

JUN 20

Broadcasting

The Newsweekly of Television and Radio

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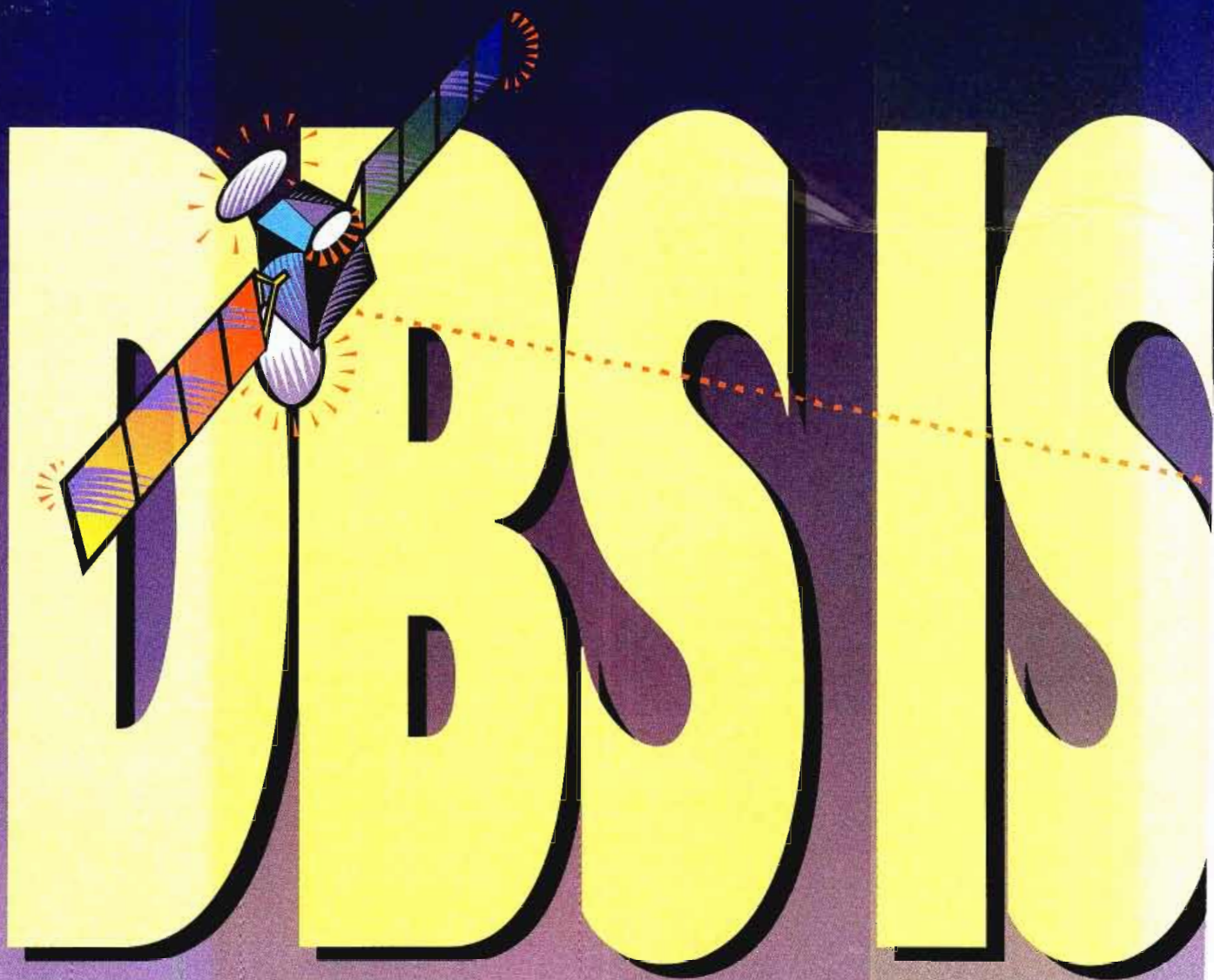
Tartikoff's New World

ABC steals a march on CBS

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Telemedia
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page 40



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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Record-breaking upfront Advertisers affirmed their belief in the economic recovery by writing upfront checks for commercials in next season's network prime time for a record \$4.4 billion. / **6**

ABC pre-empts CBS in Cleveland, Detroit As the battle of the network affiliations rages, CBS lost the latest round to ABC when Scripps Howard Broadcasting last week decided to maintain its affiliation with ABC stations in Cleveland and Detroit. / **7**

Fox faces affiliate fears After years of harmony with its affiliates, Fox finds itself having to convince stations it is the same reliable, trustworthy partner it has always been. Affiliates meet this week behind closed doors in Los Angeles. / **7**



Scripps Howard will stick with ABC in Cleveland and Detroit. / **7**



Joan Rivers' 'Can We Shop?!' is among spate of canceled talk shows. / **10**

Talk shows fight for time slots There has been an unusually high number of syndicated talk show cancellations late in the season this year. But that hasn't stopped syndicators from quickly coming back with possible replacements. / **10**

US West can join Bell Atlantic in cable business The federal cross-ownership ban is "unnecessarily severe" and violates US West's First Amendment rights, a federal judge in Seattle has ruled. That means US West has the right to provide cable television in its own 14-state service area. / **12**

Bell Atlantic expands video dialtone Bell Atlantic has applied to bring video dialtone networks to 3.2 million customers during the next three years. The company says the filings put charges of economic redlining to rest by including several poor areas among those slated to receive the advanced networks. / **12**

COVER STORY

Big is better

Despite the collapse of a deal with Southwestern Bell and determined to give Cox Cable Communications the size needed to compete on the information super-highway, Cox Chairman Jim Kennedy has bid \$2.3 billion to acquire Times Mirror's cable holdings. The acquisition would make Cox the nation's third-largest cable company. Kennedy plans to push forward into cable programming, wireless telephony, electronic publishing and other businesses that will contribute to Cox's annual revenues. / **23**

PROGRAMING

Tartikoff to head New World Entertainment

Program commitments New World has from Fox-owned TV stations and the Fox network as a result of the affiliate alliance, coupled with the company's lean structure, offered an irresistible opportunity to Brandon Tartikoff to build "the studio of the future" in television production. / **17**



Brandon Tartikoff, new chairman of New World Entertainment / **17**

Tribune widens 'The Road'

Tribune Entertainment Co. is adding even more lanes to its multimedia project, *The Road*, with a diverse marketing plan that aims to create marketing synergy among the project's many aspects. / **18**

Canada cans CMT

U.S.-based Country Music Network no longer will be allowed on cable systems in Canada in order to make way for a new Canadian-owned music channel, according to the Canadian Radio-Television and Telecommunications Commission. CMT has been available in the country for 10 years, and an appeal is planned. / **22**

RADIO

Stern shuts up

An employee of a competing station was arrested after Howard Stern's satellite signal was jammed and the transmission wire cut during a live broadcast in Cleveland. Stern switched to a cellular phone several minutes later and continued the broadcast of his morning show. / **28**

"Technology does not make a compelling service. You have to design a compelling service, and then maybe that service will get better with improved technology."

—John Atcheson, president, MNI Interactive

JUNE 20, 1994

BUSINESS

Wireless cable controversy simmers

An era in the wireless cable industry may be ending. The sale of Ruralvision and a request for comment on several FCC proposals together promise to change practices in the leasing of ITFS channels. / 30

WASHINGTON

Cable cuts rates 5%-10%

Based on the FCC's most recent order for a 7% cut, the nation's cable systems say rate decreases range from 5%-10%. Systems had to notify subscribers of billing changes by last Wednesday. / 34

Coalition pushes for PTAR repeal

Disney has renewed its campaign for repeal of the prime time access rule's off-network prohibition as part of a newly formed coalition of like-minded broadcasters, producers and public interest advocates. / 35

Gore stumps for superhighway bill

The enactment of the Clinton administration's information superhighway proposals this year would add \$100 billion to the economy during the next 10 years and would create 500,000 new jobs by the end of 1996, Vice President Al Gore says. / 36

TECHNOLOGY

NAB hopes for good antenna reception

In the age of video dialtone and advanced hybrid fiber/coax systems, most TV sets still need an antenna, NAB says. The broadcasters' association has asked for ideas on boosting the performance of set-top antennas. / 37



On the Cover:

Cox Cable Communications Chairman Jim Kennedy says the company's newspaper origins will be put to use as newspaper product is distributed via telephone lines and cable television. Cover photo by Tommy Thompson/Blackstar. / 23

MSTV warns against TV Marti switch

Moving TV Marti to UHF frequencies is a bad idea, the Association for Maximum Service Television told the U.S. Information Agency. Not only would it cause serious domestic interference, but reception in Cuba would be poor, the group says. / 38



Telemedia Week

Football coming to DBS

The NFL's new Sunday's Ticket feed will be available to satellite dish owners later this year, and likely through DBS operator DIRECTV next season. / 40

Sprint gets global partners

Sprint took a major step toward providing global voice, data and video services last week by selling a 20% interest for \$4.2 billion to telecommunications giants Deutsche Telekom of Germany and France Telecom. / 40

Sega not playing around



Sega Channel will feature more than 50 games. / 40

Sega Channel plans to launch on cable this fall and is testing consumer demand in some markets. Cable operators are expected to charge \$12-\$20 per month for the channel. / 40

'Rolling Stone' may join MNI's music shopping mix

MNI Interactive has a strategy for migrating through the vagaries of new media and is designing a home music shopping system that will evolve with the technology. Rolling Stone magazine is about to close a deal with MNI to capitalize on that technology. / 41



America's Talking, Prodigy hook up

America's Talking, the all-talk cable network to be launched this summer by CNBC, has picked online service Prodigy to link viewers into the live talk show format via computer. / 43

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Advertisers give thumbs-up to upfront

Buys for prime time hit record \$4.4 billion; ABC leads three networks with \$1.34 billion

By Steve McClellan

Advertisers affirmed their belief in the economic recovery by writing upfront checks for commercials in next season's network prime time for a record \$4.4 billion. That's roughly a 20% gain on last year's upfront total, estimated at \$3.6 billion-\$3.7 billion.

The bulk of the upfront prime time market moved last week, and sources say the total may increase slightly in the next couple of weeks as last-minute shoppers make their buys.

"This is really the second year of the improved economy," says Larry Hoffner, NBC-TV executive vice president of network sales. "Last year everybody wanted to know if it was a fluke." Last week, based on the orders for next season, advertisers concluded that it's not.

And buyers agree. "Once you make [the] decision that you need TV in

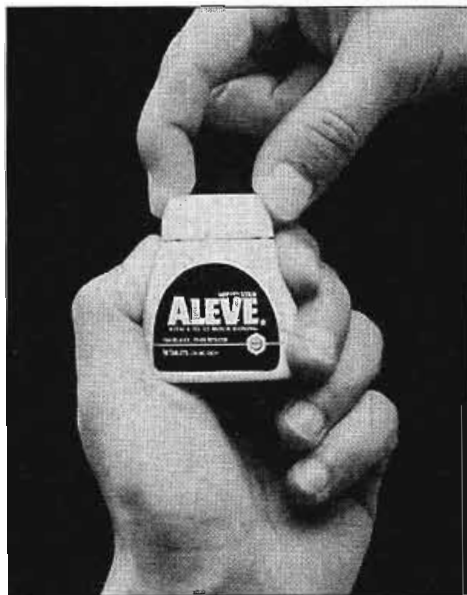
your plan, you want to deal pretty quick so you don't get locked out," says one agency source.

None of the network sales chiefs would talk about their share of upfront, but sources at all four networks confirm that ABC sold the biggest share—roughly \$1.34 billion.

According to NBC sources, the peacock network tallied \$1.2 billion in upfront sales. CBS's total, say sources there, is more than \$1.2 billion, while Fox executives say their network is slightly ahead of its \$700 million projection.

Marvin Goldsmith, president of ABC-TV's sales and marketing, confirmed that the network's upfront total is the largest in the network's history.

"After several years of advertisers not spending, the upfront is back," says Goldsmith. "It's a point we've



Advertising support for new products such as P&G's Aleve helped drive this year's upfront marketplace to a record \$4.4 billion.

been making all year, that the networks have the program schedules and the audiences, and the advertisers recognize that."

Upfront advertising budgets were up across all the major categories, including automotive, package goods, movies and telecommunications. Network executives say those budgets are supporting more new product launches than at any time in the recent past. One example: Procter & Gamble announced a new pain reliever that it will support with \$100 million in advertising and marketing.

John Nesvig, Fox senior vice president of network sales, says the upfront also was buoyed by the conversion of some promotion dollars to paid advertising and that existing battles for market share in some key categories, including fast foods, telecommunications and soft drinks, helped drive spending.

Each of the networks sold a bigger percentage of its inventory to meet advertiser demand, since many buyers shifted dollars earmarked for scatter (buys made in-season) to upfront orders. For example, ABC sold 78% of its inventory this upfront versus 63% one year ago.

Key questions not yet answered: How many scatter dollars got moved into the upfront? And will advertisers replenish their scatter budgets later in the year?

The consolidation continues

At presstime, some of the nation's top multiple system cable operators, including Cablevision Systems Corp., Comcast Corp., Continental Cablevision and a joint venture between Tele-Communications Inc. and Knight-Ridder, were awaiting word on their competing bids to purchase the 553,000 U.S. cable subscribers owned by Toronto-based Maclean Hunter. The sale is expected to carry a price tag of more than \$1 billion.

The bidders likely would benefit by clustering their existing cable systems with Maclean Hunter systems in suburban Detroit, Florida, New Jersey and other key markets. Maclean Hunter is selling its U.S. operations as it prepares to be acquired by another Toronto-based company, Rogers Communications.

The sale of the Maclean Hunter systems is the latest in a series of deals aimed at consolidating the nation's cable system operations. Earlier this month, Cox Cable struck a \$2.3 billion deal to combine its cable system operations with those of Times Mirror. That was followed by Adelphia Communications' deal to pay \$85 million for control of Telemedia Corp.

Consolidation is considered important to cable system operators as they prepare for the onslaught of competition from telephone companies, direct broadcast satellite and wireless cable. Consolidation also is seen as giving cable system operators greater leverage in dealing with equipment suppliers and greater access to investment capital.

—RB

ABC pre-empts CBS in Cleveland, Detroit

Ten-year deal with Scripps Howard appears to be a costly victory

By Geoffrey Foisie

CBS came up short last week in the network scramble for major-market affiliates. Rejecting CBS, Scripps Howard opted for a 10-year affiliation agreement with ABC covering five cities.



Scripps Howard's WEWS Cleveland and WXYZ-TV Detroit will keep their ABC affiliation. And its KNXV-TV Phoenix, WFTS Tampa, Fla., and WMAR-TV Baltimore will join the ABC family.

The Tampa and Phoenix stations were among those that lost their Fox affiliation to New World as part of that group's 12-station blanket affiliation agreement with Fox earlier this month. That deal touched off the current scramble.

In moving to ABC, the Baltimore station will cut loose its NBC affiliation.

For its part, ABC is giving up VHF affiliates in Phoenix and Tampa, KTVK and WTSP, respectively. Its new affiliates there are UHF stations, which generally provide poorer coverage.

ABC is abandoning WJZ-TV Baltimore, but the relationship already was soured by the station's preemptions, which promised to grow with its acquisition of local baseball rights.

Having lost its affiliates in Cleveland and Detroit as a result of the New World-Fox deal, CBS had targeted Scripps Howard for a comprehensive affiliation deal of its own. ABC beat CBS to it.

The news is not all bad for CBS, however. It may now gain ABC's VHF castoff in Tampa, WTVT. Tampa was one of eight markets where it lost affiliates due to New World-Fox.

CBS already had a VHF option in Phoenix, where it also lost to Fox, but still faces the prospect of UHF carriage in both Detroit and Cleveland.

That ABC was able to beat out CBS with the Scripps Howard stations was attributed to ABC's appeal in urban

markets such as Cleveland and Detroit, and the fact that ABC was the incumbent there.

Last week's news means the damage from the Fox-New World deal is being spread more evenly among the networks, says David Poltrack, president of research, CBS/Broadcast Group. In Baltimore, the fact that ABC will change stations means its ratings will suffer, he says.

NBC also will be hurt there. And there were reports that WJZ-TV was talking with Fox.

ABC and Scripps Howard were still negotiating a final agreement and said little last week. But it appears their deal is little more than an affiliation agreement.

The 10-year deal does not include any equity investment or joint ventures, sources at both



SCRIPPS HOWARD

companies said. The deal will noticeably increase ABC's compensation costs, although network officials declined to be specific. In Phoenix, owners of both unattached VHF stations were talking with CBS. Phil Jones, who heads KPHO-TV, said he expects CBS to affiliate with the now independent station. "We are going to acquire more stations than we currently have, maybe even in partnership with CBS," he said.

Fox faces affiliate fears in LA

Relationship has changed as network courts new affiliates

By Steve Coe

Thanks to the New World-Fox deal, which saw the network serve divorce papers to 12 of its stations, this week's affiliate meeting behind closed doors in Los Angeles promises to be one of the most contentious for the young network.

After years of harmony and the network's emphasis on marriage and partnership, Fox finds itself having to convince stations it is the same reliable, trustworthy partner it always has been.

The network and its affiliates also are divided over the fate of the prime time access rule. Under pressure to give up what the other networks see as an unfair advantage (Fox is exempt from PTAR), Fox weighed in—if somewhat halfheartedly—for repeal of PTAR. Meanwhile, the affiliates last week asked the FCC to preserve the rule, calling it "the core regulation" protecting independent television stations.

Acknowledging the rift, Fox affiliate relations chief Preston Padden said: "This position is a logical extension of our overall view" that networks and their affiliates should be deregulated."



"It still is a marriage, and the importance of remaining faithful to your partner is still there. The only difference is that we have changed some partners."

—Preston Padden

Affiliates looking for reassurances on their future from the network remain guarded in their optimism.

"First and foremost on the agenda, I would expect, is the general affiliate relationship and loyalty," said Brad Moran, vice president and general manager, KJTV-TV Lubbock, Tex., and Fox affiliate board member. "There are a lot of feelings of uneasiness. You have 12 guys who helped build the network that have been tossed aside. Affiliation has always been like a marriage, and now it seems like our spouse is cheating."

Ironically, it was only two years

continued on page 16



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THE ESSENCE OF NEW.

Talk shows fight for time slots

Recent cancellations have syndicators pushing replacements

By David Tobenkin

The past two weeks have seen a big shakeout among syndicated talk shows, but the cancellations have not stopped syndicators from coming back with possible replacements.

Gone are Twentieth Television's *Bertice Berry*, Tribune's *Can We Shop?!* and Group W's *Vicki!*, which, when added to the recent demise of Paramount's *Arsenio*, represent an unusual number of cancellations so late in the season. New offerings include Group W's *Marilu* and Paramount's *Jon Stewart Show* for this fall and a host of others for 1995-96.

Can We Shop?! became the latest casualty last week, after show partners QVC Inc., Regal Communications and Tribune Entertainment said that the \$14 million in merchandise revenue—including \$2 million delivered to participating stations—raised by the show could no longer justify the show's sub-1.0 ratings. "Quite obviously, we set out to achieve two goals that carry an inherent conflict—ratings and sales," said Jim Lutton, vice president of programming for the partners' QRT Enterprises show production arm. "Although we were very

encouraged by our sales figures, we were not able to fulfill our original ratings objectives."

Station reps said that *Can We Shop?!*



'Can We Shop?!' is one of the talk show casualties

is a question that now has been answered in the negative for broadcast television, especially given similarly poor results from Warner Bros.' *Value-Television* merchandising show in 1987-88. "Niche programming has difficulty succeeding on broadcast television," said Bill Carroll, Katz Television, VP, director of programming. "The question you really have to ask is if someone as suited to a program like that as Joan is not able to transfer things done on QVC to broadcast TV, can a project like that work on broadcast?"

The show concluded production last Friday and will air until July 15.

Despite the demise of *Can We Shop?!* and the others, new talk shows

continue to be added. Group W has recruited *Evening Shade* star Marilu Henner to headline a replacement show, while Paramount continues to ply its *Jon Stewart* late-night replacement for *Arsenio*. And buoyed by improved ratings in May, King World is considering renewing the low-rated *Rolanda*—itself a replacement for the canceled *Les Brown*—for 1994-95. Even fallen shows refuse to be interred. Vicki Lawrence and producer-husband Al Schultz were seeking a new syndicator last week to relaunch the show in August for a third season.

The demise of the three shows has created a feeding frenzy for their time slots among the surviving syndicated shows and new projects such as Twentieth Television's *Gordon Elliott*, Multimedia's *Susan Powter*, DLT's *Shirley* and MCA TV's *Suzanne Somers*. "In keeping with the predatory nature of our business, whether it's *Vicki!*, *Bertice* or *Can We Shop?!* , we are on those time periods before the body is cold," said Scott Carlin, Warner Bros. Domestic Television Distribution senior vice president of sales.

He said that the demise of those shows has allowed the company to add or upgrade stations carrying its *Jenny Jones* in at least 17 markets, boosting the show's clearance from 88% to more than 90%. ■

Next week: more on the talk show shakeout

'Stewart' close to green light

Paramount Domestic Television's replacement for *The Arsenio Hall Show*, the *Jon Stewart Show*, is nearing the number of clearances necessary for a firm go for fall, sources say.

"It's a go—Paramount is at about 75% of the country," says one station representative, adding that the show received a positive spurt of interest from CBS affiliates after the network failed to unveil a show to follow *Late Night with David Letterman* at its recent affiliates meeting.

Another station rep said he also had been given the 75% figure by Paramount officials. He said Paramount has succeeded in clearing the show in most markets on stations that carried *Arsenio*. Station groups carrying the show include Chris Craft (and its WWOR-TV New York and KCOP Los Angeles), Paramount, Act III, Ellis Communications and independent WPWR-TV Chicago.

Stewart and Paramount officials are looking for production facilities in New York, says another source. "Jon felt doing the show in Los Angeles would be too celebrity driven—he wanted the show to have a New York feel. He lives in New York, comes from New York and feels more comfortable there."

Paramount had no comment on the show or its status. Station reps have been told that the show will launch on Sept. 12, following the end of "best of" reruns of *Arsenio*.

A final contract between the show host and Paramount has not been signed because Paramount is negotiating a separate production deal to place him in feature films for the 13 weeks each year during which he would not be taping the show, says the source.

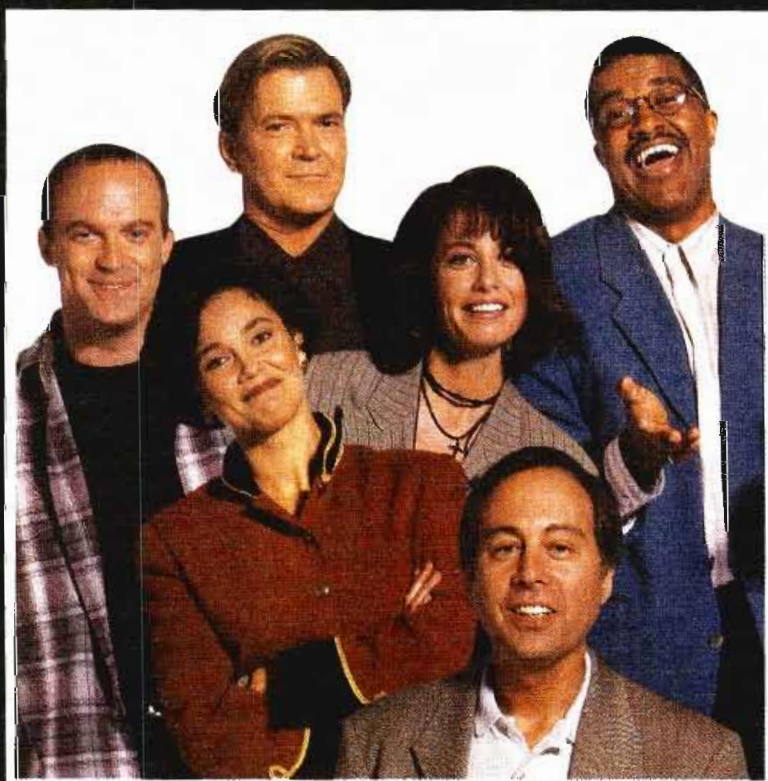
Howard Feller will continue to serve as Stewart's sidekick, and there will be no house band. —DT

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KTBC-TV Austin
KFBT-TV Las Vegas
KFVS-TV Paducah
WRSP-TV Champaign
KXLY-TV Spokane
WPXT-TV Portland
KOLD-TV Tucson
WDSI-TV Chattanooga
WFTX-TV Ft. Myers
WMSN-TV Madison
WAAY-TV Huntsville
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US West can join BA in cable business

By Christopher Stern

US West has the right to provide cable television in its own 14-state service area, a federal judge in Seattle ruled last week.

The federal crossownership ban is "unnecessarily severe" and violates the regional Bell operating company's First Amendment rights, Judge Barbara Rothstein ruled.

It was the second time in a year that a federal judge has thrown out the law that prevents telephone companies from owning cable businesses in their own region. Bell Atlantic won the first decision in a case that is being appealed in federal court in Virginia.

Although US West has access to a variety of programming through its 25% interest in Time Warner, a spokeswoman says there are no plans to launch a new cable business. However, the ruling does allow US West to provide programming on its own video dialtone projects. The RBOC now has five video dialtone applications pending at the FCC.

The telephone industry hailed Rothstein's decision as another indication that the crossownership ban's days are numbered. "It is just additional evidence that this prohibition is on its way out if it doesn't go down through legislation," says Ward White, vice president, government relations and public affairs, the United States Telephone Association.

The cable industry, which is fighting telco entry into the video programming business, was disappointed by the decision. The crossownership rules promote diversity in the marketplace and provide protection against anticompetitive practices, a spokesman for the National Cable Television Association says.

FCC Chairman Reed Hundt last week said the US West decision is another reason Congress needs to reform telecommunications law. "Fighting out the cable-telco crossownership ban in many courts is an option, but it is the worst option," Hundt said. ■

Bell Atlantic files more video applications

Bell Atlantic says it wants to bring more television to rich and poor alike.

In new filings with the FCC last week, BA applied to bring video dialtone networks to 3.2 million customers during the next three years. The filings, Bell Atlantic says, put charges of economic redlining to rest by including several poor areas among those slated to receive the advanced networks.

"The good thing is that Bell Atlantic has been listening," says Jeff Chester, executive director of the Center for Media Education. "A few months ago they were only going to serve wealthy areas."

The company's two applications follow its announcement last month of plans to build two-way video networks in six markets. The company's filing last week specifies the initial markets slated to receive the "BAnet" service and the type of network the company proposes building.

In the Baltimore, northern New Jersey, Philadelphia/Delaware Valley, Pittsburgh and Hampton Roads, Va., areas, the company plans to build hybrid fiber/coaxial (HFC) networks. In another application, BA asked for permission to build a combined HFC and asymmetric digital subscriber line (ADSL) network in the Washington, D.C., area.

Bell Atlantic has a pending video dialtone application to test the ADSL service with 2,000 Washington-area customers. Last week's filing asks permission to bring commercial ADSL and HFC networks to 1 million customers in the Washington area. The company last month said it hopes to provide its network to as many as 8.5 million homes by the end of 2000. —CS

GE Americom closes in on GTE Spacenet

By Chris McConnell

The domestic satellite industry was bracing for more consolidation last week with the expected purchase of GTE Spacenet by GE American Communications.

The companies at week's end still had not announced a deal, but sources following the talks described GE Americom's acquisition of GTE as "inevitable." Another said the current negotiations have progressed far beyond the stage of acquisition talks conducted earlier this year between GTE and Comsat Corp. Others said the deal's conclusion is past due and speculated that last week's lack of announcement indicated last-minute snags in the talks.

GTE executives, meanwhile, declined comment on the negotiation rumors while a GE Americom spokesman also declined comment.

The acquisition would combine GE Americom's eight-satellite fleet with the seven-satellite fleet of GTE. GTE also owns 12 transponders on the Hughes Galaxy 3 satellite.

The added space capacity, sources said, represents the primary attraction

for GE Americom in purchasing GTE. Three of the GTE satellites are not expected to reach their end of life before 1998, allowing their owner time to replace them.

One observer said the combined fleet will incorporate satellites built by the same manufacturer, allowing for greater ease of operation by the new owners. Sources said they expect the GTE sale to bring a price below the \$400 million mark.

While sources voiced assurance that the GTE satellites will move to GE Americom, less certain was the long-term fate of GTE's other businesses, which include VSAT integration services and satellite newsgathering operations. While some said the extra businesses could provide GE Americom with new opportunities, others maintained that GE is focusing primarily on the added space capacity. "That's their core business," a source said of GE Americom.

One broadcaster said the deal, while not a short-term concern, could mean fewer options for the broadcast industry in finding SNG service providers. ■

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645-1122 or Elizabeth Clayton at (212) 708-1546.



Primestar begins TV ad blitz

By Chris McConnell

Primestar Partners is taking its case to television.

With satellite competitors DIRECTV and United States Satellite Broadcasting (USSB) launching their services in two markets, the medium-power Primestar system this week is unveiling a TV ad campaign.

The new ad, a 30-second spot described as "institutional" by one source, focuses on the service and does not directly attack Primestar's satellite TV competitors.

"We're going to keep selling the service that we've got," says Primestar president/CEO John Cusick.

The spots are part of a \$55 million marketing campaign and will air on network television beginning this week. Primestar has tapped New York's Adler Boschetto Peebles to develop and produce the campaign. Industrial Light and Magic of San Rafael, Calif., handled special effects for the spot.

Also planned are national and local radio spots, national print ads and future commercials.

A Primestar source says the company is unveiling its TV ads at the same time as the DIRECTV and USSB launches in an effort to keep potential DBS customers aware of the medium-power option. DIRECTV and USSB kicked off their long-awaited systems with the debut of 18-inch receiving dishes in Jackson, Miss., and are taking the service to Shreveport, La., this week.

Primestar, which uses a 36-inch dish, reaches roughly 70,000 subscribers.

The national advertising strategy may allow Primestar to win some business from the DIRECTV and USSB launches, says industry consultant Michael Alpert.

With an active business and available equipment, the company might be able to pick up DBS customers unable to buy the DIRECTV and USSB equipment. ■

The Enterprise and the eighth floor

FCC Commissioner Rachelle Chong told reporters last week about her commitment to television, specifically Paramount's *Star Trek: The Next Generation*. Chong said she recently attended a screening of the show's final episode where she met with several of the series' stars. At her first press meeting, Chong wore a *Star Trek* pin with flashing red lights and told reporters, "Communications: the final frontier. This is the voyage of Commissioner Chong, whose three-year mission is to seek out new communication life forms, new services to improve civilization, and to boldly surf the Internet where no commissioner has gone before."



Rachelle Chong

When asked about cable, Chong appeared to give the industry some encouraging words: "One thing I care about is simple regulation—regulation that helps cable operators take part in the trendy information superhighway."

Chong expressed concern about the level of violence on television. She professed a "love for the First Amendment," but added: "I earnestly hope the broadcast industry hears the message about violence and does something about it themselves."

Budget disappointment at the FCC

FCC officials were disappointed last week when the House Appropriations Committee approved a commission budget of \$166.8 million—roughly \$20 million less than what the agency wants for fiscal 1995. At the same time, the committee voted to increase user fees by \$20 million for industries regulated by the FCC. The committee's decision means that user fees at the agency now will total more than \$116 million.

If the Clinton administration's proposal for a self-funded FCC is approved, based on the FCC's total budget request, regulated industries will shell out \$188.4 million in FY '95. Appropriations said it would reconsider the FCC's budget after it hears from the Office of Management and Budget. The FCC submitted its \$188.4 budget request to OMB last month. The request includes 250 new full-time positions.

Fin-syn may linger

The big three broadcast networks may have to wait until November 1995 before being freed from the remaining restrictions of the financial interest and syndication rules. That was the assessment last Tuesday of several participants and spectators to oral arguments in the latest round of legal challenges to the fin-syn rules before the U.S. Court of Appeals in Chicago.

Doing most of the questioning for the three-judge panel, Richard Posner seemed inclined to defer to the FCC and its decision to keep the restrictions on networks' entering the syndication business until November 1995, according to those in the courtroom.

The FCC gutted the fin-syn rules in April 1993, permitting the networks to acquire financial interest and syndication rights in shows they license for prime time airing. Given the "fundamental" change in policy, Posner asked, doesn't the FCC have the authority to create a transition period for those who may be adversely affected?

On the other hand, Posner gave the networks some hope that the court may order the premature demise of the rules by commenting on the rapidly changing state of the broadcast marketplace. He cited Fox's blanket affiliation agreement with New World and the resulting fallout.

It was a more subdued Posner than the one who grilled attorneys for Hollywood and the FCC when they first came before him in 1992 to defend a far more restrictive set of fin-syn rules adopted in April 1991. The court eventually struck down the 1991 rules and sent them back to the FCC to be reworked.



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Summit selling out

Two deals totaling \$198 million have six radio stations going to Granum, WRKS-FM New York to Emmis Broadcasting

By Donna Petrozzello

The owners of Summit Communications Group have agreed to sell six of their seven radio stations in Dallas, Baltimore and Atlanta to Granum Communications Inc. for \$130 million, and the seventh station, WRKS-FM New York, to Emmis Broadcasting Corp. for \$68 million. Closing on the sales is expected by the fourth quarter of this year.

The sale will transfer KHVN(AM)-KJMZ(FM) Dallas, WAOK(AM)-WVEE(FM) Atlanta and WCAO(AM)-WXYV(FM) Baltimore to Granum. Through the purchase, Granum will establish an AM and FM duopoly in the Dallas-Fort Worth market, where it owns KMRT(AM)-KOAI(FM). Granum also owns stations in the Boston-Lowell, Mass., market and Orlando, Fla.

By acquiring WRKS, Emmis will establish the first FM duopoly in New York where it already owns WQHT. Emmis also owns stations in Los Angeles, Chicago and St. Louis and has an FM duopoly in Indianapolis.

Summit's owners, partners in the Gordon Gray 1956 Living Trust which founded Summit in the 1950s, stated that "recent events affecting the communications industry" led them to "consider divesting themselves of some or all of the company's cable and/or radio assets." The merger of TCI and Bell Atlantic was one of the changes in the industry that prompted the trustees to reevaluate Summit's holdings, says Summit official Roger Heffelfinger. Summit first talked about divesting some of its radio and cable holdings last November.

Although Summit will be out of radio once these sales are closed, the company has not made plans to sell its cable TV holdings, says Heffelfinger. Summit owns systems serving 159,000 subscribers in northwestern Atlanta and in Winston-Salem, N.C. ■

Cost of rereg: \$16 million to Cox and TM

Cox Cable expects to lose \$11 million in revenues this year as a result of FCC-ordered cuts in cable rates. Times Mirror Cable estimates its losses at \$5 million.

The disclosures were contained in the proxy statement/prospectus detailing the deal that will bring the two cable divisions together to form the third-largest cable company in the nation with 3.1 million subscribers and more than \$1 billion in annual revenues.

Under the deal, the privately held Cox Enterprises Inc. (CEI) and Times Mirror will transfer their cable holdings to a new public company, Cox Cable Communications (CCC).

CEI will control CCC (80%), but Times Mirror shareholders will receive \$2.3 billion in newly issued CCC stock and assumption of debt.

According to the prospectus, Cox Cable had 1.8 million subscribers; Times Mirror Cable, 1.2 million as of March 31. Cox Cable had operating income in 1993 of \$179.7 million on revenue of \$708 million. TM reported operating income of \$106.5 million on revenues of \$470.4 million for 1993. Against the 1993 figures, the losses due to regulation amount to less than 2% of revenues.

The two companies reported nearly identical growth in average monthly revenue per subscriber over the past four years. Cox's per-sub take rose 20% from \$27.88 on Dec. 31, 1989, to \$33.35 on March 31, 1994. TM's increased 22% from \$27.50 to \$33.70.

—HAJ

FOX continued from page 7

ago at the 1992 affiliates meeting that Fox was positioning itself as the suffering spouse of a philandering partner. At the time, Padden, while trying to dissuade affiliates from pre-empting network programming, encouraged affiliates to be as faithful to Fox as Fox had been to its affiliates.

"You never have to spend even one sleepless night worrying whether you will get the next great hit that Fox brings to your market. Unfortunately, our old form of agreement provides no such comfort for us. We're like the good wife sitting home alone, not sure whether her mate is fixing to start running around," Padden said in June 1992.

A month after the New World deal, the situation appears to be reversed. Some affiliates suggest the relationship—previously one of the stronger network-affiliate alliances—will require a lot of fence-mending. "I think everyone's going to have to stop and take a look at what's best for them rather than just what the network wants," said Moran. "There were some trusts broken that will require some time to repair."

Padden says the partnership is still as strong, and faithfulness is as important as ever. "It still is a marriage, and the importance of remaining faithful to your partner is still there. The only difference is that we

have changed some partners."

Padden says the changes, while difficult, have benefited everyone. "Anytime you part company with people you've been working with for awhile, it's difficult on a personal level. But from a business standpoint, the hard work we've done together and on a station level has paid off for those staying and for those going off to become affiliates of one of the big three networks." Padden added that as little as three years ago, "the idea that one of the Fox affiliates would become an affiliate of one of the big three was nuts."

One area where the network may feel the new mood of the affiliate body is in late night. The network garnered strong support for *The Chevy Chase Show*, which turned out to be one of the bigger fiascos in network history; it may not find stations as willing with the next project. "It could have an impact on the next late-night project," said Moran.

Adding to the problem Fox faces this week is the sense the network is not finished with its partner-swapping. "In the end, actions speak louder than words," said Kevin O'Brien, vice president and general manager, KTVU(TV) San Francisco and an affiliate board member. "We've done well with the affiliates that we had, and I believe that you leave the dance with who brought you." ■

Tartikoff to head New World Entertainment

Perelman's company buys Moving Target for \$9 million

By Steve McClellan

New World's Ronald Perelman reached out last week to the one man he said could help the company achieve its goal of becoming the premiere independent TV program producer in the U.S.—Brandon Tartikoff.

Tartikoff was named chairman of New World Entertainment, where he will oversee development and production of a growing collection of New World-owned program companies, including his own Moving Target Productions, which New World agreed to buy for \$9 million cash.

New World also will front Tartikoff an interest-free loan to acquire up to one million shares of NWE.

In addition to New World Entertainment Co.'s own network and syndicated programs, Tartikoff will oversee the development and distribution of co-owned Genesis Entertainment, Four Star and Marvel Productions. According to William Bevins, chief executive officer of New World Communications Group, to whom Tartikoff will report, the company has a roughly \$100 million commitment to network and syndicated animation projects this year alone.

In the past four months the company has added \$700 million (including the \$500 million cash infusion from Fox) in working capital to pursue various projects.

Perelman, in what he said was his first press conference, said he contacted Tartikoff about joining the company the day the alliance with Fox was announced (May 23). "It was clear to us that in order to achieve the vision we had for New World we needed a world-class executive at the helm of New World Entertainment. Bill [Bevins] and I discussed this briefly and decided that the only man for us was Brandon."

Indeed, Perelman got so carried

away singing Tartikoff's praises last week that he even gave him the title of chief executive officer of NWE, forgetting that NWE President James McNamara already held that title. (Bevins later corrected the error; the

company based on the landmark deal they struck with Murdoch," Tartikoff said in explaining his decision to join the company. "They netted a whole variety of series commitments with real

teeth that are exactly the kind of propositions you can build a studio with because the properties, if done correctly, can be profitable from day one."

Tartikoff will shuttle back and forth between his home base of New Orleans and Los Angeles, New York and Atlanta, where Bevins is based. Existing Moving Target commitments, such as the late-night talk show *Last Call*, being distributed by MCA-TV, are still intact.

Tartikoff says the first order of business is to get

the company's syndication projects lined up for fall 1995. "We're a little behind the eight ball getting ready for NATPE in January. The properties coming out of the New World-Fox deal have to be put in production in June in order to have pilots and materials to start showing in the fall prior to NATPE."

As to staffing, Tartikoff said, "I'm going into it with a completely open mind. I'll go out [to Los Angeles] and feel my way around and then meet with Bill and Ron to say what I think we need to get the job done." He said he didn't expect to need "huge overhead" to accomplish the production goals.

For his part, Perelman says he'll continue to take an active role in NWE, but perhaps not the hands-on role one would expect of a Rupert Murdoch or a Barry Diller. "All of our companies operate very independently and very autonomously, and this will be no exception," Perelman said. "Television is a business I enjoy, but I enjoy all of our businesses. I enjoy the cigar business as much as I enjoy the television business."



All smiles: Flanked by Ronald Perelman and William Bevins, Brandon Tartikoff meets the press after his appointment to head NWE.

title remains with McNamara, who will continue to report to him.)

Tartikoff says that program commitments New World has from the Fox-owned TV stations and the Fox network as a result of the affiliate alliance, coupled with the company's lean structure, offer an irresistible opportunity to build "the studio of the future" in television production.

The Fox program commitments are spread over 10 years, as are the affiliation agreements. The Fox station group has given NWE commitments for both a late-night show and an access program. In addition, the companies have agreed to jointly develop a two-hour daytime block.

The structure of the commitments varies, but Bevins cited late night as one example. There, NWE has an immediate shot to launch two pilots in the daypart. If neither is picked up for series, the Fox group will be obligated to give the producer one more shot at the daypart within five years.

At the Fox network, NWE has a minimum annual commitment for two pilots and two made-for-television movies. "I was struck by the enor-

Tribune widens 'The Road'

\$3-million marketing plan for multimedia project includes home video label, fax, monthly magazine

By David Tobenkin

Tribune Entertainment Co. is adding more lanes to its multimedia project, *The Road*, with a diverse marketing plan that aims to create synergy among the project's many aspects.

Elements of the \$3 million, three-year campaign include a new home video label jointly owned by ABC Video and Tribune, association with the America Online computer service, a monthly magazine, a fax, VIP parties tied to the projects superconcerts and extensive crosspromotion on radio stations.

The marketing plan is the largest ever for a Tribune show and looks to break new ground in supporting a new series, says Tribune Vice President of Creative Services Jim Corboy.

"We think this is how projects may come down the road—no pun intended—five years from now," says Cor-



boy. "Network affiliates and independents can say it's not just a new TV show, but a TV show backed by a two-hour radio show and all these other elements."

The Road's centerpiece will be a weekly syndicated television show intended for weekend prime time airings. Other aspects of the project include concerts featuring leading artists and taped for the television show, a two-hour weekly syndicated radio show, a chain of country music-

themed restaurants and nightclubs, pay-per-view events and a line of *Roadwear* clothing and other merchandise.

Among the components of the marketing campaign:

- ABC Video and Tribune's new home video label, *The Road*, will release this summer its first project, *The Women of Country*, a recording of a two-hour CBS special that aired in May 1993. Future projects include offshoots from production of the TV show, holiday and thematic presentations by artists, and performances by individual artists.

- A monthly print publication, *The Road*, will be pegged for consumers. The magazine will contain country biographies, feature stories, lifestyle pieces, and pieces contributed by the artists. It will be produced with selective binding, allowing customization for each of the 150 affiliates that air the program.

The fax, *Road Signs*, will be a monthly targeted to promotion managers, station managers and news directors about the status of the television series and its ancillary projects.

Television spot promotions will be directed at two audiences: die-hard

Two series break out of MCA Action Pack

MCA TV in January will replace its syndicated Action Pack two-hour movie block with two weekly first-run hour series based on the Pack's highest-rated recurring movies, *Legendary Journeys of Hercules* and *Vanishing Son*. *Hercules* and *Vanishing Son*, which MCA hopes to clear as a block in the same time periods now occupied by the Action Pack, have cleared five of the top 10 markets for a Jan. 16 launch.

The Action Pack always was intended as a testing ground for potential new shows, says Universal Television Executive Vice President Ned Nalle. "*Vanishing Son* and *Hercules* have proven to be the most compatible of the Action Pack series, and the ratings certainly support this," says Nalle. MCA will keep the testbed alive by packaging the two series, scheduled to run over 82 weeks, with four original two-hour action movie pilots.

MCA TV President Shelly Schwab says that while no specific projects have been chosen for pilots, the success of the project has led to interest in producing shows from many feature film producers working at Universal Pictures studios, an MCA subsidiary. Schwab says that strong ratings for William Shatner's *TekWar* Action Pack series have led MCA TV to negotiate with several cable and at least one broadcast network to carry it as a possible series in 1995.

Vanishing Son, executive-produced by Rob Cohen, earned a 7.2 gross average audience Nielsen rating for the one original episode that has run so far. *Hercules*, executive-produced by Sam Raimi, Christian Williams and Robert Tapert, earned a 7.5 in two episodes. *TekWar's* four originals and two repeats drew a 5.7 rating.

Stations that will carry the shows in 1995 include Tribune's WPIX-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, KWGN-TV Denver, WGNX-TV Atlanta, WGNO-TV New Orleans, WGBS-TV Philadelphia, WDZL-TV Miami and WKCF-TV Orlando. Schwab says that based on conversations with stations and station groups currently carrying the Action Pack, he expects clearances for *Hercules* and *Vanishing Son* to mirror the 150 stations and 96% national coverage of the Action Pack. "We're not selling something without a track record," says Schwab. "It's easier to make a commitment when something has had a track record of running many times during a year."

Station reps say that the Action Pack format may help to sell the shows. "The Action Pack has been a success for most stations," says Jim Curtin, vice president of programming services at station rep Harrington Righter and Parsons. "And it has been a highly successful project for MCA that has allowed them to test out the two series."

—DT

country music fans and new listeners. Promotions targeted to the latter feature anecdotes by ethnically and geographically diverse fans of country explaining why they listen to country.

The television show and syndicated radio show will try to expand interest in new artists by featuring up-and-coming artists often excluded from mainstream country music stations. Radio and television stations in each market are expected to buy each other's airtime to promote *Road* elements.

The association with America Online, which is 25% owned by Tribune, will allow country fans to ask the artists questions, comment on the television and radio shows, buy tickets to *Road* concerts and buy *Road* merchandise.

Tribune also may produce CD-ROM titles based on the show through its Compton's New Media subsidiary, Corboy says.

Stations also will receive tickets to the eight concerts held in their mar-

ket, including a backstage VIP party. Artists will provide local IDs for television and radio stations.

Merchandise based on the show, including high-end hats, T-shirts, den-

im shirts and jackets and sweatshirts, has been sold at *Road* concerts and country festivals and will be marketed in department stores during the holiday shopping season. ■

Marino departs Twentieth

Peter Marino, executive vice president, programming, Twentieth Domestic Television, is leaving next month to pursue independent production.

Last Wednesday, Marino, who most recently was involved in the production of the canceled *Bertice Berry Show*, said the driving force behind his decision was to move his family back to the Midwest. A source acknowledged that Marino was interested in relocating his family to the Chicago area. The former Tribune executive said he will maintain an office in Los Angeles and commute to New York if necessary but will live in Chicago. He said he already is considering several projects including a talk show. A source said one project may be a Marino collaboration with Roger Ailes. Still up in the air are the possible future employment addresses of Greg Meidel, president, Twentieth Domestic Television, and the division's Ken Solomon, executive vice president and general sales manager. Sources confirmed that Meidel's lawyer has been involved in discussions for the former Paramount sales executive to take over the Paramount Network. Meanwhile, Solomon is rumored to be waiting in the wings for the Meidel job should Meidel bolt to Paramount. Solomon also is rumored to be a candidate for the presidency of 20th Century Fox's international division. —SC

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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.)



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MARKETPLACE**Vicki! still kicking?**

Vicki Lawrence and husband-producer Al Schultz are in negotiations with two syndicators to replace distributor Group W Prods. as syndicator of the recently canceled show. "We are going to try to get this thing back up and running," said Lawrence's publicist, Sandy Brokaw.

H.E.A.T. is off

All American's hour action-adventure, *Acapulco H.E.A.T.*, will not be returning for a second season. The syndicator also announced that its new live-action kids strip, *Superhuman Samurai Syber-Squad*, will star Tim Curry as the diabolical warlord Kilokahn. Clearances stand at 77 stations representing 73% of the country, including 17 of the top 20 markets, for the show's fall launch.

Extra additions

Warner Bros. Domestic Television Distribution added two new supervising producers to the company's new *Extra—The Entertainment Magazine* show. Rob Yarin, previously senior editor of Fox news-magazine *Front Page* since 1993 and earlier a managing editor at *Entertainment Tonight*, was named supervising producer, weekdays. Bruce Mac Donnell, previously owner of Asian news service Globe Net Productions K.K., joins WB as supervising producer of the show's one-hour weekend edition.

Top cable shows and nets

Following are the top 15 basic cable programs (June 6-12), 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. <i>Movie: "Tremors"</i>	USA	Sun 3:00p	2,244	3.6	2.4
2. <i>Silk Stalkings</i>	USA	Sun 10:00p	2,121	3.4	2.3
3. <i>Murder, She Wrote</i>	USA	Mon 8:00p	1,957	3.1	2.1
4. <i>TNN/Music City News Award</i>	TNN	Mon 8:00p	1,944	3.3	2.1
5. <i>UAW/GM Teamwork 500</i>	TNN	Sun 1:15p	1,935	3.3	2.1
6. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,922	3.1	2.0
7. <i>Braves Baseball</i>	TBS	Mon 7:35p	1,877	3.0	2.0
8. <i>Murder, She Wrote</i>	USA	Thu 8:00p	1,802	2.9	1.9
9. <i>Silk Stalkings</i>	USA	Mon 10:00p	1,800	2.9	1.9
10. <i>Murder, She Wrote</i>	USA	Tue 8:00p	1,742	2.8	1.8
11. <i>Movie: "Amelia Earhart"</i>	TNT	Sun 8:00p	1,714	2.8	1.8
12. <i>Movie: "Lie Down w/Lions," Pt. 2</i>	LIF	Sun 9:00p	1,567	2.6	1.7
13. <i>Braves Baseball</i>	TBS	Sat 8:00p	1,551	2.5	1.6
14. <i>Movie: "Target of Suspicion"</i>	USA	Thu 9:00p	1,545	2.5	1.6
15. <i>NHL Stanley Cup Finals</i>	ESPN	Sat 8:00p	1,530	2.4	1.6

The top five basic cable services for the week of May 30-June 5 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. USA	1,678	2.7/4.7
2. TBS	1,366	2.2/3.9
3. ESPN	1,011	1.6/2.9
4. TNT	792	1.3/2.3
5. NICK	730	1.2/2.1

Telemundo adds tabloid TV

By Rich Brown

Move over tabloid TV. It's time for *Alta Tension*. Telemundo is revamping its programming lineup to include the quirky nightly news show as it tries to make some noise in the increasingly competitive U.S. Hispanic TV market.

Alta Tension (High Voltage), which debuts today (June 20) at 5 p.m. on the broadcast network, sets out to put a



Telemundo's answer to 'A Current Affair,' 'Occurro Asi de Noche,' moves to prime time.

new spin on tabloid television.

"This will be the *Mad* magazine of television news: colorful, fast-paced and energized—a combination of advocacy journalism and alternative news delivered in an entertaining and often humorous fashion," says senior producer Carlos Marquez-Sterling. The show will feature field reports by news correspondents alongside segments with fictitious characters that range from sexual adviser Dr. Sex to a psychic who predicts political, economic and other events.

Along with the debut of *Alta Ten-*



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Ratings Week

According to Nielsen, June 6-12

	abc ABC	CBS	NBC	FOX
MONDAY	7.6/13	10.6/18	10.0/17	4.9/8
8:00		33. <i>Dave's World</i> 9.2/17	41. <i>Fresh Prince</i> 8.5/15	
8:30	32. <i>Day One</i> 9.4/17	44. <i>Tom</i> 8.1/14	38. <i>Blossom</i> 8.8/15	84. 1994 Essence Awards 4.9/8
9:00		13. <i>Murphy Brown</i> 11.8/20		
9:30	61. <i>The Kennedys of Massachusetts, Part 2</i>	15. <i>Good Advice</i> 11.6/19	18. <i>NBC Monday Night Movies—A Child Lost Forever</i> 10.7/18	
10:00	6.7/11	16. <i>Northern Exposure</i> 11.3/19		
10:30				
TUESDAY	10.8/19	9.2/16	7.9/14	5.1/9
8:00	24. <i>Full House</i> 9.9/19	40. <i>Rescue 911</i> 8.6/16		84. <i>South Central</i> 4.9/9
8:30	20. <i>Phenom</i> 10.4/19		57. <i>NBC Movie of the Week—Hart to Hart: Home Is Where the Hart Is</i> 7.1/13	79. <i>Roc</i> 5.2/9
9:00	6. <i>Roseanne</i> 13.0/22			79. <i>Tales fr/the Crypt</i> 5.2/9
9:30	10. <i>Coach</i> 12.3/21	29. <i>CBS Tuesday Movie—Men Don't Tell</i> 9.5/16		79. <i>Tales fr/the Crypt</i> 5.2/9
10:00	29. <i>NYPD Blue</i> 9.5/17		29. <i>Dateline NBC</i> 9.5/17	
10:30				
WEDNESDAY	12.1/21	7.8/14	11.4/20	5.3/9
8:00	50. <i>Dinosaurs</i> 7.6/15	66. <i>Sea World/Busch Summer Celebration</i> 6.3/12	26. <i>Unsolved Mysteries</i> 9.7/19	74. <i>Beverly Hills 90210</i> 5.6/11
8:30	57. <i>The Critic</i> 7.1/13			
9:00	2. <i>Home Improvmt</i> 16.6/28	63. <i>America Tonight</i> 6.6/11	7. <i>NBA Finals Game 1—New York vs. Houston</i> 12.6/23	83. <i>Melrose Place</i> 5.0/8
9:30	1. <i>Grace Under Fire</i> 16.7/27	20. <i>48 Hours</i> 10.4/18		
10:00	8. <i>Turning Point</i> 12.4/21			
10:30				
THURSDAY	7.3/13	7.2/13	12.4/22	6.7/12
8:00		69. <i>How'd They Do That?</i> 6.0/12	25. <i>Mad About You</i> 9.8/19	44. <i>The Simpsons</i> 8.1/16
8:30	69. <i>The Kennedys of Massachusetts, Part 3</i> 6.0/11	47. <i>Eye to Eye with Connie Chung</i> 7.9/14	11. <i>Wings</i> 12.0/22	54. <i>Sinbad</i> 7.2/13
9:00		48. <i>Picket Fences</i> 7.8/14	3. <i>Seinfeld</i> 15.8/27	64. <i>In Living Color</i> 6.4/11
9:30			4. <i>Frasier</i> 15.2/26	82. <i>Herman's Head</i> 5.1/9
10:00	23. <i>Primetime Live</i> 10.0/18		17. <i>Dateline NBC</i> 10.8/19	
10:30				
FRIDAY	10.0/20	8.0/16	7.8/16	4.8/10
8:00	35. <i>Family Matters</i> 9.0/20	52. <i>Diagnosis Murder</i> 7.5/16	89. <i>seaQuest DSV</i> 3.5/8	88. <i>Adventures of Brisco County Jr.</i> 3.7/8
8:30	39. <i>Boy Meets World</i> 8.7/19			
9:00	33. <i>Step By Step</i> 9.2/18	42. <i>Burke's Law</i> 8.4/17	18. <i>NBA Finals Game 2—New York vs. Houston</i> 10.7/21	73. <i>The X-Files</i> 5.8/11
9:30	35. <i>Hangin' w/Mr. C</i> 9.0/17	44. <i>Picket Fences</i> 8.1/16		
10:00	11. <i>20/20</i> 12.0/23			
10:30				
SATURDAY	5.9/12	7.4/15	5.3/11	6.2/13
8:00		54. <i>Dr. Quinn Medicine Woman</i> 7.2/16	86. <i>Mommies</i> 4.4/10	74. <i>Cops</i> 5.6/13
8:30	78. <i>ABC Saturday Night Movie—Stranger in the Family</i> 5.3/11	76. <i>Harts of the West</i> 5.5/11	87. <i>Getting By</i> 4.2/9	68. <i>Cops</i> 6.2/13
9:00		27. <i>Walker, Texas Ranger</i> 9.6/19	66. <i>Empty Nest</i> 6.3/13	64. <i>America's Most Wanted</i> 6.4/13
9:30			71. <i>Nurses</i> 5.9/12	
10:00	54. <i>The Commish</i> 7.2/15		76. <i>Sisters</i> 5.5/11	
10:30				
SUNDAY	8.5/16	10.1/18	11.6/22	5.9/11
7:00	50. <i>Am Fun Hm Vid</i> 7.6/16	5. <i>60 Minutes</i> 13.4/27		91. <i>Code 3</i> 2.9/6
7:30	61. <i>Am Fun People</i> 6.7/13	13. <i>Murder She Wrote</i> 11.8/21	8. <i>NBA Finals Game 3—Houston vs. New York</i> 12.4/24	89. <i>Code 3</i> 3.5/7
8:00	52. <i>Lois & Clark</i> 7.5/14			71. <i>Martin</i> 5.9/11
8:30		49. <i>48th Annual Tony Awards</i> 7.7/14	22. <i>Frasier</i> 10.1/17	60. <i>Living Single</i> 6.8/12
9:00			42. <i>Law & Order</i> 8.4/16	37. <i>Married w/Chldr</i> 8.9/15
9:30	27. <i>Dynasty: The Reunion, Part 1</i> 9.6/17			57. <i>George Carlin</i> 7.1/12
10:00				
10:30				
WEEK'S AVGS	8.9/16	8.7/16	9.6/18	5.6/10
SSN. TO DATE	12.2/20	13.2/22	10.8/18	7.2/12

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

sion, Telemundo today moves *Occurrio Asi de Noche* into prime time. *Occurrio*, patterned after *A Current Affair*, now will air weeknights at 8 on the channel. In other moves, Telemundo is shifting a soap opera, *Tres Destinos*, into the 7 p.m. slot. And in the weeks ahead, the network plans to add a 4 p.m. daily talk show, *Sevcec*, and an expanded version of Telemundo's daytime news/information show, *Primera Hora*.

The shifts mark the latest attempt

by Telemundo to strengthen its programming lineup since President and CEO Joaquin Blaya joined the network from Univision two years ago. Telemundo continues to face strong competition from Univision, which during May averaged an overall 69% household share among U.S. Hispanic viewers, according to A.C. Nielsen Co. data supplied by the network. And Telemundo stands to face additional competition from Hispanic cable networks being introduced in the U.S. by

Univision, MTV and others.

Telemundo's new investments in programming could make sense if the company is able to successfully market the shows overseas, says a spokesman at Univision. The programming investments make less sense if they are for the U.S. network alone, he says. "Telemundo is a good business if they would settle for a 30% share," says the Univision spokesman. "Their problem is they want to be number one."

Canada cans Country Music Television

Cable service must make way for homegrown country network, says CRTC

By Rich Brown

One overlooked casualty in the Canadian Radio-Television and Telecommunications Commission's list of new licensees is Country Music Television, the U.S.-based network that has been available in Canada for 10 years.

The fine print on the CRTC's June 6 order says CMT no longer will be allowed on cable systems in order to make way for a new Canadian-owned country music channel owned by Maclean Hunter.

Lloyd Werner of CMT parent company Group W Satellite Communications says he is "stunned" by the deci-

sion and plans to appeal.

Werner says the financial impact of CMT's removal from the Canadian market will be insignificant to GWSC because its current distribution of 1.9 million cable subscribers in Canada just barely covers the cost of marketing the service in the country. But GWSC had long-term growth plans for CMT in Canada that showed the channel turning a small profit at about 4 million subscribers, he says.

CMT Canada currently does not sell any advertising, and its viewing audience is not measured. The irony in the CRTC decision is that the ad-supported Maclean Hunter music

channel likely will steal advertising from the already "fragile" ad environment for Canadian broadcasters, says Werner.

CMT already has signed carriage agreements with Primestar and DIRECTV, the direct broadcast satellite companies eyeing distribution to the Canadian market. Werner and other GWSC executives say it is "un-neighborly" for the CRTC to block CMT out of Canada while Canadian-backed networks—including the CBC, MuchMusic, The Popcorn Channel and The Parent Channel—are seeking to distribute programming to cable and DBS systems in the U.S.

HEADLINES

Sound off

America's Talking has signed actor/comedian Brian O'Conner to host *Bugged!*, a nightly show that will invite viewers to sound off on various topics. O'Conner currently stars as "Schemer" on PBS's *Shining Time Station*. The America's Talking cable network debuts July 4.

Cable's Grand Tam

MTV Networks Vice Chairman and Nickelodeon/Nick at Nite President Geraldine Laybourne has been named recipient of the Cable Television Administration and Marketing Society's 1994 Grand Tam Award for contributions "to the future of cable television through marketing, education and leadership." Laybourne will receive the

award at CTAM's annual conference in Chicago (July 24-27).

Short subjects

Lifetime has added "Perspectives on Lifetime," a series of editorials, commentaries and short stories on a variety of topics, including gun control, job sharing, human rights and sexual harassment. The 30- and 60-second spots are produced by Denise Cavanaugh and Brian Donlon.

IFE on ice

International Family Entertainment has struck a wide-ranging deal with former figure skater and Olympic gold medalist Dorothy Hamill to purchase her Ice Capades touring company and have her produce a variety of TV specials.

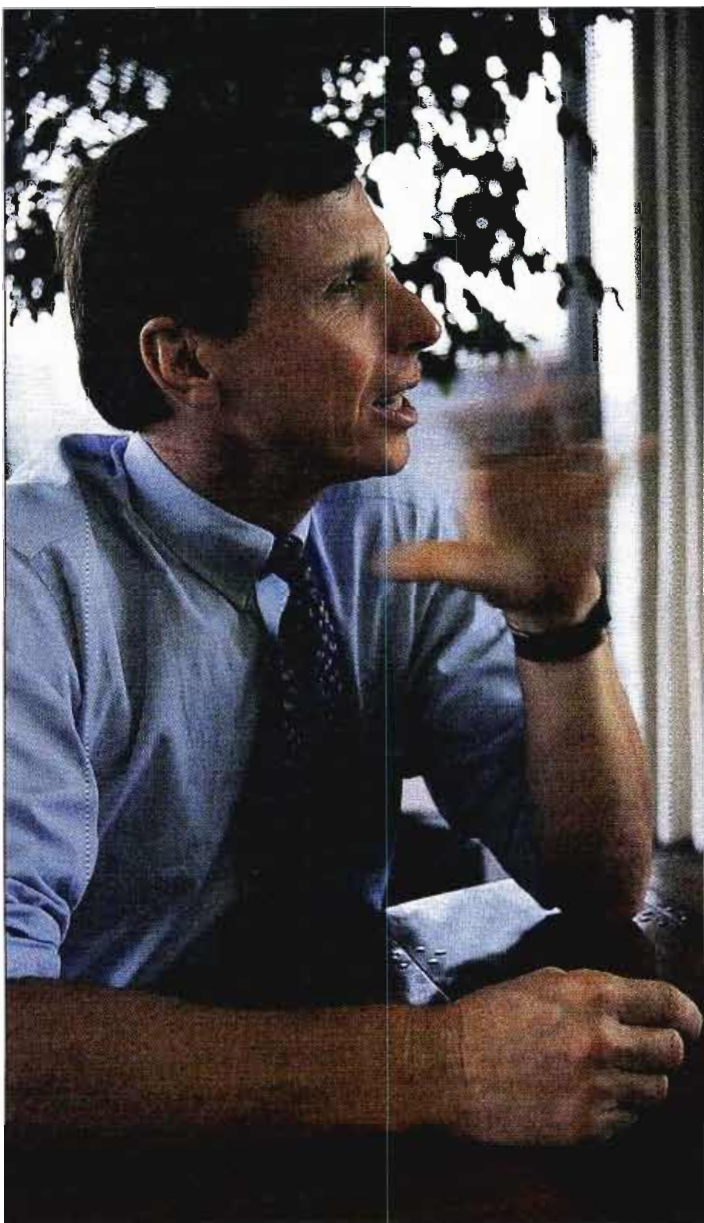
Hamill will produce the specials for IFE's The Family Channel as well as the company's program distribution arm, MTM Entertainment.

God Bless them, everyone

Viacom units Nickelodeon and Madison Square Garden are teaming up to present a live musical adaptation of Charles Dickens' *A Christmas Carol* at the Paramount Theater in New York later this year.

Miller returns

HBO has ordered an additional 13 episodes of Dennis Miller's talk show. The series, which just completed its initial run of six weekly half-hours in the Friday late-night slot, returns to the pay TV network in September.



Cox's Jim Kennedy: Big Is Better

Cox Chairman and CEO Jim Kennedy didn't miss a beat when Cox's \$4.9 billion cable partnership with Southwestern Bell collapsed under the weight of the FCC's tough new cable regulations.

Determined to give Cox Cable the size needed to compete on the information superhighway, he bid \$2.3 billion earlier this month to acquire Times Mirror's cable holdings and create the third largest cable company. And by taking the combined cable companies public, he has positioned the new Cox Cable Communications for even more growth. As is evident in this interview with Executive Editor Harry Jessell, the 46-year-old grandson of company founder James Cox has inherited not only property, but the proclivity to embrace new information and communications media. As his progenitors went from newspapers to radio to broadcast TV to cable TV, he plans to push forward into wireless telephony, electronic publishing, cable programming and any other business that promises to contribute to Cox's annual revenues of nearly \$3 billion.

Cox is a true multimedia company with interests in newspapers, cable, broadcasting and programming. Do you see its corporate profile changing in the next five or 10 years?

I've looked back on history a little bit and tried to imagine what the people that came before me did. I think what they did not say was, "We're just newspaper people, because that's where we got started." My grandfather started out as a newspaper guy and bought a newspaper. But when radio came along we said, "This is something new and we ought to be in it because we're in the communications business." Now, maybe they didn't use those words but those were the actions they took, so it progressed logically from newspapers to radio to television to cable television. And I see that we're going to continue to be a player in all of those businesses.

How the company is weighted obviously is going to change. The programming that we create every day in

newspapers is very valuable, and we're going to distribute it on printed paper and over telephone lines and on cable television lines also.

We're testing, through a partnership with Prodigy, something called Access Atlanta. It delivers, basically, the daily *Atlanta Journal Constitution* to the PC, and we've been doing it for 10 weeks now. We budgeted 10,000 subscribers at the end of the year; we had 14,000 yesterday. We're testing the delivery of Prodigy right now in San Diego over the cabling structure. It's much faster and more responsive.

What about telephony? As I understand it, what you've been saying is the acquisition of the Times Mirror properties puts you in a better position to exploit the telephone business.

We're in the telephony business now. In a way, we were the first of the cable companies to really be interested in this. We put the Teleport deal together and brought in a number of the other large MSOs.

COVER STORY

What Teleport does is build fiber optic rings around cities and offer alternate distribution to high-volume telephony users.

There's also potential for wireless [telephony]. As you know, we have been given a pioneer's preference for a big chunk of spectrum to serve Southern California and we're very excited about it. So we are progressing into distribution of stuff other than just entertainment.

Aren't Cox and the other MSOs cream-skimming?

We're going to go after the most profitable sectors first.

And down the road?

Down the road is wireless. I think a certain percentage of the population will disconnect their wired phone service for wireless when you have true mobility and can take it with you wherever you go.

Do you envision competing in the wired telephone business as well as wireless?

It depends. We're going to look at both and see which makes the most sense in different markets.

The consensus in Washington is that the information super-highway legislation has only a 40% or 50% chance of becoming law this year. The legislation would open up the local telephone business for cable. How important is it to your corporate strategy?

If this legislation goes through, we really can begin planning for the future with more knowledge of what the regulations are. The problem is, we know there's going to be more legislation in this whole field of telecommunications, right? And if it isn't here yet, then how do we start planning and taking actions for the future?

Are you disappointed that the Clinton administration hasn't pushed harder for a bill?

Yeah. That would be fair. I'd say I'm disappointed if you are correct that it has only a 40% chance of success. I would think the administration could certainly work to get that up higher.

Do we blame the collapse of your deal with Southwestern Bell on the FCC rules?

That's really a question you ought to ask Southwestern. But I can tell you honestly that when Southwestern's Ed Whitaker called to tell me that they couldn't go forward with the deal, he didn't say price, he didn't say anything else, he said—I'm paraphrasing—"we can't go forward with this deal with the uncertainties of the second round of regulation, and I'm not prepared to recommend it." He was very concerned about this productivity offset. He said: "That just sounds like telephone regulation." I think they liked cable because we were quick, responsive, not burdened with bureaucracy, and he thought.... I don't know what he thought. That's unfair for me to say. But I can only tell you what he told me, and I believe it.

In light of the cable regulations, do you think the local telephone companies have lost interest in cable?

What do they pay out? Eighty-five percent? Earnings and dividends are huge. Cable is the exact opposite. No dividends, all growth.

So you think cable is a good play for telcos?

I sure thought it was. That's why we thought we had the prototypical deal with Southwestern Bell. And it seemed to make sense for both of us. The second round of regulation takes a little of the cream out of that deal, but I think a lot of

Cox Enterprises Inc. (CEI)

Cox Newspapers Inc. (a subsidiary of CEI)

- 18 dailies
- Seven weeklies
- 12.5% stake in Agora-Gazeta, which publishes *Gazeta Wyborcza*, a Warsaw, Poland, daily
- Longstreet Press book publishing
- Cox Target Media
 - Val-Pak Direct Marketing Systems
 - 50% stake in Trader Publications
- Voice Information Services
- Access Atlanta on-line information service
- Cox/Prodigy partnership
- InfoVentures, a Cox/BellSouth partnership

Cox Cable Communications (80% owned)*

- 57 cable systems, 3.1 million subscribers
- Arizona Sports Programming Network (100%)
- PCS Southern California (100%)
- Cox-Times Mirror programming joint venture (33%)
- Digital Cable Radio Associates (14.4%)
- Viewers Choice (20%)
- Emerald Coast Cable Television (50%)
- GEMS Television (50%)
- The Discovery Channel (24.6%)
- Discovery International (24.6%)
- E! Entertainment Television (20%)
- SBC Cablecomms (UK) (25%)
- UK Gold (37.9%)
- UK Living (49.6%)

- STOfA cable system in Denmark (50%)
- StarSight Telecast, Inc. (7%)
- TelePort Communications Group (30%)
- PrimeStar Partners (10%)
- ICTV (28%)
- Telecorp Systems (24.5%)
- National Cable Advertising (18.8%)
- Information Systems Development (25.5%)
- Minor investments in Turner Broadcasting System, The Sunshine Network, Home Shopping Network and Television Food Network.

Cox Broadcasting Inc. (a subsidiary of CEI)

- Six TV stations
- 10 FMs
- Five AMs
- The Eagle Group (marketing research business)
- TeleRep (sales representation firm)
- Rysher Entertainment (programming and distribution business)
- Majority interest in Cox Video Marketing

Manheim Auctions (a subsidiary of CEI)

- 51 auto auctions in U.S. and Toronto, Canada
- "Auction Vision" joint satellite auction technology venture with UK-based company
- Gold Book, Inc. (automobile price guides)
- Alliance with LeasEnd Solutions

*Cox Cable reflects proposed acquisition of cable systems and programming assets. Upon consummation of deal, Cox Cable will be publicly traded company.

the basic reasons we wanted to do it still make sense.

Do you foresee more telco-cable deals?

It seems to me we've sort of moved past the RBOC, and maybe the next thing will be more long distance. I really don't know. I think at some point you're going to see linkage.

Are the long-distance companies sniffing around cable?

Everybody's been sniffing around, yes. But I don't know what their plans are.

Let's talk broadcasting. The FCC came out with a report a few years ago saying broadcasting was in an irreversible decline. Comment.

I think that came out during a horrible advertising.... I don't know if it was a recession or depression, but it was god-awful. I was scared at the time. I thought, "Good god, I haven't been in this job that long, and it is going to hell."

But business is cyclical. Broadcasting has changed, certainly from the days of three powerful networks, but I still think it's a good business. Our stations are good businesses, and I think they're going to continue to be.

Having the right affiliation is going to be crucial, but what you do with your own time is going to be more crucial. The kind of news you do, the kind of programs you buy to put on the air, are going to be very, very important. And I think if you do that well and have a strong presence in the market, it's going to be a good business.

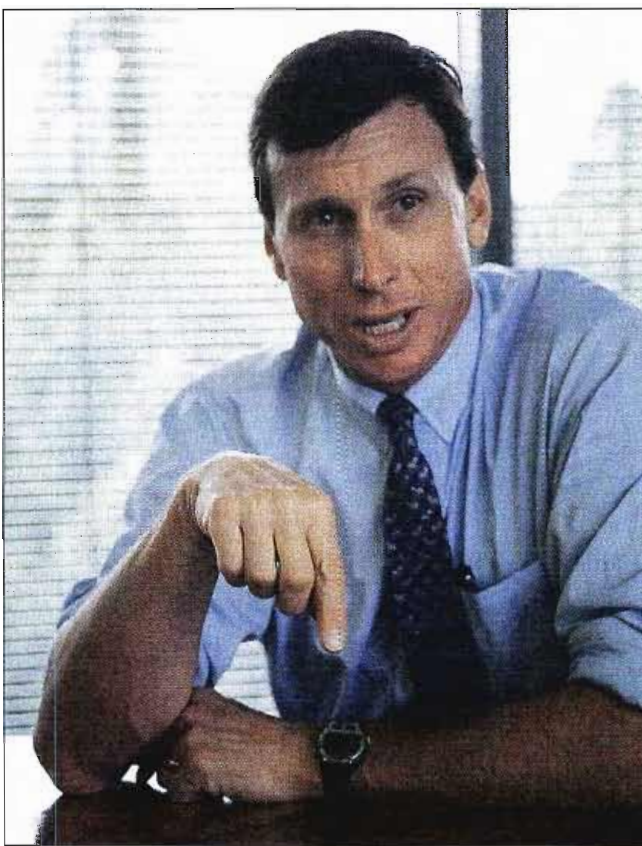
So you are not inclined to sell at this point?

No. And with some of our properties, the tax base is so low it would have to be an incredible price or we'd have to find some way to avoid taxes. We're not looking to sell. We'd buy some more stations if we could find the right ones at the right price.

What would fit that profile: the right place at the right price?

The top 50 markets, certainly, perhaps higher than that. I mean this is no secret—you find a station you don't think is run as well as it can be, and then you go in and do a better job. But the station market's pretty hot now, so it's hard to find those kinds of deals.

And as you mentioned earlier, you're ready to buy in radio to take advantage of the relaxation of the duopoly rules and



"...if we just stayed at 1.8 or 1.9 million subscribers we would continue to be pushed farther down the ladder and there would be a bigger gap between us and the big guys."

acquire a third or fourth station in a market.

Not so much take advantage of it. It's more like react to it. If other people are going to have this many stations, you better, too.

Are you among those broadcasters pushing for relaxation of the TV ownership limits?

No.

It's not a big deal for you?

No, but I think the rules should be relaxed. You need to tailor rules to the time period you're operating in, and the times have changed. Let's go back to electronic publishing. You're involved in a number of trials. Are we always going to have newspapers—all that newsprint—dumped on the doorstep each morning?

Uh-huh. People like it. I don't know that it'll be the same poundage of newsprint. But I believe certainly through my career there is still going to be a viable printed newspaper. Perhaps I'm somewhat technologically obsolete myself, but I can't foresee the time when I would sit and read a device and get the same pleasure I do now from

reading a magazine, a book, a newspaper.

Are these online information services like Prodigy a real business for a traditional, mainline newspaper company like Cox? Can you make a buck off a PC?

Yeah. Absolutely. Absolutely, if you think about it properly, if you structure the right deal like we have with Prodigy, if you don't give it away.

This is programing. And in a local market, you think about what a newspaper is. A lot of that news is local. And so what we do is provide programing, and we can distribute it in a printed form and we can distribute it over a PC that's either hooked to a phone modem or, hopefully soon, a cable modem.

I'm interested in bicycle racing, so when the Tour de France is in our newspaper we have a five- or six-inch story, which is about right for the number of people in Atlanta who care about bicycle racing. Well, now I can go through Access Atlanta and Prodigy at my PC, call up the same story, get related stories, get much more detail. The print and the electronic distribution are going to complement each other in that way.

Cox is involved in a major interactive TV trial in Omaha. What is the potential for video on demand, interactive home

shopping and other interactive services?

That's still very early. And what I want to do is make sure we don't go crazy and spend too much money testing every damn thing out there. Omaha is sort of our big testbed where we're testing this stuff and it's in competition with the phone company, so I think that's going to be a reasonable test. We're right at the beginning of it, so there's nothing we can say right now.

The new cable rules soured the deal with Southwestern Bell, at least according to Southwestern Bell. But how have the regulations affected Cox Cable?

It's had a deep effect on us. It took the value of our company down hundreds of millions of dollars. And when you reduce revenues by 17%, often that's out on the margin, so a lot of that is profit. While I won't tell you the specifics because we're still enjoying being a private company, it's had a substantial effect on us.

You've said you paid a premium for the Times-Mirror deal because of the importance of being big in this business. Why is big better?

Well, you know, this is one of those tough questions: How big? Why big? We spent a lot of time considering what to do with cable. Should we exit? Should we do this Southwestern Bell deal? We were going to use their money or their stock to grow.

We wanted to do that because we felt this industry was going to consolidate and if we just stayed at 1.8 or 1.9 million subscribers we would continue to be pushed farther down the ladder and there would be a bigger gap between us and the big guys. We were going to be left out of opportunities, deals. We were not going to be a significant player in the industry. And we said if we were going to stay in, we had to be bigger. There are economies of scale and there are opportunities that only the large people will get, only the large operators.

And programming ventures. Think about any programming venture if you can bring three million subs initially to the deal. You look at telephony on a national basis. Whatever you bring, the bigger it is, the bigger chunk you're going to get of whatever.

What do you mean "telephony on a national basis"?

Let's say a group of cable operators were getting together and trying to do something. I mean, whatever it is, the bigger your size, the larger your share is going to be.

Given the impact of rate regulation, how do you justify the price you're paying for the Times Mirror systems—12 times cash flow?

I justify it by saying that's what we were willing to pay to do this deal. We thought it was that important. If we didn't, I kind of felt that there weren't going to be other great opportunities. There'd be some small systems, perhaps, to buy, but as I said earlier, in one transaction we could get what we thought we needed to do at a minimum and we were prepared to go for it. And we take a long-term view. I think cable's at a low ebb right now in value, but I think it's

going to come back because of the power of the cable platform.

What advice would you give to the losing bidders for Times Mirror and other smaller operators?

I'm in no position to give advice, but I'd be looking over my shoulder. I'd be trying to find somebody to develop a strategic alliance.

Are you in the market to get even bigger in cable?

This deal at present isn't going to shut us down.

You have sufficient capacity to acquire additional systems?

We have capacity, and one of the things that going public does for us, it gives us another currency. In the past we've had people say, "OK, here's the deal we want to do, and all we want is stock so that we can sell that stock when it fits our tax needs. We don't want cash because we get hit on the day of the transaction." So now we have another currency.

And you can go to the stock market to raise new capital?

Yeah, I'm not going to rule out any option. And that's the thing: We need to be flexible. We need to realize that times change and changing times require changing approaches.

As part of your deal with Times Mirror, you and Times Mirror have formed a joint venture to create new cable programming networks. Isn't it too late? Haven't you missed the boat on cable programming?

Well, we missed the big boat, but we've got a couple of small boats. We own part of Discovery, and if we were a little bigger we could have shoehorned in to some other things too. Right, I wish we had done more.

"...cable's at a low ebb right now in value, but I think it's going to come back because of the power of the cable platform."

Let's talk about Rysher Entertainment. It now produces mostly first-run programming. But where is the business going? We have a fifth network, maybe a sixth network coming along. The FCC may gut the prime time access rule that favors first-run producers. How is Rysher going to survive?

We do have to change. There is going to be an increasing need for good programs. When I say "good," I mean stuff that people want to watch. And we're going to try to find a way to produce that. Ultimately, I hope we're going to do some theatrical too. But I firmly believe that if you're able to produce good programming, you'll find a home for it.

What was the idea behind your \$500 million commitment to Barry Diller and his attempt to acquire Paramount.

I don't know how long I've known Barry Diller—10 years maybe, off and on. I just have a lot of confidence in the guy. I think he knows this business well and I've said to him, "When you're going to do something, talk to me about being part of it," and that's what he did. I mean, we were sniffing around on the other side because we were interested in Viacom's cable subs, and perhaps if we could have seen a clearer route to getting those we might have been on that side.

The price got a little crazy or got a lot crazy at the end. But if Diller had won, he'd have made it worth it in 10

years. You wouldn't have been sorry you were a player in that.

Are you still ready to ally yourself with Diller?

Depending on what the project is. But if he's got an idea, I want to hear it.

Part of the public policy debate in Washington is about whether we should have one wire or two wires in the home. When all is said and done, all the mergers done and the joint ventures closed, is the consumer going to have a choice between two wires or more?

Probably the most economic sense is one wire. Probably the reality is two wires. And wireless. There are going to be lots of options. I think that's the way it will play out.

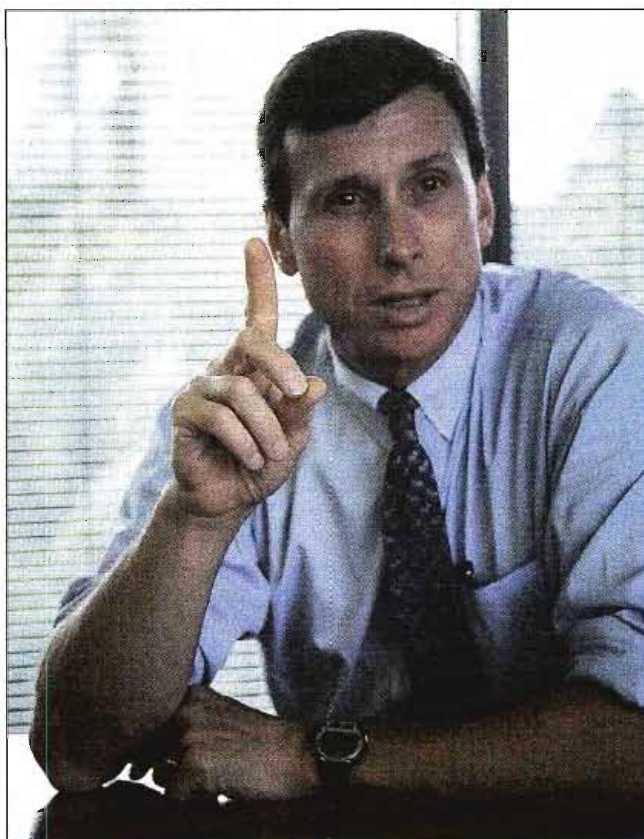
It's a two-wire world. So a Cox might have one wire and maybe the local telephone company will have the other?

That turns it into a little bit of a commodities business, and then you have to make sure that the other stuff you do—the software side—is added value.

As a broadcaster and publisher, are you concerned about Washington's crackdown on broadcast indecency and violence?

Let me give you an anecdote that might describe it. You know, I had our cable systems take all the really jazzy stuff off, the pay-per-view Spice, Playboy, that kind of thing. I had them take them off our system. Then with the 1992 Cable Act, the good operators were hit just as hard as the bad operators. And I said to our guys, "You know, how big is the demand for that stuff out there?" They said, "It's really substantial; we're leaving a lot of money on the table." I said, "Go ahead. If that's what people want, let's give it to them." And we did that because ultimately I got tired of trying to be a good guy and operate our systems well and not put some of that junk on our cable systems and as far as the regulators were concerned, it didn't make a difference. They didn't consider good operators and bad operators. So I just said the hell with it, it's just a business, let's make money.

Cable may finally face some real competition this year from the two pioneer direct broadcast satellite operators, DIRECTV and United States Satellite Broadcasting. And wireless cable seems to be picking up steam in some markets. Are you worried?



"...I feel personally compelled to try to grow this company and keep our name on the door for another generation and pass it on in bigger and better shape than it was when I got here."

I believe that's where the real power of the cable platform is going to come in. I think technology—interactivity, the superhighway—is going to be built over wires.

What will the Cox superhighway look like?

It's fiber to the node but cable to the home; that's perhaps 500 homes, with 750 mhz capacity. Ultimately, you want to be able to send down the highway both ways.

Is the number-one service that everybody talks about near- video-on-demand or video on demand? Are you as bullish on these as everybody else seems to be?

There's been incredible demand for movies. And if you can have free choice in your home, where you can see some crazy movie that's just what you want to see and not just the four or five that are being offered, I believe there's a real business there. If I were the video stores, I'd be keeping a close eye on how the technology's progressing.

You are into a lot of businesses and I just wonder whether the family history compels

you to explore new media?

I guess the choice would be to sit back and clip coupons. That's not the business we're in. We're in certain businesses and I feel personally compelled to try to grow this company and keep our name on the door for another generation and pass it on in bigger and better shape than it was when I got here.

You mean not just grow the existing businesses?

I mean use the power of our balance sheet to grow. What I am trying to encourage is an entrepreneurial spirit in a larger company. And that's hard to do.

So what I'm trying to do is convince people to stretch, to give them the freedom to understand that they can fail occasionally and we won't go ballistic.

As you are being entrepreneurial, you have the comfort of knowing you are in some pretty solid businesses.

Right. There are some good franchise businesses, and those allow us to do other things. I don't want to wake up in five years and say, "God, I really wish we hadn't missed that." I mean, we missed cellular. *We missed cellular.* We had plenty of opportunities. What a fabulous business. And if my kids ask why didn't you get into this or that, I don't want to answer, "Well, I was stupid." ■

Stern's show interrupted

Cleveland police charge employee of competitor with cutting WNCX remote transmission line

By Donna Petrozzello

A mock funeral celebrating shock jock Howard Stern's popularity on WNCX(FM) Cleveland turned into a rude awakening for thousands of fans when Stern's satellite signal was jammed and the transmission wire was cut, allegedly by an employee of a competing station.

Police arrested an employee of Cleveland's modern rock WMMS(FM) after he allegedly was found with wire cutters backstage at the broadcast site. The employee, William Alford, 30, was charged with multiple felonies, including the disruption of a public service. Officials with the FCC are investigating.

Stern broadcast his morning show live on June 10 from Cleveland,

where he is rated number one, according to Arbitron ratings, after being syndicated on WNCX for the past 18 months.

In Stern fashion, when *The Howard Stern Show* becomes number one in a market, the show's affiliate station hosts a mock funeral during which effigies of morning show hosts and personnel at competing stations are "killed" to signify their standing against Stern.

The funeral scheduled by WNCX should have come off without a hitch. A press conference at a fixed site was scheduled, and several remote broadcasts were planned from key sites around Cleveland's "Flats" area, said WNCX Vice President and General Manager Walter Tiburski.

However, as Stern was receiving an award at the Rock and Roll Hall of Fame, someone jammed the signal over his remote site satellite, interrupting his broadcast, and shouted obscenities over the air. Stern switched to a cellular phone several minutes later and was able to continue the broadcast, Tiburski said.

When Stern returned to his fixed site at Tiffany's Cabaret, a strip nightclub in downtown Cleveland, someone cut his transmission wire with wire cutters and effectively shut down the broadcast again for several minutes.

Soon after the wire was cut, police arrested Alford, who was found backstage with wire cutters and without a proper identification pass, police said. Police charged him with breaking and entering, disrupting a public service and possession of criminals tools, all felonies.

Employees at WNCX had been tipped off by "disgruntled employees at another station" that someone was planning to sabotage Stern's broadcast, Tiburski said, but he did not think the sabotage would include knocking out the signal. Tiburski said Alford had called him days before the event asking for a backstage pass, but was not issued one.

In a press statement, WMMS spokesman Dean Thacker said "WMMS does not condone the interruption of another radio station's broadcast" and that the "individual allegedly involved in the incident...has been suspended pending further investigation." WMMS stated that the "individual in question" had received a "restricted area" pass from "current WNCX and former WMMS employees" and that "people will come to a different understanding" of the incident when the "truth is made public."

WMMS also suggested that the act may have been "nothing more than a publicity stunt engineered by our competition." Tiburski called that "both laughable and ignorant."

"It's a sad and pathetic situation and [it] illustrates [a] dangerous trend in radio marketing warfare," Tiburski said.

"People think they can operate above the law with no consequences, and they cannot. It illustrates the state of desperation and confusion at WMMS," Tiburski added. ■



Brenner takes to the airwaves

Comedian David Brenner (center) opened his premiere afternoon drive time radio show on WPAT(AM) New York last Monday with a guest appearance by David Letterman (l). Other celebrity guests scheduled for the weekday program include Tipper Gore, Jesse Jackson and Donald Trump. Brenner, however, says he is equally excited about talking to "regular people" and has scheduled a guest who smells fish for a living. "The people I want to talk to are in New York," Brenner said.

Brenner's show, syndicated by Westwood One, fills the slot vacated by Larry King, who gave up the afternoon program and now simulcasts his evening cable television talk show on CNN. Pictured with Brenner and Letterman is Greg Batusic, president of Westwood One Radio Networks entertainment division.

Radio show reaches out to disabled

By Donna Petrozzello

Independent radio show producers Greg Smith and Todd Kimball are hoping people will learn from their example. The men produce *On a Roll*, a call-in talk show that focuses on issues and concerns facing the disabled.

Smith, a 30-year-old former radio sports talk show host and sales promotions director, is bound to a wheelchair by muscular dystrophy. Nearly two years ago, he left a full-time job in sales promotion at KTAR(AM) Phoenix to launch *On a Roll*.

Kimball, a graduate of the MBA program at Arizona State University, has cerebral palsy and is confined to a wheelchair. He volunteered to work with Smith the day after he heard *On a Roll* for the first time, and has become Smith's partner.

Since December 1992, the two-hour show has aired on Phoenix's KFNN (AM) each Sunday evening. But last week, Smith and Kimball gained their first affiliate, KDWN(AM) Las Vegas, which plans to air the program over its 50,000 watt, clear channel signal later this month.

KDWN General Manager Claire Reis describes *On a Roll* as "timely" and "long overdue." Reis plans to broadcast the show in the station's popular 9 p.m. Sunday slot and says KDWN's signal will reach 13 states across the Southwest. "It's the first program of this nature that we've done," Reis says. "It will be an asset to KDWN's already well-established community format."

In marketing the show to potential affiliates, Smith took an innovative approach. Instead of offering KDWN inventory for local ads on the show, Smith pays the station \$350 weekly to broadcast *On a Roll* with money the show receives from its primary corporate sponsor, Bank of America of Arizona, and other corporate donations.

Smith and Kimball hope gaining access to KDWN is a prelude to national syndication. Smith hopes eventually to attract more advertisers to the show so that he will not have to pay stations to carry *On a Roll*. Bank of America has a three-minute commercial spot during the show and other advertisers include Bell Atlantic and

Arizona Public Service. Disabled people are a large radio audience and often are overlooked by both programmers and advertisers, Smith says.

Smith plans to market the show to potential advertisers that manufacture equipment to make buildings handicapped-accessible.

He also is targeting small-business owners, who, under the mandates of the Americans with Disabilities Act, must begin later this year to make their offices accessible



Greg Smith hosting 'On a Roll.'

to the handicapped.

Smith says, the show is valuable for disabled people, who generally have more difficulty traveling and socializing than the nonhandicapped, because it brings them together on the air. Kimball and Smith also hope to build callers' self-esteem by focusing on the accomplishments of handicapped people.

"The disability is only a difference,"

Smith says. "It doesn't make you less of a person. I need to be proud of my disability."

RIDING GAIN

First FM duopoly in New York landed by Emmis

Emmis Broadcasting Corp. will form the first FM duopoly in New York with its \$68 million purchase of urban WRKS(FM) from Summit Communications Group last week. Emmis already owns urban/contemporary hits WQHT(FM), "Hot 97," in New York.

Emmis Chairman Jeffrey Smulyan says that by acquiring WRKS, "Kiss FM," Emmis will control two FM stations that Arbitron rates among New York's seven top stations. Smulyan says the similarity in format of the two stations makes them a "perfect match," and that no changes in format or personnel have been discussed. Emmis had been interested in purchasing WRKS for some time, Smulyan says.

Infinity builds buying base

Infinity Broadcasting has amended its bank credit agreement to increase its acquisition capability by an additional \$150,000,000. Infinity intends to use its beefed-up buying power to acquire more radio stations in the "nation's largest markets," says company CFO Farid Suleman.

Under the amendment, Infinity also will be able to purchase as much as \$50,000,000 of its common stock. The Chase Manhattan Bank is the primary agent in the amended credit agreement.

Earlier this month, the FCC agreed to Infinity's proposal to acquire news/talk WXYT(AM) Detroit, where the company already owns and operates WOMC(FM). The FCC also agreed several weeks ago to allow Infinity to purchase WPGC-AM-FM Washington.

Infinity owns 23 major-market radio stations, 19 of which are in top 10 radio markets, including New York, Los Angeles and Washington.

ABC Radio to distribute weekly top 40

ABC Radio Networks has entered into a multimillion-dollar deal with CD Media Inc. to market and distribute the *Rick Dees Weekly Top 40* music countdown program, syndicated over more than 330 stations worldwide. Beginning July 1, ABC will assume all marketing and distribution of the show. CD Media will continue to produce the countdown program.

Wireless cable controversy simmering

Company sale, FCC proposals may alter instructional channel leasing practices

By Geoffrey Folsie

An era in the wireless cable industry may be ending. On June 9, two seemingly unrelated events—a merger announcement and a request for comment on several FCC proposals—together promised to change practices in the leasing of ITFS channels.

Many in the industry, including the president of the Wireless Cable Association International, have termed some of these practices abuses of the system.

Leasing instructional television fixed-service channels is not unusual. In fact, it is how most wireless cable systems are put together. Of the roughly 32 wireless channels available in each market to a system operator, 20 of them are ITFS channels initially allocated for educational use. However, educators may lease most of the airtime to commercial operators.

What sometimes makes the ITFS leasing business controversial is best illustrated by its leading practitioner, Ruralvision, the largest holder of wireless channels in the country.

Calls to the Thayer, Kan.-based company and its counsel to the FCC were not returned. But based on comments by other communications law attorneys, some of whom have filed petitions against Ruralvision-backed ITFS applications, what distinguishes Ruralvision is that it often targets

Company strategy likely to change

The sale of Ruralvision to Heartland Wireless Communications and Cross Country Wireless Cable West LP will be more than a transfer of ownership. The new owners likely will change the company's strategy, building many systems and spinning off others in which they're not interested.

As for markets where Ruralvision has been in conflict with other wireless operators, Cross Country Chairman George Ring suggests the new owners may be more accommodating: "We will try to do the right thing, and not hold people up."

The partnership between Cross Country and Heartland, CC Rural Acquisition Corp., in some ways is complementary. Heartland is interested in rural markets and has focused on ITFS channels.

As for Cross Country, Ring says it will keep leases for "clustered properties" serving roughly 1 million homes.

Although announced June 9, the deal is essentially done, with much of the money already transferred. It has not been decided whether the transaction is a stock or an asset deal, Ring says. The difference will affect, among other things, whether educators holding the actual FCC licenses have to give their approval. Heartland's ability to finance its share of the acquisition was helped by a recent initial public offering of stock. Cross Country is talking to commercial banks and is considering issuing convertible preferred stock to other investors, Ring says.

—GF

small towns near larger markets; it often ignores the dozen or so channels actually reserved for commercial use, and it has backed ITFS applications in at least 100 markets.

At least several years ago, Ruralvision's now-deceased founder, Larry D. Hudson, started working with local educators to apply for ITFS applications. Hudson, a former TV station owner and cable system builder, promised to build a wireless cable

system for local school boards and to pay the educators an annual royalty.

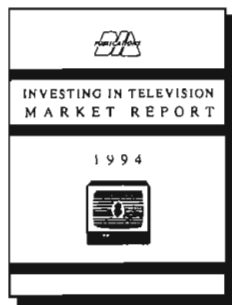
Despite numerous petitions against the Ruralvision-backed ITFS applications, attorneys say the FCC has not ruled on claims made about the company. The commission's ITFS licensing procedures treat the educational entity as the applicant, even if the educator already has leased its channel rights to a commercial operator.

Some of the petitions suggest ITFS applicants are relying on Ruralvision to finance and build the systems, but the company had not shown it could finance start-ups in 100 markets.

Barbara Kriesman, chief of the FCC's video services division, says the commission relies on the educator-applicant to certify that it has the finances to build and operate the system, as it does for TV station applications.

Because the FCC licensing process essentially ignores the wireless operator actually doing the work, Ruralvision's construction permits could be sold for a sum far in excess of the

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Changing Hands

This week's tabulation of station and system sales

WBZT(AM)-WIRK-FM

West Palm Beach, Fla. □

Purchased by American Radio Systems (Steven Dodge, chairman/CEO) from Price Communications (Bob Price) for \$22 million.

Buyer owns WRKO(AM)/WHDH(AM)-WBMX(FM) Boston; WCMF-AM-FM/WRMM-FM Rochester, WYRK(FM) Buffalo, and WNBK(AM)-WHWK(FM) Binghamton, all New York; WMMX(FM)-WTUE(FM)-WONE(AM) Dayton, Ohio; WZMX(FM) Hartford, Conn.; KGGO-AM-FM/KHKI(FM) Des Moines, Ia., and pending FCC approval, WNEZ(AM)-WRCH(FM) Hartford (New Britain), Conn.; WJYE(FM) Buffalo and WCKX(AM) Cheektowaga, both New York, and WCGY(FM) Boston (Lawrence), Mass. **Seller** owns WWKB(AM) Buffalo and WKSE(FM) Niagara Falls, both New York; KSNF(TV) Joplin, Mo., and KJAC-TV Port Arthur and KFDX-TV Wichita Falls, both Texas. WBZT has news/talk/sports format on 1290 khz with 5 kw. WIRK-FM has country format on 107.9 mhz with 100 kw and antenna 340 ft. **Broker:** Blackburn & Co.

WVLK-AM-FM Lexington, Ky. □ Purchased by HMH Broadcasting Inc. (Ralph Hacker, president) from WVLK Radio Inc. (Enoch Roberts, chairman of the board) for \$10.9 million. **Buyer** has no other broadcast interests. **Seller** is selling WKYT-TV Lexington and WYMT-TV Hazard, both Kentucky, pending FCC approval. WVLK(AM) has AC/talk format on 590 khz with 5 kw daytime and 1 kw night. WVLK-FM has country format on 92.9 mhz with 100 kw and antenna 854 ft. Filed June 1 (BAL940601GF; BALH940601GG).

KSFO(AM) San Francisco □ Purchased by Capital Cities/ABC from First Broadcasting (Ron Unkefer) for estimated \$10 million. **Buyer** owns KGO(AM) San Francisco and 7 AMs, 9 FMs and 8 TVs. **Seller** has no other broadcast interests. KSFO has news/talk format on 560 khz with 5 kw.

WJPC(AM) Chicago and WJPC-FM Lansing, both Illinois □ Purchased by Broadcasting Partners Inc. from Johnson Communications Inc. (Linda Johnson-Rice) for an estimated \$8 million. **Buyer** owns WYNY(FM) New York; WVAZ(FM) Chicago; WKQI(FM)/WMTG(AM)-WNIC(FM) Detroit; WBAV-AM-FM/WPEG(FM) Charlotte, N.C., and KSKY(AM) Dallas. **Seller** owns WLOU(AM) Louisville,

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$10,742,000 □ 4
FMs □ \$5,300,000 □ 6
Combos □ \$47,993,000 □ 8
TVs □ \$800,000 □ 1
Total □ \$64,035,000 □ 19

So far in 1994:

AMs □ \$89,488,934 □ 63
FMs □ \$369,757,300 □ 143
Combos □ \$947,896,575 □ 110
TVs □ \$1,169,560,000 □ 35
Total □ \$2,576,702,809 □ 351

Ky. WJPC(AM) has rap format on 950 khz with 1 kw daytime and 5 kw night. WJPC-FM has black oldies format on 106.3 mhz with 2 kw and antenna 397 ft.

KIIX(AM) Wellington and KTCL(FM) Fort Collins, both Colorado

□ Purchased by Tsunami Communications Inc. (Anthony Galluzzo, president/CEO) from U.S. Media Colorado LP (Mike Kassner, president, and Joseph Tydings) for \$3.95 million. **Buyer** has no other broadcast interests. **Seller** owns KTRS(FM) Casper, Wyo. KIIX has oldies/big band/news/talk format on 600 khz with 5 kw day and 500 w night. KTCL has freeform, progressive format on 93.3 mhz with 100 kw and antenna 1,328 ft. Filed May 25 (AM: BAL940525EA; FM: BALH940523EB). **Broker:** Media Venture Partners.

WGUS(AM)-WXFG(FM) Augusta, Ga.

□ Purchased by Don and Jeff Wilks from Benchmark Communications (Bruce Spector and Joe Mathias) for \$1.525 million. Benchmark also is selling WZNY(FM) Augusta to Savannah Valley Broadcasting Co. for \$3.9 million; Bergner & Co. was the broker. **Buyer** has no other broadcast interests. **Seller** owns WKHI(FM) Bethany Beach and WDOV(AM)-WDSD(FM) Dover, both Delaware; WETT(AM)-WWFG(FM) Ocean City, Md.; WKOC(FM) Elizabeth City, N.C.; WHKZ(FM) Cayce and WCOS-AM-FM Columbia, both South Carolina, and WTAR(AM)-WLTY(FM) Norfolk, WVGQ(FM) Richmond, WDCK(FM) Williamsburg and WNTW(AM)-

CLOSED!

KCVR/KWIN (FM), Stockton, California from Front Line Communications, Inc., Michael Murphy, President, to Silverado Broadcasting Company, John Winkel and Ron Miller, Principals for \$3,300,000.

Elliot B. Evers initiated this transaction and represented Front Line in the negotiations.

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WUSQ-FM Winchester, all Virginia. wvus has country format on 1380 khz with 5 kw day, 710 w night. wvfg has contemporary hits format on 102.3 mhz with 1.5 kw and antenna 666 ft. *Broker: Bergner & Co.*

WRQN(FM) Bowling Green, Ohio □ Purchased by Fritz Broadcasting Inc. (Jock Fritz, president) from ABS Toledo Partners LP (Ken Brown) for \$2.3 million. **Buyer** owns WTOD(AM)-WKKO(FM) Toledo, Ohio, and WKYG(AM)-WXXK(FM) Parkersburg, W.Va. **Seller** owns WKHK (FM) Colonial Heights, Va. WRQN has oldies format on 93.5 mhz with 4.1 kw and antenna 397 ft. Filed May 27 (940527GE).

KKJY-FM Albuquerque, N.M. □ Purchased by Bengal Communications LLC (Eric Seltzer, COO) from MBC Southwest Inc. (Richard Dean, president) for \$1.75 million. **Buyer** awaiting FCC approval on purchase of KAMX-AM-FM Albuquerque, N.M. **Seller** owns WFMZ-FM-TV Allentown, Pa.; KNZZ(AM)-KJYE-FM Grand Junction, Colo., and KKJI-FM Gallup, N.M. KKJY-FM has jazz/new age format on 100.3 mhz with 22.5 kw and antenna 4,110 ft. *Broker:*

Blackburn & Co.

WTLB(AM)-WRCK(FM) Utica, N.Y. □ Purchased by The Radio Corp. (Frank Toce, Ed Levine and Robert Raide, principals) from H&D Media LP (Joel Hartstone and Barry Dickstein, principals) for \$1 million. **Buyer** owns WKRL-AM-FM Syracuse, N.Y., and pending FCC approval, WTKW-FM Syracuse, N.Y. **Seller** owns WKRS(AM)-WXLC(FM) Waukegan, Ill.; WBSM(AM)-WFHN(FM) New Bedford, Mass.; WBBW(AM)-WBBG (FM) Youngstown, Ohio; WSUB(AM)-WQGN-FM New London, Conn.; WFPG-AM-FM Atlantic City, N.J., and WSYB (AM)-WZRT(FM) Rutland, Vt. WTLB has oldies format on 1310 khz with 5 kw day, .5 kw night. WRCK has current hit rock format on 107.3 mhz with 50 kw and antenna 500 ft. *Brokers: Media Venture Partners and Blackburn & Co.*

WETG(TV) Erie, Pa. □ Purchased by Erie Broadcasting Inc. (James Keim, president) from Gannon University Broadcasting Inc. (Kevin Quinn) for \$800,000. **Buyer** has no other broadcast interests. **Seller** owns WERG(FM) Erie, Pa. WETG is Fox affiliate on ch. 66 with

35.5 kw visual, 3.6 kw aural and antenna 886 ft. Filed May 17 (BALCT-940517KE).

WWCP-FM Clifton Park, N.Y. □ Purchased by Jarad Broadcasting Co. Inc. (Ronald J. Morey, president) from WV Broadcasting Inc. (John Ahern) for \$400,000. **Buyer** owns WIBF-FM Jenkintown, Pa., and WDRE-FM Garden City, N.Y. **Seller** owns WVKZ(AM) Schenectady and WWCP-FM Clifton Park, both New York. WWCP-FM has hot AC format on 96.7 mhz with 3 kw and antenna 328 ft. Filed May 27 (BALH-940527GF).

WWZN(AM) Winter Park, Fla. □ Purchased by J&V Communications Inc. (Jesus Torrado, president) from Paxson Broadcasting Inc. (Lowell "Bud" Paxson) for \$300,000. **Buyer** owns WTRR(AM) Sanford and WKIQ(AM) Eustis, both Florida. **Seller** owns WINZ(AM) Miami, WLVE(FM) and WZTA(FM), both Miami Beach, WHNZ(AM) Pinellas Park, WHPT(FM) Sarasota, WWNZ(AM) Orlando, WJRR(FM) Cocoa Beach, WMGF(FM) Mount Dora, WZNZ(AM)/WNZS(AM)-WROO (FM) Jacksonville, WAIA(FM) Callahan, WSTF(FM) St. Augustine, all Florida, and WFKB(AM) Colonial Heights, Tenn. WWZN has sports format on 1440 khz with 5 kw day, 1 kw night. *Broker: Hadden & Associates.*

KGGY(FM) Dubuque, Ia. □ Purchased by Iowa Communications Investments Inc. (John Cox Jr., president) from Eagle of Iowa Inc. (Tommie Love, president) for \$300,000. **Buyer** owns WJOD(FM) Galena, Ill. **Seller** owns KAFX-AM-FM Diboll, Tex.; WIGL(FM) Orangeburg, S.C., and WMGU(FM) Marathon, Wis. KGGY has classic rock/oldies format on 102.3 mhz with 2.4 kw and antenna 410 ft. Filed May 17 (BALH-940517GF).

KTEI(FM) Piggott, Ark. □ Purchased by Meyer Communications Corp. (Kenneth Meyer, president/director) from KBOA Inc. for \$300,000. **Buyer** owns KTXR(FM) Springfield, KBOA(AM)-KTMO (FM) Kennett, KFAL(AM)-KKCA(FM) Fulton and KISF(FM) Lexington, all Missouri, and KATP(FM) Amarillo, Tex. **Seller** owns KNNT(AM) Kennett, Mo. Filed May 19 (940519GH).

WCGO(AM) Chicago Heights, Ill. □ Purchased by M&M Broadcasters Inc. (Thomas McDermott, president/director) from South Cook Broadcasting Inc. (Anthony Santucci) for \$230,000. **Buyer** owns WWJY(FM) Crown Point and WIMS(AM) Michigan City, both Indiana.

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Seller has no other broadcast interests. wcco has AC/Spanish format on 1600 khz with 1 kw day, 23 w night. Filed May 31 (BAL940531EG). *Broker: George Jeneson.*

KMYX-AM-FM Taft, Calif. □ Purchased by Radio Campesina Bakersfield Inc. (Anthony Chavez, president) from Adelman Communications Inc. (Robert Adelman, president) for \$135,000 plus assumption of debt valued at \$283,000. **Buyer** has no other broadcast interests. **Seller** owns KRAJ(FM) Johannesburg, Calif. KMYX(AM) has big band format on 1310 khz with 1 kw day, 45 w night. KMYX-FM has big band format on 103.9 mhz with 3 kw and antenna 300 ft. Filed May 26 (AM: BAL940526EA; FM: BALH940526-

EB). *Broker: Randolph E. George.*

KZLZ(FM) Kearny, Ariz. □ Purchased by Z-Spanish Radio Network Inc. (Amador S. Bustos, president) from Desert West Air Ranchers Corp. (Ted Tucker) for \$250,000. **Buyer** owns KZTA-AM-FM Yakima, Wash.; KZSA(FM) Pacerville and KZWC-FM Walnut Creek, both California, and has interests in KSQQ(FM) Morgan Hill, Calif. **Seller** owns KFLX-FM Kachina Village, Ariz. KZLZ has Spanish format on 105.3 mhz with 50 kw and antenna 492 ft. Filed June 1 (BALH940601GJ).

KXEX(AM) Fresno, Calif. □ Purchased by RAK Communications Inc. (Knox LaRue, president) from Atlas Broadcasting Inc. (Lana Spitz) for \$212,000.

Buyer owns KSTN-AM-FM Stockton, Calif. **Seller** has no other broadcast interests. KXEX has Spanish format on 1550 khz with 5 kw day, 2.5 kw night. Filed March 18 (BAL940518ED).

KKTK(AM)-KSTR(FM) Grand Junction, Colo. □ Purchased by Leggett Broadcasting Inc. (Brad Leggett, president) from First Star Corp. (Norton Werner, president) for \$200,000. **Buyer** has no other broadcast interests. **Seller** owns KLIN(AM)-KEZG(FM) Lincoln and KWBE (AM) Beatrice, both Nebraska, and KRLN-AM-FM Canon City, Colo. KKTK has news/talk format on 620 khz with 5 kw. KSTR has classic rock format on 96.1 mhz with 100 kw and antenna 1,099 ft. Filed April 29 (AM: BAL-940429EC; FM: BALH940429GQ). ■

Wireless

continued from page 30

company's cost—a profit the FCC disallows the actual licensee.

Two weeks ago, it was reported that Ruralvision was being bought for \$45 million by a partnership of Heartland Wireless Communications, a Dallas-based wireless operator, and Cross Country Wireless Cable West LP, which operates the highly successful system in Riverside, Calif.

John Carton of Patricof & Co., which represented Ruralvision in the sale, says a "significant majority" of the roughly 100 markets where the company is involved either have had ITFS licenses approved or "have passed the public notice period and do not have formal objections filed."

As of last week, Ruralvision had built five systems. As for what the company is doing with all its other licenses, critics say that in some cases, it used them to extract concessions from other wireless operators.

Critics claim that by backing applications in small towns adjacent to, and sometimes mutually exclusive of, larger markets, Ruralvision is in a strong position to extract payments or other concessions from established wireless companies operating in the larger market.

"The acquisition of Ruralvision can only be a positive step because of the potential threat that Ruralvision represented to legitimate businesses," says Robert L. Schmidt, president, Wireless Cable Association International.

Carton says that unless he is presented with evidence about a market, he will not discuss the allegations.

Kriesman says the FCC has not been presented with any specific violations of ITFS rules by Ruralvision.

After requests from some in the industry, the commission on June 9 said it was seeking comments on proposals that would treat a wireless operator leasing ITFS channels as part of the application process. Among the proposals is one that would require educators and "wireless cable lessees to demonstrate their ability to construct the proposed facilities." The commission also is seeking comments on "capping the number of applications that an ITFS or wireless cable entity can file or be associated with

during a [filing] window."

The commission also is writing proposals to prevent potential abuses it says may creep into the ITFS application process, such as educational applicants submitting false claims on the signal area needed to operate a wireless system.

If the commission eventually adopts such rules, it may be small comfort to those operators and attorneys who have battled Ruralvision over the past several years. "This is what we call closing the barn door after the horses are out," says Paul Sinderbrand, a Washington-based communications attorney. ■

Sbarra is new Multimedia CEO

Multimedia Inc. last week announced the appointment of Donald Sbarra as the Greenville, S.C.-based company's new chairman and CEO. The 63-year-old senior vice president of operations, who has run the company's cable division since joining Multimedia in 1981, replaces Walter E. Bartlett, who will remain a senior consultant to the board, according to the company.



Donald Sbarra



Walter Bartlett

That Multimedia presented the change as an orderly transition did not stop speculation that it was impromptu. The latter viewpoint had some circumstantial evidence to support it, including the fact that the company at the last minute canceled a planned presentation to investors in New York last Monday, the day the announcement was made. Also, the announcement was made before the full board had voted on the matter.

Multimedia is still without a president and chief operating officer. Bartlett, 66, who had been chairman since 1989, was president of both the broadcasting and entertainment divisions before becoming president and COO in 1981. He was given the CEO title in 1985.

--GF

Cable systems cut rates 5%-10%

Systems were to notify subscribers last week, but some are still struggling with figures

By Christopher Stern

Of the millions of cable customers notified last week that their rates will go down, Southwestern Bell's suburban Washington subscribers got the best news of all.

Not only will their basic service bills decrease by 9%, but most Southwestern Bell cable subscribers also will get refund checks. Many of these checks will be for more than \$100 because of past overcharges for cable rates and equipment, as determined by its local franchising authority.

Too early to assess impact

The nation's cable systems say rate decreases range from 5%-10% based on the agency's February order for a 7% cut. The systems' deadline for notifying subscribers of billing changes was June 15. Most multiple system operators say it is too early to assess the companywide impact of the latest round of rate regulation. Wall Street observers agree that it will be several months before the dust settles.

The FCC is still fine-tuning several aspects of the cable regulations, including cost-of-service rules and programing incentives. The cable industry does report that the FCC is sending positive signals about future revisions of the rules. "There is a good dialogue going on," says National Cable Television Association President Decker Anstrom.

Cablevision Systems and Comcast are among the few MSOs that have released information about rate reductions on a systemwide basis. Cablevision says 70% of its systems' 3.2 million customers will see an average decrease in their cable bill of 5%. About 30% of Cablevision's customers will see no change. Comcast says 65% of its 3 million subscribers will see a decrease of 7%, and 20% will see less of a decrease. About 15% of Comcast's systems will be subject to cost-of-service proceedings.

Cost-of-service filings are more attractive to cable system operators in this latest round of regulation. Under a cost-of-service filing, an operator

attempts to justify a higher rate by demonstrating extraordinary costs for running a system.

Comcast will file for cost-of-service for all its Storer cable systems in New Jersey and Connecticut. These operations account for 15% of the company's operations. TCI intends to file cost-of-service proceedings for several systems, including its Washington operation.

Despite an overall trend of rate decreases, some cable customers will see their monthly cable bills go up. Cablevision Systems estimates that about 30,000 broadcast-only customers of 3.1 million subscribers will see their rates rise. If that figure becomes an industry average, the FCC will have corrected one of the most criticized features of its first round of cable regulations last year, when almost one-third of all cable subscribers saw their basic cable bill rise.

However, several systems are reporting significant rate increases. TeleCable subscribers in Arlington, Tex., will see their bills rise 4.8%, from \$21.37 to \$22.39 per month. The *San Diego Union* reports that half of Cox Cable Communications' 325,000 local customers will see increases ranging from 1 cent to \$5.79.

High-level service prices up

Some subscribers to high-level services, such as pay TV channels HBO and Showtime, also will notice increases in their bills as operators try to make up lost revenue in unregulated tiers.

In February, the FCC ordered cable companies to reduce their rates by 7% from September 1992 levels. Last year's mandated rate reduction was 10%. While the FCC requires an overall rate reduction, it allows an increase in rates based on "external costs" such as franchise fees, taxes and programing costs. Cable operators also may adjust bills for inflation.

Despite last week's deadline, many cable companies have not finished their rate calculations and may be liable for rate refunds. TCI has com-

pleted calculations for 8 million of its 11 million subscribers, according to company spokesman Bob Thomson. The company failed to meet the FCC deadline despite hiring 60 accountants who worked seven days per week for more than two months.

Emergency petition

TCI likely will join other cable companies in an emergency petition to the FCC to extend the June 15 refund deferral deadline, Thomson says. A Washington law firm already has petitioned the FCC to extend that deadline to Sept. 1. The petition cites a flaw in FCC software that operators are using to calculate their rates under cost-of-service.

Cable companies are not the only ones struggling to meet regulatory deadlines imposed by the FCC. The Massachusetts Cable Television Commission still hasn't finished addressing the first round of regulation and now is receiving a steady stream of new rate information.

"We are collecting [rate notices] but we won't even look at them until Sept. 1," says Jill Reddish, acting commissioner and executive director. Reddish's commission has a full-time staff of 11 people and regulates 308 cable systems.

One analyst says it will be several months before it will be possible to determine what the latest round of cable regulation means for the industry. "I think there is going to be uncertainty for the next several months," says John Reidy, a media analyst with Smith Barney.

Reidy says it may not be simply a case of lowering rates by 7% and then subtracting for inflation and other allowable reductions. Several cable companies may have to compensate for the fact that they were not fully in compliance with the original 10% rollback, Reidy says.

Cable companies have complained to him that their competitors did not fully comply with the first round of regulation, Reidy says. "I don't know which ones fully implemented the

rates and which ones didn't."

Continued uncertainty about the details of the cable rules have inhibited cable companies from talking to analysts about their rates, he says. "If they say the impact will be 5% and it's 8%, they will be sued," Reidy says.

But Reidy and other financial analysts say the future of the cable business does not lie in what it can charge its basic cable subscribers. Unregulated revenues, including pay per view, telephony and video games are the areas where cable has the most

promise. Reidy expects revenue from these areas to triple during the next three years. "If you don't believe these areas are going to be new sources of revenue, this is not going to be a very interesting industry," Reidy says. ■

Disney-led coalition pushing PTAR repeal

By Harry A. Jessell

Disney last week renewed its campaign for repeal of the prime time access rule's off-network prohibition as part of a newly formed coalition of like-minded broadcasters, producers and public interest advocates.

The Coalition to Enhance Diversity called on the FCC to repeal the off-network prohibition so that affiliates in the top 50 markets can air off-network shows—reruns—during the prime time access hour, 7-8 p.m.

The prohibition is an "anachronism" that fails to promote diversity, the coalition argues in comments urging the FCC to launch a proceeding to reform the rule.

The restriction forces affiliates to subsidize first-run syndicators and suppliers of off-network shows to subsidize major-market independent stations, says the Disney-led coalition of broadcasters, first-run syndicators and public interest groups.

"Three media conglomerates—King World, Paramount and Fox—control 93% of the first-run syndicated programing that dominates the prime time access time slots of affiliated stations," says the coalition, which includes group owners Hubbard Broadcasting, Burnham Broadcasting, Providence Journal and Scripps Howard Broadcasting.

The coalition was joined by CBS, Fox, NBC, affiliates of the big three networks and First Media, licensee of CBS affiliate WCPX-TV Orlando, Fla. Unlike the others, First Media wants the FCC to go beyond repeal of the off-network prohibition and rescind the entire rule.

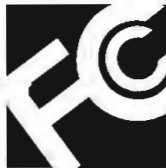
Adopted 24 years ago to promote diversity in broadcast programing, PTAR limits top-50-market affiliates to three hours of off-network or network programing during prime time's four hours. An exception is made for a half-hour network newscast.

Opposing any change in the rule were first-run syndicators King World,

Taking sides on PTAR reform

For

First Media (WCPX-TV Orlando, Fla.)
Coalition to Enhance Diversity*
—Disney
—Burnham Broadcast Group
—Hubbard Broadcasting
—Providence Journal
—Scripps Howard
Fox
CBS
NBC
ABC, CBS and NBC affiliates



Against

Fox affiliates
Media Access Project
Group W
Viacom
King World
Association of Independent Television Stations

**The Coalition also includes the Office of Communications of the United Church of Christ; Black Citizens for a Fair Media; public interest advocates Peggy Charren, Everett Parker and Henry Geller; David Babcock Productions, Heartfelt Productions, KVOA Communications Inc., Mantissa Productions, Rock Island Productions, Vin DiBona Productions, Wesst Inc., and producers Mark Brull, Gary Jacobs, Larry Levin, John Ruby.*

Viacom and Group W; the Fox affiliates; the Association of Independent Television Stations and the public interest group Media Access Project.

As their opposition testifies, first-run syndicators and independent stations have benefited from the rule. In the top 50 markets, first-run syndicators don't have to compete with their off-network counterparts when selling advertising for the access hour. And independent stations don't have to bid against network affiliates for the best off-network shows.

"The rule has advanced and continues to promote both source and outlet diversity," King World says. Should the FCC want to consider PTAR reform, it continues, the agency should do so cautiously by first conducting a notice of inquiry.

The benefits of the rule are many, INTV says: "First-run prime time [8-11 p.m.] syndicated programing is beginning to develop, stronger independent stations are offering more news and local programing, and emerging and fledgling networks find a base of stations from which to spin a

web of affiliates."

PTAR proponents rejected the argument that the rule is unconstitutional and a violation of stations' First Amendment right to choose their own programing without governmental restrictions. On the contrary, argues MAP, PTAR "advances First Amendment goals through the increase in diversity of programing voices available to the public and the fostering of viable independent television stations."

Citing INTV research from a previous proceeding, the Coalition to Enhance Diversity argues that first-run programing would continue to thrive without the off-network restriction.

"Even though affiliates of ABC, NBC and CBS in markets 51-100 are permitted to schedule off-network programs in their access periods, they prefer running first-run shows," the coalition says. "Affiliates in the 'second 50' [markets] schedule off-network programs in only 29% of all time periods they devote to syndicated fare. First-run programing, conversely, controls 69% of these stations' syndicated programing slots." ■

Gore stumps for superhighway bill

VP promises \$100 billion economic boost, says investment in industries will double

By Harry A. Jessel

Enactment of the Clinton administration's information superhighway proposals this year would add \$100 billion to the economy during the next 10 years and create 500,000 new jobs by the end of 1996, Vice President Al Gore told members of the Communications Workers of America in Detroit last Tuesday.

Citing a new study by the Council of Economic Advisers, Gore said the legislation also would double investment in telecommunications and information services.

The administration has no telecommunications legislation in Congress, but it supports measures that share its goals of relaxing regulatory barriers and fostering competition among cable operators and local and long-distance telephone companies.

The legislation has stalled in the Senate. Nonetheless, Gore said he is confident it will pass this year. "We need legislation that secures private

investment, provides and protects competition, guarantees open access, insures that governmental action itself is flexible and provides universal service for all Americans," he said.



Vice President Al Gore talks to CWA members in Detroit

Gore praised the FCC's adoption two weeks ago of final rules for personal communications services, saying PCS will "lead to new products, new services and new, high-quality jobs."

The administration supports the FCC's granting of "pioneer preferences," which give those who propose new wireless communications services dibs on spectrum to implement them. But, Gore said, the agency should "reformulate" its policy so that pioneers pay a discounted fee for their spectrum, at least 80% of what they would pay in an open auction.

The Council of Economic Advisers released its study on the economic benefits of legislation at a Washington press briefing the same day that Gore spoke. The study cites other benefits

of the legislation:

- Employment in telecommunications, which stood at 3.6 million in 1993, will grow to 5.5 million by 2003. Employment would increase to 4.5 million without a new law.

- Telecommunications and information revenue will increase from roughly \$600 billion in 1993 to \$1.8 trillion in 2003. Without a law, revenues would top off at \$1.3 trillion.

- The telecommunications and information industries' contribution to the Gross Domestic Product will nearly double, from 9% in 1993 to 17% in 2003.

The study does not outline how various industries would fare under its with-legislation/without-legislation scenarios. Nor does it indicate when any particular market—say, local telephone—might open to competition.

The administration official who presented the results said neither the proposed \$5 billion spectrum royalty tax on broadcasters nor the FCC's new cable rate regulations, which are expected to cut cable revenues by \$3 billion, are big enough to affect the council's projections. ■

FCC told no new EEO rules needed

Broadcasters told the FCC last week that its guidelines for hiring minorities and women were more than adequate but if they were expanded, the already burdensome rules might become counterproductive.

Telephone companies also filed comments in an attempt to stave off any effort by the commission to broaden EEO rules to apply to companies that provide video dialtone services.

The FCC is entertaining comments on raising benchmarks for recruiting levels and increasing requirements for record keeping on minority hires. Since the FCC established new EEO guidelines in February, it has handed out a series of stiff fines to broadcasters and cable systems that failed to meet them.

Most commenters made a point of saying they supported EEO guidelines before going on to criticize the rules for failure to take into account progress made in hiring women and minorities. "Women hold 90% of new management-level jobs and other decision-making positions created since 1975," says the National Association of Broadcasters in its filing. The NAB says the industry already exceeds the commission's overall guidelines. for

hiring minorities and women.

A coalition of 98 broadcasters told the FCC that despite diligent, good-faith efforts, stations still run the risk of "heavy increased fines and other sanctions." The coalition said broadcasters already are spending heavily to comply with EEO rules, and cited a Texas Association of Broadcasters study that says compliance can cost stations as much as \$37,500.

Broadcasters in several comments complained that small stations faced a particularly difficult time complying with EEO rules.

CBS also weighed in, warning the commission against taking part-time employees into account. "It is full-time employees who are central to the operation of broadcast stations and who are likely to influence licensees' programming decisions," says CBS.

Finally, US West said that Congress never intended EEO rules to apply to common carriers. The telco argued that Congress said the rules apply only to video programmers, and since providers of video dialtone services are not allowed to supply programming, the rules may not apply to them.

—CSS

NAB hopes for good reception to antenna RFP

Association seeking improved technology for rabbit ears

By Chris McConnell

Cable refugees may not have to rely forever on aluminum foil, coat hanger antennas and other TV reception tricks.

At least one company later this month plans to respond to an NAB request for ideas on boosting the performance of set-top antennas. The request for proposals (RFP), issued late last month, invites manufacturers to forward proposals that might help those uncabled viewers who are fiddling with rabbit ears, bow ties and other antennas.

"We feel there may be some people who have done some work," says the NAB's Kelly Williams.

Williams, director of engineering for the NAB's science and technology department, notes that even in the age of video dialtone and advanced hybrid fiber/coax systems, most TV sets still need an antenna. "NAB believes that over 60% of the television sets in the U.S. are not connected to any cable source," the association's RFP states.

Even when a home does subscribe to cable, Williams adds, the back-room spare sets usually are left off the system and must rely on over-the-air signals. By month's end—the deadline for responding to the RFP—the NAB hopes to know whether any work has been done during the past few decades to help the unwired televisions.

Antenna-maker Channel Master may have some ideas. The Smithfield, N.C., manufacturer says it plans to respond to the NAB request. The company's proposal, says Channel Master's Don Berg, seeks generally to improve antenna performance, although for now the company is keeping specifics of its research under wraps.

Channel Master's interest in the antenna plight, Berg says, springs in part from the approaching launch of nationwide DBS service. While DIRECTV and United States Satellite Broadcasting Co. will carry cable fare, the satellite services will not carry local broadcast signals. Any disgruntled cable customers looking to ditch coax in favor of DBS, Berg and others say, will have to go back to the



The NAB wants manufacturers such as Winegard to come up with home antenna technology that will eliminate the need for scenes like that shown below.



old days of off-air antenna systems in order to watch local stations.

"There's going to be a heightened interest in many markets," Berg predicts. Harry Thibedeau of the Satellite Broadcasting and Communications Association (SBCA) says his group placed a collection of the RFPs with some manufacturers as well. Thibedeau, SBCA's manager of technical and industry affairs, agrees that the DBS launch will prompt new interest among viewers in finding a better set-top antenna. "They want their off-air TV," Thibedeau says.

Until now, interest in improving terrestrial antenna technology has been sparse. The NAB's request notes that most improvements during the past 40 years have focused on rooftop systems rather than the simpler, cheaper set-top antennas.

At the FCC, engineers tried during the early 1980s to boost UHF comparability to VHF. Their efforts included a rule requiring sets with hooked-up VHF antennas also to carry a UHF bow-tie antenna. Since those efforts, however, the commission has left the set-top antenna issue alone.

And others contend, DBS or no DBS, there is little more to do. At Winegard Co., executives say the best antenna still lies at the mercy of the signal it receives. "There's not a whole lot you can do about it," says Jim Riffel, Winegard's director of sales.

Riffel, who notes his company is not planning any indoor antenna research, says the best approach lies in building a big unit to capture as much signal as possible. Saying most viewers do not want to arrange their living rooms around a mountain of

aluminum, he adds that the rooftop or attic-mounted antenna remains the best solution.

Riffel says his company has found success with its enclosed MetroStar antenna, which users can place in the attic to collect TV signals. "That's really been the one product we've had the most success with," he says, adding that the enclosed unit does not look like the average rooftop antenna.

Others say the problem often is not with the antenna but with impatient viewers unwilling to go through the trial and error of finding the best position for the rabbit ears. Broadcast consultant Jules Cohen says the walls of a TV room reflect a signal, creating an array of standing waves for the antenna to "see." The trick, he says, is to work with the rabbit ears until they pick up only one wave, preferably the strongest one.

And what about the situation in which viewers get the picture just right only when standing in front of the TV and holding the antenna? Channel Master's Berg says an independently mounted set-top antenna solves the problem, while Cohen suggests the possibility of developing a new remote to adjust rabbit ears. ■

Two signals in the place of one

New Jampro dual-mode system allows for TV and FM transmission from same antenna

By Chris McConnell

One transmission antenna maker is taking some of its advanced TV ideas off the shelf for use in today's world of analog broadcasting.

Jampro Antennas Inc., which had licensed technology for a dual-mode NTSC/HDTV simulcast antenna, now is marketing the dual-mode system as a means of allowing broadcasters to conserve tower space on their present transmissions. The company recently sold one of the units to Telecom Australia, which plans to use it to transmit VHF television and FM radio from the same antenna.

"I think other broadcasters will see an opportunity here," Jampro Marketing Coordinator Marlene Young says of the dual-mode unit. The antenna carries two sets of dipoles to allow for the transmission of two signals from the same aperture.

Designed by Microtek Engineering as an HDTV/NTSC simulcast solution, the antennas arrange the two sets of dipoles to avoid interference between the signals. The idea of combining two signals onto a single antenna, says Microtek President Ali Mahnad, was intended to ease the task of finding new space on crowded broadcast towers from which to deliver advanced television. "There's just so much you can put on the tower," Mahnad notes.

Jampro, which licensed the dual-mode system from Microtek, has developed panel, batwing and slot array versions of the units. The company has designed a panel antenna—the version it sold to Telecom Australia—capable of sending signals at 200 mhz and 600 mhz. Transmitting at other frequencies, Jampro says, would complicate the design "only slightly."

While waiting for the FCC's Advisory Committee on Advanced Television Service to finish up its standards recommendation work, one of the company's sales representatives found

a use for the technology when Telecom Australia said it was looking for a way to transmit FM radio and VHF signals.

The Australian broadcaster will use the dual-mode unit to deliver two VHF channels and eight FM channels from a single aperture.

Although Telecom Australia is using the technology to deliver television and radio, Mahnad adds, the antennas also could be used to combine multiple television signals on a



The business end of Jampro's dual-mode NTSC/HDTV antenna that can also send VHF and FM signals at the same time.

signal antenna.

But while citing the possibilities in selling the system to broadcasters looking to save tower space, Mahnad still has his sights set on HDTV as the big boost for the dual-mode unit. "Everybody's waiting for the FCC," Mahnad says.

MSTV against Marti switch

By Chris McConnell

Moving TV Marti to UHF frequencies is a bad idea, the Association for Maximum Service Television told the U.S. Information Agency last week.

In a meeting with the agency's Office of Cuba Broadcasting, the broadcast group fired back with its own technical analysis of a recent advisory committee report recommending the broadcasting service to Cuba move to UHF. "Use...of UHF channels by TV Marti will cause serious interference to presently received domestic television service [and] Cuban television reception will be of a very low grade, if receivable at all," the association said in its report.

The group's analysis follows an advisory panel's recommendation that the government spend \$1 million to shift TV Marti from VHF to UHF frequencies, perhaps UHF channels 18, 19, 22, 50 and 64.

Although the panel maintained that the UHF signal would pose greater problems to Cubans who are jamming the present VHF service, MSTV's report said a UHF signal reaching Cuba would be weak and easily

jammed. And switching to any of those channels, MSTV said, would cause interference to one or more Florida broadcasters.

"It's a lot of hand-waving," MSTV Vice President Victor Tawil said of the advisory panel's conclusions. The earlier report's analysis used different methods to predict the interference caused to U.S. broadcasters and the resulting service in Cuba, he said.

But Robert Hammett of Hammett & Edison Inc., consulting engineers to MSTV, is not backing off a report by his firm that recommended the UHF channels. TV Marti could move to the UHF channels without interfering with other broadcasters, Hammett said. Two other reports submitted to the panel agree with the use of UHF frequencies for TV Marti, he added.

The advisory group's report, along with MSTV's analysis, has gone to the USIA, which by July 1 will issue a recommendation to Congress about the future of TV Marti. MSTV executives last week voiced optimism about the recommendation following their meeting with Michael Pallone, director of Cuba Broadcasting's office of technical operations.

Cutting Edge

By Chris McConnell

A group of broadcasters last week requested proposals for a coded orthogonal frequency division multiplexing (COFDM) broadcast transmission system. The technology, in development in Europe and Japan, uses multiple signal carriers and potentially will allow for the delivery of TV signals from several low-power transmitters rather than from a single tower. The group comprises Fox Broadcasting, NBC, Capital Cities/ABC, the Association of Independent Television Stations, the Association for Maximum Service Television and the NAB. It has formed a limited liability corporation, the COFDM Evaluation Project, to oversee the venture.

In issuing its RFP, the group said it hopes to determine whether COFDM will provide the best approach to setting a digital standard for terrestrial broadcasting. The group plans to work closely with the FCC Advisory Committee on Advanced Television Service and has set a July 8 deadline for responses to its request.

The RFP follows an invitation to support COFDM development that was sent by the NAB to its members late last week. The association hopes to raise \$1.2 million for the development effort.

Arianespace was planning another attempt at a return to flight last week. The European launch consortium announced that it has scheduled the launch of the Intelsat 702 satellite for June 17. Arianespace had hoped to

launch the satellite earlier this month but had to scrap the mission following problems with the mechanical arm that fuels the rocket on the launchpad. The Intelsat 702 launch is Arianespace's first since a launch failure earlier this year. The company last week set a launch window for the satellite of 3:05-5:05 a.m. ET.

Panasonic Broadcast & Television Systems Co. says it sold more than \$400,000 worth of equipment to Act III Communications during the NAB show this spring. The Los Angeles-based station owner bought 23 EnHanced Series studio players and recorders and three WV-F700 Digital Signal Processing (DSP) 3-CCD color cameras. Act III will split the EnHanced Series equipment among six of its eight Fox stations:

WVAH-TV Charleston, W.Va.; WUTV Buffalo, N.Y.; WRGT-TV Dayton, Ohio; WZTV Nashville; WNRW Winston-Salem, N.C., and WRLH-TV Richmond, Va.

Panasonic also says it sold two of its station automation systems to the American Family Life Assurance Co. (AFLAC). The equipment is going to AFLAC's WAFF Huntsville, Ala., and WTNV-TV Washington, N.C. The stations will use the M.A.R.C. 100 automation systems for on-air spot playback.

ImMIX has sold one of its VideoCube digital video post-production workstations to KTVL Medford, Ore. The CBS affiliate is using the system to perform post-production on commercials. The

disk-based workstation provides editing and processing of 60 field-per-second video.

Hero Productions is getting in on the World Cup soccer business. The Miami-based international teleport and TV production facility will supply the European Broadcasting Union with transponder time on the Intelsat 329 satellite.

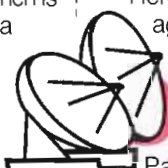
Hero also says it has agreements with OTI Colombia, Radio Caracas Television of Venezuela and Peru's PanAmericana to uplink World Cup coverage and related programming.

Europe's Digital Video Broadcasting (DVB) project has added a scrambling/descrambling method to its list of digital broadcasting standards. The DVB project, which comprises 135 member organizations, already has proposed standards for sending digital TV signals via cable and satellite. The group says it will offer detailed specifications of the scrambling/descrambling system to DVB signatories agreeing to abide by a confidentiality agreement.

Crown Broadcast is offering a new 20-200 watt integrated transmission system. The company is marketing its FM200 transmitter to broadcasters looking to boost FM transmission or expand their networks using low-power transmitters. Unveiling the new transmitter, the company cited construction permit requests at the FCC for transmitter output powers of

up to 220 watts. The transmitter uses solid-state construction and is available in three versions: transmitter-only, transmitter with stereo generator and transmitter with stereo generator and audio processing. Crown also says its transmitter can provide backup services for higher-powered broadcasters, as well as satellite downlinking, repeater and translator transmission. The system has a list price of \$6,695.

PC Video Conversion Corp. is demonstrating its new video converter at the Info-comm convention in Anaheim, Calif. The company's HyperConverter 1280 converts any input resolution to a 1,280 x 1,024 non-interlaced broadcast-quality video signal. PC Video says its HyperConverter is compatible with Macintosh machines and workstations from several vendors.



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Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

Satellite

Football coming to DBS

NFL's Sunday's Ticket on verge of deal with DIRECTV; rules out PPV

By Mark Berniker

Football fans will be treated to a full course of games courtesy of the NFL's new Sunday's Ticket feed. It will be available to satellite dish owners later this year, and likely through DBS operator DIRECTV next season.

The Sunday slate of games will be fed to both home dish owners and commercial establishments such as bars, and will offer as many as

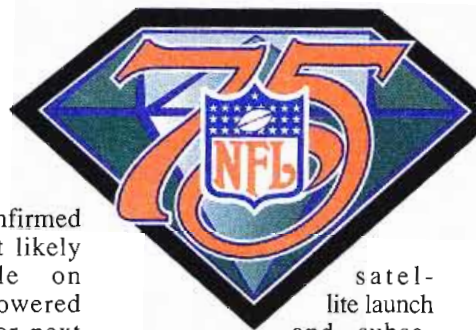
eight games at a time.

"We've had a lot of discussions with DBS operators, and we are very, very interested in providing Sunday's Ticket for the 1995 football season," says Tola Murphy, NFL director of marketing and sales, who adds that no deals have yet been signed.

"We have an agreement in principle, and now are trying to finalize the deal," says Jim Ramo, senior vice president

of DIRECTV. He confirmed that Sunday's Ticket likely will be available on DIRECTV's high-powered Ku-band satellite for next season: "I highly doubt we'll have a deal for this year, but it is possible that we will consider testing Sunday's Ticket in December."

While the deal awaits final approval from the NFL, DIRECTV is studying the ramifications of the new package in light of its recently delayed



satellite launch and subsequent marketing

plans. Meanwhile, the NFL is cautious about expanding the distribution of its games to other venues and formats. "The NFL is not interested in pay per view or video on demand, and we are not even looking at that right now," Murphy says.

Cable



Sega Channel readies for debut

By Mark Berniker

Sega Channel plans to launch its video games on cable this fall and is currently testing consumer demand in some markets. The channel, a joint venture of Sega of America, Time Warner and TCI, should be available in late October or early November.

Sega will pass close to 30 million cable subscribers within the next year and hopes to

continued on page 42

Telecom

Sprint gets global partners

German and French to buy 20% stake for \$4.2 billion

By Mark Berniker

Sprint took a major step toward providing global voice, data and video services last week by selling a 20% interest for \$4.2 billion to telecommunications giants Deutsche Telekom of Germany and France Telecom.

Sprint, engaged in intense competition with MCI and AT&T, hopes the new alliance will better position it on both the U.S. and global information superhighways.

The announcement follows British Telecom's \$4.3 billion investment for 20% of MCI. That deal drew immediate criticism from AT&T, which urged regulators to base approval of the deal on France's and Germany's opening of



their telecommunications markets to foreign competition.

The \$4.2 billion infusion not only will enable Sprint to reduce its debt and invest in new ventures, but also makes the company a viable global telecommunications player. Sprint is developing its strategy for entering both domestic and global multimedia markets.

Tom Weigman, Sprint's president of multimedia and strategic services, says the company will provide long-distance carriage of voice, data and video services in both the U.S. and overseas.

continued on page 43

She describes Sunday's Ticket as a package of 183 regular season games that will be fed over eight different channels on C-band satellites while also being broadcast on the NBC and Fox networks.

The cost to a homeowner already equipped with a dish will be \$99 for the season. Bars will be charged based on their occupancy, from \$399 to \$2,499 for those with a capacity of more than 600 occupants. Ramo says DIRECTV would price the package similarly.

Murphy says the current universe of authorized VideoCipher and RF decoders is approximately 1.8 million. And, she adds, while the NFL initially forecast that it would get 10%-15% of those customers, it has revised the estimates and now expects that more than 20% of bar and home dish owners will subscribe to Sunday's Ticket.

Included in Sunday's Ticket will be full pre- and post-game shows hosted by Steve Sabol of NFL Films and the league's *This Is the NFL* weekly game-review program. Murphy says that the NFL is trying to add local player and coach shows from TV stations around the country.

Murphy emphasizes that only Sunday games will be part of Sunday's Ticket and that the feed will contain all the TV network ads and be subject to the blackout rules for local affiliates. Sunday's Ticket will not include any preseason games or the night games on TNT, ESPN or ABC.

Ramo says DIRECTV is talking with all the major sports leagues about "similar out-of-market packages." He says he expects to have deals for next season's basketball and hockey games on DIRECTV, and adds that the discussions for baseball games are "more complicated."

Interactive

'Rolling Stone' may join MNI's music shopping mix

By Mark Berniker

MNI Interactive has a strategy for migrating through the vagaries of new media and is designing a home music shopping system that will evolve with the technology. *Rolling Stone* magazine is about to close a deal with MNI that will capitalize on that technology.

"Technology does not make a compelling service. You have to design a compelling service, and then maybe that service will get better with improved technology," says John Atcheson, president/chief executive officer, MNI Interactive, San Francisco.

Enter Wenner Media's *Rolling Stone*. Last week the companies were close to closing a deal in which the monthly magazine would

use MNI's technology to get into music and merchandise home shopping services, sources say. Neither company would confirm the deal last week.

MNI Interactive, formerly known as MusicNet, has been testing a telephone-

Rolling Stone

based service for ordering music that allows users to listen to samples of what they are considering buying. The service eventually will reach 1 million people nationwide, Atcheson says. For now, the test is being conducted in Sacramento, Calif.

To add to the mix, this fall MNI will release an interactive multimedia CD-ROM to inform customers about recent music releases. The disk will hold more than 250 audio samples and even video clips.

The CD-ROM will be sent to customers monthly at a cost of \$2-\$4. An annual subscription will cost \$25-\$50. Customers can get next-day delivery at a cost of \$13.98 for new releases or \$15.98 for reissues and catalogue titles, plus a \$3.95 shipping charge.

MNI Interactive says its interface design works well in the CD-ROM format, but as a broadband network it also will be appropriate for interactive television. The company is negotiating to participate in a major broadband cable trial and is considering putting its CD-ROM music shopping service online.

Atcheson sees MNI's target market as consumers ages 25-40 who don't have much time to follow music but who want an easy way to order what they want.

While Atcheson is excited about the prospects of interactive television, he thinks the market will start with personal computers and migrate to television as computer technology is cheaply incorporated into set-top boxes and smart TV sets.

"In terms of interface design, it's a lot easier to work on a computer than on an interactive television screen," Atcheson says.

But Atcheson doesn't care how consumers access his home music shopping service. "We'll just migrate them up through technology," he says.

DBS

June 17: The DBS era begins

By Chris McConnell

Those anxious DBS customers may need to line up early.

With the small dish sales set to begin last Friday, suppliers in the initial DBS "trial markets" were unsure how many of the RCA units they would have on hand when the doors opened June 17. While some retailers said they had received no word from Thomson Consumer Electronics on the size of shipments bound for their stores, others put the expected initial tally at 100 or 150.

The first stores to offer the dishes are in Jackson, Miss., and Shreveport, La. The DBS companies last week announced they would begin offering the RCA dishes at 20 retail locations in Jackson, with commercial availability to follow in Shreveport June 20. The companies also said the plan to launch their service in the

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Geffen brings music online

Geffen Records will distribute a new song by the rock group Aerosmith through the CompuServe online network. The song, "Head First," will debut on June 27, but will be available only to PC users with speakers and will take 60-90 minutes to download, depending on modem speed. Geffen also is working with Jasmine Multimedia on Vid Grid, a CD-ROM title to be available in September and described as a "moving jigsaw puzzle" that includes Video for Windows 1.1 clips of Peter Gabriel, Red Hot Chili Peppers, Soundgarden and Jimi Hendrix.

NTN, Sony Software get personal

NTN Communications and Sony Software Corp. signed a letter of intent to develop interactive programming for General Magic's Magic Cap-based personal communicators. NTN Sportscom will allow personal communicator users to play along with live sports events in realtime. The first game will be QB1 football, which asks game players to predict the next play before the ball is snapped.



TI unveils video CD chips

Texas Instruments introduced three new integrated circuit chips that produce VHS-quality video and CD-quality sound for use in Video CD applications, such as movies on CD, music video CDs, video games and karaoke disks. The Video CD standard developed by JVC, Matsushita, Philips and Sony has been endorsed by MGM, Paramount and Columbia, as well as record labels and the videogame software industry in an effort to incorporate full-motion video into CD-based applications.



Sega continued from page 40

deliver to 1 million homes, according to Stan Thomas, president/CEO of the channel.

Time Warner and TCI, which together reach nearly a third of all cable subscribers, or 17 million cable households, most likely will be first to roll out the service, Thomas said.

Sega Channel also will be available to almost 500,000 subscribers on Post-Newsweek Cable systems this fall, and on Adelphia Communications, Coaxial Communications, Colony Communications, InterMedia Partners, Maclean Hunter, Metrovision, Multimedia Cablevision, National Cable Cooperative, Prime Cable and Sammons Communications. By the first quarter of 1995, Thomas said, the Sega Channel should be available in New York over Time Warner's system.

Sega is test marketing the service to 7,000 households in 12 states. In the first test market, Charleston, W. Va., more than 3% of cable households chose to subscribe to the service the first week it was offered, according to Stan Thomas, president CEO of Sega Channel.

Thomas said Sega Channel's target market is the 9 million homes with cable service and Sega Genesis game players.

Ellen Beth van Buskirk, spokesperson for Sega Channel, said the new videogame-over-cable-TV service "doesn't take up a channel" and travels as data over the FM band portion of the cable spectrum. It will cost cable operators less than \$4,000 to upgrade their cable

headend to carry Sega Channel, she said.

Thomas expects that cable operators will charge \$12-\$20 per month for the Sega channel. Operators, he said, will keep roughly half that amount 1 million subscribers would mean an additional \$6 million per month, or more than \$72 million per year, to the various cable operators offering Sega Channel.

Van Buskirk said subscribers will receive a "welcome kit" with an adapter to interface with both the cable set-top box and the Sega Genesis videogame machine.

The Sega cable-videogame adapter units will cost operators roughly \$120 per unit and likely will be passed on to the consumer through a series of small payments over several of months.

"The cable operators may amortize the cost of the adapter over a series of months," Van Buskirk said, but added that focus group testing showed that consumers were "willing to shoulder a significant portion of \$120, possibly up to \$50."

The cable-videogame adapters are manufactured for the trials by Scientific-Atlanta, and will be made by both Scientific-Atlanta and General Instrument for the national rollout.

Van Buskirk said at least 50 video games will be available, with nearly 75% of the titles changing every month. She said there will be 150 new titles a year, and a library of over 500 videogame software titles already is available. Among the software developers whose video games will run on Sega Channel are Acclaim, Electronic Arts and Virgin Games.

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remaining three startup markets—Tulsa, Okla.; Albuquerque, N.M., and Little Rock, Ark.—by month's end.

With the service launch days away, retailers in Jackson and Shreveport at mid-week said they were receiving their first shipments of the receivers or were expecting them by week's end.

Con Maloney said he had not heard from Thomson on how many of the Digital Satellite Systems (DSS) were en route to his Cowboy Maloney stores, although he noted his retail chain placed an order for more than 1,000. The company's route I-55 store in Jackson, the site of the initial DBS fanfare, last Wednesday was receiving its first shipments.

At Sears stores in Jackson and Shreveport, sales staff said they expected to see about 100 or 150 of the units. Billy Williams at the Shreveport Sears noted his store expected to deliver units to several

out-of-state customers—who have been tracking the service launch date for weeks.

The expected DSS tally was similar at Campo stores in the two markets. Staff at a Jackson Campo said they were expecting about 100 of the units to be on hand by last week's end, while a salesman at one of the Shreveport stores did not know how many of the units would be available for this week's product launch.

Despite the small numbers, Maloney said he expected there would be an ample supply for retailers in the trial markets. He speculated that word of the new consumer electronics device will need some time to circulate among buyers in the initial markets.

The real product shortage, Maloney said, will come with the national rollout this fall as stores across the country scramble to get their hands on a product from one manufacturer. Thomson holds an 18-month exclusive marketing contract on the DSS receivers.

Sprint continued from page 40

Sprint's initial focus will be on the business community, rather than on the consumer market, which Weigman says is filled with "overblown statements" by competing phone companies.

Sprint has six business service targets: education, health care, information, media and marketing, financial and desktop collaborative services. Weigman says Sprint is taking a "prudent course" and is approaching these markets from the demand side, rather than supplying services that customers may

not want.

"There are more questions than answers concerning services for the residential entertainment marketplace," Weigman says, adding that Sprint will evolve its consumer focus as demand grows during the next few years.

Weigman says Sprint may continue to pursue alliances and will entertain the possibility of partnerships with cable operators.

Weigman sees "two distinct components to the market"—"content distribution" and "enriched communications." He says there will be a wealth of opportunity in both areas. ■

Electronic Publishing

America's Talking, Prodigy hook up for interactive live television

By Mark Berniker

America's Talking, the all-talk cable network to be launched this summer by CNBC, has picked online service Prodigy to link viewers into the live talk show format via computer.

"Viewers who subscribe to Prodigy will be able to respond immediately to America's Talking," says Josh Grotstein, director of business and strategic development for CNBC, which will soon announce its plans to create a "CNBC area" on Prodigy. He also says CNBC will create an electronic store on Prodigy that will offer merchandise from software and videos to T-shirts and mugs.

Grotstein says CNBC considered America Online, CompuServe and GEnie but decided to go with Prodigy because of its commitment to in-studio support. The exclusive deal is for one year, says Grotstein, after which the service will be reviewed. Grotstein confirmed that Prodigy is paying CNBC to use its service, but he would not disclose the financial details of the deal.

While many cable networks have decided to go online for



brand marketing purposes, America's Talking will incorporate electronic chat into its programming format.

Prodigy will introduce its new "live chat" at the Summer Consumer Electronics Show in Chicago next week. The service will allow online users to communicate in real time with each other or, in the case of America's Talking, with the show's hosts or guests.

America's Talking is set to debut July 4 with 12 live talk shows that will provide viewers with 14 hours of interactive talk programming. The new talk show cable network also will contain bulletin board and electronic mail capabilities as well as viewer polling features. Grotstein

hopes America's Talking will be able to conduct polling in real time.

Prodigy system operators will be located at a computer terminal on the set of America's Talking and will manage the message traffic and moderate the various interactive forums. Grotstein says electronic messages from Prodigy and subscribers will be sent directly to the show—then edited much as telephone calls are screened before being aired on talk shows. The messages then will scroll continuously at the bottom of the TV screen as the program airs.

"We are interested in taking on-air programming and Prodigy's online service and marrying the two," Grotstein says. "We would like to distribute CD-ROMs that will work in tandem with the online service and our various television programs." He says the CD-ROM could be used for full-motion video previews and storage of program transcripts. Elsewhere on the CD-ROM front, Grotstein says *Your Portfolio Interactive*, a personal finance multimedia CD-ROM, will be available within the next two weeks and will cost \$59.95. ■

Calendar

JUNE 20-23—Wireless Cable Association, annual convention. Las Vegas Hilton, Las Vegas. Contact: 319-752-8336.

JUNE 27-28—NIMBLE '94 (New Intelligence in Multimedia, Broadcasting, Licensing, Leisure and Entertainment), sponsored by Knight Mediacom International, Iwerks International and AT&T Multimedia. Foxwoods Casino Resorts, Ledyard, Conn. Contact: Ron Knight, 212-388-0842.

JUNE 28-30—The Future of Interactive Advertising, sponsored by Probe Research Inc. Hilton Hotel, Walt Disney World Village, Orlando, Fla. Contact: Ted Sienicki, 201-285-1500.

JULY 13-14—Video Opportunities in a New Media World, sponsored by BROADCASTING & CABLE and Probe Research Inc. The Boston Marriott, Copley Place, Boston. Contact: Ted Sienicki, 201-285-1500.

JULY 17-13—Financial Times Conference: Multimedia—Vision and Reality. London Hilton Hotel, London. Contact: 44-71-637-4383.

AUG. 16-18—Interactive Multimedia Forum, sponsored by Kagan Seminars Inc., Waldorf-Astoria Hotel, New York. Contact: Genni Russell, 408-624-1536.

SEPT. 12-14—Telco-Cable VI, sponsored by Telecommunications Reports and the Yankee Group. Omni Shoreham Hotel, Washington. Contact: 202-842-3022.

SEPT. 26-28—Information Superhighway Summit/San Jose, sponsored by IDG World Expo and McQuillan Consulting. Red Lion Hotel, San Jose, Calif. Contact: Jeff Silha, 800-225-4698.

SEPT. 28-29—Convergence '94: Interactive Television, sponsored by Multichannel CommPerspectives, Santa Clara Convention Center and Westin Hotel, Santa Clara, Calif. Contact: Sarah Harvey, 303-393-7449.

Linda Ellerbee sees no conflict of interest in her moderating the FCC's hearing on children's television

June 28, even though she is president of Lucky Duck Productions, which produces news and informational programming for children. The hearing will consider whether the FCC should require stations to air a minimum amount of educational or informational programming. Ellerbee says she doesn't own the Lucky Duck shows and earns nothing from their syndication. What's more, she has no opinion on children's programming requirements, she says. But as a journalist, the regulation of programming as a general matter "terrifies" her. "I'm not down here with an ax to grind," Ellerbee challenged one critic who suggested she would serve better as a witness than a moderator. Ellerbee says she is no expert on children's TV. But, she says, "I've been moderating panels on subjects for the last 20 years." She says she is not being paid by the FCC.

The FCC's decision to bring in an outside moderator

(Bill Moyers was also considered for the job) for its June 28 children's TV hearing promises to enliven what could still be a long day of testimony. The day kicks off with a panel addressing what constitutes educational children's programming: David Britt (Children's Television Workshop), Jeanette Trias (Capital Cities/ABC), James Steyer (Children Now), Ken Werner and Bill Nye (Walt Disney Television), Margaret Loesch (Fox Children's Network), Karen Hill-Scott (NBC), Phyllis Jackson (World Africa Network), and Catherine Belter (National PTA).

The second panel will consider the question of how much children's programming stations should air: Dale Kunkle (American Psychological Association), Paul La Camera (National Association of Broadcasters), Peggy Charren (founder, Action for Children's Television), Millicent Green (Children's Express), Richard McCartney (Interfaith Broadcasting Commission), Charlene Hugins Uhl (Maryland Campaign for Kids' TV), Bruce Johansen (NATPE) and Squire Rushnell (Rushnell Communications).

The economics of producing children's TV will be discussed by the third panel: Karen Jaffe (Kidsnet), Jonathan Rodgers (CBS), Kathryn Montgomery (Center for Media Education), Sheila Tate (Corporation for Public Broadcasting), Ronald Davis and James Wiest (Hastings College), Peter Walker (Association of Independent Television Stations), Geraldine Laybourne (Nickelodeon), Shari Lewis (producer and entertainer) and Jaime Davila (Univision Network).

John Malone really doesn't think FCC Chairman Reed Hundt should be shot.

The plain-talking TCI president last week called Hundt to apologize for saying the Clinton administration could help build the information superhighway by doing away with Hundt, who led the FCC in adopting tough cable regulations last February. "All we need is a little help," Malone says in July's *Wired* magazine. "You know, shoot Hundt! Don't let him do any more damage." In a statement issued as the quote was being widely reported, Malone says the "figurative, passing comment...obviously was not a serious one" and was made shortly after the FCC vote on the new regulations. "There is now clear evidence that Chairman Hundt is serious about

following through on some of the provisions set out in FCC regulations, which will speed construction" of the superhighway, he says. The FCC had no comment. In an odd final twist to the story, TCI faxed to reporters a letter to Malone from David Kline, the author of the *Wired* interview. In it, Kline confirms that Malone was just kidding.

The Radio-Television News Directors Association, getting a jump

on the FCC's planned June 28 en banc hearing on children's television, last week asked the agency to forgo requiring TV stations to air a minimum amount of educational programming. A policy regulating TV programming violates the First Amendment, RTNDA and the Reporters Committee for Freedom of the Press say in a joint filing with the agency. Such a policy could have a "negative domino effect," forcing stations to abandon unprofitable news coverage to meet the increased children's programming requirement, they say.



Washington Watch

Edited By Kim McAvoy

Robert Dole of Kansas, the Senate's top-ranking Republican, has warned colleagues against

using the Cable Act as a model for telecommunications legislation. "The fact is that competition should replace monopoly regulation. The fact is that current regulatory policy shackles American communications companies," Dole said on the Senate floor. Dole called for "clear-cut policies" that will provide companies with security for long-term investment. "In fact, the regulatory road we are heading down right now will wreck some companies that would have survived under competition," Dole said. The minority leader decided to make the statements because telecommunications legislation appears to be gaining momentum, a Dole spokesman said.

The NAACP says Fox lied about the foreign ownership of its television stations

and has asked the FCC to designate all Fox owned-and-operated licenses for hearing. Fox claims that it never hid the fact that 99% of the company is owned by Australia-based News Corp., but the NAACP says that's not true. "Fox Television Stations' claim that the commission approved its ownership is preposterous, since it was not until nearly nine years later...that FTS informed the commission of the actual level of foreign ownership in its parent corporation," the NAACP reply says. The NAACP opposes foreign ownership of U.S. broadcast stations because it increases competition for minority owners. The NAACP argues that News Corp.'s continued ownership of Fox stations throws "down the gauntlet with an ownership structure whose implications bode the end of any realistic opportunity for minority ownership beyond mom-and-pop stations." The NAACP first raised the issue of Fox's foreign ownership when Rupert Murdoch's company attempted to buy WGBS-TV Philadelphia. That deal was later scrapped, but Fox asked the FCC to settle the foreign ownership issue so that it would not become a barrier for future transactions. The Congressional Black Caucus also has entered the fray, criticizing the network for canceling three shows about African Americans: *Sinbad*, *Roc* and *South Central*.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Due to pending acquisitions, we need competent general managers and sales managers. Our sales have grown 40% in two years due to superb GMs. Join us and be part of the success. Resume to: Jim Glassman, President, Community Service Radio, Box 3335, Peoria, IL 61612. EOE M/F.

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.

Immediate opening for GM at WBWB-FM/WGCT-FM, Bloomington, IN. Excellent university community. Established, market leading FM and FM LMA. We are seeking an energetic, results-oriented team leader. Attention to detail, focus on the big picture and integrity a must. Sales and programing savvy important. Group owner, good facility, high quality of life area. Send cover letter, resume, salary history and references to: Arthur Angotti, President, University Broadcast Co., 135 N. Pennsylvania Avenue, Suite 2380, Indianapolis, IN 46204. UBC is an equal opportunity employer.

General sales manager: WQLC/WGRO Radio in beautiful Lake City, Florida seeks an experienced SM for this small market opportunity. WQLC/WGRO is Arbitron rated #1 for North Central Florida. Quality company, market, and stations. All we need is a quality sales manager who will lead by example. Send resume and salary requirements to President/General Manager, WQLC/WGRO, Rte. 13, Box 318, Lake City, FL 32055, or fax to 904-752-9861. WQLC/WGRO is an EOE.

HELP WANTED SALES

Santa Fe NM: Experienced sales person. A great opportunity with a growing broadcast company. Must have proven background, good list, base salary and benefits. Send resume to Fred Sena, KTMN 1718 W. Alameda, Santa Fe, NM 87501. EOE.

Sales manager: Santa Fe, NM, sales manager for growing Classic Rock Station. Salary, plus override, plus benefits. Successful candidate, must carry list. Must have history of success, proof of success and ambition to make station a success. Send resume to Jim Leary, KTMN Radio, 1718 W. Alameda, Santa Fe, NM 87501. EOE.

Account executive for top-rated suburban Chicago Country FM. Excellent opportunity with established list for competitive sales professional. Send resume to: Lenny Frisaro, GSM, WCCQ, 1520 N. Rock Run, Joliet, IL 60435. EOE.

HELP WANTED TECHNICAL

WNCI-FM Radio, Columbus, Ohio, has an opening for chief engineer. Experience is necessary in high power FM, studio maintenance and remote broadcasts. SBE certification a plus, management skills are necessary. New FM studio and office remodeling underway. Applicant must be familiar with PC based computer network systems. Send resume to: Robert Reymont, Director of Radio Engineering, PO Box 5159, Mesa, AZ 85211-0500, 602-964-4000 for more details. Nationwide Communications Inc. and WNCI Radio are equal opportunity employers and encourage women and minorities to apply.

HELP WANTED NEWS

News director: Growing small market in S.W. Missouri near two major recreation areas. 20 year commitment to local news. Fully equipped newsroom, AP, state and national nets, management support. Play by play ability a plus, but this is a news job with PBP available. Tape, resume, and references to: KBTN, Box K, Neosho, MO 64850. EOE.

WWJ, the CBS owned all-news station serving Detroit has a great opportunity for the following position: Sports anchor/play-by-play. We have an opening for someone to anchor pm drive sports Monday through Friday. This person also will be responsible for doing play-by-play for University of Michigan Wolverines football and basketball, as well as play-by-play of four Detroit Lions pre-season games. The ideal candidate for this position will have five years of medium/major market experience, as well as play-by-play experience at the top 20 market level. Materials should be sent to: Deirdra White, Director, News and Programing, WWJ Newsradio 950, 16550 West Nine Mile Road, Southfield, MI 48066. CBS is an equal opportunity employer.

HELP WANTED PROGRAMING, PROMOTION & OTHERS

Native America calling: Needed-producer for the first national native radio call-in program in history. Contact D'Anne Hamilton at 907-263-7426. Send resume to APRN, 810 E. 9th, Anchorage, AK 99501. Fax 907-263-7450. EOE.

SITUATIONS WANTED MANAGEMENT

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.

Charles Manson! The name alone pulls super numbers for networks and syndication. Wait 'till 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.

Successful GM looking for right opportunity to continue growth. 15 years experience with group owner, managing 5 properties (3 new acquisitions). Contact in confidence, Box D-21.

SITUATIONS WANTED NEWS

Great PBP sportscaster with great credentials and major market experience seeking division one or pro level position in any sport(s). Outstanding communicator, commentary and talk. Nine years in current position. Bob Buck, 812-424-6020.

TELEVISION

HELP WANTED MANAGEMENT

General manager for new joint venture between Empire Sports Network and Buffalo Sabres. Responsibilities include supervision of: (1) sales of all network, team and arena advertising and promotion inventory, (2) video and broadcast production activities, and (3) traffic and operations. Experience in all three areas desired with an emphasis on sports broadcast sales. Candidates should also have experience managing budgets with profit and loss responsibilities. Salary and incentives negotiable. Send resume to George Bergantz, Empire Sports Sales, 140 Main Street, Buffalo, NY 14202. EOE.

Local sales manager: We are looking for a selling sales manager for our independent TV station in Bullhead City, AZ. Individual must be a good motivator with good people skills. Send resume to Stan Koplowitz, GSM, GCTV, 2201 N. Vickey St., Flagstaff, AZ 86004. Fax 602-526-8110. EEO.

National sales manager: South East top forty market group owned affiliate will employ a national sales manager with at least seven years broadcast sales experience. At least two years successful work as a national rep in the New York market is a major plus especially if combined with station management experience. A six figure income is here for the right person. Send resume to Box D-10. EOE.

Operations manager: Present OM moved to sales; prefer candidates with 3-5 years experience. Must be proficient with FCC quarterly reports and license renewal. Experience in budgeting, promotion, research, traffic, and production—along with good negotiating skills. Send resume and salary requirements to: Gary R. Bolton, VP & General Manager, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE, M/F.

Traffic manager: NBC affiliate located in Midwest. 3-5 years minimum experience on Columbine. Must have excellent working knowledge of Inventory Maintenance System/Avails Maintenance. Strong leadership and communication skills. Excellent benefits package which includes retirement plan and medical coverage. Women and minorities encouraged to apply. We are an equal opportunity employer. Applications deadline July 5, 1994. Send resume and references to: Becky Cooper, KOMU-TV, Hwy 63 South, Columbia, MO 65201. No phone calls.

Sales and marketing executive: Scripps Howard NBC affiliate seeking experienced, versatile and computer literate team player to improve existing accounts and develop new business. Heavy emphasis on specials and promotions. Work with a dynamic group of winners! Send resumes only to Personnel, WMAR-TV, 6400 York Road, Baltimore, MD 21212. WMAR-TV is an equal opportunity employer; women and minorities encouraged to apply.

Traffic person needed for software installation and phone support. Minimum three years solid TV traffic experience required. Extensive travel. Must be willing to relocate to western Mass. Send resume, references and salary requirements to VCI, PO Box 215, Feeding Hills, MA 01030-0215. EOE.

Financial manager wanted for KDNL-TV Fox 30 in St. Louis. A love for your work and strong financial, communications and computer skills required. Financial management for two FM radio stations and co-location at corporate headquarters of River City Broadcasting are added challenges. Send resume and salary requirements to: Box D-22. Minorities are encouraged to apply. EOE.

HELP WANTED SALES

Local account executive: WYTV-33, a tasty ABC cake with sweet local news filling and creamy Fox icing, is searching for a hungry, creative AE. WYTV leads the market in sales opportunities, commission/bonus plan, health plan, 401K. Resume to Vince Nelson, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502, or fax 216-782-6661. EOE.

Local account executive: WHNS-TV Fox21 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.

Senior account executive needed for medium market southeastern affiliate. Must have prior TV sales experience and proven ability to sell projects, promotions and develop new business. Great list (agency and direct), great station and great place to work. A rare opportunity. Come grow with us. EEO. Reply to Box D-23.

National sales manager: WBFF-TV, a top-rated Fox affiliate serving Baltimore, seeks an aggressive, creative sales manager. This individual must have at least 5 years of TV station and/or rep experience. Please send cover letter and resume to: Steve Marks, General Manager, WBFF-TV Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls. EOE.

Account executive: Fox affiliate seeks up and coming salesperson. New business prowess and strong written and oral presentation skills are a must. Send resume and cover letter to Jeff Flynn-LSM, WACH-TV, 1221 Sunset Blvd., W. Columbia, SC 29169. No calls please. EOE.

Account executive for top rated market group owned CBS affiliate in quality family oriented community. 2+ years broadcast sales experience needed to assume solid list. Must be self-motivated, goal oriented, organized and persuasive. MF/EOE. Send or fax resumes to Jim Roberts, GSM WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. Fax 304-232-4975.

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.

TV ratings research-Sr. analyst: Growing suburban L.I. based international market research company with a strong client base among top market television stations, broadcast and cable networks, seeks a senior research analyst with 3-5 years experience in TV ratings analysis. Knowledge of rating service sampling techniques and meter and diary methods is preferred. BA is necessary, a masters is desirable. The candidate must be very bright with a quantitative orientation and strong analytic and computer skills. Requires good writing and communications skills. References requested. Send resume to Dennis Regan, VP-Television Research, Norman Hecht Research, PO Box 698, Syosset, NY 11791. (no phone calls please). EOE.

HELP WANTED MARKETING

Marketing/promotion manager: River City Broadcasting's WTTV, Indianapolis, a VHF independent is looking for an experienced marketer/promotion manager with the leadership skills, promotion moves, creative flair, management skills, and high energy that can help promote and market our sports, programs and overall station image. WTTV is the home of IU, Purdue, Big Ten, and Indiana Pacers basketball; Indianapolis Colts pre-season football, key coaches' shows, the Hoosier Millionaire "State Network," the best sitcom product in the industry, and the Paramount Network Affiliation in '95. If you have the experience and spirit, believe in team work, enjoy a challenge, and want to work and grow with an aggressive broadcast group who believes in the value of promotion and marketing, then this could be the career opportunity you've been waiting for. Send resume and tape to: WTTV, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217. We are an equal opportunity employer; minorities and women are encouraged to apply.

WETA TV/FM seeks a national program marketing manager to obtain funding from major corporations for national programs and series produced by WETA. Responsibilities includes identifying prospects, assisting in determining program or series marketing strategy, contacting prospects and closing the sale. Successful candidates must have a bachelor's degree or equivalent experience in related field with 4-6 years experience in marketing sales or corporate communications. Knowledge of media and public television is desirable. Salary high \$30's plus commission. WETA offers a comprehensive benefits package and a smoke-free work environment. Send resume to WETA TV26 FM91, PO Box 2626, Washington, DC 20013. WETA is an equal opportunity employer D/M/F/V.

HELP WANTED TECHNICAL

Assistant chief engineer: WXTV-41, Univision in New York is looking for someone with 3-5 years experience with UHF transmitters, Sony LMS, Sony Beta, and some supervisory experience. FCC license is required; SBE certification and/or degree helpful. Computer fluency a big plus. Send resume with salary requirements to: Chief Engineer, WXTV-41, 24 Meadowlands Parkway, Secaucus, NJ 07094. No phone calls! EOE.

Television engineer: International consumer electronics corporation involved in the research and development of new global standards in CE technology is accepting resumes for a broadcast system engineer. Must have experience in control room operations in either broadcast or cable systems. Degree preferred. Resumes to GDC Human Resources, 135 N. Los Robles, Ste 800, Pasadena, CA 91101, or by fax to 818-792-0257. EOE.

Chief engineer for CBS VHF station in Knoxville, Tennessee. We are seeking hands-on experience to supervise engineering department at a new facility. Harris TVD 100 transmitters, Grass Valley switching, fiber optics knowledge a plus. Send resume to General Manager, WKXT-TV, PO Box 59088, Knoxville, TN 37950. No phone calls. EOE.

Master control operator: Min 5 years exp. & FCC license required. Send resume to KRCA-TV CH 62, 1813 Victory Pl., Burbank, CA 91504. An equal opportunity employer.

Assistant chief engineer: ABC affiliate, Nashville, TN. Requirements include four years training in electronics or equivalent experience, 3+ years of experience with high power VHF transmitters, VHF antenna systems, and microwave systems. Must be experienced in service of Sony BetaCam, 3/4 and 1 inch VTRs. Computer skills desirable. Excellent communications skills are also necessary as well as familiarity with station operations. Competitive salary and benefits. Send resume, references, and salary history to Chief Engineer, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

Broadcast engineer: Full time position. Full service, component level, Sony Beta SP., Beta, 3/4 umatic etc. Sill store, character generators, switchers etc. Experience with computers, RF, uplinking desired. Must be highly motivated team player. FCC license and SBE certification desired. Fax resume to Ralph S. Turk, CE, KVOA-TV, 602-620-1309. Equal opportunity employer.

HELP WANTED NEWS

Weekend weatherperson: Growing Fox affiliate in Indianapolis seeks meteorologist or person with NWA seal. Send VHS and resume to Ron Petrovich, News Director, WXIN-TV, 1440 N. Meridian, Indianapolis, IN 46202. No phone calls. EOE.

General assignment reporter: Must have three years experience with strong writing and presentation skills. An aggressive attitude is a must. Send resume and tape to Christopher Musial, Asst. News Director, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE.

Producer: Nashville's CBS affiliate is looking for the right person to lead the team that puts together the market's #1 10:00 p.m. newscast! If you've got 3+ years experience putting together news programs which are highly produced and make good use of live, you may be the right person! You must also be a good storyteller and work well with other people. Please send resume, references and a letter explaining your news program production philosophy to: Phil Bell, Executive Producer, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. No phone calls, please. Responses should be received no later than July 1st. EOE.

Are you one of the best videojournalist in the country? We're looking for you. We are an aggressive, big city network affiliate, looking to hire several, self-motivated, videojournalists who know how to enterprise, cover, photograph and edit their own stories. This is a challenging and unique opportunity to create a new job as a contemporary electronic journalist in a major market. So, if you are one of the best in your field and an experienced videojournalist who wants to win, send your resume and tape (3/4") to: Box D-24. Women and minorities are encouraged to apply. EOE.

Wanted: Major anchor. KMOL-TV, the NBC affiliate in San Antonio, one of the most livable cities in the U.S.A., is looking for an anchor to complement our female co-anchor on our evening newscasts. We want a solid journalist and a strong communicator who the viewers will welcome into their homes. We're looking for an experienced pro who is also able and willing to do franchise/special reports. Also needed: good work ethic, will to win and positive attitude. If you're interested, Send a tape (Beta, 3/4 or VHS) to: Tim S. Gardner, News Director, KMOL-TV, 1031 Navarro St., San Antonio, TX 78205. EOE.

Secretary to news director: Candidate must possess excellent oral and written communication skills and should be able to deal with constantly changing priorities. Knowledge of WordPerfect 5.1 is necessary. Candidate should also have some knowledge and interest in current events. Please send resume to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

AM anchor/reporter: Award winning CBS affiliate's news department looking for superior morning show anchor. Individual must demonstrate commanding but pleasant on-air personality. Position also requires daily reporting. We need a reporter who can break stories. Investigative skills a must. Send non-returnable tape, resume & salary history to Elliott Wiser, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. MF/EOE. Prior applicants need not reapply. No phone calls.

Reporter: CBS affiliate seeking top-notch reporters for future openings. You must be a self-starter who consistently produces hard-hitting, investigative pieces. We need quality storytellers who are strong writers. Exceptional live skills a must. Some anchoring possible. No beginners or recent college graduates. Send non-returnable tape, resume & salary history to Elliott Wiser, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. MF/EOE. No phone calls.

WICD/NBC has the following job openings: **News reporter:** Must be highly creative, with ability to use pictures and writing to tell compelling stories. If you can outsmart the competition and have 6 months paid experience reporting news, apply. **Anchor:** Need commanding presence, reporting skills and credibility. Will complement our female anchor at 6 & 10. One year experience required. Producing skills helpful. Tape and resume to: Rich Porter/News Director, 250 S. Country Fair Drive, Champaign, IL 61821. Minorities encouraged to apply. EOE.

TV news photographer: Creative, self-motivated individual. Familiarity with ENG trucks and editing experience a must. Satellite truck experience helpful. Send resume and non-returnable tape to Debbie Mikkelsen, WISC-TV, PO Box 44965, Madison, WI 53744-4965. EOE, MF.

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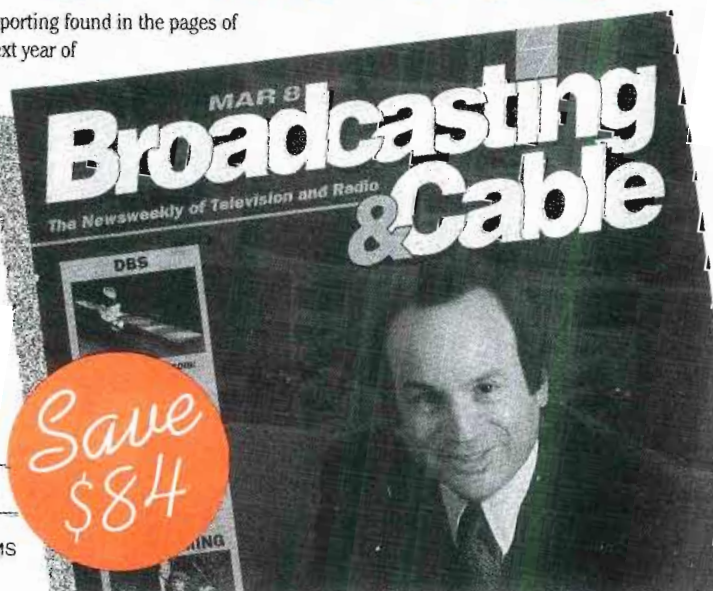
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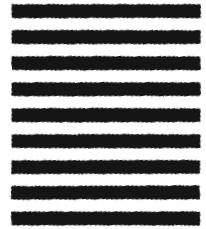
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TV news producer: Creative individual capable of bringing together mix of hard news, features, entertainment news, live guests and remotes into watchable, enjoyable half hour program. Daily topical promotion work included. Send resume and non-returnable tape to Debbie Mikkelsen, WISC-TV, PO Box 44965, Madison, WI 53744-4965. EOE, M/F.

Weekend anchor/reporter: East Coast ABC affiliate needs weekend anchor/reporter with at least 1 year's anchoring experience. Must have producing, writing and editing skills. Send non-returnable 3/4" tape with resume and salary history to Neil Bayne, ND, PO Box 4009, Salisbury, MD 21803. No phone calls. EEO/MF-F.

News director: Northern California independent looking for ND who can anchor/report/produce as well as motivate and lead a team. You need to know how to develop a budget and stick to it. You need to know how to market and promote news. You need to know how to work with other departments including sales. News director or managing editor experience preferred. Submit resume and non-returnable tape to: John Burgess, General Manager, KFTY Broadcasting, Inc., 533 Mendocino Ave., Santa Rosa, CA 95401. No phone calls. EOE.

Anchor: Are you extremely credible and knowledgeable, have a mature yet youthfully vigorous presence, at least three to five years experience, ready for a top 20 market, write well, enjoy writing your own copy as well as reporting, like to be part of a team and can complement our female anchor? Send letter, resume, references, salary history and tape to Box D-25. EOE.

Anchor/reporter: Dominant NBC affiliate seeking newscast co-anchor. Previous anchor experience required. Must be able to report and package. Send resume and tape to: Director Human Resources, WJAC-TV, 1949 Hickory Lane, Johnstown, PA 15905. Deadline for submission: 6/24/94. EOE.

Weekend weathercaster: WXII-TV is looking for a bright, energetic and personable weekend weather person/feature reporter. Must be able to compile relevant weather forecasts, react swiftly to dangerous weather situations and have the ability to convey vital information to the public in a concise, professional manner. Two years experience as a TV weathercaster a must. Professional certification preferred. Must know computer graphics and understand Doppler radar technology. Successful applicant must also have experience as a street reporter with an emphasis on feature reporting. Send resume and non-returnable tape to Bill Sandefur, News Director, WXII-TV, 400 Coliseum Drive, Winston-Salem, NC 27116. EOE.

Assignments manager: ChicagoLand Television News (CLTV), a 24-hour local news cable channel located in suburban Chicago, has an immediate opening for an assignments manager. This position oversees the coverage of news events, manages three assignment editors, plans coverage of short and long term events, and interfaces with other news managers regarding all coverage issues. Requirements include three to five years experience in a TV news editorial position, three years in a news supervisory position and the ability to work variable hours. Interested candidates should submit a resume to Human Resources, CLTV, 2000 York, Oak Brook, IL 60521. No phone calls please. EOE.

Sports director: WHO-TV is looking for that aggressive sportscaster to complement our award winning news team. We need an experienced self-starter who goes beyond highlights and scores. Tape and resume to Al Setka, News Director, WHO-TV, 1801 Grand Avenue, Des Moines, IA 50309. No calls. EOE.

Producer of segments for high quality local prime time news magazine show. Must be able to produce 8 to 12 minute pieces quickly, occasionally fill in for news department. 5 years production experience, local news writing a plus, college degree preferred. Send resume and tape to JoAnn Caplin, Executive Producer, The Bulletin, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE M/F ADA.

Executive producer: Top 10 news operation with a reputation for achieving the impossible seeks an aggressive and versatile EP to be nighttime news manager. Need someone who knows terrific TV and what it takes to make a newscast move and at the same time is solidly grounded in journalistic ethics. Must be creative, inventive and a proven leader who inspires colleagues to greatness; someone with the people skills to deal with personalities ranging from Atilla the Hun to Mother Teresa. Other requirements: top-notch wordsmith who can hone reporter packages and copy to award-winning caliber; master of video and production skills; know-how and chutzpah to direct and motivate staffers in a highly competitive market. Minimum five years experience as a producer/assignment editor. College degree preferred. Resume, news philosophy & whatever else will make your case to: E.P. Position, c/o Newspeople, 20300 Civic Center Drive, Suite 201, Southfield, MI 48076. EOE.

Weather reporter/general assignment reporter: Must have on air experience as weather reporter. Fulltime position. Good writing skills reporting abilities. Resume/tapes to Attn: Personnel Mgr., 3514 State Street, Erie, PA 16508. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Creative writer and editor to shoot and produce multi-media promotional messages for Mid-Atlantic small-market affiliate. Must be a good writer and able to operate Ampex 4100 switcher, Abekas A51, ESS still storer, Chyron, Dubner, Ampex 1", Ace Editor and Vista Tips Paint System. \$18-\$20,000 to start. Paid health and life insurance. Send resume and salary history to Box D-17. EEO/M-F.

Director: Central Illinois #1 rated news station has an opening for a full-time commercial director who will be responsible for directing commercials, multi-camera studio production, special projects, industrial videos, EFP, lighting, and other duties as assigned. Qualified candidates must have strong verbal and written communications skills. Job requirements: BS or BA in Television Production or related field. Send resume and tape to: Production Manager, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. No phone calls, please. EOE.

KNME-TV, Albuquerque, NM, seeks producer/director III. Position requires Bachelor's degree from accredited college and four years experience broadcast television, two years in production. Responsible for planning/research/writing/directing/editing off/on-line public/cultural affairs programming. Position includes on-air hosting/moderating public affairs programs. Applicant must have ability to plan/coordinate/develop television program content, execute video production, select television guests and make creative decisions. Salary: \$20,361-\$27,997 (depending on budget/policy/experience). To apply, send application/resume, including specific dates of employment with signed cover letter to UNM Human Resources Department, 1717 Roma NE, Albuquerque, NM 87131. Applications must refer to Requisition #940773A and be received between 8:00 a.m., June 6, 1994 and 5:00 p.m. July 1, 1994. No tapes, please! AA/EOE.

Commercial writer/producer: Experience and college degree required. Responsible for commercial production from concept to final product. Shooting and editing experience a plus. Client relation extremely important. Must be detailed, organized and have excellent follow-through skills. Send resume to Human Resources Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. EOE.

Director of station promotion and advertising: Station marketing responsibilities, including on-air, outside media, press and in-house relations. Creative promotion expert needed with excellent work ethic, flair for detail, and extraordinary organizational and people skills. Resumes (no calls) to Thomas P. Kane, President and General Manager, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Director/editor: KESQ-TV/Palm Springs has an immediate opening for a director/editor. Experience directing and switching fast-paced newscast required. Editing experience on GVG-141 and 200 switcher also helpful. We're a dynamic, small-market ABC affiliate with excellent facilities and a strong commitment to news. Women and minorities are encouraged to apply. Please send resume and air-check to KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92211. Attn: Production Supervisor (no phone calls please.) EOE.

Conus Communications in Washington, DC is hiring freelance to full-time positions for various news and production activities; photographers, video editors, field producers, production manager, audio operator/TD, studio crew, studio camera operators, teleprompter/tape operator, and production assistant. Please fax resumes to B. Campbell, fax #202-973-2065 immediately. EOE.

Promotion executive producer: If you can produce spots that sizzle and sell and want to live in beautiful Charleston, SC, check this out. We're looking for a highly-motivated, deadline-oriented individual who can write & produce aggressive news spots (topical & image). Must be a team player with ability to use strong organizational and creative skills simultaneously. Graphic smarts and supervisory experience helpful. Send resume and non-returnable tape to: WCBD-TV, Personnel Dept. 871, 210 W. Coleman Blvd., Mt. Pleasant, SC 29464. EOE, M/F, Drug testing.

Production manager TV/video: Experienced production manager needed to sell and coordinate use of new production facilities including video studios, video and audio post, and uplink capabilities. Exp w/LA market a must. Please send resume w/salary to TV, 2505 Foothill Blvd., #E, La Crescenta, CA 91214. EOE.

SITUATIONS WANTED ANNOUNCERS

Bilingual TV anchor: Spanish/English, young energetic, professional. Network experience, and live audience. Demo tape (VHS) upon request. Please call Javier Angel 202-726-1050 phone/fax.

SITUATIONS WANTED TECHNICAL

29 years broadcast engineering. 19 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply to Box D-26.

SITUATIONS WANTED NEWS

Sports broadcaster: Very enthusiastic recent college graduate, 4 years college on-air television experience, 2 years CBS intern experience in 23rd market, extremely well versed in sports knowledge, willing to relocate. Call Russ Dlin 410-833-2031.

Weather anchor, working, solid show, exceptional graphics, Kavouras i7 wizard, middle name is "PR" and AMS Seal. Need "fresh air" in 1-30 market with #1 news team. Reply to Box D-27.

CABLE

HELP WANTED ANNOUNCER

Staff announcer: C-SPAN cable television network is seeking a full-time announcer/producer with public policy expertise to work Friday through Tuesday shift. Looking for a political junkie with absolutely no-hype, conversational on-air delivery. Position also includes script writing, assisting with network programming, researching program information and creating on-air graphics. Candidate must demonstrate in-depth knowledge and familiarity with nation's political leaders and congressional proceedings. Send audio cassette of C-SPAN-style delivery and resume to C-SPAN, Human Resources, 400 N. Capitol St., NW Suite 650, Washington, DC 20001. EOE.

HELP WANTED TECHNICAL

Vacancy #C041-04, Northern Arizona University in Flagstaff, Arizona (7,000 ft.; pine forests; clean air) immediately needs an electronic field services engineer (DOE \$20-26K annual plus excellent benefit package.) Duties-primary: Maintain CATV System 4,500 drops; secondary: Broadcast video experience. To apply call 602-523-4259 or write NAU TV Services, PO Box 5676, Flagstaff, AZ 86011. NAU is an EOE/AA institution.

HELP WANTED RESEARCH

Programing research manager: Discovery Networks is seeking an experienced research professional for its Washington, DC office to analyze audience ratings data using Nielsen database as well as other sources. Primary duties will have you writing monthly and quarterly summaries of The Learning Channel's performance, help develop audience building strategies and set audience estimates used by ad sales. You will also be involved in primary research projects such as pilot tests as well as other qualitative and quantitative research and make frequent presentations of research findings to TLC staff. Qualified applicants will have a minimum of five years experience in research—closer to ten years preferred. Excellent writing and communications skills a must. Proficiency in Windows-based software packages such as MS-Word, Excel and Harvard Graphics a plus. BA with courses in statistics, marketing and/or communications. Please send resume and salary history to: Discovery Networks, Director of Programing Research, 7700 Wisconsin Avenue, Bethesda, MD 20814. No phone calls please. EOE.

ALLIED FIELDS

HELP WANTED FUNDRAISER

Fundraising executive producer on-air: WYNC seeks an exp'd radio & TV producer to oversee its on-air fundraising activities & membership drives. Will write & produce spots; hire talent; track & analyze results; liaison with PBS and local stations. Qualified candidates will have a BS/BA degree; min 4 yrs similar work exp in radio or TV; familiarity w/fundraising resources. Send resume to: WYNC, 1 Centre St., HR Dept 13-E, New York City, NY 10007. Only resumes under consideration will be contacted. EOE. M/F/D/V.

HELP WANTED INSTRUCTION

Department head: Department of Agricultural Education, Communications, and 4-H Youth Development, Oklahoma State University. The department head provides program leadership for teaching, research, and extension functions in a newly combined department. The department includes 13 faculty, 38 professional staff members, 200 undergraduates, and 50 graduate students. In addition to teaching, research and extension functions, the department provides a diversity of communications services for the entire Division of Agricultural Sciences and Natural Resources at Oklahoma State University. Both nominations and direct applications are welcome. Individuals wishing to apply should submit a letter of application, transcripts, and a professional resume with names, addresses, and telephone numbers of five references. Application should be made by September 15, 1994 to be assured full consideration. Nominations, applications, and questions should be directed to: Dr. Paul D. Hummer, Chairman, Search and Screen Committee, College of Agricultural Sciences and Natural Resources, 136 Agricultural Hall, Oklahoma State University, Stillwater, OK 74078-0500, 405-744-5395. Applicants will be considered without regard to race, color, national origin, age, gender, religion, disability, or status as a veteran. Successful applicant must comply with the Immigration Reform and Control Act of 1986. Oklahoma State University is an affirmative action/equal opportunity employer committed to multicultural diversity.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Director of video operations: Fast growing northern NJ consumer magazine publisher seeks energetic pro who can shoot and edit video on the fly. Our editors will supply the scripts and you'll turn them into video gold with our new state-of-the-art video suite. Some travel required. This is a staff, salaried position plus benefits. Send resume with salary history and demo tapes to: Ralph Monti, CSK Publishing, 299 Market St., Saddle Brook, NJ 07662 or fax resume: 201-712-0990. EOE.

Video specialist: Unique opportunity for extensive travel around the world and humanitarian contribution. Orbis International, a non-profit, ophthalmic teaching hospital on board a DC-10 aircraft seeks a production person to run its small but sophisticated Betacam SP A/V room. Must have good working knowledge of studio production, technical direction (TD), editing, videography and be able to troubleshoot equipment. Modest salary & stipend issued. One year commitment. Position to start 1/95. Interested candidates should call or send resume to: Gerri Ippolito, H R Manager, Orbis International, 330 West 42 Street, Suite 190, New York, NY 10036, 212-244-2525. EOE.

ASSISTANTSHIPS

M.A. program in communication prepares students for college teaching and for advancement in media fields. Financial support for Fall 1994 available through assistantship awards to qualified applicants. Admission requirements include Bachelors degree in a Communications field, 2.8 GPA, and GRE exam. Interested persons should send resume and letter indicating career/educational goals to: Dr. Joe Oliver, Graduate Program Coordinator, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-568-4001 (tel.), 409-568-1331 (fax). EOE.

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EMPLOYMENT SERVICES

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

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

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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.

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TELEVISION

HELP WANTED NEWS

NEWSWRITER

KABC-TV is seeking an experienced Newswriter to write copy, supervise news story video editing and check out stories with appropriate sources to ensure integrity of news content. Experience is preferred. Send resumes and/or video tapes to: **Rebecca Martinez, Assistant News Director, Dept. N-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



KCBS-TV is looking for America's best.

If you're good at what you do (really good) this could be a once in a career opportunity to move to the top of the heap.

Action News needs highly skilled self-starters to fill the following positions: College degrees and significant broadcast experience are required.

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Strong writing and organization skills are a must, but what we're really looking for is creativity.

NEWS WRITER

You've got to write the way people talk, love words and pictures, and excel at marrying the two.

GENERAL ASSIGNMENT REPORTER

Topnotch live, packaging, and storytelling skills. Broken any exclusives lately? Spare us your Greatest Hits tape. Send your last five packages, plus samples of your live work, instead.

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Let's be honest, this isn't a job for beginners. How's your Q-score?

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Our front line guy will be here forever.

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News Director
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Los Angeles, CA 90028

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**CLASSIFIEDS
TELEVISION**

HELP WANTED TECHNICAL

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TV ENGINEERING
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THE OPPORTUNITY: Channels 10/36, top 30 PBS affiliate, is seeking a committed individual to provide and manage part-time engineering and student personnel for engineering operations. Responsibilities include but are not limited to performing a variety of tasks related to the scheduling of stations' productions and personnel, coordinating facilities scheduling and preparing the stations' daily production and air operations schedules.

THE SUCCESSFUL APPLICANT: Requirements include an Associate's degree in television plus three (3) years of progressively responsible professional level occupational experience in television air/production operations; supervisory experience is desirable; or any equivalent combination of experience and training which provides the necessary knowledge, skills and abilities.

THE PROCESS: Call (414) 297-6807 for an application and complete job description. The deadline is Monday, July 18, 1994. Please indicate on the application the source of your referral for the position. Resumes and letters of application will not be accepted in lieu of a completed application.

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You will be the engineer in charge of our new state-of-the-art three camera production/Ku uplink truck, demonstrating your experience in originating satellite uplinks, electronic field production and routine maintenance of electronic and mechanical equipment found in an SNG truck.

Essential qualifications include being comfortable on the road for long periods of time and working well with others under pressure situations. Truck driving experience, a valid driver's license and clean driving record a must.

To be considered, please fax your resume to:
201-585-6275

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HELP WANTED MARKETING

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to "Tee It Up"!**

With a January '95 launch and the financial backing of six top MSO's, TGC is seeking top cable marketing and advertising professionals to join its foursome of success in Orlando, Florida.

VICE PRESIDENT OF AFFILIATE SALES
TGC is seeking a take-charge Vice President to head its affiliate sales division. The individual must possess extensive MSO and system knowledge. Experience must demonstrate management skills while illustrating strategic planning, selling and closing at all levels.

DIRECTOR OF AFFILIATE SALES
TGC is looking for Directors who have been there and won. Individuals must have a proven track record and staying power that demonstrates they have the experience and skills to capitalize on TGC's natural strengths and position in the marketplace.

For immediate consideration, please send salary history and resume to:

**Human Resources Director
The Golf Channel
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PROJECT MANAGER - Code: SKB028

Utilize your product development background to assume responsibility for concept development and eventual introduction of new video multimedia services in areas such as education, finance and health. We will rely on you to research, evaluate and develop business cases for new product opportunities with an eye on market size and technological feasibility, as well as develop product prototypes for in-home tests in Omaha.

Your solid project management experience with emerging technologies will allow you to successfully drive new product launches and your analytical, marketing and business development skills will be important in managing the multiplicity of issues and relationships required to drive our success. Experience in telecommunications, CATV, interactive TV or related technologies is essential. The self-motivated individual we seek will be able to apply market research to business problem solving and work cross-functionally with professionals in a wide variety of disciplines. A business education is required; an MBA preferred.

INFORMATION RESOURCE MANAGER - Code: SKB030

You will design information architectures for interactive video services that meet internal client needs and fulfill criteria for cost/performance superiority and system-wide compatibility. We will also rely on you to develop a comprehensive information environment that includes reporting, databases and networks, first for our Omaha trial and later for deployment in other cities. Duties include designing information flows and process management, administering vendor/equipment selection, and planning, installing and providing staff training for systems.

We require proven experience in MIS architecture development, operations/management and project planning. A bachelor's degree in MIS or computer science, an advanced degree in technology, project planning or management, and project management certification are essential. Our selected candidate will possess excellent communications, client relationship and organizational abilities. Quality training in process management and problem solving is necessary.

SENIOR CABLE TELEVISION ENGINEER - Code: SKB001

Our selected candidate will assume responsibility for the engineering and implementation of headend systems, inside wiring and repair standards and practices for video services. On our Omaha project, you will assist with installation, training, wiring and network connection. In multicity cable television deployments, we will rely on you for needs assessment, architecture design/development, engineering and design of headends, and development of appropriate wiring standards. Duties will include vendor selection as well as installation, test, turn-up and training of headend staffs.

You must have 10+ years of progressive experience in the cable television industry, with experience in both headend design/engineering/operations and inside wiring. Our selected candidate will have a bachelor's degree (electrical engineering preferred) or equivalent experience, and appropriate industry certification. An advanced technical education is an asset. Quality training in process management and problem solving is highly desirable. Excellent communications and organizational skills will be necessary.

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Administrative and Business Services
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FAX: (619) 594-6022

All proposals must follow the format described in the Request For Proposal packet and must be received by 3:00 p.m. on Friday July 15, 1994.

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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.

For the Record

NEW STATIONS

Islesboro, ME (BPH940316MD)—Christopher T. DiPaola seeks 105.5 mhz; 25 kw; ant. 61 m. Address: P.O. Box 146, Ashaway, RI 02804. Applicant has no other broadcast interests.

Hermantown, MN (BPH940411MA)—Hermantown Radio Partners seeks 92.1 mhz; 4 kw; ant. 92 m. Address: 9222 Loma St., Villa Park, CA 92667. Applicant is headed by James L. Primm and has interests in KBMK(FM) Bismarck, ND.

Northfield, MN (BPED940520MZ)—St. Olaf College seeks 89.9 mhz; .035 kw; ant. 78 m. Address: 1520 St. Olaf Ave., Northfield, MN 55057. Applicant is headed by David Sanda and has no other broadcast interests.

Roseau, MN (BPH940218MA)—Jack Swanson seeks 102.1 mhz; 50 kw; ant. 87 m. Address: 2834 Berkan St., Madison, WI 53711. Applicant has no other broadcast interests.

Chalan Kanoa, Island of Saipan, MP (BPED940316MC)—Northern Marianas College seeks 88.1 mhz; 1.8 kw; ant. 38 m. Applicant is headed by Agnes McPhetres and is awaiting FCC approval for 88.9 mhz in

Abbreviations: alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; PSA—presunrise service authority; pwr.—power; RC—remote control; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. One meter equals 3.28 feet.

Saipan, MP.

Mound Bayou, MS (BPH940505MA)—Mound Bayou Radio seeks 102.1 mhz; 0.5 kw; ant. 26 m. Address: 4 Plum Lane, Newnan, GA 30263. Applicant is headed by Stephen Tarkenton and has no other broadcast interests.

Norlina, NC (BPH940428MH)—Robert Norwood Carver seeks 94.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 1487, Roanoke Rapids, NC 27870. Applicant has no other broadcast interests.

Nashua, NH (BPED940509MA)—Knowledge for Life seeks 88.3 mhz; 0.3 kw; ant. 21.7 m. Address: 134 Hollis Rd., Amherst, NH 03060. Applicant is headed by Ronald

Tannariello and owns CP for 90.7 mhz in Manchester, NH.

Roswell, NM (940304AA)—Roswell Christian Radio Inc. seeks 1180 khz; 0.25 kw. Address: 200 West First St., Suite 814, Roswell, NM 88201. Applicant is headed by James Tell Jr. and has no other broadcast interests.

Alfred, NY (BPH940228MD)—Pembroke Pines Elmira Ltd. seeks 101.9 mhz; 1.28 kw; ant. 213 m. Address: 1705 Lake St., Elmira, NY 14901. Applicant is headed by Robert Pfitner.

Athens, OH (BPH940411MB)—Esq. Communications Inc. seeks 95.9 mhz; 6 kw; ant. 100 m. Address: 100 South Third St., Columbus, OH 43215-4291. Applicant is headed by Percy Squire and has interests in WRBP(FM) Hubbard, OH.

Athens, OH (BPH940411MC)—William Bennis IV seeks 95.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 5035, Vienna, WV 26105. Applicant has no other broadcast interests.

Dayton, OH (BPED940511MZ)—University of Dayton seeks 98.1 mhz; .013 kw; ant. 18 m. Address: 300 College Park Dr., Dayton, OH 45469. Applicant is headed by Raymond Fitz and has no other broadcast interests.

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PROFESSIONAL SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

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McAlester, OK (BPED940415MY)—The University of Central Oklahoma seeks 91.9 mhz; 1.96 kw; ant. 75 m. Address: 100 North University Dr., Edmond, OK 73003. Applicant is headed by George Nigh and has no other broadcast interests.

Malin, OR (BPED9402123MC)—The Jesuit Mission Inc. seeks 100.3 mhz; .75 kw; ant. 274 m. Address: P.O. Box 91, Keno, OR 97627. Applicant is headed by William McKinley and has no other broadcast interests.

Grove City, PA (BPED940526MA)—Grove City College seeks 88.9 mhz; 0.1 kw; ant. 14 m. Address: 100 Campus Dr., Grove City, PA 16127. Applicant is headed by Deena L. Philage and owns WSAJ-AM-FM Grove City, PA.

Monterey, TN (BPH940114ME)—New Hope Radio seeks 104.7 mhz; 1.3 kw; ant. 205 m. Address: 4001 Hwy 78 East, Jasper, AL 35501. Applicant is headed by Jennifer Tollett and has no other broadcast interests.

Midland, TX (BPH940502MB)—Jerry Birden seeks 95.1 mhz; 3 kw; ant. 27 m. Address: 3212 West Ohio Ave., Midland, TX 79701. Applicant has no other broadcast interests.

Walla Walla, WA (BPED940309MA)—Washington State University seeks 89.7 mhz; 5.9 kw; ant. 411 m. Address: 382 Murrow Center, Pullman, WA 99164-2530. Applicant is headed by Dennis Haarsager and owns

KWSU-AM-TV and KZUU(FM) Pullman, KNWR(FM) Ellensburg, KNWY(FM) Yakima and KFAE-FM/KTNW(TV) Richland, all Washington, and KRFA-FM Moscow, Id.

Balsam Lake, WI (BPH940428MZ)—Lake-side Broadcasting Inc. seeks 104.9 mhz; 25 kw; ant. 328 ft. Address: 254 Winnebago Dr., Fond du Lac, WI 54936-1167. Applicant is headed by Donald G. Jones.

Petersburg, WV (BPED940317MJ)—West Virginia Educational Broadcasting Authority seeks 89.5 mhz; 9 kw; ant. 349 m. Applicant is headed by Ann Brotherton and owns WVPN-FM Charleston, WVWV-FM Huntington, WVPF-FM Parkersburg, WVPB-FM Beckley, WVPW-FM Buckhannon, WVPF-FM Morgantown, WVNP-FM Wheeling and WVEP-FM Martinsburg, all West Virginia.

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WADS(AM) Ansonia, CT (BAL940311EA)—Action March 29.

WPKX(FM) Enfield, CT (BTCH940218-

GS)—Action March 14.

WHMP-AM-FM Northampton, MA (AM: BTC940218GQ; FM: BTCH940218GR)—Action March 14.

WNUV-TV Baltimore, MD (BALCT940311-KF)—Action March 21.

WVNI(AM) Oakland, NJ (BTC940202EK)—Action March 24.

WTHE(AM) Mineola, NY (BTC940202EJ)—Action March 24.

WLTV(FM) Kettering-Dayton, OH (BALH940204GE)—Action March 30.

KMWJ(TV) Tulsa, OK (BAPCT93112KF)—Action March 22.

KLSR-TV Roseburg, OR (BAPCT940114-KF)—Action March 23.

WQKB(FM) New Kensington, PA (BALH-930901GI)—Action March 15.

WGBI(AM)-WGGY(FM) Scranton, PA (AM: BTC940203GK; FM: BTCH940203GL)—Action March 18.

WGBI(AM)-WGGY(FM) Scranton, PA (AM: BTC940310GO; FM: BTCH940310GP)—Action March 18.

WYAK-AM-FM Surfside Beach, SC (AM: BTC940218GT; FM: BTCH940218GU)—Action March 14.

THIS WEEK

June 3-Nov. 2—Rock 'n' Roll and Radio, a listening series. Sponsored by *The Museum of Television & Radio*. Contact: Dana Rogers, (212) 621-6705.

June 20-21—European Telecommunications Conference "Responding to Change." Sponsored by *Financial Times*. London Inter Continental 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 21—"How to Talk With Your Public: Communicating About Cable Issues." Playboy Enterprises, New York. Sponsored by *CTAM*. Contact: National Office, (703) 549-4200.

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

JUNE

June 26-28—"A Powerful Global Alliance: Infomercial Teleshopping '94." Sponsored by *NIMA International*. Grand Hotel, Amsterdam, the Netherlands. Contact: Justina Brewer, (202) 962-8342.

June 27-28—"New Intelligence in Multimedia, Broadcasting, Licensing, Leisure & Entertainment."

ment." Presented in conjunction with *Iwerks Entertainment* and *AT&T Multimedia*. Foxwoods Casino Resort & Iwerks' Cinetropolis Complex, Ledyard, Conn. Contact: Ron Knight, (212) 388-0842.

June 28-30—Direct Response Television Expo & Conference, Olympia, London. Sponsored by *Advanstar Expositions*. Contact: Liz Crawford, (714) 513-8400.

June 30—"Awards for the Advancement of Learning Through Broadcasting" dinner. *National Education Association*. New Orleans Hilton Riverside and Towers. Contact: Bill Martin, (202) 822-7222.

JULY

July 4-15—Meeting of the Secretaries General of the Broadcasting Unions. Helsinki, Finland. Sponsored by *NANBA*. Contact: World Broadcasting Unions, (613) 738-6553.

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—7th annual *International Teleproduction Society Forum and Exhibition*. Mayflower Hotel, Washington, DC. 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 20-23—*Alliance For Community Media* International Conference and Trade Show. Ala Moana Hotel, Honolulu, HI. Contact: (202) 393-2650.

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.

July 24-29—Management Development Seminar for Television Executives sponsored by *National Association of Broadcasters*. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-5368.

July 27-29—*Michigan Cable Television Association* Annual Summer Meeting, Grand Traverse Resort, Traverse City, Michigan. Contact: Colleen McNamara, (517) 482-2622.

July 27-31—Unity '94. Co-sponsored by *National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association and Native American Journalists Association*. Atlanta. Contact: (800) 948-6489.

AUGUST

Aug. 1-3—1994 *Eastern Cable Show*. Inforum Exhibit Hall, Atlanta. Contact: (404) 252-2454.

Aug. 4-6—*Satellite Broadcasting & Communications Association* national convention. Orlando Convention Center, Orlando, Fla. Contact: (703) 549-6990.

Aug. 16-18—Interactive Multimedia Forum, Waldorf-Astoria, New York. Sponsored by *Kagan Seminars, Inc.* Contact: Genni Russell, (408) 624-1536.

Aug. 24-25—Investing in Asia-Pacific Media & Telecom, Park Lane, New York. Sponsored by *Kagan World Media*. Contact: Genni Russell, (408) 624-1536.

Aug. 25-27—*Nebraska Broadcasters Association* Annual Convention. Ramada Inn, Kearney, Nebraska. Contact: Dick Palmquist (402) 333-3034.

Major Meetings

Ronald J. Harris

MOR Music TV President/Chief Executive Officer Ron Harris knows that launching a new cable network in today's crowded environment requires a fair amount of noise.

At last month's National Cable Television Association convention in New Orleans, Harris booked the historic Saenger Theater and treated cable system operators to a Crosby, Stills & Nash concert. At the Western Cable Show last December, MOR Music wowed 'em with a Chuck Berry concert. Not bad for an upstart music video network from St. Petersburg, Fla.

Creative marketing is nothing new for Harris. In 1984, when he was overseeing marketing for the CBN Satellite Network (now The Family Channel), he bought local spots on competing cable networks urging viewers to switch to CBN. The ads featured an animated set-top cable box that showed viewers exactly how to change their channels.

Among those who saw the CBN spot was cable titan Ted Turner, who caught it on one of the Turner networks. Turner was not happy about the CBN ad campaign, but at the same time he was impressed. He soon hired Harris to be corporate vice president of advertising and promotion at Turner Broadcasting System.

Harris stayed with Turner for six years, overseeing the marketing of superstation WTBS, CNN, Headline News, the Atlanta Braves, the Goodwill Games, CNN International (Great Britain) and the NBA basketball telecasts. Harris was the person who reworked the old rock 'n' roll song *Let's Go to the Hop* into *Let's Go to the Hoop* and used it in a famous spot that helped broaden the viewing audience for NBA basketball.

His latest marketing challenge is MOR Music TV, the music video/home shopping network that Harris joined roughly a year ago. The network now reaches 12 million homes, including 4 million households apiece in the cable, backyard dish and overnight broadcast markets.



Serious competition lies ahead—MTV and a consortium of music industry giants are separately developing music video/home shopping formats—but Harris likes to point out that MOR Music TV has a head start in the business.

Harris says he plans to use the leverage of the existing MOR Music TV operation to launch new networks or relaunch acquired networks, possibly with the help of a strategic partner.

It is a strategy he says he learned during his tenure with Turner: "He really had a great philosophy about centralized operations and leveraging all of the manpower and services needed to launch and support multiple channels."

Although Harris has been involved in the television industry for 17 years, he did not immediately gravitate toward the business. He attended a military academy before college and at one time contemplated a career in the armed forces. Growing up as the son of a Ford Motor Co.

executive, Harris spent some time racing cars in his native Michigan. He also played in a rock 'n' roll band called The Esquires. And for a while, he says, he thought about becoming President of the United States.

"I'm not kidding," Harris says of his presidential aspirations. "One of [the] influences in my life was my mother, and I think she set my goals real high."

Harris says his first "serious" job was as a broker with United Business Investments in San Diego. His plan was to find a business that he could own and operate with the financial backing of his family. But in 1977, he made the switch to television by taking a job as a promotion manager for Pat Robertson's religious program, *The 700 Club*.

The job appealed to Harris, a born-again Christian, because it was something he believed in. It turned out to be a good move three years later when Robertson decided to launch the family-oriented CBN Satellite Network. Harris eventually left Robertson's organization to go to Turner, but returned as the company was mapping major growth plans.

Upon his 1989 return to CBN—now known as International Family Entertainment—Harris became involved in IFE's purchase of the TVS/MTM production studio and programming libraries; the launch of The Family Channel-UK on BSkyB; and the development of new IFE networks Cable Health Club and Game Channel.

He probably could have stayed with IFE until retirement, but he decided that was not his style.

"I'm still young," says Harris, 43. "I haven't thought about retirement."

—RB

President/CEO, MOR Music TV, St. Petersburg, Fla.; born June 5, 1951, Michigan; computer science diploma, Control Data Institute of Technology, 1972; business agent, United Business Investments, 1976; promotion director, Christian Broadcasting Network, 1977-80; director of marketing, CBN Satellite Network (The Family Channel), 1980-84; corporate vice president of advertising and promotion, Turner Broadcasting System, 1984-89; senior vice president of communications, marketing and new business ventures, International Family Entertainment, 1989-93; current position since August 1993; m. Kim Cooper, September 1989.

Fates & Fortunes

BROADCAST TV

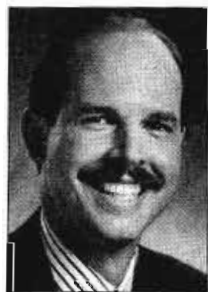
Dan DiDio, manager, daytime broadcast publicity, ABC TV, New York City, named director, children's entertainment, Los Angeles.

Jerry Jameson Jr., VP/western regional sales, television syndication, Rysher Entertainment, Burbank, joins Twentieth Television's domestic television division, Los Angeles.

Lisa Auerbach, promotions manager, Creative Services Group, Los Angeles, joins ITC Entertainment as director of domestic marketing there.

Bonnie Buckner, director, southwest sales, Rysher Entertainment, Dallas, named director, western sales, Burbank.

Lura L. Burton, litigation associate, Katten Muchin Zavis & Weitzman, Los Angeles, joins Group W Productions there as director, legal and business affairs.



Longinotti

Ronald S. Longinotti, station manager, KXTV Sacramento, named VP/GM, KOTV Tulsa, Okla.

Christine Fahey, segment producer, *CBS This Morning*, New York City, named

Carlos Deschappelles, national sales manager, WLTW Miami, named VP, spot sales, Univision, New York.

Appointments at *The Jerry Springer Show*, Chicago: **Richard Dominick**, senior producer, named executive producer; **Annette Grundy**, coordinating producer, named senior producer.

Appointments at WJZ-TV Baltimore: **Michael S. Easterling**, manager, programing, named manager of programing and public affairs; **Susan Otradovec**, manager, public communications, named public affairs manager; **Michelle Dowd**, programing assistant, named programing administrator; **Patrick Onley**, special projects coordinator, named programing and public affairs coordinator; **Kallie Amorgeanos**, public communications assistant, named programing and public affairs assistant; **Joyce Kashima**,

station consultant, named speakers bureau coordinator.

Sheryl Jonsson, GM, KOSA-TV Odessa, Tex., joins WHOI-TV Peoria, Ill., as GM.

Recent elections to membership to the Caucus for Producers, Writers & Directors, Burbank: executive producer **Richard Maynard**, directors **Nema Barnette** and **Glenn Jordan**, producer/creator **Michael Warren**, and producers **Andrea L. Baynes** and **Anne Hopkins**.

RADIO

Mike Marshall, GSM, WSNX-FM, WMRR(FM) and WSN(FM) Grand Rapids, Mich., joins Katz Radio Group as sales manager of marketing unit's Atlanta office.



Keller

Traugott Keller, Eastern sales manager, CBS Radio Networks, New York City, joins ABC Radio Networks as VP, eastern sales, there.

Lauren Walker, president, Kuumba Broadcast Services, Los Angeles, joins SI Communications, Burbank, as director of radio operations.

Appointments at WEEI(AM) Boston: **Beverly Tilden**, VP and marketing director, WXKS-FM Boston, joins as station manager; **Karen Gagne**, local sales manager, WJMN-FM Boston, joins in same capacity.

Appointments at WTLE(FM) Minneapolis: **Joe McCormack**, National Multiple Sclerosis Society, South Texas Chapter, joins as promotion director; **Dave Munson**, account executive, named local sales manager.

Christine Woodward-Duncan, VP and GM, WENS-FM Indianapolis, named senior VP of parent Emmis Broadcasting there.

Thomas J. Severino, GM, WCKY(AM)/WIMJ(FM) Cincinnati, joins WIBC-AM Indianapolis in same capacity.

John Caracciolo, chief engineer, WDRE-FM Garden City, N.Y., named VP, engineering.

Trent Tyler, morning personality, KQRC-FM Kansas City, joins WAXQ (FM) New York City in same capacity.

Appointments at KMTT-AM-FM, Tacoma, Wash.: **Dean Carlson**, weekend personality, named music director; **Tami Bennett**, weekend personality, named evening host.



Rayfield

Marc Rayfield, local sales manager, KYW(AM) Philadelphia, named general manager.

John Kelly, on-air personality, KGMV-FM Springfield, Mo., joins KNIX-FM Phoenix

as evening personality.

Frank Hanford, sales manager/program director and co-owner, WSN(AM)/KRRO (FM) Sioux Falls, S.D., joins KCUE (AM)/KWNG(FM) Red Wing, Minn., as GM.

MULTIMEDIA

Terry Mackin, VP, eastern region, Columbia TriStar Television Distribution, New York City, joins Ellis Communications, Atlanta, as executive VP/COO.



Fox

Douglas B. Fox, corporate VP, marketing, Times Mirror Newspaper Group, joins Landmark Communications Inc., Norfolk, Va., as COO.

James Sharpe, director of operations, Metro Networks, Chicago, named Midwest regional director of operations there.

James P. Ganley, assistant controller, Park Broadcasting Inc., Ithaca, N.Y., named controller.

Mary Alice Tierney, manager, community affairs, WTMJ-TV, WTMJ(AM)/WTKI (FM) Milwaukee, named VP, communications and community affairs, WTMJ Inc.

CABLE

Appointments at Turner Entertainment Group, Atlanta: **Karen Flanzbaum**, manager, named director of public relations, Turner Network Television

originals; **Shirley Grisiatis**, manager, named director of public relations, the Cartoon Network.

Linda Gatti, advertising manager, Home Team Sports, joins the Metro Washington Cable Marketing Council, Washington, D.C.

Steve Newman, president, Professional Trends Co., joins the Home & Garden Television Network, Knoxville, Tenn., as VP, advertising sales.

Appointments at Rifkin & Associates Inc., Denver: **Paul Hoffman**, GM, Clay CableVision, Orange Park, Fla., named VP, operations; **Suzanne Cyman**, VP, marketing research, Vista Cablevision Inc., Wichita Falls, Tex., joins as VP, marketing/promotion.

Bob Greenway, VP, sports programing, HBO Sports, joins The Golf Channel, Birmingham, Ala., as senior VP, programing and operations.

Douglas Watts, senior Washington counsel, Tele-Communications Inc., named senior VP, regulatory policy and compliance, Denver.

SATELLITE & WIRELESS

Rob Sellers, chief accounting officer, United Video Satellite Group Inc., Tulsa, Okla., named VP and corporate controller.

Jennifer L. Richter, associate, Pepper & Corrazzini, Washington, D.C., joins Wireless Broadcasting Systems of America Inc., Denver, as corporate counsel.

ADVERTISING & MARKETING

Appointments at Wunderman Cato Johnson, New York City: **George Liggett**, business affairs manager, named VP/director of business affairs; **Tom Benelli**, associate media director, named VP/associate media director; **Pat O'Brien**, broadcast buyer, named senior broadcast buyer; **Allison Toscano**, assistant media planner, named media planner.

Appointments at Television Bureau of Advertising, New York City: **Cora Enriquez**, VP, research director, Blair Television, New York City, joins as director, national marketing research; **Brenda Seidner**, category marketing associate, *Reader's Digest*, Radnor, Pa., joins as director, retail marketing research.

Appointments at AbramsonEhrlich-

ABC's Goldman retiring

Robert Goldman, vice president of administration for Capital Cities/ABC, will retire in September after 36 years with the company. Goldman, 62, who joined ABC in 1958, served in a variety of executive positions and at various times handled responsibilities in program cost administration, television spot sales, network owned-and-operated television stations and television network news. After two years as vice president of finance, Goldman was named vice president of administration in 1973. He also has served in that capacity since the merger with Capital Cities Communications in 1986.

"We have been especially grateful in recent years to have the benefit of Bob's expertise in the real estate area," said Mike Mallardi, senior vice president of Capital Cities/ABC and president of the company's broadcast group. Mallardi credited Goldman with much of the company's success in this area, citing the importance of Goldman's suggestions for reorganizing company real estate holdings and building its new corporate headquarters shortly after the merger.

In addition, Goldman last year was named to administer the Capital Cities/ABC Inc. Foundation. He will continue in that post for two years following his retirement.

—KR



Manes, Washington, D.C.: **Hal Swetnam**, copywriter, Arnold Advertising, McLean, Va., joins as associate creative director; **Lana Licht**, art director, Geer Dubois, New York City, joins as art director; **Randi Himelfarb**, copywriter, Lambesis, San Diego, joins as copywriter.

TECHNOLOGY



Seidel

Robert P. Seidel, VP, broadcast services engineering, CBS, named VP, engineering.

Craig Soderquist, VP/GM, Grass Valley Group, joins General Instrument Communications Division as VP.

Mike D. Jones, VP, Jefferson-Pilot Data Services, Greensboro, N.C., named president.

Chuck Thompson, VP, sales and marketing, JLCopier Electronics, Los Angeles, named VP/GM.

DEATHS

H. Grady Edney, 73, of Coral Springs, Fla., retired vice president in charge of programing for Storer Communications, died June 4 of pneumonia in Rocky Mount, N.C., while visiting

his daughter. Edney began his career in radio in 1940 with WSJS(AM) Winston-Salem, N.C. He then served in Europe with the 7th Armored Division and was broadcaster of the late-night romance "Sigh by Night" for the American Forces Network. After working at several large-market stations, including WBZ(AM) Boston, KYW(AM) Philadelphia and KCBQ-AM-FM San Diego, he joined Storer Broadcasting Co. in Miami as vice president in charge of programing. Survivors include his wife, Patricia, a son and two daughters.

Henry Mancini, 70, composer and musician, died June 14 in Beverly Hills, Calif., of complications from liver and pancreatic cancer. Mancini, who won four Oscars for his film themes, began his career at Universal Pictures in 1952. There he met writer Blake Edwards, who in 1958 asked Mancini to write the score for a TV project. His pounding jazz theme music for *Peter Gunn* became a pop hit. Other TV shows with Mancini themes include *Mr. Lucky* (1959), *The Andy Williams Show* (1962), *The NBC Mystery Movie* (1971), *Cade's County* (1971), *Blue Knight* (1975), *What's Happening!* (1976), *Newhart* (1982), *Hotel* (1983) and *The Thorn Birds* (1983). He is survived by his wife, Ginny, and three children.

—Compiled by Kenneth R. Ray

A Richmond, Va., federal court, citing pending legislation in Congress, said it would not review a lower court's decision to allow Bell Atlantic into the cable business. The highly unusual move was seen as a boost to telecommunications legislation now pending in Congress. FCC Chairman Reed Hundt said late last week that he is interpreting the court's action "as a major boost to the Markey-Fields bill." That bill would let telco and cable companies into each other's business. BA was disappointed with the decision because it delays a final decision on the matter.

The Supreme Court let another week pass without ruling on cable's First Amendment challenge to the must-carry law requiring cable systems to carry local broadcast signals. But the high court handed down two other opinions last week suggesting a high regard for free speech rights. In *Ladue v. Gilleo*, the court upheld lower court decisions striking down a Ladue, Mo., ordinance banning, with a few limited exceptions, signs in the windows of homes. The ordinance "has almost completely foreclosed an important and distinct medium of expression to political, religious or personal messages," the court ruled. And in *Ibanez v. Florida*, the court overturned a Florida court ruling affirming the state's reprimand of Silvia Ibanez for using certain professional designations in her advertising. The Supreme Court said a state may restrict commercial speech, but only if it can show it is advancing a "substantial state interest in a manner no more extensive than necessary.... The state's burden is not slight: It must demonstrate that the harms it recites are real and that its restrictions will in fact alleviate them to a material degree."

Four House members have joined broadcasters in their fight



NBC celebrated the 50th anniversaries of two employees, Don Pardo and Gloria Clyne. Pardo began his career as a staff announcer on June 15, 1944. He has announced for some of TV's most popular comedy and game shows and currently is heard on 'Saturday Night Live.' Clyne joined NBC on Feb. 17, 1944, as a member of the guest relations staff. She has held many jobs, including producing consumer segments for Betty Furness on NBC's New York O&O WNBC-TV. She continues to work in WNBC-TV's consumer unit as the chief investigator for Asa Aarons' reports. Congratulating Pardo (l) and Clyne are NBC President/CEO Robert Wright and WNBC-TV President/GM Bill Bolster (r).

to block the \$5 billion spectrum royalty tax being advanced by the Clinton administration to offset revenue losses due to GATT. The Representatives—Peter Hoagland (D-Neb.), Dan Schaefer (R-Colo.), Amo Houghton (R-N.Y.) and John Bryant (D-Tex.)—began asking their colleagues to sign a letter calling on OMB Director Leon Panetta to drop the GATT tax plan. Broadcasters receive no benefits from GATT, they argued. The proposed tax on gross income is "unfair and inconsistent" with corporate tax policy, they added. And broadcasters would have a difficult time passing on the extra cost of the tax to advertisers.

Phil Donahue lost his bid to televise the execution of David Lawson in North Carolina. The execution went ahead as planned June 15, sans cameras. The U.S. Supreme Court denied without comment Donahue's appeal to tape the gas chamber execution last Tuesday (June 14).

Donahue and Lawson argued that Lawson had a constitutional right to have his execution videotaped and publicly disseminated. The North Carolina State Supreme Court ruled he did not, and two federal appeals courts agreed, also without comment.

Abry-owned KSMO-TV Kansas City, local rightsholder of baseball's Kansas City Royals, has sued the team for breach of contract. The station said the team's refusal to renegotiate its rights contract after the formation of The Baseball Network constitutes a breach, because TBN's regionalized coverage will put as many as 12 Royals games on the competing ABC and NBC affiliates in the market this summer. KSMO-TV entered a new three-year rights deal with the team shortly before the formation of TBN last year. The station is scheduled to pay the team a reported \$3.7 million this year and about \$4 million in 1995.

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The two-hour final episode of **Star Trek: The Next Generation's** 19.5 Nielsen Television Index rating for the week ended June 5 made it **the week's number-one show—syndicated or network**. It topped *Home Improvement's* 18.5, *Seinfeld's* 16.5, *60 Minutes's* 14.9 and *Roseanne's* 12.9. Among syndicated fare it topped second-rated *Wheel of Fortune's* 11.7. The episode's 31 million viewers made it the highest rated syndicated program or special of the 1993-94 season and the fourth most-watched syndicated special ever.

Prism Radio Partners gained an FM duopoly in Jacksonville, Fla., with its purchase of WIVY-FM from J.J. Taylor Companies Inc. for slightly more than \$7 million. Tucson, Ariz.-based Prism already owns Jacksonville stations WKQL(FM), WOKV(AM) and WPDQ(AM). Prism, led by president Bill Phalen, also owns stations in Louisville, Ky.; Raleigh-Durham, N.C.; Tucson, Ariz., and Wichita, Kan.

With regulatory uncertainties looming in the U.S., opportunities in cable lie overseas for now, Viacom President/CEO Frank Biondi told a Washington cable gathering last week. Biondi cited the international distribution of movies, videos and other software as the near-term rewards for his company's acquisition of Paramount Communications.

Encore has signed new deals with Time Warner, Comcast and Los Angeles' Century systems that will make the unregulated minipay movie channel available to more than 20 million homes by mid-July.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 5. Numbers represent aggregate rating average/stations/% coverage.)

1. Star Trek: Next Generation	17.4/247/99
2. Wheel of Fortune	11.7/224/99
3. Jeopardy!	10.1/208/96
4. Oprah Winfrey Show	8.1/228/98
5. Entertainment Tonight	6.9/184/96
6. Roseanne	6.7/178/96
7. Star Trek: DS9	6.2/231/98
8. Baywatch	5.9/206/95
9. Wheel of Fortune-wknd	5.7/175/78
10. A Current Affair	5.6/182/94
10. Married...With Children	5.6/183/95
12. Hard Copy	5.5/161/91
13. Nat'l Geog On Assignment	5.4/196/97
14. Cops	5.3/170/93
15. Century 16	5.2/179/96
15. Family Matters	5.2/181/89
15. Inside Edition	5.2/158/91

Hundt seeks budget allies

FCC Chairman Reed Hundt appealed to the Federal Communications Bar Association last week to support an increase in his agency's budget. The FCC's current funding for FY 1995 is set at \$166.8 million, but Hundt would like \$20 million more.

An FCC with increased resources would be good for regulated industries and the lawyers who serve them, Hundt said. "I would hope there would be an industry consensus on this and it would come together," he said.

Hundt said the agency currently is assessing reorganization in an effort to streamline regulation. "We are looking at what rules we should get rid of," he said, adding that the agency also is taking a close look at licensing procedures.

Among the options on the table is establishing a Wireless Bureau, an International Bureau and a Satellite Bureau. Hundt also said the commission will reform its ex parte rules to make them easier to understand and implement.

—CS

NEW YORK

Late-night fallout

Upfront advertising for the late-night daypart is down roughly 20% this year to about \$325 million, network sales executives report. Reason: absence of two shows, *Arsenio Hall* and *Chevy Chase*, both canceled earlier this season. CBS's *Late Show with David Letterman* is said to have led the late-night field in price gains (roughly 15%), followed by *Nightline*, frequently second in the late-night ratings.

PHOENIX, MIAMI

Affiliation options

Phoenix and Miami have more in common than a warm climate; both are four-VHF TV station markets. When CBS lost its affiliate in Miami several years ago, it tried to buy the ex-NBC affiliate, WSVN. Now that CBS has lost its affiliate in Phoenix, will the network try to buy ABC's ex-affiliate KTVK? Like WSVN at the time, KTVK is the only TV station in a family-run company. KTVK's owner/GM, Delbert Lewis, says that so far he has not been approached by CBS about buying the station.

Lewis says that if necessary, he is willing to copy the strategy adopted by WSVN owner, Edmund Ansin, and run the station as a non-affiliate with a heavy dose of local news. Ansin told BROAD-

CASTING & CABLE two weeks ago that WSVN is now the most profitable station in Miami.

LOS ANGELES

Sharing the wealth

At the Fox affiliates meeting this week in Los Angeles, executives from the network and its stations will discuss how to distribute the more than \$40 million in profit expected to be generated annually by Fox Children's Network. Although the network has been profitable since its debut in 1990, profit has gone to pay off the deficit incurred by Fox, which financed the venture. Beginning in 1996, stations will receive distribution checks from the network.

THE FIRST BARTER DEAL



Drawn for BROADCASTING & CABLE by Jack Schmidt
"If you tell people I invented this, I'll let you use it for three moons."

Our kind of court (so far)

The must-carry case so far notwithstanding, this year's Supreme Court session has been remarkably productive in terms of the First Amendment. Two new cases last week were of special note to the Fifth Estate in indicating the court's insistence that any breach of free speech be prefaced by proof of greater good. That's far short of an absolute approach on First Amendment matters, but it's in the right direction.

The most positive of last week's cases was *Ladue v. Gilleo*, involving that St. Louis suburb's ordinance prohibiting the public display of signs in residential areas. A unanimous court sided with the homeowner, Margaret Gilleo, in holding that her right to free speech was violated. "Regulation of a medium inevitably affects communication itself," the court said, in language that resonates for all in electronic communication.

In another case, involving commercial speech (*Ibanez v. the Florida Board of Accountancy*), the court sided with a lawyer whose advertising cited her credentials as a certified public accountant and certified financial planner. (The state had reprimanded her for engaging in false, deceptive and misleading advertising, despite the apparent truthfulness of the communication.) "The state's burden is not slight," said the court. "The free flow of commercial information is valuable enough to justify imposing on would-be regulators the costs of distinguishing the truthful from the false, the helpful from the misleading and the harmless from the harmful" (a citation from *Zauderer v. Office of Disciplinary Counsel of Supreme Court of Ohio*).

Ladue, *Ibanez* and comparable First Amendment cases are important conceptual building blocks for the new foundation of free speech, which—in our living

law—is forever being rewritten. Today's portents for tomorrow's law aren't all that bad.

50 states too many

A posse of vigilantes representing eight states has singled out one of the cable industry's finest operators for humiliation and harm. Their suit, charging Comcast Cable Communications with deceptive marketing, is likely the first of many as the states go after their pound of flesh in the frenzy to reregulate cable. It must not be allowed to happen.

The surface issue is whether Comcast used negative-option techniques in restructuring its price schedule the first time the FCC told cable to cut rates. (You'll remember, that was the cut that took only 10% of cable's revenues—the one that preceded the 17% cut.) Comcast's position is that its marketing practices follow the letter of the FCC's rules, which permit the use of revenue-neutral negative options in tier restructuring*.

The principle of federal pre-emption in establishing the rules for cable service should clearly be national policy. The FCC, which has wavered for months in the face of state demands on this issue, should assert its jurisdiction with force and finality. Regulatory chaos should not be allowed to compound regulatory error.

*According to the FCC First Report and Order (May 3, 1994): "Moreover, restructuring of tiers and equipment, including restructuring appropriate for implementing the Cable Act's provisions, will not bring the negative option billing provision into play if subscribers will continue to receive the same number of channels and the same equipment. As NCTA suggests, a subscriber presumably has already 'affirmatively suggested' this level of service...."

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Thursday, July 14:

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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
U S 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
Valu Vision
- 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
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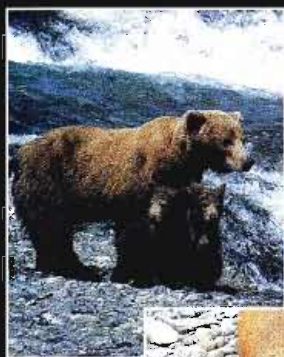
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