

JULY 11

Broadcasting & Cable

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SPECIAL REPORT: SATELLITES '94

SATELLITE NEWS GATHERING

The long reach of localism

Changing of the
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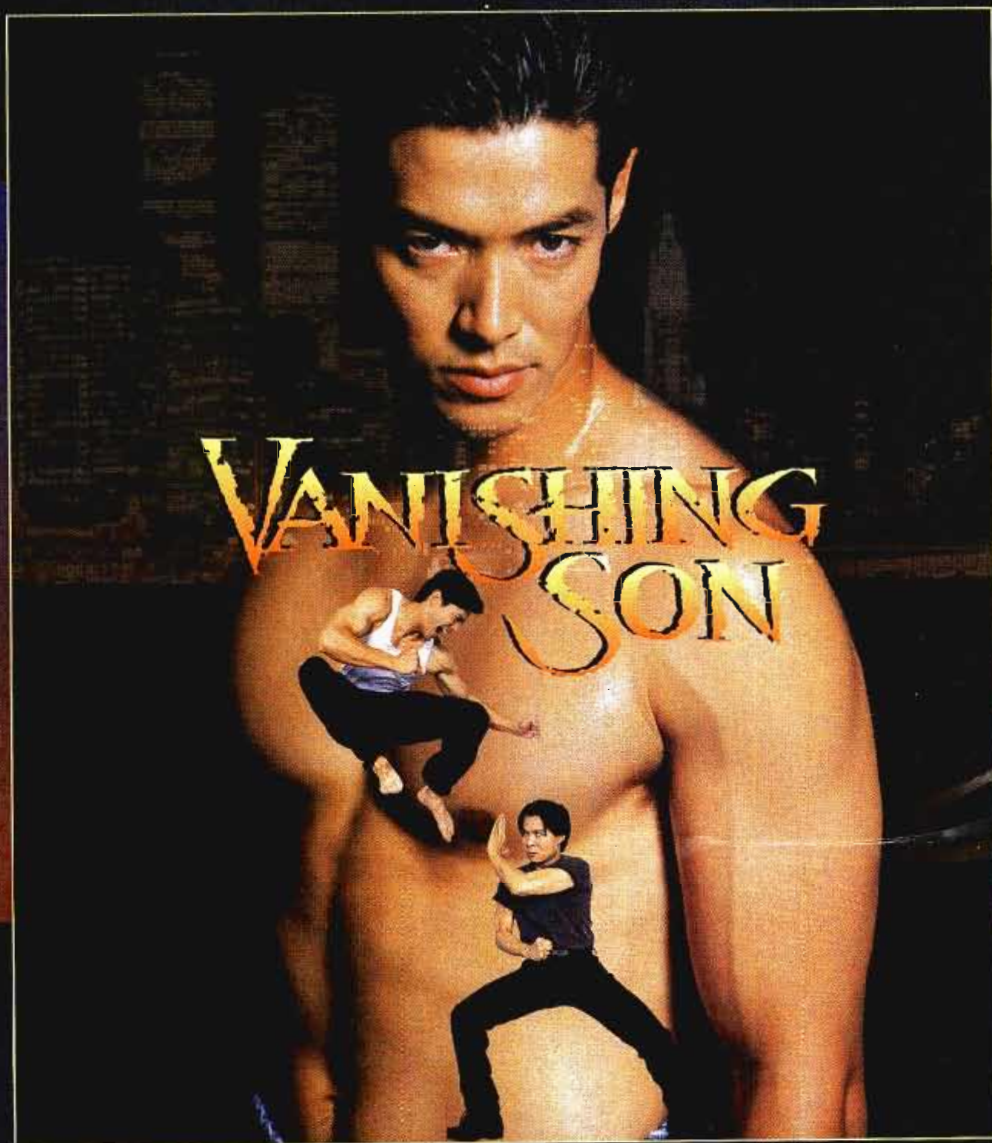
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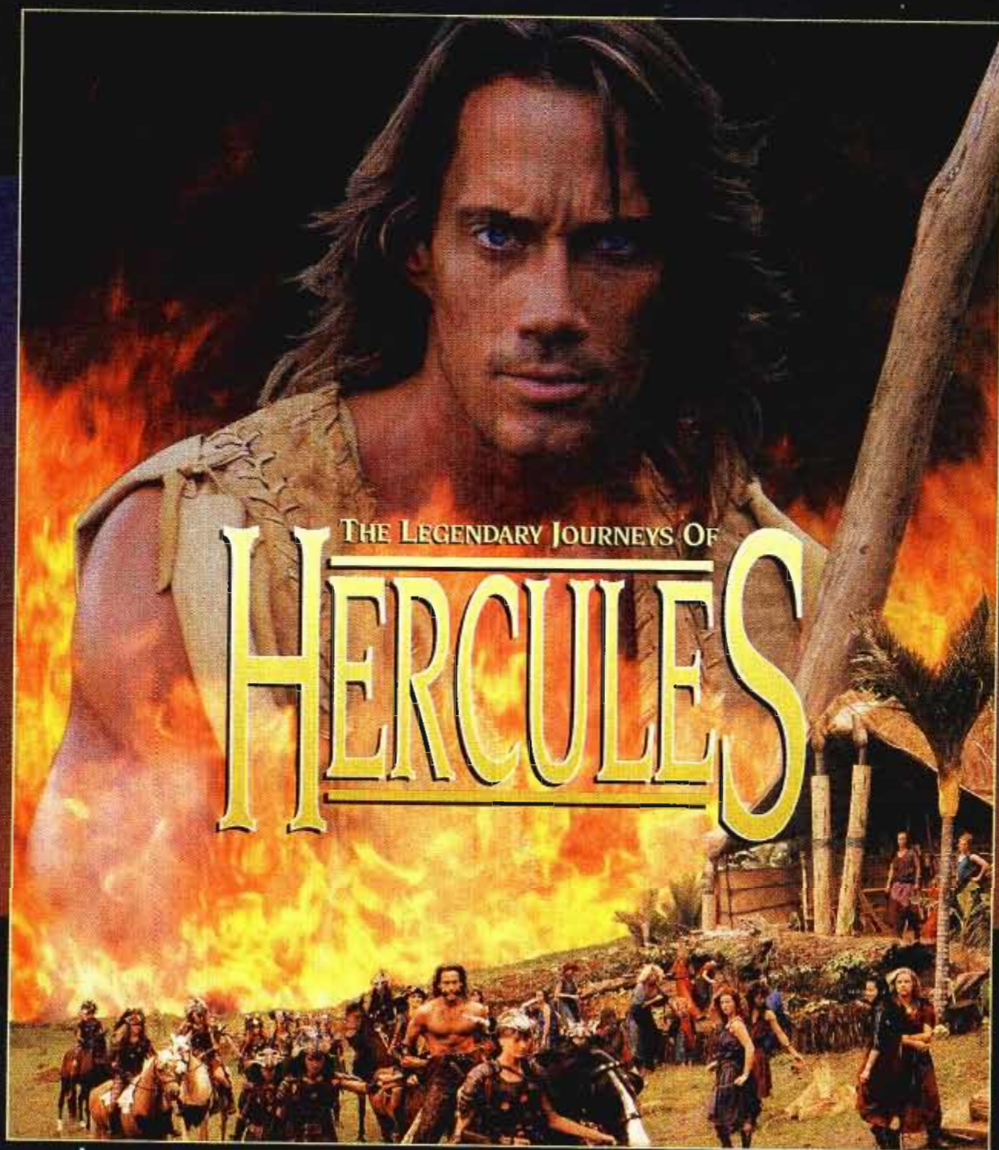
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MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Bell Atlantic gets video dialtone Bell Atlantic has leaped over the first major regulatory hurdle in winning FCC approval to build the nation's first commercial video dialtone system. The telco will begin delivering services in the early 1995. / 6

Executive shake-up at Fox A new management structure at Fox, implemented following the departure of Fox Broadcasting Co. Chairman Lucie Salhany, dramatically increases the power of Fox Inc. Executive Vice President Chase Carey and moves network production under the watch of 20th Century Fox Film Corp. Chairman Peter Chernin. / 7



Lucie Salhany leaves Fox, considers future. / 7

NBC restructures entertainment division NBC plans to do away with its series development and current comedy and drama departments. Instead, the network division will comprise two teams, each responsible for specific studios and production companies. / 10

CBS/QVC gets cautious yes With the always-present potential of a third-party spoiler bid for CBS or QVC, Larry Tisch's and Barry Diller's proposed merger is not a done deal. Considerable uncertainty was expressed last week in the stock prices of both companies. / 14

CBS under Diller It all gets down to that vision thing: Barry has it and Larry doesn't. That was the consensus of industry executives on what Barry Diller will bring to CBS. Among areas on which Diller could focus are lowering the network's demographic profile and acquiring more stations. / 14

Fox plans cable movie channel Many cable system operators are bewildered by the glut of new movie channels. The latest is Fox Movie Studio, a commercial-free cable network to be launched this October. / 16

SPECIAL REPORT: SATELLITES '94

The SNG edge

Network engineers are reporting steady growth in satellite newsgathering traffic, with daily newsfeeds coming from fleets of more than 100 trucks and fixed uplink sites. Equipment makers say the market is poised for more growth with the imminent approach of digital SNG. / 36

ON THE COVER: SNG trucks gather outside O.J. Simpson's hearing in Los Angeles. Photo by David Butow/Blackstar.

Riding digital wave

Orion Atlantic plans to ride the wave of digitally compressed video with a satellite it says is tailor-made for the new digital technology. / 42

KABC-TV technician Scott Shulman coordinates newsfeeds during O.J. Simpson's hearing; AT&T's Telstar satellite provides newsgathering support. / 36



From consolidation, competition

The acquisition of GTE Spacenet by GE American Communications actually may enliven competition in the satellite industry. / 46

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A year after FCC comments, the four contenders to launch the satellite digital audio radio industry still are waiting for the FCC to set the regulations that will govern their business. / 47

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Cable boasts record ratings

Ad-supported cable networks averaged a record 15.3 Nielsen rating in June, a 14% boost over the previous year. The networks welcomed the news after some well-publicized ratings setbacks during the past year. / 17

Baseball Network steps up to plate

This Saturday The Baseball Network begins its task of producing and integrating 14 live simultaneous prime time Major League Baseball games. Depending on your point of view, it's either the production opportunity of a lifetime or a nightmare. / 18

"[Barry] Diller really knows the water, where [Larry] Tisch just sort of cruises in on low throttle and only in daytime."—Smith Barney media analyst John Reidy on the future and former manager of CBS

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Hanna-Barbera altered its 'Arabian Nights' special after consulting with Arab Americans. / 19

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World Cup runneth over

ABC has scored some record-breaking ratings for its 1994 World Cup coverage. The U.S.-Brazil July 4 match garnered a 10.4 rating and 27 share, according to Nielsen numbers. ESPN also is scoring high. Executives at the cable sports network hope it is a sign that their deal to cover professional Major League Soccer next year was a smart move. / 28

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'Promotional Warfare' will inspire radio marketers. / 30

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Compile your reading list from these reviews of recent and upcoming books, including *Please Stand By: A Prehistory of Television* by Michael Ritchie and *Tinker in Television: From General Sarnoff to General Electric* by Grant Tinker and Bud Rukeyser. / 30

RADIO

Spring ratings show age-related choices

AccuRatings found that listeners ages 12-plus and 25-49 in the same market selected a different arrangement of stations as their top 10 favorites and also preferred different morning shows. / 48

BUSINESS

Heftel Broadcasting plans major growth

Heftel Broadcasting Corp., which owns two radio stations, plans to become the largest group of Hispanic-formatted radio stations in the United States. / 49

WASHINGTON

RBOC motion may pay off

A court press by four Baby Bells that want to enter the long-distance telephone business may speed up—or

Arab Americans seek sensitivity

Arab-American activists are lauding a Hanna-Barbera television special altered to eliminate Arab stereotypes, but they claim that many

kill—Senate legislation that would have the same effect. Bell Atlantic contends the filing to abolish the consent decree that led to the breakup of AT&T will not undercut what Congress is doing. / 54

TECHNOLOGY

Broadcasters want freed-up spectrum

With virgin, reallocated government spectrum just over the horizon, broadcasters hope to stake a claim for electronic newsgathering operations. The NAB and the Association for Maximum Service Television are making a play for spectrum that the federal government is turning over to private-sector use. / 56

Confusion marks IVDS auctions **Telemedia Week**

The FCC is receiving lukewarm interest in its upcoming Interactive Video Data Services auctions for licenses to operate basic interactive television services, pointing up the widespread confusion surrounding the auctions and IVDS's wireless technology. / 32



ABC online: from soaps to news

Capital Cities/ABC has entered into an exclusive alliance with America Online to develop online interactive services. The deal spans interactive news, sports and entertainment. / 32

Geoworks develops set-top system

A small Silicon Valley company called Geoworks is developing an operating system for the next generation of set-top converters. The system is flexible enough to evolve along with interactive TV applications. / 33

New servers unveiled

Silicon Graphics will introduce two media servers designed to be scalable for every operation, from broadcast television stations to telcos and cable providers of future broadband digital services. / 34



Two large-scale servers from Silicon Graphics will be unveiled next year. / 34

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Bell Atlantic first with video dialtone

FCC grants commercial construction permit for New Jersey platform

By Christopher Stern

Bell Atlantic successfully leaped last week over the first major regulatory hurdle in its quest to build the nation's first commercial video dialtone system.

The FCC approved Bell Atlantic's application to construct a \$16 million interactive video platform passing 38,000 homes in Dover Township, N.J. Although five experimental video dialtone systems have been authorized, this is the first time the FCC has approved a commercial project.

Once the commission issues the official order on the decision, which could come as early as this week, Bell Atlantic can begin construction. The telco says it will begin delivering video dialtone services in first quarter 1995. Final approval for delivery of video services to customers could be several months away, however. The telco still faces a fight with its opponents over what prices it can charge its programming customers and end users. Video dialtone is not subject to local regulation.

The service will launch with 7,000-8,000 homes and build out the network at a rate of 1,000 homes a month. The company has said it plans to sign approximately 35%, or about 13,000 homes, for its service in Dover.

The FCC imposed some conditions on the Bell Atlantic construction permit, including a requirement to file quarterly reports with the agency on revenue, investments and expenses associated with the project. The FCC also effectively has told Bell Atlantic to put its technology where its mouth is by requiring the telco to provide 384 channels of capacity by Jan. 3 of next year. The telco's original proposal called for the VDT project to begin with 64 channels before working its way up to 384 by the end of the first year of operation.

The company does not anticipate that the conditions imposed by the FCC will cause any delay, a company

spokesperson said, although one cable industry source was skeptical that Bell Atlantic had the technological know-how to launch with 384 channels as early as next year.

Under the original proposal the programming provider, West Conshohocken, Pa.-based FutureVision, would have occupied the 64 channels, leaving no room for other programming providers on the system. The FCC

comes to establishing how much Bell Atlantic can charge its customers for use of its interactive video platform. One Bell Atlantic spokesperson said the company anticipates the tariffing process to take the full 120 days allowed under FCC rules. That process normally takes roughly 45 days for telephone service, the spokesman said.

During the tariffing process, Bell Atlantic will file the rates it plans to charge the programmers. It also will have to justify the rates it will charge customers for access to the network through charges for installation and rental of sophisticated set-top boxes.

Philips Consumer Electronics Co. and Compression Labs Inc. finalized their agreement with Bell Atlantic last week to produce the advanced interactive boxes.

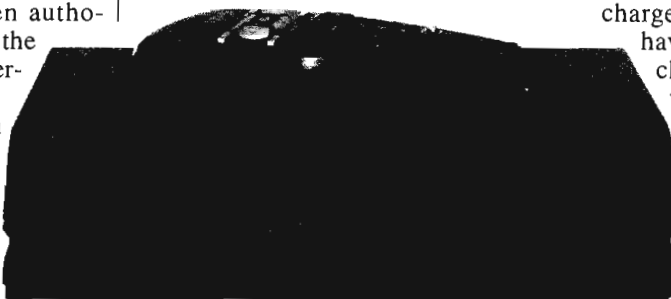
The terminals will use the MPEG 2 standard to deliver digital-quality audio and video signals. The set-top boxes will have the processing capability of a powerful personal computer.

The National Cable Television Association has fought all of the video dialtone applications at the FCC and has promised to appeal the Dover decision.

The commission still has reconsideration pending on its video dialtone rules. In that reconsideration, the FCC is expected to address cost allocation issues raised by the cable industry and consumer groups, both of which want strict rules requiring the telcos to prove that their investment in video dialtone will come from their new television business and will not be subsidized by their telephone subscribers.

FCC officials said last week that the reconsideration had been on this week's commission meeting agenda but was pulled at the last minute. One official said it might be taken up next month, but FCC Chairman Reed Hundt said that he expected a vote on reconsideration sometime in the next two to three months.

Twenty-one applications for commercial video dialtone systems are pending at the commission. ■



Prototype of a set-top box that will be used in Bell Atlantic's Dover township, N.J., video dialtone system

said, however, that Bell Atlantic would not meet its common carrier obligations if there were only one programmer on the system.

Future Vision's Robert Schena, president and COO, says the company will provide the equivalent of basic cable service at prices 20% below those of incumbent Adelphia Cable. Schena says Future Vision will offer a full complement of broadcast and cable channels, although he still is negotiating with several cable networks for rights to carry their programming. Future Vision plans to offer a variety of interactive programming and commercials, Schena says.

Adelphia Cable now serves 26,000 of the 38,000 homes that Bell Atlantic plans to pass with its 384-channel interactive video platform.

Adelphia has a rebuilt hybrid coaxial and fiber cable system with 80-channel capacity but is offering only 66 channels. "The issue of cross subsidy needs to be attended to in detail as the company moves toward publication of its tariff," says Jerold Clark, a spokesman for Adelphia Cable.

FCC officials said last week that they expect a drawn-out battle when it



Murdoch's chief executives Chase Carey and Peter Chernin

Fox's new team at the top

Carey and Chernin split company; Salhany resigns

By David Tobenkin

A major management reshuffling at Fox Inc. last week resulted in the stepping down of Fox Broadcasting Co. Chairman Lucie Salhany and the ascendancy of Chase Carey and Peter Chernin to positions atop the company's television and film divisions, respectively.

Carey will be chairman and chief executive officer of a new Fox Television division, while Chernin, who heads the 20th Century Fox Film Corp., will add oversight of network TV production under Peter Roth.

The moves narrow to two the number of executives officially reporting to Fox Inc. Chairman Rupert Murdoch, who has had consultants working on the plan since late last year. The original plan would have put Carey on the organizational chart between Murdoch and Salhany, a move she believed would diminish her effectiveness. After months of discussion, she and Murdoch agreed last week to disagree.

The new structure dramatically increases the power of Carey, who was Fox Inc. executive vice president, and moves network production under the watch of Chernin.

"The real objective is for the company to take better advantage of its multiple businesses, to expand its ultimate business and increase our productivity," says Carey, whose Fox Television includes the network, Fox Television Stations Inc., Twentieth Television's domestic syndication unit and fX, the new Fox cable channel. "We are putting the network, stations and cable

together, which makes sense, since they are businesses that interact a great deal and it is important for them to work together more efficiently."

Setbacks, management differences

Network setbacks over the past year and differences over management style between Murdoch and Salhany led to Murdoch's gradual removal of support for Salhany, sources say.

Fox ended the 1993-94 season down 6% in household viewership and 8% among adults 18-49. Although that stemmed partly from expanding to seven nights of programming from five, it was a reversal of the growth of the network in earlier years and was particularly damaging since Fox had targeted an older audience last season.

However, the network had a strong May book, beating CBS in 18-49 viewership for the first time.

The late-night *Chevy Chase Show*, a project Salhany championed, proved an embarrassing and expensive debacle.

Salhany, who was hired by Fox Chairman Barry Diller as president of Twentieth Television after a stellar career launching first-run syndicated product at Paramount Domestic Television, lacked close personal ties to Murdoch. She was named network chairman by Murdoch in 1993, 11 months after Diller left to find a new career. As had Diller, Salhany clearly resented the increasingly hands-on style that Murdoch has employed in

running the film and television aspects of his media empire.

The greatest question mark for some observers was the decision to place Carey as leader of the network. His previous duties were mainly financial and administrative, although he was instrumental in acquiring NFL football and the in New World affiliation coup. There has been speculation of a greater role for Fox Entertainment President Sandy Grushow, who will report to Carey. But Carey has no plans to add a network president and praised Grushow's performance at the network.

Less certain is the fate of Twentieth TV Executive Vice President Len Grossi, a Salhany confidant who oversaw the financial end of Twentieth Domestic

Television, Twentieth Network Television and Twentieth Century Fox International Television. The new structure effectively splits his position. Carey is talking to Grossi about restructuring his responsibilities, a Fox spokesperson says.

Chernin praised Twentieth Television's network output, which this fall includes three series for Fox and three for CBS. "It's my sense they're a good operation," he says, adding that he has not yet examined the unit.

Timing surprises

The timing of Salhany's departure surprised some.

Gregg Filandrinos, chairman of the board of governors, Fox affiliates, learned of her departure last Thursday, a day after

it became widely known.

"We're all concerned," Filandrinos said. "We all knew Lucie, and we knew where we stood. Now there's someone as the new chairman whom we don't know."

Network watcher Paul Schulman was more sanguine. "Her departure doesn't concern me one iota, and we spent more on Fox [in the upfront advertising market] than ever before," says Schulman, of network television buying service Paul Schulman Co. "I'm extraordinarily comfortable with Sandy Grushow as programming head and love Peter Chernin from his job at the network. It's Rupert's call. I'm not going to second-guess it." ■



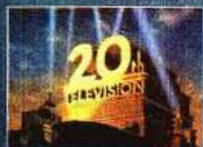
Lucie Salhany

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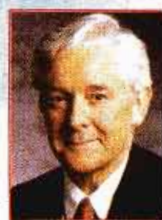


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NBC restructures entertainment division

Team concept applied to series development and execution

By Steve Coe

Within the next 10 days, NBC will announce a restructuring of its entertainment division, doing away with its series development and current comedy and drama departments. Instead, the network division will comprise two teams, each responsible for specific studios and production companies.

Under the present system, all drama and comedy projects, both in development and on the air, are handled by different departments. With the new system, each team will handle series from development to production to air.

Warren Littlefield, president, NBC Entertainment, will continue to report to Don Ohlmeyer, president, NBC, West Coast. However, much of the final structure depends on the future of Jamie McDermott, vice president, comedy development, NBC Entertainment. McDermott is renegotiating her contract, which expired in June.

According to sources, Ted Frank, vice president, current programs, NBC Entertainment, will head one team and David Nevins, director,

drama development, the other. If McDermott remains, she is expected to become a senior vice president below Littlefield, with both teams reporting to her, since oversight of both teams apparently remains the sticking point in her contract negotiations. Some entertainment executives are said to be hesitant to accept that chain of command. However, observers say the network will bargain aggressively to keep McDermott, especially in light of the departure last month of her drama counterpart Kevin Reilly, vice president, drama development.

When reached last week, Littlefield acknowledged the network was preparing the changes but would not discuss specific personnel moves. "I don't want to say whether there will be any people leaving or coming," he said when asked if the



"We think this will only make NBC a more attractive place for creative people to work."

—Warren Littlefield

reorganization would result in staff cuts or additions.

Littlefield, a 14-year veteran of the division, says the goal of the reorganization is to avoid abandoning a show when it goes from development to "current" status and to eliminate departmental division. "If we're a broadcast outlet," asks Littlefield, "why do we delineate between comedy and drama?"

Littlefield says he was reluctant to make changes in the division without consulting other executives. "I grew up in this division, so I thought I'd be the worst person to do it. I asked some outside people to

come in and suggest other ways to organize the division—people from other businesses as well—and the recurring concept seemed to be teams with team captains."

Fox plans cable movie channel

The heated competition among movie channels is about to become even hotter with the introduction of Fox Movie Studio, a commercial-free cable network to be launched later this year by Fox.

A tough battle lies ahead. In addition to existing services, such as American Movie Classics, Turner Classic Movies, Encore, Flix!, HBO, Cinemax, The Movie Channel and Showtime, cable system operators are being assailed with pitches from new movie channels, including Romance Classics, Starz! and no fewer than 11 thematic channels from Encore and Showtime.

Many cable system operators are bewildered by the glut of new movie channels as they continue to operate with limited channel capacity, says Richard Aurelio of Time Warner's New York City Cable Group.

"For the short-term, [Fox Movie Studio] doesn't seem to have any practical or realistic opportunity for getting much carriage," Aurelio says. "I don't sense any overwhelming gap in the current offerings that would suggest there is a compelling need for it." However, Aurelio says there might eventually be some opportunity for FMS and other movie channels as channel capacity increases.

Fox Movie Studio is important to MSOs because the service can be offered on a programming tier, says Fox's

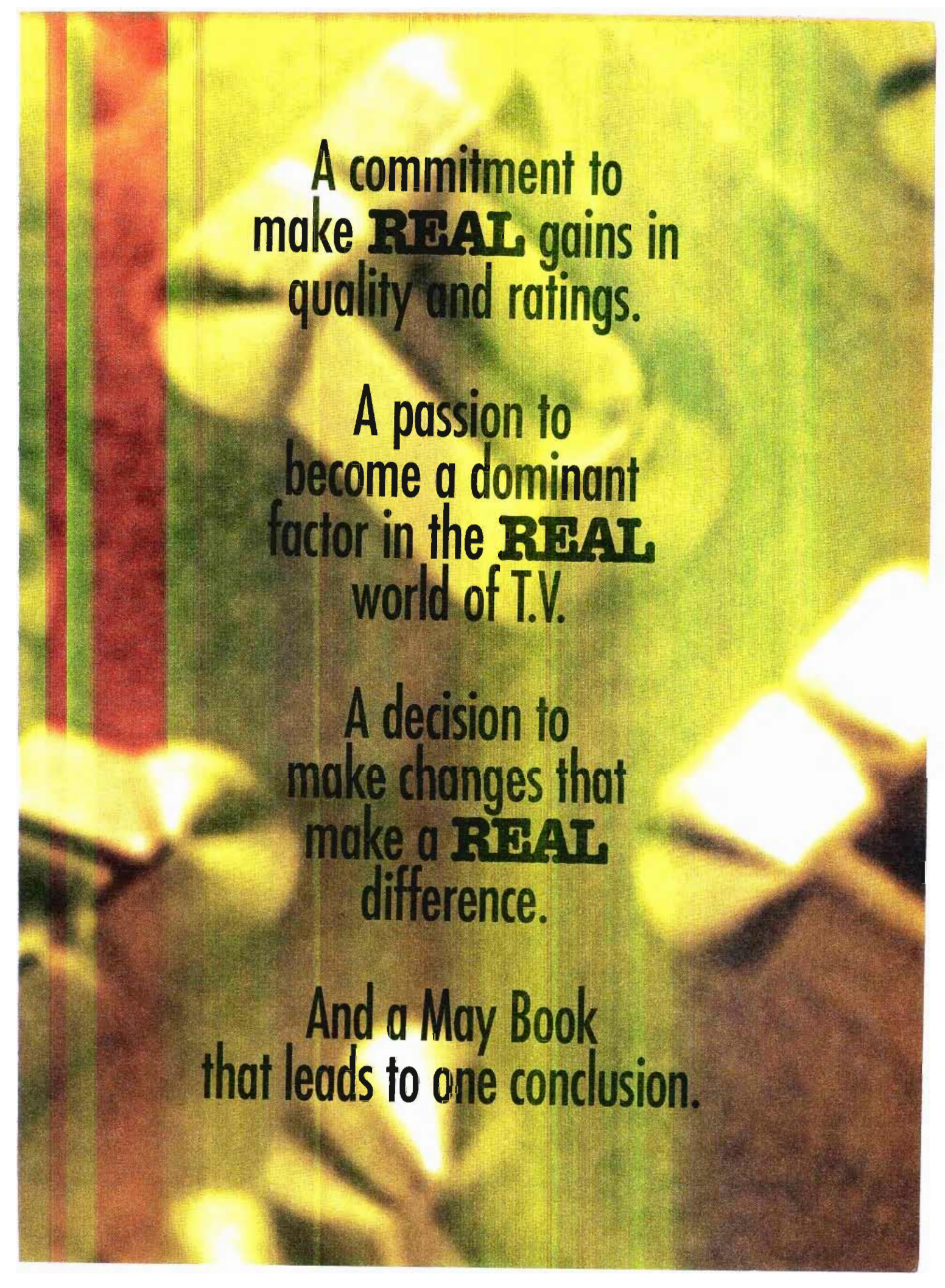
Anne Sweeney. She says Fox will have an advantage over other movie services because it is the first time a film network is based on product from a working studio, and consumers instantly will recognize the Fox name.

Fox will keep costs of its new cable network down by running movies from the 2,200-title Fox library and sharing staff with the company's fledgling fX cable network.

Fox Movie Studio's distribution will not necessarily have to be broad to be successful—Turner Broadcasting System, which has followed a similar model with its Turner Classic Movies network, expects to break even with as few as 2.5 million subscribers.

The Fox Movie Studio rate card is designed to help boost distribution for fX, the general entertainment network that launched last month in 18 million households. Cable system operators paying the fixed monthly rate of 25 cents per subscriber for fX will be able to carry Fox Movie Studio for an additional 9-13 cents per subscriber, according to preliminary negotiations. Cable system operators opting to carry only Fox Movie Studio will have to pay 26-30 cents per subscriber for the channel. Either way, cable system operators will have discretion over what they charge subscribers for the new movie channel.

—RB



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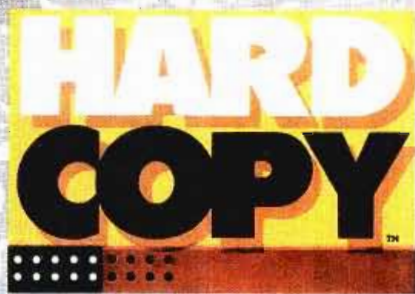
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CBS/QVC gets a cautious yes

Wall Street bets that proposed merger will proceed; competing bid yet to materialize

By Geoffrey Foisie

Wall Street already has a moniker for a merged CBS and QVC: "the new CBS." But some were wondering last week whether the proposed merger might end up like the new Coke, a failed idea.

With the always present potential of a third-party spoiler bid for either CBS or QVC, Larry Tisch's and Barry Diller's proposed merger was not yet a done deal. Until last Thursday (July 7) considerable uncertainty was expressed in the stock price of both

QVC and CBS. QVC stock had not risen as it might have if investors were sure its shares would be exchanged for new CBS shares.

Similarly, takeover investors seemed reluctant to hedge the QVC bet by selling "short" CBS shares for fear a third-party bid for CBS might hike its stock price. But on Thursday the improved perception of the merger pushed QVC shares up 1-1/16 to 37-1/16, and CBS shares closed down 1-3/4, to 308-1/2.

Uncertainties remained. Among them, negotiation of a definitive

agreement, due by this Wednesday for approval by both companies' boards of directors. Another uncertainty was the injunction sought by some QVC shareholders seeking to block the deal. That suit, filed in Delaware Chancery Court, alleged that Diller had sold the company without attempting to obtain an appropriate value for QVC by getting other bids or using another "market mechanism."

Such shareholder suits seeking to block deals almost always fail, but this one's allegations may find sup-

CBS under Diller: Speculating on what might be

It all gets down to that vision thing. Barry has it and Larry doesn't. That clearly was the consensus of executives throughout the industry who offered views last week on what Barry Diller brings to the party at CBS.

Few people expect a bloodbath, and analysts say downsizing is not an issue. This deal is about building the network and expanding, not contracting, says Smith Barney media analyst John Reidy.

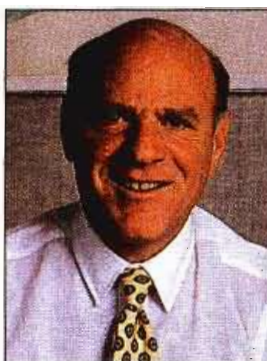
Areas on which Diller likely will focus in the near term, assuming the deal goes through:

- Convincing affiliates that CBS is the network for the future.
- Gradually lowering the network's demographic profile with younger-appealing shows, beginning as early as midseason.
- Beefing up its owned stations division by making the stations more competitive and acquiring others.
- Developing programs for the network and, perhaps more significantly, for other markets that CBS will be able to exploit as the sun sets on the financial interest and syndication rules.

Since acquiring de facto control of CBS in 1986, Larry Tisch has been criticized inside and outside the network: first, for failing to realize, due to his lack of experience in it, how truly different broadcasting is from other businesses; and second, for failing to have a cohesive long-term game plan for CBS.

Tisch, the argument goes, is basically an investor, a bean-counter and a cost-cutter, albeit a talented one. "This is not a network in trouble," insists Smith Barney's Reidy. "But its first-place position is a little creaky, and so is the prime time demographic profile."

From purely a bottom-line perspective, Reidy says, Tisch hasn't done badly with CBS. So why make the deal? It's basically about exploiting future program mar-



All eyes at CBS are on QVC's Barry Diller

kets, including syndication, international and cable. "It's really about different management styles. Diller really knows the water, where Tisch just sort of cruises in on low throttle and only in daytime."

Tisch should be given credit for taking the heat for the wholesale layoffs and selling of assets in the early days of his watch. But CBS insiders still bristle when recalling how Tisch liked to say that the broadcasting business is just like any other.

Tisch always has had a PR problem at CBS that insiders attribute to two factors. One was his propensity to say one thing and do the opposite. The other was simply

having to succeed CBS founder William Paley, a larger-than-life figure in both broadcasting and New York society for 60 years.

While Tisch was busy squeezing dollars out of tobacco, insurance companies and hotels, Paley was presiding over a media empire. And Diller, as a second-generation television executive, was creating new program forms at ABC.

"The future is about new markets," says a Fox source who worked for Diller at the network. "And a network's most exploitable asset is programming expertise. What better choice than Diller? He created Fox out of whole cloth. And he changed all the rules in network programming—what you show and say on the air, how many episodes you order and when you debut shows."

Diller isn't sharing much of his vision for the network right now. But whatever else they can expect, people who have worked for him say those at CBS are in for a hell of a ride. "The people that are worried about their jobs over there ought to be," says one former Fox employee. "Barry will eat them alive. But if you believe in yourself and are passionate about your ideas, Barry respects that."

—SM

port in fellow shareholder Comcast's reported objections to the merger (see page 73).

However, Wall Street seemed primarily focused on whether there would be a bid for CBS. Many of the possible bidders mentioned have appeared often and in many contexts—Disney, Turner, John Kluge and Martin Davis. Disney, which has previously expressed interest in CBS, was mentioned most often as a possible bidder.

For example, in a report several months ago Lehman Brothers analyst Raymond Katz wrote that "Disney has always been interested in TV network ownership, with CBS the most logical focus of its attention...." He also said, however, that Disney "would probably balk at paying full retail price" for CBS. Another observer said that if Disney wanted CBS badly enough, it would have struck a deal by now.

It was clear that a hostile bid for CBS would not be easy. For one thing, the Tisch/Diller deal appears to be structured so that CBS is buying rather than selling. Thus, Tisch could argue—as Time Inc. did successfully in court when it "bought" Warner Communications—that the company was not open to other bids.

The law also hinders a hostile offer another way. When CBS was being pursued by Turner Broadcasting, the state legislature of New York—where CBS is incorporated—passed a law that anyone acquiring a 20% stake in a New York corporation without getting the target company's board approval could not merge with the target company for at least five years. Interestingly, the law exempted any suitor that already had a 5% stake in the target company. Tisch's Loews Corp. had more than 5% in CBS at the time.

Anyone now seeking to battle Loews and Tisch for CBS would also have to contend with the almost 20% of the company that Loews currently owns.

One takeover investor questioned the assumption that an outside bidder necessarily would have to "do battle" with Tisch: "Not only is he by nature a seller, but he has a fiduciary duty to consider a higher offer." But the investor also said that the outside offer probably would have to place a "much higher" value on CBS than does the current deal on the table. ■

The affiliate shuffle, continued

The latest alliances and defections in the broadcast networks' scramble to secure major-market affiliates:

■ CBS, which lost its VHF affiliate in Cleveland (New World's WJW-TV) in New World's blanket affiliation agreement with Fox, is settling for a UHF outlet there. The network last week announced an agreement with Malrite's WOIO on ch. 19, the station Fox jilted in favor of WJW-TV.

■ Post-Newsweek's KPRC-TV Houston and WDIV Detroit re-upped with NBC. That means CBS will be stuck on a U in Detroit as it was in Cleveland. Detroit's other Vs (New World's WJBK and Scripps Howard's WXYZ) are pledged to Fox and ABC, respectively.

■ NBC will begin talks with its affiliate board this week on new contracts aimed at fostering stability in the affiliate lineup. The principal goals are to lengthen the contract terms to between five and 10 years and to eliminate escape clauses, says Neil Braun, president of the NBC network group. Current contracts permit either party to terminate an agreement with as little as three months' notice.

NBC also hopes to come to agreement on a pre-emption policy and on some mechanism for insuring continued affiliation when stations are sold. Affiliates already have expressed unhappiness with a proposal that would give NBC an opportunity to acquire a minority stake in affiliates when they go on the block.

"It's difficult to believe any affiliates would give the right of first refusal to the network in a sale," says board member Jon Ruby of KVOA-TV Tucson, Ariz.

But Braun says NBC is not wedded to the minority-interest scheme. It would, for instance, accept a plan under which the new owner would have to commit to staying with NBC for three years after the sale, he says.

■ WWSB Sarasota, Fla., last week charged at the FCC that Scripps Howard's blanket affiliation agreement with ABC calls for the network to drop the WWSB affiliation in violation of FCC rules. Scripps Howard's WFTS in the adjacent Tampa-St. Petersburg market is among the stations picking up an ABC affiliation.

In its filing, WWSB General Manager Stanley Crumley alleges ABC informed him on June 16 that it was dropping the affiliation as part of its agreement with Scripps Howard. According to Crumley, an ABC executive claimed the network "had to do what was necessary to protect [itself from CBS] in other markets."

An attorney for WWSB says the Scripps Howard/ABC deal violates the territorial exclusivity rule, which prohibits affiliates from striking deals that deny network programming to stations in other markets.

■ On the prowl to upgrade from U to V, Fox tried to seduce WMC-TV (ch. 5) Memphis away from NBC, according to owner Bert Ellis. But, he told BROADCASTING & CABLE last Friday, he is apt to stick with NBC despite Fox's generous inducements. Ellis's decision is a relief to Clear Channel's WPTY-TV (ch. 24), Fox's current affiliate. Clear Channel head Lowry Mays says he has received assurances from Fox that WPTY-TV will not be abandoned.

■ New Vision Television has confirmed its interest in WATL Atlanta, which Fox is trying to unload due to the New World deal. New World's WAGA will become Fox's affiliate in Atlanta. New Vision CEO Jason Elkin says he wants to expand his TV group from 6 to 12, the maximum allowed by the FCC.

Denying rumors that they may buy the station are Sunbeam Broadcasting's Ed Ansin and CBS TV Stations President Johnathan Rodgers. One rumor had Rodgers as head of a minority group; another, as looking to build a group backed with funding from Larry Tisch. All are nonsense, says Rodgers.

—JAZ, SC

Lamattina in for Siegel at All American

Move is part of \$63 million alliance between Interpublic and AACI

By Steve McClellan

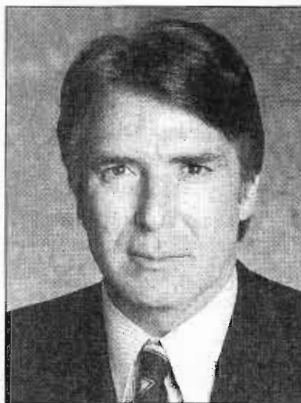
Larry Lamattina, chairman of Fremantle International (FI), is replacing Henry Siegel as president and chief executive officer of All American Television (AATV).

The move was confirmed last week as part of an alliance between FI parent Interpublic Group of Companies and AATV parent All American Communications Inc. (AACI), whereby AACI has agreed to buy \$63 million of key assets and program rights from FI.

The alliance gives AACI a strong television production and distribution operation in the international arena to complement AATV's domestic presence.

As to Siegel's ouster as president, sources say the barter syndication pioneer simply chafed under a structure where he had to report to corporate higher-ups. "He wanted to run things his own way and had problems working for a corporate entity," says one source.

In an interview last week, Tony Scotti, AACI chairman and chief executive, said that Siegel, although out as president, was asked to remain with the company. He said Siegel had three years and four months left on



AATV's Larry Lamattina joins AACI chairman Tony Scotti

his contract and that it was up to him to decide whether to stay or leave and to figure out a focus if he did stay. The fate of Paul Siegel, Henry's brother, who is currently based on the West Coast as president, international and ancillary businesses, is tied to Henry's, said Scotti.

Fremantle International is the arm of the Fremantle Corp. that company founder Paul Talbot sold to Interpublic in stages beginning in 1989. The company's key assets include licenses to produce and distribute a host of game shows, including such staples from Mark Goodson Productions as *Price Is Right*, *Family Feud* and *\$25,000 Pyramid*. Talbot continues to own and operate Fremantle Corp., which has international distribution

rights to shows including *Baywatch*, *Loving* and *Grace Under Fire*.

AACI is acquiring 99% of the nonvoting stock in FI, but none of the voting stock, which is retained by Interpublic partly for tax reasons and partly because it was an issue with Goodson. Among the assets retained by FI are all the Goodson-related licenses. Interpublic, in turn, receives \$31.5 million in cash for the sale of the FI assets, and another \$31.5 mil-

lion in AACI securities, which executives say amounts to a 20% equity stake in AACI for Interpublic.

In addition to becoming AATV president, Lamattina becomes president of a new international subsidiary of AACI that will manage the newly acquired FI assets. He also remains chairman of FI. Previously, he was chief operating officer at Interpublic's Lintas USA advertising agency. Before joining Lintas, he was media director at Grey, at a time when LBS was a division of the agency.

For 1993, FI had operating income of \$11.3 million on revenues of \$60 million. For the same period, AACI had operating income of \$2 million on revenues of \$70 million. ■

'Stewart' makes switch from Viacom to Paramount

Paramount Domestic Television last week green-lighted its *Jon Stewart* syndicated late-night talk show for a fall launch.

The young-adult-oriented show has cleared 80 markets representing 75% of U.S. viewing households, including 19 of the top 20 markets, says Steve Goldman, president, PDT. *Stewart* is targeted to midnight and post-midnight time periods.

"The show will be more adventuresome than other talk shows out there—a reflection of Jon's personality," Goldman says. "We are clearing it later because we think he suits the time period [David] Letterman vacated when he went to CBS. Since then, Letterman has become more mainstream, while we'll be able to do things with a younger 12:30 [a.m.] audience that we couldn't at 11:30 [p.m.]."

The venture also is one of the first examples of synergy between the merged Viacom Inc. and Paramount Communications Inc. *Stewart* is moving from a late-night talk show on MTV, a Viacom subsidiary, to a Paramount first-run show produced in association with MTV Productions and Busboy Productions.

Stations cleared include WWOR-TV New York, KCOP-TV Los Angeles and WPWR-TV Chicago. Major station groups include Chris Craft, Cox, Renaissance, New World, Act III and the Paramount Stations Group.

Stewart will executive produce the show with Barry Secunda serving as co-executive producer. Madeleine Smithberg and Elyse Roth, who produced the *Stewart* show for MTV, will do the same for the Paramount show.

The one-hour show will be taped at Chelsea Studios in New York and launches Sept. 12. —DT

Cable boasts record rating average

June shows 7% boost in prime time viewership

By Rich Brown

Ad-supported cable networks averaged a record 15.3 rating in total U.S. homes in June, representing a 14% boost over June 1993, according to Nielsen data supplied by the Cabletelevision Advertising Bureau.

Those numbers came as welcome news for those networks, which have experienced some well-publicized ratings setbacks during the past year.

For the just-completed second quarter, and measured within the nation's 63 million cable TV households, ad-supported TV networks averaged a 21.8 prime time rating, representing a 7% boost over the same period in 1993. The average prime time rating for ABC, CBS and NBC in those same cable households during the quarter was 27.7, a 7% drop.

"Cable's expanding viewership is consistent with a decade-long growth trend that was briefly interrupted earlier this year by two aberrant factors: the winter Olympics and consumer confusion caused by the channel position changes dictated by re-regulation and its retransmission-consent/must-carry provisions," says Robert Alter, vice chairman and acting president, Cabletelevision Advertising Bureau.

Virtually all of the nation's ad-supported cable networks enjoyed ratings growth during the second quarter. USA took the lead during the quarter with a 2.3 prime time rating, tying its rating for the same period last year. Several of the younger ad-supported networks, including The Cartoon Network and Comedy Central, saw increases.

Executives at Group W Satellite Communications say they are confused over the ratings drop at company-owned Country Music Television, one of the few networks to show a decline. GWSC's Lloyd Werner says the drop is particularly puzzling given the rise in ratings at country music radio stations around the country and the major boost in CMT distribution to cable systems. CMT's

Basic Cable Ratings: 1Q 1994 vs. 1Q 1993

	Prime time (Mon.-Sun. 8-11 p.m.)				Mon.-Sun. 24 Hours			
	2Q 1994		2Q 1993		2Q 1994		2Q 1993	
	Rating	HH (000)	Rating	HH (000)	Rating	HH (000)	Rating	HH (000)
USA	2.3	1,411	2.3	1,373	1.1	664	1.1	646
TBS	2.2	1,336	2.2	1,318	1.2	745	1.2	747
TNT	2.0	1,199	1.9	1,130	0.9	571	1.0	570
ESPN	1.5	934	1.5	913	0.8	475	0.8	473
NICK	1.2	703	1.1	622	0.9	564	0.9	530
LIFE	1.1	620	1.0	554	0.6	350	0.5	271
DISC	1.0	594	0.9	516	0.5	292	0.5	277
FAM	1.0	587	0.9	494	0.4	229	0.4	241
TNN	1.0	582	1.0	545	0.5	287	0.5	272
A&E	1.0	582	0.9	487	0.7	432	0.5	300
CNN	0.9	556	0.9	538	0.5	307	0.5	334
MTV	0.6	376	0.6	342	0.5	279	0.4	251
WGN	1.0	358	1.0	351	0.6	215	0.7	239
HLN	0.3	169	0.3	180	0.3	150	0.3	164
VH1	0.3	145	0.3	134	0.2	95	0.2	89
TOON	1.4	142	1.1	62	0.9	89	0.9	48
TLC	0.5	134	0.3	62	0.3	91	0.3	56
PREVUE	0.4	117	0.3	78	0.2	65	0.1	39
COM	0.4	124	0.4	112	0.3	93	0.2	68
SCI-FI	0.5	86	NA	NA	0.4	57	NA	NA
E!	0.3	78	0.2	50	0.2	61	0.2	33
CMT	0.3	77	0.4	80	0.3	66	0.4	76
BET	NA	NA	0.6	212	NA	NA	0.3	104
CNBC	0.3	160	0.2	81	0.2	122	0.2	73
COURT	NA	NA	NA	NA	NA	NA	NA	NA

USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; CNBC's is 8-11:30 p.m. Mon.-Fri.; Discovery's and TNN's full day is 9 a.m.-3 a.m.; Family's is 7 a.m.-1 a.m.; Lifetime's is Mon.-Fri. 7:30 a.m.-1:30 a.m. and Sat.-Sun. 10 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; E!'s is 6 a.m.-3 a.m.; TLC's is Mon.-Fri. 12 p.m.-3 a.m. and Sat.-Sun. 9 a.m.-3 a.m.; all other networks are 6 a.m.-6 a.m. Source: A.C. Nielsen Co. data supplied by various networks. All ratings based on coverage homes for each network. NA—not available.

distribution has risen dramatically in the last year, from 19 million to 24 million homes.

"We're confused as to how it is possible to add 6 million homes and no viewers," says Werner. The company

is currently discussing the matter with A.C. Nielsen Co.

The performance of the ad-supported cable networks in the second quarter of 1994 is illustrated in the above chart. ■

ABC News changes speech policy

ABC News has revised its policy on staffers giving speeches to forbid payment for speeches before any trade associations or for-profit businesses. A spokeswoman says the news organization's concern was to avoid any appearance of conflict of interest. She also confirmed that a factor in the change was media attention surrounding certain incidents, including Sam Donaldson's acceptance of a \$30,000 fee from an insurance trade group subsequently criticized by ABC's *PrimeTime Live*. "There were conversations about the policy before that, but obviously that played into it," she said. NBC also is re-evaluating its policy. CBS and CNN review speech requests on a case-by-case basis.

—SM

The Baseball Network steps to the plate

July 16 marks first pitch for joint venture

By Steve McClellan

Depending on your point of view, it's either the production opportunity of a lifetime or a nightmare—producing and integrating 14 live simultaneous prime time Major League Baseball games, that is. Either way, The Baseball Network (TBN) will start doing just that on July 16.

What viewers will see is a weekly game interwoven with highlights and developments from around the Major Leagues in a telecast called *Baseball Night in America*. ABC will carry the first six weekly regular season telecasts, and NBC will follow with six more telecasts, which will be followed by a new round of divisional playoff games.

For Ed Delaney, director of Operations at TBN, it's been both the dream and the nightmare. "It's all the potential glitches that keep you awake at night," he says. A 10-year ABC Sports veteran, Delaney has been hard at work the past 10 months on the technical aspects of producing the 200 or so live games that TBN will cover its first season.

That means hiring production crews, renting facilities and coordinating on-air talent for each game. The job includes figuring out how to get all the feeds back to the master control studio rented from ESPN in Bristol, Conn., getting the commercial spots properly integrated and feeding them to ABC or NBC for distribution to their affiliates.

Several weeks ago, Delaney dreamed that he had forgotten to hook the Bristol studio into the satellite feed system, making for a not so smooth broadcast. "It was the middle of the night, and when I woke up I knew it was crazy, but I still made a note to double-check it the next day," he says.

Indeed, covering all the bases, so to speak, is something that TBN executives are preoccupied with. "It's an enormous undertaking," says TBN coordinating producer John Filipelli. A 17-year NBC Sports veteran, Filipelli has covered all the major TV sports, including the 1988 summer Olympics in Seoul, "but I think what

we're trying to do here at TBN is the single most complex production ever attempted in sports television," he

BASEBALL NIGHT
in America

says. "There are so many moving parts here, and something we really don't want to happen is to be sitting in the control room on July 16 and having someone say, 'you know, I just

remembered something.'"

With less than a week before TBN goes to air, Filipelli says everything is in place, albeit with a lot of last-minute tweaking to do. "We've accomplished a lot," says the 43-year-old Brooklyn native, who grew up in the shadow of Ebbets Field. "We've put together a who's who of producers and directors and talent. We hired 90% of the on-air talent we went after and 100% of the producers and directors. That's a pretty good batting average."

Filipelli has crafted a production

NBC wants to fight clutter with shorter closing credits

Network meets with suppliers to discuss reducing clutter; sources say network wants to produce credits in-house

By Steve Coe

NBC plans to shorten end credits of series and has been meeting with prime time program suppliers on the subject. The network already has received approval from the appropriate guilds and unions for such a change.

According to a source, NBC has suggested it assume production of end credits to establish a uniform length and composition and improve program flow and viewer retention.

NBC Entertainment President Warren Littlefield confirms the meetings but is not saying whether assuming production of end credits has been pitched to suppliers. He does say he believes that the network has the facilities to produce them if suppliers say: "We don't want to bother with it, why don't you do it."

Littlefield says the goal is to cut clutter and reduce the opportunity for channel surfing at the end of NBC shows. "If you talk to affiliates and viewers, they're united in one complaint—and that's clutter. We've heard it for a decade and talked about it for years, but we really haven't done

anything about it."

Littlefield says the network has made some moves, such as limiting main title credits at the beginning of series. *Wings*, for instance, opens without any credits in what is called a "cold opening." "This is just one step in a thousand little things we have to do for our key constituents," he says.

Although Littlefield would not talk specifically about what the network plans to do with the time saved by cutting credits, two possibilities are lengthening the programs and using the time for network identification. Both new and returning shows would be subject to the guidelines.

As of early last week the network had met with only a few suppliers, but Littlefield expects it will have met with most suppliers by the end of the week.

The technical guilds will be most affected by the reduced credits, since most of the writing and acting credits appear in the main titles. A Screen Actors Guild spokeswoman says the guild had been contacted by NBC to discuss end credits but a meeting is probably a few weeks away. ■

philosophy that stresses storyline. "Like any TV series, a baseball game has a storyline and stars," he says. "There's always a story, whether it's a middle lineup that hits like Murderers' Row, or defense and speed that carried the day or a bullpen that failed to keep a lead."

Filipelli says local producers are encouraged to work creatively within a general framework. "Things aren't etched in stone. I've outlined a basic six-camera layout, but if that layout

doesn't work for you in a low home position or a down-the-line position, then move it."

At the discretion of the regional producers, the TBN broadcasts will use split-screen shots through dual-channel digital video effects machines. One channel will follow the action of the regional game, while the second switches to other games, highlights or updates from the studio.

The non-game material will cover national stories or focus on events of

interest to viewers within each region. "We're going to customize the regional coverage," says Filipelli. "Viewers watching an American League East game may be less concerned about the Houston Astros, and we'll have a heavy accent on stories and events impacting the AL East for those viewers."

Meanwhile, TBN President Ken Schanzer says the entire effort is a work in progress. "It's not going to be perfect on July 16," he says. ■

Arab-American groups lobby for changes

Approve changes to H-B special, target Fox's 'Batman'

By David Tobenkin

Arab-American activists are lauding a new Hanna-Barbera syndicated television special altered to eliminate Arab stereotypes, but they claim that many new shows—including *Batman: The Animated Series* on the Fox Children's Network—continue to pigeonhole Arabs in negative roles.

"We have a wide range of responses from producers and syndicators of children's television, from those who are calling us in to actually examine scripts for sensitivity to Arab concerns to, at the other end of the scale, those who not only don't ask for our opinions but don't seem to care what their segments do to perpetuate racism," says Jack Shaheen, who studies Arab images in the media and is professor emeritus of mass communications at Southern Illinois University.

Hanna-Barbera was praised for making changes to its upcoming syndicated special *Arabian Nights*, set in the Middle East. The company consulted Shaheen, Arab-American voice actor and entertainment personality Casey Kasem and Don Bustany, president of the Los Angeles Chapter of the American-Arab Anti-Discrimination Committee, to suggest changes in the script if it was offensive to Arab Americans.

In the 90-minute show, which features Scooby-Doo, Yogi Bear and other Hanna-Barbera animated characters, the studio cut a segment in which the 40 thieves of the Ali Baba legend were portrayed as villains instead of the Robin Hood figures of popular Arab culture. In another segment, the plot was changed to have a



Hanna-Barbera was praised for making changes to its special, 'Arabian Nights.'

sultan fall in love with Scooby's companion, Shaggy, only after losing his glasses. "A familiar, not so attractive image, shows men posing as Arab women and sultans going after them. Our suggestion was to have the caliph lose his glasses so that the sultan would have a reason [to] go for Shaggy," says Shaheen.

Arabian Nights, which is syndicated by Turner Program Services, will premiere in syndication Aug. 8-Sept. 4 in 144 markets representing 95% of the country.

Shaheen criticizes Fox's *Batman* for making the henchmen of one of the show's recurring villains Arabs. "If this were any other group—blacks, Hispanics, Native Americans—they wouldn't dare let it get on the air," says Shaheen. "Since February our people have been writing to [Fox Broadcasting Co. Chairman Lucie] Salhany to take a look at this, and we've had no response."

A Fox spokesman said the network had received the letter and forwarded it to Fox Children's Network Presi-

dent Margaret Loesch, who is "currently reviewing the situation with this character in *Batman: The Animated Series* both internally and with our production company."

Walt Disney Co., which was pressured last year to change the lyrics of one of the songs in its "Aladdin" feature film, has become more responsive to Arab-American concerns, says Kasem. He says that previews of Disney's *Aladdin* TV series, which debuts in syndication this fall, appear to be free of stereotypes.

Shaheen plans to launch a project examining portrayals of Arabs in cartoons over a 10-week period if grant funding for the project can be obtained. ■

Errata

A June 27 story on television affiliation changes in the Cleveland and Tampa markets identified WUAB-TV Cleveland as an independent. The station has signed on as an affiliate of the Paramount Network.

		<u>W 18-34</u>	<u>W 18-49</u>	<u>W 25-54</u>
1. New York	WABC	#1	#1	#1
2. Los Angeles	KABC	#1	#1	#1
3. Chicago	WLS	#1	#1	#1
4. Philadelphia	WPVI	#1	#1	#1
5. San Francisco	KGO	#1	#1	#1
6. Boston	WCVB	#1	#1	#1
7. Washington, DC	WJLA	#1	#1	#1
8. Dallas-Ft. Worth	WFAA	#1	#1	#1
9. Detroit	WXYZ	#1	#1	#1
10. Houston	KHOU	#1	#1	#1
11. Atlanta	WSB	#1	#1	#1
12. Cleveland	WEWS	#1	#1	#1
13. Seattle	KING	#1	#1	#1
14. Minneapolis	WCCO	#1	#1	#1
15. Tampa	WTVT	#1	#1	#1

WHEN IT CO

16. Miami	WPLG	#1	#1	#1
17. Pittsburgh	KDKA	#1	#1	#1
18. Phoenix	KTVK	#1	#1	#1
19. Denver	KMGH	#1	#1	#1
20. Baltimore	WMAR	#1	#1	#1
21. Orlando	WFTV	#1	#1	#1
22. San Diego	KGTV	#1	#1	#1
23. Hartford-New Haven	WFSB	#1	#1	#1
24. Indianapolis	WRTV	#1	#1	#1
25. Milwaukee	WISN	#1	#1	#1
26. Charlotte	WSOC	#1	#1	#1
27. Cincinnati	WCPO	#1	#1	#1
28. Kansas City	KMBC	#1	#1	#1
29. Nashville	WSMV	#1	#1	#1
30. Columbus, OH	WBNS	#1	#1	#1

		<u>W 18-34</u>	<u>W 18-49</u>	<u>W 25-54</u>
31. Greenville-Spart.	WYFF	#1	#1	#1
32. Grand Rapids	WWMT	#1	#1	#1
33. Buffalo	WIVB	#1	#1	#1
34. Norfolk	WVEC	#1	#1	#1
35. San Antonio	KENS	#1	#1	#1
36. New Orleans	WWL	#1	#1	#1
37. Oklahoma City	KOCO	#1	#1	#1
38. Harrisburg	WGAL	#1	#1	#1
39. West Palm Beach	WPTV	#1	#1	#1
40. Providence	WJAR	#1	#1	#1
41. Greensboro	WFMY	#1	#1	#1
42. Albuquerque	KOAT	#1	#1	#1
43. Birmingham	WBRC	#1	#1	#1
44. Albany, NY	WNYT	#1	#1	#1
45. Dayton	WDTN	#1	#1	#1

VIEWS TO #1'S

46. Jacksonville	WJXT	#1	#1	#1
47. Richmond	WWBT	#1	#1	#1
48. Charleston	WSAZ	#1	#1	#1
49. Fresno	KFSN	#1	#1	#1
50. Little Rock	KATV	#1	#1	#1
51. Tulsa	KOTV	#1	#1	#1
52. Flint	WNEM	#1	#1	#1
53. Wichita	KWCH	#1	#1	#1
54. Mobile	WALA	#1	#1	#1
55. Toledo	WTOL	#1	#1	#1
56. Knoxville	WBIR	#1	#1	#1
57. Green Bay	WFRV	#1	#1	#1
58. Roanoke	WSET	#1	#1	#1
59. Syracuse	WIXT	#1	#1	#1
60. Austin, TX	KXAN	#1	#1	#1

61. Lexington	WKYT	#1	#1	#1
62. Honolulu	KHON	#1	#1	#1
63. Rochester, NY	WHEC	#1	#1	#1
64. Des Moines	KCCI	#1	#1	#1
65. Omaha	KMTV	#1	#1	#1
66. Shreveport	KSLA	#1	#1	#1
67. Las Vegas	KTNV	#1	#1	#1
68. Paducah	KFVS	#1	#1	#1
69. Springfield, IL	WCIA	#1	#1	#1
70. Spokane	KREM	#1	#1	#1
71. Portland, ME	WGME	#1	#1	#1
72. Springfield, MO	KOLR	#1	#1	#1
73. Tucson	KOLD	#1	#1	#1
74. Chattanooga	WTVG	#1	#1	#1
75. Cedar Rapids	KCRG	#1	#1	#1

76. South Bend	WSBT	#1	#1	#1
77. Madison	WISC	#1	#1	#1
78. Huntsville	WAFF	#1	#1	#1
79. Davenport	KWQC	#1	#1	#1
80. Jackson, MS	WJTV	#1	#1	#1
81. Johnstown	WTAJ	#1	#1	#1
82. Bristol-Tri Cities	WCYB	#1	#1	#1
83. Youngstown	WFMJ	#1	#1	#1
84. Evansville	WFIE	#1	#1	#1
85. Waco	KXXV	#1	#1	#1
86. Lincoln	KOLN	#1	#1	#1
87. El Paso	KVIA	#1	#1	#1
88. Savannah	WSAV	#1	#1	#1
89. Ft. Wayne	WPTA	#1	#1	#1
90. Lansing	WLAJ	#1	#1	#1

		<u>W 18-34</u>	<u>W 18-49</u>	<u>W 25-54</u>
91. Greenville	WCTI	#1	#1	#1
92. Sioux Falls	KSFY	#1	#1	#1
93. Fargo	KTHI	#1	#1	#1
94. Tyler	KLTV	#1	#1	#1
95. Santa Barbara	KSBY	#1	#1	#1
96. Montgomery	WSFA	#1	#1	#1
97. Augusta	WRDW	#1	#1	#1
98. Peoria	WEEK	#1	#1	#1
99. Monterey-Salinas	KSBW	#1	#1	#1
100. Eugene	KEZI	#1	#1	#1
101. Ft. Smith	KPOM	#1	#1	#1
102. Reno	KTVN	#1	#1	#1
103. Lafayette, LA	KATC	#1	#1	#1
104. Traverse City	WGTU	#1	#1	#1
105. Columbus, GA	WTVM	#1	#1	#1

AN MATCH

106. Yakima	KAPP	#1	#1	#1
107. Macon	WMAZ	#1	#1	#1
108. Bakersfield	KBAK	#1	#1	#1
109. Chico-Redding	KCPM	#1	#1	#1
110. Florence, SC	WBTW	#1	#1	#1
111. Duluth	KDLH	#1	#1	#1
112. Corpus Christi	KRIS	#1	#1	#1
113. Amarillo	KAMR	#1	#1	#1
114. Boise	KTVB	#1	#1	#1
115. Monroe	KTVE	#1	#1	#1
116. Wausau	WAOW	#1	#1	#1
117. Columbus, MS	WTVA	#1	#1	#1
118. La Crosse	WEAU	#1	#1	#1
119. Rockford	WIFR	#1	#1	#1
120. Wheeling	WTOV	#1	#1	#1

		<u>W 18-34</u>	<u>W 18-49</u>	<u>W 25-54</u>
121. Wichita Falls	KFDX	#1	#1	#1
122. Wilmington	WECT	#1	#1	#1
123. Erie	WSEE	#1	#1	#1
124. Topeka	KSNT	#1	#1	#1
125. Terre Haute	WTHI	#1	#1	#1
126. Sioux City	KTIV	#1	#1	#1
127. Medford	KDRV	#1	#1	#1
128. Rochester, MN	KTTC	#1	#1	#1
129. Joplin	KOAM	#1	#1	#1
130. Binghamton	WBNG	#1	#1	#1
131. Lubbock	KCBD	#1	#1	#1
132. Bluefield-Beckley	WVVA	#1	#1	#1
133. Columbia, MO	KRCG	#1	#1	#1
134. Odessa-Midland	KWES	#1	#1	#1

THE AWESOM

135. Minot-Bismarck	KFYR	#1	#1	#1
136. Albany, GA	WALB	#1	#1	#1
137. Bangor	WABI	#1	#1	#1
138. Anchorage	KTVA	#1	#1	#1
139. Quincy	KHQA	#1	#1	#1
140. Abilene	KTAB	#1	#1	#1
141. Biloxi	WLOX	#1	#1	#1
142. Idaho Falls	KIFI	#1	#1	#1
143. Dothan	WTVY	#1	#1	#1
144. Salisbury	WBOC	#1	#1	#1
145. Utica	WKTV	#1	#1	#1
146. Palm Springs	KESQ	#1	#1	#1
147. Elmira	WETM	#1	#1	#1
148. Gainesville	WCJB	#1	#1	#1
149. Laurel-Hattiesburg	WHLT	#1	#1	#1

		<u>W 18-34</u>	<u>W 18-49</u>	<u>W 25-54</u>
150. Panama City	WMBB	#1	#1	#1
151. Watertown	WWNY	#1	#1	#1
152. Alexandria, LA	KALB	#1	#1	#1
153. Rapid City	KOTA	#1	#1	#1
154. Jonesboro	KAIT	#1	#1	#1
155. Lake Charles	KPLC	#1	#1	#1
156. Ardmore-Ada	KTEN	#1	#1	#1
157. Meridian	WTOK	#1	#1	#1
158. Jackson, TN	WBBJ	#1	#1	#1
159. Parkersburg	WTAP	#1	#1	#1
160. St. Joseph	KQTV	#1	#1	#1
161. Tuscaloosa	WCFT	#1	#1	#1
162. Eureka	KIEM	#1	#1	#1
163. Mankato	KEYC	#1	#1	#1

THE POWER OF

164. Bowling Green	WBKO	#1	#1	#1
165. Lafayette, IN	WLFI	#1	#1	#1
166. San Angelo	KLST	#1	#1	#1
167. Charlottesville	WVIR	#1	#1	#1
168. Anniston	WJSU	#1	#1	#1
169. Ottumwa-Kirksville	KTVO	#1	#1	#1
170. Laredo	KGNS	#1	#1	#1
171. Lima	WLIO	#1	#1	#1
172. Harrisonburg	WHSV	#1	#1	#1
173. Bend, OR	KTVZ	#1	#1	#1
174. Twin Falls	KAS	#1	#1	#1
175. Zanesville	WHIZ	#1	#1	#1
176. Fairbanks	KTVF	#1	#1	#1
177. Victoria	KAVU	#1	#1	#1



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World Cup runneth over

ABC, ESPN hope viewers stick around for new U.S. league

By Steve McClellan

ABC has scored some record-breaking ratings for its 1994 World Cup Coverage. ESPN also is racking up impressive numbers.

A second-round match between the United States and Brazil on July 4 scored a 10.4 rating and a 27 share, according to Nielsen's metered market survey.

Researchers say the national number easily will surpass the record for a U.S. soccer telecast, a 6.8/18 for the first-round U.S.-Romania game three weeks ago. That telecast had broken the previous record for a U.S. soccer telecast—the 1982 World Cup final between Italy and West Germany, which averaged a 6.6 rating on ABC.

The first ABC World Cup match, between the U.S. and Switzerland, scored a 5.0/17 national number, which was higher than its lead-out,

the U.S. Open golf tournament. So far, ABC's average for the three games for which national numbers are available is a 4.8/15.

World Cup executives had projected a 4.5 average rating for ABC coverage, and many observers thought even that number was overly optimistic given the 2 and 3 ratings soccer matches typically achieve in the U.S.

Meanwhile, ESPN last week had aired 34 games, with an average 1.6 rating (1,011,200 households). Twenty-two live matches have averaged a 2.0 (1,264,000 homes). The cable network's one U.S. match, June 22, was its highest-rated telecast, averaging a 4.3 (2,713,300 homes).

The network is hoping viewer interest in soccer won't ebb after the World Cup. It has signed a deal to cover 35 matches of the new 12-team Major League Soccer, scheduled to launch in April 1995. ■

HEADENDINGS

CMT fights back

Country Music Television has appealed a June 6 decision by the Canadian Radio-Television and Telecommunications Commission to remove the U.S.-based network from Canadian cable systems. The filing with Canada's Federal Court of Appeal says the CRTC denied CMT's request to participate in public hearings on the matter and thereby failed to consider all of the relevant information when making its decision. The CRTC gave CMT its order to exit Canadian cable systems at the same time the government agency licensed a new country music network controlled by Canada-based Maclean Hunter.

Beverly Hills aliens

Step aside, ninja turtles. Move over, power rangers. Here come the *Tattooed Teenage Alien Fighters from Beverly Hills*. USA plans to add the offbeat live-action series to its afternoon kids block this fall as part of the network's growing lineup of original programming. Original USA kids shows *Itsy Bitsy Spider* and *Problem Child* will be returning with new episodes this fall, and yet another original animated series, *The Highlander*, is scheduled to join the USA schedule in fall 1995.

USA originals

While blockbuster theatrical movies and off-network fare like *Murder, She Wrote* continue to draw high ratings for USA, executives at the network have been encouraged by the ratings growth for original productions and are eyeing additional possibilities. The top-rated program on USA so far this year has been an original wrestling show, *Monday Night Raw*, which has seen a 15% ratings jump over last year and is averaging a 3.1 rating. Another network original, *Silk Stalkings*, is tracking 47% ahead of last year in its Monday night slot with an average 2.5 rating.

In Memorium



Susan Kearns

From your friends at Nickelodeon

Ratings Week

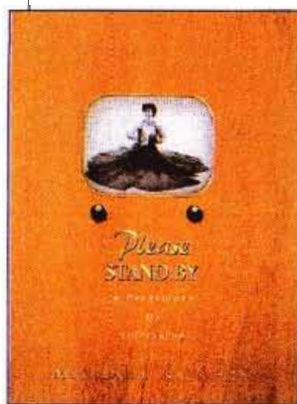
According to Nielsen, June 27-July 3

	abc ABC	CBS	NBC	FOX
MONDAY	9.9/17	10.0/17	8.5/15	4.4/8
8:00	28. Day One 9.5/17	38. Dave's World 8.4/15	34. Fresh Prince 9.0/17	86. Fox Night at the Movies: Green Dolphin Beat 4.4/8
8:30		34. Nanny 9.0/16	31. Fresh Prince 9.3/16	
9:00	17. ABC Monday Night Movie—Dead and Alive 10.1/17	9. Murphy Brown 11.7/20	40. NBC Monday Night Movies—Tonya & Nancy: The Inside Story 8.2/14	
9:30		11. Love & War 11.0/18		
10:00		18. Northern Exposure 10.0/17		
10:30				
TUESDAY	10.7/19	9.8/17	8.2/14	4.4/8
8:00	23. Full House 9.6/19	29. Rescue 911 9.4/18	42. Top Secret Television 7.7/15	88. South Central 4.3/8
8:30	23. Sister, Sister 9.6/18		67. John Larroquette 5.9/10	92. Roc 3.7/7
9:00	5. Roseanne 13.1/23	18. CBS Tuesday Movie—Revenge 10.0/17	59. John Larroquette 6.4/11	84. Tales fr/the Crypt 4.5/8
9:30	7. Coach 12.4/21		16. Dateline NBC 10.6/18	77. Tales fr/the Crypt 5.1/9
10:00	21. NYPD Blue 9.7/17			
10:30				
WEDNESDAY	11.1/20	6.9/12	9.7/17	8.6/15
8:00	54. Dinosaurs 6.6/13	44. The Nanny 7.5/14	20. Unsolved Mysteries 9.8/18	33. Models Inc.* 9.2/17
8:30	59. The Critic 6.4/12	59. Good Advice 6.4/12	23. Now with Tom and Katie 9.6/16	54. Living Single 6.6/11
9:00	1. Home Improvmt 16.0/28	75. America Tonight 5.3/9	23. Law and Order 9.6/17	
9:30	2. Grace Under Fire 15.7/27	39. 48 Hours 8.3/15		
10:00	13. Turning Point 10.8/20			
10:30				
THURSDAY	7.8/14	7.4/14	12.3/23	5.8/11
8:00	77. We're Expecting 5.1/10	48. How'd They Do That? 7.3/14	21. Mad About You 9.7/19	51. The Simpsons 7.1/14
8:30		36. Eye to Eye with Connie Chung 8.6/15	13. Wings 10.8/21	65. Sinbad 6.1/12
9:00	46. Matlock 7.4/13	59. Picket Fences 6.4/12	4. Seinfeld 13.8/25	73. In Living Color 5.4/10
9:30			3. Frasier 14.7/26	86. Black Sheep 4.4/8
10:00	13. Primetime Live 10.8/19		6. Dateline NBC 12.5/23	
10:30				
FRIDAY	10.0/21	7.1/15	5.6/12	5.1/11
8:00	40. Family Matters 8.2/19	49. Diagnosis Murder 7.2/16	67. NBC Special: People vs. Simpson 5.9/13	83. Encounters: The Hidden Truth 4.6/10
8:30	37. Boy Meets World 8.5/19	44. 48 Hours 7.5/16	72. NBC Friday Night Mystery: Babies 5.5/11	71. The X-Files 5.6/12
9:00	31. Step By Step 9.3/20	56. Picket Fences 6.5/13		
9:30	29. Hangin' w/Mr. C 9.4/19			
10:00	7. 20/20 12.4/25			
10:30				
SATURDAY	4.4/10	7.5/17	6.0/14	5.9/13
8:00	93. ABC World of Discovery 3.6/9	51. Dr. Quinn Medicine Woman 7.1/17	80. Mommies 4.8/12	73. Cops 5.4/13
8:30			76. Mommies 5.2/12	63. Cops 6.2/15
9:00	94. Related by Birth 3.0/7	42. CBS Special Movie—Wyatt Earp Returns 7.7/17	56. Empty Nest 6.5/15	67. America's Most Wanted 5.9/13
9:30	94. Couples 3.0/7		49. Empty Nest 7.2/16	
10:00	56. The Commish 6.5/14		66. Sisters 6.0/13	
10:30				
SUNDAY	5.9/14	10.3/24	5.7/13	4.1/10
7:00	70. Am Fun Hm Vld 5.8/15	10. 60 Minutes 11.2/29	90. I Witness Video 4.1/11	96. Adventures of Brisco County Jr. 2.4/6
7:30	79. Am Fun People 5.0/13	11. Murder She Wrote 11.0/27	91. seaQuest DSV 3.8/9	88. Martin 4.3/11
8:00	84. Lois & Clark 4.5/11	23. CBS Sunday Movie—Glory 9.6/21	46. NBC Sunday Night Movie—In the Best Interests of the Children 7.4/16	80. Living Single 4.8/11
8:30				63. Married w/Chldr 6.2/14
9:00	53. ABC Sunday Night Movie—Dangerous Liaisons 6.9/15			82. George Carlin 4.7/10
9:30				
10:00				
10:30				
WEEK'S AVGS	8.4/17	8.5/17	7.9/16	5.4/11
SSN. TO DATE	12.0/20	12.9/21	10.6/18	7.0/11

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT
TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

Fine Print

A collection of recent books of interest to the Fifth Estate



Please Stand By: A Prehistory of Television

By Michael Ritchie.
The Overlook Press,
\$23.95 (HC).
Publication date: Oct. 30

There are many books on the history of television, but most of them begin where this one ends. Called a "prehistory" of the medium, it focuses on the period between 1920 and 1948.

The author, a film director whose work includes "The Candidate," "Smile," "Downhill Racer" and "Semi-Tough," describes these earliest days as "a story of scientists with vision but no money and businessmen with plenty of money but little vision." Among the cast of characters is Philo T. Farnsworth, the self-taught 20-year-old Utah inventor who created an electronic television system in 1926, a year after Charles Francis Jenkins demonstrated a mechanical system using a spinning metal disk with holes in it that Jenkins dubbed "Radio Vision."

But even Radio Vision was not the first attempt at television. In England, inventor John Logie Baird created a makeshift mechanical system and in 1924 broadcast his first picture—"a flickering image of a Maltese cross." Baird also contributed one of the more bizarre experiments in TV history. Dissatisfied with the selenium cell and lens he was using, in 1928 "he persuaded a London surgeon who had just removed a young man's

eyeball to lend him the extracted organ to put into his television machine in an effort to rival nature." Wrote Baird: "Nothing was gained from the experiment. It was gruesome and a waste of time."

Mechanical systems soon succumbed to the better technology of electronic television, and radio broadcasters, especially David Sarnoff of NBC, began to be interested. At the 1939 New York World's Fair he introduced NBC's regular schedule of television broadcasts to viewers through 212 sets set up at the fair.

The book is a collection of television "firsts": from the first American government leader to appear (Herbert Hoover in 1927), to the first baseball game shown (1939), to the first "fourth network" (Allen DuMont's in 1938).

Also among the firsts are the stories of performers—many now forgotten, many who went on to stardom—who endured the blazing lights and flimsy sets and flubbed cues of live TV at local stations and the fledgling networks. As Ritchie sums it up: "Television before 1948 was a shadow on the cave wall reflecting an invention that in four or five decades would become a dominant influence in the life of every citizen of the world." —MKM

Tinker in Television: From General Sarnoff to General Electric

By Grant Tinker and Bud Rukeyser.
Simon & Schuster, \$23.00 (HC). Publication date: September 1994

Of all the TV network presidents to have come and gone in the past 30 years or so, the name most familiar to the public at large is that of Grant Tinker, the former head of NBC. Even those unfamiliar with the inner workings of TV are likely to recognize his name in connection with his marriage to Mary Tyler Moore and their MTM Enterprises, or with the deadpan parody appearances of a not-quite-look-alike on the old *Late Night* with David Letterman.

Tinker in Television, which Tinker co-wrote with Bud Rukeyser (who was himself a 30-year NBC exec), provides a matter-of-fact look at a larger-than-life industry through the eyes of

this true insider. He has, in a career spanning nearly half a century, been involved in programing, finance, deal-making, advertising and entrepreneurship, and in the process has gained a reputation for encouraging and nurturing some of the best creative talent in television.

Tinker began in 1949 as NBC's first executive trainee, circulating throughout the RCA complex and filling in at various positions in NBC's radio operations. Before long, though, what would become a lifelong trait of "job restlessness," to use Tinker's phrase, began to assert itself.

Throughout his career, Tinker was constantly moving onward and upward, holding a variety of titles

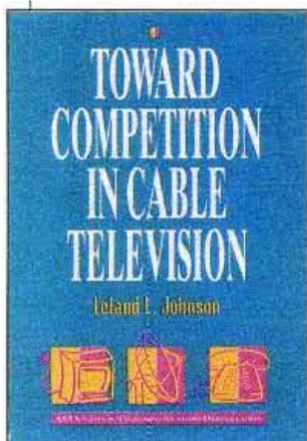
and responsibilities at several agencies and studios, as well as serving a second stint at NBC during the Sixties. After creating MTM Enterprises and building it into the most successful independent production company in the business, he returned to NBC yet again, this time as president of the network.

Tinker's style of writing is polite and restrained, and the book at times reads more like a third-person historical account than an autobiography. Names and titles appear in abundance, but seldom does Tinker permit his personal outlook to add color to the proceedings. His personal life outside the industry is commented on mainly in passing.

Not that *Tinker in Television* is a dry read; far from it. Although he takes an overall gentlemanly approach to the rougher aspects of the busi-

ness end of broadcasting, occasionally he is critical of the corporate mindset prevalent in the media today. It should come as no surprise that Jack Welch, GE's CEO, gets raked over the coals for his perceived mismanagement of NBC after GE acquired the network in 1986. Arthur Price and Mel Blumenthal, who ran MTM after Tinker's departure for NBC, receive similar treatment.

In the book's concluding chapter, Tinker stresses his thoughts on the future on network TV. Programing, no longer the beneficiary of limitless advertising revenues, may decline in quality in the short run. But the networks serve a unifying and unique function in the scheme of things, and their survival is not really in doubt. When the dust settles, TV's creative people may find that their medium is a fun place to be working in once again. —KR



Toward Competition in Cable Television

By Leland L. Johnson.
AEI Studies in
Telecommunications
Deregulation, MIT Press
and The American
Enterprise Institute for
Public Policy Research,
\$27.50 (HC).

The author, recently retired from the RAND Corp., where he frequently researched, wrote and commented on telecommunications, sets out two objectives:

1) To "identify the most likely sources of competition during the remainder of this decade." He identifies some of these as telephone companies, direct broadcast satellites, wireless cable and broadcast stations.

2) To "identify and assess ingredients of well-conceived public policy flexible enough to accommodate whatever technological and marketing opportunities, and disappointments, emerge."

Among the conclusions he reaches are that local phone companies—or, local exchange carriers (LECs)—"at least during this decade, will have a tough time competing with cable systems, which are already accessible to more than 95% of the nation's homes. The prospects would be brighter if the LECs find a way to use their existing copper networks for satisfactory delivery of video."

Johnson concludes that the FCC's cross-ownership ban prohibiting LECs from engaging in programing should be lifted "if for no other reason than that the ban has little to do with the commonly expressed fears that the LECs would engage in anticompetitive activities. The source of cross-subsidy arises from the integration of telephone and video services on the same transmission network, not from LEC ownership or control of programing."

In studying the potential of direct broadcast satellites, he points to their nationwide coverage as making DBS "strong potential competitors with cable systems. Outcomes will critical-

ly depend on how rapidly retail prices fall for home satellite receiving equipment."

Other multichannel technologies that may offer competition for cable include wireless cable and 28 ghz LMDS (local multichannel distribution systems). He also speculates on the "possibilities for today's local broadcasters to convert to multichannel operation by adopting digital signal-compression techniques."

After considering technology issues, Johnson turns to public policy. He concludes that "Congress erred in defining effective competition in terms of market share alone," and he makes several recommendations for congressional and FCC action.

Johnson ends on a hopeful note. While commenting on the uncertainties of both technological and social needs and developments, he says, "we should take heart in the...high entrepreneurial willingness to take risk. The account of some new or innovative activity, reported almost daily it seems, bodes well." —MKM

Quick Read

A Broadcast News Manual of Style, 2nd edition

By Ron MacDonald.
Longman Publishing, \$13.75 (PB).

While this book would be most useful to beginning reporters and writers, there's much here of value to anyone in a newsroom. In addition to setting out the basics of the technical aspects of preparing a script and style of writing for radio and TV, it also is a valuable reference source.

There are a chapter on law and a lengthy "Usage Guide" of words and phrases that everyone should find helpful. And the eight appendices offer a handy collection of guides, including lists of area codes and pronunciation guides for world countries, cities and U.S. state capitals.

Tainted Truth: The Manipulation of Fact in America

By Cynthia Crossen. Simon & Schuster, \$23.00 (HC).

The author (a *Wall Street Journal* reporter and editor) claims that sponsored—and biased—studies, surveys and polls are damaging the country's ability to make decisions and are even influencing our view of truth.

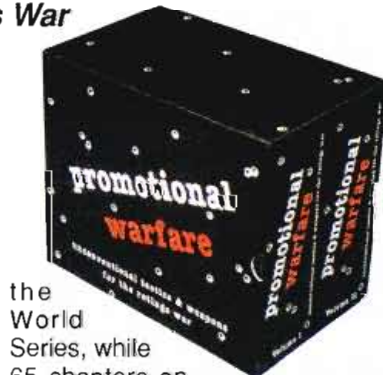
These "manufactured truths" are having a dual effect, says the author: "We want numbers, but we mistrust them, and the clash of those feelings makes people feel both vulnerable and cynical. We need to reclaim the purity of our numbers, or we will all be the losers. Without them, we are feeling our way through the landscape with neither map nor compass." —MKM

Promotional Warfare: Unconventional Tactics & Weapons for the Ratings War

By Nikki Lynn. Sun Broadcast Publications, \$495.00 (HC).

Station promotions are an integral component of a radio broadcaster's marketing strategy. For the promotion director in search of fresh inspiration comes *Promotional Warfare*, a two-volume boxed set of new methods and proven ideas.

Promotional Warfare is arranged for maximum convenience. Divided into 10 general headings from "Billboards" to "Stunts," in two loose-leaf binders for easy pullout, *Promotional Warfare* contains roughly 1,000 suggestions for creating successful promotions and marketing vehicles. The two most extensive headings are further broken down by specific category: "Holiday" ideas covers 41 chapters ranging from April Fool's Day to



the World Series, while 65 chapters on "Sales" suggest how to tie promotions with everything from airlines to the zoo.

Each promotion idea is rated in four respects: how the station will benefit (increased listening, sales or both), what the idea will generate (media coverage, public awareness, revenue), how much it will cost and the amount of planning time required. —KR

Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

IVDS

Confusion reigns as FCC's IVDS auctions approach

By Mark Berniker

After dragging its feet for more than two years, the FCC is getting lukewarm interest in its upcoming IVDS auctions for licenses to operate basic interactive television services.

The commission will conduct open auctions for Interactive Video Data Services licenses on July 28-29 and plans to issue two licenses in each of 297 markets. With many applicants going after more than one market, the

"This is a brand-new service, and the applications for the auction have primarily been filed by small businesses and entrepreneurial partnerships"

—Bob McNamara

relatively low number of IVDS bidders (around 500) points up the widespread confusion surrounding not only the auctions, but also the services' wireless technology and still undefined interactive services.

"This is a brand-new ser-

vice, and the applications for the auction have primarily been filed by small businesses and entrepreneurial partnerships," says Bob McNamara, chief of the FCC's special services division of the Private Radio Bureau.

Winners of the auctions

will have to submit a full application by Aug. 15, and McNamara expects licenses will be granted within 60-120 days. While delays have plagued the IVDS licensing process, McNamara is confident that all the licenses will be issued before the end of this year.

IVDS license winners are required to provide service to 10% of the households in their operating area within the first year, 30% within three years and 50% within five years.

IVDS is a bidirectional communications system that will enable television viewers to subscribe to interactive services provided through broadcast, cable, wireless cable, direct broadcast satellite and future television

AT&T, TCI, US West wrap up VOD trial

AT&T, TCI and US West have completed their viewer-controlled cable television (VCTV) test outside Denver, claiming success in their effort to determine consumer demand for different kinds of video services.

In the first phase of the VCTV trial, 300 homes were offered two types of video services. One set of 150 homes was offered Take One, a service with 50 pay-per-view channels that let viewers preorder movies. The other 150 homes were given access to Hits at Home, a service where customers could order from a catalogue of more than 1,000 movies and special events. In the second phase, all of the customers were offered both services.

The partners in the trial claimed that usage rates of both services were 12 times higher than the national pay-per-view buy rate projected by Paul Kagan Associates.

The purpose of the trial was to test technical operations, marketing options, programming packages, billing and collection, customer service and consumer behavior.

The VCTV partners say they will release the final findings of their study within the next few months. —MB

Interactive

ABC online: from soaps to news

Venture with America Online covers spectrum of network programming

By Mark Berniker

Capital Cities/ABC has entered into an exclusive alliance with America Online to develop online interactive services.

The deal spans interactive news, entertainment and information services and will be available on America Online beginning this September. The Capcities/ABC units that initially will be involved in the venture are ABC News, ABC Sports, ABC Daytime, *Good Morning America*, ABC Radio Networks, Audience Information, Corporate Initiatives and several of the company's publishing entities.

Capcities/ABC joins a growing field: CBS has an exclusive

continued on page 34



delivery schemes.

Although no IVDS services exist today, McNamara expects home banking, on-demand catalogue shopping, interactive polling, distance learning and multiple-player games to be some of the initial applications developed by the new licensees.

"No one is sure what the services are actually going to be, and with IVDS you're talking about a future market that is very speculative and indefinite," says George Petrutsas, a partner at the law firm of Fletcher, Heald & Hildreth, who has clients in the upcoming IVDS auctions. He expects bids to reach \$100,000 for the top markets, with smaller markets generating less interest and lower bids.

"Nobody has a killer application yet, and until they do there is going to be a lot of speculation," says Peter Tannenwald, partner at the law firm Arent, Fox, Kintner, Plotkin & Kahn. He says that an IVDS license in the New York market could go for as much as \$1 million. He also says there are rumors that foreign companies may get involved in the IVDS auctions, potentially boosting prices in many of the top markets.

Among the companies that have filed comments concerning IVDS licenses and are expected to bid: Nynex, Independent Cellular Consultants, Chase McNulty Group and Eon Corp.

Eon, formerly TV Answer, has been involved in IVDS since its inception nearly a decade ago. Sources expect Eon to bid, with its Mexican partners providing the financing. "We are not prepared to discuss our strategy regarding the IVDS auctions," says Paul Sturiale,

Eon spokesman, who adds that the company is considering various options.

Eon claims it can build the cell sites and deploy the other technology to support IVDS systems. But Eon's aspirations go beyond hardware—the company has moved into developing interactive television services with a variety of partners, including NTN Communications, Capital Cities/ABC and PBS.

Another company that plans to provide hardware—both the cell sites and in-home set-tops and remote controls—is Radio Telecom and Technology Inc. (RTT). In contrast to Eon, RTT has no aspirations to become a programmer of interactive television services. RTT wants only to build the cell-based systems for the various auction winners.

RTT is working closely with Oki America, a subsidiary of Oki Japan, which will manufacture its central cells for IVDS service. Jerry Landsman, vice president of corporate planning, says RTT's set-top unit and remote control system will cost roughly \$200.

Susan Baldwin, spokesperson for Interactive Network, says her company initially was very interested in IVDS but decided to "drop out of the fray" because the FCC's "foot-dragging caused us to lose interest." She says Interactive Network will compete instead against those companies that win in the auctions.

Besides IVDS, numerous interactive television systems are being developed by cable, telco and other providers. Time Warner and Bell Atlantic are just two of several companies racing to set up trials en route to offering commercial services. ■

*"With IVDS
you're talking
about a future
market
that is very
speculative and
indefinite."*

—George Petrutsas

Set-top boxes

Geoworks developing set-top operating system

By Mark Berniker

A small Silicon Valley company is creating an operating system for the next generation of set-top converters designed to be flexible enough to evolve along with interactive TV applications.

Brian Dougherty, chairman/CEO of Geoworks, says his company is holding discussions with General Instrument, Scientific-Atlanta and Hewlett-Packard on incorporating Geoworks' Geos operating system into future versions of their set-top boxes. H-P has an equity investment in Geoworks and has set-top orders from several leading cable operators, including TCI and Comcast.

Dougherty says Geoworks will complete design on its operating system for interactive TV in the next year, with the first boxes ready for shipping commercially within two years. He said that the Geoworks operating system may be part of an upcoming interactive TV field trial, but would not elaborate.

Geoworks promotes its Geos object-oriented operating system as containing multiple user interfaces that incorporate graphics and imaging technologies into user interfaces. Geos separates the user interface with the interactive applications, allowing the different applications to "chameleonize."

"In the interactive television market, nobody knows what the interface for applications is going to be," Dougherty says, adding that it may be a year or two before the market settles down to the point where applications are being developed for standard interfaces.

Dougherty says Geoworks is targeting consumer computing devices, and that there is tremendous market potential for flexible operating systems beyond today's personal computer market. The company already provides the operating system for a variety of handheld personal computing and communications devices, and hopes to translate that experience to the evolving interactive TV market.

Geoworks describes the Geos operating system as "a real-time, multithreaded, multitasking graphical operating envi-



Chairman/CEO of Geoworks,
Brian Dougherty

*"In the interactive
television market,
nobody knows what
the interface for
applications
is going to be."*

continued on page 35

Sun goes interactive

Sun Microsystems will create an interactive unit to design high-power computer products for the telephone, cable and emerging interactive TV market. Sun, whose expertise is building UNIX computer workstations, will develop a media server that will store video, audio and text-based programing for multimedia services. The new division, Sun Interactive, will be established within the next three months, and the media server is expected to begin shipping in the second half of 1995. Sun Interactive also is expected to be involved in the development of computer systems for next-generation set-top converters.



DISC paves way for CD-ROM over TV

Digital Interactive Systems Corp. (DISC) has developed a set-top box that will play CD-ROM interactive software titles on a standard TV set. The unit also will play video, photo and audio CDs. The set-top device is a mini-computer containing 4 megabytes of RAM, a 486SX microchip, a 200 megabyte hard drive, a double-speed CD-ROM drive, an audio card, a VGA-to-TV adaptor, and mouse, serial, parallel and MIDI ports. The device will be supported by Microsoft Windows with multimedia extensions. It also will contain an MPEG decompression card for full-motion video playback. The unit will retail for \$1,599 and will begin shipping in August.

Video dialtone gear to hit \$1.3 billion

New data from IGI Consulting predicts that the U.S. market for video dialtone and video-on-demand equipment will reach \$1.3 billion per year by 2000. The study finds that regulatory changes, increased competition and consumer demand will fuel the growth of the video dialtone market. While the study expects the market to grow steadily during this decade, the authors say that "widespread interactive television

AMERICA ONLINE continued from page 32

deal with Prodigy; NBC and GENie are owned by General Electric, and Fox owner Rupert Murdoch controls the Delphi Internet online service.

"We have a brief, near-term exclusive arrangement with America Online and chose them because of their very strong graphical look," says Bruce Maggin, executive vice president, Capital Cities/ABC Multimedia Group. The exclusive deal is for six months, and then can be extended or renegotiated.

Among the services to be offered are an "ABC News newswire" of the day's news and interactive forums on the issues of the day and segments that run on ABC news, magazine programs and the ABC Radio Network. ABC also plans to offer photographs and graphic images.

ABC Sports will conduct polls and present trivia games based on sports events. ABC's Multimedia Group is developing play-along games for football, baseball and bowling, and plans to use the online platform to tie in with the network's sports schedule, Maggin says.

Soap opera information, including story updates, summaries of previous episodes and real-time chat with stars and staff members of ABC's daytime dramas, also will be available online.

ABC plans an online version of the *Good Morning America Extra* newsletter, which contains consumer news and information generated by stories that air on the show.

Capital Cities/ABC owns eight daily newspapers and numerous trade magazines, which may become available on America Online in the future.

America Online already has been working with ABC rival NBC on various online promotions. However, NBC and the GENie online service are expected to work together more closely in the future.

"NBC's content is heavily oriented toward promotion, while ABC's area will focus on news and [its] other programing," says Pam McGraw, spokeswoman for America Online. The company is free to work with other networks and cable channels, although ABC's deal with the online service is exclusive, she says.

Silicon Graphics unveils new scalable media servers

Company is also helping iron out kinks in Time Warner's Full Service Network

By Mark Berniker

Silicon Graphics will introduce two new media servers designed to be scalable for every operation from broadcast television stations to telcos and cable providers of future broadband digital services.

Company officials call the complex combining of video, graphics, voice and text—generally referred to as multimedia—"new world data." SGI's new computers are designed to handle these complex data types, and the company is developing software that will link the server, network and home set-top box.

Silicon Graphics' latest media server products include Challenge S and Challenge DM systems, which are relatively small-scale servers for use in digi-



tal broadcast and real-time multimedia distribution. The price of the Challenge S servers starts at \$12,250, while the DM media server series starts at \$45,000.

The company said it will have two large-scale media server products ready for market by next year. The new

products will have much greater capacity than the S and DM systems. One—the L series—will cost around \$85,000, and the XL series will sell for roughly \$125,000.

SGI's XL media servers can handle between 1,200 and 3,500 simultaneous

GEOWORKS

continued from page 33

ronment built from the ground up on object-oriented programming technology." While these are important features for operating systems, there remain questions as to how Geoworks will distinguish itself from competitors.

Dougherty sees his main competition coming from Microsoft, Apple, General Magic and Microware, whose OS-9 operating

system is becoming the de facto standard for set-top converters. Bell Atlantic uses OS-9 in the set-tops for several of its video dialtone trials.

Recently, Geoworks went public with an initial stock offering of 1.5 million shares of common stock at \$6 per share. Dougherty says the shares are up slightly at a time when many other Silicon Valley computer start-ups are taking a beating in the stock market. ■

EIA, NCTA fail to agree

The Electronic Industries Association and The National Cable Television Association are still at odds over a decoder-interface standard for cable-ready television sets. In May the FCC gave the two associations until Aug. 15 to complete technical specifications for a standard interface that would link cable systems with cable-ready TV sets. If the two bodies do not arrive at a standard, the FCC says it will develop its own rules for establishing one. The com-

mission wants the new cable-ready receivers to be on the market by 1997.

FCC says no to MCI

The FCC Common Carrier Bureau has rejected MCI's petition to block Rochester Telephone's video dialtone trial. The FCC said Rochester Telephone's proposed tariff "is not patently unlawful." The FCC approved Rochester Telephone's small-scale video dialtone test of 120 homes on March 25, and the trial is expected to begin this fall.

video streams, which is crucial for serving the thousands of households that may decide to order a pay-per-view movie or special event at the same time. Two XL servers are being used in Time Warner's Full Service Network trial in Orlando, Fla., which will reach 4,000 households during its first phase.

Beyond the new media server products, Silicon Graphics is assisting Time Warner in ironing out the kinks in the network to get it up and running before the end of the year.

"The video server is the easy part of the equation; interactivity is the tough stuff," says Scott Bovenizer, Silicon Graphics' manager of application engineering for the company's Media Systems Division.

From a computing perspective, he says that storing content is not the problem, but managing interactive responses from the home through the network and back with the server can become very complicated.

Bovenizer says "middle-

ware" software provides the connections between the server, the network and the next-generation set-top box in the home. SGI still is refining the "middleware," which connects the hardware, network and software so the system will operate seamlessly.

Ross Bott, general manager of SGI's Information Products Division, says there are "massive secondary logistics" associated with developing middleware, and SGI is learning how to cope with some of those problems through its work on The Full Service Network.

Bott says a new challenge in Orlando is to develop interactive applications that can harness the power of the computers, network and set-top in telco and cable broadband systems. "Content holders need an authoring environment so they can build and modify applications," Bott says, adding that applications need to be developed, and standards can be established later.

Silicon Graphics also is

creating "authoring tools" that will work with the workstations and media servers as well as interface with the network and, ultimately, the set-top box in the home.

SGI's focus on visual computing and high-speed workstations has attracted the attention of many companies. As a result, it recently has formed a series of alliances, including the creation of Interactive Digital Solutions with AT&T, to accelerate the development of interactive services for new telco and cable networks.

Among the other global companies with which SGI is working are NTT (to help build an interactive multimedia services system in Japan), Oracle (for support of its database software), EDS (for support of its high-performance decision support databases), Tandem (for an OEM relationship for its server and workstation products) and Time Warner (to develop new computing systems for its Full Service Network). ■

Calendar

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 17-20—InterAct94, Interactive Services Association convention, San Francisco. Contact: Bruce Lupin, 301-495-4955.

JULY 17-23—Financial Times Conference: Multimedia—Vision and Reality. London Hilton Hotel, London. Contact: 44-71-637-4383.

JULY 28-29—Interactive Industry 2000, market research for the interactive television business, sponsored by The Interactive Television Association, The Wharton School, Philadelphia. Contact: Aaron Golub, 202-408-0008.

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.

OCT. 4—Broadcasting/Cable Interface, 8th annual conference, sponsored by BROADCASTING & CABLE and the Federal Communications Bar Association, Omni Shoreham Hotel, Washington. Contact: Joan Miller, 212-337-6940.

OCT. 5-7—CD-ROM Expo/Boston, sponsored by IDG World Expo. World Trade Center, Boston. Contact: Mitch Hall & Associates, 617-361-2001.

SATELLITES '94

We expect live coverage, whether it's from the courtroom or the scene of a disaster. This special report examines the role of satellites in delivering that coverage and the demands industry competition is placing on broadcasters to beam live feeds across continents (see below). The trans-Atlantic picture for satellite newsgathering and video distribution as Orion Atlantic prepares to enter the market with a new satellite is examined on page 42. On page 46, the recent consolidation in the domestic industry and its potential effects on carrier competition are considered. And the world of satellite-delivered digital radio and its prospects in the United States and abroad appear on page 47.

The SNG Edge

Broadcast demands grow in the age of O.J., earthquakes, riots and floods

By Chris McConnell

Satellite newsgathering technician Scott Shulman is having a rough week.

Shulman and his KABC-TV SNG truck have been chasing the O.J. Simpson story for days, and he now finds himself and the truck awaiting more news outside a Los Angeles courthouse at 6:50 a.m. Days earlier, as TV stations anticipated Simpson's

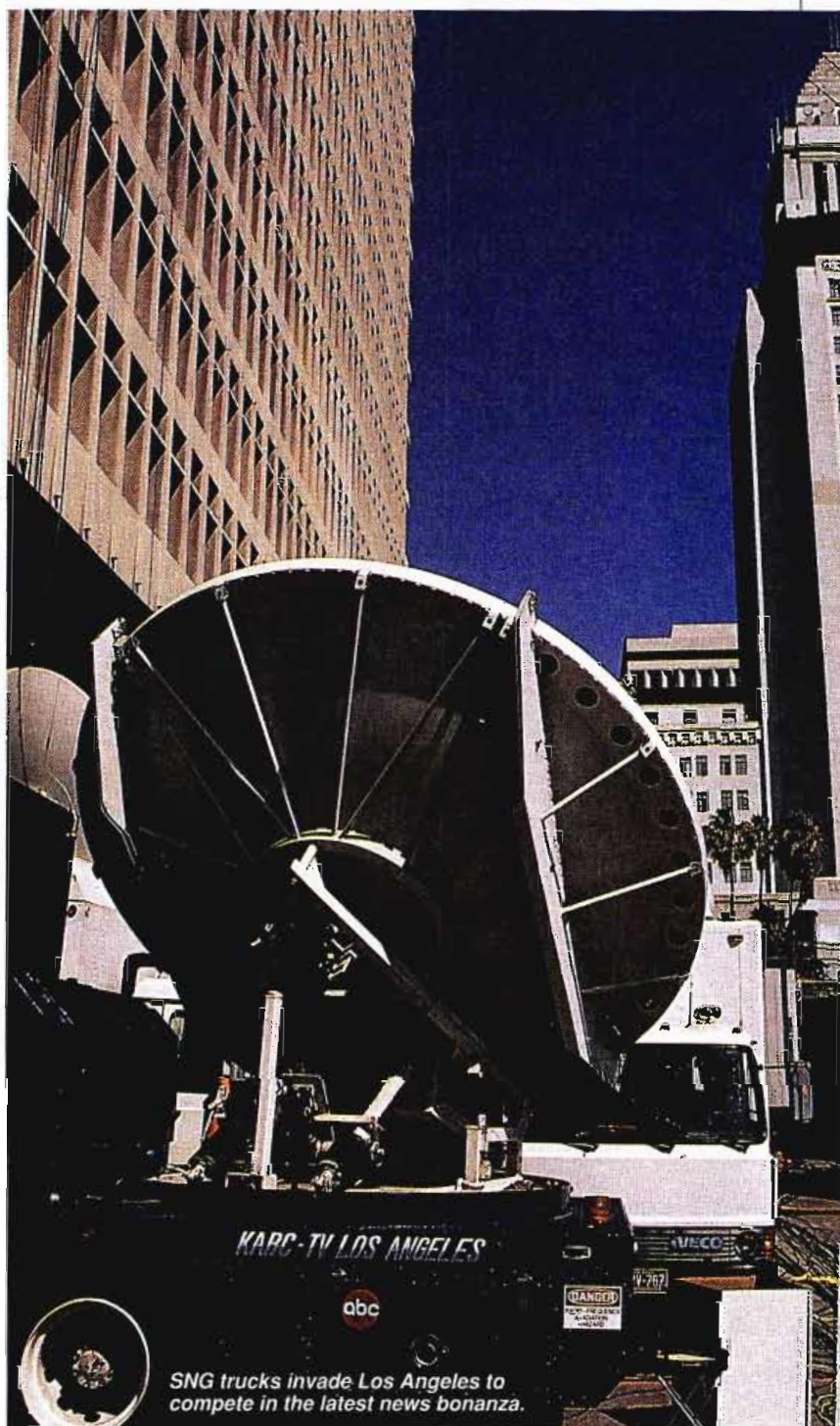
arraignment, Shulman moved and set up his truck four times in just two hours, transmitting two simultaneous newsfeeds via satellite each time. In all, the signals reached 32 television stations.

"It's unbelievable," Shulman says of broadcast demand for live coverage. "The truck is like our main line of defense."

And, he adds, an effective one.

Shulman's station, he maintains, stayed ahead of the competition during the flurry of Simpson news, thanks in large part to its SNG capabilities. If the truck can get to the scene and set up to transmit, Shulman says, his station usually can be first with the story.

A growing number of broadcasters are seeing it the same way. Engineers at ABC, NBC and CBS report steady



SNG trucks invade Los Angeles to compete in the latest news bonanza.

David Bulow/Black Star

growth in SNG traffic, with daily newsfeeds coming in from fleets of more than 100 trucks and fixed uplink sites. Domestic satellite carriers agree that SNG traffic is growing and cite the expanding number of uplinks coming from affiliate stations getting into the service. Equipment makers as well say business is up and that the market is poised for more growth with the imminent approach of digital satellite newsgathering.

"More and more affiliates are getting involved in the process," says Andreas Georgiou, vice president of commercial business services at GE American Communications (GE Americom). Georgiou, whose company bought GTE Spacenet on June 30, estimates that the industry is using the equivalent of 10-12 full-time transponders for SNG traffic.

The short-term view also shows more traffic. GTE Spacenet Director of Satellite Services Harry Mahon says his company has seen a jump in sales of voice equipment used in conjunction with SNG operations. GTE Spacenet, in addition to supplying transponders, offers satellite access and voice services for TV crews. The jump during the year's first quarter follows a slow period

last year, Mahon says.

"There is a lot of satellite newsgathering this quarter," adds industry consultant Walter Morgan, whose Clarksburg, Md.-based Communications Center tracks domestic transponder supply and demand on a quarterly basis.

Network engineers predict that more long-term growth lies ahead. NBC's Charles Jablonski, who says SNG service expansion "shows no signs of abating," emphasizes the importance of news to local stations. Jablonski, NBC's vice president of engineering, says some affiliates are running as many as seven hours of news each day.

The expanding local TV news operations are giving Jablonski's company and the other networks a large pool of video from which to choose each day. CBS had six affiliates with SNG capabilities when it began using the service in 1983. Now, 109 CBS affiliates have the ability to uplink material, says John Frazee, the network's vice president of news services. Frazee says the network can accept the video from more than 100 trucks and fixed uplinks.

The network also has established a regional newsgathering infrastructure to keep it regularly supplied with footage from around the country. Twice a day CBS accepts satellite feeds from 16 regional offices. All of the material, says Frazee, is seen in New York before being filtered and excerpted for news broadcasts.

To handle the traffic, CBS has four channels dedicated exclusively to satellite newsgathering, plus blocked satellite booking for additional transmission paths when needed. Frazee says the network runs about six simultaneous satellite paths between the busy hours of 4 p.m. and 8 p.m. He adds that, after the earthquake in Los Angeles earlier this year, the network established 18 simultaneous satellite transmission paths from the city.

"The number of feeds is increasing faster than the number of uplinks," adds ABC's Mike Hurt. While covering the earthquake, he says, ABC relied on some 12 satellite paths from affiliate stations, plus another eight of its own paths from trucks in the city.

Hurt agrees that more stations are getting into the SNG business, and he says the number of SNG trucks supplying ABC with video has grown



Satellite carriers say the spikes in SNG traffic caused by breaking stories such as the Simpson coverage are growing higher.

from 30 to 57. Some of them, he says, uplink material as many as 10 times a day.

The SNG operation at his network does not feature regularly scheduled regional uplinks, but, still provides ABC with roughly 100 satellite feeds each day. Last year, Hurt says, the number would have been closer to 70, and five years ago it would have been as low as 20.

Shulman modified his station's truck six months ago to add a second satellite path, and now he wonders how the station was able to function without two paths. Back at headquarters, he adds, managers are considering buying another truck.

Like CBS, ABC has booked dedicated space capacity, most of it on the AT&T Telstar satellite system. The network carries two 24-hour Ku-band transponders with AT&T and also carries capacity on the GTE Spacenet GStar 2 and 4 satellites. The normal day, Hurt says, finds the network running about 12 satellite paths at 6 p.m. Eastern time.

NBC also draws on an extensive fleet. About 50 of the network's affiliates are equipped with mobile



Scott Shulman and his KABC-TV SNG truck chasing the O.J. Simpson story in L.A.



AT&T provides satellite newsgathering support for ABC on its Telstar satellite system.

uplinks, and the total field of potential SNG uplink sites comes to more than 100, Jablonski says. News from the news crews of affiliate stations travels back to the NBC news bureau or the network's News Channel in Charlotte, N.C., which also coordinates booking for the space capacity.

The traffic travels over a variety of satellites NBC has booked to handle SNG as well as its program distribution. Capacity includes transponders on the Hughes SBS-2, GE American Communications Satcom K2 and GTE Spacenet GStar 3 satellites.

CNN, meanwhile, now receives news footage from 324 of 373 affiliates, says Frank Barnett of Newsbeam, CNN's satellite newsgathering arm. CNN carries capacity on the GTE Spacenet GStar 4 satellite and also has transponders on Hughes and AT&T satellites.

The affiliates are television stations with agreements to provide material to the cable channel in exchange for video from CNN. Membership in the organization crosses network affiliation lines.

"Everyone's just doing it," Barnett, Newsbeam's managing director, says of the affiliates.

But not all of the satellite traffic, Barnett and others add, is simply going from affiliate stations back to base in Atlanta or New York. Engi-

neers at CNN and the networks describe a complex satellite traffic pattern of affiliate news crews beaming video to other stations and even back to their own stations.

"The big benefit is having trading relationships," says ABC's Hurt. He cites an exchange between affiliates in Buffalo and Los Angeles in which the Buffalo anchor used the ABC satellite path to send live material back to Buffalo and also to do live shots for other ABC stations.

During such generic shots, station reporters conduct a live report one minute after the hour, then tag the shot

with a generic identification. In other cases, reporters pause and recite a series of taglines for each station.

"The demand is great," Barnett says. "People want to be live."

Another source of live coverage for broadcasting—news cooperatives—is a similar picture. This month, Minneapolis/St. Paul-based Conus Communications has three crews in Los Angeles to provide customized coverage of the Simpson case.

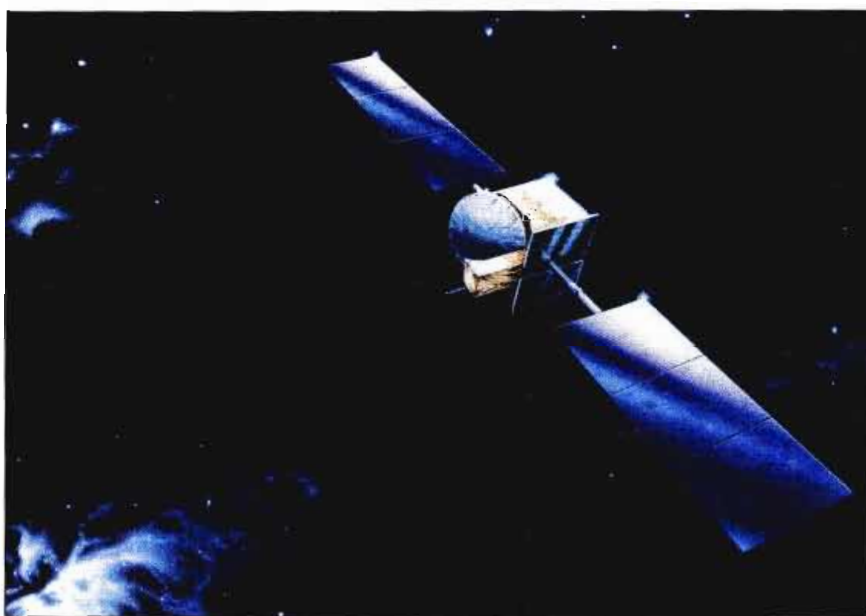
The cooperative, which marks its 10th anniversary this year, carries 105 U.S. stations. Member stations provide live coverage for other participants in the cooperative, just as network affiliates share coverage with other affiliates. Traffic travels through space capacity booked by the cooperative on three transponders on the Hughes SBS 6 satellite.

The cooperatives stress their ability to offer customized feeds because of their smaller size. During the Simpson court proceedings, Conus has provided coverage from two station news crews on location as well as a Conus "jump team," which travels to breaking news events to provide member stations with coverage.

During the 1993 floods in the Midwest, Conus's Deborah Syverson says, the cooperative provided 450 live feeds to member stations.

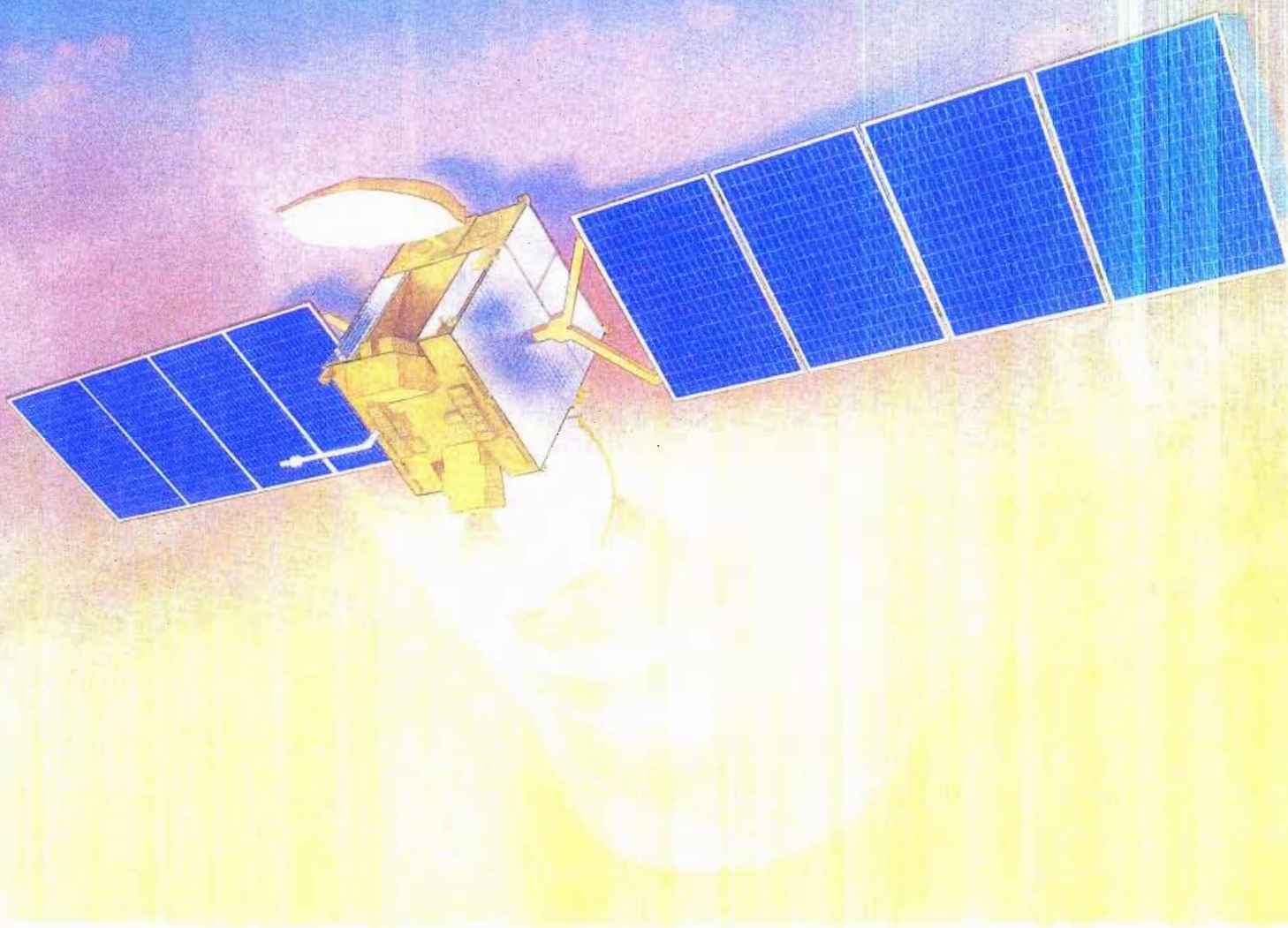
Satellite carriers say they notice the increased traffic as well. GTE Spacenet's Mahon says that ABC and CBS have spread their traffic to Hughes and AT&T satellites, although usage on the GTE fleet has remained steady, indicating a large jump in the overall amount of traffic.

Despite the satellite traffic, however, the short windows and service-intensive prospect of SNG have kept most of the satellite carriers away from the service. While all of them provide some capacity used for SNG, only GTE Spacenet—now owned by GE Americom—has focused on the



GTE Spacenet's GStar 4 satellite carries SNG traffic for CBS, ABC and CNN. NBC traffic travels on the GStar 3.

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service. The carrier supplies capacity to all three networks and CNN, and offers access and voice services using space capacity on AT&T and Hughes satellites.

The carrier also offers five-minute windows of satellite time. At Newsbeam, for example, Barnett says the company is able to book Ku time for CNN affiliate crews in five-minute increments at \$7 per minute.

Such service, Mahon says, creates a high barrier of entry into the SNG service business. "I don't think we've seen the traditional impacts of competition on this business," he adds.

Other carriers agree. Hughes is interested only in supplying space capacity, says Sunni Lotta, the company's manager of video time share service. The carrier's occasional use capacity extends to transponders on the SBS 4, 5, and 6 satellites as well as the Galaxy 4 and 7 satellites, although not all of the capacity is used for SNG.

AT&T Market Development Director Karl Savatiel says his company also has been able to book transponders on its Telstar satellites without venturing into the SNG business, although the company does provide services for ABC. "I don't have a lot of part-time capacity that isn't already spoken for," Savatiel says.

Prior to its purchase of GTE Spacenet, GE Americom considered itself more of a satellite wholesaler than a reseller. "We thought that was not a very profitable use of our space segment," GE Americom's Georghiou says.

More enthusiastic are equipment makers, who say that the required market size of their customer TV stations is getting smaller. "These are affiliates of the three major networks that have never had a truck," says Jay

Adrick, product line director for Harris Allied Broadcast Systems. Harris, Adrick says, sells more than 25 mobile uplink trucks each year.

Many stations, he adds, make the investment with the help of the networks. Adrick says the current round of affiliation swaps is another motivation for helping smaller stations purchase SNG gear.

"There are more participants in the news game," Adrick says, citing the presence of



Harris Allied is selling four more SNG trucks to CNN.

multiple SNG operations in TV markets. He says the larger stations also are adding to their gear. Harris currently is preparing four new satellite trucks for CNN and rebuilding another truck.

And the SNG equipment business, he predicts, will pick up even more with the advent of digital gear. "That is something that is not yet happening but is around the corner," Adrick says. Harris Allied plans to show digital SNG gear at the World Media Show in October and to begin delivering the gear in 1995.

The equipment will carry an integrated compressed digital satellite exciter using the MPEG-2 compression standard. "What this is going to drive is smaller aperture antennas," Adrick says. He anticipates the digital gear will allow uplink antennas to drop below one meter, with power levels falling below 80 watts.

"We'll be able to shrink the size of the current flyaway by almost one half," Adrick adds. Current flyaway SNG gear, engineers say, can occupy up to 20 cases.

Last month, Harris tested its digital gear with conventional newsgathering satellites. The company transmitted a 6 megabit compressed signal

and was able to generate network-quality pictures with less than 4 watts of power, Adrick says. The company transmitted the signal using a 1.8 meter antenna.

Adrick and others also cite the potential savings on space capacity. The digital gear, Adrick says, could allow news crews to squeeze six newsfeeds onto a single transponder.

Harris is not the only company developing the digital gear. England's Advent Communications is selling digital gear to the BBC and other SNG operations, while New Jersey's LNR Communications has developed equipment it is selling to broadcasters in Europe. The LNR gear allows users to send a compressed, digital signal to satellites. The company is manufacturing equipment for both C- and Ku-band transmissions.

But U.S. broadcasters are skeptical. "Compression is essentially subtraction," says CNN's Dick Tauber, maintaining that the technology still needs to be refined and standardized before it can ease the task of delivering news. "We're much warier of this process."

NBC's Jablonski agrees, saying news crews will need equipment that does not sacrifice any of the features available in the current gear. Newsbeam's Barnett predicts CNN affiliates will be the last to be affected by digital equipment because they will need incentives to change the equipment they already have installed in trucks.

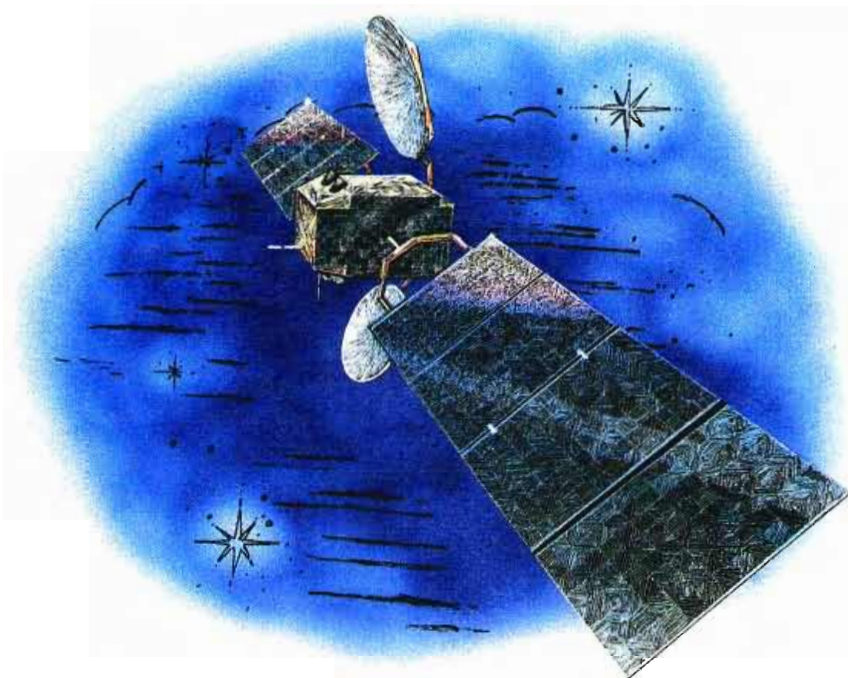
"Analog is working fine," ABC's Hurt says, maintaining that the domestic news crews have plenty of satellite time with which to work.

Satellite carriers echo the caution. GE Americom's Georghiou notes that the economics of SNG—in which several uplink sites are delivering to a few receive sites—mean that savings on transponder time will be outweighed by the investment required at each uplink site.

Georghiou and other carriers, however, see more SNG traffic ahead even if they do not see compressed SNG gear on the immediate horizon. He says the spike in satellite usage during high-interest news events, such as the Simpson case, is gradually growing higher.

"I think we'll see a new plateau of growth as it penetrates into smaller markets," GTE's Mahon says. ■

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Randy Falco, President, Broadcast and Network Operations, NBC



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T-minus four months for Orion

Satellite carrier prepares for launch into trans-Atlantic SNG business

By Chris McConnell

The sign behind the receptionist's desk ticks off the days until launch. Last week it read 119, leaving the current crew of trans-Atlantic satellite carriers with about four months before they will have to contend with another 34 transponders of Ku-band capacity.

Once its satellite is launched on a Martin Marietta Atlas 2A rocket in October, Orion Atlantic will aim its six 36 mhz and twenty-eight 54 mhz transponders toward a small collection of "high-growth markets" that include video, SNG and multimedia distribution.

The plan, as Orion executives Neil Bauer and Steven Salamoff describe it, is to ride the wave of digitally compressed video and data with a satellite they say is tailor-made for the new digital technology. With onboard switching, spot beams and ground segment support, the company hopes to entice broadcast and cable customers with a system that will serve current needs in the analog world as well as the digital multimedia networks of the future.

"The high-gain, high-power characteristics of the Orion satellite make it perfect for digital communications," says Salamoff, Orion's vice president of marketing.

Selling capacity, Orion President/CEO Bauer says, so far has been tough without a satellite actually orbiting. He says the company hopes to lure customers by pushing the satellite's ability to perform onboard switching of uplinked programs to create cable programming "bouquets," or "neighborhoods." While waiting for the launch, the company has signed a series of customers using leased capacity on Intelsat and Europe's Eutelsat satellite system to deliver private networking services. These approximately 20 customers, Bauer says, will shift to Orion 1 after the launch.

The company's business plan envisions data networking and video distribution converging as satellite traffic becomes increasingly digital. "The digitization of video media distribu-



Orion Atlantic hopes to have its first satellite off the ground this October.

tion becomes no different, from a transmission perspective, than the large data streams required for networking," Bauer says.

His company's British Aerospace-built satellite carries "networking" transponders capable of accepting programming from multiple sources once and then switching or combining different portions of the transmissions for redistribution. A cable headend in Europe, Bauer says, could have access to uplinks from Europe or the U.S.

Another part of Orion's planned attack on the international video market concerns satellite newsgathering. Although the company primarily seeks to sell large blocks of transponder time, it hopes the high-power Ku capacity also will find acceptance among the growing SNG operations and cable and broadcast companies, particularly as digital SNG gear becomes available.

Earlier this spring, Orion signed a pact with Micronet Inc. for digital compression services. Micronet will supply Orion with equipment at the company's Glenwood earth station in Vernon Township, N.J.

"With the advent of compression in video, and its acceptance...we expect there's going to be a lot of opportunity for us there," Salamoff says.

Broadcasters expect the Orion

satellite to help their cause in procuring the best rate for transponder time, even if they do not eventually use the added Ku-band capacity.

"The more the merrier," CNN's Dick Tauber says. He says that there is no shortage of trans-Atlantic SNG space segments at the moment but that capacity is growing tight. ABC's Richard Wolf agrees, maintaining that the existing capacity available from satellite consortium Intelsat comes at a premium. Another satellite operator over the Atlantic, Wolf says, can bring only more price competition.

Some of that competition may be beginning already. Last month Intelsat unveiled a promotional rate for Atlantic Ku-capacity on its Intelsat K satellite. Moving to fill transponders Intelsat says are empty, the consortium announced that new users booking west/east capacity on the satellite for five years or more before September 1995 will receive six months of free use. The offer covers five and a half transponders on Intelsat K.

Some consultants say the move may represent a warning sign for newcomers who expect to find demand for transponders over the Atlantic. Orion executives contend that the move represents an early effort to head off competition.

"It looks a bit pointed to us," Bauer

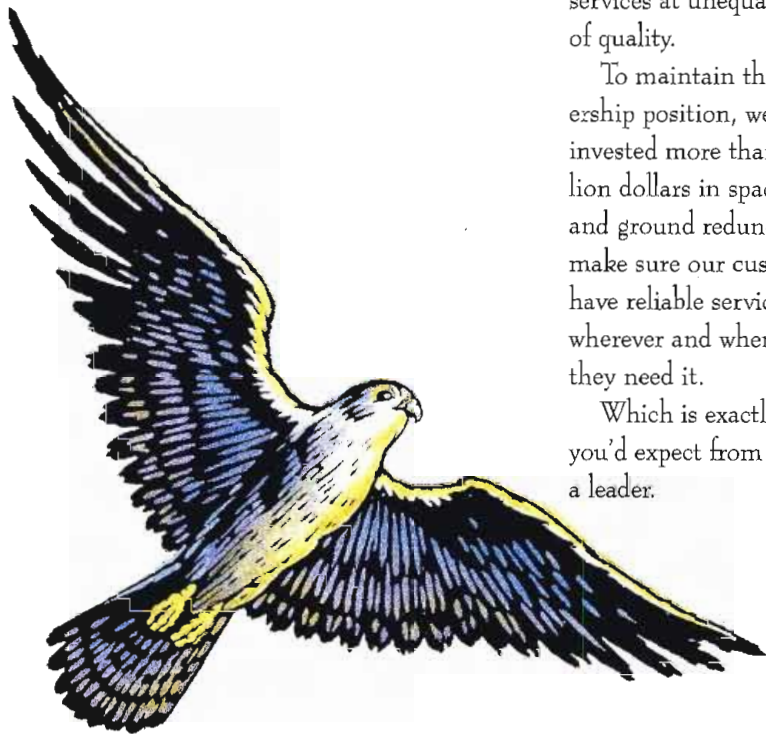
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says of the Intelsat offer, maintaining that Intelsat still holds an unfair advantage over the separate systems. The existence of unused capacity, he adds, does not mean there is no demand.

"We think it means that their concept of business service provision is not working," Bauer says. "Our business concept is vastly different."

Orion will be joining two other companies operating "separate systems" over the Atlantic. PanAmSat operates its PAS-1 satellite and plans this October to add a second satellite to the region.

The new satellite, like the PAS-1, will carry C- and Ku-band capacity.

the company says will cost less than do current market offerings.

While Columbia uses C-band transponders, Columbia Vice President of Sales Arthur Hill maintains that the digital SNG gear will allow news crews to use the capacity to uplink news footage. "C-band can now play a role in satellite newsgathering," says Columbia President George Lissandrello. He mentions equipment that LNR Communications and Advent Communications Ltd. are marketing for digital C-band newsgathering.

Lissandrello concedes that the use of C-band still requires news crews using mobile uplinks to coordinate transmissions to avoid interference.

for smaller crews, more users will be able to afford the service, Rose says. Space segment cost is not the key issue in conducting international SNG operations, he says. His consulting firm already has seen some increase in demand for international SNG since the first digital equipment became available, and Rose cites the BBC's use of digital equipment to conduct SNG uplinks on C-band frequencies as an example.

U.S. broadcasters are less certain the anticipated digital SNG and compression technologies are ready for prime time. CNN's Tauber says the digital C-band does provide access to regions with no Ku-band capacity, but he adds that the video signals often travel through several layers of compression before reaching the end viewer. The long transmission chain, he says, creates a risk in taking information away from raw footage before sending it to the satellite for the first time.

Tauber cites the example of a digital C-band uplink conducted by the BBC from South Africa. The signal, Tauber says, traveled from a flyaway in South Africa to England, where it was converted to NTSC and sent across the Atlantic to Canada and eventually was used by CNN after passing at least three phases of compression.

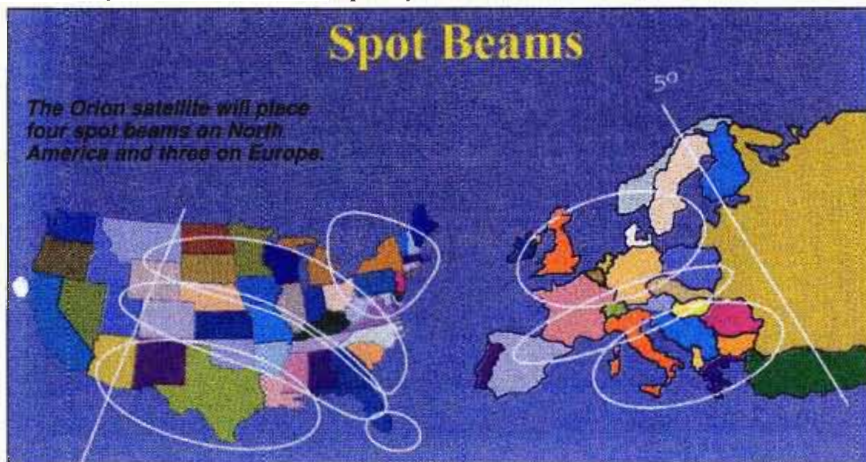
Bauer voices more optimism on the near-term acceptability of compressed video, but says that his company plans to distinguish itself from the other separate systems with ground operations as well as satellite technology.

"We want to be local in our representation," Bauer says, explaining the company's operating agreements with European PTTs and private firms. The company has operating agreements with 11 European countries and is negotiating for pacts in another 10.

Orion also has progressed along the road of procuring European landing rights. With the addition of the Netherlands late last month, the company has landing rights in 14 European countries.

While the landing rights give Orion a start, Bauer says, the operating agreements will allow the company to provide customized assistance to users of the system on the ground in Europe rather than sell satellite service to Europe from the U.S.

"We don't need to break the door down," Bauer says. "We want to open the door with a key." ■



It will provide eight transponders between the U.S. and Europe. Like Orion's Bauer, PanAmSat Executive Vice President Luli Saralegui expects digital technology to create more traffic, particularly in the SNG business.

"Digital will allow [customers] to move from an occasional channel to a full-time pipe," Saralegui says, adding that she expects her company's experience in the business will provide it with an edge over Orion and others: "It's not just transponders."

Also jumping on the digital video bandwagon is Columbia Communications Corp. The satellite carrier, which leases Atlantic capacity on a NASA satellite, says it is preparing new services that will reverse the fortunes of what has been a struggling operation. Last month the company said it had reached an agreement with Harris Corp. to market a telecommunications network service to businesses.

Also among the new strategies is a plan to go after the digital SNG business with a 15-minute feed window

But he maintains users are more concerned with price than anything else and says that Columbia's trans-Atlantic service involves delivering newsfeeds via fiber to a London teleport for uplink to the NASA satellite. "We see the news market as a great opportunity for us," Hill says.

The market, adds industry consultant Walter Morgan, could use more capacity. He says the Gulf War strained the SNG capacity of Intelsat and notes that the most welcome feature of a new system will be the added spot beams. In addition to its broad beams, the Orion satellite will place four spot beams on North America and three on Europe. The satellite allows individual transponders to be selected for either trans-Atlantic or regional operation.

Jeremy Rose of London's Communication Systems Ltd. says the new satellite hardware will encounter a news market that has been steady but is poised for growth once digital equipment becomes widely available.

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From consolidation, competition

GE Americom buy of GTE Spacenet seen as lift for industry

By Chris McConnell

There may be fewer satellite carriers this week, but some say less could be more.

After reviewing the June 30 acquisition of GTE Spacenet by GE Americom Communications, industry executives and consultants say the deal may enliven competition in the satel-

lite industry. The GTE fleet consists of four GStar satellites, two Spacenet satellites and the ASC 1 satellite. GE Americom had eight birds.

GE Americom also will assume GTE's contracts and existing customers, including those of GTE Spacenet's satellite newsgathering and VSAT businesses.

competing are better than three carriers competing," one industry source says.

"What's important is less choice," says Karl Savatiel, market development director, AT&T. The reduction in carrier choices is always an issue for customers, and GTE Spacenet had forged successful operations in the SNG and VSAT businesses, Savatiel says.

Others maintain that the deal, whether or not it fosters competition, will not help satellite capacity resellers. While GTE's need to generate revenues created business for satellite middlemen, observers say, the new order at GE Americom will yield fewer opportunities for brokered satellite use. Bob Patterson, president of Spaceconnection, says the reduc-

Satellites On Deck

<u>Domestic Carrier</u>	<u>Satellite</u>	<u>Manufacturer</u>	<u>Launcher</u>	<u>Launch Date</u>
AT&T	Telstar 402	Hughes Space & Communications	Arianespace	August 1994
Hughes Communications	Galaxy 3R	Hughes Space & Communications	Martin Marietta Astronautics*	1996
	DBS-2**	Hughes Space & Communications	Martin Marietta Astronautics	July 28, 1994
GE American Communications	GE-1	Martin Marietta Astro Space	TBA	1996
<u>International Satellites</u>				
Intelsat	Intelsat 704	Space Systems/Loral	Martin Marietta Astronautics	December 1994
	Intelsat 706	Space Systems/Loral	Martin Marietta Astronautics	January 1995
	Intelsat 705	Space Systems/Loral	Martin Marietta Astronautics	April 1995
	Intelsat 707	Space Systems/Loral	Martin Marietta Astronautics	May 1995
	Intelsat 708	Space Systems/Loral	China Great Wall Industry Corp.	October 1995
	Intelsat 801	Martin Marietta Astro Space	China Great Wall Industry Corp.	November 1995
	Intelsat 709	Space Systems/Loral	Arianespace	December 1995
PanAmSat	PAS-2	Hughes Space & Communications	Arianespace	July 8, 1994
	PAS-3	Hughes Space & Communications	Arianespace	Oct. 21, 1994
	PAS-4	Hughes Space & Communications	Arianespace	March-April 1995
Orion	Orion-1	British Aerospace	Martin Marietta Astronautics	October 1994

*Formerly General Dynamics Space Systems **DBS satellite for Hughes DIRECTV subsidiary

lite industry. While the buyout reduces the number of carriers in the business, they say, it also moves a seven-satellite fleet from a company looking to get out of the business to one with a long-term satellite strategy.

"It's good for the industry," satellite consultant Wilbur Pritchard says. "I think Americom is going to operate the fleet more aggressively." Pritchard says that the three domestic carriers, including Hughes Communications and AT&T, still will provide plenty of competition. Any further consolidation would worry him, he says.

The industry's latest consolidation confirmed a sale that had been rumored for weeks. GTE Spacenet sold its satellites to GE Americom along with its domestic and foreign operations, real

"It creates another entity like Hughes," John Travers says of the deal. Travers, who markets satellite capacity, says that the deal gives GE Americom a complete product line with which to compete against Hughes and AT&T. Putting GTE Spacenet's satellites in the hands of a company dedicated to staying in the industry will make for sharper competition, Travers adds. A Hughes spokeswoman agrees with the analysis.

The remaining satellite players likely will begin to shift emphasis from price competition to service competition, says Ascent Communications Managing Director Tom Watts.

But not all in the commercial satellite business see the acquisition as helping competition. "I believe four carriers

tion in carriers also could make for more restrictive negotiations.

Global Access Vice President Jack Morse says GE Americom has been less receptive to the occasional-use video business than has GTE Spacenet. Morse voices little concern, though, that the consolidation will affect business at his company.

AT&T's Savatiel speculates that the consolidated satellite fleet may raise questions as to the number of orbital slots one entity can control. In the short run, GE Americom will operate 15 satellites, although some of the GTE Spacenet birds are approaching the end of their orbiting life. However, the GStar 3 and Spacenet 4 satellites are not scheduled to run out of fuel before 2000. ■

Satellite radio plays waiting game

Proponents work out differences while FCC considers rules, spectrum allocation

By Christopher Stern

You need to know the rules before you play the game. One year after the latest round of FCC comments, the four remaining contenders to launch the satellite digital audio radio industry still are waiting for the FCC to set the regulations that will govern their business.

The potential players also are still waiting for an allocation of 50 mhz of radio spectrum, which they say they need for delivery of CD-quality audio signals in the continental U.S.

Unlike the familiar C-band television satellite broadcasting system, which uses large parabolic dishes to receive signals, satellite DAR is designed to be received on a flat, patch-like antenna that can be built into an automobile roof or placed on a house. It even can be worn on the body for portable use.

The four current applicants: CD Radio (Washington), Primosphere (New York), American Mobile Radio Corp. (Washington) and Digital Satellite Broadcasting Corp. (Seattle). A former applicant, Denver-based Sky Highway, sold out for \$2 million to CD Radio.

Broadcasters have opposed the licensing of the new technology, at least in part because of the potential impact it will have on local radio advertising. But Clifford Burnstein, co-president of Primosphere, says broadcasters have little to worry about.

Burnstein, who also owns several radio stations, says it will be at least 18 years before the digital radio industry is mature. Unlike his three competitors, Burnstein plans to offer free, over-the-air channels—rather than a subscription service—over the proposed 23 channels of satellite-delivered programming.

Under Burnstein's best-case scenario, his company would assume 4% of all national radio advertising sometime after 2012. National radio advertising accounts for only 20% of all current radio advertising, according to Burnstein. "As a radio guy, I wouldn't be particularly worried about it."

While digital audio may be stalled domestically, there are promising signs in the international arena. Worldspace Corp. plans to spend \$500 million in the next five years to launch four satellites with a combined footprint that will cover Africa, Asia and Latin America. There will be one satellite for each continent, and one orbiting spare.

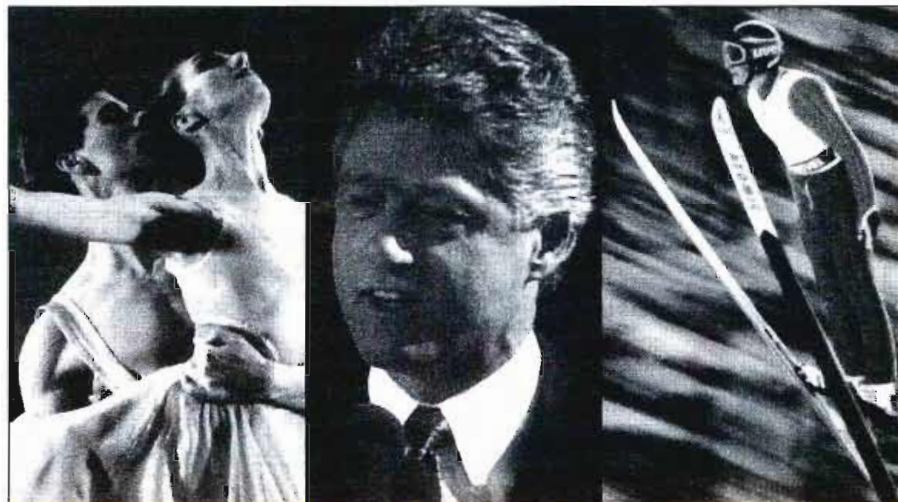
"We plan to serve the under-radioed parts of the world. We believe that's where the market is," says Noah Samara, chairman and CEO of Worldspace. He says his satellite's footprint will cover 3.5 billion people, of which 1 billion now own radios. His ambitious plans assume that as many as



150 million people covered by his satellite service will become subscribers in the next 10 years.

In addition to the annual subscriber fee of about \$50, Worldspace's DAR subscribers will have to purchase a receiver, which the company estimates initially will cost \$100-\$150. Worldspace already has signed an agreement with Motorola to design and manufacture the receiver, which is called Starman.

Each Starman will be individually addressable and will be able to download data, says Samara. He expects the receivers to be installed in portable radios, home stereo systems and even personal digital assistants such as Apple's Newton.



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Spring ratings show age-related choices

Radio station preferences vary by demographic in top three markets

By Donna Petrozzello

Judging from spring ratings calculations from AccuRatings, persons aged 12-plus made different choices in radio from those aged 25-54.

AccuRatings found that each group selected a different arrangement of stations in the same market as their top 10 favorites and also preferred different morning shows.

Los Angeles

In Los Angeles, contemporary hits KPWR(FM) ranked first both in overall listenership and for its weekday morning drive show among persons 12-plus. New adult contemporary KROQ-FM ranked second and Hispanic format KLAX-FM ranked third overall. In the same audience, Rick Dees's morning show on contemporary hits KIIS-AM-FM ranked second.

KLAX earned the largest audience share, 5.3, among persons 25-54, with KROQ and KKBT(FM) earning the second and third largest shares, respectively. Radio listeners 25-54 ranked KIIS-AM-FM's weekday 6-10 a.m. show first, with morning drive shows at album rock KLOS(FM) and rock KLSX(FM) second and third most popular, respectively.

Also among persons 25-54, oldies KCBS-FM gained 2.2 ratings points and news KFI(AM) gained .7 point. By con-

trast, KLOS, KIIS-AM-FM, KLSX and adult contemporary KOST(FM) each lost ratings points.

In Los Angeles, KLAX, KROQ-FM, KKBT, KIIS-AM-FM, KFI, KRTH(FM) and KOST were selected as the top 10 stations in the market by each demographic group.

New York

In New York, contemporary hits WQHT(FM) ranked first among persons 12-plus, and all-news WINS(AM) garnered the largest audience share, 6.9, from 6-10 a.m. weekdays.

But among listeners 25-54, oldies WCBS-FM ranked as the most listened-to station, and classic rock WXRK(FM) earned the highest audience share, 8.4, during the 6-10 a.m. weekday drive time for *The Howard Stern Show*. By comparison, WINS earned a 7.3 rating in the weekday morning daypart, and WQHT was not included in the top 10 list of New York stations.

Data on the New York market found that classic rock WXRK and album rock WNEW(FM) each lost ratings points in the spring survey, with WXRK dropping from 5.8 to 4.7 and WNEW dropping from 4.5 to 3.8 among listeners 25-54.

Stations making the most significant gains in the 12-plus demographic were WQHT, full-service format

WOR(AM), contemporary hits WPLJ(FM) and adult contemporary WLTW(FM).

In New York, only WCBS-FM, WPLJ, WLTW, WRKS-FM and WINS were in the top 10 lists of each demographic group.

Chicago

Chicago listeners aged 12-plus ranked urban WGCI-FM their most listened-to station, with contemporary hits WBBM-FM ranking second and full-service WGN(AM) third. These listeners also ranked the 6-10 a.m. weekday drive time shows on these stations as their top three choices, with WGN garnering the largest share at 8.9, WBBM-FM second at 8.6 and WGCI-FM third at 7.5.

Listeners aged 25-54 placed country WUSN(FM) first in Chicago, with WGCI-FM and new adult contemporary WNUA(FM) ranked second and third, respectively. However, the weekday morning drive of news/talk WBBM(AM) ranked first with a 6.4 rating among listeners 25-54, and WGN and WGCI-FM earned ratings of 6.1 and 5.9, respectively, for weekday morning drive.

Both groups, persons 12-plus and 25-54, chose most of the same top 10 stations; the only exception was WXRK(FM), which ranked fourth overall with adults 25-54 and 11th among persons 12-plus. ■

RIDING GAIN

BMI lends ear

Broadcast Music Inc. plans to establish a "rate court" in which users of its music services can grieve if they feel they are being overcharged for access to BMI's repertoire. BMI has motioned through the U.S. District Court for the Southern District of New York to modify its consent decree and be permitted to create the rate court. It would be overseen by the district court.

Under BMI's proposal, new users of BMI's repertoire will be automatically licensed for access to its library. The users will then have up

to 60 days in which to negotiate a permanent licensing fee with BMI officials. If the music user is displeased with the fee, he can appeal to the rate court to determine a reasonable fee. Until a firm fee is decided, the user will pay an interim fee to BMI.

BMI President/CEO Frances W. Preston says the rate court "will make it easier and more desirable to do business with BMI."

Times are changing

After 17 years as the home of New York's "country club society sound," WRTN(FM) New Rochelle,

N.Y., has changed formats to what station owner William O'Shaughnessy calls "suburban contemporary." The Commodores, Teddy Prendergast and Luther Vandross replaced WRTN classics Fred Astaire, Mabel Mercer and Bobby Short as the station renamed itself "The New York Touch."

"The Touch" is one of the 24-hour music formats syndicated by the ABC Radio Networks. The new sound is more in sync with what O'Shaughnessy describes as the new suburbanite: age 25-49, "affluent, influential" and at the "heart of the Eastern establishment." —DP

Heftel Broadcasting plans major growth

Radio group owner plans expansion to 11 Hispanic-formatted stations

By Geoffrey Foisie

Heftel Broadcasting Corp. plans to become the largest radio station group of Hispanic-formatted stations in the U.S.

Heftel owns two radio stations. After its acquisitions are completed, it will own 11—plus the CRC radio network, which has 74 affiliates.

In hand are KTNQ(AM) and WKLVE (FM) Los Angeles. Heftel also owns a 49% interest in WRTO(FM) and WAQI (FM) Miami. It is waiting to close on the purchase of the remaining 51% of the two Miami stations. It also plans to buy WQBA-AM-FM Miami, KMRT(AM), KICI(AM) and KESS(AM), all Dallas; and WADO(AM) New York.

If all the stations had been bought

at the beginning of last year, Heftel would have had 1993 revenue of \$59.5 million and broadcast cash flow of \$17.3 million.

Of that, the Los Angeles stations alone generated \$20.9 million. The Miami stations would have generated \$13.7 million; those in Texas, \$3.7 million; and the New York AM and the two new Miami stations, \$18.8 million. CRC reported \$3.1 million in revenue in 1993.

In addition to company chairman Cecil Heftel, company executives include President H. Carl Parmer and Executive Vice President Charles M. Fernandez. Heftel and Parmer have 10-year contracts calling for a base salary of \$500,000 each. Heftel's son,

Richard, is president/general manager of the two Los Angeles stations.

Even before it has completed putting together its planned station lineup, Heftel is making a public stock offering.

The company wants to sell 4 million shares to raise about \$47 million. The public offering will be handled by Alex. Brown & Sons and PaineWebber. Of the proceeds, \$18 million will be used to repay debt, \$5.1 million for already announced acquisitions and \$4.5 million to repurchase and pay interest on securities held by Cecil Heftel and his family.

After the offering, almost 10 million shares will be outstanding, and Heftel will have 69% of the voting power. ■

BOTTOM LINE

Premium paid for Citicasters stake

American Financial Enterprises Inc., controlled by Carl Lindner, has bought out a 10% shareholder in group owner Citicasters. Lindner and his family already own 33% of Citicasters. American Financial paid \$23.9 million, or \$20.50 per Citicaster share, for the stake, a 17% premium above market price.

An American Financial spokeswoman says she assumes the premium was offered because a block trade was involved.

The convenience of being able to purchase 1.16 million shares at once, rather than having to buy the thinly traded stock on the open market, might have been worth a premium of 50 cents to \$1 per share, but not \$3, one trading expert says.

There may be more to the story. The block's seller, Lion Advisors LP, is the largest outside shareholder in New World Communications, which recently bought four TV stations from Citicasters. That deal is subject to FCC approval.

Also, the Lion stock had special voting rights. As long as Lion owned at least 10% of Citicasters, it

and at least one other investor could force a sale of the company after five years.

CBS shareholders earn tax advantage

Laurence Tisch should be commended for structuring the CBS/QVC merger proposal in a way that "clearly is not in the tax interest" of Tisch's Loews Corp. So says Lehman Brothers tax analyst Robert Willens.

By making the \$175-per-share payout part of the merger, rather than a dividend, CBS shareholders will be able to treat it as a capital gain rather than ordinary income. Loews, which owns just under 20% of CBS, would have preferred the dividend treatment because as a corporation, Loews is entitled to deduct most of an "intercorporate dividend," Willens says.

CBS shareholders will pay tax on the difference between their "basis" in the stock and the \$175 payout plus the value of the new CBS fractional share they will receive. In no instance will that gain be more than \$175, Willens says.

The transaction should be tax-free for QVC shareholders, Willens says.

Equipment-leasing firm formed

A new leasing service seeks to fill a void in the credit needs of broadcasters. Priority Broadcast Leasing, based in Austin, Tex., has been formed by media broker Norman Fischer, banker and former station owner Hagen McMahon Jr. and leasing executive Hal Hayden.

The venture seeks to provide an independent source of equipment financing, especially for broadcasters who have difficulty getting bank loans, Fischer says. Priority Broadcast Leasing will acquire equipment worth from \$5,000-\$1 million, which it then will lease to broadcasters.

The broadcasters also get a tax advantage, because they can deduct 100% of the monthly lease payment. If equipment is purchased outright, only a partial deduction is available, McMahon says. Most of the money for Priority Broadcast Leasing's equipment is provided by pension funds. —GF

Changing Hands

This week's tabulation of station and system sales

WRKS-FM New York □ Stock purchased by Emmis Broadcasting Corp. (Jeff Smulyan, chairman) from Summit Communications Group (James Wesley Jr., chairman/CEO) for \$53 million. (See BROADCASTING & CABLE, June 20, page 16.)

WBMD(AM)-WQSR(FM) Baltimore □ Purchased by American Radio Systems (Stephen Dodge, CEO) from Sconnix Broadcasting Co. (Scott McQueen) for estimated \$38 million-\$40 million. **Buyer** owns WRKO(AM)/WHDH(AM)-WBMX(FM) Boston; WCMF-AM-FM/WRMM-FM Rochester, WYRK(FM) Buffalo, and WNEF(AM)-WHWK(FM) Binghamton, all New York; WMMX-WTUE-WONE Dayton, Ohio; WZMX-FM Hartford, Conn.; KGGO-AM-FM/KHKI Des Moines, Ia., and pending FCC approval, WNEZ(AM)-WRCH-FM Hartford (New Britain), Conn.; WJYE-FM Buffalo and WECK(AM) Cheektowaga, both New York, and

WCGY-FM Boston (Lawrence), Mass. **Seller** owns WLLR(AM) Moline and WLLR-FM East Moline, both Illinois, and KFKF-FM Kansas City, Kan. WBMD has religious format on 750 khz with 1 kw day. WQSR has oldies format on 105.7 mhz with 50 kw and antenna 492 ft. **Broker: Americom.**

KFMS-AM-FM Las Vegas □ Purchased by Regent Communications (Terry Jacobs, president) from Broadcast Associates Inc. (Steve Gold, president) for \$7.75 million. **Buyer** is purchasing, pending FCC approval, KRLV-FM Las Vegas, and owns WLQT-FM/WDOL-FM Dayton, Ohio; WDJX-AM-FM Louisville, Ky., and WHKW-FM Corydon, Ind. **Seller** owns KEYV(FM) Las Vegas. KFMS(AM) has C&W format on 1410 khz with 1 kw. KFMS-FM has country format on 101.9 mhz with 100 kw and antenna 1,181 ft. **Broker: Media Venture Partners.**

WHOT-AM-FM Youngstown, Ohio □ Purchased by Connoisseur Communications (Jeffrey Warshaw, president) from WHOT Inc. (Myron Jones and John Kanzius) for \$6 million. **Buyer** recently purchased WBBW(AM)-WBBG-FM Youngstown, Ohio, for \$5 million, and WFPG-AM-FM and LMA partner WKOE-FM Atlantic City, N.J., for \$6.5 million. **Buyer** also owns WFDF(AM)-WDZZ-FM Flint, Mich.; KJOC(AM) Davenport, Iowa, and WXLN(AM) Moline, Ill. **Seller** owns WJET-FM-TV Erie, Pa. WHOT(AM) has Music of Your Life format on 1390 khz with 9.5 kw. WHOT-FM has CHR format on 101.1 mhz with 24 kw and antenna 711 ft. **Broker: Media Venture Partners.**

KDWG(AM)-KCTR-FM/KKBR(FM) Billings, KBOZ(AM)-KATH(FM) Bozeman, and KBOZ-FM Livingston, all Montana □ Purchased by Deschutes River Broadcasting Inc. (Edward Hardy, president/director) from Citadel Broadcasting Co. (Lawrence Wilson) for \$5 million. **Buyer** is proposed assignee of KORD-AM-FM Richland-Pasco and KNSN(FM) Walla Walla, both Washington. **Seller** owns 7 AMs and 13 FM. KDWG has modern country format on 97.0 khz with 5 kw. KCTR-FM has country format on 102.9 mhz with 100 kw and antenna 500 ft. KKBR has oldies format on 97.1 mhz with 28 kw and antenna 325 ft. KBOZ(AM) has country format on 1090 khz with 5 kw. KATH has hot country format on 93.7 mhz with 100 kw and antenna 245 ft. KBOZ-FM has country format on 97.5 mhz with 100 kw and antenna 265 ft.

KDLT-TV Sioux Falls, S.D. □ Purchased by Red River Broadcast Corp. (Myron Kunin, president) from Her-

SANDUSKY RADIO, INC.
has acquired
KUKQ-AM/KUPD-FM
Phoenix, Arizona
from
G & C BROADCASTING, INC.
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itage Media Corp. (Jim Hoak, chairman) for \$4 million. **Buyer** owns KBRR (TV) Thief River Falls, Minn., and KVRP (TV) Fargo, N.D., KJRR (TV) Jamestown, and KNRR (TV) Pembina, all North Dakota. **Seller** owns 5 AMs, 15 FM's and 6 TV's. KDLT-TV is NBC affiliate on ch. 5 with 100 kw visual, 10 kw aural and antenna 1,510 ft.

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$1,963,650 □ 4
 FM's □ \$59,756,000 □ 10
 Combos □ \$64,687,955 □ 12
 TV's □ \$4,000,000 □ 1
 Total □ \$130,407,605 □ 27

So far in 1994:

AMs □ \$98,512,584 □ 77
 FM's □ \$443,617,272 □ 173
 Combos □ \$1,045,140,530 □ 135
 TV's □ \$1,254,001,334 □ 42
 Total □ \$2,841,271,720 □ 427

WGUL(AM) Dunedin and WGUL-FM New Port Richey, both Florida

□ Purchased by Alta Subordinated Debt Partners LP (Timothy Dibble, president/director) from William Brandt Jr., receiver, for assumption of \$3.4 million debt. **Buyer** and **seller** have no other broadcast interests. WGUL has Music of Your Life (MOYL) format on 860 khz with 2 kw. WGUL-FM has MOYL format on 105.5 mhz with 3 kw and antenna 255 ft. Filed June 22 (AM: BAL940622GN; FM: BALH 940622GO).

KLAK(FM) Durant, Okla. □ Purchased by Lake Broadcasting (Bill Harrison and James Stansell) from 97.5 Radio Inc., debtor-in-possession, for \$535,000. Sale is part of three-station purchase for \$2.55 million. **Buyer** and **seller** have no other broadcast interests. KLAK has AC format on 97.5 mhz with 45 kw and antenna 513 ft.

KTBB(AM) Tyler, Tex. □ Purchased by Gleiser Communications Inc. Paul Gleiser, president) from KTBB Radio Inc., debtor-in-possession, for \$800,000. Sale is part of three-station purchase for \$2.55 million. **Buyer** owns KGLD(AM)-KDOK-FM Tyler, Tex. **Seller** has no other broadcast interests. KTBB has full-service news format on 600 khz with 5 kw day, 2.5 kw night.

KTYL-FM Tyler, Tex. □ Purchased by KTYL Radio Inc., debtor-in-possession, from First Texas Radio Inc. (Lawrence Stewart, president) for \$1.215 million. Sale is part of three-station purchase for \$2.55 million. **Buyer** also is purchasing KLBK(FM) Bloomington, Tex., for \$140,000, see below. **Seller** has no other broadcast interests. KTYL-FM has AC format on

93.1 mhz with 100 kw and antenna 459 ft.

KRPQ(FM) Santa Rosa-Rohnert Park, Calif. □ Purchased by Fritz Communications Inc. (Jock Fritz) from Sunrise Broadcasting (Ron Castro and Lynn Hendell, general partners) for \$2.08 million. Castro will serve as station's managing general partner.

The new licensee, Results Radio of Sonoma LP, is a subsidiary of Fritz Communications. **Buyer** owns WKYG (AM)-WXXK(FM) Parkersburg, W.Va. **Seller** has no other broadcast interests. KRPQ has country format on 104.9 mhz with 340 w and antenna 915 ft. **Broker: Media Venture Partners.**

KKDJ(FM) Fresno, Calif. □ Purchased by Henry Broadcasting Co. (Charlton Buckley, president) from W. Lawrence Patrick, receiver for Pacific Quadracasting Inc., for \$1.725 million. **Buyer** owns KMJ(AM)-KSKS(FM) Fresno, and 7 AMs and 9 FM's. **Seller** has no other broadcast interests. KKDJ has AOR format on 105.9 mhz with 2 kw and 1,960 ft. **Broker: Media Venture Partners.**

KMND(AM)-KNFM(FM) Midland, Tex. □ Purchased by ICA Media LLC (John Bushman, chairman) from Dennis Elam, trustee, for \$1.6 million. **Buyer** and **seller** have no other broadcast interests. KMND has oldies format on 1510 khz with 500 w. KNFM has C&W format on 92.3 mhz with 100 kw and antenna 984 ft. **Broker: Whitley Media.**

WRSF(AM) Nags Head, N.C. □ Purchased by Multi-Market Radio Inc. (Michael Ferrel, president) from Jones Eastern of the Outer Banks Inc. (C.J. Jones, president) for \$1.05 million. **Buyer** owns WRXR(FM) Augusta and WKGB(FM) Martinez, both Georgia; WYAK-AM-FM Myrtle Beach, S.C., and WPKX(FM)/WHMP-AM-FM Springfield-Northampton, Mass. **Seller** owns WAEG(FM)/WAEJ(FM) Augusta, Ga. WRSF has country format on 105.7 mhz with 100 kw and antenna 613 ft.

KALB(AM)-KZMZ(FM) Alexandria,

SOLD!

KRLV-FM, Las Vegas, Nevada has been acquired by **Regent Communications, Inc.**, Terry S. Jacobs, President and CEO, through a merger with **Wescom Broadcasting of Nevada, Inc.**, Michael J. Connelly, President.

Elliot B. Evers and George I. Otwell advised Regent Communications in this transaction.

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La. □ Purchased by Stellar Communications (Don Chaney, president) from Alexandria Broadcasting Co. Inc. (Ted Kimbell, VP) for \$815,000. **Buyer** owns KCKR-FM Waco, Tex. **Seller** owns KLST-TV San Angelo, Tex. KALB has oldies format on 580 khz with 5 kw day, 1 kw night. KZMZ has adult hit radio format on 96.9 mhz with 93.8 kw and antenna 1,448 ft. **Broker:** Whitley Media.

KYRS(FM) Atwater, Minn. □ Purchased by Elite Broadcasting Inc. (Al Quarnstrom) from KYRS FM Inc. (Dennis Carpenter, president of parent StarCom Inc.) for \$500,000. **Buyer** owns WKLK-AM-FM Cloquet, WMFG-AM-FM Hibbing, and KSCR-AM-FM Benson, all Minnesota, and WHSM-AM-FM Hayward, Wis. **Seller** is permittee of WRSR(FM) Two Harbors and KKSJ(FM) Sartell, both Minnesota. KYRS has country format on 94.1 mhz with 3 kw and antenna 328 ft. Filed June 20 (BALH940620GR).

KKIN(AM)-KEZZ-FM Aitken, Minn. □ Purchased by Ronan Broadcasting Corp. (Ron Tschetter, president/director) from Upper Minnesota Broadcasting Corp. (Michael Patterson, owner) for \$426,000. **Buyer** and **Seller** have no other broadcast interests. KKIN has C&W format on 930 khz with 2.5 kw day, 400 w night. KEZZ-FM has AC format on 94.3 mhz with 3 kw and antenna 328 ft. Filed June 6 (AM: BAL940606EC; FM: BALH940606ED).

KKHR(FM) Anson, Tex. □ Purchased by Powell Meredith Communications Co. (Scott Powell, president) from Webster Broadcasting Inc. (William Johnson, director) for \$396,000. **Buyer** has no other broadcast interests. **Seller** owns KGDD(AM)-KBUS(FM) Paris, Tex., and is selling WMFL(AM)-WJPH(FM) Monticello, Fla., to PCG of Tallahassee. KKHR has classic rock/oldies format on 98.1 mhz with 50 kw and antenna 292 ft. Filed June 23 (BAL940623GF). **Broker:** Satterfield & Perry Inc.

KSNY-AM-FM Snyder, Tex. □ Stock purchased by William Jamar from Wendell Mayes Jr. and Paula Gilbert for \$268,125. **Buyer** owns KBWD(AM)-KQXE-FM Brownwood, KOKE-FM Giddings, and KBIL(AM)-KROO-FM Breckenridge, all Texas. **Seller** has interests in KAMG(AM)/KVIC-FM Victoria and KCRS-AM-FM Midland, both Texas. KSNY(AM) has country format on 1450 khz with

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1 kw. KSNY-FM has classic rock format on 101.7 mhz with 3 kw and antenna 295 ft. Filed June 6 (AM: BAL940606SEA; FM: BALH940606EB).

WKRA-AM-FM Holly Springs, Miss. □ Purchased by Bill Autry from Ralph Doxy for \$250,000. **Buyer** and **Seller** have no other broadcast interests. WKRA(AM) has C&W/talk format on 1110 khz with 1 kw. WKRA-FM has black/gospel format on 92.7 mhz with 3 kw and antenna 299 ft. Filed June 23 (AM: BAL940623GG; FM: BALH940623GH). **Broker:** Thorburn Co.

WHBU(AM)-WAXT(FM) Alexandria, Ind. □ Stock purchased by Anderson Broadcasting Co. (Samuel Graves III, president/director) from Triplett Broadcasting Co. of Indiana Inc. (Marc S. Triplett) for \$178,829. Triplett will become a wholly owned subsidiary of Anderson. **Buyer** and **seller** have no other broadcast interests. WHBU has talk format on 1240 khz with 1 kw. WAXT has country format on 96.7 mhz with 2.3 kw and antenna 367 ft. Filed June 20 (BALH940620GQ).

KLUB(FM) Bloomington, Tex. □ Purchased by Tschirhart Broadcasting Inc. from Radio KLUB Inc. (Lawrence Stewart and James Stansell) for \$140,000. **Buyer** is also purchasing KTYL-FM Tyler, Tex., see above. **Seller** has no other broadcast interests. KLUB is licensed to 106.9 mhz with 6 kw

and antenna 295 ft. Filed June 22 (BAPLH940622GG).

WVKZ(AM) Schenectady, N.Y. □ Purchased by Capital District Regional Off-Track Betting Corp. (David Etkin, president/chairman) from WV Broadcasting Inc. (John Ahern, president) for \$90,000. **Buyer** has no other broadcast interests. **Seller** is selling WWCP-FM Clifton Park, N.Y., to Jarad Broadcasting. WVKZ has talk/news/sports format on 1240 khz with 1 kw. Filed June 16 (BAL 940616EA).

KIXR-FM Ponca City, Okla. □ Purchased by Mur-Thom Broadcasting Inc. (Carolyn Murphy, president) from L. Win Holbrook, trustee of Bankruptcy Estate of KIX Communications Inc., for \$80,000. **Buyer** and **seller** have no other broadcast interests. KIXR-FM has Christian format on 100.1 mhz with 3 kw and antenna 299 ft.

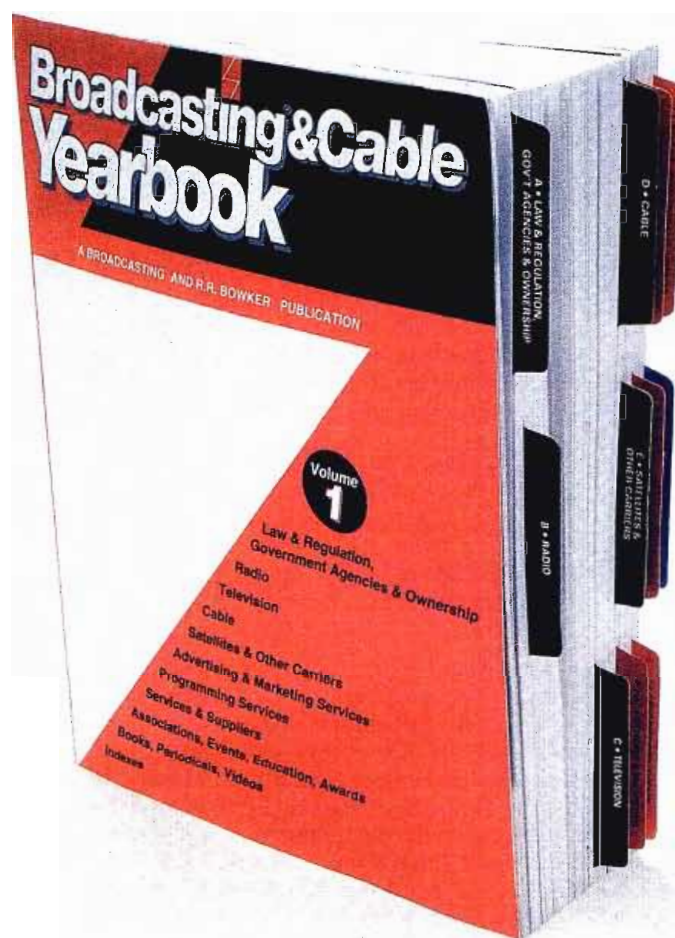
KMAC(FM) Gainesville, Mo. □ Purchased by Country Music Communications Inc. (Max Pearson, president/director) from Dora Burnett for \$65,000. **Buyer** owns KTBI-FM Mansfield and KMAC(FM) Gainesville, both Missouri; WLEE(AM) Richmond, Va., and KBCN(FM) Marshall, KDEW(FM) DeWitt, KERX(FM) Paris, and KLRA-AM-FM England, all Arkansas. **Seller** has no other broadcast interests. KMAC has oldies format on 99.7 mhz with 50 kw and antenna 492 ft. Filed June 21 (BALH940621GH).

WROX(AM) Clarksdale, Miss. □ Purchased by CK Broadcasting Inc. (Charles Kendall, president) from Weaver Communications Group Inc. (Gerald Weaver) for \$23,650. **Buyer** owns WQMA(AM) Marks, Miss. **Seller** has no other broadcast interests. WROX has AC/black format on 1450 khz with 1 kw. Filed June 15 (BAL 940615EA).

WMVN(AM)-WMQT(FM) Ishpeming, Mich. □ William Blake has option to purchase 750 shares of Taconite Broadcasting Inc. from Robert Olson for \$1. When completed, transferee will own 88% of licensee and have control. **Buyer** has no other broadcast interests. **Seller** owns WMPL(AM)-WZRK(FM) Hancock, Mich. WMVN has contemporary Christian format on 970 khz with 5 kw daytime. WMQT has AC format on 107.5 mhz with 98 kw and antenna 528 ft.

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**Broadcasting
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RBOC filing may earn long-distance credit

Some accuse Baby Bells of circumventing Congress with court action

By Kim McAvoy

A court press by four regional Bell operating companies that want to enter the long-distance telephone business may force a showdown over a Senate bill that the RBOCs oppose.

Bell Atlantic, BellSouth, Nynex and Southwestern Bell last Wednesday filed a motion with U.S. District Court Judge Harold Greene, asking him to abolish his 1982 consent

NYNEX

decree that led to the breakup of AT&T and the formation of seven RBOCs. The decree bars the "Baby Bells" from the lucrative long-distance and telecommunications manufacturing businesses.

"The filing will be a catalyst to move things forward expeditiously on the legislation," says Aubrey Sarvis, vice president, federal relations, Bell Atlantic. But, he contends, the filing will not undercut what Congress is doing.

Two weeks ago, the House passed comprehensive telecommunications reform legislation that would lift the decree's restrictions.

However, in the Senate, the local telcos so far have failed to convince Commerce Committee Chairman Ernest Hollings (D-S.C.) to go as far as the House did. Hollings is sponsoring a measure, S. 1822, that essentially would bar the RBOCs from entering the long-distance telephone and telecommunications manufacturing businesses for up to a decade.

Some say that the chances the Senate will vote on any telecommunica-

Southwestern Bell

tions bill this year are slim to none. The RBOCs' opposition to Hollings's measure has made the matter so controversial that it may never come to the floor for a vote. Hollings hasn't even moved the bill through his com-

mittee, though last month he said he would move the bill "quickly through the committee after the Fourth of July recess." The Senate returns July 12 and the Commerce Committee may consider the legislation on July 19.

The RBOCs consider Hollings's bill far too restrictive. They want to become serious competitors to AT&T, Sprint and MCI as soon as possible.

Some Senate insiders expect Hollings will amend his bill to make it somewhat more acceptable to the RBOCs. But even without modification, Hollings probably could get the bill passed by his committee.

The real test for the legislation would be on the Senate floor. With health care expected to dominate the Senate agenda this fall, there may not be enough time to consider telecommunications reform legislation.

"Indirectly, this is a way to put some pressure on Hollings," one Capitol Hill observer says of the court filing. The move also could shore up support for an alternative to the

BELLSOUTH

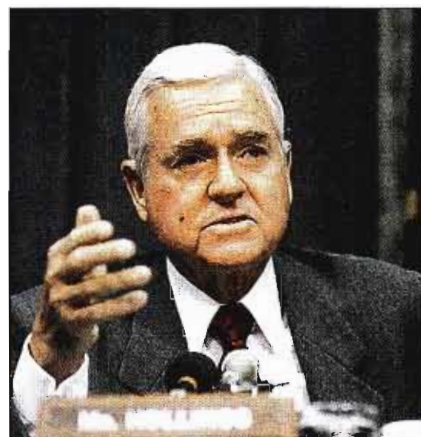
Hollings bill. The alternative, S. 2111, has RBOC backing and would pave the way for their immediate entry into the long-distance telephone market.

Asked if Hollings might be miffed by the filing, Sarvis said the Bell companies had talked with members of his staff and "there was no indication from them that he would be miffed."

However, as one Washington wag put it, "I don't know if Hollings isn't going to be more pissed off than intimidated."

The Competitive Long Distance Coalition, which represents long-distance telephone companies, accused the RBOCs of trying to "circumvent Congress [rather than] work for comprehensive telecommunications legislation that would benefit all Americans."

Still others say the RBOC action confirms what has been their real strategy all along. "They pushed the legislative process as far as they



Senator Ernest Hollings (D-S.C.) may be more miffed than intimidated by RBOC action, one source says.

could. They don't feel that the legislation is in their best interest," one telecommunications lobbyist says. "Now it's time to go to court."

If their strategy really is to "blow up" the legislation, going to court may be a "tactical blunder," one Senate observer says. The move may give Hollings and others incentive to get a bill through.

For years, lawmakers—including Hollings—have said that Congress, not the courts, should establish telecommunications policy. "This is just another reason for Congress to believe that they must grapple with the issue rather than leave it to the courts," the observer says.

In their filing, the companies include 47 affidavits from economists

Bell Atlantic

that say abolishing the decree would create jobs and benefit consumers.

The three RBOCs that did not file—US West, Ameritech and Pacific Telesis—could join the action later.

The three telcos declined to participate for a variety of reasons. Each has its own distinct business plans and deregulatory goals. They also reportedly felt that the suit was ill-timed and would only encourage the Senate to move S. 1822, a bill they say has few benefits. ■

Women, minorities and small businesses—the so-called designated entities—have emerged as the dominant bidders in the upcoming auction for Interactive Video Data Service licenses. Of the 523 potential bidders, 456 are designated entities. IVDS is a short-distance communications service that will provide interactive services to subscribers at fixed locations. The auctions are scheduled for July 28 and July 29 in Washington.

The Clinton administration last week proposed reforms to copyright law to protect intellectual property. Technology is advancing so quickly that existing law is no longer adequate, says the 141-page draft report of the administration's Working Group on Intellectual Property Rights. "The coat is getting tight. There is no need for a new one, but the new one needs a few alterations," the draft says. Among its recommendations:

- Extend full copyright protection to copies of works distributed to users via transmissions, as computer programs often are. Current law protects only physical copies, such as books and videotapes.

- Deny first-sale doctrine rights to owners of copies distributed via transmission. The doctrine allows owners of hard copies to dispose of them in any manner. That is the principle, for example, that allows home video stores to rent tapes.

- Prohibit the manufacture or sale of devices designed to defeat technology that prevents unauthorized copying of or access to copyrighted works.

- Prohibit fraudulent removal or alteration of copyright information.

"The potential of the national information infrastructure will not be realized if the copyrights of the information and entertainment industries are not effectively protected on the information superhighway," Commerce Secretary Ronald Brown said last week.

The working group will sponsor a conference to consider how fair use should apply in the case of digital recordings and online computer information. Fair use permits limited use of copyrighted material without permission.

The recommendations were applauded by the Creative Incentive Coalition, a group representing copyright holders. "In an age of high-speed, high-capacity digital communications, demand for copyrighted works will explode," says coalition co-director Joe Waz. "But the opportunities for unauthorized use of copyrighted works will also explode." The coalition comprises the Association of Independent Television Stations, the Motion Picture Association of America, Time Warner Inc., Cox Enterprises and a number of other record and publishing groups.

Commerce Secretary Ronald Brown also reiterated his support for performance rights for sound recordings, although he expressed some support for a broadcaster exemption. "It would make some sense not to have traditional broadcasters involved," Brown said last week. However, he would support banning broadcasters from announcing playlists as a way to discourage home taping. Brown's comments differ from previous Clinton administration statements and the Working Group on Intellectual Property Rights. Both support performance rights for the

broadcast industry. The National Association of Broadcasters has said that a performance copyright for sound recording could cost the radio and television industry as much as \$300 million a year. Performance rights legislation is pending in the House.

The Supreme Court's recent must-carry ruling is a "disheartening loss for free speech and for



every segment of the media," says Patrick Maines, president of the Media Institute. The institute had filed a brief with the court arguing that the must-carry provisions of the 1992 Cable Act

are unconstitutional. Two weeks ago, the high court did not throw out the rules, but left the issue of whether must-carry is constitutional for a lower court to decide. The court also found the rules to be content-neutral. Says Maines: "The Supreme Court diluted the First Amendment by treating content-based regulations as content-neutral. More insidiously, the court rein-

forces the existence of a First Amendment that provides varying levels of protection depending on the medium used to convey the message."

A Chicago citizens group is seeking an FCC ruling barring home shopping on public TV stations.

Upset by noncommercial WTTW Chicago's 45-hour home shopping trial last fall, the Coalition for Democracy in Public Television last week asked the FCC to sanction WTTW and generally declare home shopping a violation of public stations' noncommercial mandate. "This is simply not a noncommercial service," says Andy Schwartzman, the Media Access Project attorney representing the coalition. The group will file its petition today or tomorrow, he says. In addition to fining WTTW, the coalition says, the FCC should consider the "violation" when the station's license comes up for renewal.

WTTA-TV St. Petersburg, Fla., had a unique argument in its appeal of a \$10,000 FCC fine for violating limits on commercial time limits for children's programming.

The station asked for leniency because the traffic manager responsible for compliance is a member of a minority group. But the FCC rejected the argument, saying "the forfeiture order, without regard to the new traffic manager's minority status, relies on case law stating that a licensee is responsible for the actions of its employees."

The July issue of Washingtonian magazine cites two telecommunications policymakers in an article about Washington women and their "trophy" husbands.

The article identifies Debbie Dingell, wife of House Energy and Commerce Committee Chairman John Dingell (D-Mich.), and Susan Blumenthal, married to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). The article notes that "Debbie Dingell, a General Motors lobbyist and Detroit heiress, has done well pushing the rough-and-ready John Dingell to new levels of ambition and power." As for Blumenthal, the article says, "A professional woman, such as...Dr. Susan Blumenthal...makes the couple a very desirable 'twofer.'"

Washington Watch

Edited By Kim McAvoy

Broadcasters want freed-up spectrum

NAB and MSTV ask FCC to allow 4660-4685 mhz to be used for ENG applications

By Chris McConnell

With virgin, reallocated government spectrum just over the horizon, broadcasters are hoping to stake a claim for electronic newsgathering operations.

The NAB and the Association for Maximum Service Television (MSTV) are making a play for spectrum the federal government is turning over to the private sector. The "new" frequencies, the two groups say, could alleviate the spectrum shortage the industry is facing as ENG operations expand.

The spectrum demand for ENG operations, says the NAB's Barry Umansky, has outpaced supply in the top television markets. He cites the recent televised police pursuit of O.J. Simpson. The amount of picture transmissions from helicopters, he says, created adjacent channel interference and caused some pictures to break up.

"Serious congestion in the broadcast auxiliary band already exists without the extra spectrum requirements generated by particularly important sports and news events," adds the MSTV's comments filed with the commission.

MSTV cites a 1993 Commerce Department report predicting an annual growth rate of 15% for the auxiliary broadcast service band at 2 ghz. Some operations in the frequency band—such as transmitter-to-studio links and intercity relays—have been migrating to fiber, says MSTV's Victor Tawil.

But Tawil adds that the ENG operations dominate the auxiliary service band, and do not lend themselves to fiber links. He also says the expanding number of cable TV news operations are creating more potential users of the ENG frequencies.

"These things are being used at full tilt," adds Umansky.

To ease the congestion, MSTV and NAB propose allocating the 4660-4685 mhz band for broadcast auxiliary use. The band is one of three the federal government is turning over to private industry. The other two, MSTV and the NAB say, are too narrow to accommodate video signals. MSTV's comments also cite the prospect of HDTV, which will create even more demand on broadcast auxiliary spectrum.

"The spectrum required to facilitate dual ATV/NTSC broadcast operations will rapidly exceed the capacity of already overburdened auxiliary spectrum," MSTV told the commission.

An FCC staffer says the commission has not ruled out any services, including ENG, as potential applications for the reallocated government spectrum. The commission plans to issue a notice of proposed rulemaking later this summer on uses for the reallocated bands.

Cutting Edge

By Chris McConnell

Panasonic Broadcast & Television Systems Co. has sold five of its D-3 digital composite VTRs to Boston's WGBH-TV. The non-commercial station, which produces about one-third of PBS's prime time programming, is using the machines for post-production and distribution.

The station says it likely will purchase five Panasonic D-5 VTRs during the next six months.

Unveiled earlier this year at the NAB convention, the D-5 machines record full-bandwidth video and are capable of recording high-



definition video using 4:1 compression. The machines can record in either 4:3 or 16:9 aspect ratios. Once it purchases the D-5 machines, WGBH-TV managers will decide whether to use the new equipment with existing D-3 gear or upgrade to D-5.

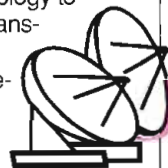
Recognition Concepts Inc. (RCI) has sold one of its non-interlaced HDTV disk recorders to Japan's Graphic Communication Laboratories. The \$214,100 unit records uncompressed HDTV video at 60 frames per second. RCI says it also has installed one of the machines at Sony Picture's High Definition Center in Culver City, Calif. The disk

recorder installed in Culver City stores 10 minutes of uncompressed video and lists for \$247,400.

PrimeTime 24 is moving its three broadcast stations from GE Americom's F2R satellite to the Hughes Galaxy 4 satellite. The company provides network television to backyard satellite dish subscribers and cable systems. Current offerings include WABC-TV New York, WRAL-TV Raleigh, N.C. (a CBS affiliate), and WSB-TV Atlanta (NBC). The stations will occupy three slots on Galaxy 4. The company hopes the satellite will let it reach more cable systems in Central America, the Caribbean and the U.S.

Sony says it has sold about 120 of its Digital Betacam VTRs to the Rome-based Orbit Satellite Television Network. The network trans-

mits 21 automated television channels. Sony also says Encore Media Corp. is using its digital technology to produce and transmit its STARZ! and Encore premium cable movie channels.



Wegener Communications is shipping its digital audio receiving gear to Miami's Magic Radio International Inc. for use in distributing Spanish radio programming. Magic Radio will use Wegener's DR180 receivers to deliver *Satelite de Programacion Latinoamericana*, a news, music and sports service originating from Madrid. Magic Radio, which plans to transmit from the Spanish Hispasat satellite, hopes to establish a 400-station radio network.

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SITUATIONS WANTED MANAGEMENT

GM/GSM Excellent leader, sales, hiring and training, CRMC, great credentials, prefer mid-size market south/southeast. 804-384.0127.

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

Powerful issue driven news talker with great voice now doing weekends and fill-in at legendary station. Looking for full-time. I draw listeners 25-34. Reply to Box D-32. EOE.

SITUATIONS WANTED TECHNICAL

CHIEF ENGINEER 18 years experience. AM & FM high power transmitter, AM directional, RF and audio literate. Technically creative with exceptional credentials. Reply Box 00005.

Chief Engineer with sixteen years experience with AM, FM, cable and LPTV seeking the next challenge. Available by the project, day, week, month of year. Call Mike Hayward at 419-639-3315.

MISCELLANEOUS

AOR station needed for Greensboro, Winston-Salem, High Point market of North Carolina. Listeners need rock choice for this area.

TELEVISION

HELP WANTED MANAGEMENT

LOCAL SALES MANAGER: Independent station in desirable top 20 market seeks experienced LSM with excellent leadership skills, strong people skills and a proven track record creating alternate revenue sources, developing new business, sales research and sales promotions. Independent experience preferred; emphasis on motivation, training and development. Computer literacy a plus. Resume and Salary History - Reply to Box 00019 EOE.

National Sales Manager: Memphis' WMC-TV needs an excellent communicator who can motivate. The ideal candidate will be computer literate with a strong understanding of television broadcast research, revenue forecasting and the importance of relationship selling. WMC is a ratings leader, but we need someone who will sell beyond numbers. Five years of TV station and/or rep sales in the Southeast will be a plus. Fax a letter and resume to David Carofite, General Manager, WMC Stations 901-276-6851. Impress us, then be prepared to answer some questions. EOE and Affirmative Action Station; minorities encouraged to apply.

HELP WANTED MANAGEMENT

Manager, financial planning: WMAQ-TV in Chicago is an NBC owned station, currently recruiting for an individual with strong analytical and computer skills in finance applications, as well as significant experience in TV station financial planning, accounting and analysis. Job applicants must demonstrate team-building and leadership abilities. Starting salary will range from \$45,000 to \$65,000 and will be determined by the previous experience and possible contributions the successful candidate will bring to the station. NBC is an Equal Opportunity Employer committed to developing the talents of our diverse workforce in order to maintain a dominant position in the Chicago market. Forward a resume detailing your professional background and a cover letter describing your accomplishments to: NBC Employee Relations, Department JML, 454 North Columbus Drive, Chicago, IL 60611 or Fax to: 312-836-5520. No phone calls.

HELP WANTED SALES

Account Executives, WAKC-TV, Cleveland/Akron, Experienced local salespeople needed for ABC affiliate. If you are aggressive, creative, and have excellent communication skills, send your resume to: Peter Acquaviva, WAKC-TV 23, 853 Cooley Road, Akron, OH 44320. EOE. M/F.

Experienced account executive needed for WNRW-TV. Minimum one year television sales experience. Creative, marketing oriented, assertive personality a must. Send resume and salary requirements to LSM, WNRW-TV, 3500 Myer Lee Drive, Winston-Salem, NC 27101. Women and minorities encouraged to apply. No phone calls please. Refer to source of advertisement in your correspondence. EOE, M/F.

Account executive: Telemundo affiliate in the 17th Hispanic market is seeking an experienced television salesperson to develop local agency and general market business. Previous indie experience a plus. We pay a 305 commission. Send or fax resume to GM, KUBD-TV, 9805 E. Iliff, Denver, CO 80231. Fax: 303-751-5959. No phone calls, please.

LOCAL SALES MANAGER for successful ABC-TV affiliate near Kansas City. Our market size is small, but our programming, ratings, and sales opportunities are BIG. Organized, experienced salesperson who knows broadcast sales and is good motivator. Resume to Jenny Drown, EEO Officer, KQTV, 40th and Faraon, St. Joseph, MO, 64506 or fax to 816-364-3787. EOE.

NATIONAL ACCOUNT EXECUTIVE. Sinclair Broadcast Group is growing and expanding. We are presently interviewing for the position of National Account Executive. This individual will be based in New York City and will be our spot sales liaison between our stations and our rep firms. Individual must have at least three years of TV broadcast experience and have a proven record of overachievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, General Manager, WBFF-TV FOX 45, 2000 W. 41st Street, Baltimore, MD 21211. WBFF-TV and Sinclair Broadcast Group are Equal Opportunity Employers.

TV-MISCELLANEOUS

TV News Journalist! Looking for a job? Can't get an interview? Then you have to show news directors what they want to see. CJ and C...Marketing Works helps you do that. Call: 603-888-6788.

HELP WANTED SALES

NATIONAL SALES MANAGER - WAVY-TV in Norfolk, VA, is searching for a winning National Sales Manager to join our highly successful Sales team. We are looking for a person who will work both our partners at Blair and local contacts of national accounts. Computer skills and college degree a must. Successful use of Qualitative market specific research important. Our mission is to grow the market. Sales management and National Rep experience a plus. We expect our new NSM to successfully develop business with Marshall Marketing, Eckstein Summers, TV Scan, etc. If you are ready for the challenge of a 500 channel marketplace, send your resume and cover letter with your sales philosophy to Ed Munson, GSM, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. NO PHONE CALLS PLEASE. WAVY-TV is an EQUAL OPPORTUNITY EMPLOYER.

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: Robert A. Epstein, Director of Sales and Marketing, WBFF-TV and WNUV-TV, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls. EOE.

Paramount 20 needs street savvy research manager. Experience with NSI, overnights, Scarborough, NAR, BAR and knowledge of PC-based avail systems. Must know MS Dos, Windows, DTP. Responsible for positioning WDCA to its best advantage. Must be bright, quick, creative and love the business. Fax resume to JW Linkenauger, Local Sales Manager, 301-654-5209. WDCA-TV is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

BROADCAST TRAFFIC MANAGER WKBW-TV, Buffalo, New York, an ABC Affiliate, is seeking a Traffic Manager to manage the Sales Traffic Department. 3-5 years experience, strong leadership, communications, and technical skills required. If you are prepared to lead a top quality team at one of America's premier television stations, send resume with references to: Tim Gilbert, Vice President Sales and Marketing, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. WKBW-TV is an Equal Opportunity Employer.

Chief engineer needed for West Central Nebraska NBC affiliate, with maintenance skills, VHF transmitter, satellite facilities. Good with people. Good benefits and good salary. EOE employer. Send resume to General Manager, KNOP-TV, Box 749, North Platte, Nebraska 69103.

Growing Sunbelt affiliate with new facility needs an experienced television broadcast technician. Must repair videotape, ENG, satellite truck, and other equipment. Mail salary/resume to: Chief Engineer, WCBI-TV, P.O. Box 271, Columbus, MS 39703 or Fax to (601) 329-1004.

Maintenance engineer. Maintain all broadcast equipment within the television station including ENG and SNG equipment as used by other departments. Minimum of two years of education beyond high school education. Two years maintenance experience in TV, ability to trouble shoot to component level, previous operating experience, knowledge of computers. WVTM-TV. EOE. Send resume to: P.O. Box 10502, Birmingham, AL 35202.

**Blind Box Response
Broadcasting & Cable
Box #
245 West 17th Street
New York, NY 10011**

TRANSMITTER SUPERVISOR: Position requires strong RF background, with hands on transmitter experience. Please send resume to: EEOC Officer, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704

WUAB-TV, Cleveland, Ohio... Looking for first-rate maintenance engineer. This job is perfect for someone who enjoys the satisfaction of maintaining and repairing a fully BETA news operation and who enjoys the excitement of electronic news gathering. We want the right person, but the position is now open, so apply soon. Please send letter and resume to Dan Acklen, News Director, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. No phone calls. EOE.

HELP WANTED NEWS

ANCHORS AND REPORTERS. WBFF-TV in Baltimore is seeking Anchors and Reporters for its aggressive, Emmy Award winning news operation. Strong anchoring and reporting skills are required. Minimum two years experience in television news is necessary. We're looking for high energy people who are serious about news. Send tapes and resumes to Joe DeFeo, News Director, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. EOE. No phone calls.

ANCHORS, REPORTERS AND PRODUCERS A.P.'s "Best News Operation in Ohio" is looking for Anchors, Reporters and Producers. Minimum 2 years experience. Send non-returnable tape to Tom Burke, WCMH, 3165 Olentangy River Road, Columbus, Ohio 43202. EOE.

Aggressive news department is looking for a General Assignment Reporter with three years experience. Successful applicant will be a good writer and an idea person. Send resume, NON-RETURNABLE tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 ATTN: General Assignment Reporter. NO PHONE CALLS PLEASE. Women and minorities are encouraged to apply. Preenlistments drug testing. EOE. M/F/D.

Assistant News Director - Western New York's NewsChannel 8, WROC-TV, is looking for a manager who likes a challenge and wants to win. This is a newly-created position in a growing newsroom. The right person has previous news management experience or 5 years as a producer or assignment editor in the top 50 markets. If you have the news and production skills to win and the people skills to positively motivate, send your resume and news philosophy to Jon Greene, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. No phone calls, please.

Assistant news director: WUFT-TV, University of Florida. Supervise newsgathering in award-winning, computerized newsroom producing daily half hour newscast plus updates and special projects. Requires ability to work with both professional staff and students. Minimum qualifications: Bachelor's degree in related field. Computer literacy highly desired. Excellent benefits. Salary \$21,000 - 23,000. Send cover letter and resume by July 25 to Angel Ezell, University Personnel Services, Position #359320, 4th Floor Stadium, Gainesville, FL 32611. AA/EOE.

Canal de Noticias NBC - 24-hour Spanish news network located in Charlotte, NC, expanding as it goes into second year. Looking for qualified Spanish-fluent producers, writers, editors, chryron and audio operations, and graphic artists. Please send tapes, resumes, and reference to Box #D-36. No calls, please.

Fanatic? We're looking for a news fanatic to produce a top notch newscast in a top ten market without being held by the hand. Great town and great opportunity. No beginners. Reply to Box 00021 EOE.

Immediate Photojournalist position open. 2 years experience. Send resume tape to: Darryl Nelson, KLAS TV 8, 3228 Ch. 8 Drive, Las Vegas, NV 89114.

KSBY-6 in San Luis Obispo is searching for a news director to lead dominant, award-winning news operation on California's Central Coast. We are looking for a strong leader with great ideas, high journalistic standards, and excellent people skills. Candidates must have very strong writing skills and working knowledge of production. Executive producing background preferred. Send resume to Cynthia McGillen, c/o KSBW-Dept. M, P.O. Box 81651, Salinas, CA 93912. Resumes must be received by 7/22. No phone calls please. EOE.

KSHB-TV is looking for a "break-the-rules" news writer/producer to join our irreverent promotions department. Three years experience in creative writing/producing preferred. If you like the way traditional news is being promoted - DON'T APPLY. Send-tape and resume (NO CALLS!) to Sandy Martin, KSHB FOX41, 4720 Oak Street, Kansas City, MO 64112. KSHB-TV is an equal opportunity employer.

NATIONAL TV NEWSMAGAZINE searching for investigative field producer/off-camera reporter. Are you ready to join our first rate team and travel anywhere to produce big stories that really matter? Previous investigative experience a plus. ALSO searching for experienced Washington DC based producer who knows the town, has good sources, and can produce solid magazine pieces. RUSH resume/cover letter first by fax to: Bob Read at 212-737-4983.

NEW PRODUCER. Looking for a leader with excellent news judgement and strong writing skills. Must have a minimum of 2-3 years producing experience. Tape must show solid news judgement and creative use of resources. Knowledge of Newstar a plus. Send non-returnable tape, resume and cover letter to: John Cardenas, EP, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. NO PHONE CALLS PLEASE. WAVY-TV is an EQUAL OPPORTUNITY EMPLOYER.

NEWS DIRECTOR: South Louisiana Fox Affiliate seeks experienced non-traditional news person to lead new cutting edge newscast. Send resume and salary history to: Eddie Blanchard, G.M., 123 N. Easy St., Lafayette, LA 70506. No Phone Calls, Please. EOE.

Positions Available: Anchor, weekend anchor/reporter, weekend weather, experienced reporter, line producer. Absolutely no beginners. Send tapes (No BETA) and resumes to: Robert Tayek, V.P., News, WAKC TV-23, 853 Copley Road, Akron, OH 44320. No phone calls. EOE.

Reporter: Fox station looking for self-starting, non-traditional story-teller. Must be able to dig and break the big story. Strong live shot and on-set ability. Previous anchoring experience preferred. Send resume and VHS tape to: Ron Petrovich, News Director, WXIN-TV, 1440 N. Meridian, Indianapolis, IN 46202.

TV news general assignment reporter. We're looking for a great story-teller. You have two years experience in TV news, strong writing/presentation skills and love "going live." We're a Southeast Top 40 market, a great place to live and work. Reply to Box 00022 EOE.

Top 20 O&O seeks aggressive, hard-news reporter. Must have outstanding record as enterprising, self-starting journalist and demonstrate excellent packaging skills. Send no tapes at this time. Resume and news philosophy reply to Box 00024 EOE.

HELP WANTED NEWS

Top 20 O&O seeks weekend assignment editor. This is an aggressive, competitive news organization with a staff of 100-plus; appropriate experience mandatory. Full-time job; assist on desk three weekdays. Resume and news philosophy. Reply to Box 00025 EOE.

HELP WANTED PROGRAMMING 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 store, 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/MF-F.

NEWS 40 WGGB-TV seeks full-time director for high-profile newscasts. Aggressive ABC affiliate with many opportunities. Previous experience necessary. Resume tape and salary history to Mike Moran WGGB-TV, P.O. Box 40, Springfield, Massachusetts 01102-0040. EOE.

News Writer. Conservative nightly TV news broadcast needs experienced script writer. Must have news discernment and ability to work closely with producers. Salary commensurate with experience. Benefits. Resume to James Martin, Capital Television Network, P.O. Box 3150, Manassas, VA 22110. Fax 703-369-1910. EOE.

One of the new breed needed. Creative, prepared, energetic producer needed at the nation's leading live broadcast-home shopping network. \$25k base plus generous incentive. Great benefits package and you'd be in Tampa, Florida! Resume to Tim Greenwood, Manager, Club Sales Department, P.O. Box 9090, Clearwater, Florida 34619. Fax: 813-572-7680.

PRODUCER Are you a dynamic writer, innovative producer, unflappable, resourceful and relentless in your pursuit of the hottest news? If you have these qualities and at least two years experience, a Northeast ABC affiliate committed to a big-market approach to the news, wants you. Send resume and demo reel to Ian Rubin, P.O. Box 40, 1300 Liberty Street, Springfield, MA 01102-0040.

PRODUCER/VIDEOGRAPHER/EDITOR. Local Programming Unit. The Local Programming Department of WPXI-TV is searching for a very talented Producer who can edit his/her own material. You'll live in one of America's most wonderful cities while you help one of America's top local production units. At WPXI, Producer means...writer, interviewer, concept developer, visionary and creative thinker. Projects range from NFL pre-game shows to medical specials to profiles to PSA's. It's your chance to work a project from start to finish. Must have 3-5 years experience in medium to major size market television. No beginners, please. Equal Opportunity Employer. Send tapes and resumes to: Mark Barash, Program Director/Operations Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214.

TV writer/producer with natural science, anthropology or archaeology background needed. Send resume and non-refundable VHS tape. Reply to Box 00009.

Producer/Director. Growing 60's market network affiliate seeks creative person to switch and direct live news and remotes and computer edit. Great career opportunity for a team player with lots of imagination and ambition. Resume and non-returnable tape: Reply to Box 00018 EOE.

Production Manager: Experienced, creative production professional to organize and lead energetic production staff. Degree preferred. Minimum 3 years of television production experience. Send resume and cover letter to: Patty Sluder, Human Resources, WTWO-TV, P.O. Box 299, Terre Haute, IN 47808.

Television Producer - Ft. Lauderdale sports firm seeks experienced individual to produce major programs for international telecasts. Live TV Sports Production experience a must. Approximately 10-16 programs per year. Int'l travel. Send resume w/salary requirements to: TVP, P.O. Box 491855, Ft. Lauderdale, FL 33349-1855.

We are looking for a producer who is a news room leader, puts on a newscast that delivers both information and watchable television and brings fresh ideas to the table everyday. Must be able to take the ultimate responsibility for every aspect of the newscast, including sports and weather. Send resume, NON-RETURNABLE tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 ATTN: News Producer. NO PHONE CALLS PLEASE. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

HELP WANTED PROGRAMMING PROMOTION & OTHERS

America's most exciting new talk show needs an equally exciting Associate Promotion Writer/Producer to make waves and raise ratings. You should have experience in the TV talk show field, either locally or nationally. A familiarity with editing, writing, long hours and impossible demands is essential. Faint of heart need not apply; we're working here. Send your resume tape to: Rolanda Promotion, 325 East 75th Street, New York, NY 10021. No phone calls, please. EOE.

Creative Services Director Aggressive Ft. Myers Fox affiliate is seeking a news oriented, highly creative thinker and writer to oversee on-air and all outside promotion. If you strive for excellence, are people-oriented and want to work in the environment that fostered AP's Best Newscast in Florida among medium markets, send non-returnable tape and resume to: Chris Andrews, VP/General Manager 621 SW Pine Island Road Cape Coral, FL 33991 Minimum 5 years experience. We are an equal opportunity employer.

KSFY Television, SD, is actively seeking a sales & promotion coordinator for our Advertising and Promotion Department. This talented and creative individual will provide on-air, print, radio and general sales support for sales promotion projects, clients and staff. Ideal candidate possesses a great attitude, appropriate creative skills, the ability to meet deadlines, and a bachelor's degree in appropriate field. Minimum of one year in television production, promotion, or sales preferred. Please send resume and reel to Steve Johnson, KSFY Television, 300 N. Dakota Avenue, Suite 100, Sioux Falls, SD. 57102. Applications will be taken until July 31, 1994.

P.D./Morning Personality. If you are Creative, Organized and Intelligent with skills in Management, Computer literate, experienced in Country and strong in Production, send tape and resume to Hai Widsten, GM, KGNB/KNBT, 1540 Loop 337 North, New Braunfels, Texas 78130. No calls please. EOE. M/F.

WDTN Channel 2 is looking for a talented promotion writer/producer to join our marketing and promotion department. Responsibilities include the writing and production of daily topicals as well as image, and special projects. You should have two years experience in TV promotion or news, superior writing and editing skills and post production experience. College degree preferred. Work schedule must be flexible. Should be computer literate. Send resume Reply to Box 00026 EOE.

WETA TV26/FM91, a major producer of national public television programs, seeks Director, National Program Marketing. This position is responsible for establishing departmental strategy and direction for all corporate sales, marketing and underwriting activities on behalf of national programs and series produced by WETA. Includes sales presentations, supervision of staff and departmental budget. This is a results oriented position with both short-term and long-term objectives. Requires seven to nine years experience in sales and marketing, strong sales supervision, excellent presentation, written and verbal skills. Knowledge of public television, broadcasting and/or cable helpful. WETA offers a comprehensive benefits package and a smoke-free work environment. Send resume to WETA TV/FM, Attn. Human Resources Department, P.O. Box 2626, Washington, DC 20013. WETA is an Equal Opportunity Employer. D/M/F/V.

WITI-TV, the New World station serving Milwaukee seeks innovative creative services producer with a minimum of 3 years experience in news and programming promotion. Strong writing and creative skills required. College degree in advertising/communication a must. If you're at the top of your game and looking to work with the best in the business, rush resume and tape to: Chris Klotz, WITI-TV6, 9001 N. Green Bay Rd., P.O. Box 17600, Milwaukee, WI 53217. Please, no phone calls!

SITUATIONS WANTED TECHNICAL

Engineer experienced video, RF, satellite, networking, and construction. Supervisory experience in union shop. Seeking maintenance and/or supervisory position in DC or NYC areas. Call Jim (202) 541-3029.

SITUATIONS WANTED NEWS

Helicopter Pilot. 900+ hours in NYC area. 6+ years in broadcasting. Will consider all markets. Can start up or compliment your operation. 201-435-4412.

ALLIED FIELDS**HELP WANTED INSTRUCTION**

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.

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.

Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. NEWS/Directions can help. Affordable, reliable, professional. 1-800-639-7347.

FINANCIAL SERVICES

Lease purchase option: Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020.

EDUCATIONAL SERVICES

RADIO BROADCAST - One Year TEACHING position: equipment theory and operation, radio production/management/ethics. For complete job description, contact Lyndon State College, Lyndonville, Vermont 05851. 802-626-9371, Ext. 106 or FAX 802-626-9770.

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

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

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, Fax 313-664-9427.

RADIO

PROGRAMMING SERVICES

FINALLY!

**AFFORDABLE,
SAME DAY/NEXT DAY DELIVERED,
DIGITALLY MASTERED VOICE
TALENT FOR RADIO/TELEVISION
AND PRODUCTION HOUSES.
NO OVERNIGHT SHIPPING
NO GENERATION LOSS**

- Receive work the same day you request it.
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- Unique, voice talent.

The distinctive voice of Chet Sisk is now available to your radio and television station for: Sweepers • Liners • Image Promos • News Briefs • Topical Features. For more information and a demonstration tape, call **303-620-5619**

**CVO
SIX**

PRODUCTIONS

FOR SALE EQUIPMENT

TRANSMITTERS, FM, TV and LPTV: All brand new. Best price anywhere. CALL JIMMIE JOYNT 800/279-3326, ROBERT TINDLE 800/695-7919 or HOWIE SOULE 800/258-7132.

TELEVISION

HELP WANTED TECHNICAL

PROGRAMMING SERVICES

National Weather Network

Pick up from 6/27/94
Page 60

WORLD-CLASS PERFORMERS PLACE QUALITY FIRST



Harris Broadcast, a division of the \$3 billion Fortune 200 Harris Corporation, is seeking a World-Class candidate for the position of Systems Engineer with its Systems operation located in Florence, Kentucky. Harris Broadcast Systems is a worldwide supplier of fixed and mobile radio, TV and production studio systems.

In this high-profile role, you will be responsible for project management, system design, customer liaison as well as interfacing with project architects and consultants. The design element of this position will utilize your ability to create detailed Audio Video, RF system flows. A working knowledge of both analog and digital system concepts is necessary. We are looking for a team player who can plan, prioritize, meet project goals and communicate effectively.

Candidates must have 5+ years Broadcast Systems experience, a technical education and be proficient with personal computers.

Harris Corporation offers a competitive starting salary with a comprehensive benefits package and opportunity for advancement.

If you qualify and are interested in working with state-of-the-art equipment in a professional and challenging environment, please send a resume (including salary history/requirements) in confidence to: William G. Kellner, Supervisor, Human Resources, Harris Broadcast Division Headquarters, Dept. SE, P.O. Box 4290, Quincy, IL 62305-4290.

An equal opportunity employer, M/F/D/V.



HELP WANTED MANAGEMENT

MANAGER, DESIGN SERVICES

Dynamic leader in the broadcasting industry seeks an accomplished professional with a strong sense of design, type and image to create all graphic materials. Specific challenges include, but are not limited to, sales, promotion, and research collateral, and interactive video sales presentations.

In addition to a portfolio of successful promotion/marketing materials, the ideal candidate will have a proactive, positive attitude supported by strong project management, budgetary negotiation, and time management skills. A conceptual thinker and problem-solver, you have the ability to translate sales/client pitches into strong visual presentations; manage freelancers, photographers and photo shoots; and work calmly under pressure of simultaneous deadlines. Excellent hand-comping, organizational and interpersonal skills required. Strong Macintosh skills, including proficiency in Quark, Illustrator, Photoshop, and Word, essential; Macromind Director a plus.

We offer a competitive salary and benefits package. For consideration, please send your resume with salary history, samples of promotional collateral, in confidence to: Group W Television, 565 Fifth Avenue, New York, NY 10017, Att. Human Resources Department. Resumes only. No phone calls accepted!

**For all your classified needs,
call Antoinette Fasulo
212-337-7073 - Fax 212-206-8327**

HELP WANTED NEWS

EXECUTIVE NEWS PRODUCER... WANTED IN ROCKET CITY!

= KPRC-TV in Houston, now a Post-Newsweek station, is looking for a dynamic executive producer.

= We need a person with keen, contemporary production skills who relishes a challenge.

= We have the resources and commitment to get the job done.

If you're interested please send your resume and tape to:

Lenora Bates
Personnel Director
KPRC-TV
PO Box 2222
Houston, TX 77252-2222

**No phone calls, no beginners.
An Equal Opportunity Employer.**

K P R C / T V 2
A POST-NEWSWEEK STATION

CABLE

HELP WANTED MANAGEMENT

Network Operations, Traffic and MIS:

The Talk Channel, a new cable network from Multimedia Entertainment, has immediate openings for Managers and Assistants in its Network Operations, MIS, and Traffic/Scheduling departments. Please send resume to:

The Talk Channel
45 Rockefeller Plaza, Suite 3440
New York, NY 10111
(fax) (212) 765-3533

**For all your classified needs,
call Antoinette Fasulo
212-337-7073 - Fax 212-206-8327**

HELP WANTED TECHNICAL

TECHNICAL DIRECTOR

The future of television has already begun and its name is QVC. In just seven years, we've become one of the most powerful players in the electronic retail industry, with a nationwide cable shopping network that achieves over \$1 billion in annual sales. And our success is just beginning.

Working at our state-of-the-art facility in West Chester, PA, you will work on a 24-hour television operation controlling robotic cameras while technical directing a live TV show. Solid TV production experience, knowledge of Grass Valley Switchers, plus plenty of ambition and energy will be essential to your success.

The person we seek already knows the QVC story. If you want to contribute to the next chapter, tell us what you can offer us, and our audience. Send us your resume with salary requirements and demo reel to: Michael Cavanaugh, QVC, Inc., Human Resources Dept/TC, 1365 Enterprise Drive, West Chester, PA 19380-0844. We are an equal opportunity employer.

QVC.

HELP WANTED SALES

The Military Channel

We're reinforcing our troops for our 1994 launch!

Vice President Affiliate Sales

MC offers an extraordinary opportunity for a qualified individual to head its affiliate sales division. Candidate must have experience in management, sales and extensive knowledge of the cable industry.

Please send or fax resume and salary history to:

Human Resources Director
THE MILITARY CHANNEL
1230 Liberty Bank Lane
Suite 320
Louisville, KY 40222
Fax (502) 425-8597

ALLIED FIELDS

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In CA: (213) 969-8500

HELP WANTED NEWS

Promotion Writer/Producer

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UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK

UNITED STATES OF AMERICA,
Plaintiff,
-against- 64 Civ. 3787

BROADCAST MUSIC, INC., et al.,
Defendants,

TAKE NOTICE that Broadcast Music, Inc. ("BMI"), the defendant in this action, has filed a motion for an order modifying the consent decree entered herein on December 29, 1966 ("the 1966 Consent Decree") to establish a rate-fixing procedure under the Consent Decree, to clarify one aspect of its network licensing obligation, and to modify one feature of its option to offer "per programming period" licenses. The plaintiff, the United States of America ("Government"), has tentatively consented to the entry of such an order but for the proposed modification to Article XIII thereof, but has reserved for at least seventy (70) days after the publication of this notice the right to withdraw its consent. As to the proposed modification to Article XIII which concerns the judicial assignment of the Consent Decree in this Court, the Government has tentatively decided to remain neutral.

The Complaint in this case was filed in 1964, alleging that BMI and its 517 stockholders engaged in an attempt to monopolize the business of acquiring performance rights, and licensing those performance rights to broadcasters. Without trial or adjudication of any issue of fact or law, and upon the consent of the parties, the Court entered the 1966 Consent Decree, reported at 1966 Trade Cas. (CCH) ¶ 71,941 (S.D.N.Y. Dec. 29, 1966).

The 1966 Consent Decree required BMI, *inter alia*, to offer various types of licenses for performance rights and to refrain from discriminatory pricing.

The Government has filed with the Court a memorandum setting forth the reasons why it believes that modification of the 1966 Consent Decree to allow for creation of a rate court and the other proposed modifications would be in the public interest and why it is neutral with respect to the judicial assignment issue. Copies of the Complaint, the 1966 Consent Decree, BMI's motion papers, the Stipulation containing the Government's tentative consent, and all further papers filed with the Court in connection with this motion will be available for inspection at Room 3235, Antitrust Division, Department of Justice, 10th Street and Constitution Avenue, N.W., Washington, D.C. 20530 (telephone: (202) 514-2481), and at the Office of the Clerk of the United States District Court for the Southern District of New York, Foley Square, New York, New York 10007. Copies of any of these materials may be obtained from the Antitrust Division upon request and payment of the copying fee set by Department of Justice regulations.

Interested persons may submit comments to the Government regarding the proposed modification of the 1966 Consent Decree. Such comments must be received within the sixty-day period established by Court Order, and will be filed with the Court by the Government. Comments should be addressed to Gail Kursh, Chief, Professions and Intellectual Property Section, Antitrust Division, Department of Justice, 555 Fourth Street, N.W., Washington, D.C. 20001 (telephone: (202) 307-5799).

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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

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 (212) 206-8327. 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 (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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.

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For the Record

OWNERSHIP

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WACQ-AM-FM Tallahassee, AL (AM: BAL 940509GE; FM: BALH940509GF)—Action June 29.

KDEZ(FM) Jonesboro, AR (BALH940324 GF)—Action June 14.

KNXV-TV Phoenix (BALCT940525LB)—Action June 17.

KNXV-TV Phoenix (BTCCT940525LI)—Action June 17. **KHSL-AM-TV Chico, CA** (AM: BTC930604KG; TV: BTCCT930604 KE)—Action June 24.

KRED-AM-FM Eureka, CA (AM: BAL940428GH; FM: BALH940428GI)—Action June 27.

KRZR(FM) Hanford, CA (BTCH940603 GE)—Action June 27.

KROW(FM) Mariposa, CA (BTCH940601 HB)—Action June 22.

KBEE(AM)-KATM(FM)/KHOP(FM) Modesto, CA (KBEE: BTC940601GN; KATM: BTCH940601GZ; KHOP: BTCH 940601HA)—Action June 22.

KYXY(FM) San Diego (BTCH940606GE)—Action June 6.

KGRB(FM) West Covina, CA (BTC940516 EA)—Action June 23.

KROR(FM) Yucca Valley, CA (BALH940421

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power update; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

GR)—Action June 13.

KKFM(FM) Colorado Springs, CO (BTCH 940601GT)—Action June 22.

KBOL(AM) Boulder, CO (BAL940510EC)—Action July 1.

KKMG(FM) Pueblo, CO (BTCH940601 HJ)—Action June 22.

KGHF(AM) Pueblo, CO (BAL940405EC)—Action July 1.

WNUE(AM) Fort Walton Beach, FL (BAL 940428EB)—Action June 23.

WMLZ(AM) Juniper, FL (BAP940512EA)—Action July 1.

WWGO(FM) Silver Springs, FL (BALH 940510GE)—Action June 23.

WULS(FM) Broxton, GA (BTCH940308 GG)—Action June 23.

KSSK(AM) Honolulu, HI (BTC940603ED)—Action June 23.

KILU(FM) Paaulo, HI (BALH930527GG)—Action June 9.

KSSK-FM Waipahu, HI (BTCH940603EE)—Action June 23.

KHEZ(FM) Caldwell, ID (BTCH940601 HG)—Action June 22.

WJNZ(FM) Greencastle, IN (BALH940412 GG)—Action June 22.

KFNH(FM) Oberlin, KS (BALH940505GG)—Action June 21.

WPTV(TV) West Palm Beach, FL (BALCT 940525LF)—Action June 17.

WPTV(TV) West Palm Beach, FL (BTCCT 940525LM)—Action June 17.

WMAR-TV Baltimore (BALCT940525LE)—Action June 17.

WMAR-TV Baltimore (BALCT940525LL)—Action June 17.

KSHB-TV Kansas City, MO (BALCT940525 LC)—Action June 17.

KSHB-TV Kansas City, MO (BALCT940525 LJ)—Action June 17.

WBCT(FM) Grand Rapids, MI (BALH 940426GJ)—Action June 14.

KMRS(AM)-KKOK-FM Morris, MN (AM: BTC940531EC; FM: BTCH940531ED)—Action June 20.

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KLYQ(AM)-KBMG(FM) Hamilton, MT (AM: BAL940615EC; FM: BALH940615ED)—Action July 1.

KBOZ-FM Livingston, MT (BTCH940601GV)—Action June 22.

KRRP(AM)-KSBH(FM) Coshatta, LA (AM: BAL940531EE; FM: BALH940531EF)—Action June 23.

WVYH(FM) North Windham, ME (BAPH 940602GE)—Action June 23.

WRKB(AM) Kannapolis, NC (BAL940315EA)—Action June 23.

WIKS(FM) New Bern, NC (BTCH940526GJ)—Action June 16.

KSCV(FM) Kearney, NE (BALED940307GI)—Action June 23.

KFGE(FM) Lincoln, NE (BALH940429GE)—Action June 16.

WSUS(FM) Franklin, NJ (BTCH940331GH)—Action June 16.

KKOB-AM-FM Albuquerque, NM (AM: BTC940601GR; FM: BTCH940601HH)—Action June 22.

KQEO(AM)-KMGA(FM) Albuquerque, NM (AM: BTC940601GS; FM: BTCH940601HI)—Action June 22.

KKOH(AM)-KNEV(FM) Reno, NV (AM: BTC940601GQ; FM: BTCH940601HE)—Action June 22.

KBUL(FM) Carson City, NV (BTCH940601HF)—Action June 22.

WHFM(FM) Southampton, NY (BALH 940114GH)—Action June 17.

WTBQ(AM) Warwick, NY (BAL940502EA)—Action June 23.

WCPO-TV Cincinnati (BALCT940525KZ)—Action June 17.

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WEWS-TV Cleveland, OH (BALCT940525LD)—Action June 17.

WEWS-TV Cleveland, OH (BALCT940525LK)—Action June 17.

KJRH(TV) Tulsa, OK (BALCT940525LA)—Action June 17.

KJRH(TV) Tulsa, OK (BALCT940525LH)—Action June 17.

WBFD(AM) Bedford, PA (BAL940428ED)—Action June 23.

WOYK(AM) York, PA (BAL940613EB)—Action July 1.

KTON(AM)-KOOC(FM) Belton, TX (AM:

BY THE NUMBERS	
BROADCASTING	
Service	Total
Commercial AM	4,928
Commercial FM	5,030
Educational FM	1,689
Total Radio	11,647
VHF LPTV	525
UHF LPTV	971
Total LPTV	1,496
FM translators	2,183
VHF translators	2,265
UHF translators	2,422
Total Translators	6,870

Service	Total
Commercial VHF TV	558
Commercial UHF TV	596
Educational VHF TV	123
Educational UHF TV	242
Total TV	1,519

CABLE	
Total systems	11,385
Total subscribers	58,834,440
Homes passed	91,433,000
Cable penetration*	62.5%

*Based on TV household universe of 94.2 million.
Sources: Nielsen, NCTA and FCC

BTC940503EB; FM: BTCH940503EC)—Action July 1.

KQRO(AM) Cuero, TX (BAPL940330EE)—Action July 1.

KBXX(FM) Houston (BTCH940408GE)—Action June 15.

KTNR(FM) Kenedy, TX (BALH940331GE)—Action June 22.

WMOQ(FM) Selmer, TN (BALH940208GF)—Action June 28.

KLZX-AM-FM Salt Lake City (AM: BTC 940601GM; FM: BTCH940601GY)—Action June 22.

WHAP(AM) Hopewell, VA (BAL940331EC)—Action June 23.

KGA(AM)-KDRK-FM Spokane, WA (AM: BTC940601GO; FM: BTCH940601HC)—Action June 22.

KJRB(AM)-KEZE-FM Spokane, WA (AM: BTC940601GP; FM: BTCH940601HD)—Action June 22.

KNSN(FM) Walla Walla, WA (BALH940502GE)—Action June 23.

WEKZ-AM-FM Monroe, WI (AM: BTC 940518GF; FM: BTCH940518GG)—Action June 16.

Dismissed

WAGC(AM) Centre, AL (BTC940511EB)—Action June 17.

FACILITIES

Applications

Rossville, GA WLMX-FM 105.5 mhz—Wicks Radio LP seeks CP to make changes: ERP: 1.55 kw; ant. 197 m.; TL: atop Missionary Ridge; 1 km NNE of intersection GA Rte. 2 and Mission Ridge Rd., Walker Co., GA and to change antenna supporting-structure height.

Sapulpa, OK KXOJ-FM 100.9 mhz—KXOJ

Inc. seeks CP to make changes: ERP: 5 kw.

Franklin Lakes, NJ WJUX(FM) 88.9 mhz—Bergen Co. Community Broadcasting Foundation seeks CP to make changes; ERP: .01 kw; ant. 99 m.; TL: .25 mi. S of Lake Mamarack, Oakland, Berge Co., NJ, install DA.

Cornwall, NY WRWD(AM) 1170 khz—William Walker III seeks CP to reduce power to .80 kw and make changes in antenna system.

Volga, SD KJJQ(AM) 910 khz—CD Broadcasting Corp. of Minnesota seeks CP to reduce nighttime power to 250 w and make changes in antenna system.

Milwaukee WMVT(TV) ch. 36—Milwaukee Area District Board Of Education seeks CP to change ERP vis: 4770 kw; ant. 373.3 m.; TL: 0.6 km N of Capitol Dr. on Holton Ave., City of Milwaukee, Milwaukee Co., WI.

Milwaukee WMVS(TV) ch. 10—Milwaukee Area District Board of Education seeks CP to change ERP vis: 4770 kw; ant. 373.3 m.; TL: 0.6 km N of Capitol Dr. on Holton Ave., City of Milwaukee, Milwaukee Co., WI.

Actions

Guntersville, AL WTWX-FM 95.9 mhz—Granted app. of Guntersville Broadcasting Co. Inc. for CP to make changes: ERP: 10.5 kw; ant. 157 m.; antenna supporting structure height, and class C3 (per MM docket 89-562). Action June 15.

Fort Collins, CO KFCT(TV) ch. 22—Granted app. of 31 License Inc. for MP to change ERP vis: 1,878 kw; ant. 256 m.; TL: 4.8 km W of Pierce, Weld Co., CO. Action June 28.

Frisco, CO KYSL(FM) 92.1 mhz—Granted app. of Krystal Broadcasting Inc. for CP to change ERP: .56 kw; and to change frequency from 92.1 mhz to 93.9 mhz (per docket 89-172). Action June 9.

Gifford, FL WKQS(FM) 94.7 mhz—Granted app. of Ameriwave Inc. for one-step app. to change channel to 234C3. Action June 16.

Practical matter

EDITOR: BMI President Frances Preston's comments on the "practicality" of the monitoring system now used by SESAC/Latina ("In Brief," June 27) are completely without basis and indicate a lack of understanding of Broadcast Data Systems' patented technology.

BDS data is highly accurate and has been proven through the continuous monitoring of millions of hours of broadcast time annually. Its data is used in a variety of applications by radio stations, advertisers, music companies and closely watched record industry charts.

Through BDS, SESAC/Latina automatically monitors more Spanish-language radio than any other U.S. performing rights society, over 1.9 million hours annually. All music by SESAC/Latina songwriters (whether old, new, original or cover recordings) is currently digitized within the BDS system, with detections recorded daily. As SESAC/Latina's roster of songs expands, both new and older songs are continuously added. Thus, 100% of all SESAC/Latina music is being monitored (with affiliates receiving income based on actual airplay, rather than a minimum sampling of station logs) regardless of when their song was recorded and by whom.

Soon, this technology, which has the capacity to identify millions of songs, will be expanded to other musical genres, monitoring everything from current releases to repertory. This will offer broadcasters music licenses based on actual usage rather than approximations.—*Ira Smith, co-chairman, SESAC Inc., New York*

What's needed

EDITOR: The advertisement for a general manager at KNBC-TV Los Angeles in your May 30 issue serves as a good indication of why local television stations continue to ignore the public good and to pander to the worst in their viewing audiences. An "MBA, JD or other advanced degree" is hardly what is needed at KNBC-TV or most other stations. Rather, stations should seek out the creative, the imaginative and those committed to innovation, meaningful programming and a news service that speaks to is-

suues other than crime in the streets or flabby, fatuous features that contribute nothing to the public knowledge and well-being. One might even hope for a manager who really understands that his or her station is, indeed, licensed to operate in the public interest, convenience and necessity.

It is interesting to note how commercial television claims to be—and in fact is—the most powerful medium for moving goods ever devised. And yet, there seems to be little understanding that the same power can mislead and degrade a society rather than creatively informing and inspiring it.—*Stephen C. Riddleberger, Southampton, N.J.*

Note: The writer was employed in broadcasting, mainly with ABC and NBC, from 1941 until 1982. He was the subject of a BROADCASTING magazine profile in the late 1950s, when he was president of the ABC Owned Radio Stations.

Word of warning

EDITOR: How many times do America's newpeople have to be bashed over the head before learning not to report half-truths, total untruths and unsubstantiated rumors? The sensational news reports centering on the murder of O.J. Simpson's wife and her male companion have given the news media the opportunity to reach a new low in journalism.

I spent 31 years in broadcasting, and during many of those years I hated the fairness doctrine. If members of the media don't start covering both sides of a story, the dreaded fairness doctrine will be back.

It's time we returned to the practice of not reporting "unnamed sources." If a person won't allow his name to be used when "leaking" to a reporter, he obviously has a vested interest in "leaking."

If the managers and the editors involved with reporting the news don't soon start practicing restraint and journalistic fairness, you can bet the farm that the members of the House and Senate will soon be talking about enacting laws which will force restraint upon an irresponsible media.—*Don Karnes, Washington, D.C.*

That 'ownership' question

EDITOR: I am shocked by the vehemence and inaccuracy of the two June 13 responses you published to Reuben Lozner's May 23 letter re

"ownership" of the spectrum. It is true that the Radio Act of 1927 and the Communications Act of 1934 do not specifically assert federal ownership of the spectrum. However, it is not true that the only justification for licensing is "to prevent confusion in the technicalities of broadcasting." That statement confuses the reason for enactment of the Radio Act of 1927 with the broader scope of the Communications Act of 1934.

In the years before the Radio Act, Herbert Hoover, then secretary of commerce in the Coolidge administration, tried to bring order out of chaos in the fast-developing radio broadcast field by instituting licensing procedures to prevent interference because of multiple use of the same frequency in adjoining or close-by areas. When the court denied him the power to do so in the absence of legislation, the Radio Act of 1927 was passed to address this problem. If that had ended the matter, there would be some basis for Mr. Fox's position.

However, that did not end the matter. We are now controlled by the Communications Act of 1934. That act does not justify the assignment of frequencies on the basis of the avoidance of interference. Instead, it relies on a different standard—the public interest. In other words, one could argue that the power to license to avoid interference does not confer ownership but rather the authority of a traffic cop who can signal cars to stop or go but does not own them. The public interest standard is different. Under it, the commission *does* have the power to deny a license to a noninterfering applicant if the public interest standard is not met. Furthermore, the commission also has the power to refuse to renew a license and can even revoke a license on public interest grounds even though the licensee causes no interference. These powers make it clear that the Congress intended to grant plenary authority and control of the spectrum to the commission. This grant of power with respect to the spectrum is tantamount to the claim of ownership with respect to material things.

It must be remembered that licensing has always been regarded as a public interest function which at one time required comparative hearings,

which at one time opposed competition and which at another time favored it. It is also true that at one time licenses were granted without any fee if the proper public interest finding was made. Now it is proposed that in certain instances fees may be charged. However, if the basic standard for the use of part of the spectrum is the public interest, then any fees or monies resulting from a grant of authority to use the spectrum are and should be available for any public interest function the Congress or agencies authorized by it specify.

Please note that I am not commenting on the wisdom of imposing fees or the proposed use of the resulting monies. I address myself solely to the power to impose them and, once imposed, the power to use them in the public interest, not merely limited to covering the cost of handling an application.

I cannot close without expressing my disappointment that an important subject like ownership of or sovereign control over the use of frequencies is labeled "socialistic myth" or "nonsense...spouted occasionally by leftist academics or know-nothing newspapers." This subject is too

important to be denigrated by adjectives rather than logical reasoning. One can be other than a leftist, a socialist or a purveyor of myths and still believe that the government did assert and exercise, in the Communications Act of 1934, a degree of control over the spectrum that is tantamount to and the equivalent of ownership of material things.

The opinions expressed in this letter are based on over a quarter of a century of FCC service as attorney, Administrative Law Judge, chief of the Office of Satellite Communications and deputy chief of the Common Carrier Bureau.—*Asher H. Ende, Bethesda, Md.*

Highway casualty

EDITOR: A belated comment about the redux of C-SPAN due to the fX launch, and the info superhighway mess:

With all the hyperbole being tossed about on the information superhighway and its multitude of excess channels, it's perplexing to see that cable operators are dumping the quality programming of C-SPAN I/II for the copious (and criminal) amount of reruns that consume the new fX channel.

Blaming the demise of C-SPAN(s), temporary or permanent, on must carry, retransmission consent and new cable rate regulations is another 800-pound-gorilla tactic of cable operators and a slap in the face to subscribers.

Cable reregulation added millions of network subscribers, but cable operators couldn't find enough space for existing cable programming. Yet the deluge of boorish info superhighway, 500-channel nonsense continues. Cable operators can't keep up with existing programming: where to put it, how to get rid of it and how to charge more for it. There are more services and programs on the horizon, but operators can't deal with what they have on their tiers now.

The uncertainty of the cable/computer/telephone company is genuine: new niche channels, interactive programming, and personal communication services are a blur. Let's hope that if, not when, there is the birth of an info super 500-channel system, cable operators will allow us to pick and choose our programming. I'm sure they will: Where there's a profit, there's a way!—*Dr. Jim Dufek, Southeast Missouri State University, Cape Girardeau, Mo.*

THIS WEEK

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, D.C. Contact: Jessica Joseph (212) 877-5560.

July 15—*Alfred I. duPont-Columbia University Awards* deadline. Contact: Leslie Kuchek, (212) 854-5047.

July 16-18—*California Broadcasters Association* summer convention. Hyatt Regency Monterey, Monterey, Calif. Contact: (916) 444-2237.

JULY

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 & trade show. Ala Moana Hotel, Honolulu. Contact: (202) 393-2650.

July 21—Nominations are announced for 46th annual Prime Time 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—Panel discussion on "Media Options: Addressing a Diverse Marketplace," sponsored by *National Association of Minorities in Cable/NY and Black Representatives Association in NY*. Contact: Pearlina Igboke, (212) 708-1766.

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 Home, (404) 252-2454.

• **July 24-27**—*Cable Television Administration and Marketing Society* national marketing conference. Chicago. Contact: (703) 549-4200.

Datebook

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, Mich. 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, Neb. Contact: Dick Palmquist, (402) 333-3034.

Aug. 31-Sept. 1—*Wisconsin Cable Communications Association* annual convention. Chula Vista Resort & Conference Center, Wisconsin Dells, Wis. Contact: Tom Hanson, (608) 256-1683.

SEPTEMBER

Sept. 9-11—*Oregon Association of Broadcast-*

ers annual fall conference. Inn of the Seventh Mountain, Bend, Ore. Contact: Gordon Bussey, (503) 257-3041.

Sept. 12-13—UK Cable, Telephony & Finance. Sponsored by *Kagan World Media Ltd.* Hotel Conrad/London. Contact: Genni Russell, (408) 624-1536.

Sept. 12-14—Telco-Cable VI: Sixth annual conference on Business Opportunities for Telcos and Cable TV Companies in the Residential Video/Telecom Marketplace. Sponsored by *Business Research Publications, Wiley, Rein & Felding* and the *Yankee Group*. Omni Shoreham, Washington, D.C. Contact: (800) 822-MEET or (202) 842-3022.

Sept. 14—Advertising Issues II Forum, Marriott EastSide, New York. Sponsored by the *Association of National Advertisers*. Contact: Roseward Sky, (212) 697-5950.

Sept. 14-18—*International Broadcasting Convention* biennial meeting. Amsterdam, Holland. Contact: Sarah Campbell, 44-71-240-3839.

Sept. 17-19—*National Association of Broadcasters* Television Meetings TV 100+ Exchange, Nashville. Contact: Kathy Muller, (202) 775-3527.

Sept. 19-22—*National Association of Telecommunications Officers and Advisors* 14th annual conference. John Ascuaga's Nugget, Sparks/Reno, Nev. Contact: Renee Winsky, (202) 626-3160.

Sept. 20—Investing in Wireless Telecom. Waldorf-Astoria, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

CONTINUING

Now through Sept. 30—"Country Music: On the Air," exhibition and seminars presented by *The Museum of Broadcast Communications*, Chicago. Contact: Anne Barlow, (312) 629-6026.

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

• **Major Meetings**

Robert F.X. Sillerman

Although his investment portfolio has run the gamut of broadcast properties, Robert F.X. Sillerman has his sights firmly set on radio station acquisitions with his latest venture, SFX Broadcasting Inc.

Sillerman realized the investment potential of radio early in his 27-year career and has had financial interests with various partners in nearly 100 radio stations nationwide.

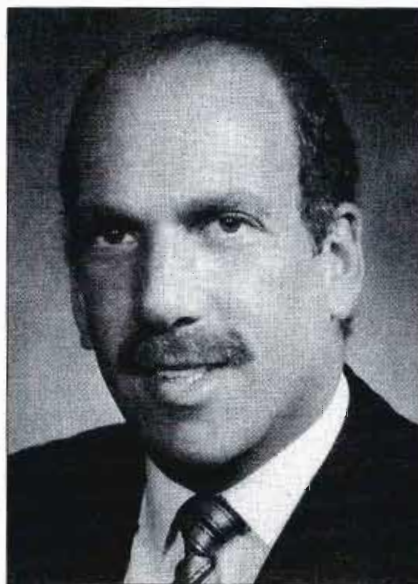
He launched his career in college by selling marketing advice to advertisers eager to reach the under-30 crowd. He later began investing in radio and television stations, cable television programming and satellite music services.

Radio is a predictable but challenging investment, Sillerman says. "My perspective is that of one [who has] been in all forms of media—cable television, magazines and newspapers—and [I've] chosen radio because there are [fewer] unanswered questions about this medium than any other," Sillerman says. "I don't think there's as much predictability of growth in those other areas."

Sillerman formed group owner SFX Broadcasting in February 1992 by merging Capstar Communications Inc. and Command Communications Inc., in both of which he had been a partner. Through SFX, Sillerman owns, or has contracts to own, 11 radio stations mostly in the Southeast and Southwest, and through a local marketing agreement operates a station in Jackson, Miss. SFX also owns the Texas State Networks, a group of regional and national radio networks.

In the first quarter of this year, after the initial offering of SFX stock in September 1993, the company's net revenues rose 21%. Sillerman says he will "not be satisfied with anything less than 70% quarter-to-quarter increases for 1994 and 1995."

Sillerman's entree into broadcasting investments came during his partnership with radio personality Bruce "Cousin Brucie" Morrow, whom he met through a mutual friend. Between 1979 and 1984 they purchased eight radio stations in the Northeast and a television station in Atlanta. Sillerman also acquired Golden West Tele-



vision Productions.

In 1981 Sillerman forged an arrangement similar to a local marketing agreement to operate an FM in Poughkeepsie, N.Y., where the owner had filed for bankruptcy. The FCC approved an agreement under which Sillerman and Morrow would manage the station for 18 months and try to turn a profit. They succeeded and sold the station.

In 1989-90, with Capstar Communications partners R. Steven Hicks and D. Geoffrey Armstrong, Sillerman forged the first LMA, in Jackson, Miss. The FCC agreed to let Capstar take over WJDX(FM) and be compensated with inventory to sell for the station, Sillerman says.

"I still remember when we were filling out the application and the contracts for the FCC that we had to come up with a name for [the venture] and we all decided it had to be something simple that people would understand, so we called it a local marketing agreement, because we were market-

ing the inventory on that station," Sillerman says.

In 1985 Sillerman organized Sillerman Communications Management Corp. with banker William J. Magee Jr. and lawyer Howard J. Tytel. The company became The Sillerman Cos. and invested in radio and television stations, cable programming including Country Music Television, television barter syndication and satellite-delivered music.

A year later Sillerman teamed with then-Malrite Communications Group President/Chief Operating Officer Carl E. Hirsch. Hirsch, now chairman/chief executive officer, OmniAmerica Communications Inc., wanted to purchase a radio station in Los Angeles. Their partnership, Legacy Broadcasting, acquired Metromedia, then both companies merged into Group W Radio.

Despite his success as a radio investor, Sillerman notes that his career began in advertising. While studying at Brandeis University in the late 1960s, he established a firm to provide creative services, media buying and sales assistance to advertisers eager to reach young consumers.

In entering radio, Sillerman stepped into the family business. Before Sillerman was born, his father, Michael McKinley Sillerman, founded the Keystone Radio Network, then branched into television programming, producing shows including *Lassie*.

Although invested exclusively in radio through SFX, Sillerman has not ruled out the possibility of moving into other properties.

"I know that SFX will be in different businesses five or 10 years from now, if they offer the same excitement and the same reward as radio," Sillerman says.

—DP

Chairman/chief executive officer, The Sillerman Companies and SFX Broadcasting Inc., New York; born April 12, 1948, New York; BA, Brandeis University, Waltham, Mass., 1969; founder, Youth Market Consultants Inc., 1967; founder, National Discount Marketing Inc., 1974; co-founder/chairman/CEO, Sillerman-Morrow Broadcasting Group, 1978; co-founder, Sillerman Communications Management Corp., 1985; co-chairman, Legacy Broadcasting Inc., 1985-89; co-chairman, Metropolitan Broadcasting Co., 1988-89; founder, SFX Broadcasting Inc., 1992; current positions since 1985; m. Laura Baudo, Feb. 25, 1974; daughter, Mackinley Jo X., 1.

BROADCAST TV



Bennett

Tim Bennett, president/GM WTVD(TV) Durham, N.C., joins HARPO Productions, Chicago, as president.

Appointments at Tribune Entertainment, Chicago:

Samuel Fuller, division manager, southeastern region, named regional sales manager; **Eugene Lavelle**, northwest sales manager, Viacom International, Los Angeles, joins as western regional sales manager.

Theresa Welty, creative associate, television development, Wind Dancer Production Group, Los Angeles, named director, creative affairs.

Pat Evans, weather anchor, KRBK-TV Sacramento, Calif., joins KARE(TV) Minneapolis, as co-host of *Today*.

Phyllis Ned, local regional sales manager, KETV(TV) Omaha, Neb., named GSM.

Fran Preston, director of creative services, WLS-TV Chicago, named program director.

Eric Schindler, VP, national sales, Arbitron Company, New York, joins WSYM-TV Lansing, Mich., as LSM.

Jeanine L'Ecuyer, reporter, KPNX(TV) Mesa, Ariz., named assistant news director.

John Hammes, sports anchor/director, WBBH-TV Fort Myers, Fla., joins WJKS(TV) Jacksonville, Fla., as sports director.

Bob Jiminez, senior correspondent, KCBS-TV Los Angeles, named co-anchor.

Barbara Matt, KIRO-TV Seattle, joins KCAL(TV) Los Angeles as general assignment reporter.

Appointments at WTNH-TV New Haven, Conn.: **Richard Reeve**, reporter, WIVB-TV Buffalo, N.Y., joins in same capacity; **Michael Wright**, producer/director, WLIG-TV Riverhead, N.Y., joins as director, action news morning; **Terry Meyers**, producer, WSPA-TV Greenville-Spartanburg, S.C., joins in same capacity; **Lisa Lukas**, producer, WGEM-TV Quincy, Ill., joins as associate producer; **Allison Camerato**, weekend

New hire on West Coast

Michael Brooks has been hired as account executive, West Coast, for



BROADCASTING & CABLE.

He will be primarily responsible for West Coast-based advertising for the new "Telemedia Week" department.

Brooks previously was with the magazine rep firm Hutch Looney & Associates. His direct extension is (213) 549-4114.

assignment desk editor, named associate producer, action news morning.

Paul Spingola, writer/producer, KXAS-TV Fort Worth, Tex., joins King World's *Inside Edition*, New York, as writer/producer, on-air promotion.



Corbin

Karen Corbin, program director, WWOR-TV Secaucus, N.J., joins Tribune television stations, Chicago, as director, program development.

Rick Blangiardi, VP/GM, KPIX(TV) San Francisco, joins KQVR TV Inc., Stockton, Calif., in same capacity. Appointments at *Extra—The Entertainment Magazine*, Warner Bros, Burbank, Calif.: **Nancy Weil**, producer, *Good Morning America* and *American Journal*, New York, joins as news director, East Coast; **Suzanne Semilof**, talent coordinator/planning producer, *Inside Edition*, New York, joins as segment producer, East Coast.

Dawn Stensland, anchor/reporter, WBBM-TV Chicago, joins WKYC-TV Cleveland as news anchor.

Richard Millet, director/sales, KSCI-TV San Bernardino, Calif., named station manager.

Appointments at WGN-TV Chicago: **Paul Huttner**, meteorologist, WCCO-TV Minneapolis, joins in same capacity; **Larry Potash**, weekend anchor/reporter,

KOTV(TV) Tulsa, Okla., joins as general assignment reporter; **Ken Ericson**, producer, WPXI(TV) Pittsburgh, Pa., joins as executive producer.

Katie Westerlund, director, creative services, WHP-TV Harrisburg, Pa., named operations manager.

Daniel Cupak, creative services director, WOWT(TV) Omaha, Neb., named director of marketing and promotion.

Appointments at WBFF(TV)/WNUV-TV Baltimore: **Robert Epstein**, VP/GM, WBRE-TV Wilkes Barre/Scranton, joins as director, sales and marketing; **Darren Shapiro**, LSM, WBFF, named GSM; **Steve Davis**, sports anchor/reporter, KOIN(TV) Portland, Ore., joins as sports anchor; **George Brust**, NSM, WBFF, named GSM, WNUV-TV.

Appointments at WHDH-TV Boston: **Gene Lavanchy**, weekend sports anchor, named weeknight sports anchor; **Eric Clemons**, weekend sports anchor/reporter, named anchor; **John Dennis**, sports anchor, named sports reporter.

William Wineberg, VP, sales/Canada, MGM Canada, Toronto, named senior VP, television.



Pierce

Appointments at Columbia TriStar Television, Culver City, Calif.: **Justin Pierce**, director, publicity, named VP, media relations and promotion; **Mark Wurtzel**, research analyst, named manager, research.

Joann Cavallaro, director, consumer sales/customer service, Southern New England Telephone, New Haven, Conn., joins Century Cable television system, New Canaan, Conn., as GM.

CABLE

Appointments at E! Entertainment, Los Angeles: **James Riley**, VP, western region, named VP, alternate technologies; **Betsy Huguez**, director, southwest region, named VP, western region, affiliate relations.

Appointments at International Cablecasting Technologies Inc., Los Angeles: **Marnie Tenden**, partner/director, client services, Ramey Ruud & Part-

ners, joins as VP, marketing; **Chris Oake**, public relations consultant, Chris Oake & Associates, Los Angeles, named VP, corporate communications.



Johnson

Dennis Johnson, senior VP, movies and series, West Coast, Showtime Entertainment Group, New York, named senior VP.

Appointments at CNN, Los Angeles: **Suzanne Spurgeon**, executive producer, *Morn-*

ing News, Atlanta, named deputy bureau chief; **John Deferios**, anchor, *CNN International Business News*, New York, named anchor, *World Business Today*, London.



Najar

Maryse Najar, VP, corporate communications, International Cablecasting Technologies Digital Music Express, Los Angeles, joins fX, Burbank, Calif., as VP, public relations.

Greg Kimmelman, principal, Global Telemedia, New York, joins Cable Ready as VP, program sales and international marketing.

Appointments at Prime Ticket Network, Los Angeles: **Tom Morris** and **Bill Williams**, local advertising sales managers, named VPs, regional sales and national sales, respectively.

Appointments at QVC Inc., affiliate relations, Westchester, Pa.: **Jeffrey Wade**, senior VP/Zone GM, Showtime Networks sales and marketing, New York, joins as executive VP; **Terry Harmon**, director, named VP, southern division; **Albert Ulozas**, director, named VP, northern division; **Richard Steele**, account manager, named VP, western division.

Todd Morse, music composer/sound design consultant, Todd Morse MusicDesign, Altamont Springs, Fla., joins Time Warner Cable's full-service network, Orlando, Fla., as production manager, interactive productions.

Bob Greene, regional VP, Showtime Networks sales and marketing, named senior VP/Zone GM.

RADIO

Cynthia McGuineas, NSM, WUSN(FM) Chicago, joins Tribune Entertainment's *The Road* as director, radio sales, there.

Appointments at Evergreen Media, Chicago: **Lawrence Wert**, VP/GM, WLUP-FM/WMPV(AM)/WWBZ(FM) Chicago, named president; **John Basanelli**, sales manager, KMEL(FM) San Francisco, named GSM, WWBZ; **Ed Coyle**, NSM, WLUP-FM, named director, sales; **Kathy Kurlander-Holzman**, local sales coordinator, WWBZ, named LSM there, **Lance McAlister**, host, Sportspace, Chicagoland Television, joins WMVP in same capacity.

ALLIED FIELDS



Taragan

Appointments at Nielsen Media, New York: **Robert Taragan**, senior VP, local services, named executive VP, marketing; **David Harkness**, senior VP, planning and development, takes on additional responsibilities of establishing strategic priorities.



Harkness

Dennis Israel, senior VP/GM, Caribbean Satellite Network, Miami, joins Mediamerica, West Palm Beach, Fla., as GM.

MULTIMEDIA



Faurot

Michelle Faurot, senior VP, U.S. News Productions, *U.S. News & World Report*, New York, named president of U.S. News New Vision there.

Victoria Sterling, manager, story department, CBS Entertainment, Los Angeles, joins Gerber/ITC there as VP, movies and miniseries.

William Burleigh, executive VP/head,

newspaper division, E.W. Scripps Co., Cincinnati, named COO.

Dia Stein, program manager/producer, The Source, Westwood One Entertainment, New York, named director of programing.

DEATHS

Kathy Jones, 30, reporter/anchor, KFOR-TV Oklahoma City, died July 5 at Kingfisher Regional Hospital. Jones was aboard an airplane working on a story about the plane and its manufacturer when it crashed. The



Jones

plane, the type used to train NATO pilots, was in Oklahoma City as part of a series of demonstration flights open to the public. Jones had been with KFOR-TV since 1992. She also anchored the station's *Weekend Morning Edition*. Previously she was with KSPR(TV) Springfield, Mo., and KPRC-TV Houston, Tex. She is survived by her husband Ray, and son Gage.

William A. Henry III, 44, drama critic and senior writer, *Time* magazine, died June 28 of a heart attack in London. Henry's contributions while at *The Boston Globe* won the newspaper a Pulitzer in 1975. In 1980 he won his own Pulitzer for his television writings. Henry wrote several books; the most recent will be published in September. He is survived by his wife.

John C. Graham, 71, design director, NBC, died June 12 of natural causes, in Upper Black Eddy, Pa. A noted graphic designer, Graham created the NBC peacock, which was the original graphic representation used when NBC introduced color television in the 1950s. His whole career was devoted to NBC's advertising and promotion department. He is survived by three children.

Leon Wendelowski, 46, president, SNET Multi-Media Services, died July 3 of a heart attack in Orange, Conn. He was a pioneer in the company's efforts in video on demand. Wendelowski had been with SNET for 25 years. He is survived by his wife and two sons.

—Compiled by Denise Smith

Fox is turning to its daytime schedule for help at night by enlisting *The Mighty Morphin Power Rangers* for three weeks on its prime time schedule. On Thursday, July 21, the network will air the first part of an original three-part miniseries of the number-one-rated kids show. Part two will air on Friday, July 29, and part three will be telecast on Friday, Aug. 5. All three will air at 8 p.m. Additionally, Fox's *X-Men* will get a prime time berth with a two-part miniseries beginning on Friday, July 29, at 8:30, followed by part two on Friday, Aug. 5, also at 8:30 p.m.

King World reported a 4% increase in operating income on a 27% revenue increase, to \$112 million, for the third quarter. The increase was "primarily" attributed to new shows *American Journal* and *Rolonda*, with a secondary gain from an increased number of *Oprah Winfrey* shows at a higher cash license fee per show.

House Telecommunications Subcommittee Chairman **Ed Markey** and **Senator Byron Dorgan** last week urged the **Electronic Industries Association** to endorse "V block" technology that would enable viewers to block out violent TV programming. EIA's engineering subcommittee is slated to vote this week on technical standards for TV set manufacturers who voluntarily agree to use the technology.

In comments filed last week with the FCC, **the California Cable Television Association** says **GTE's video dialtone application for Ventura, Ca., is the least informative** application of the 21 now on file at the FCC. "The lack of information in the application leads to substantial ambiguity as to how the network will be designed and operated, how its costs will be allocated and how competitor and consumer inter-

V for TV Marti, Duffey says

TV Marti, the broadcasting service to Cuba, should stay on VHF frequencies for now, U.S. Information Agency Director Joseph Duffey told Congress last week. Reporting to lawmakers on a series of advisory panel recommendations made earlier this year, Duffey said that the recommendation to shift the service to UHF frequencies merits further investigation. But he said the agency should hold off on the \$1 million-\$2 million investment needed to make the change until it gathers more technical information.

Broadcast groups have opposed a TV Marti shift to UHF, maintaining that it would interfere with U.S. broadcasts while failing to increase TV Marti reception in Cuba. Duffey said the agency will continue to investigate the potential advantages of a UHF service before asking Congress to finance a shift.

Duffey also told Congress that TV Marti is reaching enough viewers to warrant its continuation. "Four percent of Cubans interviewed in Havana last December...reported regularly watching the signal for more than five minutes," he said in his report. Duffey also said that the Office of Cuba Broadcasting has proposed reducing supervisory positions in Radio and TV Marti by 20% to save roughly \$4 million by the end of fiscal 1995.

Although the House already has passed an appropriations bill containing no TV Marti funding, the Senate measure still is pending. USIA is asking for \$13 million to support TV Marti, and another \$15 million for Radio Marti. —CM

ests will be protected." CCTA also is critical of GTE's plan to allow one programmer to control half of the system's capacity. CCTA says that will leave little room for others on the interactive video platform. The California cable group also says that despite FCC rules limiting telcos to the role of access provider on a video dialtone network, GTE wants to be a programmer on its own network. GTE has filed applications for video dialtone systems in California, Virginia, Florida and Hawaii.

The new-for-fall syndicated talk show **Suzanne Somers from MCA TV recently added eight markets** (and topped 60% clearance). New stations include KXAS-TV Dallas; KPLR-TV St. Louis; KSAZ-TV Phoenix; WOOD-TV Grand Rapids, Mich.; KFDA-TV Amarillo and KSWO-TV Wichita Falls, both Texas, and KPVI-TV Idaho Falls and KKVI-TV Twin Falls, both Idaho. On many stations, the show replaces the canceled *Bertice Berry* and *Vicki!*

Continental Cablevision of Ohio

and WHIO-TV Dayton, Ohio, in September will launch The Miami Valley Channel, a 24-hour regional cable channel featuring first-run programming and replays of WHIO-TV newscasts. WHIO-TV will own and program the channel; Continental will sell advertising, provide programming input, and distribute the channel. The channel will be available to 163,000 Continental subscribers by the end of the year.

Buena Vista Television's **Judge & Jury** has been renamed **Judge for Yourself**. The one-hour talk and court show, which debuts this fall, has been cleared in 130 markets representing 90% of the country, including 45 of the top 50 markets.

FCC Chairman Reed Hundt will travel to Moscow next week (July 18-July 24) to meet with his Russian counterparts for a discussion of telecommunications policy. Hundt and National Telecommunications and Information Agency chief Larry Irving plan to meet with Vladimir Bul-

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gak, minister of Posts and Telecommunications, to exchange information on regulatory developments. Hundt and Irving will discuss recent developments in U.S. telecommunications policy, including legislation pending in Congress. Hundt and Irving also will discuss an upcoming International Telecommunications Union meeting scheduled for mid-September in Kyoto, Japan.

Western International Syndication says that the O.J. Simpson case has not impeded efforts to clear 1st and Ten, an off-HBO series starring Simpson as the coach of a pro football team, for a second season. The show has been cleared on 60 stations covering 50% of the country, and WIS has suffered no cancellations and has actually added several markets since the controversy broke, says company president Chris Lancey, who added that renewal terms for the show have not changed. However, major markets necessary for a second season go, including New York, Boston and San Francisco, remain open. "We'll just have to resolve the issue in negotiations there," says Lancey.

Maurice Tunick, until recently VP/director of talk programming for the ABC Radio Network, joins syndicated talk show *Sally Jessy Raphael* as executive producer. He replaces Rose Mary Henri, recently named to executive produce Multimedia Entertainment's new cable network The Talk Channel. Tunick brought Raphael's radio show to the ABC Radio Network.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 26. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	11.9/227/99
2. Jeopardy!	10.1/218/99
3. Oprah Winfrey Show	8.4/237/99
4. Entertainment Tonight	8.0/186/96
4. Star Trek: TNG	8.0/247/99
6. Hard Copy	7.1/168/93
7. Star Trek: DS9	6.5/236/99
8. A Current Affair	6.3/185/95
8. Inside Edition	6.3/169/94
8. Roseanne	6.3/179/96
11. Wheel of Fortune-wknd	6.2/185/83
12. Baywatch	6.1/208/97
13. Married...With Children	5.8/184/94
14. Cops	5.1/172/92
14. Family Matters	5.1/182/92

QVCBS scenarios

Cable system operators with ownership stakes in QVC are keeping mum on the company's proposed deal with CBS, sparking rumors on Wall Street. QVC shareholders Comcast, Cox, Liberty Media and Time Warner all refuse to comment. Published reports last week said at least one of the companies, Comcast, initially opposed the QVC-CBS plan but that the terms of its voting block agreement with Barry Diller and Liberty forced it to go along with the proposal. Among the latest speculation:

■ Debt-laden Time Warner might see the proposed deal as an opportunity to monetize its assets, considering that its stake would be smaller and more liquid in a combined CBS-QVC.

■ Cox, which has TV stations caught up in the affiliate reshuffle, might welcome the tie to CBS and look to buy out its cable partners in QVC. Cox Chairman and CEO Jim Kennedy earlier pledged \$500 million to QVC's Barry Diller in his failed attempt to take over Paramount. Asked last month if Cox had any further interest in allying with Diller, Kennedy told BROADCASTING & CABLE: "Depending on what the project is. But if he's got an idea, I want to hear it."

■ The Walt Disney Co., already rumored to be interested in QVC-CBS, could buy the QVC stakes owned by the cable companies. —RB

WASHINGTON

Go slow

The FCC may be putting its review of broadcasters' ownership issues on a slow roll. It was anticipated that the commission would take up TV and radio ownership at its meeting this week. However, neither is on the agenda. It now appears that radio will be handled next month, but it's unclear when the agency will move on TV.

The Hill has signaled its desire that the FCC not go overboard in relaxing the restrictions. A House bill passed last month directs the FCC to review the rules. But report language says the lawmakers do "not envision wholesale changes," but rather "anticipate incremental changes." The report also makes clear that the FCC should start from scratch. The FCC shouldn't make "use of any previous or pending commission proceeding," it concludes.

On your mark

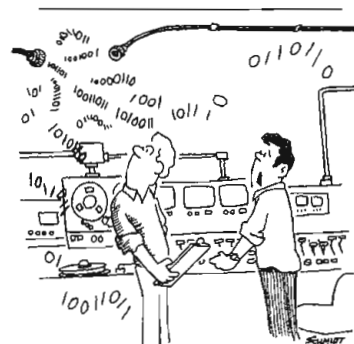
The FCC's prohibition against lobbying on the prime time access rule ends this Thursday with submission of reply comments on the agency's inquiry. The first in the door may be Dick Wiley, the former FCC chairman who is representing Disney, which has taken the lead in trying to persuade the

FCC to repeal PTAR's off-network prohibition. Wiley has been busy trying to set up meetings with commissioners. If nothing else, he and Disney's Rich Frank have secured a July 22 lunch date with Commissioner Jim Quello.

NEW YORK

New numbers?

USA Network and other cable networks are talking with A.C. Nielsen Co. about expanding the definition of the wired cable universe to include multichannel viewing via backyard dish, wireless and direct broadcast satellite. Viewing via those alternative delivery systems currently is included in Nielsen's total TV household numbers but not in the company's total cable household numbers.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"Loose connection on the digital feed."

Getting real about telcos

Historic breakthroughs occur with such frequency these days that one runs out of superlatives to describe them. Last week's FCC approval of the Bell Atlantic video dialtone application in Dover Township, N.J., falls into that historic category. After years of expectation, threat and promise, a telephone company is about to go into the television business.

Mark your calendars. Early next year—that's right, in 1995—customers are expected to begin going online. To be served by 384 channels. And with a target market of 38,000 homes. Bell Atlantic expects to sign 35%, a good many of those customers wooed away from the Adelphia cable system that now serves the area. Rates are promised to be 20% below the current market—which, given the FCC's rate rollbacks, would put them 37% below what customers were paying on June 30.

The part of us that applauds the onward progress of the Fifth Estate is cheered by this development. The part that hankers after level playing fields is made uneasy. Why did the FCC start granting video dialtone applications before it has dealt with reconsideration of the dialtone rules? Yes, the applications have been around for a long time, but the reconsideration has been around even longer.

We're troubled, too, by the image of Bell Atlantic blithely laying cable in Dover without a by-your-leave from the Township, while municipally franchised Adelphia forks over 5% of revenues for the same privilege. It's not that we wish local franchising for telcos, but fair is fair.

Add also to the list our concern that the initial—if not the ultimate—TV product that will populate the Dover telco channels will be the best of cable, expropriated from that medium by the program access provisions of the Cable Act. We'll eventually be able to find all our

favorites—the likes of Home Box Office, USA, Discovery, Court TV and ESPN—wherever we turn, whether it's cable, telco, DBS, MMDS or any other medium that comes along with little of its own to offer. The broadcast channels, too, of course. Congress and the FCC are hooked on competition, not on originality or equity.

There's no want of issues, just as there's no lack of news. And while it's going to take some while to sort out the competitive balance, the significance of this week's lead is that the inexorable march of telcos has advanced another giant step.

Do as I say

The Supreme Court, which had put a high price on the free flow of information in two decisions (BROADCASTING & CABLE, June 20) before marking down the First Amendment in its troubling must-carry conclusions, apparently is not so keen on that free flow when it applies to its own proceedings. According to Supreme Court spokeswoman Toni House, the justices had been leaning toward allowing TV cameras but, she speculated, had been disturbed by bright lights and close-up camera work at several televised Senate hearings. When asked when cameras might be allowed, she told a Court TV interviewer: "Don't hold your breath."

We understand the judges' reluctance to give up what they see as their relative anonymity—House says the chief justice walks unmolested around the block every morning—although taking the high court job already has put them in the limelight. Clarence Thomas or Sandra Day O'Connor, for example, are well past the point of anonymity. But the court deals with seminal issues that affect everyone. How these cases are argued is of great historical importance, and great potential news value, even at the risk of a few autograph seekers on the morning constitutional.

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Founder and Editor
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