

MAY 30

Broadcasting & Cable

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Falling for Fox

The domino theory
in network TV

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Chairman Lucie
Salhany gives the
High 5 in New York

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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK



Rupert Murdoch's News Corp. will pay \$500 million for New World's affiliation switch. / 6

Fox and the New World order Fox's dramatic 12-market UHF-for-VHF affiliation switch last week will cost the big three networks viewership. CBS, and to a lesser extent ABC and NBC, must immediately begin trying to repair the damage from Fox's deal with New World. The networks' options range from stealing each others' affiliates to buying a fourth VHF station, if available. / 6

Fox Stations owned by foreign firm, but... For the first time, Fox Television Stations acknowledges that it is almost completely owned by the Australian company News Corp. But Fox argues that the FCC's 25% foreign-ownership limit should not apply because News Corp. is controlled by U.S. citizen Rupert Murdoch. / 12

NCTA '94: Hundt encourages cable FCC Chairman Reed Hundt is trying to make peace with the cable industry, saying the FCC will not roll back cable rates any further and the 2% productivity offset proposal will not be adopted. / 14

Giving voice to new-rule angst The resentment cable operators feel toward the FCC surfaced—and how—during the National Cable Television Association's annual convention last week. The industry is up in arms over the commission's new rate rules, and its members spoke loudly and often. / 16

Who will take Times Mirror Cable? Times Mirror Cable Television has been searching for a buyer since last fall, and TCI, Comcast Corp., Continental Cablevision and Cox Cable Communications are said to be interested. / 18

PROGRAMMING

Fox weighs in; advertisers give ABC new-season edge

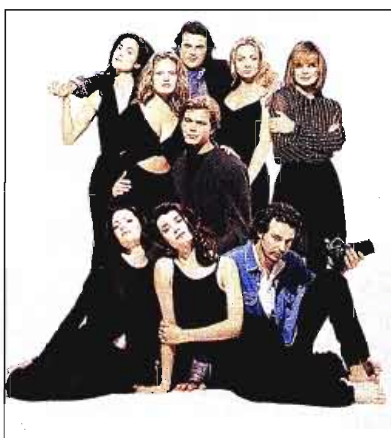
Fox unveiled its fall lineup last week, supplying the final piece of the fall prime time puzzle and paving the way for industry handicappers to begin gauging the relative strengths and weaknesses of the field. / 19

Encore tries to break language barrier

Encore Media Corp. has purchased a managing stake of 50 percent in the cable programming operations of International Channel Network, and plans to offer 12 foreign-language channels to U.S. cable households where English is the second language. / 24

NBC may lengthen affiliate agreements

At the NBC affiliate meeting in Los Angeles last week, news of the Fox-New World agreement overshadowed traditional complaints about compensation and the network's daytime performance. / 30



'Models Inc.' is Spelling's third drama for Fox. / 19

Robertson close to deal with Vietnam

Religious broadcaster Pat Robertson is negotiating with the government of Vietnam to launch a microwave cable system, in perhaps the first major U.S. media investment in Vietnam since the U.S. lifted its trade embargo. / 32

RADIO

Emmis's Smulyan to head ITU delegation

Emmis Broadcasting Chairman Jeffrey H. Smulyan will be the first radio group owner and broadcaster to chair the U.S. delegation to the Plenipotentiary Conference of the International Telecommunication Union in Japan this fall. / 38

Rival charges Gammon with deception

Broadcaster/broker Tom Gammon's application to buy two California FM stations has been challenged by a competing broadcaster who charges that Gammon improperly exercised prior control of the stations and violated FCC ownership limits. / 38

"Affiliates understand the huge risk involved in switching affiliations....It's bad business and causes confusion."—Pier Mapes, president, NBC network group

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BUSINESS

King World negotiates own music rights

King World is negotiating directly with stations for program music rights, buoying the hopes of broadcast music fee negotiators that the fees of music licensing agencies such as ASCAP can be avoided. King World is selling music rights to *Rolonda*, with *Inside Edition* and *American Journal* to follow. / 40

WASHINGTON

Will Infinity settlement set precedent?

The settlement between Infinity Broadcasting and a minority business group that sought to block its purchase of WPGC-AM-FM Washington may have set a "troublesome precedent" that will encourage similar agreements around the country, observers say. / 44

FCC rules attacked from within

FCC Commissioner James Quello has signaled his support for fine-tuning some aspects of the agency's cable rate rules. Meanwhile, FCC staff will recommend "significant changes" to improve incentives for cable operators to add new channels. / 45

Hill may move highway bills

Congressional leaders may be close to an agreement on one of the two telecommunications bills pending in the House. The House could vote on information superhighway legislation by mid-June, and the Senate could have a bill on the floor by July. / 46



The FCC has fined Howard Stern another \$200,000. / 44

On the Cover:

As Fox locks in 12 new affiliates, the dominos have only begun to fall. To hang onto VHF stations in the affected markets, CBS may have to approach TV groups for affiliation. ABC and NBC have similar worries. Cover illustration by Joe Sutliff; cover photo by Tom Sobolik. / 6



Women anticipate place on superhighway

American Women in Radio and Television's cause—to advance the impact of women in electronic media and allied fields—is growing more pressing as times change. And as the group convenes this week in Minneapolis, it prepares to meet change with change. / 47

TECHNOLOGY

Compression brings clients to Telstar

AT&T's domestic satellite, Telstar 402, is expected to be completely booked for its August launch, Skynet Satellite Services says. Last week, the company sold two more customers on the satellite. / 48

Orion going digital to Europe

Orion Atlantic Satellite Services, which plans to launch a satellite over the Atlantic Ocean later this year, hopes to deliver U.S. programming to Europe and to bring European programming to the U.S. / 48

GTE's \$317 million TV

Telemedia Week

In the latest of a series of phone company video dialtone plans, GTE will begin building networks in four markets this year and offer service to 550,000 homes next year. / 51

For sale: telco gear for cable

Cable operators are increasingly interested in the telephone business. Piquing that interest was hardware, on display at last week's NCTA convention, which would allow operators to provide telephone hookups through existing cable plants. / 51



Cabletown USA at NCTA / 51

On-line services want cable access

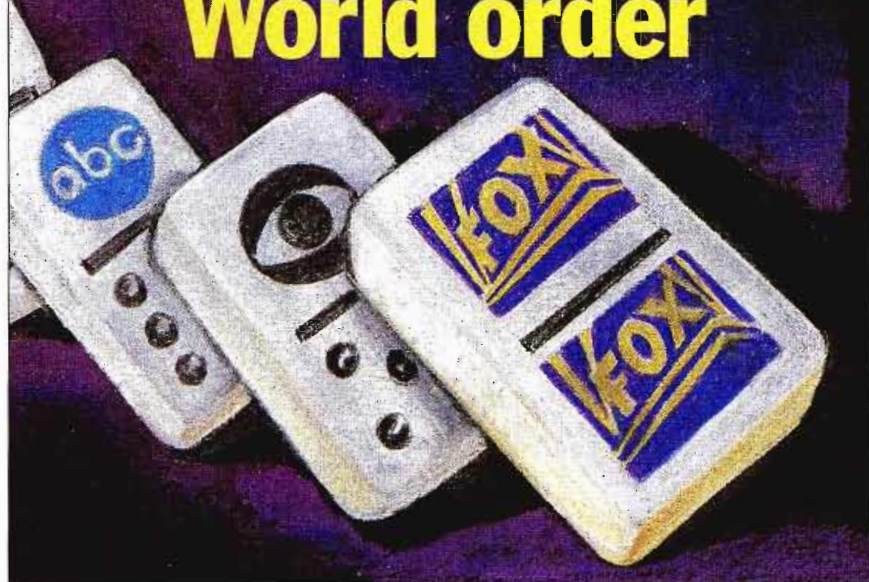
Prodigy and America Online are looking to get on-line—via cable. First, however, cable networks must upgrade their plant to allow for two-way interactive services. Second, the price of high-speed cable modems must drop before they will be attractive to consumers and operators. / 52

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Fox and the New World order



By Geoffrey Foisie

The dominoes have only begun to fall.

The big three networks and network affiliates across the country began scrambling to repair the damage done to them last week by the unprecedented affiliation agreement between News Corp.'s Fox Television and New World Communications Group.

Under the deal announced last Monday, New World's 12 current or soon-to-be-owned VHF network affiliates will become Fox affiliates for the next 10 years.

To seal the deal, Fox will give New World \$500 million—\$250 million for preferred stock at a slight premium over last week's price and \$250 million in a seven-year interest-free loan.

New World also will receive time on the Fox-owned stations for its syndicated programming. It will get two hours during daytime and a late-night slot, probably at 11:30.

New World subsidiary Genesis is expected to

supply some of the programming.

New World also has a minimum order from the Fox network for two series pilots and two made-for-TV movies.

New World now owns eight stations. But last week, it also announced an agreement to buy Argyle Television's four VHF affiliates for \$717 million (see box, page 8).

Of the networks, CBS is most affected. Eight of the New World/Argyle stations are CBS affiliates. Also unsettled are Fox's 12 current UHF affiliates and

the affiliations of the other three networks in markets covering almost 14%, and soon to be more than 15%, of the country.

CBS CEO "Larry Tisch has got to rethink how much he will pay for TV station ownership," said one TV group executive. "If he had bought the New World [then-SCI-TV] stations in the first place, when they were for sale, and which were a natural fit, he might not have had this problem."

The Monday morning quarterbacking had a more utilitarian purpose than just to vent opinions. Station executives and group-owner CEOs were trying to figure out what Tisch and his counterparts at ABC and NBC would try to do.

In order to hang onto VHF in the affected markets, some were figuring the networks might be forced into package deals affecting other markets.

Among the TV groups that CBS may approach for affiliations:

- Scripps Howard was the single-most victimized by Fox's me-first strategy, losing network affiliations in Tampa, Phoenix and Kansas City. It also owns coveted VHF stations in two markets where CBS has been unseated: Detroit and Cleveland. A group affiliation switch is a possibility; a sale is also possible, but Scripps Howard recently has been more a buyer than a seller.

- Gannett, with VHF stations in Atlanta, Austin and Phoenix (NBC, ABC and NBC), holds the key to three more markets where CBS is temporarily locked out.

- LIN Broadcasting owns NBC affiliates in Dallas and Austin.

- Gaylord Broadcasting, with a VHF independent in Dallas and a U in Milwaukee, also could be on CBS's list. A conversation with Gaylord, however, could go beyond affiliation, since Gaylord has been spinning off properties lately. An assignable option on its Milwaukee property already may be in the hands of Sinclair Broadcasting, which, as of last week, also owns the deposed Fox affiliate in

IT'S A NEW WORLD FOR FOX

Market	Rank	Future Fox affiliates (all VHF)	Network losing affiliation	Current Fox affiliates (all UHF)	Groups losing Fox affiliation
Dallas	8	KDFW	CBS	KDAF	Fox
Detroit	9	WJBK	CBS	WKBD	Paramount
Atlanta	11	WAGA	CBS	WATL	Fox
Cleveland	12	WJW	CBS	WOIO	Malrite
Tampa	16	WTVT	CBS	WFTS	Scripps Howard
St. Louis	18	WTVI	ABC	KDNL	River City
Phoenix	21	KSAZ	CBS	KNXV	Scripps Howard
Milwaukee	28	WITI	CBS	WCGV	Sinclair
Kansas City	29	WDAF	NBC	KSHB	Scripps Howard
Greensboro/49		WGHP	ABC	WNRW	Act III
Winston Salem/High Point					
Birmingham	50	WBRC	ABC	WTTO	Sinclair
Austin	65	KTBC	CBS	KBVO	Austin Television

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that market, WCGV(TV).

Theoretically, ABC could have to worry about Hearst, which has its VHF affiliates in two of the Fox-New World markets—Kansas City (where NBC loses to Fox) and Milwaukee (again, CBS). But given the strong corporate ties between Hearst and ABC's parent, Capital Cities/ABC, a switch is considered unlikely by most.

The market-by-market hand-capping:

Dallas—The audience loss to CBS here could equal more than a quarter of the total damage. Fortunately, Dallas has a fourth V, KTV(TV), but if Gaylord won't sell or sign on, CBS will have to try to steal from ABC or NBC or perhaps add insult to injury by negotiating with Fox to buy its former owned station, UHF KDAF(TV). Viacom/Paramount also owns a U there.

Detroit—As described above, CBS might try stealing away the ABC affiliate owned by Scripps Howard. Other CBS options include going after NBC affiliate WDIV(TV), although owner Post-Newsweek has a local sports franchise and NBC has sports. The soon-to-be-ex-Fox affiliate, WKBD, belongs to Viacom/Paramount.

Atlanta—CBS's potential audience loss here is substantial and, unlike Dallas, there is no fourth V. Once again, unless it can steal away the NBC or ABC affiliates owned by Gannett and Cox, respectively, CBS may be faced with buying WATL, the Fox O&O, which Fox said it will spin off.

Cleveland—Another three-VHF market facing CBS. NBC seems protected, since it partly owns its affiliate, WKYC. Unless it can strike a deal with



Fox programming chief Sandy Grushow and FBC Chairman Lucie Salhany high-five in celebration.

Scripps Howard for ABC's affiliate, CBS's other options are all UHF, including Malrite's soon-to-be-ex-Fox affiliate, WOIO, and Cannell Communication's WUAB(TV).

Tampa—The third largest potential audience loss facing CBS. If it wants V's in Detroit and Cleveland, CBS might have to make a deal with Scripps Howard and take WFTS, its UHF (and soon-to-be-ex-Fox affiliate) here. Alternately, it could try to switch to Media General's NBC affiliate, WFLA, or Great American's ABC affiliate, WTSP. GACC recently sold four stations to New World included in last week's switch, but the sale also used up tax losses to shelter the gain on any further sales. Still, the right price might buy CBS a V. Stanley Hubbard also owns a U here.

St. Louis—Here ABC suffered the affiliate defection. Fortunately, there is another V in the market, Koplar Communications' KPLR, which has an ownership restructuring deal on file at the FCC. Ted Koplar, however, recently

hasn't done a deal he ended up liking and could presumably be talked into something else. Considering Viacom's debt load, it, too, might be a seller of CBS affiliate KMOV, although any Capital Cities/ABC VHF purchase here would put it within 0.3% of the FCC's 25% coverage cap. Not to be counted out is the soon-to-be-ex-Fox affiliate, KDNL, owned by River City, which is building a news operation.

Phoenix—CBS has an option here. Meredith's VHF, KPHO, has a verbal agreement but no signed contract yet with the soon-to-be Warner Bros. network. Scripps

Howard's soon-to-be-ex-Fox affiliate, KNXV, has the already-mentioned group leverage and also has invested heavily in a start-up news operation. Other CBS options include trying to buy or move to ABC affiliate KTVK or to Gannett's NBC affiliate KPNX.

Milwaukee—CBS's better options in this three-V market include trying to steal the *Milwaukee Journal's* NBC affiliate, WTMJ, or talk to Sinclair Communications, which owns U and soon-to-be-ex-Fox affiliate WCGV and holds an option to buy Gaylord's U, WVTU.

Kansas City—NBC is the victim. It would be hard to take Hearst's KMBC from ABC. The CBS VHF affiliate is owned by Meredith, which also has the station CBS may be seeking in Phoenix. On the UHF side there is Scripps Howard's soon-to-be-ex-Fox affiliate, KSHB, and ABRY Communications' KSMO.

Greensboro/High Point/Winston Salem—ABC's strategy in this three-V market is complicated. Any VHF purchase would create a grade-B signal overlap with its affiliate in nearby Raleigh-Durham. Its options are to try to steal away Gannett's WFMY from CBS or Pulitzer's WXII from NBC. The UHF options include Act III's soon-to-be-ex-Fox affiliate, WNRW.

Birmingham—This market will be confusing for ABC, CBS and NBC. The former lost its affiliation, but the affiliates of the last two will both be up for sale. Sinclair Communication's WTO is also a contender.

Austin—Even though this is the smallest of the 12 markets, CBS is losing an affiliate with a strong signal. Unless it can persuade Gannett's KVUE to drop ABC, it faces ending up on a U, either LIN's NBC affiliate KXAN or the soon-to-be-ex-Fox affiliate KBVO. ■

Argyle socks away profit

New World's \$717 million purchase of Argyle Television generated its own buzz. That price was more than double the \$320 million Argyle paid less than a year ago for the four VHF affiliates: KTVI(TV) St. Louis, WVTM(TV) Birmingham, Ala.; KDFW(TV) Dallas and KTBC(TV) Austin, Tex.

Argyle President Blake Byrne, termed the sale—technically structured as an option to buy—"bittersweet." The windfall profit to be realized by Argyle's shareholders is attributable to a number of factors, including improved operating revenue, and the fact that the previous price was discounted because Argyle's minority-headed ownership structure allowed the stations' previous owner, Times Mirror, to defer tax on its gain.

Another factor is the higher multiple of a TV station's profit buyers are willing to pay today. That New World has more than one way to profit from a TV station (see stories) is yet another reason for the price it was willing to pay.

New World this week is expected to make yet another purchase announcement, that of WSMV(TV) Nashville.

—GF

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Fox Inc. Chairman Rupert Murdoch and Senior VP Preston Padden expect more respect for Fox after last week's affiliation deal with New World Communications.

Figuring the pluses, minuses of Fox-New World

There's more to the affiliation switch than just defections

By Geoffrey Foisie

It was easier to spot the losers in last week's New World-Fox deal than it was to proclaim the victors.

The losers were ABC, CBS and NBC. Fox's dramatic 12-market UHF-for-VHF affiliation switch will cost the big three viewership. As only three of the 12 New World markets (Dallas, Phoenix and St. Louis) have four VHF outlets, simple arithmetic dictates that in nine markets one of the big three will suffer from the inferior coverage of a UHF affiliate.

The networks also face heavy costs associated with finding and promoting new affiliates. What's more, they may be forced to secure VHF affiliations in key markets for the long term through acquisitions or equity investments in stations there.

In the winner's column one finds Fox, which will receive immediate audience gain, but at what cost? The \$500 million that several competing network executives claimed, can be arrived at using only the most draconian assumptions. The range of other estimates varies depending on assumptions about deal terms still being hammered out, programing ideas still being sketched and the

future price performance of New World's stock, of which Fox may soon own 20%.

The deal netted New World precious shelf space on Fox's owned TV stations: two hours in daytime and a slot probably at 11:30 p.m. The programing opportunity catapults New World into the top ranks of programer/syndicators where most profit, but the move to a lower-rated network is not without a downside. New World was warning investors that the operating cash flow of its 12 stations might decline roughly 10%, or \$35 million, in the first nine months after the switch.

Stations losing their Fox affiliation will have to scramble out. They will have a shot at an ABC, CBS or NBC affiliation—still a programing prize—but they may have to compete for it against independent stations in their markets. The loser may still be able to turn to Warner Bros. or Paramount and their upstart networks.

The total gain to FBC's national prime time ratings number, says Fox Chairman Rupert Murdoch, will be just short of 7%—from, say, its 7.2 household rating in the just-completed broadcast season to a 7.7. One of the assumptions used in Murdoch's

7% proved newsworthy: his disclosure to BROADCASTING & CABLE that within weeks he will bring more VHF stations into the Fox fold, covering another 2%-3% of the country.

Another assumption used by Murdoch is more controversial: that the U-to-V move automatically will raise ratings 40% in the affected markets.

A 25% boost—at best—is more like it, says CBS, which, as the biggest victim of last week's affiliate shakeup, is minimizing its possible losses by minimizing Fox's purported gains.

But questions about Murdoch's mathematics have accompanied almost every major deal he has done, including his purchase of what are now the Fox TV stations and his recent acquisition of NFL football rights.

One can better understand last week's news by viewing it as a continuation of a pattern: to Murdoch, an acquisition is not only an end, but also a means to yet another end. Two weeks ago Murdoch and Fox executives Chairman Lucie Salhany and Executive Vice President Preston Padden were using Fox's NFL football rights to lure the New World stations; tomorrow they could be using the early news lead-in of the New World stations to lure away some major talent.

"My guess is that going after [Diane] Sawyer and [Roone] Arledge were signals about what his objectives are," says an industry CEO who used to work for Murdoch. Those objectives were, he says, to gain Fox more respect, or, in Murdoch's words, "credibility."

Murdoch's attempt to shed the upstart image of Fox by spending money has caused some to wonder whether last week's move will have an even greater cost for ABC, CBS and NBC. Mainly, it will upset the cost-cutting strategy that has ruled network row since 1986 and 1987, when the Tisch/Murphy/Wright trio came to town.

CBS has the most to lose. In the unlikely event that the 12 New World stations retain the same viewership with their Fox affiliations, 75% of Fox's gain in net weekly audience "circulation" will come from CBS; 22% from ABC, and 3% from NBC.

By Thursday, CBS/Broadcasting President Howard Stringer was saying that CBS might purchase equity interests in station groups to assure carriage on the better outlets in each market. It is unlikely that NBC and ABC

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will wait for CBS to strike, and the dominoes no doubt will fall far beyond the 12 New World markets.

Competition for VHF facilities is nothing new. But the possible arrival of Fox as a legitimate bidder for affiliates would have a major impact. According to a computer analysis conducted by BIA Publications for

BROADCASTING & CABLE, half of the top 50 markets and almost half the next 50 have only three VHF.

This sense of a more competitive network business may explain why CBS's stock dropped last week far more than the estimated reduction in earnings would suggest. The increased cost of doing business

could apply not only to network compensation, but also to talent, promotion and other costs.

Last week's announcement may have affected only stations covering one-seventh of the country, but many in the industry think that, like any surgical strike, the impact will be much broader. ■

Fox Stations owned by foreign firm, but...

It tells FCC that News Corp. is Australian, but says it's controlled by U.S. citizen Murdoch

By Christopher Stern

Fox Television Stations told the FCC last week that it is 99% owned by a foreign company—Rupert Murdoch's News Corp. It is the first time FTS has publicly acknowledged that it is almost completely owned by the Australian company.

The level of foreign ownership clearly puts FTS above the FCC's 25% limit. But Fox argues that the limit should not apply in its case because News Corp. is controlled by Murdoch, who has been a U.S. citizen since assuming control of Fox in 1986.

Should the FCC find against Fox, it could force News Corp. to divest of its

interest in the stations. But most think it unlikely the agency will take such a drastic step.

The National Association for the Advancement of Colored People raised the foreign ownership issue in trying to block Fox's purchase of WGBS-TV Philadelphia. Although Fox pulled out of the deal, it asked the FCC to rule on its foreign ownership to settle the matter once and for all.

"News Corp.'s investment in [Twentieth Holdings Corp.] and FTS has permitted the commission to realize its 40-year dream of a fourth commercial broadcast television network," Fox also argues. Fox Television Stations is a wholly owned subsidiary of Twentieth Holdings Corp.

Fox claims that the FCC has acknowledged the public interest benefits of its presence in several decisions, including its renewal of Fox's license for KTTV-TV Los Angeles and its grant to the Fox network of a waiver of the financial interest and syndication rules.

Fox says its new network has bolstered the UHF television industry, stimulated competition among program suppliers and paved the way for the fifth and sixth broadcast networks.

An attorney for the NAACP dismissed Fox's public interest arguments. "That doesn't translate into the areas of influence that the FCC has traditionally looked at, which [are] ownership and employment," says David Honig.

If Fox's foreign ownership does not disqualify it as a broadcast licensee, he says, "you can kiss the minority ownership program goodbye." The NAACP generally opposes foreign ownership of U.S. broadcast facilities because of the increased competition it creates for minorities. ■

Fox moves 'Affair' to WBBM-TV Chicago

Twentieth Television's syndicated *A Current Affair* will leave Fox O&O WFLD-TV Chicago in mid-June to join CBS O&O WBBM-TV. The move underscores Twentieth owner Fox's new policy of maximizing the show's ratings and revenue potential in each market, regardless of station ownership, Twentieth officials say.

The move also represents a reversal by Fox Chairman Rupert Murdoch, who earlier scuttled discussions to move the show to WBBM-TV, a rep source says. It is the second such switch. Fox recently announced the show will move off KRIV-TV Houston O&O and onto NBC affiliate KPRC-TV in the fall to make room for Twentieth TV's syndicated *The Simpsons* at the O&O.

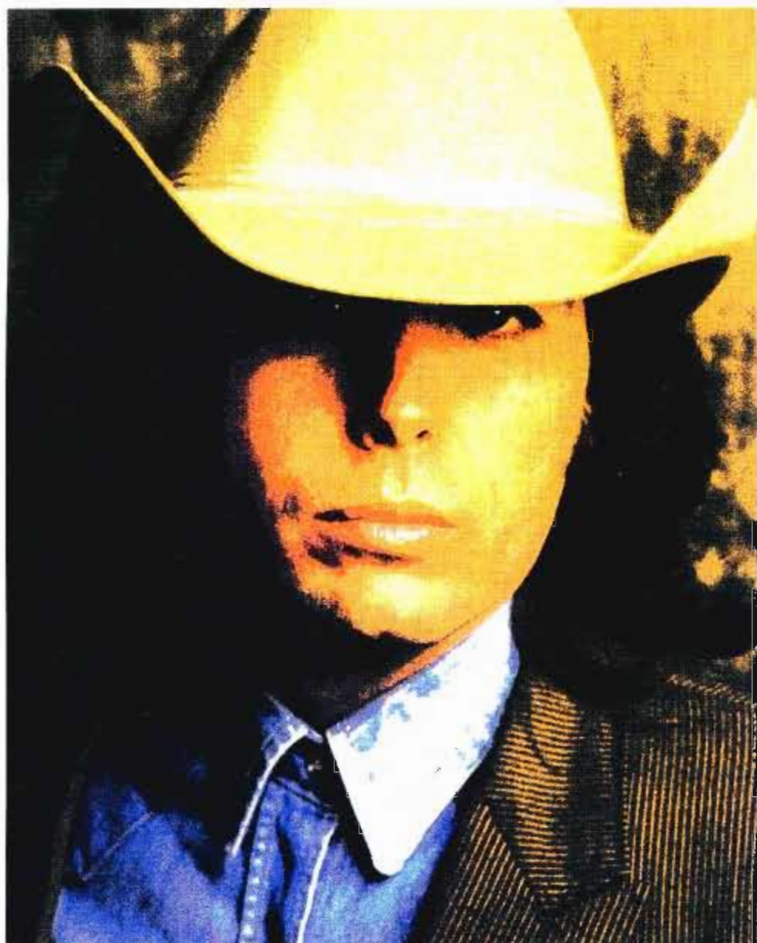
The show is a better fit for WBBM-TV's news-intensive environment than for WFLD, whose sitcom-dominated access block has led the expensive news magazine to be aired at 11 p.m., says Greg Meidel, president of Twentieth Domestic Television. That logic will only sharpen during the next two years, as WFLD adds *The Simpsons* in the fall and *Home Improvement* and *Seinfeld* in 1995 and WBBM-TV adds a 4 p.m. newscast to its already strong news lineup, he says. WBBM-TV will air *Affair* between 3 p.m. and 5:30 p.m., and in a late-night rebroadcast.

"It is our strategic plan to position *A Current Affair* as a lead-in or lead-out of news blocks in early fringe or access," Meidel says.

The combination of an upgrade to early fringe and a second run in late fringe should result in more than double the current viewership, says Gerry Farrell, vice president, marketing and research, Twentieth Television. The only downside is that the Fox O&O will compete against *Affair* in the two time slots and lose a show that is essentially free, since it is produced by the station group.

In markets where the show does not perform well, the switch makes sense, according to one station rep. "It's a very smart business decision," the rep says, noting the show's 3 rating during the past two sweeps at WFLD.—DT





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Hundt has encouraging words for cable

Says no more rollbacks; fence-mending well received

By Kim McAvoy

FCC Chairman Reed Hundt is trying to make peace with the cable industry.

That was the impression most observers got from Hundt's speech to last week's National Cable Television Association annual convention in New Orleans.

The tone of his remarks was "conciliatory," said one observer. "It was a genuine attempt to reach out to the industry," said a cable lawyer.

"I am here to learn; we're all here [FCC staff] to learn and talk and work with you," Hundt told cable operators. But most important, he told the NCTA groups that the FCC would not roll back cable rates any further, which some in the industry feared.

Hundt also put the industry at greater ease when he indicated that the so-called 2% productivity offset proposal contained in the FCC's further notice of proposed rulemaking would not be adopted. Cable operators were worried that the agency might endorse the concept, which could have resulted in another 2% cut in revenues.

Hundt said he didn't "know of any reason to adopt" the productivity offset proposal. "This sort of offset is generally found in the regulations of a utility, but cable is not a utility," he said.

He also promised that the agency would continue to refine its rules that provide investment incentives that enable systems to add programming.

And while he stood by the agency's decision earlier this year to roll back cable rates another 7%, he also said operators should be able to charge higher prices for basic and enhanced basic if they add more programming.

Said Hundt: "My view is that Congress intended that the average consumer who buys the exact same package of regulated tiers and equipment in the fall of 1994 should pay less than he or she did for the exact same thing in the fall of 1992—on a literal apples-



Reed Hundt circulates on the exhibit floor of the NCTA convention last week, with NCTA President Decker Anstrom (l) and Merrill Spiegel, assistant to Hundt.

to-apples comparison. With the 17% differential, on average, a six-cent apple should now cost a nickel, subject to the inflation adjustment."

However, he added, "if the consumer is not buying the same apple today, but instead is buying—forgive me for the metaphor—the whole fruit plate, then that customer should now pay more. If you get more channels in basic and enhanced basic, you should have to pay more—although certainly something less than might have been charged before the Cable Act was passed."

Hundt also urged cable operators to comply with the commission's new cable rate rules in good faith. A similar message was carried by NCTA's President Decker Anstrom (see page 16).

Hundt said he has seen two types of letters cable operators have prepared to inform consumers about bill changes. One he described as "intimidating, confusing and antigovernment." The other, Hundt said, was "straightforward" and discussed the benefits of those changes in terms of "price and quality."

The public's reaction this summer and in the future will depend, he said, "on what you say in your envelope stuffers announcing bill changes, on what you say in the media, on how you present your compliance with the Cable Act."

Immediately following Hundt's remarks, reaction from the industry was generally positive.

"He demonstrated a fair amount of flexibility," said USA Networks' Kay Koplovitz. "He's left the door open." ■

All that cable jazz

Angst over the FCC's new cable rate regulations dampened spirits at the National Cable Television Association convention last week in New Orleans.

But it wasn't enough to sour the gathering, which ballooned to more than 22,565, a whopping 38% more than the 16,483 on hand for last year's convention in San Francisco. Organizers attribute much of the increase to a strong showing by convergence-minded computer executives.

Cable executives stung by the regulations at least got a chance to sound off to FCC officials, including Chairman Reed Hundt. And in exchange for cable's promise to comply and cooperate, the FCC promised the rules would get only better for the industry, not worse.

Cable underscored its claim to the information superhighway in a special exhibit. Cabletown U.S.A. was filled with video-on-demand and interactive services, distance learning and cable telephony.

Much of the technology needed to make Cabletown a reality was on the huge exhibit floor. Companies such as NCTA newcomers Northern Telecom and Fujitsu offered hardware to transform systems into broadband switched networks.

Also on the floor was a long list of new basic services, lobbying for carriage on regulated basic tiers, which reach the largest audience.

But lacking incentives under the cable rules to add advertiser-supported service to basic, operators looked at new pay and home shopping services and the lucrative revenue splits they promised.

"When is it going to end?" asked Dean Petersen, a small operator in Carthage, Mo. "I just want to go home and run my business," speaking of the FCC rules, not the convention. ■

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Cable chafes at new rules

FCC staffers in New Orleans try to soothe angered operators

By Kim McAvoy

The current regulatory regime at the FCC is the most absurd thing I've ever seen," said Gerald Levin, chairman of Time Warner Inc. "The Cable Act was intended to go after bad actors. It was not intended to punish an entire industry."

Levin harshly criticized the FCC repeatedly during the opening session of the National Cable Television Association's annual convention,

One small cable operator complained the FCC seems insensitive to small systems in rural areas with an inordinately high cost of operation. "One size does not fit all," the operator said.

But according to James Coltharp, mass media adviser to FCC Commissioner Andrew Barrett, the commissioner is concerned about the impact of the rules on small systems. Barrett recognizes that small systems have

"unique problems," he said. Barrett will "continue to monitor the effect of the rules."

And Maureen O'Connell said that her boss, Commissioner James Quello, believes the FCC needs to provide more relief for small systems.

Another cable operator complained about the FCC's complex cable rate benchmark: "We can't compute it. We can take our best shot, but we need clear rules. There's still a lot that needs to be clarified."

Yet another operator asked if the agency takes into account the cost to businesses to comply with the regulations.

"It's something we're sensitive to," replied Patrick Donovan, acting chief, policy and rules division, Cable Services Bureau.

FCC Chief Economist Michael Katz defended the agency's rules. The FCC's benchmark was not an attempt to "penalize one part of the industry versus another," he said.

And, he added, the the agency did not implement the rules because, "as Gerry Levin has told us, the FCC is a bunch of Communists."



reflecting the resentment many cable operators feel toward the commission.

Despite the conciliatory tone taken by National Cable Television Association President Decker Anstrom (see box) and FCC Chairman Reed Hundt (see story, page 14), there were still plenty of operators at the convention who shared Levin's anger and frustration. And they vented their feelings at panel sessions with FCC officials.

The cable industry has been up in arms over the rules, which last year mandated a 10% rate reduction, and last March, another 7%. The complex formula for the rollbacks includes a raft of regulations and forms that have been criticized as nothing more than a "bureaucratic nightmare."

"We can't figure out what the rules are," said an operator at one session. "We don't know when to file or what to file."

FCC staff at the convention did their best to defend and explain the rules, and repeatedly emphasized the commission is trying to make compliance as simple as possible. However, few operators seemed convinced.



Cable operators heard conflicting messages at the NCTA convention opening session on dealing with the FCC's new cable rules. NCTA President Decker Anstrom (above left) urged operators to "make peace" with Washington. But Time Warner's Gerald Levin (above, center) rebuked the FCC, calling its regulations "absurd." Also on the opening bill (above, l-r): moderator Ken Auletta, Viacom's Frank Biondi, Levin, Hewlett-Packard's Lewis Platt and Sony Corp. of America's Michael Schulhof.

NCTA's Anstrom: A time for peace

"It's time to get on with our business. It's time to make peace with the policymakers," National Cable Television Association President Decker Anstrom told the cable industry last week.

"What Washington did to this industry was nothing less than a political caning," he said at the NCTA convention's opening session. Still, cable should not give up. "The past is behind us. The future is waiting," he said.

Anstrom advised the industry to:

- Comply with the FCC's new cable rate rules. "Yes, they are painful—but they are the law. Yes, they treat you unfairly—but they are the law."

- Build alliances and partnerships. "We hope to improve the lives of consumers through new programming and advanced communications technologies. So do teachers, computer companies, newspaper publishers and even broadcasters."

- Tell [our] own story "and never again let others tell it for us."

- Accept the responsibilities that accompany the privileges of size and strength.

- "Look ahead, not behind us. We've had enough of licking our wounds."



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Who will get Times Mirror's systems?

Number of MSOs are said to be interested in TM's 1.2 million subs

By Rich Brown

Despite tales of financial woe from the nation's cable system operators, at least four top MSOs are believed to be shopping for the 1.2 million subscribers owned by Times Mirror.

Comcast Corp., Continental Cablevision, Cox Cable Communications and Tele-Communications Inc. are said to have submitted bids last Friday (May 27) for Times Mirror Cable Television. The nation's 11th largest MSO has been searching for a buyer since last fall and was close to signing a deal last February with Continental.

Continental Chairman/CEO Amos Hostetter told an NCTA convention audience in New Orleans last week



that his company was "absolutely strapped for cash" as a result of cable rate reregulation and did not have any money to spend. But that would not preclude some type of stock swap or merger.

There was a lot of talk at the NCTA convention about the importance of consolidating cable systems as the industry prepares for the onslaught of competition from telephone companies, direct-broadcast satellite and wireless cable. Consolidation gives MSOs more power over equipment suppliers and provides access to greater capital for system upgrades, says David Lee, vice president, communications group, Lazard Freres & Co.

"There's going to be much more

moving around of the pieces and realigning geographically to prepare for battle in the future," says John Waller of Waller Capital. Waller expects most of the buyers of cable systems in upcoming months to be other cable systems.

Apparently telcos are still interested in acquiring cable systems. Sources say Bell Atlantic was close to joining TCI in its bid for the Times Mirror systems, but dropped out.

MSOs looking to sell are having a tough time attracting telco buyers because of system values, according to Nancy Peretsman, managing director, Salomon Brothers. She says telcos are not going to pay 10-11 times cash flow for systems when the telcos themselves typically trade at 6.5. ■

House Telcomsubcom backs FCC budget boost

Extra \$21 million would be used for additional 250 staffers to fight backlog

By Christopher Stern

A key House subcommittee is backing a \$21 million budget hike—to \$188.4 million—for the FCC. The increased funding would pay for 250 new employees, including 77 additional staffers for the Mass Media Bureau.

Although the Office of Management and Budget has not formally signed off on the new figures, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has promised to introduce legislation authorizing the 12.5% increase for the FCC's FY '95 budget—which now stands at \$167.4 million.

FCC sources say the \$21 million increase, if approved by Congress, will result in a \$21 million increase in user fees in FY '95. The proposal to increase the budget comes in the midst of ongoing talks between the FCC, Congress and the OMB about the commission's becoming a self-funded agency.

If the FCC becomes self-funded, and the \$188.4 million budget is approved, it could mean that the \$95 million in user fees that the FCC

plans to collect in FY '95 will almost double. Commission officials have said that an FCC that paid for itself would have to increase user fees by \$72.4 million. If the budget hike is approved, user fees for a self-funded agency will have to increase by still another \$21 million, to \$93 million.

During testimony at an authorization hearing last week, FCC Chairman Reed Hundt made only an indirect reference to a hike in user fees. "[T]he commission has a revenue source by way of the fees under Section 9 of the Communications Act. The premise underlying Section 9 is that those subject to the policy, rulemaking and



Susan Ness (l) and Rachelle Chong (far right) attend their first congressional hearing as FCC commissioners with Commissioner Andrew Barrett and Chairman Reed Hundt.

enforcement activities of the commission should provide the funding base for its efforts," said Hundt's prepared testimony. Hundt has said several times recently that he favors a self-funded FCC.

The chairman said the 250 additional staffers would add more than 100 to the Common Carrier Bureau; 77 to the Mass Media Bureau, 44 to the Radio Bureau, and 15 to the General Counsel's office. Those figures are "not written in stone," said one FCC source.

The additional Mass Media staff would be used to clear the backlog of applications. ■

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Programing

Advertisers give ABC new schedule edge

Fox weighs in; network buyers handicap fall race

By Steve Coe and Steve McClellan

Fox unveiled its fall lineup last week, supplying the final piece of the fall 1994 prime time puzzle.

While it may have stolen its own thunder with the revelation of its affiliate coup (see "Top of the Week"), the fourth network's schedule announcement paved the way for industry handicappers to begin gauging the relative strengths and weaknesses of the field.

Fox for fall

Five dramas and two comedies will join nine returning shows and a rescheduled movie on the Fox prime time lineup for the 1994-95 season.

Fox reshuffled several key returning shows to anchor new shows on different nights. *The Simpsons*, for example, returns to Sunday at 8 p.m., where it is sandwiched between the new 7 p.m. espionage action-drama *Fortune Hunter* from Columbia Pictures Television and the new 8:30 p.m. sitcom about a struggling professional baseball team, *Hardball* (from Disney).

The network's other new comedy, *Wild Oats*, about twentysomething professionals, is set for Sunday at 9:30 p.m., following *Married...With Children*. *Oats* is the only new show picked up by the network being produced in-house, although the network does have a financial interest in midseason project *TV Guys* from Brandon Tartikoff. Fox also is breaking up the Wednesday night *Beverly Hills, 90210-Melrose Place* combo, moving *Melrose* to Monday at 8 p.m. to anchor a new night of series programs. The network's sole movie slot moves to Tuesday night.

Fox programming chief Sandy Grushow acknowledges that the Monday movie during the 1993-94 season achieved "mixed results." But he promises a better performance in future seasons. "We've acquired a much better list of theatrical product," he told reporters last week.

Grushow says Fox has acquired half of the top-20 grossing theatricals of 1993 for use on the network, including "Mrs. Doubtfire," "In the Line of Duty," "Rising Sun" and "Demolition Man," but those titles don't start to kick in until the 1995-96 season. Made-for-TV

movies and miniseries are in development as well. Among the miniseries are projects based on the lives of Sonny and Cher and Mia Farrow.

Following *Melrose* (which has a 32-episode order) on Monday is a new 9 p.m. drama from Columbia, *Party of Five*, about five siblings who work to stay together after their parents' deaths.

On Wednesday, *Beverly Hills* will be followed by a new Spelling serial drama, *Models Inc.*, which will debut June 29. That gives Spelling its third drama on the Fox schedule (joining *Melrose* and *Beverly Hills*).

Martin and *Living Single* move to Thursday nights (8-9), followed by a new police drama, *Uptown Undercover* (Universal). A new superhero drama, *M.A.N.T.I.S.*, leads off Fridays, followed by the returning *X-Files*. The Saturday schedule remains unchanged.

Backup series include a *Get Smart* remake from HBO Independent Productions that reunites original stars

SUNDAY

New series in blue
New time period or day in green

7-8pm ABC—America's Funniest Videos (7-7:30)
On Our Own (7:30-8)
CBS—60 Minutes
NBC—Earth 2
FOX—Fortune Hunter



60 Minutes on CBS at 7pm

8-9pm ABC—Lois & Clark: The New Adventures of Superman
CBS—Murder, She Wrote
NBC—seaQuest DSV
FOX—The Simpsons (8-8:30)
Hardball (8:30-9)



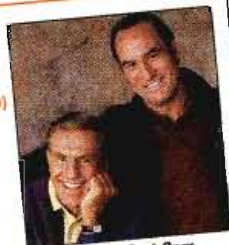
New time and day for The Simpsons Sun., 8-8:30pm

9-11pm ABC—The ABC Sunday Night Movie
CBS—CBS Sunday Movie
NBC—NBC Sunday Night at the Movies
FOX—Married...With Children (9-9:30)
Wild Oats (9:30-10)

MONDAY

New series in blue
New time period or day in green

8-9pm ABC—Coach (8-8:30)
Blue Skies (8:30-9)
CBS—The Boys Are Back (8-8:30)
Dave's World (8:30-9)
NBC—The Fresh Prince of Bel-Air (8-8:30)
Blossom (8:30-9)
FOX—Melrose Place



Coach on ABC at 8pm

9-10pm ABC—Monday Night Football
CBS—Murphy Brown (9-9:30)
Love & War (9:30-10)
NBC—NBC Monday Night at the Movies
FOX—Party of Five



Murphy Brown on CBS at 8-8:30pm

10-11pm ABC—Monday Night Football
CBS—Northern Exposure
NBC—NBC Monday Night at the Movies

TUESDAY

New series in blue
New time period or day in green

8-9pm
ABC—Full House (8-8:30)
Me and the Boys (8:30-9)
CBS—Rescue 911
NBC—Wings (8-8:30)
The Martin
Short Show (8:30-9)
FOX—Fox Night at the Movies



Wings NBC 8-8:30pm

9-10pm
ABC—Roseanne (9-9:30)
Ellen (9:30-10)
CBS—CBS Tuesday Movie
NBC—Frasier (9-9:30)
The John Larroquette
Show (9:30-10)
FOX—Fox Night at the Movies



Ellen formerly These
Friends of Mine,
ABC 9-9:30pm

10-11pm
ABC—NYPD Blue
CBS—CBS Tuesday Movie
NBC—Dateline NBC

Don Adams and Barbara Feldon. Other backup properties include ABC's canceled *The Critic*; a new sketch comedy from HBO, *House of Buggin'*, and a medical drama, *Medicine Ball*, from Warner Bros. Television.

Also on the backup series roster is a drama from John Sacret Young and Rysher Entertainment, *Avenging Angel*, about a young woman who uses virtual-reality technology to fight crime. Another comedy in the wings is *Something's Gotta Give* from Columbia.

Among the canceled shows are *South Central*, *Brisco County Jr.*, *The George Carlin Show*, *Sinbad*, *In Living Color*, *Herman's Head* and the news magazine *Front Page*. In limbo is *Roc*, which the network may bring back, possibly for midseason use.

many as 12 New World stations, mostly affiliates of CBS, which historically has been associated with an older demographic profile (see "Top of the Week").

ABC is pre-race favorite

Most network buyers contacted say ABC appears to have the strongest schedule heading into the 1994-95 season. Advertisers expect ABC will maintain its number one position among the key demographics and possibly unseat CBS next season among households.

"ABC's schedule is nervy and smart," says Paul Schulman,

PROGRAMMING

Fox is developing a news magazine, *Assignment*, which the company hopes will be ready to air this summer. David Corvo, executive producer of *Front Page*, will serve in the same capacity for the new magazine. Two on-air reporters, Andrew Neil and Judith Regan (see story, page 21), have also been named.

Grushow says Fox is intent on expanding its 18-49 viewership while continuing to serve its core 18-34 audience. The network will get a head start on expanding to an older audience with its addition of as

president, Paul Schulman Co. "It's smart in that its new comedies are all protected by strong returning comedies. ABC thought it out well by hammocking all the new comedies, which is nice if you have the luxury to do it," he says.

Schulman is referring to *Blue Skies*, which is the lead-out of *Coach* on Monday night; *Me and the Boys*, which is sandwiched between *Full House* and *Roseanne* on Tuesday night, and *All American Girl*, which is flanked by *Thunder Alley* and *Home Improvement* on Wednesday night.

"ABC will set the pace [of ad rates], and the other networks will play off of it," says Bob Silverberg, executive vice president, director of national broadcasting, Backer Spielvogel Bates. Silverberg expects to see rate increases of up to 5%, with ABC accounting for the majority of them. "Right now the perception at least is that NBC and CBS may be flat or even down." Although he says ABC appears to have the strongest lineup, he doubts the network will try to gouge advertisers when the upfront selling begins. "ABC is smart enough to know [that] if they

WEDNESDAY

New series in blue
New time period or day in green

8-9pm
ABC—Thunder Alley (8-8:30)
All American Girl (8:30-9)
CBS—The Nanny (8-8:30)
Daddy's Girls (8:30-9)
NBC—The Cosby Mysteries
FOX—Beverly Hills, 90210



Thunder Alley on
ABC at 8pm

9-10pm
ABC—Home Improvement (9-9:30)
Grace Under Fire (9:30-10)
CBS—Touched by an Angel
NBC—Now with Tom Brokaw
& Katie Couric
FOX—Models Inc.

10-11pm
ABC—Turning Point
CBS—48 Hours
NBC—Law & Order



Models Inc. on Fox at 9pm

Producers' Scorecard

Among the traditional network suppliers, Warner Bros. Television, composed of Lorimar Television and Warner Bros. Television, has captured the crown for supplying the most programming to the four networks. The studio has laid claim to that distinction for eight straight years. Warner Bros. is producing 13 shows for the four networks representing eight and a half hours. MCA and Universal are second with nine series, followed by Columbia TriStar and Disney with seven, representing five and a half hours and three and a half hours, respectively.

RS DAY

New series in blue
New time period or day in green

- My So-Called Life
- Due South
- Mad About You (8-8:30)
- Friends (8:30-9)
- Martin (8-8:30)
- Living Single (8:30-9)



Martin on Fox at 8pm

- McKenna
- Eye to Eye
- with Connie Chung
- Seinfeld (9-9:30)
- Madman of the People (9:30-10)
- Uptown Undercover



Madman of the People on NBC at 9:30pm

- PrimeTime Live
- Chicago Hope
- E.R.



E.R. on NBC at 10pm

jack up their prices, they'll drive people away. They're wise enough to know to go for reasonable increases," he says.

"ABC is probably the strongest network [going into the new season], but they have the stronger shows returning, particularly among the younger demographics," says Joel Segal, executive vice president, national broadcasting, McCann-Erickson. "[ABC] started with decent shows, and I don't see the other networks catching up." Segal would not discuss rates with

PROGRAMING

regard to specific networks, but he doubts that advertisers will see across-the-board increases from the four networks.

"I think you'll see a virtual tie between ABC and CBS [in household numbers], with NBC in a closer third-place position," says Aaron Cohen, senior vice president, director of national broadcasting, N.W. Ayer, who predicts that Fox also will show some improvement.

All of the advertisers queried cautioned that there were many pilots yet to be seen, but they offered some prospective hits among the crop of new series. Silverberg credits CBS with having the best new show in its new medical drama. "If you had to single one show out, it's probably *Chicago Hope*. I think it's the best new show," he says, also citing NBC's hospital drama *E.R.*, which will go head-to-head with the CBS drama on Thursday nights at 10.

Cohen also singles out the two medical dramas. "You kind of figure that after a couple of weeks—if one show proves to be stronger

than the other—the other show will move rather than be replaced because they're both good shows," he says. Cohen also points to NBC's *Madman of the People*, starring Dabney Coleman. "NBC might have finally found the right format for Dabney Coleman," he says.

As for other programing moves by the networks, Schulman calls

FRIDAY

New series in blue
New time period or day in green

- 8-9pm ABC—Family Matters (8-8:30)
- Boy Meets World (8:30-9)
- CBS—Diagnosis Murder
- NBC—Unsolved Mysteries
- FOX—M.A.N.T.I.S.



Unsolved Mysteries on NBC at 8pm

- 9-10pm ABC—Step by Step (9:30-10)
- Hangin' with Mr. Cooper (9-9:30)
- CBS—Under Suspicion
- NBC—Dateline NBC II
- FOX—The X-Files



X-Files on Fox at 9pm

- 10-11pm ABC—20/20
- CBS—Picket Fences
- NBC—Homicide: Life on the Street



20/20 on ABC at 10pm

Networks are their own best customers

The post-fin-syn era has arrived. For the first time in history, the big three network in-house production divisions are the major suppliers to their respective network schedules.

Leading the pack is ABC Productions, which is supplying its network with five series representing four hours of programing and also is producing a half-hour comedy for CBS. ABC Productions was responsible for four of the network's new show orders.

Right behind ABC Productions is CBS Entertainment Productions, which is producing five series representing four and a half hours for the network. However, only one of the division's new series was picked up by its network.

NBC Productions is supplying the network with four series, two of which are new. Its overall output is three hours. Each of the three networks is involved with co-production deals with studios or production companies that have the network supplying some production dollars in exchange for a percentage of the back-end. Examples

of such arrangements are ABC's deal with Universal Television for *Blue Skies*, which the network is financing, and NBC Productions' partnership with Columbia on *The Cosby Mysteries*.

Fox's in-house production division, Twentieth Network Television, which operates more autonomously than do the other production arms, is also the main supplier to the Fox network, coupled with the Fox Television Stations Group, with five series representing four hours. The station group is responsible for the production of the network's reality series *Cops* and *America's Most Wanted*, while Twentieth produces the scripted series like *The X-Files*, *The Simpsons* and *Wild Oats*.

The network news divisions are also well represented on the networks with nine news magazine shows scattered among the schedules of the big three. Each of the news departments is producing three shows, with NBC News supplying the only new show in *Dateline II*.

—SC

NBC's fall schedule "nervy but not necessarily smart." He cites the decision to move two of the network's successful Thursday night comedies in an effort to take on ABC on Tuesday night. "They moved *Wings* to the lead-off position on Tuesday and moved *Frasier* against a top-three show [*Roseanne*]. I understand what they did, but I don't know if the shows can do what they want. It would have been nice if they had tried it out during the season."

Despite those moves, which Schulman calls risky, he says NBC's schedule looks to have improved. "Last season they really only had two salable nights. In the fall it looks like they have six. People won't be lined up to buy into NBC's Friday night schedule," he says.

Schulman says the CBS schedule "in spots looks as if they weren't aware of other shows. They put *The*

Boys Are Back on Monday night at 8, and it doesn't appear they knew *Coach* was already in the time slot." He also questions the network's scheduling of *Chicago Hope* after NBC announced *E.R.*

Place is so hot right now." As for the Fox schedule overall, Schulman says the network will be very dependent on its new shows. "Fox changed six of seven nights. It's a very gutsy move."

SATURDAY

New series in blue
New time period or day in green

8-9pm

ABC—The ABC Family Movie
CBS—Dr. Quinn, Medicine Woman
NBC—Young at Heart (8-8:30)
Empty Nest (8:30-9)
FOX—Cops (8-8:30)
Cops 2 (8:30-9)



Cops on Fox at 8 and 8:30pm

9-10pm

ABC—The ABC Family Movie
CBS—The Five
Mrs. Buchanans (9-9:30)
Hearts Affire (9:30-10)
NBC—Sweet Justice
FOX—America's Most Wanted



Walker, Texas Ranger on CBS at 10pm

10-11pm

ABC—The Commish
CBS—Walker, Texas Ranger
NBC—Sisters

Regan gets "Assignment" with Fox

News Corp. has hired Simon & Schuster Senior Editor Judith Regan in a multifunction role that includes an on-air position on *Assignment*, a Fox news magazine now in development.

Regan also will be responsible for developing cross-media entertainment projects that could evolve as books, films, television shows or all three. News Corp. has given her a new publishing imprint, Regan Books, to be published at HarperCollins Publishers.

The onetime *National Enquirer* reporter has spent the past seven years at Simon & Schuster, where she is credited with shepherding such best-sellers as "Private Parts" by Howard Stern, "The Way Things Ought to Be" and "See, I Told You So" by Rush Limbaugh, plus books by Kathie Lee Gifford, Hollywood production executive Dawn Steel and others. "I'm not sleeping much," says Regan of her new roles at Fox.



Before joining Simon & Schuster, Regan served stints at *Entertainment Tonight* and *Geraldo* as a producer.

As for *Assignment*, Regan says the show needs to do stories that "capture the essence of the human drama. We have to constantly ask, 'What really moves us and matters to us [as] human beings?'"

Her publishing successes suggest she has a sense for what the mass audience wants—a sense she says has been honed by her own personal struggles, including the death of a child, the near-death of another and raising children as a single parent.

At Simon & Schuster, Regan says she was frustrated on many book projects because she wasn't able to develop spin-off TV or film projects herself; she had to sell them to others. But at Fox she'll have that opportunity, reporting to the heads of those divisions.

—SM



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TCI to pay \$200 million for Prime Ticket

Liberty Media to run regional sports net; Werner expected to yield helm

By Rich Brown



Top multiple system cable operator Tele-Communications Inc. plans to spend more than \$200 million to add Prime Ticket Networks to its growing lineup of regional cable sports networks.

Los Angeles-based Prime Ticket is one of the largest regional sports networks in the U.S., reaching more than 4 million cable subscribers in Southern California, Arizona, Nevada and Hawaii. The network's programming includes exclusive local cable rights to the Lakers, Kings, Mighty Ducks, Angels and Padres sports teams.

TCI is acquiring the operations from cable pioneer Bill Daniels and

other private investors, including L.A. Lakers owner Jerry Buss. Plans call for TCI's spin-off programming company, Liberty Media, to oversee the property. Roger Werner, the former ESPN president who has been in charge of Prime Ticket for the past three and a half years, is expected to give up that role following the change in ownership.

The deal expands an existing portfolio of 15 regional sports networks in the TCI-Liberty programming family. TCI also is said to be eyeing the nation's largest regional sports network, Madison Square Garden, which is currently for sale by Viacom. But others, including Cablevision Systems Corp., also are said to be interested in the New York-based MSG. MSG executives were seen in

private session at Cablevision's Rainbow Programming Holdings booth at last week's NCTA convention in New Orleans.

TCI's base of 10.7 million cable subscribers is likely to prove helpful in the rollout of Prime Ticket's La Cadena Deportiva, a regional Hispanic sports channel scheduled to launch nationally later this year. The service is now available to 900,000 basic cable subs in Southern California.

Other Prime Ticket holdings include national cable rights with the Pacific 10 Conference and a TV production arm that produces more than 360 hours of programming per year for the Prime Network and NewSport national cable networks. The TCI-Prime deal is expected to close in July, pending regulatory approval. ■

Encore tries to break language barrier

Plans host of niche language serves under International Channel Network umbrella

By Rich Brown



If all goes according to plan, by 2000 there will be 1 million cable subscribers in the U.S.—each paying \$8 per month to watch language-specific networks.

That is the goal of Encore Media Corp.'s John Sie, who last week unveiled a plan to offer 12 foreign-language channels to U.S. cable households where English is the second language.

Encore has purchased a 50% managing stake in the cable programming operations of International Channel Network and plans to offer the 12 services with the rollout of digital boxes on cable systems in the U.S. The services will be offered via DOLCE (Dynamic On-Line Channel Expander), a new Encore technology that uses one-third the capacity of a single analog video channel to deliver the dozen channels.

Sie says the international channels will be attractive to cable system operators in the newly reregulated en-

vironment because pay TV services are not regulated under the rules. He expects to have signed roughly 100,000 subscribers for each channel within five years.

Channels to be offered initially will include Cantonese Chinese, Mandarin Chinese, French, German, Polish, Greek, Arabic, Italian, Korean, Vietnamese, Tagalog (Filipino) and The Commonwealth Channel (serving British, Irish, Australians, Indians and Pakistanis). None of the channels will have advertising, and additional language-specific channels eventually will be offered, says Sie.

Sie believes the DOLCE international platform also has export possibilities. For example, he says, the com-



Encore's John Sie

pany could offer all but the French channel in France.

Encore's partner, The International Channel, has offered a multicultural, 24-hour basic cable network since 1990 that is now available in 5.5 million cable households. The company's expertise in importing programming for The International Channel is expected to help in programming the dozen planned net-

works. The new networks will rely on the production facilities of The International Channel, which now produces 30 hours of original programming each week for various markets.

Encore will be managing partner of the joined companies but will not take an ownership stake in the multilingual TV stations—KSCI-TV Los Angeles

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and KIKU-TV Honolulu—owned by International Channel founder and president Ray Beindorf. Encore is owned by Sie and Liberty Media Corp., the spin-off programming division of number one multiple system operator Tele-Communications Inc.

In addition to the planned international channels, Encore is accelerating its introduction of English-lan-

guage entertainment channels in the U.S. Encore's second group of "thematic multiplex" channels—Action-Encore 5, True Stories & Drama-Encore, and Tweens-Encore 7—will launch ahead of schedule on Sept. 1. Encore had originally planned to launch the channels with the arrival of DigiCipher II digital compression, which is expected in 1995.

The accelerated introductions are tied to strong operator demand for unregulated pay TV channels, according to Sie. Encore in recent weeks also accelerated the launch of Starz!-Encore 8, a first-run movie network now available to all cable systems. The remaining networks—Love Stories-Encore 2, Westerns-Encore 3 and Mystery-Encore 4—will launch on July 7. ■

Program notes



Multiple system cable operator Cox Cable Communications has bought an undisclosed stake in GEMS Television, the Hispanic women's network

that reaches 2.5 million households in 18 countries (cable distribution of GEMS in the U.S. now stands at roughly 35,000 households). The deal arrives as GEMS prepares to face Telenovela, a competing novela-based service to be launched in the U.S. by Galavision in third quarter 1994. GEMS executives, however, point out that their network is only 29% novelas, and they don't see Telenovela as directly competitive.

USA Network on June 27 will debut two original game shows and plans this fall to introduce a new original animated series, *Highlander*. The new game shows—*Quicksilver* and *Free 4 All*—are being produced in partnership with Los Angeles-based Stone Stanley Productions and will air back-to-back weekdays in the 5 p.m.-6 p.m. ET block. *Highlander*, based on the cult movie of the same name and produced by France-based Gaumont Animation, will air during USA's Cartoon Express kids block on Sundays. USA also has picked up post-syndication rights to 52 episodes of the animated adventures of *Sonic the Hedgehog*, available to the network's kids block in fall 1995. In other programming developments, USA has renewed its original prime time series *Weird Science* and *Duckman* for an additional 13 episodes each.

Viacom cable networks Nickelodeon and Nick at Nite will launch a series of books through Simon & Schuster, the book publisher acquired by Viacom in its merger with Paramount. The deal calls for a variety of original book series and books based on the networks, beginning with the October 1994 release of "The Big Help," tied to Nickelodeon's public service campaign.

A&E spin-off network The History Channel will debut on Jan. 1, 1995, with a 24-hour programming lineup that will be 30% original. Programming at launch will include a Monday-through-Friday prime time strip of four series: *Year By Year*, featuring documentary

newsreels; *History Alive*, showcasing original and exclusive historical documentaries; *Movies in Time*, featuring movies and miniseries such as *Shogun* and "Gandhi," and both new and classic episodes of the documentary series *Our Century*. A&E executives say they expect to have 500,000-1 million subscribers at launch.



Turner Broadcasting System has set Jan. 1, 1995, as the launch date for its seventh U.S. network, CNN International. CNNI has provided around-the-clock international coverage for global audiences since 1985.

Game Show Network, the joint venture of Sony Pictures Entertainment and United Video Cable Ventures, has set a Dec. 1, 1994, launch date.

Scripps Howard Broadcasting's Home & Garden Television Network, scheduled to launch in fourth quarter 1994, has signed six additional multiple system cable operators for a potential subscriber base of more than 20 million. New MSOs on board include Telesynergy, New-

house, Falcon, Adelphia, Intermedia and McLean Hunter.

NBC News is opening Washington and Los Angeles news bureaus for Canal de Noticias, the Hispanic news channel now available in roughly 500,000 homes. Canal de Noticias, launched in March 1993, is available in more than 20 countries in Latin America and the Iberian Peninsula and has managed to gain some U.S. distribution through retransmission agreements.

Miami-based TeleCompras Shopping Network is targeting a fall launch for a home shopping service aimed at the Hispanic market. ■



Programmers packed the hall at NCTA in New Orleans.

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MuchMusic means more music videos

Rainbow imports Canadian music channel to compete for audiophiles

By Rich Brown



The roll of would-be MTV competitors is getting longer.

Canadian music video network MuchMusic has struck a deal with Rainbow Programming to distribute the channel in the U.S. via cable, backyard dishes, and direct-broadcast satellite. Some distribution is already guaranteed through deals with HBO Direct; DBS programmer DIRECTV; and Rainbow's parent company, multiple system cable operator Cablevision Systems Corp. Three million subscribers are committed to launch, according to Rainbow executives.

Rainbow will begin feeding the 24-hour network to U.S. audiences on July 1. Although those audiences initially will receive the same feed seen in Canada—including Canadian commercials—plans call for eventually adding original U.S. programming. The network will be familiar to U.S. households that received the unscrambled Canadian network via backyard satellite dishes.

Toronto-based MuchMusic was launched 10 years ago by independent Canadian TV network Citytv, which also operates Canada's French-language music video network, Musique Plus. MuchMusic executives say they plan to expand MuchMusic around



the globe; a deal is already in place in Argentina. In Canada, the network reaches 5.6 million homes.

But in the U.S., MuchMusic is entering an increasingly crowded music video landscape. In addition to existing services MTV, VH-1, CMT, The Box and MOR Music TV, other planned services are waiting in the wings.

MOR Music itself is launching a second music video/home shopping hybrid. Black Entertainment Television plans to launch a jazz network this October. And top MSOs Telecommunications Inc. and Time Warner are teaming with Sony and other music industry giants to launch a music video network with home shopping tie-ins.

"We'll benefit from 10 years of cultivation," says Josh Sapan, president and COO of Rainbow. "Making a good service is a little more than putting the services on and selling them."

Rainbow, which is taking an undisclosed equity stake in MuchMusic, will serve as managing partner of the U.S. network. Rainbow's fast-growing portfolio of cable programming services includes recently announced additions the Independent Film Channel and The Singles Network.

Plans for The Singles Network, also announced last week, include a test-run this summer on some Cablevision systems. The network is targeted to launch nationally in 1995. ■

TCI invests in \$500 million Japanese venture

Cable operator ups ante in growing market

By Rich Brown



Top multiple system cable operator Telecommunications Inc., attracted in part by Japan's regulatory-friendly environment, is upping its stake in the fledgling Japanese cable industry.

TCI and Japanese cable company Sumitomo are deepening earlier ties by forming two joint ventures that will invest \$500 million in the market. The first venture will create a new entity to hold Sumitomo's existing cable assets and to develop and acquire new cable systems.

TCI will own 33% of that venture with the ability to increase its stake to 40% later. TCI will own a 20% stake in the second venture, which is

designed to create programming for direct-to-home and cable distribution in Japan.

Stiff cable reregulation in the U.S. is prompting TCI to explore Japan and other regions more vigorously, says Adam Singer, vice president, TCI International.

TCI and Sumitomo first came together a year ago, when the U.S. company bought an 18% stake in the Japanese company's Cable Soft Network movie channel. In the past year, TCI also tested the waters of deeper involvement by assisting in the design and construction of a suburban Tokyo fiber optic cable system.

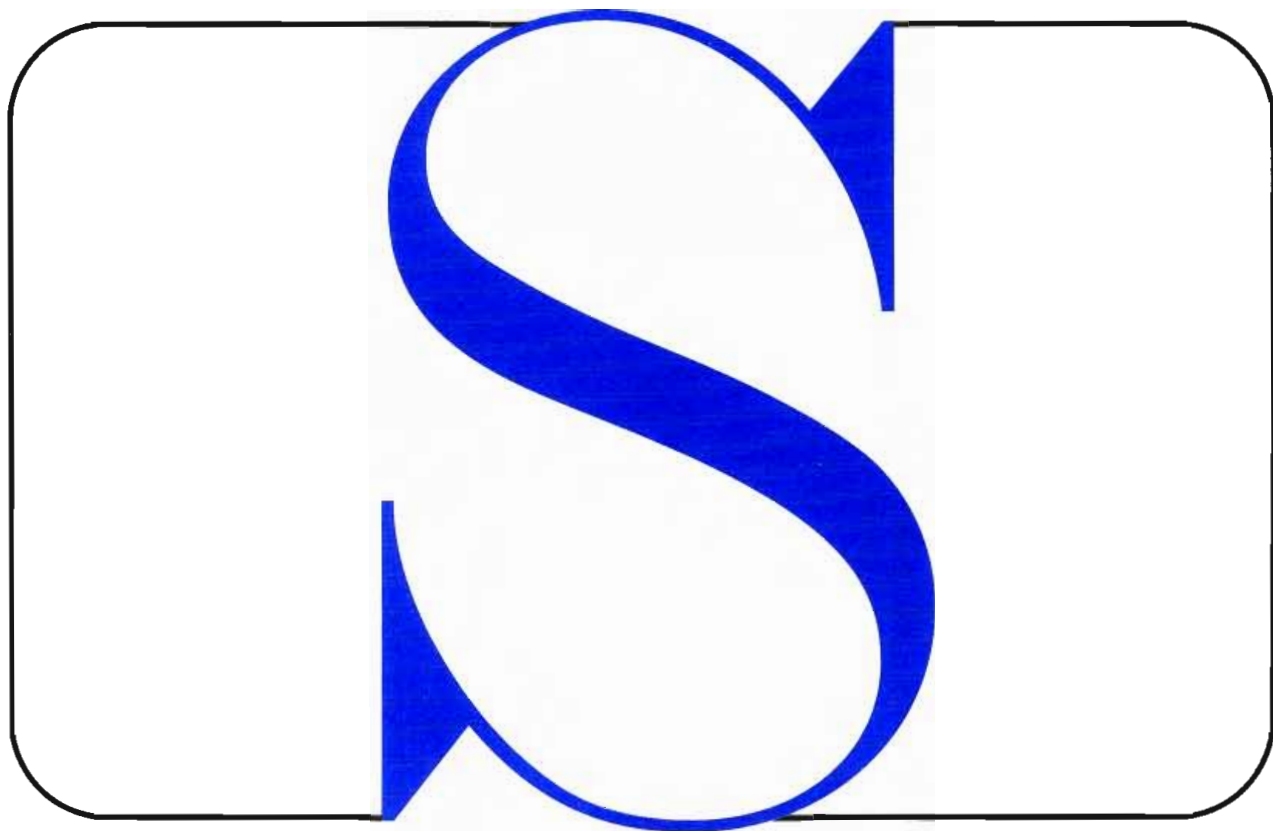
Japanese Cable TV is still in its infancy. Sumitomo's Yasushige Nishimura says the Japanese government is making regulatory changes that will

spur the growth of the industry, including the acceptance of MSO operations; cable entry into telephony, and relaxation of foreign ownership restrictions.

But the cable industry in Japan still will have to play catch-up with the direct-broadcast satellite industry, which now accounts for about 8 million subscribers in the region.

It is not likely that TCI and Sumitomo will be alone in jointly targeting the Japanese market. Time Warner is said to be talking with Japanese partners C. Itoh and Itochu about a similar agreement.

TCI and Sumitomo executives say their cable plans include telephony, and they anticipate that telephone partners will be invited to join their cable venture. ■



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NBC may lengthen affiliate agreements

Togetherness theme stressed in wake of defections to Fox

By Steve Coe

Partnership is always a central theme at any affiliate meeting, but that subject was never more evident than during NBC's gathering in Los Angeles last week.

News of the Fox-New World agreement (see "Top of the Week")—which greeted visiting NBC affiliates when they began their meeting Monday morning—became the main topic, overshadowing traditional complaints about compensation and the network's daytime performance.

Bob Niles, senior vice president, affiliate relations, NBC, said the network is "talking about" extending its affiliation agreements beyond the current one-year pacts.

"We're very anxious to do it and so are the affiliates," he said. "Many of our stations have come to us and said they're interested in agreements of five years or more."

Neil Braun, the incoming president of the network group, stressed that the talks began prior to the announcement of the Fox-New World deal, and are "not in response to [it]."

Pier Mapes, who will retire at the end of the year as president of the network group, said the massive affiliation swap was a brief topic of conversation during closed-to-the-press business meetings on Monday and Tuesday. In reiterating his comments to affiliates, Mapes said that "affiliates understand the huge risk involved in switching affiliations. The stations that stay at home are the winners. It's bad business and causes confusion."

When not discussing Fox and its assault on the big three networks, NBC station executives focused on the network's struggling daytime lineup, which has seen several restructurings in the past few years. Jim Waterbury, affiliate board chairman and president and general manager, KWWL-TV Waterloo, Iowa, said affiliates were concerned about NBC's performance in daytime, especially the

late morning schedule, as well as in late night. "One affiliate said to me that we're in both games, but we're not winning in either," he said.

However, Waterbury also said affiliates are not asking to have any of the daytime schedule returned to them to

of his successful week-long visit to New York City two weeks ago. Seemingly stepping out from Johnny Carson's shadow, Leno said, "I've been doing Johnny's show for the past two years," and promised to do whatever it takes to make the show number one.

Leno said the set in New York was more intimate than his Burbank set, with a smaller audience and a proximity to the audience similar to that in comedy clubs. In addition to changing the set, Leno promised more road trips, including a visit to Chicago during the November sweeps.

Affiliates enthusiastically greeted the new prime time fall lineup—both the new projects and some chancy moves of returning series. "I think

the schedule was unusual in that there weren't any obvious misses," Waterbury said. "The people I talked to said they all looked strong, especially *The Martin Short Show* and *E.R.*"

As for the network's decision to break up its successful Thursday night lineup by slotting *Wings* and *Frasier* on Tuesday night, Niles said the move was well-received.

"People viewed the *Frasier* move very favorably. They like the fact we're being aggressive." ■



Retiring network group President Pier Mapes and wife, Pat, gets a hand from affiliates and NBC President Robert Wright.

program. Mapes added that the network and affiliate body are "in consensus that the network will continue to program the full four hours. There is a mutual understanding that we need network programming for daytime."

Perhaps anticipating affiliate dissatisfaction with the late-night ratings, the network had Jay Leno, Conan O'Brien and Greg Kinnear on hand to talk about their respective shows. Leno mentioned forthcoming changes on *The Tonight Show* that are a result

TNG's engaging finale

The two-hour final episode of Paramount Domestic Television's *Star Trek: The Next Generation* garnered impressive ratings. It placed first among syndicated shows competitive with the highest-rated network fare of last week. In the first 13 metered markets that aired the show on Monday, the show averaged a 17.5 rating/27 share, making it the highest-rated show, syndicated or network, for the night. The show was top-rated in New York, Los Angeles, San Francisco, Washington, Seattle, Portland, Phoenix, Indianapolis and Kansas City. The ratings were up from a 12.5 season rating average and a 11.6 average for the previous six years of syndication. Paramount guaranteed advertisers a combined 35 rating for the finale, which included a second airing of the show last weekend. Some advertisers ponied up more than \$700,000 for a 30-second spot. The finale was especially strong on KCOP-TV Los Angeles, where it pulled a 23.5/32 in its Monday run, making it the highest-rated show or special in the L.A. market for the May sweeps through May 23.

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Robertson close to deal on Vietnam cable

Microwave system would launch in fall to as many as 10 million viewers

By David Tobenkin

Religious broadcaster Pat Robertson is negotiating with the government of Vietnam to launch a microwave cable system in the fall that would deliver cable programming to as many as 10 million Vietnamese viewers, he told BROADCASTING & CABLE.

If approved, Robertson's \$3 million cable system will be among the first, if not the first, major American media investments in communist Vietnam since the U.S. removed its trade embargo against the country in February.

"Negotiations are going remarkably well; the Vietnamese want America as a counterbalance to the Japanese and other neighboring Asian countries,"

said Robertson, chairman of International Family Entertainment and the Christian Broadcasting Network, following a speech at the Broadcast Cable Financial Management Association conference in San Diego.



Pat Robertson says he has a handshake from Vietnamese government.

The MMDS cable system would be a partnership with Hanoi Television and would offer 28 channels carrying programming from News Corp.'s Star East Asia satellite system and IFE, said Robertson. It would launch in the fall in Hanoi and later in Ho Chi Minh City, formerly Saigon.

Robertson said that his company's commitment to providing family-oriented programming has been a plus in negotiations. "They are interested in the family all over Asia, and they

don't want excessive violence in their communities," he said.

Robertson said that some of CBN's programming, including animated Bible stories acquired from the Soviet Union, already has been broadcast in Vietnam.

Robertson also said that he is in discussions with members of the large U.S. community of Vietnamese expatriates for their input into the venture.

But the cable deal is not a go just yet, said Robertson.

"Their minister of communications and I shook hands on the deal, but everything is so politically complex there that it will take approval from other committees," he said.

Robertson said that a December visit to the former U.S. enemy left him impressed with the changes under way in the country. "The entrepreneurial spirit is alive and well in Vietnam. The country may still be communist, but communism is clearly giving way to a capitalistic free-market economy." ■

PSN unveils three strips for testing

Station production partnership headed by Michael Lambert is targeting shows for January

By David Tobenkin

Partner Stations Network LP will launch a three-strip series for syndication on June 27, the first fruits of a nine-month-old partnership of five TV station groups and Lambert Television to produce and distribute syndicated shows first tested on PSN's 26 stations.

The three series are *Behind Bars*, a look at prisons and their inmates hosted by controversial former Los Angeles police chief Daryl Gates and produced by Gary Bernstein (*Confessions of Crime*, *Totally Hidden Video*); *Goodnight America Starring Mark DeCarlo*, a late-night comedy/variety/talk show hosted by the host of *Studs* and produced by Howard Schultz (*Studs*, *Jones & Jury*), and *Three Blind Dates*, a look at dating in the 1990s featuring one-on-one interviews and actual footage from dates and produced by Jon Brandeis (VH-1's *Fools*

for Love).

"These shows are innovative and not the typical kind of show being sold at NATPE," says PSN general partner Michael Lambert. "We're taking risks with these programs by putting them on-air and letting the viewers decide."

The half-hour series will be tested on PSN's stations for 10 weeks, with each of the stations testing at least two shows, says Lambert. If successful, the shows will be launched nationally in January. PSN is negotiating with several distributors, he says.

PSN's creation in September was an effort by the stations to gain greater control over the key to their ratings and bottom lines—programming—at a time of shifting alliances and rapid changes in broadcasting. The five station groups are providing the principal financing for the effort and reportedly share about 80% of the equity.

Lambert, who previously headed Twentieth Television's syndication efforts, is handling rights acquisition, development and production of programming and holds the other 20% of PSN equity.

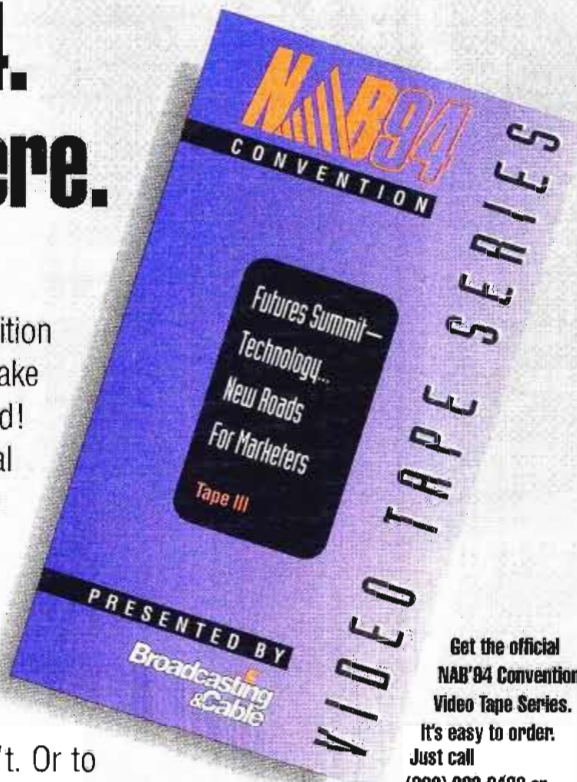
Eight show pilots have been created so far. In addition to the three announced shows, a fourth strip has been green-lighted for initial release on the PSN stations, and a fifth series likely will be licensed to an outside network. *Goodnight* will air in late night, *Behind Bars* in access and late night, and *Three Blind Dates* in late night, fringe and access. Each of the three shows is being produced for under \$200,000 per week, Lambert says.

The PSN station groups, whose stations cover roughly 20% of U.S. households, are LIN Broadcasting, Malrite Communications, Pappas Telecasting, Providence Journal Broadcasting and River City Broadcasting. ■

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Vice Chairman and CEO of Coors Brewing Company, discusses the real threat that these warnings pose to both broadcasters and brewers.

V. Making Money with Information Services Using Multimedia – Moderator: Jonathan Bulkeley, America On-Line, Inc. • Panelists: George Lewis, NBC News; David Boman, NBC News; Joanna Tamer, S.O.S., Inc.; Ted Leonsis, Redgate Communications Corp.; John Colston, America On-Line; Nancy Stover, Your Choice TV; TBD, Microsoft Corporation.

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PROGRAMING

Tribune is creating information warehouse

Multimedia company to market computer-driven information clearinghouse

By David Tobenkin

Tribune Broadcasting by January will launch a new service that allows its media companies and third parties paying a fee to access by computer film stills, clips and sound bites from Tribune's television, newspaper, radio and cable programming efforts, a company official said.

"We are beginning to create a system that allows us to capture, store, catalogue and transport images across all of our properties, including an ability to find images based on the idea embodied in that picture," said William Murray, director of information systems and strategic technology at Tribune, during last week's Broadcast Cable Financial Management Association annual meeting in San Diego.

The system, Picture Network International, is a venture between Tribune and computer software company SRA. Murray had no comment on the project's price tag or pricing to consumers.

Initially limited to "tens of thousands" of still photos derived from the company's six newspapers, the

service will be expanded to full-motion video from the company's other media operations.

Users will be able to use Apple or IBM personal computers to search by name or subject, receive a screen of eight postage-size photo possibilities from which to choose, and then order by computer negatives, finished prints or photo data that can produce camera-ready stills with a high-end printer.

The service also will feature an intelligent searching system. "If you told the system you wanted a picture of beverages or of romance, it might pull the same still of a young couple sharing a bottle of wine," said Murray.

Content will come from Tribune's newspapers, eight television stations, six radio stations, six radio networks and its Chicago area cable system.

Also contributing will be computer software company Compton's New Media, publisher of the popular Compton's multimedia encyclopedia that recently was acquired by Tribune. ■

Toasting a new talker



There was a party in New York last week to celebrate the launch of Multimedia Entertainment's *Dennis Prager Show*, which debuts in syndication in the fall. Shown at the gathering at New York's Trattoria dell'Arte are Fred Petrosino, VP, national sales manager; Thomas F. Shannon, senior VP, director of station sales; Prager, and Edward T. Reilly, president of McGraw-Hill Broadcasting, whose WRTV(TV) is carrying the show.



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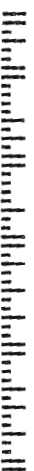
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Rockefeller resigns from WETA

By Julie A. Zier

In a move that took the public broadcasting community by surprise, WETA(TV) Washington President/CEO Sharon Percy Rockefeller has resigned her post after a five-year tenure, citing health reasons.

In a letter to WETA board chairman Dan Mayers, the 49-year-old Rockefeller wrote: "The sole reason for this decision is that, most unfortunately, I have not been able to regain my health and energy since my serious auto accident last May 1993. WETA deserves



Rockefeller

and must have a president who possesses the physical stamina to meet the challenges [that] lie ahead." In the accident, Rockefeller punctured a lung and broke three ribs.

The resignation is effective immediately. WETA Executive Vice President/COO Neil Mahrer will manage daily station operations while a board-appointed committee searches for a new president. Rockefeller will return to WETA in the fall to assume a new position and will remain a trustee.

"Sharon Rockefeller represents the heart and soul of public broadcasting," says Richard W. Carlson, president/CEO of the Corporation for Public Broadcasting. "She's always been there for us. And I know that she won't be able to stay away for long." "Sharon Rockefeller is one of the shining lights and stalwart champions of public television," says PBS President Ervin Duggan.

Rockefeller entered the public broadcasting scene in 1974, although her interest began when she was a young mother in West Virginia, married to Senator John D. Rockefeller IV. She served on the boards of the West Virginia Educational Broadcasting Authority and CPB for 12 years, and the WETA and PBS boards for seven years. She chaired CPB from 1981 to 1984. ■

Top cable shows and nets

Following are the top 15 basic cable programs (May 16-22), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHS. (000)	Rating Cable	U.S.
1. NBA: New York vs. Chicago	TNT	Wed 7:58p	3,153	5.2	3.3
2. NBA: Phoenix vs. Houston	TNT	Thu 9:38p	3,138	5.2	3.3
3. NBA: Phoenix vs. Houston	TNT	Fri 7:58p	3,062	5.1	3.3
4. NBA: Phoenix vs. Houston	TNT	Tue 10:12p	2,869	4.7	3.0
5. WWF Monday Night Raw	USA	Mon 9:00p	2,146	3.5	2.3
6. NBA: Chicago vs. New York	TNT	Tue 7:28p	2,049	3.4	2.2
7. NBA: Houston vs. Phoenix	TNT	Thu 12:01a	2,040	3.4	2.2
8. Movie: "Trading Places"	USA	Sat 4:00p	1,956	3.2	2.1
9. NBA: Houston vs. Phoenix	TNT	Thu 6:58p	1,881	3.1	2.0
10. Movie: "The Sacketts," Part 2	TBS	Thu 10:05p	1,818	3.0	1.9
11. Movie: "Trading Places"	USA	Sun 3:00p	1,787	2.9	1.9
12. Movie: "Blindfold: Acts/Obsession"	USA	Fri 9:00p	1,661	2.7	1.8
13. Atlanta Braves Baseball	TBS	Tue 7:30p	1,652	2.7	1.8
14. Atlanta Braves Baseball	TBS	Wed 7:30p	1,649	2.7	1.8
15. Movie: "The Sacketts," Part 1	TBS	Thu 8:05p	1,643	2.7	1.7

The top five basic cable services for the week of May 2-8 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

	Network	HHS. (000)	Rating/ Share
1.	TNT	1,516	2.5/4.1
2.	TBS	1,169	1.9/3.2
3.	USA	1,071	1.7/2.8
4.	ESPN	790	1.3/2.1
5.	NICK	633	1.1/1.7

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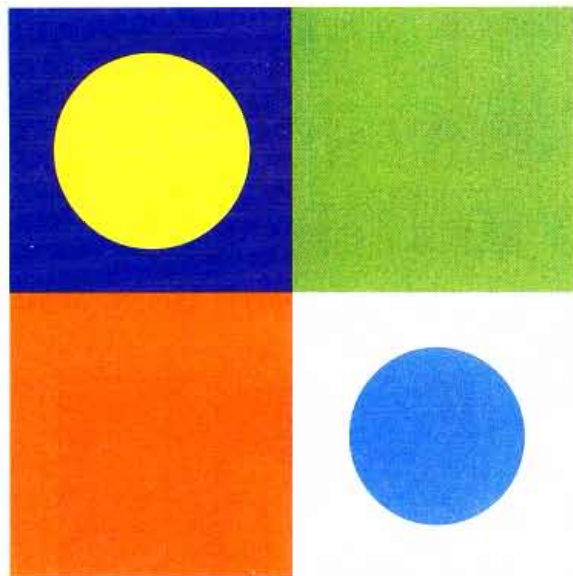


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Ratings Week According to Nielsen, May 16-22

	ABC	CBS	NBC	FOX
MONDAY	12.3/20	13.4/22	10.6/17	9.2/15
8:00	43. Day One 9.8/17	33. Evening Shade 10.9/19	20. Fresh Prince 13.1/23	48. Fox Night at the Movies—Mr Baseball 9.2/15
8:30		22. The Nanny 12.7/21		
9:00	16. ABC Monday Night Movie—One of Her Own 13.5/21	11. Murphy Brown 14.7/23	40. NBC Monday Night Movies—Final Analysis 10.1/16	
9:30		14. Murphy Brown 13.6/21		
10:00		12. Northern Exposure 14.1/23		
10:30				
TUESDAY	15.6/25	10.4/17	8.7/14	5.1/8
8:00	26. Full House 12.1/21	38. Rescue: 911 10.3/17	53. Saturday Night Live Special 8.4/14	72. South Central 5.3/9
8:30	19. Roseanne 13.2/22			72. Living Single 5.3/9
9:00	3. Roseanne 18.0/28	36. CBS Tuesday Movie—Search for Grace 10.5/17	47. Dateline NBC 9.3/15	77. Tales fr/the Crypt 4.6/7
9:30	4. Coach 16.9/26			72. Tales fr/the Crypt 5.3/8
10:00	5. NYPD Blue 16.7/27			
10:30				
WEDNESDAY	11.2/18	11.0/18	10.8/17	13.3/21
8:00	58. Sesame Street's 25th Birthday 7.5/13	28. CBS Movie Special—Naked Gun 2-1/2 11.5/18	39. Movie of the Week—Jonathan Stone: Heart of Innocence 10.2/16	18. Melrose Place 13.3/21
8:30	7. Home Improvmt 15.9/24			
9:00	9. Grace Under Fire 15.2/23	41. 48 Hours 10.0/17	26. Law and Order 12.1/20	
9:30				
10:00	35. Turning Point 10.6/18			
10:30				
THURSDAY	11.9/20	7.7/12	16.6/27	8.3/13
8:00		57. CBS Movie Special—Twilight Zone: The Lost Classics 7.6/12	16. Mad About You 13.5/23	43. The Simpsons 9.8/17
8:30	24. Matlock 12.2/20		1. Seinfeld 20.4/32	43. The Simpsons 9.8/17
9:00		56. Eye to Eye with Connie Chung 7.8/13	1. Frasier 20.4/32	60. In Living Color 7.2/11
9:30			7. L.A. Law 15.9/27	64. In Living Color 6.3/10
10:00	30. Primetime Live 11.4/19			
10:30				
FRIDAY	11.5/21	9.0/17	8.4/16	5.3/10
8:00	28. Family Matters 11.5/24	52. Miss Universe Pageant 8.5/16	53. Movie of the Week—Backdraft 8.4/16	76. Adventures of Brisco County Jr. 5.0/10
8:30	34. Sister, Sister 10.8/21			70. The X-Files 5.6/10
9:00	31. Step By Step 11.1/21	42. Carol Burnett: Special Years 9.9/18		
9:30	37. Hangin w/Mr. C 10.4/19			
10:00	23. 20/20 12.5/22			
10:30				
SATURDAY	6.6/13	13.1/26	6.5/13	6.1/12
8:00	70. ABC World of Discovery 5.6/12	14. Dr. Quinn Medicine Woman 13.6/28	78. Fantasies of the Stars 3.9/8	68. Cops 5.9/13
8:30			69. Empty Nest 5.7/11	66. Cops 6.2/12
9:00	62. ABC's 40th Anniversary 7.1/13	24. Walker, Texas Ranger 12.2/23	63. Empty Nest 7.0/13	66. America's Most Wanted 6.2/12
9:30			48. Sisters 9.2/17	
10:00				
10:30				
SUNDAY	13.3/24	12.1/22	9.8/17	7.2/13
7:00	60. Am Fun Hm Vid 7.2/16	10. 60 Minutes 15.1/32	72. Masters of Illusion 5.3/11	64. Fox Sunday Night Movie—Mr. Baseball 6.3/12
7:30	58. Am Fun People 7.5/15	13. Murder She Wrote 14.0/25	55. seaQuest DSV 8.1/14	
8:00	32. America's Funniest Home Videos Special 11.0/20	46. CBS Sunday Movie—The Menendez Murders, Part 1 9.6/16	21. NBC Sunday Night Movie—Seasons of the Heart 12.9/21	51. Married w/Chldr 8.8/14
8:30				48. Married w/Chldr 9.2/14
9:00	6. ABC Sunday Night Movie—City Slickers 16.2/27			
9:30				
10:00				
10:30				
WEEK'S AVGS	11.8/20	11.0/19	10.2/18	7.8/13
SSN. TO DATE	12.4/20	13.6/22	10.9/18	7.3/12

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



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Emmis's Smulyan to head U.S. delegation to ITU conference

International conference on radio spectrum meets every four years

By Donna Petrozzello

Emmis Broadcasting Chairman Jeffrey H. Smulyan will head the U.S. delegation to the Plenipotentiary Conference of the International Telecommunication Union (ITU) in Kyoto, Japan, this fall. The conference is scheduled to meet from Sept. 19 to Oct. 14.

Smulyan, who founded the Indianapolis-based Emmis in 1980, is the first radio group owner and broadcaster to chair the U.S. delegation. According to Smulyan, the Clinton administration looked for a broadcaster to head the U.S. delegation, and he was probably chosen because of his "work with the Democratic party." Smulyan has worked for the Indiana Democratic party and has served on the board of advisers to the Democratic Leadership Council since 1989.

The ITU was established by the United Nations in 1830 and is responsible for assigning radio spectrum around the world for use by the public and private sectors. When the ITU was formed, it allocated international telegraph channels. The plenipotentiary conference of the ITU, whose membership comprises representatives of 180 countries, meets every four years to determine the budget and working plan and to elect officers.

In his leadership role, Smulyan plans to help members find ways to foster international communications. He also hopes to encourage American broadcasters to share their knowledge of communications technology and programming strategies at the world conference.

"As the world adopts new technolo-



Jeff Smulyan is going to Japan as head of the U.S. delegation to the ITU.

gy, an American broadcaster's way of looking at telecommunications might be helpful," Smulyan says. "Broadcasters in the U.S. have a novel way of looking at the audience. The world is changing, and American ideas about communications will be in vogue."

Emmis itself hopes to branch out to international markets next year with the launch of "Talk Radio UK," a news and talk AM station that would serve Great Britain and the entire United Kingdom.

In a joint venture with Media Ventures International, various European investors and North American investor CanWest Global of Winnipeg, Emmis has submitted

a bid of \$3.8 million to the Radio Authority of the UK to obtain a license to broadcast the AM talk station, says Emmis co-owner Steven Crane. If the license is awarded, Talk Radio UK will become the first commercial talk station to broadcast throughout the UK and will be the third national commercial station, Crane says. The Radio Authority is expected to decide whether to grant

the license on June 2, and if all goes as planned, Talk Radio UK could be on the air by next February.

Smulyan predicts future meetings of the ITU will focus increasingly on instructing "third world" nations in using developing technology and "allocating communications resources" available in the U.S. to those countries. Telecommunications, he says, will serve to "lessen the distances between nations."

"This is the development of the superhighway around the globe," Smulyan says. "This should dictate how nations will communicate for the next 100 years."

Competitor charges Gammon with deception

By Donna Petrozzello

Tom Gammon may be in for a battle at the FCC. The broadcaster/broker's application to buy FMs in Lenwood and Baker, both California, has been challenged by a competing broadcaster who charges Gammon improperly exercised prior control of the stations and violated FCC ownership limits.

Howard Anderson, president of rival KHWY(FM) Essex, Calif., alleges that Gammon used employees as fronts to apply for and build KGXY(FM) Lenwood and KBXY(FM) Baker and circumvent the rules. Gammon's attorney, however, said the broker's actions were "perfectly legal."

Anderson stated in the petition: "Our position is that [Gammon] was deceiving the commission all along." "[Gammon] used the subterfuge of his

"The ITU was established by the United Nations in 1830 and is responsible for assigning radio spectrum around the world for use by the public and private sectors."

employees to get licenses, which were obtained before the [new ownership] rule went into effect."

The employees filed for the Lenwood and Baker CPs in December 1991. In early 1992, Gammon signed contracts to acquire two FMs in the markets, KIXW(FM) Lenwood and KIXF(FM) Baker. At the time, owning two FMs in the same market was prohibited by FCC rules. The agency did not relax the rules to permit FM-FM combos until September 1992.

The Gammon employees, Jonathan D. Stephenson and Althea Bauers, last week corroborated some of Anderson's charges in an FCC filing. Stephenson and Bauers said they

recently resigned from Gammon's firm and hired independent counsel.

Both said Gammon asked them to apply for the stations. They further said Gammon financed their application, provided the engineering and legal expertise and agreed, prior to their filing the application, to buy the permits at a later date. Both said they were unaware of any violation of FCC rules and relied on advice from counsel supplied by Gammon.

Bauers and Stephenson said they knew at the time that Gammon intended to acquire two more permits for FMs in the same markets in early 1992.

Gammon's attorney, his father

James Gammon, said last week that Stephenson and Bauers had an oral agreement to sell Gammon the CPs for KGXY and KBXY if Desert proved to be successful. James Gammon said his son did not file to acquire Desert's CPs until after September 1992 when duopoly rules were adopted, and therefore did not violate the FCC regulations.

However, the employees failed to notify the FCC of the oral agreement, James Gammon said. Had they revealed the agreement, "there would have been no question that Gammon had an interest in acquiring Desert CP," the attorney said. James Gammon was retained by his son after Anderson filed the petition. ■

RIDING GAIN

Children tune in

An Arbitron study of children's radio listening habits finds that children ages 2-11 listen to radio an average of seven hours per week. Ninety-one percent of the more than 1,000 children surveyed report listening to the radio at least five minutes a week. The study also found that children listen most frequently on weekdays from 3-7 p.m. and on weekends from 10 a.m.-3 p.m. Arbitron surveyed the children last fall in the Minneapolis metro area for the Children's Satellite Network.

Billboard message tumbles

Providence, R.I., rock station WHJY(FM) was shamed into removing a billboard advertising that the station had "more power than God" after motorists on Interstate 95 complained that the message was offensive. According to General Manager James Corwin, the message was designed to let people know that WHJY once again was operating at full power—50,000 watts. A transmitter problem in March weakened the station's signal and caused the station to be temporarily blacked out in certain areas, Corwin said.

Creativity pays

More than 100 tables costing \$1,500 each have been reserved for this spring's gala Radio Mercury



AP is scheduled to launch a 24-hour news network, AP All News Radio, this week. Its first affiliate was WKIN(AM) Kingsport, Tenn., whose president-GM, Ken Maness (l), is shown here closing the deal with AP regional radio executive Jerry Jackson. The network, with live, turnkey programming, had signed 29 affiliates as of last week.

Awards, a celebration referred to by some as "radio's finest hour." The awards honor creativity in radio advertising and offer a \$200,000 grand prize. The ceremony, set for June 15, includes a black-tie reception and dinner in the Grand Ballroom at New York City's Waldorf-Astoria Hotel. This year marks the third annual awards ceremony. The event is sponsored by the Radio Creative Fund, a committee composed of the Radio Advertising Bureau, various radio networks, stations, group owners and rep firms.

AURN affiliates to carry Clinton in full

President Clinton's live Saturday morning radio address is about to

receive more airplay. American Urban Radio Networks will begin broadcasting the entire address to its 250 affiliate stations on June 4. Previously, AURN used only portions of the President's address in its syndicated news programs. But recently, the network's affiliates began asking for the entire six-minute commentary, AURN News Director Tene Croom says.

By carrying the entire address, AURN earns the distinction of being the only African American-owned network to broadcast Clinton's message, Croom says. The President's radio message is broadcast by nearly 700 stations nationwide, according to White House press spokesman Richard Strauss.

King World negotiates own music rights

Smaller fees than BMI's, ASCAP's could encourage broadcasters to look elsewhere

By David Tobenkin

King World is the second major syndicator to negotiate directly with stations for program music rights, buoying the hopes of broadcast music fee negotiators that the fees of music licensing agencies like ASCAP can be avoided.

King World, which last week began selling music rights to its *Rolonda* talk show, will sell rights to *Inside Edition* by early 1995 and to its other magazine show, *American Journal*, eventually, says Jack Zwaska, administrative director, TV Music Licensing Committee, Broadcast Cable Financial Management Association. The association last week held its annual meeting in San Diego.

"They are charging a small fee compared to BMI and ASCAP—at least 80%-90% less," says Zwaska. "We need to go after other syndicators."

Happy to accommodate

A King World spokeswoman confirmed the new deals. "The stations asked for assistance with music licenses, and as always, we are happy to do anything we can to accommodate them," said Allyson Kossow Felix. She declined to discuss the terms of the deals.

Multimedia Entertainment has pro-

vided stations with source-cleared music free of charge for the past three years. More syndicators have not followed suit largely because they have not been pressed on the issue by broadcasters, Zwaska says.

At a panel on music licensing, BCFM distributed a list of music libraries and custom music sources willing to license music and synchronization rights directly to stations.

ASCAP appeals fee decision

Meanwhile, the battle between broadcasters and the license fee agencies continues. ASCAP is appealing a February 1993 court decision that set blanket license fees at \$86 million in 1995, nearly one-third less than the \$120 million ASCAP requested.

In February, broadcast industry representatives began negotiations for a 1995 contract with BMI, but substantive deal-making awaits a music-use study that BMI is preparing.

Despite ASCAP's court appeal, Zwaska senses a less confrontational stance. "Like us, I think they would like to see the fighting behind us," he says. "I think we should meet them at least halfway."

Among the points of the proposed 1995 per-program contract with ASCAP: an incidental-use fee to



King World is selling music rights to 'Rolonda' directly to stations.

cover commercials, public service announcements and logos; the use of cue sheets for local programs or those deemed ASCAP-reportable; a requirement to tape programing and keep it on file for up to six months for possible ASCAP auditing, and a financial audit of the 1995 fiscal year that must occur before Dec. 31, 1997.

Resolution urged

An ASCAP executive warned stations that they should resolve the blanket license fee dispute before Jan. 1, 1995. "If you were billed for something you don't owe, let's resolve it," says Don Jasko, manager of Television Per Program Licensing, ASCAP. "There will be a crunch this fall, which will make it pressure time."

Stations must choose between per-program and blanket accounting by the fourth quarter of this year, but they will be able to switch between the forms twice in 1995.

A good rule of thumb for stations deciding between per-program and blanket licensing is to use per program if they can clear music in programs generating one-third or more of their non-network revenue, Zwaska says. ■

Holt on hot seat over late payments

Western International Media founder and Chief Executive Dennis Holt, describing how his company has become one of the industry's dominant media buyers, found himself the target of heated queries from a Broadcast Cable Financial Management Association audience about his company's late payments to their stations.

"What can we do to make you have our invoices paid more promptly?" Ron Wilkinson, business manager of womx-fm Winter Park, Fla., asked to audience applause during a BCFM session last week. Wilkinson said Western consistently pays his station more than 90 days after being billed. "It costs us heavily against our bad debt reserves," Wilkinson said.

Holt said Western is scrapping a computer system that failed to perform, but he added that many of the accounts are complex and require notarized affidavits and multiple sign-offs. "The billing is almost like an audit," Holt said. He added that over the years, the company has made good to stations on \$16.5 million for which Western itself was not paid.

—DT

Changing Hands

The week's tabulation of station and system sales

K O V R (TV)
Stockton, Calif.;
W S Y X (TV)
Columbus, Ohio;
WAXA(TV) Anderson, S.C.;
W L O S (TV)
Asheville, N.C.;
K Z R R (FM),
KLSK(FM) and
KZSS(AM), all
Albuquerque,
N.M. □ Purchased
by River City
Broadcasting from
Continental
Broadcasting Ltd.
for \$287 million.

See BROADCASTING & CABLE, May 16.
(KOV: BALCT940512KY; WSYX:
BALCT940512KZ; WLOS: BALCT-
940512; WAXA: BALCT940512)

KMPC(AM) Los Angeles □ Purchased by Capital Cities/ABC (Ronald Doerfler, VP/director) from Golden West Broadcasters for \$17.5 million. **Buyer** owns 8 AMs, 9 FMs and 8 TVs. **Seller** owns KLIT(FM) Glendale, Calif., and KVI(AM)-KPLZ(FM) Seattle. KMPC has sports format on 710 khz with 50 kw day, 10 kw night. Filed May 3 (BAL940503EA).

WCGY(FM) Lawrence, Mass. (Boston) □ Purchased by American Radio Systems (Stephen Dodge, CEO) from Curt Gowdy for \$12.5 million. **Buyer** owns WBMX-FM, WRKO(AM) and WHDH(AM), all Boston; WCMF-AM-FM/WRMM-FM Rochester, WYRK-FM Buffalo and WHWK-FM Binghamton, all New York; WMMX-FM/WONE(AM)-WTUE-FM Dayton, Ohio; WZMX-FM Hartford, Conn., and KGGO-FM/KDMI(AM)-KHKI-FM Des Moines, Iowa. **Seller** owns WCCM(AM) Lawrence, Mass., and KOWB(AM)-KCGY-FM Laramie, Wyo. WCGY has classic rock format on 93.7 mhz with 50 kw and antenna 430 ft. **Broker: Gary Stevens & Co.**

WMFP(TV) Lawrence, Mass. (Boston) □ Purchased by Shop At Home Inc. (Kent Lillie, president) from MFP Inc. (Avi Nelson, president) for \$7 million. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WMFP is independent on ch. 62 with 2,221 kw visual, 222 kw aural and antenna 454 ft.

KXXV(TV) Waco, Tex. □ Purchased

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$17,500,000 □ 1
FMs □ \$19,141,000 □ 7
Combos □ \$292,143,000 □ 7
TVs □ \$14,500,000 □ 3
Total □ \$343,282,000 □ 18

So far in 1994:

AMs □ \$75,746,934 □ 57
FMs □ \$399,357,300 □ 128
Combos □ \$893,446,575 □ 96
TVs □ \$791,960,000 □ 31
Total □ \$2,160,510,809 □ 318

by Drewry Communications (Larry Patton, manager) from Shamrock Television (Diane Sutter, president/TV) for estimated \$5 million-\$7 million.

Buyer owns KTAB-TV Abilene, Tex. **Seller** owns KSWO-TV Lawton, Okla., and KFDTV Amarillo and KWES-TV Midland-Odessa, both Texas. KXXV is

ABC affiliate on ch. 25 with 5,000 kw visual, 500 kw aural, and antenna 1,830 ft. **Broker: Ted Hepburn.**

WHEW-FM Fort Myers, Fla. □ Purchased by Renda Broadcasting Corp. (Anthony F. Renda, president) from Robert Hecksher for \$4 million.

Buyer owns WEJZ(FM) Jacksonville, Fla.; KMGL(FM) Oklahoma City and KBEZ(FM) Tulsa, both Oklahoma, and WJAS(AM)-WSHH(FM) Pittsburgh and WECZ(AM)-WPXZ-FM Punxsutawney, both Pennsylvania. **Seller** owns WMYR(AM) Fort Myers, Fla. WHEW-FM has country format on 101.9 mhz with 100 kw and antenna 1,020 ft. **Broker: Hadden & Associates.**

WRJN(AM)-WHKQ-FM Racine, Wis. □ Purchased by M.G. Radio LLC from Vision Broadcasting Inc. for \$1.65 million ("Changing Hands," May 16). Filed May 16 (AM: BAL940516GL; FM: BALH940516GM).

KMSS-TV Shreveport, La. □ 100% of stock purchased by Associated Broadcasters Inc. (Thomas Galloway Sr.) from Byrum and J. Gray Teekell, Arthur Lanham and Joe Waggoner for \$1.5 million. **Buyer** owns KPEJ(TV) Odessa, KWKT(TV) Waco and KVEO(TV) Brownsville, all Texas; KPEL(AM)-KTDY(FM) Lafayette, WGMB(TV) Baton Rouge and WRNO-FM Metairie, all Louisiana, and KEZA(FM) Fayetteville, Ark. **Seller** has no other broadcast interests. Filed May 6 (BTCCT-940506KF).

WKRG(AM) Mobile, Ala., and WCOA(AM) Pensacola, Fla. □ Purchased by Pourtales Radio Partnership (C.T. Robinson) from Coast

SOLD!

WZZF-FM, Hopkinsville, Kentucky from **Regional Broadcasting, Inc.**, Jerden Bullard, President, to **WRUS, Inc.**, William McGinnis, President, for \$1,415,000.

Charles E. Giddens
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SAN FRANCISCO

Subject to F.C.C. approval

Radio LC (Thomas Diamond and Greg Gordon) for \$1.5 million. **Buyer** owns KVOR(AM)-KSPZ-FM/KTWK(AM)-KVUU-FM Colorado Springs, Colo.; WKSJ-AM-FM/WAVH-FM Mobile, Ala.; KZXX-FM and KTGL-FM Lincoln, Neb.; KEYF-AM-FM/KUDY(AM)-KKZX-FM Spokane and KTCR(AM)-KEGX-FM Kennewick, Wash., and KQAM(AM)-KEYN-FM Wichita, Kan. WKRG has news/talk/sports format on 710 khz with 1 kw day, 500 w night. WCOA has AC/talk/news format on 1370 khz with 5 kw. *Broker: Kalil & Co.*

WRAG(AM)-WCKO-FM Carrollton, Ala. (Tuscaloosa) □ Purchased by FirstStar Broadcasting Systems Inc. (Joe Newman, president) from Vintage Broadcasting Corp. (Terry Fulton, president) for \$890,000. **Buyer** and **seller** have no other broadcast interests. WRAG has religious/talk format on 5590 khz with 1 kw. WCKO-FM has oldies format on 94.1 mhz with 100 kw and antenna 1,007 ft. *Broker: Snowden Associates.*

WIIZ(FM) Battle Ground, Ind. □ Purchased by Schurz Communications Inc. (Franklin Schurz Jr.) from Wizard Broadcasting Inc. (Michael Brooks) for \$860,000. **Buyer** owns WASK-AM-FM Lafayette and WSBT-AM-TV/WNSN(FM) South Bend, both Indiana; WAGT-TV Augusta, Ga.; WDBJ-TV Roanoke, Va., and KYTV(TV) Springfield, Mo. **Seller** has no other broadcast interests. WIIZ has new age format on 98.7 mhz with 4.4 kw and antenna 384 ft. Filed May 16 (BALH940516GI). *Broker: Broadcast Media Partners.*

KISX(FM) Whitehouse/Tyler, Tex. □ Purchased by Stellar Communications (Don Chaney, president) from William Whitley, receiver, for \$775,000. **Buyer** and **seller** have no other broadcast interests. KISX has top-40 format on 107.3 mhz with 50 kw and antenna 500 ft. *Broker: Whitley Media.*

WMOG(AM) Brunswick and WMOG-FM St. Simons Island, both Georgia □ Purchased by Partech Communications Group (John Rayl) from Lee Mitchell, receiver for WBA Broadcasting Inc., for \$560,000. **Buyer** owns WLTT(FM) Shallotte, N.C., and is proposed assignee of WMLO(FM) Havana and WMLF(AM)-WJPH(FM) Monticello, both Florida. **Seller** has no other broadcast interests. WMOG(AM) has MOR format on 1490 khz with 1 kw. WMOG-FM has soft AC format on 92.7 mhz with 3 kw and antenna 328 ft. *Broker: Jorgenson Broadcast Broker-*

age.

KKDY(FM) West Plains, Mo. □ Purchased by Central Ozark Radio Network Inc. (Tom Marhefka and Bob Eckman) from Mackey Communications Inc. (Joe and Susan Mackey) for \$450,000. **Buyer** owns KALM(AM) Thayer, Mo. and KAMS(FM) Mammoth Spring, Ark. **Seller** has no other broadcast interests. KKDY has country format on 102.5 mhz with 50 kw and antenna 486 ft. *Broker: Sunbelt Media Inc.*

WTRJ(FM) Troy, Ohio □ Purchased by Vernon Baldwin from WTRJ Broadcasting Inc. (William Coffey, president) for \$325,000. **Buyer** owns WRKG(AM)-WZLE(FM) Lorain, WCNW(AM) Fairfield and WNLT(FM) Harrison, all Ohio, and WWLT(AM)-WWXL-FM Manchester, Ky. **Seller** has no other broadcast interests. WTRJ has news/AC/Christian format on 96.9 mhz with 3 kw and antenna 315 ft. *Broker: Hickman Associates.*

WONA-AM-FM Winona, Miss. □ Stock transferred from Robert Evans Sr. to Johnny and Sondra Pettit for \$293,000. **Buyer** and **seller** have no other broadcast interests. WONA(AM) has C&W/contemporary format on 1570 khz with 1 kw. WONA-FM has C&W/contemporary format on 96.7 mhz with 3 kw and antenna 328 ft. Filed May 3 (AM: BTC940503GI; FM: BTCH940503GJ).

WACQ(AM) Tallahassee and WACQ-FM Tuskegee, both Alabama □ Purchased by Tuskegee Communications Co. Inc. (Neil Wright, president) from Tiger Broadcasting Co. Inc. (Terry Daughtrey, president) for \$250,000. **Buyer** is proposed assignee of WXVI(AM) Montgomery, Ala. **Seller** has no other broadcast interests. WACQ(AM) has AC format on 1130 khz with 1 kw. WACQ-FM has AC format on 99.9 mhz with 2.95 kw and antenna 466 ft.

KNKN(FM) Pueblo, Colo. □ Purchased by Guardian Communications Inc. (Mark McNeil, president) from Pueblo Broadcasters Inc. (Marc O. Hand, president) for \$231,000. **Buyer** owns KKIM(AM) Albuquerque, N.M.; KFEL(AM) Pueblo, Colo., and WCCD(AM) Parma and WTSJ(AM) Cincinnati, both Ohio. **Seller** is permittee of KCSJ(AM)-KYZX(FM) Pueblo, Colo., and is proposed assignee of KGHF(AM) Pueblo, Colo. KNKN has country format on 107.1 mhz with 50 kw and antenna 338 ft. *Brokers: Satterfield & Perry and Questcom Radio Brokerage.*

BOTTOM LINE

Jefferson introducing traffic software

Jefferson Pilot Data Services in early 1995 will introduce a sales, administrative and traffic management software program for stations, cable networks and advertising agencies.

The system is five to 10 times more efficient than the current system and was designed from scratch, company CEO Michael Jones said at a Broadcast Cable Financial Management Association panel on electronic invoicing.

The system will allow stations' sales representatives to communicate remotely with their office invoicing and administrative systems to enter orders or track calls, said Jones, whose company is one of four major traffic-management software producers.

A price has not been determined for the as-yet-unnamed system, which cost \$3 million to develop. It will use computer-aided software engineering to adapt to stations' changing needs more rapidly than the 30-year-old COBOL line-by-line reprogramming necessary to adapt current systems.

The product will be demonstrated at the JDS Customer Conference in Scottsdale, Ariz., June 12-15. JDS also is looking for stations to test the production.

Duncan: barter on upswing

In the future, multiple affiliations between television stations and programing suppliers will favor barter syndication, says Tim Duncan, executive director of the Advertiser Syndicated Television Association.

"Competition for viewers is only going to increase; stations need good programing to hold them and are therefore better served by having multiple program suppliers than by relying on just one," Duncan predicted during a BCFM panel.

The traditional affiliate-station relationship will weaken as the networks cut stations' compensation and seek to maximize their future back-end ownership in shows, not ratings, possibly to their affiliates' detriment, Duncan said.

—DT

Dowdle: CFOs can create companywide change

Tribune Broadcasting looks inside and outside in quest for innovation

By David Tobenkin

Broadcast financial executives must accept that the accelerating pace of change in the industry is likely to continue, and they should rethink traditional ways of doing business, Tribune Broadcasting Co. Chief Executive Officer James Dowdle says.

"As we prepare for the next century, the women and men who serve as our [chief financial officers] are often the people we turn to first," Dowdle says of his company. "They strengthen us with their traditional roles, but now we get a lot of good ideas that we can use in *all* areas. We push our CFOs to be part of major company decisions and to champion their own proposals." Dowdle's remarks came during an acceptance speech for the Broadcast Cable Financial Management Association's Avatar award. The award honors industry achievement and involvement in community affairs.

Dowdle spotlighted Tribune's ventures in news and entertainment distribution as examples of innovative changes. In January, Tribune began routing weather reports from its CLTV Chicagoland Cable News service to local radio station WGN, which in turn sends the cable channel its traffic reports. And America Online, in which Tribune holds a 10% stake, receives material from the company's *Chicago Tribune*, while the newspaper steers readers to the computer service for more details on the day's stories.

As an example of increased willingness to form ventures with outsiders, Dowdle said that starting this



James Dowdle, CEO, Tribune Broadcasting Company

fall, Tribune's WPHL-TV Philadelphia will broadcast a news hour produced by the *Philadelphia Inquirer*, which is owned by another media conglomerate, Knight-Ridder Newspapers.

As other examples of innovative approaches he cited the hybrid entertainment/shopping show *Can We Shop?! and The Road*, a country-western music marketing effort that includes syndicated television and radio broadcasts, concerts, merchandising, and themed restaurants and nightclubs.

Dowdle earmarked a \$1,000 check presented to him for Big Shoulders, which provides assistance to inner-city schools in Chicago. ■

Seeing (or hearing) is believing!

The deadly force of a tornado can only be experienced. But through TV and radio, people can get a feeling for what a tornado is like and an understanding of how to survive.

That's why we're offering:

- Two 30-second TV public service announcements depicting life-or-death decisions during a tornado.
- Two 30-second radio spots with a similar survival message.

Also available for TV: a 10-minute program, "Funnel Facts and Fables," produced for the National Coordinating Council on Emergency Management. This light but meaningful program dispels tornado myths while getting across a survival message.

State Farm Fire and Casualty Company, in cooperation with NCEM, developed these noncommercial announcements and offers them free as a public service. To order, simply write and specify if you want the radio PSAs, the TV PSAs or both the TV PSAs and the 10-minute video. (Specify 1/2 inch or 3/4 inch videos.)



Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

TORNADO TACTICS

Infinity-AABA settlement may precipitate more deals

Others say expensive settlement is unique to Infinity, market

By Christopher Stern

The settlement between Infinity Broadcasting and a minority business group that sought to block its purchase of WPGC-AM-FM Washington may set a "troublesome precedent" that will encourage similar agreements around the country, observers say.

The FCC on May 20 approved the \$60 million sale and the settlement with the African American Business Association, and simultaneously fined Infinity \$200,000 for allegedly indecent statements made by its star personality, Howard Stern (BROADCASTING & CABLE, May 23).

The settlement requires that Infinity spend \$750,000 on minority-related business programs during the next four years. It also requires Infinity to give a discounted ad rate to minority advertisers that have participated in the Infinity-sponsored business programs.

FCC Commissioner James Quello expressed strong reservations about the settlement. "I am concerned that [it] may set a troublesome precedent," he said in a separate opinion. Several FCC observers agreed.

"When the commission opens up the gate, it opens up for other deals," said one lawyer who has been practicing communications law for more than 30 years.

Chairmen's approaches differ

Each FCC chairman has a different approach to settlements and petitions to deny, the lawyer said. Reagan- and Bush-era chairmen did not look favorably on them, he said, adding that the commission's approval of the AABA-Infinity settlement is "a strong harbinger" that Chairman Reed Hundt looks more favorably on settlements than did his recent predecessors.

The decision about AABA-Infinity was made at the staff level, officials in Hundt's office said, declining further comment. However, FCC staff answer to the chairman and commissioners,

and it is unlikely that they would make a decision without the commissioners' approval. The only actual vote made by Quello, Hundt and Commissioner Andrew Barrett was to approve the \$200,000 fine.

The commission has limited most settlements to the amount of money invested by a party in its petition to deny. Although the AABA settlement was for much more than the cost of the petition, it was approved because it bars any member of the group from benefiting from the agreement.

The AABA's complaints about Infinity centered on Stern. The group says his show is racist and depicts African Americans negatively.

Settlements encouraged?

One lawyer predicted the deal will encourage citizens groups around the country to file petition-to-deny applications in hopes of a settlement. Most lawyers were unwilling to talk on the record, citing concern for clients who are working on transfers or other FCC-related proceedings.

Although there was general concern about the settlement among members of the communications bar, at least one said the issues raised may be peculiar to Infinity.

"I'd attribute the settlement to [Infinity President Mel] Karmazin's aggressive acquisition of properties," another FCC observer said. "He may want to make peace with people who are coming after him." He also suggested that Karmazin may have agreed to the settlement in hopes of making peace with the FCC. Infinity's Stern has incurred more than \$1.9 million in fines related to indecency issues. Infinity disputes the merits of the fines and has not paid any of them.

Infinity lawyer Steve Lerman emphasized the one-time-only nature of the deal with AABA and denied that Infinity's relationship with the FCC had anything to do with signing the agreement: "If the FCC perceives this favorably, that's a good thing, but



The African American Business Association opposed an Infinity radio station purchase because, it said, Infinity personality Howard Stern's show is racist. Here, Stern rehearses for his pay-per-view New Year's Eve show this past December.

that was not the driving consideration at all." One key consideration was time, with the contractual deadline for the sale looming on June 30.

Lerman said the AABA-Infinity settlement likely will not be repeated, since WPGC is an urban station that caters to an African-American audience, the petition to deny was brought by an African-American business group, and the settlement is designed to benefit minorities. "If it was an oldies station, complaints about Howard Stern would not have had the same result," Lerman said.

Lerman said anyone who believes Infinity has opened the door to similar deals is "sadly mistaken."

Ohio deal is similar

Despite claims that the deal is singular, the architect of the settlement, AABA lawyer David Honig, modeled it on one he reached less than three months earlier in Cleveland. Part of the deal calls for Infinity to pay \$25,000 to a minority talk show program he set up there.

Honig said it would be "unseemly" of the AABA to file a petition to deny against an Infinity station elsewhere. It also is highly unlikely, since the AABA operates only in Washington and Baltimore. Legal ethics bar lawyers from filing with the FCC solely for the purpose of seeking a settlement, he said. ■

FCC rules attacked from inside and out

Quello seeks fine-tuning, relief for small systems

By Kim McAvoy



FCC Commissioner James Quello has signaled his support for fine-tuning some aspects of the agency's cable rate rules to insure that cable can grow and invest in the electronic superhighway.

"Cable must be able to adjust rates for inflation and to recover increased program costs, franchise fees and taxes. We must fairly and promptly decide cost-of-service showings. We also need accurate cost data to determine the extent of rollbacks for low-cost and small-system operators," Quello told a group of cable operators last week during the annual National Cable Television Association convention in New Orleans.

Most important, Quello said, the FCC must consider "further meaningful relief for small systems."

Quello said he is especially disturbed by a proposal in the commission's further notice that calls for imposing on cable operators a 2% productivity offset like those currently applied to telephone companies.

Furthermore, implementing a productivity offset would scare investors. Representatives of several investment firms told Quello that they would not lend money to cable "as long as there is a threat of another 2% hit," he said.

And cable operators don't like the idea of productivity offset because it would limit the amount they could increase their rates.

Quello was not the only FCC official who indicated there is a need for changes. Commission Chairman Reed Hundt later spoke to the group and said the agency will not adopt the productivity offset. Hundt added that the FCC will fine-tune the rules with respect to investment incentives for adding new programming.

Quello called on the agency to ad-



FCC Commissioner
James Quello

just its cable rules to provide "real incentives" for cable operators to add new programming. "Unless the commission brings some kind of certainty and genuine incentives to this area—and soon—programmers will be unable to make necessary plans so that these services can be launched," Quello said.

Quello also wants the FCC to allow systems using a cost-of-service showing to be able to deduct all accumulated startup losses, not just the first two years' worth. ■

Agency staff urges revamping of programming incentives

By Harry A. Jessell



The FCC's staff will recommend "significant changes" in the cable rate regulations to improve incentives for cable operators to add new channels, FCC Chief Economist Michael Katz says. And the staff would be surprised if the recommendations were not adopted by the FCC, he adds.

Katz spoke at last week's National Cable Television Association convention. A transcript of his session, designed to allow cable programmers to air their complaints about the rules

and proposed fixes, will be entered into the FCC's record.

Not clear at the end of the session was when the FCC would act or what it would do. Cable executives said the rules' new-programming incentives are inadequate and discriminatory. The rules allow cable operators who add new basic services to their basic regulated tier to pass through to subscribers 7.5% of the monthly fees the programmers charge.

It's not enough, said Brad Siegel of the Turner Broadcasting System. Operators have "absolutely no incentive" to add new basic services, he said.

Broadcast, cable strike retransmission deals



Broadcasters and cable operators are finding common ground when it comes to cutting retransmission-consent deals.

That was the impression given last week during one National Cable Television Association convention panel. The panel focused on some of the creative deals that have emerged as broadcasters exercise their right under the 1992 Cable Act to charge a retransmission fee to cable operators that carry their signal. But instead of taking cash, most broadcasters have crafted deals, including taking subscriber fees for creating new local and national cable channels.

"We've had a good experience in Jacksonville," said Dave Reid, director, corporate affairs, Continental Cable, Jacksonville, Fla. Continental and local broadcaster WJXT(TV) are producing a live sports call-in show that airs statewide on the Sunshine Network.

The hour-long show grossed \$140,000 in the first 18 months and everyone benefits, Reid said. "From Continental's perspective, we've got exclusive local programming. And the broadcasters get their guy on TV to talk about sports for an hour."

Mark Barash, program director, WPXI(TV) Pittsburgh's Cable News Channel, also presented a positive picture of his station's retransmission-consent deal. Cable News Channel is carried by local cable operators as part of a retransmission-consent agreement. The program reaches about 800,000 subscribers.

And more and more broadcasters are crafting deals in which stations fill a five-minute window offered by CNN Headline News with local news.

According to Paul Bermel, director of marketing, Cable News Network, 69 stations are using Headline News as part of their retransmission-consent packages. —KM

Small operators have no economical way to recover the cost of the programming or equipment needed to add a new channel, said Tony Iacopi of WestStar Communications Inc., Rancho Cordova, Calif. "Consumers are missing out because I can't afford to put new programming on." There is no correlation between the FCC's current incentives and the "cost to us to provide the network to get [new services] going," said Louis Borrelli, executive vice president and chief operating officer, Marcus Cable, Dallas.

Among the alternatives discussed was keeping the 7.5% incentive but setting a 25 cents-a-month minimum. An FCC staffer suggested a "minicost showing" that would enable operators to recover fees and hardware costs associated with adding new channels.

Programers who expect to complement operator fees with advertising revenue stressed the importance of being on the basic tier so they can

reach as many cable homes as possible. Big advertisers are interested only in channels available to 30 million-40 million homes, they said.

If a service is assigned to an unregulated tier reaching only 12% of cable homes, the service will be ignored by advertisers and fail, Siegel said. "The economics just don't work at all."

Without the basic carriage and advertising that goes with it, starting a new network is a "very untenable business proposition," said Discovery Channel's Ruth Otte.

J. Carter Brown, chairman of Ovation, a new fine arts channel, said basic carriage is also important for "serendipitously" finding new viewers among channel "surfers."

The programers said the 7.5% scheme favors high-priced channels over advertiser-supported channels offered at little or no charge. "Everything you have done clearly discriminates against us," said Reese Schon-

feld, co-founder of The TV Food Network, a new service carrying no fees.

Because the rules discourage new advertiser-supported networks, Schonfeld said, "the net result...is to shift the balance of payment from advertisers to consumers for the first time in history."

Denied basic carriage, new services will look for support via direct payments from subscribers on expanded basic tiers or as à la carte offerings. Unless the incentives change, "there will never be another basic cable service," Schonfeld said.

The programers argued not only for making changes, but for doing so quickly. "Everything is on hold, and that isn't good for any of us," said Louise Henry of fX, Fox's new basic cable service.

"The perfect can be the enemy of the good," Brown said. "Get something out there now so we can get on with the job." ■

Hill may move superhighway bills by July

By Kim McAvoy



The House could vote on information superhighway legislation by mid-June, and the Senate could have a bill on the floor by July, Capitol Hill staff members predicted at last week's National Cable Television Association convention.

And according to Jack Fields of Texas, the ranking Republican on the House Telecommunications Subcommittee, House Commerce Committee Chairman John Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.) may be close to agreement on one of the two telecommunications bills pending in the House. Their bill would pave the way for the regional Bell operating companies to enter the long-distance telephone business.

"It's my understanding that Brooks and Dingell are coming to closure," Fields said at a convention luncheon. Once they reach an agreement, Fields predicted, the Brooks-Dingell bill

(H.R. 3626) and its companion measure, the so-called Markey-Fields bill (H.R. 3636), which would open local telephone markets to competition and permit telcos to enter the cable business, will pass with ease.

Not only is a vote likely, but "you may see a lovefest on the House floor" when the bills are considered, Fields said.



Rep. Jack Fields (R-Tex.) says House bill should provide certainty for the cable industry.

Fields told the cable operators that they have "many friends" in Congress who realize that the industry has taken a "\$3 billion hit" as a result of the FCC's new cable rate rules. However, the Markey-Fields bill should provide some certainty for the industry, he said.

The congressman urged NCTA members to focus on the future. Fields suggested that they treat the FCC's decision as "water under the bridge."

He added that he shares the industry's view that the FCC's decision to roll back cable rates was unwarranted. He reminded the group that he was highly critical of FCC Chairman Reed Hundt for making the decision. But

since then, he and Hundt have talked.

"I plan to work with him," Fields said of Hundt. "I am willing to give him the benefit of the doubt."

The House bills will be on the floor "with a big vote" by the middle of June. That was the forecast of Gerald Waldron, senior counsel to the House Telecommunications Subcommittee.

In the Senate, "If we stick to our knitting, we'll get it done," said Jonathan Chambers, minority chief counsel and staff director for the Commerce Committee. Chambers thinks the Senate version of information superhighway legislation could be on the floor by July.

Chambers admitted that there is opposition to the Senate bill from the RBOCs. They feel it is far too regulatory and would not let them compete fairly in either the long-distance telephone or cable markets.

The RBOCs "opposed the last bill we introduced; they're opposed to this bill. For all I know, they'll be opposed to the next bill," Chambers said.

But Gene Kimmelman, chief counsel for the Senate Antitrust Subcommittee, was more skeptical. Finding enough time to consider the legislation in the Senate may be an uphill struggle, he said. ■

During their first week on the job, new FCC Commissioners Rachele Chong and Susan Ness made several staff appointments. Ness made two interim appointments: Gregory Vogt as senior legal adviser and Rosalind Allen as legal adviser. Vogt is chief of the Common Carrier Bureau's tariff division. He has been with the FCC since 1982 in a variety of positions, including chief of the bureau's enforcement division. Allen is chief of the rules division of the Private Radio Bureau and has held several other FCC positions since joining in 1987. Ness also named Donna Stapleton her confidential assistant. Stapleton was executive assistant to the managing partner of Weil, Gotshal & Manges.

Chong named Angela Wu as her confidential assistant. Wu received her law degree in 1991 from the University of San Francisco. For the past two years she worked as an account representative for Mead Data Central. Wu also worked in an administrative position for Chong's former law firm, San Francisco-based Graham & James.

Ness will be formally sworn in this Friday by Supreme Court Justice Ruth Bader Ginsburg. Chong will be sworn in June 6. It was not announced who would conduct that ceremony.

The FCC admits there were ex parte violations committed by Rainbow Broadcasting and its Mass Media Bureau staff, but says it was an "honest mistake" and the Florida broadcaster should not be penalized. The FCC last week reaffirmed a construction permit for Rainbow, which already has built its station in Orlando. Rainbow's application is opposed by Press Broadcasting, which

operates a station in the market. Press has asked the Federal Appeals Court in Washington to take jurisdiction of the case, charging that improprieties involving Rainbow reach to the top of the FCC.

Rupert Murdoch not only is making grabs for new affiliates, but his News Corp. is raiding the cable industry to beef up its

Washington representation. Peggy Binzel, director of government affairs, Turner Broadcasting, is joining News

Corp. as vice president of government affairs, Washington. She will handle both regulatory and congressional affairs. The appointment is effective June 1. Molly Pauker, Fox Television's vice president for corporate

and legal affairs, will continue to handle legal matters for Fox affiliates. Binzel's successor at Turner will be Gail Gibling, an aide to Representative Jack Fields (R-Tex.).

Cable operators gave members of Congress a taste of the information superhighway last week during the National Cable Television Association convention in New Orleans. Members of Congress attended a luncheon on May 22 that included a private tour of the convention's showcase exhibit, Cabletown USA, which displayed some of the innovative technology being used by cable systems. Among those present were senators Ted Stevens (R-Alaska) and Strom Thurmond (R-S.C.), and representatives Michael Bilirakis (R-Fla.), Paul Gillmor (R-Ohio), Steny Hoyer (D-Md.), J. Roy Rowland (D-Ga.), Dan Schaefer (R-Colo.), Patricia Schroeder (D-Colo.), F. James Sensenbrenner Jr. (R-Wis.) and W.J. "Billy" Tauzin (D-La.).

Washington Watch

Edited By Kim McAvo

AWRT looks ahead to take place on superhighway

As times change, American Women in Radio and Television is changing with them.

The national advocacy and educational group, which gathers this Thursday-Saturday (June 2-4) in Minneapolis for its 43rd annual convention, plans to insure that it—and women in communications—are players in the development of the information superhighway.

The convention itself will provide association members a chance to press their case with regulators and industry leaders. Among those scheduled to speak are FCC Chairman Reed Hundt and Commissioner James Quello, and Stanley S. Hubbard, president of Hubbard Broadcasting.

AWRT's case—to advance the impact of women in the electronic media and allied fields—is growing more pressing. "The business itself is changing all around us," says outgoing president Sondra Lee. "We need to make changes now in order to embrace everything that's going to be coming." Lee is executive vice president, SA Communication Services, a marketing firm in Louisville, Ky.

So early this year, AWRT, a nonprofit group headquartered in McLean, Va., switched management companies. A new executive director was hired. These moves resulted in an infusion of "a lot of excitement, energy and terrific ideas," Lee says.

One plan is to beef up staff support so that the group's

volunteer advocate on Capitol Hill and at the FCC has more time to write comments and to attend hearings.

To directly address the challenges posed by the information superhighway, the association in February set up a committee on "converging technologies." The committee will help AWRT members to keep pace with technological advances. It also will identify potential sources of funding for members who want to cash in on the highway's construction by starting new businesses.

AWRT plans to use superhighway advances to keep its 2,100 members in 45 chapters informed. All members will receive a biweekly fax to update them on what's going on in the business and in Washington. Job listings will be offered by fax. And putting the fax on-line is being explored. Members may be able to meet industry leaders by audioconferencing, and teleconferencing would provide "a way you don't have to leave your office to learn," says incoming president Linda Tremiere, director of financial controls, Hubbard Broadcasting, St. Paul, Minn. "With all the new technology, we absolutely have to have more educational opportunities for our members. It's hard to keep up."

About 200 are registered to attend the annual convention; another 200 are expected to register on-site at the Minneapolis Hilton & Towers.

—EAR

Compression bringing clients to Telstar 402

New Ku/C bird scheduled for launch in August signs more broadcast, cable tenants

By Chris McConnell

Transponders are going fast, AT&T Skynet Satellite Services says.

The company last week added two more customers to its new Telstar 402 satellite, scheduled for launch in August. The domestic satellite is not completely booked yet, but AT&T Market Development Director Karl Savatiel says current negotiations could soon fill the satellite.

"People need to distribute their programming," Savatiel says of AT&T's efforts to market the transponders to broadcasters and cable operators. He says the two businesses are anxious to find new distribution methods and that AT&T has filled all but some part-time capacity on Telstar 401.

Savatiel says the option of digital compression has boosted the transponder lease campaign by providing the option of squeezing more capacity onto transponders. "I've seen more and more [customers] start to seriously consider digitizing all of their channels," Savatiel says.

His company's satellite carries 24 C-band and 16 Ku-band transponders, although the Ku-band capacity can be adjusted to provide 16 transponders operating at 27 mhz and another eight operating at 54 mhz.

Among the satellite's latest customers is Western Tele-Communications Inc., which last week said it will use one Ku-band transponder for digital audio transmissions. Also joining the lineup is International Cablecasting Technologies Inc., which will use a transponder to deliver its Digital Music Express service to businesses.

The lease agreements follow a series of transponder deals that the company announced earlier this spring. Global Access Telecommunications Services and Spaceconnection, providers of satellite capacity to the broadcast and cable industries, have each booked three-year leases on the satellite. Other customers include Broadcast Satellite International and Viacom, which is leasing transponders to broadcast analog TV program-



AT&T Skynet hopes deals in progress will soon fill up its Telstar 402 satellite.

ing to C-band TVRO subscribers.

Another customer could be TCI, which plans to distribute packages of digital programming to cable operators from its new National Digital Television Center in suburban Denver. Savatiel concedes that the center offers potential business for the Telstar satellite, although he would not comment on whether the companies are talking about transponder leases.

"We have a flexible satellite," Savatiel says.

The 402, however, is not yet an orbiting satellite—a situation that may cause problems if European launch consortium Arianespace does not return to flight successfully next month. The Ariane rocket, slated to

launch the Telstar in August, failed earlier this year after a third-stage engine overheated.

Arianespace has spent the past three months modifying its engine to prevent future overheating and hopes to demonstrate the results on June 4 when it launches the Intelsat 702 satellite. After Intelsat, two more launches are scheduled on Arianespace before the Telstar launch.

Customers that have booked capacity on the 402 say they

can afford some delay if the launch schedule slips, but that they will face problems if Telstar 402 is not orbiting by fall. "It will be a concern only when the satellites that are scheduled to die [this fall] go," says Global Access Telecommunications' Jack Morse. Morse, the company's general manager, says Global is using capacity on four other satellites scheduled to expire after the summer.

An AT&T spokeswoman says the company will make contingency plans for each customer if the Telstar 402 does not go up on time. Savatiel is confident Arianespace has fixed the rocket, and he says that AT&T will be watching the Intelsat launch "very intently."

Orion going digital to Europe

Satellite is scheduled for October launch

By Chris McConnell

O Orion Atlantic Satellite Services, which plans to launch a satellite over the Atlantic Ocean later this year, last week said it will offer digital transmission services for programmers and cable operators. Orion hopes to deliver U.S. programming to Europe and to bring European programming into the U.S.

The British Aerospace-built Orion satellite is scheduled for launch on a General Dynamics rocket in late October. The satellite, which last week was undergoing vibration test-

ing in Europe, will carry 34 Ku-band transponders.

"Everything we've seen indicates... a glut in this market is not going to happen," Orion's Steven Salamoff says of the company's marketing plan. Salamoff, Orion's vice president of marketing, says that digital compression technology will allow more users to deliver programming with the satellite.

He cites the possibility of tapping providers of ethnic programming as customers and extending other customers from part-time to full-time

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Keynote Address:

Wednesday, July 13:

Wendell Bailey, NCTA

Thursday, July 14:

Ed Reilly

McGraw Hill Broadcasting

CONFERENCE AGENDA

Wednesday, July 13, 1994

9:00am **The Coming Media Revolution**

GARY KIM
Probe Research

10:15am **Coping with Deregulation: What you must do.**

STEPHANIE BOYLES
BellSouth Interactive Media

EARL LANGENBERG
US WEST Communications

LARRY STRICKLING, Ameritech

Noon **Luncheon Keynote Address: The Convergence of Telephone, Cable and Computers: What it means.**

WENDELL BAILEY
NCTA

1:30pm **Home Shopping: Where the Business is Today, Where it's going Tomorrow.**

FRED SIEGEL
QVC Network

MICK JAKSICH
ValuVision

3:30pm **Markets for Video-on-Demand: Movies and Events.**

TOM BRACKEN
DirecTV Communications

TED LIVINGSTON
Continental Cable

5:00pm **Reception**

Thursday, July 14, 1994

9:00am **Markets for Multimedia Information Services:**

How big? How soon?

SCOTT KURNIT
Prodigy
DAVID EASTBURN
CompuServe

11:00am **Advertising in an Interactive World:**

How will it work?

JOHN REED
IT Network
THOM MCKINNEY
RASCO Cablevision

Noon **Luncheon Address: Broadcast TV:**

Where it's headed.

ED REILLY
McGraw Hill Broadcasting

1:30pm **The Economics of Cable TV: Where the Money is.**

PAUL WEDEKING
Times Mirror Cable Television

3:30pm **How to Market Video-based Information Services.**

DAVID FOX
Viacom Cable

JOHN MATHWICK
Landmark Communications

ANGELA HUNDLEY,
Southern New England Telephone
(SNET)

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Who Should Attend: All those involved in developing programming and distribution systems for the next generation of television, including

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- Broadcasters
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- Cable Networks
- Syndicators
- Computer Companies



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users. The company's digital transmission will include multiple channel per carrier (MCPC) and single channel per carrier (SCPC) services. The MCPC approach, popular with cable programmers, combines multiple video signals on a single carrier for uplinking to the satellite.

The digital transmission service also will include full-time and part-time channels. Additionally, Orion's Flexx-Link service will provide simultaneous transmission of signals in multiple directions.

As part of the digital service, Orion



Orion is adding digital trans-Atlantic services to its Orion 1.

also says it is tapping Micronet Inc. to supply encoding and transmission equipment for uplinking the digital transmissions. Micronet, a full-ser-

vice teleport operator, will supply the encoding equipment at its Glenwood earth station in Vernon Township, N.J. The deal calls for Micronet to supply video compression at a 4:1 ratio.

Orion has not yet selected a standard for compressing the digital transmissions but is still negotiating with compression system providers, Salamoff says.

Salamoff says the group is pursuing lease agreements with cable programmers and broadcasters and hopes to announce deals this summer or earlier.

Cutting Edge

By Chris McConnell

The FCC last week said it will auction about 600 licenses for Interactive Video Data Service (IVDS) in July. The

licenses, which will allow holders to offer interactive television and other two-way services to subscribers, will be auctioned in Washington on July 27 and 28.

Registration for the IVDS auctions is July 27, and short-form applications to participate are due three or four weeks before the auctions, the commission said.

Before beginning the IVDS bidding, the commission will auction 10 nationwide narrowband PCS licenses. Narrowband PCS provides for advanced paging and two-way messaging. The FCC will auction the licenses July 25-27, with registration beginning July 24. The commission also plans to

hold a seminar June 6 at the FCC to review procedures for the auctions.

PanAmSat says its PAS-2 satellite is ready for shipment to French Guiana for launching.

The satellite, which will orbit over the Pacific Ocean, will carry Asian and North American programming as well as data services. The Hughes-built satellite will be able to carry as many as 320 digital TV channels. It is scheduled for launch this summer on an Ariane rocket.

PanAmSat says the satellite will be shipped to French Guiana via Federal Express on June 11.

GE American Communications has signed a deal to carry analog and digital signals from TCI's National Digital Television Center in suburban Denver. GE Americom says it will supply TCI subsidiary Western Telecommunications Inc. (WTCI) with full-time

leases on at least 13 of its C-band transponders on its Satcom C-1 and Satcom 2R satellites. WTCI will use the transponders to deliver programming to cable systems and home satellite dish owners.

Direct-to-home satellite service

provider Prime-

star has signed a pact to offer The Disney Channel with its basic programming package. The company says it will add Disney at no extra charge to the basic package.

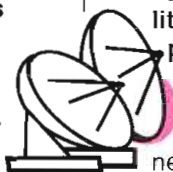
In another program deal, DBS proponent DIRECTV last week said MuchMusic will join its programming lineup. DIRECTV, which last week was still holding off on announcing a launch date, will include MuchMusic as a selection in its \$21.95 per month Personal Choice package. MuchMusic is a music television network offering news, performances and interviews.

Yamaha is launching a new digital mixing console that the company plans to offer for less than \$2,000. The compa-

ny's ProMix 01 offers a memory feature that allows users to recall mix settings. Yamaha plans to pitch the mixer to several markets, including postproduction, sound reinforcement and theaters. The mixer is slated to ship in August.

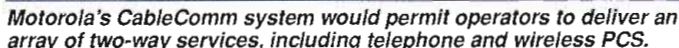
Antec Corp.

demonstrated its new line of advanced broadband network modulators at last week's NCTA convention. The new modulators, which use vestigial sideband (VSB) technology, are aimed at cable networks using fiber rings to connect regional headends. Antec also said its Digital Video unit has developed a line of cable-specific file servers. The products, intended as a bridge toward advanced digital services, allow users to supply video on demand and near-video on demand. Antec, which announced the Digital Video venture earlier this month, said the units work on existing networks, including hybrid fiber/coaxial systems and fiber-to-the-home networks.



MULTIMEDIA

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO



Telco gear for cable

By Harry A. Jessell

And vendors at the NCTA convention in New Orleans

Cox Cable Communications will provide a 28.6% equity investment in ICTV, a developer of interactive television systems. ICTV was chosen by Cox as systems integrator for its interactive TV test in Omaha, Neb., slated to begin later this year. ICTV's interactive TV solution provides a headend-based architecture, which takes the expensive video and multimedia processing hardware and places it in the headend rather than in the home.

The Tellabs system is blind to network technology. It will work with networks of copper, fiber optics or hybrid fiber/coax, says Wayne Partington, group product manag-

Telcos

By Chris McConnell

In the latest of a series of phone company video dial-tone plans, GTE last week said it will start building networks in four markets this year and will begin offering service to 550,000 homes next year. GTE will invest \$250 million in the project by the end of next year, and the company's estimates nearly \$317 million will be spent on the first four markets during the next three years.

continued on page 54



Cable Labs dominated the techno-village with demonstrations of 14 applications or products—everything from broadband video switching, to video telephony, to PCS, to hooking up subscribers to the Internet.

Prodigy, America Online want to access cable

On-line computer services hope to switch from telco delivery to cable

By Mark Berniker

Prodigy and America Online, two of the country's foremost on-line computer services, see the future in cable television. Both are aggressively pursuing cable programmers to provide on-line programming and are encouraging cable operators to upgrade their systems to deliver the services.

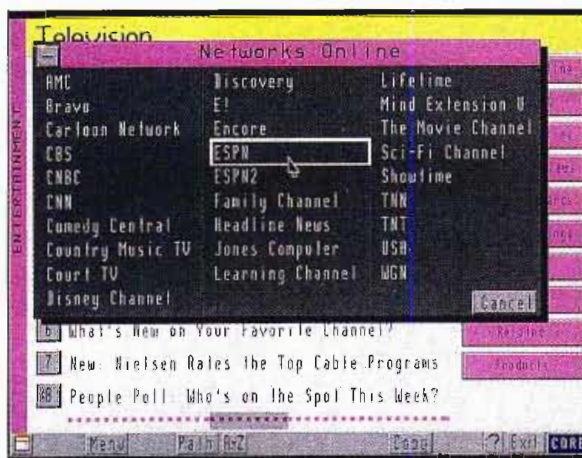
Cable systems could run the on-line services up to 1,000 faster than telephone networks do today. But first cable systems must be equipped for two-way communications. And the price of high-speed cable modems must drop.

Today, close to 30% of U.S. homes have a PC, but in certain areas of California, New York, Virginia and Massachusetts that number is as high as 60%.

"There is a smart TV in the home today, and it's a PC," said Scott Kurnit, Prodigy's executive vice president, consumer products, marketing and development, at the NCTA convention last week. Prodigy already has brought more than 30 cable programmers on-line and will make an "increased push" to get others.

"We're moving away from being a content provider and moving toward becoming a facilitator for third-party content providers," Kurnit said.

Prodigy has menu full of cable programming info.



Cable services going on-line

Via Prodigy (31 programmers):

Court TV, The Family Channel, Lifetime Television, The Nostalgia Network, The Sci-Fi Channel, USA Network, CNN, CNBC, The Cartoon Network, American Movie Classics, Bravo, Comedy Central, Country Music Television, WTBS, The Disney Channel, The Discovery Channel, E! Entertainment Network, Encore, Headline News, Jones Computer Network, The Learning Channel, Mind Extension University, The Education Network, The Movie Channel, The Nashville Network, Showtime, TNT, The Travel Channel, WGN, ESPN, ESPN2

Via America Online (12 programmers):

Bravo, Cinemax, Comedy Central, The Discovery Channel, HBO, The Learning Channel, C-SPAN, CNN, Cartoon Network, Court TV, The Sci-Fi Channel, Lifetime Television

America Online (AOL), aiming to trump Prodigy's move into cable modem on-line access, last week announced it had increased its stable of cable networks.

AOL said it signed deals with Bravo, Cinemax, Comedy Central, The Discovery Channel, HBO and The Learning Channel. They will join C-SPAN, CNN, Cartoon Network, Court TV, Lifetime and The Sci-Fi Channel.

Prodigy is conducting cable trials with Viacom in Castro Valley, Calif.; Comcast in Philadelphia; Media General in Virginia, and Cox Cable in San Diego and Omaha.

AOL has a deal with Telecommunications Inc. to provide its service to the MSO's

Colorado Teacher Education Center using Zenith cable modems. AOL also is involved with General Instrument and Intel in cable on-line trials with Viacom and Comcast.

Kurnit said Prodigy will begin price testing a cable on-line service during the next three to four months to determine how much subscribers will be willing to pay. "We would like to offer the service for as low as \$7.95 per month, but it may be as high as \$29.95," Kurnit said.

Most experts agree the price of cable modems will drop quickly. Currently, Zenith's HomeWorx and General Instrument/Intel's modems are the only prod-

ucts on the market. They list for \$200-\$400.

A more serious obstacle is cable's current lack of two-way plant. "We would switch out all of our telephone customers over to cable if the two-way plant were there," Kurnit said.

If all goes well, he said, within two to three years more than 20% of Prodigy customers will access Prodigy via cable.

Prodigy currently offers photos over its telephone modem, but they often take more than 10 seconds to be accessed. However, using a cable modem, the user could download that same photograph in less than half a second. Prodigy also will begin offering more audio and video, both of which will be accessible much quicker via cable modems.

Currently, only 5 million cable homes have two-way plant that allows high-speed access to on-line services via cable modems and networks.

Instead of signing on with an established service, some programmers such as ESPN and QVC have talked about creating on-line services of their own. But Kurnit is undaunted. "We don't believe they will go out and create their own private services," he said.

Most cable programmers will not get excited about on-line until it can transmit broadcast-quality video. Kurnit said. Video is not yet cost-effective, he said, but the cost of technology is coming down fast. As a result, the video feature should be available over cable within the year.

1994 Editorial Calendar

DATE	CLOSING	SPECIAL REPORT / EDITORIAL FEATURE	BONUS DISTRIBUTION	DATE OF CONFERENCE
01/03	12/24			
01/10	12/31			
01/17	01/07	• Pre NATPE Tabloid		
01/24	01/14	• NATPE Tabloid	• NATPE	1/24-27, Miami
			• INTV	1/23-24, Miami
01/31	01/21		• SMPTE	2/4-5, Chicago
02/07	01/28	• Satellites '94	• SBCA	2/10-12, Anaheim
02/14	02/04			
02/21	02/11	• Original Cable Programming	• Texas Cable Show	2/23-25, San Antonio
02/28	02/18	• Digital Technology Supplement		
03/07	02/25	• Station & Cable Trading		
03/14	03/04	• Baseball '94		
03/21	03/11		• NAB Convention	3/21-24, Las Vegas
03/28	03/18	• NAB Convention Coverage '94		
04/04	03/25	• Sitcoms '94		
04/11	04/01		• CTAM PPV Conference	4/11-13, Orlando
			• CAB Conference	4/10-12, New York
04/18	04/08			
04/25	04/15			
05/02	04/22		• SUPERCOMM	5/2-5, New Orleans
05/09	04/29	• Reality Programming		
05/16	05/06	• Pre NCTA		
05/23	05/13	• NCTA Convention Issue	• NCTA	5/22-25, New Orleans
05/30	05/20	• NCTA Coverage		
06/06	05/27	• PROMAX Preview	• PROMAX	6/8-11, New Orleans
06/13	06/03	• Radio Syndication		
06/20	06/10			
06/27	06/17	• Top 100 Companies		
07/04	06/24			
07/11	07/01	• Satellites		
07/18	07/08	• News Services	• CAB Local Cable Sales Conf.	7/16-19, Chicago
07/25	07/15	• Children's TV	• CTAM	7/24-27, Chicago
08/01	07/22		• Eastern Cable Show	8/1-3, Atlanta
08/08	07/29			
08/15	08/05	• Football		
08/22	08/12	• Action Hours		
08/29	08/19			
09/05	08/26		• IBC	9/16-20, Amsterdam
09/12	09/02			
09/19	09/09			
09/26	09/16			
10/03	09/23		• Atlantic Cable Show	10/4-6, Atlantic City
10/10	09/30	• Journalism	• RTNDA, Radio '94, SMPTE, SBE	10/12-15, Los Angeles
10/17	10/07			
10/31	10/21			
11/07	10/28			
11/14	11/04	• Hispanic Broadcasting & Cable		
11/21	11/11			
11/28	11/18	• Western Cable	• Western Show	11/30-12/2, Anaheim
12/05	11/25			
12/12	12/02	• Talk Shows		
12/19	12/09			
12/26	12/16	• No Issue		

* Subject to change

Encore going HDTV

Encore President John Sie says the mini-pay programmer will launch an HDTV programming service as soon as the FCC settles on a transmission standard. Although the agency is expected to give TV stations a second channel to broadcast programming with the wider, sharper HDTV pictures, Sie says few will be willing to spend the money to do so. With work by an industry advisory group still under way, FCC action on a standard is not expected until next year.



H-P sells set-tops to Comcast, TCI

Hewlett-Packard came away from NCTA with deals to sell its digital set-top boxes to Comcast and TCI. Comcast did not say how many boxes it ordered. Those units will deliver two-way interactive TV services. TCI said it increased its order of H-P next-generation digital set-top terminals from 100,000 to 500,000. Both Comcast and TCI are expected to begin deploying the new boxes in 1995. In a related development, H-P said it is licensing General Instrument's DigiCipher II access, control, compression and transmission technology for its new smart set-tops.

Realignment at BVS

Bell Atlantic Video Services Co. (BVS) President Arthur Bushkin last week said he is leaving the company. BVS said Bushkin, who had been with Bell Atlantic less than two years, is leaving the company "to pursue entrepreneurial opportunities" in the interactive multimedia business. The company did not name a replacement, instead it announced a series of appointments aimed at dividing Bushkin's job among several people.

Interactive

Time Warner upgrades with Philips

MSO awards \$4.7 million contract for two-way interactive service in Charlotte

By Mark Berniker

Time Warner has awarded Philips a \$4.7 million contract for a two-way, interactive upgrade of its Charlotte, N.C., cable system. The contract calls for more than 1,800 miles of 750 mhz RF distribution equipment and marks a breakthrough for Philips in the cable market. "We're restructuring our-

selves to be a full-line supplier," says Dieter Braun, president of Philips Broadband Networks. The company is aggressively targeting the top 10 MSOs as well as the phone companies, which are revamping their networks to become broadband-capable, Braun says.

Philips is developing a

broad range of broadband interactive gear, including a video server.

It already makes set-top cable boxes with Zenith and Compression Labs under the Media Access name. Philips has sold boxes to Bell Atlantic and is reportedly in the running for other telephone contracts. But it has yet to crack the cable market.

Philips last week also announced its Broadband Communications Gateway (BCG), which will transmit and deliver telephone and data services to subscribers via the emerging hybrid fiber/coaxial network. BCG will provide interfaces to both the telco central office and the upgraded hybrid network. ■

GTE continued from page 51

video network to 7 million homes in 66 of its markets within the next 10 years.

In return, GTE hopes to be generating annual revenues of about \$97 million from the first four networks by the year 2000. The company's cost justification for the dialtone networks predicts combined annual revenues for the four will reach about \$188 million by 2010.

Announcing the network plans, GTE Vice Chairman Kent Foster also said the company expects to sign 2 million customers from the 66 service areas onto the video networks within the next 10 years. Foster said his company's previous investment in fiber optic lines will serve as a platform for the video networks.

GTE's four applications with the FCC, filed last week, bring to 27 the number of applications filed by nine telephone companies. Although some of the applications have been pending for more than a year, a GTE spokesman said the company is confident the commission will get to the applications in time to launch a service next year.

The spokesman said GTE can do some preliminary engineering work now, but will need permission to begin construction by year's end in order to launch a commercial service in 1995.

The plans call for a hybrid fiber/coaxial cable network, the system favored by other telco dialtone applicants as well as the cable industry.

Expanding Networks

GTE's projections for homes passed by its video networks

	1995	1996	1997
Honolulu	152,000	244,000	296,000
Manassas, Va.	60,000	88,000	90,000
Pinellas/ Pasco County, Fla.	232,000	412,000	476,000
Ventura County, Calif.	83,000	106,000	122,000

GTE's dialtone applications say the company's network will deliver fiber lines to neighborhoods of about 500 homes, with coaxial cable lines delivering the programming the rest of the way. Programming will originate from several sources such as file servers, satellite feeds and off the air.

Following another popular cable trend, the GTE networks will use 750 mhz coaxial cable, providing more space than older coax systems for delivering programming. GTE told the commission its systems in the initial four markets will provide 80 analog channels, with about 168 compressed digital channels.

The company is negotiating with hardware vendors and programmers for supplying material to the first four networks. GTE plans to build its own cable headends and coaxial lines, but may work with cable operators on other networks outside of GTE franchise areas.

"It must be the right deal with the right company, and we have not found it yet," Foster said of dialtone alliances with existing networks. ■

FOR SALE

continued from page 51

er, new business development, advanced technology.

Motorola's CableComm system provides two-way transmission that can be used not only for telephone services, but also for video on demand and other interactive TV services, wireless personal communications (PCS), video telephony and high-speed data communications (384 kbps).

The Motorola does more and costs more. CableComm would cost operators around \$500 per subscriber to install, according to Jonas Butvila, manager, cable systems and personal communications systems.

The Tellabs system would

cost about \$300 per subscriber, says Partington. "It's a lower-cost alternative to get started."

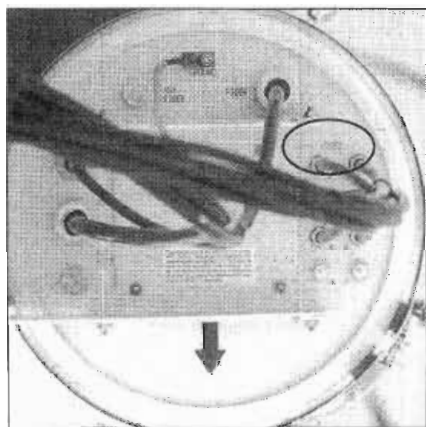
Motorola believes its 60 years of experience in wireless radio technology, including development of the first 800 mhz cellular telephone system, make it uniquely qualified to provide the two-way transport. The upstream transmissions between a subscriber and the cable headend are subject to the same crowding, interference and noise that have always plagued wireless communications. Motorola knows how to handle signals in such hostile environments, Butvila says. "We think we can bring a lot of value added."

Leveraging the wireless experience in a different way, CableComm also supports

cable-based PCS. Motorola will also supply cable radio ports (CRP), or transceivers can be inserted into the cable networks on poles to provide mobile wireless communications service. Each CRP would cover a neighborhood of 25 to 150 homes—a range, says Butvila, of around 1,500 feet in any direction.

Motorola hopes its architecture becomes an industry standard. To that end, it announced at the convention an agreement with Hewlett-Packard to develop an "open interface" between transmission systems and interactive set-top box.

Should such a standard be developed, any transport would work with any box, Butvila says. "We will compete on our excellence." ■



Smoking output?

The New Jersey Cable Television Association says the photo above proves Bell Atlantic is violating rules by building video networks in New Jersey without FCC approval (BROADCASTING & CABLE, May 23).

NJCTA says the photo is the bottom of an Optical Network Unit with a fiber input and video outputs (circled).

Bell Atlantic has yet to respond to NJCTA's charge, but it calls similar allegations by the National Cable Television Association meritless. The hardware is for the upgrade of telephone service, it says.

Telco charged with redlining on info highway

Four regional Bell operating companies that have asked for FCC permission to construct video dialtone networks intend to bypass lower-income and minority neighborhoods in their initial rollouts, say public interest and minority groups.

Making the charge are the Consumer Federation of America, the Center for Media Education, the Office of Communications for the United Church of Christ, the National Association for the Advancement of Colored People and the National Council of La Raza.

The telcos named are Bell Atlantic, Pacific Telesis, Ameritech and US West.

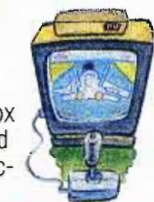
"If substantial segments of the population, particularly those of lower-income or minority status, are denied access to advanced networks, America will be divided into the technologically wealthy and a technologically disadvantaged underclass, and we will all suffer for it," the petitioners say. The FCC should adopt rules to prevent redlining and to guarantee service to disadvantaged neighborhoods at every stage, they say.

The FCC has promised to review the accusations. The telcos called the report misleading and saying it was based only on the preliminary plans for the VDT projects.

—CS

News Corp. creates new multimedia division

News Corp.'s Twentieth Century Fox has formed Fox Interactive. The multimedia division will



Interactive Services

create video games and multimedia CD-ROM products that draw on the company's film and television properties. One title planned is a video game based on the upcoming action-animated film "The Pagemaster," starring Macauley Culkin. A second video game will be "The Tick," based on a new animated TV series.

S-A, Broadcom link up

Scientific-Atlanta and Broadcom Corp. have joined forces to develop digital video transmission technology. They are working on very large scale integration (VLSI) implementation of a 64 or 256 quadrature amplitude modulation (QAM) chip set for digital TV set-top terminals. The QAM-Link system chip set will be incorporated into future Scientific-Atlanta digital set-tops. QAM is a technology that increases the bandwidth efficiency of a cable system, allowing simultaneous transmission of multiple video streams.

Prevue joins TW's Full Service Network

Prevue Express, the interactive program guide from Prevue Interactive Services, will be used by Time Warner Cable's Full Service Network in Orlando, Fla. Express will provide full cable program listings, as well as a means to navigate through Time Warner's various news, shopping and other interactive services. TV Guide On Screen had been chosen by Time Warner but has discontinued its work on the Full Service Network.

Classifieds

See page 63 for rates and other information

RADIO

HELP WANTED MANAGEMENT

WGAN and WZAN, Maine's News/Talk leader is seeking a talented sales manager to lead our sales efforts in Portland. You must have a strong sales and sales management track record, a reputation for exemplary leadership, and excellent management skills. A familiarity with the New England region is preferred. Fax resume and cover letter: Bruce Biette, VP/GM, Saga Communications, WGAN, WZAN, WMGX, WYNZ, 207-774-3788. EOE.

General managers/sales managers: 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 Richard Kelley, Stellar Communications, Inc., PO Box 130970, Tyler, TX 75713-0970. Telephone 903-581-2132. EOE.

Problem salesperson? Do you have a cross-town salesperson who is making your life hell? Fax us their name and station, in confidence, and we'll consider them for our new general sales manager! Fax 903-729-4742. EOE.

General sales manager: Muskegon, MI; 2 FM's, 1 AM. Skilled coach and trainer to develop our salaried (with bonus) sales staff is key. Includes carrying a list. Solid salary and benefits, excellent facilities. Please send resume, salary history and sales approach to Bob Goodrich, Goodrich Broadcasting, 4417 Broadmoor, Grand Rapids, MI 49512. EOE.

The best sales manager's job in America? Can you identify and manage outstanding sales talent? Do you have the creativity to lead radio sales into uncharted territory? Are you the person who real satisfaction in helping other people grow their skills? Do you tailor your management approach to each individual on your staff? Are you an activator...someone who makes things happen? Are you driven to be the very best? If so, your best career move may be with us, now! News Talk 750 WSB Radio in Atlanta has created an opening for a highly talented sales manager with a proven record of success. The successful candidate will have a track record in field coaching and staff development. This position will assist our account managers in cultivating long lasting customer focused relationships. Keen marketing ability and problem solving capabilities are very important. This manager will know their way around the advertising agency as well as their customers' businesses. This person will demonstrate the ability to set priorities and develop strategies to continue our growth. WSB Radio offers an environment focused on excellence and an opportunity to join a company with strong sense of customer mission. Excellent compensation, great benefits, all the necessary tools to get the job done, and the best on-going sales training in America is our pledge to you. If this describes you, please call: Jim Prain or Neal Maziar, c/o WSB Radio Sales Manager Job, at 404-897-7575. EOE.

WPAT AM/FM needs a traffic manager to work in our Clifton New Jersey location! Must have 3 to 4 years computer experience with Columbine or CBSI and automated systems. This is a great job and will be filled quickly so act now! Send resume with salary history to Personnel Dept., WPAT AM/FM, 1396 Broad St., Clifton, NJ 07013. Good benefit package. EOE employers. Females and minorities encouraged to apply.

General sales manager wanted for East Texas combo. Hot Country FM/CNN Headline News AM. Extensive sales and/or sales management experience. Excellent opportunity with multi-station corp. Fax resume to 903-729-4742 or call Ken at 903-729-6077. EOE.

General manager: Muskegon/Grand Rapids; 2 FM's, 1 AM. Client focus must be your priority. Proven leadership skills essential. Competitive salary and benefits, excellent facilities. Please send resume, salary history and management thinking to Bob Goodrich, Goodrich Broadcasting, 4417 Broadmoor, Grand Rapids, MI 49512. EOE.

HELP WANTED SALES

Mid-America radio group adding 2 salespeople at WIOU/WZVZ, Kokomo, Indiana. Both will focus on new account development, with an initial salary, phasing into commission-based compensation. Competitive benefit plan. Ideal candidate has at least one year of documented sales success in a similar environment, and is ready to move up. Mail your resume and examples of your success to Box 2208, Kokomo, IN 46904-2208, or fax 317-455-3882. Equal opportunity employer.

NY: Radio buying service expanding retail, medical, legal categories. 2 years+ experience required, sales asst. experience OK. 212-447-5900. EOE.

WJYR FM seeks experienced goal oriented salesperson interested in selling highly rated, established 50,000 watt Heritage station in resort community. Compensation package commensurate with experience. Rush resume today GM, WJYR, 706 21st Ave. N., Myrtle Beach, SC 29577. EOE. Women and minorities encouraged to apply.

Salespeople/manager wanted immediately. Medium market AOR in Pocono Mountains, Pennsylvania. Send resumes to: WPMR-FM/AM, Mt. Pocono, PA 18344. EOE.

Radio sports sales position: Do these questions describe you? Do you naturally build trust and relationships with the people you meet? Can you be direct and convincing when you know it makes sense for the client? Do you have the natural ability to get others to like you? Are you a highly disciplined individual who always meets and exceeds set goals? Do you possess a passion for sports marketing and sales with a track record where you made a difference? Do you possess a keen understanding of major league team marketing and sports packaging? If so, we would like to talk to you. WSB Radio, "The Sports Voice of the South," has opened an opportunity for a highly talented sports sales person. This person would be selling a menu consisting of the Atlanta Braves, Atlanta Hawks, the Atlanta Falcons, and the University of Georgia. WSB Radio offers an environment focused on excellence and the opportunity to join a secure company with a strong sense of customer mission. Excellent compensation, great benefits, all the necessary tools to get the job done, plus the best on-going sales training, and a sports commitment that takes us into the year 2000 is our pledge to you. If this describes you please call: Jim Prain or Neal Maziar, c/o WSB Radio Sports Sales Job, 404-897-7575. EOE.

Milwaukee/Racine: If you're ambitious, know vendor programs, and can sell qualitative information then we want to hear from you! We have an established list, a growing company, and the tools you need to succeed. We offer a competitive compensation plan and unlimited growth potential. Reply in confidence to Walter Koschnitzke, GSM, WRJN-WHKQ, 4201 Victory Avenue, Racine, WI 53405. EOE.

HELP WANTED PERSONALITY/TALENT

Morning personality: Branson's hometown country station, in America's hottest vacation market, is looking for a morning personality. Females encouraged to apply. Applicants with management skills may be considered for program director. Minimum 3 years radio experience. Time, temp and liner readers need not apply. Send resume and on air tape to: Station Manager, KRZK Radio, 202 Courtney Street, Branson, MO 65616. EOE.

HELP WANTED TECHNICAL

Small medium market midwest combo seeks experienced chief engineer. Excellent salary for market. Reply to Box C-40. EOE.

HELP WANTED NEWS

Wanted: Strong anchor and aggressive reporter with Midwestern roots and minimum five years experience in medium or major market radio. Tape, resume and writing samples to: Kit Borgman, News Director, WCCO-AM, 625 Second Avenue South, Minneapolis, MN 55402. No phone calls please. EEO.

Full-time local news: Scenic northern California. News/talk format. 35 year commitment to format. EOE. Tape and resume. Hugo Papstein, KINS Radio, 1101 Marsh Road, Eureka, CA 95501.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Nationwide search: Extraordinary opportunity at all-sports WCNN, Atlanta. This agreeable city is home to baseball's best, fiery football, a basketball contender, hot hockey, and the next Summer Olympics. And it's a great AM market. So we'll use our 50KW on 680 to make everyone in town part of the team. Are you our next program director? Maybe you're at one of those AOR FMs that bonds their audience with what's between the tunes. Or you're doing Talk AM that's more like MTV than C-SPAN. GMS: Does this character work for your competition? Applicants: We're ready to move fast, so rush resume, references, an aircheck you're proud of, and one page cover letter to Mr. Lew Dickey, Stratford Research, One CNN Center, Suite 348, Atlanta, GA 30303. No calls! Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General manager available: Twenty-one years experience. Turnaround specialist. Call Jim Wood at 513-677-0281 in Cincinnati, Ohio. All formats.

Charles Manson! The name alone pulls super numbers for networks and syndication. Wait 'til you see what it does to your competitors. Career of over 20 years as GM plus experience in sales management and consulting. Available for GM/GSM position. Call 904-837-9777.

Somewhere there's an owner who is looking for a general manager. I will bring over 25 years of general manager/sales manager experience, leadership by example, excellent people skills and profitability. Jeff Guier 602-648-5082.

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

Seeking general manager/sales manager position in small market with possible buyout potential. Experienced in radio and real estate management. Will relocate. Ted 914-357-9425 or 914-357-4861. 399 Rte. 202, Suffern, NY 10901.

SITUATIONS WANTED TALENT

The inventive mind of Bruce Berrigan will bring the dimensions missing from most talk/personality shows. Unique interview & phone skills. Experienced in all size markets. 216-946-4963.

SITUATIONS WANTED SALES

Salesman: RAB-trained. Ten years radio selling. Currently unemployed; would consider sales with investment partnership in small market daytime or fulltime. Fax 813-784-0563.

TELEVISION**HELP WANTED MANAGEMENT**

Wanted: assistant chief engineer. Requires strong management and technical skills. Experience, 10 years in television, 3 years in a management position. Send resume to: KLAS TV, PO Box 15047, Las Vegas, NV 89109 Attn: Management. No calls please. EOE.

Sales manager/TV: TV sales manager to lead local sales force for New York's fastest growing television station. Dynamic, aggressive individual with strong hiring and training skills and proven sales management record a must. Excellent salary, bonus, plus benefit package. Send resume with salary history to Michael Wach, WLIG-TV 55, 270 South Service Road, Melville, NY 11747. EOE.

Financial manager wanted for group-owned, Midwest Fox TV. Winning candidate will be a hard worker, wants to be in love with their job and have a strong base of skills. EEO. Reply to Box C-41.

Director of broadcast operations for small-market ABC affiliate. Responsible for on-air look, local production, development of production revenue. Supervise technical and production departments. Minimum 6 years TV experience; at least two years management or supervisory. Computer literacy and college degree preferred; strong people and organizational skills, creativity, and thorough knowledge of operating equipment required. Resumes only to L. Manne, G.M., WREX-TV, Box 530, Rockford, IL 61105. WREX-TV encourages women and minority applicants. EOE.

General sales manager: WSTM TV3, an NBC affiliate in Syracuse, seeks an experienced sales management professional to lead and continue the development of a highly successful revenue team. Ideal candidate possesses a solid understanding of inventory management and rate structure, with superior motivational and communication skills. Responsibilities include supervision of national, local and regional revenue streams, traffic and sales promotion efforts, development of annual expense budget and revenue plan. Interested individuals with previous broadcast sales management experience should send resume to: Lisa Beyrau, 1030 James Street, Syracuse, NY 13203. EOE.

National sales manager: 3-5 years rep experience required. Management experience helpful. Send cover letter and resume to WDKY Fox 56, National Sales Manager, Attn: Jonas Jones, PO Box 12650, Lexington, KY 40585. EOE.

HELP WANTED SALES

Account executive: Sell and service local and regional advertisers and agencies. Maintain and improve billing levels of existing accounts within station pricing policies, as well as the development of new accounts. There will be heavy emphasis on sale of special programming and promotions and the development of new and existing retail accounts. Minimum of 2 years previous television, radio and/or ad agency sales experience, and/or college graduate with courses in advertising, marketing, business or economics. Available immediately. Contact: Jerry Harbin, Local Sales Manager, WRTV, 1330 N. Meridian St., Indianapolis, IN 46202. Equal employment opportunity M/F.

Make your move to one of the best business climates in the country—Raleigh-Durham, North Carolina. WLFL-TV Fox 22 has an opening for a local account executive with a minimum of three years experience. Qualitative research and vendor knowledge a plus. Please send resume to: Steve Wilkerson, Local Sales Manager, WLFL-TV Fox 22, 1205 Front Street, Raleigh, NC 27609. EOE.

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

Account executive: Richmond, Virginia Fox affiliate is seeking an experienced broadcast salesperson to handle agency business and develop new business. Research and vendor experience is a plus. No list sitters. No phone calls. Send resume and cover letter to: LSM, WRHL-TV, PO Box 11169, Richmond, VA 23230. EOE.

Marketing specialist: America's #1 Fox affiliate, KMPH Fox 26, Fresno, California, is seeking an experienced broadcast salesperson. Support includes Scarborough Research, BMP award winning creative. This is an excellent opportunity for a highly motivated individual wishing to join a growing, progressive company, Pappas Telecasting. Two years experience and a proven track record required. Send resume to: Personnel Department, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 6/10/94. An EOE-M/F/D. Women and minorities are encouraged to apply.

Local sales manager: WAVY-TV is looking for sales management professional to lead and continue the development of a highly successful revenue team. Must understand inventory management and rate structure. Successful candidate will train and motivate staff of 8 sales people. Responsible for making revenue budgets as well as developing new sources of revenue. Strong teamwork critical. Must have experience with local market, qualitative research, TV ratings and computer skills. Must understand retail and ad agency business. Candidates must have at least 5 years TV sales experience, college degree. Previous management in TV sales a big plus. Send resume to Ed Munson, GSM, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. EOE.

HELP WANTED RESEARCH

Research director: Cannell Communications, WHNS Fox21 has an immediate opening for research director. MiniPak, TVSCAN, Nielsen Star, and Scarborough research experience required. Sales experience a plus. Excellent writing skills and desktop publishing experience required. Send resume to WHNS-TV, Personnel-RD, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. EOE M/F/H.

HELP WANTED PERSONALITY/TALENT

Host for direct sales television program: Must be familiar with computer hardware and software and able to speak convincingly and informally about technology products. Please submit resumes and tapes to: TV Store, PO Box 657, Newport, NH 03773. EOE.

HELP WANTED TECHNICAL

Maintenance engineering supervisor: Midwest NBC affiliate has an opening for a maintenance engineering supervisor. Candidates must be experienced in the maintenance of UHF transmitters. Send resumes to: WEEK-TV, Personnel Department, 2907 Springfield Road, East Peoria, IL 61611. EOE. No phone calls, please.

Broadcasting maintenance engineer wanted for fast growing CBS affiliate in South Florida. Must be capable of maintaining studio and transmitter equipment. Two years maintenance experience required. Send resume and salary requirements to Personnel Manager, WPEC TV-12, PO Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer.

Broadcast maintenance technician: Regional news channel needs full time technician with five years experience in troubleshooting and repair of audio, video, RF systems and related equipment. Prefer computer literacy including various LANs, AutoCad, Database, MS-DOS, and computer station automation. ENG, master control and studio experience desirable. Must be able to work varying shifts in state of the art facility in suburban Chicago. Excellent benefits. Send resume with salary requirements to CLTV, 2000 York, Suite 114, Oakbrook, IL 60521, attn Human Resources. EOE.

Maintenance technician: Experience with broadcast analog and digital systems. Applicants must be able to trouble shoot monitors, tape machines (1" and 1/2"), audio equipment and switching equipment to component level. Experience with RF systems and uplinking desirable. No calls. Send resume to: "Maintenance," KPLR-TV, 4935 Lindell Boulevard, St. Louis, MO 63108. EOE.

Chief engineer: KBVO-TV is seeking to fill the position of chief engineer. Must have UHF transmitter experience, plus satellite and state-of-the-art production facilities. Degree in electronics technology and/or SBE certification preferred with minimum three years experience as chief engineer. EOE. No phone calls, please. Send resume to: KBVO-TV, Attn: Steve Beard, General Manager, 10700 Metric Blvd., Austin, TX 78758.

Chief engineer: Las Vegas, NV. New 24 hour cable channel needs a chief and assistant knowledgeable in video cart, digital disk recording, "C" Band uplinks, fiber optics, Abekas and general broadcast equipment. Chief will be responsible for design, construction, maintenance and training in this state of the art facility. Please mail resume to: Robert Porter, 4009 Rand Ct., Sherman Oaks, CA 91423-4704. Fax 818-986-3979. EOE.

Post production engineer needed at growing New York-based TV news production division. Opportunity for computer-literate, organized, highly qualified person to maintain production/post-production facility/studio and ENG equipment. Prefer experience with GVG 241 edit controller and GVG 200 switcher, Beta & 1", et al. Opportunity to work in a respectful and productive team environment with a versatile, multi-task oriented staff. Opportunity to learn and advance with a great group of people. Outstanding benefits. Send resumes to: WSJ-TV, 200 Liberty Street, New York, NY 10281, Attn: T. Newhall, Director of Program Operations. EOE.

Chief engineer: Is there no more up where you are? Great opportunity in the beautiful Southwest. Golf, boating, fantastic, safe family area. Must be a hands-on engineer. CCD cameras, GVG boards, Sony 3/4 inch house. Microwaves, translators, and VHF transmitter knowledge important. Group operator, VHF, Fox affiliate. Send resumes to KIDY-TV, 406 South Irving, San Angelo, TX 76903. Fax 915-655-8461. EOE.

Remote maintenance & uplink engineer: Florida based mobile production company seeks (2) individuals to fill positions. Remote maintenance engineer with 5 yrs analog and digital solid state electronic experience and 2 years location experience. Senior uplink engineer with 2 yrs. minimum formal electronics training and thorough RF systems knowledge. Both positions include repair of all equipment both in the field and in-house, extensive travel, work overtime, weekends and holidays. Send or fax resume to Bill McKechney, Director of Engineering, F&F Productions, 9675 4th Street North, St. Petersburg, FL 33702; fax 813-577-5011. EOE M/F.

HELP WANTED NEWS

Anchor and reporters: If you've got lots of energy, are committed to being the best, and have a burning desire to make a tough job fun, we're looking for you. We're the fastest growing news team in the Pacific Rim, and we're looking to expand. Minimum of two years news experience required. Women and minorities are encouraged to apply. Send resume and tape to: Travis Coffman, News Director, KMCV News, Caller Box 10001, AAA 1018, Saipan, MP 96950 or fax resume to 670-235-0965. EOE.

Meteorologist: KSDK, #1 station in St. Louis is seeking versatile meteorologist. Candidate must have five years experience, AMS seal and computer skills. Send tape and resume: Director of Human Resources, KSDK-TV5, 1000 Market St., St. Louis, MO 63101. No calls. EOE.

ABC affiliate seeks bureau chief/general assignment reporter for satellite news bureau in state capital city. Must have degree and one to two years experience in TV news, preferably with an affiliate. Candidate must be mature, a strong writer, not afraid to tackle the big stories...must know editing. This is not an entry-level position! No calls... Non-returnable tapes and resumes to Neil Bayne, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21901. M/F EOE.

News director and news producer needed for nightly statewide news program on Alabama Public Television, produced in Montgomery. For information and applications forms, call 1-800-239-5233, ext. 133 prior to June 10. EOE.

TV anchor/reporter: Anchor/reporter opening at midwest TV station, top 30 market. This is not a job for a "reader." We stress reporting ability, creative writing and delivery, plus compelling live shots. We want someone who can do it all. If you want to be part of a top rated team, this may be the chance. Minimum two years experience and college degree. Women and minorities are encouraged to apply. Send resume, references and videotape to Box C-42. Tapes are not returnable. EOE.

Assignment editor: Immediate opening for an experienced desk jockey. You know the drill...assignments, scanners, radios, cel phones, schedule juggling. Looking for some aggravation in paradise? Send a cover letter and resume to Dave Collins, News Director, WWSB TV, 5725 Lawton Drive, Sarasota, FL 34233. No phone calls, please. EOE.

TV news photographer: Midwest TV station in top 30 market looking for a photographer to join top rated team. If you are not afraid to take your camera off your slacks for a live shot, if you understand that natural sound is a major part of a story, if you want to work in a place where good, creative photography is valued, then we should talk. Minimum two years experience or one year experience and college degree. Women and minorities are encouraged to apply. Send resume, references and videotape to Box C-44. Tapes are not returnable. EOE.

Photojournalist: Exceptional photojournalist wanted to work at KMGH-TV in Denver. Looking for person(s) who can enterprise great stories as well as work off the desk without problems. New chief, new tapes. Send to Dan Dwyer, Chief Photographer, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. EEO/AA.

TV news producer: Top 30 market TV station is searching for news producer. Perfect position for someone in a smaller market ready to move up. Emphasis on creative writing, production skills and team attitude. Lots of bells and whistles. Applicant should have college degree in broadcasting and/or TV news experience. Minorities and women are encouraged to apply. Send resume, references and videotape to Box C-45. Tapes are not returnable. EOE.

KIII-TV3, the dominant ABC affiliate in beautiful, sunny Corpus Christi by the sea, has an opening for a newscast & special events director. Must have 5 to 10 years experience directing and switching newscasts, remotes and special live events such as parades, sporting events, etc. Please send tape and resume to Mr. Pat Hales, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, TX 78411. EOE.

Sportscaster: KPTM Fox 42 is currently accepting applications for the position of sportscaster. Applicant will be responsible for sports reporting and presenting and presenting a nightly sports report on the Fox 42 news. Must possess an extensive knowledge of sports and broadcasting, be able to write, shoot and edit sports packages for broadcast. Applicants must submit a current non-returnable video demonstration tape. Send resume and tape to: KPTM Fox 42, Attention Personnel, 4625 Farnam St., Omaha, NE 68132. No phone calls please. EOE.

Photographer: Full-time photographer needed to shoot and edit news and sports stories. Must have a good sense for news and be able to work well with people. Prefer candidates with experience on 3/4" Sony gear. Send resumes and non-returnable tapes to News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE M/F.

Reporter: Immediate opening for a story-teller. If you're interested in putting your excellent writing skills to work with our experienced team of videographers...tell me about it in a letter. Then, send me a resume and non-returnable videotape. The guy you're replacing is moving to a foreign bureau position with a network. Respond to: Dave Collins, News Director, WWSB TV, 5725 Lawton Drive, Sarasota, FL 34233. No phone calls, please. EOE.

News producer: Producer for dominant #1 station, in 50th DMA. Ranked with the best ABC affiliates in the top 100 markets. We do an hour in the morning, 5, 6, 10 + 4 wkend shows. If you can produce a fast-paced show, w/multiple elements, show us your tape. Must have 2-3 yrs newscast producing experience & be willing to work mornings, weekends &/or evening hrs. Send tape w/resume to: Jon Janes, News Director, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. No phone calls! Equal opportunity employer.

Wanted: Weekend weatherperson for top 35 market, Fox affiliate. Person should be meteorologist or have AMS Seal. Needs to be creative reporter three days a week. Send resume and VHS tape to Box C-46. EOE.

TV reporter: TV newsroom in top 30 market is looking for a news reporter. If you do institutional stories, don't bother to send us a tape. We are looking for a creative self-starter who can find a way to tell a story about people not institutions. Someone who can walk and talk during a live shot—not use a brick wall as a background. If that sounds interesting, send resume, references and videotape to Box C-43. No beginners. Minimum one year experience and degree. Women and minorities are encouraged to apply. Tapes are not returnable. EOE.

Absolutely unique position for someone who wants to be fully in charge of his/her own daily news program presently syndicated to more than 150 stations, and who wants to play a pivotal role in the creation of extensive original programming delivered through new technologies. This is for a dynamic entrepreneurial visionary with some or all of the following experience: producer, program director, news director, executive producer. Manage small aggressive staff, supervise all production elements including editorial content, talent, graphics, presentation, and integration of pieces... Hands-on experience in national programming most desirable. Midwest based company. If you are intrigued, then respond. Resumes to Suite 146, 331 West 57th Street, New York, NY 10019. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

CBS O&O design director: Hands-on experience w/Paintbox, Harriet and 3-D. Prior management experience preferred. Looking for breakthrough design and get-it-done type. Heavy news emphasis. Send tape & resume to Gayle Allen, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE.

Creative director: Develop marketing strategies. Create and write campaigns, spots, cable programming and corporate films and videos for broadcasting's premier creative services company and its affiliated production company. Send resume, reel, letter and salary history to Creative Director, PO Box 141, Wynnewood, PA 19096. EOE.

On-line editor needed at growing New York-based TV news production division. Prefer experience with GVG 241 edit controller, A-53 DVE, GVG 200 switcher, CG/SS, Beta & 1". Prefer some background in switching live and live-to-tape broadcasts. Must learn operation of TSM robotic camera system. Opportunity to work in a respectful and productive team environment with versatile, multi-task oriented staff. Opportunity to learn and advance with a great group of people. Outstanding benefits. Send resumes to WSJ-TV, 200 Liberty Street, New York, NY 10281, Attn: T. Newhall, Director of Program Operations, EOE.

Promotions/program producer: Excellent opportunity for the right people to join a new national network. We're bold, brash, provocative. Promotions producer must have at least two years experience in affiliate news promotion and possess innovative writing and video production skills. Program producer must have at least two years live television news producing experience. All applicants must like to laugh, win and be obsessed with excellence. No phone calls. Send resume/tapes to: Brian Jones, VP/General Manager, 717 Second Street, NE, Washington, DC 20002. EOE.

Assistant traffic manager: CBS affiliate in top 50 market seeks individual who has experience with a wide range of television traffic duties and with the Enterprise System to assist traffic manager in managing department. Must be excellent record keeper and attentive to details. Resume to Deborah Hooper, VP/Broadcast, WFMY-TV, PO Box TV-2, Greensboro, NC 27420. EOE.

Promotion manager: Great station in a hot market. Looking for an aggressive news oriented promotion manager. Show me why you should have the job. Looking for good management skills, good writer. Knowledgeable about editing and posting. Good eye for graphics. But most importantly a desire to win. Send tape and resume to: Michael Burgess, Vice President-General Manager, KOB-TV, 4 Broadcast Plaza, SW, Albuquerque, NM 87104. Equal opportunity employer M/F.

Director: Responsible for directing and technical directing news and special projects. Strong leadership skills a must. Must be proficient in all areas of pre-production. Must have one year experience as a director and/or technical director at a network affiliate. Must be a team player and motivator. Send resume and demo reel with director track to: Production Manager, WOWK-TV, PO Box 13, Huntington, WV 25706. No phone calls, please. EOE.

SITUATIONS WANTED ANNOUNCER

Major market voice, many national credits, 25 year pro, can bring power and finesse to your promo tracks. Reply to Box C-47.

SITUATIONS WANTED NEWS

Minority female anchor. Network experience. Superb writing and live shot skills. Call 804-379-0991.

CLASSIFIEDS

Weather, news—I do both! Versatile team player, 12 years experience, now working top 20. Seeking strong station with commitment. Weather, news live shots my specialty. Reply to Box C-48.

CABLE

HELP WANTED SALES

Account executive: Large East Coast cable interconnect seeks aggressive, experienced account executive. Media experience is necessary for this position in a "top 25" market. Must be self-motivated, goal-oriented, organized and persuasive. Must understand the value of service, creativity and teamwork. The ideal candidate will possess a Bachelor's degree and have experience selling conceptually as well as using research. We offer a competitive salary & benefits, including 401(k). Drug test required of final candidate. Please submit resume to Human Resources, TCI Cablevision of CT, 91 Shield Street, West Hartford, CT 06110. Fax: 203-548-2052. EOE/M/F/D/V.

ALLIED FIELDS

HELP WANTED TECHNICAL

Computer/telecommunications technician: Employer requires self-motivated, self-directed hands on individual to administer Novell and Unix based LAN systems. Knowledge of AS 400 mainframe and broadcast/PC graphics systems a major plus. Will assist with Rolm telephone switching equipment and installation. Hands on installation, maintenance, operation and instruction of a variety of other PC and microprocessor based broadcast systems. Exciting, fast paced broadcast environment. Successful candidate will have proven ability to handle time and people sensitive issues. EOE/M/F/D/V. Mail or fax resume to: Cathy Lockhart Cloud, Jefferson-Pilot Communications Company, One Julian Price Place, Charlotte, NC 28208. Fax: 704-374-3626.

Chief engineer: Become part of a team that is developing an amazing news and technology environment. Located in the Washington, DC area, it will include a digital broadcast studio, a HD theater and multimedia interactive displays. Must have 10 years experience in broadcast engineering and computers. Please fax resume to The Freedom Forum, 703-284-3509, or send to: Director of Human Resources, The Freedom Forum, 1101 Wilson Blvd., Arlington, VA 22209. No phone calls please. EOE.

HELP WANTED RESEARCH

Senior level director: TV program research company seeks top management project director. Prefer MA or Ph.D. with experience in communications industry. Statistics strongly needed, including SPSS, design, questionnaire development, data analysis, report writing, client contact, and focus groups. Fax/send resume to: Paula Dennis, Research Communications Ltd., 990 Washington Street, Suite 105, Dedham, MA 02026. 617-461-0909. EOE.

HELP WANTED PROGRAMING PROMOTION & OTHERS

Busy Southeastern video production company seeks experienced on-line editor. Equipment includes: Sony 9000 editor, Grass Valley 200 switcher, Abekas A53-D, and Chyron Super Scribe. Contract work in editing may be available immediately. Full-time work is also available to a creative producer-director-editor. Send a demo reel and resume to HVP, PO Box 13785, Research Triangle Park, NC 27709-3785. EOE.

EMPLOYMENT SERVICES

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

Reporters, anchors and producers! You deserve the best chance to achieve your career goals. *NEWSDirections* can help. Affordable, reliable, professional. 1-800-639-7347.

Jobs-internships-contacts directory: Over 100 listings TV, radio, film, PR, adv. \$9.95 book, \$15.95 floppy. larussi, POB 303, NYC 10101.

TV news entry level: Confirmed openings. Weekly lead sheet \$24.95/4 weeks. MTC, Box 502, Santa Ysabel, CA 92070. 619-782-2705.

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.

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.

50KW AM: Continental 317C3 (1986), Harris MW50B (1982), Transcom 800-441-8454.

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.

Blank tape, half price! Elcon magnetically evaluated blank 1", 3/4", Betacam and SP videotape available. Also have VHS, M2, D2 and 2". We'll beat any price! Call Carpel Video for catalog 800-238-4300.

Used FM transmitters for sale: 1KW Harris, 1KW CSI, 1.5KW BE, 20KW Harris, and 30KW QEI. Call 800-438-6040 for details.

Ace T8E video switcher unused in original box with manual. Alta Cygnus time base corrector two unused, manuals & warranty cards. Alamar 2525 automation controller unused, all original factory papers, complete controller without machine interface modules; will provide software for yours. All above bought new for cancelled project. Used beam power supply and McQuay heat exchanger for RCA TTU-110 transmitters. Bird digital calorimeter model 6080. GE variable voltage transformer for tube power supply. 3 phase 0-140V 30 amp, motor driver. Ron Fisk, 504-522-2633.

TELEVISION—MISCELLANEOUS

TV news journalists! Know what will put you ahead of the pack? We do! Want to know more? Write/call: C...Marketing Works, 18 Lisa Dr., Ste. B, Nashua, NH 03062. 603-888-6788.

TELEVISION

HELP WANTED MANAGEMENT

GENERAL MANAGER

NBC, a leader in broadcast television, is seeking a dynamic leader to run KNBC-TV, its owned and operated station in Los Angeles.

In this capacity, you will be responsible for all day-to-day operations of the Station, including overseeing news, sales, programming, promotion, engineering, finance, community relations, press and publicity and human resources. You also will be responsible for overseeing the financial and strategic planning, budgeting and operating processes of KNBC.

The successful candidate will have significant experience in the television industry, with at least 5-10 years as a department head, station manager or general manager of a television station in a major market. Superb managerial, leadership, negotiating, human relations and community relations skills are essential. A commitment to and proven track record of supporting diversity in the workplace is also a must. A college degree is required. An MBA, JD or other advanced degree is preferred.

If you are the visionary we're looking for, please send your resume and salary history to:

**NBC, Dept. SM
3000 W. Alameda Ave.
Burbank, Ca 91523**

KNBC-TV is an equal opportunity employer.



CLASSIFIEDS

TELEVISION

HELP WANTED TECHNICAL

MGR BROADCAST OPS/ENG

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Rush resume & salary req. to:

KTLA
H. R. Dept. 01
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Los Angeles, CA 90028

A Tribune Broadcasting Co.



HELP WANTED NEWS

MANAGER OF NEWS PROMOTION AND MARKETING

THIS POSITION WILL REPORT DIRECTLY TO THE NEWS DIRECTOR. RESPONSIBILITIES INCLUDE THE WRITING AND PRODUCTION OF ALL DAILY TOPICAL PROMOTION AS WELL AS COORDINATION WITH THE PROMOTION DEPARTMENT FOR IMAGE PROMOTIONAL CAMPAIGNS AND OTHER LONG RANGE PROMOTIONAL EFFORTS. REQUIRES SUPERIOR WRITING AND PRODUCTION SKILLS, THE ABILITY TO WORK INDEPENDENTLY AND COMMUNICATE EFFECTIVELY WITH ALL LEVELS OF EMPLOYEES. COLLEGE DEGREE PREFERRED. SEND COVER LETTER, RESUME, SAMPLES OF PROMOTIONAL MATERIAL AND A TAPE TO:

KGO-TV CHANNEL 7
900 FRONT STREET
SAN FRANCISCO, CA 94111
ATTN: KATHRYN COX,
PERSONNEL MANAGER
EOE

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KABC-TV is seeking an individual with experience in all phases of television production to produce public affairs programs, local and special events. Send resumes and/or video tapes to: **Connie Borge, Dept. P-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



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Capital Cities/ABC, Inc. is seeking self-motivated individuals with proven experience and knowledge of all aspects of studio and field operations/equipment for sports and/or news programming to join our NYC-based team. Strong management skills are also required.

We'll look to you to assume responsibility for budget planning; overseeing manpower, equipment and logistics; and supervising a NABET contract and staff. Irregular hours, weekend work and travel required.

We offer attractive salaries and benefit packages. For consideration, forward your resume, to: Capital Cities/ABC, Inc., Employee Relations Dept. JK/TO, 77 West 66th Street, New York, NY 10023. Equal opportunity employer m/f/d/v.



WCCO-TV in Minneapolis, nationally prominent for innovation and top ranked in all newscasts, is searching for a newscast producer who can take us even higher.

If your goal is to create, invent and break new ground in local television, if you're not intimidated by a staff representing the best and the brightest in the country, if you're solidly grounded in journalistic principles and have a passion to communicate news in a relevant manner, help drive us to that higher level.

Send a letter outlining your vision of a winning newscast, and a résumé, to:

John Lansing/Mark Hooper
WCCO Television
90 South 11th Street
Minneapolis, MN 55403

WCCO-TV is an equal opportunity employer.

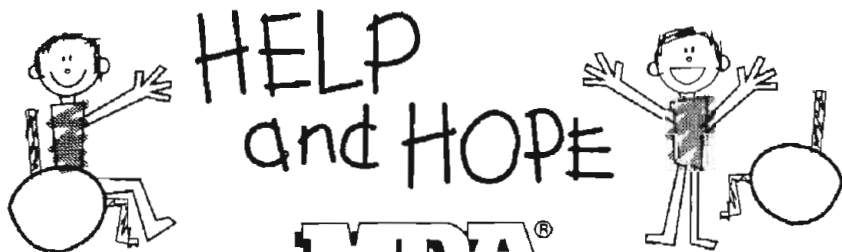
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KHOU-TV
1945 Allen Parkway
Houston, TX 77019
No phone calls please. E.O.E.



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BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W. Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

New Deadline is Monday at 9:00am Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o Broadcasting & Cable, 1705 DeSales St., N.W., Washington, DC 20036.

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

For subscription information call 1-800-554-5729.

The Ray legacy

EDITOR: I read in the May 2 issue of BROADCASTING & CABLE that my friend Bill Ray died on April 22. One of the first things I did at the FCC in 1961 was to bring [him] to the FCC. I knew Bill from broadcasting days in Chicago, and Senator Paul Douglas told me that Bill might be interested in public service. He was invaluable to all in sensitive areas where he was careful to preserve both the First Amendment and public responsibility. His legacy is an exceptionally high standard to follow.—*Newton N. Minow, Sidley & Austin, Chicago*

'Telemedia Week' kudos

EDITOR: You know, we grew up with BROADCASTING magazine, subscribing to it in college (many years ago). We felt that BROADCASTING was not just on top of what was going on in the industry, but oftentimes ahead of the trends.

With the incorporation of your new

section, "Telemedia Week," BROADCASTING & CABLE once again shows why the publication remains the industry's bible.

"Telemedia Week" ties the technologies together under a single, comprehensive editorial package—fascinating and needed. We are pleased to congratulate you and your staff on this outstanding achievement.—*John Russel and Steve Syatt, SSA Public Relations, Sherman Oaks, Calif.*

Remembering Nixon

EDITOR: Jay Caruso in his May 9 "Open Mike" defends Richard Nixon by referring to the 60% majority vote in the 1972 election as sufficient reason to dismiss the critics of the late ex-President.

It doesn't work that way.

Richard Nixon, driven by an incredible vision of a moralistic America, violated his own standards. One writer recently said that that

drive "...led him to paranoia, to outright violation of the law. It certainly led him to undermine heavily that same American self-respect he wanted to defend."

Therein lies Nixon's prodigious folly: He violated his own vision. He violated the laws of the land; he violated the trust that millions—including, one suspects, Jay Caruso—placed in him. Nixon's recasting of himself as elder statesman was nothing more than a continuation of an old habit: creating a make-believe world and calling it reality.

Over the years Nixon drew many of us into that spurious world—a world built on mocking the very ideals he was professing. Paranoia, indeed.

In our eulogizing we called his lawlessness "weaknesses" and "mistakes." No amount of whitewash will make Richard Nixon anything other than what he had become: a lie.—*Robert S. Hale, Park Ridge, Ill.*

THIS WEEK

- **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 4**—*Academy of Television Arts & Sciences* "46th Annual Los Angeles Area Emmy Awards," Pasadena Civic Auditorium, Pasadena, Calif. Contact: Murray Weissman or Mark Rosch, (818) 763-9275.
- **June 4-7**—*National Association of Broadcasters* board meeting, Washington. Contact: (202) 775-3527.
- **June 5-11**—15th annual *Banff Television Festival*, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-3060.

JUNE

- **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 9-11**—*Radio Montreux International Symposium*, Montreux, Switzerland. Contact: Lynn Christian, (213) 938-3228.
- **June 10-12**—*Radio Television News Directors Foundation* community journalism training seminar, Medill School of Journalism, Northwestern University, Evanston, Ill. Contact: Hayley Sterling, (202) 659-6510.
- **June 10-13**—*American Advertising Federation* national conference, Houston. Contact: (800) 999-2231, ext. 332.
- **June 11**—10th Annual Executive Management Development Seminar for Radio Broadcasters sponsored by *National Association of Broadcasters*, University of Notre Dame, South Bend, Ind. Contact: Lori Long, (202) 429-5402.
- **June 11-13**—*ShowBiz Expo*, Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.
- **June 15**—Third annual Radio Mercury Awards

Datebook

- sponsored by *Radio Creative Fund*, Waldorf-Astoria Hotel, New York. Contact: (212) 387-2156.
- **June 15**—"Interactive Television and the New Media" seminar sponsored by *BROADCASTING & CABLE*, The Plaza Hotel, New York. Contact: Joan Miller, (212) 337-6940.
- **June 16**—Annual spring luncheon sponsored by *Federal Communications Bar Association*, New York chapter. Speaker: FCC Commissioner James Quello. Law offices of Rosenman & Colin, New York. Contact: Jerome Silber, (212) 940-7052.
- **June 16**—"Interactive Television and the New Media" seminar sponsored by *BROADCASTING & CABLE*, The Beverly Hilton Hotel, Beverly Hills. Contact: Erika Sedey, (213) 549-4113.
- **June 20-21**—European Telecommunications Conference "Responding to Change." Sponsored by *Financial Times*, London InterContinental Hotel, London. Contact: Joanne Wood, 071-814 9770 (Int + 44-71-814-9770).
- **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 22-25**—*Florida Association of Broadcasters* 59th annual convention, Four Seasons Ocean Grand Hotel, Palm Beach. Contact: (904) 681-6444 or (800) 825-5322.
- **June 23-24**—*Fox Broadcasting* affiliates meeting, Century Plaza Hotel, Century Plaza, Calif. Contact: Ciro Abate, (310) 203-1169.
- **June 23-25**—Sixth annual Talk Radio educational conference, convention, and exhibition. Sponsored by *National Association of Radio Talk Show Hosts*, Loew's Santa Monica Beach Hotel, Santa Monica, Calif. Contact: Carol Nashe or Judith Alukonis, (617) 437-9757.
- **June 24**—*Academy of Television Arts & Sciences* deadline for returning ballots for 46th annu-

al Primetime Emmy Awards. Contact: John Leverence, (818) 754-2870.

• **June 27-28**—"New Intelligence in Multimedia, Broadcasting, Licensing, Leisure & Entertainment." Presented in conjunction with *Iwerks Entertainment* and *AT&T Multimedia*, Foxwoods Casino Resort & Iwerks' Cinetropolis Complex, Ledyard, Conn. Contact: Ron Knight, (212) 388-0842.

JULY

- **July 7-10**—*Upper Midwest Communications Conclave*, Downtown Hilton and Towers, Minneapolis. Contact: (612) 927-4487.
- **July 13-15**—Telecom Billing '94: Fourth annual conference on developing billing systems for tomorrow's advanced services. Sponsored by *Business Research Publications, TeleChoice and Swidler & Berlin*, Sheraton Washington, Washington, DC. Contact: (800) 822-MEET or (202) 842-3022.
- **July 13-17**—Seventh annual *International Teleproduction Society* forum and exhibition, Mayflower Hotel, Washington. Contact: Jessica Josell, (212) 877-5560.
- **July 16-18**—*California Broadcasters Association* summer convention, Hyatt Regency Monterey, Monterey, Calif. Contact: (916) 444-2237.
- **July 19-21**—*Florida Cable Television Association* annual convention, Ritz Carlton, Amelia Island, Fla. Contact: Joice Ventry, (904) 681-1990.
- **July 21**—Nominations are announced for 46th annual Primetime Emmy Awards from Academy Plaza Theatre, 5230 Lankershim Blvd., N. Hollywood. *Academy of Television Arts & Sciences*. Contact: Murray Weissman or Mark Rosch (818) 763-2975.
- **July 21-23**—South Carolina/North Carolina joint summer meeting sponsored by *South Carolina Cable Television Association*, Hyatt Regency Hotel, Hilton Head, S.C. Contact: Nancy Horne, (404) 252-2454.
- **July 24-27**—*Cable Television Administration and Marketing Society* national marketing conference, Chicago. Contact: (703) 549-4200.
- **Major Meetings**

W. Don Cornwell

Don Cornwell is aware that people might have a hard time figuring him out. He lets people know that despite 17 years of corporate finance at Goldman Sachs & Co. he didn't become a finely honed deal-making investment banker.

Thus, he explains, his transition to co-founder of Granite Broadcasting has been more natural than it might appear at first: "I spent the last seven years at Goldman as chief operating officer of corporate finance. I dealt with 150 professionals and 90 support staffers, handling everything from compensation to technology. That prepared me a lot better for this job than people might think."

As chairman and chief executive officer of the growing TV group owner, Cornwell thinks his personnel tasks may be his most important responsibilities: "My feeling has always been that the critical decision out of corporate is the choice of the station's general manager. You have to hire and motivate good people, and then you have to be willing to step back."

But stepping back doesn't mean turning over the reins completely. Cornwell and the company's other co-founder, Stuart Beck, let the general managers of the company's six TV stations make decisions, including major program purchases, but also make them "sign onto" a business plan and hold them to those plans. Says Beck: "Don has the ability to financially model every event at a station. This is not geeky stuff; he teaches managers that there are many ways to skin an opportunity, and that maintaining a good capital flow is key to having a successful company. He has an ability to unleash their entrepreneurial talent."

Cornwell says that his mother, a now-retired schoolteacher, tells him that he began showing entrepreneurial ability while growing up in Tacoma, Wash., one of five children.

Still, he was more interested in politics and studied pre-law in college. But just before graduating he was persuaded also to apply to business school. With the enviable choice between Harvard Law School and Harvard Business School, he chose



the latter and found he enjoyed finance. At 22 years old, he started at Goldman Sachs.

While at Goldman he worked with a variety of clients, including media firms such as Meredith Corp. and Essence Communications. A number of his clients were consumer products companies: Hershey Foods, American Greetings, Bristol-Myers, Gerber and Rubbermaid. The advertisers' perspective, says Cornwell, has affected his philosophy of running TV stations: "I constantly remind our managers that at the end of the day people advertise with us not because we are nice guys but because our product is going to bring them value."

Around 1982 Cornwell and Beck were introduced by a mutual friend. They began to jointly pursue their common interest in media, and in the mid-1980s participated in an unsuccessful competing application for a radio station in New Jersey.

In 1987, Cornwell and Beck decided to start a company, and with the help of contacts such as Beck's father, Beck-Ross Communications Chairman Martin Beck, and Katz Communications Chairman James Green-

wald, the two were able to convince investors and sellers of the seriousness of their enterprise. Greenwald says that Cornwell's earnest personality made the selling job easier: "You won't hear much about Don Cornwell from Don Cornwell. If he has an ego, he holds it pretty well in check. But he is extremely talented and investors could see that."

At the beginning, Cornwell says that his time was taken up with searching for the company's first two TV stations: KBJR(TV) Duluth, Minn., and WEEK(TV) Peoria, Ill., deals that closed in late 1988. WPTA(TV) Fort Wayne, Ind., was acquired a year later and KNTV(TV) San Jose, Calif., several months after that.

The company's rapid growth and the industrywide advertising slowdown caused some disturbance to the company's capital structure. So in the next phase of Granite, Cornwell's corporate finance expertise came in handy mollifying investors and creditors and "thinking about what we could do to improve our capital structure so that we could continue to grow."

Some debt restructuring and new public offerings got Granite back on track so that it was able to buy two

more stations at the end of last year: WTVH(TV) Syracuse, N.Y., and KSEE(TV) Fresno-Visalia, Calif. Cornwell recently made an unusually creative acquisition, buying a 45% limited partnership interest in the parent of WKBW-TV Buffalo, N.Y., which puts Granite in good position to gain control of the station at a bargain price.

The current phase of Granite finds Cornwell working to transform the collection of six (perhaps soon, seven) stations into a unified group with a corporate culture. This year, for the first time, the company distributed an annual report to employees and is implementing a corporate stock ownership plan. Says Cornwell: "We are not building this company to sell it." —GF

Chairman/CEO, Granite Broadcasting Corp., New York; born Jan. 17, 1948; BA, Occidental College, Los Angeles, 1969; MBA, Harvard Business School, 1971; associate, Goldman Sachs & Co., New York, 1971; VP, 1976; COO, corporate finance, 1980; current position since October 1988; m. Sandra Williams, May 14, 1983; children, Don, 22 (by first marriage); Samantha, 8.

BROADCAST TV



Carrelli

Appointments at NBC Television, Burbank, Calif.:

Bari Carrelli, director, original movies, Lifetime TV, joins as director, mini-series and motion pictures for television; **Robin Schwartz**, coordinator, Saturday morning and family programs, named manager, Saturday morning and family programs; **Gerard DiCanio**, senior VP, finance, Viacom, joins as VP, finance.

Bruce R. Liljegren, GM, KEZI-TV Eugene, Ore., named group manager, Chambers Communications Group.

Bill Miller, station manager, KTVK-TV Phoenix, named GM.

Steve Baker, director of promotion/advertising, KCPT(TV) Kansas City, Mo., joins WGBH-TV Boston as director, creative marketing.



Barnes

Appointments at Fox Children's Network, Los Angeles: **Karen Barnes**, VP, programming, Los Angeles, named senior VP;

Theresa Kennedy, associate director, Fox Kids Club,

named director, Fox Kids Club.

Teresa M. Crummett, director of marketing and new product development, Walt Disney Co., Burbank, Calif., joins Interactive Network Inc., Sunnyvale, Calif., as VP, direct marketing.

Ban S. Pryor, senior account executive, Pryor & Associates, Burbank, Calif., joins Saban Entertainment there as manager of domestic sales, licensing and merchandising.

Matt James, director, WPDE-TV Florence/Myrtle Beach, S.C., joins KTVE(TV) Monroe, La., as news director,

Alan Barrows, consultant, WTCI-TV Chattanooga, joins WTWO-TV Terre

Haute, Ind., as GSM.

Douglas C. Barker, president/GM, WWSB-TV Sarasota, Fla., joins Paxson Communications Corp. as VP/GM of WPBF-TV Tequesta, Fla.

Appointments at MCA TV Distribution: **Lawrence M. Sklar**, research manager, TeleRep Inc., New York, joins as director of research, advertiser sales division, there. Appointments in Universal City, Calif.: **Vera Knoll**, manager, syndication services, named VP; **Russell B. Adams**, manager, syndication services, International TV, named director; **Renee Clinkunbroomer**, manager, domestic syndication services, named director.



Stroman

Mark Stroman, director, national promotion, Fox Broadcasting Co., Beverly Hills, named VP, national promotion.

Appointments at CBS in New York: **Edward Grebow**, senior

VP, operations and administration, named executive VP; **Ellen Oran Kaden**, senior VP, general counsel and secretary, named executive VP; **Peter W. Keegan**, senior VP, finance, named executive VP.

Sue Richmond, VP, membership, WETA-TV Washington, named director, individual giving, PBS, Alexandria, Va.

Mary Frost, VP/GM, East Coast network operations, Capital Cities/ABC, New York, joins Price Waterhouse there as managing director, EMC-Entertainment, Media, Communications-Consulting Group.

Appointments at KRON-TV San Francisco: **Elizabeth Brack Mullen**, reporter, Metro Traffic, and **Saya Oka**, reporter, NJK/Tokyo, join as update anchors; **Monique Ortiz**, reporter, KSTS-TV San Jose, named reporter/photographer/editor.

RADIO

James R. Glass named GM, Sports-RADIO WKNR(AM) Cleveland.

Paul Gregory, director, sales plan-

ning and administration, ABC Radio Networks, named VP there.

Margaret Bryant, engineering manager, WMAQ(AM) Chicago, joins ABC Radio Networks, Dallas, as director of engineering/technical operations.

Steve Clark, broadcast journalist, Hong Kong, joins KSSK Honolulu as morning DJ.

Candy Shannon, radio personality, WHUR-FM, Washington, joins WDCU(FM) as co-host of "The Business of Music" there.

CABLE

Appointments at Showtime Satellite Networks Sales and Marketing, New York: **Gene Falk**, senior Showtime executive, named senior VP, DBS; **Michael Seeger**, VP, operations, Showtime Satellite Networks, named senior VP, operations.

The Nostalgia Network Inc., Los Angeles, announces the resignation of **Frank H. Jett**, president, CEO and member of board of directors. He is leaving to pursue other business opportunities.

Lawrence M. Kramer, associate counsel, Rainbow Programming Holdings, named director of legal and business affairs for CNBC and America's Talking.

Appointments at MTV series development and MTV News, New York: **Eileen Katz**, producer, named VP; **Sarah Condon**, coordinating producer, HBO, joins as director; **Michael Alex**, senior producer, named supervising producer; **Michael Shore**, managing editor, named editorial supervisor.

William Padalino, VP, affiliate relations, Lifetime Television, New York, named senior VP, affiliate relations.

Appointments at Americana Television Network, Branson, Mo.: **Margaret C. Combs**, CEO, named president; **Pat Stotts**, manager, accounting, named acting CFO; **Michael C. Brotherton**, division marketing director, TCI East, Bethesda, Md., joins as senior VP, network marketing.

Loreen Arbus, independent producer, joins Parent Television, Los Angeles, as senior VP, programming.

Bradly Bessy, producer/talent executive, Buena Vista Productions, joins E! Entertainment Television, Los Angeles, as director, talent relations and development.

Matthew Goldstein, expense analyst, Macy's, New York, joins Nickelodeon/Nick at Nite there as director of business development.



Mullins

Garrett R. Mullins, director, customer service, TCI, joins Zenith Electronics Corp., Denver, as president of sales and customer service for Network Systems products.

Helene Klappert, manager, benefits and compensation, A&E Networks, New York, named director.

Appointments at Century Communications Corp., New Canaan, Conn.:

Mark Pruneau, director of marketing, Warner Cable, joins as director of marketing, cable division; **Kathleen Macleod**, corporate marketing and public affairs manager, named regional marketing director, cable division, Southeast region.

Maria Isabel Perez, public relations consultant, joins USA Networks, New York, as publicist, corporate and media relations.

Appointments at Group W Sports Marketing: **Sal Tofano**, account

executive, and **Robert Russo**, sales manager, SportsChannel, named New York sales managers.

William C. Carey III, president, Time Warner Cable, Fayetteville N.C., named president, Austin, Tex., division.

Elizabeth Dorée, supervisor, inventory planning, Warner Bros. Pay TV, cable and network, New York, named manager, programing inventory.

WASHINGTON

Appointments at Fletcher, Heald & Hildreth: **Eric Fishman**, partner, Sullivan & Worcester, joins as special counsel; **Anne Bavender**, attorney, also joins the law firm.

Linda Gatti, advertising manager, Home Team Sports, joins Metro Washington Cable Marketing Council as executive director of the cable marketing cooperative.

Dr. John P. Loiello, president and CEO, Gowran International Ltd., joins the United States Information Agency, Washington, as associate director, educational and cultural affairs.

Vans Stevenson, director, state affairs, Motion Picture Association of America, Washington, named VP, state legislation.

DEATHS

Henry Morgan, 79, died May 19 of lung cancer at his home in New York. He began his career on radio and later found work as a regular on TV



Morgan

game shows. Before moving to television, Morgan had reached legendary status for his ad-libbed radio monologues. He regularly got laughs at the expense of advertisers and radio station

executives. Morgan was a frequent guest on shows such as *What's My Line?*, *I've Got a Secret* and *That Was the Week That Was*. Known for his acerbic and impudent wit, he was blacklisted as a communist sympathizer, even though he insisted that he was apolitical. Survivors include his wife and a son.

Harley Flaum, 48, founder, president and creative director of RadioBand of America, died May 8 at his home in Manhattan. Flaum began as a broadcast journalist, newscaster and investigative reporter and won the Edward R. Murrow Award for investigative journalism. In 1972 he formed RadioBand of America in Philadelphia, which has won more than 30 first-place Clio Awards. He was also owner and president of Penny Lane Studios, a successful New York City recording studio complex. Survivors include his wife, Margie, and his parents.

Bruce Walker, 48, executive director, BDA International, died at his home in Berkeley, Calif., after a long battle with cancer. He is survived by his wife, Mary Law.

Lewis W. Van Nostrand Jr., 79, broadcast executive, WMT Radio and Television, and founder, Cable Communications Co., died May 10 in Cedar Rapids following a short illness. During his tenure at WMT, the employe pool grew from 37 to 175 full-time personnel. The company he founded with William B. Quarton, Cable Communications Co., expanded from one franchise in Fairfield to 15 throughout the state. In 1979 he received the Iowa Broadcasters Association's "Broadcaster of the Year" award. In addition to his broadcast career, Mr. Van Nostrand was active in a variety of nonprofit organizations. He is survived by his wife, Elsie, two daughters, Susan and Lisa, three sisters, a brother, and four grandchildren.

—Compiled by Denise P. Smith

News at Grundy Worldwide

Reg Grundy, founder of the production and distribution company that bears his name, has relinquished the post of chief executive officer to Richard Barovic, who had been president of Grundy's North American operations.



Grundy



Barovic

Grundy will continue as company chairman, focusing on long-range planning. Barovic says the company will continue to develop new shows (its specialties are game shows and serial dramas) for distribution and formatting worldwide and will be more aggressive in acquiring distribution rights to shows by outside producers. The privately held company does not release financial

results, but Barovic says annual revenues reach "nine figures," or more than \$100 million. Other appointments at Grundy Worldwide: Alan Boyd named chief executive of Reg Grundy Productions Ltd., UK; Andrew Brooke named executive VP, light entertainment, Europe; Mike Murphy named executive VP, drama, Europe; Lionel Baert named chief executive, France, and senior VP, light entertainment, Europe; Bill Mason named president, new business development, Asia.

—SM

KXYQ-FM Salem (Portland, Ore.) was purchased by Trumper Communications (Jeffery E. Trumper, president/CEO) from KXYQ Broadcasting Co. for **\$5.6 million**. The buyer also owns KKCW-FM Portland, Ore.; WTDR-FM/WEZC-FM Charlotte, N.C., and WLAP(AM)/WMXL(FM)/WWYC-FM Lexington, Ky. The seller has no other broadcast interests. KXYQ-FM has top 40 format on 105.1 mhz with 100 kw and antenna 1,839 ft. Broker: Star Media Group Inc.

A group of 19 broadcasters and industry groups has challenged the FCC's procedures for enforcing indecency complaints. The group, which includes Infinity, Greater Media and the NAB, says the commission is not meeting constitutional requirements of conducting a quick judicial review of complaints. A federal appeals court in Washington will hear oral arguments in September.

The Fox Children's Network won its sixth consecutive sweeps month in May for Saturday morning programming. The network was first in



ABC took top honors at last week's Daytime Emmy Awards in New York. The network came away with five statues, followed by CBS (four), syndicated programming (three), PBS (two) and HBO and Nickelodeon (one each). The week before, the creative arts awards were awarded in Los Angeles. This year's Lifetime Achievement Award was given to Dick Clark (second from left) by (l-r) Rich Frank, Academy of Television Arts & Sciences president, presenter Gladys Knight and Michael Collyer, National Academy of Television Arts & Sciences chairman.

households and children 2-11 and 6-17. Among children 2-11, the key Saturday morning demographic, Fox averaged a 6.9 Nielsen rating/29 share, followed by CBS's 4.0/16, ABC's 3.9/16 and NBC's 0.8/3. Those numbers represent a 35% ratings jump for Fox versus May 1993, while the other networks showed declines in both rating and share versus May 1993.

Southwestern Bell wants to provide telephone service over its cable system in Montgomery County, Md. The telco told Maryland public utilities authorities that it would cost \$100 million to upgrade the 172,000-subscriber system for voice. Although not every household in the company's service area subscribes to cable, the telco has asked for permis-

May sweeps: ABC wins; Fox beats CBS in 18-49 demo

The bad news just kept coming for CBS last week.

First the network found out it was losing eight affiliates in the Fox-New World deal, and at the end of the week the network completed the May sweeps in second place in households but in fourth place among adults 18-49.

ABC captured the May ratings month, its second sweeps victory of the 1993-94 season, and its first May crown since 1984. The network finished the month with a 12.6 Nielsen rating/21 share in households, followed by CBS's 11.3/19, NBC's 10.9/18 and Fox's 7.6/13. ABC's numbers represented an 11% increase from May 1993.

In addition to the strength of its regularly scheduled series, ABC was powered by the eight-hour miniseries *The Stand*, which averaged a 20.3/32, and two theatricals—"Terminator II" (18.2/30) and "City Slickers" (16.2/27). Coupled with its household prowess, ABC was also number one among adults 18-34, 18-49 and 25-54.

Because ABC's victory was so complete (the network also won the 10:30-11 p.m. time slot that leads into local

news), the other networks were left trumpeting more obscure accomplishments in the sweeps postmortems.

NBC, which boasted the top-rated series of the month in *Seinfeld*, finished as the top-rated network among women 18-49 and 25-54 (for regularly scheduled programs). However, the network also aired the fewest regularly-scheduled series during the sweeps, with roughly 33% of the regular lineup getting pre-empted for special fare. CBS kept the largest percentage of its lineup intact, pre-empting 21%, compared with Fox's 22% and ABC's 26%.

CBS ratings and research chief David Poltrack said the network was hurt most by its weak movie lineup. Although CBS had eight of the top 10 movies during the regular season, the network placed only one, *The Oldest Living Confederate Widow*, in the top 10 during May.

For Fox, clearly the highlight was surpassing CBS in the key adults 18-49 demographic. It was the first time that has happened to one of the big three networks during a sweeps month.

—SM

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Closed Circuit

sion to provide a competitive telephone service to every household.

Solomon International Enterprises has acquired the international distribution rights for product from Brandon Tartikoff's Moving Target Productions beginning with the first long-form project, *XXX's and OOO's*. As part of the three-year exclusive deal with Moving Target, SIE will have a first-look opportunity to purchase the overseas distribution rights for future product.

Turner Broadcasting System Chairman Ted Turner said during an NCTA panel last week that **the government should subsidize cable TV subscriptions for those who cannot afford service:**

"We're going to have universal health care; why don't we have universal cable care? We can tax the broadcasters to pay for it. They get the spectrum for free."

Seventy-one percent of cable system operators and 62% of cable programmers responding to a survey at the NCTA convention said **they expect direct-broadcast satellite TV to have a "significant" impact** on their industry. The interactive poll was conducted at Multimedia Entertainment's The Talk Channel booth.

The FCC sent letters to the Disney Channel and America's Talking, reassuring both cable channels that they will enjoy the same waivers granted Fox's fX channel last month. In both cases, the FCC said cable operators could launch a new channel between March 30 and July 15, as long as a deal was announced prior to the publication of the new rules.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 15. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	12.8/228/99
2. Star Trek: Next Generation	11.3/248/99
3. Jeopardy!	10.9/219/99
4. Oprah Winfrey Show	9.8/237/99
5. Star Trek: DS9	8.0/236/99
6. Entertainment Tonight	7.4/186/96
7. Roseanne	7.4/183/97
8. Baywatch	7.0/206/97
9. Action Pack Network	6.9/161/96
10. Wheel of Fortune-wknd	6.8/175/81
11. Hard Copy	6.5/167/93
12. Inside Edition	6.2/171/95
13. A Current Affair	6.1/186/96
14. Cops	5.7/173/93
15. Married...With Children	5.6/185/95

ATLANTA

Summit sale near

The auction of Summit Communications' radio properties could be wrapped up as early as this week. The total package is expected to sell for at least \$200 million. Sources say Emmis Broadcasting, which owns WQHT(FM) New York, is most likely to end up with Summit's WRKS-FM there. Brokers estimate the price will be \$75 million-\$80 million, but Emmis CEO Jeff Smulyan indicated he didn't expect to bid that high. WCAO (AM)-WXYV(FM) Baltimore and KHVN(AM)-KJMZ(FM) Fort Worth/Dallas should go to Herb McCord's Granum Communications for \$15 million-\$20 million and \$15 million, respectively. Evergreen Media, Carl Hirsch's OmniAmerica and Granum will duke it out for WACK(AM)-WVEE (FM) Atlanta, expected to go for \$90 million-\$95 million, which would set a record for an urban-formatted station.

NEW YORK

Jimmie jumping again?

Fox football studio analyst and former Dallas Cowboys coach Jimmy Johnson has a two-year deal with the network, but he'll likely be gone after year one. Johnson has an out clause and officially won't decide until after the 1994 season, but last week he told BROADCASTING & CABLE: "I anticipate going back into coaching after this year." But according to Fox Sports President David Hill, that's the least of his concerns. "I'm worried about Sept. 4," says Hill, referring to the start of the new football season. Hill says he won't focus on anything else until football coverage is "word perfect." After that, he says, he'll focus on expansion.

TW and Televisa

Time Warner is said to be close to buying a 49% stake in the cable system operations of Mexican media giant Televisa. Tele-Communications Inc. tried to close a similar deal last year, but those

talks collapsed during TCI's attempted merger with Bell Atlantic. In other Televisa developments, the company apparently has called off its earlier announced joint programming deal with Discovery Communications.

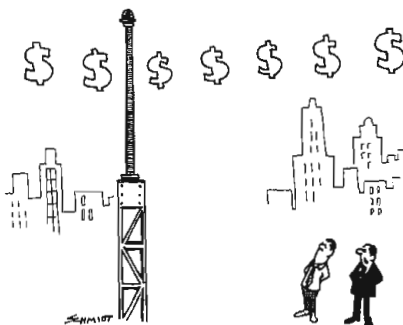
WASHINGTON

Wining and dining

The National Cable Television Association was covering its bases last week, making sure that every minute FCC Chairman Reed Hundt spent at the convention was used as an opportunity to underscore industry concerns about the agency's new rate rules. Indeed, Hundt referred in his speech Tuesday morning to a dinner with industry executives the night before. It seemed to have made an impression. Dining Monday with Hundt and his chief of staff Blair Levin were NCTA President Decker Anstrom and Dan Brenner, vice president for law and regulatory policy; Continental Cable's Amos Hostetter; Discovery Channel's John Hendricks; Gerald Hassell of the Bank of New York, and Steven Rattner of Lazard Freres.

Set-top search

Months after broadcasters arranged to buy thousands of antennas during their retransmission-consent battle with cable, the National Association of Broadcasters is soliciting proposals for building a better home antenna. The NAB is looking for the first major improvement in the indoor/set-top home antenna in 40 years. Proposals are due by June 30.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"It's a government test for a spectrum fee."

Three for the show

Essentially, there were three voices at the national cable convention last week. Decker Anstrom, the new NCTA president, put the past behind him and charged his troops to get on with it and with the new FCC; Reed Hundt, the FCC chairman, extended sort of an olive branch but offered no mea culpa for what he had done to the industry, and Time Warner's Jerry Levin wasn't about to gloss over his outrage at the regulatory carnage wrought by Congress and the FCC. Each was effective, but it was Levin who spoke loudest for the real world.

Anstrom was impressive in his first appearance before the full NCTA house, and his advice to be nice to the FCC in public—while disparaging it in private—was probably prudent. The NCTA's new style is to rely more on honey than on vinegar in its fly-catching, and one hopes it will work.

Hundt, on the other hand, seemed to promise a mile while giving an inch. He appears open to suggestion in the going-forward area, but isn't about to yield back any of the rate territory expropriated on Feb. 22. He did back off on the 2% productivity offset (which would have gotten the FCC burned to the ground) and it looks as though he'll sweeten the incentives for new channels, but the fact is the FCC shouldn't have been confiscating profits and imposing over 600 pages of regulation in the first place. It's going to take more than a dedicated bureaucracy and good intentions to level this playing field.

Our favorite remains Levin, who illuminated the opening session with his intellect and intensity. Among his observations: "The current regulatory regime at the FCC is the most absurd thing I've ever seen." And: "The Cable Act was intended to go after bad actors. It was not intended to punish an entire industry." And (paraphrasing): "All these rules are forcing entrepreneurial companies to become bureaucratic zombies, like the FCC itself." And:

"For some perverse reason the administration is stifling development of the information highway...the government should step aside and let the industry work it out."

Like it is.

Less is more

Among other beachheads established by last week's Rupert Murdoch coup d'état was the triumph of localism. His big appeal, after football and \$500 million: Fox remains the least of the networks, hence its greatness. Mainly, it's a matter of news—not having any. Think of all that liberated time for local exploitation. Two hours in the morning. A half-hour in prime time. And still another hour taken back from 10 to 11 (24 thirty-second spots versus just four). For any station with a strong local news department, the opportunity to flex its muscles and keep all the money is nigh irresistible.

Fox is still the fourth network, but it's hard to tell. Among last week's ironies: the number of former independents, now Fox affiliates, who aren't thrilled about trading up to the Big Three. How the tables have turned.

More also is more

The ascendancy of Rupert Murdoch in American television has been one bold stroke after another. After creating Fox as the fourth network, and after stepping full blown into the sports picture with NFL, he has now raised the stakes for all the major network players across the board—and certainly for all who would remain major players.

It is said of men like Murdoch that they either go broke or they win all the marbles. For the moment, at least, he has changed the game for everybody. There's no telling what will happen when the Big Three unlimber their own fiscal bats.

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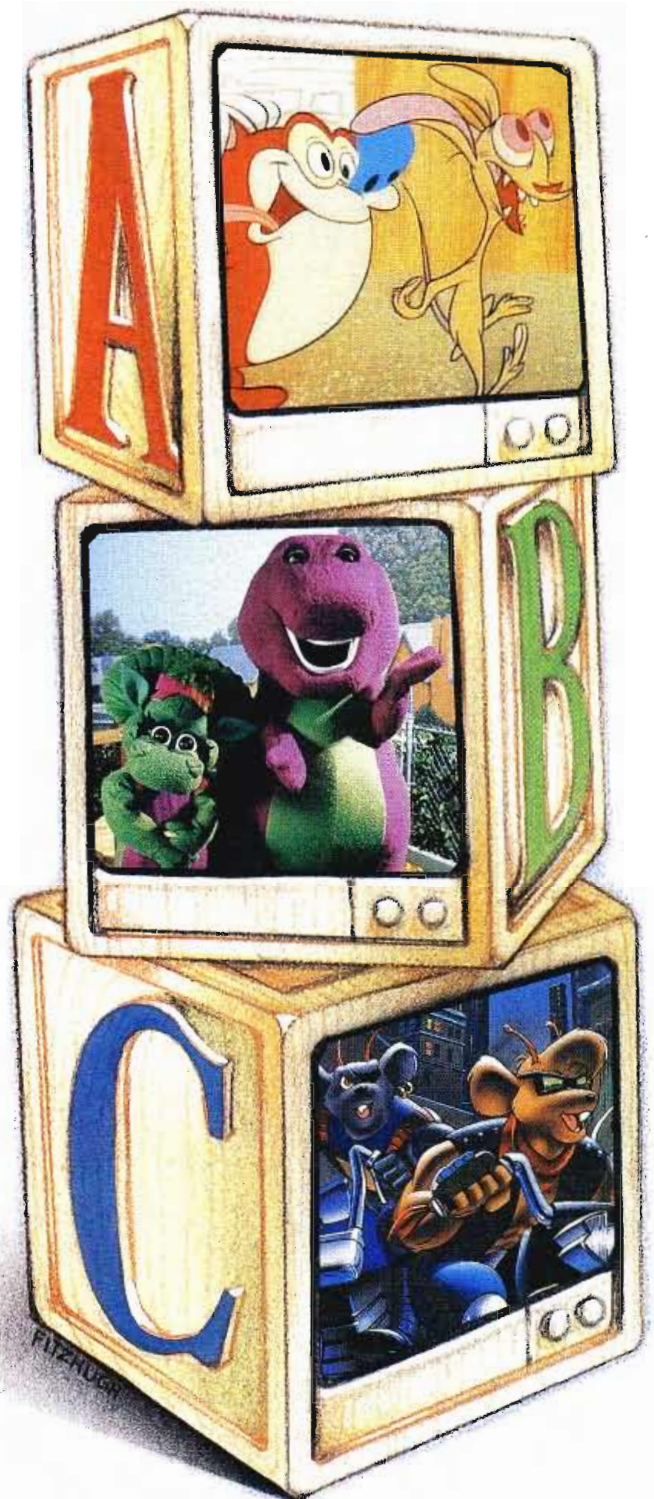
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In our July 25th issue, *Broadcasting & Cable* will look at this genre along with "Tween TV"both an important part of every television lineup. With so much money at stake, this issue is certain to be a "must read" and a keeper for both readers and advertisers alike.

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