206) 783-9151; Facsimile: (206) 789-9834  
MEMBER AFCCE

**F.W. HANNEL & ASSOCIATES**

Registered Professional Engineers

911 Edward Street  
Henry, Illinois 61537  
(309) 364-3903  
Fax (309) 364-3775

**STRUCTURAL SYSTEMS  
TECHNOLOGY, INC.**

J. Cabot Goudy, P.E.  
PRESIDENT

TOWERS, ANTENNAS, STRUCTURES  
New Tall Towers, Existing Towers  
Studies, Analysis, Design Modifications,  
Inspections, Erection, Etc.  
6867 Elm St., McLean, VA 22101/703/356-9765

**C.P. CROSSNO & ASSOCIATES**  
CONSULTING ENGINEERS

P.O. BOX 180312  
DALLAS, TEXAS 75218  
TELECOMMUNICATIONS (FCC, FAA)  
CHARLES PAUL CROSSNO, P.E.  
(214) 321-9140 MEMBER AFCCE

**JOHN F.X. BROWNE  
& ASSOCIATES, P.C.**

525 Woodward Ave.  
Bloomfield Hills, MI 48013  
(313) 642-6226  
Washington Office  
(202) 293-2020  
Member AFCCE

**D.C. WILLIAMS, P.E.**

Consulting Radio Engineer  
Member AFCCE  
Post Office Box 1888  
Carson City, Nevada 89702  
(702) 885-2400



**COMMUNICATIONS TECHNOLOGIES INC.**  
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage  
Laura M. Mizrahi

P.O. Box 1130, Marlton, NJ 08053  
(609) 985-0077 • FAX: (609) 985-8124



**LAWRENCE L. MORTON  
ASSOCIATES**  
1231 MESA OAKS LAKE  
MESA OAKS, CALIFORNIA 93436

**LAWRENCE L. MORTON, P.E.**  
AM • FM • TV  
APPLICATIONS • FIELD ENGINEERING  
MEMBER AFCCE

(805) 733-4275 / FAX (805) 733-4793

**STEVEN J. CROWLEY, P.E.**  
Consulting Engineer

1133 15th St., N.W., Suite 1200  
Washington D.C. 20005  
Telephone (202) 223-1101  
Fax (202) 223-0806  
Member AFCCE

**Suffa & Cavell, Inc.**

Consulting Engineers

10300 Eaton Place, Suite 450  
Fairfax, Virginia 22030  
(202) 332-0110 (703) 591-0110  
Fax (703) 591-0115  
Member AFCCE



**SPECTRUM  
ENGINEERING COMPANY**

**BILL CORDELL, P.E.**

11111 Katy Freeway, Suite 360  
Houston, Texas 77079  
(800) 966-8885 Fax: (713) 984-0066  
Communications Engineering Consultants  
Member AFCCE



**Radio/Tv Engineering  
Company**

"Serving Broadcasters over 35 Years"

**Consultants:** Norwood J. Patterson, Pres.  
1416 Hollister Lane, Los Osos, Ca. 93402  
Ph. (805) 528-1996 & Fax: (805) 528-1982

**contact  
BROADCASTING MAGAZINE**

1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

**AFCCE**

Association of  
Federal Communications  
Consulting Engineers

P.O. Box 19333  
20th Street Station  
Washington, DC 20036-0333  
(301) 776-4488

## PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

52 weeks - \$55 per insertion  
26 weeks - \$70 per insertion  
13 weeks - \$85 per insertion

## What's news?

EDITOR: I was intrigued with the Jan. 10 commentary, "Toward a new agenda in TV news," by Ed Fouhy, coupled with your editorial "A cautionary dissent." As a former cable TV executive and part-time college teacher on the communications industry, I have more than a passing interest in local news coverage. I was also responsible for Centel Corp.'s sponsorship of Peter Hart and Doug Bailey's 1991 study "The People Versus Politics," referred to by Mr. Fouhy, and I viewed all focus groups used to develop the study's conclusions.

An unscientific sampling of local news coverage for a recent week in Chicago, one of the "top" local markets, begs Mr. Fouhy's point. Not that there wasn't national coverage beyond the local violence. On Tuesday, in fact, after Ukraine had agreed to eliminate its nuclear arsenal, the top story at 10 p.m. was the Lorena Bobbitt trial. Two nights later, local violence took a back seat so we could receive expanded coverage (about 10 minutes) of the Tonya Harding case. And on Sunday at 10, there was even more national coverage, including a "news" story about Tonya Harding already shown that evening on *60 Minutes*, a car chase in Los Angeles earlier that day and a group of French models posing in the nude to protest the wearing of fur coats. No mention was made of the meeting between President Clinton and Syrian leader Hafez Assad earlier that day.

You expressed fear of "deferring journalistic decision-making to the audience." I would suggest the ratings game already does that. Hence, the inordinate focus on Lorena Bobbitt, Tonya Harding and local fires, shootings, rapes and drug busts. Unless the local broadcast stations get beyond those ratings to reporting what is substantive and in the public interest, I, like Mr. Fouhy, believe we face a continued, growing crisis in community news. I couldn't care less whether we poll the audience. Just stop insulting their intelligence.—David A. Bohmer, Wheaton, Ill.

## Another EBS option

EDITOR: In your Jan. 10 issue a letter entitled "EBS Alternative," from Darryl Parker, states that TFT's proposed EBS equipment is "targeted" to sell for only \$750. He further states that EBS technology is not the real issue, but rather government regulation.

Mr. Parker is totally incorrect. Selection of the correct EBS technology is very much at issue here. During the recent FCC-sponsored field tests of emergency broadcast system technologies, the performance of the Sage EBS system overwhelmed the TFT technology. It should be clear that you get what you pay for. While it may be possible for TFT to make a cheaper EBS system, what good is it if it provides only marginal improvements over the existing EBS technology?

Broadcasters and the FCC should look to the comprehensive record established during this three-and-a-half-year EBS proceeding to determine which new EBS technology is right for the next 25 years. At \$2,500-\$3,000 per station, the new Sage EBS equipment will be no more expensive than current EBS models. The new equipment will provide far greater capability, flexibility, reliability and speed when delivering emergency warnings to the American public. Saving lives and property is what the new EBS is all about, not who can make the cheapest EBS box.—Gerald M. LeBow, president, Sage Alerting Systems, Stamford, Conn.

## Help us help you get your magazine delivered on time

If you are now receiving BROADCASTING & CABLE via hand delivery, your issue should arrive before 8 a.m. each Monday. If not, please call 800-554-5729 prior to 9:45 a.m. for a same-day replacement copy.

# Datebook

## FEBRUARY

- Feb. 1**—Deadline for entries for *National Media Owl Awards*. Contact: (312) 951-6868.
- Feb. 3**—"Behind the Times: Inside the new New York Times," discussion sponsored by *The Annenberg Washington Program in Communications Policy Studies of Northwestern University*. Willard Office Building, Washington. Contact: Lisa Spodak. (202) 393-7100.
- Feb. 4-5**—*Society of Motion Picture and Television Engineers* advanced television and electronic imaging conference. Chicago. Contact: Carol King. (914) 761-1100.
- Feb. 7**—*Nebraska Broadcasters Association* annual state legislative meeting and hall of fame banquet. Cornhusker Hotel, Lincoln, Neb. Contact: Richard Palmquist. (402) 333-3034.
- Feb. 7-11**—*34th Monte Carlo Television Festival*. Monte Carlo. Contact: (33) 93-30-49-44.
- Feb. 8-9**—*Cable Television Association of Georgia* annual convention. Westin Peachtree Plaza Hotel, Atlanta. Contact: Nancy Horne. (404) 252-4371.
- Feb. 10**—*International Radio and Television Society and Broadcasting & Cable* annual industry conference. Waldorf Astoria Hotel, New York. Contact: Maria De Leon. (212) 867-6650.
- Feb. 10**—"Cultural Invasion or Cross-Cultural Exchange? Entertainment and Popular Culture in Japan and France," seminar sponsored by *The Freedom Forum Media Studies Center*. Columbia University, New York. Contact: Jennifer Sandberg. (212) 678-6600.
- Feb. 10-12**—*Satellite Broadcasting and Communications Assn.* Anaheim, Calif. Contact: (703) 549-6990.
- Feb. 11**—*International Radio and Television Society* newsmaker luncheon. Panelists: Jeff Sagan-sky, CBS; Warren Littlefield, NBC; Ted Harbert, ABC and Sandy Grushow, Fox. Waldorf-Astoria Hotel, New York. Contact: Marilyn Ellis. (212) 867-6650.
- Feb. 17-20**—*Radio Advertising Bureau* managing sales conference and executive symposium. Loews Anatole Hotel, Dallas. Contact: Gail Steffens. 800-722-7355.
- Feb. 21-23**—*Great Lakes Broadcasting conference* and expo. Lansing, Mich. Contact: (517) 484-7444.
- Feb. 23-25**—*1994 Texas Cable Show*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

## MARCH-MAY

- March 4**—Deadline for entries for *Radio-Mercury Awards* sponsored by *Radio Creative Fund*. Contact: (212) 387-2156.
- March 15**—Deadline for entries for *National Press Club Awards* in consumer journalism, diplomatic and environmental reporting. Contact: Barbara Vandegrift. (202) 662-7523.
- March 18-21**—*Broadcast Education Association* Las Vegas. Contact: (202) 429-5354.
- March 21-24**—*National Association of Broadcasters*. Las Vegas. Contact: (202) 429-5300.
- March 24**—*National Association of Black Owned Broadcasters* 10th annual communications awards dinner. Sheraton Washington, Washington. Contact: Fred Brown. (202) 463-8970.
- April 6**—*International Radio and Television Society* Gold Medal Dinner. Waldorf-Astoria Hotel, New York. Contact: (212) 867-6650.
- April 10-12**—*Cabletelevision Advertising Bureau*. New York. Contact: (212) 751-7770.
- April 12**—50th annual *Radio and Television Correspondents' Association* dinner. Washington Hilton. Contact: Ivan Goldberg. (202) 828-7016.
- April 12**—"The Business of Entertainment: The Big Picture," conference sponsored by *Wertheim Schroder and Variety*. Pierre Hotel, New York. Contact: (212) 492-6532.
- April 15-20**—*MIP-TV*. Cannes, France. Contact: (212) 689-4220.
- May 22-25**—*National Cable Television Association*. New Orleans. Contact: (202) 775-3669.
- May 22-25**—*National Association of Minorities in Cable*. New Orleans. Contact: (310) 404-6208.
- Major Meetings**



## Robert Charles Horowitz

**F**or many college students, the difference between success and failure in finding a job out of college often depends on the initiative of the individual.

In Bob Horowitz's case, rather than waiting for the right job to come to him, he went out and created it.

In 1975, the company GGP ran the San Francisco Bay area's Golden Gaters World Team Tennis franchise. During his junior year at the University of California-Berkeley, Horowitz met with team president David Peterson. During the meeting, Horowitz made a proposal that changed the direction of the company and continues to define its activities today.

"I wanted to put the tennis matches on the radio. I went out and took 44 tennis matches and put together a radio package. I sold the time and hired the broadcasters. It was successful and, as a result, I became a full-time employee" in 1976, Horowitz says.

In 1978, the World Team Tennis League folded and so did the Golden Gaters franchise. GGP's business from then on was television packaging. It has grown to the point where it is a full-service, fully integrated company.

"We're doing everything from A to Z," Horowitz says.

After the dissolution of the league, GGP branched out into other sports, including horse racing and Pac 10. It wasn't until 1983 that the company took on the major worldwide events for which it has become known.

"We thought ABC stations could use a package for the Olympics," Horowitz says. "We decided, why not use the different Olympic events prior to the Olympics to prepare the viewers for the actual Olympic games? So we went out and sold ski events over the phone."

"In 1983 and 1984, we did six hours of skiing. We produced it and sold it on barter basis. We had the last event before the Olympics and the biggest event after the Olympics. We involved advertisers looking for the upscale viewer that skiing typically attracts."

Ten years later, World Cup Skiing



remains one of the company's biggest programming staples. GGP continues to air five hours of programming before and after the Olympics.

The strategy of using big sporting events as a platform to launch other programming has been the company's forte. From the original ski shows, the company expanded to "road to" programs, including the upcoming *Road to Lillehammer* that will precede the 1994 winter Olympics in Lillehammer, Norway.

This year, GGP will branch out into soccer. It has acquired the exclusive syndicated rights for World Cup Soccer '94.

"We're doing six-and-a-half hours on the ABC stations," says Horowitz. "The specials will tell American viewers the who, how and why to watch the World Cup on ABC."

Horowitz learned the business as he went along. In college, he packaged the football team's road games and found advertisers. "I slowly but sure-

ly developed television expertise. I didn't really have anything to do with the team during the off-season, so we decided to purchase a tennis tournament in Atlanta," he says. "Instead of just televising the finals, we did an earlier match, which increased our time and also built up enthusiasm for the finals."

"We went to television station WTCG, which was Ted Turner's superstation. Nobody knew what a superstation was at the time. We bought two hours of time on a Tuesday night in prime time as well as another two hours for the final."

Not only was GGP in its infancy, but so was Turner's superstation, which eventually became one of the cornerstones of the cable industry. "When we took the meeting with the superstation station, we saw a prospectus for the station's growth."

Looking back," Horowitz says, "it's probably the only prospectus that I've ever seen that underestimated."

Some 15 years after joining the company, Horowitz is more responsible than ever for shaping GGP's future.

In March 1993, GGP founder Peterson announced that he was stepping down as president and named Horowitz his successor.

In 1985, the company established a production facility. Thirty to 40% of the business done at the facility comes from outside companies.

The company now produces everything from sports to entertainment programs to documentaries, including *Understanding HIV: Does*

*Teen America Know the Facts?*

Ever forward-looking, Horowitz is setting his sights on a heavier diet of entertainment fare. "We're looking to take over other people's shows, like pageants and award shows, and present them ourselves. There also might be some events we can create or acquire," he says. ■

**President, GGP Inc., San Francisco; b. July 13, 1955, Los Angeles; University of California-Berkeley, 1973-77; production assistant, ABC Sports, 1975-76; media director, Golden Gaters World Tennis Team, San Francisco, 1976-77; assistant to the president, 1977-78; Golden Gaters Productions; general manager, Golden Gaters, 1978-93; current position since 1993; m. Kim Roland, November 1990; child: Maggie, 1.**

## BROADCAST TV



**Berberet**

**Gary Berberet**, advertising executive, MTM Entertainment, Studio City, Calif., joins Genesis Entertainment, Agoura Hills, Calif., as director, advertising, promotion.

**Ford Rowan**, former NBC News correspondent and public television host, and **Richard Blewitt**, partner, Rowan & Blewitt, Washington, along with former ABC VP, **Walter (Wally) Pfister**, acquires Executive Television Workshop Inc., New York.

**Bruce McKay**, producer, NBC Network special, *Legend to Legend Night*, joins King World's *Rolonda*, New York, as co-executive producer.

**Elizabeth Cain**, manager, public relations, E! Entertainment Television, Los Angeles, joins Fox Broadcasting's *Front Page*, Beverly Hills, Calif., as staff publicist.

**Gail Harris**, former writer/anchor, The Monitor Channel's *Monitor News*, Boston, joins WABU-TV there as director, special projects.

**William Ross**, VP/GM, WGNO-TV New Orleans, named president, Greater New Orleans Broadcasters Association.

**Burnill Clark**, president/CEO, KCTS-TV Seattle, receives appointment to United States-Japan Conference on Cultural and Educational Interchange.

Appointments at Children's Television Workshop, New York: **Lynne Gugenheim**, director, program marketing, KCET-TV Los Angeles, joins as assistant VP, development; **Philip Steele**, executive VP, strategic planning, American Stock Exchange, New York, joins as VP, planning.

**Marc Brody**, VP/national sales manager, New Line Television, New York, joins Rysher Entertainment there as VP, eastern sales.

**Susan Austin**, supervising director, television research, Metro-Goldwyn-Mayer, Los Angeles, joins MTM Worldwide Distribution, Studio City, Calif., as VP, research.

**Tara Gilani**, founder, Tara Gilani Public Relations, Miami, joins Tele-mundo Group Inc. there as VP, communications, public relations.

**Scott Roberts**, senior project officer, The Annenberg/CPB Project, Washington, named acting director.

**Michael Markowitz**, team manager, MMT Sales, New York, joins KDNL-TV St. Louis as national sales manager.

Appointments at WTVJ-TV Miami: **Jennifer Valoppi**, freelance anchor, New York and Los Angeles, joins as co-anchor, *4 News Now*; **Nancy Humphries**, anchor/investigative crime reporter, WCBD-TV Charleston, S.C., joins as anchor/general assignment reporter.

**Dana George**, account executive, WSVN-TV Miami, named national sales manager.

**Glenna Pluchak**, VP/manager, Blair Television, Jacksonville, Fla., assumes similar responsibilities at Blair Television's St. Louis office.

**Katie Hargis**, national sales manager, KBMT-TV Beaumont, Tex., joins Katz Television Group, Dallas, as sales executive.

## RADIO



**Dailey**

president/GM.

Appointments at One-On-One Sports, Winnetka, Ill.: **Richard Morley**, former sales manager, CBS Radio Network, Chicago and New York, joins as president; **Rich Penmenko**, former sports director, KRLD-

**Cathy Dailey**, broadcast sales representative, Milwaukee Brewers, named director.

**Clint Sly**, VP/GM, WRIF-FM Detroit, joins KKRZ-FM Portland, Ore., as

AM Dallas, joins as programing director; **Chuck Duncan**, midwest regional manager, Concert Music Broadcasting, Chicago, joins as VP/director, affiliate relations.

**Tom Schurr**, VP/GM, KSEG-FM Sacramento, Calif., named president/GM.

**Gregg Lindahl**, VP/GM, KLRX-FM Dallas, joins KUPL-AM-FM Portland, Ore., as GM.

**Lon Landis**, news anchor, WCBS-FM New York, joins KCBS-FM Los Angeles as morning news anchor.

**Gary Fife**, host/producer, Alaska Public Radio Network's *National Native News*, Anchorage, resigns.

## CABLE



**Dahill**

manager, The Family Channel, New York, named VP/director, sales.

**Donald Armour**, assistant treasurer, Time Warner Cable, Stamford, Conn., named treasurer.

Appointments at Time Warner CityCable Advertising, New York: **John Collins**, director, sales, Queens (N.Y.) office, named director, national sales; **Duke Brodsky**, director, advertising sales, Manhattan Direct Business Group, New York, joins as senior director, advertising sales.

**Dave Petito**, former VP, production, HSN Entertainment, Clearwater, Fla., joins Gold Coast Direct, Santa Monica, Calif., as VP.

**Steven Levin**, senior VP/GM, WNJU-TV New York, joins National Cable Advertising there as planning sales manager.

**Carla LaMorta**, senior manager, financial, manufacturing systems, Coca-Cola Enterprises, Atlanta, joins Turner Broadcasting System Inc.



there as director, financial systems.

Appointments at Turner Program Services, Atlanta: **Patricia Lindeman**, manager, marketing services, named director; **Kevin Sargent**, senior writer/producer, named video production manager; **Michelle Couch**, marketing manager, named director, affiliate relations; **Wally Stoneman**, copywriter, Sullivan Haas Cole, Atlanta, joins in same capacity.

**Andrea Koppel**, reporter, WPLG-TV Miami, joins CNN, Tokyo, as correspondent.

Appointments at TCI Great Lakes Inc., Deerfield, Ill.: **Pete Kieltyka**, controller, named VP/controller; **Doug Williams**, division engineer, named VP, engineering.

**Mary Ginty**, pay-per-view/promotions specialist, Greater Media Cable, Philadelphia, joins PRISM/SportsChannel Philadelphia as affiliate marketing manager.

**Norm Schrager**, master control operator, SportsChannel New England, Woburn, Mass., named programming assistant.

Appointments at Cable Ad Net, Pittsburgh: **Anita Brecosky**, area sales coordinator, named graphic design/marketing assistant; **Stu Chaban**, account executive, WDSY-FM Pittsburgh, **Mike Butler**, account executive, *The Pennysaver*, Pittsburgh, and **Christie Sirk**, cable salesperson, Rutter Communications, Morgantown, W. Va., join as account executives.

**Ed Benjamin**, news reporter, Cable 6 News, Middletown, N.Y., named sports director.

**William Bova**, director/assistant producer, morning newscasts, WHTM-TV Harrisburg, Pa., joins Pennsylvania Cable Network, Hershey, Pa., as producer/director.

## ADVERTISING

Appointments at The Kamber Group, Washington: **Jeffrey Sandman**, senior VP, public affairs/general counsel, and **Dennis Walston**, senior VP/director, art department, elected to board of directors; **Steve Bevis**, VP, named senior VP; **Kevin Geddings** and **Bill Ogletree**, senior associates, named VPs.

**Michael Smith**, associate creative/art director, Kupper/Parker Com-

munications, St. Louis, joins D'Arcy Masius Benton & Bowles there as art director.

**Julie Olson**, media supervisor, DDB Needham, Los Angeles, assumes similar responsibilities at DDB Needham, Chicago.

Appointments at Temerlin McClain, Dallas: **Grant Swain**, associate creative director, named creative director; **Mitch Jackson**, senior art director, named associate creative director; **Corie Manzullo**, assistant media planner, named media planner; **Brenda Demith**, senior marketing analyst, Abbott Laboratories, Chicago, joins as senior research analyst; **Jeremy Besser**, broadcast producer, Tracy-Locke, Dallas, joins in same capacity; **Beth Reeves**, media supervisor, Levenson and Hill, Dallas, joins in same capacity; **Reene Wallace**, media planner, Tracy-Locke, Dallas, joins in same capacity.

## TECHNOLOGY

Appointments at Otari Corp., Foster City, Calif.: **James Goodman**, national sales manager, named marketing manager; **Lee Pomerantz**, console products manager, named national sales manager.

**Carl Vassia**, product planner, Jerrold, Hatboro, Pa., named product manager, digital audio products.

**Mary Ann Fialkowski**, VP, business development, Rank Video Services America, Los Angeles, named VP, marketing, business development.

## DEATHS



Kahn

attack at a Boston hospital. He and two associates, Fred Barton and Hub Schafly, founded Teleprompter in 1951 to market the device of the same name that eliminated the need

for cue cards. It was first used in the CBS soap opera *The First Hundred Years*. Under Kahn's guidance, Teleprompter entered the cable business in 1957 and quickly grew into one of the infant cable industry's biggest operators. Kahn was forced out of the company in 1971 after his conviction on charges of bribery, conspiracy and perjury in connection with Teleprompter's award of an exclusive cable TV franchise in Johnstown, Pa., in 1966. Kahn re-entered the business in 1974, purchasing a large New Jersey system. He sold it seven years later to the New York Times Co. In 1976, he founded Times Fiber Communications Inc., to develop and manufacture fiber optics.

**Telly Savalas**, 70, actor best known as the lollipop-loving New York detective in the CBS series *Kojak*, died Jan. 22 of prostate cancer in his suite at the Sheraton-Universal Hotel, Universal City, Calif. "Who loves ya, baby?" became the detective's signature and a national catchphrase. *Kojak* broke into the top 10 rated shows in its first season (1973-74), which earned Savalas an Emmy as best actor in a dramatic series. He won again in 1976. The series went off the air in 1978. He reprised the *Kojak* character in a made-for-TV movie in 1984 and in a feature film, "The Belarius File," in 1985. His film credits include "The Young Savages," "Birdman of Alcatraz" and "The Greatest Story Ever Told." Survivors include his wife, Julie, and six children.

**John Boler**, 85, owner of North Dakota's first TV station in 1953 and recipient of the first permit for a low-power TV station in the U.S., died Jan. 12 at a Palm Springs, Calif., nursing home. Boler began his broadcasting career in 1933 as a sales executive for a Minneapolis radio station. He put North Dakota's first TV station, KCJB-TV Minot, on the air 20 years later. Boler was granted the first permit for an LPTV station in 1981.

**Richard Lowell Franz**, 76, retired FCC budget officer, died Jan. 13 of Parkinson's disease at the Westminster retirement home in Lake Ridge, Va. Franz retired from the FCC in 1979 after 13 years. Survivors include his wife, Elizabeth, and three children.

## Wrapping up NATPE

Pure entertainment-driven children's programming sold well coming out of NATPE:

■ **Cluster Television's** expansion of top-rated freshman weekly *Transformers Generation 2* has been sold for daily stripping in 58 markets representing 70% of the country. Incoming fall 1994 rookie weeklies *Mutant League* and *Baby Huey* were sold respectively in 70% and 60% of the country. Returning sophomore strip *The Pink Panther* was renewed in 46 markets representing 62% of the country.

■ **Saban Domestic Distribution's** spin-off of the hit *Mighty Morphin Power Rangers* Fox series, *Cybertron*, further solidified its 5-6 p.m. strip clearances with sales in 65% of the country. Meanwhile, incoming freshmen weeklies *Sweet Valley High*, *Battletech* and *Creepy Crawlers* each locked in station clearances in more than 50% of the country.

■ **Genesis Entertainment's** biggest foray into the weekly kids anima-

tion business, the Marvel Action Hour block (which counts *Fantastic Four* and *Iron Man*), closed station deals in approximately 68% of the U.S. And its highly rated weekly strip, *Biker Mice from Mars*, was sold in 71% of the country for fall 1994.

■ **Hearst Entertainment's** fall 1994 comic adventure adaptation, *Phantom 2040*, picked up eight of the top 10 markets. WPXI(TV) New York, KOFY-TV San Francisco, WSBK-TV Boston, KTXA(TV) Fort Worth, WXON(TV) Detroit, WGNX(TV) Atlanta and KTNH-TV Houston are the top market stations lining up for the new weekly cartoon entry.

■ **All American Television's** live-action *Power Boy* strip for fall 1994 has been cleared in more than 25 markets representing 42% of the country. Group deals with Tribune Broadcasting, Paramount TV Group and Cannell Communications account for the bulk of the new clearances.

**Turner Broadcasting will launch an entertainment service in Asia** with initial programming consisting of TNT and The Cartoon Network. The

Asian Entertainment Network, a 24-hour service, is scheduled to debut during the fourth quarter. Supported by advertisers and subscribers, the Asian Network will be delivered via the Apstar-1 satellite. Based in Asia, the service will be delivered in English with certain dayparts subtitled and dubbed in Mandarin and Thai. Plans call for these language segments to increase and other languages to be added.

**Twentieth Century Television International** unveiled a 26-episode reality-based series called *Manhunter*, which will be offered internationally beginning in fall 1994. A production of in-house Fox Television Stations Productions, *Manhunter* will borrow footage and "real life" cases from Fox Broadcasting Co.'s *America's Most Wanted*, whose host, John Walsh, also will serve double-duty on the international series.

**Twentieth Television** cleared *Trauma* on the Fox O&Os. The half-hour series, targeted for weekend access time periods, is produced by Fox Television Stations Productions. By convention's end, the show had cleared 55% of the country, according to Greg Meidel, president,

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 15. Numbers represent aggregate rating average/stations/% coverage)

|                             |             |
|-----------------------------|-------------|
| 1. Wheel Of Fortune         | 16.3/255/99 |
| 2. Jeopardy!                | 14.0/215/98 |
| 3. Wheel Of Fortune-wknd    | 10.4/176/80 |
| 4. Oprah Winfrey Show       | 9.8/233/99  |
| 5. Star Trek                | 9.8/246/99  |
| 6. Star Trek: DS9           | 8.9/238/99  |
| 7. Roseanne                 | 8.7/185/97  |
| 8. Entertainment Tonight    | 8.5/175/94  |
| 9. Inside Edition           | 8.1/158/93  |
| 10. Married...with Children | 7.6/183/95  |
| 11. Hard Copy               | 7.5/160/92  |
| 12. Current Affair          | 7.1/178/94  |
| 13. Baywatch                | 7.0/202/96  |
| 14. Family Matters          | 6.6/173/92  |
| 15. Renegade                | 6.3/143/92  |

## Viacom's 'I Accuse!' hits 40%

Viacom came to NATPE with a new court-reality strip that the company cleared in 40% of the country in the month before the convention.

*I Accuse!* is produced by Mark Goodson Productions and will cover court-appointed mediator sessions in Los Angeles. As a way of disposing of cases in the overcrowded Los Angeles court system, the county district attorney each year assigns thousands of cases to mediators. Many of the cases involve assault and battery and other violent crimes, frequently among family members. The show is being sold for barter (four minutes local/three national) and has been cleared by WWOR-TV New York; WPWR-TV Chicago; WTXF(TV) Philadelphia; WFXT(TV) Boston; WKBD(TV) Detroit, and KTXA(TV) Dallas. Jacobs says the show can play late fringe, early fringe or daytime.

—SM

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. \*Reg. U.S. Patent Office.

### Incorporating The Fifth Estate TELEVISION Broadcasting ■

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02458-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1994 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Except for special issues where price changes are indicated, single copies are \$2.95 US. Please address all subscription mail to: *Broadcasting & Cable*, P.O. Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).



# Closed Circuit

Twentieth Domestic Television. As for other Twentieth shows, *The Gordon Elliot Show* has cleared 65%, with nearly all the deals for two years. *The Simpsons* is up to 130 markets representing 88% of the country. Both *A Current Affair* and *The Bertice Berry Show* have been renewed in 80% of the country.

**Paramount renewed *Entertainment Tonight* through the 1995-96 season** in the top five markets. Overall, the show has been renewed in 117 markets representing 84% of the country.

**Westwood One shareholders overwhelmingly approved Westwood's plan to buy Unistar Radio Networks** for \$101 million, issue five million new shares of common stock to Infinity Broadcasting and turn over management of Westwood to Infinity. Announced in October, the deal is expected to close in early February, creating a new radio network that will rival radio's largest network, ABC Radio Networks, in programming diversity and revenues.

A mistake Arbitron is describing as a clerical error has had serious consequences: **Arbitron has taken the unusual step of retracting all of its fall radio ratings for the Akron, Ohio, market.** Arbitron mistakenly sent too many diaries into the wrong area of the market. The mistake was so bad no amount of statistical weighting could overcome it, Arbitron said. Arbitron said clients in Akron will get some money back.

Former CBS News President **Fred W. Friendly was awarded the Gold Baton**, the highest honor given by the Alfred I. duPont-Columbia University Awards, for "his lifetime contribution over five decades to the ethics and practice of journalism." Winners of 12 Silver Batons for excellence in TV and radio last Thursday were: CNN; PBS's *Frontline*; ABC News's *20/20*; PBS's *The Pacific Century*; KRON-TV San Francisco; Wisconsin Public Television; WTVJ(TV) Miami; WBFF(TV) Baltimore; WPLG(TV) Miami; WBAI(FM) New York, and independent TV producers MW Productions (*Harry Bridges: A Man and His Union*) and the team of Barbara Kopple, TriStar Television, and NBC Television (*Fallen Champ: The Untold Story of Mike Tyson*).

## AUGUSTA

### No Augusta LMA

Contrary to a Closed Circuit report (BROADCASTING & CABLE, Jan. 24), Fox affiliate WFXG(TV) Augusta, Ga., is not in local marketing agreement negotiations with NBC affiliate WAGT(TV) there. According to WAGT executives, WFXG had approached WAGT and was turned down.

## MIAMI

### Togetherness

The intersection between movie studios and entertainment news magazines may be more complex than meets the eye.

Studios such as Paramount and Warner Bros. not only produce the magazine shows *Entertainment Tonight* and *E.N.T.*, respectively, their movies are also the subject of such shows and they, along with other studios, can be major advertisers as well. One executive at a West Coast TV station said it decided to drop a magazine show in access and instead run *E.N.T.* as a companion to *ET*. A major motivation, he said, was that the studios, which are major advertisers, have resisted advertising on the more tabloid type magazine shows, choosing instead the "friendly" environment of their entertainment news strips.

### Prime pickup

Warner Bros. scored something of a coup last week at NATPE as the company cleared its *Babylon 5* in the Augusta, Ga., market for a prime time slotting on ABC affiliate WJBF-TV. The station will run the show Tuesday nights at 10, where it currently airs *America's New Country* from Manhattan Sierra Entertainment. (The station pre-empted the controversial *NYPD Blue* on ABC's regular Tuesday night lineup.)

### Saban on the march

Saban Entertainment (*Mighty Morphin Power Rangers*, *Cybertron*) took the crown as the most thoroughly hyped syndicator of this, or perhaps any other, NATPE convention. It even hired a Miami high school marching band to carry its banner at the convention's opening ceremonies.

That move, however, raised the ire of NATPE officials, who reportedly told Saban executives that the band could not perform because the assemblage was not a "NATPE-sanctioned event." Saban Domestic Distribution Senior Vice President David Goodman countered that the company had "legal" permits from the city and the band played on. The band was just one of Saban's numerous promotional gambits. Its logo adorned everything from hotel room keys and convention necklace badges to chair back-rest placards at a kids programming panel and the napkins at the convention center restaurant.

## NEW YORK

### Fiber future

New York-based wireless operator Liberty Cable Television expects by mid-year to begin using Nynex fiber optic lines to offer commercial video service to residents of the New York City suburb of Greenburgh, N.Y. Liberty and Time Warner Cable of New York City will begin testing video dialtone service over Nynex lines in Manhattan in February.

### Holdouts

USA Network, E! Entertainment Television and ESPN were among the cable networks said not to have signed off last week on the NCTA's plan to regulate TV violence. Further discussion on the NCTA plan will take place Monday (Jan. 31) with hope of announcing a final plan the following day.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"We thought he was here promoting that new cop reality show. Turns out he was just ticketing all our cars."



## Running hot and cold

The TV violence issue heated up last week...and then just as quickly cooled off. FCC Chairman Reed Hundt showed his colors on the subject in telling programers at a joint INTV/NATPE session in Miami that they must clean up their act. Following in quick succession were a NATPE response, the formation of a coalition opposing any violence legislation and various speeches and policy announcements (see "Top of the Week"). But then our reporters went to Capitol Hill, to find that the senator farthest out front on TV violence was satisfied with broadcasting and cable's response, and the prospect of legislation was on a back burner. So much for right hand/left hand coordination in Washington.

Sounding like a combination of Newton Minow and Ralph Nader, Hundt talked of a "wasteland of crime" in which the causal link between real violence and TV violence already has been—he said—scientifically established. He told broadcasters they must accept some responsibility for harming children. Remember the car companies, he cautioned a NATPE audience. In the '50s and '60s, he said, they denied the link between automotive design and traffic fatalities. Eventually, he said, along came Nader with *Unsafe at Any Speed* and regulation began. Hundt warned that broadcasters were at a fork in the road and faced the same fate if they did not regulate themselves.

If it comes to a court battle over violence, said Hundt, the FCC will fight to win. Hundt said the commission would use the *Pacific* and *Red Lion* leverage over broadcast content to regulate violence if necessary. He also suggested that since broadcasters can "reasonably foresee that their shows cause children harm," they may have to be held "legally responsible for the effects of their actions."

Hundt's threats—an extension of the Clinton/Gore theme of the media as social engineer—did not go unchallenged. Last week a coalition of individuals and associa-

tions took out a full-page ad in *The Washington Post* to express their opposition to proposed TV violence legislation. They did not oppose an industry effort to combat violence. "We encourage voluntary steps by all programers: the broadcast and cable networks, independent television stations and program syndicators, feature film producers, video game manufacturers and others—to eliminate gratuitous violence in the media." The industry has undertaken numerous such efforts, including deglamorizing drug use, showing fewer smokers and including safe-sex and responsible-drinking storylines. What the coalition opposes, however, is the momentum that is building in Washington for censorship as a solution to the violence problem. "Initially," says the group, "policymakers focused upon the protection of children from 'gratuitous' violence. But the subject has quickly grown to include complaints about sex and language, political satire, TV talk shows, soap operas and even the news. Congressional calls for action have expanded from requests for self-policing to mandatory warnings, report cards, safe harbors, government standards, technology requirements (V-chips) and more."

The coalition included a who's who of media organizations. Noticeably absent was the NAB, but the association assured this page that the omission was an oversight and that its name will be included in any future efforts.

The jump from "TV affects behavior" (granted) to "TV harms children and does so to the degree that it must be censored and broadcasters threatened" is a huge leap of fear. The momentum on violence legislation is fueled by that fear, by statistics about the rise in violent crime that are indeed frightening. Equally frightening, however, is the specter of a legion of censors advancing in lockstep under the banner of law and order.

It's too soon to say that won't happen, but the reading we got from Senator Paul Simon last week encourages the hope of moderation. If only it's catching.

Lawrence B. Taishoff, chairman  
Peggy Conlon, publisher

### Editorial

Donald V. West, editor/senior vice president  
Harry A. Jessell, executive editor  
Mark K. Miller, managing editor  
Kira Greene (special projects), assistant managing editor  
John S. Eggerton, assistant managing editor  
David R. Borucki, art director  
Rick Higgs, systems manager  
Kim McAvoy, Washington bureau chief  
Elizabeth Rathbun, assistant editor  
Christopher Stern, staff writer  
Marsha L. Bell, Julie A. Zier, editorial assistants  
Denise P. Smith, Kenneth R. Ray, production artists  
Winslow Tuttle, Catharine Garber, proofreaders

□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028  
Geoffrey Folsie, bureau chief  
Stephen McClellan, chief correspondent  
Rich Brown (cable), Peter Viles (radio), assistant editors  
Jim Cooper, staff writer

□ Los Angeles 5790 Wilshire Blvd., Suite 120, 90036; 213-549-4100; Fax 213-937-4240  
Steve Coe, bureau chief  
Mike Freeman (syndication), Joe Flint, assistant editors

□ London Europa House, 54 Great Marlborough St., W1V1DD;  
44-71-437-0493; Fax 44-71-437-0495  
Meredith Amdur, international editor

Founder and Editor  
Sol Taishoff (1904-1982)

## Broadcasting & Cable

1705 Desales Street, N.W.  
Washington, DC 20036  
Phone: 202-659-2340  
Circulation: 800-554-5729  
Editorial Fax: 202-429-0651 □ Advertising Fax: 202-293-3278

### Advertising

□ New York 212-645-0067; Fax 212-337-6947  
Lawrence W. Oliver, associate publisher  
Randi T. Schatz, international sales director  
William C. Schenck, account executive  
Stacie Mindich, marketing/sales support coordinator  
Antoinette Fasulo, executive assistant  
Joan Miller, secretary  
□ Los Angeles 213-549-4100; Fax 213-937-5272  
Gary Rubin, national marketing director, director of syndication advertising  
Amy Levesque, western sales representative  
□ Washington 202-659-2340; Fax 202-293-3278  
Doris Kelly, sales service manager  
Mitzi Miller, classified advertising manager

### Advertising Representatives

Lewis Edge & Associates, Southwest regional and equipment advertising; 609-683-7900; Fax 609-497-0412

Ayer Communications (West Coast equipment advertising); 714-366-9089; Fax 714-366-9289

Yukari Media (Asia); (81) 6 925 4452; Fax (81) 6 925 5005

Laura Boy, Access Communications (Europe); (33) 37 45 44 60; Fax (33) 37 48 35 66

Frederic Fonucci, Cahners Publishing Company (United Kingdom); (44) 71 637 3663; Fax (44) 71 580 5569

### Circulation/Distribution

Michael Borchetta, subscription promotion director  
William Cunningham, distribution manager  
Leonard Weed, fulfillment director

### Production

Jennifer Allen, production manager

### Broadcasting & Cable Yearbook

Editorial 909-464-6800 Circulation 800-521-8110  
Advertising 212-337-6943

### Cahners Consumer/Entertainment Publishing Division

John J. Beni, senior VP-general manager  
Lawrence B. Taishoff, adviser  
Richard Vitale, VP-operations & planning  
Robin Ruskin Linder, VP-telemarketing  
Barrie Stern, VP-creative services  
Kip Winchester, VP-circulation

### Cahners Publishing Co./

Reed Publishing (USA) Inc.  
Robert L. Krakoff, chairman-CEO



# LET THIS COOL CAT HEAT UP YOUR WEEKDAYS



## AND WATCH YOUR KID RATINGS SOAR.

If your station's Kid Block is having trouble clawing its way to the top, get help from a professional: *Garfield*. In fact, so far this season, *Garfield* has significantly improved on its kid lead-in ratings.

This is one busy cat. So if you're trying to scratch out a place in the ratings, call The Program Exchange at (212) 463-3500, and let shows like *The Flintstones*, *The Woody Woodpecker Show*, *Dennis the Menace*, and *Garfield and Friends* heat up your weekdays.





# Thumbs Up!

The reviews are in: San Francisco students say, "The School Bus is cool!" Their assessment echoes the response of kids at 20 schools nationwide who visited the Bus during its first six weeks on the road. By June, students at 80 additional schools will have boarded the Bus to see how C-SPAN makes studying government fun.



Equipment donated in part by Panasonic  
Photo by Kevin Weber

C-SPAN IS FUNDED ENTIRELY BY AMERICA'S CABLE TELEVISION COMPANIES AS A PUBLIC SERVICE