

NOV 14

# Broadcasting & Cable

*The Newsweekly of Television and Radio*

Vol. 124 No. 46 63rd Year 1994 \$3.95 A Cahners Publication



Providence Journal's

## Tryg Myhren

*A Man for All Media*

### GOING FORWARD

The FCC's Formula  
For Cable Expansion

### THAT GOP LANDSLIDE

What to Expect When  
Republicans Take Over  
Telemedia Policy Reins

Who'll be Who in  
the New Congress

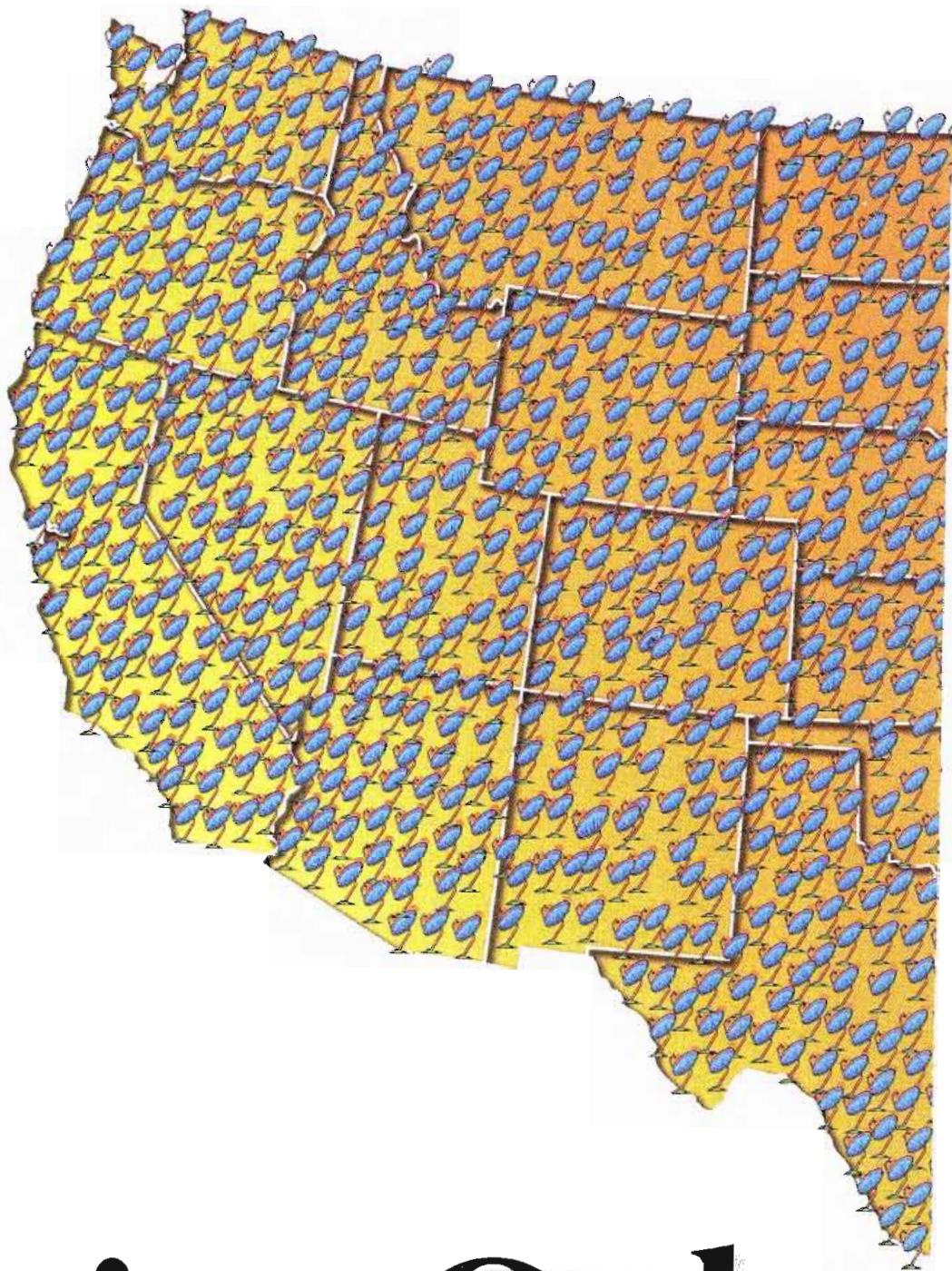
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Telemedia  
Week  
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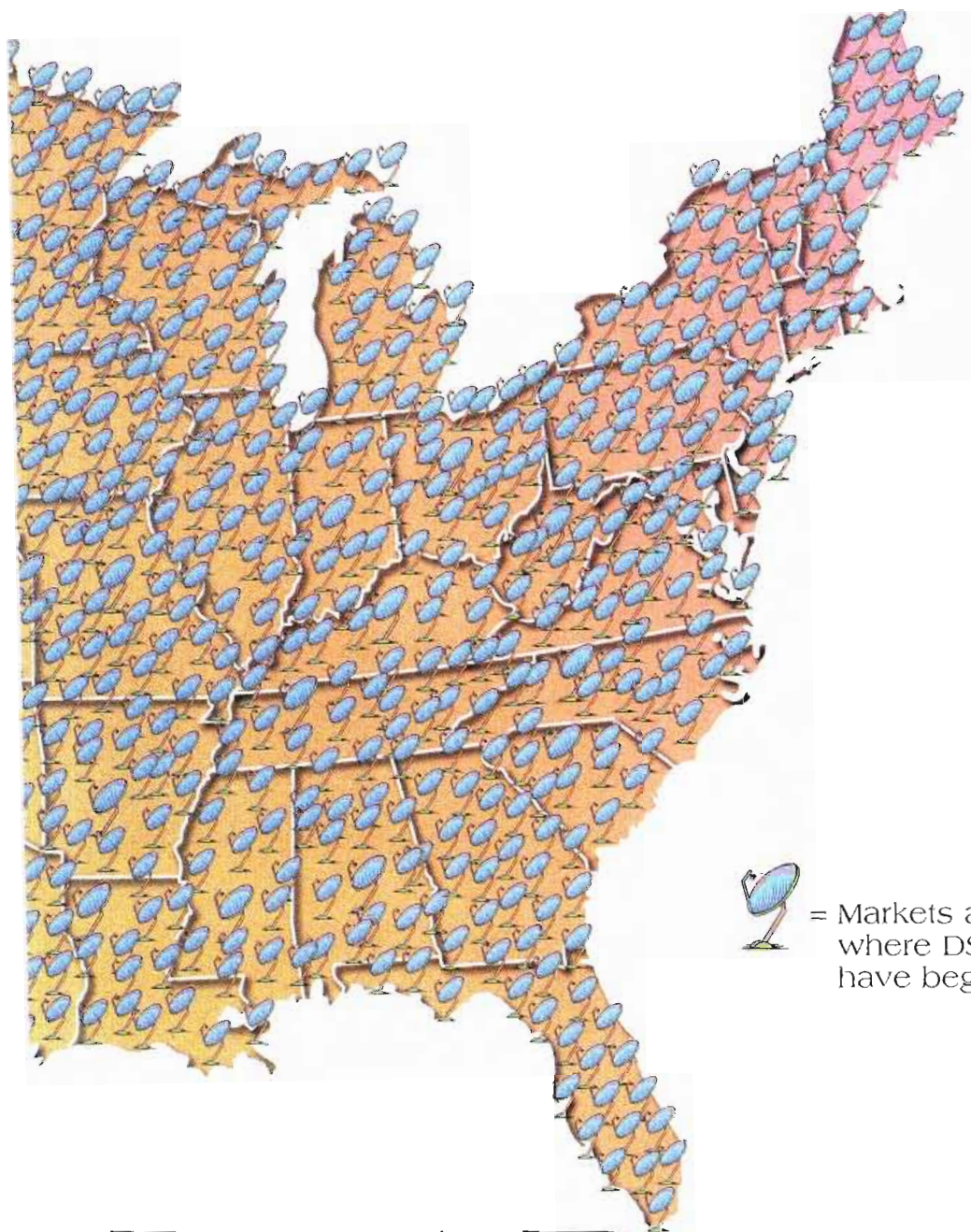


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**RCA**

**DSS**  
DIGITAL SATELLITE SYSTEM™

# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Going forward** Cable programmers were showing much more enthusiasm than cable operators last week in response to the FCC's new going-forward rules. "It's like a half a jar of pickles, and I'm not sure they're sweet," one cable system owner said. / 6

**Deregulation is in the air** The Republican victory in Congress may ignite a telecommunications revolution, including major regulatory relief for broadcasters. / 10

**New Congress means new worries for FCC** FCC Chairman Reed Hundt now has to weigh his policies against those of the Republicans who will chair the congressional committees with FCC oversight—Republicans who, on the whole, have a far more conservative view of government regulation than do Hundt and the Democrats they replaced. / 11

**Election spending is elephantine** Political campaigns across the nation this fall gave broadcast and cable media their biggest pot of political advertising dollars ever. / 14

**Networks shine in sweeps** Despite the closeness of the November sweeps race early on, the final outcome could be determined this week after CBS airs its heavily promoted *Scarlett* miniseries. / 15

**Hall of Fame inducts newest members** BROADCASTING & CABLE held its fourth annual Hall of Fame last Monday, honoring 17 individuals who have made a mark on the industry. This year's inductees bring the roster to 119. / 17 **Hall of Fame photos by Star Black**



Hall of Fame Class of 1994 / 17

## COVER STORY

### A man for all media

Trygve Myhren, president of the Providence Journal Co., is looking to sell the company's cable systems. It's not because he doesn't believe in the business, but because he believes the business is no longer a place for midsize players. In an interview, Myhren discusses how he plans to turn his full attention to the Providence Journal's other media businesses: broadcast TV, newspapers, and cable and broadcast programming. / 38 **Cover photo by Peter Silvia Jr./Black Star.**



Among Trygve Myhren's criticisms of the FCC: The going-forward rules "have again compounded the complexity of the regulatory scheme." / 38

## PROGRAMING

### Camera keeps post in O.J. court

Judge Lance Ito, in calling a hearing to consider banning cameras from the O.J. Simpson trial, was sending a "well-orchestrated message" to the press reminding it of his broad discretionary powers to control coverage, at least inside the courtroom. / 22

### SeaGull establishes beachhead

New production and syndication company SeaGull

Entertainment plans to co-produce its first show, a half-hour sitcom strip created for the first-run syndication marketplace. / 26

### Prime time moves

The prime time magazine glut forced ABC to cancel *Turning Point* as a weekly show and Fox to abandon plans to launch a new magazine, *Full Disclosure*. / 26

### Coppola returns to TV

Francis Ford Coppola's American Zoetrope will develop and produce miniseries and movies for television. Coppola will executive-produce upcoming product, to include a two-hour movie/backdoor pilot for Fox and a two-hour movie for ABC. / 30

### Paying to play

Two would-be cable networks are taking the approach that the best way to get distribution is to pay for it, by paying cable system operators a per-subscriber fee for carriage and buying leased-access airtime from local cable system operators. / 32



Infomercial-type Consumer Resource Network will pay cable system operators to show programming from Ford and State Farm. / 32

### All American faces reality

While All American Television will continue to



**"The FCC in every sense is leaning toward and pushing people toward bigness. I don't happen to think that this is right, but it's a fact."**

—Trygve Myhren, president, Providence Journal Co.

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exploit its *Baywatch* franchise, it is trying to expand its strip programming for daytime, including two reality strips for 1995. / 32

## RADIO

### Paxson goes public

Paxson Communications Corp. last week began trading its stock publicly. Its properties amount to eight FM and eight AM stations, two television stations, four state radio networks and four college sports radio networks. / 54

### Arbitron broadens base

In a deal proposed to provide radio stations with more complete research about their listeners, Arbitron will obtain a 50% interest in the Scarborough Research Corp., which surveys purchase habits and media usage of consumers in 58 markets. / 54

## BUSINESS

### Fights could punch up PPV

Mike Tyson's re-entry into the boxing ring could earn pay-per-view producer Showtime Event Television a record-breaking \$100 million. Tyson's exit from the boxing world to serve a jail sentence for rape dealt a serious blow to PPV fights. / 61

## WASHINGTON



James Olson runs the FCC's new competition division. "We have an industrywide focus now; it's not just on cable," he says. / 66

### Agencies join competition vanguard

The Justice Department, Federal Trade Commission and FCC have joined to take a hard look at telecommunications mergers and alliances. Dozens of attorneys are on the job, guarding against anti-competitive practices by U.S. media businesses. / 66

### FCC nibbles at cable rate complaints

The FCC has resolved .55% of more than 6,500 outstanding cable rate complaints and says most of the

backlog will be resolved by spring. / 66

### NCTA takes local approach to competition

The cable industry has joined forces with other industry groups for a state-by-state campaign to knock down barriers to local telephone competition, initially targeting six states. / 69

## TECHNOLOGY

### A quiet emergency

New EBS digital decoding technology will scale back the high-pitched test to an inaudible burst or one that lasts less than a second. / 70



ESPN is launching software products including 'NBA Hang Time '95' for Sega CD.

### Telemedia Week ESPN scores SportsTicker

ESPN's acquisition of a controlling interest in SportsTicker from Dow Jones puts it into the broader business of providing sports news to online users and the media. / 47

### Siemens sets sights on U.S.

Siemens, the German communications conglomerate, has made its way into the U.S. market by allying with Scientific-Atlanta and Sun Microsystems to provide complete networks for both telephone and cable operators entering each other's businesses. / 47

### Interactive studios the latest infohighway stop

TCI is forming an "interactive multimedia studio" to focus on CD-ROM, online and interactive TV productions in conjunction with Liberty Media's programming arm and its recent acquisition, Acclaim Entertainment. / 48

### Microsoft plays monopoly?

Online services are nervous that software giant Microsoft may tie its new online service to the latest version of its Windows operating system. / 48

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## Cable takes two steps forward

*Programmers are sanguine, operators less so, about new FCC going-forward rules*

By Rich Brown and  
Christopher Stern

**T**he cable industry's reaction last week to the FCC's new going-forward rules was mixed, with programmers showing much more enthusiasm than operators.

The FCC, in a 3-2 decision, is opening a three-year window for cable operators to cash in on incentives for adding up to seven new channels to their basic tiers.

The FCC also said cable operators could create a tier consisting exclusively of new channels. Although the tier will technically be subject to regulation, the agency says it will not interfere with operators pricing decisions.

Cable's mixed emotions were summarized this way by Marc Nathanson, chairman/CEO of Falcon Cable TV: "It's like half a jar of pickles, and I'm not sure they're sweet."

On the one hand, he's happy to finally have some guidelines, Nathanson says, but on the other he does not understand the reasoning used to determine the price caps. "What's the logic?" Nathanson asks. "What does the public want?"

The rules allow cable operators to pass through 20 cents a month for each channel added to basic tiers.

However, the FCC also imposed a cap of \$1.50 during the first two years. Thirty cents of the cap must be attributed to license fees. In the third year, the cap increases by an additional 20 cents.

The commission said price caps, which were originally proposed by the cable industry, prevent monthly cable bills from going through the roof while giving operators incentives to add channels.

The 30-cent "license fee reserve" is necessary, says the FCC, because without it, "operators would have excessive incentives to add no-cost or low-cost channels to [basic tiers]."

FCC Chairman Reed Hundt said the new rules lock in regulated rates for basic and enhanced basic services but also will allow operators to charge "anything they want for any other services."

The cable industry is disappointed in the plan because it is a watered-down version of the National Cable Television Association's original proposal. That proposal called for a 25-cent-per-channel pass-through with a one-year \$1.50 (monthly) cap. NCTA also wanted permission for cable operators to migrate up to four channels off regulated tiers.

The NCTA was also "deeply disap-

pointed" with provisions covering a la carte offerings. In a reversal of two earlier decisions, the FCC said any package of channels is subject to regulation, even if channels in the package are offered for sale individually.

The commission also threw out the so-called 15 factors that cable operators were told they could rely on to determine whether they were in compliance with the a la carte rules. One FCC staffer conceded last week that the factors "clearly were not working."

Hundt acknowledged that the 15 factors were complex and vague and that "no one in the industry understood them."

Encore Chairman/CEO John Sie says that as a pay programmer he is "ecstatic" over the new rules. He expects his mini-pay services to benefit from the FCC's promise not to regulate premium services offered jointly.

Although the basic framework of the going-forward rules has been set for more than a month, commissioners have had a difficult time coming to an agreement on the final order. In the end, commissioners Andrew Barrett and Rachelle Chong dissented, saying the financial incentives to add new programming services were inadequate.

The rules are in place for the next three years. The FCC will have to come up with new rules after the three-year incentive window closes.

Although the rules state that "unregulated tiers" have ceased to exist, the commission said "it cannot envision circumstances in which any price for a collective offering such as the commonly offered HBO/Showtime package would be found to be unreasonable."

Small systems were also offered special relief under the plan. Small cable operators will be allowed to recover the "actual cost of the head-end equipment necessary to add a channel, not to exceed \$5,000 per channel, plus the channel's licensing fee." The cost must be amortized over

### The chairman's spin on going-forward

FCC Chairman Reed Hundt says the new going-forward rules not only will give operators the incentives they need to add new channels but also will open the door to the "interactive world on a non-rate-regulated basis."

The FCC will continue strict regulation of basic services, but Hundt promised last Friday not to interfere with the pricing of any other services: "Keep selling basic and enhanced basic at today's fair pricing and sell anything else you want any way you want."

Hundt said the new rules comprise:

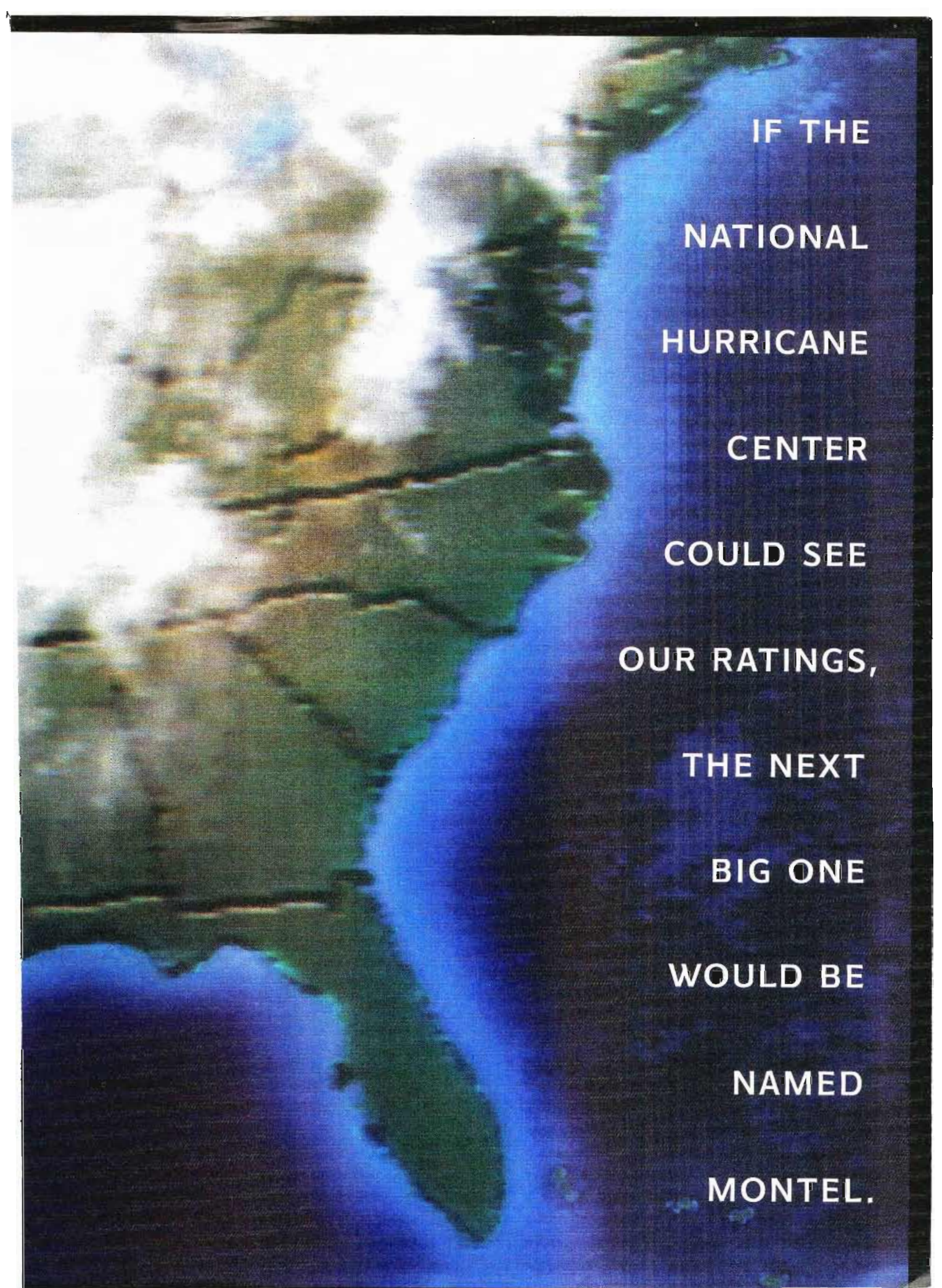
- Fair pricing for basic and enhanced basic.
- An end to the lockout on new channels.
- More channels for less money.
- Opening the door for cable operators to offer advanced services, free from regulation.

- Clear, simple rules that will be no longer than three pages.

Hundt also responded to cable industry claims that the pricing structure for adding channels was micro-management: "We are saying a limited price increase for adding some channels is all the flexibility you deserve." —CSS

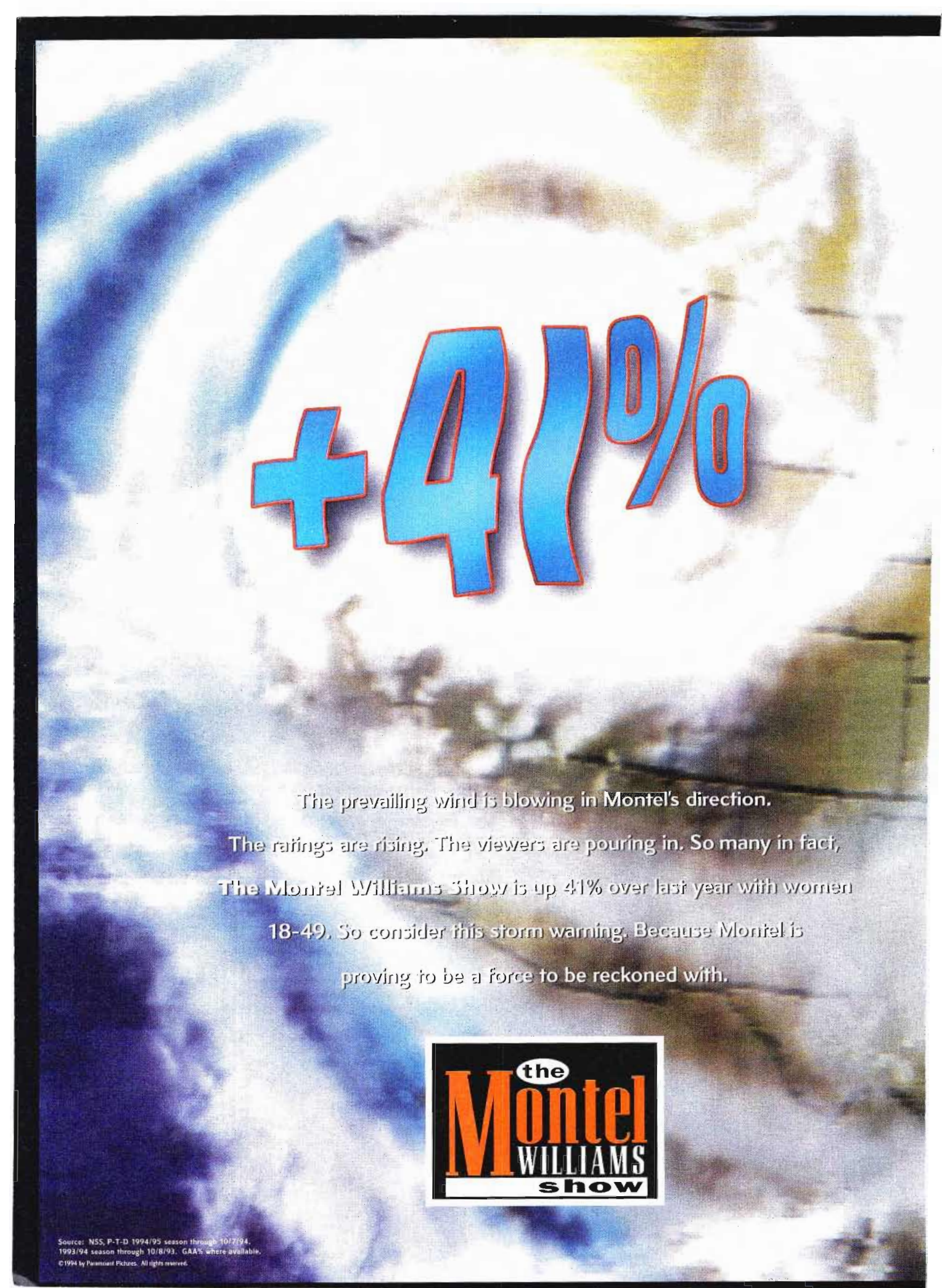
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An aerial photograph of a tropical coastline. On the left, a large, white, billowing cloud formation, possibly a hurricane or tropical storm, is visible over the ocean. The coastline curves from the top left towards the bottom right. The land is green and appears to be a mix of forest and some cleared areas. The ocean is a deep blue. The text is overlaid on the right side of the image, in white, capital letters.

IF THE  
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COULD SEE  
OUR RATINGS,  
THE NEXT  
BIG ONE  
WOULD BE  
NAMED  
MONTEL.





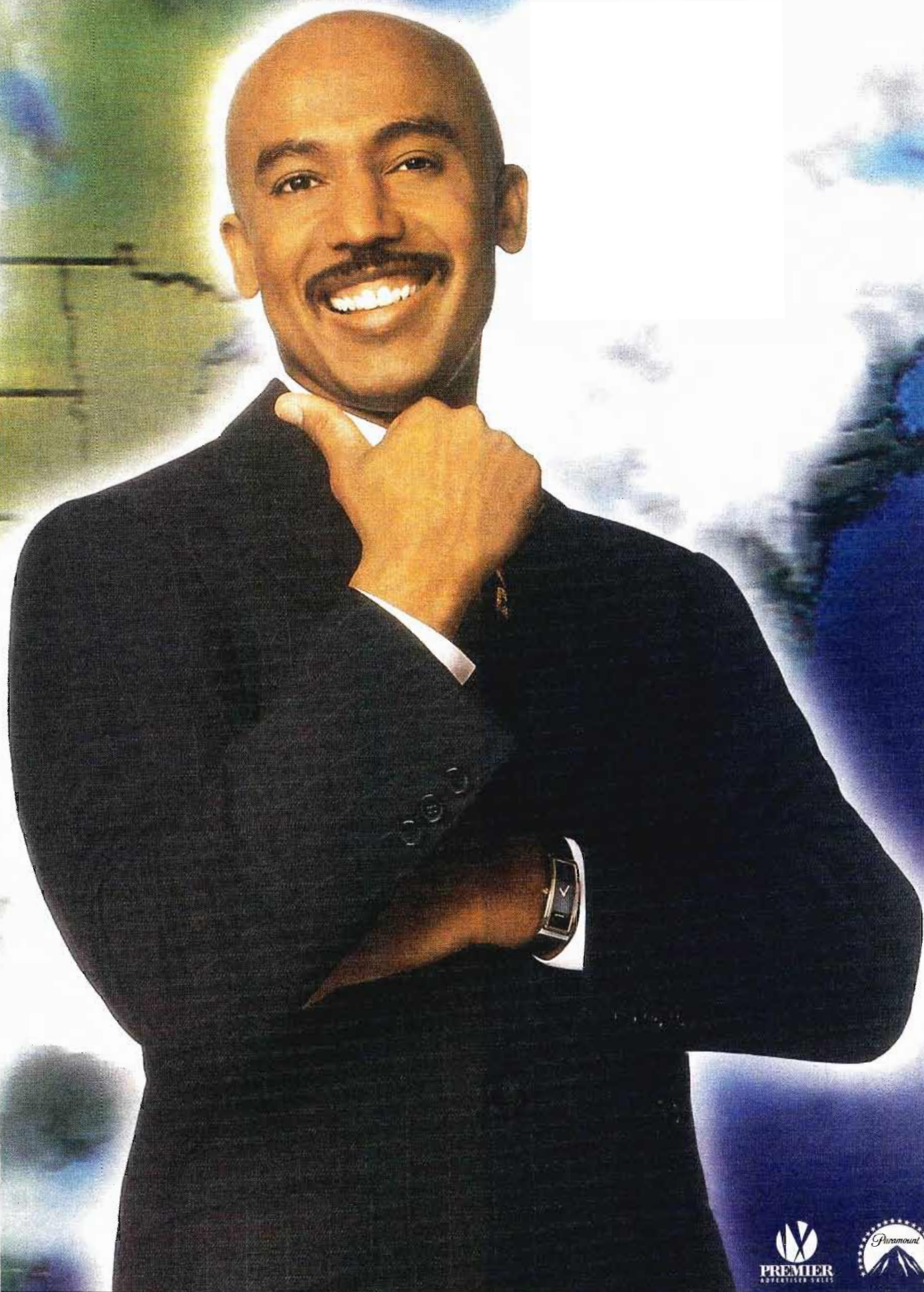
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The prevailing wind is blowing in Montel's direction.

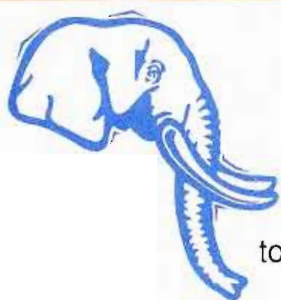
The ratings are rising. The viewers are pouring in. So many in fact,  
The Montel Williams Show is up 41% over last year with women  
18-49. So consider this storm warning. Because Montel is  
proving to be a force to be reckoned with.



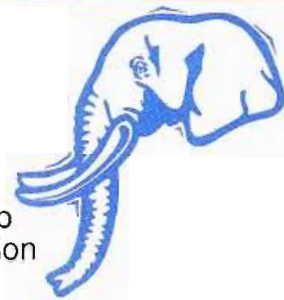








# Telcom's new order on Capitol Hill



Last Tuesday's Republican victory brings new leadership to the committees controlling telecommunications legislation. Here are the likely new chairmen.

## The House

### Energy & Commerce Committee



**Thomas Bliley**—The 62-year-old conservative has been in Congress since 1981. He opposed the 1992 Cable Act, which reregulated the industry. He is thought to have strong ties to cable MSO Media General, based in his hometown of Richmond, Va. He opposes restrictions on beer and wine advertising, but has endorsed the fairness doctrine. If he gets the chairmanship, as expected, he'll have leapfrogged Carlos Moorhead (Calif.), the ranking Republican under the Democrats.

### Telecommunications Subcommittee

**Jack Fields**—The 42-year-old Texan has been the ranking Republican on the Telecommunications Subcommittee since 1993. As chairman, he promises to put telecommunications legislation on a fast track. He may want to repeal portions of the 1992 Cable Act, having called the FCC's implementation of it a "perverted regulatory result." He once threatened to make trouble for the Hundt FCC because of its too-strict cable rules. Broadcasters, cable and telcos feel comfortable with Fields.



## The Senate

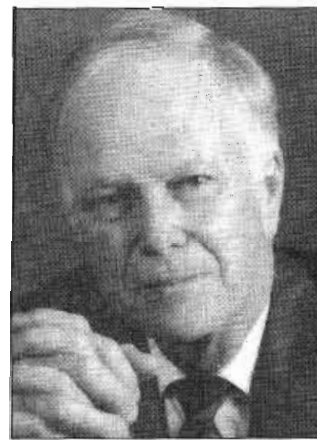
### Commerce Committee



**Larry Pressler**—Pressler, 52, has represented South Dakota in the Senate since 1979, but just where he'll lead the Commerce Committee on telecommunications is a mystery. Lobbyists say he's unpredictable and hard to pin down. He has, however, consistently looked out for the interests of his rural constituents in telecommunications legislation. He voted for the regulatory 1992 Cable Act and helped revise the Senate infohighway bill to address rural telephone interests.

### Communications Subcommittee

**Bob Packwood**—While chairman of the Commerce Committee in the early 1980s, the 62-year-old Oregonian helped pass the 1984 Cable Act, which deregulated cable. Returned to power, he is likely to revisit and soften the 1992 Cable Act, which imposed tough new regulations on cable. He's expected to champion broadcast deregulation. A strong First Amendment proponent, he can be counted on to oppose content regulation of broadcasting and cable.



#### House Energy & Commerce Committee

##### Members returning

Joe Barton, Tex.\*  
Michael Bilirakis, Fla.  
Thomas Bliley, Va.\*  
Rick Boucher, Va.\*  
Sherrod Brown, Ohio  
John Bryant, Tex.\*  
Cardiss Collins, Ill.  
Michael Crapo, Idaho  
John Dingell, Mich.\*  
Jack Fields, Tex.\*  
Gary Franks, Conn.  
Paul Gillmor, Ohio\*  
James Greenwood, Pa.  
Ralph Hall, Tex.\*  
Dennis Hastert, Ill.\*

Scott Klug, Wis.  
Blanche Lambert, Ark.  
Thomas Manton, N.Y.\*  
Ed Markey, Mass.\*  
Michael Oxley, Ohio\*  
Frank Pallone Jr., N.J.  
L. William Paxon, N.Y.\*  
Bill Richardson, N.M.\*  
Dan Schaefer, Colo.\*  
Clifford Stearns, Fla.  
Gerry Studds, Mass.  
Billy Tauzin, Ill.\*  
Edolphus Towns, N.Y.  
Fred Upton, Mich.  
Henry Waxman, Calif.  
Ron Wyden, Ore.\*

\*Denotes House Telecommunications Subcommittee members  
Blue—Republicans Red—Democrats

##### Members not returning

Jim Cooper, Tenn.\*  
Mike Kreidler, Wash.\*  
Richard Lehman, Calif.\*  
Alex McMillan, N.C.\*  
Marjorie Margolis-Mezvinsky, Pa.\*  
J. Roy Rowland, Ga.\*  
Lynn Schenk, Calif.\*  
Phil Sharp, Ind.\*  
Jim Slattery, Kan.\*  
Al Swift, Wash.\*  
Mike Synar, Okla.\*  
Craig Washington, Tex.\*  
(●) retired  
(▼) defeated in race

#### Senate Commerce Committee

##### Members returning

John Breaux, La.\*  
Richard Bryan, Nev.  
Conrad Burns, Mont.\*  
Byron Dorgan, N.D.  
J. James Exon, Neb.\*  
Wendell Ford, Ky.\*  
Slade Gorton, Wash.\*  
Ernest Hollings, S.C.\*  
Kay Bailey Hutchison, Tex.  
Daniel Inouye, Hawaii\*  
John Kerry, Mass.\*  
Trent Lott, Miss.\*  
John McCain, Ariz.\*  
Bob Packwood, Ore.\*  
Larry Pressler, S.D.\*  
Charles Robb, Va.\*

John D. Rockefeller, W.Va.\*  
Ted Stevens, Alaska\*

##### Members not returning

John Danforth, Mo.\*  
Harlan Matthews, Tenn.\*

\*Denotes Senate Communications Subcommittee  
Blue—Republicans Red—Democrats (●) retired

### New copyright lineup

The new GOP congressional majority also means Republican chairmen for the committees overseeing copyright law. In the Senate, Orrin Hatch (Utah) is slated to lead the Judiciary Committee. In the House, Henry Hyde (Ill.) is expected to take over the Judiciary Committee; Carlos Moorhead (Calif.), the Copyright Subcommittee.



# Deregulation is in the air for all media

*Fewer constraints seen when GOP controls Congress, but content control may be stricter*

By Kim McAvoy

Last week's Republican victory in Congress may mean major deregulation for the broadcast, cable and telephone industries.

"Everything that is regulatory will be on the table and up for review," one telecommunications lobbyist says.

The GOP agenda may include:

- Repeal of portions of the regulatory 1992 Cable Act;
- Quick entry for cable and telephone companies into each other's businesses; and
- Relaxation of broadcast ownership restrictions.

Whatever the specifics, the Republican takeover is considered good news for telecommunications companies. "We're very optimistic that we can get something through that is less regulatory for local telephone companies and our competitors," says Dave Markey, vice president of governmental affairs, BellSouth. "Everyone can benefit from this."

If there is a downside, it's the conservatives' interest in content regulation. Broadcasters and cable operators may hear from the new Congress about sex and violence on TV. Some Republicans also have complained about the "liberal bias" of the broadcast networks' news.

Another worry for broadcasters: Republicans generally have supported fees on users of radio spectrum. To achieve their promised balanced budget, they may look to fees as a new source of revenue. "Spectrum fees have been on the list before, and we expect they will continue to be on that list," says National Association of Broadcasters President Eddie Fritts.

The Republicans intend to hit the ground running. Jack Fields of Texas, who will replace Ed Markey as chairman of the House Telecommunications Subcommittee, promises to have a major telecommunications bill on the House floor before Easter.

Fields will have a powerful ally in Tom Bliley (Va.), who is expected to succeed John Dingell as head of the House Energy and Commerce Committee.

The Bliley-Fields team will also have the support of Newt Gingrich

(Ga.), the speaker designate who has made telecommunications reform a priority.

This year, Fields and Markey produced an "information superhighway" bill that sailed through the House. But Markey's more regulatory views are likely to be absent from next year's. Markey's power will be seriously diminished as he becomes the subcommittee's ranking minority member. Markey still may "make a lot of noise, but who cares?" one industry source says.

The industry was equally pleased with the new Senate lineup. "We prefer less regulation to more. We don't see how this could be bad," says CBS lobbyist Martin Franks.

Bob Packwood of Oregon is expected to chair the Senate Communications Subcommittee, replacing Daniel Inouye (Hawaii). Packwood has grave concerns about the 1992

Cable Act and may push for revisions. Packwood offered his own version of an information superhighway bill that was less regulatory than the measure that passed the Senate Commerce Committee. Packwood's starting point next year may be the draft bill that was circulated earlier this year by Bob Dole, the Senate's next majority leader, who is interested in telecommunications.

Packwood, a longtime proponent of broadcast deregulation and a defender of broadcasters' First Amendment rights, may also seek to eliminate the FCC's multiple ownership rules for radio and TV.

Packwood will work with Larry Pressler of South Dakota, who will replace the Commerce Committee's current chairman, Ernest Hollings (D-S.C.). But Pressler may not be interested in revising the Cable Act of 1992, which he supported. ■

## New Congress means new worries for FCC's Hundt

By Harry A. Jessell and Kim McAvoy

It's a whole new ball game at the FCC.

From now on, FCC Chairman Reed Hundt will have to weigh his policies against those of the Republicans who will chair the congressional committees that have FCC oversight—Republicans who on the whole have a far more conservative view of government regulation than Hundt, or the Democrats they replace.

And last Tuesday's Republican sweep may make it more difficult for Hundt to win the support of the FCC's two Republican commissioners, Andrew Barrett and Rachele Chong. Last week's FCC meeting may be a sign of things to come. Barrett voted against the so-called going-forward rules for cable, calling them restrictive. Chong dissented in part.

Highlighting his objections, Barrett



Republicans Chong and Barrett may take more independent tack at FCC.

grilled agency staff members about the rules. At one point, Hundt attempted to bail out one of them. But before Hundt could make his point, Barrett snapped: "Mr. Chairman, I can [ask] my own questions."

The dissents to the going-forward rules were "Republican" votes for higher rates for consumers, Hundt said. Chong's partial support was a



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ROUND HERE, THE SHOW NOT ONLY GOES ON, IT STAYS ON.



"courageous" decision, he added.

Congressional insiders say Hundt and the FCC can expect tough scrutiny from the Republican-controlled Congress. "They're going to be called to account for their actions," says Jim Wholey, a lobbyist for Jones Interchangeable.

For starters, instead of being cheered on for his tough regulation of cable TV rates, Hundt is likely to be told to back off. Incoming Senate Majority Leader Bob Dole (Kan.), Senate Communications Subcommittee Chairman Bob Packwood (Ore.), House Energy and Commerce Committee Chairman Tom Bliley (Va.) and House Telecommunications Subcommittee Chairman Jack Fields (Tex.) all opposed the 1992 Cable Act that spawned the regulations.

"I must question the Congress's judgment when it considers granting the FCC greater regulatory control of the communications industry, especially when the FCC doesn't seem to

realize that it dropped the ball with the implementation of the Cable TV Act," Dole said earlier this year.

Fields had blasted Hundt's proposal to drastically roll back cable rates early this year. "If Chairman Hundt does this as his first major policy decision, it's going to ignite a war," Fields promised.

Hundt was offended by Fields's attack and the two had a meeting that one source says "did not go well." However, that same source says the relationship since has improved and is "not strained."

Still, Fields has indicated he wants to revisit the act. He is expected to take a close look at the going-forward rules and may call Hundt to Capitol Hill to explain them.

If Hundt makes any attempt to regulate broadcast content, he'll run smack into Packwood, a strong advocate for full First Amendment rights for broadcasting.

Packwood and the other pro-busi-

ness Republicans also may pressure Hundt to step up his deregulation of the broadcasting industry, particularly ownership restrictions.

On the plus side for Hundt, the Republicans generally favor increased competition in telecommunications—one of Hundt's principal goals. Among other things, that means he may enjoy greater Hill support for his video dialtone rules, designed to speed the entry of telephone companies into cable.

Hundt seems unfazed by last week's election. He says his relationship with Fields is "terrific." In fact, he says, "I've had the pleasure to get to know all the Republicans across the board; they're terrific public servants." Hundt points out that he and incoming Commerce Chairman Larry Pressler (S.D.) "know each other well." Says Hundt: "He's a Harvard graduate and a Rhodes scholar. He understands the plight of the small consumer." ■

## Election spending is elephantine

Hotly contested political campaigns across the nation this fall gave broadcast and cable media their biggest pot of political advertising dollars ever—close to \$400 million.

Most of that was accounted for by spot television spending, which the Television Bureau of Advertising conservatively estimates at \$350 million for the year. Industry estimates for radio spending are pegged at \$15 million-\$20 million, while cable spot spending is believed to have doubled from about \$10 million in 1992, the last election year, to \$20 million.

According to Ave Butensky, president, Television Bureau of Advertising, the group recently revised its estimate of spot TV political spending for the year by \$100 million, when it became apparent that an earlier projection would be far surpassed.

"We found that for the first half of the year, when it's usually just a trickle, spending was up 62%," Butensky says. "Then in September, the money really started to come over the transom."

This year's broadcast TV spending is about \$50 million higher than the previous record—\$300 million for political spending in 1992. The big difference is that this time, the record was achieved without a boost from presidential campaign spending. In 1992 network spending for the presidential race accounted for about \$74 million, while spot TV spending on state and local races reached almost \$226 million. All of this year's spending was on local and regional campaigns.

"The Republicans smelled blood and put together an incredible war chest to try to take control," Petry Television Vice President David Bell says. "And the Democrats realized that and tried hard to put money together to

block the Republican attack."

Other rep and station sources reported so much demand for political time that many stations turned down requests for time in state and local races. (Stations are required to fill all requests for congressional campaigns.)

"We couldn't take everything," reports John Riedl, general sales manager, KABC-TV Los Angeles, the market with the highest political spending. Riedl's "seat-of-the-pants" estimate for spot TV spending in the market in the 60 days leading up to last Tuesday's election is \$26.5 million. According to TVB, spending in the market before then reached \$14.3 million, giving the state almost \$41 million in political spending for the year.

Spending in California was boosted by a tough gubernatorial campaign (incumbent Republican Pete Wilson fended off Kathleen Brown) and Senate race (incumbent Democrat Dianne Feinstein beat Michael Huffington).

According to Huffington campaign officials, the candidate spent \$21.6 million on television advertising, or 80% of his \$27 million campaign budget.

Spending by the Democratic and Republican national committees also was high. The DNC reports spending \$2.9 million on television ads, compared with \$2 million spent by the RNC. According to researchers with the Interep Radio Store, the DNC spent \$500,000 in radio advertising and the RNC spent \$250,000.

Of the \$20 million or so estimated for cable spending, cable rep CNI claims billings of a record \$4.7 million. CNI political sales director Michael Labriola attributes the gains to cable's lower costs, targeting ability and efforts to make the buying process more advertiser-friendly. —SM

Donna Petrozzello contributed to this article.



# NBC takes early lead in November sweeps

All three plus Fox have won nights; CBS's 'Scarlett' yet to weigh in

By Steve Coe

**N**BC has jumped out to an early lead in the November sweeps, but the race has been neck and neck among the Big Three networks, and all the networks, including Fox, have seen sweeps programing shine. Despite the closeness of the race early on, the winner could be determined this week after CBS airs its heavily promoted *Scarlett* miniseries.

Through last Thursday night (Nov. 10), eight days into the sweeps, NBC was averaging a 12.5 rating and 20 share in Nielsen numbers, compared with ABC's and CBS's 11.9/19 and Fox's 8.1/12. For the season, ABC is ahead with a 12.3/20 average, followed by NBC's 11.8/19, CBS's 11.6/19 and Fox's 7.8/12.

NBC has posted two strong Thursday night performances in keeping pace with the other networks, the first coming on the first day of the sweeps (Nov. 3). Promoted as "Blackout Thursday," the network used a common programing thread running through three of its four comedies at 8-10 p.m. Storylines from *Mad About You*, *Friends* and *The John Larroquette Show* featured a citywide power outage. The strategy worked for the network, as *Mad About You* and *Friends*



Cagney and Lacey returned to help CBS win the first Sunday in November

posted record ratings. For the night, NBC averaged a 17.6 Nielsen rating/28 share despite lower-than-usual numbers for *ER*.

Last Thursday night, NBC pulled in its usual heavyweight ratings and averaged a 17.7/28 for the evening, outdistancing CBS's 10.3/16, ABC's 9.0/14 and Fox's 7.8/12. A special repeat episode of *Frasier* airing in the *Madman of the People* slot at 9:30 p.m. dropped only 1 rating point and 2 share points from its *Seinfeld* lead-in. Typically, *Madman* has been losing about 20% of the *Seinfeld* lead-in ratings.

CBS pulled into contention over the weekend of Nov. 5-6, thanks to a strong Saturday night lineup and the Sunday movie, a reunion of Cagney

and Lacey. *Cagney & Lacey: The Return* pulled in an 18.4/28 at 9-11 p.m. and helped the network outdistance NBC, which averaged a respectable 14.8/22, thanks to the two-hour premiere of *Earth 2* (15.6/23) and the broadcast premiere of "Star Trek VI: The Undiscovered Country" (13.5/21). CBS had been considering a series of *Cagney & Lacey* movies, a la *Perry Mason*, and the movie's performance makes it likely that producer Barney Rosenzweig will be given a greenlight.

ABC came on strong at the beginning of last week, with victories on Monday (thanks to *Monday Night Football*'s 18.8/30), Tuesday (double episodes of *Home Improvement* and the highest-rated network election coverage), and Wednesday (*World's Funniest Commercials* [15.8/24], *Roseanne* [18.0/27] and the *Barbara Walters Special* [14.7/25]).

Fox pulled off a second-place finish last Tuesday at 8-10 p.m., thanks to its telecast of "My Cousin Vinny" which averaged a 9.7/14, and to the other networks' devoting the latter part of the evening to election coverage. Fox's 9.7/14 average for the evening beat NBC's 9.6/14 and CBS's 8.1/12. ■

## ABC affiliates look to new media

The ABC television affiliates have formed a corporation, NewVenco Inc., to develop business ventures in program distribution, pay-per-view programing, interactive television, home shopping and infomercial production and distribution.

The company, which will explore ventures with ABC and others, is expected to be up and running by the end of the first quarter of next year.

Fisher Broadcasting President Patrick Scott, chairman of the venture, says the creation of NewVenco reflects an affiliate consensus that although over-the-air broadcasting remains the core business, "other opportunities are, or will be, making themselves available."

Affiliates approved the concept of the company several months ago, and a certificate of incorporation was filed last week in Delaware. A private stock subscription placement (for ABC affiliates only) has been set up to raise operating capital. Caps on affiliate equity participation are based on market size. Neither the network nor its owned-stations are eligible to buy NewVenco stock.

Broadcast management consultant (and former Allbritton Communications president) Thomas Cookerly has

been retained to set up the company. He'll serve as interim president until a permanent president is hired early next year.

ABC officials were circumspect last week when talking about the channel, a fact attributable to a so-called quiet period leading into NewVenco's private placement. "It's a little premature to say how involved we'll be in NewVenco ventures," says one executive. The network did issue a statement: "We applaud this venture and intend to be supportive of their efforts."

Scott declined to talk about specific projects, but did say that the network has roughly two dozen projects it wants to explore as ventures with NewVenco. None of those projects will get the green light until next year, he says. Areas of interest, he adds, are online services and other interactive applications and the "aftermarket distribution of products."

NewVenco also could get into pay-per-view, he says. One possible example: ABC's ongoing college football pay-per-view package. "You could take that through NewVenco and apply more local marketing leverage and make it much more of a business," he says. —SM



## Going-forward rules

*continued from page 6*

the useful life of the equipment, and operators will be allowed an 11.25% return on the undepreciated expense.

Falcon's Nathanson says that what cable system operators really need to hear from the FCC is what the going-forward rules will be on cost allocations for system upgrades. "I don't like to run my business running through the maze," says Nathanson. "CEOs have to be able to look ahead at the next five to 10 years."

Falcon was not the only MSO with mixed emotions over the FCC's going-forward rules for programming. "We're delighted the FCC has finally acted in giving us some flexibility," says Comcast Washington representative Joe Waz. He says the final price caps issued by the FCC were not too far from those the cable industry was proposing. "It probably has all the earmarks of a good decision because no one is entirely happy," he adds.

Top MSO Tele-Communications Inc. finds the rules to be "generally favorable," according to Bob Thomson, senior vice president, communications and policy planning. He says

regulation always has unintended consequences, and in this case, it will likely encourage cable operators to add lower-priced programming services. Thomson says that could make it tougher for some higher-priced services—like Fox Broadcasting's fX, which charges operators 25 cents per subscriber—to make their way onto the expanded basic lineup.

An executive at one top MSO says he wouldn't be surprised to see cable networks lowering their licensing fees as they compete aggressively for carriage on the expanded basic lineup.

In general, Thomson says the going-forward rules seem to represent a fair balance between encouraging the addition of new programming and various consumer protections. He says TCI's chief focus under the new rules is to develop "hundreds" of a la carte, optional services that will be offered around the country.

"On one hand, we're pleased that we've got some long-awaited incentives," says Jones Intercable spokesman Jim Carlson. "On the other hand, they're very limited. The fact that the FCC has retained the right to regulate that new product tier is very disappointing." ■

## EBS gives way to digital EAS

By Chris McConnell

**D**igital technology is making its way into the Emergency Broadcast System (EBS).

The FCC last week required broadcasters to begin replacing today's EBS technology with an "Emergency Alert System" (EAS). The new system, the commission said, will include several changes aimed at boosting the speed and efficiency of disaster warnings (see story, page 70).

Features will include a digital architecture allowing broadcasters to send and receive alerts. The digital technology also will allow for weekly tests inaudible to viewers and listeners. In addition to the "unobtrusive" tests, the new rules call for a monthly on-air test lasting at least eight seconds. The revised system also requires broadcasters to monitor at least two sources for alerts and allows for the transmission of alerts in languages other than English.

The commission is requiring radio and TV broadcasters to replace their gear with EAS equipment by July 1, 1996. By July 1, 1995, stations will need to modify their current equipment to decode the eight-second version of the present EBS tone.

The implementation timetable was welcomed at the National Association of Broadcasters, which had criticized earlier proposals for a shorter transition. "It's an improvement," NAB's Barry Umansky said of the new rules, adding that the group will need to see the full text of the rules to assess their impact.

The new rules also require cable participation, a provision mandated by the 1992 Cable Act. Because of cable's newness to the system, the FCC is granting the industry an extra year to install the equipment. In another proceeding, the commission is inviting information on how to define smaller cable systems and whether such systems should be exempt from the new rules. ■

## Korn named chairman of Group W



Bill Korn has been named chairman/CEO of Westinghouse Broadcasting Co. (Group W). Korn has served as president of the company since 1992, and before then was president of Group W Television.

Korn succeeds Burton Staniar, who has been chairman of Westinghouse Broadcasting Co. since 1987. Staniar will continue to serve as chairman/CEO of The Knoll Group, a Westinghouse subsidiary.

As chairman/CEO of Group W, Korn will oversee operations at Group W Television's five major-market VHF stations and in-house sales operations; Group W Radio's 16 owned-and-operated stations; Group W Productions' TV

programming and distribution company; and Group W Satellite Communications. Group W Satellite distributes cable TV programming for The Nashville Network and Country Music Television.

According to recent statements, Korn wants to expand Group W's holdings in television and radio in major markets. Group W and CBS sealed affiliation agreements for TV stations in five markets in July, then announced plans to form a new entity to acquire other TV properties in large markets.

Rumors of expanding Group W's radio holdings, which include top-billing news stations WINS(AM) New York and WMAQ(AM) Chicago, by merging with CBS Radio Networks have persisted since the TV affiliation deal.

Korn also intends to build Group W's presence in cable television. —DP





Back row (from left): Griffin, Patrick, Rather, Jones, Bennett, Marshall. Front row (from left): Barnathan, Stamberg, Sawyer, Fuchs

# Hall of Fame: The Class of 1994



BROADCASTING & CABLE held its fourth annual Hall of Fame dinner Monday, Nov. 7, honoring 17 individuals who have made a lasting mark on the industry. The dinner and awards ceremony, at the Marriott Marquis hotel, was held in New York for the first time. (The event has been in Washington in previous years.) ABC News correspondent

Sam Donaldson returned as master of ceremonies for the fourth year. 1994 honorees were Julius Barnathan, retired head of ABC Broadcast Operations and Engineering; Bob Bennett, former president of Metromedia Broadcasting and current owner of program and film distributor Trans Atlantic

Entertainment; Louis Caldwell\*, the first FCC general counsel; Fred Coe, TV producer/director; radio and TV entertainer Jimmy Durante\*; Michael Fuchs, chairman/CEO of Home Box Office; Merv Griffin, entertainer and broadcast executive; C.E. Hooper\*, radio and TV ratings pioneer; Harold Verne Hough\*, pioneer radio broadcaster; Glenn Jones, chairman/CEO of Jones Intercable; Michael Landon\*, actor, producer, director and writer; radio inventor Guglielmo Marconi\*; Garry Marshall, television producer and writer; Dennis Patrick, president, Time Warner Telecommunications, and former FCC chairman; Dan Rather, CBS News anchor; Diane Sawyer, ABC anchor and correspondent, and Susan Stamberg, NPR correspondent. This year's Hall of Fame inductees bring the honor roll to 119.

\*Posthumous



Honorees and industry luminaries mixed and mingled at a reception before the Hall of Fame induction ceremonies and on the dance floor during dinner. Above (l-r): Diane Sawyer and Garry Marshall pair up; Hall of Fame member Kay Koplovitz, NBC Cable President Tom Rogers and Koplovitz's husband, Bill; Ed Reilly Jr. of McGraw-Hill Broadcasting; his wife, Sue, and Krys Keller, ABC TV affiliate relations; master of ceremonies Sam Donaldson takes a turn with Jean Rather, wife of honoree Dan Rather.





*"For a person born on the Lower East Side to immigrant parents, this is an honor I genuinely cherish. Above all, I have to thank ABC, a company that provided me with so many stimulating opportunities over 40 years. Perhaps the most meaningful project was when the company gave me the green light to proceed with the development of closed captioning, which opened the world of television to millions of hearing impaired."*—Julius Barnathan receiving his award from BROADCASTING & CABLE Publisher Peggy Conlon

## BROADCASTING & CABLE HALL OF FAME CLASS OF 1994

*"Honors and awards are nice, but it's the work that matters. It is the work that endures. We should remind ourselves that television and radio are collaborative efforts. So the idea of singling out any one of us who work in television and radio seen from one point of view is a little bold and perhaps even a little unfair. That's why I want to accept this award on behalf of all the men and women at CBS News who put themselves on the line every day."*—Dan Rather



*"As we think about the changes this industry is undergoing, we need also to keep in mind, first, principles—First Amendment principles in particular. We can conclude two things are likely to happen: More and more our communication will be disseminated electronically and therefore, correspondingly, there is less and less justification for any government interference in the content of speech."*—Dennis Patrick



*"It has always been my fantasy to get into the Hall of Fame—Ruth and Gehrig and DiMaggio. Actually, I think the bigger names are in this Hall of Fame—Benny, Hope, Ernie Kovacs, Edward R. Murrow, even Ronald Reagan. HBO turns 22 this week. I've been there 18 years. We have tried to entertain and enlighten. We have tried to be both original and provocative, and we have tried to be unique to our medium."*—Michael Fuchs



*"This was the old Astor Hotel [now the Marriott Marquis].... I used to play on the roof of the Astor. My theatre with Arthur Treacher was [nearby], so life really began in television in this neighborhood."*—Merv Griffin



*"We are accustomed these days to make a lot of sport out of flaying ourselves and each other in journalism—and rightly so, when we tilt toward tabloid and when we deviate from the seriousness of our purpose. But the fact remains that in television news right now, night after night, there is more brave, serious investigative reporting than ever before in the history of news."*—Diane Sawyer



*"I've been blessed in the broadcast business, not because of any particular thing I deserve credit for, but because of the people who really are the story of my career and the reason I'm standing here tonight. If I've been able to do anything, I'm an enabler.... At every television station in the country there are people working who, if just given a chance, do fabulous work."*—Bob Bennett (l) receiving his award from BROADCASTING & CABLE Editor Don West

*"At NPR, in news and public affairs and performance programing, we aim for the very best, for the highest, the most thorough reporting—the very fullest consideration of all things. Our microphones I call magic wands that are waved against silence, darkness, incomprehension, misunderstanding."*—Susan Stamberg



*"The Greek mathematician Archimedes in talking about fulcrums said: 'Give me a place to stand and I'll move the world.' The information infrastructure that we are putting together and the termination point [the human mind] gives us a place to stand. And we can change the world."*—Glenn Jones



*"People ask me the difference between doing television in the '70s compared to the '90s. I always had a nightmare in the '70s that I was doing The Last Supper as a movie of the week and the network would come to me and say, 'Judas isn't testing well. Could you give him a dog or something?' In the '90s as I direct The Last Supper, for financial reasons two of the disciples have Coca-Cola cans in front of them."*—Garry Marshall



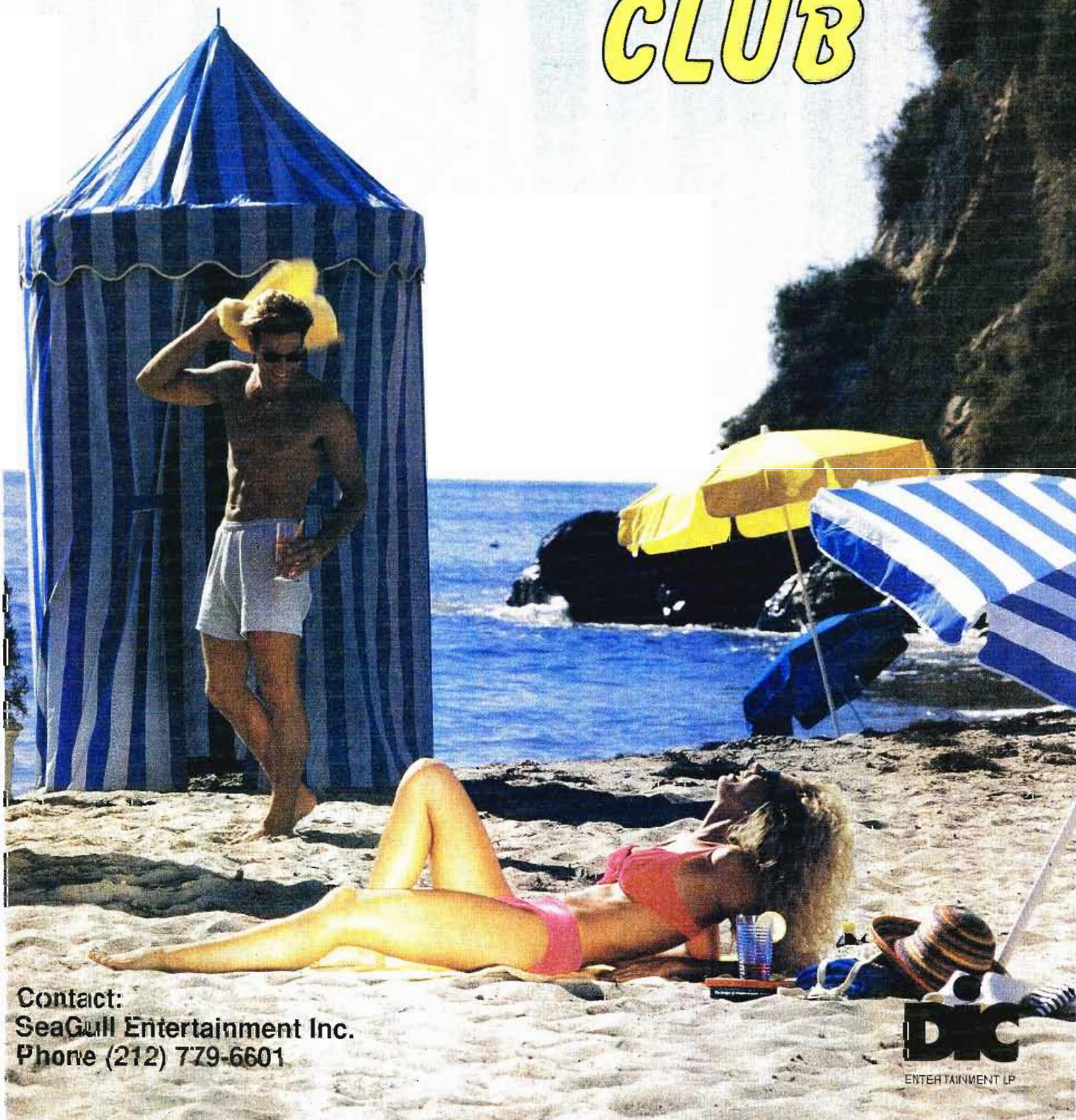
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## Camera to stay in O.J. court

*Prosecution, defense, journalists all argue for coverage*

By Steve McClellan

**S**hortly before Los Angeles Superior Court Judge Lance Ito convened a hearing last Tuesday to consider banning cameras from the O.J. Simpson trial, Court TV analyst Burt Neuborne predicted, correctly, that Ito would allow the cameras to stay.

In effect, Neuborne said, Ito was sending a "well-orchestrated message" to the press reminding it of his broad discretionary powers to control coverage, at least inside the courtroom.

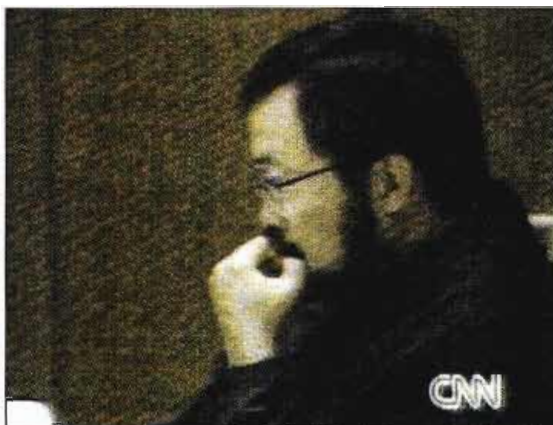
What was obvious to many from the start, and what Ito conceded at the end of the hearing, was that the misreporting on the case that had occurred outside the courtroom and that had prompted him to call the hearing, had little if anything to do with the one carefully controlled and unobtrusive camera inside the courtroom.

Several lawyers argued that the lone camera inside the court was Ito's best weapon to insure greater accuracy in coverage of the trial. Many reporters, print and broadcast, rely on that coverage to follow the case, the lawyers said. Camera coverage allows them to check the videotape to verify facts and quotes.

Banning the camera simply would force reporters to rely more on the "spin" analysis of the defense and prosecution teams and perhaps a slew of unnamed sources. Rumor-based and speculative reporting would reign—just what Ito didn't want, the lawyers argued.

Both the defense and prosecution teams urged Ito to allow camera coverage to continue, although the defense tried unsuccessfully to link the issue of cameras with that of jury sequestration.

Defense attorney Robert Shapiro said camera coverage would serve to give the trial process credibility in the eyes of the American public. It would



*Judge Lance Ito conceded that the leaks and allegedly inaccurate media coverage of the case were a separate issue from that of allowing cameras to cover the trial.*

confirm for viewers that if Simpson were acquitted it wouldn't have been due to "lawyers' manipulations or legal technicalities," which would be essential "for Simpson to have a life after [the trial]," he said.

However, Shapiro said the defense would argue against a camera in the courtroom if the cost were sequestration of the jury to insure

### The defense tried unsuccessfully to link the issue of cameras with that of jury sequestration.

that it would not expose to coverage. Defense attorney Johnny Cochran argued that sequestering the jury would add to the stress of what clearly will be an extraordinary ordeal for the jurors—who will serve for many months (well into the spring, by Ito's account)—possibly denying Simpson a fair trial.

Ito ruled that the two issues were separate and that sequestration was a "very real possibility in this case" but was an issue on which he hadn't yet decided.

Lead Prosecutor Marcia Clarke argued for continued camera coverage, saying that it would serve to debunk "unfounded rumors and wild speculative theories" surrounding the case.

Under California law, judges can bar camera coverage of a trial if they think that such coverage will interfere with a fair trial, diminish the dignity of

the court or interfere with the orderly conduct of the proceedings. Kelly Sager, a Los Angeles lawyer representing ABC, CBS, CNN, NBC, Radio-Television News Directors Association, the National Association of Broadcasters and others, argued there was no evidence to date that continued camera coverage inside the court would trigger any of those conditions.

Sager also argued that a court camera would help to correct false reports coming from outside the court-

room. "Removal will only punish the public," she said, "and they've done nothing to deserve it."

Asked about a recent U.S. Judicial Council vote to end an experiment with cameras in the federal courts, Sager responded that the vote was contrary to the recommendation derived from a study the council commissioned.

Floyd Abrams, a First Amendment specialist who represented Court TV at the hearing, told Ito that Court TV's pool camera coverage of the Simpson proceedings to date has been in "full compliance" with the rules governing that coverage.

Abrams said the two examples that Ito cited for holding the hearing—the incorrect report by KNBC-TV Los Angeles that DNA tests on socks found in Simpson's home linked him to the murders; and a camera in a court hallway that showed a prospective juror—had nothing to do with the camera inside the court.

In ruling that the Court TV camera will remain, Ito acknowledged that he has "limited control over some things." Coverage of still-to-come pretrial hearings may be decided on a hearing-by-hearing basis.

Last week Ito predicted that opening arguments—the point at which TV coverage of the trial will intensify—may not take place until mid-January. ■



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## Households

| PROGRAM                 | RATING     |
|-------------------------|------------|
| Oprah Winfrey           | 8.5        |
| <b>Ricki Lake</b>       | <b>5.2</b> |
| Sally Jessy Raphael     | 4.0        |
| Jenny Jones             | 4.0        |
| Maury Povich            | 3.9        |
| Live-Regis & Kathie Lee | 3.9        |
| Montel Williams         | 3.8        |
| Donahue                 | 3.4        |
| Geraldo                 | 3.2        |
| Jerry Springer          | 2.3        |
| Gordon Elliott          | 2.1        |
| Rolonda                 | 1.9        |
| Judge For Yourself      | 1.5        |
| Susan Powter            | 1.5        |
| Jones & Jury            | 1.1        |
| Marilu                  | 1.1        |
| Dennis Prager           | 0.8        |
| Suzanne Somers          | 0.8        |

Source: NSS, GAA Rating, Premiere-to-Date ending 10/23/94.  
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# AVAILABLE FALL 1995!

## Women 18-34

| PROGRAM                 | RATING     |
|-------------------------|------------|
| Oprah Winfrey           | 5.3        |
| <b>Ricki Lake</b>       | <b>4.8</b> |
| Jenny Jones             | 3.1        |
| Montel Williams         | 2.9        |
| Sally Jessy Raphael     | 2.3        |
| Live-Regis & Kathie Lee | 1.8        |
| Maury Povich            | 1.8        |
| Donahue                 | 1.7        |
| Jerry Springer          | 1.6        |
| Geraldo                 | 1.6        |
| Gordon Elliott          | 1.4        |
| Susan Powter            | 1.0        |
| Rolonda                 | 0.9        |
| Judge For Yourself      | 0.9        |
| Jones & Jury            | 0.7        |
| Marilu                  | 0.6        |
| Suzanne Somers          | 0.5        |
| Dennis Prager           | 0.4        |

## Women 18-49

| PROGRAM                 | RATING     |
|-------------------------|------------|
| Oprah Winfrey           | 5.3        |
| <b>Ricki Lake</b>       | <b>3.9</b> |
| Jenny Jones             | 2.8        |
| Montel Williams         | 2.6        |
| Sally Jessy Raphael     | 2.3        |
| Live-Regis & Kathie Lee | 2.3        |
| Maury Povich            | 1.9        |
| Donahue                 | 1.8        |
| Geraldo                 | 1.8        |
| Jerry Springer          | 1.5        |
| Gordon Elliott          | 1.3        |
| Rolonda                 | 1.1        |
| Susan Powter            | 1.0        |
| Judge For Yourself      | 0.9        |
| Jones & Jury            | 0.7        |
| Marilu                  | 0.6        |
| Dennis Prager           | 0.4        |
| Suzanne Somers          | 0.4        |

## Women 25-54

| PROGRAM                 | RATING     |
|-------------------------|------------|
| Oprah Winfrey           | 5.5        |
| <b>Ricki Lake</b>       | <b>3.3</b> |
| Jenny Jones             | 2.7        |
| Montel Williams         | 2.5        |
| Live-Regis & Kathie Lee | 2.5        |
| Sally Jessy Raphael     | 2.4        |
| Maury Povich            | 2.1        |
| Donahue                 | 1.9        |
| Geraldo                 | 1.8        |
| Jerry Springer          | 1.4        |
| Gordon Elliott          | 1.2        |
| Rolonda                 | 1.1        |
| Susan Powter            | 1.0        |
| Judge For Yourself      | 0.9        |
| Jones & Jury            | 0.7        |
| Marilu                  | 0.6        |
| Suzanne Somers          | 0.4        |
| Dennis Prager           | 0.4        |

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TALK FOR TODAY'S GENERATION



# SeaGull establishes beachhead

*Joins DIC for new half-hour teen strip in fall '95*

By David Tobenkin

**N**ewly launched production and syndication company SeaGull Entertainment has made a deal with DIC Entertainment to co-produce its first show, a half-hour sitcom strip created exclusively for the first-run syndication marketplace and targeted for fall 1995 launch.

*Beverly Hills Beach Club* is touted as a combination of the good-looking cast and beach setting of *Baywatch* and the teen relationship elements of *Beverly Hills, 90210* and *Saved by the Bell*. The show will feature upscale teens in oddball situations in and around a California beach club and is targeted to run in early fringe and prime access.

"We want to have the next major show, so we wanted a strip—and the only new strips working in syndica-

tion this season are off-network sitcom strips," says Paul Siegel, president of SGE. "So that's what we will show when we go out with our presentation, only it will be a fresh, new show." Sixty-five episodes will be offered by SGE under a barter arrangement whose terms had not been determined as of last week.

DIC Chief Executive Andy Heyward and Robby London, senior vice president of creative affairs at DIC, will serve as executive producers on the show.

SeaGull was formed by brothers Henry and Paul Siegel after they were ousted from top positions at All American Television following parent company All American Communications' acquisition of the assets and management team of international distributor Freemantle International last

July. The Siegels and DIC collaborated on this year's new live-action kids strip, *Superhuman Samurai Syber-Squad*, which has debuted to middling ratings among new kids strips.

London says that strong writing will be a key to *Beach Club*, and noted that the credits of lead writers and father-and-son team Bruce and Reed Shelly include *Happy Days*, *The Lucy Show*, *Eight Is Enough* and *M\*A\*S\*H*.

The lead character, a lifeguard named Lonnie, will be played by teen heartthrob Shane McDermott. The balance of the show still is being cast. There will be six main teenage characters and at least four adult supporting characters.

DIC and SGE also are collaborating on a second strip for fall 1995, with more details expected on that show this week. ■

## ABC, Fox make prime time news moves

*'Turning Point' retooled as specials; Fox cans new magazine*

By Steve McClellan

**A**BC and Fox made changes in their programming strategies last week. ABC canceled *Turning Point* as a weekly show, effective in January, and Fox abandoned plans to

launch *Full Disclosure*, a magazine that had been in development for six months. Instead, Fox will develop a daily late-night news program.

*Turning Point*, fourth-ranked among prime time news shows this season

and tied for first among adults 18-49, will become a series of specials (at least six are planned) starting in January. Less than a month ago, ABC News announced scheduling changes that would move *Turning Point* to Monday, *PrimeTime Live* to Wednesday, and *Day One* to Thursday, effective in January.

One reason *Turning Point* was moving to Monday, news executives say, was so that its staff would have extra time to produce shows, since the program would not air until January, when *Monday Night Football* ends.

Producing a single-topic news hour is more time-consuming than producing a traditional news magazine with 12-15 minute pieces, says Alan Wurtzel, senior vice president, ABC News, in charge of the division's prime time programs.

Wurtzel says it would be "virtually impossible" for *Turning Point* staffers to produce the 40 stories a year, of the quality required, if the show stayed on Wednesday. By moving the show to

### Tying up the ball

La Cadena Deportiva, Prime Ticket's Spanish-language sports cable network, has signed a five-year deal with New Forever Corp. for the U.S. television rights to air eight tournaments and more than 1,000 league matches from Brazil, Colombia, Ecuador and Peru. The deal includes the rights for La Copa America and La Copa de Oro, two of the most important soccer tournaments in the Western Hemisphere. The deal with New Forever Corp., which is represented by Inter/Forever Sports in the U.S., adds to La Cadena Deportiva's soccer coverage. The channel, the only Spanish-language sports cable network in the country, already owns the rights to more than 440 league matches from Argentina, Mexico, Portugal and Spain. Coinciding with the announcement of the deal is the network's one-year anniversary on Nov. 15. According to Dick Barron, vice president, programming operations, Liberty Sports Inc., the channel is the country's "fastest-growing Spanish-language cable network." The network reaches more than 1 million subscribers and more than 250,000 homes on 24 systems in Southern California.

—SC



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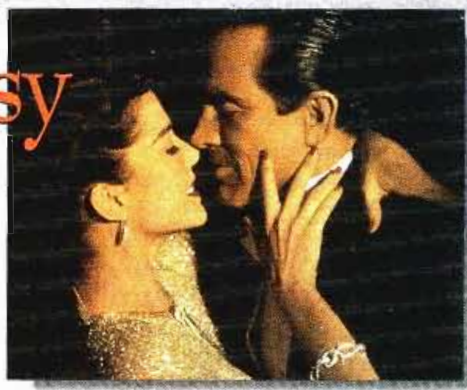
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Monday, he said, the staff probably could handle the 22 stories it would be required to produce.

However, in the month since the decision was made to move the show, ABC entertainment executives decided that the network would be better served by airing movies on Monday nights. Historically, ABC series on Mondays have fared poorly because of the forced hiatus in the fourth quarter to make room for *Monday Night Football*.

Wurtzel says the 80-member *Turning Point* production staff will be reduced to a fraction of that size, with many of the displaced staffers moving to ABC's other magazines. "To be perfectly frank, doing four shows has been difficult and a strain on resources, so this move will strengthen the production teams of the other shows."

"Will every staffer leaving *Turning Point* stay at ABC? Probably not, but we'll do our best."

Meanwhile, Fox sources say executives decided to scrap *Disclosure* because they concluded that the window of opportunity for new prime time news magazines had closed. "We didn't want to take the NBC approach to this—trying 18 or 20 shows before finally succeeding," says one Fox insider.

Instead, a decision was reached last week, after a meeting between News Corp. chief Rupert Murdoch, Fox Television executive vice president Les Hinton and News executives David Corvo, Andrew Neil and Emily Rooney, to develop a daily late-night news show. The goal is to launch the show this season.

The show will premiere on Fox-owned television stations and, if successful, will be rolled out to Fox affiliates.

About the only format Murdoch ruled out is a traditional newscast, sources familiar with the meeting report. But the program may have elements of a newscast, such as headlines or updates on breaking stories.

"It can go in a number of directions," says a Fox source. "It may focus on the story of the day or a combination of that and magazine pieces."

Corvo, who had been executive producer of *Full Disclosure*, will continue to oversee development of the show. Rooney will remain on board as a senior producer, as will Judith

Regan, who also is focusing on other projects at Fox, including her own book-publishing unit.

Neil's future remains unclear. He joined Fox earlier this year as execu-

tive editor of *Disclosure* from the *Times* of London. He now must decide whether to help develop the show or move on. Neil couldn't be reached last week. ■

## Coppola returns to TV production

*Director's American Zoetrope and RHI join to develop TV movies, miniseries*

By Steve Coe

**F**rancis Ford Coppola will be moving into TV production as a result of a two-year deal between his American Zoetrope production company and Hallmark Entertainment's RHI Entertainment.

The deal calls for American Zoetrope to develop and produce miniseries and movies for television. RHI will serve as distributor.

As a result of the agreement, Kevin Cooper, agent, Creative Artists Agency, has been named executive vice president, television, American Zoetrope. Executive producers of upcoming product will be Coppola; Robert Halmi Jr., president and chief executive officer, Hallmark Entertainment, and Fred Fuchs, president, American Zoetrope. Coppola also will direct some of the projects developed through the joint venture.

This marks the second announced

attempt by the director of the "Godfather" trilogy and "Apocalypse Now" to produce for the small screen. Three years ago Coppola signed a deal with CBS to produce updated versions of the classic *Playhouse 90* series. Despite the hoopla that followed the deal, no product has emerged from the contract.

This attempt to bring Coppola and his company to television looks to be more successful. American Zoetrope already has one project in the works that has been developed in conjunction with RHI.

*White Dwarf* is a two-hour movie/backdoor pilot for Fox that will begin production in January. In addition, the two companies will announce within the next few weeks a new slate of projects that will include a two-hour movie for ABC. RHI will distribute *White Dwarf* under the new agreement as well as future product



### Kids corner

A sellout crowd showed up for The Museum of Television & Radio's Nov. 2 event, "First Kids on the Block: Hosts of New York Children's Shows of the Fifties and Sixties." In attendance were (back row, l-r) Zacherle, Sonny Fox, Chuck McCann, and (front row) Soupy Sales and Captain Jack McCarthy.



IT COMES AS NO SURPRISE...

# A HIT ON THE CBS NETWORK





from American Zoetrope.

Product currently in development at American Zoetrope that will not fall under the new agreement: *Tecumseh*, a two-hour movie for TNT; *Riot*, a two-hour movie for Showtime; and *The Titanic*, a four-hour miniseries for CBS.

"Growing up as a child of television, I've always been interested in the potential of that medium," says Coppola. "I believe the next five years will see exciting innovations and transformations taking place in the television industry.

"I am particularly interested in

world television—programming designed for audiences around the world—and I am extremely happy to be venturing with Robert Halmi and his associates, since their vast experience in production and international distribution will help guide us in our efforts." ■

## Cable networks take pay-for-play route

*Consumer Resource Network, Children's Cable Network strike deals for channel space*

By Rich Brown

**T**wo would-be cable networks are setting out to prove that the best way to get distribution these days is to pay for it.

A new infomercial-type network, Consumer Resource Network, plans to pay cable system operators a per-subscriber fee for carriage. And a new kids programming service, The Children's Cable Network, is looking to build distribution by buying leased-access airtime from local cable system operators.

CCN's plan is to enlist local entrepreneurs who will pay the network a license fee and buy the leased-access time on their local cable systems. The entrepreneur then is expected to recoup his or her costs by selling CCN's advertising time on that local cable system.

CCN will debut in April 1995 with a lineup of FCC-friendly kids shows, including original programming and recycled series like *The New Zoo Revue* and *Dusty's Treehouse*. Created by Nevada-based Olympic Entertainment Group, the service will feature six hours of programming each weekday plus movies on weekend mornings.

Consumer Resource Network, launched by marketing company Visual Services Inc. and advertising veteran Joseph O'Donnell, is a 24-hour channel designed to let corporations produce and air long-form programming that promotes their wares.

O'Donnell, a principal in the communications consulting firm of Osgood, O'Donnell & Walsh, formerly was chairman/CEO of J. Walter Thompson Co. and Campbell-Mithun-Esty Advertising.

New York-based CRN initially will be available to 400,000 cable sub-



scribers in three test markets, beginning with a Dec. 1 launch in Colorado Springs. The test will expand to Fairfax, Va., and a yet-to-be-named third market on Jan. 1, 1995. The network

is planning to be available nationally via satellite in late 1995.

Charter companies already producing informational programming for CRN include Ford Motor Co., Schering-Plough Pharmaceuticals, The State Farm Insurance Companies and Fidelity Investments.

Typical programs include a State Farm-produced show that explains the basics of insurance coverage and a Schering Labs show on coping with allergies. ■

## All American readies reality strips for launch

By Steve McClellan

**A**lthough All American Television will continue to exploit its *Baywatch* franchise, it is trying to expand its strip programming for daytime, reports Larry Lamattina, who took the helm of the company last August as president and chief executive officer.

Lamattina says it is premature to announce specific projects, but sources say AATV is close to unveiling two reality strips for 1995, including a rollout of *The Richard Bey Show*, a daytime talk show now airing on six stations in the Chris Craft/United Television station group, including WWOR-TV New York and KCOP-TV Los Angeles. The rollout is set for January 1995.

The company, sources say, also is

close to announcing a new strip, *Thanks a Million*, based on the syndicated newspaper column by millionaire philanthropist Percy Roth. The project will be ready for fall 1995. In his column, Roth tells poignant stories about people in need, then makes a donation (not always cash) and encourages readers to contribute.

*The Richard Bey Show* was developed at WWOR-TV and has been on the air about 18 months. In October on WWOR-TV, the show beat all competition in households in the 11 a.m.-noon time period except for the second half of *The Price Is Right* at 11:30 a.m.-noon, according to the Nielsen overnights. The average rating was a 3.6/15. The demos weren't available at deadline, but based on past books Bey is expected to be first among



# A HIT IN SYNDICA- TION

**NORTHERN  
EXPOSURE**

**+14% VS. MAY 1994 &  
+14% VS. OCT. 1993  
TIME PERIOD SHARE**



adults 18-34 and 18-49 in that time period, program executives say.

The shows it beat in New York were *Mike and Maty*, *Jones and Jury*, *Jerry Springer*, *In the Heat of the Night*, *Fox Midday News* and the first half of *Price Is Right*.

The company is mulling several other shows for the 1995 syndication season, including a possible weekly reality show. Currently its lone domestic first-run strip is the Goodson-produced *Family Feud*.

But ticking off the company's key objectives, Lamattina puts "building the *Baywatch* franchise" at the top of the list. It's no wonder. The five-year-old series has generated several hundred million in revenue.

Meanwhile, *Baywatch* the strip, starting next fall, has been sold in more than half the country. The sales effort is just beginning on the spin-off series *Baywatch Nights*, but the Chris Craft/United Television group has bought the show.

Lamattina joined AATV in July, replacing Henry Siegel when AATV bought the key program assets of Interpublic-owned Fremantle International, of which Lamattina was chairman.

Lamattina cites the development of the company's international activities as a priority. Job one is to integrate the Fremantle properties into AATV's existing international division. That effort is being headed by David Champtaloup, president of the expanded operation, All American/

## Top cable shows

Following are the top 15 basic cable programs for the week of Oct. 31-Nov. 6, 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 95.4 million households with TV sets. Source: Nielsen Media Research.

| Program                              | Network | Time (ET)  | HHs.<br>(000) | Rating<br>Cable U.S. |
|--------------------------------------|---------|------------|---------------|----------------------|
| 1. <i>NFL Regular Season</i>         | ESPN    | Sun 8:00p  | 6,990         | 11.1 7.3             |
| 2. <i>Big Ten College Football</i>   | ESPN    | Sat 12:30p | 2,963         | 4.7 3.1              |
| 3. <i>NFL Prime Time</i>             | ESPN    | Sun 7:00p  | 2,815         | 4.5 3.0              |
| 4. <i>NFL Sportscenter</i>           | ESPN    | Sun 11:31p | 2,624         | 4.2 2.8              |
| 5. <i>College Football Score</i>     | ESPN    | Sat 4:02p  | 2,406         | 3.8 2.5              |
| 6. <i>Saved by the Bell Marathon</i> | TBS     | Sat 4:05p  | 2,261         | 3.6 2.4              |
| 7. <i>CFA Prime Time</i>             | ESPN    | Sat 7:30p  | 2,151         | 3.4 2.3              |
| 8. <i>Saved by the Bell Marathon</i> | TBS     | Sat 2:05p  | 2,054         | 3.3 2.2              |
| 9. <i>Salute to Michael Jordan</i>   | TNT     | Tue 8:00p  | 2,024         | 3.3 2.1              |
| 10. <i>Murder, She Wrote</i>         | USA     | Tue 8:00p  | 1,966         | 3.2 2.1              |
| 11. <i>WWF Monday Night Raw</i>      | USA     | Mon 9:00p  | 1,938         | 3.1 2.0              |
| 11. <i>Silk Stalkings</i>            | USA     | Mon 10:00p | 1,894         | 3.1 2.0              |
| 13. <i>CFA Prime Time</i>            | ESPN    | Thu 7:56p  | 1,887         | 3.0 2.0              |
| 14. <i>WWF Wrestling</i>             | TBS     | Sat 6:05p  | 1,800         | 2.9 1.9              |
| 10. <i>Silk Stalkings</i>            | USA     | Sun 11:00p | 1,741         | 2.8 1.8              |

Following are the top five pay cable programs for the period of Oct. 31-Nov. 6, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

|                                        |     |            |       |          |
|----------------------------------------|-----|------------|-------|----------|
| 1. <i>Boxing: Moorer vs. Foreman</i>   | HBO | Sat 10:00p | 5,236 | 25.5 5.5 |
| 2. <i>Movie: 'Mrs. Doubtfire'</i>      | HBO | Sat 8:00p  | 4,248 | 20.7 4.5 |
| 3. <i>Real Sex 10</i>                  | HBO | Sat 11:42p | 3,181 | 15.5 3.3 |
| 4. <i>Movie: 'Tequila Sunrise'</i>     | HBO | Wed 8:00p  | 1,928 | 9.4 2.0  |
| 5. <i>Tales from the Crypt Trilogy</i> | HBO | Mon 10:00p | 1,909 | 9.3 2.0  |

Fremantle International.

Among the company's assets are 97 locally produced variations of American game shows, including several from the Mark Goodson library.

The company also produces local versions of *Divorce Court* in Germany and France and of the 1950's Jackie Gleason sitcom *The Honeymooners* in

Portugal and Sweden. The company also is doing format deals with its new weekly *Beach Clash* series. Lamattina says the company intends to produce music and variety shows overseas. One example: Greece's Mega Channel programs a time period-winning variety show on Sunday nights that's produced by All American/Fremantle. ■

## SYNDICATION MARKETPLACE

### Bohbot 'Action'

Bohbot Entertainment will launch a new, weekly syndicated live-action kids show produced by DIC Entertainment in fall 1995. *Action Man*, about an international secret agent who heads an elite multinational task force, is targeted at males 12-34. A total of 26 half-hour episodes will be produced, with the show offered on a barter basis of 2.5 minutes each for the syndicator and stations.

### Nelvana live

Children's animation house Nelvana Limited is expanding into live action with two shows based on children's classics *Nancy Drew* and

*The Hardy Boys* to be launched in first-run syndication in fall 1995 by New Line Television. Production of 13 half-hour episodes of each show will begin in the spring at a cost of \$400,000 per episode. Both shows may be packaged together in a mystery hour.

### Sachs down under

Sachs Family Entertainment will launch a daily one-hour kids block in fall 1995 comprising two shows. The shows will include *Blinky Bill*, an Australian FCC-friendly show that debuted in the U.S. this season as a weekly, and *Bananas in Pajamas*, an Australian Broadcasting Corp. property that features a pair

of prankish twins who live in a storybook world. *Blinky Bill* now airs on 123 stations representing more than 90% of the country.

### 'Elliott' up

Twentieth Television's *Gordon Elliott* syndicated talk show earned its best national Nielsen household rating yet for the week ended Oct. 30. The show's 2.5 national rating was up from its 2.2 season average and a 2.2 rating for the week ended Oct. 23. It remains top among the new crop of syndicated talk shows. In second place for the week ended Oct. 30 was Buena Vista Television's *Judge for Yourself*, with a 1.7 rating.

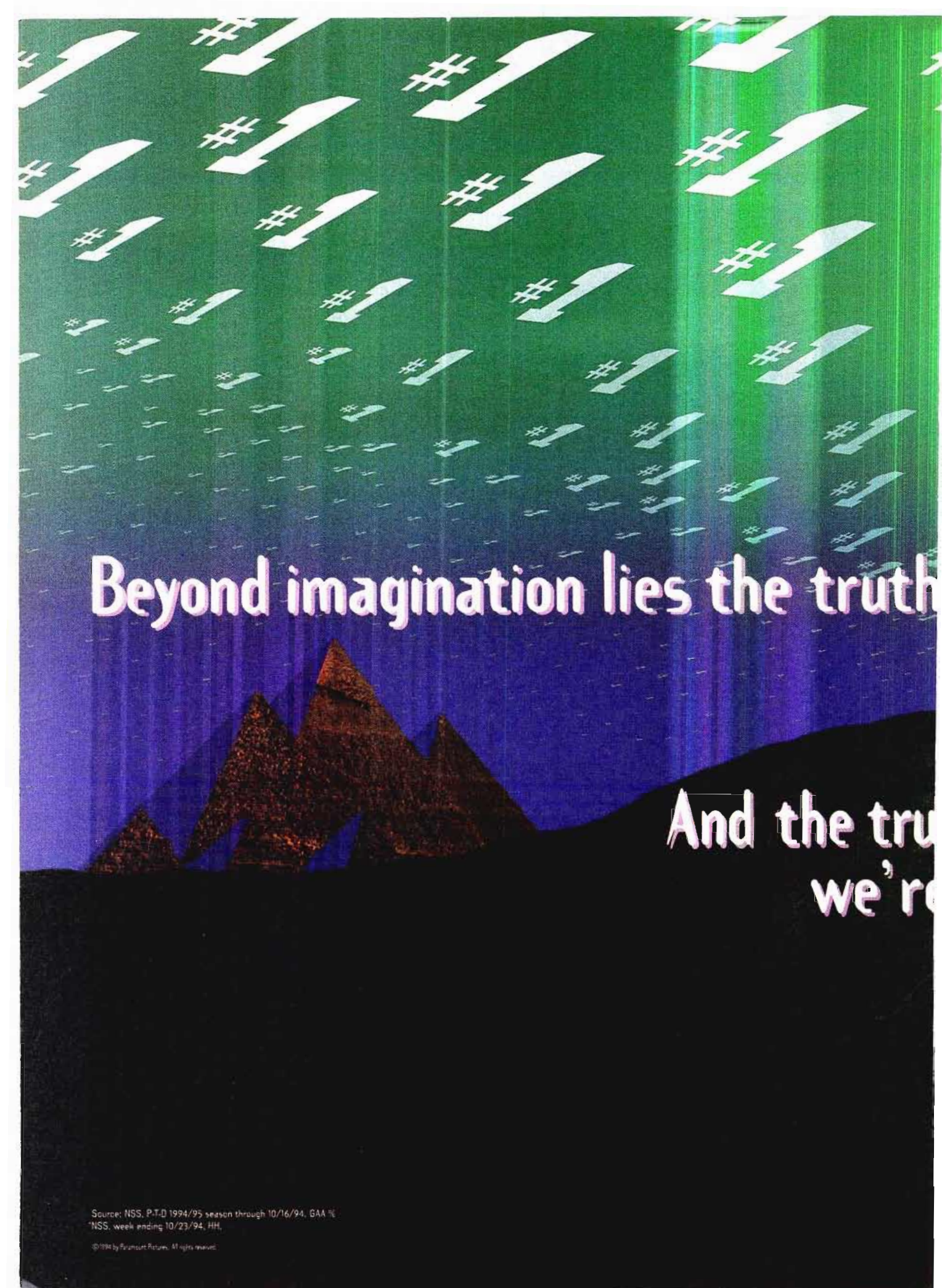


# Ratings: Week 7, according to Nielsen, Oct. 31-Nov. 6

|                     | abc <b>ABC</b>                                                                  | CBS                                                             | NBC                                                                              | FOX                                                 |
|---------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------|
| <b>MONDAY</b>       | <b>15.0/24</b>                                                                  | <b>12.7/20</b>                                                  | <b>8.7/14</b>                                                                    | <b>8.1/13</b>                                       |
| 8:00                | 66. <b>Coach</b> 8.9/15                                                         | 31. <b>The Nanny</b> 12.3/20                                    | 71. <b>Fresh Prince</b> 8.6/14                                                   | 62. <b>Melrose Place</b> 9.0/14                     |
| 8:30                | 80. <b>Blue Skies</b> 6.9/11                                                    | 21. <b>Dave's World</b> 13.8/21                                 | 59. <b>Blossom</b> 9.2/14                                                        |                                                     |
| 9:00                | 9. <b>NFL Monday Night Football—Green Bay Packers vs. Chicago Bears</b> 17.0/29 | 18. <b>Murphy Brown</b> 14.6/22                                 | 71. <b>NBC Monday Night Movies—Roseanne and Tom: Behind the Scenes</b> 8.6/14    | 77. <b>1994 Clio Awards</b> 7.1/11                  |
| 9:30                |                                                                                 | 26. <b>5 Mrs. Buch's</b> 12.9/20                                |                                                                                  |                                                     |
| 10:00               |                                                                                 | 40. <b>Northern Exposure</b> 11.4/19                            |                                                                                  |                                                     |
| 10:30               |                                                                                 |                                                                 |                                                                                  |                                                     |
| <b>TUESDAY</b>      | <b>18.3/29</b>                                                                  | <b>9.2/14</b>                                                   | <b>13.0/20</b>                                                                   | <b>6.4/10</b>                                       |
| 8:00                | 22. <b>Full House</b> 13.7/21                                                   | 41. <b>Rescue 911</b> 11.3/17                                   | 18. <b>Wings</b> 14.6/22                                                         |                                                     |
| 8:30                | 20. <b>Me &amp; the Boys</b> 14.1/21                                            |                                                                 | 31. <b>Friends</b> 12.3/19                                                       | 86. <b>Fox Tuesday Night Movie—Avalanche</b> 6.4/10 |
| 9:00                | 1. <b>Home Improvmt</b> 21.1/31                                                 | 73. <b>CBS Tuesday Night Movie—Another 48HRS</b> 8.1/13         | 10. <b>Frasier</b> 16.9/25                                                       |                                                     |
| 9:30                | 2. <b>Grace Under Fire</b> 20.5/31                                              |                                                                 | 27. <b>J Larroquette</b> 12.8/19                                                 |                                                     |
| 10:00               | 4. <b>NYPD Blue</b> 20.3/34                                                     |                                                                 | 45. <b>Dateline NBC</b> 10.8/18                                                  |                                                     |
| 10:30               |                                                                                 |                                                                 |                                                                                  |                                                     |
| <b>WEDNESDAY</b>    | <b>12.1/20</b>                                                                  | <b>9.8/16</b>                                                   | <b>11.4/18</b>                                                                   | <b>9.4/14</b>                                       |
| 8:00                | 47. <b>Thunder Alley</b> 10.6/17                                                | 66. <b>Boys Are Back</b> 8.9/14                                 | 52. <b>The Cosby Mysterles</b> 9.7/15                                            | 33. <b>Beverly Hills 90210</b> 12.2/19              |
| 8:30                | 49. <b>All American Girl</b> 10.5/16                                            | 62. <b>Dave's World</b> 9.0/14                                  |                                                                                  |                                                     |
| 9:00                | 8. <b>Roseanne</b> 17.3/27                                                      | 62. <b>Touched by an Angel</b> 9.0/14                           | 43. <b>Dateline NBC</b> 11.2/17                                                  | 83. <b>Party of Five</b> 6.6/10                     |
| 9:30                | 14. <b>Roseanne</b> 15.8/25                                                     | 39. <b>48 Hours</b> 11.5/20                                     | 24. <b>Law and Order</b> 13.3/23                                                 |                                                     |
| 10:00               | 59. <b>Turning Point</b> 9.2/16                                                 |                                                                 |                                                                                  |                                                     |
| 10:30               |                                                                                 |                                                                 |                                                                                  |                                                     |
| <b>THURSDAY</b>     | <b>8.9/14</b>                                                                   | <b>10.9/17</b>                                                  | <b>17.6/28</b>                                                                   | <b>8.0/13</b>                                       |
| 8:00                | 80. <b>My So-Called Life</b> 6.9/11                                             | 38. <b>Due South</b> 11.8/18                                    | 11. <b>Mad About You</b> 16.6/26                                                 | 69. <b>Martin</b> 8.8/14                            |
| 8:30                |                                                                                 |                                                                 | 12. <b>Friends</b> 16.1/24                                                       | 62. <b>Living Single</b> 9.0/14                     |
| 9:00                | 56. <b>Matlock</b> 9.5/14                                                       | 35. <b>Chicago Hope</b> 12.1/18                                 | 2. <b>Seinfeld</b> 20.5/31                                                       | 79. <b>New York Undercover</b> 7.0/11               |
| 9:30                |                                                                                 | 66. <b>Eye to Eye with Connie Chung</b> 8.9/15                  | 17. <b>Madman/People</b> 15.1/23                                                 |                                                     |
| 10:00               | 51. <b>Primetime Live</b> 10.4/18                                               |                                                                 | 5. <b>E.R.</b> 18.7/31                                                           |                                                     |
| 10:30               |                                                                                 |                                                                 |                                                                                  |                                                     |
| <b>FRIDAY</b>       | <b>13.6/24</b>                                                                  | <b>10.0/17</b>                                                  | <b>8.0/14</b>                                                                    | <b>7.4/13</b>                                       |
| 8:00                | 35. <b>Family Matters</b> 12.1/21                                               | 45. <b>Diagnosis Murder</b> 10.8/19                             |                                                                                  | 88. <b>M.A.N.T.I.S.</b> 5.3/9                       |
| 8:30                | 37. <b>Boy Meets Wld</b> 12.0/21                                                | 53. <b>Under Suspicion</b> 9.6/16                               | 74. <b>Movie of the Week—Bugsy</b> 8.0/14                                        | 57. <b>X-Files</b> 9.4/16                           |
| 9:00                | 27. <b>Step By Step</b> 12.8/22                                                 | 53. <b>Picket Fences</b> 9.6/17                                 |                                                                                  |                                                     |
| 9:30                | 27. <b>Hangin w/Mr. C</b> 12.8/22                                               |                                                                 |                                                                                  |                                                     |
| 10:00               | 13. <b>20/20</b> 15.9/28                                                        |                                                                 |                                                                                  |                                                     |
| 10:30               |                                                                                 |                                                                 |                                                                                  |                                                     |
| <b>SATURDAY</b>     | <b>7.5/13</b>                                                                   | <b>12.3/21</b>                                                  | <b>8.0/14</b>                                                                    | <b>6.8/12</b>                                       |
| 8:00                | 83. <b>ABC Saturday Family Movie—Ernest Scared Stupid</b> 6.6/11                | 25. <b>Dr. Quinn Medicine Woman</b> 13.0/22                     | 75. <b>Movie of the Week—Memoirs of an Invisible Man</b> 7.6/13                  | 82. <b>Cops</b> 6.7/12                              |
| 8:30                |                                                                                 |                                                                 |                                                                                  | 76. <b>Cops</b> 7.4/13                              |
| 9:00                |                                                                                 |                                                                 |                                                                                  | 83. <b>America's Most Wanted</b> 6.6/11             |
| 9:30                |                                                                                 |                                                                 |                                                                                  |                                                     |
| 10:00               | 57. <b>The Commish</b> 9.4/17                                                   | 44. <b>Walker, Texas Ranger</b> 10.9/20                         | 69. <b>Sisters</b> 8.8/16                                                        |                                                     |
| 10:30               |                                                                                 |                                                                 |                                                                                  |                                                     |
| <b>SUNDAY</b>       | <b>11.6/17</b>                                                                  | <b>17.4/26</b>                                                  | <b>14.8/22</b>                                                                   | <b>7.9/11</b>                                       |
| 7:00                | 33. <b>Am Fun Hm Vid</b> 10.6/17                                                | 7. <b>60 Minutes</b> 17.6/27                                    |                                                                                  | 87. <b>The X-Files</b> 5.5/8                        |
| 7:30                | 47. <b>Am Fun Hm Vid</b> 12.2/18                                                | 16. <b>Murder, She Wrote</b> 15.3/22                            | 15. <b>Earth 2*</b> 15.6/23                                                      | 59. <b>Simpsons</b> 9.2/13                          |
| 8:00                | 30. <b>Siegfried &amp; Roy</b> 12.4/18                                          |                                                                 |                                                                                  | 53. <b>Simpsons</b> 9.6/13                          |
| 8:30                |                                                                                 | 6. <b>CBS Sunday Movie—Cagney and Lacey: The Return</b> 18.4/28 | 23. <b>NBC Sunday Night Movie—Star Trek VI: The Undiscovered Country</b> 13.5/21 | 49. <b>Married w/Chldr</b> 10.5/15                  |
| 9:00                | 41. <b>ABC Sunday Night Movie—The Hand That Rocks the Cradle</b> 11.3/17        |                                                                 |                                                                                  | 77. <b>George Carlin</b> 7.1/10                     |
| 9:30                |                                                                                 |                                                                 |                                                                                  |                                                     |
| 10:00               |                                                                                 |                                                                 |                                                                                  |                                                     |
| 10:30               |                                                                                 |                                                                 |                                                                                  |                                                     |
| <b>WEEK'S AVGS</b>  | <b>12.4/20</b>                                                                  | <b>12.0/19</b>                                                  | <b>11.8/19</b>                                                                   | <b>7.7/12</b>                                       |
| <b>SSN. TO DATE</b> | <b>12.2/20</b>                                                                  | <b>11.7/19</b>                                                  | <b>11.7/19</b>                                                                   | <b>7.7/12</b>                                       |

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT  
TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES





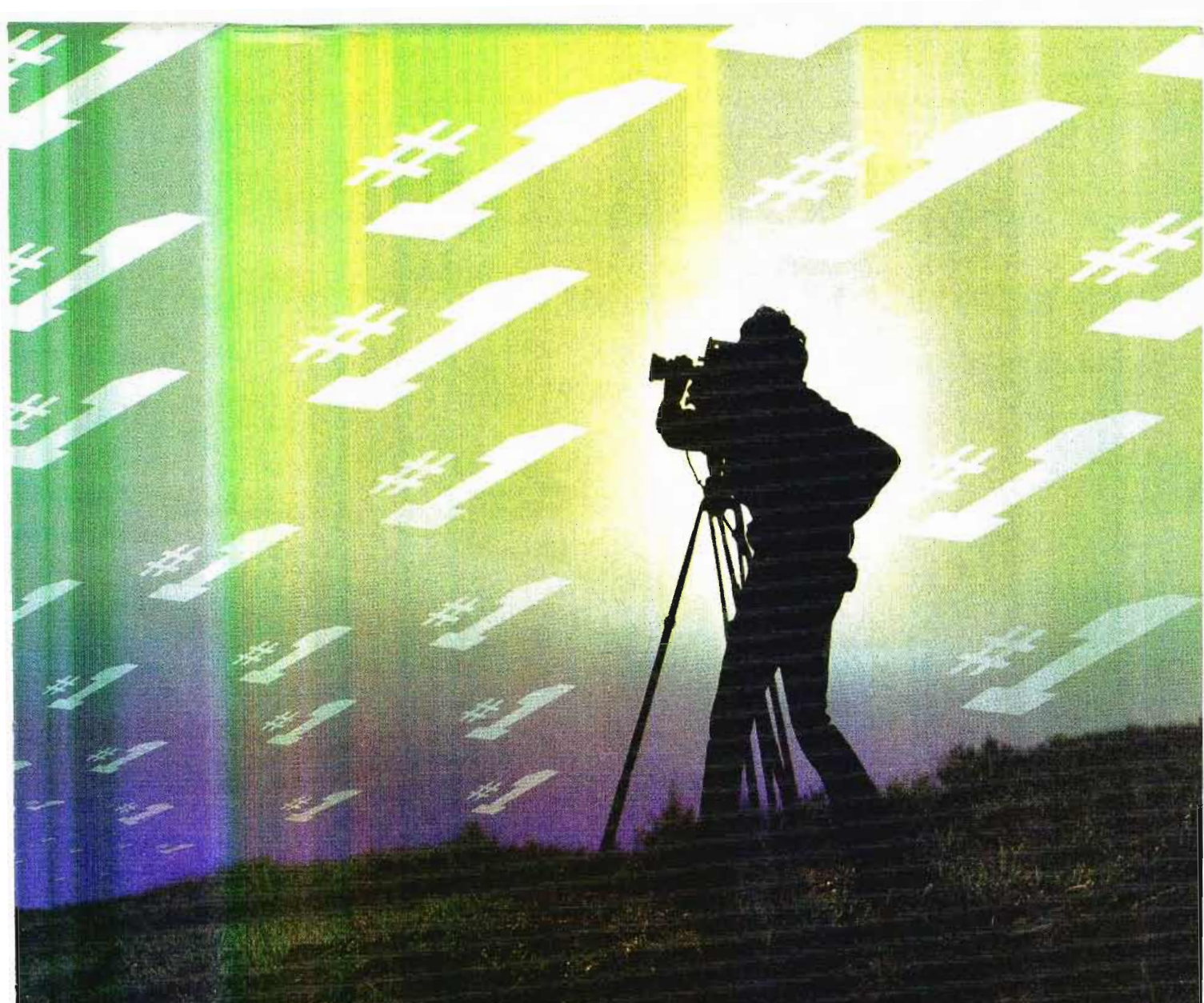
Beyond imagination lies the truth

And the truth  
we're

Source: NSS, P.T.D 1994/95 season through 10/16/94, GAA %  
\*NSS, week ending 10/23/94, HH.

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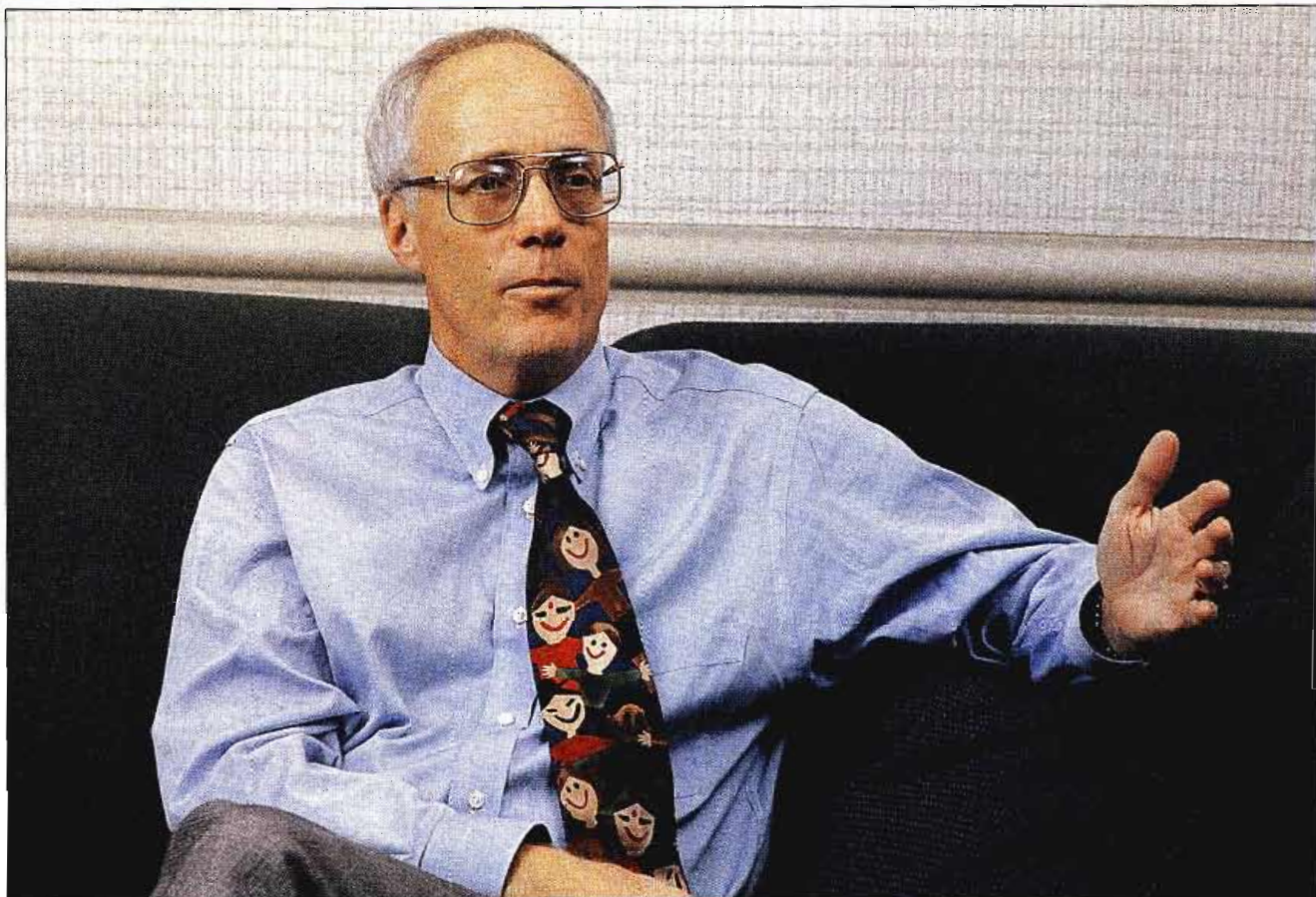
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It doesn't take a psychic to predict our future. After all, *Sightings* is the #1 new first-run weekly hour among key adults 18-34 and 18-49. With a 4.5 NTI\*, we're up a phenomenal 32% from our premiere. Now that's success beyond even the wildest imagination.

SIGHTINGS™







# Trygve Myhren

## On Cable's Shifting Balance of Power

**S**cattered about Trygve Myhren's cluttered office are the mementos of a long and distinguished career in cable: a framed copy of the 1984 Cable Act, which freed cable from regulation (temporarily, as it turned out); an etching in recognition of his year as chairman of the National Cable Television Association (1986-87); the NCTA's Vanguard Award for industry leadership (1988), and, hanging on the wall, one share of American Television & Communications, the Time Inc.-controlled cable company he headed in the 1980s.

President of the Providence Journal Co. since 1990, Myhren soon may be out of the cable system business. He's been looking to

merge the company's systems serving 780,000 subscribers into a larger operator (Continental Cablevision, by most accounts), not because he doesn't believe in the business, but because it's no longer a place for midsize players like the Providence Journal.

The advent of competition, the need to cluster cable systems and a series of adverse FCC actions have made big not only better, but vital, he says in this interview with BROADCASTING & CABLE Executive Editor Harry Jessell.

If the cable systems go, Myhren will turn his full attention to the Providence Journal's other media businesses: broadcast TV, newspapers, and cable and broadcast programming. Each has plenty of upside, he says.

**COVER STORY**



**The Providence Journal and other mid-size cable companies are looking to get out of cable or merge into larger ones. Why?**

The cable business is becoming a business of mass and clustering. And you must be willing to make an enormous commitment to growing in size—which means acquisition—and to upgrading systems.

Technology has advanced. We have a requirement to put a lot more capital back into the business. It's not easy for the smaller people to borrow at the kind of rates that they need to in order to do that.

And the FCC in every sense is leaning toward and pushing people toward bigness. I don't happen to think that this is right, but it's a fact.

There's just been one decision after another that has clearly and negatively affected the interests of the smaller people. The recent video dialtone decision is just another example. There is some utopian belief in economies of scale that is exaggerated at the FCC, and it's very difficult for smaller business people to fight that.

**You can't be small and be in cable?**

No. Maybe over the next five years you can, but not in the long term. Diversified media companies, in particular, are getting out because that kind of commitment would require that they put all their resources into cable and starve their other businesses fairly dramatically.

The smaller operators also lack the leverage of bigger companies in negotiating for programming and hardware. The small cable company is buying at higher rates, and it's financing at higher rates.

It's also true that as competition has arisen from telephone companies and direct broadcast satellite, it has become increasingly important for cable to have a seamless approach to the consumer. And here I'm talking about having every household in a particular marketing area as your potential customer.

**That sounds like the clustering concept that you advocated a decade ago at ATC.**

Yes, the clustering concept, which is truly playing out at this point. It's very difficult for cable. The historical non-accident of municipal franchising produced a patchwork of cable

systems with different ownership and somewhat different standards. That's not going to be good enough for the world of the future. I think that's crystal clear. You're going to have to have the same ownership throughout a large market—an ADI.

**What happens in markets dominated by big operators who all intend to stay in the business?**

I think there's going to have to be an enormous trading of properties.

**Couldn't they just cooperate?**

Cooperation is terrific, but when you're competing against the kind of competition that's out there, it's very inefficient.

**You suggested earlier that the FCC intentionally is trying to force consolidation. Do you really believe that?**

I think they tend to look at it on a national policy basis, believing that the way we'll compete best internationally is by getting all the strength of bigness. I feel strongly that they've forgotten about what really makes areas as complicated and as demanding as this vital: entrepreneurship, creativity and drive. And what they're doing is basically driving that out of these businesses, creating a bureaucratic nightmare in all of them.

The small cable operators have not gotten the help they need to stay alive. I'm talking about the real small cable operators with 20-, 30-, 40- or 50-thousand subscribers who have gotten no help whatsoever because they're defined as big cable operators by the FCC. They're put in the same league as TCI [Tele-Communications Inc.].

**So the FCC has it in for the little guy?**

It's hard for me to say. I don't want to be in the position of trying to ascribe motives. What I can say is it's clear that that is the result. And whether they understand what they're doing or not, only they can tell you. I haven't been able to understand what they're doing, and it's very difficult to elicit a clear answer when one talks to them.

At the [BROADCASTING & CABLE] Interface, I asked [chairman Reed Hundt] whether he would simultaneously issue rules for video dialtone and cable's going-forward rules for



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recovering capital investment and programing costs so that neither industry would get a jump on the other.

I think his answer was, "It's too difficult administratively to do it that way. We've got to do this on an incremental basis." OK, now what he has done is to take the largest industry in this country—this set of seven companies—and given them an enormous head start, which, from a business fairness standpoint and from a competition standpoint and from a vitality standpoint, is a bad decision. But worst of all, it's a bad decision for the consumer. What he's saying in effect is, "We don't have a good system to prevent cross-subsidization."

**The idea is to address the cross-subsidy question on a case-by-case basis in the tariffing process.**

It is absolutely impossible to do that. And even if you could, it's much more efficient to do it on a broad basis than on a one-at-a-time basis.

**Would you deny the telcos entry into cable forever just because of the cross-subsidy problem?**

Oh, no. I don't think that anybody would want to deny the telcos entry. But this is a case of an industry that has had a 100-year monopolistic chance to build up huge scale and terrific borrowing capability, and now it is going to be allowed to go out and start new businesses against competition by funding it out of that base. That's wrong.

**The FCC last week finally issued its so-called going-forward rules, which regulate how much of the cost of new programing cable operators may pass through to their subscribers. What do you think of them?**

It's good that they've finally done something. But based on what's in the press release, it appears they have again compounded the complexity of the regulatory scheme. That reduces the incentives to produce new programing services.

It's considered fiscally foolish to start a new programing service. This does little to change that.

They've added some pennies here that people can pass through, but it certainly isn't enough to get the new programing business re-energized.

The refusal to allow any packaging of a la carte programing is probably

illegal—they've overstepped their authority under the '92 Cable Act—and is certainly a disservice to consumers. You are not going to be developing new services.

**What's next for cable at the FCC?**

The going-forward rules for capital expenditures; how will cable be able to recover the costs of capital improvements. That hasn't been dealt with yet. That was the issue I mentioned that I'd asked Hundt about. I guess he could now answer, "Well, I didn't really deal with the cost-allocation rules for the telephone companies; I put it off to some other process. So, therefore, we haven't dealt with it yet before cable."

If we get a tightening down of the availability of investment capital, the kind of vagueness about whether one can get a return on capital in this business is just going to stop the funding.

If you don't have the going-forward capital, then you can't get the information highway built.

**Assuming the money is there for capital investment, what will cable do with it?**

I think you need the technology to increase capacity. That's the first thing that's necessary. One of the ways to get there is to put in new plant or to add plant, but another way to do it is to go to digital conversion and then the signal compression that goes along with that. But to do that requires an enormous amount of capital.

**What do you do with the increased capacity? You've been rather skeptical of PPV in the past.**

I'm not someone who thinks negatively about pay per view. I think that there's going to be a very successful pay-per-view business. And there will be events created that you can't even think of, which will be huge pay per view events. But my point is that it's a very expensive business to market. You've got to take each product separately and market it, advertise it and gain awareness of it and get it sold separately. That's a lot of money.

I also think there clearly are going to be more niche channels. Some of them will be pay—The Golf Channel, for example—but there's going to be a raft of those things. Pretty much like the special-interest magazines.

They have gained enough advertising at a higher cost-per-thousand to

sustain a more modest but very targeted product. There's no reason why that model shouldn't apply in the video format so long as there's enough capacity to put all of these things out there. Some will succeed and some won't.

**So the promise of all this expenditure on channel-expansion technology is simply for PPV, more basic channels and more pay channels?**

You'll see pay per view; you'll see pay channels with a narrow but highly committed audience base. You will see, if the FCC doesn't kill it off—and I'm very fearful they will—new advertising-supported channels as well.

**I see your criticism of the FCC hasn't lessened much since your speech to the Federal Communications Bar Association early this year.**

That speech was very strong, but it wasn't in any way personal about anybody there. It was just about the lack of understanding that seemed to be present at that point. One of the things that I find particularly disturbing is this continual cable-bashing.

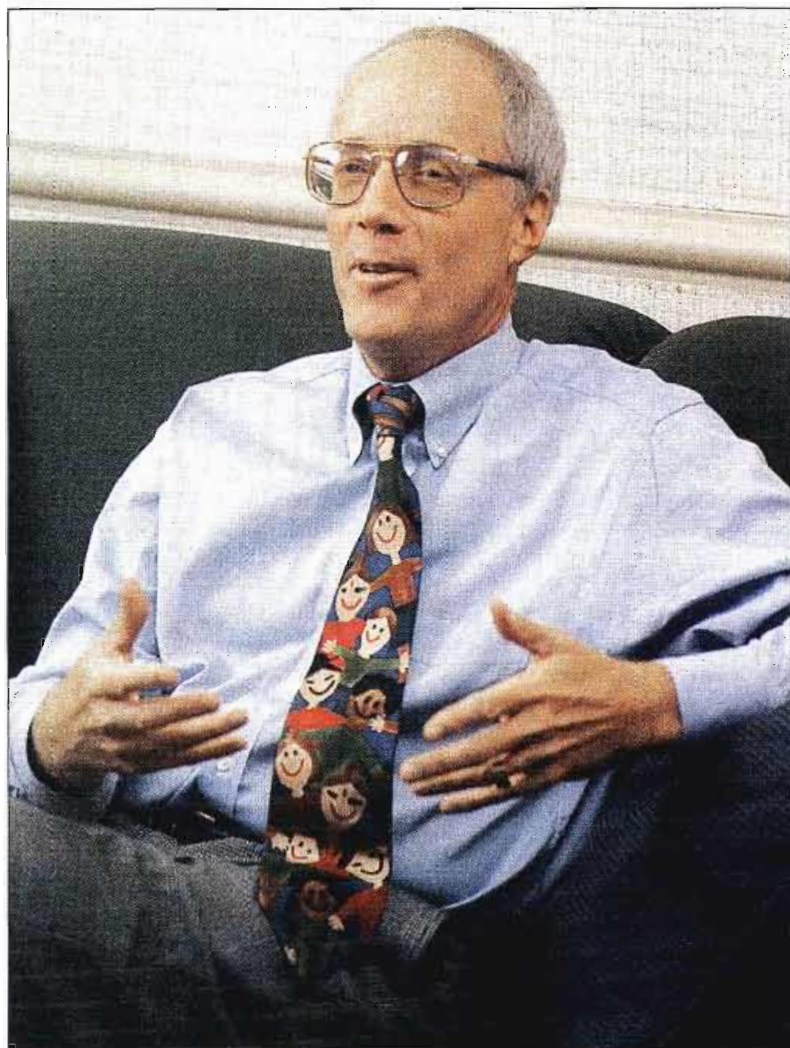
Let's just take a look at FCC regulation from a business perspective for a second. In business, one of the things we often do is analyze a new business by looking at what I call "the four Ps": product, packaging, pricing and promotion. And you ought to think real hard about how well you're doing each of those. Because if you don't do them well, you're not going to be in that business very long.

What we have in today's cable industry is that the product is constrained significantly. And in what truly is a historic move, cable has had its product taken away from it and given to its competition by government fiat. So, on the product side, we have what could best be called a difficult situation for the cable people.

On the packaging side, it's clear that that is being micro-managed by the FCC to an astonishing degree, so that the cable operator doesn't have any freedom. The pricing side? Well, we know that that is now dramatically constrained. So what do you have left? Promotion. And when you get right down to it, promotion is a product of the first three. It really is making people aware of what you've done with the first three.

The guts of the business now is run by the government, not by business people. That's tough to understand.





And I have never heard an understandable rationale for that from anyone in government.

**Cable pushed hard for telecommunications reform legislation this year because it would have eliminated state barriers to its entry into the local telephone business. Do you think cable can compete in telephony?**

Yes. Cable will be a definite player in that business, both to homes and to businesses. The big operators will tie up with big wireless and long-distance companies. To come back to your other question, a small or medium-size company today has disadvantages going forward in cable, and one of them is that they don't have a seat at the table.

**What table?**

The table where arrangements with the Sprints and other big players are worked out.

**What are the short- and long-term prospects for broadcasting?**

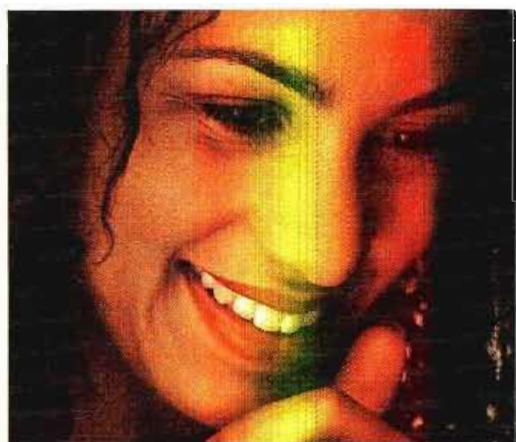
We look at the broadcasting business

in two parts—network and local. We like local.

**It's easy to say that today. The economy's on a slight rise, and broadcasting has risen with it. What happens in the next downturn?**

There's a touch of fool's gold. You've probably noticed the prices at which transactions are being done right now. I don't think there's any question that if this continues, some people are going to get hurt. They're buying properties at prices based on the assumption that advertising will grow at a double-digit pace. Some people got very badly hurt making those same assumptions in the late 1980s.

Most people who think about it are predicting 5%-7% growth in advertising, and even they worry that the some traditional advertisers are a little bit less reliant on advertising and much more demanding of results. I don't think people view the advertising business as terribly healthy, but it certainly has been encouraging over



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## Americans At Their Best.



the last year and a half to see what a good economy can do to the business.

I have a very positive view of the local broadcasting business. But what I am a little concerned about is that I've seen these periods before, where everything is on an uptick and people tend to make decisions on that basis, not recognizing that this is clearly a cyclical industry. It always has been and it always will be.

**Is it a cyclical business that's ratcheting up or down?**

Let's take a look at that. Over a period of time we're seeing the ratings for broadcasters go down a bit, even seeing the shares of total video viewing going down. I don't think there's anything to suggest that that isn't going to continue. But the slide that you saw at the very end of the 1980s and into the early '90s was greater than we're going to see for the future. So I think what you're going to see is modest erosion.

So, how do you make money in this business? One of the things that's going to happen is there are going to be fewer broadcast stations as we go down the road. And as they give up their share, the people still in business are going to get it. It's going to be very important to be a true factor in your marketplace.

**You don't believe in fifth networks—the Warner Bros. or Paramount networks?**

I'm not saying I don't believe in them. What I'm saying first is that it's very important not to be a fringe person in your market, because your share is going to get gobbled up by the other people before too long. But are the Warner Bros. and Paramount networks going to have a significant impact on that over the next few years? I don't think so.

In any event, you've got to be a true factor in your market. Being number one or number two is very, very helpful. But to be number one, you're going to have to put an increasing emphasis on local programming. The station that can really get people to trust it and understand it is going to be a factor forever—certainly in our lifetimes.

It's helpful if a station is an affiliate of a strong network because it's got the combination of strong network programming and strong local programming. It's got something that's

difficult for the viewer to go away from. And from an advertising perspective, there is no question that somebody has to deliver an efficient advertising buy for the advertiser who needs a broad market, who needs mass media. Nobody can do that like a national network being carried in the context of a really good local broadcast station.

The networks have been strengthened by the repeal of the fin-syn rules [which prohibited them from program ownership and syndication], and that's good for the viewer. The networks will be able to spend a lot of money because they'll have a better revenue stream.

**Have you been backing up your belief in local broadcast programming with the dollars necessary to do that well?**

That has been happening. If you were to look at our newsrooms, we tend to have the leading news in our markets. If we don't, we're generally tied with another really good station. We spend on news. And we spend on local programming. It isn't just necessarily straight news. It may be events. It may be issue discussions. We put money into that.

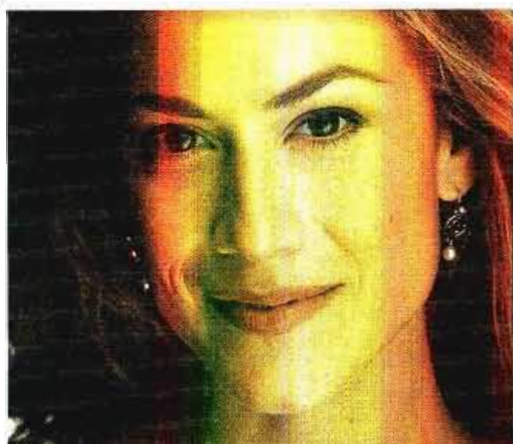
**One of the effects of the clustering you foresee in cable is that cable may be able to compete in earnest with broadcasters for advertising dollars. Cable will have much the same reach as broadcasting. Comment?**

Eventually the other local media are going to be able to compete with that broadcast station. But I don't think that at this point cable is anywhere near being able to compete successfully at that level.

If a station has a strong network and does an aggressive job of local programming, it's going to be difficult for cable to come and get in that broad-based business. Cable is going to do a terrific job in the narrowcast business if it ever can get the FCC off its back. But it's going to take a long time before it can compete successfully with the top broadcast stations.

**How has your broadcast division fared in the affiliation battles?**

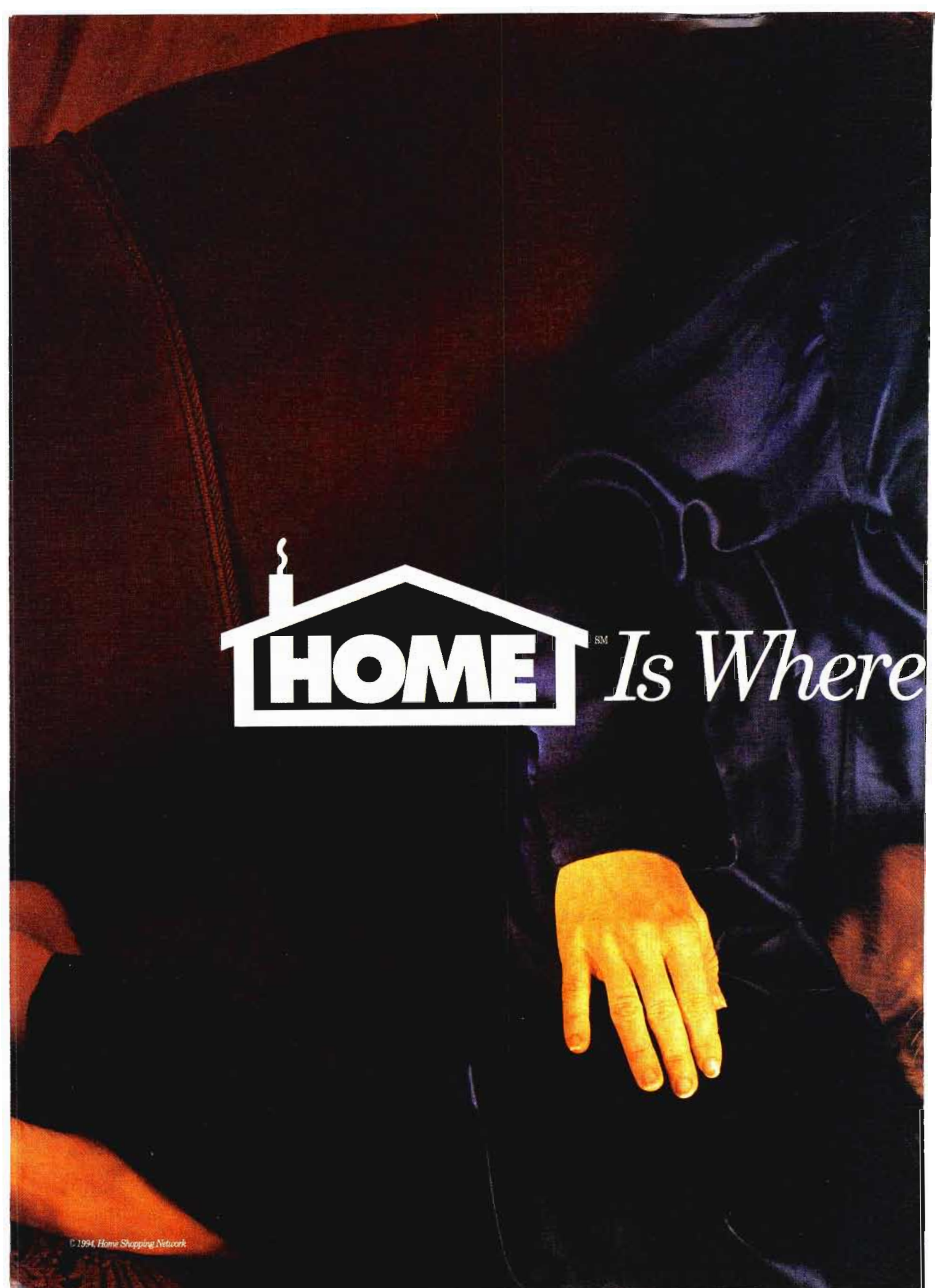
We've come out of it very nicely. We've been challenged, certainly. It hasn't been a totally peaceful thing. We lost the Fox affiliation in Honolulu, but we're going to end up with a larger network affiliation.



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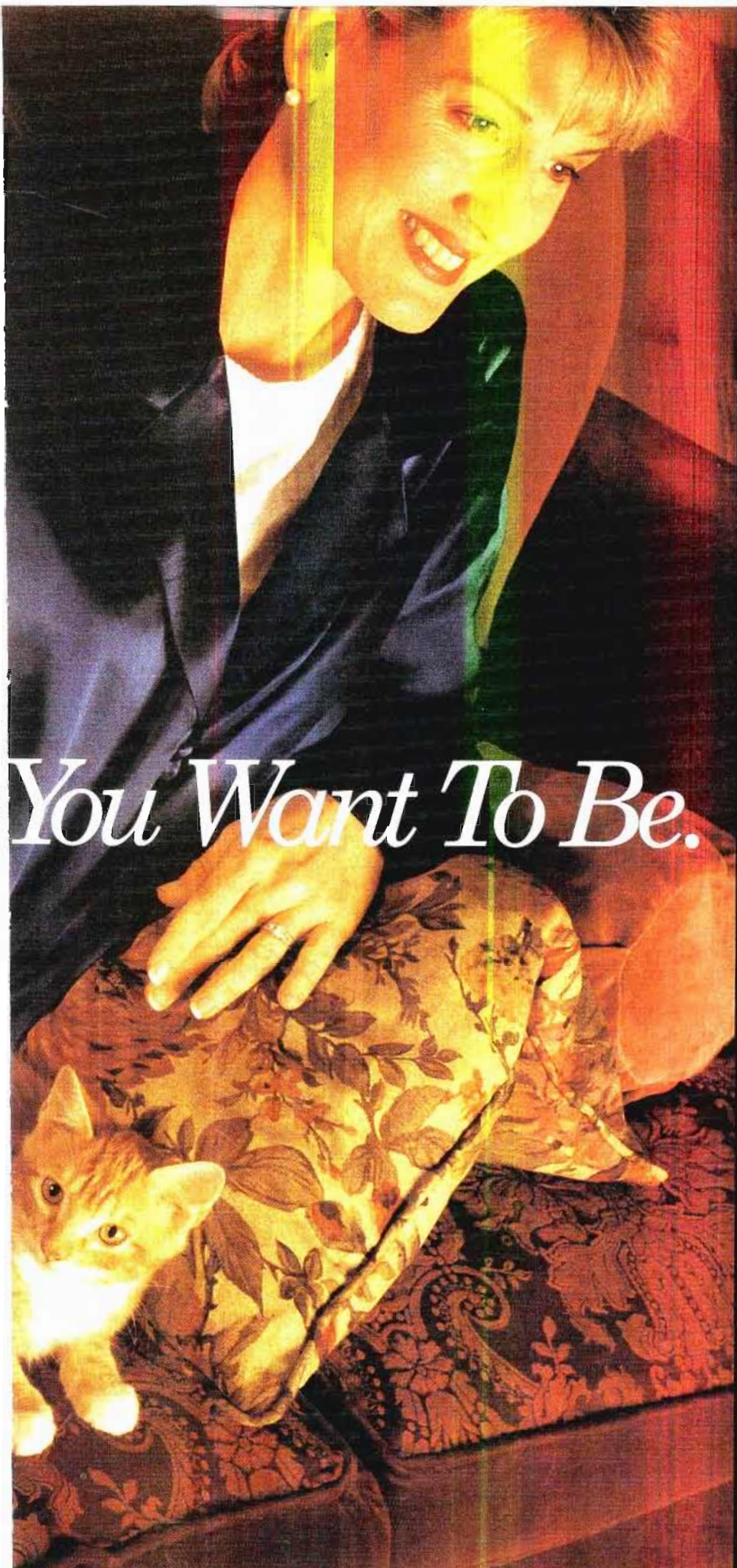






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**Can we say NBC?**

Certainly worse things can happen, as someone said.

**What has the affiliation shuffle done for compensation? What are the terms of compensation?**

What I'd say is it certainly has stabilized it. If the trend was down, it no longer is.

**It's not going up?**

There are clearly special situations where it has jumped—desperation breeds some pretty expensive deals—but I would say that the general effect across the business has been one of solidly stabilizing it.

**Is Providence Journal interested in buying broadcast stations?**

I think certainly we could be because we believe in the business and in any reasonable time frame there. But we are not necessarily a buyer at the kinds of crazy prices that now seem to be infecting the land. We'll wait until the market settles down.

**Are there any changes you would like to see in FCC broadcast rules?**

A rule that doesn't make a lot of sense anymore is PTAR [the prime time access rule]. It distorts the market locally for access programming. One of the problems with government regulation is that it usually gets around to applying the regulation after the problem is almost gone, and then it takes years, if not decades, to get rid of the regulation.

**What about HDTV?**

I certainly hope the government doesn't rush toward mandating things, because I don't think there's a product yet that's worth the effort and the expense. It's a technology whose market hasn't come.

**How's the newspaper business? Most of what I hear about its future is negative.**

The newspaper business is a very interesting business. Newspapers generally are the primary information medium in any market. They're the medium of record. Their information runs deeper and is just much more extensive than [that of] the other media. How the newspaper translates that into the world of the future, with people increasingly video-oriented, and how it becomes part of the elec-

tronic highway is an open question.

We just cut a deal with Prodigy that is going to be our first major step here, although we have for a couple of years been delivering information to subscribers and non-subscribers over the phone. We have a vast array of phone services. We also have a lot of specialized fax services and what's called information retrieval and interrogation services, which are achieving a greater subscription every month. But this Prodigy thing in Providence hopefully will take us to a new level.

I believe that not only will we deliver more of our principal product electronically as we go along, but we will give people electronically the right to get more information on a particular topic or a particular story because we have vast reservoirs of information on these things that we never print. It is expensive to put everything you know into the newspaper. Paper prices are going to go through the roof again.

We're going to pull out more sections and sell them separately. The newspaper has been a mass medium, just like broadcast television. But we also have to recognize that it has the capability to compete on a narrower basis as well—to serve narrower markets, more special-interest markets. It just has to figure out what products will work—and which ones won't—in that regard. And I believe it can do it without completely cannibalizing its current product.

**Is there still room for the Providence Journal in cable programming, if not in cable operation?**

We originated the Television Food Network, are one of the owners and in effect oversee the management of it. And that is going along quite well with the qualification that because of the FCC's unwillingness to do anything in the programming rules area, our carriage hasn't grown as quickly as we had hoped. But given where we started and compared with other similar services, we're way ahead.

**The service had the benefit of retransmission consent. You were able to swap retransmission consent rights to your broadcast stations for carriage on cable systems.**

That's exactly right. That wasn't the way we started it out. We had a wonderful situation where we were being

promised carriage by all kinds of people when all of the actions at the FCC basically killed off the business and operators didn't want to carry anything. So we then had to resort to the retransmission route.

That put us ahead of a lot of people, but the fact is it's still a struggle because the FCC has really hurt all programmers, particularly start-up programmers.

**What else do you have in store in terms of cable programming?**

We're an investor in StarSight, which is sort of an enabling system and, we think, a critical building block in the information highway. We also plan to launch Northwest Cable News next April.

**Is that another beneficiary of retransmission consent?**

It's partly due to retransmission consent, right. It is something that is the product of four stations in the Northwest, the NBC affiliates in Seattle [KING-TV], Portland [KGW-TV] and Boise [KTVB] and the CBS affiliate in Spokane [KREM-TV]. What we're doing is starting a separate operation headquartered in Seattle. It's a regional service distributed by satellite.

The service will also have a Washington bureau, whose job it will be to cover the northwestern [congressional] delegation and northwestern issues in D.C. We think it's going to be an exciting and interesting thing from the cable operator's standpoint.

In the competition with DBS, this is a major tool for cable people. DBS won't have it, and it will get significant promotion and advertising on four market-leading stations in the Northwest—the biggest stations in the Northwest. There isn't another cable product like that. This is a barn burner.

**So regardless of what happens on the operations side, you're in the cable programming business?**

Absolutely. And we also are in the syndicated programming business on the broadcast side. We're in a couple of different programming consortia with other broadcasters, including Station Partners, which Michael Lambert is heading on the West Coast. We believe that those are sort of naturals for this company. The skills are here, the understanding is here, so we're doing them. ■



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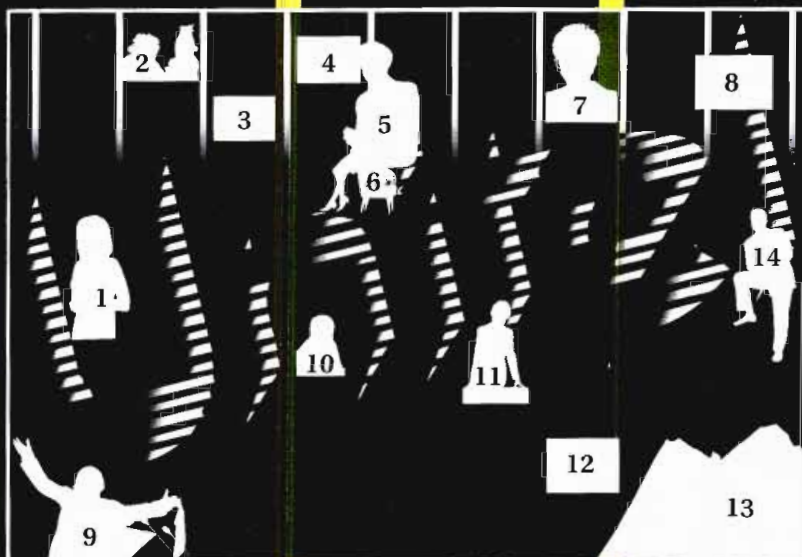
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World, Unitel/NY.

7 - "Sally Jessy Raphael  
Show", Burt Dubrow,  
Senior VP/Programming,  
Multimedia  
Entertainment,  
Unitel/NY.

8 - "The World Around  
Us", Interactive Videodisc  
program, Linda Osborne,  
Director of Curriculum,  
Development &  
Promotion, C.E.L.  
Education Resources,  
Windsor New Media.

9 - Luciano Pavarotti,  
"Pavarotti Plus! -  
A Mark of Excellence  
Presentation", John  
Goberman, Executive  
Producer of Television,  
Live from Lincoln Center,  
Unitel Mobile.

10 - Rush Limbaugh,  
"Rush Limbaugh - The  
Television Show", Roger  
Alles, Executive Producer,  
Alles Productions/Rush  
Limbaugh/Multimedia  
Entertainment.  
Unitel/NY.

11 - Angela Lansbury,  
"Murder She Wrote",  
Todd London, Co-  
Producer, MCA-TV,  
Unitel/Hollywood.

12 - "Fruity Plaything",  
Fruit String - General  
Mills, Inc., Saatchi &  
Saatchi, Monica Kendall,  
Producer, Calabash  
Animation,  
Editel/Chicago.

13 - "The Wall, Nike",  
Weiden & Kennedy,  
PYTKA, Michael  
Morreale, Executive  
Producer, Editel/LA

14 - Gordon Elliott, "The  
Gordon Elliott Show",  
Dee Baker, Executive-in-  
Charge of Production,  
CBS Entertainment/  
Twentieth Television,  
Unitel/NY.

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# Unitel video inc.



# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

## Week

Interactive



## ESPN buys 80% of SportsTicker

Dow Jones retains 20% of text-based sports information service

By Mark Berniker

**E**SPN is spreading its tentacles across the sports information acquisition and delivery business with its acquisition last week of a controlling interest in SportsTicker from Dow Jones.

The move by ESPN, along with parent company Capital Cities/ABC, puts the leading sports cable programmer into the broader business of providing sports news to the media and online users.

Dick Glover, ESPN senior vice president, says the SportsTicker deal was an "obvious purchase" that adds to its cable programming channels a text-based sports news information

engine that specializes in television production and combines on-air personalities with video, graphics and audio.

SportsTicker has been a successful business for Dow Jones, and it remained a mystery why the company would sell the property. But as part of the announcement of the deal, Dow Jones and Capital Cities/ABC have "agreed to explore possible areas of cooperation in business television."

Meanwhile, it's unclear how ESPN's acquisition of 80% of SportsTicker will affect the cable programmer's online deal with Prodigy. Glover says that ESPN's deal with Prodigy is for a "short period" and

**continued on page 50**

Network Systems

## Siemens goes after cable, telco network business

German company makes alliance with Scientific-Atlanta, Sun that will put it up against AT&T

By Mark Berniker

**S**iemens, the German communications conglomerate, has made its way into the U.S. market through an alliance with Scientific-Atlanta and Sun Microsystems to provide complete networks for both telephone and cable television system operators enter-

ing each other's businesses.

Siemens, a \$50 billion global communications company, is the overall systems integrator in the deal; Scientific-Atlanta will provide its various cable wares, and Sun Microsystems brings its high-speed networked computers to the venture. No financial terms were given, but the partners are bidding

on prospective contracts and expect to compete directly against AT&T by next year.

"The bulk of the initial business will probably be overseas," says John Buckett, S-A vice president of marketing and sales, "because a lot of the tests are already under way in the U.S. market and will move to the commercial phase next year."

AT&T has emerged as the leading systems integrator for a number of interactive television trials, and the new alliance hopes to slice into its market share. But the Siemens-led alliance also will be vying for business with other vendors, including Northern Telecom, EDS, IBM and other cable and telco hardware players, as well as network computing and digital switching companies.

Buckett says the three companies in the venture have invested more than \$100 million in research and

**continued on page 52**



Interactive

# Interactive studios latest stop on the infohighway

TCI, Unitel building new media complexes; SGI training authors

By Mark Berniker

While there's rampant talk about interactivity, three companies put their money where their mouths are last week, announcing the creation of studios designed to develop CD-ROMs and still-unimagined interactive TV applications.

Tele-Communications Inc. is forming CyberMedia, which will create what it

calls an interactive multimedia studio. TCI is working with the former leadership of AND Interactive Communications, which produced several CD-ROM titles and was involved with interface design for interactive TV prototype services with TCI-Microsoft, Pacific Telesis-AT&T and Time Warner's Full Service Network.

CyberMedia's first interactive studio will be located

near Denver. It will be connected electronically to another facility in Los Angeles that eventually may be linked to other smaller operations around the country. CyberMedia is expected to focus on CD-ROM, online and interactive TV productions in conjunction with TCI's Liberty Media programming arm and recent acquisition Acclaim Entertainment.

Meanwhile, Unitel Video has announced a joint agreement with Interactive Television Productions to create interactive programming for broadcast, cable, telco and computer markets.

Unitel says it is setting up a new "interactive productions" arm in response to clients interested in providing new kinds of programming for a growing number of

video distribution systems.

Also, Silicon Studio, a subsidiary of Silicon Graphics Inc., hosted its Entertainment Authoring Conference in Hollywood. SGI provides the workstations that generate special effects and 3-D images for use in movies, television and interactive video games. Silicon Studio has announced that it will open training centers in Santa Monica, Calif., and London for computer graphic artists and multimedia designers.

Companies working on common technical production standards include Avid Technology, Adobe Systems, Alias Research, Electrogig and Wavefront, which will debut products at the National Association of Broadcasters' annual convention next April.

## Online Services

# Online services band against potential Microsoft monopoly

By Mark Berniker

Everybody knows Microsoft is planning to launch its own online service, but what is making the competition extremely nervous is that the software giant may tie its new service together with the latest version of its Windows operating system.

Steve Case, president of America Online, told Business-Net, a conference on the future of electronic commerce and the Internet in New York last week, that Microsoft, because of anticompetitive reasons, should not be permitted to incorporate its new online service, dubbed Marvel, into its pending Windows 95 operating system.

Microsoft is expected to formally announce Marvel at this week's Comdex consumer electronics show in Las Vegas. So far there is no formal confirmation that Microsoft will link its online service to its popular operating system.

"The [Windows] operating system is almost like what dial-tone is to the phone industry," Case says.

Officials from both Prodigy and CompuServe also spoke about the possibility of Microsoft combining its online service and operating system in an integrated package.

Microsoft recently was cleared in an antitrust investigation, but some of its competitors have raised new monopoly concerns over its recent purchase of Intuit, the software developer of the popular Quicken program.



## Review the year on CNN's CD-ROM

CNN is getting better at taking its news coverage and quickly remaking it into a CD-ROM product.

CNN now is shipping *CNN Time Capsule 1994*, a multimedia CD-ROM it developed with Vicarious Inc., an electronic publisher of interactive reference titles.

The CNN disk encapsulates "100 Defining Moments," mini-documentaries containing a combination of video, photos, text and audio on the major news stories of the past year.

*CNN's Time Capsule* also draws on content from *U.S. News & World Report* and allows users to access the material by alphabetical story listing, category, date or ranking of importance by the CNN editorial staff. The multimedia disk retails for \$29.95, contains more than 90 minutes of video and works on both Macintosh and Windows-based CD-ROM drives.

—MB



**YEAR IN,  
YEAR OUT,  
SABAN  
IS #1  
WITH KIDS**



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Interactive

# Hollywood aims for interactive kids

*DaVinci Time & Space signs deal with leading programmers*

By Mark Berniker

Jeff Apple may have produced the recent Hollywood hit "In the Line of Fire," but now he's turned his lens on the future. He thinks the future will be in children's interactive TV programming available over two-way broadband networks.

"We're going straight toward developing programming for two-way broadband full-service networks. It's much more interesting on both a creative and a technical level than CD-ROM, which is an interim technology," says Apple, co-CEO of daVinci Time & Space.

Apple says his company has a partnership deal with National Geographic Television, The Discovery Channel, The Cartoon Network and the Children's Museum of Boston to develop interactive TV programming. Apple says there is "no financial arrangement" to the partnership.

At the beginning of next year, daVinci Time & Space plans to be part of one of the interactive TV trials being conducted around the country by telcos and cable operators.

"We're taking their linear television programming and transforming it with software

tools and engines that we have created to make that content interactive," Apple says, adding that those tools are proprietary and his company is trying to patent them.

DaVinci Time & Space said it will integrate advertising into the children's interactive TV service and will announce partnerships with six major advertising agencies and nine of their clients.

Other children's TV networks are expected to compete in this interactive programming market, including Nickelodeon in cooperation with Viacom Interactive Media.

## TWC to offer phone service in Manhattan

Time Warner Communications has begun construction of a 22-mile fiber optic upgrade and soon will install a digital switch in Manhattan in preparation for its entry into the competitive access telephone business. TWC says it will offer a variety of telecommunications services by the middle of next year, including private line, special access, dedicated transport and switched access. Time Warner will be directly challenging Nynex in its home market.

## Broadband services group created

Eleven companies announced they are the charter members of the Residential Broadband Services Forum, a working group for companies marketing interactive services over broadband networks for residential consumers. The companies involved: America Online, Bellcore, Cable News Network, Media General Cable, MicroMall, Newbridge Networks, Regis McKenna Inc., Texas Instruments, The Advisory Group, U.S. Postal Service and Zenith Electronics Corp.

## Felix the Cat goes interactive

Determined Productions Inc. has awarded the multimedia rights to Felix the Cat to Big Top Productions, a San Francisco multimedia developer and publisher that plans to produce 12 interactive products featuring the cartoon character during the next three years. The first product will be an animated CD-ROM title targeted for a January release. Next fall Felix will star in his own Saturday morning show on CBS.

## Allen invests in Trilobyte

Microsoft co-founder Paul Allen's investment company, Vulcan Ventures, Inc., has made an equity investment in Trilobyte, an independent entertainment software developer. Trilobyte developed The 7th Guest, a best-selling CD-ROM gaming title. There are plans for Allen's Starwave Corp. and Trilobyte to collaborate on interactive multimedia projects.

## ESPN

*continued from page 47*

that the sports cable programmer is revising its online strategy for next year.

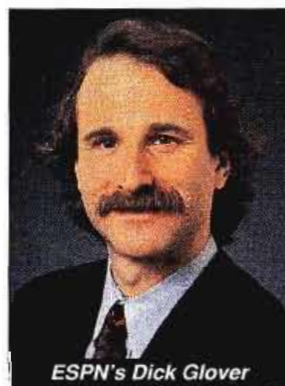
"We have created our own online service through ESPN, and we plan to distribute our service elsewhere or possibly as some kind of standalone service," he says.

"We anticipate that we will not be exclusive to any one service," Glover says, adding that ESPN is negotiating to put ESPN on other online networks. It's possible that an ESPN area could continue on Prodigy while on other online services, such as America Online or CompuServe.

To that end, ESPN will tap into Sports Ticker's sports information feed for ESPN (already a leading source of sports news for broadcast and cable networks, radio, TV stations, newspapers, online services and most wire services).

Glover says that ESPN does not plan to tinker with SportsTicker, which he called very successful, but may add its name to the service.

Beyond the deal with SportsTicker, ESPN is moving aggressively with the launch of a number of commercial software products. Glover says ESPN will release four new software titles in the next three weeks for the Christmas software selling season: *ESPN Sunday Night NFL* for Nintendo SNES, Sega Genesis CD and Sega CD; *ESPN Baseball Tonight* for Sega CD; *ESPN Speedworld* for Nintendo SNES and Sega Genesis; *ESPN National Hockey Night* for



ESPN's Dick Glover

Nintendo SNES, Sega Genesis and Sega CD, and *ESPN NBA Hang Time* for Sega CD.

Glover says ESPN's software focus is on cartridge games because it is a "mature business." But next year ESPN will

begin publishing CD-ROM versions of its cartridge video games. Those CD-ROM versions will be compatible with both IBM- and Macintosh-based computers and will be far more graphically robust.

"Our strategy is to create an ESPN sports library of titles," Glover says, adding that the company has a multiyear licensing deal with Sony ImageSoft for the creation of more than 10 software titles.

Tom Hagopian, vice president of ESPN Enterprises, says next year ESPN will move toward bringing its ESPN online service and CD-ROM titles together to create a hybrid offering, which will allow online users to play multiplayer sports games.

Also on the multiplayer games front, it is expected that Capcities/ABC, through its recent deal with NTN Communications, will explore synergistic interactive sports programming ventures with ESPN.



AS SEEN ON THE  
FOX KIDS NETWORK

# 1992



# X-MEN<sup>®</sup>

#1 SATURDAY MORNING SERIES FOR KIDS 6-17



Source: Nielsen (N) 1992-1993 Season. Program Preview - Aug '93.  
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## Calendar

**Nov. 14-15**—Convergence '94: The Information Superhighway, sponsored by Multichannel CommPerspectives. The Grand Hyatt Hotel, Washington. Contact: Sarah Harvey, 303-393-7449.

**Nov. 14-16**—Opportunities on the Information Superhighway, sponsored by Multichannel CommPerspectives, Grand Hyatt, Washington. Contact: Sarah Harvey, 303-393-7449.

**Nov. 15-17**—DRTV East Expo & Conference, sponsored by Advanstar Expositions, New York Hilton & Towers, New York. Contact: 800-854-3112.

**Nov. 28-29**—New Revenue: The Next Generation, sponsored by Cable Television Administration and Marketing Society Inc., Anaheim Marriott, Anaheim, Calif. Contact: CTAM, 703-549-4200.

**Nov. 30-Dec. 2**—The Western Cable Show, sponsored by California Cable Television Association, Convention Center, Anaheim, Calif. Contact: 510-428-2225.

**Jan. 6-9, 1995**—1995 International Winter Consumer Electronics Show, sponsored by Electronic Industries Association, Las Vegas Convention Center. Contact: EIA, 202-457-8700.

**Jan. 23-25, 1995**—Content for the Interactive Age, sponsored by The Institute for International Research, Buena Vista Palace, Lake Buena Vista, Fla. Contact: 800-345-8016.

**Jan. 23-26, 1995**—ComNet '95, sponsored by IDG World Expo, Washington Convention Center, Renaissance Hotel and the Grand Hyatt Hotel, Washington. Contact: Robin Andreola, 800-225-4698.

**Feb. 7-9, 1995**—Intermedia: International Conference and Exposition on Multimedia and CD-ROM, sponsored by Reed Exhibition, Moscone Convention Center, San Francisco. Contact: Ellen Levenson, 203-352-8254.

# NBC consolidates multimedia operations

*Creates new umbrella group headed by Martin Yudkovitz*

By Mark Berniker

**N**BC is creating a new division to manage its various multimedia ventures.

All the broadcast networks are getting involved in online, CD-ROM, time-shifting and even interactive television trials. ABC already has a multimedia group and CBS is involved in several experiments, although it has not yet to create a division devoted solely to multimedia.

The new multimedia group at NBC will be headed by Martin Yudkovitz, senior vice president of strategic development for NBC Multimedia, who will report to Thomas Rogers, executive

vice president of NBC and president of NBC Cable.

Yudkovitz will devise NBC's "company-wide strategy" and coordinate various multimedia projects from online deals to involvement with several on-demand TV programing trials.

Rogers calls multimedia "a highly misunderstood and overused term," but says that NBC is focusing on "creating new businesses with operating potential today."

Rogers concedes that NBC's multimedia ventures in financial terms are "quite small today," but added it is important to get involved in what he sees as an exploding market.

Rogers adds that NBC is "highly focused on deriving

ancillary revenues." He calls DirecTV an immediate source of revenue.

Rogers is far less optimistic about the prospects for interactive cable and telco rollouts.

"The telcos have not yet developed a clear sense of how they are going to market and promote programing," Rogers says, adding that it is going to "take much longer than initially expected." He doesn't expect the telcos to be offering widely available video services before the end of 1997 or sometime in 1998.

Rogers also says the delays in production and distribution of digital set-top boxes is going to further delay the cable industry's plans for interactive video services.

NBC is currently involved in some cable and telco trials, such as Time Warner's Full Service Network in Orlando and Nynex's video dialtone pilot project with Liberty Cable in Manhattan. NBC is also experimenting with time-shifting in its trial with Your Choice TV. ■

## SIEMENS *continued from page 47*

development to facilitate cable's movement into the telephone business, not to mention the telephone companies' intention to begin offering cable TV and interactive services.

Although the vendors are predicting a multibillion-dollar marketplace for video servers, network equipment, digital switches and new set-top converters, interoperability issues remain unresolved. Buckett says he thinks his venture's system "could coexist" with a slightly different one designed by AT&T, Northern Telecom or other vendors.

The venture's partners will market the new system at the Western Cable Show (Nov. 30-Dec. 2) to major cable operators, but have yet to close any formal deals. "We don't have a customer yet," says Buckett.

Scientific-Atlanta is already involved in two seminal interactive TV trials with Time Warner's Full Service Network in Orlando, Fla., and US West's broadband testbed in Omaha.

The alliance is billing its joint product as a turnkey multimedia network solution, called IMMXpress, designed to handle a number of different network evolution strategies. This will allow a cable operator or telephone net-

work to boost capacity on an incremental basis, gradually offering more channels, telephony services, multimedia services (shopping, games, banking, news) and other video access.

Each of the players in the venture brings different talents, which together, they hope, will create a strong competitor to AT&T and other vendors. Specifically, Siemens brings ATM (asynchronous transfer mode) technology, network management expertise and digital switching products. Siemens is testing its integrated interactive television solution in Germany.

Scientific-Atlanta's contribution includes a range of set-top box alternatives from hybrid analog-digital products to fully-digital set-tops, cable telephony systems, hybrid fiber-coax distribution systems, as well as headend receiving and processing equipment.

Sun Microsystems is supplying its video server and advanced networking technology, but that technology has not been formally demonstrated.

The partners claim their solution will enable network operators to deliver analog video, digital video, interactive multimedia services, plain old telephone services, ISDN, high-speed data and wireless services. ■



AS SEEN ON THE  
FOX KIDS NETWORK

# 1993



## #1 KIDS STRIP - NETWORK



Source: Nielsen AT1, 1993-1994 Season, Sept '93-Aug '94.  
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## Paxson goes public

*Company merges with American Network Group, which broadcaster purchased earlier in year*

By Donna Petrozzello

**P**axson Communications Corp. began trading its Class A common stock publicly for the first time last week, seven months after Paxson Corp. purchased the lion's share of stock and holdings of the American Network Group.

Paxson Corp. stock entered the Nasdaq small-cap market and Boston Stock Exchange market last week as "PAXN" and "PXN," respectively, initially trading at about \$17 per share. By midweek, Paxson Corp.'s listing on Nasdaq ranged from \$19 to \$20.25 per share.

At a meeting of American Network Group (ANG) stockholders on Nov. 4, stockholders voted to merge with Pax-

son Corp., led by Chairman and Chief Executive Officer Lowell "Bud" Paxson. The merger agreement calls for ANG stockholders to receive one share of Paxson Corp. stock for each 3.7331 shares of ANG stock.

With the merger, Paxson Corp. has acquired a general partnership interest in WPTN(AM)-WGSQ(FM) Cookeville, Tenn., and the Tennessee and South Carolina Radio Networks, both formerly held by ANG.

In addition, Paxson Corp. has acquired four college sports networks with University of Georgia, University of Florida, Pennsylvania State University and Virginia Polytechnic Institute. Paxson Corp. also controls the Florida Radio Network.

The total properties owned and operated by Paxson Communications Corp. amount to eight FM and eight AM stations, two television stations, four state radio networks and four college sports radio networks.

Paxson Corp. also is awaiting FCC approval of its purchase of WTGI(TV) Philadelphia.

Arthur Tek, chief financial officer for Paxson, said acquiring ANG holdings "was a way for us to achieve public status on Nasdaq" and avoid the cost of hiring an underwriter to do an initial public offering of Paxson stock. ANG stock had traded on Nasdaq through December 1993 when it was "delisted," Tek said.

He also said that ANG's holdings, especially its college networks and state networks, were "synergistic with our own." The majority of Paxson's owned and operated stations are in Florida. Tek said the company intends to expand in the Southeast and that ANG's properties provided "an entree into states outside of Florida." ■

## Arbitron acquires 50% of Scarborough

*Joint venture expected to add more qualitative information to Arbitron ratings*

By Donna Petrozzello

**I**n a deal proposed to provide radio stations with more complete research about their listeners, Arbitron last week announced it will obtain a 50% ownership interest in the Scarborough Research Corp. by the end of 1994.

Scarborough, owned by VNU Business Information Services, is a research group that surveys purchase habits and media usage of consumers in 58 markets, then publishes qualitative reports of its findings annually. The joint venture between Arbitron and Scarborough is expected to bring some research techniques used by Scarborough to Arbitron's radio ratings service.

In exchange for Arbitron's interest in Scarborough, VNU will receive a 50% interest in Competitive Media Reporting (CMR), a research group that provides information about manufacturers' expenditures in advertising to broadcasters, publishers and

advertisers. CMR is owned by the Ceridian Corp., also the parent company of Arbitron.

In a teleconference last week, Scarborough Research President Robert L. Cohen said improvements can be made in Arbitron's ratings service to its stations through the joint venture, including faster delivery of research to radio stations, reminder phone calls to survey participants, "enhanced response rates" and improved questionnaires.

Improvements planned for 1996 include twice-yearly measurements of radio listening, instead of annually, and "possibly television viewership" as well, Cohen said.

Cohen said more frequent measurement of radio and television audiences is needed because "the radio and television marketplaces are increasingly more dynamic" because of format shifts, affiliation and ownership changes brought about by duopoly rules.

Cohen also expects the joint venture with Arbitron to help Scarborough gain accreditation with the Electronic Media Rating Council (EMRC). The EMRC already has recognized Arbitron as the preeminent radio ratings company.

Steve Morris, president of Arbitron Co., expects the joint venture to "customize the delivery of Scarborough's product for the specific requirements of radio" and to "increase the speed with which [Arbitron] responds to its customers' needs."

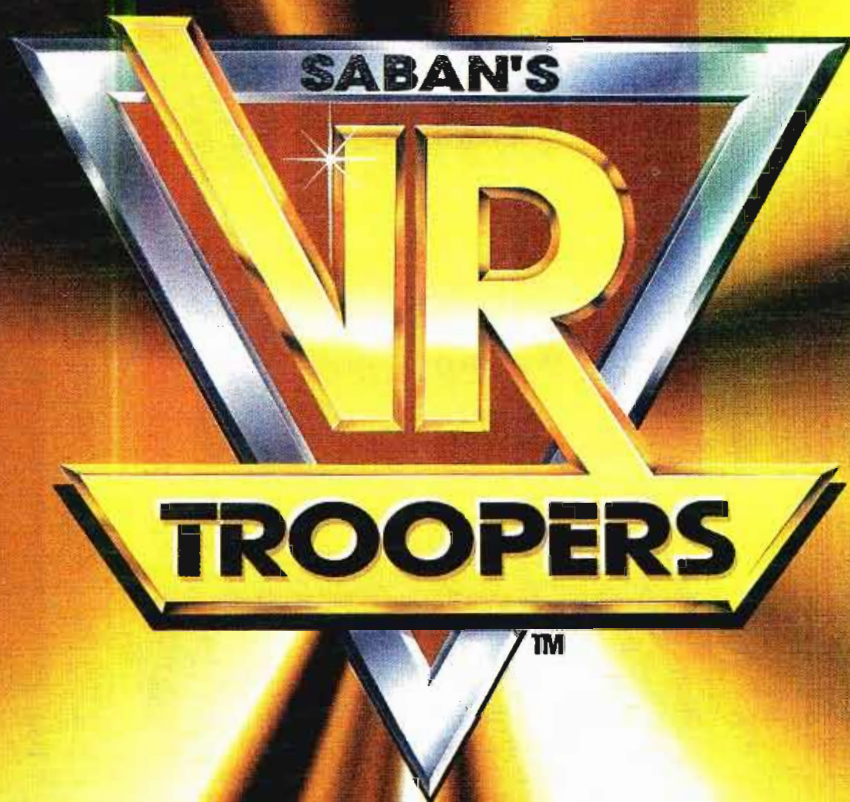
But Morris added that stations should not "expect a major change in our [Arbitron] strategy. You can expect to see us do more of what we've already started on," he said.

Arbitron surveys radio listenership in more than 260 large and small markets annually. Many of those markets are surveyed more often; 94 are surveyed four times per year and 172 are surveyed twice annually. During the past year, Arbitron has developed



SYNDICATED IN  
86% OF THE U.S.

# 1994



## #1 KIDS STRIP IN SYNDICATION

Advertising sales by



one world entertainment  
a division of nbc universal

Source: Nielsen RTI, Week of 10/7/94, #1 Kids 2-11.

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"local motion," a qualitative data service that analyzes the buying patterns of listeners in five small U.S. markets.

Chuck Leonard, president of VNU Business Information Systems, said the partnership will allow VNU to help integrate media planning and buying software used by Scarborough into advertising agencies.

Under the joint venture, Morris said he expects Scarborough and Arbitron to "work toward each other in terms of market size" and determine how best to customize each service to the needs of markets depending on their size. Scarborough may also increase the number of markets it is able to survey through the joint venture with Arbitron, Leonard said.

"Our objectives are the same; the difference is in customizing our service to the size of the market," Morris said. "Scarborough started in the largest markets, and the depth of what it does is suited to those markets. We started local motion as a product with relevance to smaller markets, and I think there's a natural synergism between the two. I think there'll be a lot to discuss on how best to bring those two things in line."

Leonard also said the local market data gathered by Arbitron would "afford [Scarborough] the opportunity to provide coverage and marketing

information services to more than 58 markets. Hopefully the two will provide coverage across the top 100 markets," he said.



The Museum of Broadcast Communications inducted its 1994 members of the Chicago-based organization's Radio Hall of Fame last week. Two of the inductees present for the ceremonies were (l-r) Garrison Keillor, creator/host of 'A Prairie Home Companion' on Minnesota Public Radio/Public Radio International, and Gary Owens, long-time Los Angeles radio personality who now hosts a weekly show on KJQI(FM) there. Also present for the festivities were previous inductee Paul Harvey of ABC and the evening's host, CBS's Charles Osgood. Other individuals/programs inducted this year were: Red Skelton, 'The Burns and Allen Show' and the late programmer/station owner Gordon McLendon.

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Mail to: Frozen Pipes, Public Affairs Dept.  
State Farm Insurance  
One State Farm Plaza  
Bloomington, IL 61710-0001



State Farm Fire and Casualty Company Home Office: Bloomington, Illinois



# 1995

# ?

# GET READY!



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# Jacor, MultiMarket report strong third quarter

By Donna Petrozzello

**N**et revenue at Jacor Communications increased 8%, to \$28.5 million, for the third quarter of 1994 over the same period last year, according to a quarterly statement released by the company.

Jacor also reported a 15% increase in broadcast cash flow, on a pro forma basis, totaling \$7.9 million in third quarter 1994 compared with \$6.8 million for third quarter 1993. Also, net income for third quarter 1994 totaled \$2.6 million, a 194% increase over a total \$900,000 reported at the end of third quarter 1993.

Based on financial reports for the first nine months of 1994, compared with the same period last year, Jacor showed a 32% increase, from \$13.9 million to \$18.4 million, in broadcast cash flow on a pro forma basis. Jacor also reported a net income of \$4.8 million in 1994, in contrast with a net

**"Increased operating efficiencies obtained through the duopoly structure in each of our markets [contributed to] the overall operating strength of the company."**

MultiMarket President  
Michael G. Ferrel

income of \$800,000 for 1993. In net revenue, Jacor reported a total \$78.3 million for 1994, compared with a total \$66.1 for 1993, an 18% increase.

Third-quarter reports on a pro forma basis for MultiMarket Radio Inc. showed a 58.6% increase in net revenue for 1994, up to \$1,992,578 from \$1,255,839 for the same period

last year. MultiMarket also reported a 26% increase in broadcast cash flow in 1994 over third quarter 1993, from \$530,047 to \$669,325. The company reported a net income loss of \$95,297 for third quarter 1994, compared with a loss of \$594,379 for the same period last year.

In comparing the first nine months of 1994 with the same period last year on a pro forma basis, MultiMarket's quarterly report showed a 47% increase in net revenue and a 21% increase in broadcast cash flow. MultiMarket also reported a net income loss of \$465,277 for 1994, and a net income loss of \$163,641 for 1993.

MultiMarket President Michael Ferrel attributed the company's strong report to "increased operating efficiencies obtained through the duopoly structure in each of our markets" and "the overall operating strength of the company."

New York-based MultiMarket acquired the Southern Starr Broadcasting Group earlier this year, a cash deal expected to be completed in early 1995. Upon closing the acquisition, MultiMarket will own and operate 16 stations in eight markets. ■

## The American Chiropractic Association



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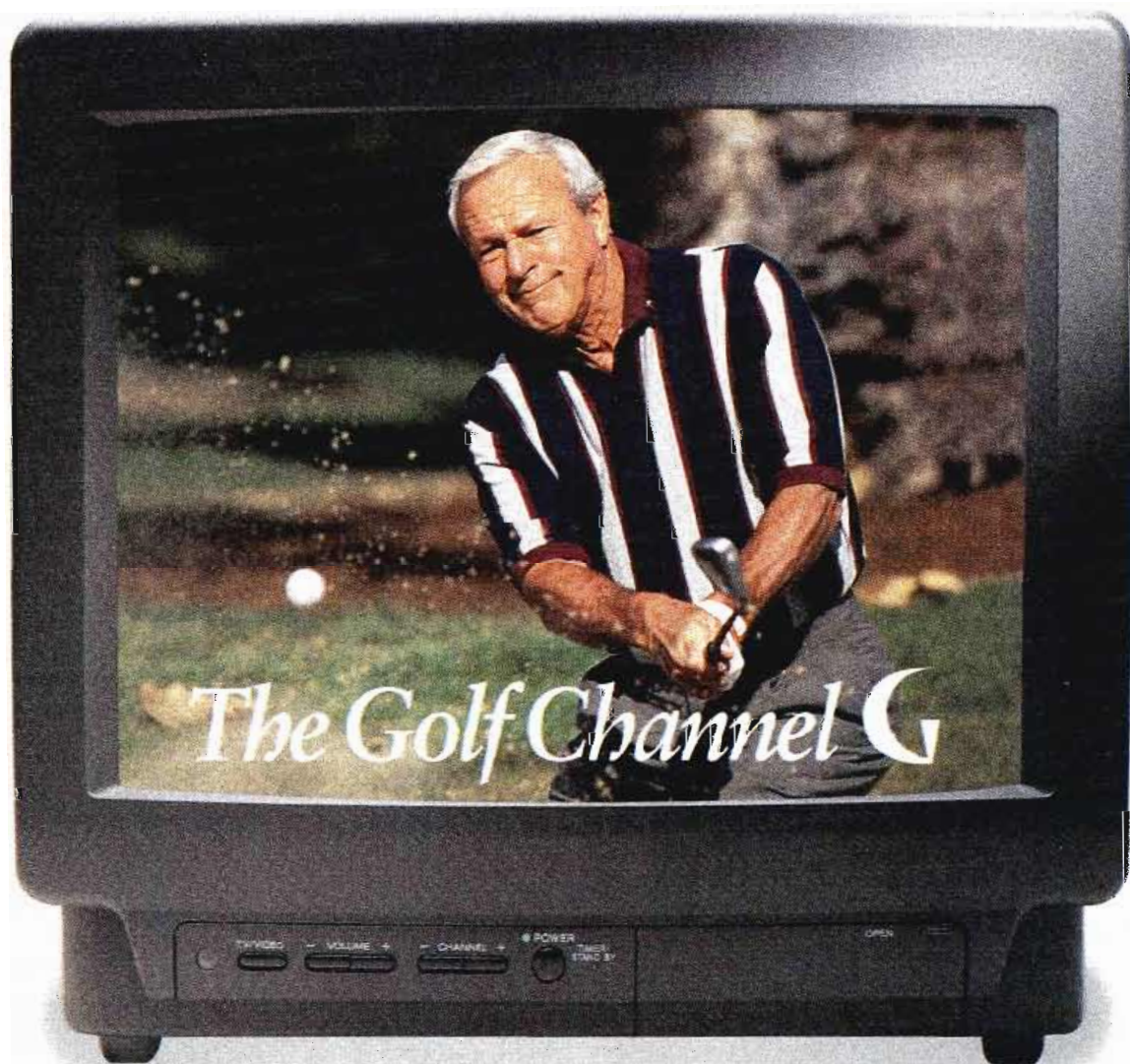
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## Fights could punch up PPV

Banner 1995 predicted for events and movies on pay per view

By Rich Brown

**M**ike Tyson may still be in jail, but pay-per-view producer Showtime Event Television is eyeing a bout with the fallen champ that could punch some life into the PPV category.

SET Executive Vice President and General Manager McAdory Lipscomb says the company expects to make a record-breaking \$100 million on what would be Tyson's first fight since his 1992 conviction for rape. The former heavyweight champ is due to be released by May 1995 at the latest, and possibly could be free as early as March, says Lipscomb. SET predicts that his re-entry into the ring, along with some other major boxing events, could help boost PPV event revenue next year to a whopping \$396 million.

A boxing windfall in 1995 would

be "like the good old days," says Lipscomb. Tyson was able to attract huge audiences before going to jail, bringing in revenue of more than \$50 million for his last two PPV fights. His exit from the boxing world dealt a serious blow to the category. Potential pay-per-view draws for the coming year include the newly crowned heavyweight champion George Foreman, Julio Chavez and others.

Meanwhile, it is the movie category that has accounted for most of pay per view's growth for 1994. SET projects total pay-per-view revenue this year will climb to \$413 million, a 7% boost over last year. PPV movies represent \$212 million of that total, with particular growth in the adult movie category, according to Lipscomb. He says that other reasons for growth include more PPV channel distribution and the FCC's classification of PPV as an

## Changing Hands

This week's tabulation of station and system sales

**KNAC(FM) Long Beach, Calif.** □ Purchased by Liberman Broadcasting Inc. (Jose Liberman, president) from Keymarket of Los Angeles (Kerby Confer) for \$13 million. **Buyer** owns KWIZ(AM) Santa Ana and KKHJ(AM) Los Angeles, both California. **Seller** owns KBLA(AM) Los Angeles; WILK(AM)-WKRZ(FM) Wilkes-Barre, WGBI(AM)-WGGY(FM) Scranton and WFBG(AM)-WFGY(FM) Altoona, all Pennsylvania; WJCE(AM)-WVRV(FM) Memphis; WWL(AM)-WLMG(FM) New Orleans; WZOQ(FM) Wapakoneta, Ohio; and WODZ-AM-FM Rome and WBEN(AM)-WMJQ(FM) Buffalo, both New York. KNAC has pure rock format on 105.5 mhz with 1.5 kw and antenna 403 ft. Filed Oct. 28 (BALH941028GF).

### Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$5,000,000 □ 3  
 FMs □ \$28,225,000 □ 4  
 Combos □ \$3,055,000 □ 3  
 TVs □ \$0 □ 0  
 Total □ \$36,280,000 □ 10

So far in 1994:

AMs □ \$123,491,636 □ 148  
 FMs □ \$778,661,508 □ 290  
 Combos □ \$2,205,747,119 □ 137  
 TVs □ \$2,496,867,834 □ 73  
 Total □ \$5,604,768,097 □ 648

**KKZR(FM) Conroe (Houston), Tex.** □

Purchased by Salem Communications (Edward Atsinger and Stuart Epper-son) from U.S. Radio Corp. (Ragan Henry) for \$12 million. **Buyer** owns 16 AMs and 9 FMs. **Seller** owns WDIA(AM)-WHRK-FM Memphis; WRAW(AM)-WRFY-FM Reading, Pa.; WSVY(AM)-WOWI-FM Norfolk, Va.; WQOK-FM Raleigh,

N.C.; and KHEY-AM-FM/KPRR-FM El Paso and KJOJ-FM Houston, both Texas. KKZR-FM has Christian talk format on 106.9 mhz with 95 kw and antenna 1,128 ft.

**KTOF-FM Cedar Rapids, Iowa** □ Purchased by Quass Broadcasting

*continued on page 64*

# SOLD!

KEZO(AM/FM) and KKCD(FM), Omaha, Nebraska from Narragansett Radio, L.P. and Vantage Communications, Inc., to WTMJ, Inc.

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unregulated revenue stream.

SET says PPV revenue for non-movie categories in 1994 will be as follows: boxing (\$103.4 million); wrestling (\$69.9 million); music (\$15.5 million); ring sports, such as SET's Toughman competition (\$5.9 million), and other (\$6.5 million). Total PPV event revenue for 1994 will be \$201 million with 63 events, versus \$203 million with 61 events in 1993, according to SET.

Nevertheless, the cable industry still has a ways to go in convincing subscribers to try pay per view. SET research finds that although 88% of all cable subscribers are aware of PPV, only 23% made a PPV purchase in 1994. The largest percentage of PPV users in 1994 was in the 35-49 age group (33%).

SET says that the fully installed addressable home base (cable subscribers who can order pay per view) is expected to rise to 21.5 million by year-end 1994, representing a 3% boost. That number is expected to climb to 23 million by the end of 1995, according to SET.

As part of SET's ongoing effort to

encourage cable system operators to spend more on PPV marketing, Lipscomb singled out San Diego as a market that has taken the initiative and has seen positive results. San

Diego in 1994 outspent other systems in marketing dollars (\$4,800 versus the typical \$400) and generated significantly more revenue (\$67,300 versus the typical \$21,700). ■

## NBC employee comes up with winning data system

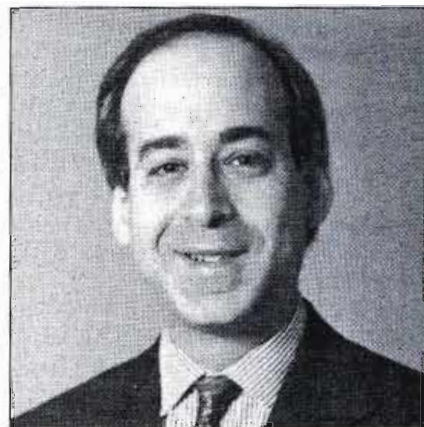
*DataNet's first use will be to send simultaneous fax messages*

By Steve McClellan

**N**BC has announced a new business, the NBC Data Network, or DataNet, to work with clients to distribute data via satellite over the network signal's vertical blanking interval (VBI).

The first client is Faxcast, a London-based fax distribution company, which has been experimenting with NBC and its owned stations in the top three markets as well as Miami and Denver.

The network distribution system



**Kenneth Bronfin, developer of DataNet service**

will enable Faxcast to send an almost limitless number of fax messages simultaneously.

DataNet also is working with United Press International and parent General Electric in separate tests to distribute data to personal computers. The UPI test involves distributing a newswire service directly to client PCs. The GE trial involves distributing data to PCs of employees working at home.

The DataNet service was developed by and will be run by Kenneth Bronfin through NBC's employee "Breakout" program. That program lets employees propose ideas for new and significant businesses for the network ("not just popcorn stands," one source says).

Bronfin says he is talking with "just about everyone" in the business of packaging and distributing financial news and information services about possible ventures with DataNet.

Bronfin's Data Network proposal was the first to be approved as a new business venture under the Breakout program. Before his new assignment, Bronfin was director of business development for NBC's technology department. ■

October 20, 1994

### Heritage Media Corp.

*has completed the sale of the assets of*

**KDLT-TV**

**Sioux Falls, SD**

*to*

**Red River Broadcast Corp.**

*The undersigned initiated this transaction on behalf of the seller.*

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# **Changing Hands** continued from page 61

Co. (Mary Quass, president) from Young Broadcasting Co. (James Young, president) for \$2.3 million. **Buyer** owns KHAK-AM-FM Cedar Rapids, Ia. **Seller** has no other broadcast interests. KTOF-FM has religious/

inspirational format on 104.5 mhz with 100 kw and antenna 500 ft.

**KENR(AM) Houston** □ Purchased by Salem Communications (Edward Atsinger and Stuart Epperson) from Susquehanna Radio Corp. (Louis Appell Jr., chairman) for price estimated at \$2.5 million. **Buyer** owns 16 AMs and 9 FMs. **Seller** owns KNBR(AM)-

KFOG(FM) San Francisco; WNNX (FM) Atlanta; WFMS(FM)/WGRL(FM) Indianapolis; WRRM(FM) Cincinnati; WARM (AM) Scranton, WMGS(FM) Wilkes-Barre and WSBA(AM)-WARM(FM) York, all Pennsylvania; KLIF(AM) Dallas and KRBE-FM Houston, and WGH-AM-FM Newport News, Va. KENR has Christian talk format on 1070 khz with 10 kw day, 5 kw night. **Broker:** John W. Saunders.

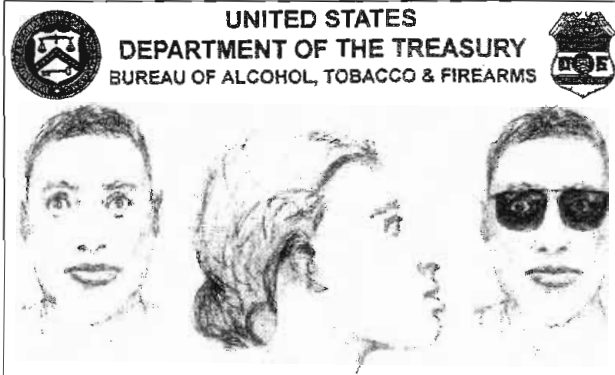
## **Have you seen this man?**

The Bureau of Alcohol, Tobacco and Firearms is seeking information on the unidentified white male (pictured in the composite drawings at right) for questioning concerning the mailing of two explosive devices to ABC Television Network President Robert Iger. On May 13 a package was mailed from Mobile, Ala., to New York, and on July 15 one was mailed from McComb, Miss., to Los Angeles.

The suspect is described as 25-35 years old, 5'8"-5'10", 165-175 pounds, with light brown to brown hair parted in the middle, relatively short on top and sides with a ponytail. He has blue, green or hazel eyes, was neatly dressed and soft-spoken. The suspect has a protruding lower jaw and bulging eyes.

He was seen driving a red compact car—possibly a rental—with a Louisiana tag.

The suspect may have some opposition to sex or violence on television and opposes such programing as *NYPD Blue* and some subjects that are discussed on



such shows as *Turning Point*. The suspect may routinely travel related to his employment.

Anyone with information on this individual should contact the ATF Task Force in Jackson, Miss., at 1-800-366-9503, or the ATF Command Center in Washington at 1-800-ATF-GUNS.



## **An Acknowledged Leader In Media Advisory**

**Bravo**

Bravo has entered into a joint venture with City TV to distribute Bravo in Canada.

Toronto Dominion assisted in the negotiations and acted as Financial Advisor to Bravo.

June 1994

**CELLNET DATA SYSTEMS**

Toronto Dominion acted as Financial Advisor to CellNet Data Systems, Inc. and arranged the private placement of the securities with institutional investors.

August 1994

**CHARTER COMMUNICATIONS**

Toronto Dominion acted as Financial Advisor in Charter Communications, Inc. in placing private equity capital with KESLO & COMPANY, INC.

Pending

**CHARTER COMMUNICATIONS**

Toronto Dominion acted as Financial Advisor in Charter Communications, Inc. in the acquisition of Crown Media, Inc. an indirect wholly-owned subsidiary of Hollmark Cards, Incorporated.

Pending

**WTHN - ABC**

Toronto Dominion acted as Financial Advisor to COOK INLET COMMUNICATIONS, INC. in the sale of its Hartford, Connecticut television station WTHN - ABC.

LIN TELEVISION CORPORATION

Pending

**DISCOVERY COMMUNICATIONS, INC.**

Toronto Dominion acted as Financial Advisor to DISCOVERY COMMUNICATIONS, INC.

April 1994

**Sprint**

Toronto Dominion acted as Financial Advisor to Sprint Corporation in the analysis of cellular transactions and potential PCS market values.

July 1994

**VANGUARD CELLULAR SYSTEMS, INC.**

Toronto Dominion assisted in the negotiations and acted as Financial Advisor to Vanguard Cellular Systems, Inc. in its strategic equity restructuring as Geotek Communications Inc.

February 1994

## **THE TORONTO-DOMINION BANK**

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**WRDZ(AM) Cleveland** □ Purchased by Divine Mercy Communications Ltd. (Steven Kurdziel and Peter Carfagna) from Gore-Overgaard Broadcasting Inc. (Harold Gore and Cordell Overgaard) for \$1.5 million. **Buyer** has no other broadcast interests. **Seller** owns WTMR(AM) Camden, N.J./Philadelphia. WRDZ has rock format on 1260 khz with 5000 w. **Broker:** Kozacko Media Services.

**KKZZ(AM) Santa Paula and KELF (FM) Camarillo, both California** □ Purchased by Gold Coast Broadcasting Co. from W. Lawrence Patrick, court-appointed receiver for Golden Bear Broadcasting Inc., for \$1.2 million. **Buyer** is partnership comprising Point Broadcasting Co., Jeri Lynn Broadcasting Inc. and Saddleback Broadcasting Inc., which owns KBET(AM) Canyon Country, Calif. **Seller** has no other broadcast interests. KKZZ has nostalgia format on 1400 khz with 1 kw. KELF has Spanish format on 95.9 mhz with 5 kw and antenna 813 ft. Filed Oct. 21 (AM: BAL941021EA; FM: BAPLH941021EB).

**KIDD(AM) Monterey and KXDC(FM) Carmel, both California** □ Purchased by Radio Income Partners I LP from

### Errata

In the Nov. 7 "Changing Hands," John Saunders was omitted as broker for KIOC-FM Orange, Tex.

W. Dean LeGras, receiver, for \$1.005 million. **Buyer's** general partner, Media Mark III, has interests in KMXZ(FM) Hollister and KHSL-FM Paradise, both California. **Seller** has no other broadcast interests. KIDD has big band format on 630 khz with 1 kw. KXDC has progressive/AC format on 101.7 mhz with 800 w and antenna 590 ft. Filed Oct. 24 (AM: BAL941024EB; FM: BAPLH941024EC). **Broker:** The William A. Exline Co.

**WNOE(AM) New Orleans** □ Purchased by Communicon Co. (Richard Kylberg Jr. and Carl DiMaria) from Radio Equity Partners (George Sosson, managing general partner) for estimated \$1 million. **Buyer** announced purchase two weeks ago of WSSH(AM) Boston from Noble Broadcast Group for estimated \$2 million. **Seller** owns WNOE-FM/KLTZ(FM) New Orleans; WREC(AM)-WEGR(FM)/WRXQ(FM) Memphis; WSJS(AM)-WTQR(FM)/WXRA(FM) Greensboro, N.C.; KXXY-AM-

FM/KTST(FM) Oklahoma City; WWBB(FM) Providence, R.I.; WHYN-AM-FM Springfield, Mass.; WKCT(FM) Fort Myers, Fla.; WWDM(FM) Columbia, S.C., and, pending FCC approval, WARQ(FM) Columbia, S.C. and WIXI(FM) Naples, Fla. WNOE has country format on 1060 khz with 50 kw day and 5 kw night. **Broker:** Richard A. Foreman Associates.

**KMGN(FM) Flagstaff, Ariz.** □ Purchased by Guyann Corp. (Guy Christian) from Northland Broadcasting Inc. (Dick Wodrich) for \$925,000. **Buyer** owns KAFF-AM-FM Flagstaff. **Seller** has no other broadcast interests. KMGN has AC format on 93.9 mhz with 100 kw and antenna 1,509 ft.

**KNET(AM)-KYYK-FM Palestine, Tex.** □ Purchased by Willow Creek Entertainment Inc. (John McKay, president) from North Star Communications Inc. (Clive Runnels, CEO) for \$850,000. **Buyer** has interests in WVOC(AM)-WARQ-FM Columbia, S.C. **Seller** owns KIOX-AM-FM Bay City, Tex. KNET has news format on 1450 khz with 1 kw. KYYK-FM has contemporary country format on 98.3 mhz with 50 kw and antenna 492 ft. Filed Oct. 21 (AM: BAL941021ED; FM: BAPLH941021EF).



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## Agencies join competition vanguard

*Antitrust lawyers from FCC, FTC, Justice join forces to monitor 'very active industry'*

By Kim McAvoy  
and Christopher Stern

**N**ot only is the Clinton administration taking a hard look at telecommunications mergers and alliances, it's doing so in a big way.

For starters, the Justice Department has created a task force to review such activity. The Federal Trade Commission also has become more aggressive in policing anticompetitive behavior.

And now the FCC has created its own competition division with 13 lawyers and three economists. Last month the commission changed its rules for ex parte contact, permitting its staff members to communicate more freely with the Justice Department and the FTC.

Justice's antitrust division established its telecommunications task force last month. Don Russell, chief of the task force, says it will include 20 lawyers, many of whom will come from the antitrust division.

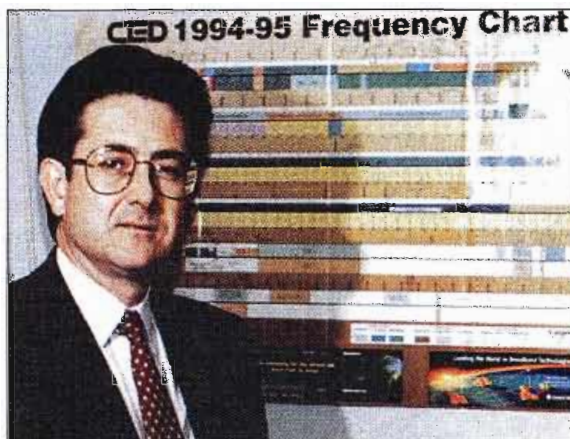
Russell, a Harvard law school veteran, has been at Justice since 1977 and with its communications and finance section (renamed computer and finance) since 1986. Nancy Goodman, a lawyer with the division's professions and intellectual property section, is the task force's assistant chief.

"This industry is a very active industry right now," Russell says. "There are a lot of important developments that can affect the state of competition. We want to make sure we're monitoring that very carefully and doing the best job that we can to enforce the antitrust laws."

### Industrywide focus

"We have an industry-wide focus now; it's not just on cable," says James W. Olson, chief of the FCC's competitive division. Olson came from the private sector, where he was vice president/general counsel of Commodore International Limited. He also has worked at the FTC's Competition Bureau. Most of his lawyers have strong antitrust backgrounds.

"The commission has always had competition as an aspect of its jurisdiction. We work with the bureaus to provide an antitrust focus and an economic focus," Olson says. Among the issues on which the division has worked:



James Olson, chief of FCC's competition division, comes from the private sector.

- Raising the national ownership cap for minorities from 20 AMs and 20 FMs to 25 of each.

- The proposed rulemaking on the FCC's prime time access rule.

As for the interaction with Justice and the FTC, Olson says there is no "formal working group, [but] it's very important that we cooperate now, since so much is going on. We want to guard against bottlenecks...and let competition rip."

But the FCC's heightened interest has attracted some criticism. "They've set up a bureaucracy where it's not

## FCC makes dent in cable rate complaints

The FCC has resolved .55% of the more than 6,500 outstanding cable rate complaints and says that most of the backlog will be resolved by spring.

The FCC last week issued 11 decisions that resolved 36 complaints, because there was more than one complaint against some of the systems. Three systems were ordered to refund a total \$500,000 to their subscribers. Eight other systems were found to be in compliance with FCC rate regulations.

"This is the beginning of a regular process, and we intend to have 80% of the backlog eliminated by early spring," says Meredith Jones, chief of the Cable Services Bureau. Jones says 70 FCC staff members are working on cable rate complaints.

The three systems ordered to provide refunds are Viacom systems in Nashville and Goodlettsville, Tenn., and Comcast's Baltimore County system.

The FCC found that the two Viacom systems, which charged \$12.22 for basic service, should have been charging \$11.70. The Comcast system, which charged \$15.33, should have charged \$14.55.

Last week's decisions cover complaints stemming from the FCC's first round of rate regulation. On Sept. 1, 1993, the FCC ordered a 10% reduction in cable rates; on May 15, 1994, it ordered an additional 7% reduction.

Four of the systems, including the three that were ordered to provide refunds, filed their rates under the so-called benchmark formula. Seven other decisions involved cost-of-service filings.

Under a benchmark filing, a system's rates are compared with what they might be if the system faced competition. Under a cost-of-service filing, a system demonstrates a need to charge subscribers more because of its higher cost of doing business.

—CSS



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Peter Bowman, ASA, V.P.

### WASHINGTON

needed," one communications lawyer says. "You already have the FTC and Justice looking at these issues. They've created a redundancy; it's self-indulgent at the taxpayers' expense."

But Russell thinks the FCC's actions are "completely appropriate." And according to Olson, the FCC must take competitive issues into account as part of its obligation under the Communications Act of 1934.

Furthermore, Olson says, the FCC is in a unique position compared with Justice and the FTC. "The FCC can promote competition by removing bottlenecks.... We can create markets and remove roadblocks."

Some observers say it's not surprising that FCC Chairman Reed Hundt has created a competition division. Hundt is an antitrust lawyer who represented wireless cable operator Metropolitan Cablevision, Cleveland, which couldn't get any cable programmers to sell it their product. Hundt won that suit.

The competition division originally was to be part of a new Cable Bureau. But in reorganizing the agency earlier this year, Hundt moved the division to the general counsel's office.

Olson's division includes his deputy, Marty Stern, an antitrust lawyer formerly with Sidley & Austin who worked at the Justice Department in the 1980s. The division's senior economist is Jerry Duvall, who came from Intelsat and worked at the FCC as an adviser to then-commissioners Anne Jones and Patricia Diaz Dennis. Olson also brought over Anthony Joseph, an FTC cable lawyer, for one year. Joseph worked on the FTC's consent



*The Justice Department's Don Russell*

order last year that called for cable giant Tele-Communications Inc. to divest its holdings in QVC if QVC's attempt to acquire Paramount Communications had succeeded.

### **FTC or Justice investigates**

Like the Justice Department, the FTC is charged with guarding against anti-competitive practices by U.S. businesses. It reviews not only mergers and acquisitions, but also anti-competitive behavior by a company or industry.

Either the FTC or Justice investigates a business, not both. The agency with the greatest expertise handles an investigation, "not whoever gets there first," says Mary Lou Steptoe, acting director of the FTC's competition division. Steptoe oversees 160 lawyers, including 30 assigned to telecommunications-related issues.

The FTC currently is investigating the proposed purchase of QVC by Comcast and TCI. Although Steptoe refuses to discuss any particular case, the agency reportedly has subpoenaed officials from the three companies.

The FTC's concern partly stems from TCI's 79% ownership of the Home Shopping Network. The \$2 billion home shopping market is dominated by HSN and QVC. TCI already owns 20% of QVC.

The agency reportedly also is looking at consolidation within the cable industry itself. After TCI's proposed merger with Bell Atlantic collapsed in February, several deals between cable companies were announced. The FTC apparently is concerned that too many of the nation's cable subscribers are being concentrated in too few hands. ■



*Mary Lou Steptoe, acting director of the  
FTC's competition division*



# NCTA takes local approach to competition

*State-by-state effort will concentrate on removing barriers to telephone business*

By Christopher Stern

**T**he cable industry has joined forces with other industry groups for a state-by-state campaign to knock down barriers to local telephone competition, the National Cable Television Association says.

NCTA initially will target six states: Florida, Georgia, Texas, Ohio, North Carolina and Virginia. They

were chosen because "major cable companies in these six states are ready to step in and start providing local service," NCTA President Decker Anstrom said last Wednesday during a news conference. However, state regulations bar any form of local telephone competition in those states.

Tele-Communications Inc., Time Warner, Cox Communications, Jones Intercable and Comcast have proposed entering the telephone business in the targeted states.

Representatives of state cable associations in the six states also will participate in the effort, Anstrom said. NCTA also will work with the Association for Local Telecommunications Services, Competitive Long Distance Coalition and Comptel. MCI, AT&T, Sprint, Metropolitan Fiber Systems, Teleport and American Personal Communications expressed support for NCTA's efforts.

"This is good, old-fashioned coalition politics," Anstrom said.

Anstrom said that NCTA, along with its coalition allies, was forced into the state-by-state strategy after Congress earlier this year failed to pass telecommunications reform.

Anstrom and others said they would continue to push for federal legislation while pursuing regulatory relief at the state level. FCC Chairman Reed Hundt and Vice President Al Gore have expressed support for an end to the local telephone monopolies.

"We are going to bang on the door of telephone companies until cable can get in," Hundt said recently. He is expected to outline his plan at next week's meeting of the National Association of Regulatory Utility Commissioners. Industry observers expect the FCC to propose model legislation that states could use to break down barriers to telephone competition. ■

## Cable opposes VDT rules

The FCC last week issued the details of its video dialtone reconsideration, and the cable industry wasted little time before asking a federal court to throw out the 180-page order.

FCC Common Carrier Bureau Chief Kathleen Wallman says the agency will use price-cap regulation to insure that telephone companies do not use revenues from their regular telephone customers to pay for advanced video networks.

The FCC said that its new rules will protect consumers and the cable industry from anticompetitive practices by the telcos.

But the National Cable Television Association told the U.S. Court of Appeals in Washington that the rules "violated statutory provisions that allocate the costs of common carrier plant between federal and state jurisdictions [and] require that common carrier services are offered in a manner that is unlawfully discriminatory."

Under price-cap regulation, a telco's revenues are divided into "baskets." Increases in one basket may not be used to offset decreases in another. Under this model, video dialtone (VDT) will have its own basket and telephone revenues may not be used to offset its costs, says Kathleen Levitz, deputy chief, Common Carrier Bureau.

The rules also clear the way for telephone companies to own programming, although they may not be involved in packaging it for their own VDT system, Wallman says. —CSS

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## Digital EBS gear could eliminate tone

*New equipment also would be faster and transmit messages, say proponents*

By Chris McConnell

**N**ew Emergency Broadcasting System digital decoding technology soon may replace today's 20-25-second tone with a shorter, smarter signal.

Equipment makers, long anticipating last week's FCC action on EBS (see "Top of the Week"), say they are ready to move forward with technologies designed to pack data into a digital test signal while scaling back the test to an inaudible operation or one lasting less than a second, though last week's rules still require an eight-second tone. While costing anywhere from \$750 to \$3,000, the new gear, manufacturers say, will allow broadcasters to automate their EBS logging chores while shortening the "This has been a test..." interruption.

"The tone serves no useful purpose," says Hank Volpe, engineering chief at WBAL(AM) Baltimore. In addition to citing the tune-out factor, Volpe and other broadcasters criticize the current EBS tone for carrying no information about the emergency in question. EBS messages, they say, often concern situations outside a particular broadcaster's area of interest. New equipment, broadcasters say, should allow the EBS signal to carry



Manufacturers such as Sage Alerting Systems envision a digital EBS data burst providing details about an emergency.

some data about the emergency while also allowing broadcasters to automate the system.

Doing so will require an EBS decoder box, an item equipment makers Sage Alerting Systems and TFT Inc. cite as the chief investment for new EBS hardware.

Sage President Gerald LeBow says his company has developed a box to receive RBDS (radio broadcast data service) data, which is carried on FM subcarriers. The box, LeBow says, costs about \$1,500 and requires connection to a personal computer at the 286 processing level. The system would allow broadcasters to send test tones inaudible to listeners.

LeBow says, also allows the agency sending emergency alerts to receive confirmation that the message has been received by a broadcaster.

Sage's technology is being used by the New Jersey State Police to upgrade the state's EBS system. Although equipment is available now, LeBow says a new set of requirements and a type-approval process at the FCC might add a few months to the process of shipping hardware.

Developing a different type of digital decoder box is TFT, which tested its approach (along with Sage) in EBS field trials last year. The TFT system uses a technology now in use by the National Weather Service called

"You'll never hear it again," LeBow says of the test tone, adding that the digital system would allow broadcasters to test the system 10 times a second if they wanted. For AM stations, the signal would need to travel in-band, requiring a brief interruption. The digital system,

### On the spots with fiber

Another spot-distribution service is linking up with fiber optic technology.

VDI, which provides tape dubbing and distribution services, is moving into the fiber-based spot-delivery business with a new deal with Vyvx. The two companies are offering a service called Broadcast One that already is routing some 45-50 hours of commercial material each month, says Eric Bershon, executive vice president/general manager of the service.

"We needed to provide our clients with the latest window of opportunity," Bershon says of the spot-distribution service. He hopes the faster fiber delivery will push back the deadline on sending ads, allowing the advertisers to cash in on ad time "fire sales" at TV stations. The company also estimates the new service will save media companies about \$3 per station on shipping the spots.

"It gives them the opportunity to buy some extra hours," Bershon says. He cites the film trailer delivery

business as his service's bread-and-butter market but says Broadcast One is expanding its reach to advertising agencies in Detroit, New York and elsewhere. The service recently handled fiber delivery of a truck ad to New York for airing during *Seinfeld*.

Vyvx and VDI next year hope to automate their system with disk-based recorders capable of holding two hours of commercial content. The machines, Bershon says, will allow media companies to transmit commercials over fiber without coordinating with stations receiving the spots. Broadcast One hopes to have 259 stations outfitted with the disk recorders by the end of the first quarter of 1995. Bershon says that the service now reaches 103 stations.

The VDI venture into fiber follows word from Cycle Sat Inc. of plans to fiber its commercial distribution service (BROADCASTING & CABLE, Oct. 3). Cycle Sat recently added AT&T fiber to its satellite-based commercial distribution service.

—CM



# MICHIGAN Journalism Fellows



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One application offers consideration for any and all of the Fellowships available. Application deadline February 1, 1995 postmark. Inquiries and applications to: Charles R. Eisendrath, Director, Michigan Journalism Fellows, Wallace House, 620 Oxford Road, University of Michigan, Ann Arbor, MI 48104. Telephone (313) 998-7666.



"weather-related automated message encoding" (WARSAME). Unlike RBDS, WARSAME involves the insertion of coded digital EBS data into the audible portion of the broadcast signal. The resulting 800 millisecond test, says TFT Marketing Director Darryl Parker, would sound like a blip to radio listeners.

"It's going to be very unobtrusive," says Parker. He predicts that his company's decoding box will cost \$750-\$1,000. The company's technology exists in prototype hardware and could be ready for limited shipments early next year, Parker says. He adds that the WARSAME data includes codes for foreign languages so decoders at foreign language stations could print EBS messages in the foreign language.

"These boxes have to be super easy to use," says Richard Rudman, engineering manager at KFWB(AM) Los Angeles. Rudman, who is working with various agencies to develop plans for advanced EBS services, says

he is prepared to budget new EBS equipment expenditures at \$3,000-\$7,000 per station.

Such investments, says WBAL's Volpe, might not be a problem for large-market stations, but could pose a problem for small operations.

"That could be the profit margin for a month," says Volpe. He adds, however, that the new technology also may simplify the task of logging EBS tests and handling actual emergency messages at the smaller stations. The current system, he says, often eats up station resources by requiring broadcasters to insure that a test tone was sent and received.

Parker and LeBow predict that equipment upgrade costs will be lower for stations further along the current chain of EBS information. Under the present regime, a primary station receives an EBS request from a state or federal agency, then passes the message to a group of surrounding stations. Those "secondary" stations,

say manufacturers, may be able to receive an already decoded message with the new equipment, allowing them to save on implementation costs.

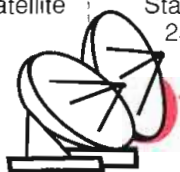
Both Parker and LeBow say that the price goes higher for television stations, which must attach a character generator to the decoding boxes to send text messages across the TV screen. LeBow, for instance, estimates the potential equipment cost at closer to \$3,300. The EBS video cost goes higher still for cable systems, which would need to invest for each channel to provide test messages. Systems wanting to provide EBS messages, some say, might have to spend \$60,000.

But for broadcasters, Parker says, the investment will carry returns. He maintains that the total market for upgraded EBS gear is less than what the industry already spends on maintaining the current system, an annual total he estimates at \$80 million. "The industry will save money," Parker says. ■

## Cutting Edge

By Chris McConnell

**EchoStar Communications Corp.** last week tapped Engineering and Technical Services Inc. (ETS) and TIW Services Inc. to provide the satellite earth station equipment for EchoStar's uplink center in Cheyenne, Wyo. TIW will supply four 13-meter uplink antennas for the planned DBS service. The company will install two additional antennas in 1996 after the launch of the first EchoStar satellite. ETS will provide RF equipment and installation for the uplink earth stations and other equipment at the broadcast center. ETS also will provide integration and testing of its gear and equipment associated with the TIW systems. EchoStar said the equipment will allow it to trans-



mit and receive MPEG-2 data streams as well as standard FM video signals using any domestic C- or Ku-band satellite. EchoStar plans to provide a 250-channel DBS service.

**Keystone Communications** last week signed two transponder leases with Comsat World Systems to provide transatlantic digital satellite transmissions. The one-year leases each involve 9 mhz of a 72 mhz Ku-band transponder on the Intelsat 6 satellite. Keystone plans to use the capacity to provide occasional-use news, sports and business television between Washington, New York, London and Paris.

**National Data Broadcasting Committee (NDBC)**

sponsors last week said they will use the Advanced Television Test Center (ATTC) in Alexandria, Va., to evaluate data broadcasting technologies. The testing, scheduled to begin this month, will focus on the ability of technologies to send data within the existing NTSC television service. Announcing the selection of the ATTC, the Electronic Industries Association and the NAB said that only two of the five original proponents—WavePhore and Digideck—plan to bring their technologies to the test lab.

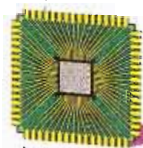
**Post Perfect** has completed a collection of new IDs,



bumpers and show openings for Court TV. The post-production house created the material from

more than 20 hours of video footage. The material, edited on an Avid 8000 Media Composer, includes the new *Top of the Hour* ID as well as the openings to other programs.

**The Canadian Broadcasting Corp.** of Windsor is replacing its analog systems with Avid Corp.'s NewsCutter disk-based editing and AirPlay playback systems. CBC



Windsor is investing in the Avid hardware as part of a plan to reopen its doors after a 1990 shutdown. The reopened operation will use three NewsCutter systems to package news stories for playback from an AirPlay machine. Avid says the station will be Canada's first to transmit stories directly to air from disk without going first to tape. Avid also said that since June it has added about 40 broadcasters worldwide to the list of those using its disk-based technology.



# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Vice President of Sales** for Keymarket of Northeast Pennsylvania 98.5 KRZ (#1 Heritage Station for 15 years), WGGY/top Country station WILK 910/980 / #1 News Talk stations and, WISH 102.3 (J.S.M. Agreement) / #1 Soft Contemporary station. This is a newly formed position. This person will be responsible for the Local and National Sales management of five radio stations. Must show proof of a successful track record in regards to sales goals, training, recruitment, planning and creativity. All candidates must have a minimum of 5 years Radio Sales Management experience. All inquiries held in strict confidence. Send cover letter and resume to Gerald A. Getz, Vice President/General Manager, 305 Highway 315, Pittston, Pennsylvania 18640. EOE.

**News Director.** Small market adjacent to L.A. FM seeks energetic go getter who loves to cover local news and create features for station heavily involved in community. Grow with this expanding company. Reply to Box 00188 EOE.

**Two 100,000 watt FM...** Texas opening for a General Sales Manager. Number one in the market for 8 straight years. Need leadership for 6 person salesstaff. Send resume in confidence to Box 00189 EOE.

**Vendor Sales Director** wanted for midwest FM. Program in place with great upside potential. Reply to Box 00181 EOE.

**Wanted One Great General Manager** for small market New England AM/FM combo. Sales background a must! This opportunity is open to seasoned general managers as well as to the sales manager who wants to take the next step. Send resume and salary requirements to Box 00183 EOE.

**Froggy 94 (WOGY)** Memphis' newest Country station, has an immediate career opportunity as Sales Manager. Qualifications include a minimum of four (4) years sales experience. Must have strong organizational/training skills, inventory control, ability to lead a sales staff of eight. Excellent compensation package. Send cover letter and resume to Curt Peterson, Vice President/General Manager, 5904 Ridgeway Center Parkway, Memphis, TN 38120. EOE.

**Rare Opportunity.** Small market 100,000 Adult Rock N' Roll needs aggressive leader for five person sales staff. Growing media company will give you the opportunity to move up. Three years sales experience required. Must carry list. Send resume, references, salary requirements and reasons I should hire you to: Jim Borders, CRMC #1003, P.O. Box 130, Poplar Bluff, Missouri 63901.

**Sales Manager Asst. Genl. Manager/GM** small market combo Western PA. Leader for good sales team. Willing to work hard, carry list, manage for long term growth opportunity. EOE. 1034 Fifth Avenue, Pittsburgh, PA 15219.

**WHKR,** Melbourne/Cocoa Beach market, seeks Promotions Director. Minimum 3 years promotions/PR experience. EOE. Resumes to P.O. Box 7010, Rockledge, FL 32955.

## HELP WANTED SALES

### AFFILIATE RELATIONS EXECUTIVE

Major northeast radio based marketing company is looking for an Affiliate Relations Executive. Candidate should have barter syndication experience in radio/radio sales and know how radio stations think and work. Fax resume and salary requirements (no calls please) to (203) 230-4202. Attn: Kerry Tuozzola, CRN International, Inc., 1 Circular Avenue, Hamden, CT 06514.

**Major radio network** seeks aggressive account executive for NY office. Selling and/or agency planning experience required. Strong writing/presentation skills necessary, along with ability to develop new business. Must be a persistent, energetic, people-oriented person. Send resume and cover letter to Box 00175 EOE.

**Proven Sales Professionals,** Sales Managers and General Managers with desire to succeed. Great growth potential with solid 9 station, and growing, group on East Coast. Previous sales experience and commitment to radio as a career required. Fax resume to Great Scott Broadcasting, (610) 326-4809. EOE. Minorities are encouraged to apply.

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**Chief Engineer** - Southeast AM/FM needs an experienced engineer in directional AM, high power FM, studio maintenance, digital and computers. Must have at least 3 years experience in radio with SBE certification a plus. Send resume and salary requirements to: Thomas Walker, Box 104, Harrisburg, PA 17108. EOE.

**Radio Station Assistant Engineer.** \$3,120 - \$3,802/month. KCRW-FM 89.9, a public broadcasting station located on the Santa Monica College campus in Santa Monica, California is currently recruiting for a Radio Station Assistant Engineer. This position organizes, coordinates and participates in the design, acquisition, installation and maintenance of radio transmission system equipment servicing all college operated stations. Also installs, maintains, troubleshoots and repairs radio station transmission equipment including antennae, low and high power/voltage broadcast related transmitters, studio, satellite, microwave, telecommunications, computer hardware and software equipment and emergency and uninterruptible power systems. Requires combination of training and experience equivalent to three years of progressively responsible journey level experience designing, fabricating, installing, maintaining and repairing radio broadcast studio and high voltage transmission equipment and three years of college coursework in Engineering including Electronic and Computer Technology. Deadline for requesting application by mail is 12 noon 11/23/94 and deadline for District Application: 4:00 p.m. 11/30/94. Contact: Personnel Commission, Santa Monica Community College District, (310) 452-9321 for application materials. (310) 450-5150 x9662 for questions.

## SITUATIONS WANTED MANAGEMENT

National Network Producer with extensive public relations and business world contacts seeking to relocate to major market. Master's degree in business with Bachelor's in Public Relations compliment extensive communications experience. Resume available upon request. Reply to Box 00197.

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Excellent opportunity for a proven Sales Professional to be part of WNYC's new Corporate Underwriting Division. Will be responsible for prospecting new clients and advertising agencies for available on-air radio and TV air time. Will include one-on-one sales calls and extensive underwriting contract negotiation. Individual will also manage a staff of 2 salespeople, 1 asst and will report directly to the President. Qualified candidates will have Bachelor's Deg, 5 to 10 years similar underwriting exp and broadcasting sales exp (preferably in public broadcasting) in a major market. Must have an entrepreneurial approach to positioning WNYC in the most competitive media market in the nation. Benefits incl salary plus attractive commission, & 4 weeks vaca. Resume to: WNYC, HR Dept, 1 Centre Street, NYC 10007. EOE. M/F/H/V. Due to volume, only resumes of interest will be contacted.



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WLVT,  
1525 Mountain Drive North,  
Bethlehem, PA 18015.

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**LSM-** Responsible for direction and training of sales reps. Experience and knowledge of Scarborough, Market Manager, etc. 3-5 years experience in local sales/management. College degree preferred. Send cover letter and resume to GSM, WXII-TV, P.O. Box 11847, Winston-Salem, N.C. 27116

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ATTN: HR DEPARTMENT, REF. #94R37  
333 DEXTER AVE., N., SEATTLE, WA 98109  
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## HELP WANTED SALES

**Account Executive.** WCSC-TV is seeking an Account Executive with experience in broadcast sales. Individual must have good oral and written presentation skills, new accounts development, and the ability to function as a member of a goal oriented, successful selling team. Send resumes to Debbie Hiott, WCSC-TV, P.O. Box 186, Charleston, SC 29402. EOE, M/F.

**KOCO-TV** is seeking a Sales Account Executive with a minimum of 2 years broadcast sales experience or related television experience. Ideally each applicant should have previously exhibited the ability to develop new business, effectively negotiate business with local/regional advertising agencies and demonstrate creativity when selling local specials and sponsorships. Extensive knowledge of rating service methodology and qualitative research required. Contact Jim Williston, Local Sales Manager, P.O. Box 14555, Oklahoma City, OK 73113. EOE.

**WEAU-TV 13, Account Executive.** Wanted: Senior AE - Dominant NBC affiliate seeks professional with skills to claim key team role. Chosen candidate will be creative, motivated and competitive. Resumes should be sent to: Executive Secretary, P.O. Box 47, Eau Claire, WI 54702. No phone calls please. Equal opportunity employer.

**WSB-TV Atlanta**, the Southeast's premier television station is looking for an experienced Account Executive to join the most innovative and aggressive sales team in Atlanta. Minimum of five years sales experience. Must have significant track record in agency, developmental and non-traditional selling. Send resumes to Deborah De-nechaud, LSM, 1601 West Peachtree Street, Atlanta, GA 30309. No phone calls please. EOE.

**WTWS-TV** is looking for an aggressive person with direct sales experience. Cable, independent TV, radio experience preferred. Contact Bruce Fox, WTWS, P.O. Box 991, New London, CT 06320. EOE.

**News Director** needed for small southwest market. Previous journalist experience in a television newsroom required (minimum 5 years). Must be a people motivator with ability to work under deadlines. Send news philosophy, resume and salary requirements to: General Manager, KYMA-TV, 1385 South Pacific Avenue, Yuma, Arizona, 85366. EOE.

**Local Sales Manager.** Well established ratings leader looking for a leader/trainer/motivator. Proven track record in local sales and new business development a must. Previous management experience and a talent for producing non-traditional revenue streams a plus. Contact Scott Chorski, WSAW-TV, P.O. Box 8088, Wausau, WI 54402-8088.

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

**NBC, Dept. TMT  
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Burbank, CA 91523**

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One CNN Center  
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Atlanta, GA 30348-5366  
(404) 827-1638 Office  
(404) 827-1835 Fax**

TBS is an equal opportunity employer.

**Television Engineer II, KRWG-TV.** Full time Television Engineer II at New Mexico State University, KRWG-TV. \$21,924 minimum. Education: two years technical training in television operation and maintenance or Associate Degree in Electronic Technology. Experience: three years experience in the installation, operation and maintenance of broadcast equipment or any equivalent combination of education and experience. Special requirements: FCC Restricted Radio-Telephone permit, willingness to travel to remote transmission sites, perform heavy manual labor, and work under adverse weather conditions. Prefer FCC General Class Radio-Telephone license, SBE and/or NAPTE technical certification. Send cover letter, resume and three references to: Personnel Office, Department 5273, NMSU, Las Cruces, NM 88003. Phone: 505-646-2805. Deadline 5:00 PM, November 30, 1994. Females and minorities encouraged to apply. NMSU is an EEO/AA employer.

**Wanted: Chief Engineer, Austin, Texas.** KTBC/KVC is looking for an aggressive, hands-on, operations-oriented Chief Engineer with at least 5 years of experience as either Chief or Assistant Chief in a top-50 market commercial television station. Applicant should possess excellent people and computer skills, should have experience in extensive news coverage and in automated television stations. SBE certification is a plus. Contact Human Resources, Austin Argyle Television, 119 East 10th Street, Austin, TX 78701. Austin Argyle Television is an equal opportunity employer.



**Chief Engineer:** KRLR-TV fastest growing UHF station in a great southwest market seeks high energy experienced Chief or #2 looking for promotion. Requires experience on maintenance of transmitters, installation and maintenance of studio, production and master control equipment. Experience with MII helpful, microwave and UHF transmitter technology a must. Will be responsible for staffing, supervision and building/facilities maintenance. General license required. SBF certification desired. Fax resume, salary history and references to the attention of Marty Sokoler, V.P. General Manager at (702) 382-1351. EOE. Women and minorities encouraged to apply.

**TV Maintenance Engineer/Remotes.** Comtel, Inc. has an opening for someone to repair and maintain equipment relating to our remote production unit and to assist our Engineer In Charge as needed with other duties. The individual we're looking for will have a minimum of three years experience on remote assignments as a maintenance engineer. Must be flexible regarding days and hours worked. If interested send resume with salary requirements to: Human Resources, Comtel, Inc., P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/D/V.

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**Video Engineer.** Outstanding opportunity. Immediate opening in Midwest location. Must be proficient in maintaining full service multi-format production facility. In-depth hands-on experience a must. Excellent salary and benefits package. Call 1-800-960-3838, as well as faxing resume with salary history to John Prechtel at 515-472-6043.

**Maintenance Technician:** 3-5 years experience repairing broadcast television equipment. RF experience a plus. FCC General License or SBE certification required. Submit resume with salary requirements to Chief Engineer, WTGI-TV, 520 N. Delaware Avenue, Philadelphia, PA 19123. EOE.

**Chief Engineer** needed for a new and growing company. Established southeast Fox affiliate. Applicant must have UHF transmitter experience. Hands on experience with studio maintenance and good managerial experience. Engineering degree preferred. Good benefits available. Reply to Box 00154 EOE.

### HELP WANTED NEWS

**TV Producer/Associate Producer.** Midwest station is expanding. Plan to add producer or associate producer to fill variety of roles, produce segments, fill-in show produce, occasional assignment duty. We want a utility infielder who wants to learn and grow with top rated station. Emphasis on creative writing, production skills and team attitude. Lots of bells and whistles. Applicant should have college degree in broadcasting and/or T.V. news experience. Minorities and women are encouraged to apply. Send resume, references and non-returnable videotape to Box 00192 EOE.

## MANAGER, ARCHIVES

NBC News is seeking a Manager for its Film and Tape Library.

As the Manager, you will handle the day-to-day operations of the library, supervise the staff, interface with NBC News' newsgathering operations and bureau libraries and work closely with NBC's Technology and Engineering Departments to transition from analog to digital formats.

The candidate will possess excellent management skills, have an expertise in film and tape libraries, storage and preservation, be familiar with collective bargaining agreements and have experience with various databases.

An advanced degree is preferred.

Please send a resume with salary history to

NBC Employee Relations, LC  
30 Rockefeller Plaza,  
Room 1601,  
New York, NY 10112.

EEO Employer. Only those applicants under consideration will be contacted.



WYED-TV 17 serving Raleigh/Durham/Fayetteville North Carolina was recently purchased by Outlet Communications, Inc. and now seeks applicants for the following positions:

•National Sales Manager •Weather Anchors  
•Traffic Manager •Reporter/Anchors •Traffic Assistant •Reporters •National Sales Assistant  
•Administrative Assistants •Experienced Account Executive •Chief Photographers •Promotion Manager •Photographers •Artist/Promotion Assistant •Technical Directors •News Executive Producer •Floor Directors •News Producers •Audio Technician •Assignment Editors •Camera Operators  
•News Anchors •Maintenance Engineer  
•Sports Anchors •Graphic Artists

These are full-time positions. There are vacancies for part-time positions as well. All positions require self-starters who are creative, bright and energetic with a strong work ethic, who want the challenge and will enjoy the Triangles newest station. Experience required for all positions, no beginners.

No telephone calls, please. Send complete resume/tape (not returnable) with salary history and references to:

PERSONNEL DEPARTMENT  
WYED-TV 17  
P.O. BOX 1117  
CLAYTON, NC 27520

WYED-TV 17 is an equal opportunity employer. Minorities and females are encouraged to apply. Deadline for all applications is November 18, 1994.

**News Photographer.** Larger Midwest market looking for photographer to join top rated team. If you are not afraid to take your camera off your sticks for a live shot, if you understand that natural sound is major part of the story and if you want to work in a place where good, creative photography is valued, then we should talk. Minimum two years experience or one year experience and college degree. Women and minorities are encouraged to apply. Send resume, references and non-returnable videotape to Box 00196 EOE.

**Producer:** If you are one of the best, we want to talk to you. Great show, great people, great opportunity. Tape, resume and references to Jack Cahalan, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

**Part-Time Meteorologist.** Prefer meteorology degree with a minimum of one year of experience as a broadcast meteorologist including demonstrated ability to prepare forecast. Prefer AMS Seal. Must have solid weather background and ability to communicate that knowledge to the audience in a manner clearly understandable. Must be up-to-date and have experience with equipment and graphics needed to present a clean and informative weather segment. EOE. No phone calls. Please submit tapes and resumes to: WQWT-Channel 6, Human Resources, 3501 Farnam Street, Omaha, NE 68131-3356.

**Producer.** WXII-TV, the NBC affiliate in Winston-Salem, North Carolina is searching for a news producer. Successful applicant must demonstrate the ability to write compelling news copy that will grab our viewers. Must also be an out-of-the-box thinker and possess impeccable news judgement. Preferably two years experience as a newscast producer. No beginners. No show-stackers! If you're looking to move up to one of the most competitive markets in the country, here's your chance! Send non-returnable tape, resume, writing samples and statement of news philosophy to: Bill Sandefur, News Director, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27116. WXII-TV, a Pulitzer Broadcasting Station, is an equal opportunity employer.

**Television Reporter** - We're looking for an excellent storyteller who is a creative self-starter and team player. Someone who has significant experience, strong writing, production and live skills. The ideal candidate will have a college degree and a minimum of three years experience with a commercial television news operation. No beginners! Send non-returnable tape and resume to Gary Stokes, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. WAVY-TV is an equal opportunity employer.

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

**TV Reporter.** Larger Midwest market looking for news reporter. If you do institutional stories, don't bother to send us tape. We are looking for creative, self-starter who can find a way to tell story about people not institutions. Someone who can walk and talk during live shots - not use brick wall as background. If that sounds interesting, send resume, references, and non-returnable videotape to Box 00195 EOE. No beginners. Minimum one year experience and degree. Women and minorities are encouraged to apply.

**TV Sports Reporter.** We are adding to our sports staff. Midwest market with pro sports. We need reporter with personality. This is not a job for a "Score Reader." We stress reporting ability, creative writing and delivery, plus compelling live shots. Minimum two years experience and college degree. Women and minorities are encouraged to apply. Send resume, references and non-returnable videotape to Box 00194 EOE.

**Producer.** Are you a producer who lives and breathes news? Not a show stacker, but someone who puts together a news program that is a masterpiece? Are you ready for a major challenge in a major market? If so, send your best three newscasts on a non-returnable 3/4 inch cassette to KPLR-TV, Attn: Dept. 24G, 4935 Lindell Boulevard, St. Louis, MO 63108. EOE employer.



**Weekend Sports Anchor.** Wild about college basketball? Join the sports team at this Capital Cities/ABC owned station in Raleigh-Durham. We would prefer a sports utility player who can do it all -- anchor, report, produce, shoot and edit. Others will be considered. No phone calls. Send resumes and videotapes to Lee Meredith, News Director, WTVD, P.O. Box 2009, Durham, NC 27702. No phone calls. Equal opportunity employer.

**Photo-Journalist.** WXII-TV, the NBC affiliate in Winston-Salem, North Carolina is looking for an experienced, creative photo-journalist. Must excel in photo essays and packages with lots of action. We're looking for the best. Must have experience shooting and editing with Bets SP. If you're the best in your market we'd like to hear from you. Send non-returnable tape, resume and statement of news philosophy to Tod Lilburn, Chief Photographer, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27116. WXII-TV, a Pulitzer Broadcasting Station, is an equal opportunity employer.

**Photographer - WAVY-TV.** Top 40 market TV station, is looking for an experienced, creative photo-journalist to shoot local TV news. Must be a fan of photo essays and packages with a lot of movement. We are in the Hampton Roads, Virginia area, which includes Norfolk, Virginia Beach and Williamsburg about three hours south of Washington, DC. If you think you can catch the viewers attention by consistently shooting and editing creative, upbeat stories send non-returnable tape and resume to Jeff Myers, Chief Photographer, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. WAVY-TV is an equal opportunity employer.

**Weekend Producer:** KXAN-TV has an immediate opening for an energetic, creative News Producer for Sat/Sun evening newscasts and Associate Producer/Editor during the week. Must have experience as Producer/Editor. Rush tape/resume to Alyce Dorsey, P.O. Box 490, Austin, TX 78767.

**WFSB,** a Post-Newsweek Station, is seeking a part-time weekend reporter. Prior experience in broadcast journalism with excellent writing skills and good news judgement required. Send resumes to Mark Elfron, WFSB-TV3, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**Videographer.** Are you the best videographer in your market, into news rather than just shooting pictures, someone who can do a photo essay as well as run-and-gun shooting and edit a whole newscast? Send a 3/4 inch non-returnable tape of your three best packages and any photo essays you may have to: KPLR-TV, Attn: Dept. 24G, 4935 Lindell Boulevard, St. Louis, MO 63108. EOE employer.

**Reporter - Experience is a must.** Looking for a reporter who isn't afraid to ask tough questions and pursue difficult stories. Must be able to write clearly and edit. Send letter, resume and non-returnable demo tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

**TV News Assignments.** Top 35 market station is searching for night assignment person. Looking for someone with creative ideas, not just covering press releases. Needs to be organized with team attitude. Perfect position for someone in smaller market ready to move up. Applicant should have college degree in broadcasting and/or T.V. news experience. Minorities and women are encouraged to apply. Send resume and references to Box 00193 EOE.

**Sports Anchor.** Leading Gulf Coast station looking for primary sports anchor. Your scripts should be lively and informative; your on-air work professional and; you should know why local stories are more important than national highlights. At least three years experience preferred. Resumes and tapes to Chuck Bark, News Director, WALA-TV, P.O. Box 1548, Mobile, Alabama 36633. EOE, M/F.

**Reporter.** If you are the best reporter in your market, tell a story with interest and know how to make a story visual and keep the package moving. are energetic and ready to work hard, we may have a place for you. Send your best stuff on a non-returnable 3/4 inch cassette to KPLR-TV, Attn: Dept. 24G, 4935 Lindell Boulevard, St. Louis, MO 63108. EOE employer.

**#1 WABC-TV New York needs top Writer/Producer.** Tough job requires talented pro. WABC-TV seeks an experienced, dedicated promotion writer/producer with a strong reel and talent to shine in #1 market. Extensive news topical experience, strong creative and production skills a must. Lots of pressure, tight deadlines, great opportunity. Send tape and resume to: Brigitte McCray, Director of Creative Services, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

1) **Co-Anchors.** Named the Best Newscast in Florida by the Associated Press, Fox News at Ten needs a Co-Anchors for the Weekend Newscast. Three years experience, college degree preferred. 2) **Reporter.** Fox News at 10 is seeking a General Assignment Reporter. Three years television experience required, college degree preferred. Consumer reporting helpful. 3) **Assignment Editor.** Fox News at 10 is seeking an Assignment Editor. College degree and 3 year broadcasting experience preferred. Knowledge of south Florida extremely helpful. No phone calls please. Send non-returnable tape and resume to: Mark Pierce, Station Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an equal opportunity employer.

**Assistant News Director/Executive Producer--WFSB,** a Post-Newsweek Station, has an extraordinary opportunity for the right person. We need somebody to oversee Southern New England's number one newscasts - a creative journalist who can motivate a top notch staff of reporters, anchors, assignment editors, and lead our team of producers in creating dazzling broadcasts. This is for someone who is an adult, and has the track record to back it up. Our winning candidate is a strong leader, a probing journalist, a skilled producer. Please send resume and letter explaining what you would bring to the table to: Mark Elfron, Vice President News, Post-Newsweek Stations, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

**Anchors, sportscasters, weathercasters, field reporters, entertainment reporters.** Expanding talent agency looking for new talent. Send 3/4" or VHS tape to Talent Agency, P.O. Box 14772, Chicago, IL 60614.

**KRTK-TV** has two (2) openings in the News Department for the position of Anchor/Reporter. Interested persons should have minimum three years professional television reporting experience. Live reporting skills a must. Applicants must have recent and regularly assigned anchor experience. Interested applicants should submit tapes and resumes to Richard Longoria, News Director, KTRK-TV, Houston, Texas 77001. Please, no phone calls. KTRK-TV is an equal opportunity employer.

**Get that On-Air TV news opportunity** as you build your resume tape. Long Island N.Y.'s "L.I. News Tonight" can give you hands-on TV news reporting, shooting and editing experience while earning graduate and undergraduate credit. Contact L.I. News Tonight, Attn: A.F. Piazza, New York Institute of Technology, Box 8000, Old Westbury, NY 11568-8000.

**Investigative Producer:** Large east coast market starting I-Team. Need experienced investigative producers to head up unit. Great opportunity if you love this type of work. Tape, resume and references to Box 00191 EOE.

**KTRK-TV** has an opening for an experienced weathercaster/reporter. Person must have proficiency in producing and delivering an entire weathercaster and must possess strong reporting and live skills. Minimum three years professional experience is required. Interested applicants should submit video tape, resume and references to: Richard Longoria, News Director, KTRK-TV, P.O. Box 13, Houston, Texas 77001. No phone calls please. KTRK-TV is an equal opportunity employer.

**Missouri affiliated television station** expanding news department. Accepting applications for: Weekend Anchor/Reporter, Weekend Weather/News Reporter, Videographers (2), Reporter. Minimum three years commercial TV news experience. Resumes and non-returnable tapes to Box 00176 EOE.

#### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**Producer.** Cincinnati's news leader is looking for the newest member of the market's hottest producing team. Our producers are accomplished story tellers and program builders...not show stackers. If you would like to join this team, please send a recent non-returnable tape of your best work, along with your critique of how the program could be better to: Steve Minium, V.P. News, WKRC-TV, 1906 Highland Avenue, Cincinnati, Ohio 45219-3161. EOE.

**Traffic Manager.** McGraw-Hill affiliate in top 25 market seeking qualified candidate with leadership skills and minimum two years traffic manager experience in television or radio. Must be highly organized and have outstanding communication and teaching skills. Enterprise experience a plus! A solid broadcast group with excellent fringe benefits. Send resume to Deanne Haviland, General Sales Manager, WRTV, 1330 N. Meridian Street, Indianapolis, IN 46202 or fax to (317) 269-1400.

**WSB-TV Atlanta** is looking for a Traffic Coordinator. Minimum five years experience required. Must have knowledge of BIAS, order entry and copy. Please send resume to the attention of Laura Harding, 1601 West Peachtree Street, Atlanta, GA 30309. No phone calls please. EOE.

**Creative Services Manager.** Midwest ABC affiliate seeks creative manager, job requires a minimum of 2 years experience in commercial and industrial production. Applicant needs to have strong creative writing, editing, shooting and client relation skills. Send resume to General Manager, WTVW-TV, P.O. Box 7, Evansville, IN 47701. No telephone calls please. EOE.

For all your Classified needs call Antoinette Fasulo  
Tel: 212.337.7073 • Fax: 212.206.8327



**Associate Producer.** If you're a small market producer looking for a great opportunity, WDAF-TV has an opening for a full-time Associate Producer. College degree and one year experience required. Send tape and resume to: Doug Cray, Executive Producer, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls, please. EOE.

**Commercial Producer:** WTLV-TV Jacksonville position available November 21st for full-time Commercial Producer. Individual must be able to write, direct, and edit commercial spots as well as work closely with Sales Department in providing creative support to clients. This position requires ability to handle a video project from start to finish within a tight deadline. Candidate should have 4 years experience as a producer/editor. Send resume to Michael Baer, Prod. Mgr., 1070 East Adams Street, Jacksonville, FL 32202.

**Post Production Editor/Photographer** needed for CBS station in the West's fastest growing market. Must have postroom computer editor and commercial shooting experience. Strong lighting skills a must. Responsible for heavy commercial and station production load. Send resume and tape to: Jeff Chesser, KLAS-TV, 3228 Channel 8 Drive, Las Vegas, NV 89109. No phone calls please. EOE.

**Production Manager/Production Executive** wanted for South Florida's busiest and fastest growing production company. Must be efficient, organized and have experience as a manager and a leader. A working knowledge of all production and post production activities a must. Send resume and salary history to Box 00186 EOE.

**Sunshine state, med market, group owned** affiliate is looking for experienced, hands-on graphics manager. Bells and whistles. Talented staff. Exciting city. Send resume and tape to Box 00185 EOE.

#### HELP WANTED PROGRAMMING PROMOTION & OTHERS

##### ON-AIR WRITER/PRODUCER

Turner Classic Movies is looking for a strong conceptual promo writer/producer. Must have at least three years on-air promotions or related experience. Must be an excellent writer with a constant quest to push for great creative. Should enjoy collaborating with creative team and have experience in various mediums and techniques including directing, film production and graphics. Good understanding of marketing and branding is essential. A love and knowledge of classic films is important. Send reel and resume to:

Glenn Kesner  
Turner Classic Movies  
1050 Techwood Drive  
Atlanta, GA 30318



No phone calls please.  
An equal opportunity employer.

## Promotion Writer/Producer.

A national reality magazine seeks the best Promotion Writer/Producer in the business. Only qualified candidates with news experience need apply. Reply to Box 00190 EOE.

**Promotion Manager:** Immediate opening for a full-time Promotion Manager. Rapidly growing NBC affiliate looking for self-starter that is creative, flexible and able to handle several projects at once. Responsible for promoting station's news, programming and special events. Must have degree in marketing or communications. Management experience preferred. Send non-returnable tape and resume by November 25 to Personnel, WMTV, 615 Forward Drive, Madison, WI 53711.

#### HELP WANTED MARKETING

### ART DIRECTOR

Top Ten Station looking for high-energy, highly creative art director. Must have strong paintbox skills, experience with Mac-based software including Photoshop and 3-D animation for air. Must have working knowledge of edit suites, strong communication skills and a willingness to meet tight deadlines. Position requires 5 years of broadcast experience. Please send resumes and tape to: Box 00184, Broadcasting & Cable, 249 West 17th St., New York, NY 10011. EOE. M/F/D/V.

**Graphic Designer:** Dominant ABC affiliate in Pacific Northwest is seeking an energetic, creative individual. Quantel and Mac experience a plus but excellent design and conceptual skills are a must. Minimum 3-5 years experience. State of the art design department including V8.0 Paintbox and Harriet. Send tape, photocopied print samples and resume to: Dan Weig, KATU, P.O. Box 2, Portland, OR 97207. EOE.

#### PROGRAMMING SERVICES

**National Weather Network**  
Localized TV weathercasts Via Satellite  
including your own ON-AIR Meteorologist



- \* A new local SALES Opportunity!
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Call: Edward St. Pe' 601-352-6673

#### RESEARCH

**Television Research Director.** KFMB-TV (CBS) - San Diego is looking for a Research Director. The successful candidate must have full and working knowledge of ratings and qualitative research. Candidate will work closely with the local sales staff, national rep, and programming department. Individual must have strong computer skills, including experience with BMP, TvScan, Star, Market Manager, WordPerfect, Excel, Windows, Harvard Graphics, or similar systems. Television broadcast experience required. Send resume and salary history to: Howard Zeiden, Director of Sales and Marketing, 7677 Engineer Road, San Diego, CA 92111. EOE - M/F. No phone calls.

**KPRC (NBC) Houston** is looking for a Research Director. The successful candidate must have a full working knowledge of ratings and qualitative research. Candidate will work closely with local sales staff and National rep firm, Promotion Department, News and Programming. Must have demonstrated knowledge of DOS based computer systems. Candidate should be a creative problem solver and dynamic project director. EOE. Send your resume to: Kathleen Keefe, General Sales Manager, KPRC-TV, P.O. Box 2222, Houston, Texas 77252.

#### CABLE

#### HELP WANTED TECHNICAL

### HOME & GARDEN TELEVISION NETWORK

is seeking to fill full-time positions in the following technical area:

- **Network Operators:** Must have cart machine, switcher, Beta SP, 1" tape, audio cart and Chyron experience. Must be familiar with satellite transmission principles and their application in a network environment.

We offer a comprehensive salary & benefits package. Qualified candidates should send a confidential resume with salary requirements to:

Human Resources, HGTV  
P.O. Box 50970  
Knoxville, TN 37950  
Equal Opportunity Employer



## PLEASE NOTE!!!

Due to the  
Thanksgiving holiday,  
the Classified Section  
closing for the 11/28 issue is  
**Thursday, 11/17 at 5PM.**

## BLIND BOX RESPONSE

Box Number 245 West 17th St. • New York New York 10011  
Tapes are now accepted



## HELP WANTED MANAGEMENT

IT DOESN'T GET ANY BETTER THAN THIS!

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### West San Fernando Valley, California

**CABLEVISION INDUSTRIES CORPORATION**, the country's 9th largest MSO, is searching for a highly qualified individual to manage one of the most successful Cable Ad Sales operations in the country.

The West Valley system, located in **Chatsworth, CA**, serves over 100,000 subscribers in a very desirable suburb of Los Angeles. Requirements for this position will include the ability to *train, lead and motivate* an established sales organization. Candidate must have a broad and focused understanding of *qualitative and quantitative* research and possess the ability to think "outside of the box" when it comes to growing our business. A minimum of three years experience in local television and cable advertising sales management is required. College degree is preferred. Closing deadline is November 18, 1994. Please send cover letter and resume explaining what qualifications you can bring to our organization to:



**Neil J. Schwartz, Corp. Director of Ad Sales**  
**Cablevision Industries Corporation**  
 One Cablevision Center  
 Liberty, New York 12754

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Major new cable network venture seeks experienced management team and production executives.

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- The resourcefulness to help build an organization from the ground up

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**1-900-726-JOBS**

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Entry level TV News Reporter leads "Job Line." \$60.00 for as long as you need it. "Lead Sheet" \$5.60..1 week. \$19.95..4 weeks. MCS, Box 502, Santa Ysabel, CA 92070. 619-788-1082.

**Just For Starters:** Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

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 Washington, D.C. 20036

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## HELP WANTED INSTRUCTION



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Email for info:

lnielsen@nab.org or  
 call (202) 429-5354.



**Media Department** at State University of New York at New Paltz seeks applicants for tenure-track, assistant professor in media management starting Fall 1995. Responsibilities include teaching in at least four of the following areas: regulations, management, research methods, international media, programming, new technology. Ability to teach basic production a plus. Must have a Ph.D in communication or journalism and be committed to research-publications. New Paltz has 8,000 students, located in the Hudson Valley, 90 minutes from NYC. Department has 350 majors. Send resume, reprints, teaching evaluations, transcript of graduate work, 3 reference letters to Dr. Robert Miraldi, Search Chair, HAB 902, SUNY New Paltz, NY 12561. Open until filled. AA/EOE/ADA. Women and minorities urged to apply.

## EDUCATIONAL SERVICES

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



**Assistant Director/Campus Media Center:** Working knowledge of radio and television facilities and operations using professional, industrial quality equipment. Able to help students set and obtain technical, programming, and organizational goals, comply with all applicable laws, rules, and regulations, and provide hands on training in proper/creative use of equipment. Provide A/V support. Equipment maintenance and repair skills and college broadcasting experience a strong plus. Bachelors degree required. Demo tapes accepted but not necessary. Send resume and three references to: Linda Witter, The College at New Paltz, Sub 428, New Paltz, NY 12561.

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**Radio Station Group.** Principal selling 13% interest in five station (4 FM's + 1 AM) radio group, mid-Atlantic region. Reply to Box 00198.

**For Sale: KSYD-FM** (Class A) station located in Reedsport OR by owner, Eugene Public Schools via sealed bid. Contact Brian Steckler for solicitation (503) 887-6946.

**For Sale** 50kw AM and Class C FM in fast growing Southwestern Top 50 market city. Serious buyers only. Call 808-845-1111. P.O. Box 25670, Honolulu, HI 96825.

**Class C FM/10 kw AM**. KMCM/KMTA Miles City, Montana. Regional signals cover southeastern Montana. Top facility in a great market. Priced to move \$595,000. Call Paul 612-222-5555.

**For Sale - Va. FM Class B-1 stock.** #1 Arbitron. CBS affiliate. Resort area. New equipment, building, land and tower. 1-817-773-3108.

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**Oregon Coast--** Unbuilt FM, upgradable C3. \$60K. 202-265-1807, 202-265-1810 (Fax).

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**Auction of MDS Stations and Equipment** in Place. Portland, Oregon; Louisville, Kentucky; Memphis, Tennessee; New Orleans, Louisiana. By Bankruptcy Court Order, a hearing to authorize the sale, transfer and provision of interim service pending closing of sale of each of the MDS stations and equipment "as is, where is" in Portland, Louisville, Memphis and New Orleans held by Microband Corporation of America, is to be held on December 20, 1994 at 9:30 a.m. at the U.S. Bankruptcy Court located at Alexander Hamilton Custom House, One Bowling Green, New York, New York. The terms and conditions of the auction sale for each of the stations, including the interim service arrangements and transmission site lease assignment, which are subject to higher and better offers, and overbidding procedures are available at the office of the Court Clerk, Alexander Hamilton Custom House, One Bowling Green, New York, NY 10004; office of Kensington and Ressler, P.C., 400 Madison Avenue, New York, NY 10017 and at owner's offices at 286 Eldridge Road, Fairfield, NJ 07004.

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

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

New Deadline is Monday at 5:00pm 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 abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.85 per word, \$37 weekly minimum. Situations Wanted: 95¢ per word, \$19 weekly minimum. Optional formats: Bold Type: \$2.15 per word, Screened Background: \$2.30, Expanded Type: \$2.85 Bold, Screened, Expanded Type: \$3.25 per word. All other classifications: \$1.85 per word, \$37 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$160 per inch. Situations Wanted: \$80 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

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# For the Record

## OWNERSHIP

### Granted

**WHYY-AM-FM Montgomery, AL** (AM: BAL-940902GE; FM: BALH940902GF)—Action Oct. 21.

**KYTN(FM) Wrightsville, AR** (BAPH940804GE)—Action Oct. 25.

**KRUZ(FM) Santa Barbara, CA** (BTCH-940803GJ)—Action Sept. 21.

**KBCR(AM)-KSBT(FM) Steamboat Springs, CO** (AM: BTC941011EB; FM: BTCH941011-EC)—Action Oct. 25.

**WJRB(AM) Bradenton, FL** (BAL940906EB)—Action Oct. 27.

**WGUL(AM) Dunedin, FL** (BAL940907EC)—Action Oct. 26.

**WTWC-TV Tallahassee, FL** (BALCT-940901KE)—Action Oct. 24.

**WLOV-AM-FM Washington, GA** (AM: BAL-940715GI; FM: BALH940715GJ)—Action Oct. 21.

**KCFN(FM) Wichita, KS** (BALED940506GE)—Action Oct. 25.

**WNUU(FM) Garrison, KY** (BAPH940706GI)—Action Oct. 25.

**WTKA(AM)-WQKL(FM) Ann Arbor, MI** (AM: BAL940825GG; FM: BALH940825GH)—Action Oct. 21.

**WXOX(AM) Bay City, MI** (BAL940715ER)—Action Sept. 28.

**WOAD(AM) Jackson, MS** (BAL940818EC)—Action Oct. 25.

**KFMS-FM Las Vegas** (BALH940711EB)—Action Sept. 28.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; 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.

**KFMS(AM) North Las Vegas, NV** (BAL-940711EA)—Action Sept. 28.

**WWCP-FM Clifton Park, NY** (BALH941005GH)—Action Oct. 24.

**WDRE-FM Garden City, NY** (BALH941005GJ)—Action Oct. 24.

**WRKS-FM New York** (BALH940707GH)—Action Oct. 26.

**WVKZ(AM) Schenectady, NY** (BAL940616EA)—Action Oct. 26.

**WNBR(FM) Oriental, NC** (BTCH940513GE)—Action Oct. 21.

**WNBR(FM) Oriental, NC** (BTCH940513GF)—Action Oct. 21.

**KNTL(FM) Bethany, OK** (BALH940802GE)—Action Sept. 21.

**WIBF-FM Jenkintown, PA** (BALH941005GI)—Action Oct. 24.

**WOMG-AM-FM Columbia, SC** (AM: BAL-940907GG; FM: BALH940907GH)—Action Oct. 25.

**WKSC(AM) Kershaw, SC** (BTC940906EA)—Action Oct. 26.

**KMML-FM Amarillo, TX** (BALH940804GG)—Action Oct. 25.

**KQAC(FM) Amarillo, TX** (BALH940804GH)—Action Oct. 25.

**KLVL(AM) Pasadena, TX** (BAL940920EC)—Action Oct. 25.

**KXII(TV) Sherman, TX** (BTCCT940902KI)—Action Oct. 24.

**KBZN(FM) Ogden, UT** (BTCH941005GM)—Action Oct. 25.

**KLO(AM) Ogden, UT** (BTC941005EC)—Action Oct. 25.

**WKEY(AM)-WQO-FM Covington, VA** (AM: BTC940908GE; FM: BTCH940908GF)—Action Sept. 27.

**WCLM(AM) Highland Springs, VA** (BAL-940902EA)—Action Oct. 25.

**WDUX-AM-FM Waupac, WI** (AM: BTC-940727GH; FM: BTCH940727GI)—Action Sept. 27.

### Dismissed

**WTUS(FM) Mannington, WV** (BALH-930624GI)—Action Oct. 25.

## FACILITIES

### Applications

**Visalia, CA KMPH(TV) ch. 26**—Pappas Stations Partnership seeks MP to change ERP vis: 3236 kw; ant. 2,599 ft./792 m.

**Charlotte, NC WTVI(TV) ch. 42**—Charlotte Mecklenburg Public Broadcasting Authority seeks CP to change ERP vis: 1375 kw.

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52 weeks - \$55 per insertion  
26 weeks - \$70 per insertion  
13 weeks - \$85 per insertion



## Actions

**Denver** KNUS(AM) 710 khz—Granted app. of Craig Cochran, receiver, for MP to increase day power to 25 kw; make changes in antenna system and reduce night power to 2.7 kw. Action Sept. 28.

**Fort Myers, FL** WCRM(AM) 1350 khz—Granted app. of Manna Christian Missions Inc. for MP to reduce day power to 2 kw and make changes in antenna system. Action Sept. 28.

**Fort Walton Beach, FL** WAWD(TV) ch. 58—Granted app. of Rainbow 58 Broadcasting Inc. for MP to change TL: 118 NW Wright Pkwy, Fort Walton Beach, Okaloosa, FL; change: ant. 61 m.; change ERP vis: 42.353 kw. Action Oct. 21.

**Miami** WDNA(FM) 88.9 mhz—Granted app. of Bascomb Memorial Broadcasting Foundation for CP to make changes: TL: 9090 S. Dadeland Blvd., Miami, Dade Co., FL. Action Oct. 25.

**Plantation Key, FL** WFKZ(FM) 103.1 mhz—Granted app. of Key Chain Inc. for one-step app. to change channel to 276C3. Action Oct. 21.

**Rochelle, IL** WRHL(AM) 1060 khz—Granted app. of Rochelle Broadcasting Co. for CP to add night service with 20 w. Action Sept. 28.

**Bloomfield, IN** WBHQ(FM) 101.1 mhz—Granted app. of W. Willis for mod. of CP to make changes; 2.5 kw; ant. 1,098.2 m. Action Oct. 20.

**Fort Knox, KY** WBUL(AM) 1470 khz—Dismissed app. of Sam Hardy/Robert Argenbright for CP to change TL to County Line Rd. at Lake Blue Lick, KY. Make changes in

antenna system and change night power to 0.054 kw. Action Oct. 25.

**Bastrop, LA** KTRY-FM 94.3 mhz—Granted app. of Jamie Patrick Broadcasting Ltd. for CP to make changes: ERP: 50 kw only; frequency to 93.9 mhz, class: C2 (per MM dock- et 87-242). Action Oct. 24.

**Bethesda, MD** WTEM(AM) 570 khz—Granted app. of Classical Acquisition LP for MP to increase night power to 3 kw; reduce day power to 4.7 kw and make changes in antenna system. Action Sept. 29.

**Lawrence, MA** WCGY(FM) 93.7 mhz—Dismissed app. of Gowdy Family LP for CP to make changes: ERP: 34 kw; ant. 179 m.; TL: 1 km NNE of intersection of Interstate 95 and State Rte. 128 (intersection 30), near S. Lynnfield, Essex Co., MA, and to change antenna supporting-structure height. Action Oct. 19.

**Coldwater, MI** WNWN(FM) 98.5 mhz—Dismissed app. of Tri-State Broadcasting Co. for CP to make changes: ERP: 25.5 kw; ant. 211 m.; TL: site is located on S side of County Line Rd., 0.26 km W of Bell Rd. in Branch Co., MI. Site is approx. 3.4 km SW of Tekonsha, MI. Action Oct. 25.

**Maryville, MO** KNIM(AM) 1580 khz—Granted app. of Nodaway Broadcasting Corp. for CP to reduce power to 700 w; change TL: 2 km S of Maryville, MO, and make changes in antenna system.

**Belgrade, MT** KSCY(FM) 96.7 mhz—Granted app. of Gilbert Broadcasting Corp. of Montana for CP to make changes: ant. 228 m.; TL: proposed site is located 26.62 km from Belgrade, MT, on bearing of 115.3 degrees

true. It is located at extant KMMS-FM antenna site. Action Oct. 24.

**Jamestown, NY** WTJA(TV) ch. 26—Granted app. of Jamestown TV Associates for CP to change ant. 180 m.; ERP (vis): 659 kw. Action Oct. 26.

**New York** WNEW-FM 102.7 mhz—Dismissed app. of Group W Radio Inc. for mod. of CP to make changes: ERP: 1.2 kw; ant. 141 m. Action Oct. 26.

**Stillwater, NY** WJKE(FM) 101.3 mhz—Granted app. of Fairway Communications Inc. for mod. of CP to make changes: ERP: 2.9 kw; ant. 143 m. Action Sept. 21.

**Eden, NC** WWMO(AM) 830 khz—Granted app. of Stone Broadcasting Corp. for CP to change city of license to Jamestown, NC, and make changes in antenna system. Action Sept. 28.

**Pittsburgh** WPGH-TV ch. 53—Granted app. of WPGH Licensee Inc. for CP to change antenna location to 750 Ivory Ave., Pittsburgh, Allegheny Co., PA. Action Oct. 26.

**Sharpsville, PA** WHTX(FM) 95.9 mhz—Dismissed app. of Zapis Communications Corp. for CP to change ERP: 6 kw. Action Oct. 17.

**Fort Gay, WV** WFGH(FM) 90.7 mhz—Denied app. of Wayne County Board of Education for CP to make changes: to relocate main studio. Action Oct. 19.

**Madison, WI** WHA-TV ch. 21—Granted app. of Board of Regents/University of Wisconsin System for MP to change ERP vis: 1127 kw; ant. 453.1 m.; TL: 0.8 km SW of intersection of Mineral Point and Junction Rds, in Middleton Township, Dane Co., WI. Action Oct. 26.

## THIS WEEK

**Nov. 15**—"How to Obtain an SBIR Grant," seminar presented by the **Center for Advanced Technology in Telecommunications**. Polytechnic University, Brooklyn, N.Y. Contact: Ameena Mustafa, (718) 260-3050.

**Nov. 15-17**—RF Expo East, Disney Contemporary Resort, Orlando, Fla. Sponsored by **RF design** magazine. Contact: Bob James, (202) 371-0700.

**Nov. 15-17**—DRTV East (direct response TV expo and conference), New York Hilton & Towers, New York City. Sponsored by **ResponseTV**. Contact: Gabrielle Bergin, (800) 854-3112.

**Nov. 16**—"The Hit Makers: The Coming of Age of Syndication," luncheon presented by the **International Radio and Television Society**. Contact: Marilyn Ellis, (212) 867-6650.

**Nov. 16**—"Recipe for Success: How to Put Together an International Television Co-Production," presented by **New York Women in Film & Television**. New York Marriott Marquis, New York. Contact: (212) 679-0898.

**Nov. 16**—1994 Public Radio Producers Conference, hosted by **The Association of Independent in Radio**. Fairview Park Marriott, Falls Church, Va. Contact: P.J. Swift, (408) 427-3980.

**Nov. 16**—"New Entrepreneurs: Starting Your Own Media Business in the '90s," seminar presented by the **IRTS Foundation**. Rockefeller Plaza, New York. Contact: (212) 867-6650.

**Nov. 17**—TV Production and Finance, Ma Maison Sofitel, Los Angeles. Sponsored by **Kagan Seminars Inc.** Contact: Genni Russell, (408) 624-1536.

**Nov. 17-18**—Digital Media Forum, Washington, D.C. Sponsored by **The International Institute of Communications**. Contact: Tom McQuaide, +44 (0)71 388-0671 (London).

**Nov. 17-18**—Freedom States regional convention, sponsored by **The National Broadcasting Society—Alpha Epsilon Rho**. Framingham, Mass. Contact: Reg Gamar, (718) 951-5555.

## Datebook

### NOVEMBER

**Nov. 22**—Forum in telecommunications practice, Polytechnic University, Brooklyn, N.Y. Sponsored by **Polytechnic University Center for Advanced Technology in Telecommunications**. Contact: Ameena Mustafa, (718) 260-3050.

**Nov. 22**—"The NFL: 1994 and Beyond," seminar presented by the **IRTS Foundation**. Rockefeller Plaza, New York. Contact: (212) 867-6650.

**Nov. 29**—Cable TV rate: filings seminar, Hyatt Regency Allcante, Anaheim, Calif. Presented by **URBAN/Telecommunications**. Contact: (202) 416-1640.

**Nov. 29**—International cable/poly TV investments and finance, Anaheim Marriott, Los Angeles. Sponsored by **Kagan Seminars Inc.** Contact: Genni Russell, (408) 624-1536.

**Nov. 30-Dec. 2**—Western Cable Show, Anaheim Convention Center, Anaheim, Calif. Sponsored by **California Cable Television Association**. Contact: Mary Pittell, (301) 206-5393.

**Nov. 30-Dec. 2**—1994 Asia-Pacific Cable and Satellite Summit, Hong Kong Convention and Exhibition Centre, Hong Kong. Sponsored by **The Institute for International Research**. Contact: (+852) 525-5111 (Hong Kong).

### DECEMBER

**Dec. 1-3**—**MIP Asia**, international film and program market for TV, cable, video and satellite. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: Barney Bernhard, (212) 689-4220.

**Dec. 1-3**—"U.S. Competitiveness in the Global Fiber Optics Market," seminar organized by the **U.S. Dept. of Commerce and Information Gatekeepers Inc.** Crystal Gateway Marriott, Arlington, Va. Contact: (800) 323-1088.

### JANUARY

**Jan. 5-7**—4th annual ShowBiz Expo East, New York Hilton & Towers. Presented by **Advanstar Expositions**. Contact: Gabrielle Bergin, (800) 854-3112.

**Jan. 13**—16th annual CableACE Awards (non-televised ceremony), Century Plaza Hotel, Los Angeles. Presented by **National Cable Television Association**. Contact: (202) 775-3629.

**Jan. 15**—16th annual CableACE Awards (televised ceremony), Wiltern Theatre, Los Angeles. Presented by **National Cable Television Association**. Contact: (202) 775-3629.

**Jan. 22-23**—22nd annual **Association of Independent Television Stations** convention, Las Vegas Convention Center, Las Vegas. Contact: (202) 887-1970.

**Jan. 23-26**—32nd annual **National Association of Television Program Executives (NATPE)** program conference and exhibition, Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

**Jan. 29-Feb. 1**—RF Expo West and EMC/ESD International, San Diego. Sponsored by **RF design** magazine and **EMC Test & Design** magazine. Contact: Bob James, (202) 371-0700.

### FEBRUARY

**Feb. 11-14**—52nd annual **National Religious Broadcasters** convention and exposition, Opryland Hotel, Nashville, Tenn. Contact: (703) 330-7000.

### APRIL

**Apr. 10-13**—**National Association of Broadcasters** annual convention, Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

### JUNE

**June 18-24**—16th annual **Banff Television Festival**, Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

• **Major Meetings**



## Renée Licht

In her 16 years at the FCC, Renée Licht has seen it all.

A commission veteran who has served under seven FCC chairmen, she was a law clerk for former chairman Charles Ferris and a legal adviser to former commissioner Henry Rivera. She had a brief stint at the Common Carrier Bureau and spent time in the Private Radio Bureau, now the Wireless Bureau. Licht also was assistant chief of law for the Mass Media Bureau in the late 1980s. She moved to the general counsel's office, where she rose to the rank of acting general counsel. Last year she helped incoming Chairman Reed Hundt with his transition and later served as his acting senior legal adviser.

Hundt considers Licht invaluable. "She's a great resource, very hard-working and utterly loyal to the commission," he says.

But it is in her current assignment, as deputy chief of policy in the Mass Media Bureau, that Licht may make some of her most significant contributions. Besides, as Licht says, "her first love" is the Mass Media Bureau.

The bureau has before it a number of key issues that the commission likely will take up during the next three months. The bureau is looking at ways to revise the FCC rules to encourage greater minority participation in and ownership of media. The bureau also will recommend whether the FCC should strengthen its children's television rules. And it is re-evaluating the agency's multiple ownership rules for television.

"It's a full plate," Licht says. But it is the broad range of policy issues and the challenge of these issues that have kept her at the commission. "I have no interest in law firm practice," she says. "I love the commission. We have a tremendous ability to get involved in a wide range of things. What I really find appealing is [the] chance to contribute to the development of policy. That's not something you can do in a law firm practice.

"I've been lucky," she says. "I've had a lot of good bosses. They've given me a lot of interesting things to do."

Among some of the interesting things on which she has worked during her 16-year tenure: radio deregulation, must carry, indecency regulations, political broadcasting rules and children's TV.



lators, must carry, indecency regulations, political broadcasting rules and children's TV.

Broadcasters, who have much at stake in these proceedings, feel comfortable working with Licht. They see her as a seasoned FCC lawyer. "She's probably one of the most respected lawyers on the commission's staff," says Jeff Baumann, executive vice president/general counsel, National Association of Broadcasters. Although they've been on the opposite sides of some matters, Baumann describes Licht as "tough but fair."

Licht came to the FCC in 1978 as a summer intern in the general counsel's office. Her work there was noticed in Ferris's office, and she worked as a law clerk for him until she graduated from Georgetown in 1979.

The FCC wasn't about to let her go. She was offered a job as a lawyer in the administrative law division of the general counsel's office. In 1981 Rivera hired her as his legal adviser.

She stayed with Rivera for four years. During that time, Rivera occasionally was on the losing side of an

issue. For example, he did not want the FCC to narrow the scope of broadcasters' responsibility in the area of children's TV. Nor was he a fan of some of the other deregulatory measures proposed for broadcasting.

Working where the commissioners' offices are, on the eighth floor of the FCC's downtown Washington building, gave Licht a "bird's-eye view" of the agency. "It was tremendously stimulating," she says.

So in 1985, when Rivera left, Licht stayed on. She began what she says was her "grand tour" of the operating bureaus. She hit the Common Carrier, Private Radio and Mass Media bureaus during the next four years until winding up at the general counsel's office in 1989. She served as deputy general counsel under former chairmen Dennis Patrick and Al Sikes. During James Quello's acting chairmanship, 1992-93, she was acting general counsel.

"She has a great attention to detail," says Bob Pettit, of Wiley, Rein &

Fielding, who was general counsel under Sikes. Pettit says you can count on Licht: "She's the kind of person that you know will get a job done [and] it will be done thoroughly and right."

Although some might not relish the changes that accompany new chairmen and commissioners, Licht doesn't mind. "I find the changing of the commissioners and the new perspectives they bring invigorating," she says.

When she's not at the FCC, Licht's plate is full at home

with her 21-month-old daughter, Caroline. She also manages to squeeze in a game of tennis and is a regular swimmer.

Licht and her husband, Michael Sussman, in the real estate business, love to travel. They've been to Italy several times and hope to take Caroline there someday.

—KM

**Deputy chief of policy, Mass Media Bureau, FCC; b. July 27, 1952, New York, N.Y.; BA, foreign affairs, American University, Washington, 1973; JD, Georgetown University, Washington, 1979; FCC: law clerk, Chairman Charles Ferris, 1978-79; lawyer, administrative law division, general counsel's office, 1979-81; legal adviser, senior legal adviser, mass media issues, Commissioner Henry Rivera, 1981-85; deputy chief, land mobile and microwave division, Private Radio Bureau, 1986; assistant chief, law, Mass Media Bureau, 1987-88; deputy general counsel, 1989-92; acting general counsel, 1992-93; present position since April; m. Michael Sussman, June 3, 1989; child: Caroline, 21 months.**



# Fates & Fortunes

## BROADCAST TV



**Stargel**

reporter, KIRO-TV Seattle, joins CBS News, New York, as correspondent.

Appointments at TeleRep, New York; **Scott Fogarty**, account executive, named sales manager; **Jim Hughes**, sales manager, named VP/GSM.

**Terry Hurley**, GSM, KHQA-TV Hannibal, Mo., joins KDLH(TV) Duluth, Minn., in same capacity.

**Michelle Wright**, anchor, WSET-TV Lynchburg, Va., joins WTAE-TV Pittsburgh as anchor/reporter.

**Heather Jennings**, news director/anchor, KCTZ(TV) Bozeman, Mont., joins KTVQ(TV) Billings, Mont., as co-anchor.

**Jim Ladas**, senior producer, WHDH-TV Boston, named promotion manager.

**Jeff Suss**, director, research, KCRA-TV Sacramento, Calif., joins KQVR(TV) Stockton, Calif., as manager, research and sales marketing.

**Karen Thomas**, reporter, WHTM-TV Harrisburg, Pa., named anchor/reporter.

**Mary Lou Davis**, LSM, KTVC(TV) Cedar Rapids, Iowa, joins WGME-TV Portland, Ore., in same capacity.

**Debbie Bush**, news director, KSNT(TV) Topeka, Kan., joins KAKE-TV Wichita, Kan., in same capacity.

**Deborah Waldman**, promotions coordinator, WHLI(AM)/WKJY(FM) Hempstead, N.Y., joins WLIG(TV) Riverhead, N.Y., in same capacity.

**Cathy McCracken**, senior account executive, WUTV(TV) Buffalo, N.Y., named NSM.

Appointments at KCPT(TV) Kansas City, Mo.: **John Long**, director, engineering, named VP; **Michael Connet**, director, education, named VP.

Appointments at Paramount Network Television, Hollywood: **Cheryl Birch**, VP, business affairs, Universal Televi-

sion/MCA Inc., Los Angeles, and **J.R. McGinnis**, director, network television business affairs, Walt Disney Pictures and Television, Los Angeles, join as VPs, business affairs.

**Mike Vrabac**, GSM, KJRH(TV) Tulsa, Okla., joins KOTV(TV) there in same capacity.

**Warren Trent**, sports producer, WPVI-TV Philadelphia, named chief, Wilmington Bureau.

**Dan Sexton**, executive producer, KRON Video Enterprises, San Francisco, named director, program development.



**Valentine**

**Dean Valentine**, executive VP, Walt Disney Network Television, Burbank, Calif., named president.

**Carm Johnson**, anchor, KDRV(TV) Medford, Ore., joins KOIN(TV) Portland, Ore., as co-anchor, week-

end editions, *Newscenter 6*.

**Randy Schmidt**, director, district sales, KSAT-TV San Antonio, Tex., named NSM.

**Frank Seymour**, station manager, WXMT(TV) Nashville, joins WMAR-TV Baltimore as GSM.

**Lonni Leavitt**, reporter, WTVD(TV) Durham, N.C., joins KPNX(TV) Mesa, Az., in same capacity.

**Rob Johnson**, reporter, KATV(TV) Little Rock, Ark., named co-anchor.

**Andrew Barton**, news director, WVUE(TV) New Orleans, joins WHP-TV Harrisburg, Pa., in same capacity.

**Phyllis Ned**, GSM, KETV(TV) Omaha, named VP/GM.

**Daniel Sackenheim**, promotion producer, WXIN(TV) Indianapolis, joins WPWR-TV Gary, Ind., as producer, on-air promotion.

**Steve Wulf**, editor-at-large, *Sports Illustrated*, New York, named television editorial director.

Appointments at KRON-TV San Francisco: **Sylvia Cardwell**, graphic artist, ABC Video Design Group, Los Angeles, joins as design director; **Jodie Chase**, manager, media relations, named director, press and public relations.

Appointments at KDFW-TV Dallas: **Brad Roe**, promotion manager, KJTV(TV) Lubbock, Tex., and **Tim Heller**, weather-caster, KGAN(TV) Cedar Rapids, Iowa, join in same capacities.

**David Bright**, director, marketing/research, KVEA(TV) Corona, Calif., joins KTTV(TV) Los Angeles, as director, research.

Appointments at KSEE(TV) Fresno, Calif.: **Paula Bohamed**, promotion coordinator, named director, marketing services; **Eric Hulnick**, news director, KRNVT(TV) Reno, joins in same capacity.

**Ellen Douglas**, director, on-air series, Columbia Pictures Television, Culver City, Calif., joins Big Ticket Television, Los Angeles, as director, development.

**J. David Bunnell**, GSM, WLOS(TV) Asheville, N.C., joins WBNS-TV Columbus, Ohio, in same capacity.

## RADIO

**Ellen James Martin**, magazine, newspaper columnist, New York, joins *Marketplace*, Public Radio International, Los Angeles, as commentator.

**Jim Hobbs**, sports director, WIOD(AM) Miami, joins WSB(AM) Atlanta as manager, sports accounts.

**Jay Pearce**, director, news/public affairs, WSIU(FM) Carbondale, Ill./WUSI(FM) Olney, Ill., joins Illinois Radio Network, Chicago, as news and program director.

Appointments at USC Radio, Los Angeles: **Stephen Lama**, director, broadcasting, named VP; **Terry Knowles**, executive director, development, Los Angeles Music Center Opera, joins in same capacity; **Cynthia Logan**, manager, human resources, TRW Space & Electronics Group, Los Angeles, joins as director, human resources.

## CABLE

Appointments at Liberty Sports, Irving Tex.: **Dean Romsaas**, controller, Liberty Media, named VP, investments, Liberty Sports; **Bob Thompson**, VP/GM, Prime Sports Network, named senior VP, regional network operations; **Dan Wilhelm**, VP, programming, Prime Ticket Network, named VP, network programming, Liberty Sports.

**Shelbie Berry**, director, materials management/purchasing, Jones Intercable



Inc., Englewood, Colo., named VP. Appointments at ESPN, Bristol, Conn.: **Steve Risser**, director, program acquisitions, named VP, programing; **Eric Stricoff**, director, financial and strategic planning, named VP, finance and planning; **Bob Eaton**, director, news, named managing editor; **Clifford Marks**, advertising sales account executive, named VP, Eastern sales.

**Dan Sweeney**, VP, sales, Prevue Networks Inc., Tulsa, Okla., named senior VP.

**Jennifer Moffie**, manager, public relations, Reiss Media Enterprises, New York, joins the Sega Channel there as manager, corporate communications.

**James Sasaki**, director, research, TV Food Network, New York, named VP.

**Eugene Connell**, president/CEO, Nynex CableComms, New York, appointed chairman, Cable Communications Association, London.

**Dan Casciato**, director, programing and new business development, Continental Cablevision, Chicago, joins USA Networks, New York, as director, affiliate relations, central region.

Appointments at Comedy Central, New York and Los Angeles: **James Weissenborn**, account executive, advertising sales, named director; **Laurie Zaks**, VP, talent development and special programs, named VP, West Coast programs.

## MULTIMEDIA



Corson

**Madeleine Corson**, vice chairman of the board, Guy Gannett Communications, Portland, Me., named chairman.

**Peter Clowney**, producer/director, WHYY-FM Philadelphia, joins WILL-AM-

FM-TV, Urbana, Ill., as associate producer.

**Denise Rayfield**, manager, benefits, The Hearst Corp., New York, named senior manager.

**Deanna Martin Mackey**, media relations coordinator, KPBS(TV) San Diego, named director, public information.

**Jeffrey Hoops**, manager, southern region, Group W Productions,

Atlanta, named VP, syndication sales, western region.

**Loren Tobia**, news director, KMTV(TV) Omaha, becomes chairman-elect of RTNDA.

**Gayle Rossbach**, manager, production, Mouncey Ferguson & Associates, Leesburg, Va., joins AbramsonEhrlichManes, Washington, in same capacity.



Folta

**Carl Folta**, VP, corporate relations, Paramount Communications Inc., New York, named senior VP, Viacom Inc., there.

**Dena Kaplan**, local advertising sales manager, Cable Networks Inc., Los Angeles, named director, advertising sales.

## ALLIED FIELDS

**Jerry Johnson**, president, OpenWorks, Inc., Sacramento, Calif., joins U.S. Computer Services there as VP, system development.

Appointments at Nextel Communications Inc., Rutherford, N.J.: **James Dixon**, president, digital mobile operations, adds executive VP, worldwide development, to his title; **Jack Markell**, VP, strategic planning, named senior VP, corporate development; **Elizabeth Long**, treasurer, named VP/treasurer; **John Pescatore**, director, operations, named VP.

**Patrick Tierney**, president/CEO, Dialog Information Services Inc., Miami, appointed member, executive committee.

Appointments at MFS Communications Co. Inc., Omaha: **R. Douglas Bradbury**, senior VP/CFO, elected to board of directors; **Michael Frank**, VP, human resources, Walt Disney Consumer Products, joins as senior VP, human resources; **Gary Brandt**, director, investor relations, Northern Telecom, joins as VP, investor relations.

## INTERNATIONAL

**April Rushing**, international coordinator, The Samuel Goldwyn Company, Los Angeles, joins Westinghouse Broadcasting International there as finance and marketing administrator.

**Louis Brunel**, president/COO, Le Groupe Vidéotron Ltée, Montreal,

named president, Vidéotron International Ltée.

Appointments at WB International Television Distribution, Burbank,



Beekman



Miele

Calif.: **Bernadette Beekman**, lawyer, New York, joins as attorney, legal and business affairs; **Ronald Miele**, senior VP, business affairs and administration, MGM/UA Home Entertainment, Los Angeles, joins as VP, legal and business affairs.

**Jeffrey Murray**, director, talent and artist relations, MTV Japan, joins Channel [V], Hong Kong, as director, music and artist relations.

## DEATHS

**Michael O'Donoghue**, 54, writer, died Nov. 8 of a massive cerebral hemorrhage in New York. One of *Saturday Night Live's* original writers, he wrote "Wolverines," one of the show's most memorable skits. O'Donoghue won two Emmys in 1976 and '77 for his *SNL* pieces. He wrote several screenplays. His *Mr. Mike's Mondo Video* and *Gilda Live* (with Gilda Radner) were released in 1979. He is survived by his wife, Cheryl.

**John McCormick**, 80, on-air broadcaster, died Nov. 5 after a long illness at home in Frontenak, Mo. McCormick, known as "the man who walks and talks at midnight," was the early morning voice of KMOX(AM) St. Louis for 31 years. He retired in 1989. Prior to that he worked for WBBM-AM-FM in Chicago. He is survived by his wife, June, a daughter and 2 grandchildren.

**Melanie McKennon**, 45, account executive, KDVR(TV) Denver died Oct. 30 of complications following surgery. McKennon earned the distinction of "salesperson of the month" three times while at KDVR. She is survived by her son, Gordon, her mother, one brother, six sisters, and her fiancé, Mark McDonald.

—Compiled by Denise Smith



**CBS may be having second thoughts about its purchase of UHF WVEU-TV** Atlanta. CBS has stopped due diligence and planning for a Dec. 11 CBS affiliation transfer from WAGA-TV to WVEU-TV, according to WVEU GM Vance Eckersley. CBS has yet to file for FCC approval of the purchase. Under one scenario making the rounds in the market: Instead of WVEU, CBS affiliates with Tribune's WGNX, ch. 46, which was to join WB Network. Tribune's new minority-controlled group buys Fox-owned WATL and makes it a WB Network affiliate. Only problem is CBS's contract to buy WVEU.

**Paramount Television Group and MTV Productions**, both units of Viacom Inc., have signed a deal giving Paramount the right of first refusal on projects developed by MTV. MTV Productions will develop and produce television series and specials for networks and first-run syndication. The deal follows the two entities' first project together, the *Jon Stewart* late-night syndicated talk show, launched this season.

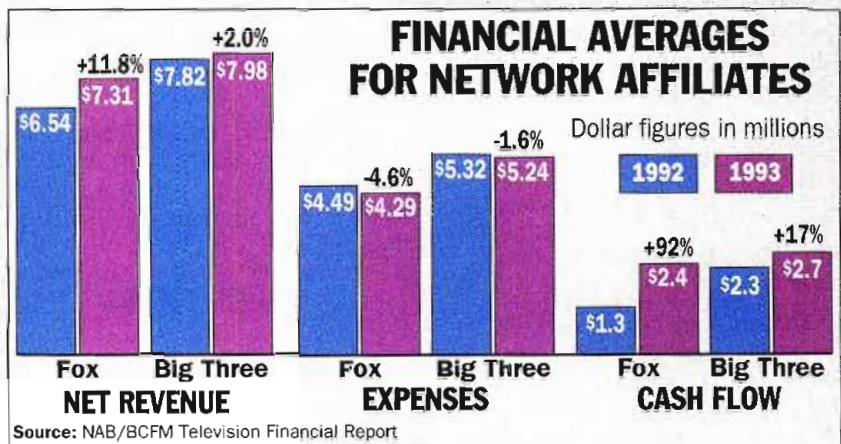
**Preliminary, prime time Nielsen numbers released late last week show mixed results for Cleveland and Kansas City stations that recently switched network affiliation to Fox.** Cleveland's WJW-TV, formerly a CBS affiliate, saw its household numbers drop 36% in October as a Fox station versus its October 1993 ratings while with CBS. However, the station's rating among adults 18-49 was even with last October's, while seeing 50% gains among adults 18-34. In adults 25-54, the station experienced a 12% decline. WDAF-TV Kansas City, Mo., a former NBC affiliate, had a 13% gain in adults 18-49, and a 29% boost in adults 18-34 in October '94 vs. October '93. On the downside, the station dropped 27% in household ratings and 13% in adults 25-54.

## Cash flow rises at network affiliates

Typical TV affiliate cash flow jumped 17% in 1993 for affiliates of ABC, CBS and NBC, according to a report issued last week by the NAB. The NAB/Broadcast Cable Financial Management Association Television Financial Report for 1994 says cash flow of median affiliates of the three traditional networks went from \$2.3 million in 1992 to \$2.7 million in 1993, while cash flow at the median Fox affiliate nearly doubled from \$1.25 million to \$2.4 million. The NAB reports increases in net revenues for both Fox and traditional network affiliates, as well as decreases in expenses for the affiliates.

The full report is available from NAB Services for \$160 for NAB members and \$300 for non-members.

—CM



**Gary Hoffman**, Fox Broadcasting senior VP, movies and miniseries, is leaving. No reason was given, but his departure came as no surprise given the arrival two months ago of John Matoian, president, Fox Entertainment. Matoian was senior VP, movies and miniseries, at CBS prior to his hiring at Fox, and it had been assumed that he would bring in his own executive to oversee Fox's long-form department. **Trevor Walton**, Matoian's replacement at CBS, just resigned from the network and is expected to take over the Fox long-form job.

**Something Wilder**, starring Gene Wilder, which has been airing on Saturday nights, will move to NBC's highly rated Tuesday night at 8:30 beginning Dec. 6. It replaces *The Martin Short Show*, which was pulled

last month for retooling. Since then, NBC has been airing repeats of several highly rated shows. Taking over *Wilder's* Saturday, 8:30 p.m., time slot is *The Mommies*, the moderately rated series that debuted last season and was put on back-up this season. *Mommies* returns on Jan. 7. NBC also gave Spelling Television's *Madman of the People* a six-episode pick-up, bringing its season total to 19 episodes.

For the week of Oct. 31-Nov. 6, NBC's ***Tonight Show with Jay Leno* averaged a 4.6 Nielsen rating/14 share** compared with a 5.3/17 for CBS's *Late Show with David Letterman*. The numbers mark the closest competitive difference for original episodes, excluding stunt weeks when the show was on the road.

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. \*Reg. U.S. Patent Office.

## Incorporating TheFifthEstate TELEVISION Broadcasting

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co. Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1994 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. Except for special issues where price changes are indicated, single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).



# Closed Circuit

## CBS Radio plans to simulcast Tom Snyder's late-night TV show

scheduled to debut next January following *The Late Show with David Letterman*. CBS Radio says the simulcast may not debut the same day as the TV show, but the network is aiming for an early 1995 start date. No radio station affiliates have been signed yet, CBS said.

## Saban Entertainment plans to launch a new syndicated live-action show in fall 1995 similar to its *Mighty Morphin Power Rangers*, but aimed at younger kids. The new show initially was called *Eagleboy*.

**George Newi**, ABC's executive VP, affiliate relations, is taking early retirement, effective at year's end. Newi, 59, rose through the advertising sales ranks to become general manager of the ABC Television Network in 1978. He was named president in 1985. A year later he switched to affiliate relations, which he has headed for the past eight years.

## Among the newly elected marching off to Washington this January are a few broadcasters.

KMSP-TV Minnesota news-anchor-turned-freshman-congressman Rod Grams (R-Minn.) now is turning freshman senator. In Arizona, J.D. Hayworth, former sports director of KSAZ-TV Phoenix, won the Republican seat in District 6.

**Worldvision Enterprises is pitching stations a first-run syndication, soft-edged news magazine strip** produced by *A Current Affair* and *Hard Copy* former executive producer Peter Brennan for launch in fall 1995.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 30. Numbers represent average audience/stations/% coverage.)

|                             |             |
|-----------------------------|-------------|
| 1. Wheel of Fortune         | 13.2/225/97 |
| 2. Jeopardy!                | 10.9/214/96 |
| 3. Entertainment Tonight    | 8.2/176/94  |
| 4. Oprah Winfrey Show       | 8.0/237/99  |
| 5. Roseanne                 | 7.5/180/96  |
| 6. Star Trek: Deep Space 9  | 7.4/238/99  |
| 7. Baywatch                 | 6.7/217/96  |
| 8. Hard Copy                | 6.6/178/94  |
| 8. Wheel of Fortune—wknd    | 6.6/165/75  |
| 10. Married...With Children | 6.1/177/93  |
| 11. Inside Edition          | 6.0/167/92  |
| 12. Family Matters          | 5.8/189/93  |
| 13. Cops                    | 5.4/181/94  |
| 14. Action Pack Network     | 5.3/163/95  |
| 15. A Current Affair        | 5.1/169/94  |

## Bohbot fare for fall

Bohbot Entertainment last week revealed details of its syndication lineup for fall 1995. The shows include the returning two-hour *Amazin' Adventures I* weekend block, comprising *Sky Surfer Strike Force* from producer Ruby Spears; new DIC-produced and Mattel Toy-based *Street Sharks*; the returning *Mighty Max*, which is being downgraded from a strip, and DIC's new comic strip-based *Ultraverse*. The syndicator's new *Amazin' Adventures II* girls-targeted block has been expanded from one hour to two and now includes new shows DIC's *Inspector Gadget* spin-off *Gadget Girl* and New Frontier Entertainment's new *Enchanted Camelot*. They join returning shows *Sonic the Hedgehog* and *King Arthur*. Bohbot also will strip *Highlander* and *Double Dragon*, both currently weeklies. The syndicator also has two live-action weekly shows aimed at older kids and teen audiences: *Action Man* (see "Syndication Marketplace") and *Talk Music*, produced by River Road and featuring music critics discussing new albums and videos. The syndicator will pitch a Thanksgiving 1995 special, *Toys R Us Family Theatre*, produced by Film Roman. It will include two half-hour animated shows for prime time and prime access and a six-show, three-hour block in more traditional slots.

—DT

## SARASOTA

### Cards and Letters

Sarasota TV viewers are stuffing the FCC mailbag with complaints. Seeking to keep WWSB-TV's ABC affiliation in town, attorneys for the station have barraged FCC commissioners and staff with some 500 letters stressing the importance of the network programming in supporting local news. WWSB-TV, which is scheduled to lose its ABC affiliation in April, has charged that Scripps Howard Broadcasting Co. required the network to drop the Sarasota affiliate as a condition of an affiliation deal with Scripps Howard's WFTS-TV in the adjacent Tampa, Fla., market. Scripps Howard has denied the charge, and the FCC is still reviewing the complaint.

## NEW YORK

### Gridiron battle

For the first time in 20 years, NBC's coverage of the American Football Conference is averaging a higher household rating than coverage of the National Football Conference, which switched to Fox from CBS this year, after 10 weeks. So far this season, however, the NFC continues to draw higher male demos, although NBC's AFC coverage has made substantial gains, particularly among men 18-49 (9.7, up 10%) and men 25-54 (10.3, up 12%). Still, Fox leads by slight mar-

gins in both categories: 9.9 and 10.6, respectively, with no change from a year ago. Among the younger viewers Fox promised to deliver, the numbers show the NFC is up 6% among male teens and 15% ahead of NBC. But Fox and the NFC are flat among men 18-24, where NBC had a 10% bump to take the lead in the demo.

## NEW YORK

### Bynoe out

Sports entrepreneur Peter Bynoe is out of the Tribune Broadcasting minority deal ("Top of the Week," Oct. 10). Tribune planned to advance millions for a new station acquisition group headed by Bynoe, entertainer Quincy Jones and other minorities. The deal "wasn't what [Bynoe] hoped it would be," says one source. Tribune still hopes to put the deal together with Jones and others, the source says.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"Did you forget to pay the cable bill?"



## No tears

Last week's election deserves far greater comment than this space allows, given that there are matters of immediate moment to address. Suffice it to say the telecommunications industry's policy prospects have taken an upward bound. What the country as a whole did to the Democrats parallels what the Fifth Estate would have done given the chance. A contemplation for those who would return.

## Kick start

Cable's glass finally is half full again. At long last, the FCC has begun to deliver the industry from the paralysis that set in after its 17% rate cut brought the information highway to a screeching halt.

Act Two in this regulatory drama is a beginning package of going-forward rules. We applaud the approach: to confine the FCC's regulatory focus to cable as it is today, while turning the medium loose prospectively. To those on the infohighway 10 years from now, being regulation-free will be a welcome trade-off for today's short leash.

The consumer, certainly, is protected. What he's been used to seeing is what he will continue to get, essentially frozen in rate-regulated tiers. Yet there is an incentive for the cable operator to move into the future, however haltingly. The popular guess is that six to seven new channels (not the same ones everywhere) will make it on a regulated basis, probably sooner rather than later; operators will be eager to access that new cash flow. The other contenders—out of roughly a hundred—will be scrambling for positions on a new product tier. It works this way:

If cable wants to add product to its existing extended basic, it must do so within a \$1.20 (monthly) cap over the next two years, with a maximum per-channel charge of 20

cents, plus 30 cents for license fees; the third-year cap will be \$1.40.

Essentially, a la carte offerings are eliminated, one of several factors that prompted a stern dissent from Commissioner Andrew Barrett. But cable can choose to add channels in a new product tier that launches under the promise of being regulation-free and priced at whatever the market will bear.

Still another handcuff: no migration of channels. That is, CNN, or ESPN, or USA must stay put; they cannot be moved into the new product tier to salt the claim.

The new tier requires addressability, which now exists in only 40% of the industry. Acquiring that capacity, at \$200 a box, will be a monumental undertaking for the have-nots. That's on top of all that new channel capacity itself, however achieved and however paid for. The FCC hasn't yet addressed the problem of giving the operator—17% poorer than last year—a cost allocation basis for building out the information highway. That's an Act Three that should have preceded Act Two.

Even if the money markets agree that the Hundt FCC's going forward is worthy of their capital support, there remains the question of what happens after three years. How would you like to tell your banker that you need \$100 million for new capacity and that all bets are off in 1998? The hope, of course, is that DBS's encroachments, or telco's or wireless's, will have cut cable down so far in competitive reach that regulation can be dropped. Will cable take this deal and run? More likely, it will take it and walk. It desperately needs some kind of going-forward certainty, and this isn't all that bad. The proof, of course, will be in the performance. If there's a blossoming of new product on cable in the next months and years, Hundt can take a bow. If, instead, there's a withering, it was micro-management after all. We're betting on the blooms.

On to Act Three.

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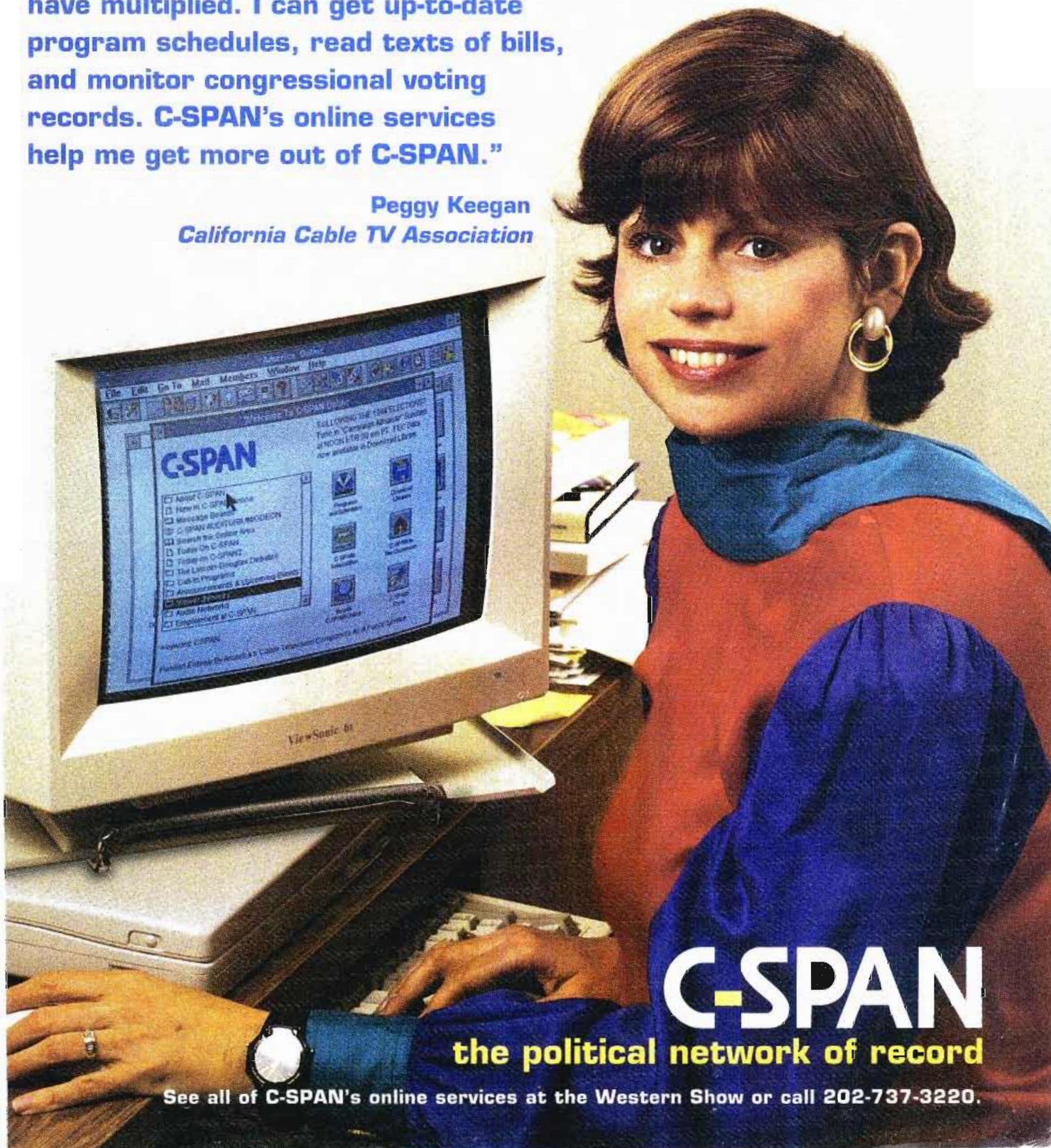
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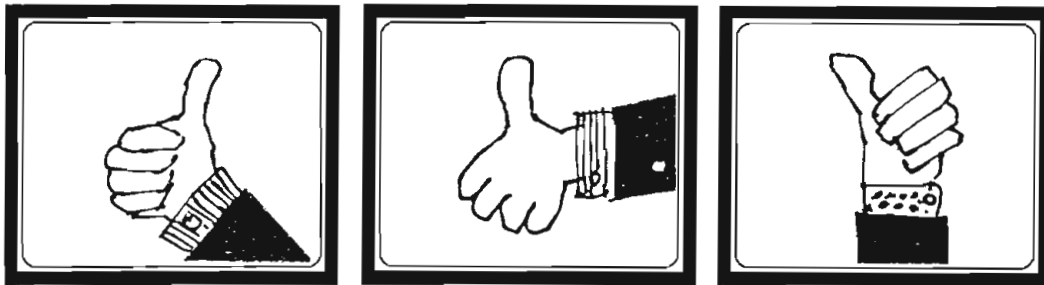
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