

MAR 28

Broadcasting & Cable

The Newsweekly of Television and Radio



Fritts reclaims future for broadcasting 6



Digital technology steals the show 36



Smith still bullish on interactive TV 19



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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Broadcasters take charge Unconvinced that the future of TV belongs to telephone and cable, broadcasters have reasserted their claim to it. If the government grants each station a second channel and sufficient flexibility in using it, they say, over-the-air media should continue to prosper and compete with their wired counterparts. Besides, broadcasting can do much of what the wired media can do—less expensively. / 6

Fox snaps up affiliates Since Fox acquired the rights to NFC games last December, about three dozen stations have signed up to carry Fox programming. Many of the deals have been completed within the past two weeks—about half of those at last week's NAB convention. / 12

ABC sued over cigarette report ABC has been slapped with a \$10 billion lawsuit by the Philip Morris Cos. for allegedly making false claims on its *Day One* program. Philip Morris alleges that *Day One* falsely reported that the company fortified some of its tobacco products with extra nicotine. / 12

Hundt invites broadcasters to innovate FCC Chairman Reed Hundt says the commission would eagerly examine a broadcast proposal to employ "innovative techniques" for using spectrum without compressing traditional broadcast service. / 13

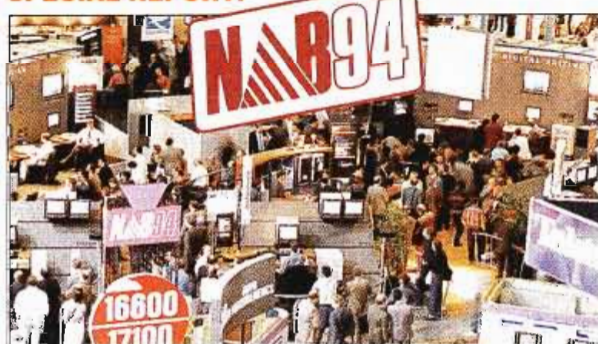
Senate panel OKs pro-satellite bill A Senate subcommittee unanimously has agreed to extend current superstation licenses until 1999, handing the satellite industry a victory over the copyright-reform-seeking broadcast networks. / 14

Telemedia Craig McCaw and Bill Gates plan to create a global information network with a ring of 840 satellites. The \$9 billion project is to be completed by 2001. / 18



When Fox's deals kick in, it will cover 95% of the U.S. / 12

SPECIAL REPORT:



Superhighway open to broadcasters

Bell Atlantic will be a "competitive cable operator" despite the collapse of its intended merger with TCI, telco Chief Executive Officer Ray Smith says. And while Bell Atlantic is seeking programming for a video-on-demand test in Washington, D.C., Smith reminds broadcasters that they need Bell Atlantic's distribution. / 19

From V-chip to hip hop

Panelists came down on both sides of the debate over content regulation, and wandered into territory as

diverse as the V-chip and "gangsta rap." They agreed, however, that government intervention would be an unfortunate step. / 22

Fairness doctrine efforts in limbo

Congressional efforts to revive the fairness doctrine are on hold, Capitol Hill staff members say. Meanwhile, the FCC may have a hard time resurrecting the issue it abolished in 1987. / 26

Quello: Three strikes, you're out

FCC Commissioner James Quello is calling for a new enforcement policy that would not automatically slap broadcasters with a fine, but would give them a chance to make amends. / 26

'Stick to your knitting'

A Television Bureau of Advertising study concludes that broadcast stations that focus on their core business during the next two years, while experimenting with new technology, will have a better chance of becoming great stations. / 34

Road to HDTV takes detour

Broadcast TV networks and stations last week decided to look into a radically different technology for over-

"We don't want broadcast TV to become the railroad of the 21st century."

— Rick Keilty, director of sales and marketing, KHOU-TV Houston,
discussing competition for ad revenue.

MAR 28, 1994

the-air transmission of the digital TV signal. The new system would substitute hundreds—even thousands—of low-frequency signals for the high-frequency signal now used. / 40

For Time Warner, software is hard part

The greatest challenge Time Warner faces in building its interactive TV network in Orlando, Fla., is computer software. Potential service providers will be invited to Orlando this summer, says Time Warner's Jim Chiddix. / 42

COVER STORY

High power, high stakes

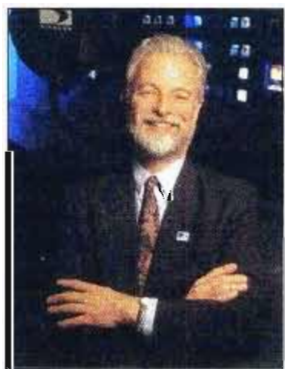
DIRECTV still faces challenges to the planned May 1 launch of its high-power direct-broadcast satellite service. That launch already has been delayed a month. Technical considerations aside, the company is trying to gauge consumer interest and willingness to pay for the new technology and near-video-on-demand. / 48



The Castle Rock Broadcast Center will uplink programming to the DBS-1 satellite. / 52

DIRECTV's all-digital domain

DIRECTV this month will cut the ribbon on what it says is the first fully digital broadcast facility. The huge center in Colorado can process and transmit as many as 216 video and audio channels at the same time, the company says. / 52



On the Cover:

"This is probably the single most complex television startup in history," says Eddy Hartenstein of DIRECTV's planned May 1 launch of direct-broadcast satellite service. Hartenstein points to DIRECTV's smaller dish—it's only 18 inches—as one advantage over the competition. / 48

PROGRAMING

Nick to spend \$30 million on kids

Faced with growing competition in the preschool category, cable network Nickelodeon is embarking on a \$30 million revamp of its daytime lineup. / 53



Nickelodeon wants its Nick Jr. block to get stronger among preschoolers. / 53

CBS may exchange cleats for blades

CBS Sports is attempting to create a series of figure skating competitions that would be part of its package of Sunday-afternoon offerings in the absence of NFC games. Golf also will be added to the lineup. / 53

In the network pipeline

Steven Spielberg is among those producers hoping to get their projects on the networks' development slates. But he's luckier than most: His *Earth 2* already has a 22-episode commitment from NBC. / 57

AD/MARKETING

Broadcasters, retailers

According to the Television Bureau of Advertising, broadcasters no longer are the "hot new date" for retailers, and stations are going to have to battle for market share. / 61

BUSINESS

Association does more with less

For the Broadcast Cable Financial Management Association to grow, it may have to appeal to new professions or industry segments, such as cable MSOs, the group's new leaders realize. / 62

WASHINGTON

Lawyer keeping political ad cases alive

Lawyer Bobby Kahn, who has brought to the FCC about 30 cases of politicians vs. broadcast stations over commercial rates, says he will appeal the FCC's latest decision, against WTVT Tampa, Fla. / 64

PTAR opened to comment

The FCC soon will seek comment on a petition to abolish the Prime Time Access Rule. / 64

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NAB '94: Reinventing its wheel

New 'flexibility' opens up prospect of broadcasting dimensions beyond news and entertainment

By Harry A. Jessell

Unconvinced that the future of TV belongs to telephone and cable, broadcasters last week reasserted their claim to it.

"Today's broadcast system is tomorrow's superhighway," National Association of Broadcasters President Eddie Fritts told the membership at the opening session of the NAB convention in Las Vegas. "It's universal, accessible, mobile, pervasive, wireless, absolutely free for all Americans—and it's now," he said.

Broadcasting can do much of what the wired media can do, said Ed Reilly, president of McGraw-Hill Broadcasting. What's more, he added, "we think we can do it less expensively."

"Wireless technology is better than wired technology any day of the week," said Stan Hubbard, president of Hubbard Broadcasting and founder of United States Satellite Broadcasting, which will be plunging into the wireless direct-broadcast satellite business next month.

"Broadcasting has always had universal reach; cable will never have it," added Jerry Fritz, VP, legal affairs and strategic planning, Allbritton Com-

munications.

On the eve of the convention, a House committee advanced legislation that would permit broadcasters to offer new services as long as those services are "ancillary or supplementary" to the regular service.

The FCC has proposed awarding stations a second channel for high-definition TV, but it's still unclear how far it would go in permitting other uses. FCC Chairman Reed Hundt, addressing the convention via satellite, offered some encouragement. "If you propose innovative techniques for exploiting scarce spectrum, without jeopardizing your role as 'public trustees,' we will examine your proposals with eagerness, focusing on the additional benefits to our economy and your businesses," he said.

If the government grants each TV station a second channel and sufficient flexibility in using it, the broadcasters said, the over-the-air media should continue to prosper and compete with the wired counterparts.

Broadcasters talk of using the additional spectrum for delivering HDTV, multiple channels of conventional TV and massive amounts of information

in the form of text, graphics and audio.

The information services can be interactive, advertiser-supported, or offered for a fee, said John Abel, executive vice president, operations, NAB. "Everything is possible."

Broadcasters must get away from "compartmentalized" thinking, Abel said. Digital technology allows not only a variety of services, he said, it also allows them to be offered at different times of the day or, in some cases, simultaneously.

According to Abel, a station could broadcast

HDTV in prime time and switch at 11 o'clock to several regional newcasts, each enhanced with text that could be displayed at the touch of a button.

Consumers will be able to interact in real time with the help of telephones or an over-the-air return path afforded by companies like EON Corp., said Abel. But for the most part, he said, they will interact in "nonreal time," capturing and storing the small portions of data they need from the mass that will be broadcast and sorting through it at their convenience.

To test the interactive waters, Allbritton announced its WJLA-TV Washington would become the first station to test EON's interactive TV system, which equips the consumer with a set-top box that allows him or her to talk back to TV stations via special Interactive Video and Data Services frequencies (218-219 mhz).

EON, based in Reston, Va., claims the technology will permit stations and their advertisers to offer home shopping, polling and "play along" games shows and sports. "We can replicate what cable and telcos can do at one-hundredth the cost," said Marty



NAB President Fritts:
"Today's broadcast system is tomorrow's superhighway."



BIGGER THAN EVER

The NAB convention set a new record for attendance, attracting 71,082 suppliers, broadcasters and other audio/video producers from around the world. The count was up 10% from last year's 64,510.



Continued on page 18

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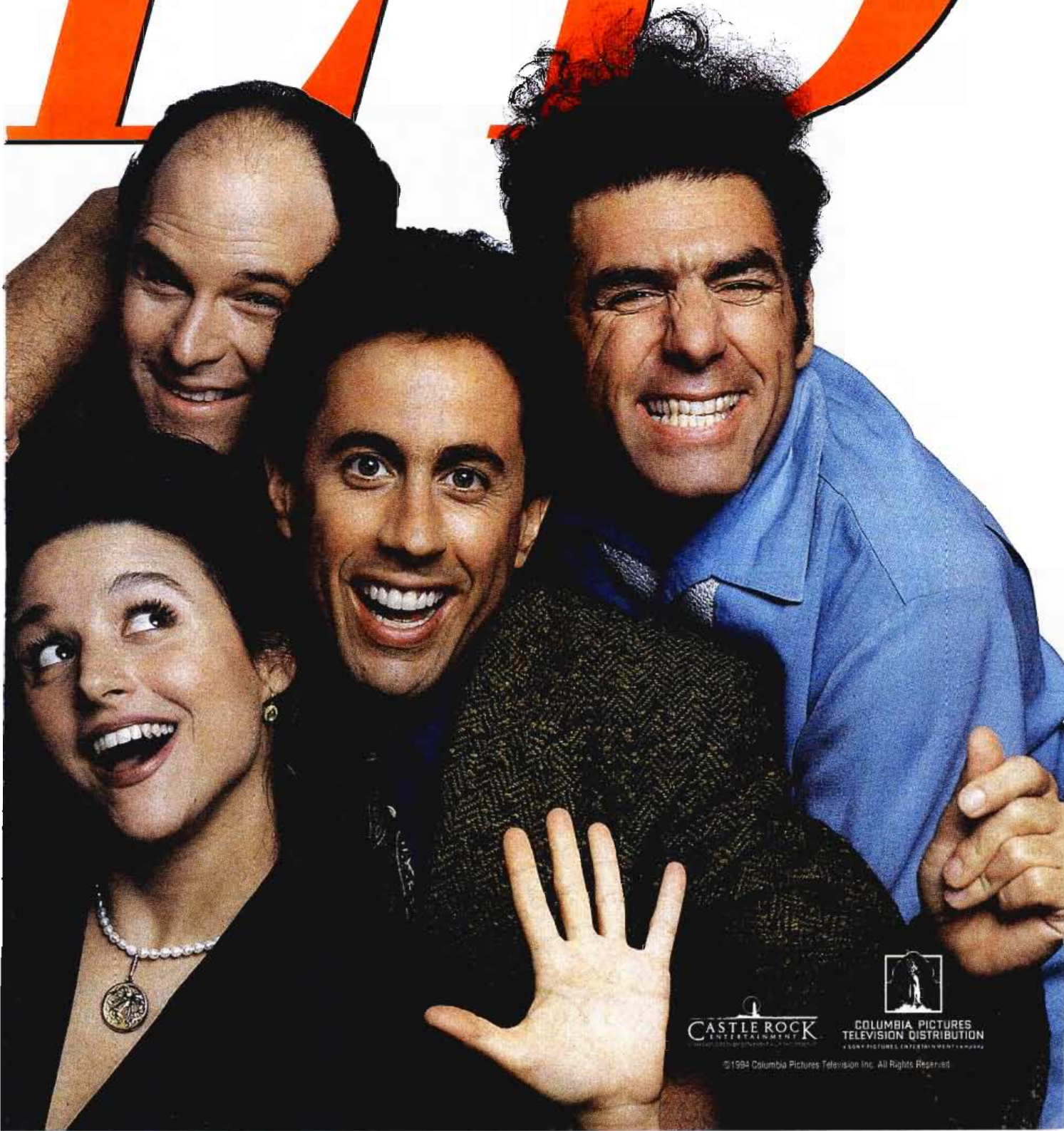
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The digital imperative: Transforming paychecks into profit

Technology may threaten jobs, but promises to boost bottom lines

By Geoffrey Foisie

The newest TV production gear, which utilizes digital technology, is almost certain to reduce the work force required at TV stations, cable systems and networks. And for those who do remain, work patterns likely will change.

During a tour last week of the NAB exhibit hall, Michael Sherlock, executive vice president, technology, NBC, put at least a tentative characterization on a revolution still in development. With digital products, Sherlock said, "In effect, you are cutting out a middleman that was there because you had a limitation of a technical piece of equipment. Now, the technical piece of equipment is a computer, and more and more people are computer-literate."

How to view this revolution depends on whether one is trying to cut expenses or whether one is the expense. Charles Kelly, president, Society of Broadcast Engineers, wrote to his members recently that the number of industry professionals has decreased by 22% over six years. And that decline almost certainly will continue.

An example in the cable industry is taking place at Time Warner Cable's New York City headend. There, a wall of more than 100 videotape recorders that service the New York system's local ad insertion business soon will be replaced by a single column of hard-disk drives.

Saving on maintenance costs was cited as one benefit of digital technology. One Time Warner executive noted that with hard disks and PCs, "When something breaks down, you no longer need a repair specialist from the broadcast-equipment manufacturer. Just about any computer repairman will do."

There are other digital savings and more are being discovered. Nonlinear editing can be done faster, and unlike

typical analog tape editing, more than one person at a time can work on a piece. Sending digital video electronically reduces the manual storage and transfer of videotapes.

"Look at the amount of tape that major stations have sitting on shelves in controlled environments. That warehousing of stock and huge library bills will go away," said John Spinola, vice president, operations, Group W Television.

One network news executive in Las Vegas commented on a new system developed by Silicon Graphics using its Onyx computer and equipment from Ultimatte. The system eliminates the need for a fixed camera when shooting a chroma key or Ultimatte background. Instead, it allows the camera to move, providing a "virtual studio" look. The system promises to reduce the need to physically construct and store sets, a major expense, the executive said.

Ed Grebow, senior vice president, CBS, said the network is advising affiliates to start down the digital path. The 15%-20% premium on digital products is worth paying, he added.

But Grebow noted that the switch to digital won't take place all at once, or equally among network divisions. For instance, the current video server storage capability is still not sufficient to make lengthy news-footage storage cost-effective, he said. And the fact that the transfer of tape to digital storage still must take place in real time also is a deterrent.



Digital editing systems attracted the attention of cost-cutters at the NAB convention last week in Las Vegas.

NBC's Sherlock agreed: "You don't turn around a television plant overnight; it is an evolution. There is a learning process [for] all concerned." Group W's Spinola said the first place that digital will have a major impact is in promotion and advertising.

Nor is the new technology necessarily adopted as an economizing measure. A senior executive at ABC News said the network has started using a Lightworks nonlinear editing system for its new *Turning Point*. But the justification given for using the new technology is its "film-like quality; the look of it can be warm."

For newscasts, nonlinear systems will allow for editing closer to air-time, Spinola said. "We will be able to put more resources into the story and less into the editing."

Nor will the impact on the station and network labor force be entirely one of reduction. Many of the technically proficient staff at NBC can learn computer technology and change their roles, Sherlock said. ■

How to view this revolution depends on whether one is trying to cut expenses or whether one is the expense.

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Fox snaps up other networks' affiliates

Lured by football, dozens of stations rush to join

By Steve McClellan

The Fox network is quickly parlaying its National Football League win into new station affiliations.

Since the network acquired the rights to National Football Conference games last December, about three dozen stations have signed up to carry Fox programming. Many of the deals have been completed within the past two weeks—about half of them at last week's National Association of Broadcasters convention in Las Vegas.

Fox Broadcasting Co. President Lucie Salhany would confirm only that the network has made "dozens" of deals. She refused to identify any of the stations, citing network policy that stations make their own announcements.

With the recent deals, many of which take effect in the third quarter, Fox has full-time affiliation agreements with 144 stations. Another 40 stations take some Fox programming. The network's U.S. household reach will be more than 95% when all these deals kick in. Salhany says the network's goal is to have a Fox presence in every market in the country in the not too distant future.

Of the three-dozen new agreements, about a third are full-time affiliations

and the rest secondary affiliations spurred largely by a desire to acquire carriage rights to NFC games.

The secondary affiliation deals also call for the stations to carry six hours or more of other Fox entertainment programs in non-prime time periods, such as early fringe, prime time access and late night. In some cases, programming details still are being worked out.

Many of the secondary affiliations also involve a cash fee, but one that is not always payable to Fox. As one

Fox source put it, "That's a negotiating point that varies with each deal. And it goes both ways."

In the past two months, the network has convinced at least three network affiliates to

switch to Fox, while at least two others—WJKA(TV) Wilmington, N.C., and KTAB-TV Abilene, Tex.—confirm they are considering such a move.

Of the three stations that have converted, only KARD-TV Monroe, La., confirmed it is switching from ABC to Fox next month. Station General Manager Lydia Sandifer says KARD-TV was



talking to Fox before the network got the NFC rights. "But that obviously helped the decision," she says. Another key factor was market overlap with more than three other ABC affiliates.

WJKA-TV General Manager Ty Watts confirms that his station is "seriously considering" switching from CBS to Fox. He expects to make a decision by April 15. Watts also cites overlapping coverage by three other CBS affiliates in his market. Fox has indicated that its cable service, FoxNet, will be deleted from the station's coverage area if a station signs on.

Wayne Roy, general manager at KTAB-TV Abilene, Tex., also confirms that he is considering switching from CBS to Fox. "It's a tough decision, and we have a long-standing good relationship with CBS," Roy says. But the loss of the NFC would have a "significant economic impact" on the station. He cites "significant public interest" in the Dallas Cowboys locally.

Last week, CBS affiliate WSBT-TV South Bend, Ind., confirmed it has signed as a secondary Fox affiliate, giving it rights to NFC games. Station Manager Roland Adeszkó says the station also is committed to carrying other Fox shows. "They're talking about six or seven hours a week" commitment in non-prime time periods, he says.

In addition to the affiliation switches Fox has scored, the network has signed several new stations that hope to get to air by the third quarter. They include outlets in Macon, Ga., and Medford, Ore.; Chico-Redding and Eureka, both California. ■

"It's a tough decision, and we have a long-standing good relationship with CBS."

Wayne Roy, general manager, KTAB-TV Abilene, Tex.

Affiliate loses '60 Minutes' in football play

CBS has drawn a line in the sand concerning affiliates who agree to pick up National Football Conference games from Fox next fall. CBS affiliate WSBT-TV South Bend, Ind., was one of the first to announce such a deal last week, and the network responded quickly, saying it would pull *60 Minutes* from the station because of anticipated football overruns. The network said it would offer the program to another station in the market. "WSBT-TV is free to carry NFL football or any other programming it chooses," a network statement said.

In addition to pulling the top-rated Sunday news magazine, the network said it would, "of necessity, have to consider the impact of WSBT-TV's apparent inability to carry *60 Minutes*—a signature program of the CBS Television Network—on its long-term relationship with CBS."

CBS executives refused further comment, as did officials at WSBT-TV.—SM

Hundt may review ownership limits

FCC chairman says agency would also weigh flexible use

By Chris McConnell

FCC Chairman Reed Hundt last week said the agency may re-examine ownership restrictions and consider permitting stations to offer new nonbroadcast services over their channels.

"On my watch the commission will work hard to preserve everywhere in our country strong, diverse, creative, free, over-the-air broadcast service," the chairman said in a satellite address to the NAB convention from the International Telecommunications Union conference in Buenos Aires.

A review of the broadcast ownership restrictions would "balance considerations of efficiency, competition and diversity," Hundt said without promising anything.

The comment raised hope among broadcasters seeking relaxation of rules that restrict how many stations they can own nationally and locally.

That hope had been buoyed earlier at the convention by Commissioner Andrew Barrett and FCC staff, who endorsed a review of the rules (see story, page 32). A meeting of staff and Hundt to consider the rules is scheduled for today (March 28).

Hundt said he was open to flexible use of broadcast spectrum as long as it did not jeopardize a station's role as public trustee.

The FCC will proceed with caution on HDTV broadcasting, Hundt said. But, he predicted, it "will successfully balance the difficult and complex technological and economic considerations involved in questions of spectrum allocation and licensing related to HDTV."

"We at the FCC know that your continued commercial success is the precondition to the development of new broadcast technologies," Hundt said.

Hundt also said the FCC has ranked 688 AM stations that will be eligible to move from the current AM band to the expanded AM band above 1705 khz. The FCC is encouraging the migration to improve AM service.

Touching on the issue of digital audio broadcasting, he said the commission plans to analyze new technologies and "pay studious attention

to the competitive realities for terrestrial broadcasters."

Broadcasters have opposed the licensing of a satellite-delivered DAB service and urged the FCC to focus on standards and spectrum allocation of terrestrial DAB.

Hundt promised to carry on former FCC chairman Mark Fowler's policy of clearing away "regulatory underbrush" as part of the Clinton administration's Reinventing Government initiative.

And the FCC is trying to improve broadcast license renewal processing, he said. "We want to deliver good service to our customers, and that includes you."

Hundt said he has ordered staff to report to him within 60 days on broadcasters' complaints about the stiff fines the agency has been leveling for rules violations.

"Let me have your views," Hundt said. "Broadcasters who make good-faith efforts to comply with the commission's regulations should not have their licenses jeopardized by immaterial, unintentional violations of our rules."

Hundt also cited the potential market for U.S. programming south of the border, noting the number-one TV show in Argentina is *The Simpsons*. "The 42 television stations, 175 radio



"On my watch the commission will work hard to preserve everywhere in our country strong, diverse, creative, free, over-the-air broadcast service."

FCC Chairman Reed Hundt

stations, and the cable systems here are hungry for U.S. programming," Hundt said, predicting that billions of dollars in new exports is possible. ■

ABC sued over cigarette report

ABC has been slapped with a \$10 billion lawsuit by the Philip Morris Cos. for allegedly making false claims on its *Day One* program.

Philip Morris alleges that on Feb. 28, *Day One* falsely reported that the company artificially spiked and fortified some of its tobacco products with extra nicotine. Philip Morris filed the lawsuit last Thursday in Virginia Circuit Court in Richmond.

Following the *Day One* broadcast, Food and Drug Administration Commissioner David Kessler said that he was considering regulating cigarettes as a drug, and members of Congress called for an investigation of the allegation. Philip Morris claims that the reports led to a drop in its stock price, with an overall impact "believed to be not less than \$2 billion."

Philip Morris did not ask for a retraction before filing the suit, according to Charles Wall, Philip Morris vice president and associate general counsel. Wall said the cigarette-maker decided against seeking a retraction after providing information to ABC that it believed was ignored in the *Day One* report.

In a statement, ABC said that it stands by its report and declined further comment until it has had more time to study the complaint.

—CS

Senate panel OKs satellite superstation bill

Copyright licenses would be extended through 1999

By Christopher Stern

A Senate subcommittee unanimously agreed to extend current superstation licenses for home satellite until 1999, handing the satellite industry a victory over the copyright-reform-seeking broadcast networks.

Under the bill approved last Thursday by the Patents, Copyrights and Trademarks Subcommittee, licensing fees would be re-evaluated in 1996 by an arbitration panel. While the panel could raise the fees, any increase would be tied to copyright fees paid by the cable industry. Current satellite copyright legislation expires at the end of this year.

The satellite industry favors the Senate bill over a House bill that calls for satellite distributors to pay "fair market value" for the right to distribute superstation and network signals.

Under the House proposal, an arbitration board would decide what the superstation and network signals would be worth in the open market—abandoning the concept of tying satellite copyright fees to those paid by the cable industry.

The Satellite Broadcasting and Communications Association opposes the fair-market-value language that the networks support because it could put the satellite industry on an unequal footing with the cable industry, said SBCA Senior Vice President Andy Paul. "Cable does not have to

pay these kinds of fees, and we want to compete with cable," he said.

The House version of the bill has been bogged down in negotiations between broadcasters and the satellite industry. Paul said he expects the House to report a bill out of the subcommittee in mid-April.

Network lobbyists have been candid in their motivation for pursuing the fair-market-value legislation in the satellite bill. "If we don't go after this one, when the cable licenses come up, the cable guys will say, 'Why didn't you fight satellite?'" said Martin Franks, senior vice president, CBS Inc.

Referring to last week's subcommittee action, Franks said, "We would like to have language that would recognize the true value of our programming as opposed to this artificially low royalty." He added that he would pursue the fair market concept as the legislation travels through Congress.

Broadcasters do have some solace in the Senate bill, which would tighten enforcement provisions on commercial establishments that illegally show satellite programming. "We didn't go along with this to serve sports bars in Scranton [Pa.]," Franks said. ■

FCC puts cable regs on hold

By Christopher Stern

The FCC failed to make good on its promise to release the new cable regulations and cost-of-service rules last week.

On Thursday, the date they were due to be published, the agency announced that hundreds of pages of rules and regulations would not be released until this week. Agency officials said they were taking the extra time to make sure the extraordinarily complex rules are presented in a way that is understandable.

As of Friday afternoon, the FCC still did not have a firm date for the

rules' and regulations' release, although one official suggested it could be Tuesday or Wednesday. "It's very safe to say people will be working through the weekend," she said.

In addition to the rules and regulations, the agency is preparing explanatory material to help cable operators. The FCC also plans to distribute a spreadsheet program that will perform rate calculations for cable systems. Advice from the FCC also will be available by phone and fax.

Industry groups generally supported the FCC's decision to take the extra time with the rules. "We certainly want them to do the best job they can do," said a National Cable Television Association spokesman. Cable Telecommunications Association's Steve Effros also supported the FCC's decision to take extra time to make the complex rules as understandable as possible. "I think that's fair. I am not about to criticize [the FCC] for that," he said.

However, Effros said, the delay does create problems for cable operators who hoped to proceed with business plans that had been suspended pending publication of the rules and regulations. "Many cable operators planned huge meetings with lawyers and accountants to get into these rules as fast as possible and get on with business," Effros said. ■

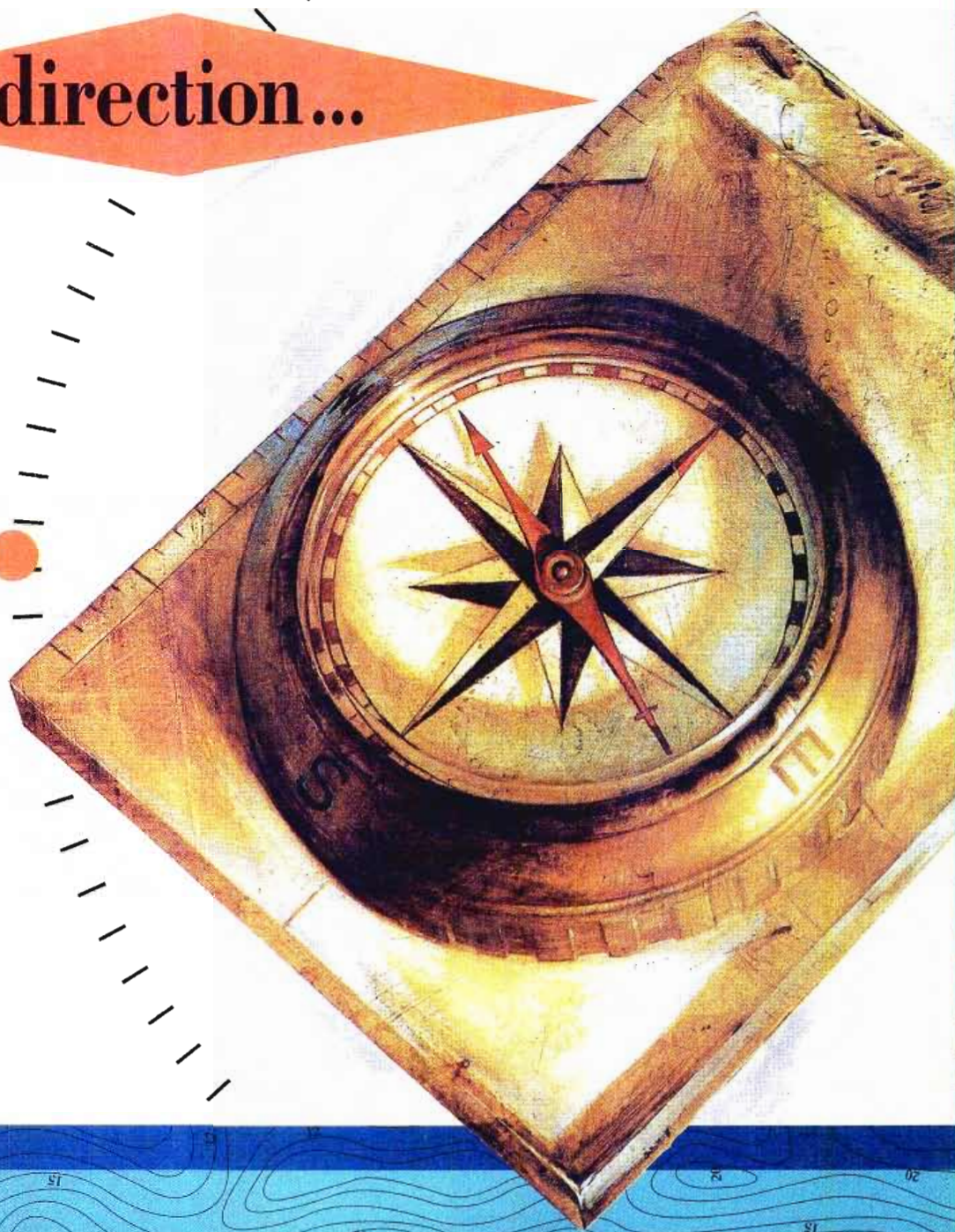
The genesis of New World

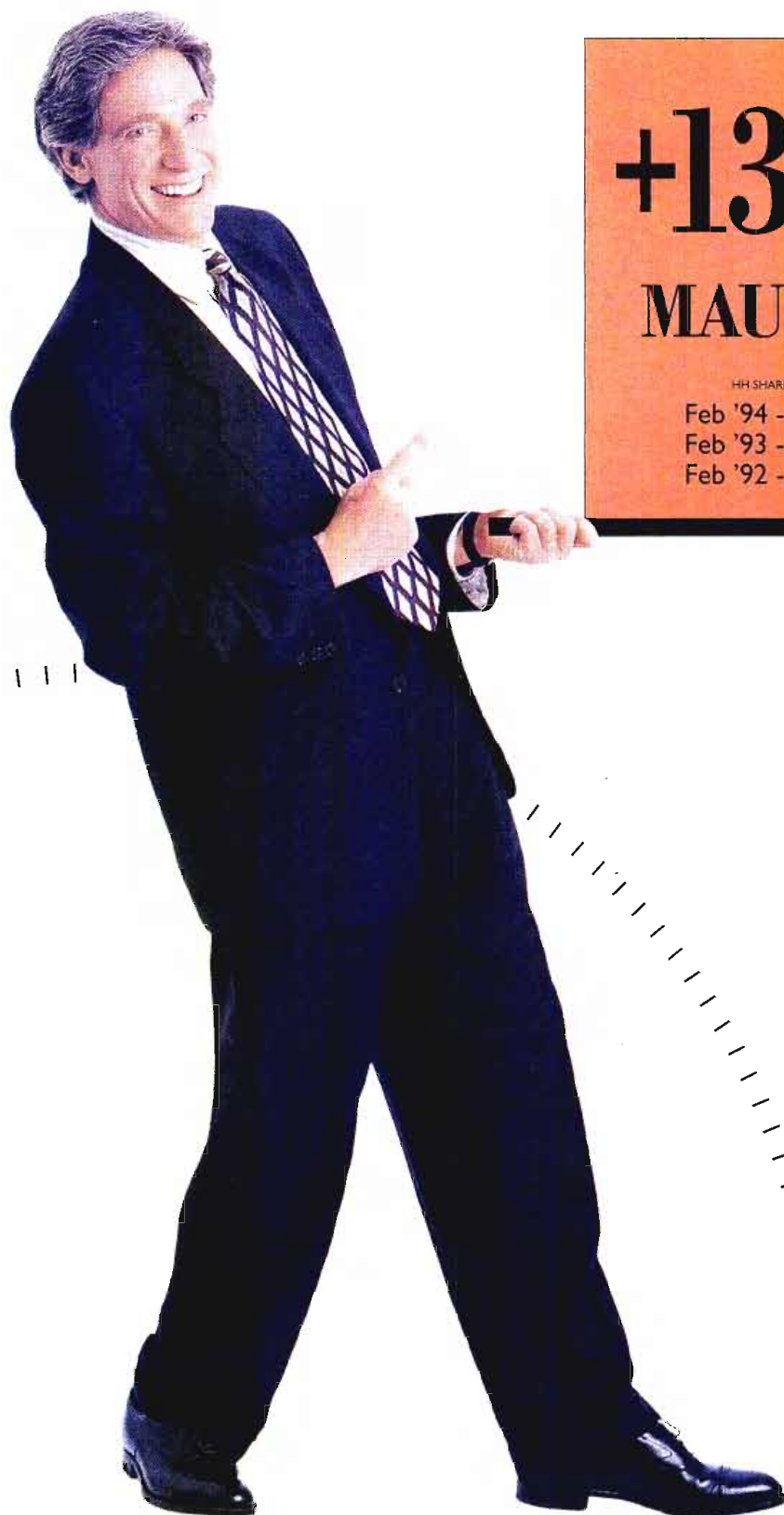
New World Communications Group began trading last week as a publicly held company (NASDAQ:NWCG). BROADCASTING & CABLE has learned that last week, New World also reached a final agreement to buy the remaining 50% of Genesis Entertainment it did not already own. While New World bought the first 50% from Chairman/CEO Gary Gannaway and President/COO Wayne Lepoff for \$15 million, the second-half payment calls for roughly \$24 million worth of New World stock and in excess of \$10 million cash. One source said that under the new structure, Gannaway will now report to New World CEO William Bevins.

In recent weeks, rumors have circulated that New World is a bidder for everything from Oprah Winfrey's syndicated show to major TV groups. Rumors that New World is purchasing two or more stations from Great American Communications probably stem from the fact that both companies have a common investor, Apollo Advisors, a French-backed investment firm headed by former Drexel Burnham finance star Leon Black. Apollo also owns a substantial amount of debt in group owner Cook Inlet Communications. —GF

Maury Povich
is taking
daytime **talk**
in a **whole**
new

direction...





+13%

MAURY

HH SHARE

Feb '94 - 18

Feb '93 - 16

Feb '92 - 16

U

D

Source: CIBC World Markets. Figures are based on the most recent available data. Excludes post-issuance circumstances.

oside

Geraldo

Oprah

Donahue

Sally Jessy

HH SHARE

-6%

Feb '92 - 16
Feb '93 - 16
Feb '94 - 15

HH SHARE

-13%

Feb '92 - 31
Feb '93 - 29
Feb '94 - 27

HH SHARE

-29%

Feb '92 - 24
Feb '93 - 20
Feb '94 - 17

HH SHARE

-33%

Feb '92 - 27
Feb '93 - 20
Feb '94 - 18

OWN

Maury's clearly headed in the right direction.

In fact, among its chief competitors,

THE MAURY POVICH SHOW is the only daytime talk

show that has shown a solid rise in household

shares over the last three years. If that wasn't

enough, Maury also has the highest household share next

to Oprah! That's the upside of talk these days. The

downside? We'll let the competition talk about that.

THE
MAURY POVICH
SHOW



Reinvention

Continued from page 6

Lafferty, vice president of provider services and marketing communications.

Allbritton is primarily interested in becoming a multichannel provider of programming, Allbritton's Fritz said. EON could supply the "interactive overlay" to make the service fully competitive with the wired media, he said.

The potential for data broadcasting was demonstrated at the convention in a special exhibit. WavePhore, Tempe, Ariz., boasts that its technology can transform "ordinary television signals into the high-speed information highway."

Capable of transmitting 384,000 bits of data every second on top of a station's TV signals, WavePhore's TVT1 system can deliver text, software, audio and graphics to homes or businesses equipped with special decoders.

Norpak Corp., Kanata, Ont., showed how its data broadcasting system could be used to create a "virtual channel." According to President James Carruthers, several TV stations are using the Norpak system to send local weather radar to commercial clients equipped with computer equipped with a decoder and TV antenna. The system can transmit 20,000 bits per second via TV signals' vertical blanking interval.

Systems like those of WavePhore and Norpak show the way, but are only shadows of what true data broadcasting could be, Abel said. A service that uses an entire TV channel could transmit 24 million bits per second, he said. That's 9,000 pages of text in one second, or every stock quote in two or three seconds, he said. "The capacity is tremendous."

The notion that broadcast TV will eventually give way to the wired world of fiber optics and coaxial cable pervades the thinking of many telephone and cable executives and Washington policymakers.

To the extent they figure broadcasters in on the future, it's primarily as programmers.

Bell Atlantic CEO Ray Smith betrayed the attitude in his keynote address, lumping broadcasters with publishers, software developers, artists and "everybody else involved

in the content side."

By supplying programming, Smith said, broadcasters can join the telcos in inventing "a whole new type of service around the interactive capabilities of a broadband switched network."

Reacting to the Smith speech, Hubbard warned broadcasters against giving up their transmission towers. "Once we have to rely on any wire to deliver our signal, we're finished."

Despite the convention rhetoric, many broadcasters are hedging their bets. The NAB, for instance, is asking for legislation that would not only allow them to offer nontraditional services, but also guarantee them carriage on telco networks.

Last summer's retransmission-consent negotiations demonstrated how much broadcasters depend on cable carriage.

In those negotiations, stations failed to extract payments from cable systems that carry their signals.

What's more, the networks and major TV groups are doing what the wired media have long suggested—developing programming services for them.

Nonetheless, broadcasters were not preparing to pull down their towers—at least not last week amid the pervasive optimism of the convention. Said Fritts: "Marconi will give Alexander Graham Bell a real run for his money." ■

TeleMediaWatch

Two giants of American entrepreneurship, Craig McCaw and Bill Gates, last week announced their intention to create a global information network with a ring of 840 satellites around the Earth. The low-orbit satellites would float roughly 430 miles above the Earth. The network will have the ability to serve 20 million users anywhere on the globe and will be fully interoperable with other communications networks in the United States and abroad. The proposal calls for the \$9 billion project to be completed by 2001 and promises high-quality voice and VCR-quality video.

Ownership of the company is currently divided among Microsoft Chairman Gates (30%), McCaw Cellular's McCaw (30%) and McCaw Development (28%), a wholly owned subsidiary of McCaw Cellular. Another 11% is owned by Kinship Partners II, an Illinois-based venture-capital firm that specializes in communications companies.

"Open and ubiquitous, like a 'Global Internet,' the Teledesic Network will offer a means of providing a wide range of information services, from high-quality voice channels to broadband channels supporting videoconferencing, interactive multimedia and real-time two-way digital data," says the 175-page proposal now at the FCC. A Microsoft spokesman says Gates's investment is an independent move not associated with the company.

Also last week, Microsoft entered into a partnership with Nippon Telegraph and Telephone Corp. The company will develop multimedia platforms and software for communication services.

Loral Corp. plans to spend \$1.8 billion to build a satellite-based global telephone system, Globalstar. Loral will be joined by eight companies from Europe, the U.S. and Japan, the company said last week.

Bell Atlantic plans to build a \$250 million fiber optic network in Delaware during the next five years. The fiber optic network would allow customers to use the Integrated Services Digital Network to transmit voice, data and video images. Public schools, hospitals and local government will be linked to the network.

Sprint and Silicon Graphics have created a system that allows writers, producers and directors in different cities to collaborate in real time on video projects. Sprint will use its high-speed network to send videos, animation and graphics via telephone lines.

—CS

Superhighway open to broadcasters

Failed merger with TCI will only slow race, says Bell Atlantic CEO Ray Smith

By Harry A. Jessell

Bell Atlantic is committed to the TV business, Bell Atlantic CEO Ray Smith said last week in a keynote speech at the NAB convention.

"Our intention to be a video provider predated our attempt to merge with [Tele-Communications Inc.] and survives undiminished today," Smith said.

The FCC order cutting cable rates by 7% is not to blame for the collapse of the TCI deal, Smith said. "It was a set of fundamental changes in the competitive equation and a disagreement on price."

Smith also invited broadcasters to supply programming for the broadband interactive networks his company is building. "There just aren't enough New Jersey Bell safety films to fill up the fiber optic pipeline," Smith quipped.

Freed by a federal court to offer video within its mid-Atlantic telephone service area, Smith said, Bell Atlantic "will be a competitive cable operator with first-generation, video-on-demand products as well as a full package of basic cable channels."

Bell Atlantic's broadband networks will reach one million homes by the end of 1995 and the 20 top markets within the Bell Atlantic region by the end of 1998, he said. "Calling off our merger might have slowed things down to 140 miles per hour, but no one is going to stop this race."

Bell Atlantic has been talking to TV groups and TV stations in Washington about their supplying programming—local news, specials and sports—for a planned video-on-demand trial this year in the Washington suburbs, said Smith. Just as Bell Atlantic needs broadcasters' programming, broadcasters need Bell Atlantic's distribution, he said. The Bell Atlantic network will give stations an alternative to cable and will enable them to offer multiple channels of programming and to repackage programming to create new services, he added.

Smith advocated "open networks" that distribute programming for all comers without discrimination. It's in the best interest of network operators to encourage programmers and service providers "by allowing them open and easy access to the ultimate consumer," he said. Smith sidestepped the question of whether the broadband-network providers should be

required to distribute local broadcast signals for free as cable systems must.

"Traditional rules governing access are premised on the notion of scarce distribution channels, or 'bottle-necks,' to which access must be carefully regulated," he said. "By contrast, broadband technology, where capaci-



Ray Smith invites broadcasters to program info superhighway.

ty is virtually infinite, will overwhelm and eventually make obsolete access policies based on scarcity."

Bell Atlantic supports liberalization of the FCC's broadcast ownership restrictions so that stations can increase outlets for their programming and services, Smith said. ■

Fritts stresses importance of flexible use of spectrum

By Kim McAvoy

We are on a roll toward a banner year," said NAB President Eddie Fritts at the opening session of last week's NAB convention. "Not only are our advertising revenues up, but our audiences are as well," Fritts said.

Moreover, the NAB president was optimistic about the industry's future on the information superhighway. "The truly dramatic benefits of the new technologies will be offered by imaginative entrepreneurs who understand the marketplace. That is our greatest strength as broadcasters, and we will exercise that strength to the public benefit—provided we are not stopped by a red light on the high-

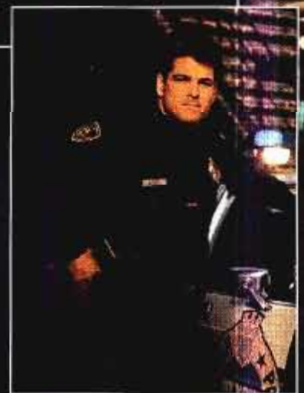
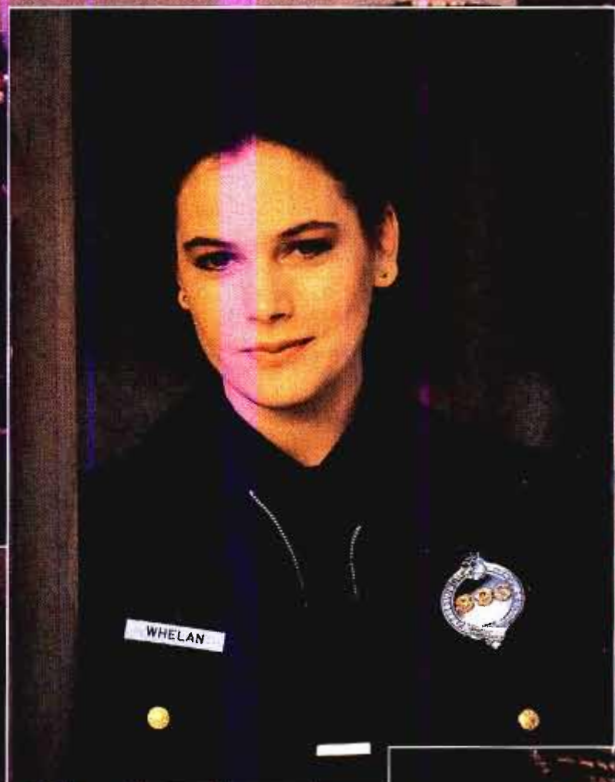
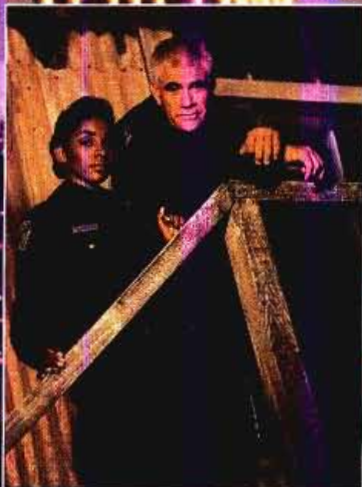


NAB President Eddie Fritts

way's access ramp."

Fritts pointed out that the information superhighway will bring more competition. But, he added, "with digital technology and flexible use of the spectrum, broadcasters will be well

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Still, said Fritts, the industry must continue to make its case to the public, Congress and the FCC. In Congress, he noted, a "steady stream of elected officials who oversee our industry in Washington will be new to the legislative and regulatory issues that concern us. They must be educated about the business of broadcasting—how we serve the public and that advertising is our only revenue

stream."

Fritts urged NAB members to become acquainted with new and "aspiring members of Congress." Such grass-roots lobbying, he said, will pay off. "With your help, NAB has avoided legislation that would have eliminated or dramatically reduced the deductibility of advertising as a business expense."

The NAB president mentioned other legislative victories and challenges. "Thanks to terrific grass-roots lobbying, we have—so far—discour-

aged further legislative action on Senator Thurmond's bill that would strangle beer and wine advertising.

And we continue to fight the recording industry's push for a new performance right that could exact another 3% to 5% from stations on top of that already paid to BMI and ASCAP."

In closing, Fritts emphasized that "today's broadcast system is tomorrow's superhighway." He predicted that the industry's future will be "brighter and stronger" than its past. ■

From V-chip to hip hop

Panel of activists, academics and industry executives debates content regulation

By Jim Cooper

Playing to a decidedly unpacked house, 10 panelists discussed content regulation during the NAB conference last week.

The occasionally unfocused debate—before a crowd of about 40 in a room set up to hold hundreds—touched on such diverse topics as the value of the V-chip, whether or not so-called Gangsta Rap is dangerously indecent and how many studies exist on the subject of broadcast content.

Leading the charge for a tighter rein on television programming—either self-regulation or the government kind—was Terry Rakolta, founder and director of Americans for Responsible Television. Rakolta repeatedly called for broadcast "zones" in prime access during which parents would not have to worry about their children seeing programming containing gratuitous violence. In Rakolta's opinion, which she said was supported by 3,000 studies, violence on television has a direct negative effect on children.

However, George A. Vradenburg III, executive vice president of Fox, whose network programming has drawn barbs from Rakolta's organization, said it is still unclear how the public regards violence on television, pointing to the "mixed reviews" of 90 current studies. "The debate has just begun," Vradenburg said.

Others saw the television and content issue as having a negative effect on the entire nation. "Our society

today is in a state of chaos," said L. Brent Bozell III, chairman of the Media Research Center and executive director of the Conservative Victory Committee, who cited the lyrics of Ice T and Two Live Crew and the performances of Andrew Dice Clay as examples of unsuitable content.

While the consensus of the panel was that government intervention would be an unfortunate step with unseen consequences, Rakolta, Bozell and William Abbott of the National Foundation to Improve Television said some control by either broadcasters, Hollywood or the government must be initiated. If broadcasters and Hollywood pass the buck to government, so be it, they said.

Others on the panel, however, said regulatory controls will either squelch free speech or mute the power of compelling broadcast programming in which sex and violence may play a part.

Burt Neuborne, a professor at New York University Law School, argued that violence has always been part of the human condition and that blaming cultural difficulties on an "entertainment mirror" such as broadcasting confuses cause and effect.

Burt Neuborne, a professor at New York University Law School, argued violence has always been part of the human condition and that blaming cultural difficulties on an "entertainment mirror" such as broadcasting confuses cause and effect.

Neuborne also said that nobody is forcing the American public to watch programs called into question, such as *NYPD Blue*, and that if the nation were truly offended the program would never air. "If this wasn't what people wanted to watch, it would be over," said Neuborne.

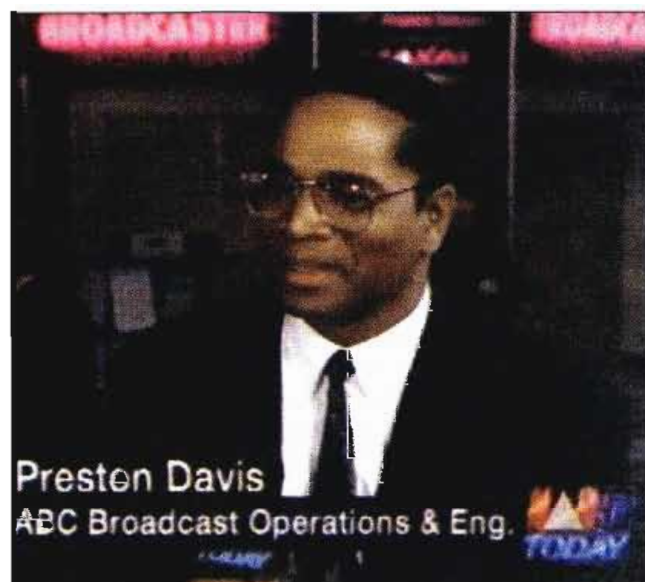
Leonard Hill of Los Angeles-based Hill/Field Entertainment, an independent television production company, argued that broadcast television "is devoid of gratuitous sex and violence." He also said that the industry is

being "chilled" in a climate in which Attorney General Janet Reno threatens broadcasters. Such a move, in Hill's opinion, would "sterilize the vital tribal fire" that is the public airwaves.

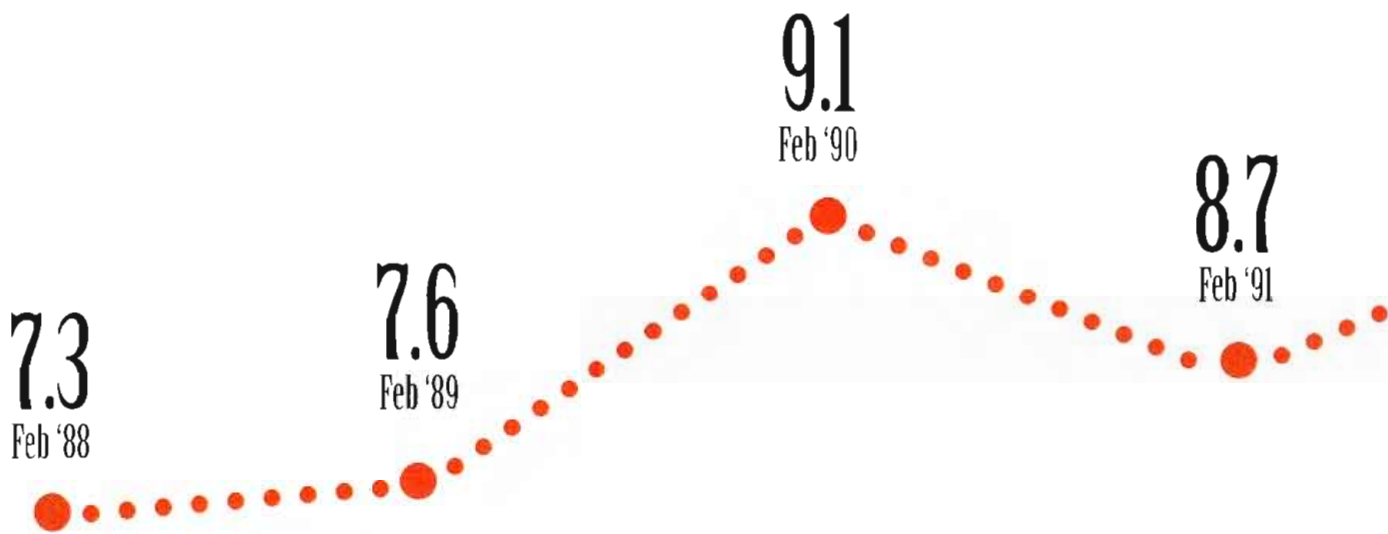
The issue of the V-chip violence-blocking technology—part of Senator Ed Markey's pending TV violence legislation—was raised during the discussion. Abbott called the chip an empowering device for parents. "It's the ultimate control," he said. Vradenburg and Neuborne, however, countered that the chip could block valuable programming just because it contains violence. ■



BROADCASTING & CABLE's *NAB Today* TV crew captured the action on the floor over four days of coverage that was seen in the convention center and local hotels and was available via satellite nationwide. Pictured here are some of the familiar faces in the record NAB crowd.



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Fairness doctrine efforts in limbo

Action is on hold in Congress; FCC awaiting new commissioners

By Kim McAvoy

Congressional efforts to revive the fairness doctrine are on hold, reported Hill staff during last week's NAB convention.

The fairness doctrine also cropped up during a panel session featuring FCC Commissioners James Quello and Andrew Barrett. Barrett told broadcasters that he does not have a "concrete position" on the doctrine. Things have "changed in the marketplace," Barrett said. "I don't know what my position will be."

Asked whether the Hill is pressuring the FCC to reimpose the doctrine, Barrett said he has not "had any pressure from the Hill to vote any particular way."

While Barrett may not have made up his mind, Quello has. He restated his longtime opposition to the doctrine.

The news that Barrett does not have a position on the fairness doctrine may make it difficult for the FCC to resurrect the doctrine it abolished in 1987.

If FCC Chairman Reed Hundt decides to revisit the issue, he will not have Quello's vote, and he may not be able to rely on Barrett's. In that case, he would have to wait until the vacant commission seats were filled, which might not occur until May. More important, it's unclear whether he would be able to count on the nominees, Rachele Chong and Susan Ness.

Some FCC observers think that Ness will back Hundt. But it's not known where Chong, who fills the Republican vacancy on the commission, stands on the issue.

As for other Hill news, congressional staff told broadcasters that information superhighway legislation is still on a fast track. David Leach, an aide to House Commerce Committee Chairman John Dingell (D-Mich.), said the so-called Markey-Fields bill should be on the House floor before May 30. And in the Senate, the Commerce Committee likely will move a similar measure by the end of May, with the full Senate considering the bill this summer, predicted John Windhausen, senior counsel for the Senate Communications Subcommittee.

Leach told broadcasters that the

House will not move a fairness bill until the Senate's fairness doctrine supporters "figure out how to move it" in that chamber. Leach said that the House has passed a fairness bill several times, but the problem has been to get the measure through the Senate.

But Gail Giblin, an aide to Jack

Fields (R-Tex.), the ranking Republican on the House Telecommunications Subcommittee, said religious broadcasters have been effectively lobbying against the doctrine. Their opposition, she said, has had some impact on members' reluctance to move a fairness doctrine bill. ■

Quello: Three strikes, you're out

By Kim McAvoy

FCC Commissioner James Quello is calling for a new enforcement policy that would not automatically slap broadcasters with a fine, but would give them a chance to make amends.

At last week's NAB meeting, Quello said the FCC's enforcement policy is "more strict" than it has ever been. "The last thing a broadcaster wants is trouble from the FCC," he said. Instead, Quello thinks the FCC should adopt a "three strikes and you're out" policy.

He'd like to see the agency give stations a warning the first time they violate an FCC rule. The second time, stations would receive a warning and a fine, and the third violation would result in a fine and a short-term renewal. Quello told broadcasters he has presented his idea to FCC Chairman Reed Hundt.

Freeze relief coming?

The FCC's freeze on AM and FM upgrades has some broadcasters worried. Last week, broadcasters expressed that concern to FCC officials attending the NAB convention. The response was encouraging. Mass Media Bureau Chief Roy Stewart said the commission is taking "another look" at the issue. "We're trying to see if any relief is appropriate," he said. And he indicated that the FCC may "shortly" reach a decision on the matter. "There may be some relief coming out," he said. —KM

The FCC's enforcement policy cropped up during other sessions. FCC General Counsel Bill Kennard said there has not been a "dramatic" increase in the level of fines handed out by the commission, and he told lawyers at an American Bar Association session that if broadcasters have a problem paying a fine, there "might be some relief."

Nevertheless, it was clear from FCC Mass Media Bureau Chief Roy Stewart and others that the agency feels "strongly" about enforcing its EEO policy.

Stewart said that although the agency has issued new EEO guidelines, its overall policy has not changed. "We're still talking about ethics," he said. He told ABA lawyers that the FCC believes the guidelines have an "effect on diversity...that's why we care."

During a later session, Charles Kelley, chief of the FCC's enforcement division, warned broadcasters not to take the FCC's EEO policy "lightly. I encourage you to pay close attention and take personal responsibility for compliance on EEO."

Broadcasters, especially those in small markets, told Kelley that they're having trouble finding either interested or qualified women and minorities in their communities. But Kelley didn't seem to buy that argument. Instead, he praised broadcasters for their innovation and creativity. "You can devise ways to develop a process to bring in people and train them. Use your imagination and ingenuity; it's the hallmark of people in your profession," he said. ■

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Barrett, Quello tell broadcasters they want to review ownership rules

Commissioners say changes in industry warrant reconsidering limits

By Kim McAvoy

FCC Commissioners Andrew Barrett and James Quello signaled their support for reviewing the FCC's broadcast ownership rules at last week's NAB convention.

"I think anyone who suggests that changes not be made clearly doesn't understand the industry," said Barrett, who appeared with Quello and Tom Sugrue, deputy administrator for the National Telecommunications and Information Administration, on an NAB panel.

Quello told broadcasters he favors relaxation of both national and local ownership rules, and Sugrue said the administration supports an FCC

"examination" of the rules. "We have no problem with the direction of the legislation," said Sugrue, referring to House and Senate bills that direct the FCC to revisit its radio and TV ownership rules.

Also during the convention, FCC Mass Media Bureau Chief Roy Stewart said he thinks it's time TV broadcasters received the same kind of regulatory relief as radio broadcasters. Stewart, who said he was expressing his personal view, told lawyers at an American Bar Association seminar that perhaps the commission's duopoly rule should apply to television stations.

Stewart and FCC General Counsel

Bill Kennard will meet with FCC Chairman Reed Hundt on Monday, March 28, to discuss how the FCC might take up the ownership issue.

Later, Stewart appeared on an NAB panel concerning duopoly and LMAs. He suggested that the commission's review of the ownership rules include revisiting the duopoly and one-to-a-market rules. "The commission has an obligation to look at today's competitive market for radio," said Stewart.

Television LMAs is another issue the commission needs to deal with, said Stewart. "As long as you meet your obligations as a licensee, I don't propose to stop TV LMAs," he said. "Certainly, the TV market has changed."

Kennard, who also spoke to the ABA lawyers, said the FCC's chief economist, Michael Katz, will work with them in looking at the ownership rules.

Kennard said the commission's experience in relaxing the radio ownership limits will be taken into consideration. He mentioned that the FCC keeps hearing from small radio operators who have "been hurt" by those changes.

Hundt's chief of staff, Blair Levin, another ABA speaker, said the chairman did not want to "prejudge the issue," but that there are fundamental principles that must not be overlooked, such as the "social contract" between broadcasters and the government.

Levin noted that broadcasters' concerns that they will be a single channel in a multichannel world are "very important." However, said Levin, "broadcasters have faced many challenges before...broadcasters have always done well."

Levin added: "There is an awful lot of analysis that needs to be done to create a market structure that encourages competition." He pointed out that Chairman Hundt has spent 20 years as an antitrust litigator who understands markets and business. ■

Arledge outlines news priorities

ABC News President **Roone Arledge** declared broadcasting alive and well at last week's NAB convention.

He said the success of the Olympics proves that broadcasting is still the only medium that can deliver a mass audience. Arledge spoke at an NAB luncheon where he was inducted into the NAB Broadcasting Hall of Fame.

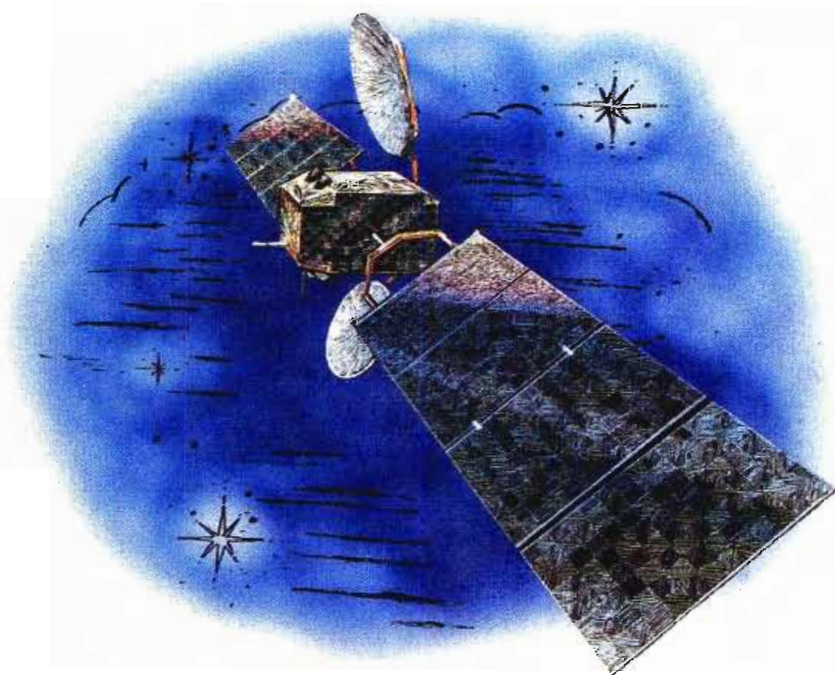
The ABC News executive also underscored the importance of network news. He pointed out that the combined newscasts of all the networks reached a 60% share last week—more viewers than an average Academy Awards program. Moreover, he said, seven of 10 Americans get their news from local or network television.

Arledge focused on three areas he felt deserved attention. News coverage of violent events, such as the American soldier whose body was dragged through the streets of Somalia, cannot be avoided, he said. But reaction to that broadcast, said Arledge, led to the decision that troops would be withdrawn. In the future, he said, "our leaders are going to have to find a way to deal with those pictures. We cannot stop broadcasting them...it's one area we have to think long and hard about."

In addition, the news president suggested that broadcasters must deal with the issue of tabloid journalism. He said the networks need to distinguish between the news and their magazine shows. And he said that such a move should include not taking news anchors to the skating rinks at the Olympics. That comment was an obvious jab at CBS News, which sent anchor **Connie Chung** to the Olympics to cover **Tonya Harding**. —KM



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TV stations told to 'stick to their knitting'

TVB study sees slow market growth, competition for market share

By Jim Cooper

Broadcast stations that focus on their core business during the next two years, while at the same time experimenting with new technology will have a better chance of becoming great stations.

That was the conclusion of research presented last week during the Television Bureau of Advertising's annual marketing conference in Las Vegas. TVB hired McKinsey & Co. and Teller/Gorman to produce the special report on issues facing stations.

Station executives heard that, in the future, their advertising markets will slacken, while competition for market share will intensify. The report also found that the two main dangers to broadcasters will be audience fragmentation and targeting viewers.

In terms of fragmenting markets, the study found there were 27 cable networks in 1980 and 78 in 1992. There was even more growth among commercial television stations—from 734 in 1980 to 1,118 in 1992. The number of radio stations grew by almost 2,000 in the same period.

The study also concludes that new technologies will be much slower in coming than the hype surrounding them suggests. The report suggests that stations "stick to their knitting," said the report's co-author, John Rose of McKinsey & Co. "The information superhighway is not going to blow broadcasters out of the way."

While stations should capitalize on existing technology such as zoning, limited interactive programming and databasing, they should also work with cable systems to enhance their revenue streams, Rose said. He added that stations' core business will take them through the next two years. Rose defined core business as building ratings, increasing ad revenue, controlling costs and pursuing new target marketing opportunities.

Rose and co-author Michael Gorman of Teller/Gorman encouraged broadcasters to investigate ways by which to grow market share. They suggested that broadcasters and cable operators join in zone advertising messages and launch interactive advertising ventures. Database mar-

keting also can boost stations' market standing, according to the study.

"You can't just look at yourself as a TV station or you'll be left out of the box," said Barry Baker of St. Louis-based River City Broadcasting. Local broadcasters should own as many parts of their market as possible, he said.

While experimenting in markets is essential, said Jack Clifford of the Providence Journal Co., he will "be very cautious of the promises of technology." Nor is he comfortable with overlapping broadcast and cable sales efforts in markets where broadcasters and system operators attempt zoned and interactive advertising.

In attempting to illustrate the tighter market conditions, the study compares advertising growth with the growth in the gross domestic product. From 1975 to 1980 advertising grew 13.9% compared with an 11.3% growth in the GDP. The GDP outpaced ad gains between 1988 and 1990, and from 1990 to 1992 the GDP grew 4.6% while advertising grew only 1.4%.

The large advertising growth of the 1970s and early '80s will not return, Rose said. Advertising will continue to grow at a slower pace than the economy. ■

Quello honored with DSA



The NAB last week gave FCC Commissioner James Quello its highest honor. He received the association's Distinguished Service Award at the opening session of the NAB's annual convention. Quello, who has served on the FCC for nearly two decades, is also a former broadcaster.

He told the NAB audience that the "most important challenge facing the FCC and Congress in the coming decade is to make certain our policies do not erode our nation's most valuable asset—universal free TV and radio available to all the public."

The FCC commissioner made clear his view that "no transmission or semi-transmission pipeline—whether cable or a new electronic superhighway—should have the power to obstruct or prevent broadcasters from accessing the public they are licensed to serve. And that vital service should be free to all the public to prevent our becoming a nation of information haves and have-nots."

Quello also said any rumors about his retirement are "premature." He thanked broadcasters for his award and praised the industry for giving the American public the most "comprehensive, most informative and by far the best overall TV and radio broadcasting service in the world." —KM

EEO supported

EEO defender FCC Commissioner Andrew Barrett staunchly defended the agency's new EEO guidelines. He told broadcasters during a convention breakfast that the agency is not trying to be "punitive." He said the guidelines are "intended to be fair." Nor are they intended to cause "unnecessary paperwork," he added. Moreover, the commissioner noted that perhaps his strong views on the issue reflect the fact that when he looks in a mirror he does not see "blue eyes and blonde hair." Barrett also pointed out that there were few minorities even in the audience attending the session at which he spoke. —KM



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Technology



New 'tapeless' recorders attracted buyers and observers to the Las Vegas Convention Center, site of the NAB conference.

Digital disk recorders: To buy or not to buy?

Broadcasters contemplate when to jump to tapeless storage

By Chris McConnell

Buying that next recording/playback machine just became more confusing.

With an array of "tapeless" recorders making their debut at the NAB show, broadcasters this year were looking forward to an era of easier digital storage and playback-to-air, but were uncertain as to whether to invest now. While some said they were ready to take out their checkbooks, others were scratching their heads as they sized up the new databanks and their price tags.

"It's scary," said Luis Romero, operations manager, WFTS-TV Tampa, Fla. "Half a million dollars is a lot of money. What if it doesn't work?"

Romero discussed the digital disk machines while examining the new Hewlett-Packard file servers, which company representatives said will start in the \$300,000 price range. Joining H-P in introducing new disk-

based systems at the show were Quantel, Tektronix, Odetics and BTS. Others, such as Avid and Sierra Design Labs, showed updated versions of existing products, while more companies—namely Dynatech—brought existing disk products to the show.

Although Romero and other broadcasters said they want to buy a digital VTR replacement, they voiced concerns that the existing crop of servers from the computer world does not cover all the bases in broadcasting. Romero singled out the issue of storage time: Six hours of video storage—as offered in the standard H-P machine—is not enough.

"I just feel like there is this hard push," added Cary Williams, operations manager with WTVT(TV) Tampa. Williams described the move to disk-based recorders as inevitable, but agreed that the current crop of new machines needs refinements. Lowell Otto, WTVT's chief engineer, said the

station has delayed replacing its VTRs in anticipation of further improvements in disk-based machines.

Others said they were ready to invest now for certain applications. Mark Richer, vice president of engineering and computer services for PBS, said the broadcaster is shopping for a disk-based machine to handle time zone delays and interstitial material.

"There are four or five very viable candidates," added Howard Miller, senior vice president of broadcast operations for PBS. "We will be buying one of these as the next step in our migration path."

Richer added that the broadcaster is less concerned with the disk storage technology than with the associated software and interface technology. "Those are the things we worry about a lot more," he said.

Others voiced concern with the initial down payment.

"The biggest problem is going to be the price," said Larry White, director of engineering with KLST-TV in San Angelo, Tex. White said he was impressed with the on-air picture quality and the potential for digital storage to solve the problem of what he called "format du jour."

"It's ones and zeros," White said. "You can't screw that up." White added that he would like to see the disk technology replace tape in the newsgathering business as well, allowing camera crews to bring back a disk rather than a tape. Romero agreed, noting that time gained from random-access technology is lost in converting tape to disk.

While Romero also expressed a need for more storage time, one company showed a planned file server it said will be able to store more than 100 hours of full bandwidth video and thousands of hours of compressed video.

The Media Pool, which BTS showed in a demonstration away from the convention floor, will provide multichannel disk storage for broad-

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casting and post-production. The first three Media Pool products, the company said, will include a digital VTR "emulator," a cart machine emulator and a time shift/delay system for broadcasters and cable networks.

BTS, which billed the NAB presentation as a technology demonstration, not a product introduction, said that it will introduce completed products in

July at the International Teleproduction Society (ITS) conference in Washington.

"We believe this device will replace many VTRs," said Thomas Goldberg, BTS's senior product manager for video server products. Goldberg said the Media Pool will offer 80 minutes of video storage time (without audio) in its most basic configuration.

The machine also will offer varying degrees of compression, and BTS said it expects that most users will be satisfied with eight-bit video compressed from 2:1 to 8:1 ratios. Compression ratios can be adjusted on a clip-by-clip basis. Goldberg said the company hopes to offer the VTR emulator for a price comparable to that of a digital VTR. ■

VTRs: Not dead yet

Digital disk is on the move, but videotape is format of "foreseeable" future, says Bonica

By Chris McConnell

Hheavy hitters from the computer industry might be joining the digital disk recording charge, but VTR makers were not ready this year to abandon tape just yet.

"For the foreseeable future, videotape is what will be used," said Steve Bonica, president of Panasonic Broadcast and Television Systems Co., at the NAB convention in Las Vegas.

Bonica stressed the importance of considering quality and cost trade-offs associated with choosing between tape and disk. His company punctuated the sentiment with the introduction of new digital and analog videotape machines.

On the digital side, Panasonic unveiled its D5 digital tape format in the form of the AJ-D580 VTR. The \$65,000 machine records in either 4:3 or 16:9 aspect ratios and is capable of recording high-definition video using 4:1 compression. For today's NTSC video, though, the machine records at full bandwidth, a feature that Bonica and others stressed.

"Video is a very demanding medium," Bonica said, adding that the development of a quality disk-based server will be "problematic." The company's D5 machine, which will play D3 material, will allow two hours of recording on a cassette. The older D3 digital VTR machines, Panasonic executives added, have notched 5,000 unit sales since their introduction two-and-a-half years ago.

Also raising the flag for tape machines—specifically digital tape machines—was equipment giant Sony, which highlighted new deals for

its digital Betacam technology along with a smattering of new product introductions associated with the tape machines.

The company reported sales of more than 3,000 digital Betacam machines since their introduction at last year's NAB and also announced recent sales of the format to Encore Media Corp.'s STARZ! and Encore cable channels.

Sony added a multicassette version of the Betacam VTR, intended for news and commercial playback, and also reported the sale of six recorders to Cycle Sat Inc., a satellite distributor of commercials.

Like Panasonic's Bonica, Sony's Anthony Gargano, senior vice president of marketing with the company's business and professional products group, agreed that the disk benefits hinge on the use to which the technology is put.

"Fundamentally, it's not a matter of disk or tape," Gargano said. He noted that while digital tape stores video for roughly five cents per megabyte, the cost for disk storage goes as high as approximately 60 cents per megabyte.

Both of the equipment giants turned to the Olympic games to stress the marketplace success of their digital tape machines. While Panasonic executives discussed the planned use of more than 1,200 D3 digital VTRs at the Atlanta summer Olympics in 1996, Sony reviewed the use of digital Betacam during the winter Olympics last month.

Both companies also reported strong expectations for the even older technology of analog VTRs, with Panasonic going so far as to introduce

a new generation of MII analog machines.

"The march toward an all-digital environment will be a long one," Bonica said in announcing the new analog machines. Called the "W" series, the two machines represent Panasonic's sixth generation of MII products. The AU-W35H recorder will list for \$10,400, while an AU-W32H studio player will sell for \$8,800. A version of the studio player with auto-tracking will list for \$10,400. Panasonic said the machines will be available in April.

"Applications will continue," Bonica said of the analog domain. He mentioned users looking for low-cost, mid-range quality, in particular the corporate video market and the training market.

JVC Marketing Manager David Walton also maintained that the analog tape machines hold advantages in recording time, maintenance and cost—aside from their establishment in the marketplace. His company introduced an HDTV professional VTR at the convention.

The SR-W310 machine can play back VHS and Super VHS pictures as well as HD pictures. The unit, which Walton said lists in the \$6,000 range, can play back NTSC material in either 16:9 or 4:3 aspect ratios.

But at least one manufacturer was looking to get out of the tape business. Ampex, which has been seeking a buyer for its recording media division since early 1993, said it is close to making a sale.

Company executives said they hope to announce an agreement in 30 to 60 days. ■

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Road to digital HDTV takes detour

Broadcasters decide to explore radically new transmission technology; R&D tab could run as high as \$10 million

By Geoffrey Foisie

Broadcast TV networks and stations last week decided to look into a radically different technology for over-the-air transmission of the digital TV signal. The new system would substitute hundreds—even thousands—of low-frequency signals for the high-frequency signal currently employed.

To explore the feasibility of such a system, a "broadcasters' caucus" composed of the three networks, Fox, PBS, the NAB and MSTV committed to a \$1.2 million effort to design and

build the system, known as COFDM (coded orthogonal frequency division multiplexing). If the project is successful in designing and building a prototype, and the caucus is able to sell COFDM to the FCC and the Grand Alliance developing an HDTV standard, the tab on integrating COFDM with HDTV could run to \$10 million.

Even now it is not certain who will pay for COFDM's development. Michael Sherlock, NBC's executive vice president, technology, said that based on a preliminary determination,

the four networks could pick up 30% of the tab, with stations paying for much of the rest. He said the caucus hopes that some funding could also come from "other countries in the Western hemisphere."

The potential benefits of the system are said to be many. At the Association for Maximum Service Television meeting in Las Vegas, claims were made that COFDM could "increase station coverage, fill in service gaps, reduce interference and greatly minimize ghosting."

Sherlock said the new service promises to enable "HDTV reception using rabbit ears and allow for data services which are mobile." The essence of the systems is that multiple signals are sent so that a picture can be constructed even if some of the signals don't get through.

But COFDM may face obstacles aside from questions of technological feasibility and funding. The broadcasters' efforts, for one thing, could threaten to delay an HDTV standard, and last week there were rumors that the FCC might implement a standard without waiting to see whether COFDM would work.

Sherlock acknowledged that such a pre-emptive move is a "possibility, but there would be a terrific reaction from broadcasters." He said that much will be discovered about COFDM even before a prototype is tested, so concerns about a delay are premature. Sherlock said that "hardware implementation" would take a year and testing another month. "If we don't see a distinct benefit compared to the currently proposed 8 VSB standard, broadcasters will opt out of COFDM."

Sherlock added that the FCC advisory committee on HDTV, headed by Washington communications lawyer Richard Wiley, had earlier advised its working groups to look into COFDM. "The broadcasters' caucus is merely saying that in order to study COFDM beyond writing papers, you have to put money behind it and come up with a process to raise money." ■

Multiple messages on multicasting at MSTV

Last week's meeting of the Association for Maximum Service Television in Las Vegas contained other subjects besides the news that broadcasters had organized to explore a new transmission technology (see story). FCC advisory committee chairman Richard Wiley said that he favored the flexible use of a second channel for TV stations, as long as that flexibility didn't "preclude HDTV or give us a lower standard than NTSC." That, Wiley argued, would make a "mockery" of the work done to improve transmission standards.

Broadcasters at the meeting were told they had to get involved in the lobbying process to insure that they could obtain new spectrum and provide a multiplexed signal. Jonathan Blake, of Covington & Burling, said broadcasters had to "demonstrate why it is permissible as a legal matter and desirable as a policy matter to assign new ATV channels only to existing licensees and to give them the flexibility to use those channels for innovative services provided they maintain a free broadcasting service on their ATV and NTSC channels."

Blake also described the impact of pending communications legislation on potential services made possible by a multiplexed signal. "You might use full-resolution video to carry an NFL football game requiring almost all of the technical capacity of your 6 mhz ATV channel. But the highest resolution might be a waste for news programming, so at these times your channel might carry first a main-channel general newscast, not in HDTV. Second, it might have three more specialized newscasts, such as financial and sports services, that are also advertiser supported. Third, you might have two specialized news services that are available on a subscription basis. And fourth, throughout the broadcast day you could distribute medical history data to doctors—also on a subscription basis."

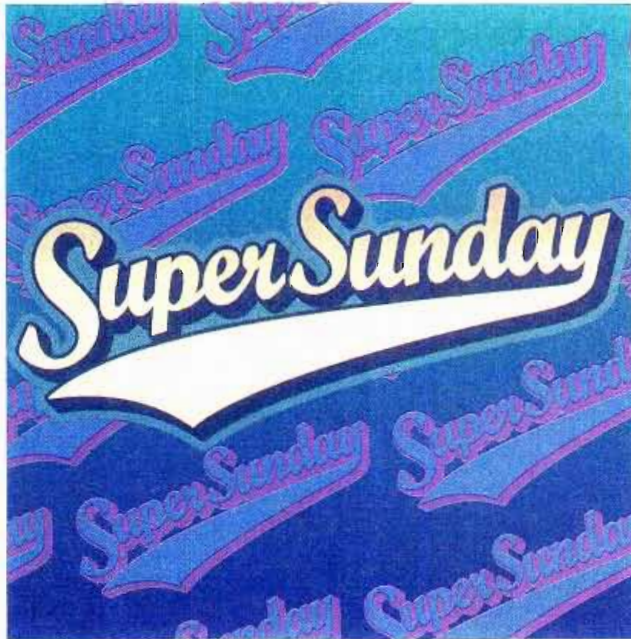
"The Hollings bill would prevent you from engaging in this fourth service and would charge you a fee for the third and perhaps the second service. The House bill would let you do all four and charge you a fee for the third and fourth, but it also comes very close to requiring the FCC to require you to return your NTSC channel."

Warren P. (Bud) Williamson was given an award by the association upon completion of his three-year tenure as its chairman. Succeeding him is Ed Reilly, head of McGraw-Hill Broadcasting.

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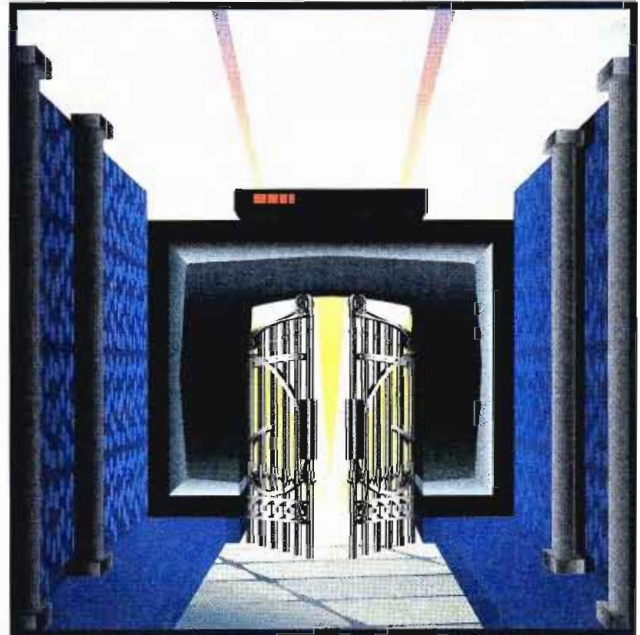
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ENG suppliers high on low-cost cameras

Look to capitalize on increase in news programming

By Chris McConnell

With broadcasters loading up on news shows, ENG suppliers at the NAB saw big opportunities in low-cost cameras.

"Cost becomes a very important factor," said JVC Marketing Manager David Walton, discussing his company's move to profit from the increasing appetite for news programming through a line of S-VHS cameras.

The company cited Fox's choice of JVC's S-VHS as its ENG standard.

JVC this year brought a new low-light camera to the convention as well

as a new generation of its three-chip KY-27U cameras. The camera, called the KY-19, will include field production accessories such as a Triax System permitting operation

up to 5,000 feet. An Advanced Memory System feature will allow the storage of camera settings for various shooting conditions. The upgraded

Joining JVC in pursuing the low-cost camera market this year was Panasonic, which said it will offer a professional camcorder to the ENG market.

version of the KY-27U also will include the Triax System.

Joining JVC in pursuing the low-cost camera market this year was Panasonic, which said it will offer a professional cam-

corder to the ENG market. The company's AG-DP800 "Supercam" unit will use three-frame interline transfer (FIT) CDD's to achieve 700 lines of horizontal resolution.

Steve Bonica, president of Panasonic Broadcast & Television Systems, called the new camcorder "every bit the \$40,000 camcorder of a few years ago." He also agreed with JVC's view of S-VHS as an improved format worthy of use in ENG.

Panasonic's camcorder will hit the market in April at a suggested list price of \$7,000 that includes the camcorder body, a 1.5-inch viewfinder and a microphone. The unit, including a two-hour S-VHS videocassette, weighs 13.2 pounds. It carries an electric shutter with a variable-scan shutter speed ranging from 61.95 to 253.78 Hz.

Other new ENG products this year were two zoom lenses from Fujinon. The company brought what it called ENG-style lenses providing focal lengths of 378 mm and 525 mm.

Sony, meanwhile, brought little in the way of new newsgathering gear, but it did introduce a TV tuner that allows ENG teams to monitor station broadcasts. The company hopes news crews will use the tuner to keep tabs on the news.

The TU-1040 tuner will be compatible with any monitor carrying an AV input, and can be attached to any five- or eight-inch PVM monitor. Users will be able to preset all receivable channels with an automatic programming function. To conserve on power consumption, a power-saving mode removes channel displays from the screen a few seconds after a channel has been selected. Sony said the suggested price of the tuner is \$430. ■

For Time Warner, software is hard part

Orlando test of "full service" cable awaits computer program to run it

By Harry A. Jessell

The biggest challenge Time Warner faces in building its interactive TV network in Orlando, Fla., is computer software, Time Warner's Jim Chiddix said at the NAB convention last week.

"We are writing one million lines of brand new software," Chiddix said. The problems will be worked out, he added, "but in the short term, that's what I worry about."

That was as close as Chiddix got to explaining why Time Warner last month postponed the launch of its so-called full-service network from next month to sometime this fall.

"It's not a huge delay," Chiddix said. And when the network is finally up and running, he added, "we are going to have something very interesting to look at." According to Chiddix, that something will include video on demand, home shopping, video games and any other practical application the country's million computer programmers can come up with. It also includes wireless and, possibly, video telephony, he said.

Time Warner is planning to invite

potential service providers to an applications conference in Orlando this summer, he said. Echoing Bell Atlantic's CEO Ray Smith (see story, page 19), Chiddix said Time Warner is interested in working with Orlando broadcasters in developing programming for the network.

The network's enormous capacity creates an "appetite for more and more programming and more and more targeted programming" that TV stations could help satisfy, he said. Chiddix would not say what Time Warner is spending in Orlando to bring interactive to around 4,000 homes. "It's an expensive prototype," Chiddix said, adding that the expenditure is "irrelevant" because the network is a marketing and technical trial.

Time Warner estimates upgrading cable systems for interactive service will ultimately cost about \$1,000 per home.

Chiddix said he believes in the "historical inevitability" of interactive TV. "The technology can do anything we can dream up," he said. "The questions are: What do we do and what do the consumers want us to do?" ■



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The Vegas line on nonlinear recording

Disk-based cameras sought to round out digital complement

By Chris McConnell

With a nonlinear editing machine around every corner of the NAB exhibit floor, several broadcasters were asking where they could buy a disk-based camera to close the digital circle.

"When disk-based field recording is there, that's when it will work for us," said Rick Muir, operations manager with KVUE-TV Austin, Tex. Tom Werner of KNPB-TV Reno agreed, maintaining the time savings of nonlinear editing carries a cost in transferring tape material to the machines.

Werner and Muir offered their reviews as they and other broadcasters explored a forest of nonlinear machines at the convention, including new offerings from Panasonic and Sony.

"All of them suffer from the same problem," said Werner, vice president of engineering, operations and computer services with the broadcaster. But despite complaints about waiting for the film-to-disk transfers, Werner and other broadcasters said they either already had invested in the nonlinear technologies or were planning to. Bert Mulder of Veronica Radio & Television in the Netherlands said that making a case for purchasing the machines has become easier with the explosion in the number of users and product suppliers. The question, he added, is whether to use the machines as on-line editors. "Technology-wise, you could see it as an on-line machine," said Mulder.

Richard Mullimer of ABC disagreed, maintaining that the compression used in nonlinear editors renders the pictures unacceptable for most programing outside of news.

Lightworks/USA Vice President Deborah Harter also said the industry does not offer broadcast-quality pictures just yet, but she expects the machines to be moving to on-line editing by the end of the year. Her company brought its new Heavyworks One editor to the show. Targeted as an off-line device for high-end productions, the Heavyworks One is capable of playing four full-speed pictures at the same time to allow editing of

multi-camera material.

Executives at Panasonic, though, voiced hopes broadcasters will use their new Postbox editor as an on-line device. "We see this as an on-line machine for the mid-level market," said Michael Brinkman, national manager of business development for Panasonic Broadcast & Television Systems Co.

Brinkman said the company has set a price target of \$35,000 for the editor, which is expected to hit the market in the fourth quarter.

Panasonic's editor will use JPEG compression to deliver MII-quality pictures.

Similarly, Sony announced that its nonlinear upgrade for the Destiny machine will allow for on-line editing. The company's DES-560 system will cost \$65,900 when it becomes available this fall. The Sony machine uses JPEG compression and, the company said, provides output.

Although broadcasters differed on the acceptability of using the nonlinear machines as on-line editors, sever-

al said they favored the D/Vision editor as a low-cost, off-line machine. At this year's show, TouchVision Systems Inc., the D/Vision developer, demonstrated an updated version of the D/Vision Pro.

The company said its Version 2.2 editor will offer broadcast-quality pictures directly from the hard drive. But Will Shears, chief engineer of WIFR-TV Rockford, Ill., said he would use the editor for creating edit decision lists.

Shears added that his station likely would use more expensive machines, such as the Avid Media Composer, for on-line editing. The company noted that KDFW-TV Dallas is using a Media Composer 1000 nonlinear system for on-line editing to produce 30- and 60-second local commercials.

The company also announced plans to develop a digital disk-based video camera with Ikegami Tsushiniki Co. Ltd. The company said it will market its cameras for field capture of news material. The new cameras should hit the market during the first half of 1995, the company said. ■

Emergency Broadcast System: the new sound of silence

Familiar EBS tone will soon be replaced by silent test; cable companies to be included in new rules

By Chris McConnell

Emergency Broadcast System test tones will soon be a thing of the past.

Discussing efforts to overhaul the EBS, the FCC's Richard Smith said he had hoped by this time to be discussing the FCC's final report and order adopting a new system, but said the wait—although it has been a long one—should end soon.

"It is every bit as frustrating for me as it is for you," Smith said of the regulatory action, which was to appear on the March agenda of the FCC's open meeting. When adopted, Smith added, the new system will cost less

than people have predicted and will allow broadcasters to replace the weekly on-air test with a silent test.

Smith also said the new EBS rules will involve cable companies in alerting the public to emergencies.

The current EBS system, added Richard Rudman of Group W Radio Inc., tests well but works poorly. Presenting his paper on a "user-friendly EBS," Rudman noted that the test tones have conditioned TV viewers to tune out before they hear whether their program has been interrupted for a test or an actual emergency.

"That same tone has hardened many operations personnel within

broadcast facilities to turn off EBS as well," Rudman said. "Many operators do not wait to see if the Attention Signal...precedes a test or a genuine alert."

Presenting a list of the present system's shortcomings, Rudman also noted that broadcasters often air the source of an EBS activation as straight news well before—even hours before—government officials decide to activate the system. He cited several examples, including a 1992 Oakland fire that destroyed thousands of homes but did not trigger an EBS activation.

But Rudman also conceded that an overaggressive use of the system would give viewers still more reasons to ignore the emergency system.

Additional pitfalls, he said, include confusing terminology and layout in

developed a system capable of displaying information received from a remote source on selected channels of a cable TV system.

The All Channel Alert System (ACA), according to Lok, can distribute emergency messages on a system-by-system basis ranging from a single cable system to full national coverage. The system can display messages individually according to site or language.

Alerts in the system would travel through a command center, where they would be uplinked to a satellite and delivered to an ACA unit at a cable system's headend.

"Information leaving the Message Originator will be processed and displayed on the television screen in seconds," Lok said in her paper to the engineering conference. She added that field testing of the system is expected to begin this year. ■

"The FCC overhaul of EBS alerting technology will not solve all of the problems of EBS."

Richard Rudman, Group W Radio

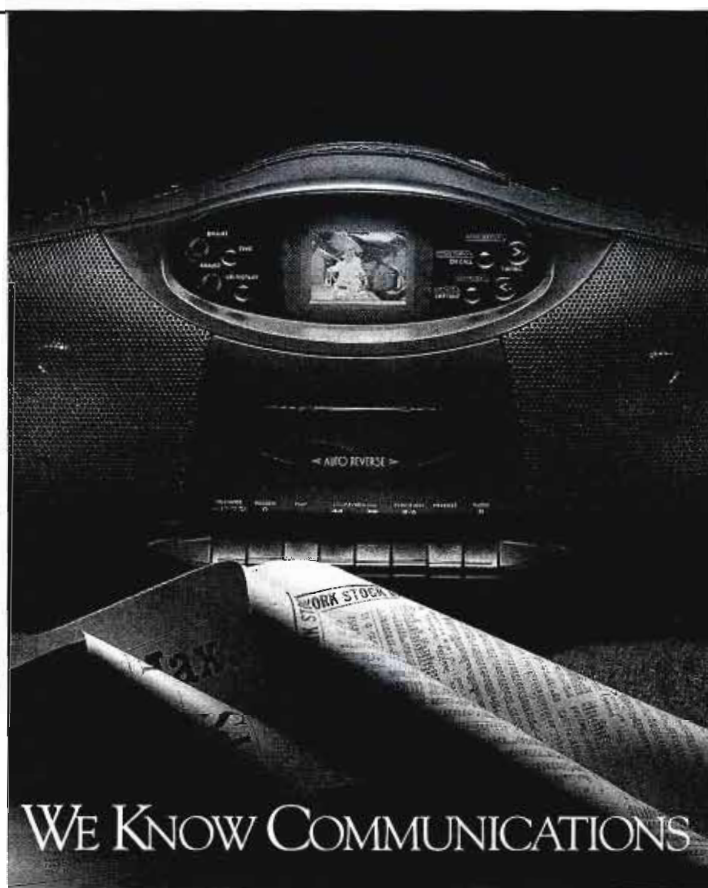
the FCC's EBS Checklist; the fact that state and local EBS are not mandatory, and the lack of information provided during actual emergencies.

"Many local emergencies go on for hours, if not days or weeks," Rudman said. "EBS often only supplies a brief burst of information after the alerting function has been accomplished."

Rudman also said the current FCC procedure is addressing the reliability of the alerting function but ignoring other issues. "The FCC overhaul of EBS alerting technology will not solve all of the problems of EBS," Rudman said. He cited additional issues, such as determining when public officials should request EBS activation.

Rudman also suggested the adoption of emergency priority levels ranging from providing advisories to the news media about upcoming events to a "news" category providing information the general public could use to deal with an emergency.

Addressing the proposed cable participation in the system, Meteo-Media's Patricia Lok added that Pelmorex Communications Inc. has



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C H I C A G O

Radio

Radio going the distance with digital

Exhibitors provide digital path to analog broadcast

By Chris McConnell

Television equipment makers were not the only ones looking to digitize everything in sight this year.

Companies at the NAB's radio exhibit arrived with new gear aimed at allowing radio stations to keep their sound digital as long as possible before releasing it to the analog world of radio waves.

That, the companies said, keeps the signal from deteriorating within a station as it travels from the CD player to the transmitting tower.

Harris Allied boasted a new input device for its digital FM exciter. The device, Harris said, will allow broadcasters to complete a digital chain from studio source equipment through the transmitter. The company's AES/EBU input is available now for analog inputs and will be available in June for digital inputs, the company said. The device will sell for \$9,990.

"A lot of stations are partially digi-

tized anyway," said Geoffrey Mendenhall, vice president and radio RF product line manager for Harris Allied. "Now they can go all-digital." Mendenhall also noted that the digital signals allow station operators to maintain a stable signal while they are delivering sound to the transmitting tower.

His company introduced the digital exciter as part of an "all digital" FM station it demonstrated at the convention.

One potential danger in going "all digital," added broadcast engineering consultant Steven Franko, is attempting to send signals through different machines using differing compression algorithms. "This is a concern," Franko said. "We're getting all these different pieces of equipment that need to be married."

Other new products at the radio exhibit included a digital cart machine, Digital Delivery System, from Radio Systems Inc. The compa-

ny's machine can simultaneously air spots and record and perform other functions. It will list for \$15,850, the company said.

Additionally, San Francisco-based TMX Network rolled out a new system for delivering spots and other material to radio stations via satellite. The company, a joint venture of Media Fax and TransMedia, will uplink commercials to the Satcom C5 satellite for real-time delivery to stations. TMX will use uplink facilities of IDB Communications Group to deliver the material to the satellite.

The advantage of the service, said TMX partner Douglas McVickar, will be time savings. McVickar said phone-based spot delivery systems can take as long as 20 minutes to deliver a 60-second spot.

TMX also plans to deliver other material, such as syndicated programming and news, via the satellite system. The company is rolling out its service to radio stations in San Francisco. ■

How to position radio stations

Create own identity, don't just bash the competition

By Jim Cooper

Casting off the "run-down-the-competition mentality" of many radio marketers as misguided, radio researcher Lew Dickey Jr. said last week that marketing to consumers is the best way for stations to establish an identity.

Speaking at the NAB convention, Dickey, president and founder of Toldeo, Ohio-based Stratford Research, said stations can brand themselves as "hip" with their audience, a tactic he says will take stations further than positioning against the competition.

"We've become competitor-focused rather than consumer-focused," he says. That warfare mentality can

actually make stations worse off. Driving down advertising rates or cutting inventory prices to compete against each other, stations mutually slash their margins, says Dickey. In a more productive marketing agenda, Dickey says, stations should strive to brand themselves above an increasingly crowded marketplace by talking to the consumer.

"It is difficult to compete as a generic station," says Dickey. Stations that use bland or ultra-obnoxious billboards and television commercials fail to make people feel better about themselves and therefore fail to capture loyal listeners. Radio stations are consumer products, and "stations must compete as brands as well," he says.

Dickey mentioned products such as Coke and Nike that consumers buy not because of basic ingredients or materials, but because of the attitude they convey. Radio stations also must convey an attitude to get the long-term attention of their target listeners, he says. However, branding a radio station is more difficult because, in Dickey's opinion, listeners don't think about their radio usage, and they switch stations often. "We assume too much about how our consumers use our product," says Dickey.

Radio listeners evaluate stations in the context of all consumer products, and having a brand identity is the key positioning tool, says Dickey, adding that the average person sees 1,500 advertising messages daily, and if the ad doesn't make a firm impression, brand identity will not occur.

"You have to create a mass market franchise that is practically invincible to competitive attack," he says. ■

Radio group heads talk business

Duopolies, corporate culture and management incentives are topics in Las Vegas

By Geoffrey Foisie

The challenges of duopolies, corporate culture and management incentives were among the topics explored at a meeting of radio group heads last week at the NAB meeting in Las Vegas.

Randall Odeneal, general partner, Sconnix Broadcasting Partners, described radio as the bikepath on the superhighway. "Not a bad place to be; you don't have to worry about getting run over." He said that research shows that among younger demographics time spent listening is still "very good. That gives me a lot of confidence." Odeneal said that radio in the future likely will employ far fewer people and be technically far more efficient.

One reason for reduced employment is duopolies, a subject addressed at length by the panel, which was moderated by Sandusky Radio's Norman Rau.

Bruce Reese of Bonneville International Corp. said he viewed duopolies as a way for a broadcaster to get more spectrum. Jeff Trumper of Trumper Communications said that duopolies

have transformed Charlotte, N.C., from one of the "worst" radio markets in the country to one of the best. "It's been good to us. Five owners now control over 90% of the revenue. We all know now we aren't cheating on the pricing of inventory."

Odeneal said duopolies could be used either offensively or defensively. In one market, Sconnix was worried about competition to its country formatted station, so it used a second station in the market as a low-maintenance country station with a satellite-fed format. But a competitor attacked the country format anyway. Odeneal said Sconnix has responded by formatting its second country station to skew younger. "The value in duopoly is that we could make the [ratings] hold available to a competitor smaller."

Odeneal said that using a second station to protect an existing station is "the lowest possible form of utility. I feel more comfortable if there is a similarity but not an overlap." Some of those commenting agreed duopoly has put more stations in the hands of better broadcasters.

■ "Implementing management cul-

ture" was another topic discussed. After buying a station, it is easier to make changes if the station is losing money than if it is profitable, said Trumper.

■ Marie Rivers, of Dee Rivers Stations, said she tries to create competition among her stations' managers "on a casual friendly basis."

■ Reese said Bonneville has developed a corporate "mission" statement: "We hold managers strictly accountable but give them a lot of authority."

■ In addressing the advantages to being part of a large group, Odeneal said that financing was more readily available to large groups, adding that, as a rule, it may take another year or two before banks start lending to smaller operations. He also said that larger groups have the advantage of a larger talent pool, noting that 60% of his company's promotions come from within. A third advantage he cited was that of having managers at different stations swap ideas and expertise.

Trumper said that finding new talent is not difficult. "A lot of people in our industry are out of work—that is the sad thing about duopoly." ■

Slow but steady on RBDS

Winning acceptance of the Radio Broadcast Data System has been an uphill battle. About 100 stations now have the encoder used to implant the signal in their subcarriers, and probably fewer than 10,000 receivers are in the hands of consumers.

Those commenting at the NAB convention indicated that the slow growth was to some extent a chicken-and-egg problem. Stations may be hesitant to put effort into RBDS, since so few consumers have receivers. Consumers, on the other hand, are largely unaware of the service, which may not even be carried in their market.

To break the deadlock, Denon Electronics and the Electronic Industries Association have each started programs to "seed" stations with the encoder. Denon hopes to barter encoders in exchange for free advertising time on stations in New York, Los Angeles, San Francisco and San Diego. EIA's program calls for lending encoders to stations on a trial basis.

Thomas D. Mock, the EIA's director of engineering, expects the number of stations carrying encoders to at least triple within a year. The number of stations currently with encoders is roughly double that of a year ago.

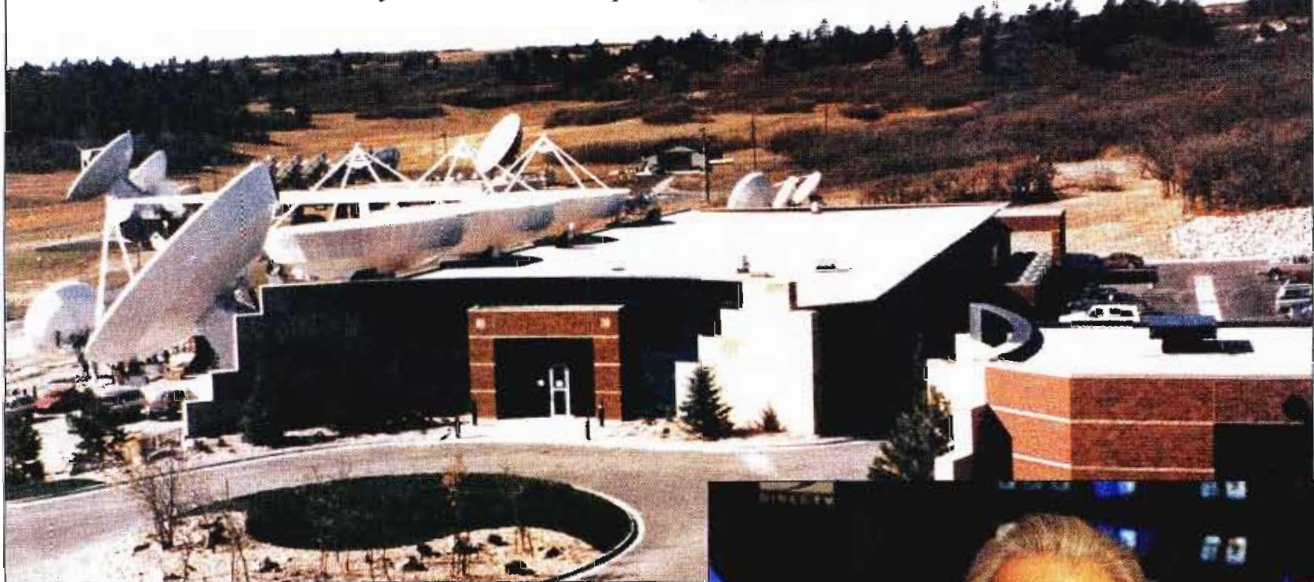
Putting RBDS receivers in the hands of consumers will take longer. Hideo Kushida, Denon vice president, product planning and sales administration, said that the company has sold roughly 1,000 home RBDS-capable units and about 2,000 car units. Denon, said Mock, was the first manufacturer with a consumer RBDS product.

Among the encouraging signs for wider receiver distribution, said Mock, is that next month Delco will offer RBDS receivers as an option on all new GM cars. Other manufacturers, such as Philips and Panasonic, he added, have begun offering RBDS products.

Essentially, RBDS uses the subcarrier to communicate with the receiver. The information received by the receiver can then be used for a variety of purposes. The receiver can display on an LCD screen the call letters and format of the station. A consumer, said Benjamin Dean of Denon, could automatically have the radio switched to another station carrying a traffic update. A radio network could use it to hand off the listener's receiver from one affiliate to another as the listener drove across country. "Yes, it has been slow moving," said Mock, "but there have been no setbacks." —GF

Dishing up full-power DBS

DIRECTV President Eddy Hartenstein is poised to deliver a new breed of television



DIRECTV's Castle Rock, Colo., control center

By Rich Brown

This is probably the single most complex television start-up in history," says DIRECTV President Eddy Hartenstein.

With just 34 days before the planned May 1 launch of high-power direct-broadcast satellite service in the U.S., there are many details to be worked out. The home receiving equipment from RCA works just fine, says Hartenstein, but the operations—the 13 major software systems that control programing, trafficking, scheduling, billing and the like—are another story.

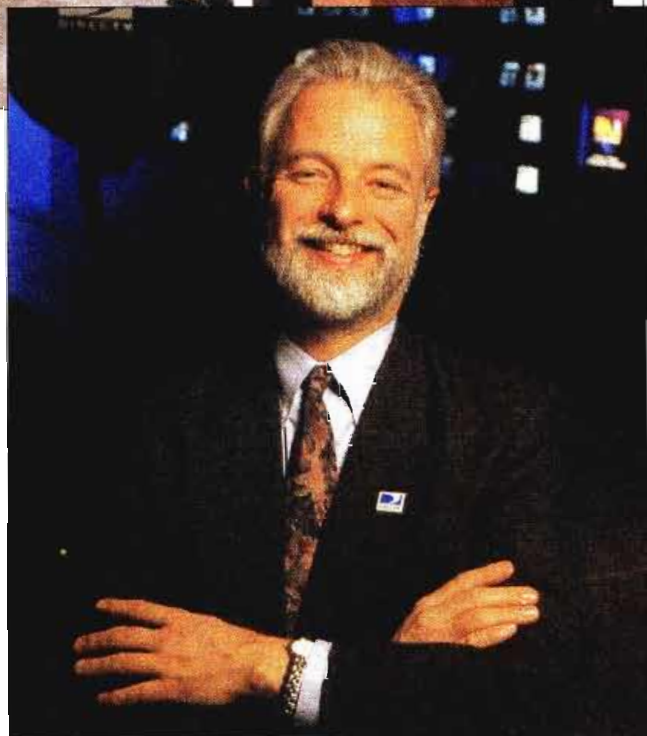
That's not the only hurdle. DIRECTV is facing an increasingly competitive challenge from existing C-band and Ku-band companies that are not about to roll over and let DIRECTV take their stake in the satellite-to-home business. And there are still programing hurdles as DIRECTV executives try to lock up the pay-per-view sports packages that will take up 30 channels of the roughly 130-channel service.

GM-Hughes Electronics has earmarked \$750 million for its DBS gamble. The company already has launched the DBS satellite that will deliver its DIRECTV programing. The company also has signed another program supplier, United States Satellite Broadcasting, which will deliver a

complementary package of program services via the Hughes bird. Now it's just a matter of working out these details. The launch of service to paying customers already has been delayed by a month.

"It's more than just making sure the boxes work," says Hartenstein. "It's very dull and boring things, such as the billing system and the remittance-processing system and how we post checks and how we process automatic billing through credit card clearinghouses. There is an incredible amount of detail work that we need to do and make sure is working correctly before we turn this on-line and generate revenues."

Technical considerations aside, another factor complicating the launch is trying to gauge consumer interest and willingness to pay for the



Eddy Hartenstein looks confidently toward DBS's future

new technology. At least initially, customers wishing to receive DBS programing from DIRECTV likely will have to pay at least \$700 for an 18-inch home dish and receiving equipment plus an additional installation charge and a monthly subscription fee.

To further complicate the launch, some competitors are making news of their own. Major TVRO company Echosphere Corp., which is eyeing a piece of the DBS business, has just filed a debt offering said to be in the area of \$350 million.

And Primestar Partners, a DBS

COVER STORY

"To the extent that there is a competitive alternative out there, I think consumers will vote with the pocketbook as to what system they might want."

company that has kept a relatively low profile in its three years of operation, earlier this month secured as much as \$565 million in financing for a planned technological upgrade. The funding will enable the DBS service to launch a significantly more powerful satellite when its existing bird expires in late 1996. The new satellite will, among other things, be able to deliver more channels of programming through smaller home-receiving dishes.

Primestar this month also has embarked on a \$250 million switch from analog to digital technology. The switch is important to Primestar because it enables the company to expand its program offerings. Primestar now offers 37 channels to its 70,000 subscribers that have switched to digital receivers, and the company plans to expand to 77 by midyear.

DIRECTV and USSB executives are characterizing Primestar, which is partly owned by some of the nation's top multiple system cable operators, as something of a gadfly. At a Satellite Broadcasting and Communications Association meeting earlier this month in New York, USSB Chairman/CEO Stanley S. Hubbard said that the purpose of Primestar was "to throw real DBS off track and confuse the marketplace."

"I'm not trying to say anything sinister here, but I don't think they really want to see DIRECTV succeed," says Hartenstein. Nevertheless, he adds, "I'm not concerned about Primestar."

Nor is Hartenstein concerned about would-be DBS operators that, he says, are not likely to have service available until roughly three years after the launch of DIRECTV.

"We have accounted for and assumed that we would not be alone," says Hartenstein. "We have also assumed that there are significant differences in what people want, in terms of program offerings and, frankly, aesthetics."

Hartenstein and his colleagues at USSB are quick to point out the difference in dish size between their 18-inch model and the 36- to 40-inch models used to receive Primestar pro-

gramming. USSB's Hubbard says his company's research shows that women in particular do not want a dish larger than 24 inches in their yard. Hartenstein says another advantage over Primestar is DIRECTV's bigger lineup of program offerings (see chart).

Primestar President/CEO John Cusick counters that one of his company's major advantages over DIRECTV and USSB is price. Primestar customers do not pay for their DBS home receiving equipment. Rather, they pay an installation fee of

\$100-\$200 plus a monthly fee of \$25-\$34 for a basic package of programming. Cusick says consumers will balk at paying for DBS equipment when they can pay just a nominal installation fee and be equipped with a Primestar receiving dish.

"To the extent that there is a competitive alternative out there, I think consumers will vote with the pocketbook as to what system they might want," says Hartenstein.

Hartenstein says an important difference between Primestar and DIRECTV is that Primestar, which is

Now playing

Top movies via satellite when you want to see them. That's DIRECTV's pitch for the near-video-on-demand service it will be offering its DBS subscribers along with an array of basic and pay services.

But it's a pitch that's already been heard. For the past four years, TVN Entertainment Corp. of Burbank, Calif., has been offering 10 channels of pay-per-view movies to owners of backyard earth stations via Telstar 303, one of AT&T's C-band satellites. According to President and CEO Stuart Levin, dish owners pay a \$19.95 "registration fee" for the privilege of ordering movies for \$3.99 each. Levin declined to provide buy rates or revenues. If DIRECTV's service with start times every 15 minutes or half hour is near video-on-demand, TVN's is "nearly near video on demand."

TVN dedicates eight channels for its TheatreVision service, continuously repeating a single movie on each channel. That produces a start time about every two hours for each film. TVN's two other PPV channels contain a mix of movies, offered with start times every two hours.

TVN has beaten DIRECTV to the NFL ball. It announced two weeks ago an agreement with the NFL to distribute 12 games each Sunday to dish owners. To do the job, TVN will have to pre-empt its movies on eight channels, but only for the 17 weeks of the football season.

And TVN is now looking for cable distribution, positioning itself as a way for systems to respond to the competitive threat posed by DIRECTV's near-video-on-demand service. Levin says TVN has a lot to offer a cable system, including order taking, billing and customer service, through a deal with Electronic Data Systems. Cable subscribers will be able to order PPV movies in a convenient and easy way, Levin says. And referring to DIRECTV's home reception equipment, he adds, "you won't have to spend \$1,000."

—HAJ



Stuart Levin, president & CEO TVN

If sales efforts go according to plan, Hartenstein expects to reach DIRECTV's breakeven point of 3 million subscribers by late 1996 or early 1997. By 2000, he says, that number should climb to 10 million.

being pitched as more of a complement than a competitor to cable, will not be targeting urban customers. DIRECTV, in its quest to capture at least 3% of U.S. TV households, will be targeting rural and urban homes as well as cable and non-cable homes.

But don't look for DIRECTV to openly trash cable systems in its bid to woo current and would-be cable subscribers. Although Hartenstein says it is "premature" to discuss specific advertising tactics, it doesn't sound as if DIRECTV's approach will mirror the sort of bare-knuckle marketing practiced by some wireless cable operators. He says he shies away from campaigns such as those in New York City, where wireless cable operator Liberty Cable has taken out newspaper ads inviting customers to switch from cable to wireless cable to help break the "cable monopoly."

"I don't believe in bad-mouthing competition," says Hartenstein. "I just think that is not a good way to sell."

DIRECTV, in its advertising, will emphasize what Hartenstein says are three characteristics that differentiate its DBS digital service from cable: improved signal quality, a greater diversity of program offerings and a relatively low cost for that more diverse program lineup. He says DIRECTV hopes the message will get to cable subscribers through national television spots. DIRECTV marketing plans also will include other media, such as direct mail, that will target specific groups—videophiles and consumers in underserved TV markets, for example—with a high likelihood of adopting the technology. The \$50 million ad campaign kicks off in the fall.

If sales efforts go according to plan, Hartenstein expects to reach

DIRECTV's breakeven point of 3 million subscribers by late 1996 or early 1997. By 2000, he says, that number should climb to 10 million.

DBS subscriptions likely will accelerate as the price of the receiving equipment comes down, says Hartenstein. And the price of the receiving equipment will come down "dramatically" as more manufacturers get involved and more units are sold, he says. RCA, which has an exclusive deal to manufacture the first million receiving units, is expected to be able to produce 100,000 units per month by this fall. Sony will enter the marketplace after 1 million RCA units have been ordered, and other equipment suppliers are expected to follow.

Both the DBS equipment and the programming will be sold through TVRO dealers and retailers. For the launch, deals are in place with 2,000 TVRO dealers and 1,000 electronics outlets, including Sears and Circuit City. Another 2,000 outlets, including Ward's and Best Buy stores, are signed to begin selling the service in the fall. The goal is to have 8,000 retailers on board by the end of 1995, says Hartenstein.

"We might have a slightly more rural skew in the first year, and that's because, among our retail distribution points, we expect to have a bigger portion of the sales made through the TVRO dealer side than the consumer electronics side," says Hartenstein.

The high-power DBS services initially will be sold in five markets. Hartenstein won't confirm those markets, but they are believed to be Albuquerque; Jackson, Miss.; Tulsa, Little Rock and Shreveport, La. By mid-June, the company's marketing efforts will be expanded to seven states. The national marketing rollout will follow in the fall.

One sizable roadblock in DIRECTV's distribution plan continues to be Canada. The Canadian press has dubbed the DBS satellite "Death Star," and there is some perception that the service could pose a threat to Canadian broadcasting. Nevertheless, DIRECTV continues to talk with potential Canadian partners, and Hartenstein says he hopes to have a license in hand by year's end. Canada represents a potential 10 million additional households, roughly 85% of them situated just north of the U.S. border.

If another hurdle remains for high-power DBS, it might be the technology's inability to offer some of the interactive functions—such as two-way full-motion video—that are being promised by cable companies embarking on the electronic superhighway. Hartenstein says DIRECTV has the potential to offer various interactive services and has reserved a lot of bandwidth to decide what applications it might offer in the future, but there is no rush.

For example, he says, DIRECTV could offer the same type of video-on-demand service being promised by cable system operators and telephone companies. But that would require a much more sophisticated set-top box, which would enable customers to start pay-per-view movies at any time during the day.

"Will the consumer pay for that?" asks Hartenstein. He says DIRECTV is not about to join the "hypemeisters" who carry on about the electronic superhighway.

"It's not at all clear that the market demand is anywhere near what the advertised capabilities are," says Hartenstein. "As a socialization process, people are just not ready to balance their checkbooks and order pizza through their television sets." ■

TARGETING THE SATELLITE-TO-HOME MARKET

	PROGRAMING PACKAGE	OVERVIEW
C-band	A wide variety of unscrambled programming—about 75 channels—is available at no extra cost to anyone who owns a receiving dish. Many packages of scrambled programming are available from a variety of companies and typically carry a \$22-\$23 monthly basic subscription cost. Among the many packages offered: Showtime Satellite Networks, \$29.55 monthly, includes Showtime multiplex, The Movie Channel, Flix, Prime, Comedy, MTV, TNN, ESPN2, A&E, USA, TWC, Bravo, CMT, TBS, AMC, WWOR, All News Channel, Lifetime, WSBK, TDC, Cartoon, Family, Flix, KTLA, Nickelodeon and others; National Programming Service, \$18.95 monthly; Family Pak, one of company's offerings, includes 34 channels, such as Nickelodeon, Encore, CNBC, VH-1, MTV, Lifetime, CMT, Bravo, HLN, TCM, Prime, Family, TWC, TBS, TNT and ESPN2. Showtime/The Movie Channel or HBO/Cinemax combos may be added for \$15 each.	More than 3.6 million households in the U.S. now receive TV programming via 7-10-foot-wide C-band dishes, according to Satellite Business News; 1.7 million of those are equipped with decoders that enable users to receive pay TV services. A dish, with installation, usually costs \$1,700-\$1,800.
Medium-Power Ku-band DBS	PRIMESTAR® Basic—\$25-\$35 monthly (price set locally) Includes C-SPAN, CNN, HLN, Prevue Guide, TNT, TBS, TDC, TLC, USA, FAM, Cartoon, TNN, CMT and often Disney Channel and 6 digital audio. Multiplex HBO and Cinemax usually cost extra \$9.95 each. Multiplex Encore usually extra \$3.95-\$5.95. Three channels of PPV movies cost \$3.95-\$4.95 per title. Future Basic—\$25-\$35 monthly (set locally) By midyear, Primestar's package will expand to include 15 regional sports networks, A&E, Sci-Fi, Lifetime, TCM, CNNI, Prime Sports Network (local dealers will have option of offering those services as bonuses or using them to create tiered pricing). PPV offerings will expand to 10 channels.	Debuted in late 1990 in 40 markets and rolled out nationally in July 1991. Primestar, currently provides service to 70,000 customers, has just switched to digital compression and plans to move to a stronger satellite. Primestar is owned by subsidiaries of GE American Communications and 6 large cable system owners: Comcast, Cox, Continental, Newhouse, TCI and Time Warner. Customers do not own receiving equipment but do pay installation cost of \$100-\$200.
High-Power Ku-band DBS	DIRECTV Personal Choice I—\$21.95 monthly Includes A&E, CNBC, ESPN, TBS, TNN, C-SPAN, CNN, TLC, Sci-Fi, TNT, Court, Cartoon, TDC, CMT, EI, TWC, HLN, TCM, USA, FAM, Disney, Encore and Bloomberg Direct (new financial news channel). Also includes one \$3.95 PPV credit per month and a PPV preview channel. Personal Choice II—\$21.95 monthly (Available when 2nd DBS satellite is launched in fall 1994) Includes CNN, ESPN, Cartoon, TNN, TRIO, TCM, USA, TBS, TNT, C-SPAN, HLN, TDC and Bloomberg. Also includes 7 multiplex channels from Encore or 10 of the more than 20 remaining services, including A&E, CMT, CNNI, EI, FAM, Sci-Fi, Travel, C-SPAN2, CNBC, Court, Newsworld Intl., TLC, TWC and others to be announced. Also provided at no extra cost are Disney (east and west), 30 digital audio channels from Digital Cable Radio, the PPV preview channel and one \$3.95 PPV credit each month. Total Choice—\$29.95 monthly (Also available upon launch of 2nd satellite) Includes all of the Personal Choice selections plus the 7-channel Encore multiplex, Disney (east and west), the DCR channels and two \$3.95 PPV credits per month. Note: PPV movies for all DIRECTV packages will be \$1.95-\$3.95 per title. Other PPV pricing, including sports, TBA. USSB Basic—\$7.95 monthly Includes MTV, VH-1, Nickelodeon, Nick at Nite, All News Channel, Comedy Central and Lifetime. Showtime Plus—\$23.95 monthly Basic plus 3-channel multiplex of Showtime, The Movie Channel and Flix. HBO Plus—\$24.95 monthly Basic plus 5-channel HBO multiplex and 3-channel Cinemax multiplex. Premium Plus—\$34.95 monthly Basic with Showtime Plus and HBO Plus. USSB will offer Premium Plus free for one month.	Beginning next month, the first paying customers for high-power DBS expected to come on board. Eventually, households will be able to receive more than 150 channels via 18-inch home dishes, including about 40 channels of PPV movies and 30 channels of PPV sports. More than 20 channels will come from USSB, the Minneapolis company launched by terrestrial broadcast pioneer Hubbard Broadcasting. The remainder of the channels will come from DIRECTV, a unit of GM Hughes Electronics. Hughes Space and Communications Group owns the satellites that transmit DIRECTV and USSB. Home receiving equipment starts at a cost to the consumer of about \$700.

DIRECTV's all-digital domain

Company is opening \$100 million state-of-the-art facility in Colorado



By Chris McConnell

With one direct-broadcast satellite orbiting and another on deck, DIRECTV Inc. this month will cut the ribbon on what it says is the first fully digital broadcast facility.

Stocked with an abundance of digital broadcasting equipment, the Castle Rock Broadcast Center will uplink programing and information from Castle Rock, Colo., to the DBS-1 satellite. The center also will send programing to the DBS-2 bird when it is launched later this year. Hughes's two satellites will retransmit the programing—largely cable TV fare—to DIRECTV's subscribers.

The \$100 million, 55,000 square-foot center can process and transmit as many as 216 video and audio channels simultaneously, according to the company.

The two-story broadcast center holds roughly \$60 million worth of digital broadcast equipment from Sony, including more than 300 Sony digital Betacams. Most of the machines will be in the center's playback and record system. The system, which provides for automatic playback of movies and promotional material each day, includes 56 robotic

Flexicart systems housing 224 of the Betacams. The refrigerator-like Flexicarts are equipped with electric arms that load tapes into the Betacams.

Two 1,000-cassette Sony Library Management Systems will compile commercial and promotional messages for on-air playback.

Equipment from other vendors includes 56 Thomson/Compression Labs Inc. multichannel compression systems compatible with the Motion Picture Experts Group (MPEG-2) standard. News Datacom Ltd. is supplying the signal-encryption systems.

A scheduling system from Memex Software Inc. will provide taping and dubbing instructions to system operators as well as broadcast logs, commercial revenue information, programing guide schedules and a program library index.

Programing will reach the center via fiber, satellite and shipped videotapes. Plans call for most of the satellite-received programing to be digitized immediately, encrypted and uplinked to the satellites for delivery to DBS subscribers. Some of the programing will be recorded on digital Betacam videotape for later broadcast. A multiformat dubbing operation will create copies from house master

tapes for each broadcast day. Operators will compile promotional messages for playback using the digital Betacam machines.

Signals will travel within the broadcast center via a Sony digital routing switcher capable of carrying four audio signals with each video signal. A "conditional access management center" will monitor and authorize subscriber access to DIRECTV's pay-per-view events. The center will support as many as 100 million customers.

Once it goes on line, the center will operate 24 hours a day with a staff of roughly 150.

The ribbon-cutting ceremony will interrupt a series of beta tests taking place at the center. DIRECTV is uplinking test material to the DBS-1 bird from the broadcast center. Roughly 300 dishes are receiving the test broadcasts, a DIRECTV spokeswoman says.

To uplink the programing, the center will use 54 high-power satellite uplink transmitters. The facility also will carry four 13-meter transmitting antenna systems and six 6-meter C-band receive-only antennas.

The live transmissions, though, will have to wait for the availability of 18-inch receiver dishes to consumers. Plans call for first DSS shipments from Thomson Consumer Electronics to hit stores next month, and DIRECTV hopes to begin live transmission of its programing in late April or early May.

The March 31 open house will mark the end of a two-and-a-half-year process. Construction on the center began in August 1992 and was completed one year later. Equipment installation and certification ran from September 1993 to February 1994.

DIRECTV's partner on the DBS-1 satellite, meanwhile, expects its uplink center in Oakdale, Minn., to begin live uplinks in late April. The center will uplink an alternate array of cable channels to transponders owned by United States Satellite Broadcasting Inc. (USSB).

"Our uplink center is ready to go," a USSB spokesman says. Sony acted as the system integrator on the facility, although USSB did not go with the digital Betacam format. The USSB center houses receiving equipment from Wegener Communications and satellite-receive dishes from Antenna Technology. ■

Nick to spend \$30 million on kids

Cable network revamps its Nick Jr. lineup, including Henson Productions project

By Rich Brown

Run for cover, Big Bird. You're about to get slimed.

Faced with growing competition in the preschool category from the Public Broadcasting Service, The Discovery Channel and others, cable network Nickelodeon is embarking on a \$30 million revamp of its 9 a.m.-2 p.m. "Nick Jr." daytime lineup.

As part of the revamp, Nickelodeon will work with Jim Henson Productions to develop 40 two-minute vignettes featuring original characters with spin-off series potential.

Nickelodeon has seen its ratings soar among 6-to-11-year-olds with offbeat cartoons like *Ren & Stimpy* and wild game shows that dump green slime on contestants. But its preschool ratings for gentler daytime fare, such as *David the Gnome*, have dipped in recent years.

Meanwhile, PBS has come on strong with top-rated preschool shows such as *Barney and Friends*, *Shining Time Station* and *Sesame Street*. The Discovery Channel has been running its own block of preschool programming, "Ready, Set, Learn," and Fox Broadcasting has expressed interest in moving into the category.

Nickelodeon head Geraldine Laybourne says Nickelodeon does not necessarily focus on the competition when developing its programming strategies. But Nickelodeon is aware of its preschool ratings decline and wants to strengthen its franchise, she says. The preschool category is also of growing interest to advertisers, says Laybourne.

Preschool programming was not always an easy sell to advertisers, says Laybourne. But more and more agencies are recognizing the "extraordinary" influence that preschoolers can have on their parents, she says. Nick Jr. features four minutes of advertising per hour, one-half the commercial load of other Nickelodeon dayparts. Most advertising during the preschool block is for toys and cereal, says Laybourne.

Strengthening the programming block with new personalities might

also lead to new merchandising opportunities for the network, she says.

Nickelodeon's \$30 million commitment will add at least one hour of new, original programming to the preschool block each year for the next three years. Daily series debuting this fall will include *Gullah Gullah Island*, a live-action show about music and family, and *Allegra's Window*, a puppet show about a three-year-old girl. Laybourne says Nickelodeon plans to exchange some preschool programming with its fledgling overseas spin-off channel, Nick UK. The Nick Jr. block also will continue to telecast some acquired product, including Henson's *The Muppet Show* and *Muppet Babies*.

Grow, Learn and Play



Both join the schedule April 4.

Laybourne would not say whether the company would consider spinning off Nick Jr. into its own full-time network down the road. But she would say that MTV Networks wants "to keep an open mind" about future programming possibilities on the electronic superhighway. ■

CBS may exchange cleats for blades

New ice skating circuit pondered; sports and entertainment will split ex-NFL slot

By Steve McClellan

Although ABC and NBC have locked up key figure skating events, CBS Sports is determined to cash in on the nation's growing fascination with the sport.

CBS Sports is attempting to create a new series of figure skating competitions that would be part of its package of fourth-quarter Sunday afternoon offerings in the absence of Fox-bound National Football Conference games.

In addition to the new skating events the network is trying to package, CBS will add golf to the fourth-quarter lineup, including a new Ryder Cup-type event called the President's Cup, which would pit U.S. golfers against non-Europeans from Aus-

tralia, Japan and other countries.

Rick Gentile, senior vice president, production, CBS Sports, confirms the plans, but says the skating package is not yet finalized. He also says that the sports division is working under the assumption it will be programming roughly half of the 14 NFL Sundays.

The remaining Sundays during the football season will be programmed by CBS Entertainment, with "family oriented" movies and other programming.

Thanks to Shane Stant, figure skating has never been more popular. Stant's alleged whack to the knee of Olympic silver medalist Nancy Kerrigan helped catapult CBS Sports' Olympic coverage into the record books.

Hence CBS's effort to cash in on

viewer fascination with the sport. But the effort is complicated and there's plenty of competition from the other two networks. NBC has a deal in place with the International Skating Union for the World Figure Skating Championships.

ABC Sports just renewed its deal with the U.S. Figure Skating Association to provide coverage of a number of annual events, including the U.S. Figure Skating Championships, for the next several years.

CBS's Gentile says the network wants to package a series of four figure skating competitions. "I hesitate to call it by name, but it would be a world cup or grand prix-type of event," he says. Prize money would be awarded for each competition, and scoring would be cumulative throughout the series.

One of the issues CBS is still sorting out is who would be eligible among the skating ranks. Could Olympic skaters, for example, compete without giving up their amateur status? "We don't know that yet," Gentile responds. "There is so much uncertainty about who is eligible for what. The eligibility rules were

relaxed for the Olympics, and we'll be talking to the various governing bodies. Our position now is these will be open competitions not affecting amateur status."

The network is also considering continuing its new sports magazine in the fourth quarter. Scheduled to debut Sunday, April 17, *Eye on Sports* was originally set as a summer magazine, leaving the air in August. But it may be used to pack-

age the figure skating and other events, says Gentile. However, "sports-specific" events such as basketball and golf would continue to stand alone.

"The thrust of *Eye on Sports* is it gives us a live New York studio presence," says Gentile. "That gives us the opportunity to do different things, live package different events, do live interviews and athlete profiles and cover breaking news." ■

WFLD-TV gets Seinfeld

An aggressive bid by Fox's O&O WFLD-TV Chicago last week prevented Tribune Broadcasting from sweeping the top three markets for Columbia TriStar Television Distribution's *Seinfeld*. WFLD-TV's bid, which beat out Tribune's WGN-TV, was approximately \$85,000 per week, according to sources. The floor price had been set at \$65,000 per week, or \$110,000 per episode. The price for *Seinfeld* in Chicago topped the winning bid for Buena Vista's *Home Improvement*, which pulled in a reported \$125,000 an episode. Tribune submitted winning bids in New York three weeks ago and in Los Angeles March 18. In Los Angeles, Tribune's KTLA-TV paid approximately \$135,000 per week for the show, just over the \$130,000 floor price set by Columbia TriStar. In New York, Tribune's WPIX-TV won the rights to the show with a bid of \$140,000-\$150,000 per week. In acquiring *Seinfeld*, WFLD-TV has now bought the rights to the top three sitcoms. Earlier this year the station bought Buena Vista's *Home Improvement* and Twentieth Television's *The Simpsons*. —SC

SYNDICATION MARKETPLACE

Belafonte and Leach

Actress Shari Belafonte will join Robin Leach this fall as co-host of *Lifestyles with Robin Leach and Shari Belafonte*, the retitled *Lifestyles of the Rich and Famous*. Belafonte, star of ABC's *Hotel* and a model featured on more than 300 magazine covers, joins the Rysher Entertainment show in its 12th season. Rysher also announced that the show's production will be moved from New York to Los Angeles and that Jane Sparango will rejoin the series as producer. Sparango produced the show from 1990 to 1992 before supervising production of Rysher's canceled *Wavelength* teen talk show.

'Robocop' rolls

The two-hour premiere of Rysher Entertainment's weekly *Robocop: The Series* garnered a 6.2 rating and 11 share in 29 Nielsen metered markets for its March 18 debut, up 77% from the week-earlier share figure, and up 50% from the Febru-



ary sweeps figure. The show, which aired in 80%-85% of the country on 130 stations, delivered a 9.4/15 in the 8-10 p.m. slot on WWOR-TV New York, up 150% from the previous week's time period share and good enough to beat programming on CBS, Fox and NBC. In Los Angeles, the show earned a 10.3/18 on KCOP-TV, up 260% from the week-earlier share and good enough for second place behind KABC-TV. In Chicago, the show earned WPWR-TV a 5.4/9, up 350% over the previous week.

'Thunder' booms

Rysher's other new action hour, *Thunder in Paradise*, delivered a 6.7 rating/10 share in its March 21-22 debut in eight Nielsen metered markets. That was a 25% share increase over the stations' February 1994 time period performance. *Thunder* was impressive on KCOP-TV Los Angeles, where it garnered a 9.2 rating and 14 share on its March 22 debut at 8-10 p.m. That was up 250% from the pro basketball game that occupied the time period a week earlier.

'Journal' a go

King World Productions' *American Journal* news magazine strip has been renewed in more than 70% of the country and is a firm go for the 1994-95 second season. The show has been renewed by WCBS-TV New York and KCAL-TV Los Angeles and by stations in all other top-10 markets.

Intersport tackles first-run

By David Tobenkin

Intersport Television has entered the first-run syndication market with several sports and sports-related specials.

The Chicago-based company already has syndicated two shows, *The Arête Awards for Courage in Sports* and *Dorothy Hamill's Gold Medal Preview*, and has four others scheduled during the next year, says Tony Dwyer, Intersport's VP of program distribution, who joined the company in July to head the syndication push.

The syndication effort is a step

Speaking out on violence

The broadcasting and cable industries are responding to concerns about excessive media violence but are limited by viewer programming preferences and artists' First Amendment rights, speakers on media violence told an audience of health-care professionals in Los Angeles last week.

Attempts to limit violent programming on cable are hampered by the fact that violent movies still garner the highest ratings, said McAdory Lipscomb Jr., executive vice president and general manager of Showtime Event Television. He pointed to the cable industry's Voices Against Violence campaign—which calls for a cable violence ratings system, viewer-discretion technology and an industry-appointed but independent monitor—as evidence that the industry is responding.

Television has addressed the problem by drastically reducing the number of violent programs on the air, said CBS Vice President Beth Bressan. The number of violent shows on the networks in prime time has fallen from 28% of all shows several years ago to 8% this season, she said. —DT

Paramount signs two more

The Paramount Network signed two more affiliates last week, lining up KUST-TV San Diego and WFTE-TV Louisville, Ky., in the country's 24th and 49th markets, respectively. The signings bring to 33 the number of affiliates aligned with the new network, with 78% of the country cleared. The announcement of the new affiliates comes three weeks after Paramount announced five new stations. Warner Bros., also looking to become the fifth network, has not revealed any new affiliates since the end of last year, but a Warner Bros. spokeswoman said the company is planning to announce new sign-ups this week. —SC

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March 19, 1979-94

toward Intersport President Charles Besser's goal of diversifying Intersport's operations and capturing more of the revenue from the events it produces, Dwyer says.

The company recently produced its highest-profile project to date, a one-hour NBC-TV special, *Shattered Glory: The Tonya Harding/Nancy Kerrigan Story*, based on the Olympics' women's figure skating controversy. The show garnered a 7.5 rating/12 share on Feb. 20.

Other upcoming first-run syndication product from Intersport:

■ *The President's Fitness Challenge for Kids*, an hour special from the President's Council on Fitness and Sports. Directed at kids, it features gymnast Mary Lou Retton, "Home Alone" star Macauley Culkin and *Saved by the Bell* actors Mario Lopez and Mark Paul Gosselaar. The show is cleared in 84% of the country and will run April 16-May 15.

■ *Soccer Jam for Kids*, a series tied to the World Cup Soccer Tournament that explores youth soccer. The one-hour special and four half-hour episodes have been cleared on seven



The Museum of Broadcast Communications in Chicago took a look back at Edward R. Murrow's *See It Now* confrontation with Senator Joseph McCarthy on the 40th anniversary of the CBS broadcast. Among those gathered for the retrospective were Joseph Weshba, former *See It Now* field reporter and former 60 Minutes producer; Newton Minow, former FCC Chairman and now senior partner at Sidley & Austin; Red Quinlan, president, Mediatech, and founding museum member, and former *See It Now* producer and CBS news chief Fred Friendly.

major-market stations and will air in a June-July window.

■ Two one-hour specials on professional football: *Young Guns*, a profile of young playing talent to air in October-November, and *The Super Bowl Special*, tied to the January event. Dwyer said that many Fox affiliates

are licensing the programs to accompany the network's fall football debut.

■ *Courageous Kids*, four hour-long quarterly specials about youths who have overcome obstacles to achieve athletic success. The first show—still in development—will launch in fall 1994. ■

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HEAD ENDINGS

USA goes Latin

USA Networks will launch its Spanish-language Latin American spin-off service on April 29 with a premiere lineup featuring same-day telecasts of *Entertainment Tonight* and *Hard Copy* as well as feature movie "Kindergarten Cop." The network will feature USA's *Tuesday Night Fights* and many other popular movies and off-net series regularly seen on the U.S. version. The Latin American channel also will feature a seven-hour block of programming each Saturday night from USA Networks' Sci-Fi Channel.

Ready to shop

Cable MSOs Time Warner Cable and Continental Cablevision have agreed to carry "S," a home shopping network to be launched this fall by Minneapolis-based direct marketer and infomercial producer Fingerhut Companies. The service will focus on higher-ticket consumer goods, including housewares and electronics.

In the network pipeline

By Steve Coe

The networks have set their development slates, and producers with projects being looked at include Brandon Tartikoff, Jay Tarses, Ivan Reitman, John Sacret Young, Barry Kemp, Rob Reiner, Diane English and Steven Spielberg. Among the actors that have signed to star in the fall schedule hopefuls are Bill Cosby, Ralph Macchio, Martin Short, Phil Hartman, Gene Wilder, Jennifer Grey, Jamey Sheridan, Cheryl Ladd, Cybill Shepherd, Olympia Dukakis and Lorraine Bracco. Brandon Tartikoff, former chairman of NBC Entertainment has projects at CBS, Fox and NBC, and ABC Productions has a series under consideration at CBS. The following is a breakout of the networks' respective slates.

ABC

Comedies

Blue Skies; Bungalow 78 Productions; Barry Kemp (creator of *Coach*), Judd Pilot and John Peaslee executive producers.

Bringing Up Jack; ABC Productions; Mitchel Katlin and Nat Bernstein executive producers.

Cherry Street, South of Main; Roseanne and Tom Arnold's Wapello County Productions in association with Warner Bros. Television. Tom and Roseanne Arnold and Amy Sheridan executive producers.

Grownups; TriStar Television; Bob Brush (executive producer *The Wonder Years*) and Sy Rosen executive producers.

Life Happens; starring Kirk Cameron and Chelsea Noble; Warner Bros. Television; William Bickley, Michael Warren and Ross Brown executive producers.

Margaret Cho Show; Disney Television; Gary Jacobs, Gail Berman and Stu Sheslow executive producers.

On Our Own; Miller-Boyett Productions in association with Warner Bros. Television; Tom Miller, Bob Boyett and David Duclon executive producers.

Untitled Steve Harvey project, stars comedian Harvey; ABC Productions; Bob Myer executive producer.

Worlds Apart; Witt-Thomas Productions; Tony Thomas, Paul Junger Witt and Rob LaZebnick executive producers.

Dramas

Dark Eyes; Alliance Communications; Wayne Grigsby and Barbara Samuels executive producers.

Edgeville Extreme Team; Universal Television; Alan Barnette executive producer.

Intertron; Kushner-Locke Productions. *Kansas*; ABC Productions; Michelle

Ashford and Ken Olin executive producers.

Last Days of Russell; Twentieth Television; Warrington Hudlin executive producer.

The Marshall; Paramount Television; Dan Pyne, John Mankiewicz, Aaron Lipstadt and Don Johnson executive producers.

Matlock spin-off; Viacom Productions; Fred Silverman and Dean Hargrove executive producers.

McKenna; ABC Productions; Gil Grant executive producer.

Mystery Dance; starring Jane Curtin; Warner Bros. Television; Wendy Goldman and John Wells executive producers.

Time Well Spent; Columbia Television; Clyde Phillips executive producer.

Reality

Director's Cut; The Berkley Group; Phil Alden Robinson, Marsha Robertson and Mark Cowan executive producers.

Life's Funnier Than a Sitcom; Vin da Bona Productions; da Bona, Tom Moore and Phil Kellard executive producers.

New Ripley's Believe It or Not; ZM Productions; George Zaloom, Jay Dubin and Paul Zaloom executive producers.

CBS

Comedies

Ask Rita; starring Rita Rudner; Columbia Television; Rudner and Martin Bergman executive producers.

The Canterbury's Tales; Castle Rock Productions in association with Silly Robin Productions; Rob Reiner and Alan Zweibel executive producers.

Cybill; stars Cybill Shepherd; Carsey-Werner; Jay Daniel executive producer.

Dudley; stars Dudley Moore; Witt-Thomas Productions in association with Warner Bros; Paul Witt, Tony Thomas and David Landesberg executive producers.

Faith; stars Faith Prince and Wendy Malick; Infront Production in association with TriStar Television; Danny Jacobson and Jeffrey Lane executive producers.

Olympia Dukakis and Lorraine Bracco project; starring Dukakis and Bracco; Storyline Productions in association with Twentieth Television; Craig Zadan and Neil Meron executive producers.

Galaxy Beat; science-fiction comedy from HBO Independent Productions; Alan Spencer executive producer.

Lickety-Split; Shukovsky English Productions; Diane English, Joel Shukovsky and Stephen Nathan executive producers.

Not My Three Sons; ABC Productions; Mathew Carlson executive producer.

The Wind Beneath My Wings (working

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title); CBS Entertainment Productions; Pam Veasey executive producer.

Dramas

Carrick O'Quinn; starring Don Michael Paul and Cecilia Peck; Cannell Entertainment; Stephen J. Cannell and Bill Russ executive producers.

The Gray Area; CBS Entertainment Productions in association with Bregman/Baer Productions; Michael Bregman, Martin Bregman and Bo Dietl executive producers.

David E. Kelley project; David E. Kelley Productions in association with Twentieth Television; Kelley is creator and executive producer.

Keys; starring Marg Helgenberger; ABC Productions; John Sacret Young creator and executive producer.

One West Waikiki; stars Cheryl Ladd; Rysher Entertainment; Glen Larson executive producer.

Rose City; stars Karen Sillas; Lakeside Productions in association with Warner Bros.; Jacqueline Zambrano creator and executive producer.

Sherwood's Travels; stars Jamey Sheridan; Brand/Falsey Productions, Ron Koslow Films in association with Warner Bros.; Ron Koslow, Joshua Brand and John Falsey executive producers.

Taking Liberty; stars David Ogden Stiers and Sophie Ward; Trilogy Entertainment Group; John Watson, Richard Lewis and Pen Densham executive producers.

Under One Roof (working title); CBS Entertainment Productions in association with The Thomas Carter Company; Thomas Carter executive producer.

The Wright Verdicts; Universal Television; Dick Wolf executive producer.

XXX's & OOO's; Brandon Tartikoff's Moving Target Productions and John Wilder's Nightwatch Productions; Tartikoff and Wilder executive producers.

FOX

Comedies

Bulpen; Walt Disney Television; Jeff Martin and Kevin Curran executive producers.

Carlos; stars Carlos Mencia; HBO Independent Productions; Howard Meyers and Marco Pennette executive producers.

Face Value; Twentieth Television; Pam Norris and Paul Clay executive producers.

Get Smart; reunites Don Adams and Barbara Feldon; HBO Independent Productions; Michael DiGaetano and Lawrence Gay executive producers.

Kauffman, Crane & Bright project; Warner Bros. Television; Marta Kauffman, David Crane and Kevin Bright executive producers.

Harvey Berger, Salesman; stars Lewis Black; Brillstein-Grey Productions; Jay Tarses executive producer.

Hollywood Wash; TriStar Television; Al Haymon executive producer.

House of Buggin'; stars John Leguizamo; HBO Independent Productions; Michael Bregman and Leguizamo executive producers.

Howe High; Walt Disney Television;

Ron Leavitt and Arthur Silver executive producers.

Jonathan; stars Jonathan Solomon; Warner Bros.; Roberto Benabib and Karl Fink executive producers.

LAX 2194; stars Terry Kiser; Universal Television; Barry Kemp and Ken Estin executive producers.

Lisa Ann Walter; Columbia Television; Shawn Shepps and Paul Stupin executive producers.

Metropolitan Hospital; Ivan Reitman Productions in association with Universal Television; Reitman and Brian Levant executive producers.

Pearl's Kitchen; stars comedian Bernie Mac; Brillstein-Grey Productions and TriStar Television; Ralph Farquhar and Stan Lathan executive producers.

Platypus Man; stars Richard Jeni; Paramount Network Television; Mort Nathan and Barry Fanaro executive producers.

Sammy and Friends; Twentieth Television; Sam Henry Kass and Laurie David executive producers.

T.V. Guys; The Stuffed Dog Company in association with Brandon Tartikoff's Moving Target Productions; Tartikoff and Andy and Susan Borowitz executive producers.

Wild Oats; Twentieth Television; Lon Diamond executive producer.

Dramas

Avenging Angels; Lori Singer; Sacret Inc. in association with Rysher Entertainment; John Sacret Young executive producer.

Fortune Hunter; Columbia Television; Paul Stupin executive producer.

The Great Defender; Warner Bros. Television; George Schenck, Frank Cardea and Frank Renzulli executive producers.

Mantis; Universal Television; project has been given series commitment from Fox for fall; Sam Raimi, Sam Hamm and Bryce Zabel executive producers.

Medicine Ball; Crystal Beach Productions in association with Warner Bros.; Robert Lieberman, John Sakmar and Kerry Lenhart executive producers.

Party of Five; Columbia Television; Chris Keyser and Amy Lippman executive producers.

Sliders; Universal Television; John Landis, Robert Weiss and Tracy Torme executive producers.

Uptown Undercover; from Wolf Films and Uptown Records in association with Universal Television; Dick Wolf, Andre Hurrell and Alonzo Brown executive producers.

Wilde Life; Twentieth Television; Steven Long Mitchell and Craig Van Sickle executive producers.

NBC

Comedies

Behind the Eight Ball; TriStar Television; Danny Arnold executive producer.

Best Friends; NBC Productions; James Burrows executive producer.

Big Daddy's Barbeque; stars Jeff Wayne; Universal Television; Barry Kemp executive producer.

Close to Home; Witt-Thomas Productions; Paul Junger Witt and Tony Thomas executive producers.

A Dad's Life; Witt-Thomas Productions; Paul Junger Witt and Tony Thomas executive producers.

Duane Martin project; NBC Productions in association with Columbia Television.

Friends Like Us; Warner Bros. Television and Bright/Kauffman/Crane Productions; Kevin Bright, David Crane and Marta Kauffman executive producers.

The Gene Wilder Show; stars Gene Wilder and Jennifer Grey; Warner Bros. Television.

Homecoming Queen; Witt-Thomas Productions; Paul Junger Witt and Tony Thomas executive producers.

Housewarming; Warner Bros. Television.

Madman of the People; Spelling Television; Jim Burrows executive producer.

Martin Short project; NBC Productions.

Phil Hartman project; Brillstein-Grey Entertainment.

Pig Sty; Paramount Network Television.

Ralph Macchio project; Warner Bros. Television.

Marlon and Shawn Wayans project; Warner Bros. Television.

The World According to Noah; NBC Productions; Winifred Hervey executive producer.

Dramas

The Book; Brandon Tartikoff's Moving Target Productions; Tartikoff executive producer.

The Cosby Mysteries; Bill Cosby; NBC Productions in association with Columbia Television.

E.R.; from author Michael Crichton; Steven Spielberg's Amblin Television and Warner Bros. Television.

Earth 2; Amblin Television and Universal Television; project has already been given 22-episode commitment; Steven Spielberg executive producer.

Frogmen; stars O.J. Simpson; Warner Bros. Television.

Golden Gate; from Warner Bros. Television.

Law Men; Paramount Network Television.

Lewis & Clark (working title); Universal Television; Michael Duggan executive producer.

On the Line; stars Kelly Lynch; Paramount Network Television.

OP Center; Brandon Tartikoff's Moving Target Productions; author Tom Clancy, Steve Pieczenik and Steve Sohmer executive producers.

Sweet Justice; stars Cicely Tyson and Melissa Gilbert; Berlin Productions.

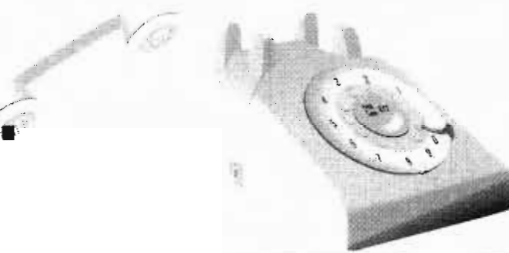
Trial by Jury; stars lawyer F. Lee Bailey; The Wolper Organization and Warner Bros. Television; Quincy Jones, David Salzman and Mark and David Wolper executive producers.

The Vesey Way; TriStar Television.

Wing and a Prayer; stars Patty Duke; NBC Productions.

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Ratings Week

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	abc ABC	CBS	NBC	FOX
MONDAY	12.6/20	14.6/23	10.9/17	5.5/9
8:00	36. Day One 12.2/19	23. Evening Shade 13.6/22	26. Fresh Prince 13.1/21	88. Fox Night at the Movies—The Road Warrior 5.5/9
8:30		18. Dave's World 14.3/22	32. Someone Lk Me* 12.5/19	
9:00		7. Murphy Brown 16.8/26	45. Blossom 10.7/16	
9:30	27. ABC Monday Night Movie—Spencer: Ceremony 12.8/21	22. Love & War 13.7/21	48. Mad About You 10.4/16	
10:00		14. Northern Exposure 14.7/25	54. Frasier 9.8/16	
10:30			61. Wings 8.8/15	
TUESDAY	13.5/22	14.3/23	8.9/15	4.4/7
8:00	20. Full House 14.2/23	13. Rescue: 911 14.8/24	86. Good Life 5.9/10	92. Magic Johnson Special 4.5/7
8:30	29. Phenom 12.7/20		78. Good Life 7.0/11	
9:00	7. Roseanne 16.8/26		63. J. Larroquette 8.6/13	93. Front Page 4.2/7
9:30	14. Coach 14.7/23	21. CBS Tuesday Movie—Sin and Redemption 14.0/23	61. J. Larroquette 8.8/14	
10:00	42. NYPD Blue 11.3/19		40. Dateline NBC 11.6/20	
10:30				
WEDNESDAY	18.0/28	8.8/14	10.8/17	11.9/18
8:00	9. Home Improvmt 16.2/26	76. The Nanny 7.1/11	37. Unsolved Mysteries 12.0/19	34. Beverly Hills, 90210 12.3/19
8:30	11. Thunder Alley 15.4/24	80. Tom 6.9/11		
9:00	1. Home Improvmt 22.9/34	59. In the Heat of the Night 9.0/13	50. Now w/Tom and Katie 10.0/15	41. Melrose Place 11.4/17
9:30	5. Grace Under Fire 19.1/28			
10:00	6. Turning Point 17.2/29	48. 48 Hours 10.4/18	47. Law and Order 10.5/18	
10:30				
THURSDAY	9.5/16	7.7/13	15.2/25	8.1/13
8:00	50. Byrds of Paradise 10.0/16		29. Mad About You 12.7/21	43. The Simpsons 10.9/18
8:30			27. The Mommies 12.8/21	67. Sinbad 8.4/14
9:00	84. P. Jennings Reporting—The Bosnia Tragedy 6.0/10	71. NCAA Basketball Championship 1 7.8/13	2. Seinfeld 20.9/33	72. In Living Color 7.5/12
9:30			4. Frasier 20.3/32	87. Herman's Head 5.7/9
10:00	33. Primetime Live 12.4/22	84. NCAA Bball Ch 2 6.0/13	34. L.A. Law 12.3/21	
10:30				
FRIDAY	13.3/24	7.3/13	9.7/17	6.3/11
8:00	24. Family Matters 13.5/25		69. Viper 8.0/14	90. Adventures of Brisco County Jr. 5.0/9
8:30	25. Boy Meets World 13.3/24	78. NCAA Basketball Championship 1 7.0/13		72. The X-Files 7.5/13
9:00	31. Step By Step 12.6/22		46. NBC Friday Night Mystery—Eyes of Terror 10.6/19	
9:30	39. Hangin w/Mr. C 11.9/21	75. NCAA Basketball Championship 2 7.2/16		
10:00	18. 20/20 14.3/26			
10:30				
SATURDAY	9.6/18	8.7/16	8.1/15	7.5/13
8:00	67. ABC Saturday Night Movie—The Bride in Black 8.4/15	(nr) NCAA Basketball Championship 1 8.9/18	74. Blossom 7.4/14	70. Cops 7.9/15
8:30			63. The Mommies 8.6/16	65. Cops 8.5/15
9:00		65. Dr. Quinn, Medicine Woman 8.5/15	58. Empty Nest 9.3/16	82. America's Most Wanted 6.7/12
9:30		76. Road Home 7.1/14	57. Nurses 9.4/17	
10:00	37. The Commish 12.0/23		80. Winnetka Road 6.9/13	
10:30				
SUNDAY	13.4/21	16.6/27	11.1/18	7.3/12
7:00	44. Am Fun Hm Vid 10.8/19	3. 60 Minutes 20.5/35	88. I Witness Video 5.5/10	94. Code 3 3.9/7
7:30	50. Am Fun People 10.0/17			91. Code 3 4.8/8
8:00		12. Murder, She Wrote 15.2/23	53. seaQuest DSV 9.9/15	59. Martin 9.0/14
8:30				56. Living Single 9.6/14
9:00	17. ABC Sunday Night Movie—Rain Man 14.4/22	10. CBS Sunday Movie—Ultimate Betrayal 15.6/25	16. NBC Sunday Night Movie—Hard to Kill 14.5/23	54. Married w/Child 9.8/15
9:30				82. George Carlin 6.7/10
10:00				
10:30				
WEEK'S AVGS	12.9/21	11.4/19	10.7/18	7.3/12
SSN. TO DATE	12.4/20	14.3/23	11.2/18	7.2/11

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

Broadcasters, retailers: together, or apart?

TVB marketing conference focuses on capturing retail ad dollars

By Jim Cooper

Warning a roomful of station executives that he is "sick of being your salesperson," Edward Carroll, executive vice president, sales and promotion, Carson Pirie Scott & Co., said that broadcasters have to reach out to the retail industry if they want the industry's business.

Carroll, whose company is one of the largest retail outlets in the Midwest, spoke last week at the Television Bureau of Advertising's annual marketing conference in Las Vegas. He joined retail, technology and TVB executives on a panel charged with discussing the future retailers and broadcasters will share—together or apart.

According to TVB, broadcasters no longer are the "hot new date" for the

retailer, and stations are going to have to battle for market share. "It's yours to lose," warned Greg Harper, president of Technology Group ACTV.

While TVB reported that ad revenue from broadcasting will surpass that of newspapers, cable is touted as a medium that can target consumers tightly—and retailers are starting to notice.

"We don't want broadcast TV to become the railroad of the 21st century," said Rick Keilty, panel moderator and director of sales and marketing, KHOU-TV Houston. His comments echoed those of the panel members, who said that although broadcasting is in a strong position to woo retailer ad dollars, it faces a more competitive communications environment than ever before.

"What is a little scary is how invis-

ible we are in this area," said TVB executive Tom Conway, referring to his talks with potential retail clients.

In the Louisville, Ky., market, however, WAVE-TV has been very visible to Bacon's department store. The station approached the regional chain last summer with a proposal to start a home shopping show featuring Bacon's merchandise. The show, which aired last fall, logged roughly 1,000 calls each time it aired, and the station is likely to develop new shopping shows.

Carroll, whose company, like Macy's, may do its own home shopping show, said he needs to know more about advertising over the air. "We can't succeed in this business by acting alone.... Don't forget about your core business, because we're not." ■

Wildmon targets 'NYPD Blue'

By Steve Coe

The Rev. Donald Wildmon's American Family Association (AFA) is launching another campaign against ABC's *NYPD Blue*, this time targeting advertisers who may be considering buying time in the show for next season.

According to published reports, Wildmon's AFA is earmarking its entire \$3 million media budget on a newspaper, radio and direct-mail campaign to convince advertisers not to buy time in the show's second season. Wildmon's plan began earlier this month with an ad in the *New York Times* identifying sponsors of the show this season. The campaign apparently was timed to coincide with advertisers' planning and buying for the upcoming upfront season.

Many observers, including ABC executives and advertisers, said they believe advertiser sensitivity will die down after the first season and that the show will attract more mainstream advertisers looking to tap into the broad male and female upscale viewers the show attracts. Shows such as *Maude* and *All in the Family* had sim-

ilar problems with advertisers in their first seasons, but after sizable ratings and viewer acceptance quieted critics, advertisers bought into the shows in their subsequent seasons.

Wildmon's first campaign against the show, which began before the series debuted last fall, focused attention on the show and likely scared off some advertisers. But Wildmon himself acknowledged after the show debuted to big ratings that his efforts probably helped generate additional sampling.



Another campaign against 'NYPD Blue'

ABC would not comment on Wildmon's plan. Wildmon, who was leading a tour in the Middle East last week, was unavailable for comment. ■

Group W to rep Spanish sports network

Group W Sports Marketing last week agreed to represent La Cadena Deportiva Prime Ticket, the first Spanish-language cable sports network in the U.S. The agreement makes Group W one of the first independent national sales reps handling Spanish-language programming. The addition of La Cadena Deportiva Prime Ticket boosts Group W's regional sports networks to 16. National sales will be handled by Group W Latino, a new unit of Group W Sports Marketing dedicated to Hispanic-market sales.

"The Hispanic market has grown rapidly in the past decade," and the launch of La Cadena Deportiva Prime Ticket has opened opportunities for advertisers who want to reach Hispanics, says Bob Kunath, senior vice president and general manager, Group W Sports Marketing.

The network serves southern California, Arizona and Nevada, with a potential reach of 7.9 million Hispanics.

—JC

Smaller association does more with less

Broadcast Cable Financial Management group computerizes, seeks new members

By Geoffrey Foisie

The good news is that the efforts of the Broadcast Cable Financial Management Association's new leaders have stemmed a six-year membership decline. The bad news is that membership levels are flat. Still, as Executive Director Buzz Buzogany says, "It is extremely difficult to project 5% growth."

If the Chicago-based association of industry financial officers, human resources executives and others is to grow, it may have to appeal to new professions or industry segments. In the latter category, BCFM is looking to gain cable MSO members, having already attracted many cable programmers. Overall, cable represents about 10% of the approximately 1,100 members. Of the remainder, roughly one-third are from radio and the rest mostly from TV stations.

A high percentage of existing members and an even higher percentage of

new members are CPAs, says BCFM Chairman James Strawn, executive vice president, Summit Communications. To respond to their needs, BCFM sponsored its first continuing professional education program last fall in New York. Several more such programs are planned for this year.

Members also have asked for more



human resources information from BCFM, which last year surveyed 300 members, 50 nonmembers and 50 previous members.

Since Buzogany took over one year ago, BCFM has computerized its for-profit subsidiary, the Broadcast Cable Credit Association. BCCA, which provides credit reports on advertisers and agencies to member stations, networks

and cable systems, will be able to do so on-line beginning in May, after the annual BCFM meeting in San Diego. "This system will make us as competitive as anyone in the country," Buzogany says. "It replaces the phone call and fax system we have now."

Strawn and Buzogany spoke with members of the National Association of Broadcasters last week at NAB's annual convention in Las Vegas. The two associations will produce an industry wage and salary survey next year, among other joint efforts. BCFM also is working with other industry organizations, including the National Association of Television Program Executives and American Women in Radio and Television.

While experiencing downsizing at its member companies, the mostly volunteer association has learned to do more with less. All of the new efforts are being handled with a smaller BCFM staff, down more than 50%. ■

Changing Hands

This week's tabulation of station and system sales

WLRS-FM Louisville, Ky. □ Purchased by Liberty Broadcasting Group Inc. (Mike Craven, chairman/CEO) from Beck Ross Communications Inc. (Jim Champlin) for \$15 million. Sale is part of four-station acquisition valued between \$34 million and \$40 million (BROADCASTING & CABLE, March 14). WLRS-FM has adult contemporary format on 102.3 mhz with 3 kw and antenna 300 ft. Filed March 11 (BTCH940311GK).

WZPL(FM) Greenfield, Ind. □ Purchased by Mystar Communications Corp. (Michael Maurer, CEO) from Booth American (John Booth II) for \$10.8 million. **Buyer** owns WTPJ(FM) Indianapolis. **Seller** owns WWWE(AM)-WLTF(FM) Cleveland and WRBR-FM South Bend, Ind. WZPL has adult contemporary format on 99.5 mhz with 12.5 kw and antenna 991 ft. Filed Feb. 24 (BALH940224GG).

KAHZ(AM) Fort Worth and KTEK(AM) Alvin, both Texas; KCNW(AM) Fairway, Kan.; KYCR(AM) Golden Valley, Minn.; WDCT(AM) Fairfax, Va., and WYLO(AM) Jackson, Wis. □ Purchased by Children's Radio Group Inc. (Christopher Dahl, president/CEO) from Jim Runsdorf, liquidating agent for Marsh Broadcasting Corp., for \$7.25 million, assumption of debt. **Buyer** owns KKA(AM)-KQAA-FM Aberdeen, KJQ(AM)-KKQQ-FM Volga, and KBHB(AM)-KRCS-FM Sturgis, all South Dakota; KNUI-AM-FM Kahului, Hawaii; KRRZ(AM)-KZPR-FM Minot, N.D.; KQHT-FM Crookston, KLGR-AM-FM Redwood Falls, and KKBJ-AM-FM Bemidji, all Minnesota. **Seller** has no other broadcast interests. KAHZ is 5 kw daytimer with contemporary Christian format on 1360 khz. KTEK has Christian format on 1110 khz with 2.5 kw. KCNW is 2.5 kw daytimer

with contemporary Christian format on 1380 khz. KYCR has contemporary Christian format on 1570 khz with 2.5 kw. WDCT has talk/inspirational format on 1310 khz with 5 kw day, 500 w night. WYLO has contemporary Christian format on 540 khz with 400 w. Filed Feb. 3 (KAHZ: BAL940203EE; KTEK: BALH940203EF; KCNW: BALH940203EG; KYCR: BALH940203EH; WOCT: BALH940203EI; WYLO: BALH940203EJ).

WTMA(AM)-WSUY(FM) Charleston and WTMZ(AM)-WSSX-FM Dorchester Terrace-Brentwood, both South Carolina □ Purchased by Wicks Radio Broadcasting LP (Richard Berner, president/director) from Southern Communications Inc. and Dixie Communications Inc. (William G. Dudley III) for \$5.75 million. **Buyer** owns WLMX-AM-FM Rossville, Ga. **Seller** owns KRVF(FM) Davenport, Ia.

WTMA is 5 kw daytimer with news/talk format on 1250 khz. wsuy has adult contemporary format on 100.7 mhz with 2 kw and antenna 400 ft. wtmz has talk format on 910 khz with 500 w. wssx-FM has CHR format on 95.1 mhz with 100 kw and antenna 361 ft. Filed Feb. 17 (WTMA: BAL940217GM; WSUY: BALH940217GN; WTMZ: BAL940217GK; WSSX-FM: BAL940217GL). *Broker: Americom.*

KJYK(AM)-KKLD(FM) Tucson, Ariz. □ Purchased by Apogee Radio Properties Inc. (Roy P. Disney, LP) from Behan Broadcasting (Dennis Behan, president/director) for \$5.3 million. **Buyer** owns KFXN(AM) Oregon City and KGON(FM) Portland, both Oregon. **Seller** has no other broadcast interests. KJYK has CHR/sports format on 1490 khz with 1 kw. KKLD has adult contemporary format on 94.9 mhz with 97 kw and antenna 1,952 ft. Filed Feb. 28 (AM: BAL940228ED; FM: BALH940228EC). *Broker: Kalil & Co.*

WWWS(AM)-WUFM-FM Buffalo N.Y. □ Purchased by Rich Communications Corp. (Robert Rich Sr., chairman) from Metroplex/Robinson Broadcasting Co. for \$4.7 million. **Buyer** owns WGR(AM)-WGRF(FM) Buffalo, N.Y. **Seller** owns WHYI(FM) Fort Lauderdale and WMTX-AM-FM Pinellas Park/Clearwater, both Florida, and WERE(AM)-WNCX-FM Cleveland, Ohio. wwws has oldies format on 1400 khz with 1 kw. WUFM has classic rock format on 103.3 mhz with 49 kw and antenna 340 ft. Filed March 8 (AM: BAL940308GH; FM: BALH940308GI). *Broker: Americom.*

WOWO-FM Huntington and WOWO(AM) Fort Wayne, both Indiana □ Purchased by Inner City Broadcasting Corp. (Pierre Sutton, CEO) from Price Communications Corp. (Bob Price, president) for \$2.3 million. **Buyer** owns WLJB(AM)-WBLS-FM New York; KSJL(FM) San Antonio, Tex., and KBLX-AM-FM Berkeley, Calif. **Seller** owns WWKB(AM) Buffalo and WKSE(FM) Niagara Falls, both New York; WBZT (AM)-WIRK-FM West Palm Beach, Fla.; KSNF(TV) Joplin, Mo., and KJAC-TV Port Arthur and KFDX-TV Wichita Falls, all Texas. WOWO(AM) has

ful-service format on 1190 khz with 50 kw. WOWO-FM has full-service oldies format on 103.1 mhz with 3 kw and antenna 298 ft. Filed March 11 (AM: BAL940311EC; FM: BAL930311GS).

KTAM(AM)-KORA-FM Bryan, Tex. □ Purchased by Springer Broadcasting Inc. (W. Bennett Springer, president) from Clear Channel Radio Inc. (L. Lowry Mays) for \$2.25 million. **Buyer** has no other broadcast interests. **Seller** owns 11 AMs and 15 FM. KTAM has oldies format on 1240 khz with 1 kw. KORA-FM has C&W format on 98.3 mhz with 900 w and antenna 528 ft. Filed Feb. 2 (AM: BAL94002EH; FM: BALH940202EI).

WPRV-TV Fajardo, P.R. □ Purchased by The Catholic, Apostolic and Roman Church of Puerto Rico from WPRV-TV Inc. (Evangeline Vives, trustee) for \$1.5 million. **Buyer** and **seller** have no other broadcast interests. WPRV-TV is Fox affiliate on ch. 13 with 170 kw visual, 17 kw aural, and antenna 2,825 ft. Filed Feb. 3 (BALCT940203KE). *Broker: Jose E. Rios Gautier.*

KJR(AM)-KLTX(FM) Seattle □ Purchased by New Century Seattle LP (George Kriste, CEO) from Ackerley Communications Inc. (Barry Ackerley) for \$1 million. **Buyer** has no other broadcast interests. **Seller** owns WIXT-TV Syracuse, N.Y.; KKTU-TV Colorado Springs, Colo.; KGET(TV) Bakersfield and KCBA(TV) Salinas, both California, and KVOS(TV) Bellingham, Wash. KJR has sports format on 950 khz with 5 kw. KLTX has adult contemporary format on 95.7 mhz with 100 kw and antenna 1,150 ft. Filed Feb. 14 (AM: BAL940214GN; FM: BALH940214GO).

KSDR-AM-FM Watertown, S.D. □ Purchased by Faehn Radio Enterprises Inc. (Robert Faehn, president) from Lake Region Broadcasting Co. (Robert Fishback and Harvey Mills) for \$984,500. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KSDR(AM) has oldies format on 1480 khz with 1 kw. KSDR-FM has C&W format on 92.9 mhz with 97 kw and antenna 977 ft. Filed Feb. 2 (AM: BAL940202EC; FM: BALH940202ED).

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$0 □ 0

FM □ \$25,800,000 □ 2

Combos □ \$29,534,500 □ 8

TVs □ \$1,500,000 □ 1

Total □ \$56,834,500 □ 11

So far in 1994:

AMs □ \$26,233,514 □ 39

FMs □ \$182,614,500 □ 80

Combos □ \$344,788,052 □ 64

TVs □ \$194,340,000 □ 14

Total □ \$849,840,066 □ 203

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KPRR-FM, El Paso, Texas from **Transcontinental Broadcasting**, George Jenne, President, to **U.S. Radio**, Ragan Henry, President, for \$2,600,000.

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Lawyer plans to keep political ad cases alive

FCC accused of dragging its feet; new members looked to for new outlook

By Christopher Stern

The FCC has handed down a mixed bag of decisions in five cases in which politicians claimed they were overcharged by television stations for political advertisements during 1990 campaigns.

An attorney representing the candidates for state and federal office alleges that several stations in Florida, California, Kentucky and Ohio violated FCC rules that require broadcasters to offer their lowest unit rate for campaign commercials.

In the decisions handed down last week by the FCC's Mass Media Bureau, only CBS affiliate WTVT (TV) Tampa, Fla., faces having to make refunds, totaling \$1,175. Dismissed were charges against CBS affiliate WCPO-TV Cincinnati and ABC affiliate WTQV-TV Lexington, Ky. However, the FCC agreed to order discovery proceedings in cases involving KABC-TV Los Angeles and NBC affiliate WLEX-TV Lexington.

Atlanta-based lawyer Bobby Kahn, who has filed most of the approximately 30 cases brought by politicians against broadcast stations pending at the FCC, says he will appeal the WTVT decision to the full commission and, if necessary, to federal appeals court. Kahn says the decision sanctions the practice of establishing a separate rate for political advertising for cases filed before an FCC audit of political

advertising in 1990. "If [a separate, higher political rate] was wrong then, it's wrong now," Kahn says.

After the 1990 audit found discrepancies between rates charged to commercial advertisers and rates charged to political advertisers, the FCC issued detailed rules that mandate that broadcasters offer their lowest unit charge to political advertisers. The commission also ruled that stations could not establish a separate rate class for political commercials.

Kahn, who has filed more than 40 overcharge cases, says the WTVT decision was "a result-oriented decision" designed as a compromise between the interests of broadcasters and politicians. "They didn't want to stick the broadcasters with a huge amount of liability, and they ignored the case law," Kahn says. The Florida gubernatorial campaigns of Lawton Chiles and Bob Martinez claim overcharges of more than \$430,000.

Kahn believes new FCC Chairman Reed Hundt and two new commissioners will help the WTVT case when he appeals to the full commission. "It's our hope that with a new chairman and two new members...they will have an understanding of, and respect for, the case law and the intent of Congress."

Kahn also claims that the timing of the decisions was influenced by his appeal in federal court in Atlanta of the FCC's assertion of jurisdiction

over all political advertising cases. Today, March 28, Kahn plans to argue in that court that state courts should have jurisdiction over contracts in political broadcasting cases.

Last week, Kahn said he will argue that the FCC has dragged its feet in issuing decisions on political broadcasting cases, some of which have been pending at the FCC since 1991. He referred to the FCC's decision-making process for political broadcasting cases as a "black hole."

"Frankly, the only reason these decisions came out is because we are making that argument in the 11th Circuit Court in Atlanta, Kahn says. He also plans to call for an FCC investigation, because the decisions were leaked two days before they officially were issued. An FCC staff member with its political branch said there was no connection between the federal court date in Atlanta and the recent publication of the orders.

In other decisions about political commercials, a case brought by Senator Mitch McConnell (D-Ky.) against WCPO-TV Cincinnati was dismissed.

Like Kahn, McConnell's lawyer, Niels Holch, complained that the issue of political commercials is a low priority at the FCC. "Members of Congress ought to be angry. We have 30 complaints [before the FCC] and many of them have been there longer than two years," Holch says. ■

FCC opens up PTAR to comment

After a four-year delay, the FCC last week said it would seek comments next month on a petition that would abolish the Prime Time Access Rule.

In court papers filed with the Federal Appeals Court in Washington, the FCC promised to look at the rules no later than April 22. The FCC filed the papers last Wednesday in response to a request by WCPX-TV Orlando, Fla., that the court order the FCC to act on PTAR. First Media, WCPX-TV's licensee, claims that the FCC has ignored its April 1990 petition asking the agency to declare PTAR a violation of the First Amendment. WCPX-TV is a CBS affiliate.

The FCC said it wanted to resolve the financial interest and syndication rules before looking into PTAR.

The FCC noted in its response that during the entire

time that WCPX-TV's petition has been before the commission, the FCC also has been considering and litigating the "related, but far more complex and controversial, financial interest and syndication rules."

The PTAR rules prohibit network affiliates in the top 50 markets from airing off-network programming from 7-8 p.m. The fin-syn rules prohibit networks from obtaining any subsidiary rights in a program not produced by the network and from actively syndicating programs in the U.S.

First Media's attorney, Nathaniel Emmons, called the FCC response "completely unacceptable." Emmons says the FCC's filing does not commit to a timetable for making a decision on PTAR. He also said the commission failed to rule on First Media's claims that PTAR violates its First Amendment rights. —CS

The cable industry will have to wait until April 12 for the FCC's first detailed explanation of the new cable regulations and cost-of-service rules. That's when the commission has scheduled its next cable seminar, at the Clarion Hotel San Francisco Airport. It is the fourth in a series of seminars being conducted around the nation.

The industries building the information superhighway may differ about details, but there is a broad consensus that

information infrastructure legislation is needed this year, says National Cable Television Association President Decker Anstrom. The industries involved want ground rules in place before billions are invested in the interactive future, he said.

Anstrom also endorsed an industry-wide forum that would develop "an open, interoperable national information infrastructure that also protects the privacy and copyrights of information that travels on the superhighway." Anstrom made his comments to the Washington-based Media Institute.

FCC Chairman Reed Hundt took his message of universal access and increased competition to Buenos Aires, Argentina, last week, where he addressed the World Telecommunication Development conference. Noting that half the people on earth have never used a phone, Hundt called on countries to increase access to telecommunications.

He also called on countries to open

their markets to competition and rely on private investment to expand telecommunications capabilities. "The issue before us is not whether technological innovation and business investment will take place, but whether the potential for economic growth through tele-

communications development can be fully realized and whether its benefits will be available to all the world's people," Hundt said.

President Clinton supports V-chip technology that would allow viewers to program their television to block violent programming, he told *TV Guide*. "Philosophically, I don't have a problem with it, because that's a matter of a parent controlling access to programming in the home," he said.

Edward Markey (D-Mass.), sponsor of a House bill that addresses the technology, leapt on Clinton's statement. "With the President now supporting the idea of blocking technology, I would think that the broadcasters would join the cable industry, the satellite industry and the advertising industry in recognizing the value of the V-chip," Repre-

sentative Markey said.

Press Broadcasting pulls no punches in comments filed with the FCC concerning an inspector general's report that was highly critical of several top officials for their contact with a permittee for an Orlando TV station.

Press, which operates WKCF Orlando, has been fighting the application of Rainbow Broadcasting's WRBW(TV) Orlando for several years.

Rainbow and FCC officials were called on the carpet by the inspector general for holding an ex parte meeting without informing Press. Shortly after the meeting, a decision to cancel Rainbow's construction permit was reversed.

In its filing, Press says, "The commission's assiduous failure, over more than seven months, to take any meaningful action in response to Press' allegations of ex parte misconduct, strongly suggests that the ex parte problem here is not isolated within the Mass Media Bureau. If it had been so isolated, then the matter could and should have been addressed quickly and directly when Press first raised the matter on Aug. 13, 1993."

Washington Watch

Edited By Kim McAvoy

98% of stations under limit on kids ads

Broadcasters and cable systems continue to make strides in complying with commercial time limits in children's programming, a recent FCC survey indicates.

The latest survey of approximately 350 stations and cable systems shows 98% compliance with the commercial limits set by the Children's Television Act of 1990. The survey was conducted in late November 1993. The previous survey in early 1992 showed 95% percent compliance.

The November survey shows stations and cable systems averaging 9.6 minutes per hour of commercial time during the week and 8.7 minutes during the weekend. Under FCC rules, broadcasters must limit the amount of advertising during children's programming to 12 minutes per hour on weekdays and 10.5 minutes per hour on weekends.

Violations of the Children's Television Act have been costly for broadcasters, with fines as high as \$30,000 meted out for repeated infractions. During the past year, the FCC fined seven stations a total of \$140,000.

The most recent survey was handed over to the Mass Media Bureau earlier this month, and the commission has not processed any possible fines. However, one station, WLVI-TV Boston, was hit with a \$10,000 fine when its license came up for renewal. In its application, WLVI-TV admitted to seven violations, including four program-length commercials.

—CS

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Eastern Long Island Radio Network: WBAZ-FM/ WLIE-FM seeks general sales manager, operations manager and news director. Duopoly committed to local community service and highest quality marketing, sales, news and on-air entertainment products. WBAZ leads the market with a light AC format plus Boston Pops; NY Mets; candidate debates; award winning election night and monthly public affairs program; editorials; political endorsements, and a myriad of special features. WLIE will sign on shortly with an equally strong news commitment, NY Yankees and a format to be announced. We seek smart, hands-on, creative leaders who play to win. Competitive salary and equity alternative. EOE. Contact President, Box 1200, Southold, NY 11971; fax 516-765-1662.

General manager: Barnstable Broadcasting seeks experienced sales-oriented general manager for WWKL-FM (KOOL 94.9) Harrisburg, PA. Must have strong sales management background with systematic and effective methods for recruiting and hiring, training and managing people while keeping it fun. We're looking for a strategic thinking GM who can bring out the best from a talented staff, maximize revenue share and grow operating income. The right candidate will be very well compensated. Write to David Gingold, President, Barnstable Broadcasting, Inc., PO Box 9042, Waltham, MA 02254-9042. EOE.

General manager/sales manager: New and expanding radio broadcasting corporation in southwest expanding into several small and medium markets has openings for general managers and sales managers. While your sales ability is important, it is not nearly as important as your ability to coach and train. Excellent high level career opportunity for individuals who want to work for winners. Send resume to Roy Faubion or Richard Kelley, Stellar Communications, Inc., PO Box 130970, Tyler, TX 75713-0970. Telephone 903-581-0606. EOE.

Local sales manager: I've got the staff and a great AC station, but need a "sparkplug". If you're a shark who smells success in "out of the box" thinking, I'm ready to interview you. Ability to move to GSM a plus. Call WMBX, Richmond, VA for appt: 804-560-1037. Confidential. EOE.

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Central CA's #1 Rocker looking for aggressive, intelligent, involved salespeople. Opportunity knocks for those of you who are above the rest. Those that specialize in social visits need not apply. Send resumes in confidence to: KRAB Radio, 3701 Pegasus Drive, Suite 123, Bakersfield, CA 93308. EOE.

Great opportunity with growing Shamrock Communications. We are in the process of acquiring a new AM/FM in Wilkes Barre/Scranton and seeking account executives for great account lists with salary, commission, profit sharing, benefits and opportunities for advancement. If you're not happy with status quo, rush cover letter and resume to Shane Reeve, 149 Penn Ave., Scranton, PA 18503. EOE.

HELP WANTED NEWS

Experienced news person to gather, write and report local news. Salary and benefits. AM-FM in beautiful East Tennessee. Reply to Box E-42. EOE.

News director interested in working in small market. Congenial working conditions, must have four years news writing experience. Send resume and tape to WTTF, 185 South Washington St., Tiffin, OH 44883. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

#1 in the #14 market needs a programing coordinator to help run the ship. Administrative, management, scheduling skills and programing experience needed. Send resume to: J. Levine, WBAB Box 1240, Long Island, NY 11704. EEO.

Freelance: NJ/PA automotive advertising agency seeks male/female voiceover talent with strong production skills. Hardsell, sexy softsell & dialects capabilities desired. Must be able to hand 24-48 hour turnarounds. Forward your non-returnable cassette highlighting auto dealerships spots directly to: Mr. Steve Kayne, c/o SKYLINE MEDIA, INC. d/b/a CAR ADS, 1451 Highway 88 W, Suite 3B, Brick, NJ 08724. EOE.

SITUATIONS WANTED MANAGEMENT

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

Let's make millions together! Programing, sales and technical genius with exclusive new talk/music format! Looking for good market to kick it off. Coastal Florida preferred. Bill: 813-844-3823.

General manager: Experienced in medium and small markets. Very strong sales/sales training background. Prefer South/Southeast market 804-384-0127.

SITUATIONS WANTED NEWS

Dynamic sports pro with experience in play-by-play, sports talk and sports news looking to move up. Major market experience. Extensive sports knowledge. Both radio and TV background. Young talent that is ready to explode onto your station! Jeff Kurtz 510-524-7336.

SITUATIONS WANTED ANNOUNCERS

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

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: Experienced LSM with excellent leadership skills, strong people skills and a proven track record creating alternate revenue sources, developing new business, sales research and sales promotions. Independent experience preferred; emphasis on motivation, training and development. Computer literacy a plus. Resume and salary history to: Director of Sales, PO Box B, Sacramento, CA 95813. No calls please. EOE.

Operations manager for group owned CBS affiliate to interface with the various departments for the station's continued growth, on air operation, and promotion. The candidate will be a problem solver and possess five years experience in programing, promotion or production management. Send resume and salary requirements to Gary Dreispul, VP/General Manager, WTRF TV7, 96 Sixteenth Street, Wheeling, WV 26003. EOE/MF.

National sales manager: Minimum of three years rep or station experience. Possess analytical, selling and people skills. Local contact with national accounts a plus. Growth opportunity. Resume to: Steve Banka, Vice President/Marketing, WLUC-TV, PO Box 19011, Green Bay, WI 54307-9011. (No phone calls, please.) EOE.

Local sales manager: Excellent track record in sales management is key to joining our team! Must possess outstanding management and leadership skills to direct our team and maximize revenue opportunities. Ability to produce nontraditional revenue and a strong sales marketing program is essential! Reply to: Kim Cleaver, Station Manager, KCAU-TV, 625 Douglas, Sioux City, IA 51101. Phone 712-277-2345. EOE.

Traffic/assistant manager: Chicago TV traffic assistant manager experience. PO Box 731, Tinley Park, IL 60477. EOE.

Promotion manager: WDKY Fox 56 in Lexington, KY, the Heart of the Bluegrass, seeks aggressive, creative individual to oversee all on-air, print, radio, and station promotions. Excellent leadership, writing, and organizational skills a must. Now is your chance to show off our creative/cutting edge style. Minimum two years experience required. Send resume, tape and salary requirements to: Business Manager, WDKY Fox 56, 434 Interstate Ave., Lexington, KY 40505. No phone calls. EOE.

News director: Strong leader needed to take a very good, hard working news staff to the next level. Must be an energetic team builder and teacher with a good news sense. **Promotion manager:** Must be strategic and creative; work well with news, and stamp a strong brand image in the minds of viewers. **General sales manager:** A very strong sales staff and rep needs a leader who is aggressive, creative, and customer service oriented. Resumes only to: Chris Westerkamp, KERO-TV, 321 21st Street, Bakersfield, CA 93301. EOE.

COO wanted for innovative live Rock'n Roll cable startup. Track record in television required. Fax letter & resume 310-558-0045. EOE.

General manager for KTIV-TV (NBC), Siouxland's News Channel. Opportunity to lead the market leader in Sioux City, Iowa. Excellent compensation package with privately owned broadcast group. Send resume to Ralph Oakley, QNI Broadcast Group, PO Box 80, Quincy, IL 62305. EOE/MF.

National sales manager: Minimum 3 years station experience, minimum 5 years TV sales, rep experience, MM&C a plus. Superior people skills needed to motivate rep. Development of local contacts to assist rep expected. Strong organizational skills a must to keep ahead of paperwork. Must possess strong teamwork skills and attitude. A LIN station. Resumes and income history (in first correspondence) accepted until 4/11/94. GSM, WANE-TV, PO Box 1515, Fort Wayne, IN 46801. No phone calls. EOE.

Audience assistant (2 positions): Assisting audience coordinator in greeting studio audiences. Additional responsibilities will include processing audience ticket requests and heavy phone work. Send resume to: "Audience Assistant", PO Box 217, Ansonia Station, New York, NY 10023-0217. No telephone calls or faxes please. We are an equal opportunity employer.

Sales manager: WYZZ-TV Fox 43, Bloomington, Illinois is seeking an experienced local sales manager. This position is an outstanding opportunity for the individual with a strong commitment to people, growth and development. Contact Teresa Casey in confidence at 1-800-733-2065. EOE.

HELP WANTED RESEARCH

Senior TV syndication research analyst: Group W Productions has immediate opening for strong Sr. analyst with at least 2 years experience in TV or advertising research with a syndicator, rep firm, agency or station; solid knowledge of Nielsen data resources; PC proficiency; strong analytic and solid presentation writing skills; ability to work well within deadline-oriented business. Competitive salary and excellent benefits. Send resume to: Group W Productions, Human Resources, 3801 Barham Bl., Los Angeles, CA 90028. EOE/ADA.

HELP WANTED SALES

National account executive: Sinclair Broadcasting is growing and expanding. We are presently interviewing for the position of national account executive. Individuals will be based in Chicago and Los Angeles. These individuals will be our spot sales liaison between our stations and our rep firms. Individuals must have at least three years of TV broadcast experience and have a proven record of overachievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, General Manager, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. WBFF and Sinclair Broadcasting are equal opportunity employers.

Account executive: Immediate opening for an experienced sales rep who can handle good existing list and develop new business for ABC affiliate. Live and work on Maryland's Eastern Shore—a healthy, growing market. Susan Kelly, GSM, WMDT TV, PO Box 4009, Salisbury, MD 21801. EOE, M/F.

Television sales account executive: Television station seeking aggressive, experienced account executive to develop new business and service existing accounts. Experience in television and/or radio required. Outstanding financial opportunities. Forward resume to Tom Becker, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. EOE.

Local sales manager: KDVR/Fox-31 in Denver, CO, has an opening for local sales manager. The job requires a minimum of three years television management experience. Individual should have experience in negotiations, inventory management, budgeting, promotions, and should be able to motivate and train a sales staff of 9 AEs. Computer literacy a plus. Send resumes to GSM, KDVR/Fox-31, 501 Wazee, Denver, CO 80204. No phone calls, please. EOE.

National sales: WLIG-TV 55, Long Island, seeks experienced sales pro to develop and expand national and regional sales with NYC agencies. Station or rep experience required. Growth opportunity with full benefits. Resume to: Michael Wach, GM, WLIG-TV, PO Box 1355, 270 South Service Road, Melville, NY 11747. EOE.

HELP WANTED PERSONALITY/TALENT

WABU-TV, Boston, is new and is just starting up. We are currently inviting applicants for talent to host a daily live talk show. We are looking for a fun, entertaining personality ready to work in an open team atmosphere with high enthusiasm for local audiences and happenings. Ground floor salary, but a unique chance to work in the nation's sixth largest market on live TV. Strong writing/interviewing skills required. Send tape and resume to Kathryn Barnicle, Human Relations Manager, WABU-TV, Box 4, 1660 Soldiers Field Road, Boston, MA 02135. An affirmative action equal opportunity employer.

Seeking studio/field reporter: Journalist to join team of presenters on national PBS Family Science Show, Newton's Apple. Interview, studio and field experience required. Must have an aptitude or experience with hands-on science demonstrations. Science background preferred. People of color encouraged to apply. Contract 20 days or less per year, may be required to join AFTRA. Interested parties send VHS tape and vita by April 15 to Linda Flynn, "Newton's Apple" KTCA TV, 172 E. Fourth Street, St. Paul, MN 55101. No phone calls please. EEO/AA.

HELP WANTED TECHNICAL

Maintenance engineer: Top 50 northeast affiliate seeking a broadcast maintenance engineer. Experience should include Sony 1" VTR's, Sony 1/2" Beta equipment, Grass Valley production switchers and routing systems. Two (2) years previous broadcast experience preferred. Comprehensive benefits package offered. EOE. Send resumes to Skeeter Lansing, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

Managing engineer: Multi-station operation/Midwest. Must be self-motivated and people person. Hands on innovative position. Excellent growth opportunity, benefits, profit sharing. EOE. Reply to Box E-30.

Mobile facility engineer in charge: Starliner Mobile Video, located in suburban Philadelphia has an immediate opening for an EIC for its 48 foot mobile unit. Position requires a working knowledge in maintenance of Sony 1" & Beta, GVG Switcher, Abekas DVE & ESS, Chyron 4100 & Infinit. Prior experience on a mobile facility preferred. Must be organized, self-motivated and able to work with people. Competitive salary and benefits package. Mail or fax resume to: SMV, 525 Mildred Avenue, Primos, PA 19018; Fax: 215-626-2638. EOE.

Landmark Communications, has an immediate opening for a broadcast maintenance engineer. Must have a minimum of two years electronics training or equivalent broadcast engineering experience. Candidates knowledgeable with P/C's, Betacam, Odetics, Quantel, Ampex, and Grass Valley equipment desired. Shift work required. Competitive salary and benefits package offered. Send resume to Landmark Communications, Engineering Department, 2600 Cumberland Pkwy. Atlanta, GA 30339. EOE.

WPPT-TV 22 is searching for a chief engineer. Applicant must have UHF transmitter experience, an FCC license along with SBE certification. Individual will be self-motivated and expected to maintain entire operation. Communication skills are a must. Excellent salary and benefits. Send resume to: Kevin O'Leary, Operations Manager, PO Box 2809, Pittsburgh, PA 15230. Application deadline Friday, April 8, 1994. Serious inquiries only! No phone calls. EOE.

Fox O&O seeking full-time operations engineer: Odetics-based master control, all VTR formats. Applicant must be able to read waveform monitor and vectorcope, have master control and videotape experience, FCC license, and ability to work flexible schedule. No phone calls! Send resume to: Personnel Dept., Fox 36 One Monroe Place, Atlanta, GA 30324. EOE.

Chief engineer: Step up to chief engineer in the sunny Southwest. FCC license required. Transmitter and studio maintenance. Female and minority candidates encouraged to apply. Send resume and cover letter to General Manager, KSWT-TV, PO Box 592, Yuma, AZ 85364. EOE.

HELP WANTED NEWS

Needed now!! Investigative reporters. Guam Cable TV's Cable News, winner of Polk, AGA Silver Gavel and 8 Ace Awards, is looking for the next Woodward and Bernstein's willing to work as a team. Send letter with news philosophy, resume, non-returnable tape, salary history and references via domestic priority mail to: Harrison Flora, Vice President, Guam Cable TV, 530 West O'Brien Drive, Agaña, Guam 96910. EOE.

Weather anchor: Meteorologist preferred for main weeknight position at Florida ABC affiliate. Seek strong communicator for long-term deal to grow department. Resume, references, non-returnable tape to: S. Peter Neumann, News Director, WEAR-TV, 4990 Mobile Highway, Pensacola, FL 32506. Deadline: April 15. M/F EEO.

Are you one of the best reporters in the business? If so, you'll work well with the rest of our team. Extremely committed and well-equipped CBS affiliate in one of the most competitive markets in the country is looking to add to its already great reporting staff. Aggressiveness, enterprise and a demonstrated ability to humanize the story are the requirements for this general assignment position. If you've got these talents along with at least three years experience, please send non-returnable tape and resume to: Phil Bell, Executive Producer, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls, please.

Award-winning Indy, top 20 market, expects openings soon for a reporter and/or a news photographer. If openings occur, we want to move quickly. For consideration, send non-returnable tape and resume to Box E-35. Women and minorities especially encouraged to apply. EOE.

News director for a Mid-Atlantic group owned affiliate seeks an experienced, hands-on, contemporary and community minded professional to work where leadership and quality go hand in hand. This is a tremendous opportunity for the right individual. Minorities/MF are encouraged to reply. Send resume and salary requirements to Box E-36. EOE.

Aggressive reporter with strong live skills for dominant station on California's beautiful Central Coast. Must be excellent writer and dedicated journalist with lots of initiative and minimum 1 year daily news experience. Send resume and non-returnable tape to: KSBW-TV, Attn: J. Williams, PO Box 81651, Salinas, CA 93912, by April 4. No phone calls. EOE.

Anchor/reporter: Energetic, enthusiastic co-anchor for noon newscast. Must possess excellent writing and reporting skills. Resume and non-returnable tape to Human Resources, WLEX-TV, PO Box 1457, Lexington, KY 40591. EOE. Minorities encouraged.

Meteorologist: Regular weekend and weekday-backup position available immediately for a pro with personality-plus and an easy-to-understand delivery. Experience, degree in meteorology or related field, and an AMS Seal required. Resume and non-returnable tape to Human Resources, WLEX-TV, PO Box 1457, Lexington, KY 40591. EOE. Females and minorities encouraged.

Recent telecommunication grads: On-air anchor/producer jobs at Fla. Fox affiliate. Send SASE to POB 16028, Panama City, FL 32406 for application packet. Preference given to applicants from the southeast region. Apply by 4/15. EOE.

Two openings: WTEN-TV in Albany, NY is looking for an experienced producer for our early morning and noon newscasts, and for an experienced photographer to shoot, edit, and handle live shots. Resumes and non-returnable tapes to Don Decker, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. No calls please. EOE.

Chief photographer: Dominant ABC affiliate looking for a chief photographer. TV-3 News in Palm Springs, CA, has a brand new BETA camera waiting for the right applicant. Must have at least one year of commercial experience in shooting and editing, and the desire to lead a small videography staff to new levels of excellence. The right candidate will have a good eye, a creative mind, and strong leadership skills. No phone calls please! Rush tape and resume to Dana C. Beards, News Director, KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211. Equal opportunity employer.

International broadcasting company, New York, seeks traffic and news personality/reporters for immediate full and part time positions. Tape and resume to Lisa Mendez, 681 5th Avenue, New York, NY 10022. EOE.

Reporter/photographer: KESQ-TV/Palm Springs, CA has an immediate opening for a reporter/photographer. Candidate must have a college degree, and at least one year of commercial experience. Looking for a tape that demonstrates strong photography, editing, and reporting skills. No beginners. Send tape, resume and a cover letter to Dana C. Beards, News Director, KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211. Equal opportunity employer. Women and minorities encouraged to apply.

Sports/reporter/anchor: You need to be able to do more than just scores and highlights. Person will turn dynamic sports features and stories on a daily basis. Will also anchor weekend sportscasts. College degree preferred. Send 3/4" non-returnable tape, resume and references to Sue Stephens, Exec. Producer, WCBD-TV, PO Box 879, Charleston, SC 29402. Minorities and women encouraged to apply. EOE, M/F. Drug test mandatory. Telephone calls will disqualify you.

Writer/associate producer: Must be an exceptional tease and news writer. News producing potential a must. One year experience required. Please send resume and writing samples to Billy Otwell, Assistant News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

TV news producer: Must be creative and an excellent writer. Will supervise, manage, and lead other production and news personnel. Prior TV news experience and good people skills required. Please send resume and tape to Billy Otwell, Assistant News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

News director: Seeking hands-on individual to lead successful news operation in a very competitive market. Candidate must have a minimum of five years experience with a network affiliated news operation and management experience is preferred. Send resumes to Clay Milstead, General Manager, WCTI, PO Box 12325, New Bern, NC 28561. An equal opportunity employer; women and minorities encouraged to apply.

Producer wanted: Aggressive, creative, dynamic medium market producer position. Send 3/4" aircheck (no more than 3 days old), along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Non-returnable tapes. Women and minorities are encouraged to apply. M/F EOE.

TV sports journalists: ESPN is looking for several of the best television sports journalists in the U.S. to join its associate producer/bureau producer staffs. In both a domestic bureau location and at its Bristol, CT headquarters. These positions entail producing material, both in Bristol and in the field, for SportsCenter, Baseball Tonight, NFL and College Gameday and other studio programs. Interested applicants should forward a resume, cover letter outlining their sports interests and knowledge, and a tape of no more than 20 minutes containing both hard news and feature production stories on at least three different sports to: Human Resources Department, ESPN, ESPN Plaza, Bristol, CT 06010. No phone inquiries please. Women and minorities are especially encouraged to apply. An equal opportunity affirmative action employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Experienced TV writer-producer adept at sophisticated political humor, with conservative bent to work on syndicated political talk show. Write political and social satire for daily program; produce segments, bits. East Coast-based. Resume, writing samples and non-returnable tapes to Box E-26. EOE.

Director/TD. Minimum 5 years experience directing and switching local programs, commercials, promos and special projects. Send VHS tape with examples of newscasts and commercial/promotion production. Reply to Box E-38. EOE.

KJCT-TV(ABC) Grand Junction, CO. seeks a writer/producer. Successful candidate will write, shoot and edit client and station spots. Position requires a degree in TV production or equivalent and a skilled communicator able to produce quality under tight deadlines. Send resume and tape to Glen Sanders, KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81505. EOE.

Newscast director needed immediately in Jacksonville, Florida. Applicant must be experienced in graphics-intensive, live newscasts and possess the ability to facilitate the production of commercials, promos and special projects. Send tape and resume to: Michael Baer, Production Mgr., WTLV-TV, 1070 E. Adams Street, Jacksonville, FL 32202. EOE.

Local programing producer/writer: WSB-TV is looking for an energetic, enthusiastic producer/writer who can sink their teeth into the Atlanta market and produce compelling local TV magazine stories or specials that have community impact. Must enjoy working hard and being involved in the community. Must be able to find and tell powerful stories. Minimum 5 years experience of related work in commercial television. EOE. Rush resume and tape ASAP: Mark Engel, WSB-TV, 1601 West Peachtree St., Atlanta, GA 30309.

Promotion producer: We're looking for a news promotion producer who wants to win. If you're a wildly creative team player with excellent writing skills and the reel to prove it... Rush tape, resume and references to: Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. EOE.

Program director: Group owned VHF affiliate seeking aggressive program director. Position also includes responsibility for creating on-air station promotion and outside projects. Must possess knowledge of syndication, budgeting, contracts and trades. Minimum 2 years experience. Send resume to: WJTV, Personnel Dept., PO Box 8887, Jackson, MS 39284. EOE.

KDNL Fox 30 in St. Louis has an opening for a promotion producer/writer. This person will write and produce station promotional spots. Candidate will also need a knowledge of producing radio spots for television. Send resume and non-returnable tape to: KDNL-TV Promotion, 1215 Cole St., St. Louis, MO 63106. EOE.

Promotion manager: We are a fast growing company looking for an experienced marketer with the leadership skills, promotion and advertising expertise, creative flair and high energy that can help promote and sell our programs and station. We are asking a lot, but we are willing to give the same in return. An equal opportunity employer. Send resume to Box E-37.

Sr. production technician: WNYC Public TV currently seeks a senior production technician. Resp. incl floor managing, setting up lighting, audio, field camera, editing, studio staging, technical directing functions, & other elements of the studio, location, & post production operations. Reqs incl a BA degree in Communications or satisfactory equiv, & 2 yrs recent operational exp in TV production. Previous post-production editing exp & the ability to supervise is also req'd. Applicants must have a driver's license valid for operation in NY. Salary: \$29,624 + benefits incl 3 wks vac. If interested, please send a resume to WNYC, H.R. Dept 13-P, 1 Centre St., 26th Flr, New York, NY 10007. EOE M/F/H/V.

SITUATIONS WANTED SALES

Dale Carnegie sales graduate with six years selling radio advertising, currently employed with AT&T, is looking for a position as an account executive with a television station. Please call Martin Garbus at 213-749-3461 or write to him at 27113 Sanford Way, Valencia, CA 91355.

SITUATIONS WANTED ANNOUNCERS

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

SITUATIONS WANTED TALENT

Male "Dear Abby"/"Wizard of Oz": 70,000 hours experience counseling. Buddy Piper, humorous talk show host. "What's your problem?" 1-800-743-0707.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Shopping channel veterans: Former QVC execs and managers each looking for new challenges. Talent, production, marketing, programing and other areas. All with start-up experience. Reply to Box E-23.

CABLE

HELP WANTED TECHNICAL

Request for qualifications: The City of Callaway, Florida, whose population is approximately 14,000, is seeking qualified companies to plan, organize, and implement an analysis of cable television operations within its municipal limits. The goal of the analysis is to determine the feasibility of the City of Callaway owning and operating a cable television system. If feasibility is determined, the chosen company also must possess the expertise needed to develop specific recommendations for initiating the actual system operations, management, and marketing. Required qualifications: Company must have considerable experience in the areas of media and communications research and consultation with at least 15 years experience in either or both industries including: consumer and business-to-business market research development of business plans including cost projections, development of marketing strategies, hands-on involvement in broadcast and/or cable operations. Company must possess professionals with the following qualifications: research analysts holding advanced educational degrees and skilled in a variety of disciplines including mass communications, statistics, marketing, business, and consumer sciences; consulting group trained in the areas of product/service development, over-the-air and cable operations, marketing and promotion, and relevant laws and regulations. Company must be currently involved in researching or developing interactive technologies within the cable, over-the-air, and telecommunications industries. Company must have experience dealing or working with government bodies and regulators. Company must have considerable direct experience and working knowledge of Florida, in general, and preferably, Bay County. Company must be a full-service research and consultation group. No subcontracting of the project will be permitted. Submittal deadline: Interested companies are asked to submit eight copies of their qualification statement by April 15, 1994 to Donald Minchew, Director of Public Works, City of Callaway, 5708 Cherry Street, FL 32404. EOE.

ALLIED FIELDS

HELP WANTED ADMINISTRATION

Assistant executive director-support services: Statewide radio/TV network seeks senior manager to provide leadership for a variety of network services. These include business, personnel, grants, system support, and engineering administration. In addition to outstanding communications/management skills, the ideal candidate will have significant experience in each of the identified areas. Minimum requirements: Bachelor's degree and seven (7) years qualifying experience. Annual salary: \$40,657.56. Submit: Cover letter and salary history to Confidential-Personnel, 3825 Ridgewood Road, Jackson, MS 39211 in request for an application. Applications must be postmarked by May 1, 1994. EOE/AA M-F.

HELP WANTED INSTRUCTION

Assistant professor, television, to teach classes and assist in laboratory management related to television and development of video technology; effective August 17, 1994; nine months, tenure track, with possibility of summer employment. Minimum requirements: Master's or other advanced degree, three years professional television production experience in the United States, including video field production and one year in management. Request position description form and send letter of application, vita and names of three references to: Mrs. Mary Wallace, School of Journalism, University of Kansas, Lawrence, KS 66045-2350. Phone: 913-864-4755. Applications are due by April 15, 1994; applications received after that will be reviewed every two weeks until July 15, if the position remains unfilled. An AA/EEO employer.

HELP WANTED TECHNICAL

Washington State University is seeking a full-time, permanent chief telecommunications engineer for its public radio and television broadcasting and instructional microwave system. Position is located at the central engineering support center in Richland, Washington. Duties include: supervising and directing broadcast technicians; design and planning of television, radio and microwave systems, electronic classrooms, TV and radio studios and transmission facilities; allocating resources for installation, operations and maintenance projects; budget development; and other engineering duties. Qualifications: 5 years broadcast and/or microwave/tower construction, maintenance and design experience. Prior experience as chief engineer or assistant chief engineer in public broadcasting, SBE certification and bachelor's degree preferred. Salary \$38,000 to \$46,000 plus great benefits. To apply send resume, cover letter and names and phone numbers of three professional references to: Chief Telecommunications Engineer Search, KWSU Radio-Television Services, Washington State University, Pullman, WA 99164-2530. Applications must be postmarked by May 2, 1994. WSU is an EO/AA educator and employer. Protected group members are encouraged to apply.

HELP WANTED SALES

LARCAN-TTC Inc. is seeking an experienced, full-power television sales person. Qualifications include 5+ years experience in full-power television sales, a television engineering background, computer literacy and knowledge of system design. An enthusiastic self-starter who follows through to close is required. LARCAN-TTC is located outside of Denver, Colorado and offers an excellent compensation package for the right candidate. Please send resume with salary history to the Director of Sales and Marketing, LARCAN-TTC Inc., 650 South Taylor Avenue, Louisville, CO 80027. LARCAN-TTC is an EOE.

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

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

Home typists, PC users needed: \$35,000 potential. Details. Call 1-805-962-8000 ext. B-7833.

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.

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

Sony BVH-2000's-1" VTR's w/BKH-2150/2100 TBC's. Type I/II Panels. Mint \$14,995 each. Approximately 1,000 hours on original heads! 510-676-7260. Fax 510-798-0660.

RADIO**HELP WANTED MANAGEMENT****ATTENTION GMS AND GSMs**

Rapidly growing West Coast radio group is looking for GMS and GSMs. Strong leadership skills and proven track record are essential. Must have passion for radio and winning. Excellent ground floor opportunity. EOE. Reply in confidence to: Box E-39.

BROADCAST GROUP FINANCIAL CONTROLLER

GREATER MEDIA, INC., a nationwide communications company headquartered in East Brunswick, N.J., has an immediate opening for a strong financial controller reporting directly to the group vice president/radio. This position offers both high visibility to top management and hands-on experience in the daily operation of radio stations in a variety of major markets. Requirements include:

- Minimum 5 years financial/accounting experience
- Proven analytical and budgeting skills
- Experience in managing diverse staff
- Ability to communicate and interact effectively with all levels of management
- Computer literacy

The successful candidate should expect to travel extensively. Broadcasting experience desired. CPA and/or MBA preferred but not required.

Submit resume and salary history/requirements to Greater Media, Inc., PO Box 1059, East Brunswick, N.J. 08816. EOE.



Greater Media, Inc.
Equal Opportunity/Affirmative Action Employer

BLIND BOX RESPONSE

Box Letter-Number
1705 DeSales St., NW
Washington, DC 20036
Tapes are now accepted

HELP WANTED ALL POSITIONS

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

Mr. B. Allan Sprague
President

New Hampshire Association
of Broadcasters
10 Chestnut Drive
Bedford, N.H. 03110
NO PHONE CALLS

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

MISCELLANEOUS

Sub Carrier available on 100,000 watt South Florida FM. Broadcasting at 950' from the Gannett Tower located on the Dade/Broward border covering Dade, Broward and Palm Beach counties. **Call 305-442-7503.**

TELEVISION**HELP WANTED PROGRAMING PROMOTION & OTHERS****SUPERVISING WRITER**

Washington D.C. documentary production unit seeking experienced writer for staff position as Supervising Writer. Will have editorial responsibility over post-production of original films. Requires background as writer or writer/producer of documentaries. Minimum of four years experience in television production, as writer, producer or comparable work. Some experience supervising other writers desirable. Send resume to: Supervising Writer, Box E-27.

Equal opportunity employer.

ASSISTANT ART DIRECTOR

Major opportunity at a major station in a major market! Must have TV broadcast or production graphic design experience with paint systems for News and Promo graphics, and a flair for the creative! Design work will be seen locally, nationally & on Fox network. **EOE.**

Rush resume, non-returnable samples of work and salary history to:

Mary Talley, Personnel Director
WTTG Fox Television
5151 Wisconsin Ave., NW
Washington, D.C. 20016.



CLASSIFIEDS

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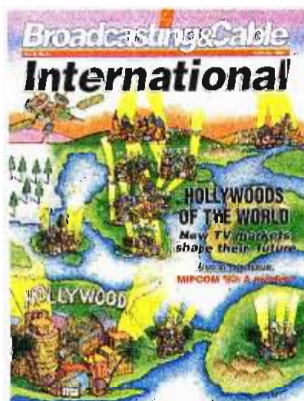
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FACILITIES

Applications

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 in Bibb Co., AL.

Page, AZ KXAZ(FM) 93.5 mhz—Lake Powell Communications Inc. seeks CP to change ERP: 12 kw.

Baker, CA KIXF(FM) 101.5 mhz—Turquoise Broadcasting Inc. seeks mod. of CP to make changes: ERP: 4.3 kw; ant. 403 m; TL: Turquoise Peak, approx. 23 km NE of Baker, in San Bernardino Co., CA.

San Diego KURS(AM) 1040 khz—Quetzal Bilingual Communications Inc. seeks CP to increase night power to 63 w.

Thomaston, GA WTGA-FM 95.3 mhz—Radio Georgia Inc. seeks CP to make changes; change: ERP: 6 kw; ant. 94 m.; frequency to 101.1 mhz (per MM docket 92-227).

Unadilla, GA WAFI(FM) 99.9 mhz—Dallas M. Tarkenton seeks mod. of CP to change antenna supporting-structure height and TL: on Whitfield Rd. 3.7 km SSE of Henderson, in Houston Co., GA.

LaCombe, LA KPXF(FM) 94.7 mhz—North Lake Radio Inc. seeks mod. of CP to make changes: ERP: 3.35 kw; ant. 135 m. TL: end of Fish Hatchery Rd. 8.2 km at 194 degrees to Lacombe, St. Tammany Parish, LA, and to change antenna supporting-structure height.

Palmyra, MO KICK-FM 97.9 mhz—Bick Broadcasting Co. seeks CP to make changes; change: ERP: 50 kw; ant. 106 m.

Piedmont, MO KPWB-FM 104.9 mhz—Hunt Broadcasting Group Inc. seeks mod. of CP to make changes ERP: 3.7 kw; ant. 261 m.; TL: Clark Mtn., approx. 5 km NE of Piedmont, Benton Township, Wayne Co., MO, and to change antenna supporting-structure height.

Wadesboro, NC WADE(AM) 1340 khz—Inspirational Deliverance Center Inc. seeks MP to change TL to Howlin Heights section, Road 1816, 2 km SE of Wadesboro, NC, and make changes in antenna system.

Avon, NY WYSL(AM) 1030 khz—Radio Livingston Ltd. seeks CP to change frequency to 1040 khz; increase day power to 2.5 kw, add night service with 500 w; make changes in antenna system.

Cleveland WRDZ(AM) 1260 khz—Gore-Overgaard Broadcasting seeks CP to increase day power to 10 kw.

Marysville, OH WAKS(FM) 105.7 mhz—Tel Lease Inc. seeks CP to make changes: ERP: 1.63 kw; ant. 156 m., TL: adjacent to US 33, 1.85 km NW of intersection with US 42 in Jerome Township, Union City, OH.

Rapid City, SD KIQK(FM) 104.1 mhz—Tom-Tom Communications seeks CP to make changes; change: ant. 164 m.; TL: S of Rapid

City adjacent to Golden Eagle Dr.
Amarillo, TX KRQA(FM) 99.7 mhz—William R. Lacy seeks mod. of CP to make changes: ERP: 21.5 kw, and to change class from A to C3. Change antenna supporting-structure height.
South Padre Island, TX KJIB(FM) 92.7 mhz—Laser Communications Inc. seeks mod. of CP to make changes: TL: 1/4 mi. SW of intersection of Port Rd. and Co. Hwy. 100, Cameron Co., Port Isabel, TX.
Lynchburg, VA WKPA(AM) 1170 khz—Seven Hills Media Inc. seeks CP to reduce power to 2.5 kw.
Bluefield, WV WPIB(FM) 91.1 mhz—Positive Alternative Radio seeks mod. of CP to make changes; ERP: 0.72 kw, modify directional pattern.
Montgomery, WV WZKM(FM) 93.3 mhz—R-S Broadcasting Co. Inc. seeks CP to make changes; change: ERP: 4.09 kw; ant. 121.49 m.; TL: 0.8 km E of Cedar Grove Bridge on Rte. 60, Cedar Grove, WV.

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Amarillo, TX KRQA(FM) 99.7 mhz—William R. Lacy seeks mod. of CP to make changes: ERP: 21.5 kw, and to change class from A to C3. Change antenna supporting-structure height.

South Padre Island, TX KJIB(FM) 92.7 mhz—Laser Communications Inc. seeks mod. of CP to make changes: TL: 1/4 mi. SW of intersection of Port Rd. and Co. Hwy. 100, Cameron Co., Port Isabel, TX.

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Montgomery, WV WZKM(FM) 93.3 mhz—R-S Broadcasting Co. Inc. seeks CP to make changes; change: ERP: 4.09 kw; ant. 121.49 m.; TL: 0.8 km E of Cedar Grove Bridge on Rte. 60, Cedar Grove, WV.

Actions

San Francisco KIQI(AM) 1010 khz—Granted app. of Oro Spanish Broadcasting Inc. for MP to reduce day power to 15 kw; increase nighttime power to 1.5 kw and make changes in antenna system. Action Feb. 4.

San Jose, CA KKSJ(AM) 1370 khz—Granted app. of United Broadcasting Co. for CP to change TL adjacent to Bayshore Hwy (US 101) at Union Pacific RR overcrossing, San Jose, CA, and make changes in antenna system, Action Feb. 4.

Mountain Home, ID KLVJ-FM 99.1 mhz—Granted app. of William Konopnicki for CP to make changes: ERP: 100 kw; ant. 106.1 m.; frequency changes from 256 to 257; class changes from A to C1 (per MM docket 87-507); TL: 10.8 km at 47 degrees true from junction of U.S. Hwy. 20 and Interstate 84. Action Feb. 2.

Kaplan, LA KMDL(FM) 97.7 mhz—Granted app. of Mid-Acadiana Broadcasting Inc. seeks CP to make changes: ant. 163 m., change coordinates. Action Jan. 18.

Nevada, MO KNEM(AM) 1240 khz—Granted app. of KNEM Communications Inc. for CP to change TL to section 31, Washington Township, Vernon Co., 1.2 km NW of Nevada, MO; reduce power 500 w and make changes in antenna system. Action Feb. 4.

Portageville, MO KMIS(AM) 1050 khz—Granted app. of New Madrid Co. Broadcasting Co. for MP to make changes in antenna system and correct coordinates. Action Feb. 4.

Pittsburgh KDKA(AM) 1020 khz—Granted app. of Group W Radio Inc. for ZP to make changes in antenna system. Action Feb. 4.

Pulaski, TN WKSR(AM) 1420 khz—Granted app. of Pulaski Broadcasting Inc. for CP to change TL to S side of US 64, 2.8 km W of Pulaski, TN; make changes in antenna system; change from class B to A. Action Feb. 4.

Howe, TX KHYI-FM 95.3 mhz—Granted app. of Maple Communications LP for CP to change ERP: 15.8 kw, and to change class to C3 (per MM docket 93-92).

OWNERSHIP

Granted

KFAR(AM)-KWLF(FM) Fairbanks, AK (AM: BTC940110EC; FM: BTCH940110ED)—Action Feb. 16.

KDXY(FM) Lake City, AR (BAPLH931126-GF)—Action Feb. 4.

KSEE(TV) Fresno, CA (BALCT931222 KG)—Action Jan. 21.

KREA(FM) Ontario, CA (BALH940114 GG)—Action Feb. 7.

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KNSD(TV) San Diego, CA (BTCCT931223-KJ)—Action Jan. 21.

KTMS(AM) Santa Barbara, CA (BAL930727-EB)—Action Feb. 8.

KHTY(FM) Santa Barbara, CA (BALH-930727EC)—Action Feb. 8.

KTHO(AM) South Lake Tahoe, CA (BAL-931214EA)—Action Feb. 8.

KGRE(AM) Greeley, CO (BAL931223ED)—Action Feb. 15.

WCNU(AM) Crestview, FL (BAL930-426EB)—Action Jan. 21.

WTVT(TV) Tampa, FL (BTCCT931223-KM)—Action Jan. 21.

WMGR(AM)-WJAD(FM) Bainbridge, GA (AM: BAL931015GS; FM: BAL931015GS)—Action Jan. 24.

KOCR(TV) Cedar Rapids, IA (BALCT-931221KI)—Action Jan. 21.

KLSN(FM) Jefferson, IA (BALH931108-GE)—Action Jan. 19.

WKAN(AM)-WLRT(FM) Kankakee, IL (AM: BAL931206GG; FM: BALH931206GH)—Action Feb. 7.

WPTA(TV) Fort Wayne, IN (BALCT931222-KH)—Action Jan. 21.

KICT-FM Wichita, KS (BALH931115GF)—Action Jan. 19.

KYKZ(FM) Lake Charles, LA (BALH931110-GG)—Action Feb. 4.
WSBK-TV Boston (BTCCT931223KI)—Action Jan. 21.
WHSB(FM) Alpena, MI (BTCH931129GH)—Action Feb. 7.
WDEE(AM) Redd City, MI (BAL931216 EB)—Action Feb. 7.
KLBB(AM) St. Paul, MN (BAL931118EC)—Action Feb. 14.
WDFX(FM) Cleveland, MS (BMPH930513-IB)—Action Oct. 26.
WAJA(AM) Franklin, NC (BAL931229EB)—Action Feb. 16.
WLLY(AM) Wilson, NC (BAL931216ED)—Action Feb. 14.
WZNN(AM)-WWEM(FM) Rochester, NH (AM: BAL931102GH)—Action Jan. 21.
KSEL-AM-FM Portales, NM (AM: BAL-931206EA; FM: BALH931206EB)—Action Jan. 21.
WEAR(AM) Plainfield, NJ (BTC931215-EC)—Action Feb. 15.
WNYG(AM) Babylon, NY (BAL940106EF)—Action Feb. 15.
WJW-TV Cleveland, OH (BTCCT931223-KL)—Action Jan. 21.
WRVF(FM) Upper Arlington, OH (BALH94 0125GG)—Action Feb. 7.
KSWO(AM) Lawton, OK (BTC940119EA)—Action Feb. 16.
KKRX(AM) Lawton, OK (BAL931202EA)—

Action Jan. 19.
KKRX-FM Lawton, OK (BALH931202EB)—Action Jan. 19.
KZZR(AM) Burns, OR (BAL931201EB)—Action Jan. 21.
KFXI(FM) Marlow, OK (BPH920914IF)—Action Jan. 7.
WLLF(FM) Mercer, PA (BALH931022GJ)—Action Jan. 19.
WCTG(AM) Columbia, SC (BTC931229-EA)—Action Feb. 15.
WBCU(AM) Union, SC (BTC931126EA)—Action Feb. 15.
WRMX(FM) Murfreesboro, TN (BALH-931209GG)—Action Feb. 4.
KDNT(AM) Denton, TX (BAL931028EA)—Action Jan. 24.
KBJR-TV Superior, WI (BALCT931222KI)—Action Jan. 21.
KPGM(FM) Casper, WY (BALH931108GI)—Action Feb. 7.

kw; ant. 100 m. Address: P.O. Box 7206, Nut Tree, CA 95696. Applicant is headed by John C. Power and owns KXBT(AM) Vallejo, CA.

Indian River Shores, FL (BPH940210MC)—Cosmopolitan Broadcasting Corp. seeks 97.1 mhz; 4 kw; ant. 100 m. Address: 100 Blair Rd., Oyster Bay Cove, NY 11771. Applicant is headed by Evelyn Jose and has no other broadcast interests.

Indian River Shores, FL (BPH940209MB)—Shapiro Family Radio seeks 97.1 mhz; 3 kw; ant. 116 m. Address: 82 Bound Brook Rd., Newton Highlands, MA 02161. Applicant is headed by Charles Shapiro and has no other broadcast interests.

Indian River Shores, FL (BPH940211MB)—Todd P. Robinson seeks 97.1 mhz; 6 kw; ant. 100 m. Address: 8280 Greensboro Dr., 7th floor, McLean, VA 22015. Applicant has no other broadcast interests.

Indian River Shores, FL (BPH940209MC)—Carl C. Tura seeks 97.1 mhz; 6 kw; ant. 100 m. Address: 357 Ocean Shore Blvd., Ormond Beach, FL 32176. Applicant has no other broadcast interests.

Indian River Shores, FL (BPH940209ME)—Anthony deHaro Welch seeks 97.1 mhz; 6 kw; ant. 100 m. Address: 136 Heritage Circle, Ormond Beach, FL 32174. Applicant owns WROD(AM) Daytona Beach, FL.

Woods Hole, MA (BPH940203MG)—Cape and Islands Community Public Radio Inc. seeks 89.3 mhz; 8 kw; ant. 91 m. Address: P.O. Box 445, Woods Hole, MA 02543. Applicant is headed by Jay Allison and has no other broadcast interests.

NEW STATIONS

Applications

Los Molinos, CA (BPED940210MD)—Tehama County Community Broadcasters seeks 101.7 mhz; 6 kw; ant. 100 m. Address: 8148 Hwy. 99E, Los Molinos, CA 96055. Applicant is headed by Erik Mathisen and has no other broadcast interests.

Los Molinos, CA (BPH940210ME)—Redwood MicroCap Fund Inc. seeks 101.7 mhz; 6

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PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

52 weeks - \$55 per insertion
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13 weeks - \$85 per insertion

Call to creativity

EDITOR: Your Feb. 28 editorial "Right the first time" accurately points out that the FCC is unable to justify expanding its indecency enforcement policies. However, your suggestion that "broadcasters can avoid an FCC fight by avoiding programing that takes chances" is anathema to one important yet underrecognized segment of the industry—college broadcasters—and endangers the industry overall.

America's 1,000-plus student-staffed, FCC-licensed radio stations (and hundreds of other unlicensed campus cable and carrier-current stations) have developed a reputation over the past several decades for offering a broad range of programing that takes chances. It is what allows them to stand out on the radio dial, and their relatively small but loyal listenership appreciates it.

Commercial radio is understandably restricted from testing many new programing ideas due to the battle for rat-

ings and the need for significant advertising dollars. However, college/school stations have much lower overhead, so a relatively small amount of noncommercial underwriting revenue with some financial help from their host campuses allows them to avoid the ratings rat race and thus try new programing ideas.

And commercial radio benefits from campus stations' efforts. The growing commercial success of the modern rock format in the 1990s is merely commercial radio adopting the now-mature alternative rock programing that emerged from college radio in the 1970s and '80s. Most of today's top radio personalities, from Garrison Keillor to Howard Stern, got their start on campus radio as well.

Your editorial cautions commercial broadcasters: "After all, who wants to break new ground only to be buried in it." Remember history, however. If we let the FCC win this one, commercial radio may lose the innovative, new ideas that college radio has traditional-

ly provided it.—*Glenn Gutmacher, chairman, National Association of College Broadcasters, Providence, R.I.*

Supporting Fritts

EDITOR: In reference to the letter from Jerry Hennen in the Feb. 14 issue of BROADCASTING & CABLE.

I have 35 years in this business and feel that my old friend from Mississippi, Eddie Fritts, has done one heck of a job as head of the NAB.

I can remember back in the "good old days of broadcasting" when Eddie was working for \$200 a week in a small-market station in the north part of Mississippi.

I don't feel it is fair to compare the President of the U.S. with Eddie Fritts. I feel the President is way overpaid. Maybe Eddie needs a little pay raise this year.

Thanks, Eddie Fritts, for your great service to commercial broadcasting.—*William K. Hoisington, RF Specialties, Niceville, Fla.*

THIS WEEK

March 31—The National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards nomination ceremony. Contact: Trudy Wilson, (212) 586-8424.

APRIL

April 5—"Journalism on the Info Highway," seminar sponsored by Center for Communication. Center for Communication, New York. Contact: (212) 836-3050.

April 5-7—Virtual Reality Entertainment Forum. Grand Hyatt Hotel, New York. Contact: (212) 717-1318.

April 6—International Radio and Television Society Gold Medal Dinner. Waldorf-Astoria Hotel, New York. Contact: (212) 867-8650.

April 6—Radio and Television News Directors Foundation annual banquet and Celebration of the First Amendment. Mayflower Hotel, Washington. Contact: Frances Dattilo, (202) 659-6510.

April 6-8—"Redefining Local Exchange Competition: New Rules, New Players, New Technologies," seminar sponsored by *Business Research and Svidler and Berlin*. Ritz Carlton, Washington. Contact: (800) 822-6338 or (202) 842-3022.

April 9—"Creating Today's Television," seminar sponsored by *NATPE International*. WMAQ-TV, Chicago. Contact: (310) 453-4440.

April 10-12—Association of National Advertisers marketing communications conference. Don CeSar Beach Resort, St. Petersburg, Fla. Contact: (212) 697-5950.

April 10-12—Cabletelevision Advertising Bureau. New York. Contact: (212) 751-7770.

April 11-13—Cable Television Administration and Marketing Society national pay per view conference. Orlando, Fla. Contact: (703) 549-4200.

April 12—50th annual Radio and Television Correspondents' Association dinner. Washington Hilton. Contact: Ivan Goldberg, (202) 828-7016.

Datebook

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.

April 19—National Academy of Television Arts and Sciences 15th annual Sports Emmy Awards. Marriott Marquis Hotel, New York. Contact: Trudy Wilson, David Beld or Rob Simmelkjaer, (212) 586-8424.

April 20—Scripps Howard Foundation National Journalism Awards. Cincinnati Westin Hotel, Cincinnati, Ohio. Contact: (513) 977-3035.

April 21-22—National Association of Broadcasters second regional career seminar. Embassy Suites Hotel, Chicago. Contact: (202) 429-5498.

April 21-22—"Current Issues in Multimedia Licensing," seminar sponsored by *Prentice Hall Law & Business*. New York Palace, New York. Contact: (800) 223-0231.

April 23-24—National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards judging panels. New York. Contact: Trudy Wilson, (212) 586-8424.

April 30-May 1—National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards judging panels. Los Angeles. Contact: Trudy Wilson, (212) 586-8424.

MAY - JUNE

May 8-11—Conference on Interactive Marketing/East. Marriott Orlando World Center Resort and Convention Center, Orlando, Fla. Contact: (310) 798-0716.

May 11-12—National Infomercial Marketing Association third annual midyear meeting. Grand Hyatt, Washington. Contact: David Savage, (202) 962-8342.

May 13-15—Federal Communications Bar Association annual seminar. Nemacolin Woodlands Resort, Farmington, Pa. Contact: (202) 736-8149.

May 22-24—NBC affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 664-4444.

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.

May 25—National Media Owl Awards. First Chicago Center, Chicago. Contact: Mary Schwartz, (312) 664-6100.

June 1-4—CBS affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.

June 2-4—43rd American Women in Radio and Television national convention. Minneapolis Hilton and Towers, Minneapolis. Contact: Gene Barnes, (212) 302-3399.

June 5-11—15th annual Banff Television Festival. Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-3060.

June 7-9—ABC affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 456-7777.

June 8-11—PROMAX International and Broadcast Designers Association. New Orleans. Contact: (213) 465-3777.

June 11-13—ShowBiz Expo. Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.

June 20-23—Wireless Cable Association International annual convention. Las Vegas Hilton, Las Vegas. Contact: Connie Clark, (319) 752-8336.

June 20-23—Women in Cable 13th annual national cable management conference. Atlanta Hilton and Towers, Atlanta. Contact: Tracy Mitchell, (312) 661-1700.

June 23-24—Fox Broadcasting affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: Cirio Abate, (310) 203-1169.

Major Meetings

Michael Joseph Eckert

Beginning in April, The Weather Channel will feed round-the-clock local weather information to cable subscribers in 12 test markets. It could represent a whole new business for the channel and is the kind of future-thinking project that Michael Eckert spends a lot of his time working on these days.

Eckert, president of Landmark Communications' Broadcasting and Video Enterprises Division—owner of The Weather Channel—is very much interested in ways to increase the company's broadcast and cable properties. At Landmark, he oversees day-to-day operations and growth plans for its TV stations—KLAS-TV Las Vegas and WTVF(TV) Nashville—and its cable networks, The Weather Channel and The Travel Channel.

"We're able to look at the future from the cable perspective, the broadcast perspective and the new media perspective," Eckert says. "That will help us to make good transitions" to the future.

Eckert is particularly enthusiastic about interactive possibilities at The Weather Channel. He envisions consumers' being able to select weather forecasts from anywhere in the world or specialized forecasts, such as nautical weather conditions. The Weather Channel's April test would expand upon the local weather insertions currently fed every five minutes to Weather Channel affiliates in 800 weather zones in the U.S.

Eckert also sees new media possibilities for The Travel Channel, a cable network that Landmark acquired in March 1992.

From his Atlanta headquarters, Eckert oversees a division of roughly 700 employees. Not bad for someone who had no intention of getting into the media business upon graduating from Northern Illinois University in 1969. In fact, Eckert's first job out of college was teaching and coaching at a local high school. Meanwhile, he worked on a master's degree in administration at De Paul University, Chicago.

He never did finish his master's. His roommates, who were studying media sales, were busy selling him on



the idea of making a career jump. In 1971, he jumped.

"The rewards were more instantaneous in sales," Eckert says. But in many ways, coaching prepared him for his first media job at radio station WDHf (FM) Chicago.

It helped him understand the importance of preparation and knowing the competition, he says.

Eckert spent the next 10 years in radio sales and administration. Following two years at WDHf, Eckert further developed his sales skills at WAIT(AM) Crystal Lake, Ill., and later, at WLAK-FM Chicago. Eckert's next move was to a management position at John Blair Co.'s radio division in Chicago, where he stayed until 1982.

In early 1982 Eckert was approached by Landmark Communications to join the company's fledgling all-weather cable network. His experience in positioning niche radio station formats proved invaluable as he set out to sell a very specif-

ic TV format. Considering that cable penetration was only about 35% of U.S. households at the time, Eckert needed to apply the time-honored radio tradition of making the qualitative sell.

"It was different than it is today, because in many ways we were selling the medium," Eckert says. "That might be occurring a lot on the local side now."

By late 1983 Eckert had moved to New York to head the network's advertising sales. About a year later he became president and chief operating officer of The Weather Channel. And in 1990 he was named president of Landmark Communications' Broadcasting and Video Enterprises Division.

These days, much of Eckert's time is spent looking into new media applications as well as international expansion possibilities for The Weather Channel and The Travel Channel.

Since Landmark's purchase of The Travel Channel, Eckert says, the channel's advertising sales growth has tri-

pled. The ability to add subscribers has been difficult with cable deregulation and limited channel capacity, he says. Nevertheless, the network has added roughly 5 million subscribers since it was purchased two years ago.

While Eckert is forward-thinking, his approach is conservative. Considering today's difficult environment for new network launches, Eckert says Landmark will not be among the cable programmers jumping to launch new services in the immedi-

ate future.

"Good luck," he says to those companies planning to launch new networks now. "I hope they have deep pockets."

—RB

President, Broadcasting and Video Enterprises Division, Landmark Communications, Chicago, since January 1990; chief executive officer, The Travel Channel, since 1992; CEO, The Weather Channel, since 1990; b. March 20, 1947, Chicago; BS, Northern Illinois University, 1969; high school teacher/coach, 1969-70; sales, WDHf(FM) Chicago, 1970-72; local/national sales manager, WAIT(AM) Crystal Lake, Ill., 1972-74; sales, WLAK-FM Chicago, 1974-76; sales/management, John Blair Co., 1976-82; central division sales manager, The Weather Channel, Chicago, 1982-84; vice president, advertising sales, TWC, New York, 1984; president/chief operating officer, TWC, 1985-90; married Janis Lynn Kamps, Oct. 28, 1972; children: Eric, 20; Jake, 18; Morgan, 14.

BROADCAST TV

David Bixler, VP, sales, Academy Entertainment, Los Angeles, joins ITC Home Video there as senior VP.



Smith

Maureen Smith, director, children's research, marketing, Fox Broadcasting Company, Beverly Hills, Calif., named VP, children's research.

Harry Anderson, senior VP, Sitrick & Co.,

Culver City, Calif., joins Brandon Tartikoff's new production company, Moving Target Productions, Beverly Hills, Calif., as executive VP.

Appointments at RHI Entertainment, Los Angeles: **George Stelzner**, director, creative affairs, named VP; **Ted Nelson**, story editor, named director, creative affairs.

Brian Snedeker, director, productions, Walt Disney Pictures, Burbank, Calif., joins Jim Henson Productions, Los Angeles, as VP, feature film development.

Lisa Kranz, director, operations, Saban Entertainment, Burbank, Calif., named VP, administration/human resources.

Nina Hahn, director, development, Sunbow Productions, New York, named VP.

John Wettersten, manager, mid-west sales, Raycom Inc., Chicago, joins Multimedia Entertainment's Spectrum Inc. there as account executive.

Todd Wheeler, director, sales, WPVI-TV Philadelphia, joins WABC-TV New York as GSM.

Doug Wilson, director, ABC Sports, New York, given Directors Guild of America sports award for outstanding lifetime achievement in sports directing.

Elizabeth Cheng, executive producer, programming and director, communications, WCVB-TV Boston,

named director, programming.

Appointments at KRON-TV San Francisco: **Jay Sondheim**, sales director, new business development, named sales manager, KRON's 24-hour news and information channel; **Michael Alene**, senior account executive, Bay Cable Advertising, and **Sandi Boesch**, VP/branch manager, Blair Television, both San Francisco, join as account managers.

Michael Settonni, national correspondent, Buena Vista Television's *The Crusaders*, joins WHDH-TV Boston as general assignment reporter.



O'Donnell

Kelly O'Donnell, anchor/reporter, WJW-TV Cleveland, joins NBC News, Burbank, Calif., as correspondent.

Kathy Vara, morning news anchor, WRC-TV Washington, joins

KNBC-TV Burbank as co-anchor, *Today in L.A.: First Edition* and *Today in L.A.*

Appointments at WTVJ-TV Miami: **Peggy Fox**, anchor/reporter, WCNC-TV Charlotte, N.C., and **Steve Daniels**, anchor/reporter, KCNC-TV Denver, join as general assignment reporters.

Nikki Grandberry, public relations director, Simons Michelson Zieve, Troy, Mich., joins WXYZ-TV Southfield, Mich., as co-host, *Company*.

Appointments at WAWS-TV Jacksonville, Fla.: **Philip Waterman**, local sales manager, WFLD-TV Chicago, joins as GSM; **Russ Rockwell**, assistant chief engineer, named chief engineer.

Gary Dreispul, managing partner, Orange Broadcast Services, West Palm Beach, Fla., joins WTRF-TV Wheeling, W.Va., as GM.

RADIO

John Ferrari, western region manager, Arbitron Co., Los Angeles,

joins Broadcast Data Systems there as account manager; **Jeffrey Swanberg**, account executive, Arbitron Co., Chicago, joins Broadcast Data Systems there as account manager.

Kurt Mische, GSM, KRLV-FM Las Vegas, named VP/GM.

Chris Miller, program director, KLRX-FM Dallas, joins KKJZ-FM Portland, Ore., in same capacity.

Rob Quarles, interim manager, WKDC-AM Elmhurst, Ill., named GM.

Roslin Pellman, sales associate, Internet, New York, named account executive.

Stephen Beard, contributor, American Public Radio's *Marketplace*, London, named London bureau chief.

Gary Lewis, GSM, KRJY-FM St. Louis, joins WIBV(AM) there in same capacity.

CABLE

Appointments at USA Networks, New York: **Douglas Hamilton**, CFO/VP, administration, named CFO/senior VP; **Tim Brooks**, VP, research, named senior VP; **Mauricio Gerson**, director, programming, Telemundo Network, New York, joins as director, programming, for USA's Latin American Network.

Laurence Rebich, VP, marketing, planning, Showtime Satellite Networks, New York, named senior VP, marketing, sales; **Jeff Morris**, VP, market research, analysis, Showtime Networks Inc., New York, named senior VP, strategic planning, research.

Appointments at QVC's Q2, New York: **Jeffrey Gaspin**, VP, prime time programming, development, NBC News, there, joins as senior VP, programming; **Ann Sardini**, VP/controller, WWOR-TV Secaucus, N.J., joins as CFO/VP, finance, operations; **Clayton Gsell**, senior operations producer, Fox News Inc., New York, joins as VP, broadcast operations.

Janet Foster, co-founder, president

and CEO, PrimeTime 24, New York, resigns; **Karen Tardy**, VP, sales, marketing, named president.

Carter Maguire, VP, southeast region, Turner Cable Network Sales Inc., Atlanta, named executive VP.

Jim Bates, assistant GM, SportsChannel New York, Woodbury, N.Y., named GM.

Appointments at Encore, Englewood, Colo.: **Ganesh Basawapattana**, founder, Asvan Technology, Santa Rosa, Calif., joins as VP, technology, business development; **Stephen Shelanski**, manager, scheduling, Cinemax, New York, joins as director, program acquisitions; **Marieclaire Odell**, former assistant manager, acquisitions, HBO, New York, joins as manager, programming acquisitions; **Charles Tabesh**, manager, programming, SportsChannel Los Angeles, joins as senior schedule evaluator; **Chuck Zabalski**, engineer, Telemation Productions, Englewood, Colo., joins as chief engineer; **Laura Benson**, writer/producer, The 30 Airborne Agency, Englewood, Colo., joins as video producer; **Tim Hanafee** and **Bob Lind**, video editors, Telemation, Englewood, Colo., join in same capacity; **Sean Hofer**, assistant editor, Crosspoint Productions, Lakewood, Colo., joins as special markets representative; **Joel Maron**, independent contract attorney, Englewood, Colo., joins as attorney, business affairs, *Starz!*; **Marla Greenstein**, account executive, Fresh Perspectives, Atlanta, joins as district manager, there.

WASHINGTON



Bunyan

Maureen Bunyan, anchor, WUSA-TV Washington, and **James Jones**, managing partner, Arnold & Porter, there, named to the board of the Eugene and Agnes E. Meyer Foundation, Washington.

Richard Lobo, former president/GM, WTVJ-TV Miami, named director, Office of Cuba Broadcasting, Washington.

Transitioning at Viacom

The transition team for the new Viacom/Paramount/Blockbuster has been announced. The team will be responsible for the orderly combination of the business enterprises and will oversee key executive appointments and the reorganization of all operating and staff units.

Frank Biondi Jr., Viacom president/CEO, is chairman of the team, which also includes **Phillipe Dauman**, **Thomas Dooley** and **Ronald Nelson**, executive VP/CFO, Paramount. Upon completion of the Blockbuster merger, **Steven Berrard**, Blockbuster vice chairman, president/COO, will join the transition team.

Viacom also announced the promotions of Dauman and Dooley to executive VPs. Dauman, formerly senior VP/general counsel, is now executive VP, general counsel and chief administrative officer, while Dooley, senior VP, corporate development, and president, interactive television, now is executive VP, finance, corporate development and communications. Both will report to Biondi.



Phillipe Dauman



Thomas Dooley

—MB

Edwin Diamond, author, "Behind the Times: Inside the New *New York Times*," joins the Annenberg Washington Program in Communications Policy Studies of Northwestern University as an Annenberg Visting Fellow.

TECHNOLOGY



Horowitz

Edward Horowitz, chairman/CEO, Viacom Broadcasting, New York, named senior VP, technology, and chairman/CEO, new media and interactive television, Viacom, there.

Dr. Bernie Luskin, founding president/CEO, Philips Interactive Media of America, Los Angeles, joins Jones Interactive Systems Inc., Englewood, Colo., as CEO and vice chair of Mind Extension University: The Education Network, there.

Penelope Longbottom, director, corporate communications, Hughes Communications Inc., Los Angeles, named VP, corporate affairs, administration.

DEATHS

C. Patterson (Pat) Denny, 46, senior VP, television production center, WTTW Chicago, died March 8 of cancer at Glenbrook Hospital, Glenbrook, Ill. Denny directed and produced such programs as *Soundstage*, *Center Stage*, *WTTW Journal*, *The Frugal Gourmet* and *Sneak Previews*. Prior to WTTW, Denny served as producer/director of the Connecticut Public Television Network, WKPC-TV Louisville, Ky., and the University of Kentucky Television Center. Survivors include his wife, Sharon, and a son.

Macdonald Carey, 81, patriarch of the NBC soap opera *Days of Our Lives*, died March 21 of lung cancer at his home in Beverly Hills, Calif. His portrayal of Dr. Tom Horton on the series won him daytime Emmys for best actor in 1974 and 1975. Best known for the Horton role, Carey was a Hollywood leading man in the 1940s and '50s. He starred in Alfred Hitchcock's "Shadow of a Doubt" in 1943. Carey began his show business career as a radio and stage actor in the 1930s. Other TV credits include *Dr. Christian*, *Lock Up*, and *Roots*. His marriage to actress Betty Heckscher ended in divorce in 1969. They had six children.

Brandon Tartikoff has signed a pact with cable network E!

Entertainment Television to produce a new weekly half-hour interview series for E! and to use E! and its facilities as a laboratory for other Tartikoff projects. The series, tentatively titled "Q and E!," is slated for launch this summer and will feature 20 athletes, entertainers and politicians asked 20 revealing questions. The deal also will allow the ex-NBC Entertainment head to produce shows for other distributors, using E!'s facilities and testing the shows first on the network.

Viacom made additional organizational changes last week.

Thomas Dooley, executive VP, finance, corporate development and communications for the parent company, announced the management team that will report to him. George Smith will continue as the company's senior VP and chief financial officer, and Raymond Boyce will remain as senior VP, corporate relations. Dooley will continue to directly manage the corporate development department. Each will be responsible for overseeing the integration of Viacom and Paramount personnel in their respective departments. Also, Philippe Dauman, general counsel and chief administrative officer, announced his new team: Earl Doppelt, former deputy general counsel at Paramount, and Michael Fricklas, former general counsel at Viacom, become senior VPs and deputy general counsels of the merged company. In addition, Dauman said William Roskin will continue as human resources chief, and Mark Weinstein will continue as senior VP, government affairs.

Two TV stations in Ohio have signed a Local Marketing Agreement.

Outlet Communications' WCHM(TV)

Fox takes world view on football

Fox has expanded its relationship with the National Football League with a deal announced last week to be a partner in the revamped World League, which will consist of six European teams that begin play in 1995. Teams will be fielded in London, Barcelona and Frankfurt, with three others chosen later. News Corp.'s Sky Sports will carry games in the UK, with other distributors yet to be named. ESPN has acquired international rights to several events, including the Masters and British Open golf tournaments and the World Volleyball Championships.

Columbus, an NBC affiliate, will broker time on Fant Broadcasting's independent WWAT-TV Chillicothe to broadcast news, sports and announcements and informational, public service and entertainment programs.

Self-proclaimed "King of All Media" Howard Stern is looking to take on another title—governor of New York state.

Stern said at a press conference last week that he was seeking the Libertarian party nomination. Stern, whose run-ins with the FCC over indecency have led to \$1.6 million in outstanding fines, said he is "fed up" with the government. Stern should find a sympathetic ear among Libertarians, whose party platform favors the abolition of the FCC. Stern brushed aside concerns about providing equal airtime for his political opponents, saying he does not plan to talk much about his campaign on the air. But FCC officials say that once Stern becomes an official candidate, it does not matter whether or not he talks about the campaign—New York stations that carry his show still will have to provide equal time to his general election opponents. Stern says he has no plans to invite his opponents to appear on his show.

1993 was a good year for basic cable network advertising. Revenues

increased 17%, according to a Broadcast Cable Financial Management Association survey. For the 21 cable networks that participated in the study—including A&E, Black Entertainment Television, Comedy Central, Nickelodeon and ESPN—sales totaled \$2.437 billion, up from 1992's high of \$2.087 billion.

The NAB would like some time to evaluate the HDTV system proposal of the Grand Alliance, the NAB's John Abel told broadcasters during an NAB panel session late last week. Abel, executive director of operations, said the NAB would like to investigate the Grand Alliance modulation system and its capabilities in the way of "dynamic scalability," i.e., the system's ability to offer varying degrees of picture quality and other non-HD digital services. Abel said the Alliance system embraces the flexible features the association wants, but may not go far enough.

Southern Starr Broadcasting's stock shot up from \$9 to \$15-1/2 last week when the company announced it might be for sale. According to a company statement, broadcast cash flow is expected to have exceeded \$3.3 million for the past year, an increase of 20%. One media broker suggests this is an opportunity for a private company

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Incorporating TheFifthEstate TELEVISION Broadcasting

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to purchase Southern Starr and go public. The company owns one AM and six FMs in New Haven, Conn.; Biloxi, Miss.; Little Rock, Ark., and Daytona Beach, Fla., and just purchased WVMJ(AM)-WQID-FM Biloxi-Gulfport from TeleSouth Communications.

Sinclair Broadcast Group last week issued a statement saying that the proposed purchase of WNUV(TV) Baltimore by Glencairn Ltd. from ABRY Communications was being withdrawn. Glencairn is controlled by Carolyn Smith, mother of David Smith, chairman/CEO of Sinclair, which owns co-located WBFF(TV). Scripps Howard, which owns co-located WMAR-TV, had filed a petition to deny the acquisition, alleging that Glencairn's application misled the FCC on the "dominant" role of Sinclair in the WNUV transaction. Last week's announcement made no mention of Glencairn's proposed acquisition of an option to buy WVTW-TV Milwaukee, where Sinclair is simultaneously proposing to buy WCGV(TV) from ABRY. Because Sinclair was itself going to buy the programming of WNUV and certain other assets of WNUV, the company said it would need to "modify certain terms of their acquisition agreements," which also cover WTTQ(TV) Birmingham.

Fox will broadcast its first-ever National Football League game on Aug. 12 with a preseason contest between the San Francisco 49ers and Denver Broncos from Candlestick Park in San Francisco.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 13. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel of Fortune	15.5/221/98
2. Jeopardy!	12.8/212/98
3. Star Trek: Next Generation	13.3/246/99
4. Buena Vista I	10.5/157/96
5. Entertainment Tonight	8.9/180/95
6. Oprah Winfrey Show	8.7/225/96
7. Roseanne	8.6/184/96
8. Wheel of Fortune-wknd	8.1/175/79
9. Star Trek: Deep Space 9	7.7/236/99
10. Baywatch	7.4/197/94
10. Hard Copy	7.4/161/92
12. Inside Edition	7.1/157/93
13. Action Pack Network	6.8/164/96
14. Married...with Children	6.7/181/95
15. A Current Affair	6.5/176/93

Preseason warmup

If you wanted to see CBS's first-round NCAA basketball coverage in Sioux Falls, S.D., you would have had to tune to Fox affiliate KTTW-TV. The station, which is inheriting NFC football from CBS affiliate KELO-TV there, got in some early practice selling sports programming. It carried one afternoon and two evening CBS feeds of first-round NCAA action in an unusual arrangement between CBS and the two stations. According to KELO-TV VP and General Manager Mike Braker, KELO-TV, which is carrying the remainder of the NCAA coverage, has a standing high-school-sports contract that includes high school basketball playoffs which conflict with the first two days of NCAA coverage. Braker suggested the pre-empted CBS coverage could be cleared on KTTW-TV. CBS and the Fox affiliate made a deal, and KTTW-TV took the opportunity for a little cross promotion, covering a CBS promo with one for football analyst Terry Bradshaw and Fox's upcoming NFC coverage of the Minnesota Vikings. KTTW-TV General Manager Charles Poppen said Fox was "not pleased" with the pre-emption, but said he hoped they would understand its benefit to his station and the market. Among the shows bumped for basketball were Fox's strong Thursday night lineup of *The Simpsons* and *Sinbad*. KTTW-TV rescheduled them for the next night in access (6-7 p.m.), bumping *Wonder Years* and *Coach*, which the station paid cash for and thus could move at will.

—JE

PHILADELPHIA

Comcast expansion

Despite a new round of cable rate regulation, multiple system cable operator Comcast is looking to expand. The company in 1994 plans to boost capital expenditures 50%-75% over last year, part of a five-year plan that includes upgrading roughly 1 million subscribers during the next two years to 750 mhz, two-way technology. Comcast also has executives scouting opportunities overseas.

NEW YORK

Ducking for cover

The International Radio & Television Society Foundation got off on the wrong foot in establishing its new year-end awards luncheon, which was to have honored leading lights from a number of industry categories—radio, television, cable, etc. The committee in charge picked Mel Karmazin of Infinity Broadcasting as one honoree, and told him so, before the IRTS board caught wind of it. The board balked, in light of Karmazin's many-fined confrontation with the FCC over Howard Stern, and pulled back the invitation for a less contentious time.

LAS VEGAS

Medium's the message

One NAB convention corridor was clogged last week with delegates watching the closed circuit telecast of a panel session in an adjacent meeting room. Was it standing room only within? Actually, the room was only one-third full; the audience just preferred to get its information via TV.

WASHINGTON

Get set...

AM listeners need to wait just a bit longer to tune into the silent space beyond 1605 khz. The FCC's AM Branch says it is ready to issue its list of stations that should be given the green light to migrate to the new AM territory between 1605 and 1705 khz, but the branch first needs to clear a handful of petitions for reconsideration. The petitions stem from a ranking of stations the commission says would most improve the existing AM band by leaving it. FCC staff say they hope to resolve the petitions in the next few weeks. Of the 688 stations ranked by the FCC, no more than 150 will make the cut, AM Branch Chief Jim Burtle predicts.

The future showed up in Las Vegas

This was a pivotal year at the NAB.

■ There was the attendance, of course, which at 71,082 set a new record. Not only did exhibitors jam every corner of the Las Vegas Convention Center last week, they've already booked all the space available for next year. If you haven't made your room reservation, it may already be too late.

■ Of even greater significance to the industry at large, this was the year broadcasters began to reinvent their medium. Propelled by a favorable response from Congress, the industry can now begin to count on a place on the information highway. It's all because of flexibility, a concept that takes some getting used to. The thought of being a multichannel provider of voice, data and video—in addition to the basic hometown and network signals—is still alien to many in the television industry. Our second word to the wise for the week: You'd better come up to speed fast. The onrush of technology is overtaking us so quickly that only the fleet and the savvy will survive.

■ The computer industry clicked on with broadcasting in Las Vegas. Such companies as Silicon Graphics, IBM and Hewlett-Packard set up shop alongside the Sonys, Panasonics and Quantels to offer broadcasters a full complement of equipment choices. We knew going in that file servers would be a big item, but we were nevertheless surprised by the dimension of their talkabout in the convention halls.

Ray Smith, the chairman of Bell Atlantic, told the opening session about this sign in a Las Vegas casino:

"The less you bet, the more you lose when you win."

We think the time has come to bet big on the converging multimedia future.

Riding the rapids

It has everything: money, power, patronage, resignations in high places, a special investigator...even a suicide on the periphery. It has the President *and* the First Lady. In fact, Hillary Rodham Clinton would have had to club Tipper Gore in the knee to place the Whitewater story more squarely in the sights of the news media.

The First Lady, who was swept into Washington on a flood of good press, has found herself negotiating the rough rapids of a Washington scandal. Given the "us and them" timbre of some talk out of the administration, we wouldn't be surprised to find the news media blamed for training a floodlight on the story.

From Wilbur Mills in the Tidal Basin to the bungling burglars in the Watergate, there's nothing the media—or the masses—love more than a Washington scandal. (Let's face it, we all rubberneck at political crash sites.) Perhaps part of it is the self-indulgent pleasure we take in a system that allows us to hold our most powerful leaders up to such scrutiny. It is a rare—if not unique—opportunity in a world where criticism is usually punished, not celebrated. But there is a serious side to this story: the legitimate questions asked, and as yet unanswered, about possible misconduct in high places. It stands to become an even bigger story with the prospect of congressional hearings (C-SPAN is already staking out prime time for replays).

The media—print, broadcast and cable, here and abroad—did not make Whitewater the partisan Punch and Judy show it has become. They are simply giving the world a front-row seat.

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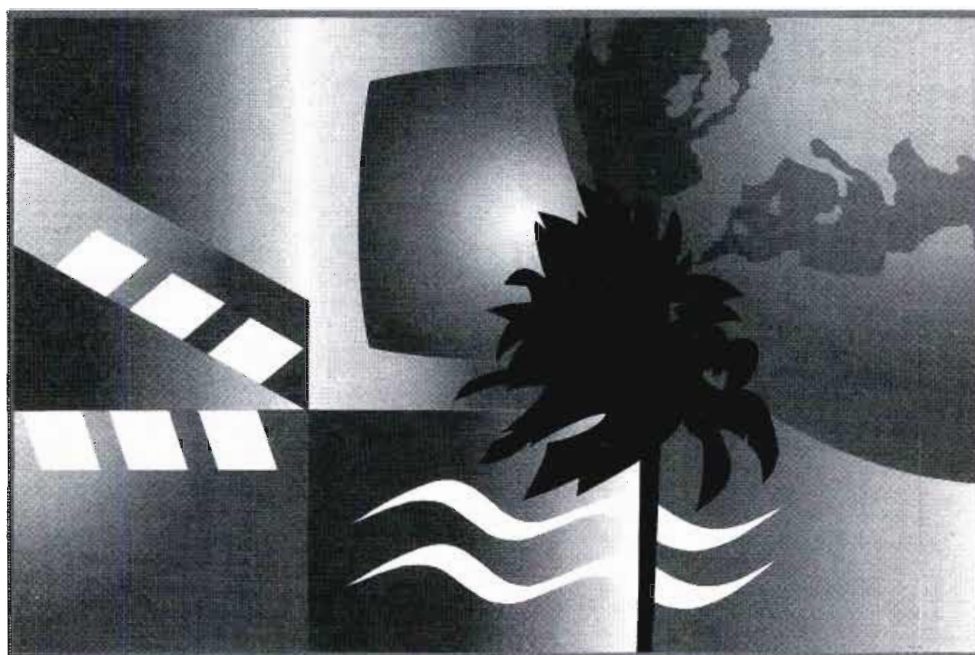
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This is one busy cat. So if you're trying to scratch out a place in the ratings, call The Program Exchange at (212) 463-3500, and let shows like *The Flintstones*, *The Woody Woodpecker Show*, *Dennis the Menace*, and *Garfield and Friends* heat up your weekdays.



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