

JUNE 19

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DISCARDED

Talking About Radio

Mario Cuomo joins the ranks
of liberal hosts who are fighting
to counter conservatives

Senate telcom bill emerges
with riders aggressively
anti-violence, anti-indecency

Hundt dissent on MDS
targets FCC vacillation on
spectrum auctions

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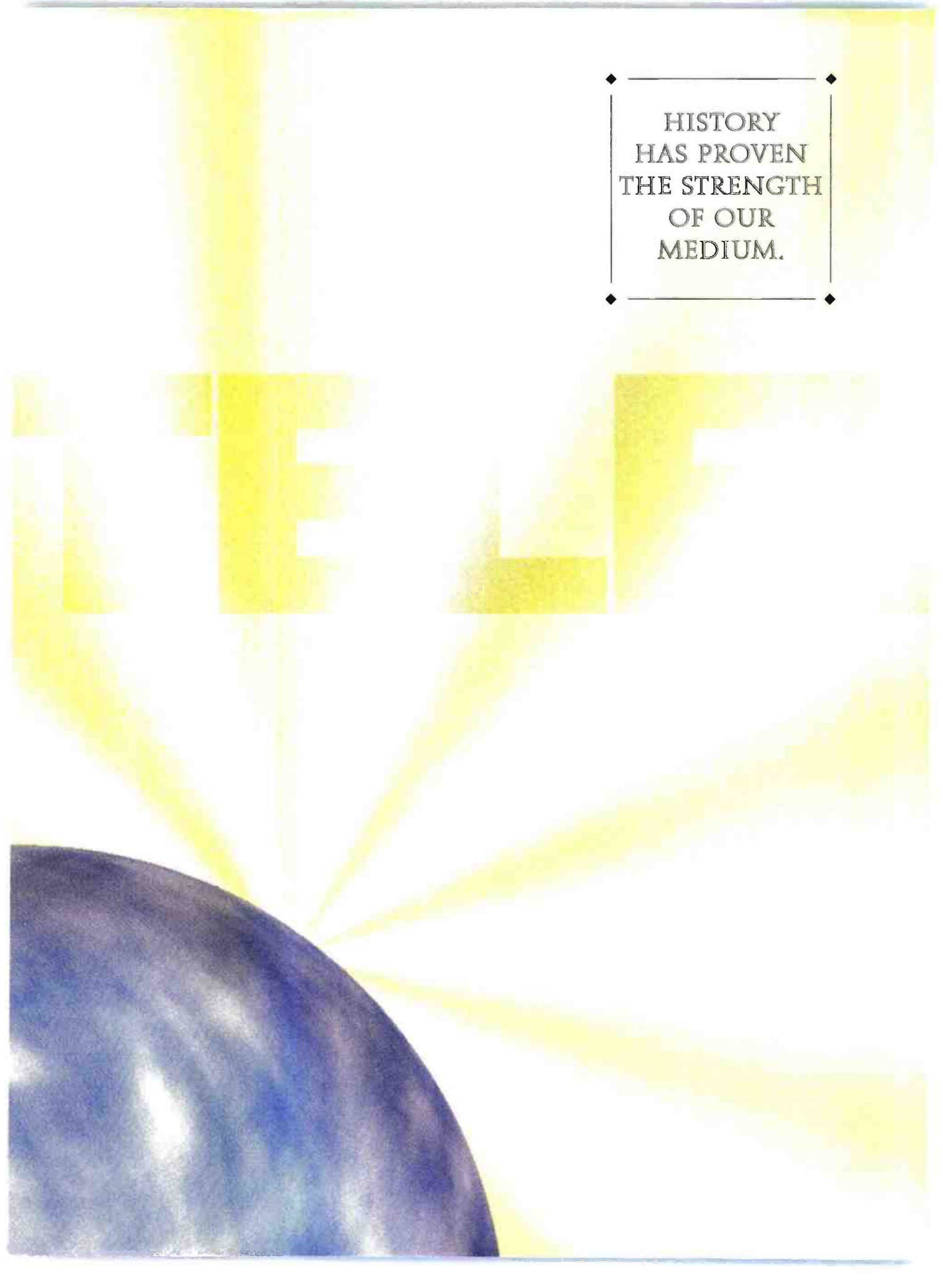
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Telemedia
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Fast Track

MUST READING FROM BROADCASTING & CABLE

JUNE 19, 1995

TOP OF THE WEEK

Senate telecom bill: Aggressively antiviolence, anti-indecency The Senate has voted to break ground on a new deregulatory era in telecommunications, passing a bill that would dramatically roll back cable regulations, eliminate radio ownership caps and increase TV's national audience cap. Content regulation was the exception to the deregulatory fervor. / **6**



The Baseball Network may strike out after next season. / 15

Senate mandates TV ratings system The Senate's latest message to the broadcast and cable industries: "Develop a ratings system or we'll do it for you." Senate legislation also mandates that TV manufacturers equip their sets with "V-chips" to block violent programming. / **12**

Comedy Central shuffle Comedy Central President Bob Kreek has been replaced by Doug Herzog, former programming executive VP, MTV. Viacom and Time Warner apparently were growing impatient with the pace of development at the network. / **15**

Hundt, Ness dissent on MDS With the FCC voting last week to exercise its auction right in awarding MDS licenses, Chairman Reed Hundt and Commissioner Susan Ness favored subjecting pending applicants to the auctions along with the newcomers. / **16**

COVER STORY: RADIO '95

Governing the radio waves

Known for his eloquent defenses of free speech and democratic ideals, former New York Governor Mario Cuomo this week will launch his brand of "thought talk" nationally. Syndicator Sony Worldwide Networks hopes *The Mario Cuomo Show* will capture the liberal audience that other talk shows have missed. **Cover photo by Tom Sobolik/Black Star / 18**

PROGRAMMING

Hollywood debates responsibility

The consensus at an L.A. symposium on television's impact on society was that TV has a responsibility to the public interest. Less clear was how well that interest is being served and how best to serve it. / **23**

BUSINESS

NBC, Ellis head bidding for Multimedia

Multimedia so far has attracted two groups—headed by NBC and Ellis Communications—to the bidding for its ownership. The company is valued at up to \$1.7 billion, but it likely will be sold in pieces. / **33**

CABLE

Upfront takes broadcast path

Following in the steps of the major broadcast networks, basic cable plans to score big in this year's prime time upfront market. / **27**

TELEMEDIA WEEK

Cable, SNET spar over VDT plan

In filings with the FCC and the state of Connecticut, Cablevision of Connecticut and the New England Cable Television Association are trying to block SNET's plan to build and operate a statewide video dialtone network. / **31**

WASHINGTON

Hundt: Minority ownership an FCC priority

The FCC intends to preserve policies aimed at increasing minority ownership in broadcasting and telecommunications by making sure these policies meet the tough constitutional standard now demanded by the Supreme Court, FCC Chairman Reed Hundt said in the wake of the high court's ruling setting the standard. / **35**

TECHNOLOGY

HDTV gauntlet thrown down in Montreux

European Union representatives may reconsider their non-HDTV policy after a warning from CBS Chief Technologist Joe Flaherty at the 19th Technical Symposium in Montreux, Switzerland. Flaherty said that if they don't embrace HDTV, their TVs eventually will go dark. / **37**



Of 30,000 attendees expected in Montreux, only 25,000 showed. / 37

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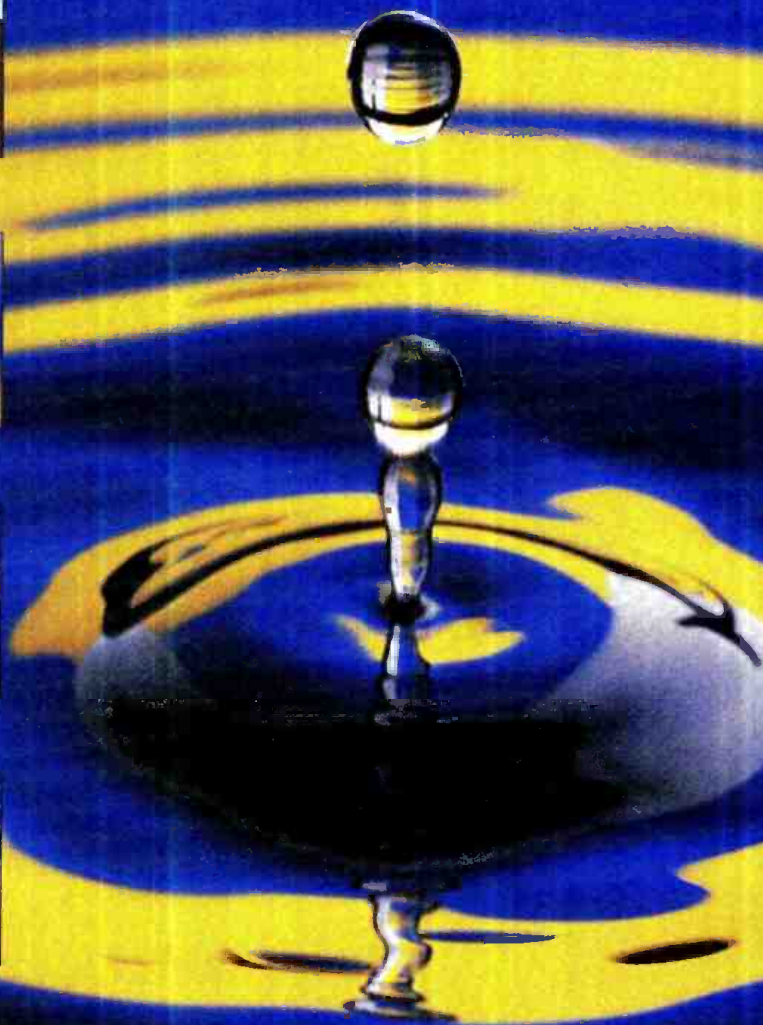
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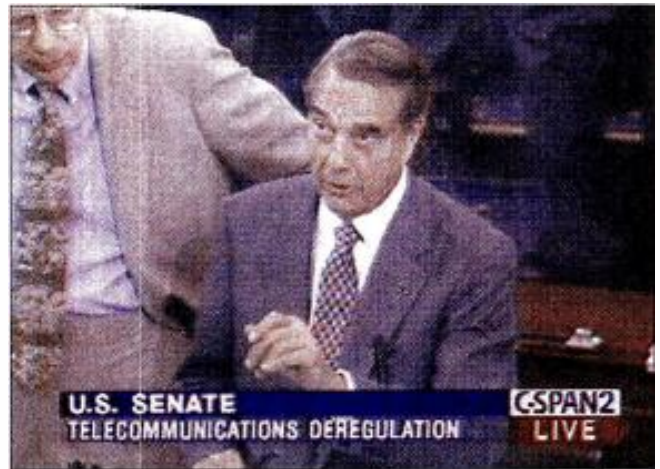
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With a decisive vote, the Senate passed a historic rewrite of the nation's 1934 communications law. Senate Majority Leader Bob Dole (above) managed final passage of legislation that would lift broadcast ownership caps and cable rate controls.

Dereg rolls in Senate: 81-18

Overcomes administration opposition; heads for likely House action next month

By Christopher Stern

The Senate broke new ground last week on a new deregulatory era in the telecommunications industry, voting 81-18 for wholesale reform of the 61-year-old Communications Act.

The bill would dramatically roll back cable regulations, eliminate ownership caps for radio and increase the television national audience cap from 25% to 35%. The Sen-

ate also set rules for allowing the Baby Bell companies into the long-distance telephone business.

The exception to the deregulatory bill is content regulation. The Senate adopted several measures aimed at reducing the exposure of children to sex and violence on TV (see page 12).

The lopsided nature of the vote was a blow for the Clinton administration, which said the bill is too deregulatory. President Clinton needs at least 34 votes to sustain a veto in the Senate.

The Clinton administration also supported a strong role for the Justice Department in the review of Bell company entry into the long-distance business. But the Senate bill relies on the FCC to protect against anti-competitive behavior by Bell entry into long-distance.

Although the administration claimed some limited victories during the seven days of debate, the Senate rejected almost every effort to water down the bill's deregulatory impact.

Cable emerged as one of the biggest winners: The bill effectively would eliminate rate restrictions imposed by Congress less than three years ago. The bill would eliminate regulation for the expanded basic tier unless a system's rates substantially exceed the national average.

An effort by Senator Joseph Lieberman (D-Conn.) to curtail cable deregulation in the bill was defeated, 67-31.

Lieberman's amendment was strongly supported by Clinton administration officials, who focused on cable deregulation in their opposition to the bill. Both Greg Simon, domestic policy adviser to Vice President Al Gore, and Larry Irving, chief, National Telecommunications and Information Adminis-

Bill is briefly Bogged down

Time Warner lobbyist Timothy Boggs is supposed to influence debate on the Senate floor. Last week he became the subject of it. At the center of the debate was an effort by small cable systems to get rates for programming comparable to the volume discounts that large MSOs receive.

In a letter to Senate Commerce Committee Chairman Larry Pressler (R-S.D.), Boggs said Time Warner would give discount rates to the National Cable Television Cooperative if the Senate struck a provision which, in effect, required Time Warner and others to offer small cable systems rates comparable to those offered the largest MSOs. Senator Ernest Hollings (D-S.C.) said Viacom's Mark Weinstein sent a similar letter to Pressler outlining a similar agreement.

Once the small cable systems worked out their agreement with Time Warner and Viacom, they dropped their support for the provision requiring comparable rates. Senator James Exon (D-Neb.) said Time Warner and Viacom effectively had taken the small cable operators hostage, "just like hostages that are being taken in Bosnia today."

In the end, Time Warner and Viacom won the vote 59-39.

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RADIO OWNERSHIP**Senate:** Eliminates all radio ownership caps.**House:** Same**NATIONAL TV OWNERSHIP****S:** Permits one company to own unlimited number of stations covering 35% of TV homes.**H:** Permits one company to own unlimited number of stations covering 50% of TV homes after one year.**LOCAL TV OWNERSHIP****S:** Grandfathers existing local marketing agreements, retains ban against one company owning two stations in a market.**H:** Permits one company to own two TV stations in same market (UHF/UHF or VHF/UHF; VHF/VHF with FCC approval).**CABLE-BROADCAST CROSSOWNERSHIP****S:** Permits one company to own TV station(s) and cable systems in same market.**H:** Same**OTHER CROSSOWNERSHIP****S:** Retains broadcast network-cable and broadcast station-newspaper restrictions, but requires biennial FCC review of them.**H:** Permits one company to own TV and radio stations and one other media property (telephone, MMDS, cable or newspaper) in same market, repeal network-cable restrictions.**BROADCAST LICENSING****S:** Establishes two-step broadcast license renewal process that protects stations from license challenges; extends TV and radio license terms to 10 years.**H:** Same, except that TV license term is extended to seven years to mirror that of radio.**DIGITAL TV****S:** Authorizes FCC to give each station a second channel

for HDTV and other digital services. Stations would pay fees for subscription services.

H: Similar; directs FCC to award second channel.**TELEPHONE MUST-CARRY****S:** No provision.**H:** Requires telephone network providing video to carry local broadcast signals and to black out shows on imported distant signals if local stations have exclusive local rights to shows.**ANTIVIOLENCE****S:** Requires broadcasters and cable programmers to establish ratings for violence and "other objectionable content" in programming; requires TV sets to be equipped so that viewers may block such programming.**H:** No provision. (Separate similar bill is pending.)**CABLE RATES****S:** Eliminates rate regulation of expanded basic tiers, except for "bad actors" charging substantially more than national average as of June 1, 1995.**H:** Eliminates rate regulation of expanded basic tiers for small systems upon enactment, all systems after about 15 months.**TELEPHONE ENTRY INTO CABLE****S:** Permits telephone companies to own cable systems in telephone service areas; prohibits joint ventures and buy-outs between telcos and cable companies, except in "non-urban" markets with fewer than 50,000 people.**H:** Same, except that joint venture prohibition includes all markets with fewer than 50,000 people.**CABLE ENTRY INTO TELEPHONY****S:** Preempts state and local barriers to cable and others offering telephone service and requires telcos to provide interconnection with competitors on reasonable terms.**H:** Same

tration, worked the Senate hallways in favor of Lieberman's provision.

But Lieberman's failure to garner at least 34 votes was just one of several votes in Congress this year to demonstrate that the legislation has enough bipartisan support to overcome a presidential veto, says Decker Anstrom, president, National Cable Television Association.

In addition to the 81-18 vote on the bill and the 67-31 vote on Lieberman's amendment, similar legislation has passed the House Commerce Committee, 38-5, Anstrom noted.

The Senate also voted to eliminate both national and local ownership caps for radio. If enacted, the bill will allow radio broadcasters to compete against digital cable and satellite digital radio, May said.

"It's high time that somebody recognized that there was no need in this

very broad, competitive environment that the radio industry finds itself in to limit the number of radio stations [that] one operator can own," said Lowry Mays, president/CEO, Clear Channel Communications.

CBS, ABC and Fox had a close call last week when a provision that would have increased the national audience cap to 35% and eliminated the 12-station ownership cap was struck from the bill, 51-48. Affiliates oppose liberalizing the ownership ceilings because it allows networks to acquire more stations, thereby strengthening their bargaining position on program distribution and compensation.

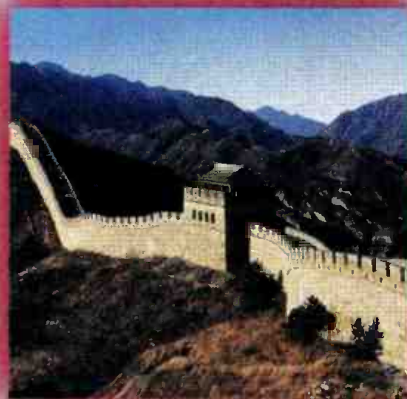
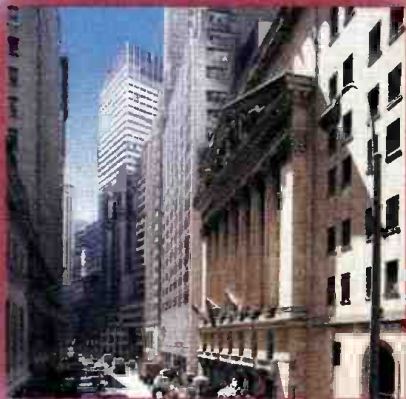
In an impressive display of political muscle, Senate Majority Leader Robert Dole (R-Kan.) quickly demanded a second vote on the issue. The second vote reversed the deci-

sion to keep television ownership at the current level, 52-47. "Affiliates may be able to outlobby the networks, but they can't outlobby Bob Dole," one observer said.

Network executives also praised Dole for stepping in. "If it weren't for him, the bill would not have made it in its current form," said one broadcast industry source.

Other observers said Dole had no choice because floor management of the complex bill appeared to be beyond the skills of Senate Commerce Committee Chairman Larry Pressler (R-S.D.). Pressler several times appeared confused about which amendment was the subject of debate. Senators also seemed to be confused about whether a "yea" would support an amendment or oppose it by laying it aside for no further consideration. ■

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Senate mandates TV ratings system

S. 652 amendment requires program-blocking technology in TV sets and prohibitions on Internet porn

By Christopher Stern

The Senate sent a message to the broadcast and cable industries last week: Develop a ratings system or we'll do it for you. Legislation passed by the Senate also mandates that TV manufacturers equip sets with the ability to block programming rated violent or otherwise "objectionable."

If broadcasters and the cable industry fail to develop a ratings system within one year, the Senate bill creates a Television Ratings Commission to do the job.

Also last week, the Senate made it a crime punishable by two years in jail to transmit indecent material to children via the Internet. The sponsor of the amendment, Dan Coats (R-Neb.), tried but failed to broaden the legislation to include transmission of indecent programming on basic cable.

The Coats amendment, which also was sponsored by Senator James Exon (D-Neb.), increases the fine for transmitting obscene material by broadcast or cable from \$10,000 to \$100,000.

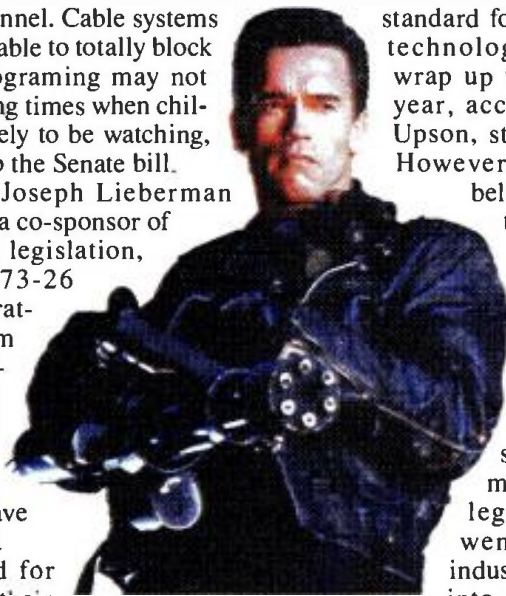
The Senate also voted to require cable systems to scramble the audio and video signals on sexually explicit programming such as Spice and the

Playboy channel. Cable systems that are not able to totally block explicit programming may not offer it during times when children are likely to be watching, according to the Senate bill.

Senator Joseph Lieberman (D-Conn.), a co-sponsor of the ratings legislation, said the 73-26

vote for a ratings system was a victory for parents frustrated with television sets that have "become a raunch pad for assaults on their children's sensibilities." Senator Kent Conrad (D-N.D.) was the chief sponsor of the amendment. Similar legislation also has been introduced in the House.

The National Association of Broadcasters and the Electronic Industries Association oppose the legislation, which they say goes too far. NAB



S.652 would require TV industry or federal panel to rate programs such as 'Terminator 2' for violence and other objectionable material.

President Eddie Fritts called the legislation seriously flawed and threatened to fight it in court.

The NAB said broadcasters already are addressing the issue of violence on television voluntarily. "Broadcasters believe we have a responsibility to address the issue of violence and have made a serious effort to reduce the amount of televised violence over the past two years," the NAB said.

EIA is working on an industry standard for program-blocking technology and expects to wrap up the effort within a year, according to Cynthia Upson, staff vice president. However, Upson said EIA believes that the industry should be allowed to market the technology voluntarily.

Senator Paul Simon (D-Ill.), a longtime critic of violence on television, opposed the mandatory ratings legislation, saying it went too far. "If the industry on its own gets into the V-chip field, I applaud that. I am reluctant to have the federal government start moving into the field of content,"

said Simon.

Simon was joined by Senate Majority Leader Bob Dole (R-Kan.) in opposition to the Conrad amendment. Dole, while critical of "mindless violence and casual sex," said a mandatory ratings system was not the answer. ■

Administration favors children's TV quotas

The White House backs FCC Chairman Reed Hundt's demand that TV stations air a minimum amount of educational children's programming, according to a senior administration official.

"The administration has always supported [it]," Greg Simon told BROADCASTING & CABLE last week. An aide to Vice President Al Gore, Simon is the administration's top adviser on telecommunications.

The administration may have always supported the minimums, but it has never said so publicly.

Hundt needs all the allies he can get. He is committed to children's TV quotas, but has been having trouble convincing the other commissioners to go along with him. The

administration's endorsement may help secure Hundt the vote of fellow Democrat Susan Ness, but it probably will do little to win over Republicans Andrew Barrett and Rachele Chong or even Democrat James Quello.

Quello is a friend of the broadcasting industry, which strongly opposes quotas on First Amendment grounds.

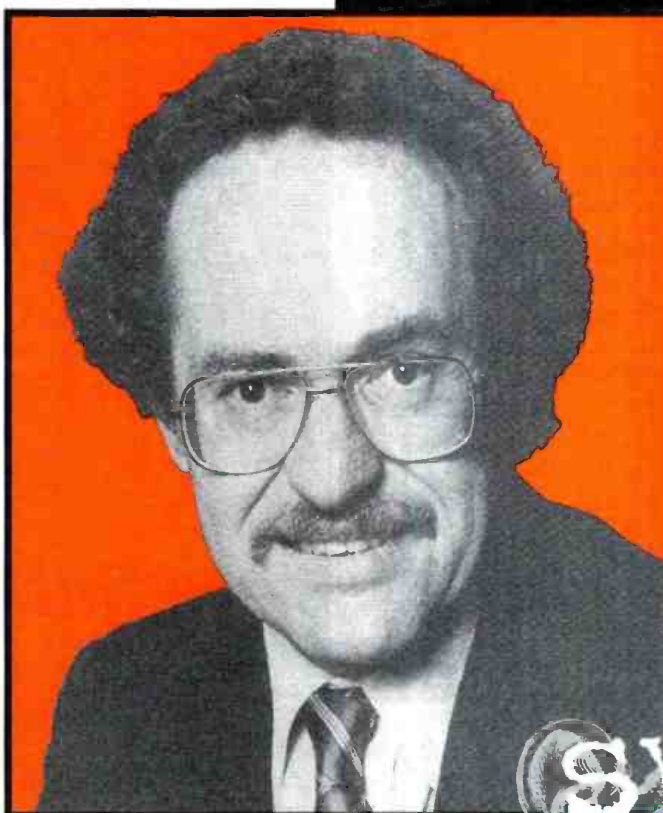
In a Washington speech last week, Hundt said he would like a three-hour-a-week quota, adding that the number is negotiable. Children's TV today is in a "death spiral," he said.

Simon also said he supports Hundt's proposal to tie broadcasters' receiving extra channels for digital TV to their adhering to clear-cut public interest obligations. —HAJ

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Herzog replaces Kreek atop Comedy Central

With other similar-sized cable channels growing at faster pace, parents Viacom and Time Warner said to be impatient

By Rich Brown

It was no laughing matter for Comedy Central President/CEO Bob Kreek on Thursday when he was given the hook and replaced by Doug Herzog, executive vice president, programming and production and president of MTV Productions.

It had long been rumored that parent companies Viacom and Time Warner were growing impatient with the pace of development at the network, created in 1991 through the merger of their Ha! and Comedy Channel services.

Ironically, the executive shuffle comes as Comedy Central is enjoying some forward momentum. The network's distribution has grown from 30 million to more than 35 million subscribers in the past year, largely as a result of the FCC's going-forward rules for adding new services. The network also has been developing some

breakout shows such as *Politically Incorrect* and British import *Absolutely Fabulous*.

Nevertheless, other cable networks of similar size have done a better job at developing hits and building their ratings, says ad agency executive Erica Gruen of Saatchi & Saatchi. She says Comedy Central's demographics are tracking well, but the overall ratings could use some improvement.

"The network can only be strengthened by someone who really knows how to play the basic cable game," Gruen says of the Herzog appointment.

Herzog is credited with developing MTV's news division and playing a



Doug Herzog is credited with developing many MTV staples.

key role in the development of MTV staples such as *The MTV Video Music Awards*, *The MTV Movie Awards*, *The Real World*, *House of Style*, *MTV Spring Break* and *Week in Rock*. He also established MTV series *The State*, *1/2 Hour Comedy Hour*, *The Jon Stewart Show* and *Remote Control*. In his new role at Comedy Central, Herzog will report to MTV Networks Chairman/CEO Tom Freston as well as HBO President/CEO Jeff Bewkes.

Rumors have circulated for months about a possible replacement for Kreek, who joined Comedy Central in December 1990 and was instrumental in guiding the channel through its early stages of growth. One of Kreek's primary tasks was to bring together the two disparate cultures that existed at the network after the Ha!-Comedy Channel merger. He

also had served as the key programmer at the channel since the departure of programming senior vice president Mitch Semel last year. Comedy Central was Kreek's first post at a basic cable network following lengthy stints at HBO and Fox. ■

Commissioners clash over MDS

Lingering multipoint distribution service (MDS) applications sparked a flare-up among commissioners last week.

The dispute surrounded about 100 MDS license applications, covering five locations, filed with the FCC before the commission won the right to auction spectrum in July 1993. With the FCC voting last week to exercise that right in awarding MDS licenses, Chairman Reed Hundt and Commissioner Susan Ness favored subjecting the pending applicants to the auctions along with the newcomers.

The three other commissioners—James Quello, Andrew Barrett and Rachelle Chong—preferred instead to treat old filers under the old rules and resolve the 100 applications through lotteries. The lottery backers won, but

not before a heated exchange.

"I believe we use lotteries only at our peril," Hundt said, questioning whether the commission would make the same decision were the markets in question large instead of rural.

Barrett cried foul, countering that such remarks called into question his devotion to the public interest. "I find that personally and professionally offensive," he said. Barrett and Quello issued separate statements on the issue, while Hundt and Ness issued dissenting statements.

Although differing on the pending applicants issue, the commissioners agreed to a series of actions the wireless cable industry hopes will boost efforts to compete with cable.

The new licensing rules call for awarding one MDS authorization in each of 487 "basic trading areas" and

six more "BTA-like" areas. The authorizations will entitle holders to all unclaimed MDS spectrum in the area.

"On balance it should be good," wireless cable attorney Paul Sinderbrand said of the rules, citing the importance of lifting the freeze on new license applications.

Additionally, commissioners cleared 728 petitions for reconsideration on denied MDS applications and expanded the MDS protected service area from a 15-mile to a 35-mile radius from the transmitter.

"The extension of service areas is outstanding," Wireless Cable Association President Robert Schmidt said.

The plan does not allow MDS licenseholders to use their spectrum for other services. The commission will address the issue later, Hundt said. —CM

Baseball Network may be benched

Team owners may not renew joint venture with ABC, NBC after strike-shortened season

By Jim McConville

The Baseball Network (TBN) is quickly reaching a point where Major League Baseball owners must decide whether to extend the life of the joint venture beyond this season.

Owners this month must decide whether to go ahead with their six-year agreement with TBN or to call it quits after next October's World Series. The decision will directly affect how TBN's two network partners, ABC and NBC, share coverage of post-season telecasts. Major League Baseball owners could not be reached for comment.

Major League Baseball already faces game attendance that is down 20% nationally, and local market TV and radio ad sales down 30% compared with last year. Major League Baseball's 28 broadcast rightsholders recently have been forced to lower ad rates to entice buyers.

TBN, the joint venture of Major League Baseball clubs, NBC and ABC, had its inaugural season cut short last year by a players' strike.

The strike also triggered an "out clause" that lets the team owners decide whether to go beyond the current year, since ad sales for TBN's first two years won't total the projected \$330 million.

Although TBN broadcasts did well last year, averaging a 7.1 Nielsen rating, the strike-shortened season forced the network to return all but about \$30 million worth of advertising commitments.

TBN's second season, which starts July 11 with ABC's coverage of the All-Star game, is to include 12 regular-season games divided between ABC and NBC, five division series games, seven league championship games and the World Series.

TBN says it so far has ad commitments totaling \$140 million for the season. TBN has sold nearly all its ad space for the All-Star game. Thirty-second spots for ABC and NBC games are selling for \$330,000, about \$20,000 more than last year.

Until Major League Baseball own-



ers render a decision, it's likely TBN won't reach an agreement with ABC and NBC on how to share this year's post-season coverage.

Ken Schanzer, president, TBN, dismisses media reports about a conflict between the networks over TBN's post-season schedule, saying the decision is tied to the team owners' decision.

"People keep trying to make this a controversy," Schanzer says. "There

is no disagreement between the networks as to what they'll do. It's mostly tied up in the [owners'] decision whether or not this is the last year for the venture.... If there is one year left, then there is one set of solutions; if there is more than one year left, there is another set of solutions."

Although Schanzer wouldn't outline those solutions, industry ad experts say a likely scenario would have ABC and NBC splitting divisional championship, league playoffs and World Series games evenly if it turned out to be the final season. If TBN's contract were extended, the networks would alternate playoff and World Series coverage yearly.

One ad buyer says TBN's current limbo won't affect ad sales for post-season play but may carry over into next season depending upon the decision.

FCC eyes solution to Primestar DBS dispute

TCI's Tempo DBS subsidiary could get its DBS channels for less than it bargained for.

In their effort to resolve the dispute over reclaimed DBS channels, FCC officials are considering one solution that would allow Tempo access to the channels it is seeking, but would bar the former owner—Advanced Communications—from profiting from those channels.

Tempo last year agreed to acquire the Advanced channels for about \$45 million and had planned to lease them to satellite TV provider Primestar. The plan hit a snag in April when the FCC's International Bureau reclaimed the channels after denying an Advanced request to extend its permit. Primestar, Tempo and three other entities have since asked the FCC to reverse the decision, stressing that their plan is the fastest route to providing a DBS service over the channels.

With that in mind, the commission is considering a response to the petitions that would return the channels to Advanced long enough for the company to transfer them to Tempo. But the action would allow Advanced to recover only its costs in the transaction, FCC sources say.

Despite the potential price cut, Tempo and others do not like the FCC's idea. Preventing Advanced from reaping its \$45 million will invite a legal challenge that could keep the channels tied up well past the satellite launches Tempo has scheduled for next year, they say.

Another DBS licensee, EchoStar, has proposed its own solution to the issue. EchoStar would take over some of the Advanced channels and then turn over channels it occupies at another orbital slot. Tempo could then use those channels, EchoStar said in its FCC filing.

—CM



Network rules scrutinized by FCC

'The broadcast industry has changed radically,' says Chairman Hundt

By Chris McConnell

The FCC last week added five more network/affiliate rules to the list of network regulations under review.

Issuing the latest series of reviews, the commission said it has now either initiated or completed reviews of all its network affiliate rules.

"There's no question the broadcast industry has changed radically," FCC Chairman Reed Hundt said,

arrangements that bar an affiliate from broadcasting the programming of another network. The FCC proposed eliminating the "exclusive-affiliation rule" in large markets, and invited comments on whether it should be retained in smaller markets.

Other rules put on the table last week:

■ The dual-network rule, which prevents one entity from owning more than one network. The FCC

■ The right-to-reject rule, which mandates that affiliates have the right to refuse network programming. The FCC proposed keeping the rule, but clarifying it to state it cannot be exercised solely on financial grounds.

■ The time-option rule, which prevents networks from holding the option to use affiliate time without committing to use the time. The commission proposed axing the rule but requiring networks to provide a minimum amount of advance notice if using an optioned time slot.

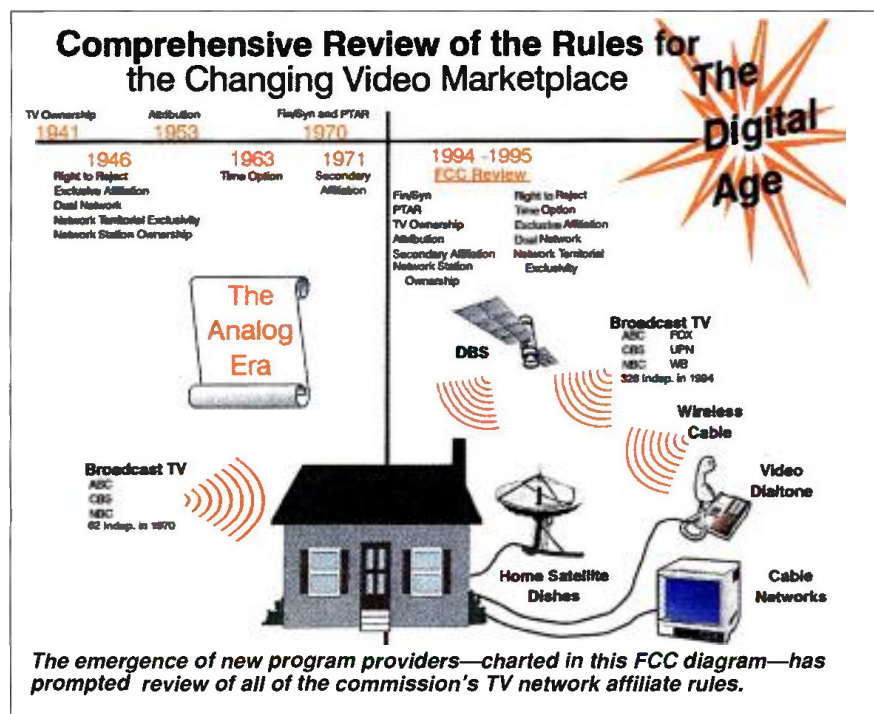
Earlier last week, the commission also initiated a review of rules preventing networks from influencing affiliate rates on non-network broadcast time or representing unowned affiliates in the sale of non-network advertising time (see box page 35).

"We are in danger of bringing broadcast regulation out of the 1930s," an approving Preston Padden, Fox's president of network distribution, said of the proposals.

Last week's actions join a series of network rule reviews already under way. The commission is reviewing its prime time access rule, which bars affiliates in the top 50 markets from broadcasting more than three hours of network or former network programming during the four prime time viewing hours.

The commission also is reviewing the requirement that stations publicly file network affiliation agreements with the FCC. Last month, the FCC launched a final review of financial interest and syndication rules, asking whether their scheduled Nov. 10 expiration date should be accelerated.

Earlier this year, the FCC repealed a rule prohibiting networks from owning TV stations in markets with few stations or stations of "unequal desirability." Another rule—barring networks from establishing a secondary affiliation with an already affiliated station in some markets—also was repealed this year. ■



adding that the commission hopes to time its review of network regulations with the industry's planned transition to digital transmission.

FCC Commissioner Susan Ness agreed and said she plans to focus on the potential impact of any rule changes on the emergence of new networks. Ness also questioned the continued need for its network rules.

"Should we even be in the business of regulating the relationship between the networks and the affiliates?" Ness asked.

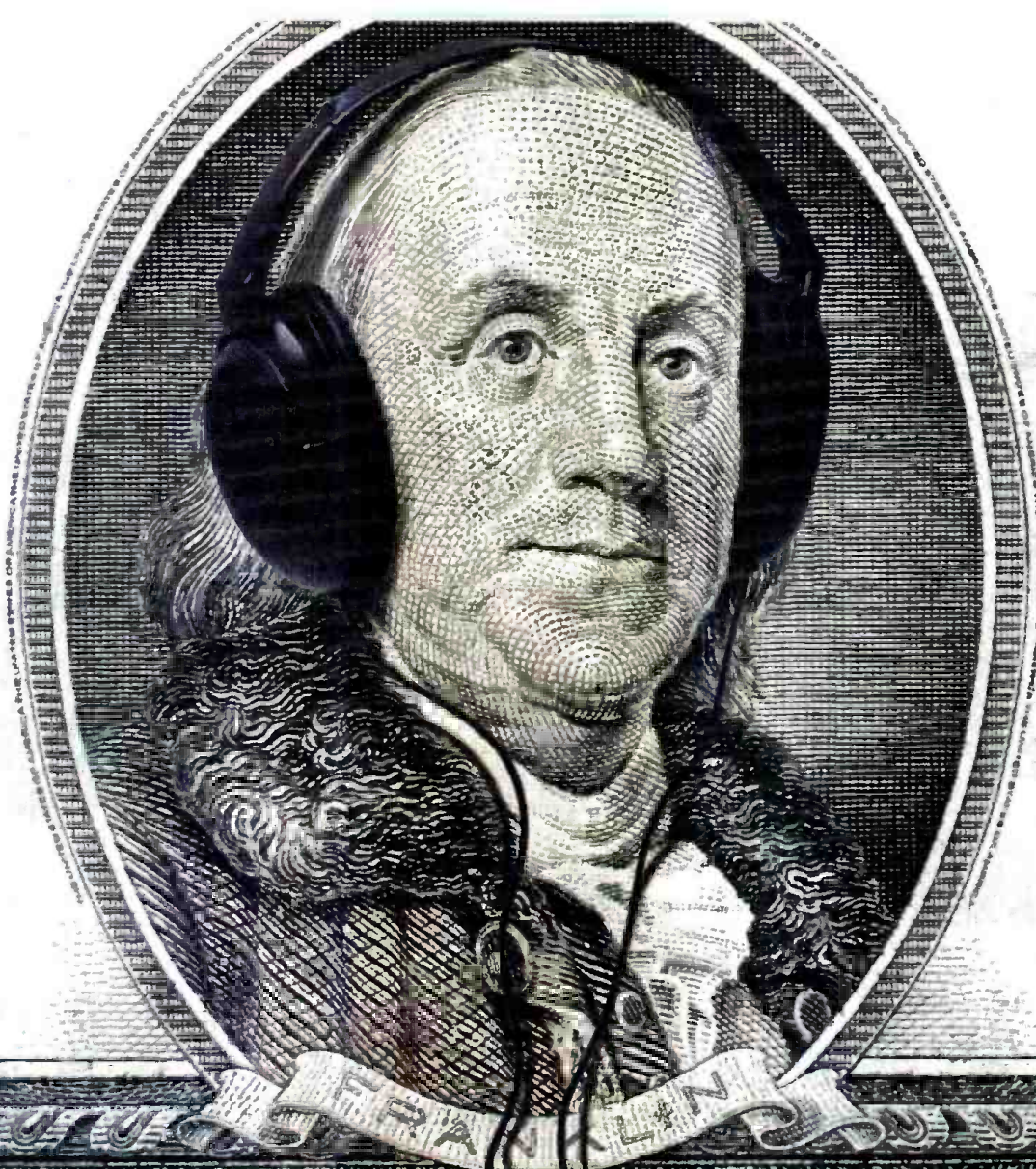
The FCC last week tentatively said no to the question of prohibiting

invited comment on the rule's continued relevance, but also voiced worries that a network merger might create too much concentration of market power.

■ The territorial-exclusivity rule, which bars agreements that prevent another station in a market from broadcasting network programming not taken by the network's affiliate. Agreements that prevent stations in other markets from broadcasting the untaken network programming are also prohibited by the rule. The FCC proposed eliminating the first part of the rule, but not the second.

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'Plain talk' from Mario Cuomo

Known for his eloquent defenses of free speech and democratic ideals, former New York State Governor Mario Cuomo will launch his brand of "thought talk" radio nationally beginning this Saturday (June 24).

A lawyer and three-term governor who stepped into the national spotlight with his address to the Democratic National Convention in 1984 and again in 1992 when he gave the nomination speech for Bill Clinton, Cuomo is recognized as one of the foremost speakers for the Democratic party. As governor, Cuomo appeared on WABC(AM) New

York and co-hosted New York's WCBS(AM) monthly Ask the Governor show. He also co-hosted a public radio show on WAMC(FM) Albany for 12 years.

Syndicator Sony Worldwide Networks now hopes The Mario Cuomo Show will capture the liberal audience other talk shows have missed. The show will premiere on WABC.

In an interview with BROADCASTING & CABLE's Donna Petrozzello, Cuomo discusses talk radio, hate talk, free speech, American culture and the mainstream media.

The most popular radio talk shows today spend a lot of time criticizing President Clinton and his administration and take calls that echo their dissatisfaction. What is happening in this country to help make conservative talk shows so popular?

How popular are they? I think we shouldn't see this thing out of proportion. There is no doubt there has been a great explosion of negative, harsh, tough talk on radio. But I don't think there's been a great explosion of that in America. Maybe it has been encouraged a little more on radio. There's been a growth in it, I would say, in the culture apart from radio, over the last 20 years. A growth, but not an explosion. There's a difference. I think you can see that in the culture around you.

What accounts for the growth? To the extent that

it has gone up in absolute numbers, in the number of people who are dissatisfied and negative, that's an illusive number. You can't tell.

Negativism has not grown at the top economically because the top has expanded and negativism has not grown with the bottom either, because all the people at the bottom have always been negative. So what is recorded as different in the country is always the moving middle.

[What caused this] over the last 20 years? Two things—the economy, which is worse for people in the middle than it was 25 years ago. Over the last 20 years, the middle class has stood still or gone backwards. A lot of the middle class grew up believing we were the most powerful economic engine in the world.

Then all of a sudden they figured out that Japanese and Germans and these other people could beat you and they were taking your jobs away. That made them angry.

At the same time, you had the introduction of crack, AIDS and



homelessness. People put that together with the economic problem, they get disconcerted. A lot of this is costing them money. They are already in trouble because of the economy. They are worried about their own health care if they get laid off, and she's making a baby at 15 with my money. That's enough to make you very angry.

You add to it the economic condition and the cultural corrosion over the last 20 years, and you get a lot of unhappy people. Those are the people in the middle. And the ones in the middle are the ones who are calling up.

It may be that you had the same level of negativism 50 years ago, but it wasn't as easy to get it expressed publicly. The negativism is almost always easier to communicate than the positivism because the positivism is inclined to be a little more complicated. That negative side of the argument is so simple. It sells so well, because simplistics sell.

Is using radio talk shows for government-bashing bad?

No. Criticism is not bad; criticism is good and helpful and it can be constructive. I think telling people how to shoot government officials is sick and bad. It ought not to be legislated against, it ought not to be squelched by law, but people ought to turn it off.

G. Gordon Liddy is not important. What is important is your reaction to having people tell you how to kill one another. It doesn't make any difference who said it; it's a wrong thing to do.

But that is an exercise of free speech and you can get away with it. Nobody in the country is stronger on free speech than I am. But as I talk about free speech, I've also held that because we're given such freedom under the law, we're given greater personal freedoms. If we're in the media, we are free to put garbage up there, but because you're free, you have to bring to it your own sense of responsibility. Use your freedom well.

So, your reaction to Liddy, who advised people how to shoot federal agents, is not to censor, but just turn him off?

Censorship is not the answer. I've said a lot of the things that [Robert Bob] Dole said about disgusting material on television, and to some extent, radio. But I always add this: much of this country desires what is disgusting and then is disgusted by what they desire. They are ordering this material from a menu called the program guide. The party you ought to be addressing here is the American people. We've met the enemy, and he is us.

These are things that we ought to be aware of: what we're doing to ourselves as a culture and what we're permitting to be done to ourselves. Instead of making the dialogue so much a discussion of Gordon Liddy, or Hollywood producers or Time Warner, Bob Dole and Bill Clinton should be looking at you and me and saying, you people are asking for a lot of filth and you're getting it.

If the American people are disgusted by what they desire and desire what disgusts them, and broadcasters argue they merely provide what people want, then in your new role as broadcaster, what can you do to change that?

I think there are a lot of people out there who will react to intelligent discussion, positive discussion. I am never

going to be perfectly positive. I've been in combat 40 years. For the first 20 years I beat up on the politicians and in the next 20 I was a politician. So I'm afraid that I'm not going to be unremittingly tranquil. We will have some differences of opinion.

I believe that if you give the American people more of the evidence on critical issues, they will be able to make better judgments. The American people are busy and distracted, and if all you give them is headlines, a lot of them will settle for making a judgment on the basis of headlines.

If you can communicate inoffensively, without being tedious, without being dry, without lecturing, if you can get across to the American people more of the facts, not ideologically, not as a liberal, not as a conservative, simply in plain talk, if you can make that available to the American people, then they will judge on the facts.

The American people are a great jury. You give them the evidence and they will more often than not make very intelligent judgments, if you give them the opportunity. We'll try to do that in this show. This is not going to be a Democratic performance by a Democrat.

President Clinton has denounced the "loud and angry" voices in the broadcast media that "spread hate." What is your opinion of those comments and do you think it is within the President's domain to make such comments?

I think it is the President's role to express himself, or herself, on all important subjects, and certainly the American culture is a proper subject for the President to speak on. If he has a strong opinion about talk show hosts in general or talk shows in general, and whether they are good or bad, he has every right to and he should discuss his opinions.

In an interview with New York magazine about WABC(AM) New York talk show host Bob Grant, you were quoted as saying that the talk radio format encourages the most negative and angry people to participate?

There is no question that his [Bob Grant's] format has been designed to provoke anger. He's angry and that is the best way to provoke it. You don't provoke tranquility by being turbulent. That's what he does.

But do you think the format is structured to encourage that kind of talk?

A lot of it is that way. If you get on the air and start shouting at people and cursing at people, then you are going to evoke that kind of response. But not all of it. There is a whole lot of it that is not like that. There are a lot of people like Alan Colmes [Major Networks' host] and Michael Jackson [KABC(AM)] who are not like that.

But it's not just the liberals. There are a lot of conservative people who I'm sure wouldn't be like that. If you give Bill Bennett [former federal drug czar] a talk show, he's not going to do that. If you give Jack Kemp [former New York congressman] a talk show, he's not going to do that. Give Doug Wilder [former Virginia governor] a talk show and he is not doing that.

Why do you want to do a weekly radio show?

You want to make a contribution, you want to have some

significance. Being a talk show host, you not only share what you know, but you share in what they [audience] know, which makes it a lot easier to offer them something useful.

I want to use whatever it is I have learned, by way of knowledge, information, insights and procedures. I want to continue to learn so I can share it more effectively. The perfect place for that, where you can both share and learn, is a talk show. You can do that on television also, but I don't like television as much as radio.

What's the nature of your show?

Three hours is not a lot of time, but we're fairly ambitious. I think the general approach is fairly well established—pick the right people on the right subjects. Talking to the people out there is the most important part of talk radio. When it becomes just a monologue, then it's something else, just a lecture, not a discussion. So you want to engage the people.

There will be interviews, there will be discussions with people who will get their chance to educate, and that's a very important part of it for me. It is important to the whole process of forming public opinion because people ought to know what other people are saying. There is something you can learn from almost every conversation.

Will it be mostly politics and policy issues of the day?

Those are the most urgent concerns of people and you have to talk about that because we want this to be relevant to your life. But there are lovelier aspects to life, and less urgent aspects, and I want to somehow get that in too.

You had been talking with Ed McLaughlin about syndicating a show with EFM Media Management. Why did you sign with SW?

I never talked to Sony about what I talked to EFM about. I talked to Ed (McLaughlin) about daily radio, and I decided against doing it five days a week for a whole lot of reasons.

What were some of those reasons?

My sense of the Monday-to-Friday strip is that you would be talking to people in the busiest part of their life, while they are working or taking care of the kids or in traffic, and that is not the best time to talk to them if you are trying to get at some of the secondary levels of fact and evidence. You need a little more time, a little more relaxed period.

Although there are a number of past politicians doing talk radio now, to succeed you need to be a good radio entertainer. Do you feel you can be a good entertainer on radio?

WCBS kept us on the air for 12 years and before that I was on WABC and WMCA(AM) [Rutherford, N.J.] as a host. I never had difficulty getting radio to put me on and keep me on.

The wake-up call of Sonny Bloch

Financial talk show syndicators fear 'bad apple' may tarnish the format for other hosts

By Donna Petrozzello

Although the syndicators and hosts of financial talk shows say the indictment of money advice guru Sonny Bloch on fraud charges should not disparage the industry, they admit the event has been a wake-up call.

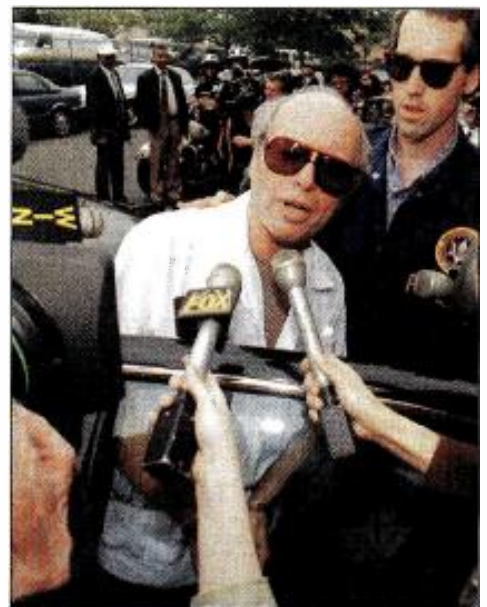
"This shouldn't undermine the credibility of people of impeccable reputations and credentials, but if it does, it's tragic," says Frank Raphael, vice president of programming for ABC Radio Networks, of Bloch's indictment. "This is one bad apple."

ABC Radio's syndicated weekend show *Moneytalk*, hosted by Bob Brinker, has been on the air for 10

years and has 178 affiliates, Raphael says.

For 15 years, Bloch's top-rated syndicated show through Independent Broadcasters Network reached more than 1 million listeners weekly on nearly 200 stations nationwide. In May, Bloch was indicted by a U.S. grand jury and the Securities and Exchange Commission on charges he defrauded listeners out of \$21 million by promoting soured investments in wireless cable ventures and radio stations on the air.

Bloch also hosted seminars and read advertisements for Timothy and James DeAngelis, owners of a coin and precious metals mail-order busi-



Reporters converge on Sonny Bloch outside a federal courthouse in Newark on June 2. Bloch pled not guilty to charges he helped swindle \$21 million from listeners by promoting shady investment schemes.

ness cited by the Pennsylvania attorney general for collecting money on orders they never delivered.

New York lawyer Ken Rubinstein

advertises on several financial radio shows, and supported Bloch's show for two years. He says it provided a "significant source" for reaching potential clients.

"Bloch's show produced the best results, had the largest audience and earned the most respect of all the financial talk shows," says Rubinstein, who specializes in taxes and estate planning. Rubinstein says the charges leveled against Bloch have "definitely tarnished the entire medium" of financial talk radio.

"There is no question that it will be natural now for people who listen to these financial talk shows to ask themselves: Is the host another Sonny Bloch?" Rubinstein says. "Obviously that's guilt by association, and it is not fair to say all talk show hosts are tainted because of one host."

"Maybe it's a wake-up call for everyone who listens to these shows to pay more attention and do their homework before they make investments," says Bob Bruno, vice presi-

dent and general manager of WOR(AM) New York, which carried Bloch's show for four years. "Is our consciousness raised a little by all of this? Of course it is."

Bruno helped launch the WOR Radio Network's first syndicated show—*Smart Money with the Dolans*, hosted by Ken and Daria Dolan—in the late 1980s. The Dolans' weekday show now claims about 150 affiliates, Bruno says. Like other broadcasters, Bruno says, station executives "do their best" to check the background of sponsors and advertisers, but "legitimate advertisers" can "go south" without the station's knowledge.

"Yes, we have a responsibility to make sure there is nothing shady, illegal or fraudulent coming through the door, and you check it out and it's fine. But then all of a sudden, somebody decides to do something illegal behind the scenes, and you just don't know that," Bruno says.

The Colorado Springs-based Busi-

ness Radio Network, which syndicates more than a dozen financial talk shows, precludes hosts from reading scripted commercials or endorsements on the air, says Howard Price, network senior VP, sales and marketing: "That keeps us extremely clean."

The six-year-old network has started researching the background of its financial advertisers in recent months since it was purchased by Sound Money Investors, Price says.

Financial adviser Adriane Berg, host of *The Money Show* on WABC(AM) New York, says she had been peddling her show to national syndicators before Bloch's indictment, but now feels her chance of going national is threatened.

"Since financial talk shows haven't been a priority, this will continue to keep them on the back burner," Berg says. "If you're on the air now, you're on. But if you've been angling to get into advice radio, this is the worst possible time to try to get an affiliate." ■

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HEALTH NEWSFEED

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Conservative talk shows drown out liberal voice

Success of Limbaugh, Liddy and Grant has been tough act for liberal talk shows to follow

By Donna Petrozzello

Rush Limbaugh's nationwide weekday radio talk show is carried by 661 stations and is heard by no fewer than 20 million listeners each week.

G. Gordon Liddy's comments about shooting federal agents in self-defense were condemned by President Clinton and a handful of radio

host who is a household name or has graced the cover of *Time* magazine. Sony Worldwide Networks is trying to turn the tide by launching this month a talk show hosted by noted Democrat Mario Cuomo (see page 18), but critics argue that Cuomo's planned Saturday morning show will not air frequently enough to challenge the conservatives' weekday



Liberal talk show hosts Jim Hightower (ABC Radio Networks), Tom Leykis (Westwood One) and Alan Colmes (Major Networks) are doing their best to prove to radio program directors that liberal shows are just as marketable as conservative shows.

broadcasters, but produced headlines in the nation's best-circulated newspapers and an award from talk radio broadcasters.

And major national advertisers continue to support Bob Grant's weekday show on WABC(FM) New York, despite allegations that Grant is racist and despite a campaign by the Reverend Jesse Jackson last year urging sponsors to boycott the show.

These radio broadcasters have two things in common—a wide listenership and a conservative agenda. Many hosts who gain prominence in syndicated talk radio spend a great deal of airtime lashing out at President Clinton, debating vociferously a right-leaning agenda and generally ridiculing many Democratic political ideas.

By contrast, the left side of talk radio has failed to produce a show

shows. In April, SW launched *Der-showitz!*, a Sunday evening talk show hosted by outspoken lawyer Alan Dershowitz, who said his program would "answer hate speech with rational speech."

Some argue that the reason is, for now, listeners are less interested in the liberal message.

"Talk radio represents an adversarial position to the established order," says KGO(AM) San Francisco talk show host Gene Burns, formerly syndicated through the WOR Radio Network. "The liberals have been in control of the machinery of government, and people who were frustrated wanted to lash out at the liberals. Along come people like Rush Limbaugh, and they catch that wave."

Others argue that Limbaugh's overwhelming success in his seven years in syndication through EFM

Media Management in New York has conditioned talk radio program directors to think that only conservative-slanted talk can drum up an audience.

"The rise of Rush Limbaugh and his phenomenal success, coupled with a me-too inclination by program directors, has given a programming bias to conservative hosts," says ABC Radio Networks' syndicated host Jim Hightower. A self-described populist, Hightower's Saturday and Sunday afternoon talk show is carried by 160 affiliates from its flagship KVET(AM) Austin, Tex.

Both Hightower and Westwood One Entertainment's host Tom Leykis say there is no firm evidence that liberal hosts cannot generate audiences to rival those that several conservatives have attracted. "Radio stations have a responsibility to the industry to keep a format alive and to develop new talent, and they've taken the path of least resistance," Leykis says. "There just aren't that many liberals on the air."

Liberal talk show host Alan Colmes, syndicated through Chicago-based Major Networks to 110 affiliates, contends that talk radio, which thrives on lively debate and outspoken callers, may be better suited for a conservative agenda.

"I think conservatives by their very nature are angrier than liberals are," Colmes says. "Liberals are preachers of tolerance, love and compassion. I don't think a liberal host, because of the nature of what a liberal is, can ever garner the kind of following a Rush Limbaugh does where he has people proud to call themselves ditto heads."

Other industry analysts argue that the popularity of conservative talk may soon wane, particularly if Congress and other governmental posts are populated with an increasing number of Republicans.

"You'll see Limbaugh slowly begin to lose influence because his guys are in control of Congress, and he'll be supporting what is now the establishment," Burns says. "From an entertainment point of view, that's not as much fun. So we will slowly see a change in the ideology of people doing talk radio." ■

Industry debates responsibility issue

Stringer says V-chip may help; Poltrack says it is not network issue alone

By Steve Coe

Howard Stringer, chairman and chief executive officer, Tele-TV, told a Hollywood crowd last week that children watching television unsupervised "is a real problem."

A proposed V-chip (technology built into the TV to allow parents to block certain programs) "may be useful to some parents, probably good parents who are already interested in what their children watch," he said. "If it helps, so be it. But it shouldn't be used as a wedge for other forms of control or censorship."

Stringer was the keynote speaker at a June 14 symposium in Los Angeles, "Television: Its Impact on Society," that drew a wide range of participants and opinions. The consen-



Former FCC chairman Newton Minow

sus, however, was that TV has a responsibility to the public interest. Less clear was how well that interest was being served and how best to serve it.

Not surprisingly, Senator Bob Dole's recent commentary on the media was a recurring theme. Rather than dismiss Dole's message, some panelists at the daylong conference sponsored by the Caucus for Producers, Writers and Directors used his remarks as a starting point.

Stringer, who decried politicians who "rately watched television...but who could generate sound bites on the evils of the medium without a moment's pause," had this warning: "What does it say about artistic progress if, as happened to me not long ago, a producer felt it necessary to congratulate me for allowing a young child to utter the immortal words 'you suck' in an eight o'clock sitcom. I was told I was on the cutting edge...I don't believe that the introduction of [those] words

Warner creates distribution wing

Warner Bros. Domestic Television Distribution is creating a spin-off specialty distribution unit that will develop and distribute smaller first-run shows and off-network library product in syndication and for cable.

Telepictures Distribution will be an autonomous unit with sales, marketing, research and creative services under the oversight of recently promoted WBDTD Executive Vice President Scott Carlin.

"The logical question to ask is: Why create a separate distribution entity and essentially compete against ourselves?" says Carlin. "We feel an experienced team totally dedicated to a 'second label' can provide a significant additional revenue stream, and if we don't handle these potentially very profitable properties, someone else will."

An example, notes Carlin, is *Martha Stewart Living*, a successful weekly show based on a magazine owned by Time Warner's publishing unit. *Stewart* is being sold by Group W Productions instead of WBDTD so as not to tie up the latter's staff time. Carlin says Group W will continue to syndicate the show in 1995-96 but that who will handle the show in 1996-



Scott Carlin

97 is an open question.

Telepictures Distribution could spell bad news for a number of smaller syndicators that have flourished by handling smaller projects the major syndicators have until now farmed out.

WBDTD Vice President of West Coast Sales and Feature Film Marketing Vince Messina and WBDTD Vice President and Eastern Sales Manager Damian Riordan have been named senior vice presidents of Telepictures Distribution and will be in charge of day-to-day operations. Also joining the unit is WBDTD Vice President of Central Sales Bill

Hague, who will serve in an equivalent position with Telepictures Distribution, and as many as nine other staff members.

Initial shows to be offered by the unit include weekly half-hour first-run magazine show *Your Mind and Body*, which launches in fall, and the second off-network syndication cycles of *Night Court* and *Mama's Family*.

Carlin says revenue from syndication of those three shows will be enough to support the unit's operating costs.

—DT

advanced any useful cause, but were included to generate audience. Furthermore, I don't believe that crossing every boundary of taste in pursuit of a buck is worth defending."

While conceding that it is the province of the young to push boundaries, Stringer added that: "If we let gratification of teenagers define taste, we are unlikely to maintain our self-respect as creators...We waited thousands of years for individual liberties that enrich our lives. It seems only appropriate that we respect that advantage by individual vigilance as artists or managers."

"I hated to see Dole's message lost in partisanship," said Newton Minow, the onetime FCC chairman who tagged TV as a "vast wasteland" more than 30 years ago. "[Dole's] message was met with others trying to change the subject. Rather than addressing what he said, people asked him why doesn't he do something about gun control...abortion rights. He should do something about

those things, but what do they have to do with his message [about television]? You have to be a social retard not to know that continued listening to [rap group The Geto Boys] is harmful to children." He also dismissed those who would answer criticism by invoking the First Amendment.

Producer George Stevens Jr. pointed out the paradox that faces producers and programmers. "I don't care for Bob Dole or his motives, but he caught my attention when he asked if this is what we envisioned when we decided to be in this business. It is difficult to wake up every morning and aim high when the decision-making process is geared to profit rather than [to] creativity," he said.

James Steyer, founder and chairman of the Children Now foundation, said television should do more to show the negative consequences of antisocial behavior such as lying. He also suggested that television should show less sexual activity, especially

among the young and unmarried. Steyer said producers should ask themselves as they're producing a program whether they would like to have their children or grandchildren watching that program.

In an afternoon panel discussion, "Television: Public Trust or Public Enemy—The Numbers Racket," David Poltrack, executive vice president, audience research and planning, CBS, said that the "networks understand there is a public interest, but for our system to remain preeminent all parts of the industry must come together to serve that interest."

Matt Roush, TV critic, *USA Today*, agreed, but said part of the problem is that the public has lost faith in the networks to carry even part of the load. He cited the loss of the 8-9 p.m. family hour of programming, which has given way to primarily adult-skewing comedies and action hours. "Also, the broad menu [of programming] is in danger of being cannibalized by comedies geared to the 18-

SYNDICATION MARKETPLACE

'Hard Copy' head?

Ron Vador, senior producer at *Hard Copy*, is expected to be named executive producer of the Paramount-produced and -syndicated news magazine show, says a reliable source. He would replace Linda Bell Blue, who is leaving the show to become executive producer of Paramount's *Entertainment Tonight*.

Grant heads Hearst



Glenda Grant In her new position, she will continue to be responsible for Hearst Entertainment's movie and miniseries production business and will take on additional corporate and administrative responsibilities.

Glenda Grant, president of movies and miniseries at Hearst Entertainment Productions, has been named president of all of Hearst Entertainment Productions.

KCAL(TV) drops gavel-to-gavel on Simpson

KCAL(TV) Los Angeles will end its gavel-to-gavel coverage of the O.J. Simpson trial and return to regularly scheduled programming, including a new 3 p.m. newscast, on June 26. The switch reflects viewer requests, says the station. The new 9 *News at 3 p.m.* one-hour newscast will be the only regular broadcast newscast at that hour and will be anchored by Kerry Kilbride and Jane Velez-Mitchell.

'Sailor' payoff

DIC Entertainment promises to give something back to stations introducing its *Sailor Moon* animated children's strip this fall. For every national ratings point over a 2, DIC will set aside \$1 million to be divided among its *Sailor Moon* stations. There's a slight catch: For a station to share in the pot, *Sailor Moon*'s local rating also must surpass a 2. That could amount to \$12,000 per point per station, says Bob Siegal, general manager, cable and syndi-

cated programming, DIC. In addition, each station gets \$2 for enrolling a child in the *Sailor Moon* Fan Club. Stations also will share in 25% of the take from merchandise sold through the club. *Sailor Moon* has been sold to more than 100 stations 48 of the top 50 markets.

Disney unveils PSAs

Walt Disney Co. last week unveiled two 30-second kids public service announcements featuring Disney characters Timon and Pumbaa (*The Lion King*) and the new syndicated *Timon & Pumbaa* Buena Vista Television show) as part of a U.S. Department of Agriculture kids nutrition education initiative. Broadcasters can request PSAs by calling Buena Vista Television Distribution at (818) 560-5982.

Hispanic specials

Baruch/BET Entertainment will offer several new syndicated specials for national syndication in honor of Hispanic Heritage Month, Sept. 15-Oct. 15.

49-year-old audience, which advertisers love," he said, citing shows such as *Seinfeld*, *Ellen* and *Friends* which feature a group of young adults "with fabulous jobs who drink a lot of coffee."

Citing what she said was the diminished importance placed on public interest in broadcasting, producer Marian Rees put some of the blame on the deregulatory FCC of the 1980s. "There was a rush to secure financial protections during that time that obscured public interest. The Clinton [FCC] has largely danced around the issue."

Ted Harbert, president, ABC Entertainment, and the lone network programmer on the panel, rejected "out of hand that network television does not adhere to the public interest." Saying that he could speak only for Capcities/ABC, Harbert said, "We try to be good corporate citizens."

Harbert cited the amount of news programming offered by ABC, "which is not the best way to make money." He also said that ABC airs more public service announcements than does any other network. "Can we improve? Yes. We try to ride the fence of the original intent of trust balanced with being a company that is trying to make a profit. Sometimes those are disparate goals," he acknowledged. ■

'Current Affair' overhauled

Producers promise \$30 million makeover

By Steve McClellan

There will be a new show in syndication next fall—*A Current Affair*. Judging from plans laid out in a press briefing last week by John Tomlin and Bob Young, the new executive producers of the show, the name may be the only constant when the show enters its 10th season on Sept. 11.

The Twentieth Television show's \$30 million makeover will include a new editorial format and focus, new music and graphics, a new set and new on-air talent. Tomlin and Young say they've have not decided whether Penny Daniels will continue as anchor of the broadcast, but there's wide speculation that she'll either be paired with a Hollywood-based co-anchor—a format change the producers say is under consideration—or replaced.

The producers, who took over on June 1, already have put their mark on the show, cutting several producers and correspondents (BROADCASTING & CABLE, June 12).

Tomlin and Young join Fox with



Bob Young (l) and John Tomlin

multiyear deals to turn around *Affair* and develop new shows, the first of which is to be a companion to *Affair* for debut in fall 1996. Fox is expanding the *Current Affair* offices and newsroom at flagship WNYW(TV) New York into a four-floor production center, which will house future Tomlin and Young projects.

A key element to the revamped *Affair* will be an investigative unit that Tomlin hopes will contribute three stories a week to the program. The show will continue to do celebrity-type stories—one a day under the revised format. But such stories will take a different approach, Tomlin promises. "We'll do real reporting on the entertainment industry, not just press release coverage."

In addition, the show will follow

DreamWorks, MCA strike deal

MCA last week entered into a 10-year strategic alliance with studio DreamWorks SKG under which MCA will obtain distribution rights to live-action and animated DreamWorks motion pictures, worldwide home video and music distribution rights and rights to use characters and concepts created by DreamWorks in MCA's theme parks. The agreement cements ties between the studio and DreamWorks partners David Geffen, who sold his Geffen Records label to MCA, and Steven Spielberg, who has produced many movies for distribution by MCA and has located his Amblin Entertainment production company on the MCA lot. The deal does not cover distribution of DreamWorks television shows, which DreamWorks will handle in the U.S. and abroad, or the television rights to DreamWorks movies. Other points of the deal include creation of DreamWorks and SKG joint music labels and exclusive use of characters and concepts created for DreamWorks filmed entertainment projects in MCA's Los Angeles and Florida theme parks and in any future MCA theme parks. DreamWorks, now based at the MCA lot, is expected to move from that site to its own studio facility in Playa Vista, Calif. The companies also are exploring cooperation in a number of other areas, including interactive entertainment, image-based software, consumer products, publishing and licensing. The deal could bring MCA more than \$1 billion in distribution and other revenue during the 10 years, said an investment source.

—DT

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 4. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.1/226/98
2. Jeopardy!	9.0/211/96
3. Century 16	8.9/187/97
4. Star Trek: Deep Space Nine	7.1/239/99
5. Oprah Winfrey Show	6.9/224/97
6. Nat'l Geog On Assignment	6.4/194/96
7. Entertainment Tonight	6.1/180/94
7. Paramount Plus	6.1/191/94
9. Baywatch	5.8/222/96
9. Wheel of Fortune-wknd	5.8/179/78
11. Hard Copy	5.5/185/91
12. Roseanne	5.4/181/94
13. Journeys of Hercules	5.3/191/96
14. Family Matters	5.0/190/91
14. Fresh Prince of Bel-Air	5.0/138/85
14. Inside Edition	5.0/167/91

breaking news stories.

Tomlin also says the program will stop paying sources for stories—at least as a general rule. “But if we do [pay], we’ll say it on the air,” he vows. Also out of the picture will be

re-enactments, which the producer says add nothing to stories.

Last week’s news was received favorably by program analysts. “It’s a positive move, and I hope it works,” says Lou Dennig, vice president and

director of programming at Blair Television. “The wonderful thing about magazines and soap operas is you can change the cast and the storytelling and keep the value of the brand and the name.” ■

PEOPLE'S CHOICE: Ratings according to Nielsen, June 5-11

Week 38	abc	CBS	NBC	Fox	UPN
	8.2/15	9.9/18	8.3/15	3.9/7	2.8/5
MONDAY	8:00 66. The Marshal 6.3/12	23. The Nanny 9.6/19	48. Fresh Prince 7.4/14	89. A Day in the Lives 4.0/8	92. Star Trek: Voyager 3.6/7
	8:30 27. ABC Monday Night Movie—Calendar Girl, Cop, Killer? 9.1/16	26. Dave's World 9.3/17	50. Blossom 7.2/13		98. Pig Sty 2.0/4
		16. Murphy Brown 10.7/19	35. NBC Monday Night at the Movies—The Flood: Who Will Save Our Children? 8.8/15	91. Sex and Romance 3.7/6	101. Platypus Man 1.8/3
		17. Cybill 10.6/18			
		24. Chicago Hope 9.5/17			
TUESDAY	12.3/22	5.9/11	8.0/14	5.0/9	2.2/4
	8:00 39. Full House 8.4/17	63. Rescue: 911 6.4/12	55. Wings 6.9/14	80. The Fox Tuesday Night Movie—Hostage for a Day 5.0/9	96. Legend 2.3/4
	8:30 42. Thunder Alley 8.2/15		61. Smthing Wilder 6.5/12		97. Marker 2.2/4
	9:00 8. Home Imprvmt 13.7/24	73. Blockbuster Entertainment Awards 5.7/10	27. Frasier 9.1/16		
	9:30 11. Coach 12.6/21		41. John Larroquette 8.3/14		
WEDNESDAY	10:00 2. Turning Point: Baby Oh Baby 15.4/27		38. Dateline NBC 8.6/15		
	10:30				
	12.1/22	7.5/13	11.4/21	3.7/6	1.6/3
	8:00 30. Sister, Sister 9.0/18	85. Sea World/Busch Gardens Special 4.6/9	44. Dateline NBC 7.9/16	88. Beverly Hills, 90210 4.2/8	99. Wayans Bros. 1.9/4
	8:30 18. Ellen 10.2/19				99. The Parent 'Hood 1.9/4
THURSDAY	9:00 11. Grace Undr Fire 12.4/22	33. CBS Wednesday Movie—Crowfoot 8.9/15	3. NBA Finals Game 1—Houston Rockets vs. Orlando Magic 14.7/26	94. Party of Five 3.2/5	102. Unhap Ever After 1.5/3
	9:30 10. Roseanne 12.8/22				103. Wayans Bros. 1.1/2
	10:00 7. PrimeTime Live 14.0/24				
	10:30				
	6.7/12	6.7/12	13.0/23	5.7/10	
FRIDAY	8:00 57. Matlock 6.7/13	79. Burke's Law 5.1/10	19. Mad About You 10.1/20	75. Martin 5.6/11	
	8:30 66. Dark Eyes 6.3/11	57. Eye to Eye 6.7/12	25. Hope & Gloria 9.4/18	63. Living Single 6.4/12	
	9:00 50. Day One 7.2/13	39. 48 Hours 8.4/15	4. Seinfeld 14.3/25	76. New York Undercover 5.4/9	
	9:30		1. Friends 15.8/27		
	10:00		5. ER 14.1/25		
SATURDAY	10:30				
	10.5/20	6.3/12	9.2/19	5.7/11	
	8:00 36. Family Matters 8.7/19	70. Diagnosis Murder 5.9/13	70. Dateline NBC 5.9/13	87. Encounters 4.4/9	
	8:30 36. Boy Meets World 8.7/18	47. Due South 7.5/14	14. NBA Finals Game 2—Houston Rockets vs. Orlando Magic 12.0/23	55. The X-Files 6.9/13	
	9:00 27. Step by Step 9.1/18	78. Picket Fences 5.4/10			
SUNDAY	9:30 30. Hangin' w/Mr. C 9.0/17				
	10:00 9. 20/20 13.6/25				
	10:30				
	6.5/14	7.2/15	5.3/11	6.2/13	
	8:00 86. Me and the Boys 4.5/10	70. Dr. Quinn, Medicine Woman 5.9/13	83. Empty Nest 4.8/11	78. Cops 5.3/12	
SUNDAY	8:30 90. Bringing Up Jack 3.9/9	60. Touched by an Angel 6.6/13	80. Mommies 5.0/11	66. Cops 6.3/14	
	9:00 45. ABC Saturday Family Movie—Summertime Switch 7.7/16	30. Walker, Texas Ranger 9.0/18	82. John Larroquette 4.9/10	61. America's Most Wanted 6.5/13	
	9:30		83. Madman/People 4.8/10		
	10:00		69. Law and Order 6.1/12		
	10:30				
SUNDAY	9.7/17	10.7/19	12.0/22	5.4/10	
	7:00 50. Am Fun Videos 7.2/15	11. 60 Minutes 12.6/25	57. NBA Pregame 6.7/15	95. Spiderman 3.0/6	
	7:30 33. Am Fun Videos 8.9/17	21. The Wright Verdicts 10.0/18	5. NBA Playoff—Orlando Magic vs. Houston Rockets 14.1/25	93. X-Men 3.5/7	
	8:00 43. Lois & Clark 8.1/14	19. CBS Sunday Movie—Under Suspicion 10.1/17	48. Search/Rescue 7.4/13	53. The Simpsons 7.0/13	
	8:30			63. The Critic 6.4/11	
SUNDAY	9:00 15. ABC Sunday Night Movie—Keeping Secrets 11.4/19			53. Married w/Chld 7.0/12	
	9:30			73. My Wildest Drms 5.7/9	
	10:00				
	10:30				
WEEK AVG	9.4/17	7.9/15	9.7/18	5.1/10	UPN: 2.5/5; WB: 1.6/3
STD AVG	11.7/19	10.6/18	11.4/19	7.3/12	UPN: 3.8/6; WB: 1.8/3

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATINGS POINT =954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

Cable upfront takes broadcast path

\$2 billion total is possible based on prime time audience growth of basic channels

By Jim McConville

Basic cable networks plan to follow in the footsteps of the major broadcast networks by scoring big in this year's prime time upfront market.

Basic cable could bring in as much as \$2 billion in ad sales for the 1995-96 upfront selling season, according to projections released last week by the Cabletelevision Advertising Bureau (CAB).

Last week, the second week of the upfront season, cable eclipsed last year's \$1.1 billion in upfront sales, the projections show. Cable booked \$1.6 billion in upfront advertising, a 45% increase over last year.

"Some of our cable networks are doing double the upfront business that they did last year; some are

"There's still several hundred million dollars out there working."

doing upfront business and they were never in the upfront market in the past," said Joe Ostrow, president, CAB.

The final figure for this year may climb even higher. "There's still several hundred million dollars out there working, which means that cable networks have plans out that the ad buyers are considering," said Ostrow. "It's not a question [of] whether it is going to cable, but how much of it is going to cable." The upfront season likely will run another

er two to three weeks.

Ostrow credited the strong upfront to cable audience growth. "In the final analysis, cable network's audience grew in every single night in prime time," which, he said, legitimizes cable programming in the eyes of advertisers.

"For the first time, cable has really been on an equal footing in the upfront with broadcast," Ostrow said. "Buyers have used cable as an alternative to their purchasing at the same time that they were considering broadcast networks."

Like broadcast, cable is reaping the benefits of a strong economy and a strong scatter market, with advertisers wanting to avoid being shut out of the scatter market, as happened to some last year, Ostrow said. ■

News 12 expansion

New York regional cable news Channel 12 will expand from 12 to 24 hours starting this week, part of owner Cablevision Systems' plan to expand its 24-hour local news services throughout the New York City metro area. Started 13 years ago, News

NEWS 12
CONNECTICUT

12 Connecticut covers state and local news of the state's 16 southwest communities. The company started its first 24-hour local cable news channel on Long Island in 1986. Cablevision also will expand its News 12 Westchester, based in Yonkers, N.Y., to 24 hours during the next few months. The company plans to start a News 12 channel serving northern New Jersey by year's end. —JM

Lull in cable buys may lift

Action on telecommunications reform legislation may lead to increase in deals including smaller cable systems

By Jim McConville

Telecommunications reform may help end the hiatus in cable-system buying.

"If...we get a [new] telecommunications act and all the [price and competition] barriers are off, there's going to be another flurry of deals," says Chris Dixon, media analyst, PaineWebber. The Senate passed its bill (S. 652) last week, and the House is expected to take up its version in the next few weeks.

But instead of the multibillion-dollar deals that have been seen, future cable deals may take the form of smaller cable systems (under 50,000 subscribers) merging with telcos or acquiring local telephone systems, says Dennis McAlpine, media analyst, Josephthal Lyon & Ross. Bigger systems seem to have done all the acquiring they can for a while, he says.

McAlpine says cable companies are holding off making deals until after cable pricing is settled. Telecommunications reform "will change what you're willing to pay for anything," he says. "Companies that are optimists think that they can get a better price after the bill passes, because that will be more lucrative for them. Pessimists are finding out that there's nothing that they can do anyway."

"If I was a [cable system] seller, I [might] be able to get a better price if I waited for a reform bill to pass. If I'm a buyer, do I want to pay up [for a cable system] now, not knowing that maybe we're going to be still stuck with the same cable regulatory rules?" asks John Reidy, media analyst, Smith Barney.

After 12 months in which nearly all the top MSOs made major cable-system buying deals, no major deals

have been announced since the end of February.

Industry analysts say MSOs have been waiting to see what form telecommunications reform will take in Congress. But they also say the slowdown stems from a shortage of available systems and a dearth of investment cash.

"My guess is that most properties that [MSOs] wanted to buy have already been bought. There's been quite a haul here in the past six months," says Mary Kukowski, media analyst, Dillon Reed, referring to February and earlier.

In the year preceding February, some MSOs filled their buying plates, Reidy says. Now, "a lot of people have gotten a long way to where they wanted to be.... Time Warner has said publicly on a number of occasions that this is about it [after] the KBLCOM, Newhouse [Broadcasting], Summit [Communications Group] and Cablevision Industries deals. That's a huge amount on their plate to close." Those deals represent at least a \$5.5 billion investment by Time Warner.

Other MSOs are short on cash, Reidy says. For example, he says, Tele-Communications Inc., Comcast

Cable Communications and Cox Cable Communications have tied up an undisclosed but presumably significant amount of capital in a joint venture with long-distance telephone company Sprint. "It's hard to argue that anybody is just sitting around flush with cash at this point," Reidy says. "They're all in a reasonably leveraged state."

"Time Warner is in the process of just having completed [several] acquisition deals. Clearly they're not tapped out, but they're slowing down," McAlpine says.

"The stuff that seems to be for sale

H E A D E N D I N G S

All booked up

New York-based TV Books is teaming with distributor Penguin USA to launch a line of books to be marketed as companion volumes to TV programs. Titles already set for fall include *Divine Magic: The World of the Supernatural*, which will accompany 10 hour-long episodes premiering on the Discovery Channel; *The Great Commanders*, tied to an upcoming six-part series on the History Channel; and *The Great Famine: Ireland's Potato Famine*, coinciding with three hour-long programs on A&E. The titles will be promoted with ads announcing their local bookstore availability and through a toll-free 800 number advertised on the air.

In memoriam

The Chicago chapter of Women in Cable & Telecommunications is teaming with fX and USA networks to create the Dana Thompson Rising Star Award, two annual scholarships named for the cable executive who died in a plane crash last fall. Thompson began her career as a regional manager at USA Networks and was working as a regional director at fX Networks at the time of her death.

And that's the way it was

Walter Cronkite is teaming with CBS News and Discovery Productions to present *Walter Cronkite Remembers*, a series of shows offering the veteran anchor's perspective on major news events of the 20th

century. CBS will present a two-hour prime time special produced by CBS News Productions, and Discovery will offer an eight-hour series produced by Cronkite, Ward & Co.

Park promotions

Viacom-owned MTV and Paramount Parks will present on-site versions of MTV shows this summer in four theme parks. Beginning on June 30, both *The Grind* (a dance show) and *Singled Out* (a dating game) will be presented at Paramount Parks in Charlotte, N.C.; Cincinnati; Santa Clara, Calif., and Richmond, Va.

Golf Channel, PGA link

The Golf Channel has reached a multiyear programming deal with the PGA of America, including the production of a live call-in instruction show, the development of a special PGA merchandise show, live coverage of the PGA Club Professional Championship and the telecast of highlights from past PGA Championships and Ryder Cup matches.

CMT in Brazil

Country Music Television has signed a long-term deal giving TV Abril rights to distribute the network to its owned and managed cable and MMDS systems as well as to TVA affiliates in cable and MMDS throughout Brazil. TVA reaches 360,000 subscribers via its own systems in six cities and its 45 affiliates throughout the country.

TVA will launch CMT on July 1 on its MMDS system in Sao Paulo.

Cinemax does documentaries

On June 21 Cinemax debuts *Cinemax Reel Life*, a series of exclusive feature-length documentaries appearing as part of the pay-TV network's weekly Wednesday Vanguard slot. Titles include *Jupiter's Wife*, about a homeless woman; *Singing Positive*, about the San Francisco Gay Men's Chorus, and a biographical portrait titled *Heidi Fleiss's Hollywood*.

More Spice

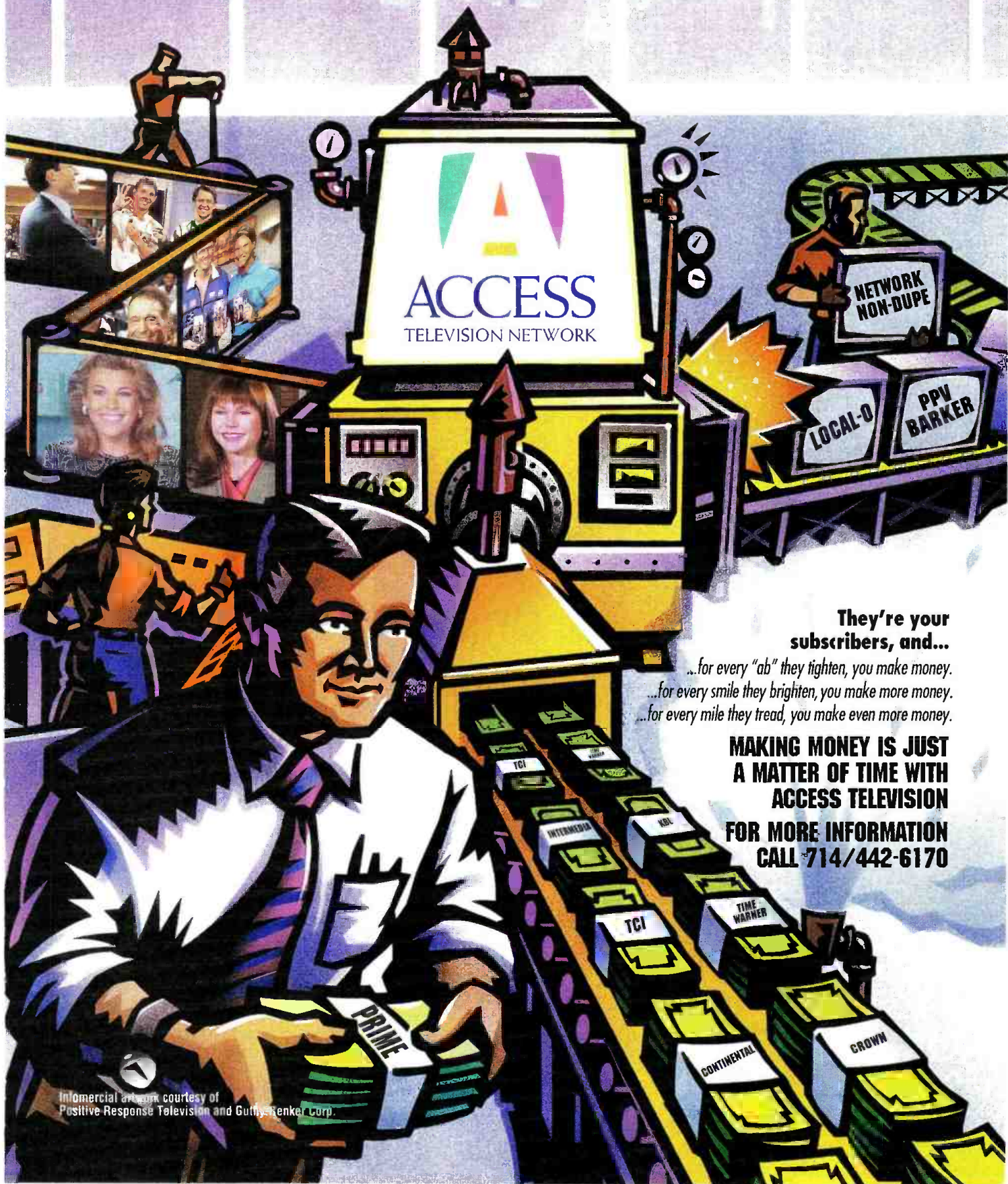
Adult pay-per-view service Spice added 19 systems serving 537,000 addressable subscribers during April and May, bringing the network's total distribution to 11.3 million subscribers. Sister service Adam & Eve added 770,000 addressable subs in eight systems during the same period, bringing its total to more than 2.7 million addressable subscribers nationwide.

Adlink additions

Six additional cable networks have signed with Adlink, the local cable advertising partnership that places spots before 2.4 million subscribers in Southern California. The six networks—E!, ESPN2, Comedy Central, TV Food Network, BET and Prevue—come on board in the fall and will join 14 networks already involved in the partnership.

—RB

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Positive Response Television and Guffy Senker Corp.

[now] is very small stuff that's being traded... I think it's just a normal hiatus at this point," McAlpine says.

The slowdown also may be due to telephone companies being distracted by the cable business, McAlpine says. "With Bell Atlantic requesting relief from [the FCC's] video dialtone [regulations] and PacTel looking to get into the wireless business, the recent demand for cable proprieties by telephone companies has been on the wane."

"Most of deals that we've seen to date have really been contiguous deals," Dixon says, with cable systems buying neighboring cable systems. But, he says, "There's not a lot of those left right now; the easy ones are done."

Not all cable experts agree that there has been a cable-buying drought. Jessica Reif, media analyst, Merrill Lynch, points to several pending cable deals, including Time Warner's. "I don't sense that there is a major slowdown. There seems to be no absence of future business for multimedia," Reif says, referring to other media or telecommunications businesses. ■

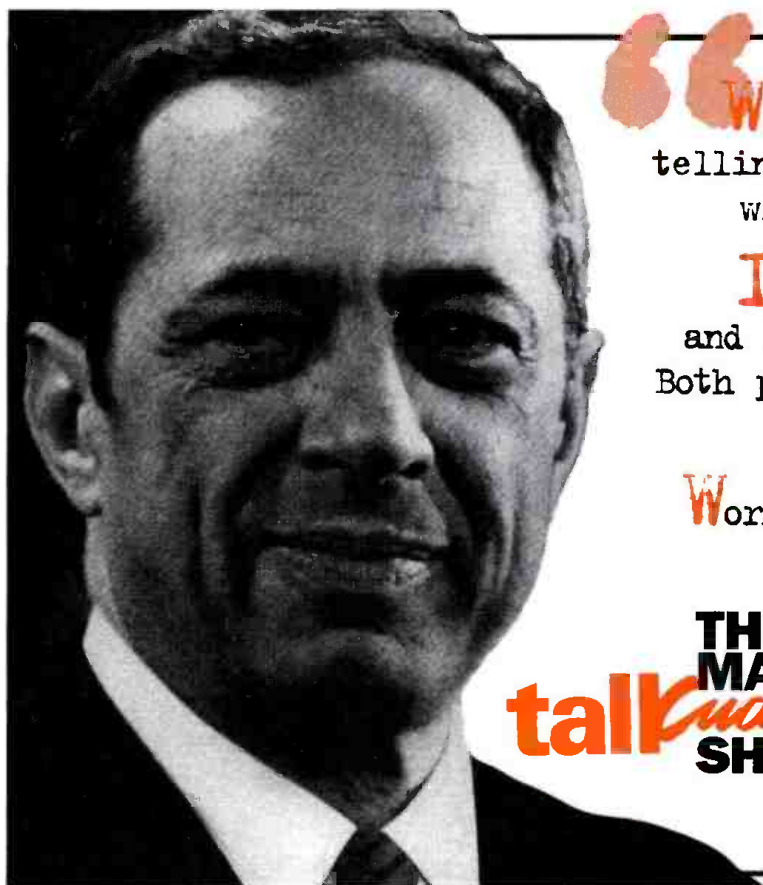
PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of June 5-11, 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. (000)	Rating Cable U.S.
1. <i>UAW/GM Teamwork 500</i>	TNN	Sun 1:00p	2,627	4.2 2.8
2. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,198	3.4 2.3
3. <i>Rugrats</i>	NICK	Wed 6:30p	2,151	3.4 2.3
4. <i>Rugrats</i>	NICK	Thu 6:30p	2,136	3.4 2.2
5. <i>Movie: 'Blood Sport'</i>	TBS	Thu 10:05p	2,072	3.2 2.2
6. <i>Rugrats</i>	NICK	Mon 6:30p	2,038	3.2 2.1
7. <i>Rugrats</i>	NICK	Sun 10:00a	1,981	3.1 2.1
8. <i>Silk Stalkings</i>	USA	Sun 11:00p	1,948	3.0 2.0
9. <i>TNN/Music City News Awards</i>	TNN	Mon 8:00p	1,934	3.1 2.0
10. <i>Murder, She Wrote</i>	USA	Tue 8:00p	1,927	3.0 2.0
11. <i>Doug</i>	NICK	Wed 7:00p	1,876	3.0 2.0
12. <i>Doug</i>	NICK	Thu 7:00p	1,837	2.9 1.9
13. <i>All That</i>	NICK	Sat 8:30p	1,815	2.9 1.9
14. <i>Movie: 'Firestarter'</i>	USA	Sun 3:00p	1,744	2.7 1.8
15. <i>Aaahh!!! Real Monsters</i>	NICK	Sun 10:30a	1,736	2.7 1.8

Following are the top five pay cable programs for the week of June 5-11, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Wyatt Earp'</i>	HBO	Sat 8:00p	3,038	13.0 3.2
2. <i>Movie: 'Maverick'</i>	HBO	Tue 8:00p	2,461	10.5 2.6
3. <i>Movie: 'Serial Mom'</i>	HBO	Sat 11:15p	2,315	9.9 2.4
4. <i>Movie: 'Maverick'</i>	HBO	Sun 10:30p	2,129	9.1 2.2
5. <i>Movie: 'Automatic'</i>	HBO	Thu 9:00p	2,106	9.0 2.2



“We don't want government telling us what our relationship with our God should be.

I am by training a lawyer and by practice a politician. Both professions make me suspect in many quarters.

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Week

Interactive

Cable spars with SNET over VDT plan

Cable group speaks out against telco's Connecticut cable strategy; tariff rulings pending

By Mark Berniker

Cable operators in Connecticut are not going to take a telephone company's bid to move into their market lying down.

In filings with the FCC and the State Department of Public Utility Control, Cablevision of Connecticut and the New England Cable Television Association are trying to block Southern New England Telephone's plan to build and operate a statewide video dialtone



network.

The operators charge that SNET is not opening its network to outside programmers as is required by FCC rules, and that telephone ratepayers will bear much of the cost of building the network. They also argue that the state should regulate the network as it

does cable systems.

"SNET is trying to manipulate the video dialtone

rules so that [it] can build a statewide hybrid fiber/coax network on the backs of [its] telephone ratepayers," says Paul Cianelli, NECTA president.

Under the current plan, the SNET network will have 76 analog channels, with 53 allocated for traditional broadcast and cable

programming. The remaining 23 are earmarked for pay-per-view and video-on-demand services. SNET hopes to have its video system up and running in 1996.

Having already approved construction of the network, the FCC now is considering the tariffs—the rates—that SNET plans to charge outside programmers offering cable channels. The FCC is expected to rule on SNET's interstate tariff by next month.

The state DPUC, meanwhile, is conducting hearings on SNET's video dialtone plans and soon will rule on proposed tariffs for programmers offering such intra-state tariffed services as PPV and video on demand.

Connecticut regulators also are considering how to regulate SNET's video services. "NECTA is arguing that this is a cable service, and if it is, then we may make SNET comply with the same rules as apply to other Connecticut cable franchiseholders," says Beryl Lyons, spokesperson for Connecticut's DPUC.

Ron Serrano, SNET senior vice president for corporate development, says the cable charges are unfounded. Cable has a "strategy for creating regulatory obstacles for SNET in Connecticut with the DPUC and with the FCC in

Interactive

Tele-TV taps Grebow for new venture

By Mark Berniker

Howard Stringer has gone back to the CBS well to staff Tele-TV, his new television venture funded by Nynex, Bell Atlantic and Pacific Telesis.

Ed Grebow has been named president of Tele-TV Systems, which is the technology side of the new company. His wing will be based in Reston, Va., at what is now Bell Atlantic's Digital Production Center, and will have offices in New York and San Ramon, Calif.

Grebow was CBS Inc. executive vice president, operations and administration, with responsibility for broadcast operations and engineering, technology, management information systems, facilities, personnel



Ed Grebow

and general administration.

Grebow chose the job in part, he says, because he thinks that the telephone companies will offer the best [technological] opportunities in the future. "People who transmit television over the air are disadvantaged. Broadcasters start with a technical disadvantage because there is no return path and your spectrum is always limited."

Grebow will hire a staff of up to 200 engineers to help create a new generation of television that melds computing and communications. He says he will support the "programming concepts being started by Sandy [Grushow, president, Tele-TV] and Howard [Stringer] and quickly deliver a mix of products."

Tele-TV will offer video on demand, interactive advertising, Internet and online links to television and, in the process, will "transform television from a passive medium to a more active, or interactive medium," Grebow says.

TMC

Washington," he says.

Cablevision of Connecticut's principal complaint is that SNET is not allowing outside programmers non-discriminatory access to its video dialtone network. Cablevision claims that its Rainbow Programming unit has been unable to secure channels on the network.

SNET has awarded Con-

necticut Choice Television, an affiliate of CAI Wireless, 49 of the 53 broadcast/cable channels, and it has assigned 23 PPV/VOD channels to several different programmers; 10 went to its own programming subsidiary, SNET Diversified.

NECTA also has charged SNET with misleading federal and state regulators. In April 1993 SNET filed an

application with the FCC to conduct a year-long \$2 million trial of 1,600 homes in West Hartford; the commission approved that application in October of that year. Then, soon after winning the FCC's approval, SNET filed to expand the project into a \$52.6 million, one-year trial of 150,000 additional homes in Hartford and Stamford. Soon there-

after, SNET said it planned to construct a \$4.5 billion statewide hybrid fiber/coax network for phone and video services during the next 15 years.

"Our main concern is that their whole video dialtone plan is nothing more than a shell game, and the bottom line is that they want to get into the cable business," says Cianelli. **TM**

Video Dialtone

Bell Atlantic wins VDT tariff for Dover

Telco has seven programmers; Rainbow concerned, Dolan objects in letter to Hundt

By Mark Berniker

Bell Atlantic has won approval from the FCC to roll out the nation's first commercial video dialtone service and has lined up seven video information providers for the Dover Township, N.J., service.

The information providers include Rainbow Program-



ming, which has won 192 channels, and FutureVision of America Corp., which has won 96 channels. Thus, 288 of 304 channels already have been allocated to two programmers. The total capacity of BA's switched digital

video network in Dover is 384 channels. The service's five other programmers include Graff Pay-Per-View, Playboy Entertainment Group and International TeleCommerce Corp. of West Orange, N.J., as well as two other companies that chose not to disclose their names.

Ed Shaken, regulatory counsel for Bell Atlantic Network Services, says the Dover Township rollout will turn on service to roughly 2,000 homes in the "September time frame."

But although BA has the green light from Washington, Rainbow Programming still has concerns about how its programming will be made available through BA's video dialtone network.

Those objections are outlined in a letter sent by Charles Dolan, chairman of Cablevision, to FCC Chairman Reed Hundt on June 7. In that letter, a copy of which was obtained by BROADCASTING & CABLE, Dolan urged the FCC to "suspend" Bell

Atlantic's commercial rollout of video dialtone in Dover Township: "Questions about channel assignment and positioning have not yet been resolved."

Dolan is concerned about the "level-one platform menu," which gives BA control over how programmers are positioned on the introductory interface when subscribers turn on their TV sets.

"Each and every time subscriber[s] tune in to the video dialtone system, [they] must first view a menu with the Bell Atlantic name and logo displayed. Unaffiliated video programmers will be permanently and irreparably harmed in the competitive marketplace," Dolan wrote.

The Cablevision chairman said there also are problems with the price scheme for the set-top box that BA is using in Dover: "Bell Atlantic proposed a scheme whereby the first video programmer selected by a customer bears the full cost of the converter, and subsequent programmers pay nothing."

"If the FCC prefers to leave the real nuts and bolts implementation issues to be worked out by the parties, rather than spelled out in the tariff," the letter continued, "then it must tilt the bargaining table by allowing the tariff to become effective before the issues are resolved. Consequently, we urge you to suspend the proposed effective date." **TM**

Cable operators plan phone services in Connecticut

Connecticut is the latest battleground for cable operators trying to get into the telephone business.

Cablevision of Connecticut last week said that it will seek state approval to enter the local telephone business in competition with Southern New England Telephone (SNET) and that it will file its application with the Department of Public Utilities Commission of Connecticut in the coming weeks.

And Cablevision of Connecticut is not the only cable company that wants into the phone business there. The new venture between Sprint, TCI, Comcast and Cox also soon will enter the Connecticut phone market.

Twelve of the state's 24 cable franchises are owned by either TCI, Comcast and Cox, and the partners plan to offer phone services over their upgraded cable systems.

Beryl Lyons, DPUC spokeswoman, said the cable alliance has preliminary permission to offer local phone exchange service on a competitive basis with SNET.

Lyons said TCI, Comcast and Cox control cable systems in "the New Haven-Hartford corridor." The partners have not applied for a tariff yet, she added, but said they have plans for statewide telephone service.

—MB

NBC, Ellis head bidding for Multimedia

Company worth more split up than whole, analyst says

By Steve McClellan

Barring a last-minute entrant, Multimedia appears to have attracted two groups to the bidding for its ownership.

These groups, headed by NBC and Ellis Communications—and any others that make the June 21 cutoff date for viable candidates—have until July 21 to submit a formal bid.

The NBC group includes newspaper publisher and group broadcaster Media General of Richmond, Va., and San Francisco-based Intermedia Partners, the cable operator affiliated with Tele-Communications Inc.

Partnered with Atlanta-based group broadcaster Ellis Communications is New York-based investment banker Kelso & Co. and Charter Communications, the St. Louis-based cable operator. Kelso is part-owner of Ellis Communications.

Several other companies, including Tribune, Cox and King World, had expressed interest in pieces of the company. However, they decided not to pursue bids. Gannett and the New York Times also have taken a look, but the extent of their interest is unclear.

The sale of Multimedia is complicated by the fact that all its divisions, including broadcasting, cable, newspaper publishing and program production, aren't likely to attract a single buyer. Breaking up the company would mean a huge capital-gains tax hit, analysts say, because the company has been in the same hands for so long. But others say there are creative financial ways to avoid at least part of the tax bite.

"This is a tough company in that there are nice assets, but they don't belong together anymore," says a source at one of the groups planning a formal bid. "The days are gone when newspaper buyers own broadcast guys who own cable systems."

Harold Vogel, senior media analyst, Cowen & Co., New York, estimates the value of Multimedia at \$40-\$45 per share, or roughly \$1.5 billion-\$1.7 billion.

But for the tax consequences, the company is probably worth more broken up than whole, Vogel says. "The market doesn't give the company a high value."

Particularly attractive are the broadcast stations, which NBC would want to acquire, along with the entertainment division, Vogel and others say. Once pending deals are complete, NBC will have a seven-station TV group with stations in New York, Chicago, Los Angeles, Philadelphia, Miami, Salt Lake City and Washington. Acquiring Multimedia's five outlets would put NBC at the current FCC ownership limit of 12 TV stations.

The entertainment division is of secondary interest to the network, sources say. The division's two key revenue- and profit-generating programs—*Donahue* and *Sally Jessy Raphael*—are considered past their peak. And it's doubtful that the company's other programs will make up the difference. *Donahue* and *Sally Jessy* account for nearly all of the entertainment segment's profits and about 75% of its revenue, according to Multimedia's 1994 annual report. Entertainment revenue was down 9% for the year, while operating profits were down 18%.

NBC partner Media General would

At a glance

All Multimedia's divisions aren't likely to attract a single buyer. Here's how the company's divisions performed in 1994:

	Operating revenue	Operating profit
TV stations	\$142.9	\$51.8
Cable systems	\$165.4	\$52.6
Entertainment	\$147.5	\$52.0
Newspapers	\$150.1	\$45.4
Security systems	\$24.5	\$3.0
Total	\$630.4	\$204.8

(Figures in millions \$)

Television stations: KSDK St. Louis; WLWT Cincinnati; WKYC-TV Cleveland; WBRN-TV Knoxville, Tenn. (all NBC), and WMAZ-TV Macon, Ga. (CBS)

Entertainment: *Donahue*, *Sally Jessy Raphael*, *Jerry Springer*, *Rush Limbaugh*, *Susan Powter*, *Dennis Prager* and cable channel Talk TV

Cable: 424,000 basic subscribers, making Multimedia the 30th-ranked MSO

Newspapers: 11 dailies, 49 non-dailies, mostly clustered in Southeast

Source: Multimedia 1994 annual report

acquire Multimedia's newspaper properties. Intermedia would acquire the cable properties. With the addition of Multimedia's cable interests, Intermedia's basic subscribers would jump to more than 1 million.

Ellis is already at the 12-TV-station limit. How many stations Ellis would have to spin off after a successful bid for Multimedia would depend on whether the TV ownership rules, now under review in Congress, are modified. ■

BOTTOM LINE

Turner keeps eye on King World

The board of Turner Broadcasting System discussed the possible purchase of King World Productions 10 days ago, but shelved a decision for future evaluation. Among its concerns: declining ratings of *Oprah*, one of KWP's biggest distribution assets. Winfrey also has the option to bow out of the talk show on a year-by-year basis at the end of next season, despite the fact that the show has been cleared by most stations through 2000.

Keeping up with compression

Nielsen Media Research briefed clients last week on new technology it has developed for verifying program tune-in in the world of digital television and video compression. The company has developed a "fingerprinting" technology capable of identifying coded and non-coded programs and commercials. It involves taking an "electronic signature" of a program or commercial and comparing it with the signatures stored in Nielsen's database at sites in all 211 TV markets. —SM

Changing Hands

The week's tabulation of station sales

KYMS(FM) Santa Ana, Calif.

Price: \$9.1 million

Buyer: Multi Cultural Broadcasting (Arthur Liu, president); owns WNWK-FM Newark, N.J.; WKDM(AM) New York, and KALI(AM) San Gabriel, Calif.
Seller: Interstate Broadcasting (Paul Toberty, CEO); owns KRDS-AM-FM Phoenix.

Facilities: 106.3 mhz, 3 kw, ant. 203 ft.

Format: contemporary Christian

Brokers: Star Media Group and William B. Schutz Jr.

WEJC(TV) Lexington, N.C.

Price: \$4 million

Buyer: Pappas Telecasting of Lexington (Harry Pappas, general partner); owns KMPH(TV) Visalia and KPWB-TV Sacramento, both California; KPTM(TV) Omaha, and KREN-TV Reno.
Seller: Koinonia Broadcasting Inc. (William Register, president); has no other broadcast interests.

Facilities: ch. 20, 4570 kw visual, 457 kw aural, ant. 976 ft.

Affiliation: independent

KCTC(AM)-KYM(FM) Sacramento, Calif.

Price: \$3.5 million plus Henry's KVOD-FM Denver (see "Changing Hands," May 15)

Buyer: Henry Broadcasting Co. (Charlton Buckley, president/100% interest); owns KMJ(AM)-KSKS(FM)/KKDJ(FM) Fresno, KRQC(AM)-KDON(FM) Salinas and KRCQ(FM) Marina, all California; KVOD(FM) Denver; KFAB(AM)-KGOR(FM) Omaha; KBBT(AM)-KUFD(FM) Portland, Ore., and KHVH(AM)-KIKI(FM) Honolulu.

Seller: Tribune Sacramento Radio Inc.; owns WGNX(TV) Atlanta; WLVI-TV Cambridge, Mass.; WGN-AM-TV Chicago; KWGN-TV Denver; KEZW(AM) Auro-

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$0 □ 0

FMs □ \$12,600,000 □ 3

Combos □ \$7,275,000 □ 4

TVs □ \$4,000,000 □ 1

Total □ \$23,875,000 □ 8

So far in 1995:

AMs □ \$57,531,744 □ 83

FMs □ \$353,495,721 □ 174

Combos □ \$761,335,300 □ 104

TVs □ \$1,591,502,000 □ 51

Total □ \$2,763,764,765 □ 409

ra and KOSI(FM) Denver, both Colorado; KTLA(TV) Los Angeles; WGNO(TV) New Orleans; WQCD(FM)/WPIX(TV) New York, and WPHL-TV Philadelphia.

Facilities: AM: 1320 khz, 5 kw; FM: 96.1 mhz, 50 kw, ant. 476 ft.

Format: AM: nostalgia, sports; FM: soft AC

Brokers: Star Media Group and Media Venture Partners

WBSS-FM Millville (Atlantic City/Cape May), N.J.

Price: \$2.5 million-\$3 million

Buyer: Press Broadcasting Co. (Robert McAllan, president); owns WBUD(AM)-WKXW-FM Trenton, N.J., and WTKS-FM/WKCF-TV Orlando, Fla.

Seller: Wintersrun Communications Inc. (Brian Beasley, president); no other broadcast interests.

Facilities: 97.3 mhz, 50 kw, ant. 203 ft.

Format: contemporary hits

Broker: Media Venture Partners

WKGF-AM-FM Arcadia, Fla.

Price: \$1.75 million

Buyer: Hall Communications Inc. (Robert Hall, chairman of the board, 56% interest; Arthur Rowbotham, president); owns WONN(AM) Lakeland and WPCV(FM) Winter Haven, both Florida; WLPA(AM)-WROZ(FM) Lancaster, Pa.; WNBH(AM)-WCTK(FM) New Bedford, Mass.; WJOY(AM)-WOKO(FM) Burlington, Vt., and WNLC(AM)-WTYD(FM) New London and WICH(AM)-WCTY(FM) Norwich, both Connecticut.

Seller: Dakos Broadcasting Inc. (William Dakos, receiver); has no other broadcast interests.

Facilities: AM: 1480 khz, 1 kw; FM: 98.3 mhz, 2 kw, ant. 400 ft.

Format: AM & FM: contemporary Christian

KLOO(AM)-KFAT(FM) Corvallis, Ore.

Price: \$1.1 million

Buyer: Oregon Trail Productions Inc. (Lee Jamison, president); no other broadcast interests.

Seller: TRC Communications Inc. (Donald Smullin, president); no other broadcast interests.

Facilities: AM: 1340 khz, 1 kw; FM: 106.1 mhz, 100 kw, ant. 1,140 ft.

Format: AM: oldies, news/talk; FM: C&W

Broker: The Exline Co.

KEIN(AM)-KLFM(FM) Great Falls, Mont.

Price: \$925,000

Buyer: STARadio Corp. (Jack and Sydney Whitley, 12.898% interest; C. Derek and Lisa Parrish, 24.734%); owns KMON-AM-FM Great Falls, Mont.
Seller: ROAN Communications Corp. (Andris Baltins); has no other broadcast interests.

Facilities: AM: 1310 khz, 5 kw day, 1 kw night; FM: 92.9 mhz, 100 w, ant. 450 ft.

Format: AM: country; FM: AC

KYLD(FM) San Mateo, KSOL(FM) San Francisco and KYLZ(FM) Santa Cruz, all California

Price: \$750,000 for stock and LP interest

Buyer: Media Communications Partners II LP

Seller: ARV Corp. and Arthur Velasquez

Facilities: KYLD: 107.7 mhz, 8.9 kw, ant. 1,162 ft.; KSOL: 98.9 mhz, 6 kw, ant. 1,143 ft.; KYLZ: 99.1 mhz, 1.1 kw, ant. 2,487 ft.

Format: KYLD: CHR; KSOL: hot AC; KYLZ: AC, classic rock

Thomas H. Reiff
(1928-1995)

In memory of a life lived in service to others; to his family, to his employer, to his industry, to his community. Tom Reiff was a broadcaster in the finest sense of the word.

**** H & C Communications, Inc. ****

Hundt: FCC committed to minority ownership

Chairman says agency will justify policies in wake of Supreme Court ruling; will proceed with Aug. 2 PCS auction

By Harry A. Jessell

The FCC intends to preserve policies aimed at increasing minority ownership in broadcasting and telecommunications by making sure those policies meet the tough constitutional standard now demanded by the Supreme Court, FCC Chairman Reed Hundt said last week in the wake of the high court's ruling that set the standard.

"The Supreme Court's decision [*Adarand v. Peña*]...means that all of us who very much want to insure that the opportunities of the communications revolution are available to all Americans will have to work harder to demonstrate the compelling importance of creating opportunity for those historically excluded from communications businesses," he said in a speech at Howard University in Washington.

The FCC will proceed with its planned Aug. 2 auction of 500 personal communications services licenses, which is restricted to small businesses and now includes bidding preferences or "credits" for women

and minorities, Hundt added.

The auction is fundamentally sound, he said. Nothing in the Supreme Court decision "calls into question the concept of...a reservation of licenses for small-business bidding," he said. "The decision applies strict scrutiny to preferences based on race," not on size.

But Hundt said the FCC was postponing the initial filing deadline—it had been last Thursday (June 15)—to give would-be bidders, many of whom are women and minorities, more time to huddle with their financial backers and advise the FCC on how to square the bidding preferences with the new legal standard. The commission would set a new deadline this week, he said.

In a case challenging the Department of Transportation's set-asides for minority contractors, the Supreme Court last Monday ruled 5-4 that federal programs and policies favoring minorities will pass constitutional muster only if they meet a "strict scrutiny" test—that is, they further a "compelling" government



Hundt will work to show "compelling importance" of minority policies.

goal and are the least intrusive means of obtaining it.

The Fifth and Fourteenth amendments insure equal protection under the law to persons, not groups, said Associate Justice Sandra Day O'Connor, writing for the majority. So it follows that government actions based on a group classification such as race "should be subjected to detailed judicial inquiry to insure that the personal right...has not been infringed," the opinion said. "These ideas have long been central to the court's understanding of equal protection, and holding 'benign' state and federal classifications to different standards does not square with them."

O'Connor was joined by Chief

Affiliate representation may be in networks' future

The FCC is re-examining its restrictions on network participation in affiliate advertising sales.

The commission last Wednesday launched a proceeding to determine whether it should revise or repeal rules that prohibit the networks from representing affiliates they do not own in selling non-network broadcast time. The commission also is reviewing another rule that prohibits networks from influencing or controlling affiliate rates for non-network time.

The FCC will decide to repeal, revise or keep the rules based on whether comments show that neither the networks nor their affiliates have the ability or incentive to manipulate prices for advertising time. Comments on the proposal are due Aug. 28, with replies due Sept. 27.

Executives in the advertising rep business gave mixed reviews to the proposals. Petry Executive Vice President Harry Stecker said firms that properly represent stations should have little to fear from any network entry into the rep business. But Cox Broadcasting President Nicholas Trigony, whose company owns two rep firms, countered that the rules work fine as they are. "I don't see any compelling reason why they should change," Trigony said.

Meanwhile, the networks last week voiced their support of another FCC proposal to modify or eliminate rules that require public filing of contracts with affiliates. NBC, CBS and Capital Cities/ABC want the rules eliminated, while the Network Affiliated Stations Alliance and Media Access Project want to keep the rules.

—CM

Justice William Rehnquist and associate justices Antonin Scalia, Clarence Thomas and Anthony Kennedy. In the minority: associate justices Stephen Breyer, Ruth Bader Ginsburg, John Paul Stevens and David Souter.

The decision effectively reverses the 1990 *Metro Broadcasting* ruling, in which the court affirmed the FCC's minority preference and distress-sale policies. The former gives minorities a leg up over non-minorities in applying for the same broadcast license. The latter permits stations whose licenses are in jeopardy of being revoked to sell to minorities

at below market value. "To the extent that *Metro Broadcasting* is inconsistent [with the 'strict scrutiny' test], it is overruled," O'Connor wrote.

"Obviously, we are disappointed," said David Honig, an attorney representing minorities on telecommunications policy. "But we are confident all the FCC will meet the 'strict scrutiny' test. These are very modest [policies], and there is little question they are narrowly tailored."

Erwin Krasnow, a lawyer with minority clients, agreed. But the burden is on the FCC, he said. It's "going to have to do some fact-find-

ing and conduct some rulemakings."

On the other hand, Harry Cole, the losing attorney in *Metro*, said the FCC will be "hard-pressed" to justify its policies under the new standard. If diversity is the compelling government goal, there are easier ways to achieve it than race-based preferences, he said.

In broadcasting, the FCC could lower its ownership limits so that each licensee could own just one station, he said. Unfortunately, such a strict limit is politically untenable, he said. In fact, he said, Congress and the FCC are now looking to raise the ownership caps. ■

Fox leads the broadcast networks in depicting teenage sex, the NAACP said last week in opposing a proposal to permit Fox to exceed foreign-ownership limits on public interest grounds. The National Association for the Advancement of Colored People also described the network as the leader in violent programming aimed at children and "tabloid-style fluff that is easily confused as authentic news." Others took a more positive view. Among those attesting to the network's public interest benefits were Hubbard Broadcasting, the Writers Guild of America, the Directors Guild of America, Pappas Station Partnership CEO Harry Pappas, the NFL, Johnson Publishing and New World Communications Group.

Children's educational TV is on a "death spiral," FCC Chairman Reed Hundt told a Computer Technology Industry Association meeting last week. Hundt cited the FCC's proposal on children's TV rules and suggested a mandated educational-TV serving of three hours per week, adding, "It's negotiable." Although he called for some intervention in the area of kids TV, Hundt said he generally opposes government intervention in the area of spectrum use. "Our assumption ought to be flexibility. You use the airways for what works." But the commission should make exceptions to the flexibility "rule of thumb" to pursue specific policy goals or address competitive concerns, Hundt said.

Not everybody wants to kill the FCC. About 48% of telecommunications industry executives and analysts say the commission should be responsible for setting ground rules for new local telcom competition, according to a survey issued last week by Deloitte & Touche LLP. The survey, which covers 280 respondents, also found that nearly 56% of the respondents chose the FCC as the agency that should design and manage rules that insure universal access to the country's telecommunications infrastructure. The 280 respondents repre-

sent 10% of the 2,800 executives who received the survey questions.

The FCC does not have to enforce the fairness doctrine if it doesn't want to,

the commission told the U.S. Court of Appeals in San Francisco on June 9. The doctrine, abandoned by the FCC in 1987, required radio and TV stations to air

contrasting views on controversial issues. Last year, the Coalition for a Healthy California asked the FCC to rein-

state the policy and took its case to court when the FCC did not act. The FCC told the court that it is not legally required to enforce the policy and the case is moot since it concerns an election that is now

over. The National Association of Broadcasters agreed, stating in another brief that "no court has held that the fairness doctrine is mandated by statute."

Axing regulatory distinctions between domestic and international satellite services is a good idea,

according to several comments on that proposal made by the FCC in April. Domestic carriers Hughes Communications and AT&T as well as satellite capacity reseller Keystone Communications support the proposal to allow satellite domestic carriers into the international business and international carriers into domestic-service provision. Others have some reservations. Broadcasters—including the three networks and Turner Broadcasting—generally support the plan. However, they say, satellite carriers still should be required to offer some capacity on a common carrier basis or they might exit the occasional-use video business. Domestic carrier GE Americom worries that the domestic carriers will need time to obtain "landing rights" in foreign countries and has proposed a two-year sunset period of the current distinctions. PanAmSat says the FCC should insure that the international carrier has access to orbital slots over the U.S. ■

Washington Watch

Edited By Jim McConville

HDTV gauntlet thrown down in Montreux

By end of technical conference, EBU decides to reconsider its non-HDTV policy

By Don West

The same wave of digitization that has overtaken broadcasting in the U.S. has captured Europe—with an important distinction. There, the emphasis is on digitizing the existing PAL and SECAM systems, not on creating high definition.

Or so it was before the 19th technical symposium in Montreux, Switzerland (June 9-13), when two significant events occurred. The FCC's chief engineer, Dick Smith, told the conference—in a speech that made news on both sides of the Atlantic—that the U.S. was about to adopt a digital standard that would require all receivers to decode high definition (see story below). And CBS chief technologist Joe Flaherty, in a widely reported press conference appearance, told the Europeans that if they proceed with a digital system that does not embrace HDTV, the day will come when all their TV sets will go dark. "It won't be a bad picture, but no picture. You'll have a revolution in the streets," he said.

By the end of the symposium, European Broadcasting Union representatives had met at Montreux to consider reconsidering the non-HDTV policy. George Waters, of Ireland and the EBU, told BROADCASTING & CABLE that "the process has begun" toward resolving the matter, per-



The Montreux Palace Hotel (above), pivot of the symposium, and (left) the technical exhibition center



haps as early as September.

The European momentum toward digitization provided the conference with its gold medal winner, Professor Ulrich Reimers of the Institut für Nachrichtentechnik, University of Stuttgart, who chaired the task force (technically, the DVB technical module of the European Digital Broadcasting Project, involving 180 organizations from 23 countries) that has come up with a PAL-SECAM digital standard. Both would continue 625-line broadcasting; the U.S.

Continues on page 38

FCC to mandate HDTV capability in receivers

Commission's Dick Smith says terrestrial broadcasters must switch if they want to survive

By Don West

The FCC's chief engineer—officially, chief of the Office of Engineering and Technology—made the pivotal speech at the Montreux Technical Symposium by predicting what the commission would do this fall, once the advanced television docket is before it. Ending the speculation about whether the FCC would require decoding of the full HDTV signal or simply accept digitizing of NTSC, Dick Smith said:

"I can't say strongly enough that we believe the high-definition part of the

service is the centerpiece of the service. Once we put that in place and we require the receivers to decode that—and then they would also be able to decode the lower levels of service, the multichannel standard—they would be able to cover and do all of the things that have been suggested.

"If we do not include HDTV at the beginning—and did not require the receivers to decode that—it would not be possible to add it later on. We want to keep our options open and be able to do all of the above. With that, I think there's a great future for terrestrial broadcasting."

The FCC's effort to effect a new standard began in 1987 and is expected to climax this fall. Smith noted that NTSC is 50 years old, "and you see how lacking it is against digital. We are trying not to be in the way, not to dictate, but to assist this cooperative effort among the players," Smith said. He noted that there were 23 candidate systems at the beginning and that five of them—one analog and four digital—had been tested. The four combined into the Grand Alliance which appears poised for the final breakthrough.

Referring to COFDM—or "coded

orthogonal frequency division multiplexing," an alternate transmission technology of interest to some broadcasters—Smith said it would have to present a clear case of significant improvement over VSB ("vestigial sideband," the Grand Alliance, transmission system) before it could be adopted.

Although the end is in sight, there remains work to be done, Smith said. Among the more important: the final channel allotment policy, the table of channel allotments and the assignment of channels to existing broadcasters.

Smith marveled at the ability of the new standard to accomplish so many tasks. Indeed, he said, "While we call it a standard, it is really so flexible it is like a set of standards. It will allow us to do not only HDTV but all of the other wonderful things that have been suggested.

"There really is no option for broadcasters," Smith said. "They must go to the digital service—and, personally, I think to the high-definition service—or they don't have a future. Without digital, and without high definition, there's little future for the broadcasters." ■

HDTV IN MONTREUX

Continued from page 37

HDTV standard provides 1,000 lines.

In one dimension, the Montreux symposium was a disappointment. The organizers had anticipated 30,000 attendees, equal to 1993 attendance (the meeting occurs every other year). Only 25,000 arrived. Hanging over the event is the threat posed by the now-annual International Broadcasting Convention (IBC) in Amsterdam, which offers larger exhibition and housing facilities and a generally less expensive—if less elegant—locale. Many of the major exhibitors have forsworn showing at IBC unless it returns to the every-other-year format that had avoided conflict with Montreux, but it is not clear that the Dutch blandishments can be resisted.

This year's Montreux, nevertheless, was a success, according to Philippe Guillemin, director of the symposium, who cited 300 exhibitors from 120 countries, half of them representing multimedia interests. He announced the next symposium for June 12-17, 1997. In the interval, Montreux will host a new interactive media services symposium June 8-9, 1996.

The symposium keynoter was Ervin Duggan, president of the Public Broadcasting Service, who expressed hopes for the survival of terrestrial broadcasting (against competition from cable and satellite; see story at left). Richard E. Wiley, chairman of the FCC's Advisory Committee on Advanced Television Service, updated the symposium on that organization's progress (see page 39).

One of the last speakers was Viacom's Ed Horowitz, who told the broadcasters "there's a new world coming outside the traditional world you're used to; you will soon find yourself delivering a new generation of services that nobody now recognizes." The big change, he said, will come from the computer community, with online services and other programming elements yet to be identified.

It was announced at Montreux that Avid's CamCutter disk-based field acquisition system won the "best of show" award of the International Association of Broadcasting Manufacturers. ■

Duggan sings the praises of engineers, technology

By Don West

In a keynote address more philosophical than technical, PBS President Ervin Duggan accorded the world's technologists high praise indeed. Noting that mankind generally turns to its politicians as emblems of moral progress and human hope, he said they had produced "mostly disaster." Engineers working together, on the other hand, have created interests that last and do good things, he said, crediting them with "a transnational building of community."

One of the difficulties of progress is that it often produces losers in numbers equal to its winners, Duggan said. He had feared that a short straw might be drawn by terrestrial broadcasting as a result of the onset of new electronic technologies. Indeed, he said, that was the prevailing view at the FCC when he joined in 1990. Interactivity and convergence were in the air, he said, and at the time terrestrial broadcasting could be compared to an elderly uncle coughing in his sickbed upstairs while his successors party downstairs.



PBS President Ervin Duggan

Instead, the terrestrial medium has shown "amazing tenacity," keeping its grip on the viewing audience and "remaining the big, dependable department stores in the shopping mall of American television."

Duggan spent some time on the state of his own medium, referring to the funding crisis public broadcasting is undergoing at the

hands of a hostile Congress. But "it's hard to believe even a hostile Congress would throw out so valuable an asset," he said, referring to present-day public broadcasting as "less commercial as opposed to noncommercial." He said that medium would occupy the higher ground on the slope of taste, and would remain a bulwark against the total commercialization of just about everything in our cultural and national lives.

Faced with his own choice of viewing terrestrial broadcasting as a sharp knife or a dull blade, he opted for the former. The challenge, Duggan said, was to survive buffeting from the marketplace, from technology and from the political sector. Of the three dangers, he found politics the greatest. ■

One man's Montreux: A view from the States

By Charles C. Phelan

Montreux '95 was the year the international engineering community bowed to the future and started getting on with it today. Whereas HDTV and digital have dominated discussion in recent years, in 1995 the talk was less of high definition than of tape versus tapeless, levels of compression, the shape of the screen of the future, and discussion of delivery methods of television pictures to the home.

It was as though the symposium—which has always looked to the sky and taken aim at the stars—instead looked down and said: "OK, the digital future has arrived; what do we do with it?"

These were among the questions and conclusions:

Tape and disks: How inevitable is co-existence?

Tape will be with us for the foreseeable future. It remains the most economical medium for both acquisition and archiving of television pictures, whether stored as video or as data. Although Avid and Ikegami have jointly developed the CamCutter, media costs make it not yet an attractive alternative for bulk acquisition of pictures and sound.

And while the debate continues about whether television content should be archived as video or data, it is universally acknowledged that tape will be the medium on which it is recorded for some time to come, due to cost and volume issues. Additionally, the current economics of the typical broadcaster will not allow the wholesale discarding of VTRs for disks. It is clear that we will be living in a hybrid world for a while.

Archiving: How do I find my program in a bucket of bits?

Archiving is a subject that spans the worlds of technology, law and economics. How is material stored? How is it accessed? Who decides what is stored, and at what quality level? Who owns both original materials and repurposed material?

Some manufacturers favor storing pictures and sound in a data format, some as video. Storage of information as data allows more rapid and random access as well as access by data search methods. It is necessary, however, to determine the data search technique to be used and to develop standards for searching for and retrieving data, so that material archived in System A can be played back from System B.

The first question to be asked about archiving is: Should everything be kept? And at what data rate must it be kept? The lower the quality, the more the amount that can be stored in a given space. But what if the footage must be aired again?

Compression: How much is too much?

One of the real issues facing broadcasters and cablecasters regarding compression is just how to measure its effects. One measure is traditional signal-to-noise ratio, another is subjective picture quality. The first is easy to quantify, but there is significant debate as to what it really means; the latter is difficult to measure with repeatability and accuracy. The industry is calling for "handles" to measure the effects of compression as well as measurement devices to provide quantifiable and repeatable tests.

Another issue relates to the infamous "cliff effect" of digital systems. Degradation that does not appear to be a problem at a given time could cause a television picture to fall apart one generation later. The development of measurement techniques to detect such degradation was a major topic at Montreux.

Where in the future is widescreen TV?

Chris Cookson, senior vice president of technical operations at Warner Bros., discussed techniques that company is using to produce programs in 16:9 for release in 4:3, while "future-proofing" program content for a 16:9 world. The Warner Bros./Toshiba Digital Video Disk (DVD) contains program material viewable in both 4:3 and 16:9 and is expected to create additional demand for 16:9 television receivers and, with that demand, plummeting prices.

Manufacturers such as Snell & Wilcox and Probel exhibited converters that allow program material to move back and forth between 16:9 to 4:3.

A major advantage of 16:9 is the widescreen format, not necessarily the higher quality of HDTV. Directors must composite pictures for both a 4:3 and a 16:9 world.

Europe and Japan are far ahead of the U.S. in widescreen-set penetration. Japan, for example, has 60,000 HDTV and 140,000 NTSC widescreen sets in use. Such sets cost approximately \$35,000 in 1991; a 20-inch set now sells for less than \$4,500. Some 4.2 million widescreen sets are predicted in Japan by 2000.

Phelan is managing partner of National Teleconsultants, Glendale, Calif., and a frequent contributor to BROADCASTING & CABLE.

Wiley talks technical

"What beckons is a worldwide video revolution," said Richard E. Wiley, chairman of the FCC's Advisory Committee on Advanced Television Service in reporting progress on that venue to the Montreux Television Symposium. Saying "the finish line is in sight," he described a system with:

- Two scanning formats with 720 x 1,280 square pixels at 24, 30 and 60 frames per second, progressively scanned, and...

- A 1,080 x 1,920 square pixels format at 24 and 30 frames per second, progressively scanned, and also 60 fields per second interlaced scanned.

- Using MPEG-2 parameters, including the B-frames, as a basis for digital video compression. The system's packetized data transport layer also incorporates MPEG-2 features and services applicable to HDTV.

- With a transmission subsystem based on 8- and 16-VSB (vestigial sideband) technology for broadcast and cable systems, respectively.

- Plus digital audio using 5.1 channel Dolby AC-3 technology.

- The ultimate goal is 1,080 line progressive scan, as soon as advances in compression will allow.

Wiley noted that VSB outperformed its QAM competitor, yet cable continues to find QAM attractive. Both, he said, could be accommodated with a single demodulator—with only a minimal financial penalty—if the FCC finds it necessary. COFDM, a late entry in the transmission competition, he called problematical, while anticipating it could advance to lab testing and could beat out VSB if found demonstrably superior.

—DW

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

GENERAL MANAGER

Shamrock Communications is seeking 2 experienced, aggressive General Managers in the Wilkes-Barre/Scranton, PA and Baltimore, MD markets. An excellent opportunity to become a key player for one of America's premier broadcasting groups. Please send cover letter, resume and salary history to:

**William R. Lynett, President,
Shamrock Communications,
149 Penn Avenue, Scranton, PA 18503.**

*No telephone calls please.
EOE.*

KEYMARKET COMMUNICATIONS, One of America's most respected broadcast companies, is accepting applications from take-charge people for positions in both station management and sales management for our multi-station operation in Buffalo, New York.

Please send resume and references to:

**BARRY DRAKE, PRESIDENT
KEYMARKET COMMUNICATIONS
2743 PERIMETER PARKWAY
BUILDING 100, SUITE 250
AUGUSTA, GA 30909**

Keymarket Communications is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

New duopoly: WLIE 102.5 FM, Bridgehampton, New York, will sign-on shortly and join WBAZ 101.7 FM, Southold, New York to form the Eastern Long Island Radio Network. Two station managers and one news director/ morning anchor sought. One station manager must have strong sales management experience. The other must be product oriented with solid production expertise. Stations committed to local news and public affairs programming, including editorials, political endorsements, candidate debates and election night coverage. News director must be hands-on professional willing to lead this effort. Mature executives committed to building a company will participate in profit sharing. EOE. Contact owner: Box 1200, Southold, New York 11971.

Production Coordinator KABC Radio: Minimum three years experience operating radio broadcast consoles and broadcast related equipment at a commercial radio broadcasting station. Familiarity with talk back, IFB, mix-minus and remote transmitter control operations. FCC "Restricted Radiotelephone Operator Permit," or greater a must. Send resume to Program Director, KABC Radio, 3321 South La Cienega Blvd., Los Angeles 90016. No Calls. EOE.

Equity. Longevity. Employer Integrity. Job features all managers strive for, and ones our Midwest radio group's management enjoy. We're now recruiting additional talented people for new general and sales management opportunities within our organization. If sales and company bottom-line performance are priorities to you, fax confidential resume to: Robert B. Mahaffey, Mahaffey Enterprises, Inc., 417-883-9096. or call 1-800-725-9180. EOE.

GM/GSM. \$50,000 yearly and part ownership is yours if you're our person. WZAT-FM, Savannah, Georgia, has a marvelous opening for a sales-oriented broadcaster with 3-5 years experience. WZAT is a modern rock 100kw station on the move. Resume w/references to: Steve Schurdell, President, Gulf Atlantic Group, The Fountains, 35048 U.S. 19 North, Palm Harbor, FL 34684.

General Manager WBUX RADIO-AM, 1570, has an immediate opening for a professional General Manager. BA or BS degree required, Masters preferred. This opening is a superb growth opportunity for a professional leader. Successful candidate will be responsible for all phases of the operation of a full time 5,000 watt regional radio station serving Bucks and Montgomery County, Pennsylvania. Candidate must have strong credentials in sales management and promotion. This is a career position with a well-funded broadcast owner. Compensation and benefits are above average for the ideal candidate. Write or FAX Lloyd B. Roach c/o WBUX Radio, 40 Rickerts Road, P.O. Box 2187 Doylestown, PA 18901 FAX: 215-348-1936. WBUX Radio is an equal opportunity employer. Minorities and women are encouraged to apply.

Wanted: GM/Owner Operators. Commodore Media is looking for General Managers who want to be owner operators, be paid top dollar including lucrative yearly incentive plans, earn stock in the company, participate in company's 401k plan and be a member of one of the fastest rising stars in radio. These individuals must agree that working with the sales department is 90% of the job, that value added sales promotions is the path to achieve maximum rates from local retailers, that spec, spots are a must, that customer retention is the number one goal for the sales staff, that training and going out on call with your sales staff is essential, and that you work in harmony with your programming dept. to achieve the best product possible to maximize ratings. Commodore Media believes in dominating medium markets: Lower risk, higher reward. If you believe more money can be made and sustained in the medium markets and want to have the autonomy to win big on your own, then please send your resume and areas of the country you would prefer to live to Jim Shea: Commodore Media, 500 Fifth Avenue, Suite 3000, New York, NY 10110. All inquiries will be kept strictly confidential. Equal Opportunity Employer.

Opportunity to manage AM/FM Combo, Country format. Semi-automated 24-hour operation. Prime responsibility would be sales. Nice living area. One hour from Myrtle Beach! 20K pop., with little competition. Write George Buck, c/o WHSC, Hartsville, S.C. (1403 South Fifth Street, 29550). Or phone George Buck, (504) 525-1776.

Aggressive Sales Manager needed in turnaround situation. If you've got the right stuff, call 309-928-9876. EOE.

Sales Opportunity National Sales Manager. Keymarket Communications of NEPA is currently interviewing for the position of National Sales Manager. This is a new position. Applicants should have a minimum of 4 years radio sales. National agency experience is a must. Applicants must be very knowledgeable with Arbitron, have excellent computer skills, outstanding presentation skills and be willing to travel. If you feel this is the right position for you, send cover letter and resume to Gerald A. Gets, VP/General Manager, 305 Highway 315, Pittston, PA 18460. EOE.

Operations Manager Keymarket Communications has created a new position to oversee WKRZ, WGGY and WILK in Wilkes-Barre/Scranton, Pa. Applicants should have successful program management experience in competitive situations. Day-to-day experience in Top 40, Country and News/Talk formats would be helpful. Leadership skills are essential, as well as, Selector proficiency, strong promotional instincts and the ability to handle several projects at the same time. If you're an organized self-starter who loves to WIN, send letter, resume and salary requirements to: Gerald Gets, VP/General Manager, 305 Highway 315, Pittston, PA 18460. No calls please. EOE.

General Sales Manager. WJXB/WIMZ-Knoxville, TN. Are you the best at: Recruiting, Training, Inventory Management, Creating non-traditional revenue, Leading and motivating, Creating a winning atmosphere? If you have a verifiable 3+ year track record of building a staff of overachievers, then I want to talk to you. Join solid South Central Communications' Knoxville duopoly powerhouse where you'll work with a great team and have all the tools and support needed to drive us to new heights. Rush resume to: Craig Jacobus, WJXB/WIMZ Radio, P.O. Box 27100, Knoxville, TN 37927. South Central Communications is an Equal Opportunity Employer. M/F/H.

Pentor Communications International is a U.S. media joint-venturer in Poland. We are seeking a Radio Management professional who is a native of Poland or has fluent Polish. This is a one year or longer assignment in Warsaw to work with our Polish partners and develop Western style media assets. You will train and lead G&A, sales and programming staff to develop a street smart Western style aggressive team. A retired broadcaster might find this an ideal opportunity. If you can understand the current Polish reality and want to make a difference in this emerging democracy, write with CV, references and salary requirements to Ed Giller, Managing General Partner, P C I, 413B Logan Boulevard, Lakemont, Altoona, PA 16602. EEOE.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@BC.CAHHNERS.COM

HELP WANTED TECHNICAL

CE for major market AM/FM combo. Competency in: AM DA's, PC computer systems, PC computer networks, TVRO, studio / RF construction, maintenance, FCC compliance. Minimum five years experience and FCC General Class Permit. Resume, references, salary expectations, and credentials to: "Resumes" at 2950 SW 2nd Avenue, Fort Lauderdale, FL 33315 or Fax to (305) 524-8734. EOE.

HELP WANTED NEWS**NEWS DIRECTOR WANTED**

with extensive broadcast background to hire 60 reporters for the 50 state capitals and 10 major cities and build and edit AM/PM drive time coverage of the 50 states.

REPORTERS WANTED

full-time or part-time with broadcast experience and electric story eyesight to provide AM/PM coverage of the top of the news in the 50 states.

Apply to Editor

STATES NEWS SERVICE
1333 F St. NW Washington, DC 20004
fax: 202 737 9318

States News Service is the 22-year-old Washington news company that covers the stake of the states in the nation's capital for newspapers all over the country. We have been contracted by two of the leaders in the news and broadcast industry to provide coverage of the states from out in the states. If you live the news and enjoy building something new, fax us your resume!

EQUAL OPPORTUNITY EMPLOYER

HELP WANTED ANNOUNCERS

On-Air. Mornings and P.D. wanted for Country station in the midwest. If you're organized, sound great, willing to learn as you grow with a great company, and have great people skills...we want to hear from you! Tape and resume to Operations Manager, KIAI, P.O. Box 1300, Mason City, Iowa 50402. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Sales Manager. Posting 50%+ sales increases in 1995. Good leader, trainer and salesperson. Major and medium markets. Minority candidate. Call 1-800-841-5168.

GM/GSM. Rare, creative, 90's style. Unparalleled new business development success, including vendor, co-op, manufacturer-direct, event marketing, and sports. 12 years proven experience delivering disproportionate shares of deserved revenue. Sales-driven, yet strong programming, promotional, and community focus. Superior leadership, hiring, training, communication, and organizational abilities. Profit-oriented, yet people-sensitive. Highly-motivated professional seeking "right" turn-around or start-up situation with financially secure broadcaster. Must include high-end performance bonus and/or equity share for over-achievement. 813-787-8840.

SITUATIONS WANTED NEWS

Sports Announcer with 4 years HS/college PBP experience in basketball, football and baseball seeks PBP/reporting job covering college, pro, or HS sports. Will re-locate. Call Mark at 708-469-2811.

TELEVISION**HELP WANTED MANAGEMENT**

National Sales Manager: San Francisco's Univision affiliate seeking aggressive individual with 3-5 years of national rep experience. Must have exceptional communications skills, proven relationships with LA based advertising agencies, strong skills in positioning station, market, aggressive rates, managing inventory and possess strong news business skills. Computer skills and experience with market research a must. Please send resume to Edwin Rivera, GSM, KDTV-14, 2200 Palou Avenue, San Francisco, CA 94124 or fax (415)695-3926. No phone calls please.

Coordinator Electronic Media: Coordinate all corporate instructional and broadcast production and distribution for the Catholic Diocese of Wheeling-Charleston, WV. Bachelors Degree in communications or broadcasting with demonstrated ability in video and audio production. Familiarity with Catholic Church. Send Resume' and references by 6/30/95, to: Human Resources Office, ..PO box 230, Wheeling,WV. EOE.

Local Sales Manager. Petracom's WQRF/FOX 39 in Rockford, IL has immediate opening. Candidate should have strong new business development skills, and a history of selling special projects that attract incremental dollars. Not a desk job!! Send resume and salary history to: WQRF-TV/FOX 39, 401 South Main Street, Rockford, IL 61101, Attention: Mary Bloyer, Administrative Assistant.

Traffic manager. Innovative detail-oriented problem solver who can make Columbine systems fly on IBM AS-400. Take us beyond what works;make us the best. Report to station manager. Resume' to Jim Allison, Station Relations, WLEX-TV, P O Box 1457, Lexington KY 40591. EOE.

Broadcasters Association Executive Manager. South Carolina Broadcasters Association seeking Executive Manager. Successful candidate must have record of achievement working with groups/ individuals. Must be committed to proactive, responsive service to association members. Must be a clear and persuasive communicator with strong marketing and public relations skills. Fund-raising and financial development experience helpful. Responsibilities include expanding membership base, developing new programs/services for members, coordinating local/national governmental relations activities, boosting fund-raising and advertising revenue, organizing conventions, and providing financial reports to Board. Salary and benefits competitive. Opportunity for substantial growth. Send resume/salary history to: Executive Manager Search, 1111 Bull Street, Columbia, SC 29201, Attention: Ron Loewen. EOE.

SENIOR VICE PRESIDENT - NATIONAL/INTERNATIONAL PRODUCTIONS

Maryland Public Television (MPT) is seeking a leader to manage its national and international division, which produces over 250 hours of national and international programs each year. This includes Wall Street Week With Louis Rukeyser, Motorweek, To The Contrary, Bloomberg Business News, In Julia's Kitchen with Master Chefs and international series like Legacy, Mini Dragons land II and SeaPower.

This challenging executive level position will manage and supervise the production, development, funding, marketing and communications of quality national and international television projects. We are seeking an individual to manage a growing portfolio and to oversee the development of new projects from idea to broadcast. This individual will develop immediate and long-range strategies to maintain and enhance MPT's status as a leading national/international producer for public television. We are seeking someone who can inspire our staff and work effectively with producers to develop and fund compelling new projects that embrace a constantly changing marketplace.

The ideal candidate will have an extensive background in major national television production and international co-productions. Proven management ability and demonstrated knowledge of public television programming and production and a good understanding of the changing world of multi-media products and services are necessary in this position. Previous experience in developing innovative funding strategies with corporate funders and other partners is necessary. A Bachelor's degree is required; Advanced degree is desirable.

Submit resume and cover letter by July 7, 1995 to:

GLADYS KAPLAN, DIRECTOR OF HUMAN RESOURCES

MARYLAND PUBLIC TELEVISION, 11767 OWINGS MILLS BOULEVARD, OWINGS MILLS, MD 21117-1499

HELP WANTED SALES

Traffic Manager. Dallas/Fort Worth television station has immediate opening for seasoned individual with minimum of 3 years experience as Traffic Manager. Primary responsibility is to effectively manage station inventory. Must have ability to anticipate inventory problems and opportunities, make recommendations and work closely with sales management, supervise two assistants working on Marketron Broadcast traffic system. Great managerial, organizational and strong communication skills a must. EOE. Send resume with salary history to Box 00458.

Account Manager We are a state-of-the-art broadcast production studio located in Silicon Valley, and we're looking for an Account Manager with at least five years experience in developing, closing and managing new business. Because we create a broad range of programming - including corporate videos, commercials, home shopping, and interactive television - we need someone with experience in Advertising, Television and Corporate video production. We value results, strategic thinking, creativity, excellent communication skills, persistence, and the ability to sell ideas at the highest levels. Please send your resume, cover letter, and salary history to: K. Fallon, CKS Pictures, Inc. 10443 Bandy Drive, Cupertino, CA 95014. No phone calls please. EOE. M/F/D/V.

National Sales Manager. WSAV-TV, Savannah's NBC affiliate and Ellis Communication's station, is seeking an experienced sales leader needed to guide national team. Candidate must understand inventory control and be extremely organized. Position requires accurate forecasting in addition to superior negotiating skills. Prefer a candidate with successful sales management history with a minimum of three (3) to five (5) years experience. To apply contact: Keith True, General Sales Manager, WSAV-TV, P.O. Box 2429, 1430 East Victory Drive, Savannah, GA 31402. (912) 651-0300. WSAV-TV is an Equal Opportunity Employer and does not discriminate in the hiring, training or promotion of employees regardless of race, color, religion, sex or national origin.

Local Sales Manager. WSAV-TV, Savannah's NBC affiliate and Ellis Communication's station, is seeking a successful over-achiever needed to lead our local sales team. Candidate must be able to lead by example, motivate and train local account executives. Ability to maximize direct and agency accounts, along with an aptitude to develop and execute sales promotions. Prefer a candidate with successful sales management history with a minimum of three to five years experience. To apply contact: Keith True, General Sales Manager, WSAV-TV, P.O. Box 2429, 1430 East Victory Drive, Savannah, GA 31402. (912) 651-0300. WSAV-TV is an Equal Opportunity Employer and does not discriminate in the hiring, training or promotion of employees regardless of race, color, religion, sex or national origin.

Interested In the Boston TV Market? The largest regional news network in the US is looking for a qualified retail/direct account sales executive. Successful advertising sales experience a plus-not a must. Send letter and resume to: David Buonfiglio, General Sales Manager, New England Cable News, 160 Wells Avenue, Newton, MA 02159...no calls. NECN is an Equal Opportunity Employer, M/F.

Account Executive. S.F. Bay Area television station is looking for an Account Executive with experience in local broadcasting, direct mail or newspaper sales. Must be self-starter with proven track record. Great opportunity with young, well-financed national group owner on cutting edge of new media development. Send resumes and salary requirements to Box 00459 EOE.

Account Manager: WESH-TV, Orlando, Florida, a Pulitzer Broadcasting Company station is seeking an aggressive individual with strong communication skills and must be proficient in analyzing and interpreting statistical data. Four - five years previous television sales experience preferred. College degree preferred. If you are interested in applying for this position send resume to Claudia Wickham, Local Sales Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls. An Equal Opportunity Employer.

Sales Account Executive WLYH, a CBS affiliate located in the 44th market, seeks an aggressive, experienced account executive to take advantage of a great sales opportunity. Candidates should possess a minimum of two years successful broadcast sales experience, the opportunity to sell (and think) "out of the box", and the ability to sell sports. WLYH-TV offers an exceptional established list, salary and commission, 401K plan, profit sharing, and additional benefits package. Send resumes to general sales manager WLYH-TV, P.O. Box 1283, Lebanon, PA 17402. No phone calls, EOE M/F.

National Sales Manager: Seeking aggressive, creative, self-motivated individual for Top 50 Market, CBS Affiliate. Locally owned station offers unique opportunities. Candidate must have minimum 5 years related broadcast sales experience with B.S. Degree. No calls. Send cover letter, resume, references & salary history to: NSM, KWTW-9, PO Box 14159, OK City, OK 73113. EOE/M-F

Local Sales. Leading mid-west FOX affiliate has opportunity for break-out winner with local TV/cable experience. BMP knowledge a plus. New business skills critical. Persuasive presentation skills key. Team player. Are you the one? Tell us why. No calls please. Resume and cover to: Bill Beckwith, LSM, KLIB-TV FOX 18, 937 East 53rd Street, Davenport, IA 52807. EOE.

HELP WANTED TECHNICAL

Maintenance Technician. KSDK-TV St. Louis #1 NBC affiliate. Maintain studio and ENG equipment also transmitter, microwave, radar and satellite systems. Three to five years experience with broadcast equipment to the component level. FCC General Class and License and SBE certification preferred. Send resume with qualifications to Human Resources, KSDK-TV, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Master Control Operator. Full/part time On Air Master Control Operator needed for one of the nation's fastest growing TV stations. Minimum of one year's experience, good attitude and willing to work flexible hours. FCC permit and general knowledge of TV broadcast regulations is required. Only experienced M.C.O.'s should reply. Reply only in resume to M.C.O., P.O. Box 832100, Birmingham, AL 35283. EOE. M/F. No telephone calls.

WRBW-TV, A UPN affiliate, full power UHF station located at Universal Studios, Orlando, Florida is seeking applicants for the following technical positions: Master Control Switcher and Tape Operator. Both positions require a minimum of two years experience, in those capacities, at a broadcast tv station. Compensation package includes paid vacation, company health plan and other benefits. Interested and qualified applicants should mail resume to WRBW-TV, 2000 Universal Studios Plaza, Ste 200, Orlando, FL 32819 or fax resume to (407)248-6520. Attn: Stewart. No phone calls please. EOE Employer.

Maintenance Engineer: Dynamic, Fast growing subsidiary of Viacom International is currently looking for a Maintenance Engineer to assist in the maintenance of our tape duplication department. Qualified candidates must have at least 2 years experience working with broadcast tape systems. Must be capable of troubleshooting to component level. Degrees welcomed but not necessary to qualified individual. Resumes to: Joseph E. Ashton, Engineering Manager, Viacom/MGS Services Inc. 619 West 54th Street, New York, N.Y. 10019.

Maintenance Engineer WUBI TV, the Savannah, Ga affiliate for the Warner Bros Television Network has an immediate opening for a maintenance engineer. Experience in UHF transmitter maintenance, U-matic tape deck and microwave systems required. Send resume to WUBI-TV, P.O. Box 1080, Baxley, Ga 31513. EOE.

HELP WANTED MARKETING

RETAIL MARKETING/
PROMOTIONS MANAGER

KABC-TV has an immediate opportunity for a Retail Marketing/Promotions Manager. Qualified candidates must have thorough understanding of Marketing/Advertising as it relates to television with experience in television sales. Strong writing skills relating to marketing and promotions are essential. Prior promotion experience with broadcast production skills are desirable. Computer proficiency is necessary. Send resumes: John Riedl, General Sales Manager, Dept. RM/PM-BC 4151 Prospect Ave., Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer.



Production Manager: Experienced in Beta SP, Computerized editing. Fast Video Machine, and 3D Studio a plus. Must have good organizational skills and be hands on. Send resume to KFNB TV, 7075 Salt Creek Highway, #1, Casper, WY 82601. EOE.

To place an ad in the Broadcasting & Cable
Classified pages, contact Antoinette Fasulo
TEL: 212.337.7075 • FAX: 212.206.8327
INTERNET: AFASULO@BC.CANNERS.COM

HELP WANTED EDITORIAL

Editorial Market Manager

TV GUIDE Magazine seeks candidates for Editorial Market Manager at its suburban-Philadelphia HQ. Manager will maintain sophisticated relationships with local-TV market personnel (broadcast and cable), and determine editorial coverage of regional editions of TV GUIDE. Successful candidate will have a minimum of 5 years experience in consumer and/or TV markets; detailed and current knowledge of TV industry; superior interpersonal and organizational skills; ability to travel; college degree in related field. Research background useful. Send resume and cover letter outlining salary history and references to:

TV GUIDE Magazine
#4 Radnor Corporate Center
Human Resources Department
Code #764-MM
Radnor, PA 19088

Equal Opportunity Employer.



HELP WANTED NEWS

ASSISTANT NEWS DIRECTOR

WBAL-TV is Baltimore's fastest growing, most aggressive television station. We are currently seeking an Assistant News Director who would be responsible for managing the day to day operations. This person must have vision, the ability to lead, teach, and have a strong understanding of the imagery of live hard news coverage plus an even stronger understanding of marketing the concept of this philosophy both inside and outside of our broadcast.

Candidate must have at least 5 years experience of managing day to day operations. College degree preferred. Anyone interested in joining an excellent television station owned by one of the best in broadcasting, should forward resumes and a comprehensive outline of news philosophy to:

WBAL-TV News
Attn: David Roberts, News Director
3800 Hooper Avenue
Baltimore, MD 21211
No phone calls please.

Women and Minorities are encouraged to apply.



Hearst Broadcasting

**News Director**

Join the News Leader in Binghamton, New York. Organizational and managerial skills a must. Knowledge of budgeting, promotion and production required. Minimum 3-5 years news-related experience expected. Excellent benefits include 401-k and profit sharing.

Send resumes to:
Victoria G. Regan
General Manager
WBNG-TV 12
P.O. Box 12
Johnson City, NY
13790-0012

GATEWAY COMMUNICATIONS, INC.
An Equal Opportunity Employer

NEWSWRITER/PRODUCER

KGO-TV is seeking a newswriter with excellent writing skills to write for one of five daily newscasts. Prior show producing experience preferred. Must have a minimum of 5 years news writing experience in a major market. Knowledge of NewStar computer system a plus. College degree preferred. Application deadline is July 7, 1995. Please send resume, cover letter and writing sample to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE

Part-time, Weekend Assignment Editor. Job description: Handle weekend news assignments, produce and anchor numerous hourly news updates. Requirements: Should have 1-3 years local TV news experience or other related experience. Assignment desk or local newscast producing experience very desirable. Journalism or communications bachelor's degree very helpful but not essential. Must be energetic, bright and get along well with people. Must be able to think on your feet. Salary range: Negotiable. Contact: Tapes and resumes only. Phone calls will disqualify you. Bob Yuna, WYOU TV, 415 Lackawanna Avenue, Scranton, PA 18503.

ATTENTION TV NEWS PROFESSIONALS

- ANCHORS/REPORTERS
- GENERAL ASSIGNMENT REPORTERS
- SPORTS PRODUCERS
- PHOTOGRAPHERS/EDITORS
- ASSOCIATE PRODUCERS

Successful primetime newscast in beautiful San Antonio, Texas is expanding. All positions require at least two years television news experience. No beginners. Individuals will be creative, energetic, absolutely love television news and have a great attitude. Send resumes, references and non-returnable VHS tapes to:

Alan Little, News Director
KABB-TV, 4335 N.W. Loop 410
San Antonio, Texas 78229

No phone calls or faxes, please.

KABB-TV is an Equal Opportunity Employer.

EXECUTIVE PRODUCER

WBAL-TV is Baltimore's fastest growing, most aggressive television station. We are currently seeking an Executive Producer. This person would be responsible for the look and content of the newscast. Candidate must have an excellent understanding of how excellent journalism becomes excellent television.

Candidate should have at least 5 years of newscast producing experience and the best all around leadership skill.

College degree preferred. Send resume and a comprehensive outline of news philosophy to:

WBAL-TV News
Attn: David Roberts, News Director
3800 Hooper Avenue
Baltimore, MD 21211
No phone calls please.

Women and Minorities are encouraged to apply.



Hearst Broadcasting

Executive News Producer. Top 20 network affiliate needs "sharp" editorial and production oriented manager to oversee production of newscast. Must be able to motivate staff, be creative, have strong news judgement with the emphasis of "local." Send a tape that shows what you can do. Must be a strong writer and leader. 3-5 years management experience preferred. Equal Opportunity Employer. Male/Female. Reply to Box 00456.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@BC.CAHNERS.COM

GENERAL ASSIGNMENT REPORTER

KGO-TV is seeking an experienced General Assignment Reporter with proven on-air skills. Must have a minimum of 5 years television reporting experience preferably in a major market. Prior co-anchoring experience preferred. Application deadline is July 7, 1995. Please send resume, cover letter and videotape to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
 EOE

REPORTER

Named the best Newscast in the state of Florida, for the second consecutive year, by the Associated Press, FOX News at 10 seeks a General Assignment Reporter and a Troubleshooter Reporter. Three years television experience required, college degree preferred. 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.

Aggressive News Operation seeks producers, reporters, anchors, photographers, and assignment editors who want to be part of a quality, top-notch team. Minorities are encouraged to apply. Send resumes and nonreturnable tapes to Personnel Department, WAAY TV, Post Office Box 2555, Huntsville, Alabama 35804. No telephone calls, please.

Anchor - We know you're out there! Aggressive top 50 NBC affiliate is still searching for the right person to join our female co-anchor on the AM and noon show. Must be a conversational writer with a great personality. Tapes and resumes ASAP to: Mr. Micah Johnson, News Director, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. No phone calls! EOE.

Anchor, KETV, Omaha, Nebraska, has an opening for a primary 5:00PM Co-Anchors with extensive live field reporting experience. This is a high profile position with a company that believes in promoting from within. Good reporting skills are a must. Preference will be given to candidates with investigative reporting experience. Send resume and non-returnable tape to: RoseAnn Shannon, News Director, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE/ADA.

News Series Producer. Have you written and produced hot, riveting local news series? Kelly News and Entertainment is looking for a Producer who understands the needs of local television to produce national news series for a consortium of great local news stations. Knowledge of computer research a plus. Position is based in Los Angeles. Rush non-returnable, VHS tape of your best stories to: Kelly News and Entertainment, 3 Television Circle, Sacramento, CA 95814. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. Equal opportunity employer. M/F/ADA.

Assistant News Director - Replacement. KRQE-TV, the CBS affiliate in Albuquerque, New Mexico, is in search of an Assistant News Director. If you are a team player, work well under stress, and really like a challenge, this could be the job for you. The successful candidate will assist in the daily operation of the news department. This includes scheduling, budgeting, special event coverage including content and production value of the newscast. You should have a BA in journalism or equivalent as well as 5 years experience in a commercial TV newsroom. Working knowledge of newsroom computers is a plus. Any interested parties should send resume to: Shirley Roybal, KRQE TV, Human Resources Department, 13 Broadcast Plaza SW, Albuquerque, NM 87104. (505)243-2285. KRQE is an Equal Opportunity Employer.

Anchor: WROC-TV, the CBS affiliate in Rochester, NY is looking for an energetic, personable anchor to complement a female co-anchor. Prefer 3-5 years experience and journalism degree. If you are a newsroom leader with strong writing and reporting skills, send a non-returnable 3/4" tape and resume to Charmaine Formicola, Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE. M/F.

Co-Anchors. The largest news team in Central New York is expanding again. We need a Co-Anchors to compliment our female Co-Anchors on a new early evening newscast. Winning applicant will have demonstrated success as a working Anchor; this position will require daily field reporting in addition to anchor duties. Send 3/4" or VHS tape to Lisa Wadsworth, WSTM, 1030 James Street, Syracuse, NY 13203. No phone calls. WSTM is an Equal Opportunity Employer.

Full time, late Newscast Executive Producer. Job description: Evening News Manager. Responsible for content and production of 11 o'clock news as well as CNN local edition news inserts. This person is also the hands on producer of the late news. Requirements: Degree in Journalism/Communications helpful but not essential; other college background essential. At least 3 years producing experience required; some small market news management helpful. Excellent leadership skills essential. This is an excellent news management opportunity. Salary range: Negotiable. Tapes and resumes only. Phone calls will disqualify you. Contact: Bob Yuna, WYOU-TV, 415 Lackawanna Avenue, Scranton, PA 18503. WYOU TV-22 is an Equal Opportunity Employer.

General Assignment Reporter wanted by the #1 TV station in Southern California's desert. Qualified candidates must be energetic, have at least 2 years professional on-air experience and possess an exceptional storytelling ability. Strong writing and editing skills a plus. Live News experience adds bonus points. If you can hit the ground running and join an already outstanding News team, send resume and tape to Keith Wheeler, News Director, KESQ-TV3, 42-650 Melanie Place, Palm Desert, CA 92211. No phone calls please. EOE.

News Director: Are you a middle manager? Want to be number 1? Staff of 16 is waiting for its new leader. Must have supervisory experience. Ideal candidate will have done it all. Newsroom equipped with computers and a live truck. Send resume and news philosophy to Jerry Condra, General Manager, KQTV, P.O. Box 6247, St. Joseph, MO 64506

Investigative Reporter. WRIC TV is seeking an aggressive, experienced television news reporter who specializes in investigations. Must have strong background of in-depth research, writing, packaging, and creative showing skills. Independence and motivation a must. Minimum 2 years TV news reporting, preferably with investigative related experience. College degree required. Send resume to Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. Excellent benefits. No phone calls please. WRIC-TV is an Equal Opportunity Employer. Minorities encouraged to apply.

KACV-TV seeks a skilled, creative Photographer/Editor. Duties include shooting/editing for a weekly public affairs program plus historical and news-oriented documentaries. Our work wins statewide awards and airs nationally! Two years news photography experience-minimum. Excellent pay and benefits. Send your resume and highest quality work on a Beta or VHS tape to: Office of Personnel Services, Amarillo College, P.O. Box 447, Amarillo, TX 79178. An EEO-AA employer.

Main News Anchor. Top 80 midwest station seeks experienced communicator to compliment female Co-Anchors. Resumes and tapes to Box 00460 EOE.

Meteorologist preferred, for aggressive station that's shaking up the market and the market is responding! If you have a dynamic presentation that can hold viewers, let's talk. Full time position open now. Send non returnable tape, (no more than 1 week old), resume, references and salary required to: Al Sandubrae, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE. M/F. Minorities are encouraged to reply.

News Producer: WTVD, the Cap Cities/ABC owned station in Raleigh-Durham, is looking for someone who can produce outstanding newscasts. The incumbent has joined several predecessors in moving up to our stations in the top five markets. Send tape, resume and news philosophy to Rick Willis, Executive Producer, WTVD, P.O. Box 2009, Durham, NC 27702, No phone calls. Equal Opportunity Employer.

News Producer. WRIC TV is seeking an experienced television News Producer. Must have strong writing, conceptual and showcasing skills along with exceptional drive and initiative. Minimum of 2 years prior TV news producing experience and college degree required. Send resume to Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. Excellent benefits. No phone calls please. WRIC-TV is an Equal Opportunity Employer. Minorities encouraged to apply.

Newscast Director, KREM-TV, a King Broadcasting Company station, and a division of Providence Journal Broadcasting is seeking an experienced and aggressive Newscast Director to direct our 5, 6, and 11 PM newscasts. Must have 3-5 years newscast directing experience utilizing multiple ENG and satellite live shots. Hands on switching experience a plus. Send letter of introduction, non-returnable tape and resume to Human Resources Director, #R9519, KREM-TV, 4103 South Regal, Spokane, WA 99223. EOE. M/F/D/V.

WFSB, a Post-Newsweek Station, is looking for an experienced and creative News Producer. Must be able to assume responsibility for content and appearance of the newscasts. Applicant should have an understanding of contemporary television news production techniques and state-of-art equipment. Should also have the ability to oversee and communicate with reporters and anchors, write well and work in conjunction with the news assignment desk. A college degree in Mass Communications preferred; prior producing experience in a commercial television news operation is essential. Good news judgement and high journalistic standards essential. Send resume and tape to Mark Efron, VP News, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

News anchors, reporters, sportscasters and weathercasters. Chicago talent agency looking strictly for small and medium market talent ready for jump into the top 50 markets. Minority talent in particular demand. Send 3/4" or VHS tape to Talent Agency, 2568 North Clark Street, Suite 370, Chicago, IL 60614. Agency will respond to all inquiries by mail or phone.

Producer Wanted. Aggressive, creative, dynamic Producer position open. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. Send aircheck (non-returnable tapes) no more than 3 days old, along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. M/F. EOE.

Producer: Don't read this ad if you're a show stacker: Southern California's desert News leader is looking for a take-charge Producer for its 11:00 pm Newscast. Qualified candidates must have at least one year professional experience, possess strong writing skills and good News judgement. You must have excellent people/organizational skills and be a team leader. Send resume and recent show tape to Keith Wheeler, News Director, KESQ-TV3, 42-650 Melanie Place, Palm Desert, California 92211. No phone calls please. EOE.

Producer: FOX Morning News in Washington, D.C. needs experienced Control Room Producer. Able to format and produce 3 hour news and interview broadcast with multiple remotes daily. Knowledge of national and international news required. This is an overnight shift. Telephone Susan Truitt, Executive Producer, FOX Morning News, 202-895-3130. We are an Equal Opportunity Employer.

Reporter: KREM-TV, King Broadcasting Company station, and a division of Providence Journal Broadcasting is seeking an experienced and aggressive General Assignment Reporter. Must be enterprising, and generate stories that make a difference to our viewers. Must have 2-3 years newsroom reporting experience with excellent writing skills. If you are always fighting for the lead story, and live reporting is one of your best attributes, KREM-TV is interested in hearing from you. Send letter of introduction, non-returnable tape and resume to Human Resources Director, #R9516, KREM-TV, 4103 South Regal, Spokane, WA 99223. EOE. M/F/D/V.

Producer (Two Positions). Network O&O in 4th market has openings for both a Newscast Producer and a Special Projects Producer. We're looking for creative, energetic people who aren't afraid to take chances and know how to produce compelling television news. We need people who can tell a story, operate as part of a team, thrive on pressure and have the competitive fire to work in the most aggressive and challenging market in television's major leagues. Minimum 5 years major-market producing experience required; prior reporting experience helpful for both positions. Send resume and non-returnable tape to Kim Godwin, Assistant News Director, WCAU-TV, City Line Avenue and Monument Road, Philadelphia, PA 19131. EOE.

Producer. We're growing again and need a Producer who can combine a crisp writing style, solid news judgement and outstanding technical and graphic skills to produce a winning, early evening newscast. Send resume and 3/4" or VHS tape to Lisa Wadsworth, WSTM, 1030 James Street, Syracuse, NY 13203. No phone calls. WSTM is an Equal Opportunity Employer.

Video Editor. Nation's leader in televised medical news and health information seeks an editor with a hot reel for a position editing news and features. Some shooting with nationwide travel is required. Minimum two years editing and shooting news. Resume with references and non-returnable tape to: Personnel Assistant, Medstar Communications, 5920 Hamilton Boulevard, Allentown, PA 18106. Absolutely no calls, please. EOE.

Reporter: WROC-TV, the CBS affiliate in Rochester, NY is looking for a solid reporter with excellent skills and writing ability. Ideal candidate is a creative storyteller with a competitive attitude. Prefer 3-5 years experience and journalism degree. Please send a non-returnable 3/4" tape and resume to Charmaine Formicola, Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE. M/F.

WFSB, a Post-Newsweek Station, is looking for an experienced and creative News Producer. Must be able to assume responsibility for content and appearance of the newscasts. Applicant should have an understanding of contemporary television news production techniques and state-of-art equipment. Should also have the ability to oversee and communicate with reporters and anchors, write well and work in conjunction with the news assignment desk. A college degree in Mass Communications preferred; prior producing experience in a commercial television news operation is essential. Good news judgement and high journalistic standards essential. Send resume and tape to Mark Efron, VP News, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

WHIO-TV Dayton, OH. Director: Only apply for this job if you love TV news. To win this position you must be able to direct an error free, fast paced, technically complicated news show with a major market look. This director will also be a director or director/producer for a variety of special projects both in the studio and on remote locations. The successful candidate will be able to write well, work efficiently under a professional team at a Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Videographer. Named the Best Newscast in Florida by the Associated Press, for the 2nd year in a row, Fox News at Ten, in the Ft. Myers market, seeks two Videographers. Two years experience required, college degree preferred. Send non-returnable tape and resume to: Chris McKinney, Chief Videographer, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

WVIT, Connecticut's NBC Station is looking for several creative, experienced and hard working people. We are an aggressive news station with emphasis on live, local and late breaking coverage. News Producer: Aggressive, creative producer for our fast paced 11 at 11 show. No stackers or packers. Reporter: Self motivated freelance reporter. Strong writing and live skills a must. Weekend Anchor/ Reporter: Strong anchoring as field reporting. No beginners. Send resumes and non returnable 3/4" or VHS tape to Steve Schwaid, News Director, WVIT-TV30, 1422 New Britain Avenue, West Hartford, CT 06110.EOE.

HELP WANTED PRODUCTION

ASSOCIATE PRODUCER DAYTIME PROGRAMMING DISCOVERY NETWORKS

Manage all aspects of original productions and co-productions for daytime and weekend programming on The Discovery Channel and The Learning Channel. Requirements: minimum three years hands-on television production experience; ability to handle multiple projects under tight deadlines; high comfort level in managing outside production companies and their personnel; strong interest in popular culture a plus. Send cover letter indicating position and resume to:

**HUMAN RESOURCES,
DISCOVERY COMMUNICATIONS, INC.,
7700 WISCONSIN AVENUE,
BETHESDA, MARYLAND 20814. No calls.**

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DIGITAL VIDEO EDITOR

New York City-based multimedia company is seeking an experienced **Digital Video Editor**. Experience capturing, editing, digitizing, and compressing video essential. Familiarity with current digital editing systems such as Avid and Media 100 is critical. The ability to develop and manage a large video database along will also be helpful. This position will demand long hours and dedication in exchange for the opportunity to create next generation technology. EQUAL OPPORTUNITY EMPLOYER. Reply:

**TIME WARNER ELECTRONIC PUBLISHING,
175 Fifth Avenue, Suite 2610,
New York, NY 10010.**

WHIO-TV Dayton, OH. Production Manager: Excellent management opportunity for a skilled Director/Producer. Successful candidate will supervise producer/directors, graphics department, retail production unit and edit staff. Excellent people skills a must as you'll work with clients and staff, scheduling production facilities and coordinating interchange of information between departments. Don't lose your creative and technical touch because you'll also have the opportunity to produce specials for news, local programming and sales. This is a great job for the right individual, a chance to join the professional management team at a strong Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Art Director. WMAQ-TV, the NBC O & O in Chicago seeks individual to conceptualize, oversee, overall station graphic look with particular emphasis on News and Promotion. Responsibilities include managing 4-person design staff and daily hires and working with promotion producers on art direction for on-air spot production. Minimum 5 years broadcast design experience in major market preferred. Strong organizational skills essential, as is the ability to work well under intense deadline pressure. Must have a solid understanding of art direction for on-air spot production and a working knowledge of promotion post production techniques. Set design and print production a plus. Position requires knowledge of the Quantel paintbox, HAL, Infitit and Mac. Design/art degree preferred. Please send design demo tape with cover letter and resume: Janet M. Lopez, NBC, Employee Relations, Job# B/C9506AD, 454 North Columbus Drive, Chicago, IL 60611. No Beta tapes please. National Broadcasting Company/An Equal Opportunity Employer.

Director of Sports Promotion- Turner Network Television (TNT) is seeking qualified applicant to oversee all on-air promotion efforts in support of TNT sports franchises and specials. 5+ years prior experience, preferably with a focus on sports. Experience in post production, post audio production, graphic design and location shooting. Experience with Sales and Marketing groups on development of sales presentation tapes, contest spots and vignettes. Please send resume and non-returnable 3/4" tape to: TNT Marketing, 1050 Techwood Drive, Atlanta, GA 30318. No phone calls please!

Senior Producer. WMAQ-TV, the NBC O & O in Chicago, seeks a individual to conceptualize, write, produce and execute high-concept on-air spots for the station's news and entertainment promotional efforts. Promotional responsibilities also include the creation of radio and print advertising. Minimum 5 years broadcast promotion experience required, preferably in a major market. Requires heavy emphasis on news image, topical and series promotion. Solid creative writing skills along with strong production/editing skills a must. Should demonstrate strong understanding of graphic design. Must be able to work in team environment and have strong interpersonal skills. Must also be a take charge individual, able to solve problems with a clear understanding of station goals. Please send promo demo tape with cover letter and resume: Janet M. Lopez, NBC, Employee Relations, Job# B/C9506SP, 454 North Columbus Drive, Chicago, IL 60611. No Beta tapes please. National Broadcasting Company/An Equal Opportunity Employer.

Lead TV Producer: Production department needs lead TV Producer. Must have 3-5 years experience scheduling people, commercial production and events. Editing, writing, shooting, Beta and digital knowledge required. Excellent client relations a must. Send non-returnable tape to K. Ferrell, KTVA-TV (CBS), 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date 7/23/95. EOE.

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

News Producer WSAZ-Television 3, a division of Lee Enterprises and a dominant number one NBC affiliate, seeks a strong manager and writer to produce top rated 6-7am and noon broadcasts. Candidates must be committed to serving internal and external customers. Please send a tape and resume to Ken Selvaggi, News Manager, WSAZ, 645 5th Ave., Huntington, WV 25701. EOE.

Video Editor/Graphics Animator, morning shift. Candidate must have an advanced understanding of editing and D1 composting techniques. Experience with DFX Composium or similar system is preferred. Graphic design skills helpful, ability to work with designers important. For immediate consideration, send materials to: television by design, 3277 Roswell Road, Suite 714, Atlanta, GA 30505. Fax: 404-355-3226. Telephone: 404-355-3277 extension 714. EOE.

Videotape Editor. The Christian Broadcasting Network, one of the world's largest television ministries, is seeking a highly skilled Videotape Editor. The successful candidate will possess the following qualifications: experience with Infitit!, Grass Valley 200 and D-2 equipment and experience as a Videotape Editor at a major production or broadcast facility. Experience designing DVE generated effects and good computer skills a plus. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application. Forward completed application and resume tape to: CBN Employment, 977 Centerville Turnpike, Virginia Beach, Virginia 23463-0001.

Video Engineering in Paradise McHale Videofilm, the largest post facility in Hawaii, needs visionary senior engineer proficient with digital systems and equipment. Qualified person has leadership, purchasing and maintenance experience with production, post-production, graphics and telecom systems and computer networks. Great opportunity to live in paradise and work for the #1 company in the market. Send resume and salary requirements to Glen Coleman, G.M. McHale Videofilm 1116 Auahi Street Honolulu HI, 96814 (808)593-8080 Fax(808)591-9175.

HELP WANTED PROMOTION

Promotion Manager. #1 affiliate seeking creative media pro to keep us on top. One person department responsible for writing and producing on-air promos and long form programming; all media buys; off-line editing; print layout; news promotion. Minimum 2 years experience preferred. EOE. Send tape and resume to: Mac Douglas, KVII-TV, One Broadcast Center, Amarillo, Texas 79101.

HELP WANTED ADMINISTRATION

IT'S A WHOLE NEW WORLD IN BIRMINGHAM

New World Communications' WYTM-TV, the NBC affiliate serving Birmingham, AL for more than 25 years, has openings in the following positions:

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| • Operation Admin. Assist. | • Programming Assistant | |

All of these positions are a result of New World's recent purchase and expansion of WYTM-TV.

If you feel qualified for one of the above positions, please send a resume to: Human Resources Director, WYTM-TV, 1732 Valley View Drive, Birmingham, AL 35209.

WYTM-TV is an EEO employer with excellent benefits and growth opportunities.

SITUATIONS WANTED NEWS

Attn: TV News Directors: Want to benefit from my extensive knowledge and experience as a News Anchor? Team player with network experience looking for exciting new challenge! 902-275-3276.

SITUATIONS WANTED PROMOTION

Program - Promotions Mgr. Experienced, stable, demonstrative ratings results, Minority (Hispanic), great references, strong people and production skills. I'm a team player looking for a new team! Reply to Box 00461 EOE.

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SPORTS NEWS DIRECTOR: Responsible for editorial direction, budget, strategic planning and management of news operation. Relevant degree and 10+ years of experience in tv news, with at least 5 in a management capacity is required. Sports knowledge a must.

SPORTS LINE PRODUCERS: Oversee the planning and implementation of all of the newscast's editorial and technical functions and develop it's format. Relevant degree, 3-5 years' producing live news/sports shows, ability to work flexible hours and strong organizational and management skills in a changing environment required.

EDITORS: Edit sports packages, highlights and "B" roll for live productions. 3-5 years' experience in off-line editing of live productions, thorough knowledge of sports, and the ability to work flexible hours in a changing environment required. Beta editing experience a must.

GRAPHICS DESIGNER: Design and build graphics on Macintosh-based paint system. Must be knowledgeable in Adobe Photoshop and Illustrator. Knowledge of Infit! a plus.

In addition, we have many temporary positions for an expanded weekend sports news wheel, including PRODUCER, DIRECTOR, AP, TD, PA, GRAPHICS OPERATOR and ALL TECHNICAL POSITIONS. Weekend day and night shifts are available.

For consideration, please send your resume and salary requirements to: NewSport, Box 999-PW, Woodbury, NY 11797. No phone calls, please. We are an equal opportunity employer.

HELP WANTED MANAGEMENT

National Sales Manager

Newly launched, internationally distributed music television channel seeks National Sales Manager with a minimum of 4-5 years of sales and marketing experience in the cable industry.

Responsibilities will include sales, marketing and promotional activities with U.S. regional/MSO accounts and various other distributors; as well as the development, implementation and analysis of strategic business plan. Must have proven sales ability, strong organizational, interpersonal and communication skills; and the ability to work inde-

pendently and creatively. BA or BS required; experience and/or interest in music industry preferred. Frequent travel. Excellent benefits package. Send resume with earnings requirements to: P.O. Box 999-DB, Woodbury, NY 11797. We are an equal opportunity employer.



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COORDINATING PRODUCER

ESPN is looking for a Coordinating Producer to work on its award winning SportsCenter news program. Coordinating Producers take the lead editorial role in determining SportsCenter's content, style and format. Candidates must have significant television news management experience, a solid news program production background, extensive knowledge of sports, and the ability to motivate a highly skilled workforce in a fast paced and demanding newsroom environment. The work is hard, but the rewards are having extensive resources to produce creative programs in an expanding company with significant opportunities. Dept. CP/BC-6'95.

DIRECTOR

We also seek a Director to work out of our East Coast network. Requirements should include at least 10 years' experience in a significant TV market and a confidence that you can handle fast-paced news and integrate formats as well as pre-production elements better than anyone else. Dept. D/BC-6'95.

Excellent earning potential, outstanding benefits, and the opportunity to be a team player with America's sports television leader are just a few of the many advantages of a career with ESPN. For immediate consideration, please forward your resume, indicating department code to: ESPN, Inc., Human Resource Department, ESPN Plaza, Bristol, CT 06010.

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Equal Opportunity Employer M/F/D/V



Executive Director, Acadiana Open Channel. Salary negotiable based on experience and credentials. Manage all facets of public access station including program development, production, cablecasting, fundraising, budgeting and administration. BA or equivalent, experience and strong interpersonal skills essential. Send resume and cover letter to: Search Committee, AOC, Box 53405, Lafayette, LA 70505. The review of applications begins June 10, 1995 and continues until the position is filled.

HELP WANTED SALES

National Sales Planner. The national barter sales division of International Family Entertainment seeks an innovative, resourceful, self-motivated National Sales Planner to support A.E.'s for full planning process and account maintenance, i.e., post analysis and tracking reports, and act as liaison for all AIM/Harpoon computer upgrades. Must be able to work as a team member, have a positive attitude, be well organized and detail oriented. Strong computer and analytical skills a necessity. Minimum 18 months sales support and/or agency experience. Send or fax cover letter, resume and references to: IFE-Advertiser Sales, SB-0122, 1133 Avenue of the Americas, 37th Floor, NY, NY 10036. Fax (212)997-1843.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
INTERNET: AFASULO@BC.CAHHNERS.COM

ALLIED FIELDS

HELP WANTED ADMINISTRATION

Southern Illinois University at Edwardsville Department of Mass Communications invites applications for the position of chair. Fiscal year appointment, tenure applies to nine month appointment. Preference given to candidates with an earned doctorate, scholarly accomplishment, three years teaching in Mass Communications, Telecommunications or Journalism program, and three years industry experience. The chair will facilitate the academic enterprise of nine full time faculty and 250 majors during a period of growth and transition. Application review begins September 1, 1995 and continues until position is filled. Submit letter of application, vitae, three letters of reference and names, addresses, and phone numbers of three additional references to: Search Committee, Department of Mass Communications, Box 1775B, SIUE, Edwardsville, IL 62026 AA/EOE

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OWNERSHIP CHANGES

Granted

WSWS-TV Opelika, AL (BALCT950223-KE)—Action March 29.

KIMO(TV) Anchorage (BALCT941223-KL)—Action March 27.

KATN(TV) Fairbanks, AK (BALCT941223-KK)—Action March 27.

KJUD(TV) Juneau, AK (BALCT941223-KM)—Action March 27.

KONZ(FM) Arizona City, AZ (BALH95-0201GX)—Action March 14.

KDRE(FM) North Little Rock, AR (BALH-950113GG)—Action March 17.

KGET(TV) Bakersfield, CA (BALCT950-222KF)—Action March 29.

KVEA(TV) Corona, CA (BTCCT950301-KZ)—Action March 29.

KCBA(TV) Salinas, CA (BALCT950222-KI)—Action March 22.

KZKI(TV) San Bernardino, CA (BALCT-941209KE)—Action March 22.

KSTS(TV) San Jose, CA (BALCT95030-1KN)—Action March 29.

KLXV-TV San Jose, CA (BALCT941222-KU)—Action March 22.

KKTV(TV) Colorado Spings, CO (BALCT-950222KE)—Action March 29.

WSTC(AM) Stamford, CT (BTC95022-8GE)—Action March 17.

WJPY(AM)-WSUX(FM) Seaford, DE (AM: BAL950203GE; FM: BALH950203GF)—Action March 27.

WISP(FM) Holmes Beach, FL (BAPH940-804GF)—Action March 30.

WSCV(TV) Fort Lauderdale, FL (BALCT-950301KV)—Action March 25.

WXXL(FM) Leesburg, FL (BALH950111-GK)—Action March 17.

WEAT-AM-FM West Palm Beach, FL (AM: BAL950111GJ; FM: BALH950111GG)—Action March 17.

WCHY-AM-FM Savannah, GA (AM: BAL950119GT; FM: BALH950119GL)—Action March 17.

KLHI-FM Lahaina, HI (BALH940610GG)—Action March 7.

KLHI-FM Lahaina, HI (BALH940906GE)—Action March 7.

WCCQ(FM) Crest Hill, IL (BTCH950-221GJ)—Action March 23.

WPRC(AM) Lincoln, IL (BTC950203GJ)—Action March 16.

WWTE(FM) Lincoln, IL (BTCH950-203GO)—Action March 16.

WKBF(AM)-WPXR-FM Rock Island, IL (AM: BAL950119GH; FM: BALH950119-GJ)—Action March 17.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and verticle; 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.

WTAX(AM) Springfield, IL (BTC950203-GH)—Action March 16.

WDBR(FM) Springfield, IL (BTCH9502-03GM)—Action March 16.

WQNF(FM) Valley Station, KY (BAPLH95-0130GK)—Action March 30.

WSHO(AM) New Orleans (BAL95-0213EA)—Action March 30.

WKGH(FM) Allegan, MI (BALH95-0127GE)—Action March 16.

WWMT(TV) Kalamazoo, MI (BALCT95-0314KF)—Action March 30.

KZMO(AM) California, MO (BAL95-0215ED)—Action March 30.

KWTO-AM-FM Springfield, MO (AM: BTC9502227EA; FM: BTCH950227EB)—Action March 20.

KSPR(TV) Springfield, MO (BALCT95-0123KG)—Action March 29.

KGHL(AM)-KIDX(FM) Billings, MT (AM: BAL950308EA; FM: BALH950308EK)—Action March 30.

KCAP(AM)-KZMT(FM) Helena, MT (AM: BAL950308EB; FM: BALH950308ED)—Action March 30.

KRRR(FM) Boulder City, NV (BALH950208-GF)—Action March 30.

WGOT(TV) Merrimack, NH (BALCT950-127KF)—Action March 29.

WNJU(TV) Linden, NJ (BTCCT9503-01KW)—Action March 29.

WFNQ(FM) Forest City, NC (BALH95030-3GH)—Action March 27.

WKNS(FM) Kinston, NC (BALED941-202GF)—Action Jan. 18.

WWAY(TV) Wilmington, NC (BALCT941-116KJ)—Action March 30.

WIRO(AM)-WMLV(FM) Ironton, OH (AM: BAL950110GE; FM: BALH950110GF)—Action March 17.

KTFX(FM) Tulsa, OK (BALH950109GE)—Action March 13.

KAST-AM-FM Astoria, OR (AM: BTC95-0224EA; FM: BTCH950224EB)—Action March 20.

KROZ(TV) Roseburg, OR (BAPCT9503-

02KE)—Action March 29.

WIFI(AM)-WODE-FM Easton, PA (AM: BAL950119GG; FM: BALH950119GK)—Action March 17.

Dismissed

KLHI-FM Lahaina, HI (ALH931227GH)—Action March 7.

WEXI(FM) Huntington, IN (BALH940722-GF)—Action March 22.

FACILITIES CHANGES

Actions

Guntersville, AL WJIA(FM) 88.5 mhz—Granted app. of Lake City Educational Broadcasting Inc. for mod. of CP to make changes; TL: 36 km W, Clayville, Marshall Co., AL. Action March 30.

Jackson, AL WHOD-FM 94.5 mhz—Granted app. of Capital Assets Inc. for mod. of CP to make changes; ERP: 37.5 kw; ant. 172.8; change class to C2 (per MM docket 91-303). Action March 13.

Oakhurst, CA KAAT(FM) 103.1 mhz—Granted app. of California Sierra Corp. for CP to make changes; ERP: 0.5 kw; ant. 1,122 ft., 342 m.; TL: atop Miami Mtn., 13 km NW of Oakhurst, CA (Mariposa Co.). Action March 10.

Rancho Palos Verdes, CA KRPA(TV) ch. 44—Granted app. of Rancho Palos Verdes Broadcasters Inc. for MP to change; TL: Dakin Peak, 2 miles NW of Avalon; ant. 451.3 m. Action March 22.

Rio Dell, CA KMGX(FM) 107.1 mhz—Granted app. of Douglas Turnbull for CP to make changes; ERP: 3.25 kw; ant. 519 m.; TL: Bunker Hill, Bear River Ridge, .6 km S of Mattole Rd., 5 km S of Ferndale, Humboldt Co. CA; change class to C2. Action March 31.

Riverside, CA KUCR(FM) 88.3 mhz—Granted app. of the Regents of the University of California for CP to make changes; ERP: 0.15 kw; ant. 494 m.; TL: Box Springs Mt., adjacent to KOLA(FM) site, Riverside Co., Riverside, CA. Action March 10.

Orlando, FL WZWY(TV) ch. 27—Dismissed app. of Reece Associates Ltd. for MP to change TL: 8.9 km S of Clermont, Lake Co. FL; ant. 521 m.; ERP (vis): 2.29 kw. Action March 24.

Onawa, IA KOOO(FM) 102.3 mhz—Granted app. of Baranco Inc. for mod. of CP for change to ant.: 196 m.; TL: 6.4 mi. NNW of Macy, Thurston Co., Iowa. Action March 10.

Wichita, KS KWCV(TV) ch. 33—Granted app. of Wichita Communications for MP to change ERP (vis): 74.72 kw; TL: 7065 S. Ida, Wichita, Sedgwick Co, KS. Action March 29.

New Orleans WYLD-FM 98.5 mhz—Granted app. of Clear Channel Radio Licensees Inc. for mod. of CP for changes; ant. 275 m.; change channel to C1; TL: 0.5 km E of Parish Rd. and Bayou Bienvenue, Orleans Parish, LA. Action March 14.

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Talk not the problem

EDITOR: The Clinton assertion that extreme-right-wing politics is being "driven and fed" by talk radio is ridiculous. Talk radio, all-news radio, sports radio, etc., are the way AM radio survived the loss of music formats to FM. Instead of Top 40 music it's simply now Top 40 talk topics, Top 40 news topics and Top 40 sports topics of the day on AM.

The Clinton staff is deluded or engaged in strictly re-election poli-

tics if it continues this silly commentary regarding the power of right-wing talk radio.

One important message the Clinton staff should hear from all forms of media is the fact that crime is the number-one concern of American citizens.—*Jim Carr, Carr Productions Inc., Reading, Pa.*

R-word reaction

EDITOR: Your June 5 editorial "Time to use the R-word" was right on! I'm a fan of the First Amendment too,

which protects but does not compel the broadcasting of what you call "ugly" speech (e.g.: hate, violence, obscenity, etc.); and failure by broadcasters to exercise responsibility over content results in more than government regulation and fines.—*Barry Skidelsky, attorney, New York*

EDITOR: Re your June 5 editorial "Time to use the R-word": Superb editorial!—*Jerry Feniger, managing director, Station Representatives Association, New York*

THIS WEEK

June 20—Luncheon and panel discussion on the future of cable presented by the *Cable Television Administration and Marketing Society—Mid-Atlantic Chapter*. Philadelphia Marriott Hotel, Philadelphia. Contact: (215) 653-7900.

June 20—"Interactive Television Strategies for Corporate Implementation," presented by the *Interactive Television Association*. Marriott Marquis Hotel, New York. Contact: Catherine Pashkin, (202) 408-0008.

June 21-23—*Cable in the Classroom* annual corporate representative meeting. Annapolis Marriott Waterfront Hotel, Annapolis, Md. Contact: Linette Lepore, (703) 845-1400.

June 21-25—*Florida Association of Broadcasters* 60th annual convention. Ritz-Carlton, Naples, Fla. Contact: Valerie Peacock, (904) 681-4444.

June 22—*Federal Communications Bar Association* luncheon featuring NTIA Administrator Larry Irving. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

June 22—Interactive seminar on cable television production and programing sponsored by *Cable Television Network of New Jersey*. Ramada Inn, East Windsor, N.J. Contact: Holly Culver, (800) 421-0443.

June 23—*Academy of Television Arts & Sciences* deadline for returning ballots for 47th annual Primetime Emmy Awards. Contact: John Leverence, (818) 754-2870.

June 23-24—*The Bethesda Project/Marketing Public Affairs* conference for broadcasters and public service organizations. NIH Natcher Conference Center, Bethesda, Md. Contact: Gay Ball, (215) 925-2929 or Leisa Weir, (301) 986-9322.

JUNE

June 26-27—"Developing Successful Strategies for Cable Franchising's Future," conference presented by the *Strategic Research Institute*. The Carlton Hotel, Washington, D.C. Contact: (800) 599-4950.

June 27-29—*Florida Cable Telecommunications Association* annual convention and trade show. PGA National Resort & Spa, Palm Beach Gardens, Fla. Contact: Joyce Ventry, (904) 926-2508.

June 30—Deadline for entries in the *Unda-USA* 1995 Gabriel Awards. Contact: (513) 229-2303.

JULY

July 5-8—*Alliance for Community Media* International Conference and Trade Show, Westin Hotel at Copley Place, and 1995 Hometown Video Festival Awards ceremony, Faneuil Hall, Boston. Contact: Barry Forbes, (202) 393-2650.

July 7-8—*Oklahoma Association of Broadcasters* summer meeting. Fountainhead Resort, Checotah, Okla. Contact: (405) 848-0771.

July 12-13—*Women in Cable & Telecommuni-*

Datebook

Sept. 27—*BROADCASTING & CABLE* Interface IX Conference, co-sponsored by *Broadcasting & Cable* magazine and the *Federal Communications Bar Association*. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.

Nov. 6—*BROADCASTING & CABLE* 1995 Hall of Fame Dinner. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

cations course: "Telco 101: Cable Meets Telephony." CNN Center, Atlanta. Contact: Molly Coyle, (312) 634-2353.

July 13-15—*South Dakota Broadcasters Association* 47th annual convention. Holiday Inn Convention Center, Watertown, S.D. Contact: (605) 334-2682.

July 13-16—*Upper Midwest Communications Conclave* 20th anniversary Great Reunion. Marriott Hotel, Minneapolis, Minn. Contact: Cyndi Springer, (612) 927-4487.

July 15—Deadline for entries for the 1995 *Alfred I. duPont-Columbia University Awards*. Contact: Barbara Fasciani, (212) 854-5047.

July 16-17—*California Broadcasters Association* 48th annual convention. Hyatt Regency Monterey, Monterey, Calif. Contact: Lillie Player, (916) 444-2237.

July 16-19—"CTAM '95: Wake Up and Smell the Competition," presented by the *Cable Television Administration and Marketing Society*. San Francisco Marriott, San Francisco. Contact: (703) 549-4200.

July 17-19—8th annual *Wireless Cable Association* forum and exhibition. Grand Hyatt Washington, Washington, D.C. Contact: (202) 452-7823.

July 18—Radio license renewal seminar presented by *National Association of Broadcasters*. Sheraton North Shore Inn, Chicago. Contact: Christina Griffin, (202) 775-3511.

July 20—32th annual *Broadcast Advertising Club of Chicago* golf and tennis outing. Indian Lakes Resort, Bloomingdale, Ill. Contact: (312) 645-0083.

July 20—*Academy of Television Arts & Sciences* announcement of nominees for 47th annual Primetime Emmy Awards. Contact: Murray Weissman, (818) 763-2975.

July 20-23—8th annual *International Teleproduction Society* forum and exhibition. Parc Fifty Five Hotel, San Francisco. Contact: Jessica Josell, (212) 877-5560.

July 23-26—34th annual *New York State Broadcasters Association* executive conference. Sheraton Saratoga Springs, Saratoga Springs, N.Y. Contact: Mary Anne Seiter, (518) 456-8888.

July 24-27—*New England Cable Television*

Association annual meeting and exhibition. Newport Islander Doubletree Hotel, Newport, R.I. Contact: (617) 843-3418.

July 25—Radio license renewal seminar presented by *National Association of Broadcasters*. Chicago. Contact: Christina Griffin, (202) 775-3511.

July 27-28—*Women in Cable & Telecommunications* course: "Cable Accounting and Finance." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.

July 31-Aug. 4—*UTC-The Telecommunications Council* 47th annual conference and exhibition (UTC '95). Hyatt Regency & Convention Center, Minneapolis. Contact: (202) 872-0030.

AUGUST

Aug. 3—Deadline for programing entries to the *The New York Festivals* 1995 International Television Programming and Promotion Awards competition. Contact: Anne White, (914) 238-4481.

Aug. 3-5—39th annual *Television Programming Conference*. Swissotel, Atlanta. Contact: Janet Bass, (404) 888-0614.

Aug. 9-12—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 78th annual convention. Grand Hyatt Washington, Washington. Contact: (803) 777-2005.

Aug. 13-15—*North Carolina and South Carolina Cable Television Associations* joint summer meeting. Pinehurst Hotel, Pinehurst, N.C. Contact: Laura Ridgeway, (919) 821-4711.

SEPTEMBER

Sept. 6-9—Radio Show & World Media Expo, sponsored by the *National Association of Broadcasters*, *Radio Television News Directors Association*, *Society of Broadcast Engineers* and *Society of Motion Picture and Television Engineers*. New Orleans Convention Center, New Orleans. Contact: Karen Dada, (202) 429-4194.

Sept. 10—*Academy of Television Arts & Sciences* 47th annual Primetime Emmy Awards presentation and telecast. Pasadena Civic Auditorium, Pasadena, Calif. Contact: Julie Carroll, (818) 754-2870.

JANUARY 1996

Jan. 22-25—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

APRIL 1996

April 15-18—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Murdoch's right-hand man builds Fox team

The barbershop-quartet mustache. It's the first thing people notice when they encounter Fox Television Chairman/CEO Chase Carey.

But the mustache may be the only flash about the New York native. Colleagues describe him as low-key, logical and straightforward. In his adopted home of Los Angeles, where more deals are made sitting in traffic than at a desk, Carey refuses to purchase a car phone.

"I find that the world always gets along with people being out of touch for that half-hour drive each way, and I assume it will continue to do so," he says.

If he had a car phone, no doubt it would be ringing madly during that drive. A reshuffling of Fox management last July bumped Carey into the spotlight. He now runs half the Fox empire and answers only to News Corp. Chairman Rupert Murdoch. As chairman and chief executive officer of Fox Television, Carey oversees the Fox network, stations, syndication unit and cable channels.

"My ultimate challenge is how to make the businesses together stronger without usurping their own strategies," Carey says. "I do it project by project, by building relationships between people, not by mandating some sort of corporate directive on how to operate."

The past year has been a banner one for Carey. He played a key role in intercepting rights to NFL football from CBS and negotiating the New World stations agreement, which shook up the affiliate lineups of all the networks. "Those deals were critical for us, allowing us to compete head-to-head with the older three networks," Carey says.

Competition is in Carey's blood. He played rugby as an undergraduate at Colgate University and is an avid tennis player and golfer. A co-worker describes him as "the company's number-one jock." Carey's office is adorned with New York sports memorabilia, and he brings his five-year-old son to the office on Sundays to watch football if he has to work.

But Carey chose entertainment when he graduated from Harvard University's business school in 1981. He joined Columbia Pictures in New York, drawn



"My ultimate challenge is how to make the businesses together stronger without usurping their own strategies."

Chase Carey

Chairman/CEO, Fox Television, Los Angeles; b. New York, Nov. 22, 1953; BA, Colgate University, Hamilton, N.Y., 1976; MBA, Harvard University, Cambridge, Mass., 1981; president, pay/cable and home entertainment, Columbia Pictures/executive vice president, Columbia Pictures International, N.Y., L.A., 1981-87; L.A.: executive VP/chief financial officer, Fox Inc., 1988; chief operating officer, Fox Inc., 1992; current position since July 1994; m. Wendy Gordon, Sept. 28, 1985; children: Steven, 5; Tara, 4.

to the industry because it seemed "exciting, fast-moving and had potential for tremendous growth." He was hired to help expand the company. Three months later, Columbia was sold to Coca-Cola.

Carey's job description changed rapidly. The company sent him to L.A., where he worked for Jon Dolgen until Dolgen's departure to Fox in 1990. Carey helped finance the feature film slate and started growing the pay and video businesses. Toward the end of his time at Columbia, he helped expand international services.

In 1987, the Columbia-TriStar merger put the TriStar management team in control. As part of the Columbia management team, Carey says, "it made more sense for me to pursue the opportunity at Fox than to look to staying at Columbia."

Dolgen, Carey's former boss at Columbia, brought Carey into the Fox fold as executive vice president. He started working for Barry Diller, then-chairman of Fox Inc., in a role that encompassed day-to-day and financial operations. "I learned a great deal from Barry," Carey says. "He kept life constantly challenging and constantly interesting."

Carey's reach soon extended to larger projects. He was involved in the launch of pay satellite service BskyB and the company's financial restructuring. But he quickly deflects credit, pointing out that he was part of a team of key executives.

"Chase is unlike many people in this business in that he's not out there to garner notoriety, praise or credit," Warner Bros. head Jamie Kellner says of his former colleague. "He has no agendas."

When Diller left Fox in 1992, Carey was named chief operating officer of Fox Inc. and began working closely with Murdoch. "Chase and Rupert are well matched in personality," another former Fox executive says. "They are both professional, without a lot of histrionics."

Carey's goal is to make Fox the number-one media and entertainment company in the country. "Rupert has a passion and a vision and a belief in this business that is as strong as anyone's out there," Carey says. "He is willing to take the bets necessary to build the business. Our biggest challenge is to fulfill that vision for him."

—JAZ

BROADCAST TV

Manon Elits, sales promotions coordinator, KABB(TV) San Antonio, Tex., named director, sales promotions.

Tony Berlin, reporter, WLS-TV Roanoke, Va., joins WHIO-TV Dayton, Ohio, in same capacity.

Maureen Schultz, director, research, KMEX-TV Los Angeles, joins Univision Television Group, Los Angeles, as director, research and marketing;

Harry Whitman, senior VP/director, media research, Western International Media, joins KMEX-TV as director, research.

Appointments at Granite Broadcasting Corp. stations: **William Ransom**, president/GM, WTVH(TV) Syracuse, N.Y., joins WKBW-TV Buffalo, N.Y., in same capacity; **Maria Moore**, president/GM, KBJR-TV Superior, Wis., joins WTVH in same capacity; **Robert Wilmers**, station manager, KBJR-TV, named president/GM.

Phillip Johnson, executive news producer, WDSU(TV) New Orleans, joins WNRW(TV) Winston-Salem, N.C., as executive producer, local news programming.

Appointments at KXXV(TV) Waco, Tex.: **Tom Pratt**, assistant news director, KFOR-TV Oklahoma City, joins as news director; **Les Marshall**, special projects coordinator, named operations director; **Johna Neal-Baker**, director, sales and marketing research, KWTX-TV Waco, joins in same capacity; **Judy Fauth-Edens**, traffic manager, named program director; **Mike Jugert**, engineer, named chief engineer.

Carlos Rojas, account executive, WFXG(TV) Augusta, Ga., named LSM.

Art Salazar, director, KCTV(TV) Kansas City, Mo., joins WDAF-TV there as senior newscast director.

PROGRAMING

Jim Ricks, independent consultant, joins Tribune Entertainment Co., Chicago, as division manager, South-eastern region.

Greg Ferenbach, assistant general counsel, Public Broadcasting Service, Alexandria, Va., named associ-

ate general counsel.

Gary Robinson, lawyer, joins Solomon International Enterprises, Beverly Hills, Calif., as VP, business and legal affairs.



Sharpe-Newton

Geraldine Sharpe-Newton, VP, Turner Broadcasting System, London, named senior VP, international and public relations.

Patricia Sweeney, account executive, WLS-TV Chicago, joins Capital Cities/ABC, New York, as national marketing executive, news media sales.

Nancy McIsaac, freelance producer, joins Fox's creative unit, StoryMakers Productions, Beverly Hills, Calif., as director, development.

Mike Mellon, senior VP, research, domestic television, Paramount, Hollywood, named senior VP, research, Paramount Television Group.

Ira Kurgan, executive VP, business affairs, Fox Broadcasting Co., Beverly Hills, Calif., adds executive VP, network business operations, to his responsibilities.



Levy-Sarnoff

Ellen Levy-Sarnoff, senior VP, development, Saban Entertainment, Burbank, Calif., named VP, programming, UPN Kids, a co-venture formed between UPN and Saban.

Bob Cashen, news director, WAVY-TV Portsmouth, Va., joins Knight-Ridder/Tribune's *New in Motion*, Washington, as executive producer.

Harry Friedman, producer, joins Columbia TriStar Television, Culver City, Calif., as producer, *Wheel of Fortune*.

RADIO

Sky Vogel, weekend announcer/producer, KXYX(FM) San Diego, joins

WGY(AM)/WRVE(FM) Schenectady, N.Y., as production director.

Paul Conlow, journalist, joins WHY-FM Philadelphia as a reporter/producer, New Jersey area.



Evans

Thomas Evans, VP, research, Westwood One Entertainment, Dallas, joins the Arbitron Company, New York, as VP, research communications and market development.

Mark Hamilton, assistant program director, KITS(FM) San Francisco, joins KNRK-FM Portland, Ore., as program director.

Michael Wallace, local host, *All Things Considered*, KPBS-FM San Diego, named fundraising coordinator, television and radio.

Vic Clemons, music director, WGCI-FM Chicago, joins *The Tom Joyner Morning Show*, ABC Radio Networks, Dallas, as director, network operations.

Michael Campbell, GM, KYYX(FM) Kansas City, Mo., named VP/GM.

Paula Post, operations manager, Katz Radio Group Sales, New York, named VP/systems manager, KRG Dimensions.

CABLE

Sohn Jie-Ae, part-time correspondent, CNN, Seoul, Korea, named correspondent/bureau chief there.

Appointments at HBO, New York: **Pamela Brown**, senior manager, consumer card marketing, American Express, joins as director, ethnic marketing and acquisition testing; **Susan Barnabeo**, senior counsel, film programming, named VP/senior counsel; **Kerith Putnam**, director, original programming, named VP, HBO Showcase.

Rich Bradley, consultant, joins SportsChannel Regional Network, Dallas, as VP/GM, SportsChannel Florida.

Appointments at USA Networks, New York: **Medora Heilbron**, director, development, named VP, series development; **Monia Joblin**, VP, origi-

nal programing and international co-production, named VP, current programing, USA Networks and original program development, Sci-Fi channel; **Jane Blaney**, director, program scheduling and administration, named VP, program scheduling and acquisitions.

Barbara Mowry, marketing consultant, joins TCI Communications, Englewood, Colo., as senior VP, customer satisfaction.

Stuart Spiegel, VP, retail distribution, Sony Signatures, San Francisco, joins QVC Inc., West Chester, Pa., as VP/GM, interactive shopping division.

Appointments at CNN: **Andrea Koppel**, correspondent, Tokyo, named bureau chief, Beijing; **May Lee**, reporter, named Tokyo correspondent; **Richard Wilson**, reporter/producer/writer, *Week in Review*, named correspondent, new technology unit.

Bryan Goldberg, marketing manager, Time Warner Cable, Houston, named director, programing.

William Herlihy, senior VP, daytime and early morning divisions, Capital Cities/ABC, New York, joins fX Networks, Los Angeles, as VP, finance and administration, fX Studios.

Dennis Sullivan, senior producer, news talk programing, America's Talking, Fort Lee, N.J., named manager, news.

ADVERTISING/MARKETING

Michael Rix, VP/NSM, New York Red sales team, Seltel Inc., New York, named senior VP/director, sales.

Patricia Carroll, director, Bender, Goldman & Helper Inc., Los Angeles, named VP, worldwide corporate entertainment division.



Solomon

Jerry Solomon, president, Busch Media Group, New York, joins SFM Media Corp. there as president, national broadcast group.

Ellen Ryan, VP, TeleMedia unit, Wunderman

Cato Johnson, New York, named senior VP, telemarketing division.

Appointments at Turner

Turner Broadcasting System has named Turner Program Services President W. Russell Barry chairman of the syndication wing. He will focus on strategic planning and program development. Succeeding Barry as president is TPS Executive Vice President Susan Grant. TPS recently has become more aggressive in the first-run syndication marketplace, successfully clearing late-night interview strip *Lauren Hutton And...* for a fall launch despite a glut of talk shows and little leverage in the marketplace, and developing an action hour, *Lazarus Man* starring Robert Urich, for launch in January. Barry, who joined TPS as president in September 1986, previously supervised the sales and marketing of CNN, *The Wonder Years*, *Captain Planet and the Planeteers* and TNT Original Productions. Grant has overseen all sales and marketing activities at TPS since joining in June 1994 as executive vice president. Earlier she was vice president, southeast region, for Columbia TriStar Television Distribution. —JE

Robert Klein, manager, Fox Associates, New York, joins Vitt Media International Inc. there as senior VP/director, marketing.

Appointments at Bates USA, New York: **Andrew Bell**, VP/management representative, named senior VP; **Charles Kaszner**, VP, named senior VP/director, management services and real estate; **Stephen Maietta**, VP/associate media director, named senior VP; **Daniel Merrick**, VP/management representative, named senior VP.

SATELLITE/WIRELESS



Tseng

Appointments at Group W Satellite Communications: **Amelie Tseng**, manager, industry and trade relations, named director, trade and international group, New York;

Stephan Schulte, independent television consultant, joins London offices as VP, Europe.

Linda Brill, manager, public relations, DIRECTV, Los Angeles, named director.

David Taylor, communications analyst, Sanwa McCarthy Securities, joins Expressvu Inc., Toronto, as VP, operations and administration.

Michael Weinstock, director, promotions, Group W Satellite Communications, Stamford, Conn., named director, marketing services, Nashville. Appointments at Turner

Home Satellite, Atlanta: **Coleman Breland**, VP, marketing, named senior VP, marketing and sales; **Scott Dickson**, director, operations, named VP.

Appointments at Primestar Partners, Bala Cynwyd, Pa.: **Richard Kahn**, director, marketing and public relations, SportsChannel New York, joins as director, sports marketing; **Bobbie Herbs**, director, marketing and broadband services, Greater Media Cable, Philadelphia, joins as director, programing and pay per view; **Karen Muldoon**, manager, corporate communications, Music Choice, joins as director, corporate communications.

DEATHS

Lindsey Nelson, 76, Major League Baseball Hall of Fame sportscaster, died June 10 of Parkinson's disease at Emory University Hospital, Atlanta. After working with Liberty Network and NBC, Nelson switched to CBS when the network got the rights to the college football game of the week. In 1966 he began broadcasting National Football League games for CBS. A familiar voice to generations of sports fans, Nelson announced University of Notre Dame games, college football's Cotton Bowl, the New York Mets and San Francisco Giants, among others. He returned to his home state, Tennessee, in the early 1980s to teach broadcasting at the University of Tennessee. Nelson was inducted into the broadcasters' wing of the Baseball Hall of Fame.

—Compiled by Denise Smith
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Samuel Goldwyn Co. last week reported losses of \$20.1 million

for the fiscal year ended March 31 and said it may have difficulty meeting its financial commitments unless it can raise more money. The losses primarily reflected the performance of its feature film division, but also included \$3 million-\$5 million in costs associated with unsuccessful new first-run TV show *Wild West Showdown*. However, Goldwyn President Meyer Gottlieb says the company already has allocated monies to support the production, distribution and marketing of its three syndicated shows for 1995-96: *American Gladiators*; *Gladiators 2000*, and new action hour *Flipper*. Significant layoffs are expected at the 350-employee company—with fewer seen at the 25-person Samuel Goldwyn Television unit, given its size and relative health. Gottlieb said a sale or merger of the company is possible, but “is not at the top of the list of options we’re considering.”

NBC has created a network development unit, to be headed by current affiliate relations VP Bob Niles. The unit will work with stations to research audience levels, define shortfalls and develop and execute plans for boosting viewership. John Damiano, current network research VP, will succeed Niles as affiliate relations head; Nick Schiavone, the number-two research executive, now will head that department. All three will report to Neil Braun, NBC Television Network president.

An outline of **President Clinton’s plan to balance the budget by 2005 contains no broadcast spectrum fees or auction.** But it repeats the administration’s call for extending FCC authority to auction spectrum for “new wireless services,” which it said would raise \$14.3 billion by 2002.

‘Teacher’ spot takes top Mercury Award

Cliff Freeman & Partners of New York took home the \$100,000 grand prize from the 1995 Radio Mercury Awards for their ad “Teacher” for Staples Office Supplies. The June 14 ceremony at New York’s Waldorf-Astoria Hotel was hosted by Dick Clark.

Winners of \$20,000 gold awards were Paul & Walt Worldwide for “The Simpsons—Robert Goulet” for 20th Century TV (humor); Houston Effler Herstek and Favat for “Truth-Sackman” for the Massachusetts Department of Public Health (narrative); Pomposello for “Back to the Roots” for Nickelodeon (music/sound design), and Barnstable Broadcasting for “Galaxy Muffler” for WGKX(FM) Memphis (station-produced).

Winners of \$5,000 silver awards were DDB Needham for “Song or Beer” for A-B Bud Light (humor); Cohen/Johnson for “First Chill” for Carnation Hot Cocoa (narrative); Goodby, Silverstein & Partners for “Toothpaste” for Chevy’s Mexican Restaurants (music/sound design), and Infinity Broadcasting for “Juice Guys” for Nantucket Nectar and WBCN(FM) Boston (station-produced).

The public service announcement award went to Lord, Dentsu & Partners for “Answering Machine 2” for Partnership for a Drug Free America. —DP

FCC Chairman Reed Hundt and the four other commissioners are expected to appear today (June 19) to discuss the agency’s fiscal 1996 proposed budget

(\$223.6 million) at an authorization hearing before the House Telecommunications Subcommittee. But the commissioners have been assured that Chairman Jack Fields (R-Tex.) does not intend to push for drastic cuts, according to an FCC official.

Less than two weeks after Gannett replaced wusa-tv Washington’s GM, the station’s news director, Dave Pearce, has resigned. The announcement came from the station’s new VP/GM, Robert Sullivan, who replaced Hank Yaggi on June 2. Sullivan said discussions between Pearce and the station about his plans had preceded Sullivan’s arrival two weeks ago. Both resignations come on the heels of poor May ratings, especially for its newscasts.

Roger Ogden, president/GM of NBC O&O KCNC-TV Denver for the past 14

years, has been named president of NBC Super Channel, effective Aug. 7. Ogden will be based in London. He will report to Patrick Cox, NBC Super Channel chairman.

The FCC last week launched its effort to set rules for satellite-delivered digital audio radio service (DARS). The proposal invites comments on how many licenses should be awarded; how the commission should deal with mutually exclusive applications; whether licenseholders should be allowed to provide other services, and whether DARS should be a subscription service. Comments are due Sept. 15.

As part of a new five-year employment agreement, **SFX Broadcasting Inc. President/COO R. Steven Hicks was named CEO** last week. Hicks takes over the post from Robert F.X. Sillerman, who becomes executive chairman. In addition, Hicks will sell his interest in Gulfstar Communications Inc., a privately held company of small-market stations in Texas,

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Arkansas and Louisiana. SFX owns 15 stations in seven markets.

CBS News Washington bureau chief Barbara Cochran has been named executive producer, political coverage, CBS News.

Division veteran Al Ortiz takes over as Washington bureau chief.

Replacing Ortiz as London bureau chief is Nancy McGinniss, who had been deputy chief there.

George H. Duncan, 63, radio broadcaster, died June 10 in Ithaca, N.Y. A full obituary will follow in BROADCASTING & CABLE'S June 26 issue.

NBC's coverage of the four-game NBA finals averaged a 13.9 Nielsen rating/25 share, up 12% in rating over last year's final series average, the network says. Overall, NBA playoff coverage on the network averaged an 8.1 rating, up 13% over a year ago.

Diane Sawyer's interview with Michael Jackson and wife Lisa Marie Presley on ABC's *Prime-Time Live* last Wednesday night got a 25.9 rating/42 share in Nielsen national numbers.

Jamie McDermott, senior VP, prime time series, NBC Entertainment, has extended her contract and has taken on added responsibilities. She will oversee both of the prime time series teams in the entertainment division.

MTV on July 13 will tape a special featuring House Speaker Newt Gingrich fielding questions from a group of 18-24-year-olds. The special, *Newt: Raw*, will air the same evening at 10 ET.

Errata: In the June 5 issue, Eric Ober was incorrectly attributed with telling affiliates there would be major CBS News correspondent moves "featuring younger reporters." He told affiliates only that there would be major correspondent moves. In an interview following his presentation, Ober praised the network's young reporters as "without a doubt the best," and added that there will be "a young team on the evening news."

The licensee of WOTV(TV) Grand Rapids, Mich., was listed incorrectly in the June 5 LMA chart on page 8. The correct owner is Channel 41 Inc.; John Lawrence, president.

LOS ANGELES

Pirate pilot

Producers Rob Tapert and Sam Raimi (*Hercules: The Legendary Journeys* and the new-for-fall spin-off *Xena: Warrior Princess*) are developing an action hour for fall 1996. It features Bruce Campbell (*The Adventures of Brisco County Jr.*) as a "swashbuckler, Robin Hood of pirates" in a story set either in the late 1700s-early 1800s or the ancient world of *Hercules*, says Tapert, who has not yet determined whether the project is for first-run syndication or a network, but hopes to produce a two-hour movie pilot to air in February. The project already has been pitched to Universal Television executives and received some interest, Tapert says. "I've encouraged them to pursue it," says Universal Television Senior Vice President of Dramatic Development Dan Filie. "There are a lot of pirate projects being pitched right now, but given their success with *Hercules* and now *Xena*, they may be the ones to pull it off."

Price isn't right

Mark Goodson Productions apparently has backed out of an exclusive agreement to sell its assets to All American Communications for about \$65 million and again is entertaining bids for its library of game show episodes and formats. The expansion of the bidding pool reflects the difficulties All American is having in accessing a credit line to finance the acquisition. Past bidders for Goodson, including Sony, King World, Grundy Worldwide TV and Broadway Video, may again bid, although one source expects that none will bid above the \$50 million mark—only one-quarter the sum Goodson Chief Executive Jonathan Goodson said he expected the company would fetch when he retained investment bank Lazard Freres to solicit bids last August.

WASHINGTON

Pondering flexibility

FCC Chairman Reed Hundt favors spectrum flexibility as the commission's "rule of thumb," but c

ers are not so sure. Commissioner Susan Ness favors devoting a rule-making to spectrum flexibility, rather than dealing with the question on an issue-by-issue basis. Ness's approach won the day last week with a commission decision to delete spectrum flexibility language from the FCC proposal on multipoint distribution licensing procedures. "Let's think through all of the ramifications and the unintended consequences," Ness says of the flexibility question.

NEW YORK

Lifetime tie-in

Look for the Lifetime cable network to develop more ties with women's sporting events in an effort to attract younger demos. The cable network has just signed a deal with the Silver Bullets professional women's baseball team for a variety of marketing tie-ins and is keeping its eye open for more such opportunities.

Poll position

CNN's 1996 election coverage will feature polls done in conjunction with two national publications. *USA Today* and *Time* have signed deals with the 24-hour news network to conduct polls during election year.

CNN plans 'Communicopia'

CNN business news this fall plans to launch "Communicopia," a weekly feature about cutting-edge communications technologies. It



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Taking care of the kids

The Children's Media Protection Act of 1995 has been introduced in the House. It would dumb down TV to a level acceptable to at least two congressmen—its sponsors—by banning sexually explicit and violent programming on TV between the hours of 6 a.m. and 9 p.m. It is just the latest in a years-long procession of ban-happy content bills (beginning following the Meese commission report in 1986) that are constitutionally indefensible. How can an outright ban meet the “narrowly tailored” target the court has set for tinkering with speech? And aside from being a nightmare to implement, who decides what to ban? We've been critical of irresponsible TV lately, but irresponsible legislation is even more troubling.

The bill's other provisions—a ratings system and program-blocking technology built into TV sets—deserve serious attention, however, particularly since an amendment to S. 652 containing provisions for V-chip blocking technology and a TV ratings system passed along with the bill in the Senate last week.

Coming up with a ratings system seems to us a minefield of content calls by committee (although extreme circumstances sometimes require traversing a minefield, despite the risks). We also don't like the bill's threat that if such a committee is not formed within a year, a government-appointed Television Ratings Commission will “automatically be created.” Just what we need, another government body micromanaging TV content, both broadcast and cable.

The new act, argue its proponents, would not force parents to keep the video equivalent of guns and girlie magazines out of reach, but it would empower them to do so. The movie industry has had a ratings system for more than a quarter century, after all, and there remain

plenty of movies of all stripes from which adults may choose. We have always resisted the idea of in-set violence-blocking technology as an unwanted and unnecessary government intrusion into the business of broadcasting, but we also believe that parents must take the lead in deciding and enforcing what their children watch on TV. We're not yet convinced that a chip or ratings system is the answer. Neither are leaders in both parties: Senator Paul Simon, the spiritual congressional leader on this issue, and Republican Majority Leader Senator Bob Dole are both opposed to the amendment, but we're increasingly open to approaches that empower parents without disabling programmers.

Mixed bag

The cable industry won one and lost one in the U.S. Appeals Court in Washington two weeks ago. The loss was a big one, with the court upholding the bulk of the FCC's rate rollbacks, which have cost the industry billions. Still, if new telecommunications deregulations survive in something like their current form, many of the rules that cable finds so onerous will no longer be on the books.

The victory came in a decision that upholds FCC rules giving the industry control over the content of its leased-access channels. Some cable operators preferred to remain insulated from the responsibility for what is carried on their cable systems, but that responsibility is part and parcel of being a programmer and not simply a common carrier.

As budding talk show host Mario Cuomo puts it in this week's cover story: “If we're in the media, we are free to put garbage up there, but because you're free, you have to bring to it your own sense of responsibility.” The appeals court has freed cable to exercise that responsibility.

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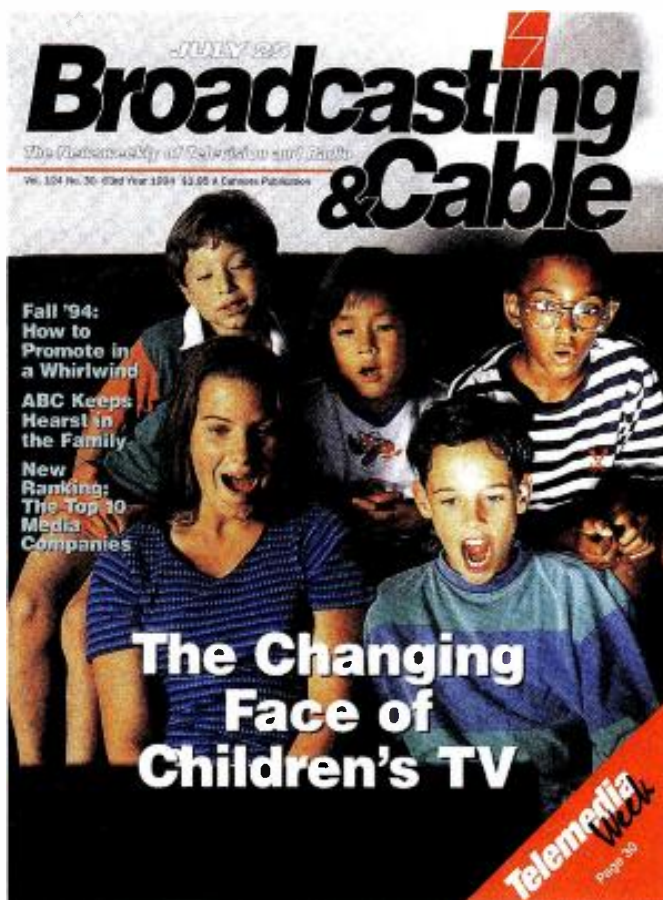
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