

JULY 18

Broadcasting

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& Cable

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Industry In Play

Fisch tenders for CBS, Diller regroups, Eisner hovers and Malone remains mystery man

Affiliation Coup: CBS gets Group W Stations, and a Partner

Reprieve for Fin-Syn

Special Report:
The News Services



THE PREEMPTIVE BIDDER

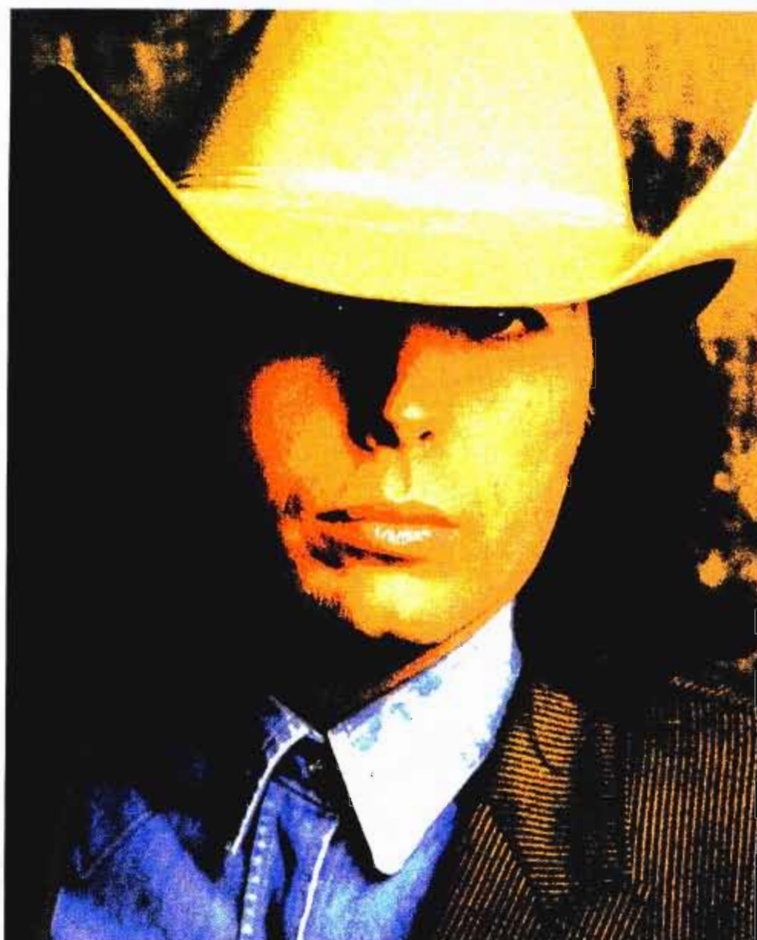
Brian Roberts and Comcast have plans of their own for QVC

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Media
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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Comcast sours CBS-QVC deal Comcast's Brian Roberts, who undid the seemingly rock-solid CBS-QVC deal with a \$2.2 billion bid for QVC, now faces challenges from other QVC suitors. Several unnamed companies have surfaced as prospective bidders, including members of the retailing, telecommunications and cable communities. / 6 **Cover photo by Sal DiMarco/Black Star**

CBS regroup In the wake of the collapse of CBS's proposed merger with QVC, the network initiated a "self tender offer" to stabilize its stock and ward off potential buyers. / 10

Whither Diller? If QVC Chairman Barry Diller decides to walk away from a Comcast-owned company, he is entitled to a package worth up to \$100 million. He reportedly is trying to round up partners to make a run for CBS. / 10

CBS, Group W lock in affiliate deal In a single deal, CBS and Group W locked up affiliation agreements in five markets, formed a new station buying group, merged their sales teams and created a programming and distribution partnership. A radio merger is also possible. / 14

Murdoch warns UHF affiliates The network-affiliate relationship has changed with the New World deal and subsequent affiliate churn, says Fox Inc. Chairman Rupert Murdoch. So, he warns, low-rated UHF Fox affiliates should start worrying about losing their affiliation. / 15

Fin-syn in force An appeals court ruling means the big three broadcast networks will have to wait at least until November 1995 before entering the domestic syndication business. / 15



Senate minority leader Robert Dole may toss his own superhighway bill into the mix. / 16



Ted Turner's New Line and Castle Rock films will go to TBS, TNT. / 19

PROGRAMING

Turner films will bypass broadcasters

Beginning in 1995, theatricals from Turner's newly acquired Castle Rock and New Line will air on TNT and TBS, leap-frogging broadcast television. / 19

Fall battle heats up

New season schedules for syndicated and local programming at TV stations in the top three markets are beginning to fall into place. Here's how it's shaping up in New York, Los Angeles and Chicago. / 20

Fox syndication gears up

Fox's Twentieth Domestic Television syndication is launching at least eight series in the next year, including some that will offer merchandise to viewers. / 21

NBC launches Asian business channel

NBC on Aug. 1 will launch a business channel designed for the Asian market. CNBC will serve as its core programming. / 23

SPECIAL REPORT: NEWS SERVICE

Networks nourish news services

The three network affiliate news services—ABC NewsOne, CBS NewsNet and NBC News Channel—are doing more original reporting and are fully producing stories that are intended to give local news producers more time to focus on local stories. / 30

CNN keeps up with technology

Like most businesses today, CNN Newsource is busy finding ways to work with new technology. The news provider has launched an online service for affiliates and later this month will add a fleet of state-of-the-art satellite newsgathering trucks. / 38



A CNN newsroom shows the hubbub that serves consumers' hunger for news. / 30

Conus aims for quality, not quantity

For Conus Communications and the Conus Satellite Newsgathering Cooperative, smaller is better. It means

**"I'm surprised Barry [Diller] got faked out, and I'm sure he was too.
The deal with CBS was incredible."**

—Rupert Murdoch, chairman, Fox Inc., on Comcast's derailment of the QVC-CBS deal

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exclusive affiliate arrangements in nearly all markets and even support for coverage of breaking news. / 39

WTN invests in itself

While Reuters and The Associated Press have rolled out new services, Worldwide Television News this year has plugged almost half its profits into equipment and crews for broader coverage. / 42



Paul Sisco staffs WTN's Washington bureau. / 42

AP tackles international video

It's been a busy year for The Associated Press. Between launching All News Radio, planning an international video service and selling television newsroom software, AP is positioning itself as a key provider of data on the information superhighway. / 44

Radio services don't stop with traffic

Metro Networks of Houston, Shadow Broadcast Services of Los Angeles and Air Traffic of Santa Ana, Calif., all broke into radio news with traffic updates. In the past year, each has started reporting local and regional news, and business is speeding along. / 48

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Revenues rise while stock prices dip

Although the per-share value of several radio group stocks has dropped recently, many attribute it to corrections in the stock market and say it is not indicative of the fiscal health of the industry. / 52

WASHINGTON



Under proposals by Mary Beth Richards, the FCC may add two bureaus. / 56

Reinventing the FCC

The FCC is working on significant changes to its internal structure, including the introduction of two bureaus, as part of an effort to comply with Vice President Al Gore's mandate to the federal government to reinvent itself. / 56

NAB: Strike down EEO guidelines

The National Association of Broadcasters last week asked the FCC to rescind its new minority

employment guidelines and fines for noncompliance in the wake of a court decision striking down the schedule of fines for most FCC rules violations. / 57

TECHNOLOGY

Media Pool tests tapeless waters

BTS has presented a working model of its Media Pool digital disk-based recorder, which can store as many as 100 hours of uncompressed video. / 60

ABC on digital spending spree

Armed with \$14 million in sales tax abatements from New York City, ABC is looking to digitize its operations with an effort that includes completing a switch to digital tape machines. / 61

CompuCD?

CompuServe hopes to make its service more accessible and entertaining with CD-ROMs. A CD, billed as a "multimedia companion" to CompuServe's online service, will help users to find files and forums of interest and to sample shareware programs. / 26

Cox-Times Mirror revises upgrade plans

With the ink still wet on the contract from their \$2.3 billion deal, Cox and Times Mirror are pooling resources and revising strategy for upgrading their combined cable systems. / 26

This remote serves the Full Service Network. / 27



Supplying Orlando magic

All the equipment has been delivered from the various vendors. The challenge for Time Warner's Full Service Network in Orlando, Fla., is to integrate all the components, from the server to the set-top. Objective Systems Integrators has taken on the job. / 27

Digital, GI to offer interactive video system

Digital Equipment Corp. and General Instrument have created a nonexclusive alliance to bring an interactive video delivery system to market. / 28

Telemedia Week



CompuServe's CD is based on Microsoft Windows. / 26

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It's easier to keep your eye on a bouncing ball than to keep up with the

Fifth Estate these days. Among last week's ricochets:

■ Comcast made a \$2.2 billion offer for QVC, effectively squelching a merger with CBS that would have put Barry Diller in operating charge of that media giant. **See below**

■ Larry Tisch, ever ready with Plan B, made an approximately \$1.3 billion "self tender offer" for 3.5 million shares of CBS and said he would split the stock five for one. The maneuver effectively put CBS in play, with a \$5 billion price tag. **Page 10**

■ CBS and Group W made a marriage of sorts in the broadcasting industry, with all Group W stations affiliating with the CBS TV network and the two companies

A slow week in July

joint venturing (a) to extend their station strings and (b) to produce programs together

once the fin-syn rules are a thing of the past. **Page 14**

■ A court of appeals upheld the FCC's ruling on fin-syn, effectively extending those rules until November 1995. **Page 15**

■ U S West, the Denver-based RBOC and holder of a 25% interest in Time Warner, bought the Wometco-Georgia cable group (466,000 homes) for \$1.2 billion. **Page 16**

■ Control of The Katz Agency is shifting to the DLJ Merchant Banking Partners investment banking group for \$287.1 million. **Page 18**

■ The FCC is having second thoughts about pioneer preferences in PCS. **Page 81**

Comcast bid derails CBS-QVC

At week's end, other potential bidders for home shopper were surfacing

By Rich Brown

Until last week, just about everybody considered the CBS-QVC merger a done deal. Among those who didn't was Comcast's Brian Roberts, who undid the deal with a \$2.2 billion bid and now faces his own potential challenge from other QVC suitors.

QVC Chairman Barry Diller had been so far along in his plans for a combined CBS-QVC that he already was talking about creating a CBS News channel to compete with CNN.

But all those plans came to a halt last week when Comcast, the nation's third-

largest multiple system cable operator and a 15.6% shareholder in QVC, announced its rival plans to buy the home shopping channel. Comcast's \$2.2 billion bid for the remaining 84% of QVC was enough to scare off CBS Chairman Larry Tisch, who said he didn't want to get into a bidding war.

Comcast, one of the founding shareholders of QVC, was not interested in owning a smaller percentage of a larger company. FCC rules would have required the cable system operator to keep its voting stock in CBS-QVC under 5%, essentially freezing Comcast's \$450 million piece of the home



"We will not do anything to jeopardize our ability to rebuild our cable systems."

—Brian Roberts

shopping company. Comcast executives saw the CBS-QVC deal as a sale of the company and they had no interest in selling. They see QVC as an unregulated business with low capital expenditures, annual revenue growth of 15% and great upside potential.

"There are 3.5 million shoppers on QVC, and that number has been growing by 300,000 a year," says Comcast President Brian Roberts. "What we do with it is limited only by one's imagination."

It could also be limited by any number of potential competing bidders. As with any deal, it ain't over 'til it's over, and QVC officials

on Friday said that several other unnamed companies had surfaced as prospective bidders for the home shopping company, including members of the retailing, telecommunications and cable communities.

And it remained anybody's guess at press time what cable giant Tele-Communications Inc. made of all the fuss. TCI's spin-off programing company, Liberty Media, which owns a 16.5% stake in QVC, was keeping

noticeably quiet about the Comcast plan. Liberty earlier had backed QVC's plans to merge with CBS.

Any rival bidder will have to top Comcast's bid of \$44 per share. Comcast's combination cash and stock bid represents a 22.2% premium over last Tuesday's closing market price for QVC and is 11 times QVC's annual cash flow of more than \$200 million.

Program ownership is more important than ever for Comcast, which last month became the nation's third-largest MSO with the acquisition of Maclean Hunter's U.S. cable systems. While the \$1.27 billion deal with Maclean Hunter boosts Comcast's subscriber base to 3.5 million, the MSO's program holdings continue to be dwarfed by those of other top MSOs such as Tele-Communications Inc., Time Warner Cable and Cablevision Systems Corp.

Comcast's current program holdings include minority stakes in basic cable services E! Entertainment Television and Turner Broadcasting System as well as pay-per-view distributor Viewer's Choice and digital audio service Music Choice. The company's stake in QVC represents its largest programing investment to date.

Comcast is not alone among cable system operators looking to boost their stake in program ownership—newly merged MSOs Cox Cable and Times Mirror last month formed a pro-

COVER STORY

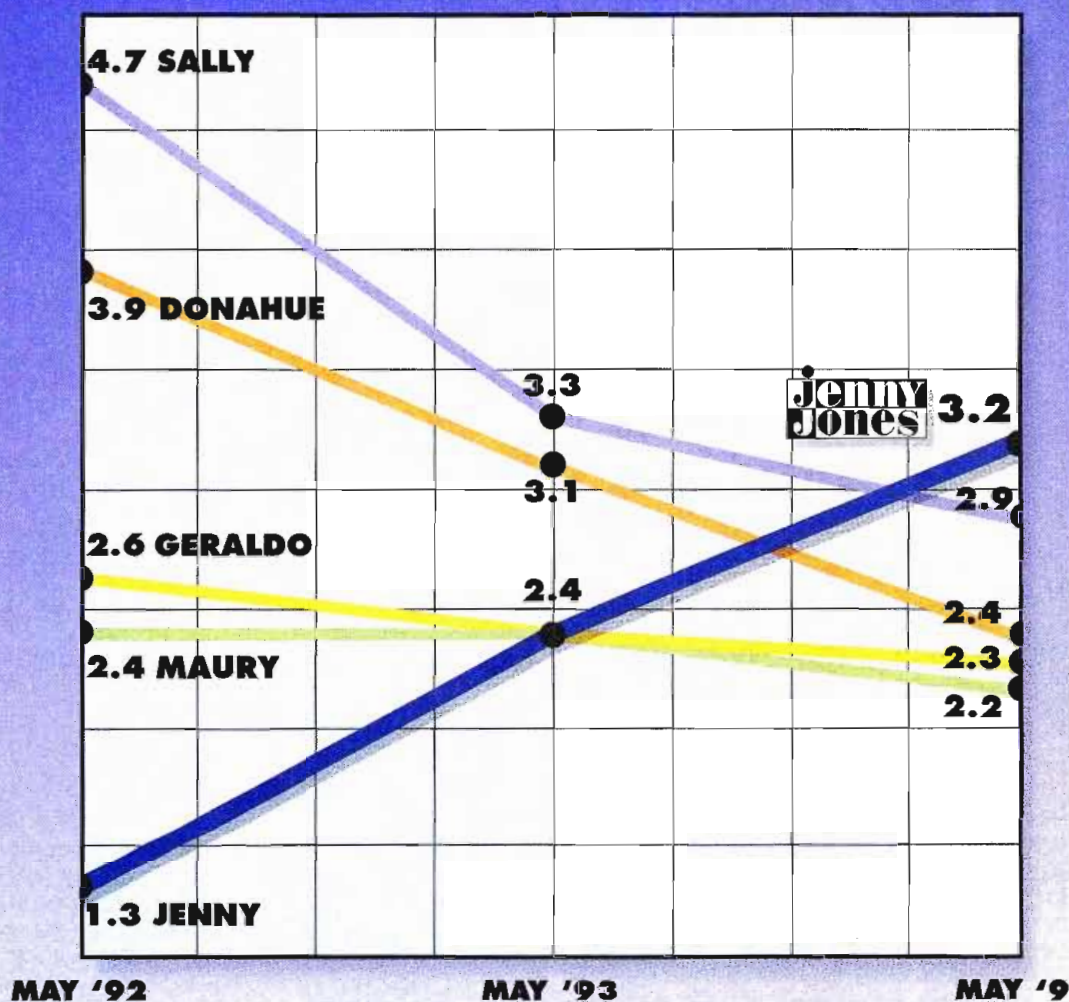
Continued on page 18

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JENNY JONES
LAUNCHED
3 YEARS AGO,
SHE FACED
AN UPHILL
BATTLE.**



LOOK HOW HIGH

WOMEN 18-34 RATING



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PRODUCTIONS

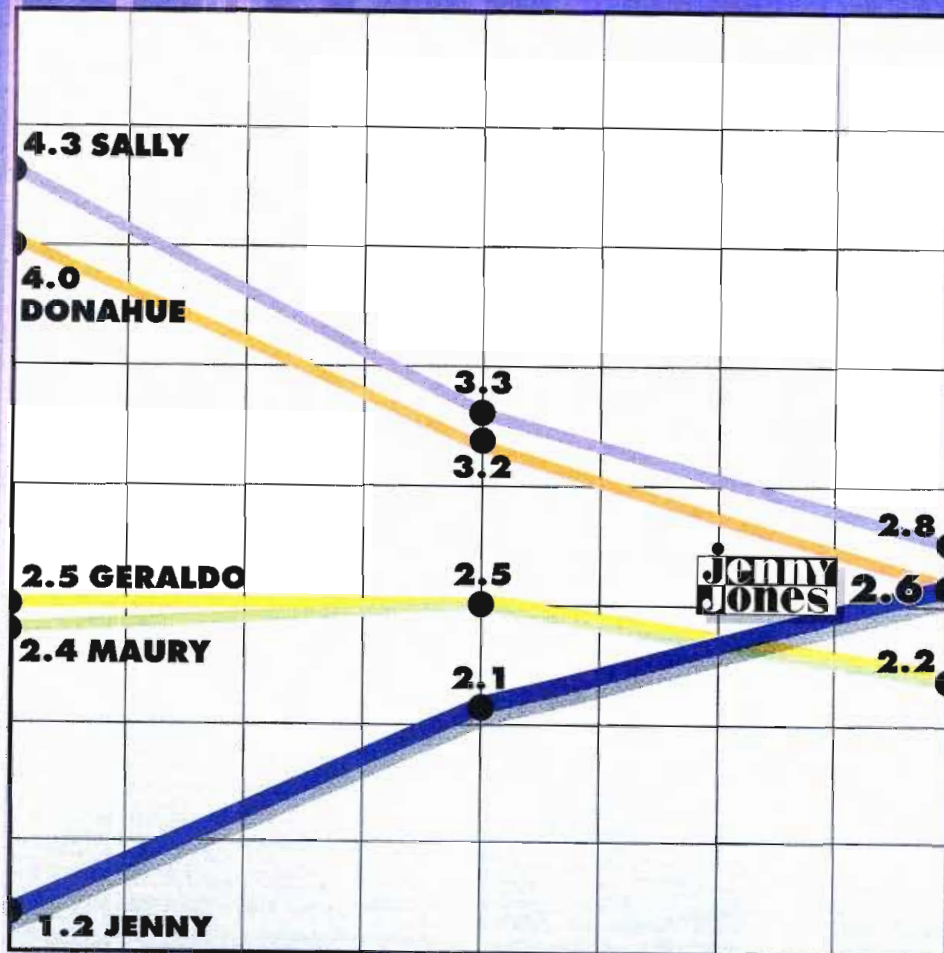
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WOMEN 18-49 RATING



AY '92

MAY '93

MAY '94

Jenny Jones



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CBS and the highest bidder

Comcast-QVC deal changes scenario for network, but Diller still could be in its future; Disney, Turner also said to be possible bidders

By Steve McClellan

CBS emerged from the wreckage of the proposed merger with QVC with a "for sale" sign and a price tag of nearly \$5 billion.

"I don't think CBS will be independent a year from now," says Jay Nelson, media analyst at Brown Brothers Harriman. "Right now, they aren't equipped to deal with ongoing shifts in the communications industry. They just don't have enough players and pieces on the board."

And the most talked-about possible buyer is Barry Diller, the chairman of QVC who crafted the CBS-QVC merger only to see it derailed by Comcast's preemptive \$2.2 billion bid for QVC.

"The enthusiasm he showed for

CBS and managing the company is still very much there," says a company insider. "We definitely think he's still very much in the hunt."

How Diller would accomplish the purchase of CBS is unknown. There was talk last week he might team with Tele-Communications Inc. CEO John Malone, who was said to be upset by Comcast's bid for QVC.

Speculation about Disney buying CBS continued last week as it has, on and off, for several years. But some analysts wondered whether Disney needs to buy a network to reach its strategic goal in television,



FOR SALE

which is mainly supplying programs to exhibitors.

The FCC prohibition against the big three networks entering the domestic syndication business is also a major obstacle to a Disney bid. A federal appeals court last week denied the networks' request to strike down the restriction before its scheduled sunset in November

1995 (see story, page 15).

Ted Turner tried and failed to buy CBS nine years ago, and word is he still wants to own a network. But several obstacles loom, most notably Malone, who seems to prefer Diller. Both TCI and Time Warner, with extensive cable system holdings, would have to sell their interests in Turner Broadcasting System for TBS to acquire CBS.

It is hard to put a definitive value on CBS without knowing the structure of a deal, analysts say. The market value, based on last Friday's stock price, was \$4.8 billion. But stock prices fluctuate, and obviously a merger would take the value of a combined company higher.

In the wake of the collapsed merger of CBS and QVC, CBS initiated a "self tender offer" in which it will spend most of its \$1.3 billion cash reserve to buy back about 3.5 million shares of stock. A 5-to-1 stock split also has been proposed.

Wall Street viewed the proposal as a smart short-term tactical move designed to stabilize the stock (which closed at 311 last Friday, up \$10.25 after CBS announced its buyback proposal on Wednesday) and ward off predators looking to gain control of CBS cheaply.

All the long-term strategy and management issues the QVC merger appeared to resolve are now open again, says Tom Wolzein, a media analyst at Sanford Bernstein. It's back to square one for CBS, "only with a lot less cash."

Whither Diller?

So where does Barry Diller go from here?

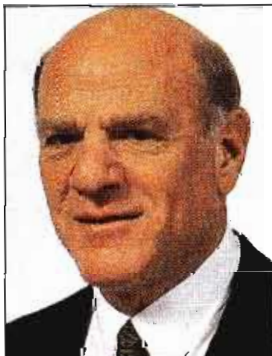
He is welcome to stay at QVC if Comcast succeeds in taking over the company. Comcast Chairman Ralph Roberts and President Brian Roberts sent a letter to the QVC chief last week praising him as "a powerful and positive force" at QVC and telling him that they would be "pleased" to have him remain as the company's chief executive.

But relations between Diller and Comcast likely have been strained in the recent battle over QVC. And if history provides any clue, Diller is not interested in working for someone else. He said when he resigned from Fox in March 1992 that his plan was to run his own company. If Diller decides to walk away from a Comcast-owned QVC, his deal with the home shopping company entitles him to a package worth up to \$100 million.

Diller could still pull off a deal with CBS. Last week he was said to be trying to round up partners to make a run for the broadcast network, according to Wall Street and CBS sources (see story above). There is also the possibility that Diller could find a company to outbid Comcast and then follow through on his original plans to merge CBS and QVC (see page 6).

Whatever the outcome, Diller could use a victory. The veteran TV executive has enjoyed a string of successes throughout the years, but his career has been marked by some well-publicized setbacks since joining QVC a year and a half ago. Plans to merge QVC and the competing Home Shopping Network into a \$2-billion-a-year home shopping giant never materialized, partly due to antitrust concerns. And QVC failed in its ambitious \$9.5 billion bid to take over Paramount Communications, which earlier this year was sold to Viacom.

—RB



Barry Diller is looking for partners to buy CBS.

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SHOES.**



"YOU TALKIN' 'BOUT ME, BABYCAKES?"

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New York	+78%	+100%	W. Palm Beach	+450%	+800%
Los Angeles	+180%	+140%	Jacksonville	+60%	+100%
Chicago	+55%	+56%	Mobile	+1100%	+1100%
Philadelphia	+100%	+140%	Green Bay	+54%	+100%
Boston	+117%	+125%	Shreveport	+93%	+90%
Washington	+267%	+350%	Champaign	+77%	+138%
Detroit	+100%	+50%	South Bend	+12%	+12%
Houston	+62%	+55%	Davenport	+48%	+52%
Cleveland	+83%	+157%	Jackson	+23%	+5%
Tampa	+53%	+23%	Baton Rouge	+54%	+33%
Miami	+183%	+160%	Colorado Springs	+28%	+46%
St. Louis	+114%	+117%	Waco	+150%	+100%
Denver	+113%	+67%	Savannah	+180%	+144%
Baltimore	+117%	+125%	Charleston	+1500%	+300%
Orlando	+108%	+36%	Tyler	+125%	+89%
Hartford	+80%	+150%	Augusta	+183%	+150%
Portland	+65%	+73%	Tallahassee	+93%	+130%
Milwaukee	+167%	+217%	Florence	+57%	+60%
Charlotte	+33%	+42%	Corpus Christi	+240%	+200%
Cincinnati	+225%	+150%	La Crosse	+222%	+200%
Greenville	+47%	+60%	Rockford	+31%	+22%
Norfolk	+325%	+433%	Wilmington	+140%	+40%
San Antonio	+100%	+157%	Albany	+63%	+41%
Memphis	+45%	+29%	Brunswick	+1800%	+225%

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CBS, Group W form historic alliance

Affiliations, joint station buying, program deals in prospect

By Julie A. Zier

In a single deal, CBS and Group W locked up affiliation agreements in five markets, formed a new station buying group, merged their sales teams and created a programming and distribution partnership.

And that doesn't even include a possible radio merger.

The announcement of the deal last Thursday came after several months of concurrent negotiations with NBC and Fox. The talks gained momentum after the Fox-New World alliance, says CBS TV Network President Peter Lund. "It was just a reaffirmation for us that what we were talking about [was] a good opportunity," he says.

NBC will lose two Group W affiliates, but NBC-TV Network President Neil Braun says the network is "confident" it will soon find replacements.

All five Group W stations—KPIX-TV San Francisco, KDKA-TV Pittsburgh, WBZ-TV Boston, KYW-TV Philadelphia and WJZ-TV Baltimore—will be bound to CBS for 10 years under the terms of the deal.

KPIX-TV and KDKA-TV are now CBS affiliates. WBZ-TV and KYW-TV will drop NBC to make way for CBS. WJZ-TV had lost its ABC affiliation to WMAR-TV in Scripps Howard's blanket agreement with ABC.

Hearst's WBAL-TV Baltimore and Ed Ansin's WHDH-TV Boston will lose CBS affiliations, but both will have shots at NBC and Fox. Fox is on UHF outlets in both markets.

In Philadelphia, CBS will divest O&O WCAU-TV to allow for the KYW-TV affiliation. Fox, now on Paramount's UHF channel WTXF-TV, and NBC already are contenders for the station, confirms a source close to the deal. CBS likely will swap WCAU-TV for one or two large-market stations, the source adds.

"It puts heat on NBC in Boston and Philadelphia," says analyst Jay Nelson of Brown Brothers Harriman & Co. in New York. "It was a good proactive move by CBS, which was perceived to be on the defensive."

Group W and CBS also plan a new entity to acquire TV stations in large markets. CBS will acquire a minority



Philadelphia	Ch.	Now	To Be
KYW	3	NBC	CBS
WCAU	10	CBS	???
WPVI	6	ABC	ABC
WTXF	29	FOX	FOX

Boston	Ch.	Now	To Be
WBZ	4	NBC	CBS
WCVB	5	ABC	ABC
WFX	25	FOX	FOX
WHDH	7	CBS	???

Baltimore	Ch.	Now	To Be
WBAL	11	CBS	???
WBFF	45	FOX	FOX
WJZ	13	ABC	CBS
WMAR	2	NBC	ABC

These charts show the competitive lineup in the Westinghouse markets now and as proposed under the new deal with CBS.

interest in KYW-TV, which will serve as the new group's flagship.

Majority interest in the new stations will be held by Group W, which will have day-to-day control over the company. Group W Television President Jonathan Klein will retain his current job and serve as president of the new venture.

FCC rules limit groups to 12 stations and a reach of no more than 25% of U.S. TV households. Because Group W is to be the majority owner

of the acquired stations, they will count against its total. Group W's five stations currently reach 9.7% of U.S. homes.

The deal also calls for a joint venture to produce programming for Group W and CBS O&Os. If the FCC prohibition against networks entering the domestic syndication business expires as expected in November 1995, the joint venture then will syndicate the shows.

"There is a shared vision and goal on the types of programming we want to get into," says Group W President/CEO Bill Korn. "It is set up so programming people and TV people are running it together, so that TV people get committed up front."

Group W will also hold the majority interest and operational control in a joint rep firm, which will merge the companies' advertising sales staffs.

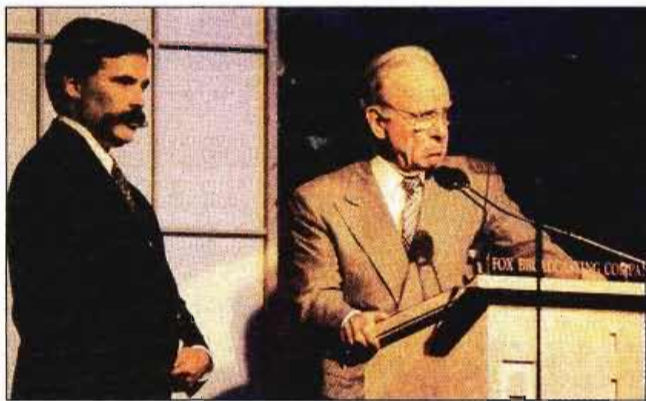
The Group W-CBS deal was unrelated to the CBS-QVC merger or its collapse. "We were prepared to do a deal before Barry [Diller], during Barry, after Barry, and maybe with Barry again," Korn confirms. "We saw Barry as a directional plus because of his programming background, but he was not a critical factor one way or another."

Korn says there is "no grand plan" for a merger with CBS, "but that doesn't mean that under certain circumstances, something else couldn't happen."

Not included in the deal is cable. Group W owns Home Team Sports. Through its Satellite Communications division, it is also part owner of the Nashville Network, Country Music Television and a sports marketing service.

Although a radio deal was not part of the announcement, a source at Group W says that an agreement "looks promising." CBS owns 22 stations; Group W, 16. Both have stations in New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Houston and Boston. If the groups are merged, stations will have to be spun off to comply with FCC ownership limits.

The source says a deal could be struck by summer's end.



Rupert Murdoch (r) introduces Fox Television's new chairman and CEO Chase Carey to the press last week in Los Angeles.

Murdoch warns weak UHF affiliates

Fox looks to improve in 'dozens of markets'

By Steve Coe

Low-rated UHF Fox affiliates should start worrying about losing their affiliation, said Rupert Murdoch, Fox Inc. chairman, last Wednesday at the Television Critics Association press tour in Los Angeles.

"If you're a UHF station that's weak, you should worry," he said. The network is in discussions in "dozens of markets" for possible affiliation changes, he said.

Commenting on the week's big story, Murdoch said he was surprised Barry Diller's QVC-CBS deal was derailed by the bid by Comcast: "I'm surprised Barry got faked out, and I'm sure he was too. The deal with CBS was incredible."

Like other Fox executives, Murdoch defended Fox's blanket affiliation agreement with New World, in which Fox jilted longtime affiliates.

The Fox castoffs will find network affiliation with one of the other networks and all stations stand to profit, Murdoch said. He described one station that, because of affiliation switches in its market, will see its compensation jump to \$18 million per year from \$3 million.

Murdoch was joined on stage by Chase Carey, newly named Fox Television chairman, who replaced Lucie Salhany two weeks ago. Murdoch refused to accept questions about Salhany's exit, saying only that he appreciated her contributions.

The Fox Inc. chairman said he would prefer that the syndication rules that now hinder the big three networks from full participation be repealed. "We don't want an advantage," he said.

Murdoch said the network has no plans to expand its weekly schedule beyond its current 15 hours.

As for the next late-night project, Murdoch said, "we'd like to have a show on the air within the next six months, but I doubt that it will be on in less than a year."

Sandy Grushow, president of Fox Entertainment Group, said the network's fall schedule will premiere on Friday, Aug. 26, at 8 p.m. with *Mantis*. By Sept. 16, the entire Fox schedule will have aired ahead of most of the other networks' new series. ■

Court keeps big three out of syndication until 1995

The big three broadcast networks will have to wait at least until November 1995 before entering the domestic syndication business.

The U.S. Court of Appeals in Chicago last week affirmed the FCC rule barring them from the business along with the few remaining restrictions left over from the FCC's gutting of the financial interest and syndications rules in 1991 and 1993.

As things now stand, the networks may acquire financial interest and syndication rights in any program they air. But they may not domestically syndicate prime time network and first-run programs or withhold network programs from syndication.

None of the rules apply to Fox or the fledgling Warner and Paramount networks.

The remaining restrictions are set to expire in November 1995. However, Hollywood producers and other proponents of the rules will have a chance next May to convince the FCC to keep the rules in effect beyond then.

By affirming the rules, the court has kept in place a substantial obstacle to mergers between networks and syndication companies. The rules effectively would bar such long-rumored marriages as CBS-Disney and ABC-King World.

FCC Commissioner James Quello, a longtime opponent of the rules, said the court decision is the "death knell" for the remaining rules.

The networks can count on entry into the domestic syndication business starting in the fall of 1995, Quello said. The five-person commission is unlikely to preserve the rules, he said.

Although disappointed that the court ignored their call for immediate repeal of the remaining restrictions, the networks were pleased with language in the opinion that says the FCC will need "an excellent, a compelling reason" to extend the rules beyond their scheduled sunset.

"We're gratified the court so clearly contemplates an end to the rules no later than the end of November 1995," said Capital Cities/ABC spokeswoman Julie Hoover.

Reaction of the rules' proponents was the mirror image of the networks'. They were happy that the court upheld the sunset, but were disturbed by the opinion's language. It shows the court's grasp of the facts "doesn't square with the record at the commission," said Jim Popham, vice president, general counsel, Association of Independent Television Stations.

Diane Killory, attorney for Hollywood's Coalition to Preserve the Financial Interest and Syndication Rule, said the coalition looks forward to making its case for perpetuating the rule next year.

Although the proceeding is intended to review the remaining restrictions, Killory doubts the FCC would refuse to consider evidence that the networks are abusing their dominance of TV's prime time in negotiating with producers of network shows.

"If I were counsel to the networks," Killory said, "I would tell them not to get too greedy, too fast." —HAJ

Dole may add infohighway bill to mix

Senate minority leader wants RBOCs to have regulatory flexibility

By Kim McAvoy

Senate Minority Leader Robert Dole is considering introducing an information superhighway bill, a source close to the senator says.

The bill would give the regional Bell operating companies the regulatory flexibility they say they need to effectively enter the cable TV and long-distance telephone markets, the source said.

A spokesman for Dole's office had no comment.

Such a bill would create another obstacle to the Senate's principal infohighway vehicle authored by Commerce Committee Chairman Ernest Hollings (D-S.C.).

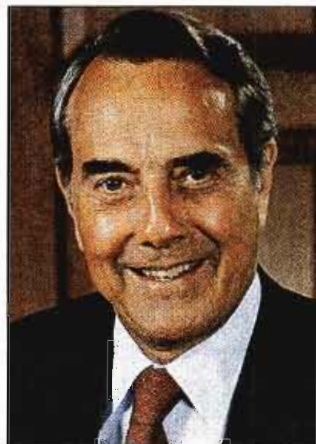
Dole opposes the Hollings measure as too regulatory and has urged his colleagues not to support it. The bill is now pending before Hollings's committee.

According to other sources, Dole may stop short of introducing the bill. Circulating draft language or threatening amendments may have the same impact on the Hollings bill, they said.

The RBOCs have declared legisla-

tive war on Hollings, trying to force him to revise his bill, which does not give them immediate and unencumbered entry into the long-distance business. Hollings staff members are said to be rewriting the bill.

One RBOC tactic has been to gin up support for a bill sponsored by senators John Breaux (D-La.) and Bob Packwood (R-Ore.), which was introduced as an alternative to Hollings's measure. A steady stream of letters has been pouring into the Senate from groups endorsing S. 2111. The groups include the AFL-CIO, Communications Workers of America, American Legion, National Council on Aging, the United States Hispanic Chamber of Commerce, and representatives of the Navajo and Northern Cheyenne American Indian tribes.



Kansas Republican Bob Dole is plotting legislation strategy that could spell trouble for Hollings's infohighway bill

Hollings is feeling the pressure. "I know [the RBOCs] are a pretty strong business monopoly. It appears they also have a political monopoly," he told reporters last week.

The Commerce Committee could vote on the Hollings bill as early as this week, although Senate insiders think it's more likely to happen next week. Meanwhile, several of Hollings's colleagues on the committee have amendments. "Everybody's got their finger

in the pie," one Senate staff member says.

Senators Ted Stevens (R-Alaska), Larry Pressler (R-S.D.) and Byron Dorgan (D-N.D.) have amendments to offer to S. 1822. Senator Trent Lott (R-Miss.) is trying to broker a last-minute deal between the Bell companies and the long-distance telcos. ■

US West marches into Atlanta

US West leaped into the cable television business last week with the purchase of two Atlanta systems for \$1.2 billion.

The deal for Georgia Cable TV & Communications and Wometco, both of which are majority owned by Texas-based financier Robert Bass, will give US West 466,000 subscribers in Atlanta. When the deal is completed later this year, it will make the telco the dominant operator in Atlanta with 65% of the market's cable households.

The agreement also puts US West in the position of competing in the telephone business in Atlanta-based BellSouth's own backyard. US West, like other regional Bell companies, may not offer telephone service outside its service area, but pending telecommunications legislation would end that ban.

"The Atlanta properties strengthen our commitment to build local networks that can carry movies, games, shopping and information services in addition to cable TV and phone calls," says US West Chairman/CEO Richard McCormick.

US West plans to upgrade the infrastructure of the cable systems from their current mix of 400-450 mhz capacity to 750 mhz, according to Tom Pardun, president of the US West Multimedia Group. The upgrade will

take place during the next several years and enable the cable operator to offer interactive programming, says Pardun.

The deal was based on fourth-quarter cash flow, by the end of the year the companies will have adjusted for the 17% rate reduction ordered by the FCC last February.

US West will pay 11.1 times the cable system's fourth quarter 1994 cash flow, or approximately \$2,500-\$2,575 per subscriber, according to McCormick.

The telco will finance the purchase through \$490 million in US West stock and the rest in cash. US West also will assume approximately \$160 million in debt now held by the two companies it is acquiring.

Also included in the deal are two other companies—Cable Advertising of Metro Atlanta, an advertising insertion business, and Access Telecommunications Interconnect, a competitive telephone provider in Atlanta. Both companies are wholly owned by Wometco.

"It's not a bad price," says cable broker Timothy David, executive vice president, Daniels & Associates. David says US West bought at the bottom of the cable system market and that system prices will increase in the wake of the FCC's decision to roll back rates 17%. —CS

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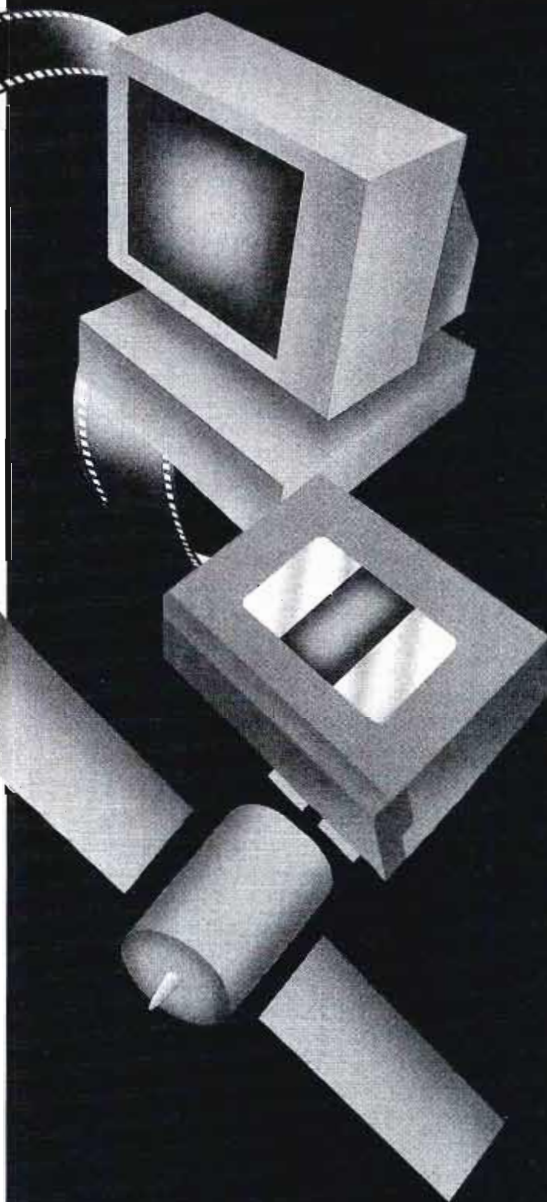
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Katz cancels public offering with DLJ deal

\$287 million stock sale seen as feeding growth in Radio Group

By Donna Petrozzello

Katz Media Corp., the nation's largest station rep, last week agreed to sell a majority interest of its common stock to DLJ Merchant Banking Partners Inc., the investment fund of Donaldson, Lufkin & Jenrette Securities Corp. The deal supersedes Katz's earlier plan to make an initial public offering of stock.

The transaction is worth an estimated \$287.1 million, including outstanding indebtedness, with a cash outlay by DLJ of approximately \$99.6 million. Katz's indebtedness is estimated

at \$187 million. The deal is expected to close in mid-August.

Thompson Dean, managing director, DLJ Merchant Banking Partners Inc., says DLJ made an offer to buy 100% of Katz's shares, but under the proposed agreement would walk away with 80% of the common stock. Dean placed the purchase price of the stock at \$63 per share. The agreement gives Katz management the opportunity to purchase the remaining stock, Dean says.

There was wide speculation this spring that Katz would make an initial public offering of its stock.

Under the agreement, DLJ has purchased all stock held by Sandler and 61 K Associates, making Katz management DLJ's only partner in its long-term investment. Katz's top executives are James Greenwald, chairman; Tom Olson, president, Katz Media Corp.; Gordon Hastings, president, Katz Radio Group, and Jim Beloyanis, president, Katz Television Group.

Although the agreement puts to bed any imminent plans to put Katz stock in the public sector, Dean says, an initial public offering is "highly likely in the next few years."

Comcast

continued from page 6

graming partnership that plans to invest as much as \$300 million in new services during the next three to five years. Comcast will spend seven times that amount to acquire QVC, and some industry analysts say the company's high-priced deal could make for some difficult going in the future.

"While ownership of QVC would diversify Comcast's operations into cable programming, the associated debt would reduce the company's financial flexibility as it enters an environment of increased competition and regulation in its core cable system segment," noted Moody's Investors Service in a report issued on Wednesday. Completion of the QVC deal would leave

Comcast with a total \$6 billion in debt.

Brian Roberts and his father, Comcast Chairman Ralph Roberts, take pride in the company's reputation as a conservative dealmaker and last week reassured the financial community that the deal made sense.

"We will not do anything to jeopardize our ability to rebuild our cable systems," says Brian Roberts. "We don't want to rob Peter to pay Paul. Our first priority is not to get overleveraged."

Comcast plans to tap into a \$1 billion line of credit from The Bank of New York to help pay for QVC. Additionally, the company is looking into the possibilities of bringing in new partners or unloading some non-strategic assets to help finance the deal. Roberts says Comcast could

take on partners in QVC or in the company's deal to acquire the Maclean Hunter cable systems. One deal already in place, the sale of Comcast's 20% stake in Heritage Communications to Tele-Communications Inc., is expected to bring in roughly \$300 million.

There was some speculation last week that Comcast might also look to sell NexTel, a company division that provides digital private radio services in major urban areas. Other Comcast holdings include cellular telephone operations covering more than 7.3 million people in the Northeast; investments in alternate access companies Eastern TeleLogic and Teleport, which provide link-up with long-distance services for high-volume business telecommunications users, and operation of cable and telephone systems in the UK.

"If we can't find partners, then we will look at other nonstrategic holdings," says Roberts. "But I don't believe that will be necessary."

Diversification has been a key strategy for Comcast since Roberts became president of the company in 1990. Seventy-eight percent of the voting power of the company's stock continues to be held by Ralph Roberts, who founded the Philadelphia-based company in 1963 along with partners Daniel Aaron and Julian Brodsky.

Last year, Comcast had revenues of \$1.3 billion with an operating income of \$606 million. A finalized deal with QVC would turn Comcast into a \$3 billion-a-year company with \$900 million in cash flow.

Reilly stakes a claim to the digital future

Ed Reilly, president of McGraw-Hill Broadcasting and chairman of the Association for Maximum Service Television, challenged broadcast networks, local affiliates, syndicators and programmers to wake up to the opportunities of the information superhighway, or risk being left behind by the rapid changes that are already underway. Speaking in Boston before a conference cosponsored by BROADCASTING & CABLE and Probe Research, Reilly said "the whole new world is about personal interactivity."

Reilly further challenged the broadcasting community to create a technology center that would test everything from the new generation of set-top boxes to developing more sophisticated audience measurement systems for the coming on-demand video ordering environment. Concentrating on the digital future, he said: "We need to scale our broadcasting distribution mechanism to make optimum use of digital capacity."

Reilly, bullish on HDTV, said it was well worth the seed money for broadcasters, but that it would only be economical for some types of programming at the beginning. He advocated a "scalable" TV regime that would permit broadcasters to use HDTV part of the time but not all of the time. —MB

Turner films will bypass broadcasters

Turner announces that New Line and Castle Rock theatricals will go to TBS, TNT

By Steve Coe

Beginning in 1995, theatricals from Turner's newly acquired Castle Rock and New Line will show up on TNT and TBS, leap-frogging broadcast television in the traditional theatrical syndication food-chain. Ted Turner, president and chairman, Turner Broadcasting, broke the news Sunday, July 10, during the Television Critics Association press tour.

Following their theatrical run, the films will get a home-video release and pay-per-view and pay cable runs before going to TNT or TBS.

TNT will pay market prices—reportedly between \$1 million and \$3 million per title—for the films, says Turner. "We're not going to do it with every movie, but we'll do it with the bulk of them," he said. Turner said the movies going to TNT rather than to one of the broadcast television outlets might help renew viewer erosion from network to cable, which slowed last season for the first time since the advent of the wired medium. "As far as the network erosion, it did slow somewhat. But that doesn't mean it's going to stay that way. We had the winter Olympics this first quarter, and that helped a heck of a lot. I think the network erosion is going to increase." In other programming news:

■ Dennis Miller, president, Turner Pictures, said Spike Lee will produce TNT's *Hoop Dreams*, a movie based on the documentary of the same name. The movie follows two young basketball hopefuls as they strive to reach their dream of playing in the National Basketball Association.

■ Michael Fuchs, chairman, HBO, met the press on Tuesday and declared the premium service ready to meet the challenges of an expanding television arena. He said HBO picked up more than 1 million subscribers last year, with only a small portion coming



Ted Turner gives TCA the new line on New Line and Castle Rock.

from cable subscribers. "The majority of the new subs were from DBS. We saw small growth in cable, which was the first growth for us in cable in several years. But the lion's share was definitely from new technology," he said.

In addition, Fuchs noted that HBO's total daytime rating is at its highest since 1988 and that the prime time rating is at a five-year high. Only Arts & Entertainment and HBO among the cable channels can claim such growth. HBO also can claim the three highest-rated original series on cable in *The Larry Sanders Show*, *Dream On* and *Tales from the Crypt*.

Fuchs said Dennis Miller has been renewed for 13 more episodes and that the show will undergo some fine-tuning. HBO is looking for the right time period for the show, which has been slotted on Friday nights at midnight. "We don't think Friday night is right for him. He did very well on Sunday nights. He deserves an earlier time slot than midnight."

■ Roger Ailes, president and chief executive officer, CNBC and America's Talking, expects to hear by September whether CNBC will lose Tom Snyder to

CBS. That network reportedly has been in discussions with Snyder to host a show following *Late Show with David Letterman*. "We obviously can't get in a bidding war with them, and we've told them we'd like to hear from them by September," Ailes said he was unaware of the status of the talks and that CNBC would like to keep Snyder.

■ The USA Network announced that Super Dave Osborne—best known through his Showtime specials of the past few years—will star in an original series set to debut on USA in January 1995. The half-hour comedy will be produced by Paramount Television in association with USA. ■

Siegel starts Seagull

Former All American Television President Henry Siegel has left the company and established his own New York based company, Seagull Entertainment Inc. Siegel's departure follows the corporate shakeup at All American Television by parent All American Communications, which recently acquired assets of international distributor Freemantle International and named its president Lawrence Lamattina to replace Siegel as president of AAT.

Siegel declined to comment on the business activities planned for his new organization. He said it is not clear whether his brother, Paul Siegel, who is AAT's president of international and ancillary enterprises, will remain at AAT. AAC named Siegel president of AAT when it acquired barter sales company LBS Communications, which Siegel founded and built into a syndication force with *Baywatch*.

—DT

Top three markets arm for fall battle

KCBS-TV may move network news to make room for access block

By David Tobenkin

New season schedules for syndicated and local programming at TV stations in the top three markets are beginning to fall into place, revealing major face-offs among access and late-night programming, expansions and adjustments of news blocks and a proliferation of local production aimed at syndication.

New York

The renewal of King World's *Oprah*, *Wheel of Fortune* and *Jeopardy!* on WABC-TV (and the two other top-market ABC O&Os) through 1999 would seem to secure the station's ratings dominance for the near future. Buoyed by that commitment, the station is leaving unchanged its access and early and late-fringe time periods.

Far from conceding that continued

dominance in access, O&O WNBC-TV will upgrade its access offerings. WNBC-TV's new *Extra—The Entertainment Magazine* show at 7 p.m. is targeted to pre-empt viewers' tuning to O&O WCBS-TV's *Entertainment Tonight*. To combat *ET* at 7:30, WNBC-TV will add *Inside Edition*. WNBC-TV has dropped *Cops* and *Love Connection*.

WCBS-TV's *Suzanne Somers* will air at either 9 or 10 a.m., with some handicappers banking on the latter. *Last Call* will run at 1:30 a.m., following the WCBS-TV network schedule. That displaces *American Journal*, whose destination has not been determined.

For several new talk shows, it remains to be seen whether hosts who emerged from the Big Apple will generate large New York followings. *Gordon Elliott*, former host of Fox O&O WNYW-TV's *Good Day New York*, will

see his new syndicated show land on that station, while Paramount Network affiliate WWOR-TV at midnight will carry the *Jon Stewart Show*, which originates out of New York, as does his current MTV show. WCBS-TV could receive a boost if CBS signs *Tom Snyder* to follow *David Letterman*.

In *Elliott's* case, the question remains about whether the show will go head-to-head with the WWOR-TV's popular *Ricki Lake* show at 5 p.m.

WWOR-TV will run the year's highest-profile new game show, *The New Price Is Right*, in early fringe.

Los Angeles

O&O KCBS-TV is causing shockwaves. It is considering a downgrade of the network newscast from 6:30 to 6 p.m. to create a triple access block teaming new acquisitions *ET* and *Hard Copy*—which are leaving KNBC-TV—with a third show, possibly the returning *Real Stories of the Highway Patrol*.

KCBS-TV General Manager Bill Applegate says the move still is under consideration. Another news move, however, appears to be a go. "My guess is that we will expand the [local] news," says Applegate. "Whether to 4 or 4:30 p.m. I'm not sure." Such a move would downgrade *Geraldo*, which now airs at 4 p.m.

Late last week, KNBC-TV said it was slotting new Warner Bros. magazine show *Extra* at 7 p.m., followed by *The New Price Is Right* at 7:30. Before that announcement, Applegate had told BROADCASTING & CABLE that he would prefer to air *ET* in its current 7 p.m. time slot but that the placing of *Extra* would affect the decision. Just how *Extra's* slotting would affect *ET* had not been decided at press time.

Like WABC-TV in New York, KABC-TV also is a beneficiary of the King World contract extension and will continue to run *Oprah* at 3 p.m., *Jeopardy!* at 7 and *Wheel of Fortune* at 7:30 p.m. The station also will shake up the late-night market by replacing *Remington Steele* reruns with a midnight movie block beginning Aug. 1.

The market is also active on the local programming front. WB affiliate KTLA-TV recently canceled its 9-10

HEAD ENDINGS

McGrath heads MTV

MTV's Judy McGrath has been named president of the music video network, assuming responsibilities held by MTV's president and business director, Sara Levinson, who left to become president of NFL Properties. McGrath and Levinson previously shared president title and duties, with McGrath as president and creative director.

New lands for Discovery

The Discovery Channel has reached a deal with Netherlands-based media company MDS to distribute the network to cable systems in Spain and Portugal. The deal, which kicks off Sept. 27, expands TDC distribution to at least 60 countries serving more than 75 million homes.

Weather world

The Weather Channel has named John Mathwick senior vice president, international development, a new position designed to develop various versions of TWC abroad. International distribution by TWC parent Landmark Communications so far has been limited to a Canadi-

an weather network, launched in 1988, and an overseas version of The Travel Channel that debuted in Europe last year. Mathwick formerly was senior VP of sales and marketing for the network.

Roseanne hosts

Roseanne (formerly Roseanne Arnold) has been signed to host the 1994 MTV Video Music Awards to be broadcast live on Sept. 8 from New York's Radio City Music Hall at 8 p.m. ET/PT.

All that jazz

Black Entertainment Television's planned cable network, BET on Jazz: The Cable Jazz Channel, has begun taping two shows in BET's Washington studios. *Jazz Central*, a one-hour daily show set in a renovated train station, features Lou Rawls as primary host and will have a 60%-40% performance/interview ratio. *BET on Jazz with Ramsey Lewis* essentially will be the same jam session-style weekly hour now seen on BET.

The network is targeted to launch in the fourth quarter of this year.

a.m. *Morning Show* (see box). KCAL-TV on Aug. 8 will introduce a half-hour reality strip at 5:30 p.m., *Special Access*, adding to the station's heavy news and reality programming block; KCAL-TV this month added a 7-8 p.m. newscast to its 8-11 p.m. news block, which pushed *American Journal* and *Inside Edition* back to 6-7 p.m.

KCAL-TV also recently introduced one-hour late-night talk show *Marilyn Kagan*, which it is testing at 11 p.m..

Fox O&O KTTV-TV is mum on where it will place *The Simpsons*, although the show's hefty price tag makes access a good bet. Fox also has the *Gordon Elliott* show.

Chicago

Extra may stand for "extra late" in the minds of some NBC O&O WMAQ-TV viewers. The station has slotted the show at 1 a.m., following NBC's three late-night offerings.

Contractual obligations to *Mari-ried...With Children* in access led to the delay. *ET* remains firmly in access at CBS O&O WBBM-TV, with expectations it will remain at 6:30 p.m. Top-ranked ABC O&O WLS-TV's schedule is locked in with *Oprah*, *Wheel* and *Jeopardy!*, leaving things tight.

On WB affiliate WGN-TV, *Coach* will debut in access, replacing *Empty Nest*.

On WLS-TV, no changes are planned for daytime, early fringe and access, with new entries *Suzanne Somers* and *Last Call* limited to late fringe. Those shows, however, will trail *Rolonda*, which remains at 11 p.m. and continues to be the lead-out beneficiary of *Nightline*'s tremendous strength in the market.

Disney Afternoon this fall will move from WGN-TV to Paramount Network affiliate WPWR-TV, with WGN-TV replacing the block with sitcoms and action hours. Also in the kids corner, WGN-TV is moving its landmark *Bozo* weekday morning (7:30) strip to a two-hour Sunday slot starting at 8 a.m. In its place, WGN-TV will launch a 7-9 a.m. two-hour local news block.

WPWR-TV will place the new female-skewing *Spelling* Premiere Network shows *Robin's Hoods* and *Heaven Help Us* in its Thursday lineup. WBBM-TV will debut a new 4 p.m. news program Aug. 8. Adding to the station's reality presence will be the addition of *A Current Affair*.

A shuffle in Fox O&O WFLD-TV's

KTLA-TV drops a.m. show

Tribune Broadcasting's KTLA-TV Los Angeles has canceled its 10-month-old locally produced talk show. *The Morning Show*, intended for eventual syndication, was dropped after station executives decided that the show would not travel well.

General Manager Greg Nathanson says, however, that KTLA-TV may launch a similar show this fall for eventual syndication with the same anchors but a more newsy feel this fall. *The Morning Show* was pulled after the July 4 show, but few noticed because the station's schedule was preempted in days before and after by coverage of the O.J. Simpson preliminary hearing. The one-hour show followed KTLA-TV's top-rated 7-9 a.m. *Morning News* and featured three members of that show's on-air talent. It garnered respectable ratings, averaging a 2.7, off from *Morning News*'s 4.9 rating but higher than the 1 rating of the *Joan Rivers Show*, which it replaced. However, other Tribune stations—the first step toward eventual syndication—balked at carrying the show.

"We're looking to regroup, take a rest and come back with a show that's more syndicable," says Nathanson, who adds that more than 200 letters and phone calls to the station have lamented the original show's passing. "We think because it is so loose and free, a news show with the same cast will travel well, just like *The Howard Stern Show* and other locally produced radio shows do."

—DT

early fringe and access dayparts will culminate in the addition of *The Simpsons*, probably at 6:30 p.m. The station is adjusting its kids early fringe presence by moving rookie live-action show *VR Troopers* to *Mighty Morphin*

Power Rangers' former 5 p.m. slot, expected to be followed by *The Cosby Show* and *Family Matters*. The station is adding court-talk show *Judge for Yourself* and the *Gordon Elliott Show* in the late-morning dayparts. ■

Fox syndication gears up

Plans to produce eight shows during next year

By David Tobenkin

Fox's Twentieth Domestic Television syndication will launch at least eight new series during the next year, including some offering merchandise to viewers.

Questions about the division's future status had been prompted by the departure—or attempted departure—of TDT's three top executives during the past month. Peter Marino, TDT executive vice president of programming, left to form his own production company, and Executive Vice President and General Sales Manager Ken Solomon moved to a Fox Broadcasting affiliate relations post. Soon after, TDT President Greg Meidel was denied a request to break his contract with Fox and join the nascent Paramount fifth network. The recent cancellation of the *Bertice Berry Show* also added fuel to the rumors.

Among the new strips:

■ *The David Viscott Show*, a late-night hour talk and viewer-call-in show featuring the psychoanalyst. Viacom Enterprises unsuccessfully attempted to syndicate a KNBC-TV Los Angeles-televized Viscott show in 1992-93.

■ *Sherman Oaks*, a late-night half-hour comedy satirizing the life of a dysfunctional "typical" American family. Executive producers are Vin Di Bona and Chris Beard.

■ *Secrets of a Small Town*, a half-hour reality show aimed at early fringe or access based on the Jerry Biederman book of the same name. Show participants will confess secrets on the air, with the scenes dramatized. The show will be produced by Henry Kimmel; Oscar winner John Joseph will direct.

■ A daytime series produced in association with Fox Television Stations Productions.

New weekly shows include *Bargain Basement*, a half-hour comedy and entertainment-oriented talk show; *Real Sports*, a half-hour sports weekly magazine; *Behind the Scenes*, a half-hour backstage look at the television, movie and music industries, and a

half-hour radio and record-oriented series.

The weekly projects and the Viscott show will all contain elements allowing viewers to buy merchandise featured on the shows with revenue split between the affiliated stations and

Fox's Fox Transactional Television unit.

Some of the shows could be available for station perusal as early as next month, with possible launches first on the Fox Station Group and the New World stations. ■

Home Shopping Network launches infomercial unit

Anticipates large buys for long-form commercials; no plans to feature infomercials on HSN

By Rich Brown

Home Shopping Network plans to tap into the \$400 million-per-year infomercial business with the launch of HSN Direct, a division to produce long-form commercials for worldwide distribution.

The home shopping company is teaming with veteran infomercial producer Kevin Harrington to form the division, which will be based at HSN facilities in St. Petersburg, Fla. Harrington, who has produced more than 150 infomercials, will serve as HSN Direct's president and CEO.

Harrington most recently worked

for Philadelphia-based National Media, a top infomercial company that he previously owned. Products sold through Harrington-produced infomercials over the years have included the Jet Stream Oven, the Bruce Jenner Stair-climber, the Chinese Wok, a Wolfman Jack music collection and Flying Lure fishing bait.

Harrington says overhead costs for HSN Direct will be kept low by combining its resources with those of the Home Shopping Network. He plans to

hire 8-10 people for the new division and expects to produce "several" infomercials every month. Each infomercial generally takes 30-120 days to produce, he says.

HSN Direct plans to buy substantial amounts of time on cable networks and broadcast stations to air its



Home Shopping Network President Gerry Hogan with new HSN Direct President Kevin Harrington

Estimated Household Ratings for syndicated shows debuting in 1994-95

The Advertiser Syndicated Television Association has released estimates by the organization's syndication members of how some of their shows will perform in 1994-95. The estimates are used as benchmarks in negotiations with advertisers buying barter time in the shows. The estimates vary greatly; in addition to the inherent difficulty of predicting performance of shows, some syndicators tend to aim for the actual performance of shows, while others shoot high, hoping to avoid a windfall for advertisers should their program exceed ratings expectations. The predictions were collected in early May.

Program	Distributor	Est. HH Rating	Program	Distributor	Est. HH Rating
ADULT AND GENERAL AUDIENCE					
<i>Beverly Hills: 90210</i>	Worldvision	4.5	<i>Tough Target</i>	Grove	6.0
<i>Boogie's Diner</i>	MTM	2.2	<i>Trauma Center</i>	20th TV	4.0
<i>Doogie Howser, M.D.</i>	20th TV	4.1	<i>Valley of the Dolls</i>	Genesis	2.5
<i>Extra—The Entertainment Magazine</i>	Warner	6.5	<i>Wild West Showdown</i>	Goldwyn	3.7
<i>Fresh Prince of Bel Air</i>	Warner	8.0	KIDS		
<i>History of Rock 'n' Roll</i>	Warner	10.0	<i>Aladdin</i>	Buena Vista	7.5
<i>Jones & Jury</i>	Group W	3.0	<i>Baby Huey</i>	Claster	2.1
<i>Judge for Yourself</i>	Buena Vista	3.5	<i>Battle Tech</i>	Saban	1.5
<i>Space Police</i>	Grove	10.0	<i>Biker Mice from Mars (strip)</i>	Genesis	2.0
<i>Spelling Premiere Net</i>	Worldvision	6.5	<i>Creepy Crawlers</i>	Saban	1.0
<i>The Extraordinary</i>	MG/Perin	2.3	<i>Gargoyles</i>	Buena Vista	5.5
<i>Gordon Elliot Show</i>	20th TV	2.9	<i>Gladiators 2000</i>	Goldwyn	2.5
<i>The Simpsons</i>	20th TV	9.2	<i>Marvel Action Hour</i>	Genesis	2.5
<i>Susan Powter Show</i>	Multimedia	3.4	<i>Sweet Valley</i>	Saban	2.7
<i>Top Cops</i>	Genesis	3.0	<i>VR Troopers</i>	Saban	4.5

Source: syndicators' estimates, as compiled by the Advertiser Syndicated Television Association

infomercial programming. The HSN Direct infomercials will not air on HSN's existing home shopping networks because the long-form commercials do not fit into the formats of HSN, HSN2 or Spree, Harrington says.

HSN's move into infomercial production comes shortly after the launch of a similar operation by competing home shopping service QVC. QVC's new direct-marketing division, QDirect, earlier this month reported sales of \$200,000 during a trial outing with ESPN. *Stadium Stand*, produced by QDirect and aired on ESPN in conjunction with three live World Cup games, took in more than 7,000 orders for soccer memorabilia ranging from team jerseys to autographed soccer balls. ■

NBC plans Asian channel

Talks with Rupert Murdoch about becoming partner in new business service

By Steve McClellan

NBC begat CNBC, which last week begat ANBC. It's a new business channel designed for the Asian market and set to launch Aug. 1 with CNBC serving as core programming. NBC is currently talking with Rupert Murdoch and his Hong Kong-based Star TV about becoming a partner in the service.

According to Tom Rogers, president, NBC cable and business development, the channel is being launched in two stages. The service will debut next month by way of a transponder on Palapa B2P that NBC is leasing from the Australian Broadcasting Corp.

At that time, the ANBC service will be paired with an ABC feed to Asia and will be seen as a live overnight service from midnight to 8 a.m., Hong Kong time, when the American financial markets are open for business. There also will be a half-hour in prime time, 7-7:30 p.m. Hong Kong time. ABC will lend marketing and promotion support.

The second stage will begin in

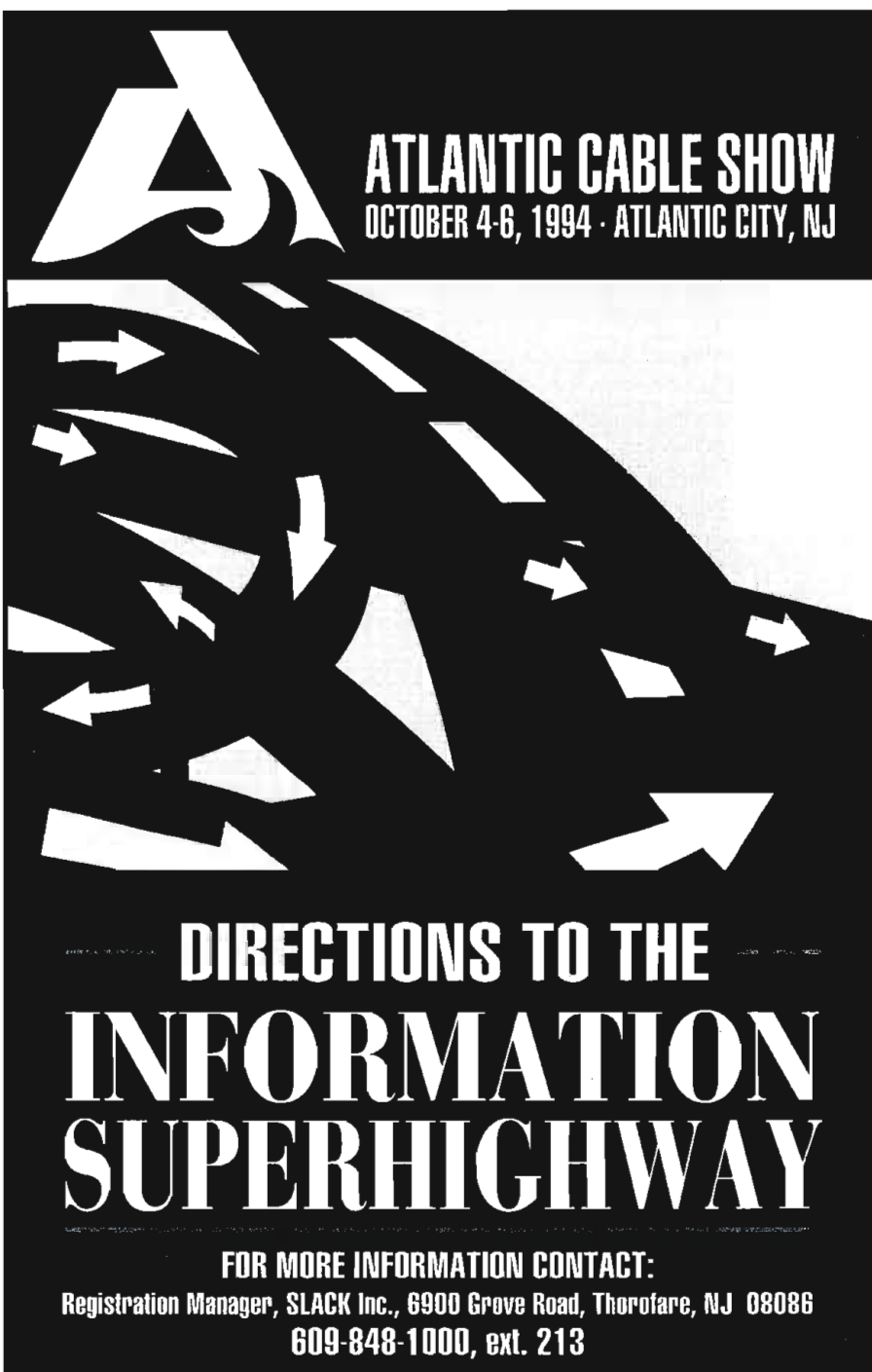
early 1995, Rogers says, when the network will expand ANBC to a 24-hour business and financial news service via an Apstar II transponder that NBC will lease.

At launch next month, the Palapa bird will give ANBC access to roughly 24 million homes in 15 countries throughout Asia, but to only a small portion of southern China. The Apstar satellite has a much broader footprint that covers most of China and the Middle East, with a total of roughly

42 million homes.

Rogers also reports that NBC is in negotiations with Rupert Murdoch about becoming a partner in the venture by way of his Hong Kong-based television service Star TV.

Ultimately, says Rogers, the programming plan for a full-time ANBC will include CNBC programs, news from the network's European service, Superchannel, and programs produced in and tailored to specific Asian markets.



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"ANBC represents one more step in a top corporate priority of globalizing our business news franchise," says Rogers. Although it will take five or six years for ANBC to show a

profit, Rogers says the company is encouraged by advertiser commitments to Superchannel coming in sooner than was anticipated. "We know we're headed in the right direc-

tion," he says.

Carl Meyer will sell the ad time in Hong Kong; Superchannel will sell it in Europe, and NBC Cable Ad Sales will sell it in New York. ■

EBU wants export subsidies

Pushes for \$1.2 billion fund to foster competitive, exportable programming

By François Godard,
special correspondent

In a move that could irk U.S. free traders, the Geneva-based European Broadcasting Union wants the European Union to set up a \$1.2 billion fund to subsidize intra-European TV program trade.

In a proposal released at a European Union broadcasting conference in Brussels June 30-July 2, the EBU says it wants to boost the share of "nonnational European" programs broadcast by channels in the EU, which it estimates at 8%. The idea is to break the pattern whereby European-produced TV product is aimed primarily at local viewers, with little export potential.

The result, according to the EBU

**The assumption
underlying the proposal
is to minimize the impact
of U.S. programing,
which European
broadcasters can acquire
more cheaply.**

document, has been polarization between American and strictly domestic TV product in most countries, with little room (or taste) for "European" product.

The fund would be targeted solely at "fiction" (drama and sitcom) production. Subsidies automatically

would be granted to European producers whenever they manage to sell a new program to a European market other than their own. The \$1.2 billion budget would be spent over five years and would be managed by the European Commission in Brussels.

The subsidy scheme comes at a time when the European Union already is looking for ways to better enforce its broadcasting laws, including the contentious European programming quotas.

The assumption underlying the proposal is to minimize the impact of U.S. programing, which European broadcasters can acquire more cheaply than product from fellow European producers. The fund seeks to generate stronger European production entities that can produce on a par with their U.S. rivals, which, says the EBU, have a built-in advantage, being able to amortize costs on the world market.

In their new programing offensive, the EBU tacitly concedes that much European TV product has little appeal beyond their own national markets. The project aims to push producers to conceive programs for both national and international tastes. Critics say the subsidies likely will wind up in the hands of Europe's more successful production and distribution groups and will do little to inspire broadcasters to buy programs that don't generate ratings. ■

Top cable shows and nets

Following are the top 15 basic cable programs (June 27-July 3), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. Gettysburg, Pt. 2	TNT	Mon 8:00p	3,937	6.5 4.2
2. Simpson Preliminary Hearings	CNN	Thu 7:00p	3,336	5.3 3.5
3. Simpson Preliminary Hearings	CNN	Thu 6:00p	3,169	5.0 3.4
4. Simpson Preliminary Hearings	CNN	Thu 7:30p	2,737	4.4 2.9
5. Simpson Preliminary Hearings	CNN	Thu 12:00n	2,423	3.9 2.6
6. Simpson Preliminary Hearings	CNN	Thu 5:30p	2,399	3.8 2.5
7. Gettysburg Journal	TNT	Mon 10:32p	2,236	3.7 2.4
8. Simpson Preliminary Hearings	CNN	Fri 4:30p	2,206	3.5 2.3
9. Simpson Preliminary Hearings	CNN	Fri 12:00n	2,125	3.4 2.3
10. Simpson Preliminary Hearings	CNN	Fri 2:00p	2,101	3.3 2.2
11. Prime News	CNN	Thu 8:00p	2,097	3.4 2.2
12. NBA Draft	TNT	Wed 7:28p	2,060	3.3 2.2
13. Simpson Preliminary Hearings	CNN	Thu 5:00p	2,041	3.3 2.2
14. WWF Monday Night Raw	USA	Mon 9:00p	2,036	3.3 2.2
15. Simpson Preliminary Hearings	CNN	Fri 1:00p	2,030	3.2 2.2

The top five basic cable services for the week of June 27-July 3 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating Share
1. TNT	1,580	2.6/4.9
2. USA	1,315	2.1/3.9
3. TBS	1,310	2.1/4.1
5. CNN	948	1.5/2.9
4. ESPN	759	1.2/2.3

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Ratings Week

According to Nielsen, July 4-10

	abc ABC	CBS	NBC	FOX
MONDAY	4.8/11	6.5/15	6.9/16	3.7/8
8:00	74. Day One 5.5/13	68. Evening Shade 6.1/14	45. Fresh Prince 7.0/16	
8:30		53. Dave's World 6.6/15	73. Blossom 5.9/14	89. Fox Night at the Movies: Working Trash 3.7/8
9:00	83. ABC Monday Night Movie—Whatever Happened to Baby Jane? 4.5/10	40. Murphy Brown 7.2/16	41. NBC Monday Night Movies—She Said No 7.1/16	
9:30		68. Love & War 6.1/13		
10:00		53. Northern Exposure 6.6/15		
10:30				
TUESDAY	11.2/20	9.2/17	7.8/14	4.9/9
8:00	19. Full House 10.2/19	24. CBS News Special 9.6/18	57. Cured: Secrets of Alternative Medicine 6.5/12	84. South Central 4.3/8
8:30	17. Sister, Sister 10.3/19			86. Roc 4.1/8
9:00	6. Roseanne 13.6/24	29. CBS Tuesday Movie—Armed and Innocent 9.0/16	16. Dateline NBC 10.5/19	81. Tales fr/the Crypt 4.8/8
9:30	8. Coach 13.1/22			66. Tales fr/the Crypt 6.2/11
10:00	22. NYPD Blue 9.9/18			
10:30				
WEDNESDAY	10.9/20	7.1/13	9.4/17	6.4/12
8:00	45. Dinosaurs 7.0/14	36. The Nanny 7.8/15	14. Unsolved Mysteries 10.7/21	77. Beverly Hills 90210 5.3/10
8:30	50. The Critic 6.7/13	49. Good Advice 6.8/13	28. Now with Tom and Katie 9.1/16	39. Models Inc. 7.5/13
9:00	2. Home Improvmt 15.1/26	79. America Tonight 4.9/8	32. Law and Order 8.4/15	
9:30	4. Grace Under Fire 14.5/25	29. 48 Hours 9.0/16		
10:00	13. Turning Point 10.9/20			
10:30				
THURSDAY	10.8/19	7.3/13	11.7/21	5.8/10
8:00		61. In the Heat of the Night 6.4/12	31. Mad About You 8.9/17	37. The Simpsons 7.6/15
8:30	22. Matlock 9.9/18	33. Eye to Eye with Connie Chung 8.3/14	14. Wings 10.7/20	68. Sinbad 6.1/11
9:00		41. Picket Fences 7.1/13	5. Seinfeld 13.9/24	74. In Living Color 5.5/9
9:30			3. Frasier 14.6/25	87. Bakersfield, P.D. 3.8/6
10:00	10. Primetime Live 12.5/22		12. Dateline NBC 11.1/20	
10:30				
FRIDAY	10.9/21	7.5/15	6.3/12	5.4/11
8:00	25. Family Matters 9.3/20	34. Diagnosis Murder 7.9/16	57. NBC Special: People vs. Simpson 6.5/13	85. Encounters: The Hidden Truth 4.2/9
8:30	25. Boy Meets World 9.3/19	37. 48 Hours 7.6/15	64. Days of Our Lives 6.3/12	57. The X-Files 6.5/13
9:00	17. Step By Step 10.3/20	41. Picket Fences 7.1/14	68. Days of Our Lives 6.1/12	
9:30	21. Hangin w/Mr. C 10.0/19			
10:00	7. 20/20 13.3/25			
10:30				
SATURDAY	4.1/8	7.7/16	6.4/13	6.6/14
8:00		57. Dr. Quinn Medicine Woman 6.5/14	41. Movie of the Week—Danille Steel's Star 7.1/15	61. Cops 6.4/15
8:30	91. In a New Light '94 2.8/6	66. Muddling Thru* 6.2/13		50. Cops 6.7/15
9:00		53. Hearts Afire 6.6/13	79. Sisters 4.9/10	50. America's Most Wanted 6.7/14
9:30		20. Walker, Texas Ranger 10.1/20		
10:00	53. The Commish 6.6/13			
10:30				
SUNDAY	7.7/15	12.9/25	5.9/11	5.3/10
7:00	45. Am Fun Hm Vid 7.0/16	1. 60 Minutes 15.5/34	90. I Witness Video 3.2/7	87. Adventures of Brisco County Jr. 3.8/8
7:30	74. Am Fun People 5.5/12	9. Murder She Wrote 12.6/25	82. seaQuest DSV 4.6/9	68. Martin 6.1/12
8:00	64. Lois & Clark 6.3/12	11. CBS Sunday Movie—In a Child's Name, Part 1 11.7/21	34. NBC Sunday Night Movie—Suburban Commando 7.9/14	61. Living Single 6.4/12
8:30				48. Married w/Chldr 6.9/13
9:00	27. ABC Sunday Night Movie—Night of the Hunter 9.2/17			78. George Carlin 5.0/9
9:30				
10:00				
10:30				
WEEK'S AVGS	8.6/17	8.5/16	7.7/15	5.4/11
SSN. TO DATE	11.9/20	12.8/21	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

Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

Interactive

CompuServe brings multimedia CD-ROM, interactive online together

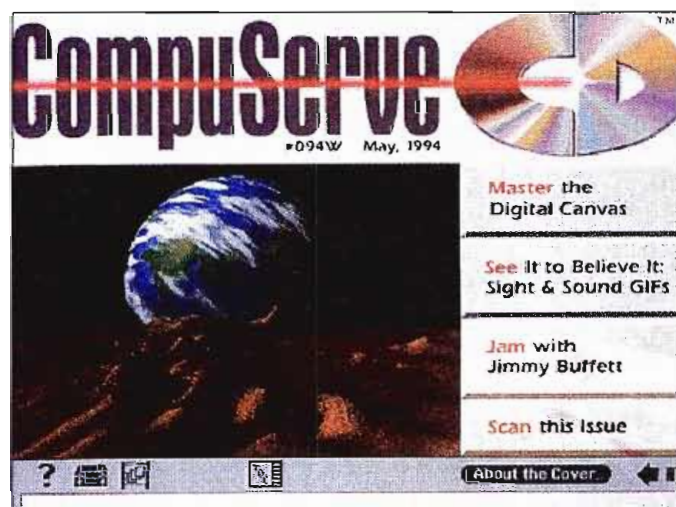
By Mark Berniker

CompuServe has a new CD-ROM product that it is billing as a "multimedia companion" to its online service. CompuServe's strategy is to store audio and visual content on the CD-ROM, and then use the online platform for real-time interactivity.

"We want to make the service more accessible and entertaining for a more TV-

like presentation," says Douglas Branstetter, producer of CompuServe CD.

CompuServe claims that the CD-ROM also can reduce costs to the online service by providing help finding files and forums of interest. The CD-ROM also is used to sample shareware programs—with graphics, music and video—so that online subscribers can determine which forums and areas of



A menu for CompuServe's CD-ROM online service using Windows

the service they find most interesting.

CompuServe CD is based on Microsoft's Windows and complements CompuServe's new Windows version of the online service. The CD-ROM has huge storage

capacity, and the disk is designed to generate greater interest in the online service.

Branstetter says he is currently working on developing several CD-ROM multi-

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Cable Television



Senior vice president of Cox Cable Comm., Alex Best

"No one yet knows how popular interactive services will be."

Cox-Times Mirror revising upgrade strategy; Omaha trial delayed

By Mark Berniker

With the ink still wet on the contract from their \$2.3 billion deal to create the third-largest cable operator, Cox and Times Mirror are busy pooling their resources and revising strategy for upgrading their combined cable systems.

"This fall we will begin the budgeting process and revisit our capital expenditures. We will be more selective about where we put our capital dollars, while accelerating with bandwidth upgrades and fiber deployment," says Alex Best, senior vice president of Cox Cable Communications.

Best says Cox Cable will spend \$192 million

on capital expenditures this year and that the consolidation with Times Mirror will offer economies of scale for speeding the upgrades of the new company's cable systems.

Meanwhile, Best says Cox is moving forward with its planned interactive services trial in Omaha, but it will not begin offering services to its employees this summer, as originally planned.

Best expects the service will not be turned on before the fourth quarter of this year, with commercial customers gaining access in the first quarter of next year. The service will pass 10,000 homes, and the company hopes to garner a minimum of 2,000 subscribers.

Interactive

OSI provides TW with some Orlando magic

Company is supplying network management services for interactive system scheduled to begin in-home tests in August

By Mark Berniker

Seamlessly piecing together the hardware and software components of the Time Warner Full Service Network in Orlando sounds like a tall order. It is.

"In the full-service network environment everything is new," says Andrew Lee, technical project manager for Objective Systems Integrators, which has a contract with Time Warner to provide network management and data collection software that insures those pieces will fit together and operate

without interruption.

Time Warner Cable originally planned to debut its Full Service Network in April for 4,000 Orlando-area customers. It is now targeting the fourth quarter for rollout.

Lee says that the equipment has been delivered from the vendors. The challenge remains to integrate the components, from the server to the set-top. "The goal is to have at least a few homes up and running by mid-August for testing, and by the end of the year [to add] many more homes and then slowly ramp up from there."

"The delays they've been having internally are related to both hardware and software," says Lee, citing the complicated nature of linking several different kinds of computers that do everything from storing movies to processing customer orders in a matter of seconds.

Tammy Lindsay, spokeswoman for

Time Warner Cable's Full Service Network in Orlando, says OSI's "troubleshooting software" will constantly monitor performance of the server, switches, set-top and other network equipment that are part of the ambitious experiment.

OSI's network management software, known as NetExpert, is designed to monitor the video, data and voice traffic and to avert potential problems. "We can proactively know if there is a problem in the set-top box before the subscriber recognizes it and calls the problem into customer service," Lee says. He adds that OSI is working closely with Full Service Network partners and their respective technologies, including Silicon Graphics' Challenge media servers and AT&T's Globeview 2000 ATM switch.

OSI's software also must interface with Scientific-Atlanta's headend and distribution electronics, including digital modulation equipment, outside plant amplifiers, laser transmitters and optical receivers, as well as the home communications terminal it is developing with Silicon Graphics and Toshiba. OSI's software also will monitor the Hitachi multiplexers and demultiplexers, as well as Hewlett-Packard's color printers, located in the home.

Lee says that Time Warner is learning how to tackle the complex issues surrounding the creation of its Full Service Network but that a lot of work needs to be done before the system is fully operational.



"No one yet knows how popular interactive services will be," Best says, adding that Cox is calculating how much bandwidth it will have to allocate for interactive applications, such as movies on demand, in addition to telephony services.

Best says that before Cox rolls out interactive services to a sizable portion of its cable systems, questions need to be answered. Unresolved issues include the services to be offered, the rates for each interactive service, the compressed bit rates to be used and the modulation scheme for delivering interactive services.

Cox is making "educated guesses" to answer these questions, Best says, often landing on the "conservative side" of the equation. Although there still are few answers, Cox is anxious to explore interactive television.

Best expects that delivery of digital video services will be available to consumers between 1995 and 2000 due to advancements in delivering programming using digital compression and the arrival of home digital set-top boxes.

Best believes there will be on-demand delivery of video, voice and data services before 2000. He emphasizes the importance of developing the proper models for regulating the traffic of video, telephony and data services—all of which put differ-

ent demands on the network.

Cox is the larger of the two partners, with 21 cable systems and 1.7 million subscribers. Times Mirror Cable brings its 51 systems with 1.2 million subscribers to the new joint company.

Best expects those cable systems in close proximity to each other to be the first to be upgraded as a pre-emptive measure against the competition to come from telcos, wireless cable and direct broadcast satellite providers.

"We plan to maintain our shares of existing markets while migrating to the opportunities that arise out of new media formats," says Michael Rose, vice president of new business development for Times Mirror Cable Television.

Rose says that while the cable TV business is already worth more than \$23 billion, there will be a tremendous number of new business opportunities for multimedia applications over the next few years.

Rose projects that Cox-Times Mirror will generate \$14 per month per subscriber from new interactive services by 1998 and as much as \$35 per month by 2003. He predicts that revenue streams will start flowing by 1997, when he expects

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LSI gets license from GI

General Instrument has added another chip maker to its list of licensees. The company has licensed its DigiCipher II compression technology to LSI Logic Corp., Milpitas, Calif., which will build "dual-mode" chips capable of processing multiple compression standards. The encoders and decoders planned by LSI will be able to handle both DigiCipher II data streams and MPEG-2 data streams. LSI will develop the dual-mode video decoders using 0.5 micron technology, which allows it to place as many as 9 million transistors on a chip. The company hopes to make its dual-mode chips available next year. LSI joins chip manufacturers Motorola and C-Cube Microsystems, which have licensed DigiCipher II technology to make dual-mode chips.

More MSOs for Sega

Sega Channel has signed seven more cable MSOs for its upcoming video-game service scheduled to begin later this year. This brings to 20 the number of cable MSOs (with more than 30 million subs) that will debut the Sega Channel. The MSOs include American Cable Entertainment, Helicon Group LP, Lenfest Communications, New Heritage Associates, Rifkin & Associates, Columbia International and WEHCO Video Inc.



Microware schedules DAVID conference

Microware, which has developed the de facto software standard for interactive television applications using next-generation set-top boxes, will hold the first DAVID Developers Conference in Santa Clara, Calif., on Sept. 28-29. DAVID (digital audio/video interactive decoder) is the software that interfaces with set-top boxes, video servers, authoring tools, applications and microprocessors. Bell Atlantic, Philips, Zenith, Compression Labs, Cox Cable, IBM, ICTV, Oracle and DEC are some of the companies supporting Microware's DAVID operating system for interactive television.

Interactive

Digital, GI to offer interactive video system

By Mark Berniker

Digital Equipment Corp. and General Instrument have created a nonexclusive alliance to develop and market an interactive video delivery system.

"By no means is this deal exclusive, and the intent here is to team with the leader of the cable headend market," says Sultan Zia, group director of DEC's video and interactive information architecture division. Zia says DEC also is working with Scientific-Atlanta, General Instrument's principal rival in the market.

Zia admits that the DEC-GI solution is not truly end-

to-end because of a lack of participation in the venture by any of the leading switching manufacturers. Zia says DEC is working with AT&T, Northern Telecom and Alcatel to insure that this system will interface with their switches.

DEC and GI are already in the market with viable technologies, and the alliance will position them to compete against a number of vendors, including Silicon Graphics/AT&T and Hewlett-Packard/Oracle, that want to enter the potentially lucrative market of building telco and cable interactive video networks.

DEC's Video and Interactive Information Architecture (VIA) uses the company's Alpha AXP high-performance microprocessors, video server and storage technologies. DEC has deals with US West, Nynex, Ameritech and Rochester Telephone to provide video servers for their upcoming interactive video service trials.

The deal combines DEC's server and delivery technology with GI's established market presence and its new technologies, which include the DigiCipher II MPEG-compliant satellite encryption system, DigiCable addressable home set-top terminals and the LinX computer-powered interactive modules.

The DigiCipher II satellite encryption system is due early next year, and GI's DigiCable series of set-top terminals is expected to be available during the first quarter of 1995, with volume production in the second half of the year.

COMPUSERVE continued from page 26

media software packages, including a "member acquisition disk" that will be bundled with new computers and multimedia kits to introduce PC users to the CompuServe service. The disk will make it simple to sign up for the online service and will be available by Christmas.

CompuServe also will introduce a Mac version of its CompuServe CD in early 1995. Branstetter says CompuServe is considering creating a home shopping CD-ROM and versions of the CompuServe CD in French and German.

The quarterly multimedia disk contains demos of software packages, sample games, previews of upcoming film releases with video clips, audio samples of

"Eventually our online service, CD-ROM product and interface will seamlessly blend together."

—Douglas Branstetter

upcoming music releases, a multimedia shopping service, multimedia travelogue presentations, articles about new products and technologies, as well as an online area for user feedback and comments for future editions of the CompuServe CD.

CompuServe CD will be updated bimonthly through the middle of next year, when the company plans to distribute its CD-ROM software monthly.

CompuServe's CD-ROM

runs on a standard multimedia PC and requires Windows 3.1 or higher. At least 4 megabytes of RAM, a 256-color monitor, 8-bit sound card or higher and external speakers are recommended.

"Eventually our online service, CD-ROM product and interface will seamlessly blend together," Branstetter says, adding that he believes the CD-ROM working in tandem with the online platform is the precursor to interactive television. "This is the first step in the broadband delivery of all kinds of information."

Branstetter says that with cable modems and increasing amounts of fiber being deployed into both telco and cable networks, high-speed delivery of multimedia software is only a few years away.

COX-TIMES MIRROR
continued from page 27

near-video-on-demand (NVOD) to hit the market, followed by electronic program guides, video games and online services becoming available to a sizable portion of cable subscribers.

Times Mirror Cable already is involved in a time-shifting trial with Your Choice TV in San Diego. Cox Cable has been testing the cable modem delivery of Prodigy in San Diego, and the partners may use the Southern California market to jointly test and market future services.

Telcos

ADSL falls out of favor with telcos

Phone companies opting instead for hybrid fiber/coax networks

By Mark Berniker

Once billed by telephone companies as the way to squeeze video out over its aging copper network, ADSL (asymmetrical digital subscriber line) now is getting the cold shoulder. Telcos have decided that cable's plan to upgrade to a hybrid fiber/coax network is the way to go.

The big problem with ADSL, which transmits video via copper lines, is that it is too expensive for the telcos to deploy widely. Also, the copper-based architecture has limited long-term value as broadband networks roll out toward the next century.

"We listen to our customers, and it is clear they want to go with the hybrid fiber/coax architecture," says Stephen Fleming, associate vice president of global marketing, Northern Telecom's broadband networks division.

Northern Telecom recently scrapped a deal with Amati Communications to build ADSL hardware that resides in a telco's central office and in subscribers' homes. Amati, based in California's Silicon Valley, declined to comment on its plans for ADSL units, which were financed primarily by Northern Telecom.

The problem was that Amati had only an expensive "hand-built prototype," Fleming says. Complicated silicon integration work is needed before a viable product can emerge from Amati's development labs.

"We're looking at telcos and cable companies [that] are interested in the next layer of applications. They're all looking at telepho-

Rose also said Times Mirror has invested in StarSight Telecast, whose interactive programming guide it likely will use in its upcoming trials.

Rose spoke about Times Mirror's interest in "video magazines," which will be video-based versions of its existing newspaper, magazine and book publishing properties, including the *Los Angeles Times*.

Times Mirror Co. already has entered new media markets with its recent investment in Digital Pictures Inc., a videogame maker that will help to create video magazines, interactive advertising and cable television programming. ■

ny, data, enhanced pay per view and even Internet access," Fleming says, adding that Northern Telecom's new focus is the top 20 cable MSOs and telcos that are not already contracting with AT&T.

With Northern Telecom's departure from the ADSL market, Westell has emerged as the leading vendor of ADSL hardware units. Bell Atlantic, the only telco with ADSL market-trial plans, is using Westell as its vendor. Westell is the only company with a commercially available product.

Westell's ADSL equipment is based on AT&T Paradyne's CAP version of ADSL, which specifies transmission of video over copper lines at 1.5 megabits per second. CAP has not been approved by standards bodies.

"ADSL is the only way to do a market trial in a short-term time frame," says Ray Albers, vice president of technology planning, Bell Atlantic.

"We don't want to drop the technology until we've gone forward with our market trials. ADSL is providing us with a market-entry strategy while we go forward building our full-service networks," Albers adds, admitting that the company does not see ADSL as the wave of the future but as a good way to measure consumer interest in on-demand services.

GTE, Rochester Telephone, SNET, Pacific Bell, US West, BellSouth, Southwestern Bell, Nynex and Ameritech have chosen versions of the hybrid fiber/coax architecture for their upcoming video and interactive service trials. The telcos have picked the hybrid formula because it is cost-effective in the near-term and will allow them to upgrade en route to creating fiber-based broadband networks.

Although the telcos have decided not to embrace ADSL, there is growing interest overseas in the technology. Several ADSL tests are planned in Europe, Singapore, Korea and Mexico, and the copper-based solution may bring on-demand services to areas where there is a lack of cable plant. ■

Calendar

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

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 Intertace, 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.

OCT. 25—Eighth annual Advanced Television Update, sponsored by the Association for Maximum Service Television. ANA Westin Hotel, Washington. Contact: MSTV, 202-861-0344.

OCT. 26-28—Wireless Data '94, sponsored by Probe Research Inc., Sheraton Palace, San Francisco. Contact: Ted Sienicki, 201-285-1500.



As the record breaking ratings for coverage of the O.J. Simpson story attest, it's hard to understate the consumer appetite for compelling news reports. News service providers continue to exploit that fact, adding new features and refining existing ones.

Networks nourish news offerings

Local support provided to affiliates in form of more live shots, story packages

By Steve McClellan

The three network affiliate news services—ABC NewsOne, CBS Newsnet and NBC News Channel—have been busy refining their operations over the past year. The key trends: more original story packages and more live shots.

The services are doing more original reporting and fully produced stories. The packages are intended to give local news producers with limited resources more time to focus on developing and producing local stories.

It wasn't so long ago, network news executives note, that affiliate news services were mostly an afterthought. "Those were the bad old days," says John Frazee, vice president, news ser-

vices, CBS News. "The quality of the broadcasts the affiliates air and those the networks produce are very much dependent on each other in terms of lead-in and station image," he says. "Viewers don't think of those broadcasts as something separate. It's all part of the same information source to them."

Local stations also are demanding—and receiving—far more live shots from the affiliate news services for their local newscasts. ABC NewsOne Vice President Don Dunphy reports that the service will do more than 1,000 live shots this year, compared with 200 two years ago.

Part of that demand is driven by events and this year has had more than its share of sensational news stories:

the California earthquake, the Tonya Harding scandal and the O. J. Simpson case. CBS Newsnet did more than 1,000 live shots during the three weeks leading up to and during the 1994 winter Olympics in Lillehammer, Norway.

All three services also are adding producers and correspondents. ABC's NewsOne, which bases Lisa Stark in Washington, plans to add a West Coast correspondent by year's end, Dunphy says. But it is unlikely more will be hired. "There really doesn't seem to be a big demand," Dunphy says. "And we've had success using stations in the regions where we need help on a big story."

CBS Newsnet recently added four correspondents and additional pro-

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ducers at spots across the country. NBC News Channel, the first to hire dedicated reporters for its service, also plans new hires this summer.

"I think we've all spent the past year refining our respective services," says NBC News Channel Vice President Bob Horner. "All of us are providing much more support than just a few years ago, with stations adding morning and weekend news programs [and the advent of] local marketing agreements and retransmission deals."

In many cases, the refinements have come at the suggestion of the affiliates the networks serve. And the changes have been well-received.

"They have been extremely responsive to affiliates," says Candy Altman, news director, WCVB-TV Boston, of ABC NewsOne staff members. "They understand that they are in competition with others so they have to respond. And they want to be competitive."

Those "others" Altman speaks of include CNN and Conus, which many credit with forcing the networks into overhauling their affiliate news service operations in the first place.

The reason that happened is because stations including WCVB-TV are clients of both CNN and Conus. However, CNN appears to have captured more attention from the networks as a direct competitor, probably because it does not offer market exclusivity and as a result has penetrated the affiliate ranks.

CNN says that 254 ABC, CBS and NBC stations are news service customers. (The network-by-network breakout: 82 ABC, 85 CBS and 87 NBC). Privately, network news executives say they want to compete aggressively enough at the news-service level to induce those affiliates taking CNN to drop it.

As with most competitive issues, money is involved. "Combined, we're all spending tens of millions each year on these services," one news service executive says. "The stations have to



Don Dunphy, vice president, affiliate news services for ABC News, oversees NewsOne



Regina Blakely was the first of five staff correspondents for CBS Newsnet, which is expanding this year.



Bob Horner is vice president of four-year-old NBC News Channel, which is developing significantly more feature stories and spots to promote them.



the executive says. "The issue has always been quantity with CNN. They've done a brilliant job marketing themselves, and getting local stations to do their work for them."

Ironically, ABC's Dunphy notes, a great deal of CNN's material comes from station clients that have satellite uplink trucks subsidized by the big three. "It's an interesting situation," he says. "They've been very smart to strike up these relationships and they're great at public relations."

By beefing up their own reporting, the network affiliate services would like to convince their affiliates they offer one-stop shopping and that there's no need for CNN, which offers three or four stations in a market the

same pictures and stories.

But the networks will be hard-pressed to convince affiliates to drop other services that frequently are seen as a relatively low-cost "insurance policy." News directors at network affiliates say their newscasts are simply too important to rely on what amounts to a single in-house news service.

Bill Bauman, news director at KCRA-TV, the NBC affiliate in Sacramento, Calif., puts it this way: "If you're in the live breaking news business, you've got to have alternatives. And that's true if you're an NBC, CBS or ABC affiliate." While he has only good things to say about NBC News Channel, he also believes "nobody is that good where you're going to be comfortable with just the one service."

But with both NBC and CNN, we feel very well covered."

NBC's Horner acknowledges that it is unlikely affiliates will drop all other services and rely solely on the network's news channel. "My personal goal has been to make the NBC News Channel the only service a station needed to have," he says. "And I think we have become the main service for our affiliates, while others such as CNN are there as insurance."

Horner says the marketplace has never forced the issue because the services are relatively inexpensive. But that may change, he says. "I think more and more, you'll see stations saying, 'Gee, I'm paying CNN prices that I did when they were my main source of material vs. now, when it's more of an insurance policy that I don't use very much.'"

Jon Petrovich, executive vice president, CNN, responds that he hasn't lost a network affiliate yet. In fact, station clients are up 60% in two years, with a turnover rate of less than 3%. "We created the standard in affiliate news services," he says.

Adds Earl Casey, CNN vice president and managing editor: "Stations with a major commitment to news find it wise to have multiple sources of news. We're not a backup; we're one of several primary sources in the market." ■

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New at the network news services

ABC NewsOne—

At ABC NewsOne, Don Dunphy reports that the "biggest accom-



plishment in the last six months" has been the implementation of a 24-hour transponder from which affiliates can pluck feeds. "It's a single path that affiliates can look to see if something is going on," says Dunphy. "So it's a better organized feed path and we've also expanded significantly the number of regular feeds from nine hours to 12 hours of material." In addition to the 24-hour feed, the network itself will continue to deliver a stream of material from 4 p.m. to 6:30 p.m. daily.

The new feeds include morning and weekend material, additional regional and Washington feeds and another evening feed for late newscasts.

ABC affiliates say they've been impressed with the original reports from Lisa Stark, who is based in Washington, but travels frequently to breaking story locales. Affiliates say they want more reporters hired full time for the news service and Dunphy says he expects to hire a West Coast correspondent by year's end.

It's unlikely the news service would hire additional correspondents beyond that, says Dunphy. "There really doesn't seem to be a big demand," he says. "And we've had success using stations in the regions where we need help on a big story."

Meanwhile, the news service is also looking to expand its client base beyond ABC affiliates. "Clearly our primary role is to service ABC affiliates," says Dunphy. But NewsOne has deals with two regional cable news services, including Allbritton-owned News Channel 8 in Washington and a similar service out of Boston, New England Cable News, a venture of Hearst and Continental Cablevision.

While industry players are forging new relationships that would have been unspeakable a few years ago, Dunphy says its "extremely unlikely" he would do a deal to service any CBS or NBC affiliates. ■

CBS Newsnet—



CBS News is spending what sources say is an additional \$4 million annually to expand its Newsnet operation with a handful of new correspondents and upgraded facilities. The news service hired four new correspondents this summer, including Houston-based Dave Fehling; Los Angeles-based Manuel Gallegus; New York-based Elizabeth Kaledin and Midwest correspondent Nannette Hansen.

The hires give Newsnet the largest fulltime correspondent corps among the big three affiliate news services. The four new correspondents join Regina Blakely, who has been a Washington Newsnet correspondent for over a year, for a total of five.

In addition to the new reporting manpower, Newsnet is also shifting to a single-path, full-time transponder configuration and has added numerous feeds. It is also expanding its live satellite newsgathering center in New York, which CBS executives say is the largest in the world with 105 remote uplinks.

Affiliates generally say they are pleased with Newsnet's

expansion. "They made a pledge to improve certain aspects of the service and to their credit, they have fulfilled just about every promise," says Joel Cheatwood, news director, WHDH-TV Boston.

Others echoed those remarks, but expressed concern about the price the network will exact for the enhanced service. "I realize you don't expand a service like this for nothing," says Jim Loy, news director at KRQE-TV Albuquerque. "I'm sure there will be a cost. I just hope it's reasonable."

Indeed, there will be a cost, although Newsnet vice president John Frazee says the network has not sorted out how affiliates will be billed. But the network has committed to absorbing the added costs for the first year. "I understand their budgeting concerns," says Frazee. "We've expanded before and always undergone a protracted negotiation with the affiliates on the costs. This time, CBS has said this is important; let's just do it and get it started and we'll take the hit for the first year."

Next on Newsnet's list: developing teams of specialist reporters to develop regularly scheduled feature reports in areas, including medical, consumer and business issues. ■

NBC News Channel—New

correspondents and more original reporting also highlight developments at NBC News Channel this year, according to its vice president, Bob Horner. "In the early days of the News Channel, we relied on material principally from the affiliates and support from NBC News people," he says.

That started to change over a year ago, but clearly gathered speed in 1994, says Horner. "A much higher percentage of coverage is being done directly by News Channel reporters and producers working in close cooperation with affiliates."

News Channel is also redoubling its efforts on the feature front, with lots of multipart series on various subjects. The reports are done in-house or commissioned to affiliates.

Horner says a new twist is that News Channel has begun supporting its multipart series, designed for sweeps, with promotion spots. "If these types of series are going to work, they need the support of departments throughout the station, including promotion, sales and news," he says. "In a lot of ways, news has become the business of local stations and we have to do a better job of developing relationships with every department at the station."

KCRA's Bill Bauman said the channel's focus on the multipart is a major plus. "We've added newscasts so we're short-handed, and to have these series that are difficult to produce is great. And they're really good."

News Channel has had a full-time transponder since its launch in 1991, says Horner, and now has two full-time transponders, with one reserved for live shots.

The news service now has three full-time staff correspondents, including John Gibson on the West Coast, Bruce Hall in Charlotte and Sandy Gilmore in Washington. In addition, the service has contractual relationships with other reporters at several NBC affiliates around the country, with plans to add more of those this year. ■



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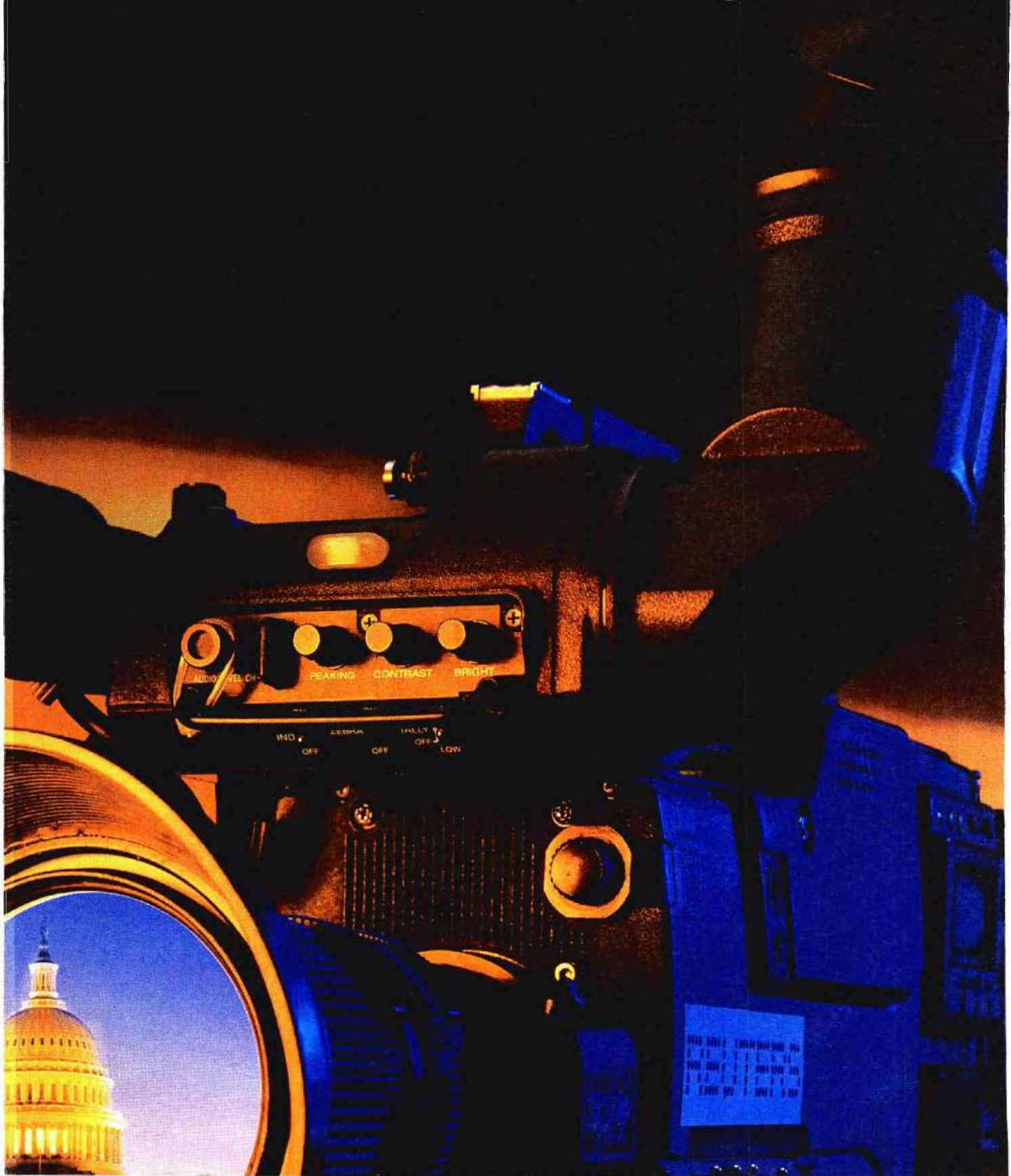
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CNN Television: keeping up with technology to keep up with the news

By Rich Brown

Like most businesses today, CNN Newsource is busy finding ways to work with new technology. The news provider has just launched an on-line service for affiliates and later this month will add a new fleet of state-of-the-art satellite newsgathering trucks. Looking ahead, the service is developing ways to provide news-on-demand using digital sourcing.

CNN Newsource in recent weeks has begun rolling out an on-line computer system that enables affiliate stations to communicate with the news service via modem. For the cost of a phone call, participating affiliates can

access news scripts, run-downs of planned stories and other information on a timely basis.

The service is also busy deploying tri-path KU satellite news gathering trucks in Washington, Atlanta and San Francisco. Unlike the single path SNG trucks that have been used in the past, the new trucks enable the news service to have individual paths for the CNN cable network, CNN Newsource and the affiliates. CNN Newsource already has tri-path trucks up-and-running in Chicago, Miami and Los Angeles.



CNN's Judy Fortin does a live report for WXIA-TV Atlanta from Normandy on the D-Day anniversary, interacting with the station's anchors.

There are currently 382 CNN Television affiliates nationally, 330 of which receive CNN Newsource. The remaining 50 CNN Television affiliates do not have access to the full resources of CNN Newsource but are instead able to carry the prepackaged Headline News network feed. Those affiliates tend to be independent TV stations that do not have their own



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news shows.

"With more and more independents doing news, we see these as nurturing possibilities," says CNN Headline News executive vice president Jon Petrovich. "It's a weaning process."

Helping to boost CNN Newsource distribution in recent months has been a new long-term agreement with Hispanic broadcaster Univision and a five-year affiliation deal with the nine owned-and-operated Fox television stations. Most recently, CNN Newsource has added eight additional affiliates through a deal with New Vision Television, a TV station group with properties in North Carolina, Mississippi, Arizona and South Dakota.

About two-thirds of CNN Television affiliates are broadcast network affiliates that also have access to network newfeeds. CNN Television's affiliate breakdown is: ABC (81), CBS (82), NBC (85), Fox (47) and independent TV stations (69). Other CNN Television affiliates include five low-power TV stations, seven cable channels and six PBS stations.

"Any good news structure demands multiple sources," says Petrovich, referring to those affiliates that are also aligned with network news divisions. "If you're a news organization, you want the most you can get."

CNN Television is also on the lookout for new affiliates outside the U.S. The service has been distributed overseas for about a year and there are now more than 250 international affiliates, according to Petrovich.

Domestically, CNN Newsource is expanding. The service in the last year has added two news feeds on Saturdays and Sundays at 6 a.m. to accommodate the growing number of local weekend newscasts around the country.

The news service in the last year has also introduced "News Bank," which gives affiliates historical background information and footage that can be accessed quickly during major news events. After the California earthquake last January, CNN Newsource quickly fed two packages offering background on earthquakes.

"We're like the Home Depot of journalism," says CNN Newsource Executive Producer Steve Donahue. "We give them the tools and how they use them depends on the particular station." ■

Conus aims for quality, not quantity

Cooperative services affiliates with exclusive deals, supportive 'jump teams'

By David Tobenkin

Smaller can be better, argues Charles H. Dutcher III, president/general manager of Conus Communications and the Conus Satellite Newsgathering Cooperative, which is nearing a self-imposed 125-affiliate limit.

Although the service's 112 members trail CNN's 300-plus affiliations and the 200-plus of the major broadcast TV networks, Dutcher argues it is quality of service—not quantity of affiliates—that is most in demand.

"From a marketing standpoint,

we've wanted to come at members with the idea of 'limited membership, unlimited service,'" he says. "We've heard complaints about our larger competitors. The reality in this business is that they can't give the individ-



Conus's SNG news cooperative has 112 stations.



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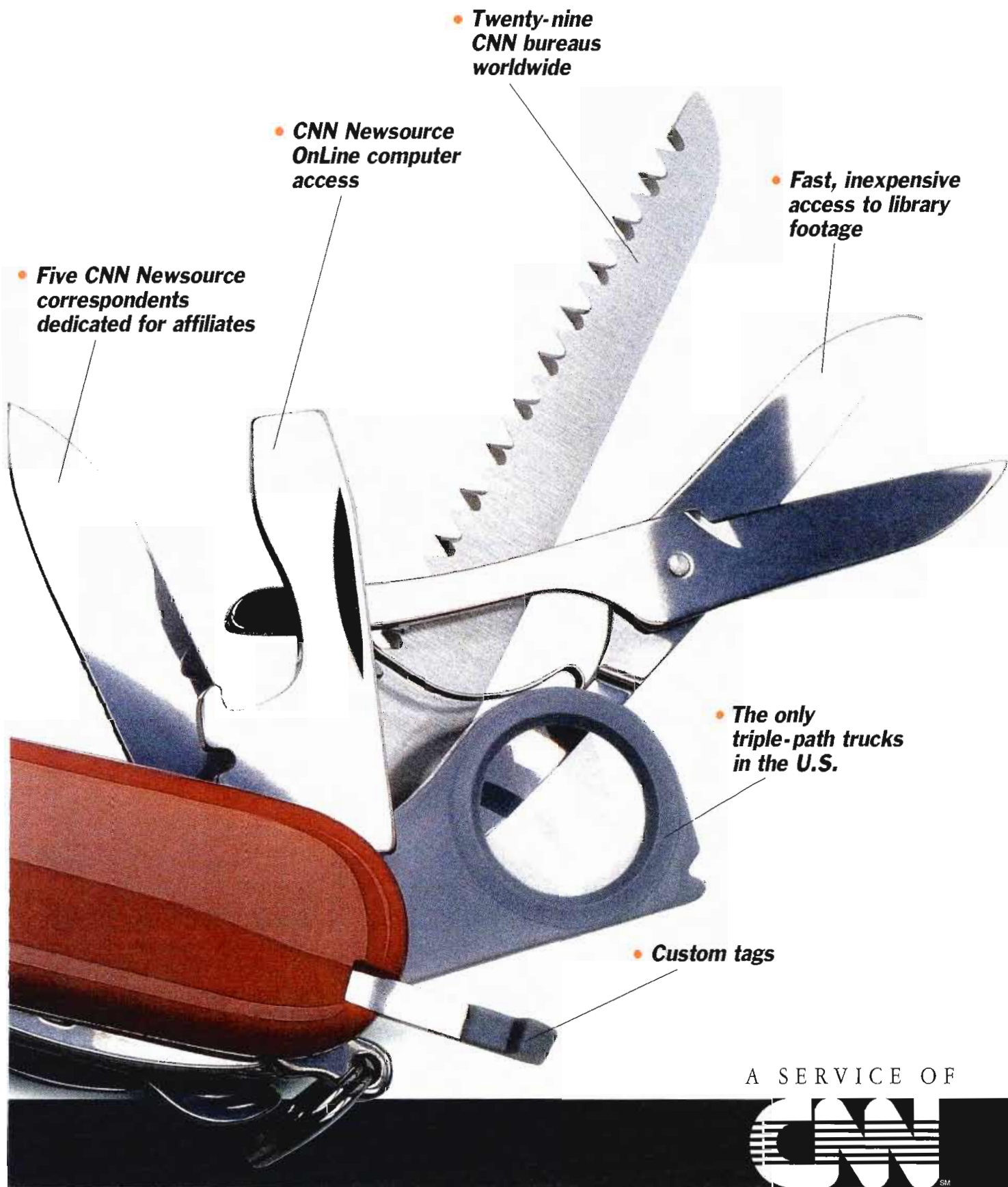
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That attention includes exclusive affiliate arrangements in nearly all markets, organized around eight regional operations and a Washington bureau. More than 600 stories per week are exchanged by the cooperative. The service also offers special issue-oriented feeds each week, including medical, entertainment, environmental and features.

The news service continues to plug holes in large markets. Conus recently added WBBM-TV Chicago and WMC-TV Memphis to its lineup, after signing WTXF(TV) Philadelphia last October. San Francisco is the only top-five market it is missing.

The WBBM-TV contract augments one already signed with the Chicagoland All News Channel. The company's contracts with affiliates in Chicago and New York are non-exclusive.

A new focus for the company is providing support for coverage of

breaking news. Last year, Conus set up a network of "jump teams"—groups of regional and local affiliates and three Conus employees—that rush to local affiliates to provide support for major continuing news events. Teams usually include field producers, talent and extra crew members.

The Amtrak train derailment in Alabama last September was the first time the jump crews were deployed. Since then, they have been used for the death and funeral of former President Nixon, the Los Angeles earthquake and the O.J. Simpson case.

Conus, which is majority-owned by Hubbard Broadcasting, also supports its parent's operations. Conus' engineering department built the direct broadcast satellite uplink center that converts the analog signals of cable network shows into digital, which then are transmitted to Hubbard's USSB's satellite and beamed to consumer's satellite dishes. "That gives you an idea of the depth of engineer-

ing we can offer," Dutcher says.

This month or next, Conus will allow CBS and ABC affiliates to lease space on their satellite transmission service to provide a communications hub for equipment in their trucks.

Conus also has a joint venture with Viacom in producing the All News Channel. Part of USSB's DBS basic programming package, the channel is expected to reach 3 million-10 million DBS homes within three years. Both partners recently committed to spend more than six figures to update the channel's graphics and music. "We want it to stand out among the slick movie channels," Dutcher says.

Conus also does custom newsgathering for networks and syndicated programming, including PBS's *MacNeill/Lehrer NewsHour*, Showtime, Dow Jones, VH-1, All American Television's *USA Updates* and The Weather Channel. Conus also offers TV Direct, which provides long-form feeds of speeches and other events from Washington. ■

Profitable WTN invests in itself

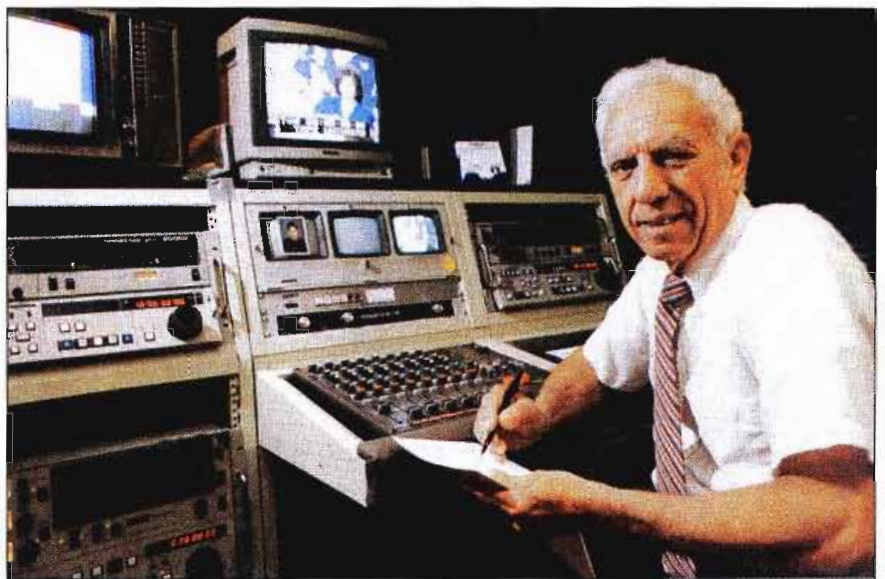
*Eschewing new services,
international news service
broadens coverage*

By Julie A. Zier

As the competition among international news services intensifies, Worldwide Television News is doing the unthinkable—recycling millions of dollars of profits into the company's infrastructure.

"1994 has been a year of investment for us more than anything else," says Terry O'Reilly, vice president of the Americas for WTN. "We're going back to our roots."

While competitors Reuters and The Associated Press rolled out new services, WTN plugged almost half its profits into equipment and crews for broader coverage. The news agency has 43 bureaus around the world, with access to 400 roving camera crews.

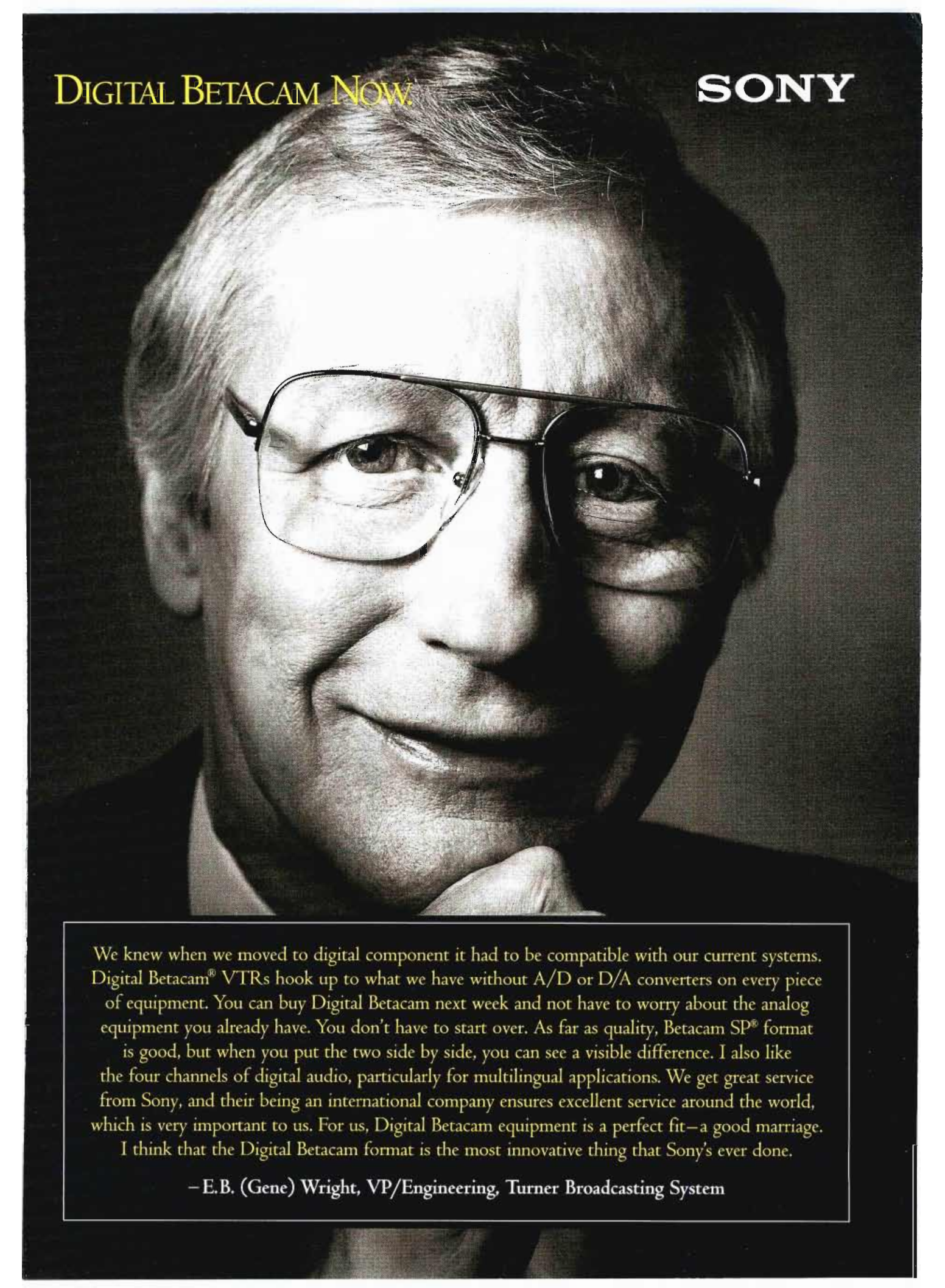


Paul Sisco, WTN's Washington bureau chief, has worked for the news service since 1952, when it was formed by United Press and 20th Century Fox Movietone News.

The demand for international news is being met by greater supply, crowding the market once controlled primarily by WTN and dominant Reuters. AP is breaking into the scene with its first venture into video, APTV, which will provide its 92 overseas bureaus with camera coverage.

Reuters, too, is pushing forward with new ideas, testing a video news service supplied to desk-top terminals

at financial firms. In May, Reuters opened a TV studio in Washington. The company has two other such facilities, in London and Moscow. "We are far more likely to react to the needs of our clients than to the announcements of our competitors," O'Reilly says, noting that WTN will make two major announcements about international services later this year. "The only time we change our



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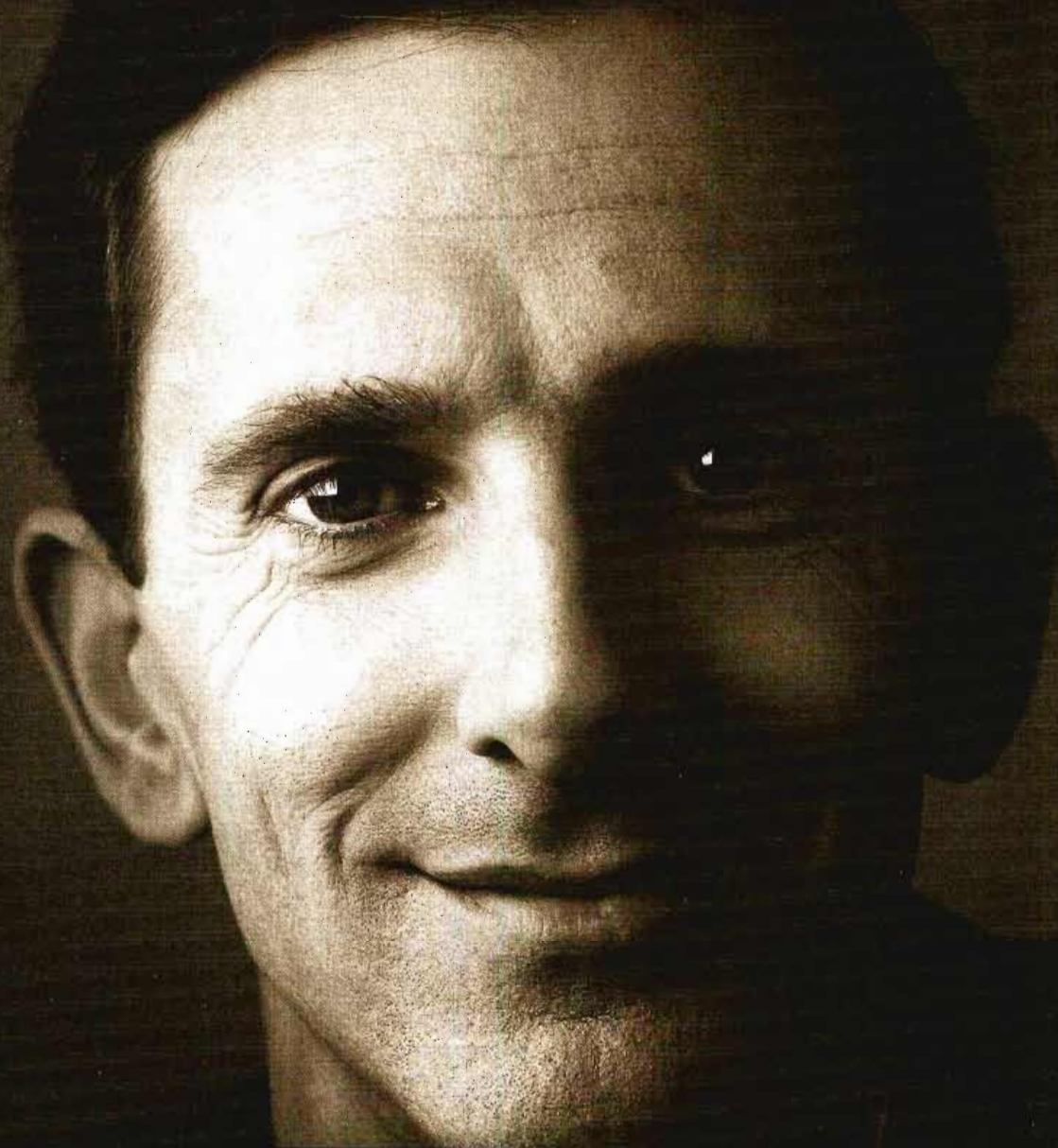
—E.B. (Gene) Wright, VP/Engineering, Turner Broadcasting System



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—Warren P. Kaplan, VP/Program Operations, Encore Media Corporation

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services is when our customers ask us to."

Calling WTN a "frugal, customer-led business," O'Reilly claims it also is "the only profitable news service in the world." Last year, WTN reportedly made profits of \$5 million, up 36% from the previous year, with revenues up 11%, to \$63 million. Reuters also fared well in 1993, reporting revenues of \$2.4 billion, up from \$2.1 billion the year before. Reuters claimed after-tax profits of \$456 million in 1993.

In the 42 years since its inception, WTN has grown from a news film service into a distributor of international feeds, with an extensive film and video library and an in-house satellite division. It has 1,000 customers worldwide, with U.S. broadcasters accounting for 300. Among them are CNN, the *MacNeill/Lehrer NewsHour*, Univision and Telemundo, which is creating a 24-hour Spanish-language news channel with Reuters.

WTN is a "non-exclusive provider," offering its services to any paying news outlet, O'Reilly says. In Los Angeles alone, WTN's material can be seen on five stations.

WTN's most exclusive customer also is its 80% owner—ABC. Another

"There has never been a greater appetite for international news."

—Terry O'Reilly, vice president of the Americas, WTN

10% each are owned by the U.K.'s Independent Television News and Australia's The Nine Network. In March 1993, Reuters acquired an 18% stake in ITN, which is expected to bring an end to ITN's 38-year relationship with WTN.

But turnabout is fair play in the news service business; spokesmen for both the British Broadcasting Co. and WTN confirm the two are negotiating an agreement that would make WTN the exclusive distributor of BBC news footage, a contract which is Reuters' until 1995.

WTN sees itself as a "wholesale provider" of video, O'Reilly says. "We are a TV news agency that is owned by broadcast-type people, run by broadcast-type people and for broadcast-type people," he says. ■

AFP exploring video

International news service Agence France-Presse is forging ahead in 1994, with new services designed to keep it competitive with the print and photo offerings from Reuters and The Associated Press.

The 159-year-old organization is developing *WorldWire*, a collection of news, features and sports reports from the regional bureaus of Washington, Hong Kong, Paris and Nicosia, Cypress. It is scheduled to launch this fall, and has already signed up Voice of America, CNN, National Public Radio, the *Washington Post* and the *Los Angeles Times*. AFP is in discussions with "at least one" computer server to put the service on-line, according to Peter Mackler, chief editor of AFP's Washington bureau.

Meanwhile, AFP's *Asia Report* is finding a market in states with heavy Asian populations. A text service of international stories with a focus on Asia, the Hong Kong-based wire is gaining ground in California, Texas and Virginia.

AFP's most successful service is its photographs; 70,000 photos per year are digitally transmitted. "It used to be that photos would sell the text," Mackler says. But video is a greater advantage to the success of an organization, he acknowledges. AFP has established a study group to look into starting a video service.

—JAZ

Ivanhoe Broadcast News has launched a new on-going series of news reports, half-hour specials and vignettes about crime prevention called *Crackdown on Crime: Taking Back Our Neighborhoods*. According to John Cherry, vice president, syndication sales, the series is being sold for a weekly cash license fee and stations are committing through 1996. The series includes three news reports and accompanying vignettes a week, as well as quarterly specials. The programs are produced in a way that allows stations to integrate local talent, Cherry says. The series has been picked up by almost 50 stations, including KCBS-TV Los Angeles, KRON-TV San Francisco, WXYZ-TV Detroit, WEWS(TV) Cleveland and WTVT(TV) Tampa. *Crackdown* is Ivanhoe's third on-going series. The two others, still on the air, are a medical reports series launched in 1990 and now on about 120 stations, and one on education launched in 1993 and currently cleared by about 45 stations.

SportsTicker, the Dow Jones sports score information service has just signed the Houston-based Efe News Service, which services Hispanic television and radio stations around the country. SportsTicker provides scores and statistics to more than 700 media outlets nationwide, including ESPN, CNN and most major market TV and radio stations. On the interactive front, the company has announced several recent deals, including one to provide information to a new Ziff Davis service called StarWave. It also services Prodigy, Interactive Network, Videoway and is working with Time Warner's News-on-Demand service set to launch later this year in Orlando, Fla.

The Washington Bureau, a Washington-based news service, has signed a deal with CBS Newsnet to serve as its "preferred provider" on coverage of Washington stories. Basically, the deal gives CBS affiliates a place to turn for immediate assistance on a Washington story if Newsnet's own facilities are fully booked or otherwise unavailable, says The Washington Bureau's Julia Rockler. Under the deal, CBS affiliates get preferred but not exclusive access to TWB's services, she says, although the Bureau will try to accommodate all stations in need of support. The six-year-old company has three studios overlooking the U.S. Capitol and five simultaneous satellite paths out of the city. Services available include custom reporter packages, ENG crew services, live remote or studio shots and a full range of production services.

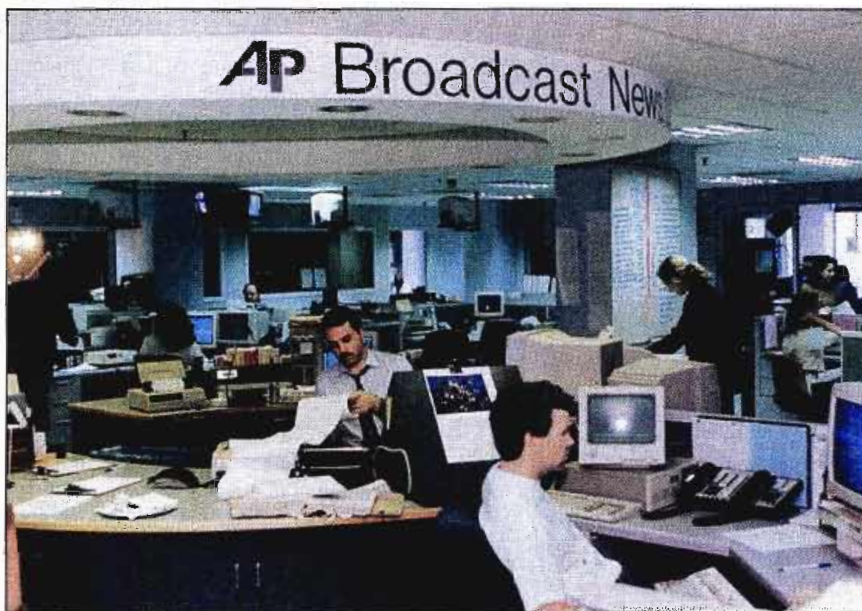
Associated Press tackles international video

Newsroom software, All News Radio round out service's undertakings

By Elizabeth Rathbun

It's been a busy year for The Associated Press. Between launching All News Radio, planning an international video service and selling television newsroom software, AP is positioning itself as a key provider of data on the information superhighway.

"Media companies look to us to gather the news. When tough times hit, they look for us to do more," says



The newsroom of AP's Broadcast Services Division in Washington

Jim Williams, vice president and director, AP's Broadcast Services Division, Washington. And when it comes to the superhighway, Williams adds, "Our strategy is to provide our members with...the resources they need to take advantage of any opportunity that opens up for them."

AP, a nonprofit cooperative that calls itself the world's largest news-gathering organization, sees a major opportunity for itself in international video. The wire service has 92 international bureaus in 67 countries that provide text, graphics, spot photos and audio for radio. "The only thing left for us to gather and wholesale is video," Williams says. So AP bought 179 Beta SP cameras for its bureaus and hired about 150 people with video skills to create APTV, an international video newsgathering service.

Based in London, APTV will provide top international and regional stories to AP members. Two 15-minute feeds per day will go to the U.S., Asia, Europe and Africa, with one 30-minute feed a day to Latin America. Regional features and enterprise stories will be provided weekly by cassette. The service is scheduled to launch Nov. 1.

Despite its ambitious international video plans, AP does not foresee a domestic video service. "The oppor-

"The only thing left for us to gather and wholesale is video."

—Jim Williams, AP Broadcast Services Division

tunity for us right now is abroad," Williams says.

However, Williams says, "we're entering the video business" in another

sense with AP NewsCenter. He describes AP NewsCenter, a Microsoft Windows-based software system, as a computerized TV newsroom. Launched last December, 24 stations have bought the newsroom system and another 13 are in the works.

Among the functions that can be performed on AP NewsCenter are checking the wires, updating assignments, planning various elements of shows, writing scripts and sending them to the prompter, and pinpointing news happenings on maps—along with the locations of the nearest airports.

The system is aimed at medium-sized markets, says Lee Perryman, deputy director, Broadcast Services. With its off-the-shelf hardware and low price of, "it allows people who couldn't get into the computerized age to get in there."

AP also is updating its AP GraphicsBank, an image library, to make it available on a Windows-based system. The bank's 65,000 images include head shots, logos, maps and flags. Its capacity will be increased to 1,500 images, so a station can create its own archive of local images, Perry-

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man says.

The bank, created in 1989, is used by 175 television stations and the major networks, Perryman says. Most use the images as "over-the-shoulder" shots. Cost varies by market size.

As for AP's domestic commercial-free All News Radio, some 36 stations have signed on since the June 1 launch, Williams says. He is pleased with these numbers, noting that 12 of the stations are in the top 60 markets. And informational formats such as All News Radio are only growing in popularity given the upscale demographics they attract, Williams says.

ANR offers 24 hours of national and international news and information programming, which stations can air whole or in parts. Half are using it as supplemental programming; half are using it as core programming.

AP maintains 143 domestic bureaus. It has about 5,500 member radio and TV stations and 1,700 member newspapers. ■



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UPI rebounds via radio, corporate wire

United Press International plans to grow at a steady pace in the aftermath of a bankruptcy filing and confusion over whether the company would even continue to exist.

The company, which filed for Chapter 11 in 1992 and then was bought by the Middle East Broadcasting Co., sees its business opportunities in broadcasting and corporate sales, not the traditional newspapers, says Howard Dicus, general manager, UPI Radio Network, Washington.

"We've been concentrating on radio," Dicus says. "The radio network is one of the brightest parts of UPI's picture. There are no limits to what it offers."

The 24-hour UPI Radio Network, which reaches about 2,000 radio stations, boasts hourly, one-minute business reports, some live from London; hourly sports updates, and more one-minute features than any other network, Dicus says.

Late last month, UPI joined with CBS to produce *Noticias CBS Americas*. Under the venture, UPI provides twice-hourly Spanish-language newscasts to the CBS network's 46 U.S. stations. CBS gets the credit, but revenues are split, Dicus says. The network reaches more than 80% of the U.S. Hispanic population, according to CBS Americas.

UPI also produces an audio service for radio and a broadcast wire service radio and TV. Unlike at The Associated Press, for the past year, UPI staff members have been both writing the broadcast wire and reading it for the audio service, Dicus says. That makes for a better product, he says, and even has allowed for some expansion in the form of new employees. What started as a way to save money "just really worked out as a nice synergy," Dicus says.



*In the Washington headquarters of UPI, Maria Peña and Mercedes Antezana work on a daily Hispanic news service launched last month by UPI and CBS, called *Noticias CBS Americas*.*

On the corporate side, UPI offers direct access to its broadcast wire to companies that buy its UPI World View computer software. The software also is available to radio and TV stations. The Microsoft Windows-based wire-management software was released in May. There are few clients because it's so new, Dicus says.

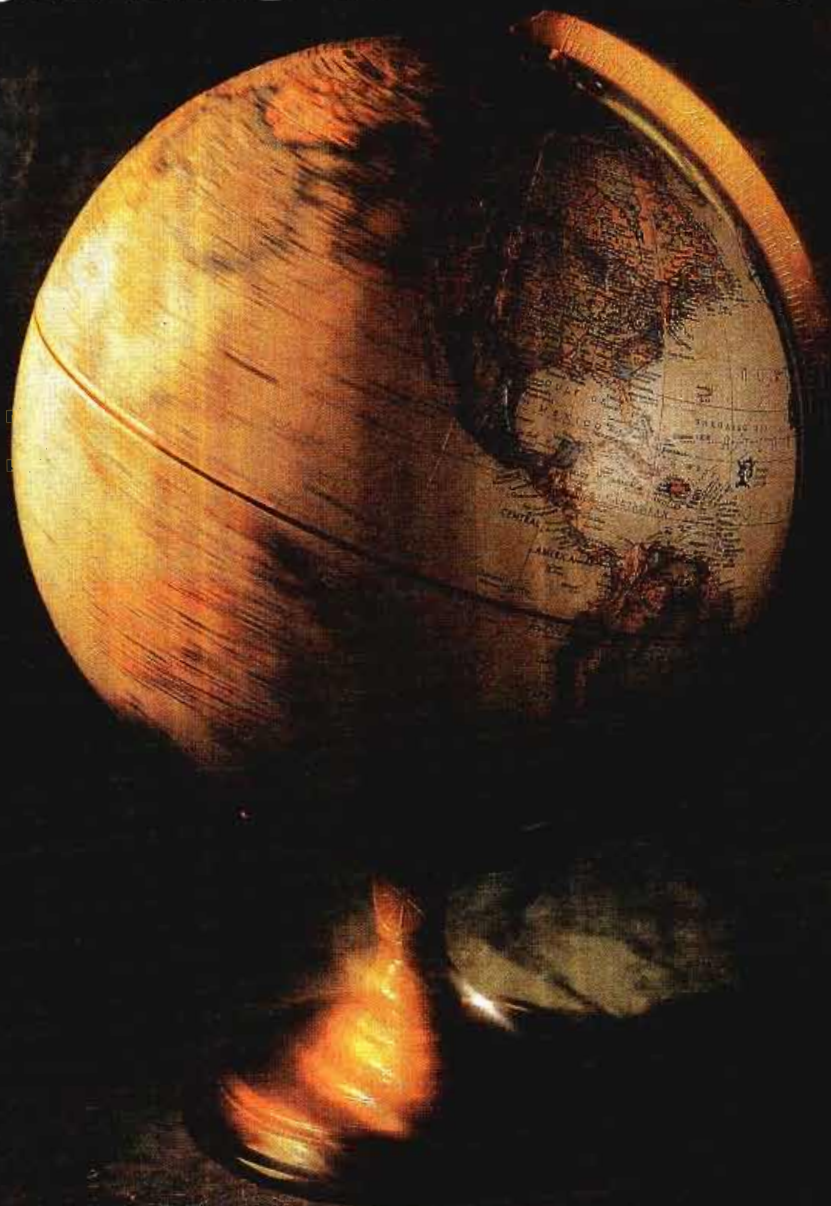
Also to appeal to corporate clients, UPI has "dramatically increased our business coverage," Dicus says. That has had the unexpected benefit of boosting business news available over the broadcast wire service.

Also, UPI now puts "spotlights" of each story—a two-sentence summary—on its wire. Besides providing a quick source of information to business clients, broadcasters can use the summary on the air immediately and pick up the fuller story later. The spotlights began running at the end of last year.

The company also is considering getting into the video business, but that's not likely, Dicus says: "We think that market has about as many providers as the marketplace will support."

For now, UPI prefers to set moderate goals for growth to demonstrate that it's not a risky business partner, Dicus says. The pace will step up "as more people in the industry realize UPI really has survived." —EAR

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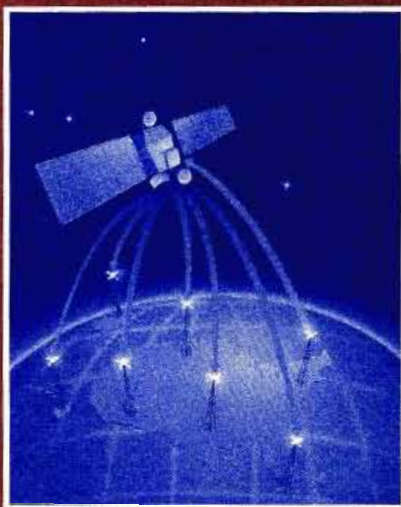
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NEWS SERVICES

Radio services don't stop with traffic

Demand for local information fuels expansion into news

By Donna Petrozzello

With the popularity of news and talk radio sweeping large and small markets alike, broadcasters are dedicating more airtime to local and regional news coverage, some of it from nontraditional sources.

Three services—Metro Networks of Houston, Shadow Broadcast Services of Los Angeles and Air Traffic of Santa Ana, Calif.—broke into radio news with traffic updates. In the past year, each has started reporting local and regional news. And business has flourished.

"These services are able to go in and provide programming that most stations have been spending money on, and they can do it more efficiently," says Steve Swenson, programming director at all-news WINS(AM) New York. WINS uses Shadow, formerly known as Shadow Traffic, for traffic, weather and sports reports. "For me, it makes it so I don't have to deal with scheduling problems and it costs less than to have the people on staff."

WINS broadcasts Shadow's sports news twice hourly on weekday afternoons and weekends. The station maintains an in-house sports reporter who contributes to weekday morning newscasts, but reporters who covered evening and weekend sports events were dropped after the station contracted for Shadow's services, Swenson says.

Talk radio WABC(AM) New York added sports news a year ago with Shadow's coverage. The service is a relatively inexpensive way to provide sports news, says WABC Programming Director John Mainelli. The station uses Shadow's reports on weeknights and weekends. "We wouldn't be able to do sports without Shadow," Mainelli says.

Four Washington-area stations—WCPT(AM), which simulcasts CNN Headline News; country WMZQ-AM-FM, and WCXR-FM—use Metro Networks' traffic and local news reports. Charlie Ochs, vice president/general manager

of all four stations, says Metro, formerly known as Metro Traffic Control, "can do a better job [at the news] and has a larger staff" of in-house news reporters than any of the stations can afford.

Before bringing in Metro for local news coverage, Ochs says, WCXR staff members had to "do double duty trying to keep the news updated." With Metro, the news product is better and less expensive, he says. "It's a win-win situation."



Metro, Shadow and Air Traffic each offer their services on a barter basis. Their local broadcasts are designed to complement traditional

national and international news syndicators such as the big commercial networks—ABC, CBS, Unistar and Westwood One—as well as The Associated Press, United Press International, the Wall Street Journal Radio Network, Standard News, CNN Radio and CNBC Business Radio.

Stations don't want to rely on traditional coverage alone. "A vast majority of stations say they lead with local news if possible, and if they can't lead with local news, they want it in as soon as possible," says Bill Yeager, vice president of news, sports and weather, Metro Networks. "Listeners are interested in what's happening in their own backyards."

"Lots of stations were cutting back their news department staff, even though they still needed to have news on the air. We can provide news for the radio station over their broadcast line so that it sounds like the news anchor is sitting next to the jock," says Lee Marshall, vice president, news and sports programming, Shadow.

"Any radio station worth its salt has to cover the local landscape," says John McConnell, vice president, ABC

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"...major Western news organizations with Algiers-based correspondents gradually began withdrawing them after September, when Islamic extremists singled out foreigners for assassination; one of the few to remain was France's Agence France-Presse. The Washington Post, June 8, 1994.



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News Radio. "We're seeing a resurgence. We know more stations are carrying news product."

"Stations are increasing their emphasis on local news,"

says David Fox, managing editor, Standard News, which produces Zapnews. Zapnews sends standard updates on

state and regional news to several stations in a market. Standard recently started providing the service 24 hours per day via satellite, Fox says.

The Wall Street Journal Radio Network, which produces *The Wall Street Journal Report* and *Dow Jones Report* news segments, recently expanded its services to address broadcasters' desires for more regional and local business news.

For the past four months, the network has distributed 30-second business and financial news segments that are customized for the markets in which they will air. Depending on the success of the segments, the service may be launched nationally by the end of the year, says Peggy Belden, direc-

tor, Dow Jones broadcast services.

Shadow still provides traffic reports to more than 300 stations in 12 markets nationwide, and is signing up

affiliates to take its news programming in the same markets. Shadow launched its traffic report to stations on the East

Coast a decade ago and added a news component two years ago.

Like some of its competitors do, Shadow customizes its newscasts to match stations' formats. "We come up with news that fits the programing," Marshall says.

"We saw an opportunity," Marshall says. "National and international news is taken over by CNN, but CNN won't tell you what the school board in Queens, [N.Y.,] decided to do....What's of real importance now is a localized newscast."

Metro provides general news, sports and weather updates geared to regional listeners at 150 stations in more than 50 cities. The network began distributing its news service to

Boston stations in late 1992, although it has been providing stations with traffic reports for more than 16 years.

Adding news programming to its list of services was the ideal way to expand Metro Networks' services. "We suddenly found stations requesting news," Yeager says. "Some stations have found it too costly to hire their own news anchors and so they'll go with Metro Networks....We also have more stations adding news, sports and weather to formats that never had it before."

Air Traffic specializes in local news reports for stations in southern California on weekends and weeknight overnights, filling the void in local news coverage during off hours. Air Traffic provides traffic and news at stations in Orange County, San Diego and Los Angeles.

Air Traffic launched its traffic coverage in San Diego 10 years ago and now provides traffic updates for more than 50 stations, says Air Traffic Director of Operations John Quinlan. The company expanded its services last year to include news because of broadcasters' demands for more local news.

"For a lot of these stations, when their staff goes home, they might switch to network news, but they would not get a local newscast," Quinlan says. "We wanted to do local news in the off hours to give them a local presence without having to hire the staff."

Producing newscasts has given Air Traffic another revenue source from the sale of inventory during newscasts, but, Quinlan says, "from a dollars-and-cents standpoint, we're in the traffic business and that's where we make our money."

KFI(AM) Los Angeles uses Air Traffic for local news updates between midnight-5 a.m., according to KFI Programming Director David Hall. The station used news from The Associated Press and Mutual Broadcasting, but switched to Air Traffic because it could provide more news from southern California, Hall says.

"The pressure to do local news is getting more intense because listeners demand more than a jukebox from their radio stations," says David Bartlett, president of the Radio and Television News Directors Association. "The radio market is so fragmented, we're seeing new products to serve specialized needs." ■

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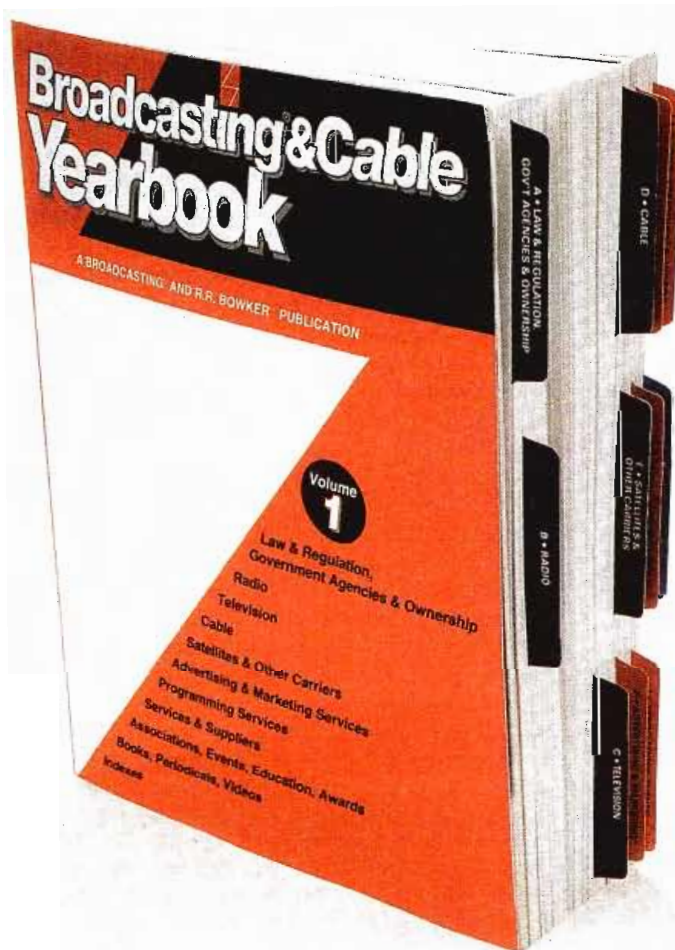
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**Broadcasting
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Revenues rise while stock prices dip

Drops in share prices of group owners not seen as problem

By Donna Petrozzello

Although the per-share value of several radio group stocks has dropped recently, financial analysts say that is not indicative of the fiscal health of the radio industry.

"While the per-share price of many public broadcasting corporations has declined in the past few months, the value of broadcast properties has not declined," says broker James Blackburn of Blackburn & Co., Washington.

Many attribute the drop in stock prices—which became evident in early spring—to corrections in the stock market in February and March that affected other small stocks as well. "The value of broadcast properties are quite stable, but if you are public, you're subject to the vagaries of the stock market," Blackburn says.

The stocks of Infinity Broadcasting dropped from an average price of \$32 per share in October 1993 to \$23-1/2 in May 1994, according to figures provided by Lehman Brothers (see below). Broadcasting Partners Inc. stock went from an average \$17 per share in October 1993 to \$11 in May 1994, while Saga Communications Inc. dipped from \$19-3/4 in September 1993 to \$12-3/4 in May 1994.

At current prices and with the market leveled off, few expect new arrivals on the public market soon.

"It's no longer possible to buy at eight or nine times cash flow and then make an IPO [initial public offering] at substantially higher multiples," says Blackburn. "That has caused most companies that have not yet gone public to shelve their opening for a while."

However, some radio stocks did consistently well during the past 12 months. Clear Channel Communications Inc. went from \$21 per share to \$37. The company's stock did not fall when the market corrected; in fact, it hit a high of \$40 in February.

Tim Wallace, corporate vice president and senior analyst at Lehman Brothers, says Clear Channel did well because it owns stations in the South and Southwest—economically strong markets. The newest additions to the stock market this past year were Broadcasting Partners Inc., EZ Communications, Jacor Communications Inc., SFX Broadcasting and Emmis Communications Inc. With the exception of Emmis, these companies entered the market around August or September. Emmis announced its IPO in February 1994.

Financial analysts say the timing was based on the height of the market and the FCC's decision last September to loosen ownership rules and allow duopoly ownership.

"It became attractive to take things

public after lower interest rates caused more people to be interested in purchasing stocks," says broker Gary Stevens of New Canaan, Conn. "We had a liquidity-driven market that produces less resistance to fully priced offerings...and a general willingness by the general public to buy stock."

May 1994 was the first month that combined national and local radio advertising revenue hit \$1 billion, according to the Radio Advertising Bureau. From January through May 1994 radio revenues in almost all markets experienced double-digit increases over the same period last year. RAB reports that local revenues increased an average of 11%, with markets in the Southwest leading with an average 14% rise.

The RAB says national revenues rose an average of 13% over last year in all markets, with the Southeast showing the greatest increases at an average of 19%. Combined local and national revenues increased an average of 12% from January through May 1994.

"With the interest-rate scare in March and the correction, small-cap stocks got pummeled," says Bruce Bishop Cheen, senior analyst at Paul Kagan Associates. "The irony is that this year for radio in general is terrific. The stocks ran ahead of themselves."

Monthly closing prices for radio stocks

Date	Infinity B'casting (INFT)	Clear Channel (CCU)	Emmis B'casting (EMMS)	Evergreen Media (EVGM)	B'casting Partners (BPIX)	EZ Comm. (EZC)	Jacor Comm. (JCOR)	SFX B'casting (SFXB)	Saga Comm. (SGA)	CBS (CBS)	Capcities/ ABC (CCB)	Westwood One (WONE)
6-93	\$18-1/9	\$21	NA	\$18-1/2	NA	NA	NA	NA	\$16-3/8	\$234	\$51-3/10	\$3
7-93	\$20-4/9	\$23-2/5	NA	\$17	NA	NA	NA	NA	\$16-1/8	\$245	\$50-1/2	\$3
8-93	\$25-1/3	\$25-3/5	NA	\$22-1/2	NA	\$15-3/4	NA	NA	\$18-3/4	\$247	\$51-3/20	\$2-3/4
9-93	\$32-1/6	\$30-4/5	NA	\$22-1/4	\$16-1/2	\$18	\$12	\$16	\$19-3/4	\$269-1/8	\$57-7/10	\$2-3/4
10-93	\$32-1/3	\$34-3/5	NA	\$21-1/2	\$17	\$19-1/2	\$14-3/4	\$15	\$18-7/8	\$308-1/4	\$61*	\$6-1/8
11-93	\$25-1/4	\$31-1/2	NA	\$17	\$15-7/8	\$17-1/2	\$14-1/4	\$13-1/2	\$17-1/2	\$308-1/4	\$63-1/4	\$8-1/8
12-93	\$30-1/4	\$36-4/5	NA	\$17-3/4	\$15-3/4	\$15-3/4	\$14-3/8	\$12-3/4	\$17-1/8	\$288-1/2	\$62*	\$8-3/8
1-94	\$32-1/2	\$31-9/10	NA	\$16-1/4	\$15-1/4	\$16	\$13-3/4	\$12-1/4	\$15-3/8	\$306	\$65-1/2	\$8-1/2
2-94	\$32	\$40-1/8	\$16	\$16-1/4	\$13-1/2	\$13-1/2	\$17	\$14-3/4	\$15-1/8	\$307-1/4	\$66*	\$8-1/8
3-94	\$25-1/4	\$35-1/8	\$12-3/4	\$12-3/4	\$12-3/4	\$12-3/8	\$12-3/4	\$12-3/4	\$13-1/2	\$306	\$68-2/5	\$9-1/8
4-94	\$25-3/4	\$35-5/8	\$13-1/4	\$12-3/4	\$11-1/2	\$10-1/4	\$14-1/4	\$12-3/4	\$14	\$303	\$71	\$8-1/2
5-94	\$23-1/2	\$36-5/8	\$13-1/4	\$15	\$11	\$10-1/4	\$13-1/2	\$13-15/16	\$12-3/4	\$261	\$74*	\$7-3/4
6-94	\$24-1/4	\$37-5/8	\$14-1/4	\$17-1/2	\$11-1/4	\$10-5/8	\$12-1/4	\$13-3/4	\$12-5/8	\$313	\$71-1/8	\$7-3/4

Note: Nonconventional fractions are a result of stock splits.

* Rounded to nearest whole dollar.

Source: Lehman Brothers

Fanzine takes 'Inside Track'

Westwood One Audio Products last week rolled out an audio "fanzine" called *Inside Track*. The monthly entertainment tape is hosted by Mike Kasem, son of radio countdown legend Casey Kasem. It is written and produced by Lorre Crimi with MARK56, producer of educational and corporate audio cassettes.

The fanzine is the first product of Westwood's Audio Products division, which also is handling the marketing. *Inside Track* features interviews with teen music idols and television and film stars and is geared toward the 12-24 demographic. The 30-minute cassette sells for \$2.98 in retail record chains, including Tower Records, the Wherehouse, Virgin Megastores and Camelot Music, in major radio markets.

Cousin Brucie does Broadway

Bruce "Cousin Brucie" Morrow stood in for an injured cast member earlier this month during the Broadway production of *Grease*. He played the part of DJ Vince Fontaine, a role Morrow described as "a satirical... version of the early part" of his career.

Morrow broke into the New York market as a disk jockey at WINS(AM) before moving to WABC(AM), where he stayed 13 years. He hosts the weekly *Cousin Brucie Yearbook* and *Saturday Night Oldies Party* on oldies WCBS-FM.

Morrow also is scheduled to host one of this summer's "Pop Goes to the Sixties" concerts organized by WCBS-FM. The series features musical acts that came of age in the 1960s, including the Grass Roots, "Papa" John Phillips of the Mamas & Papas and Martha Reeves & The Vandellas. The free lunchtime concerts are scheduled for Thursdays, July 14-Sept. 1, at the World Trade Center.

Westwood garners award nominations

Westwood One Radio Networks has garnered seven nominations for Billboard/Airplay Monitor awards for quality programming. The network shows competing for honors: Casey Kasem's *Casey's Top 40* and *Casey's Countdown* for program of the year; Don Imus's *Imus in the Morning* for nationally syndicated air personality; *The Countdown with Walt Love* for best rhythm & blues; Lon Helton's *Country Countdown USA* for country program of the year, and *Countdown America* starring Dick Clark and *The Retro Show* for program of the year,



Westwood One's brace of Kasems: Mark (left) has been tapped to host *Inside Track*, its new audio 'fanzine,' while dad Casey's shows receive nominations for quality programming awards.

AC format. The awards ceremony is scheduled for Sept. 10 in New York City.

L.A. beats others to billing

Los Angeles in May became the first

radio market to reach the \$50 million billing mark, according to public accounting firm Miller, Kaplan, Arase, which supplied data on station billings for the Southern California Broadcasters Association. According to billings data, local market revenues, totaling \$36.5 million, increased by 7.6% over May 1993; national revenues, totaling \$13.5 million, were up 9.4%, and combined local and national revenues increased 8.1%, to \$50.1 million. Association President Gordon Mason cited more spending on radio by automotive companies as central to the revenue increases.

ABC offers offbeat entertainment bits

ABC Radio Networks later this month plans to launch *What Else is News*, a 15-minute program featuring offbeat news bits about, and delivered by, music, television and film personalities.

The program, being marketed primarily for contemporary music stations and the 18-49 demographic, contains "killer cuts to heat up morning shows," according to ABC News Radio Division Vice President John McConnell.

—DP



Now he's really a 'Fly Jock'

Tom Joyner, host of the ABC Radio Networks' *The Tom Joyner Morning Show*, recently became the first radio personality to travel aboard Air Force One with President Bill Clinton, according to the network. Joyner, known as "The Fly Jock" to his listeners, received the invitation while he was in Washington interviewing Tipper Gore, wife of the Vice President. *The Tom Joyner Morning Show* is syndicated to 36 stations nationwide.

Changing Hands

This week's tabulation of station and system sales

WTNH-TV New Haven, Conn. □ Purchased by LIN Broadcasting Corp. (Gary Chapman, president/director) from Cook Inlet Communications Inc. (Roy Huhndorf, chairman of the board/president/CEO) for \$120.17 million plus stock interests in LIN. **Buyer** owns WAND-TV Decatur, Ill.; WAVY-TV Portsmouth, Va.; wish-TV Indianapolis and WANE-TV Fort Wayne, both Indiana, and KXAS-TV Fort Worth, KXAN-TV Austin and KXAM-TV Llano, all Texas. **Seller** owns WSMV-TV Nashville. WTNH-TV is ABC affiliate on ch. 8 with 115 kw visual, 22.9 kw aural and antenna 1,210 ft.

KACE(FM) Inglewood (Los Angeles), Calif. □ Purchased by Cox Broadcasting (James Kennedy) from All-Pro Broadcasting (Willie Davis, president) for \$11.3 million. **Buyer** owns 5 AMs and 9 FMs, including KFI(AM)-KOST(FM) Los Angeles. **Seller** owns KCKC(AM)-KAEV-FM Riverside, Calif., and WMVP(AM)-WLUM-FM Milwaukee. KACE has AC/ethnic format on 103.9 mhz with 1.65 kw and antenna 390 ft. *Bro-*

ker: Media Venture Partners.

KMGX(FM) San Fernando, Calif. □ Purchased by Chagal Broadcasting Inc. (Warren Chang, Jack Siegal and Peter Stoll, owners) from Buckley Communications Inc. (Richard Buckley) for \$4.5 million. **Buyer** owns KFOX (FM) Redondo Beach and KREA(FM) Ontario, both California. **Seller** owns KUBB(FM) Mariposa, KWAV(FM) Monterey, KNZR(AM) Bakersfield, KLLY(FM) Oildale, KSEQ(FM) Visalia and KIOO(FM) Porterville, all California; WDRG-AM-FM Hartford, Conn., and WSEN-AM-FM Baldwinsville and WOR(AM) New York, both New York. KMGX has AC format on 94.3 mhz with 3 kw and antenna 95 ft. *Broker: Ray Stanfield & Associates.*

WWSN-FM Corydon, Ind. □ Purchased by Regent Broadcasting (Terry Jacobs, president/CEO) from Harrison County Broadcasting Co. Inc. (Linn Pruitt and George Owen Jr.) for \$2.6 million. **Buyer** owns WDJX-AM-FM Louisville, Ky.; WLQT(FM) Kettering-

Dayton and WDOL(FM) Englewood, both Ohio, and KRLV(FM) Las Vegas. **Seller** principals own WREQ(AM)-WJDJ (FM) Burnside, WTCO(AM)-WCKQ(FM) Campbellsville and WTCO-FM Russell Springs, all Kentucky. wwsn-FM is licensed to 107.7 mhz with 25,000 w. *Broker: Henson Media Inc.*

KSUR(AM) Soledad and KSUR-FM Greenfield, both California □ Purchased by EXCL Communications Inc. (Estelle Gonzales-Walgreen, Christopher Marks and Athena Marks, owners) from Mt. Wilson FM Broadcasters Inc. (Saul Levine) for estimated \$1 million. **Buyer** owns KLOK(AM) San Jose and KBRG(FM) Fremont, both California. **Seller** owns KJQI(AM) Beverly Hills, KOJY(AM) Costa Mesa and KKGO-FM Los Angeles, all California, KULA(AM) Honolulu, and is proposed assignee of KTID-AM-FM San Rafael, Calif. KSUR(AM) has classical format on 700 khz with 2.5 kw day, 700 w night. KSUR-FM has country format on 99.5 mhz with 30 kw and antenna 640 ft. *Broker: Ray Stanfield and Associates.*

WPRC(AM)-WESZ(FM) Lincoln, Ill. □ Purchased by Central States Network (formerly Lake Shore Communications and Fox Valley Broadcasting; Thomas Bookey, chairman/CEO) from L&M Broadcasting Inc. (Stephen Lovellette) for \$750,000. **Buyer** owns WTAK(AM)-WDBR(FM) Springfield, Ill.; WNFL(AM)-WKFX(FM) Green Bay, WROE (FM) Appleton-Oshkosh, WWJR(AM)-WHBL(FM) Sheboygan and WEMI(FM) Green Bay, all Wisconsin. **Seller** owns WNOI-FM Flora, Ill. WPRC has C&W format on 1370 khz with 1 kw day, 35 w night. WESZ has AC format on 93.9 mhz with 15 kw and antenna 460 ft. *Broker Donsbach & Associates Inc.*

KARS-AM-FM Belen, N.M. □ Purchased by Guardian Communications Inc. (Mark McNeil, president) from Brooks Broadcasting Co. Inc. (William Brooks) for \$665,000. **Buyer** owns KFEL Pueblo, Colo.; WCCD Parma, Ohio; WTSJ Cincinnati, and KKIM Albuquerque, N.M. **Seller** has no other broadcast interests. KARS(AM) has C&W/Spanish/news format on 860 khz with 25 w day, 186 w night. KARS-FM has C&W/news format on 97.7 mhz with 1.8 kw and antenna 381 ft.

KCHJ(AM) Delano, Calif. □ Pur-

July, 1994

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chased by KMAP Inc. (Edwards Hopple, president/director) from KCHJ Inc. (Jean Johnes, president) for \$400,000.

Buyer owns KWAC(AM)-KIWI(FM) Bakersfield, Calif. **Seller** has no other broadcast interests. KCHJ has Spanish format on 1010 khz with 5 kw day, 1 kw night.

WOZI-FM Presque Isle, Me. □ Purchased by MMI Inc. (Richard Davis and Mark Hilton) from Eric Hake, receiver, and Entertainment Lenders for \$280,000. **Buyer** has interests in WGMT(FM) Lyndon, Utah. **Seller** has interests in WNSW(AM)-WKIT(FM) Brewer, Me. WOZI-FM has C&W format on 101.7 mhz with 1.35 kw and antenna 420 ft. *Broker: Kozacko Media Services.*

WKGT-FM Century, Fla. □ Purchased by Goodrich Group Inc. (Ann Goodrich, president) from Ziffle Broadcasting Co. Inc. (Mark Jay, operations manager) for \$237,500. **Buyer** owns WKGT (AM) Cantonment, Fla. **Seller** has no other broadcast interests. WKGT-FM has big band format on 105.1 mhz with 6 kw and antenna 328 ft. Filed July 1 (BAPH-940701GK).

KZPM(AM) Bakersfield, Calif. □ Purchased by KZPM Radio Corp. (Mary Helen Barro, president) from JCB Broadcasting Co. Inc. (Jerry Collins) for \$95,000. **Buyer** owns KAFY(AM) Bakersfield, Calif. **Seller** has no other broadcast interests. KZPM is unbuilt, licensed to 1100 khz with 5 kw day, 1 kw night. Filed June 23 (BAL940623EB).

KLAM(AM) Cordova, Ak. □ Purchased by RISOC Inc. (John Lewis, president) from Cobb Communications Inc. (Thomas Tierney, president) for assumption of debt valued at \$60,420. **Buyer** has no other broadcast interests. **Seller** owns KVOK(AM)-KJJZ-FM Kodiak, KVAK(AM) Valdez and KSWD(AM) Seward, all Alaska. KLAM is unbuilt, licensed to eclectic/AC/country/oldies format on 1450 khz with 250 w. Filed June 14 (BAL940614EC).

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$582,920 □ 4
FMs □ \$18,963,685 □ 8
Combos □ \$2,415,000 □ 3
TVs □ \$120,220,000 □ 2
Total □ \$142,181,585 □ 17

So far in 1994:

AMs □ \$99,095,504 □ 81
FMs □ \$462,580,957 □ 181
Combos □ \$1,047,555,530 □ 138
TVs □ \$1,374,221,334 □ 44
Total □ \$2,983,453,305 □ 444

WFDG(TV) New Bedford, Mass. □ Purchased by BAF Enterprises Inc. (Anthony Fant, president/director) from Barnstead Broadcasting Corp. (William Barnstead) for \$50,000. **Buyer** owns KHGI-TV Kearney, KSNB-TV Superior and KWNB-TV Hayes Center, all Nebraska; WNAL-TV Gadsden, Ala.; WWHO-TV Chillicothe, Ohio, and is permittee of KRBR-TV Duluth, Minn. **Seller** has no other broadcast interests. WFDG is independent on ch. 28 with 5000 kw visual, 25 kw aural and antenna 808 ft. Filed June 28 (BAPCT940628KJ).

KVYT(FM) Basalt, Colo. □ Purchased by L&B Broadcasting LLC (Charles Moss Jr., manager) from Caren Lacy for \$25,000. **Buyer** owns KRKE(AM)-KSPN(FM) Aspen, Colo. **Seller** has no other broadcast interests. KVYT is licensed to 106.1 mhz with 1.4 kw and antenna 338 ft. Filed June 29 (BAPH940629GG).

WFHQ(FM) Pennsboro, Fla. □ Purchased by Centro Cristiano De Alabanza Inc. (Vincent Valedon, president) from Hispanic Educational System Inc. (Frank Huertas, vice president) for \$21,185. **Buyer** and **seller** have no other broadcast interests. WFHQ is dark, licensed to 88.3 mhz with 3 kw and antenna 167 ft.

WADM(AM) Decatur, Ind. □ Purchased by Wells County Radio Corp. (John Stanley, president) from JAM Communications Inc. (John Dille III) for \$27,500. **Buyer** owns WNUY(FM) Bluffton, Ind. **Seller** owns WQHK-FM Decatur, Ind. WADM is dark, licensed to 1540 khz with 250 w day. Filed June 14 (BAL940614EB).

WEGV(FM) Mishicot, Wis. □ Purchased by Philip J. Robbins from Value Radio Corp. (William Rittman, president) for 27 shares of Value Radio Corp. stock. **Buyer** has no other attributable broadcast interests. **Seller** owns WOSH(AM)-WMGV(FM) Oshkosh and WFDL(FM) Lomira, both Wisconsin. WEGV is unbuilt, licensed to 94.7 mhz with 6 kw. Filed April 25 (BAPH940425GE).

SOLD!

WTLB-AM/WRCK-FM, Utica, New York from H&D Media Limited Partnership, Joel Hartstone and Barry Dickstein, Principals, to The Radio Corporation, Frank Toce, Ed Levine and Robert Raide, Principals, for \$1,000,000.

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Reinventing government comes to FCC

Mandate to streamline, modernize could require adding two new bureaus

By Christopher Stern

Those who regularly do business with the FCC may have noticed signs recently that the agency is making an effort to join the 1990s.

In the past six months, the commission has introduced voice mail and E-mail and has begun filing public documents on the Internet. FCC Chairman Reed Hundt regularly notes that the agency receives more than 4,000 Internet messages a week. These developments come only a few years after the FCC made the transition from rotary to touch-tone phones.

The modernization is part of a larger effort to reorganize under Vice President Al Gore's mandate to the federal government to reinvent itself.

The FCC is working on making significant changes to its internal structure, including the introduction of two new bureaus. One proposal calls for establishing a Wireless Bureau, which would handle personal communication services. Also under consideration is an International Bureau to cover satellite and treaty-related issues.

Mary Beth Richards, special counsel to the Commission for Reinventing Government, is leading the effort. Richards, an 11-year agency veteran, has until next February to reorganize the agency and streamline its rules.

Besides responding to Gore's call, the contemplated changes acknowledge that the FCC will enter a new era when it begins auctioning radio spectrum later this month. The proposed Wireless Bureau would license and administer all personal communication service-related technologies. These duties now are divided between the Common Carrier Bureau's mobile services division and the Private Radio Bureau. The new bureau would include the Common Carrier's mobile services duties and the entire Private Radio Bureau, which would become a division in the new entity.

The proposed International Bureau

Plans at a glance

The FCC is considering significant structural changes to comply with the administration's call for the federal government to reinvent itself. Among the ideas, two new bureaus would be established and duties added to its Office of Public Affairs. Following are the bureaus and their duties:

Wireless Bureau

- Oversee PCS issues
- Replace Private Radio Bureau

International Bureau

- Oversee treaty and other cross-border issues
- Handle international satellite issues

Office of Public Affairs

- Take over reference rooms and other areas now handled by Office of the Managing Director

would be a response to the expanding role of global communications, Richards says, and would assume all treaty duties now handled by the Office of Engineering and Technology. Satellite issues with international implications would be included under a separate satellite division. "It's important that people doing our international negotiations on spectrum have a familiarity with, and be part of, the licensing of those satellite facilities," Richards says.

Purely domestic satellite issues, such as uplink licensing, direct broadcast satellite services and satellite-delivered cable programming, would not be transferred to the new International Bureau, Richards says.

Richards emphasizes that the proposals need commission approval, although some reorganization already has occurred. Last month, the FCC voted to move multichannel multi-



Mary Beth Richards's task is to direct the reorganization of the FCC.

point distribution services (MMDS) from the Common Carrier Bureau to the Mass Media Bureau.

The agency also has assigned 20 staff members to attack a backlog of 7,000 MMDS applications and another 7,000 related legal challenges. MMDS is a technology that uses a mix of 2 ghz channels to beam as many as 31 channels of cable programming to subscribers with special antennas and receivers.

Once the reorganization is completed, Richards will tackle streamlining FCC rules. Richards says she has been given a broad mandate to do so.

Richards is looking at everything from redesigning the FCC's forms to evaluating recommendations for the elimination of construction permits in some licensing processes. The goal of eliminating the permits is to make broadcast applications as close to a one-step procedure as possible, she says.

Richards has met with 200 people both inside and outside the agency since she took the job in February. One was former FCC General Counsel Richard Pettit. Pettit says the introduction of computers, E-mail and the Internet shows the agency is joining the "late 20th century." "These guys are very serious about [modernizing the agency], and that is refreshing to see," he says. ■

NAB calls on agency to strike down EEO guidelines

By Harry A. Jessell

The National Association of Broadcasters last week asked the FCC to rescind its new minority employment guidelines and fines for noncompliance.

The trade association based the request on last Tuesday's decision by the U.S. Court of Appeals in Washington that struck down the general schedule of fines for most other FCC rules violations.

A three-judge panel of the court ruled that the fine schedule was more than a "policy statement" as the FCC claimed and therefore should have been subject to public comment before adoption.

The ruling "sounds the death knell" for the similar equal employment opportunity policy statement, the NAB says in a letter to FCC General Counsel William Kennard. Like the general fine schedule, the letter says, the EEO guidelines "should have been put out for notice and comment."

Because the EEO policy statement was "improperly promulgated," the NAB says, the FCC also should "vacate all the forfeitures and other sanctions" imposed under it.

The NAB has been highly critical of the EEO policy statement, charg-

ing that the fines and other sanctions are excessive. The base EEO fine, which can be adjusted depending on particulars of the case, is \$12,500.

Ruling on a challenge mounted by the United States Telephone Association, the court said the general fine schedule "simply does not fit the paradigm of a policy statement, namely, an indication of an agency's current position on a particular regulatory issue." Also, the panel said, the fine schedule seems designed to limit agency discretion far more than a policy statement should.

Despite the ruling, the FCC can continue to fine broadcasters, cable operators and other FCC-regulated businesses, Kennard said. However, it now must consider each violation individually, he said.

What's more, the ruling did not invalidate any fine imposed under the policy statements, Kennard said. And it is doubtful the FCC will vacate any of the EEO fines as NAB requested, he said.

According to Kennard, the FCC may proceed in one of two ways: stick to the case-by-case approach or launch a formal rulemaking proceeding aimed at converting the fine schedule from a policy statement to a rule. ■

V-block gets electronic endorsement

House Telecommunications Subcommittee Chairman Ed Markey continues to build support for his "V-block" proposal.

Last week, a subcommittee of the Electronic Industries Association voted 15-3 to adopt a voluntary standard incorporating V-block technology, which enables viewers to identify violent programs and block them out. Opposition to the standard came from the subcommittee members representing the broadcast networks.

The subcommittee's vote is only the first step. Its parent committee must also act, and the full EIA membership isn't likely to vote on the matter until next year. Nevertheless, Markey (D-Mass.) was pleased with the support.

"The set manufacturers now join the cable and satellite industries in granting parents access to technology that will allow families to manage their own TV sets according to their own standards in their own homes. Only the broadcast industry refuses to grant parents this fundamental right," he said.

"The TV world just got a little more parent-friendly," Markey said. For months he has been pressuring broadcasters and others to endorse his legislation mandating V-block technology. The cable industry supports the initiative, while broadcasters have refused to endorse it.

AN EIA spokesman says the subcommittee endorsed only a voluntary standard. EIA adamantly opposes any legislation that mandates V-block technology, he says.

—KM

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Survey shows cable rates plunge

Cable subscribers' rates will go down an average of 8.5% this month, according to an informal FCC survey of cable systems in the 25 largest cities.

The decrease shows cable has made a good-faith effort to meet the 17% rate reductions ordered in the past year by the FCC, say commission Chairman Reed Hundt and National Cable Television Association President Decker Anstrom.

While the average rate reduction is 8.5%, systems are included that are not subject to the full 17% rate reduction imposed May 14. Systems subject to full regulation as of July 15 saw rate reductions that averaged 16% for customers with basic and enhanced basic service and equipment, according to the survey (see chart).

City	System	Aug. 31 1993	May 14 1994	July 14 1994	% change Aug. '93- July '94	May '93- July '94
Cleveland	Cablevision	\$22.85	\$23.57	\$23.23	1.7	(1.4)
Columbus	Time Warner	24.90	22.88	21.86	(12.2)	(4.5)
Columbus	Coaxial	33.50	30.23	24.65	(26.4)	(18.5)
El Paso	Paragon	23.58	21.04	19.05	(19.2)	(9.5)
Houston	Time Warner	24.00	24.07	21.95	(8.5)	(8.8)
Indianapolis	Time Warner	28.45	22.60	21.28	(25.2)	(5.8)
Los Angeles	Century Comm.	32.86	32.91	28.79	(12.4)	(12.5)
Memphis	Time Warner	25.00	23.10	22.31	(10.8)	(3.4)
Milwaukee	Time Warner	27.18	24.59	22.76	(16.3)	(7.4)
Nashville	Viacom	31.30	26.25	24.61	(21.4)	(6.2)
San Diego	Cox Cable	26.90	24.28	24.14	(10.3)	(0.6)
San Diego	Time Warner	24.80	24.80	23.55	(5.0)	(5.0)
San Francisco	Viacom	36.90	27.23	25.62	(30.6)	(5.9)
San Jose	TCI	33.42	26.45	24.80	(25.8)	(6.2)
Staten Island	Time Warner	22.95	22.35	22.13	(3.6)	(1.0)
Average		\$27.76	\$24.66	\$23.19	(16.5)	(6.0)

Source: FCC

Senate panel endorses FCC budget hike in '95

By Christopher Stern

In an era of tight federal funding, a Senate subcommittee last week endorsed a 23% increase in the FCC's budget, bringing it to \$198 million.

A Senate Appropriations subcommittee proposal is \$10 million more than the FCC requested for 1995 and \$31 million more than the House has approved, giving proponents of a larger FCC budget some bargaining room.

The Senate subcommittee set user fees at \$114 million, the same level approved by the House. The additional \$84 million in the \$198 million budget would come from the U.S.

Treasury rather than from user fees, according to the proposal, which now goes to the full Senate Appropriations Committee.

The Senate version of the FCC budget is included in a \$27.8 billion bill that includes money for the Commerce, Justice, State and Judiciary departments.

Subcommittee Chairman Ernest Hollings (D-S.C.), who also chairs the full Commerce Committee, expressed contempt for plans to fund the FCC through regulatory fees while the telecommunications industry is laying the groundwork for an information superhighway. "They keep coming up

with these new fees. They are trying to make it a super toll road," Hollings said.

Hollings is confident he will hold off efforts to increase user fees. "I don't think it's in the political cards at all," Hollings said, referring to efforts to increase user fees.

However, also last week, the House Telecommunications Subcommittee approved legislation that would allow the FCC to fund the commissioners' and general counsel's office with user fees. The administration has proposed that the FCC become a fully funded agency this year, but congressional and FCC staff members say it will be several years before industry picks up the whole tab for the agency.

Whether or not user fees are increased, House and Senate leaders have expressed support for some increase in the FCC's budget, citing the dramatic changes the telecommunications industry is undergoing.

The Congressional Budget Office estimates that telecommunications legislation recently passed by the House would cost \$70 million the first year. In the following years it would cost the FCC more than \$40 million to regulate the industry, according to the CBO. The increased costs would be paid for by regulated industries, according to the House legislation. ■

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As the Senate Commerce Committee prepared to move an information superhighway bill, possibly this week, the cable industry worked to strengthen certain provisions. In a speech last week at a meeting of the New England Cable Television Association, Decker Anstrom, president, National Cable Television Association, outlined the group's objectives. Anstrom said NCTA wants to make sure that the legislation requires regulators to "more thoroughly scrutinize telco claims that they have met the conditions for competition before they enter the cable business." Also, NCTA wants to "broaden the provisions that allow for mergers and joint ventures between telcos and cable companies." And finally, Anstrom said, "we need to prevent cities from slowing the deployment of new technologies or impeding the progress of competition in telecommunications."

Anstrom's remarks included a "top 10 list" of what the cable industry has learned during the past year:

9. Even our top 10 lists were reduced by 17%.
8. That presidential veto strategy isn't all it's cracked up to be.
7. Never say, "Things just couldn't get any worse!"
6. The FCC's Form 1200 is actually the form number, not the number of pages required to complete it.
5. Media megamergers are going to occur.
4. Media megamergers are not going to occur.
3. Media megamergers are going to occur, but only between bald guys.
2. If you laid all the Supreme Court justices end to end, they still wouldn't reach a conclusion.
1. Harry Truman was right: If you need a friend in Washington, get a dog.

The General Accounting Office last week released a report showing that the fees broadcasters pay for tower sites on federal lands are "significantly below fair market value." The report was presented to members of the House Environment and National Parks subcommittees. GAO says U.S. Forest Service fees are based on a formula set 40 years ago, and Bureau of Land Management fees are based on out-of-date appraisals. Forest Service and BLM officials, according to GAO, "estimate that charging fees based on fair market value would increase total federal revenues by over 500%—from about \$4 million annually to about \$23 million annually."

Broadcasters do not deny that fee increases are warranted, the National Association of Broadcasters said in a statement to the subcommittees. "Broadcasters have had a long-standing dispute with these agencies on how to reach an appropriate measure of fair market value to be employed in establishing those increases, one which reflects local market conditions. Over the last five years, the fee increases proposed by the agencies have been unjustifiably high."

The Maryland Campaign for Kids' TV this week plans to issue its second "report card" on how stations in the Washington and Baltimore area are meeting their obligation under the Children's Act to air educational programming for children. The stations fared poorly last year, receiving an overall grade of D+. The campaign is a joint effort of Advocates for Children & Youth, Ready at

Five and the Center for Media Education. CME has been leading the charge for tougher children's TV regulations.

Charlene Uhl, of the Baltimore-based Advocates for Children & Youth, declined to reveal the stations' current grades but says they are weakest in the amount of educational program aired. Like other children's groups, Uhl's group wants the FCC to require at least an hour per day.

Broadcasters last year criticized the methodology the groups used in grading stations.

The methodology has been refined this year, Uhl says, with input from stations. Stations have known for six months on what basis they are being graded, she says.

In what would be an effort to head off a legal challenge to its pioneer preference policy, the FCC may reverse a decision that gave

three companies multimillion-dollar personal communication services licenses for free. The FCC last week filed an emergency petition with the U.S. Court of Appeals, asking it to remand Pacific Bell's challenge to the decision. Pacific Bell asked the court to throw out the preference policy, saying it is unfair to grant free licenses when others will be auctioned for millions of dollars. The three companies granted free licenses are Cox, Omnipoint and Washington Post-owned American Personal Communications.

In its petition, the FCC says it "now has a fuller understanding of the competitive implications of one licensee receiving its license without payment while its competitors, under an auction process, must pay significant amounts." The agency also states "it will give serious consideration to the proposal that recipients of pioneer's preferences for broadband PCS licenses be required to pay some amount for the licenses, taking account of all the relevant circumstances and the competing equities."

Vice President Al Gore recently called for pioneers to pay 80% of what others will pay for equivalent licenses. House Commerce Committee Chairman John Dingell (D-Mich.) has introduced legislation calling for pioneers to pay 90% of the total cost of their licenses. Now faced with court action, the FCC acknowledges it would have a difficult time defending the policy. "We believe that, following oral argument, this court would ultimately vacate the commission's orders and remand for further proceedings," its petition says.

Suspecting there was more politics than policy behind the FCC's adoption of tough new cable regulations this past spring, Citizens for a Sound Economy has demanded a record of all contacts between the FCC, the White House and Congress. Under the Freedom of Information Act, the conservation policy group has asked for the economic analyses that undergird the regulations. "We are just trying to find out what the basis was for the cable regulations," says Jim Gattuso, a former FCC official, now vice president of policy development for CSE. "It was an odd decision," given the rate reductions already made by cable and other marketplace factors. Gattuso is not sure what CSE will do with the information if it gets it. But, he says, it could become part of the various legal challenges of the regulations.

Washington Watch

Edited By Kim McAvo

Media Pool tests the tapeless waters

New recorder from BTS can store as many as 100 hours of uncompressed video

By Chris McConnell

BTS is beginning its assault on videotape. The company last week raised the curtain on its Media Pool "tapeless" recorder.

Appearing at the International Teleproduction Society (ITS) forum in Washington, BTS presented a working model of the digital disk-based recorder, which the company says can store as many as 100 hours of uncompressed video.

BTS demonstrated pieces of its disk machine at the NAB convention in March, although that presentation featured hand-built hardware and "sub-level" software, says Doug Buterbaugh, BTS's marketing manager for switching products. Last week, the company demonstrated the completed working version of the hardware.

The machine carries an expandable memory that allows a broadcaster to store from 10 minutes to roughly 100 hours of uncompressed video. The amount of storage increases to hundreds of hours if the user compresses the video. Media Pool uses JPEG motion compression to provide a scalable range of compression options.

The recorder's compression scalability, says Buterbaugh, gives BTS a leg up on other companies preparing attacks on the VTR market. The machine compresses video at ratios up to 20:1. Users can select the ratio for each piece of video being stored.

"It's designed to store any length of video," Buterbaugh says of the machine, adding that the company foresees Media Pool applications ranging from storing brief promotional spots to providing users with a high-end editing facility. Users, he says, also can adjust the compression ratio to add or subtract channels. While one compression setting might allow a broadcaster eight paths for simultaneously recording and playing out video, increasing the compression

ratio can allow a broadcaster to add more signal paths for recording and playing.

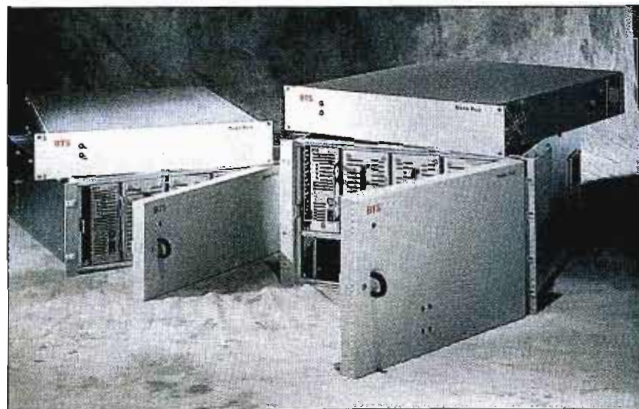
Media Pool prices vary with the applications, Buterbaugh says, although he puts the machine's price tag in the range of a high-end D-1 machine (Sony's D-1 with dynamic tracking lists for \$128,100).

BTS initially is targeting three broadcast applications with the Media Pool and has prepared three sets of application software. One version seeks to provide a "VTR emulator" capable of storing program-length material for playback to air. Another version provides networks with a time zone-delay machine. Media Pool, Buterbaugh says, will enable broadcasters to delay airing a program for a few minutes or for hours. When dealing with live material, he adds, the machine allows broadcasters to insert promotional material while holding incoming video in memory. The third application turns the recorder into a cart machine to store commercials for playback to air.

Software for the VTR emulator and cart machine applications has been written, Buterbaugh says, adding that other portions of Media Pool software still are being completed. Last week, for example, the company planned to keep the machine's audio software back in the lab to prepare for an upcoming round of beta testing.

The company has been accepting orders for the machine since its preview at the NAB show, Buterbaugh says. Early adopters include PBS and ABC. Buterbaugh adds that BTS still is accepting orders for late 1994 delivery.

Although the company is one of several planning to tackle the VTR market, early customers cite Media



BTS has lined up PBS and ABC as early adopters of its new Media Pool disk-based recorder.

Pool software as a standout among disk-based recorders.

"The front end of the system is very well thought out," says Preston Davis, president of broadcast operations and engineering at ABC. "It's clear this system was devised by people who know broadcasting, not just computer engineers." Davis says the network plans to use the machine initially for handling time zone delays.

PBS plans to use Media Pool to provide time shifting and to insert logos and station IDs. PBS Vice President of Engineering and Computer Services Mark Richer says the network provides a feed to the East Coast and then delays the signal four times for the rest of its markets.

While PBS already has moved from analog to digital tape for providing the feeds, Richer says the closed-loop system makes a disk-based system the most logical solution.

Like ABC's Davis, he also cites the system's software as a key selling point. Other broadcast engineers agree, although not all are ready to invest in Media Pool or its competitors.

"I think it was designed for the broadcaster," says Jerry Robinson, vice president of engineering for the Hearst Broadcasting group.

Robinson says his company has been looking at the BTS machine and other disk-based recorders, but adds that he thinks the technology needs more testing in a broadcast-station atmosphere.

BTS's Buterbaugh says the company will deliver Media Pool to beta testing sites next month. ■

ABC Television on a digital spending spree

It has allocated \$153 million for new gear in New York; first is conversion of all VTRs

By Chris McConnell

ABC is taking its new deal with New York City to the broadcast-equipment store.

Armed with \$14 million in sales tax abatements for new equipment purchases, the company is looking to digitize its operations with an effort that includes completing a switch to digital tape machines, installing digital control rooms and purchasing some HDTV equipment.

The network won the tax breaks late last month as part of its agreement to remain in New York City for the next 15 years (BROADCASTING & CABLE, June 27). Also as part of the agreement, ABC said it will spend \$153 million during the next 10-15 years on digital and high-definition technologies.

The investment plan, says ABC's Preston Davis, represents an accelerated buying schedule for the network, although he says ABC already spends roughly \$20 million per year on new equipment.

ABC Engineering Vice President David Elliot says the financing plan will allow the network to digitize its entire infrastructure rather than buying digital equipment piecemeal. He says that next year ABC will begin to install its first digital control room, a facility that will include digital monitors, switcher, audio equipment and effects machines.

Once the first control room is installed, Elliot says, the network will be able to upgrade the others. He says that ABC has not yet identified equipment suppliers for the control rooms.

Davis says that ABC is completing a shift from analog machines to digital VTRs. The company is buying a battery of D-2 machines from Sony. The D-2 format, although digital, is not the latest in a barrage of tape formats that includes D-3, D-5 and Digital Betacam. A Sony spokeswoman says ABC has been investing in the D-2 format and is two-thirds through a D-2 equipment purchase begun in 1992. "This is the last phase," Elliot says of the D-2 program.

Davis says the network saw no compelling reason to invest in the latest digital tape formats such as D-3 and Digital Betacam. Elliot says the

component approach of other formats—in which color information is separated from the rest of the video signal—offers little advantage in the current NTSC environment, where color information must be combined with the rest of the video signal for broadcast. The network hopes D-2 will serve as its format until the arrival of HDTV, he says.

The network also is investing in a digital disk-based recorder from BTS (see page 68), although Davis says the disk machines work best only in specific applications, such as storing commercials and promotional material for playback.

Davis says ABC's recent coverage of the O.J. Simpson pretrial hearing underscored the importance of random access in allowing broadcasters to rearrange commercial playback on short notice. For acquiring and playing back long-form video, however, tape still offers the most cost-effective solution, he says.

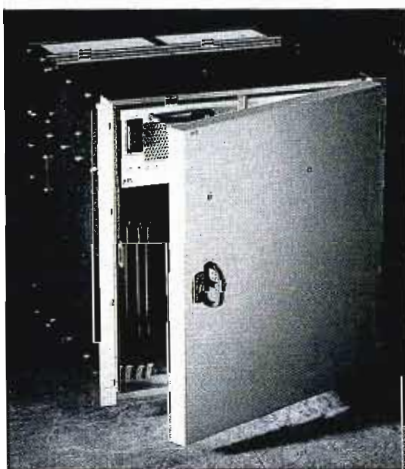
ABC's equipment-upgrade plans also call for the network to begin investing in HDTV playback equipment in 1999, provided the FCC's calendar for selecting a standard holds and that equipment is available.

"We expect the HDTV timetable will hold," Davis says, adding that he expects to see an HDTV standard set before the National Association of Broadcasters convention begins next year. Participants in the HDTV Grand Alliance are constructing their HDTV transmission system and plan to begin testing the system later this year.

Also on the ABC shopping list is a routing switcher for the digital traffic its D-2 machines will generate.

Breaking with tradition, the company will purchase the routing switcher from BTS rather than from Grass Valley Group.

The Venus switcher, says BTS's Scott Bosen, accepts digital traffic from multiple sources and directs it within the broadcast operation. He cites the BTS machine's "pathfinding" capability as a unique feature. The Venus machine can identify the



ABC's first steps toward an all-digital plant include D-2 machines from Sony (above) and a digital routing switcher from BTS (left).

source of a video signal, such as a particular VTR within a broadcast studio, and then determine whether the signal requires routing to an analog-to-digital converter before sending the video to its destination.

The price of Venus switchers varies with the number of inputs and outputs they provide. Prices start at roughly \$10,000 and can pass the \$1 million mark for switchers routing hundreds of video inputs and outputs. The switcher purchased by ABC initially will handle video from 160 sources, although Elliot says that number will grow during the next five years. ■

Cutting Edge

By Chris McConnell

Fox Television will be using Sennheiser wireless microphones when it begins broadcasting NFL football this fall. The network will place seven of the Sennheiser 4-channel EM1046 UHF-SK50 wireless microphone systems at its control centers for the NFL broadcasts. The systems include a multichannel receiver and a miniature body-pack transmitter. Each receiver can be tuned to a 24 mhz range in the UHF band. The units can receive 4,800 frequencies within each 24 mhz range. The transmitter carries 16 preprogrammed selectable frequencies.

Sony has closed a series of digital Betacam VTR sales to U.S. and Canadian broadcasters. The manufacturer says it has sold 42 Digital Betacam VTRs to Turner Broadcasting and another 110 to the Canadian Broadcasting Corp. Turner Broadcasting is installing the VTRs in its new CNN International facilities in Atlanta. The broadcaster will use the machines for editing news reports into versions geared to different global markets. Canadian Broadcasting Corp. is using the machines for production, post-production and playback at its new Toronto Broadcasting Centre. Additionally, Sony says WFAA-TV Dallas and WHIO-TV Dayton, Ohio, have purchased the Digital Betacam VTRs.

Moving Pictures is using Avid nonlinear edit machines to perform on-line editing for two TV series. The New York-based edit facility is using

the Avid to edit ESPN's *Saltwater Sportsman*. The company has completed editing the first run of 12 shows and is beginning a second group of 26 episodes. Moving Pictures also is using the nonlinear machine to edit *Tilt 23 1/2*, a magazine show being broadcast in Europe.

DNF Industries has introduced a new universal VTR control that allows broadcasters to control machines from various manufacturers. The company's ST200 controller functions with tape machines made by Sony, Panasonic, BTS, Ampex, Hitachi and JVC and functions with machines of various formats. The VTR controller features a numeric keypad for entering search commands.

Arianespace has launched PanAmSat's broadcasting satellite to the Pacific Ocean region. The Hughes-built satellite will distribute television programming between Asia and the U.S. Customers on the satellite include ABS-CBN Broadcasting Corp. of the Philippines, Discovery, ESPN, Turner Broadcasting System and Viacom. The new satellite, PanAmSat's second, carries 16 Ku-band transponders and 16 C-band transponders. PanAmSat this fall plans to launch its third satellite.

New York's Image Group Post has opened a production/post-production facility in the city's Tiffany Building. The company's

new Image Group Studio carries five online editing suites, two film transfer suites and three digital audio suites. The 60,000-square-foot facility also houses equipment for standards conversion, closed captioning and duplication and carries two Avid Media Composer 1000 machines and one Avid 8000 machine. The online, multiformat edit suites house a BTS routing system, Grass Valley switchers and CMX edit controllers. The facility also carries a production studio with space for an audience of 200. Additional features include a satellite uplink and downlink, a Quantel Paintbox suite, Ikegami studio cameras and an announcer's booth.

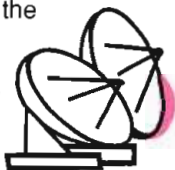
WMC-TV Memphis has joined the Conus Satellite News Cooperative's Midwest region, the 12th station in the region. The Conus cooperative includes more than 150 television stations around the world. Participants exchange taped and live news coverage and collaborate on covering breaking news.

ImMIX's VideoCube Plus post-production work station is being used to edit local commercials in the Tampa Bay area. Brandon, Fla.-based Paragon Cable has used the digital video machine to post more than 80 local spots. The cable company, which serves 125,000 subscribers, says the VideoCube Plus enables it to meet tighter deadlines and achieve faster turnaround times. The company cites a recent 30-second auto dealership spot that it was able to edit in less than three hours. The disk-based VideoCube systems

provide editing and processing of 60 fields-per-second video. Capabilities include random-access nonlinear editing, character generation, digital video effects and multichannel digital audio mixing. In their basic configurations, the machines can store one hour of "online quality" video and two hours of CD-quality audio.

Manhattan Transfer/Edit Inc. plans to use advanced computer-graphics hardware to provide special effects and animation for Lancit Media Productions' *Backyard Safari* children's series. The company's Manhattan Advanced Digital Unit will use a Silicon Graphics supercomputer to generate the animated wood gnome that will host the series, expected to premiere on PBS in 1995.

KUB Systems Inc. will introduce a new digital compositing and effects machine at the Siggraph '94 computer graphics show in Orlando, Fla., later this month. The company's DANCE machine allows users to create nonlinear effects while operating in full bandwidth, 10-bit component digital video. The machine carries a Digital Video Effects engine with advanced compositing capabilities and a Macintosh-based user interface. The Foster City, Calif.-based KUB Systems, which manufactures digital video gear for the broadcast and post-production industry, also says it has signed Digital Dynamic Systems as an independent sales representative for the DANCE product line in Oklahoma, Arkansas and northern Louisiana. Serial Scene will represent the product in Illinois, Wisconsin and Minnesota.



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The fastest way for you to catch up to these decision makers is Broadcasting & Cable International magazine's October 1994 (MIPCOM) and December 1994 (MIP Asia) issues. These special issues will feature **bonus distribution** at MIPCOM and MIP Asia — so your advertising dollars will go even further. Just call Randi Schatz at (212) 337-6944 to reserve your ad space today.

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Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Getting together is a beginning. But, working together is true success! Growing small market radio group looking towards the future. If you are a selling GM or GSM interested in joining a financially sound group operated by radio people, not investors. Contact the home office of Mid-America Radio Group, Inc., Box 1970, Martinsville, Indiana 46151. 317-349-1485. EOE.

Program Director/Air Talent "Dayton's Choice...U92 FM." Urban contemporary radio programmer needed. Must have at least five years of programming experience to continue a winning tradition. Must be creative, think strategically and team leadership abilities is a must. Reports directly to operations manager. Submit your tape and resume to: **Marv Hankston**, OM, 211 S. Main Street, Suite 400, Dayton, OH 45402.

Public Radio Program Director. WDIY-FM - a start-up public station in Allentown-Bethlehem, PA (500,000 population) - seeks experienced Program Director. Resume and cover letter should detail background with programming, volunteer staffing and training. NPR/satellite operations, music service, and community events. Reply to: P.D. Search Committee, WDIY/LVCBA, P.O. Box 1456, Allentown, PA 18105. EOE/AA Employer.

Sunny South Florida small market FM needs aggressive general manager/sales manager to get the station back on track. Great potential earning power for the right person with ownership possibilities. If this sounds like your kind of challenge, send resume and requirements to Box 00035 EOE.

We're looking for a manager-salesmanager for our small-medium market radio stations in Arkansas. Excellent area! Excellent opportunity! Equity position available. Reply to Box 00023 EOE.

HELP WANTED SALES

Account executive wanted - 100 kw lite rock AC in beautiful southwest college market looking for AE with minimum of 2 years experience to handle varied list of retail, local and agency accounts. Right candidate is relationship builder, team player, and has an excellent track record. Can you step into an established list and not skip a beat while developing new business? If so, call Pete Forester, GM at KMGH-FM, Flagstaff, AZ at (602) 526-5765. KMGH is an equal opportunity employer.

Sales consultant - A qualified applicant must meet the following criteria: Experienced broadcast sales professional with good knowledge of how to sell radio advertising in a small/medium market. Hard work means great financial success. A real, bona fide, active account list, base, health benefits, great bonus program for qualified applicant. Please send resume to: General Manager, MAGIC 101, WMGG-FM Radio, 117 Portsmouth Road, Gallipolis, Ohio 45631. EOE. WMGG serves 20 counties in a 3 state area with a 50,000 watt signal.

StateNets, the leader in State Radio Networks national representation is seeking an account executive with at least three to five years experience. You know strategic selling agencies, direct selling and you know radio. You must be willing to accept the challenge, opportunity and growth of working the most important markets in the country out of our Chicago office. Send resume, salary history and 3 references to Director of Sales, StateNets, 4 Executive Park Drive, Suite 1217, Atlanta, GA 30329.

Sales manager of successful station needed. Top 50 market, high energy, successful newstalk radio station located in the southeast is seeking a successful sales manager to lead a staff of 9 sellers. Must be creative and a go getter. Must be able to work with a new business development department in putting together sales packages. Only applicants with history of success need apply. General manager opportunities do exist.

WBAA-FM/WLIE-FM: Eastern Long Island, NY, continues to seek smart, creative, leader as general sales manager to grow duopoly to new financial heights. Excellent teaching skills, plus hands-on client contact a must. EOE. Call 516-765-1017.

HELP WANTED TECHNICAL

Chief engineer sought for 9K non-commercial FM station located on a university campus. Seeking individual with minimum five years broadcast engineering experience and good written and verbal communication skills. For complete vacancy announcement, contact General Manager, KHSU-FM, 707-826-6088. Fax: 707-826-6082. EOE/Title IX/Affirmative Action employer.

WESS (90.3 FM Stereo, 1375 watts), the campus radio station at East Stroudsburg University, is seeking a contract engineer to service the station on a regular basis. Individuals and/or companies interested in receiving the request of proposal document should contact: Valerie Hodge, Vice President of Student Development, Reibman Building, East Stroudsburg University, East Stroudsburg, PA 18301. 717-424-3463.

HELP WANTED NEWS

50,000 watt classic hits FM has immediate opening for a morning drive personality. Must have: morning drive experience, be creative, personable, humorous and love radio. Responsibilities include: air shift, production, remotes. Excellent salary and benefits. Send tape and resume to: WMGG (Magic 101), 117 Portsmouth Road, Gallipolis, Ohio 45631, Attn: Eric Turner (Program Director). No phone calls! WMGG serves the Huntington, Ashland, Ironton metro market.

WETA TV/FM seeks FM morning announcer/producer to program and present weekday morning drive time airshift Monday - Friday 5:00 am - 10:00 am. Specifically: preparation, announcing, music programming, interviewing and production. Represent WETA at various public events. Requires five years on-air experience with strong on-air and editing skills, ability to handle a wide variety of information on-air, FCC license, and working knowledge of classical music. Bachelor's degree (or equivalent experience) and on-air fund raising skills desirable. WETA offers a comprehensive benefits package and a smoke-free environment. Send resume to WETA TV26 FM91. Attn: Human Resources, P.O. Box 2626, Washington, DC 20013 or 3700 S. Four Mile Run Drive, Arlington, VA 22206. WETA is an equal opportunity employer. D/M/F/V.

Morning show host. Announcing a rare opportunity. One of America's premier stations. Two of America's best cities...Minneapolis - St. Paul. Morning drive announcer. The requirements are: major market morning experience. Prior ratings success. Desire to work with a team. Desire to win. Bob Davis, KSTP-FM, 3415 University Avenue, Minneapolis, MN 55414. Equal Opportunity Employer.

Full service AM, A/C FM seeks reporter with potential to become news director. At least 1 year experience. Regional applicant a plus - not necessary. Send T & R to Bob Schmalfeldt, PD, KDLR, P.O. Box 190, Devils Lake, ND 58301. No phone calls.

SITUATIONS WANTED NEWS

Female news reporter: 5 years radio/1 year TV weather anchor. Versatile: environment to legislature in 42nd market. Specialty: in-depth reporting and three part series Portuguese and Spanish, second languages. BA Degree: Broadcasting/Political Science. Ann (901) 377-5714.

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.

Sports reporter/anchor. Newhouse grad with 12+ years radio experience in NFL, NHL, AAA baseball market. Strong writing and reporting skills. Excellent work ethic. Employed in the market but seeking new opportunity. Reply to Box 00029 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 to Box 00005.

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

WUAB-TV has opening for RD created by relocation of current person. Candidate should have knowledge of Scarborough, TV Scan, JDS and Nielsen plus familiarity with PC's and Harvard Graphics, Lotus, Quattro Pro, and Novell LANs. Position requires previous station and/or national rep experience, as RD will be working closely with national rep firm's research department. Send resume and references to Carol Waite, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. WUAB-TV, a Cannel Communications Station is an equal opportunity employer.

WSAZ-TV, a division of Lee Enterprises and a top NBC affiliate, has an opening for a creative services director. Responsible for the marketing of station to both viewers and clients. Focus is creating and executing plans for station advertising and creating a brand awareness. Must be familiar with radio, print and outdoor advertising along with knowledge of rating books and budget preparation. Must be able to shoot and edit video. Qualified applicants please send resume to: Jill DeKeyser, Human Resources Manager, WSAZ-TV, 645 5th Avenue, Huntington, WV 25701. EOE.

Program/public affairs/manager. Must be experienced in all areas; FCC reporting, ascertainment, research and programming, public affairs and promotional creativity and imagination. Network affiliate in desirable market. Reply to Box 00038 EOE.

HELP WANTED SALES

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 30% commission. Send or fax resume to GM, KUBD-TV, 9805 E. Iliff, Denver, CO 80231. Fax: 303-751-5959. No phone calls, please.

General Sales Manager. Dominant CBS affiliate serving eastern and central Maine seeks an aggressive, creative "GSM." Ideal candidate will have 3+ years station/rep experience, will demonstrate a solid work ethic, good organizational skills and a plan for new business development. Send resume to: Michael Young, VP/GM, WABI-TV, 35 Hildreth Street, Bangor, Maine 04401. No calls please. 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 over achievement 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.

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.

Local sales manager: Accepting resumes for future openings within our group of 10 mid/small market television stations. Ideal candidates are creative, energetic team players who possess strong management skills and can "think outside the box." Experience with Green Marketing's local database research is a plus. Those looking to work only 8 to 5 need not apply. Send your employment history, salary requirements and sales philosophy to RP Companies, Inc., 350 Park Avenue, 16th Floor, New York, NY 10022. EOE. No phone calls, please! Confidentiality guaranteed!

General Sales Manager. ABC Affiliate needs a hands on Manager with at least 3 years Sales Management experience. Successful candidate will have a proven record in growing Local Sales and be able to work with our Marketing Department to develop non-traditional revenue sources. Send resume and salary history by 8/5/94 to General Manager, WQAD-TV, 3003 Park 16th, Moline, IL 61265. EOE.

Sales Executives, Los Angeles/San Francisco/Chicago Markets. West Glen is a leading distributor/producer of sponsored public relations/marketing videos. If you can successfully develop creative marketing concepts, this sales position is both challenging and rewarding. Applicants should have sales experience in either advertising, public relations or media sales in Los Angeles, San Francisco or Chicago. Excellent compensation package. Resumes to: West Glen Communications, Inc., 3800 North Wilke Road, Arlington Heights, IL 60004. Att: SG Fax: 708-259-4359

HELP WANTED TECHNICAL

Maintenance engineer. WNYC seeks a TV maintenance engineer. Responsibilities include troubleshooting and repair of all TV electrical and mechanical equipment, perform preventive maintenance on equipment, responding to requests for emergency repair, removing and installing equipment. Requirements include BA degree in electronics or equivalent military school or job experience, 2 years TV maintenance engineering or technical troubleshooting, valid NYS driver's license. Salary \$34,851 + 3 weeks vacation. Send resume: WNYC, HR Department 13-M, 1 Centre Street, 26th Floor, NYC 10007. EOE. M/F/H/V.

Chief engineer. Trinity Broadcasting station in the Atlanta area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, P.O. Box C-11949, Santa Ana, CA 92711. M/F. EOE.

Chief engineer. WFSB/Channel 3 Hartford's Post-Newsweek Station. WFSB is offering an exceptional career opportunity overseeing the operation and maintenance of a state-of-the-art broadcast facility within the growing Post-Newsweek group. Responsibilities will also include developing and implementing the station's long term capital plan. Qualified candidates will have experience in managing engineering maintenance and day-to-day operations. Candidates must also possess a strong sense of competitiveness, demonstrated leadership and strong inter-personal skills. A working knowledge of television technical unions and contracts is necessary. Submit resume to: Judi Addabbo, Personal Manager, WFSB-TV3, 3 Constitution Plaza, Hartford, CT 06103. EOE.

Immediate opening for aggressive hands-on video engineer. Must be proficient in maintaining full service multi-format post production facility. Location mid-west. In depth hands-on experience a must. Attractive salary and benefits package. Please call 1-800-960-3838, today, as well as faxing resume with salary history to John Prechtel at 515-472-6043.

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. KOAA-TV is seeking a qualified maintenance technician experienced in M-II, Betacam, one inch videotape and all other studio equipment. Candidate must have a FCC general class and/or SBE certification. At least 3 years experience in the position is required. Send resume to: Peter Hoekzema, Chief Engineer, KOAA-TV, P.O. Box 195, Pueblo, CO 81003. EOE.

Maintenance engineer. Wanted for fast growing independent television station. Ability to perform under pressure. Minimum 2 years experience in TV broadcasting. SBE TV broadcast engineer or FCC First Class Certification preferred. Familiarity with Sony Betacam, Grass Valley Group Switchers, and Audio Consoles a plus. Must be able to work various shifts, and be on call when needed. Drug-free environment, drug test required. EOE. No calls/walk-ins. Send cover letter with salary requirements and resume to: ME/MH, 602 Courtland Street, #200, Orlando, FL 32804, no later than 7/15/94.

Enjoy living & working in Tulsa. Chief engineer/maintenance engineer combination. UHF experience a must. KDOR TV 17, 2120 N. Yellowwood, Broken Arrow, OK 74012. EOE.

HELP WANTED NEWS

Evening news producer. Excellent writing and editing skills. Some reporting. Send tapes, samples and resumes to: WSAW-TV, P.O. Box 8088, Wausau, WI 54402-8088. Attn: Glen Moberg. EOE.

Anchor. If you're a great anchor and want to work at a great television station with all the toys (including live helicopter), send resume and non-returnable tape to: Bob Smith, News Director, KCRG-TV, Box 816, Cedar Rapids, IA 52406. EOE.

Anchor & 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.

Meteorologist. Full time. Ability to double as a reporter helpful. Send tape and resume to: WSAW-TV, P.O. Box 8088, Wausau, WI 54402-8088. Attn: General Manager. EOE.

Investigative producer: Aggressive news organization in top 20 market seeks experienced investigative producer to work with established I-Team of two on-air reporters. This person must be comfortable working independently, on deadline and able to consistently produce high-profile pieces on a regular basis. The successful candidate will be able to juggle multiple projects, be well-grounded in investigative techniques and procedures and have a demonstrated talent in producing contemporary television stories. Rush tape (3/4" or Beta), resume and all other pertinent material, including salary requirements to: Mike Cavender, Vice President/News, WTSP-TV, P.O. Box 10000, St. Petersburg, FL 33733.

KREM-TV (CBS) the #1 station in Spokane, Washington and a King Broadcasting station is seeking applicants to fill the following positions: Executive Producer - Excellent leadership skills required for the #2 position in newsroom. Must have contemporary view of news production values, teaching skills, work well with line producers to create consistent, innovative shows that deliver their missions and manage special projects. Sports Director/Anchor - Primary sports anchor position to produce, shoot, edit and write interesting sports and outdoor stories. You'll be asked to cover traditional sports in a non-traditional way and to cover non-traditional sports. The biggest sports event in the city is not football, it's the annual Bloomsday road race that draws 60,000 runners. Send non-returnable tape and resume to: Human Resources Director, KREM-TV, 4103 South Regal, Spokane, WA 99223. KREM-TV is an equal opportunity employer.

Medium size ABC affiliate in growing Louisiana market seeks energetic, experienced anchor, to complement female anchor, for its weekday evening newscasts. Rush tape and resume to: John Korbel, P.O. Box 93133, Lafayette, LA 70509. EOE.

NBC affiliate, WNDU-TV is looking for a creative, energetic photojournalist who loves his/her work. We need a photojournalist who likes doing packages with a reporter and alone, comes up with story ideas, and wants to be part of a winning team. One to two years experience shooting news preferred. Send resume, references, and non-returnable tape to: The WNDU Stations, Position #00100, Attention: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls!

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.

Reporter. The best news station in the midwest is looking for the best reporter. Send resume and non-returnable tape to: Bob Smith, News Director, KCRG-TV, Box 816, Cedar Rapids, IA 52406. EOE.

News director: WJXT-TV, the Post-Newsweek station in the newest NFL city, is looking for a news director who can meet the challenges of leading one of the nation's highest-rated news operations. If you combine the skills of manager, producer and journalist, if you have integrity and vision and are driven to win, we want to hear from you. Contact: Sherry Burns, VP/GM, WJXT, 4 Broadcast Place, Jacksonville, FL 32247. EOE.

WTXL-TV, the ABC affiliate in Tallahassee, Florida, is looking for a weekend anchor/producer, who would also report three days a week. Ideal candidate will be a strong communicator with excellent writing skills. Must possess a positive attitude and be a team player. Rush tapes (S-VHS, 3/4" or VHS) and resume to: Chris Huston, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, Florida 32313. EOE.

Weekend anchor. Our news department has an opening for a Saturday-Sunday morning anchor who will also report during the week. This individual must have a minimum of 3 years on-air anchoring experience and college degree. Resume and tape should be sent to Mike McDonald, News Director, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No phone calls, please. 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.

Sports anchor. No beginners. Must have television sports anchoring experience. The Olympics are coming to Savannah and we are the Olympic station. Do you understand the importance of local sports? Are you a strong journalist? Can you shoot, edit, set up a live truck and keep a positive attitude? If so, send a non-returnable tape to: WSAV, News Director, P.O. Box 2429, Savannah, GA 31402. EOE. We'll call you if we're interested.

Translator (Flushing) - Translate written and oral English language news reports from major media into written Chinese text for broadcast on evening TV news in Mandarin and Cantonese. Requirements: BA in Chinese or English language or literature + 2 years experience in job offered or 2 years experience as Chinese/English bilingual news editor or news translator. Must have full professional proficiency in both spoken and written Mandarin, Cantonese and English. 9am-5pm, \$33,000 per year. Send resume/letter in duplicate: SAH#880, Room 501, One Main Street, Brooklyn, NY 11201.

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.

Reporter/Anchor: Major market Spanish language television station seeks on-air talent fluent in Spanish. Please send resume and tape to Box 00040 EOE.

Top 20 Fox affiliate wants the best and the brightest for launch of news operation: news anchors who know the streets, sports casters who know the score and meteorologists who know what tomorrow brings. Since we're starting fresh we only want reporters with fresh ideas, producers with fresh approaches and videographers with fresh angles. Your tape should feature a variety of your live work. Only the best need apply. No beginners. Send non-returnable tapes and a detailed resume to: Gary Whitaker, River City Broadcasting, 1215 Cole Street, St. Louis, MO 63106. EOE.

Station in top 50 market in Pennsylvania seeks news director. Successful candidate must possess a bachelor's degree. Prior experience as a news director a must. Salary range \$40K-42K. Send confidential cover letter to Box 00036 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.

Assistant News Director. Alabama's number one news team is looking for a strong Assistant News Director. The Assistant News Director must be a good leader who can manage and direct the news operation on a daily basis. The person is in charge of long range planning and special projects. The candidate should have at least five years experience in local news. Good news judgement, good people skills, solid writing and producing skills, and attention to details is a must. High ethical standards are critical. Send resume, non-returnable tape and news philosophy to: Stan Knott, Vice President News, WBRC-TV, P.O. Box 6, Birmingham, Alabama 35201. Applications accepted through September 6. WBRC-TV is an equal opportunity employer.

News Photographer/Editor. WBRC-TV is looking for an aggressive news photographer/editor. The position would include shooting and editing daily news stories. The candidate should be skilled in the use of professional ENG camera and editing equipment, knowledge of live equipment is a plus. Two years professional broadcast experience is preferred. We are looking for good journalists with high ethical standards. Send resume and non-returnable tape to: David Kelley, Chief Photographer, WBRC-TV, P.O. Box 6, Birmingham, Alabama, 35201. WBRC-TV is an equal opportunity employer.

Reporter. WBRC-TV is looking for several good reporters. Reporters are responsible for covering assigned areas, setting up stories, conducting interviews, and writing news stories. The candidate must exhibit skills as both a live and on tape story teller. Applicants must be aggressive, but hold high ethical standards. The ability to operate ENG cameras and editing gear is a plus. Send resume, non-returnable tape and news philosophy to: Stan Knott, Vice President News, WBRC-TV, P.O. Box 6, Birmingham, Alabama 35201. WBRC-TV is an equal opportunity employer.

Meteorologist. Alabama's news leader is looking for a top notch meteorologist. Applicant should be capable weather forecaster with a meteorology degree. NWA and AMS seals are a plus. A minimum of one year broadcasting experience is preferred. Meteorologist at WBRC-TV are responsible for preparing and presenting forecasts for daily news programs. They must also monitor emergency weather providing viewers with timely updated information. Send resume and non-returnable tape to: James Spann, Chief Meteorologist, WBRC-TV, P.O. Box 6, Birmingham, Alabama, 35201. WBRC-TV is an equal opportunity employer.

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 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 storer, Chyron, Dubner, Ampex 1", Ace Editor and Vista Tips Paint System. \$18-20,000 to start. Paid health and life insurance. Send resume and salary history to Box D-17. EEO/MF-F.

Newscast director - Applicant must be experienced in directing fast paced newscasts and possess the ability to direct commercials and special projects. Send tape and resume to WCBD-TV, Personnel Dept. #673, P.O. Box 879, Charleston, SC 29402. EOE. M/F. Drug testing.

TV production manager. Fast paced news, and commercial production department needs great manager who can train and motivate a hard-working staff. Requires degree in television production, journalism, related field or equivalent experience, plus minimum two years' previous directing, writing, producing experience. Previous production management experience preferred. Great benefits including ESOP and 401(k) at a great station. Resume, tape of your best work, and references to: Bob Allen, VP and GM, KCRG-TV, 2nd Avenue and 5th Street, S.E., Cedar Rapids, Iowa, 52401. EOE.

Top 20 western market seeks experienced producers for all time periods. Very demanding schedule puts premium on creativity and commitment to excellence. If you can't write -- don't apply. Send tapes, resumes and a reason you should be hired to Box 00034 EOE/MF.

US based television company looking for production personnel with Mandarin, Chinese and English language skills. Producers, writers, directors, audio and camera operators. Should have strong commercial or live television production experience and be willing to travel. Requires a minimum of a Bachelors degree and 3-5 years production experience. An equal opportunity employer. Send resumes to: P.O. Box 3821, Spokane, WA 99202-3821.

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.

Art director. WHIO-TV creative services is seeking a highly motivated individual to oversee graphics department. Paint box and MAC experience desired. Station graphics facility includes Quantel V - Series Paint Box, Picture Box, Infinity, Power MAC 8100, Quadra 950 and Digital Edit Suite. Responsibilities include managing and directing graphics staff as well as designing and executing all station art needs. Send resumes and tapes to: Bill Manning, Creative Services Director, WHIO-TV, 1414 Wilmington Avenue, Dayton, Ohio 45420. WHIO-TV is an equal opportunity employer.

Promotion manager: WWSB, seeking a hands-on, news oriented, big picture person to oversee station marketing and promotion efforts. Must be able to manager and supervise activities of a writer/producer and graphics artist. If you are a self starter, focused and willing to take creative chances this is the place for you. Rush non-returnable tape and resume along with print and radio examples to: Glen Eklund, WWSB, Channel 40, 5725 Lawton Drive, Sarasota, FL 34233. EOE.

Promotion producer: Leap into a market on the move. We need a hands-on, know-it all promotion producer who's spots stand out in a very competitive environment. Write compelling copy. Edit 3/4" and hi 8. Field camera and radio production experience a plus. Must be able to juggle projects and people with energy! Join the fun here in sunny California. Send non-returnable tape, resume and your best news topical writing sample to: KERO-TV, 321 21st Street, Bakersfield, CA 93301. Attn: Kristin Kryway, Director of Promotion & Advertising.

SITUATIONS WANTED MANAGEMENT

CFO - Controller. Accomplished TV/radio financial executive. Resourceful and professional. 15 years broad based management experience. Team builder with organizational, communication skills. Strategic planning, budgeting & forecasting. Cash flow and bottom line oriented. Highly qualified. Have done it all. Reply to Box 00032 EOE.

GSM in major market seeking GM/GSM position. Competent leader, strong in sales with outstanding, proven success. Now considering opportunities in sunbelt region. Will respond to all replies. Confidentiality assured. Reply to Box 00037 EOE.

Television GM, GSM with marketing savvy. Do you have the GM or GSM to lead your station to revenue and ratings dominance in the new media world? Many talk the talk, I've walked the walk. Smart, high energy, excellent references. Contact me in confidence. Reply to Box 00039 EOE.

SITUATIONS WANTED TECHNICAL

29 years broadcast engineering. 19 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Reply to Box 00027 EOE.

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

Female meteorologist. 5 years top 15 market. Looking to expand weather role. Degree in meteorology, AMS seal, Colorgraphics, Kavouras, Doppler, NEXRAD. Emmy-nominee for education special, live reporting from floods, hurricanes, etc. I've even hosted our hour-long entertainment show. I'd love to do a science-type show that won't scare girls away from science and math. Reply to Box 00028 EOE.

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

CABLE

HELP WANTED SALES

Account executive: Large East Coast cable interconnect seeks aggressive, experienced account executive. Media experience is necessary for this position in a "top 25" market. Must be self-motivated, goal-oriented, organized and persuasive. Must understand the value of service, creativity and teamwork. The ideal candidate will possess a Bachelor's degree and have experience selling conceptually

HELP WANTED MANAGEMENT

Manager of production services. St. Thomas-St. John Cable TV, located in U.S. Virgin Islands, seeks experienced manager to oversee local origination programming production staff and commercial production staff. Other responsibilities include personally handling large-scale production projects, budgeting and financial reports, equipment maintenance and procurement. Editing and production skills mandatory. Minimum of five year's production/management experience and bachelor's degree required. Send resume and salary requirements to: St. Thomas-St. John Cable TV, One Beltjen Place, St. Thomas, VI 00802-6735, Attn: Andrea L. Martin. EOE.

HELP WANTED TECHNICAL

ESPN has immediate opening for an individual with 3-5 years in broadcast equipment maintenance. Digital experience and the ability to diagnose and troubleshoot to the component level is required. Computer literacy, FCC general license and satellite uplink experience are preferred. Send resume to Human Resources Department, ESPN, Inc., ESPN Plaza, Bristol, CT 06010. ESPN is an equal opportunity affirmative action employer.

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.

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Jan Allen
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Must have Enterprise sales system or other computer experience, work accurately under pressure and meet daily deadlines. Ability to work effectively with station management and sales personnel is required. Knowledge or experience in sales or sales support is preferred.

For immediate consideration, please send salary history and resume to: **NBC, Dept. SSC, 3000 W. Alameda Ave., Burbank, CA 91523.**

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HELP WANTED NEWS



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Mark Olinger, News Director.

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4720 Oak St. Kansas City

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ART DIRECTOR. Provide supervision and leadership of in-house staff artists (min. 3) in the creation of graphics for the station. Initiate exciting overall look of the station from on-air to print collateral to set designs. 5 years television graphics art experience a must. Strong management skills needed. Tape and resume required.

PUBLICIST. Develop and generate positive, highly visible publicity on local level for news, programs, talent and station activities. Must be a conceptual thinker, highly organized and have excellent written and verbal communication skills. Responsible for building strong alliances within the community. Minimum 3 years P.R. and project management skills. Must demonstrate excellent track record and results with press. Resume and writing samples required. EOE.

Please send resume and required materials to:

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855 Battery Street
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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.

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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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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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For the Record

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Granted

KRCX(AM) Roseville, CA (BAPL940406-EA)—Action July 6.

KMYC(AM)-KRFD-FM Marysville, CA (AM: BAL940407EA; FM: BALH940407EB)—Action July 6.

KIDD(AM) Monterey, CA (BAL940620EA)—Action July 6.

KXDC-FM Carmel, CA (BALH940620EB)—Action July 6. **KLSX(FM) Los Angeles** (BTCH940614GL)—Action June 14.

KDIG(FM) Orland, CA (BTCH940504GI)—Action July 7.

KRLA(AM) Pasadena, CA (BTC940614-GK)—Action June 14.

KYXY(FM) San Diego (BTCH940606GE)—Action June 24.

KALI(AM) San Gabriel, CA (BAL940610-EB)—Action July 6.

KUSA-TV Denver (BALCT940621KE)—Action June 30.

WWRC(AM) Washington, DC (BAL940614-GH)—Action June 14.

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

WDAE(AM)-WUSA-FM Tampa, FL (AM: BAL940621KG; FM: BALH940621KH)—Action June 30.

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

KCCN-AM-FM Honolulu (AM: BAL940502-GH; FM: BAPLH940502GI)—Action June 29.

KINE-FM Honolulu (BAPLH940502GJ)—Action June 29.

KGGY(FM) Dubuque, IA (BALH940517-GF)—Action July 7.

KTLB(FM) Twin Lakes, IA (BALH940124-GR)—Action July 6.

WZNX-FM Arcola, IL (BALH940211GF)—Action July 1.

KXLK(FM) Haysville, KS (BALH940616-EC)—Action July 7.

KFH(AM) Wichita, KS (BAL940616EB)—Action July 8.

WLSI(AM) Pikeville, KY (BAL940518EF)—Action July 7.

WETT(AM) Ocean City, MD (BAL940518-EC)—Action July 7.

KARE-TV Minneapolis (BALCT940621-KF)—Action June 30.

KNSP(AM) Staples, MN (BAL940406EB)—Action July 6.

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.

KWPM(AM)-KSPQ(FM) West Plains, MO (AM: BTC940510ED; FM: BTCH940510-EE)—Action July 7.

WKZB(FM) Drew, MS (BALH930806GH)—Action June 29.

KRHD-AM-FM Duncan, OK (AM: BTC940330EB; FM: BTH940330EC)—Action June 30.

KSWO-AM-TV Lawton, OK (AM: BTC930330ED; TV: BTCCT940330KQ)—Action June 30.

WGSM(AM) Huntington, NY (BTC940614-GI)—Action July 6.

WMJC(FM) Smithtown, NY (BTCH940614-GJ)—Action July 6.

WDSC(AM)-WEGX(FM) Dillon, SC (AM: BAL940606GF; FM: BALH940606GG)—Action July 6.

KWSW(FM) Sisseton, SD (BAPED940517-GE)—Action July 7.

WXOQ(FM) Selmer, TN (BALH940513-GG)—Action June 28.

KFDA-TV Amarillo, TX (BTCCT940330-KH)—Action June 30.

KIBL-AM-FM Beeville, TX (AM: BAL-940518EA; FM: BAPLH940518EB)—Action July 7.

KWAB-TV Big Spring, TX (BTCCT940330-KP)—Action June 30.

KXYL-AM-FM Brownwood, TX (AM: BAL940520EA; FM: BALH940520EB)—Action July 7.

WYSH(M) Clinton, TX (BTC940606EE)—Action July 7.

KERV(AM)-KRVL(FM) Kerrville, TX (AM: BTC940523EB; FM: BTCH940523EC)—Action July 1.

KWES-TV Odessa, TX (BTCCT940330-KO)—Action June 30.

KNSN(FM) Walla Walla, WA (BALH940502-GE)—Action June 23.

Dismissed

WKDM(AM) New York (BAL940610EA)—Action July 6.

KCKR(FM) Waco, TX (BTCH940124GK)—Action June 27. facilities

FACILITIES

Applications

Lewes, DE WXJN(FM) 105.9 mhz—Prettyman Broadcasting Co. seeks CP to relocate main studio to Roxana, DE

Vero Beach, FL WWDO(FM) 99.7 mhz—Vero Beach FM Radio Partnership seeks mod. of CP to change ERP: 26 kw; ant. 134 m.; TL: E side Rte. 505, 1.5 km S Wabasso Rd., Wabasso, Indian River Co., FL.

St. Petersburg, FL WRMD(AM) 680 khz—ZGS Broadcasting seeks CP to add night service with 125 w.

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,929
Commercial FM	5,044
Educational FM	1,697
Total Radio	11,670
VHF LPTV	531
UHF LPTV	993
Total LPTV	1,524
FM translators	2,189
VHF translators	2,253
UHF translators	2,427
Total Translators	6,869

Service	Total
Commercial VHF TV	559
Commercial UHF TV	596
Educational VHF TV	123
Educational UHF TV	241
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

Elko, NV KLKO(FM) 93.5 mhz—Elko Broadcasting seeks CP to make changes: ERP: 4.8 kw; ant. 453.1 m.; TL: East Twin Peak, Adobe Range, Elko Co., NV, Frequency from 93.5 mhz to 93.7 mhz and to change class to C2.

Montauk, NY WVZC(FM) 94.9 mhz—Women Broadcasters Inc. seeks mod. of CP to change ant.: 83 m. and to correct coordinates.

Covington, VA WIOQO-FM 100.9 mhz—WKEY Inc. seeks CP to make changes: ERP: 0.56 kw, ant. 323 m.; TL: atop Fore Mtn., 5.3 mi. ENE of Covington, Allegheny Co., VA and to change antenna supporting structure height.

Actions

Bisbee, AZ KWCD(FM) 92.3 mhz—Denied app. of G.C.S. Broadcasting Co. for CP to relocate main studio location outside primary service contour. Action June 23.

Bradenton, FL WTBG-TV ch. 66—Granted app. of Bradenton Broadcast TV Co. Ltd. for MP to change ERP vis: 2240 kw; ant. 465 m.; TL: approx. 3 km NE of Verna, Manatee Co., FL. Action June 30.

Unadilla, GA WAFI(FM) 99.9 mhz—Granted app. of Dallas Tarkenton for mod. of CP to change antenna supporting structure height. TL: on Whitfield Rd., 3.7 km SSE of Henderson, IN, Houston Co., GA. Action July 6.

Effingham, IL WXF(FM) 97.7 mhz—Granted app. of Premier Broadcasting Inc. for one step app. to change frequency from 249A to 250A. Action June 28.

Virgie, KY WZLK(FM) 107.5 mhz—Granted app. of Kenneth Osborne for CP to change

ERP: 1.12 kw. Action July 6.

Amherst, MA WFCR(FM) 88.5 mhz—Dismissed app. of University of Massachusetts for CP to make changes: ERP: 17 kw, ant. 295 m. Action June 28.

Bar Harbor, ME WMDI(FM) 107.7 mhz—Granted app. of MDI Communications Inc. for mod. of CP to make changes: ERP: 11.5 kw; ant. 149 m.; TL: approx. 1.6 km ENE of Tunk Lake, Hancock Co., ME. Action June 3.

Rapids, MN KDKK(FM) 97.5 mhz—Granted app. of Delahunt Broadcasting Corp. for CP to make changes: ant. 130 m.; change type of antenna. Action July 7.

Kalispell, MT KDBR(FM) 106.3 mhz—Returned app. of Cloud Nine Park Broadcasting Inc. for one-step application to change channel to 292C2. Action June 14.

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Livingston, MT KBOZ-FM 97.5 mhz—Citadel Broadcasting Corp. seeks CP to make changes: ant. 241 m.; TL: in Gallatin Co., Mt., approx. 2.7 km WNW of intersection of Bridger Canyon cutoff Rd. and U.S. S Rte. 10. Action June 30.

Omaha, NE KKCD(FM) 105.9 mhz—Grantlyed app. of Vantage Comm. Inc. for mod. of CP to make changes: ERP: 50 kw; ant. 146 m.; TL: 27th St. between T and W St. in Omaha, Douglas Co., NE and to change antenna supporting structure height. Action July 1.

Cherry Valley, NY WJIV(FM) 101.9 mhz—Granted app. of WJIV Radio Inc. for CP to make changes: ERP: 11.8 kw. Action June 29.

Philadelphia WPBE(FM) 88.1 mhz—Returned app. of West Philadelphia Educational Broadcasting Co. for CP to make changes: ERP: 0.000916 kw; ant. 60 m.; TL: Market Square Complex, Suite 7B, 3901 Market Street, Philadelphia, PA, make changes to main studio location. Action June 29.

Lake City, SC WWFN(FM) 100.1 mhz—Granted app. of Florence County Broadcasters for CP to change ERP: 3.3 kw and ant. 132 m. Action June 29.

Richmond, VA WFTH(AM) 1590 khz—Granted app. of Tri-City Christian Radio Inc. for CP to change TL to 300 German School Rd., Richmond, VA, and make changes in antenna system. Action July 7.

Weston, WV WSSN(FM) 102.3 mhz—Granted app. of West Virginia Radio Corp. for CP to make changes: ERP: 10 kw; ant. 155.1 m.; TL: Buckhannon Rd., 1.25 km N of Hwy 33/119, Hacker Creek, Lewis Co., WV. Action July 6.

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PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

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Wants privacy

EDITOR: I am concerned about an issue of privacy, which is quickly being eroded by the new interactive cable TV services and technology that is being planned or introduced. Coupled with construction of the National Information Infrastructure, interactive devices in the home pose a benefit as well as a threat to prospective subscribers. What concerns me most, perhaps, is that nothing addressing my concerns has been revealed in current cable TV reregulations or discussions of how to build the information superhighway.

According to Pioneer New Media Technologies' own literature touting the performance aspects of their new BA-9000 addressable terminal to the cable industry, the "box" has some disturbing features:

"Through snapshot and current register features of the BA-9000 impulse module, the operator can collect viewer statistics, viewer responses and status monitoring data."

This may seem like reasonable data to collect to support the

advanced features of emerging interactive services. By their nature, all interactive services require a two-way link to the customer from the cable headend. However, most cable services in the past—including pay-per-view operations, premium movie services, and access to multilevel tiers—have all been achieved today without specific need for interactivity or two-way technology. The most disturbing problem with the BA-9000 is its ability to collect viewer statistics. This is "Big Brother" keeping accurate track of all customers' viewing habits—whether they are watching basic, à la carte or any service tier.

The cable companies have said that they are enjoined by the FCC from disclosing any of this data. However, I question the right of the cable system to collect this *general* type of data at all. I feel that cable companies should be severely limited in their ability to monitor viewing habits, and prohibited wherever possible from intruding into the privacy of subscribers' living rooms.—Jeff Wootton, Akron, Ohio

No Diller fan

EDITOR: We've found the final nail to drive into the CBS coffin and it's shaped like Barry Diller. At this writing, Diller is poised to assume the presidency of CBS. Diller's the guy who created a ghetto of sleaze at Fox TV and who now presides over the bluish hole in your set called the QVC shopping network.

Perhaps the final demise of the great CBS is inevitable, but I urge Tisch, Stringer and the rest to go down fighting rather than in the foxy grasp of Diller. By participating in a QVC-CBS Inc., the CBS we know dilutes its ability to determine the nature of its broadcasts.

We all know that CBS could never remain free from corporate suitors as it did during most of the Paley days, and the arrival of Laurence Tisch proved that. But after dealing with the sizable dismantling of news, astronomical salaries and the wave of takeover threats, I don't think the reputation of CBS can survive Diller and QVC.—Michael Streissguth, Columbia, Md.

THIS WEEK

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

July 24-27—Cable Television Administration and Marketing Society national marketing conference. Chicago. Contact: (703) 549-4200.

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

July 27-29—Michigan Cable Television Association annual summer meeting, Grand Traverse Resort, Traverse City, 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.

Datebook

July 29—Regional Associated Press TV-Radio Association seminar on "Getting that First Job." KEY-TV, Santa Barbara. Contact: Rachel Ambrose, (213) 626-1200.

July 30—Regional Associated Press TV-Radio Association seminar and sessions on news writing, producing, videography. KEY-TV, Santa Barbara. Contact: Rachel Ambrose, (213) 626-1200.

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 Broadcasters 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.

Sept. 21-22—Cable Telco Values and Finance, 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

Blair Steven Levin

When FCC Chairman Reed Hundt had to choose a chief of staff, he went outside the Washington Beltway. He asked one of his oldest and most valued friends, Blair Levin, to join him at the FCC.

While some have questioned Levin's appointment as chief of staff—he had virtually no communications background and lacked traditional Washington credentials—the choice is paying off. Levin has won the respect of many inside and outside the commission.

FCC staff members say not only is Levin dedicated to Hundt, but he also is genuinely interested in the well-being of the agency.

As Hundt's chief of staff, Levin must make sure that all aspects of the agency's operations run smoothly. He also acts as liaison between the chairman's office and the other FCC commissioners' offices. Levin also works with the agency's various bureaus as policy is developed and implemented. "He makes the trains run on time," one observer says.

"He's very smart and works hard," says David Leach, an aide to John Dingell (D-Mich.), chairman of the House Commerce Committee, which controls the FCC's fate.

Industry representatives also are pleased with Levin. "He's terrifically approachable," says Washington lobbyist Joe Waz, whose clients include Comcast Communications. He says the lawyer from Raleigh, N.C., "can handle issues at any level of detail. He likes to get into the nitty-gritty."

Levin, 40, joined the FCC on Jan. 2. His wife, Patricia, and their three children stayed in Raleigh until early this month.

For Levin, the decision to leave his family and law practice was not easy. He was enjoying his work at the Raleigh law firm of Parker, Poe, Adams & Bernstein, where he primarily represented local governments on financial transactions. He also served as general counsel for a cellular telecommunications company, Sterling Cellular, which provides services in 25 markets across the country. And his third child, Hannah, was about to be born.

Despite these complications, Levin says, he couldn't turn down Hundt's



offer. It was a chance to serve the public, something Levin always had intended to do. Furthermore, he would be working with Hundt. Says Levin of his boss: "He's my great friend, a very wise friend. He's really great at telling me what my future is. He sees around the corners...better than anybody I know." Levin says Hundt even influenced his decision to go to law school.

Hundt's admiration for Levin also is evident. He describes his chief of staff as "brilliant, benign and business-oriented."

Levin, a native of Los Angeles, met Hundt in 1975 in Portland, Me., where both were campaigning for a mutual friend who was running for a city council seat. Levin had just graduated summa cum laude from Yale University with an undergraduate degree in American studies. Hundt, several years older, already had received a law degree from Yale.

After their candidate won, Levin returned to Los Angeles, where he worked for a year at the University of California as a researcher on labor issues. Levin spent the next year traveling throughout Mexico and Central and South America.

As much as he loved traveling, Levin decided it was time to go to law school. His father was a lawyer—a labor arbitrator—and Levin was interested in learning the problem-solving techniques that law offered. He earned his degree from Yale in 1980 and moved to Durham, N.C., where he spent a year as a VISTA volunteer working for the Brown Lung Association. His wife-to-be, now a pediatrician, was studying at the University of North Carolina at Chapel Hill.

From 1981-82, Levin clerked for the U.S. Court of Appeals' Ninth Circuit in Los Angeles. He returned to Chapel Hill, where he did some consulting while his wife continued her studies. In 1984 he joined Parker, Poe, Adams & Bernstein.

Levin and Hundt kept in touch over the years. Levin helped Hundt form his vision for the FCC, and to offer Levin the job of chief of staff seemed natural.

There's no doubt that Hundt's FCC got off to a rocky start with its decision to implement another 7% rollback in cable rates. The agency was divided

over the issue, and the rollback ignited protests from the cable industry.

Moreover, Hundt's regulatory style was under attack. He was being called imperious, remote and stubborn. Levin has worked hard to dispel that image. He also has insured that the chairman's door is open, one cable lobbyist says, after industry groups complained that the new FCC chairman

would not meet with them.

Levin's easygoing, gregarious nature seems a counterbalance to Hundt's more button-down, reserved style. "It makes them a good team," one commission veteran says.

Even Levin admits that his personality is quite different from his boss's. "In a lot of ways we're very different personalities, but we think alike," Levin says.

—KM

Chief of staff, FCC, Washington; b. Jan. 23, 1954, Los Angeles; BA, Yale University, New Haven, Conn., 1975; JD, Yale University Law School, 1980; researcher, labor issues, University of California—Los Angeles, 1976; VISTA volunteer, Durham, N.C., 1980; law clerk, Judge Harry Pregerson, U.S. Court of Appeals, Ninth Circuit, Los Angeles, 1981-82; consultant, Durham, 1983; attorney, Parker, Poe, Adams & Bernstein, Raleigh, N.C., 1984-93; current position since Jan. 2; m. Patricia Friedman, Nov. 12, 1983; children: Ariel, 8; Jacob, 6; Hannah, 7 months.

Fates & Fortunes

BROADCAST TV



Lewis

Richard Lewis, VP, public relations and promotions, DIC Entertainment, Los Angeles, joins Hanna-Barbera Cartoons Inc., there in same capacity.

Tom Manning, news operations manager, WTIC-TV

Hartford, Conn., named assistant news director.

Michael Scott, reporter/anchor, KETV-TV Omaha, Neb., joins KCBS-TV Los Angeles as weekend anchor.

John Malos, anchor, WLIG-TV Riverhead, N.Y., joins KRBK-TV Sacramento as anchor.

Appointments at ITVS, Saint Paul, Minn.: **David Liu**, freelance producer, New York, joins as director, production/programming; **Suzanne Stenson**, communications coordinator, named outreach coordinator.

Kathy Hostetter, news producer/on-air talent, WKJG-TV Fort Wayne Ind., joins WQAD-TV Moline, Ill., as news producer.

Appointments at KBSI-TV Cape Girardeau, Mo.: **Wanda Evans**, sales representative, KFVS-TV Cape Girardeau, joins as regional manager; **Joe Fraley**, assistant sales manager, named NSM; **Jean Graham**, program manager, WYZZ-TV Bloomington, Ill., joins in same capacity.

Rose Mary Henri, executive producer, *Sally Jessy Raphael*, New York, joins The Talk Channel there in same capacity.

Melanie Chilek, director, original programming, Lifetime Television, Astoria, N.Y., joins Columbia TriStar Television Distribution, Culver City, Calif., as VP, development.

Appointments at KFOR-TV Oklahoma City: **Bob Ablah**, cable services engineer, named chief engineer; **Peter Truksa**, maintenance engineer, named assistant chief engineer; **Brenda Perry**, programming assistant, named community relations director.

Nina Lederman, independent producer,

joins NBC Productions, Burbank, Calif., as VP, tape production.



Bromstad

Angela Bromstad, VP, creative affairs, Fredya Rothstein Productions, Los Angeles, joins NBC Entertainment, Burbank, Calif., as director, mini-series and motion pictures for TV.

Phyllis Kessler, VP, sales, News Communications, New York, joins WLIG-TV there as LSM.

William Burton, director, promotion/station advertising, WPVI-TV Philadelphia, joins KABC-TV Los Angeles as director, creative services.

Gerlind Younts, producer/reporter, CNN, Washington, joins NBC, Israel, as bureau chief.



Yeager

Jim Yeager, director, public relations, Universal Studios, Hollywood, joins Warner Bros., Burbank, Calif., as head, publicity and public relations.

Ruth Domboski Macris, director, communications,

Media Institute, Washington, joins The Associated Press there as marketing communications manager.

Tom Burse, chief meteorologist, WSVN-TV Miami, joins WLWT-TV Cincinnati in same capacity.

RADIO



Packer

Michael Packer, VP, director, operations, WXYT(AM) Detroit, named VP/GM, news/talk radio.

Lou Imbriano, producer, WEEL(AM) Boston, *The Eddie Andelman show*, named pro-

gramming coordinator.

Appointments at Schilling Media, KMDL(FM) Kaplan, La./KFTE(FM)

Breaux Bridge, La.: **Mike Grimsley**, VP/GM, Lamar Advertising, Lafayette, La., joins as GM; **Frank Malambri**, sales manager, KSMB(FM) Lafayette, named GSM.

Jocelyn Ford, political correspondent, Kyodo World Service, Japan, named bureau chief, *Marketplace*, Public Radio International, Tokyo.

Buz Powers, VP/GM, KZPS(FM) Dallas, named VP/GM, KPSN(FM)/KIDR(AM) Phoenix.

Michael Stotsky, account executive WHFS(FM) Annapolis, Md., named regional sales manager, WHFS(FM)/WXTR-FM Waldorf, Md.

Lewis Schreck, sports sales manager, WFAN(AM) New York, joins WSB(AM) Atlanta in same capacity.

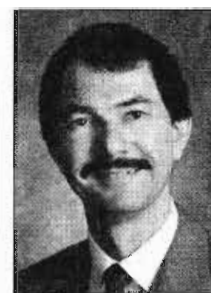
Lauren MacLeash, program director, WKOC(FM) Elizabeth City, N.C., joins KTCZ-FM Minneapolis in same capacity.

Ben Merens, host, WHAD(FM) Delafield, Wis., named executive producer, Milwaukee bureau.

Nan Wyatt, host/special assignment reporter, KMOX(AM) St. Louis, joins WBBM(AM) Chicago in same capacity.

Jane Shapiro, director, research, ABC Radio Networks, Dallas, named senior director.

CABLE



Printz

Edward Printz, GM, SportsCom, Houston, joins Liberty Sports-Communications, Irving, Tex., as president.

Michael Kirby, director, business development, Tribeca Productions, New York,

joins Fashion and Design Television, there as VP, corporate development.

Appointments at Turner Broadcasting System, Atlanta: **Kathleen Nitting** senior publicist, A&E Television Network, New York, joins as manager, public relations; **Libby Gill**, VP, publicity and promotion, Sony Pictures Entertainment Television Group, Irvine, Calif., joins as VP,

public relations.

Jim Carney, manager, community programming/director, studio operations, Paragon Cable, Manhattan, joins Bronx Community Cable Programming Corp., Bronx, N.Y., as executive director.



Amanpour

Christiane Amanpour, international correspondent, CNN, Atlanta, named senior international correspondent.

Monica Neal, publicist, media relations, HBO, New York, named manager, corporate affairs.

Appointments at Home & Garden Television Network, Knoxville: **John deGarmo**, director, marketing, Time Warner Sports Inc., Stamford, Conn., joins as VP, affiliate relations; **Pamela Cannella Treacy**, director, affiliate sales and marketing, ESPN, Bristol, Conn., joins as senior director, affiliate relations.

Steve Pickle, creative director, KSTW(TV) Tacoma, Wash., joins TNN, Nashville, as manager, daytime programming.

Charles Price, VP, sales and affiliate relations, QVC Inc., West Chester, Pa., joins S The Shopping Network Inc., Las Vegas, as executive VP, affiliate relations.



Hagel

Tom Hagel, VP, advertising sales, ESPN, Bristol, Conn., named VP, business development, advertising sales.

Juliette Hohnen, producer/reporter, MTV, Los Angeles, named news bureau chief.

ADVERTISING

Appointments at The Interep Radio Store, N.Y.: **Dan Dougherty** and **Howard Frank**, regional managers/co-directors, sales, New York, named VPs; **Tony Maisano**, president, Interep South, retires; **Susan Bessire**, account executive, named VP/sales, Dallas; **Tracy Hurst Eiden**, account executive,

named regional manager/director, sales, Minneapolis; **Ned Sands**, account executive, Los Angeles, named VP, client services.

Appointments at Rysher Entertainment, New York: **Darrylanne Oliva** and **Cecilia Voccoli**, directors, advertiser services, named VPs.

Dennis Calhoun, group creative director/executive art director, Wunderman Cato Johnson, Chicago, named VP, creative director.

Appointments at D'Arcy Masius Benton & Bowles Inc., St. Louis, Mo.:

Charlie Claggett, deputy managing director/chief creative officer, named managing director; **David Gulick**, senior VP/group account director, named deputy managing director; **James Palumbo**, senior VP/group account director, named executive VP/worldwide account director.

Appointments at New World Sales and Marketing, New York: **Larry VanderBeke**, director, Midwest advertiser sales, syndication ad sales, Tribune Entertainment Co., Chicago, joins in same capacity. **Nancy Cohen**, VP, sales, Premier Advertiser Sales, New York, joins as sales/marketing executive.

WASHINGTON



Fugel

John Fugel, producer, John A. Fugel Communications, Washington, joins NCTA communications division, as public relations representative.

Geoffrey Feiss, district manager, Michigan Bell

Telephone Co., joins USTA as director, government relations.

DEATHS

Dick Sargent, 64, actor, died July 8 of prostate cancer at Cedars-Sinai Medical Center in Los Angeles. Sargent was best known for his role as beleaguered husband Darrin Stephens on the television series *Bewitched*. He starred in that role from 1969-72. As a Stanford University student, Sargent appeared in more than two dozen plays with the Stanford Players Theatre. After graduation, he won a part in the 1954 film "Prisoner of War" and appeared in the films "Bernadine"

and "A Touch of Mink." On television he appeared in *Guns, Smokes, Playhouse 90* and *Family Ties*. He also acted in four made-for-television movies and was a regular in five series, including the 1961 sitcom *One Happy Family*.

William C. Grove, 88, retired broadcast executive, died June 19 of congestive heart failure in Cheyenne, Wyo. At 18 he was chief engineer of a Denver radio station. Throughout his life he was instrumental in putting several radio stations on the air. Grove was known for his ability to turn junk into functional equipment. He made an effects machine (soundtrack) to pioneer the re-creation of major league sporting events in the studio. Another example was his modification of war surplus tank transmitters and receivers into practical remote-pickup broadcast systems. Small radio stations used the system. He also wrote a number of articles included in the "National Association of Broadcasters Engineering Handbook." Survivors include his wife, Eva, one son, three grandchildren and two great-grandchildren.

Frank H. (Chip) Cipolla, 64, radio commentator, died July 10 of a massive heart attack in New York City. Cipolla worked for WNEW(FM) New York for 19 years. He commented for the New York Giants, Mets and Rangers and the New Jersey Nets. He is survived by a daughter and fiancée, Bonnie.

Cameron Mitchell, 75, actor, died July 5 of lung cancer at his home in Pacific Palisades. Mitchell was known for his television role in *The High Chaparral* and in the movie "Death of a Salesman." He began his career as a Radio City page before landing stage work in 1939 during a production of "Tambling of the Shrew." Film credits include "They Were Expendable," "How to Marry a Millionaire," "Monster of the Wax Museum" and "My Favorite Year." Survivors include his wife, six children and five grandchildren.

Thelma Burt Lazenberry Miller, 83, retired official of the Broadcast Bureau of the FCC, died June 15 of multiple myeloma at her home in Washington. She joined the FCC in 1947 as a statistical clerk, economics department, and rose to chief, ownership section, in the renewal and transfer division. Miller retired in 1974. Survivors include two daughters, five grandchildren and five great-grandchildren.

—Compiled by Denise Smith

Nickelodeon signed a multimillion-dollar licensing deal with Warner Bros. Domestic Pay-TV, Cable & Network for rights to *Steven Spielberg Presents Tiny Toons Adventures* (102 episodes); *Alvin & the Chipmunks*; *Beetlejuice*; *Gumby* and *Looney Tunes*. *Tiny Toons* debuts on Nick in fall 1995 and will run through the end of the decade. Warner has the option of simultaneously running the popular *Tiny Toons* shorts on its new Warner Bros. network after one year on Nick.

The new WB Network last week ordered its first two series, projects featuring veteran Fox actors and producers. WB ordered 13 episodes of a new show from *Married...With Children* co-creators and co-executive producers Ron Leavitt and Arthur Silver and an equal number of episodes of a new show from *In Living Color*

Hacker out at Tribune

Tribune Entertainment President/CEO Donald Hacker was removed from his post Tribune sources said last week. "It was due to a number of factors," said one Tribune source. "Too many things had gone flooey." Among the poorly performing shows Hacker championed were *The Dennis Miller Show* and the recently canceled *Can We Shop?*

Tribune said that several Tribune Broadcasting executives will assume Hacker's duties while a successor is sought. Tribune officials, who confirmed Hacker's departure last week (one week after his last day at the post), denied he had been removed, saying instead that he had resigned "to pursue other interests."

"I'm an entrepreneur at heart and have contemplated doing something more entrepreneurial for many years," Hacker, who turned 41 last week, told BROADCASTING & CABLE. "It's completely untrue that I was dismissed. The company is pretty profitable, and the [new show] *The Road* looks good."

Hacker has not decided on his next venture but said it will be broadcasting-related. He is a 15-year veteran of Tribune and assumed the top syndication post in February 1991. He was credited with helping to bring *Geraldo*, the syndication division's only successful major show, to Tribune, and he earlier helped acquire three major-market TV stations and the Chicago Cubs for Tribune Co.

—DT

Lester Lindow, 1913-1994

Lester W. Lindow, 81, broadcaster and longtime head of the Association of Maximum Service Telecasters (now the Association for Maximum Service Television) died July 13 at St. John's Nursing Home in Jackson, Wyo., following a long illness.

Lindow began his broadcasting career in 1935 as a salesman for WCAE(AM) Pittsburgh. In 1940 he became station manager of WFBM(AM) Indianapolis.

During World War II, he served on active duty with the U.S. Army from 1942 to 1946. His assignments included executive officer, and later chief, of the Radio Branch of the War Department's Bureau of Public Relations. He also served as public relations officer for generals Dwight D. Eisenhower and Lucius D. Clay. Lindow was appointed by President Truman to the General Staff Corps of the War Department.

He later served as GM of stations in Indianapolis, Rochester, N.Y., and Flint, Mich., before joining the newly created AMST in 1957 as the association's first executive director. The organization was formed to hold at par the number of licenses available for broadcast use and to guard the quality of the TV signal each licensee

originated. One of AMST's—and Lindow's—biggest victories came in 1962 when President Kennedy signed the all-channel television receiver bill, which required sets to be able to receive UHF stations as well as VHF and led

to a boom in the value and profitability of UHF outlets. He retired as AMST president in 1978 and then served as a member of the board and executive committee of Radio Free Europe/Radio Liberty from 1978 to 1982.

Margita White, MSTV president, said that Lindow "served MSTV, the television station industry and its viewing public with uncommon vision and tenacity. Our present system of local stations, largely unimpaired by destructive mutual interference and strengthened by the complementary growth of VHF and UHF service,

owes much to Les's dedication to the public interest."

He is survived by his wife, the former baroness Andree deVerdor of Palm Beach, Fla., a daughter, Helene Lindow Gordon of Jackson, Wyo., and two granddaughters. Services will be held at 2 p.m., Wednesday, July 20, at the Army's Fort Myer chapel adjacent to Arlington National Cemetery.



Lindow in 1976

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Closed Circuit

stars Shawn and Marlon Wayans. The Leavitt-Silver project will be produced by Walt Disney Studios subsidiary Touchstone Television and is titled *Unhappily Ever After*.

According to the Advertiser Syndicated Television Association's predictions, **syndication advertising revenue will top \$1.8 billion in 1995.**

The FCC granted its first pioneer preference for a narrowband personal communication services license to Mtel Corp. last week, but instead of issuing the license for free, the Jackson, Miss., company may have to pay for it. The commission is requiring the company to pay 90% of the lowest bid for the 10 other PCS licenses or \$3 million less than the lowest bid—whichever is less. However, one PCS observer notes that the FCC may have crafted the rules in such a way that Mtel may still get a license without paying a fee. If the lowest bid is less than \$3 million, then Mtel will not have to pay a fee. The FCC told the U.S. Court of Appeals last week that it was reconsidering its decision to issue free licenses to three broadband PCS companies that have been granted pioneer preferences—OmniPoint, Cox and Washington Post Co.-owned American Personal Communications. The FCC faces pressure from the Clinton administration and Congress to make broadband pioneers pay.

Errata—The July 11 "Fifth Estate" of Robert F.X. Sillerman, chairman/CEO of The Sillerman Companies and SFX Broadcasting Inc., incorrectly stated his anticipated quarter-to-quarter increase in company revenue for 1994-95. Sillerman estimates that figure will be 30%.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 3. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	11.3/224/98
2. Jeopardy!	9.2/208/95
3. Star Trek: TNG	8.6/244/99
4. Oprah Winfrey Show	7.9/219/95
5. Entertainment Tonight	7.5/184/95
6. Nat'l Geog on Assignment	7.2/178/95
7. Hard Copy	6.3/164/92
7. Wheel of Fortune-wknd	6.3/188/85
9. Inside Edition	6.2/160/91
10. Married...With Children	6.0/182/95
11. Roseanne	5.9/174/94
12. A Current Affair	5.8/181/95
12. Star Trek: DS9	5.8/225/98
14. Baywatch	5.3/205/96
14. Fox Hollywood Theatre	5.3/197/98

Keeping up with the Simpsons

ABC, CBS and NBC together devoted almost 100 hours to coverage of O.J. Simpson's preliminary hearing in Los Angeles at a combined revenue loss of something under \$4 million. Network officials were pleased given the high ratings: an estimated 40 million viewers watched some part of the coverage, according to CBS Research. Network sources say at this point it's difficult to plan coverage of the upcoming trial. First, they say, there's no guarantee the case will go to trial, since Simpson could end up cutting a deal. Second, the presiding judge, as yet unnamed, must authorize TV camera coverage. That may happen as early as Friday (July 22), when a trial date is scheduled to be announced. CNN, which provided gavel-to-gavel coverage of the preliminary hearing, has committed to do the same if there is a trial.

—SM

WASHINGTON

Rule relaxing

Broadcasters and cable operators actively involved in merger or acquisition negotiations should not count on relaxation of the FCC ownership restrictions anytime soon. Seeing the many broadcast and cable ownership rules as closely interrelated, Chairman Reed Hundt wants to deal with them in an omnibus proceeding. As a result, says a senior FCC official, plans to deal with certain TV rules this summer have been scrapped. The proceeding is unlikely to get underway until later this year, the source says.

Pressing for ownership reform in meetings last week with Hundt and new commissioners Rachelle Chong and Susan Ness was NBC President Robert Wright. According to a Hundt aide, Wright left behind a list of more than a dozen rules NBC believes need fixing.

HOLLYWOOD

Pilot promos

At least four stations carrying Worldvision's new Spelling Premiere Network will promote its syndicated shows with marathons of pilots of Aaron Spelling-produced shows. Stations that already own pilots, including *The Love Boat*, *Starsky & Hutch*, *T.J. Hooker* and *Charlie's Angels*, will run the programs in a block the week before the two-hour SPN block's Aug. 22-28 launch. Programming will include a new, exclusive interview with Aaron Spelling that will touch on the development of his series. The new female-skewing SPN shows include *Heaven Help Us* and

Robin's Hoods. Stations participating in the marathon: WPWR-TV Chicago, KTXH-TV Houston, KTVD-TV Denver and WDCA-TV Washington.

NEW YORK

Courting TV

Will Menendez trial lawyer Leslie Abramson host her own TV show? A source says Abramson, currently under contract to ABC News to provide commentary on the O.J. Simpson trial, is interested in the idea.

CHICAGO

Major move

Michael Castello, radio talk show syndicator and co-founder of Daynet, has left as president of Major Talk, a division of Major Broadcasting Network and distributor of the *Alan Colmes Show*, *Barry Farber Show*, *Morton Downey Jr. Show*, *Leslie Marshall Show* and *Lee Mirabal Show*. MBN President Chris Devine says the network's recent move to Chicago "didn't match with Mike's plans" and that the split "wasn't fiery." Devine says the network thus far has seen no need to replace Castello.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"Testing, testing, salary freeze... 1, 2, 3..."

Countdown

It could be all over but the waiting for broadcast networks eager for new opportunities. The networks were unsuccessful in persuading an appeals court to allow them into syndication earlier than scheduled, but the court appeared convinced that broadcasters were in a weak competitive position that was getting progressively weaker. Further, it went on to suggest that events might advance network entry but that any delay by the FCC beyond the November 1995 sunset "had better have an excellent, a compelling reason."

Hollywood still has a chance to convince the new FCC to undo the work of the old, but if it is unsuccessful, November 1995 will usher in a new age in broadcast competitiveness. In pre-fin-syn days, when networks were the dominant partner on the dance floor, that freedom to call the tune meant the potential to warehouse programming or make offers that were difficult for production partners to refuse. Those days are gone, and competition is the name of the game in all media everywhere. That fact, and the powerful spectators on Capitol Hill and Pennsylvania Avenue, should be enough to prevent potential abuses while allowing networks the stakes needed to keep their seat at the table.

Nobody's laughing

TV Marti is a joke, and a bad one at that. It reaches only a handful of Cubans at a cost of millions of dollars that can ill afford to be thrown away. The General Accounting Office released a report in 1990 that confirmed the suspicions of many, i.e., that TV Marti was a waste of money.

Having seen the enemy, the administration has proceeded to decorate it. USIA Director Joseph Duffey was on the Hill last week begging for money (\$13 million)

and pledging the President's continued support for TV Marti. His justification: "The Cuban audience that views and attempts to view TV Marti...is sufficient to warrant its continuation." Wrong. Duffey cited the figure of 4% viewership as justification for the service. Hardly, and even that figure is suspect.

The agency's earlier viewership surveys conducted several years ago to help justify the service were found to be flawed—we would add "fatally"—by GAO. That GAO report said the survey information collected to support the service contained "inappropriate statistical generalizations" and "hearsay" that rendered the information invalid. As recently as last March, an internal USIA report found that the service "influenced a negligible number of Cubans."

The House appropriations bill contains no TV Marti funding. The Senate should follow suit. Every day TV Marti continues is a victory for special interest and an affront to common sense.

A year to remember

Perhaps the most apt of this week's headlines is that on the cover proclaiming an "Industry in Play." It was motivated, primarily, by CBS's being put in play by Larry Tisch, but in truth there is no element of the Fifth Estate that is not. QVC was put in play by Barry Diller, and taken out—at least momentarily—by Brian and Ralph Roberts, the son/father team who have made Comcast so formidable a media company. The entire television broadcasting industry would appear to be in play, considering the affiliation and ownership changes breaking everywhere. The Westinghouse-CBS association announced last week would have qualified as the deal of the year not long back. Now it's part of the pack.

Will 1994 turn out to be the year that was? So far, it's a contender.

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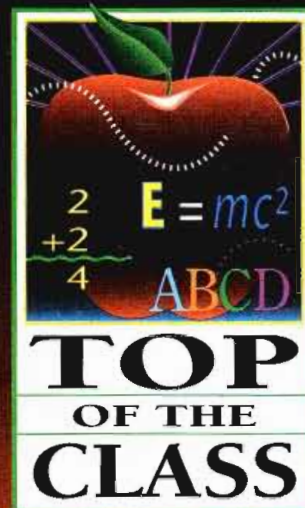
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