

JUN 7

Broadcasting & Cable

The Newsweekly of Television and Radio

WASHINGTON



Troubled times for Mooney's NCTA 10

RETRANS

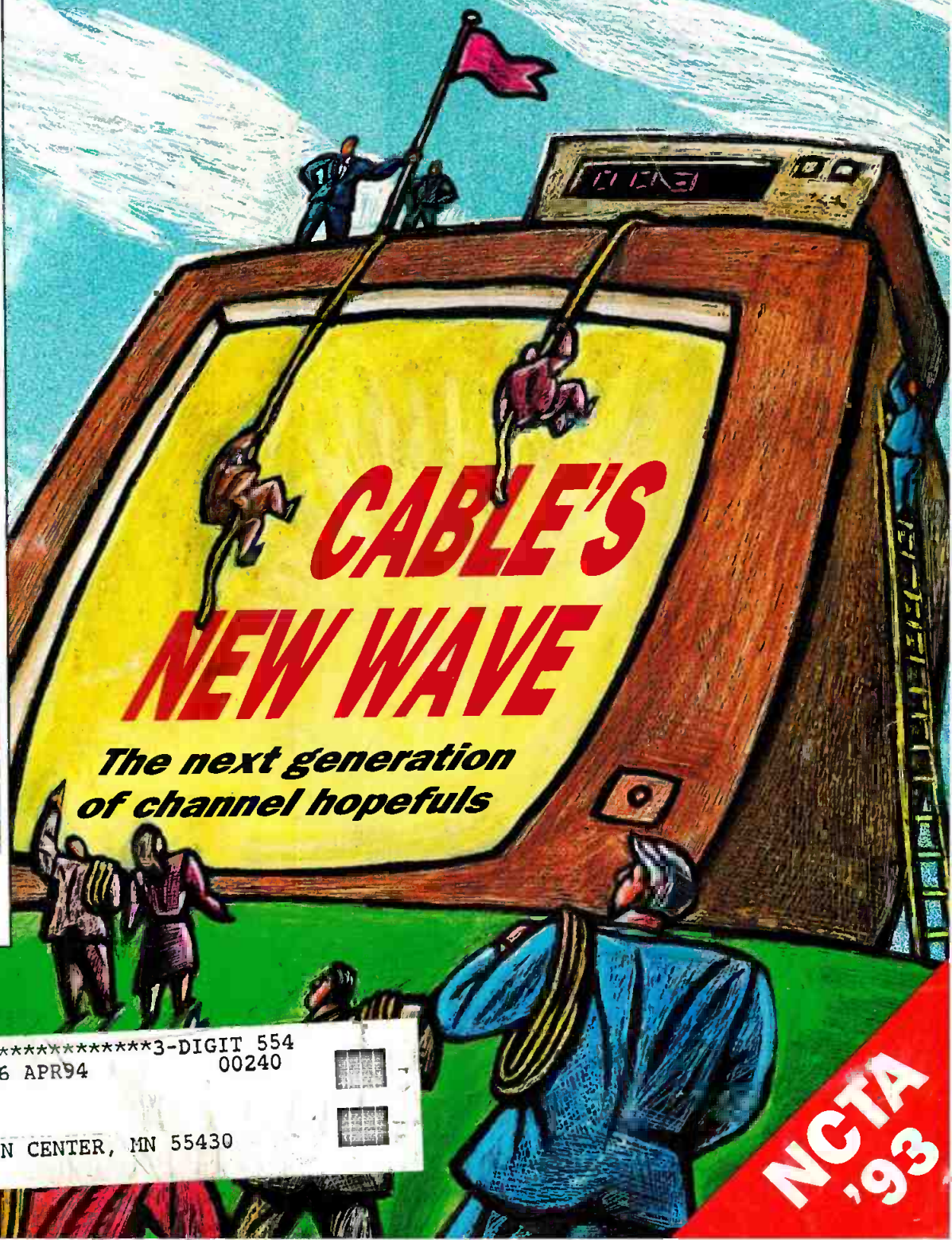


Broadcasters, cable square off over retrans consent 6

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Fast Track

MUST READING FROM BROADCASTING & CABLE

BATTLE LINES DRAWN ON RETRANSMISSION

With less than two weeks before decision on retransmission fees, a battle appears to be brewing. Most of the Top 25 TV station groups (see story, page 78) say they will seek retransmission payments, while major cable operators are vowing not to pay. / 6

MUST CARRY PROVES MANAGEABLE

Cable systems across the nation are saying that the implementation of the new must-carry rules has proven smoother than they expected, with most systems forced to drop only one or two offerings to pick up broadcast stations. A few systems, though, such as Times Mirror's Orange County, California, operation, were forced to take more drastic action. / 7

UNCERTAIN FUTURE AT NCTA

Rumors abound in Washington this week about the future of NCTA President James Mooney following a series of political setbacks for the cable industry; but so far there seems to be no consensus among NCTA board members and leaders on Mooney's status. / 10

ROBERTS SET TO TAKE OVER NCTA CHAIRMANSHIP

Dick Roberts appears to be the choice for NCTA chairmanship at the association's board meeting this week. "This industry is in the middle of a Force 9 hurricane; it is really being buffeted," he said. "But this industry is going to come out of the storm OK—it will survive." / 11



Viacom teams with AT&T to test interactive TV. / 19
California cable systems get must-carry reprieve. / 88

Fox affiliates have united behind the network's plan to trade a cable channel for retransmission fees. The network promised a cut of the proceeds and not to use the Fox name on the channel. / 16

Time Warner and TCI will cooperate to create open standards for fiber optic networks, with an eye toward connecting the interactive cable systems of the future into one national network. / 18

AT&T AND VIACOM TEST VIDEO ON DEMAND

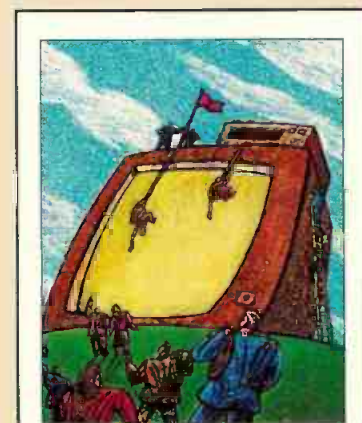
AT&T and Viacom plan to answer a hot question in television today—are consumers interested in interactive TV? An 18-month test in Castro Valley, Calif., will measure consumer receptiveness to a variety of interactive services, including shopping, games and video on demand. / 19

Fox Chairman Rupert Murdoch has tapped veteran cable programmer Anne Sweeney, now of Nickelodeon, to head the new Fox cable channel. / 20

With the launch of its latest satellite, Luxembourg-based Astra is a leader in the drive to provide services to European consumers. / 22



Dick Roberts is expected to be elected NCTA chairman at this week's board meeting. / 11



On the cover

New cable services are sprouting up all over lately, but with the 500-channel digital world still years away, they're having to scramble for the limited number of channels on today's cable systems. SPECIAL REPORT / 34
Illustration: Nip Rogers

"This is an omen of things to come. If must carry falls...Katie, bar the door."

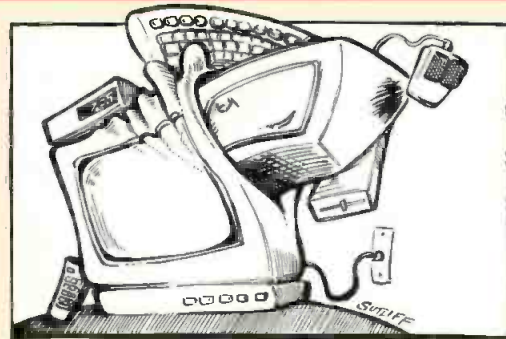
— Continental Cablevision Chairman Amos Hostetter on judge's decision to block must-carry rules on some California cable systems. / 88

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JUNE 7, 1993

NCTA '93: SPECIAL REPORT

With the industry meeting in San Francisco, BROADCASTING & CABLE takes a look at the state of cable: The number of cable channels is skyrocketing, but the 500-channel future is still years away, leading to a scramble for the limited number of available channels / 34; A profile of 14 programmers for the top cable channels / 56; TV and computer manufacturers have different visions of their rapidly converging products / 74; A survey of where the top 25 TV groups stand on retransmission/must carry. / 78



Computer and TV industries eye each other uneasily as their products become more alike. / 74

CHANGES AT ARBITRON DRAW FIRE

Radio researchers say that Arbitron's plan to go from 12-week ratings periods to 18-week rolling averages will only make the already confusing radio industry more so for advertisers. The Arbitron Advisory Council supports the plan, and the company itself says it's just glad for the feedback, positive or negative. / 83

The management of WKBQ(FM) St. Louis fired their morning crew of Steve Shannon and D.C. Chymes for allegedly making racist comments on the air. The station later filed suit against the pair, accusing them of breaching their contract and costing the station advertising revenue. / 84

MUST CARRY SUSPENDED IN CALIFORNIA

The FCC's new must-carry rules took a hit last week as a judge granted a temporary restraining order suspending implementation on some Viacom cable systems in California; but must-carry messages from court were mixed—a similar request from Times Mirror in Los Angeles failed in a different court. / 88

Senator Daniel Inouye (D-Hawaii) has proposed a bill that would allow telcos to get into cable in their service areas, albeit under limited conditions. / 91

MACY'S AND CABLEVISION GO SHOPPING

Macy's, Cablevision and CBS veterans Don Hewitt and Tom Leahy have teamed up to launch TV Macy's, a cable shopping channel featuring Macy's merchandise. Hewitt said TVM will look and feel more like a store than today's shopping channels. "The last thing we want to do is sell baubles, bangles and beads," he explained. / 92

Hoping to defray the cost of broadcasting from abroad, and to reach the large local population of viewers of Balkan descent, Wisconsin's KBJR-TV allowed Minneapolis-based First Bank to be sole sponsor of its live coverage of the war in Yugoslavia. / 94

DIGITAL LIBRARIANS COULD BOOST PAY PER VIEW

Both AT&T and Scientific-Atlanta have unveiled digital storage and retrieval systems, the library management systems of the digital world, which could provide the technical boost needed to make pay per view and video on demand realities. / 97

When the U.S. hosts its first-ever World Cup soccer matches, the action will be carried live, without commercial interruptions, on American networks ABC and ESPN. / 96



Wisconsin's KBJR-TV has taken on a sole sponsor for its Balkan war coverage. / 94

Top of the Week

FCC threatens cable reg delay

The FCC last Friday warned Congress it will have to postpone new cable regulations going into effect unless it immediately receives additional funds to hire extra help and avoid furloughs.

Congress has so far ignored the FCC's request for an extra \$12 million to put into effect rate and other new cable regulations this year, the FCC said in a letter to key members of the House and Senate.

Without the money, it said, it will have just two options. It could delay putting into effect all cable rules and extend the cable rate freeze until Oct. 1, when the

agency's new fiscal year begins and it is set to get an additional \$16 million.

Or, it could allow the rate regulations to go into effect as now scheduled on June 21 but announce that its administration of the rate regulations and its enforcement of other rules would be "substantially delayed."

"Already the commission has received 2,000 rate complaints from...subscribers," the letter says. "We cannot emphasize too strongly how crucial it is that the FCC receive necessary funds to effectuate the goals of this important legislation." ■

Retrans consent: rock vs. hard place

While most of the top television station group owners want money for their signals, the major cable system operators MSO's say no

By Joe Flint

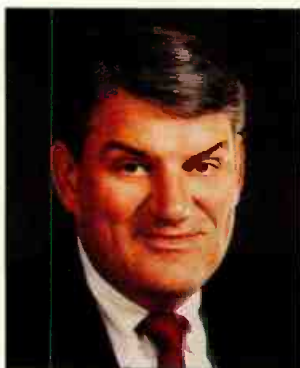
With only 10 days to go before broadcasters have to tell cable operators whether they want retransmission consent or must carry, the stage is set for a war that will make the battle over the Cable Act seem like a minor disagreement.

According to a BROADCASTING & CABLE survey, most of the top 25 TV station group owner will go after retransmission-consent money.

Meanwhile, the top cable operators continue to say they won't pay to carry broadcasters.

The war of words heated up last week with announcements that Capital Cities/ABC, whose eight stations reach 23.81% of the nation's households, will seek retransmission consent, while Time Warner, the nation's second-largest owner of cable systems, said it won't pay broadcasters a cent.

Capcities/ABC Station Group President Michael Mallardi did not detail what the group would seek in terms of



Time Warner Cable's Joe Collins and Capcities/ABC's Michael Mallardi square off over retransmission consent.

dollars. He described the goal as a "wide but very low range; it does not get near the value numbers which have been referred to in recent months."

The only figure Time Warner wants to hear is zero.

"We strongly believe our customers, who in the end would have to bear the cost, should not have to pay for what their non-cable-subscribing neighbors receive for free. Consequently, between now and Oct. 5 we will take steps to provide our customers with the ability to receive off-air signals," said Joe Collins, chairman, Time Warner Cable.

Collins said Time Warner will "arrange for suitable programming to substitute for any broadcast signals we may be forced to drop, although we are hopeful broadcasters will choose to be carried on our systems."

With its no-pay stance, Time Warner, with 7.1 million subscribers, joins other major operators including Tele-Communications Inc., Jones Intercable, Continental and Viacom.

Those operators alone probably reach 20%-25% of all cable households.

At stake in this battle, besides carriage, is money—anywhere from hundreds of millions to \$1 billion—and the future of both industries.

Determining exact amounts is impossible, but most figures being tossed around by broadcasters range from 15 cents to 50 cents per subscriber.

If cable wins, then broadcasters risk losing a major part of their reach and could watch ratings and advertising dollars plummet. If cable loses, then its bottom line, already being stung by

rate regulation, faces another hit.

There could also be political ramifications for cable if subscribers start complaining about the lack of local signals on the system. What happens when subscribers can't watch the Super Bowl on their local cable system?

Although cable is saying no to money, not all are saying no to other forms of compensation.

TCI negotiated a deal with Fox for carriage of a Fox basic cable channel at a rate of 25 cents per sub. Fox will then share some of that revenue with its affiliates in lieu of a direct payment from TCI. But so far, no other cable systems have taken Fox's offer.

While Fox executives patted themselves on the back for the TCI deal at their affiliates meeting last week (see page 16), that deal could be seen as more of a victory for TCI and Fox (but not their affiliates), especially when one considers that after retransmission consent became law last October, Fox told its affiliates they were worth as much as what the top cable networks were getting.

In the end, though, Fox affiliates ended up with a choice of 7.5 cents per subscriber or 5 cents and equity in the Fox channel.

TCI is also said to be negotiating a second channel with a CBS affiliate in a top-20 market.

If not money or a channel, stations may go for top channel positioning on the dial or even ad time to sell on cable. Stations could conceivably also team with cable operators in creating a channel or providing programming to a local cable channel.

Even Time Warner said it is willing to negotiate agreements relating to channel positioning and similar issues.

But the consensus of those surveyed is that it's money that matters.

"Our signals have value, and we should be compensated for that," Ron Townsend, TV Group president, Gannett Broadcasting, said flatly.

But the mood of the broadcasters surveyed is not one of war as much as one of negotiation.

"We're not interested in declaring war on cable; neither side is served by posturing," said Pulitzer Broadcasting President Ken Elkins.

Elkins, like others, is hoping for compromise. "There's not a cable operator who does not want a broadcaster's signal or a broadcaster who does not want to be on the system," he said. ■

Must-carry debut 'manageable'

In most cases, cable systems around the country found that implementation of the must-carry rules last week was not quite as difficult as anticipated. Cable operators described the situation as "manageable" in most situations, and several cable systems found they had to drop just one or two cable networks to make room for broadcast stations.

There were some exceptions, such as the 43,000-subscriber Times Mirror Cable system in central Orange County, Calif. The system in that market has only 38 channels, yet the ADI has 26 broadcast stations—a situation described by one Times Mirror executive as a "lethal combination." The company has filed suit in federal court in California charging that the federal must-carry rules violate its First and Fifth Amendment rights, and has been granted a preliminary hearing on June 21.

In the case of the central Orange County system, Times Mirror was required to add four broadcast stations and to expand one station to full-time carriage. To make room, the system dropped The Movie Channel and pay-per-view service Continuous Hits and reduced other cable networks, such as C-SPAN and VH-1, to part-time availability. Most other Times Mirror Cable systems had to drop just one or two channels, according to a spokeswoman.

"We did have other systems affected, but in a much more manageable situation," said the Times Mirror spokeswoman. For example, a Riverside, Calif., system owned by the company had to add four broadcast stations but was able to do so with minor adjustments and no loss of existing cable services. A total of 16 of the more than 60 systems owned by Times Mirror had to change their channel lineups as of last week, with eight of those systems forced to drop some cable networks.

Barbara Lukens, vice president of public affairs at Comcast Cable, said there have been relatively few programming deletions on the 62 systems controlled by Comcast Cable. She said the deletion of religious network VISN-ACTS from a system in Mobile, Ala., to carry a religious broadcast station is typical of the few decisions Comcast has had to make so far.

Lukens said must carry is just one issue; new federal rules also allow broadcast stations to request a new channel position. Comcast hopes to keep channel realignments to a minimum and to avoid disruptions of viewing habits.

"One thing I do know is that subscribers do not like change," said Lukens. She said Comcast has no indication of how many broadcast stations will request channel relocation.

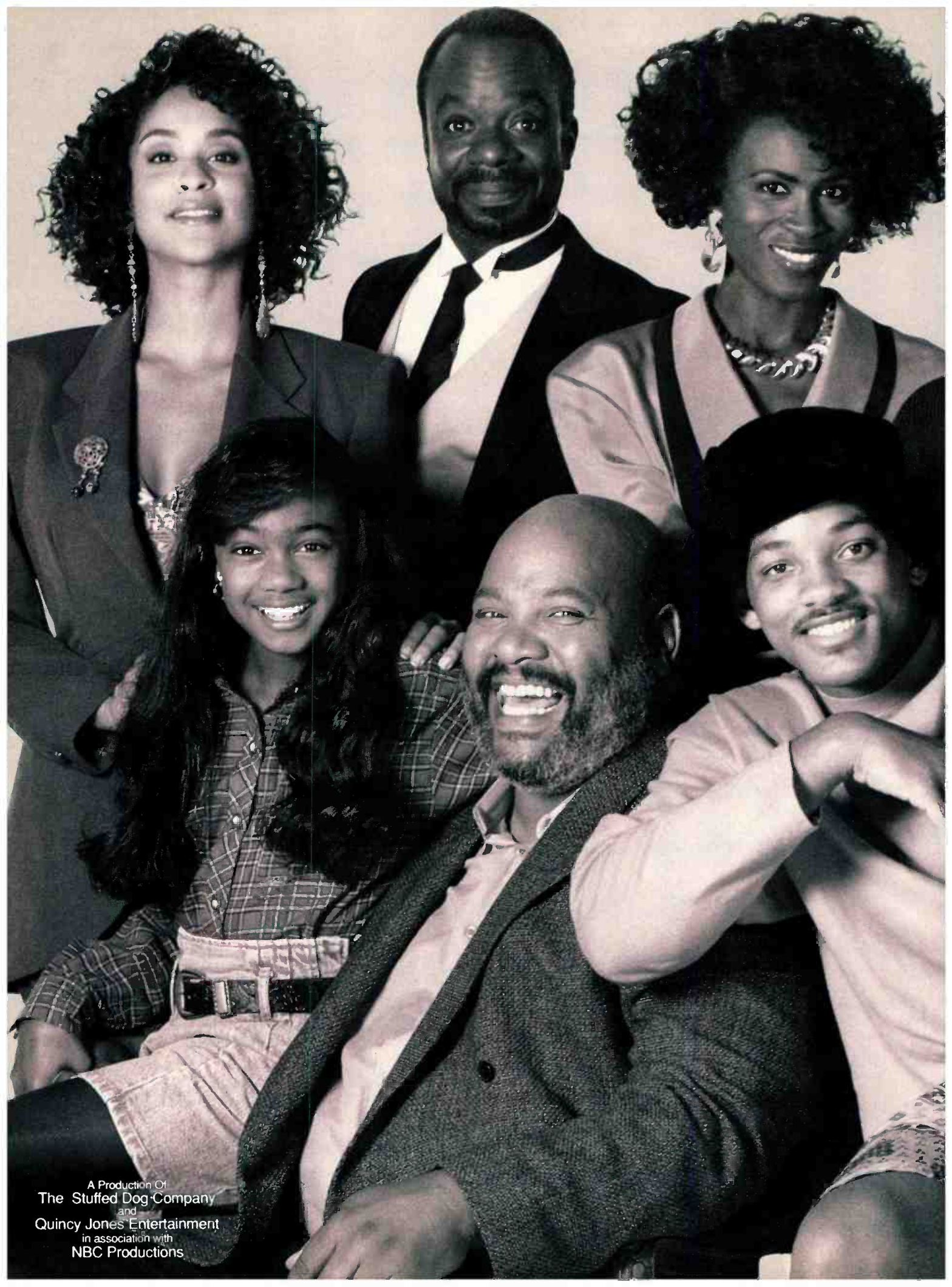
On the network side, E! Entertainment Television's Debra Green, senior vice president, affiliate relations, believes the networks that are not currently under contracts are the most vulnerable. She said E! had been told last week that it faces the possibility of removal from two cable systems in California—Sammons Communications in Glendale and Comcast Cablevision of Inland Valley—to make way for broadcast stations.

Susan Swain, senior vice president of C-SPAN, said the channel faces deletion on two systems with a total loss of 11,000 subscribers. Swain said she expects C-SPAN to be added and subtracted on systems throughout the summer as system operators come to terms with must carry/retransmission.

Wayne Vowell, vice president of Scripps-Howard Cable, said he has had to make few realignments. "We don't have anything that is clearly non-manageable," said Vowell. He said the company has been able to keep almost all programming services on the system through channel sharing. Vowell said the real push will come on June 17 when he is notified by stations about must carry/retransmission. Just evaluating Scripps-Howard's position in terms of cable reregulation has become an all-consuming task, adding three to four hours to his workday.

"I'm reluctant to say it's a breeze," said Erica Stull of multisystem operator Jones Intercable. "In the systems where we have to drop a channel to put on a channel, it's a problem."

—RB,CS



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1	ABC	WED	VARIOUS	HOME IMPROVEMENT	35
2	ABC	TUES	9:00PM	ROSANNE	33
2	NBC	THURS	9:00PM	CHEERS	33
2	NBC	THURS	9:30PM	SEINFELD	33
5	NBC	MON	8:00PM	FRESH PRINCE OF BEL AIR	27
5	FOX	THURS	8:00PM	SIMPSONS	27
7	CBS	MON	9:00PM	MURPHY BROWN	26
7	ABC	WED	9:30PM	COACH	26
7	CBS	MON	10:00PM	NORTHERN EXPOSURE	26
10	CBS	SUN	7:00PM	60 MINUTES	25

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NCTA President Jim Mooney: uncertain future

Peril in high places at NCTA

There's smoke about fate of Jim Mooney, but as yet, no fire

By Kim McAvoy

Perennial speculation that James P. Mooney will be asked to step aside as president of the National Cable Television Association has surfaced in recent weeks, presumably in anticipation of the national convention in San Francisco this week. There is as yet no consensus among the board, and the association's principal leadership is standing behind him. The most vocal opposition—if not always on the record—comes from members of the "entrepreneurs group" (smaller cable operators) along with a handful of larger MSO's.

Nor does the speculation point to an early exit, if an exit there might be. Most of the reports are couched in terms of "by the end of the year" or "within the next year."

The reports have in common a dissatisfaction with the cable industry's representation in Washington, and a feeling that Mooney may have lost too many friends on the Hill to be effective. A professional of conspicuous political and legal expertise, he has a reputation for not suffering fools gladly, and many who praise his intelligence and ability still find him arrogant.

The upset within the NCTA goes well beyond Mooney to dissatisfaction

with the association's public posture in general. Some cable executives feel the industry must embark upon a serious self-examination—an examination that could lead to some structural and leadership changes at the NCTA. Although nothing is imminent, there is a general feeling that Mooney is embattled. "There are people who want Mooney to go," says one NCTA board member. "If I were a betting man, I'd bet he'll go."

Speculation that Mooney will leave the association has been rampant. He is, after all, cable's point man. Not only is he taking some heat for the industry's failure to defeat the 1992 Cable Act, but he is also under fire for the FCC's release of a stiff set of cable rate regulations—"a very different set of regulations than the NCTA predicted," says one cable executive.

Mooney has his detractors within the industry and in Washington. Some of his most serious critics are those entrepreneurs who say Mooney is only looking out for the interests of his largest members—TCI, Time Warner and Continental. Indeed, the entrepreneurs hired their own outside lobbyist to represent them during the debate over the 1992 Cable Act.

But despite that group's hostility toward Mooney, last November, following passage of the act, a majority of

the board (all but three) voted to renew Mooney's contract until 1995—a move, says NCTA Chairman Joseph Collins, chairman of Time Warner Cable, that speaks for itself. Even at that time, however, some thought the contract was extended only to distance a Mooney exit away from the Cable Act passage, giving him latitude to leave on his own terms and timetable.

Collins also charges the National Association of Broadcasters with promoting talk of Mooney's departure. "It's unfortunate," he says, that every time cable is at odds with broadcasters, "these rumors come roaring out of the NAB."

Moreover, Collins says it is "remarkable that, given the tugs and pulls, the industry has stayed together. That's no mean feat. Jim's done a good job of keeping that together."

Last week Mooney's executive committee was standing by him. Amos Hostetter, chairman of Continental Cablevision, told BROADCASTING & CABLE that any story speculating on Mooney's ouster was a "nonstory." "It's not surprising," Hostetter says, "that people are looking at what the cable rollback will mean to them and they're angry. But in no case can you say this was Jim Mooney's fault."

Incoming NCTA Chairman Dick Roberts, president of TeleCable, also says such speculation is not surprising: "This industry is under siege." But, like Collins, he points out that Mooney received a "very strong vote of confidence" from the board in November.

"I don't like to comment on rumors," says Brian Roberts, president of Comcast Corp., and another executive committee member. "I can generally say we are very supportive of the trade association. A great deal of credit goes to the trade association for spreading the gospel of the power of cable."

Even Mooney, in an interview with BROADCASTING & CABLE, admits there is "some talk and I think some of it's from people who would like my job. And some of it is from people who, you know, for one reason they're envious of me or don't like me." Furthermore, he said, "I don't have to justify myself to your magazine. I have to justify myself to my board."

Says one cable lobbyist, there are those in the industry who believe "a

leadership change is inevitable" and that despite the executive committee's support for Mooney today, they are "taking a real hard look at the situation."

"We need a fresh face," says a cable executive who thinks that Mooney may not be as effective as he was in the past. Those on the Hill say Mooney is considered a "very bright, capable and articulate" representative. However, in the Senate, one staffer says Mooney is associated with the industry's decision three years ago to back off a deal on a cable reregulation bill, a move that infuriated lawmakers.

Mooney's ties with House Energy & Commerce Committee Chairman John Dingell (D-Mich.) and the House leadership are said to be "solid." But as one cable industry source asked, "What good did that do?"

Furthermore, Mooney does not appear to have the political entree with the Clinton White House that the cable industry needs. Mooney is also criticized for not cultivating a solid rela-

tionship with the FCC, although until the passage of the Cable Act, the commission's influence on the fate of the industry was not as crucial.

The industry is working hard these days to point out the positive role cable plays, says one Hill aide. However, it still has a major "patch-up job" ahead.

There are those who think cable has changed so much so fast that it is increasingly difficult for the NCTA to fulfill its national role. "If there is not some cohesiveness brought back, we're going to continue to have difficulties on Capitol Hill and the FCC," says Leo J. Hindery Jr., managing general partner of InterMedia Partners in San Francisco and an NCTA member.

Hindery says the NCTA needs to have a "top to bottom" review of its approach to dealing with the Hill and FCC. Such a move, he says, "may necessitate different leadership."

Hindery also believes a "handful of operators" have brought the industry down. "If there is a skunk in the in-

dustry, we've got to get rid of that skunk," he says.

"We need a three- to five-year plan to rehabilitate ourselves and make Congress understand what our industry is about," says board member Jerry Lindauer, senior vice president of Prime Cable and a former NCTA chairman. Lindauer says he hopes NCTA's executive committee will come up with such a plan.

Indeed, there are those who would say cable's problems are "deep seated," and that Mooney is only the scapegoat. "You can't fire all the players on the team. You fire the manager," says one Washington insider. "It wasn't the trade association that raised cable rates; it was the operators," says a Hill aide.

It may be that cable will have to get a new representative to signal to Congress and the administration that "there's a change coming," says another industry source. But as one Washington observer asked: "Will somebody better come along to work with this fractious bunch?" ■

Thoughts of the new chairman

There have certainly been better years to assume the chairmanship of the National Cable Television Association, but Dick Roberts's fate is to step into the job this year, as the industry reels from the tough and costly regulations of the 1992 Cable Act and faces the increasingly real threat of competition from powerful telephone companies.

The affable president of TeleCable, whose ascension this Thursday to the NCTA chair at the post-convention board meeting in San Francisco is a near lock, doesn't curse his fate, but looks forward to making the industry case for mitigating the impact of the cable law and preventing telephone companies from overrunning cable.

"This industry is in the middle of a Force 9 hurricane; it is really being buffeted," he says. "But this industry is going to come out of that storm OK.... It will survive."

Roberts understands that the first order of business is to patch things up with Washington policymakers and lawmakers after last year's bruising legislative battle. "Irrespective of what some folks may believe, this is not an industry made up of fools and it's not an industry that has ever set out to try to do battle with Congress or to be confrontational with Congress," he says. "We're putting that behind us."

"We're trying, to the best of our ability, to implement

the law and make sure the administration, Congress and the American consumer understand the role that the cable television industry can play in this evolving telecommunications future," he says.



NCTA Chairman Dick Roberts

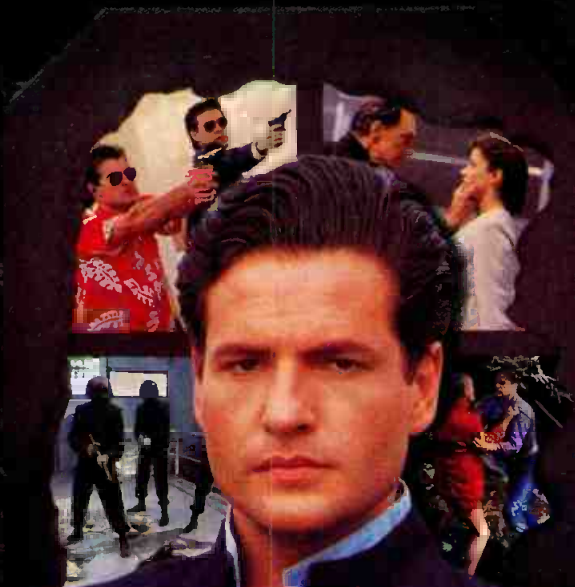
Although Roberts says he will be an activist chairman, his principal job is guiding TeleCable through the many new challenges raised by the cable law, notably rate regulation, retransmission consent and must carry.

TeleCable, which serves 700,000 subscribers, is one of the cable operators saying no to retransmission-consent fees, but remains open to non-cash retransmission-consent deals. "We're hopeful that broadcasters in our markets will want to be creative, because in the long term, cash-on-the-barrelhead deals may not be the most valuable thing broadcasters could negotiate for."

TeleCable is facing a loss of revenues of up to 10% due to the rate rollback ordered by the FCC in implementing the cable law. As a consequence, he says, his company is going to have a hard time finding money for broadcast signals.

If broadcasters insist on fees, the situation could get ugly, he warns. "When you paint anyone or anything into a corner, even a cocker spaniel, and it feels threatened, it can get vicious. OK, irrational and vicious." —HAJ

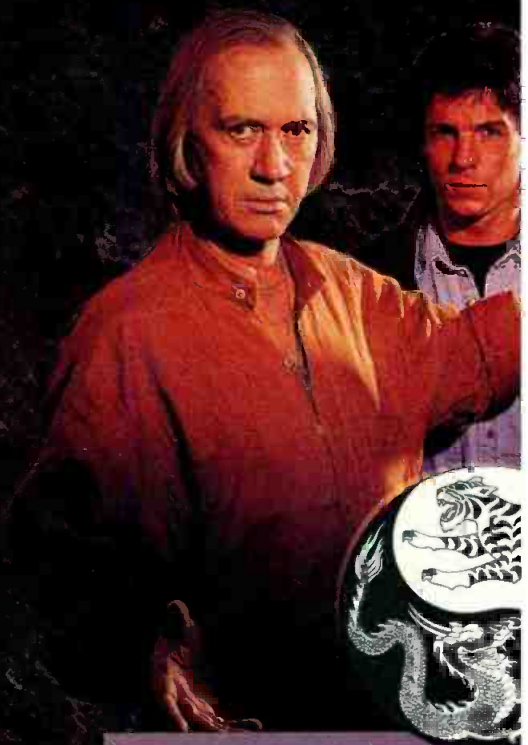
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GRAND RAPIDS
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SAN ANTONIO
NORFOLK
BIRMINGHAM
PROVIDENCE
HARRISBURG
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DAYTON
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HONOLULU
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TRI-CITIES	WKPT	COLUMBUS, GA	WXTX	TYLER	KFXK
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Affiliates approve Fox's cable network

Stations will get choice of 7½¢ per sub or 5¢ and equity interest; Salhany stresses importance of vertical integration in future

By Joe Flint

Fox affiliates have united behind Fox in support of the latter's efforts to launch a basic cable network—but not before extracting some concessions from Fox.

At last week's affiliate board meeting in Los Angeles, the Fox Affiliate Board of Governors unanimously endorsed Fox's basic-cable-channel/retransmission-consent plan.

Under that plan, Fox will launch a basic cable channel, charging systems 25 cents per subscriber for the channel. Fox will then give affiliates a choice of either 7.5 cents per subscriber or a 5 cent cut and equity in the channel.

If the asking price should fall below 25 cents, Fox affiliates that don't want a partnership will still get 7.5 cents or 80% of the fee—whichever is less.

Payments will be made to affiliates as part of their overall affiliate compensation, not as retransmission-consent revenue.

That's important, because if the money was classified as retransmission consent, programers might be enticed to go after a piece of the revenue. (Many programers have said they want a piece of a broadcaster's retransmission-consent revenue.)

Also, the channel will not have Fox or FBC in its name. Sky Channel, which is the namesake of Fox Chairman Rupert Murdoch's British programming service, is said to be the leading contender, but Fox Broadcasting Chairman Lucie Salhany said the name would emerge within the next few days.

As previously reported in BROADCASTING & CABLE, Fox affiliates will be given the noon to 2 p.m. time slot to program and will sell nine minutes per hour of advertising.

Affiliates that go along with Fox will also be able to insert up to four local station promos per afternoon into the channel promoting their early fringe lineup. Local news updates will

also be permitted.

Fox Senior Vice President Preston Padden reassured affiliates that "as a general rule," Fox product will not be repeated on the basic cable channel until two years after the last broadcast



Fox Chairman Rupert Murdoch and Senior VP Preston Padden at last week's Fox affiliate board meeting

date. What that means is that the most recently aired original Fox show, for example, won't air on the cable channel for another two years. But episodes from a series older than two years can migrate to the cable channel.

"Repeats of some Fox network programs may migrate to our basic cable service in a natural syndication pattern, but we do not contemplate multiplexing or near-simultaneous repeats of Fox programs on the basic cable service," Padden said. Fox also has agreed to extend its standard affiliation agreement from two to five years for stations that support Fox's basic cable service plan.

Affiliates that choose to negotiate their own retransmission-consent deals will have to face giving some of their money back to Fox, according to affiliate agreements. And simply seeking must carry is not an option. "As the distributors of our brand-name product, we do not want you to cut off the potential for value, for you and for us, by electing must carry," Padden said.

The exception is when dealing with systems with 1,000 or fewer subscribers. The Fox-owned stations, Padden

said, will seek must carry in those cases.

During her address to affiliates, Salhany stressed the need for Fox to become a vertically integrated company and the cable channel's role in helping to achieve that.

"Our new basic cable channel is a structural building block. The only way we can provide you with the best programming in the future is if it makes financial sense to do so, and this cable channel helps achieve that end."

The cable channel, she said, "assures us that the potential back-end market for programs won't be foreclosed by the vertical control of other companies."

With that in mind, Salhany said Fox will also be "looking more to our sister company, Twentieth Television, to develop programming that meets our needs in the future."

Having conquered the younger demographics, Salhany told affiliates the network has "reached the point where it is essential that we broaden our audience" in order to become the number-one network. "We won't be totally satisfied until we are," she said. "We can't rely solely on our young viewers," Salhany continued, "because they alone can't make us number one." Salhany said recent shows such as *The Ben Stiller Show* and *The Edge* "have been too narrow in their appeal."

This season, she said, "marks a pivotal juncture in the history of Fox" as the network goes to a full seven-night lineup.

On the programming front, Salhany said Fox has committed more than \$80 million for the purchase of theatrical motion pictures for Fox's Monday movie night.

Fox also has seven made-for-television movies in production or ready to air and is looking to go ahead with another 10 before December and another 15 in 1994.

The network also is negotiating on four miniseries. ■

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TW, TCI agree on interactive standards

MSO's will develop specifications to let local networks talk to each other

By Sean Scully

Cable giants Time Warner and TCI have agreed to make their future interactive cable networks compatible, and they've invited other cable systems and service providers to join in.

Time Warner Senior Vice President Lynn Yeager said the cable systems will develop common specifications that will allow local networks to interconnect. In theory, the specifications will permit a subscriber on the East Coast to communicate with one on the West Coast, even if the two are on cable systems run by different companies. "Ideally, that's what would happen," Yeager said.

Once the specifications are developed, she explained, the companies will make them public and freely available, so any cable company or service provider could become part of

a national network. She said the two companies welcome help from others in developing the specifications.

Yeager said Time Warner and TCI have not yet begun to develop the standards. The agreement, announced June 3, represents simply a commitment to work together. No specific timetable has been set for publishing the specifications.

The agreement is part of a larger trend by private industries toward open network standards. In the past year, companies from many industries, including consumer electronics, computers and telecommunications, have expressed their desire to develop broad "open architecture" specifications, allowing equipment to exchange information despite differences in hardware or operating systems.

Both Time Warner and TCI are engaged in high-profile construction projects to develop fiber optic-based ca-

ble systems. Time Warner is building what it calls a "full-service network," an experimental interactive fiber network, in Orlando, Fla. It is scheduled to begin delivering services to subscribers early next year. TCI has committed to spend \$2 billion to replace its current wire infrastructure with fiber by the end of the decade.

The cable industry has been portraying such fiber systems as the core of the much-discussed "information superhighway" under study by Congress and the White House. Without the ability to interconnect local cable systems, however, the development of a cable-based national network would be impossible.

"We think it's important to have a national telecommunications infrastructure, and we think it should be built by private industry," Yeager said, "but you have to have a way to connect the networks." ■

MSO's want cable nets to consider à la carte

Many of the top MSO's have approached cable networks with a request to consider packaging different channels together as tiers and to even consider an à la carte pricing schedule. MSO's are telling networks they want to move them out of basic service and onto a tier, where they will not be subject to regulation.

Tiering and à la carte pricing are expected by many to be the hot issues of this week's National Cable Television Association convention.

Scripps-Howard's Wayne Vowell, vice president of cable, said he has approached the top 12 cable networks with a request to consider tiering or à la carte. Vowell said the MSO's motivation is clear in the face of current reregulation: "If you are à la carte, you are unregulated."

Vowell said he has received a mixed response, but both Turner Broadcasting and ESPN said they would be more likely to consider tiering or à la carte if an MSO would agree to carry future channels the programmers plan to launch. (ESPN is currently working on an ESPN II.) The Turner board of directors agreed last Friday to launch two new channels in mid-1994—Cable News Network International and Turner Classic Movies.

A Turner spokesperson acknowledged discussions with MSO's about à la carte and tiering, but said there are no plans to change current contracts.

Lloyd Werner, Group W Satellite Communications

senior vice president, sales and marketing, said almost every one of the top MSO's has approached him with the idea of tiering and à la carte for Country Music Television and The Nashville Network. Group W has an equity interest in CMT and manages sales and affiliate relations for TNN.

Werner said discussions with MSO's about tiering have been going on since the first of the year, but talks have heated up in the last two weeks. Werner said he has made no deals with MSO's, but that Group W is willing to consider changes in the way its networks are offered.

A&E Networks has been opposed to tiering. However, A&E has announced that its new History Television Network will be made available to MSO's on an à la carte basis. A&E plans to launch H-TV in the fall of 1994.

Other networks such as Comedy Central and USA Networks continue their complete opposition to à la carte. Their objection has been that it would reduce their subscriber base, which would hurt their advertising revenue. A USA spokesman acknowledged the difficulties that MSO's face, but added "tiering is not an option."

Scripps-Howard's Vowell said there is no question that à la carte will hurt marginal networks without strong viewer demand. "There are some endangered species out there," he said. "There are some services that won't survive." —CS

Programming

AT&T, Viacom to test video on demand

Telco, cable operator team to offer new services on California system

By Rich Brown

The latest news in the burgeoning area of interactive television arrives from Viacom International and AT&T, which plan to jointly test consumer receptiveness to video on demand and other new services in Castro Valley, Calif., beginning later this year.

Viacom and AT&T will conduct research and marketing of the system, including pricing, packaging strategies and promotional offers. AT&T will take the leading technological role in delivering the interactive services, while Viacom takes the leading programming role. Viacom, which owns the Castro Valley cable system, will continue to handle customer service for system users.

The 18-month experiment will test consumer interest in a variety of new services, including video on demand, multiplayer games, home shopping, informational and educational applications, interactive advertising and an enhanced version of StarSight, the electronic on-screen programming guide in which Viacom owns a 23% stake.

"No one can predict how this revolution will play out," said Edward Horowitz, senior vice president of Viacom International. "The goal is to make the technology fade into the background as quickly as possible."

Development of the project will begin this summer, and testing is expected to begin before the end of the year. Services should be available by the second quarter of 1994 to at least 1,000 homes on the Castro Valley system. That number could eventually grow to 4,000 of the system's 12,000 subscribers.

The server that will deliver the interactive services to customers will be able to handle 1,500 simultaneous us-



"No one can predict how this revolution will play out."

Viacom's Ed Horowitz

ers on the system, according to David J. Carter, general manager of AT&T's Consumer Video Services Unit. He

said one of the learning experiences will be to determine just how heavy the traffic will be for the interactive services.

Carter said the Castro Valley experiment will test much more than what is being tested at a separate technology experiment in Denver involving AT&T, US West and multisystem operator Tele-Communications Inc. The Denver test involves essentially just video on demand, he said.

At a demonstration of the new technology last Wednesday at Viacom headquarters in New York, executives from the companies showed reporters a prototype, "Hands-On MTV," in which viewers can select a music video from a menu, then order a CD, cassette, video or even concert tickets featuring the artist in the video.

Other programming ideas currently in development for the Castro Valley system include a trivia game tied to Nick at Nite; an interactive version of *Ren and Stimpy* and other Nickelode-

Chicago hails 'Caesars' for access

Cannell Distribution quietly kicked off the limited-market weekly syndication rollout of *Caesars Challenge Weekend* by closing a major-market deal with WGN-TV Chicago, which will air the half-hour game show Saturdays in prime access beginning Sept. 18. While NBC will air *Caesars Challenge* as part of its daytime schedule effective June 14, Cannell Distribution President Pat Kenney said he is going to "hand pick" 8 to 10 markets that are able to commit weekend prime access slots in order to build a ratings story for a full-scale national syndication rollout in fall 1994. Given the fact that WGN is also a basic cable superstation, Kenney stressed that other select stations will be extended syndication exclusivity in their markets for the straight cash offering.

"If [*Caesars Challenge*] can average 6 to 9 rating points on WGN, I think that it would be fairly successful for prime access," said Kenney. "The whole premise behind the weekend airings is so it can serve as a platform for stripping later in 1994."

—MF

on programming, and an interactive game with Showtime, according to Tom E. Dooley, senior vice president of corporate development for Viacom, who gave a presentation about the system last month at the CTAM Pay-Per-View Conference in New Orleans

(BROADCASTING & CABLE, May 17). Dooley mentioned at that presentation that the experiment is expected to cost about \$10 million and will initially target children and teens.

Horowitz said no pricing had yet been set for the services that will be

offered on the system. He also said the system will look to attract other participants, such as bank-at-home services.

The companies do not plan to test a phone service on the system initially but hope eventually to explore picture-phone technology, Horowitz said. ■

Sweeney to head Fox cable channel

Larry Jones remains as second in command

By Joe Flint

Fox Chairman Rupert Murdoch has tapped cable programming veteran Anne Sweeney, senior vice president of program enterprise, Nickelodeon/Nick at Nite, to be chairman and chief executive officer of Fox's still unnamed basic cable channel.

Sweeney, who starts work today (June 7), will report directly to Murdoch, while Larry Jones, president and chief operating officer of Fox Basic Cable for the last 15 months, will report to Sweeney.

Murdoch, in a prepared statement, said Sweeney has "the kind of unique vision we are looking for in providing new and distinctive programming on the Fox cable channel."

Sweeney could not be reached for comment on what plans she has for Fox's cable network. In a statement, she said: "Fox has made a strong commitment to original production and creative packaging."

Sweeney will have to work fast. Murdoch has said he would like to get Fox's cable channel up and running as early as October.

Programming for the channel, which may be called the Sky Channel after Murdoch's European programming service, is said to include the current Fox show *In Living Color* at 7 p.m.

After that, Fox's programming intentions are still unclear. Some sources say Fox is planning to air soap operas similar to those Murdoch airs on his international television operations. Murdoch himself has mentioned the possibility of carrying European sports programming on the channel.

While Fox has a good start on carriage with its agreement with Tele-Communications Inc.'s 10 million cable homes, it still needs to land the other big system operators for the



Anne Sweeney

channel to have a chance of success.

Whether operators will pay the 25 cents per subscriber TCI is paying remains an open question. Fox is con-

tractually bound to that price: If it offers any operators a lower rate than it is giving TCI, then TCI must get that rate as well.

If the price were to drop, the channel would also be tougher to sell to Fox affiliates, which are being given the chance to take a cut of either 7½ cents per subscriber or 5 cents with equity in the channel in lieu of seeking retransmission consent from cable operators.

The price question aside, word that Fox plans to give its broadcast affiliates some time to program on the channel received a chilly reception in certain cable quarters.

Last week, several operators told BROADCASTING & CABLE that it would be, as Jones Intercable Chairman and CEO Glenn Jones put it, "a negative item" if Fox affiliates were given time to either program or have their broadcast programming carried on the cable channel. ■

Four more homes for 'Home'

Buena Vista Television completed four more major-market sales for fall 1995 off-network sitcom *Home Improvement* last week, bringing the clearance count to seven of the top 15 markets (representing 24% U.S. coverage), slightly less than a month after its launch (BROADCASTING & CABLE, May 10, 17). The latest deals were with Paramount Station Group independents WTXF-TV Philadelphia and WDCA-TV Washington, and Fox O&O's KDAF-TV Dallas and KRIV-TV Houston.

After selling the half-hour sitcom strip to the top three Fox O&O's (WNYW-TV New York, KTTV[TV] Los Angeles and WFLD-TV Chicago) for a reported group price of \$625,000-\$635,000 per episode, BVT President Bob Jacquemin claims the series is "tracking" at 71% of the pace of *The Cosby Show*'s sales figures in the latest four markets.

Nationally, *Cosby*'s cash license revenues reportedly hit the \$3.5 million-per-episode range (translated from weekly cash basis and excluding national barter ad revenues), followed by *Who's the Boss?*'s \$2.5 million estimated per-episode take. If *Home Improvement* follows Jacquemin's pacing estimates, the sitcom could earn approximately \$2.5 million per episode nationally.

—MF

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Astra out front in Europe's satellite race

By Meredith Amdur

Europe's fall season for satellite channel launches is fast taking shape. As the latest corps of U.S. expatriate cable networks plan their European debuts, the advantage goes to Astra, which holds 16 additional transponders in a program-hungry multichannel marketplace.

Luxembourg-based SES, owner and operator of Europe's Astra satellite system, says its recently launched Astra 1C bird is now safely in geostationary orbit and, after final tests, will be prepared to move to its final resting place of 19.2 degrees east. The

Hughes Aircraft-built satellite, which will ease the current shortage of transponder space with its 18 new transponders, is expected to be operational by July. Currently, more than 41 million TV homes in Europe have access to Astra-delivered channels; 11 million have home dishes. Despite frequent complaints about Astra's hefty price tag, it remains the only real choice for programmers; cable-only channels are limited in prime countries—such as the UK—by low penetration in the near term.

Negotiation for the coveted transponder space on Europe's hot bird is in full swing, but only five channels

have been formally announced by SES: Discovery Europe, UK-based The Children's Channel, Scandinavian pay movie service FilmNet and two Spanish channels operated by Sogecable. Turner's Cartoon Network and TNT, The Family Channel, Nickelodeon and possibly USA Network are also set to lease transponder space for fall launches.

Yet the real challenge for Astra's new tenants will be to secure elusive Pan-European advertising dollars, something that CNNI and MTV Europe claim is possible but which they have failed to prove to many advertising executives. ■

INTERNATIONAL WIRE

UK cable penetration now stands at 2.39 million with 458,410 subscribers, according to the most recent statistics compiled by the Cable Television Association (CTA). Current cable penetration in the UK is just over 21%. In April, cable companies in Britain constructed networks past 85,976 new sites and installed more than 15,000 telephone lines. So far, 315,000 cable homes have been passed this year.

The CTA expects at least 800,000 additional homes to be built by the end of 1993, with 6.12 million subscribers forecast by the end of the decade.

German commercial broadcaster RTL has solidified its lead over both public and private competitors, capturing a 19.1% market share in an April national ratings survey. Despite close rivalry with the traditional state broadcast networks ARD and ZDF, RTL has successfully secured the younger viewing block with 24.2% of the 14-to-29-year-olds. RTL maintained a 21.5% market share in the eastern part of the country. With roughly 33 million TV households and 1992 TV ad revenue worth \$2.7 billion, Germany is one of the largest and most lucrative TV markets in Europe.

Black Entertainment Television is poised to complete its deal with UK cable network London Interconnect, a consortium of 22 London-area franchises that will offer a range of local news and entertainment channels for 500,000 potential viewers. BET Chairman/CEO Robert Johnson confirmed that BET will supply the service—The Identity Channel—with an unspecified number of hours of daily programming to be transmitted from its U.S. feed. The deal should be concluded in the next few weeks. Johnson said the partnership will involve a minority equity stake in the service.

Rumors are still circulating that **Pan-Asian satellite television service Star TV** has reportedly decided to change its long-term distribution allegiance from its

current carrier, AsiaSat, to China's upcoming Apstar2 satellite. Despite the fact that AsiaSat, from which Star currently broadcasts its five-channel service, is one-third owned by Star parent company Hutchison Whampoa, Star apparently will continue on AsiaSat1 but may forgo its option to move to AsiaSat2 when it launches next year. Star denies any such deals.

With 34 transponders, Apstar 2's footprint will reach from Berlin to Australia. Nevertheless, some sources say negotiations could well be a bluff on the part of Star to get a better deal with AsiaSat.

Turner International has signed three more cable operators in the UK and Lebanon for the fall launch of TNT & Cartoon Network on Europe's Astra 1C satellite. SBC Cablecomms UK, a six-franchise joint venture between Cox Communications and Southwestern Bell—serving 55,000 central England households—and Leicester Communications cable company have agreed to carry the 24-hour service as part of their basic packages. Lebanon's Cable Vision is the first Middle Eastern cable operator to sign on for the entertainment service, which will reach roughly 7,000 subscribers.

UK media group Flextech has taken a 39% stake in the UK Family Channel, the service that is set to launch on the Astra 1C satellite in the fall. The price for the stake is estimated at roughly \$5 million. International Family Entertainment will remain the majority shareholder in the pay channel but says it hopes the joint venture will bring IFE into other international markets. Sources say Flextech is not expected to take a management role in the company.

Formerly an oil services company, Flextech already holds a controlling stake in UK cable and satellite service The Children's Channel—co-owned with United Artists—as well as a 20% share in independent producer/distributor HIT Communications and 49% of IVS, a local UK cable system operator.

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French cable poised for growth

At annual meeting in Versailles, U.S. operators show increased presence as industry begins to pick up subs, programing and outside investors

By Frederic Engel

The French cable TV industry put forward an air of optimism late last month as operators and programmers convened at their annual "Mediaville" summit in Versailles. With a higher American profile than in past years, drawn perhaps by hopes of increased liberalization, there appeared to be greater interest in operational and programing investments. Despite slow growth in cable penetration, attendees at the three-day convention maintained that cable and satellite television programing had entered the mainstream of the French TV universe.

Yet France lags well behind many of its international counterparts in terms of cable development. In a country of 20.5 million TV households, only 5 million homes are passed by cable and a mere 1.1 million connected. But to international cable and telecommunications investors, such statistics often spell opportunity. France's cable infrastructure was built

with government money but had little programing with which to woo customers. With the advent of greater satellite offerings, the balance is shifting.

Already, Comcast and Time Warner are poised to enter the market, building a regional system from scratch. All they, and other would-be investors, are waiting for is the regulatory green light and the firming up of financial and technical details. TCI has already laid a small claim in France with its investment in Videopole.

"In France, cable television does exist," said Alain Bravo, head of Compagnie Generale de Videocommunications, the first and largest French MSO. "Recent market and audience research on some of our systems says that cable's audience can reach up to 40% of the total television market share, and almost half of the French viewers declared that they were ready to pay for television programing," he said.

Cyril du Peloux, president of France's third-largest MSO, Lyonnaise Communications (in which US

West has a small, but silent, stake), outlined that subscription churn has become exceptionally low. "Around 4% per year in Saint Germain," he said. "I do not know other economic sectors than cable which are increasing their market base by a 30% growth rate."

But reasons to be optimistic about cable's future are balanced by financial realities.

"The bad news is that I think we will not reach a positive cash flow before two or three years, and net profits before another six to seven years," said Willy Stricker, general manager of second-largest MSO Communication et Developpement. On most state-owned cable systems (the original "Plan Cable" systems), he added, "return on investments is not predictable in the foreseeable future."

Nevertheless, operators agreed that cable has entered an "irreversible phase" of growth.

To boost cable subscriptions, "we need to create outstanding programing events based on movies and sports," said du Peloux, who recently launched a pay-per-view experiment: Lyonnaise's Saint-Germain-en-Laye system.

At a broader level, Marcel de Sutter, chairman of AID, the International Alliance of Cable Distributors, called for a new cable regulatory framework that would allow MSO's to carry telecommunication services to their subscribers, as in the UK.

"European cable operators, who now serve 34 million television households, have already invested \$24 billion in cable infrastructure. They will not be able to write off this cost if they are not authorized to deliver other services than radio and TV channels," de Sutter said. This plea, supported by French media and public services conglomerate Compagnie Generale des Eaux, recommends Britain's cable and telecommunications regulatory framework as the model for the rest of Europe.

Canal Satellite, owned 80% by pay TV giant Canal+ and 20% by Chargeurs, already totals 40,000 DBS subscribers in France. Because all Canal

Broadcasting & Cable

May 24-30

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

TNT 1,743

3.0/5.3

TBS 1,430

2.4/4.2

USA 1,237

2.0/3.6

ESPN 862

1.4/2.5

NICK 675

1.1/2.0

All prime time 8-11 p.m. data supplied by outside sources based on Nielsen Media Research. Ratings and shares based on coverage households of each network.

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* Selected Markets

Satellite channels are also delivered on cable (Planete, Eurosport, MCM-Euro-musique, Canal J, Canal Jimmy, CineCinema and CineCinefil), the marketing of this "bouquet" on a national scale has dramatically improved the image and notoriety of cable programming. It has also demonstrated that cable and satellite delivery systems could help each other. It is likely that Canal Satellite will affect the French pay TV market as HBO did when it was first delivered via satellite in the United States.

"What is at stake is to strengthen French-owned channels before foreign-based programming reaches our

market," said one cable operator. The French have mixed feelings about foreign ownership and particularly the threat of "American cultural imperialism." Most French operators agreed the key issue was who ultimately had control.

"I think there's some fear in France [that] if you let U.S. Bell companies in, you'll have the wrong kind of 'La belle France,'" quipped analyst Paul Kagan. Trying to encourage the industry to open to foreign investment, Kagan maintains there are tremendous opportunities in France since progress has thus far been slow.

Future satellite transmissions com-

ing from Astra are already raising some fear. Turner's plan to dub prime time airings of its new European Cartoon network and TNT in French marks the beginning of what is perceived as an international invasion. The two London-based channels, which will share one transponder on Astra 1C, will target France's Astra dish owners and French cable systems in September. French-language programming on Astra would hit directly at Canal+; other concerned programmers would like to see strict enforcement of EC broadcast quotas to insure the majority of programming is French-produced. ■

HEADLINES

Early start on Comedy

This is not a misprint: Comedy Central plans to roll out its new fall season in July and August.

The network chose the summer to debut its schedule because cable sampling is high and viewers tend to be more experimental than at other times of the year, said Mitch Semel, senior vice president of programming.

One continuing focus for Comedy Central will be topical commentary. Debuting on Aug. 1 at 10 p.m.: Comedy Central's *Primetime News Magazine* (working title), described by Semel as a funny 20/20-style show that will be grounded in reality. Billy Kimball, executive producer of the network's *Indecision '92* political campaign coverage, will host and executive-produce the monthly show.

Other new shows include

Politically Incorrect, a *McLaughlin Report* for humorists hosted by comedian Bill Maher (Sundays at 8 p.m. beginning July 25), and *Comic Justice*, an urban minority stand-up and sketch comedy showcase (Saturdays at 11 p.m. beginning Aug. 7).

Also debuting in July and August will be new episodes of returning Comedy Central series *Mystery Science Theater 3000*, *Women Aloud*, *Whose Line Is It Anyway?* and *Two Drink Minimum*.

Shorter breaks at TMC

The Movie Channel beginning in August will offer more back-to-back movies with a maximum of five minutes between each showing. The change in format is being made in response to TMC market research that showed virtually all viewers prefer less time between movies.

'...On E!' on E!

E! Entertainment Television is developing a weekly one-hour series tentatively titled *...On E!*, which will debut July 3 at 9 p.m. ET. Each program will address one topic and will combine elements from E! shows *Extreme Close-Up* and *Behind the Scenes*, as well as the network's news coverage of industry events. E! has also renewed *E! Stand-Up/Sit-Down Comedy* with an order for 39 additional episodes.

History channel adds production unit

A&E's upcoming History TV Network (H-TV) has created a new production unit headed by Susan Leventhal, director of production. The unit will produce and co-produce original historical documentaries, wrap-around segments with H-TV hosts and other on-air material.

Jerrold opts for compatible converter

Jerrold has agreed to make its advanced set-top converters compatible with a proposed interactive television platform that has been developed by United Video Satellite Group. Jerrold joins a number of other companies—Scientific-Atlanta, Zenith Cable Products and Pioneer New Media Technologies—that have agreed to make their standard set-top converters compatible with the interactive platform.



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Roy Scheider



Bill Cosby

Source: NTI 4/28 - 5/25/93. AA% estimates including preliminary estimates subject to qualifications available upon request.



Telemundo and Reuters plan Spanish news service

By Jim Cooper

Telemundo Group Inc. last week said it is negotiating with Reuters and the British Broadcasting Corporation World Service Television to create the world's largest Spanish-language television news organization.

Discussions between the parties are aimed at establishing a 24-hour news service to be beamed from Miami via satellite to cable and broadcast stations reaching Latin America, Spain and some 25 million Hispanics in the United States. The target date for launch of the Spanish-language news group is later this year.

Joaquin Blaya, president and CEO of Telemundo, said the start of the service would be a "milestone in Spanish-language television programming that would revolutionize Latin America from an information point of view."

The service would draw on two major sources of news. London-based Reuters Television would provide its worldwide newsgathering resources, while BBC World Service Television would contribute international news and programs specially made for the Spanish-speaking audience in association with the BBC's Latin American Service.

Programming would be produced around the clock from Telemundo's central production facility in Miami, and would provide the basis for the two nightly editions of the national *Noticiero Telemundo* with Raul Peimbert.

Errata

Maryland Public Television is picking up BBC's travel program *Rough Guide*, not *Rough Guide to the Americas*, as reported in "Closed Circuit," May 24. It was not known whether PBS would pick up *Rough Guide to the Americas*, slated for airing in fall 1993 or spring 1994 in Great Britain.



Broadcasting
& Cable

Top Cable Programs

May 24-30

The following are the top 40 basic cable households tuning in. Ratings are based on each network's total coverage households at the time of the program. Data are supplied by outside sources based on Nielsen Media Research.

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	4,340	7.4	NBA Playoffs	Tue. 8-11p	TNT
2.	3,080	3.2	NBA Playoffs	Wed. 9p-12a	TNT
3.	2,809	4.8	NBA Playoffs	Mon. 9-11:30p	TNT
4.	2,656	4.5	NBA Playoffs	Fri. 9-11:45p	TNT
5.	1,862	3.1	MLB	Thu. 7:30-10:30p	TBS
6.	1,824	3.0	MLB	Fri. 7:30-11p	TBS
7.	1,809	3.0	Murder, She Wrote	Tue. 8-9p	USA
8.	1,760	3.0	Ren & Stimpy	Sun. 11-11:30a	NICK
9.	1,757	3.0	Ren & Stimpy	Sat. 9-9:30p	NICK
10.	1,719	2.9	Rugrats	Sun. 10:30-11a	NICK
11.	1,710	2.8	MLB	Sun. 8-11:33p	ESPN
12.	1,629	2.7	MLB	Tue. 7:30-10:30p	TBS
13.	1,626	2.7	Wrestling	Mon. 9-10p	USA
14.	1,623	2.7	Coca-Cola 600	Sun. 4-9p	TBS
15.	1,576	2.6	Murder, She Wrote	Mon. 8-9p	USA
16.	1,562	2.7	Are You Afraid	Sat. 9:30-10p	NICK
17.	1,513	2.6	Clarissa	Sun. 12-12:30p	NICK
18.	1,499	2.5	Saved by the Bell	Mon. 5:30-6p	TBS
19.	1,481	2.5	Salute Shorts	Sun. 11:30a-12	NICK
20.	1,459	2.4	Silk Stalkings	Mon. 10-11p	USA
21.	1,458	2.4	Silk Stalkings	Sat. 10-11p	USA
22.	1,415	2.3	Saved by the Bell	Mon. 5-5:30p	TBS
22.	1,415	2.3	Saved by the Bell	Fri. 5:30-6p	TBS
24.	1,386	2.4	Doug	Sun. 10-10:30a	NICK
24.	1,386	2.3	Saved by the Bell	Tue. 5:30-6p	TBS
26.	1,384	2.3	Murder, She Wrote	Wed. 8-9p	USA
27.	1,339	2.2	M/Mr. Horn 2	Mon. 9:30-11p	TBS
28.	1,338	2.2	Saved by the Bell	Wed. 5:30-6p	TBS
29.	1,318	2.2	Inside the NBA	Tue. 11-11:30p	TNT
30.	1,314	2.1	NHL Hockey	Sat. 10:57-11p	ESPN
31.	1,301	2.2	Nat. Geo. Explorer	Sun. 9-11:30p	TBS
32.	1,295	2.1	Murder, She Wrote	Thu. 8-9p	USA
33.	1,277	2.1	Silk Stalkings	Sun. 11p-12m	USA
34.	1,276	2.2	Roundhouse	Sat. 8:30-9p	NICK
35.	1,266	2.2	Welcome Fresh	Sun. 12:30-1p	NICK
36.	1,234	2.0	Up Allnite	Sat. 11p-1:15a	USA
37.	1,232	2.1	Clarissa	Sat. 8-8:30p	NICK
38.	1,228	2.1	Inside the NBA	Mon. 11:30p-12:15a	TNT
39.	1,227	2.1	Inside the NBA	Fri. 11:45p-12:15a	TNT
40.	1,211	2.0	Saved by the Bell	Thu. 5:30-6p	TBS

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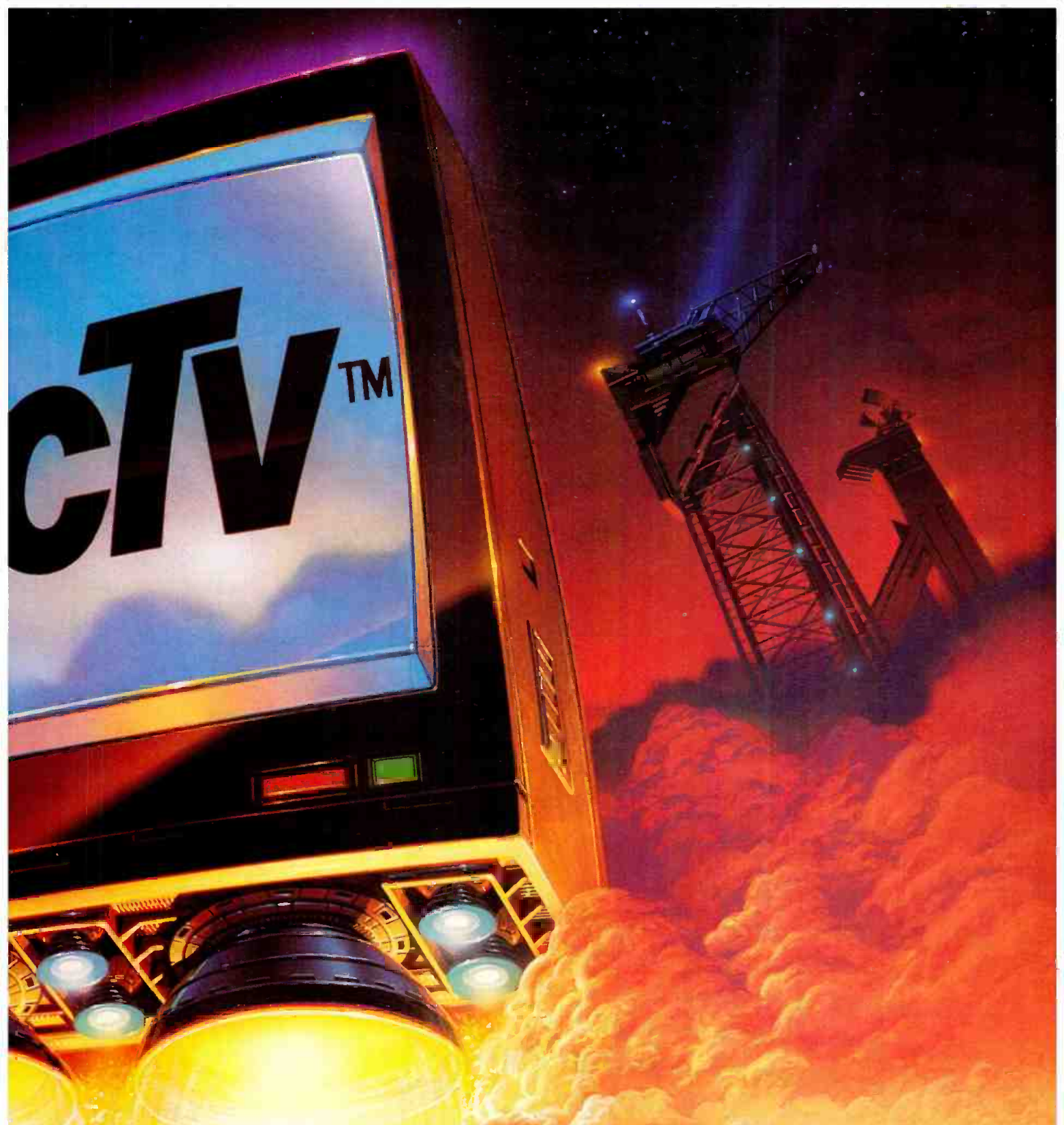
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	abc ABC	CBS	NBC	FOX
MONDAY	8.4/14	14.7/24	14.2/23	NO PROGRAMING
8:00	38. FBI: Untold Stor 9.0/16	4. Legend of the Beverly Hillbillies 15.2/26	21. Fresh Prince 11.5/20	
8:30	26. Amer Detective 10.2/17	10. Designing Women 14.2/22	22. Blossom 11.0/18	
9:00		7. Northern Exposure 14.7/24	3. NBC Monday Night Movies—Triumph Over Disaster 15.7/25	
9:30	48. American Television Awards 7.8/13			
10:00				
10:30				
TUESDAY	14.2/24	14.3/24	7.4/13	4.1/7
8:00	18. Full House 12.0/22	11. Rescue: 911 14.0/25		84. Class of '96 3.2/6
8:30	20. Hangin' w/Mr. C 11.8/20		49. Inside the KGB 7.6/13	74. AMW: Missing Child 5.0/8
9:00	2. Roseanne 16.0/26	9. CBS Tuesday Movie—Love, Honor & Obey, Part 2 14.4/24		
9:30	6. 20/20 15th Anniversary 15.1/25		54. Dateline NBC 7.1/12	
10:00				
10:30				
WEDNESDAY	15.5/27	7.8/13	9.7/16	9.2/16
8:00	8. Home Improvmt 14.5/27	55. CBS Movie Special—Young Guns II 6.9/12	25. Unsolved Mysteries 10.5/19	29. Melrose Place 9.5/17
8:30	15. Coach 12.8/22	29. 48 Hours 9.5/16	34. NBC Movie of the Week—Without Warning 9.3/15	43. 90210 Special 8.2/13
9:00				
9:30	1. Daytime Emmy Awards 16.4/27			
10:00				
10:30				
THURSDAY	10.4/19	5.8/10	11.4/21	8.5/16
8:00	29. Matlock 9.5/18		55. A Different Wld 6.9/14	26. The Simpsons 10.2/20
8:30		64. CBS Special Movie—Day One 5.8/10	39. Wings 8.5/16	29. Martin 9.5/18
9:00	47. Partners 8.0/14		16. Cheers 12.6/22	42. ILC: 1st Season 8.3/15
9:30			4. Seinfeld 15.2/26	63. Down the Shore 6.0/10
10:00	12. Primetime Live 13.8/24		16. L.A. Law 12.6/22	
10:30				
FRIDAY	10.9/22	7.1/14	5.5/12	5.4/11
8:00	24. Family Matters 10.7/24	55. CBS Special Movie—Not of This World 6.9/14	74. Secret Service 5.0/11	73. America's Most Wanted 5.3/11
8:30	23. Step By Step 10.8/23	52. Bodies of Evidence 7.5/15	64. NBC News: RFK 5.8/12	67. Sightings 5.6/11
9:00	34. Dinosaurs 9.3/19			69. Sightings 2 5.5/11
9:30	43. Home Free 8.2/16			
10:00	14. 20/20 13.2/26			
10:30				
SATURDAY	7.2/16	5.8/13	6.6/15	6.6/14
8:00		52. Dr. Quinn, Medicine Woman 7.5/17	74. Almost Home 5.0/12	58. Cops 6.7/16
8:30	60. ABC Saturday Night Movie—The Bear 6.3/14		71. Nurses 5.4/12	49. Cops 7.6/17
9:00		74. Essence Awards 5.0/11	41. Empty Nest 8.4/18	62. Code 3 6.1/13
9:30			43. Mad About You 8.2/17	64. Code 3 5.8/12
10:00	36. The Commish 9.1/20		59. Black Tie Affair*6.4/14	
10:30				
SUNDAY	7.9/16	11.5/24	6.7/14	5.0/10
7:00	80. Life Goes On 4.1/10	13. 60 Minutes 13.6/33	82. Quantum Leap 3.7/9	84. Parker Lewis 3.2/8
7:30		18. Murder She Wrote 12.0/25	78. Ross Perot 4.5/10	83. Shaky Ground 3.5/8
8:00	36. Am Fun Hm Vid 9.1/20		71. I Witness Video 5.4/11	69. In Living Color 5.5/12
8:30	43. Am Fun People 8.2/16	26. CBS Sunday Movie—Fire in the Dark 10.2/20	39. NBC Sunday Night Movie—The Guardian 8.5/16	67. Roc 5.6/11
9:00				49. Married w/Childn 7.6/15
9:30	28. ABC Sunday Night Movie—A Fish Called Wanda 9.5/18			61. Herman's Head 6.2/12
10:00				78. Flying Blind 4.5/9
10:30				80. The Edge 4.1/8
WEEK'S AVGS	10.5/20	9.7/18	8.8/16	6.3/12
SSN. TO DATE	12.2/20	12.9/21	11.1/18	7.6/12

RANKING/SHOW [PROGRAM RATING/SHARE]

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Special Report

NCTA '93

New channels scramble for space

Technology will increase capacity, but that may be years away

By Christopher Stern

By this time next year, the battle among more than 40 new and proposed cable networks will be drawn. But as affiliate sales reps elbow each other for position on the doorsteps of cable operators, the reality behind the 500-channel universe may be setting in.

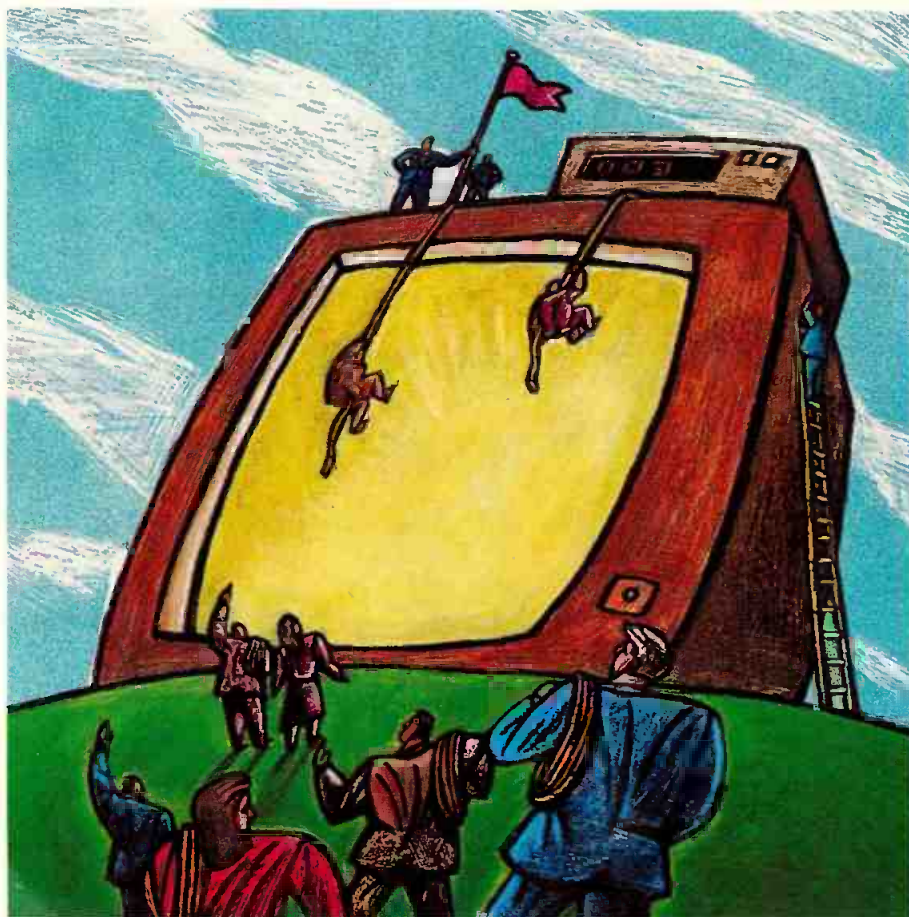
A day may come when there is infinite channel capacity, but new networks may have to wait until the next

Also in this special report:

- **A guide to new cable channels / 38**
- **Profiles of 14 programers for the leading cable networks / 56**
- **A look at the convergence of TV and computers / 74**
- **Where things stand with the top 25 TV groups and retransmission consent/must carry / 78**

century for nationwide deployment. Some estimate that even by the year 2000, as little as 4% of the nation's cable systems will be wired for 500 channels (BROADCASTING & CABLE, March 8).

Even John Hendricks, chairman and CEO, Discovery Networks, believes only 40% of systems will be wired for a 500-channel universe by 2000. And Hendricks is banking on the electronic highway to launch Discovery's *Your Choice TV*, a menu guide to help viewers manage hundreds of channels.

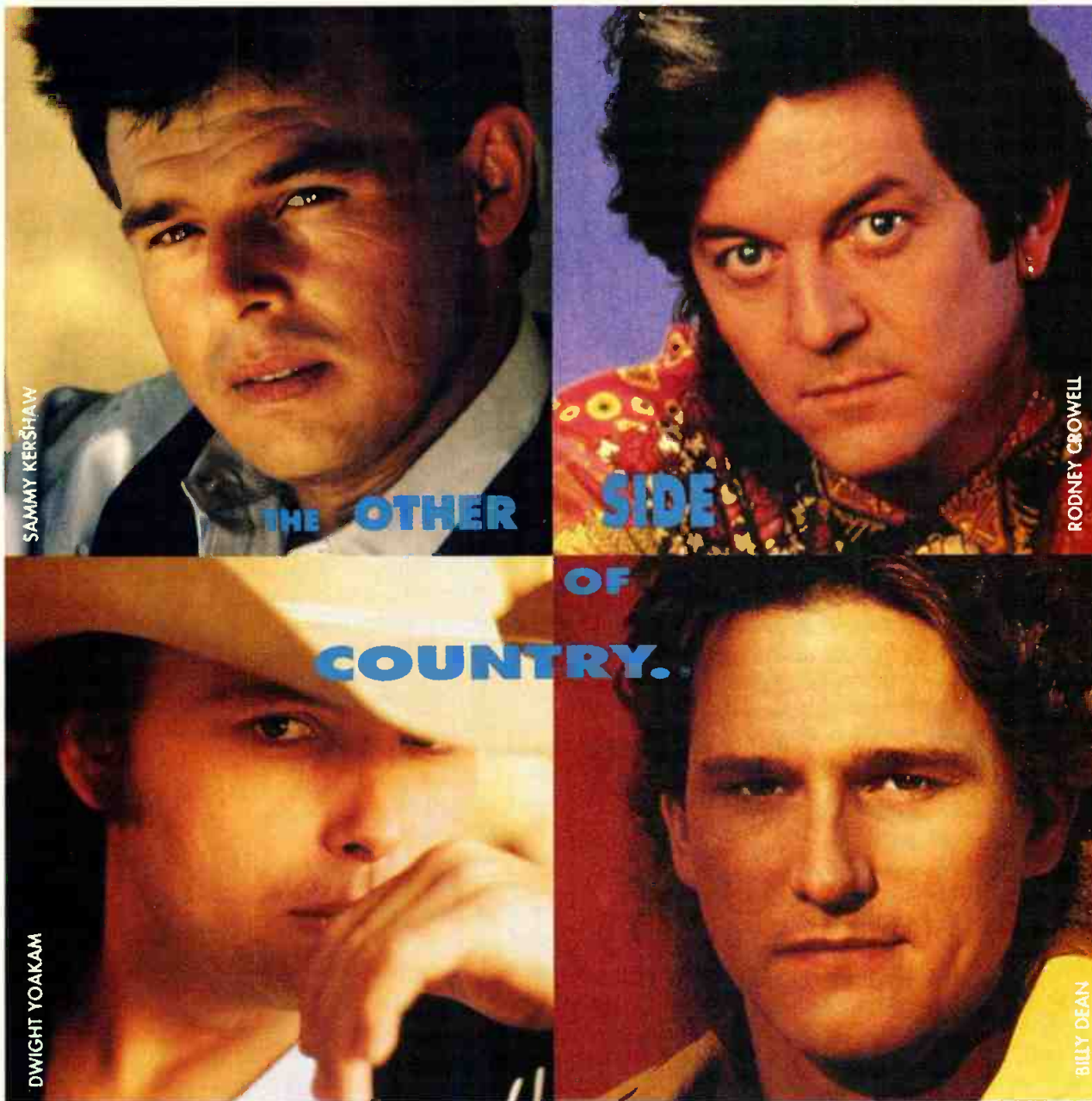


The Providence Journal Co., which owns Colony Communications, a 780,000-subscriber cable system, says it may be three years before its Television Food Network is on all its systems.

If and when a network emerges from the field and is selected for carriage, it faces system operators with revenue constraints imposed by the reregulation of the cable industry. "It's a whole new ball game," says Hearst Entertainment's Ray Joslin. "It's naive to assume cable operators will not want to share some of their pain with programers."

"Good luck," says John Tinker, a media and entertainment analyst at securities firm Furman Selz, who believes the competition will be stiff for the multitude of new cable networks. "How many little niche channels can you get?" says Tinker.

Many believe the systems that do survive will be those that can exploit niches. And many of the new networks are gearing themselves to the narrowcast strategy. For example, among the networks planning to launch within the next year are Recovery Net: The Wellness Channel for recovering drug addicts, The Golden



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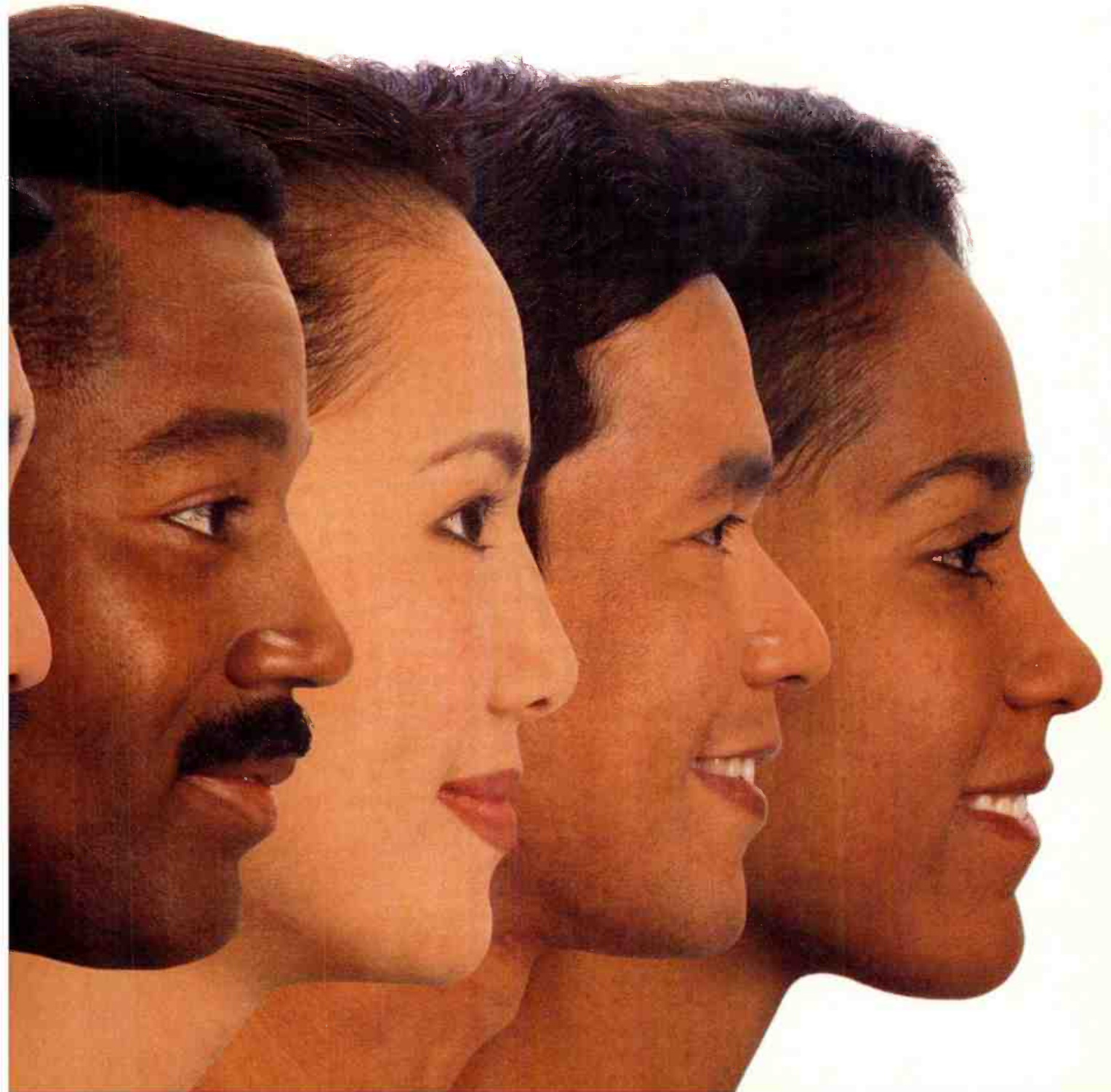
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American Network for older Americans and The Golf Channel for golfers.

One proposed network that is banking on niche programming is the Military Channel. The channel's president, L. Douglas Keeney, is targeting the 53 million Americans who he says spend \$900 million on books, videos and magazines on military and aviation subjects. While Keeney does not come from a military background, he has learned about martial programming through his production company, which produced *Wings* for The Discovery Channel and A&E's *Frontline Pilots*.

Keeney believes his core audience will consist of active duty and retired military personnel along with their families. His strategy is to target cable systems near military bases.

As an example, Keeney points to a TCI system in Jackson County, Miss., home of Keesler Air Force Base. Keeney says the Department of Defense spends \$131 million on local payroll and an additional \$389 million on contracts.

He will tell national advertisers that military personnel spend \$15 billion annually in military exchanges and

commissaries nationally. He will tell local advertisers that military personnel and their families spend \$45 million at the Keesler AFB exchange and \$39 million at the commissary. He can even tell you how many veterans live in Harrison County, where the base is located, and how many live in adjacent Jackson County.

But all the research in the world won't help Keeney if a crowd of competitors keeps him off cable systems that are years away from expanding channel capacity.

Mark Riely, a partner in McDonald, Grippo and Riely, a communications research and investment firm, believes the new cable regulations will force any new cable network to be prepared to survive a protracted start-up phase.

Riely believes the expanded capacity on which proposed networks are depending is not imminent. With regulated rate rollbacks, many systems could re-examine their schedules for capital expenditures. Furthermore, he says, channel expansion in isolated systems will not be a great source of relief to networks depending on a large subscriber base. Riely believes most networks will have to wait at least five years for widespread deploy-

ment of the 500-channel universe. Even then, the networks may be limited to subscribers willing to pay extra for boxes to descramble the digital signal, Riely says. The cost of those boxes could be as much as several hundred dollars.

While many of the start-up networks may have been blind to the changing environment of the cable industry, Stan Hitchcock is not. He was a founder of the Country Music Channel 10 years ago, and now he is trying to launch the Americana Television Network. ATN is a service that he says will focus on the roots of American music and will have a broader base than either CMC or The Nashville Network.

To build demand for ATN, Hitchcock is already transmitting 30 hours of his network's programming through The Nostalgia Network. The two networks split the advertising revenues, while Nostalgia picks up the tab for the satellite time.

Americana is expected to become a 24-hour network before next April.

"It's not good enough to have a great plan for programming," said Hitchcock. "You have to have a survival plan." ■

Waiting in the Wings

Cable's new crop of network offerings

ATV: Advertising Television

Cedar Grove, N.J.

Programming: Five-to-10-minute infomercials with no direct response

Backers: Web Broadcasting Inc.

Principals: Paul Salerno, president/CEO; Tom Collins, executive vice president

Projected subs at launch: N/A

Launch target: 2nd quarter 1994

Americana Television Network

Branson, Mo.

Programming: Videos of American roots music (country, blues, jazz, gospel and bluegrass) along with

documentaries, concerts and original programming. The Nostalgia Network is currently transmitting 30 hours of Americana programming to its 14 million subscribers

Backers: David Glass, president and CEO, Walmart Stores Inc.; Silver Dollar City Amusement Park, and A.M. "Mac" Stringfellow, oil and gas entrepreneur

Principals: Stan Hitchcock, chairman and CEO; Joseph Sullivan, president and COO

Projected subs at launch: 3 million

Launch target: April 1994

Caribbean Satellite Network

Miami

Caribbean roots music videos, including reggae, calypso, jazz, blues, gospel and ska. Service also offers sports events, including soccer and cricket.

Backers: Self-funded

Principal: Delroy Cowan

Subscribers: Service is currently available via home satellite and on some broadcast stations in Caribbean.

Launched: Dec. 1, 1992

The Cartoon Network

Atlanta

Programming: Cartoons from the Turner Library, which includes 8,500 titles produced by Hanna-Barbera, MGM, Warner Bros. and Paramount

Backers: Turner Broadcasting System

Principals: Ted Turner, chairman, TBS; Scott Sassa, president, and Betty Cohen, executive vice president, Turner Entertainment Corp.

Subscribers: 5 million

Launched: Oct. 1, 1992

The Crime Channel

Sherman Oaks, Calif.

Programming: Crime-related feature movies, episodic TV and educational programs

Backers: Self-funded

Principals: Arnie Frank, president; Sheldon Altfel, vice president of operations

Projected subs at launch: N/A

Launch target: The service

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will air six hours of its programming on weekends on Channel America, low-power TV network, beginning July 3. No cable launch date has been set.

Encore Denver

Programming: Established Encore plans seven new mini-pay channels—each featuring movies and TV series on a different theme. Lineup includes Love Stories, Westerns, Tweens (aimed at kids ages 8-16), Mystery, Action/Adventure and True Stories. The seventh channel will carry movies, including more than 100 new releases from Universal film studios.

Backers: Encore Media Corp. is a subsidiary of Liberty Media Corp.

Principals: John J. Sie, chairman and CEO; Mike Hale, senior vice president

Projected subs at launch: N/A

Launch target: July 1994

Flix New York

Programming: Movies from the '60s to the '90s

Backers: Showtime Networks Inc., a wholly owned subsidiary of Viacom International Inc.

Principals: Jack Heim, executive vice president, sales and marketing

Subscribers: 350,000

Launched: Aug. 1, 1992

The Game Channel Virginia Beach, Va.

Programming: Interactive game shows, original and acquired

Backers: International Family Entertainment, parent company of The Family Channel.

Principals: Tim Robertson, president and CEO, International Family Entertainment; Wink Martindale,

game show host

Projected subs at launch: 5 million

Launch target: 4th quarter 1993

The Gaming Network Pittsburgh

Programming: Service will permit viewers to participate in domestic and international lotteries and pari-mutuel horse and dog racing.

The network will also provide coverage of casinos, resorts, riverboats and cruise lines. The network will have interactive games and jackpot prizes.

Backers: Total Communications Programs Inc.

Principals: Nelson L. Goldberg, president and CEO

Projected subs at launch: 14 million, international; 6 million, U.S.

Launch target: March 1994

The Game Show Channel Culver City, Calif.

Programming: Original game shows along with 41,000 episodes of *The Gong Show*, *The Newlywed Game*, *Jeopardy* and *Wheel of Fortune*.

Backers: Sony Pictures, United Video and Mark Goodson Productions

Principals: Dick Block, project director; Bob Boden, program consultant

Projected subs at launch: N/A

Launch target: Spring 1994

Gems Television Miami

Programming: Sixteen hours of Spanish-language programming, including television novellas, comedy series, movies and miniseries

Backers: International Television Inc., Empresas 1-BC, Venezuelan-based holding company

Principals: W. Gary McBride, president and

CEO; M. Alexander Berger, COO

Subscribers: By the end of 1993, Gems expects to have 2.5 million subscribers internationally, including 600,000 in the U.S.

Launched: April 1, 1993

The Golf Channel Birmingham, Ala.

Programming: Live and tape-delayed coverage of golf tournaments. In addition, the channel will offer instructional videos, tours of golf courses and golf news.

Backers: Self-funded

Principals: Arnold Palmer, co-founder, honorary chairman; Joseph Gibbs, president and CEO; James Lowery, senior vice president and chief financial officer; James L. Shepard, vice president, sales and marketing

Projected subs at launch: 300,000; 3 million by the end of the third year

Launch target: 2nd or 3rd quarter 1994

History Network Inc. Washington

Programming: History-based programming, including some original production

Backers: Self-funded

Principals: David Glick, CEO; Michael duMarceau, senior programming executive

Projected subs at launch: 7 million

Launch target: Summer 1994

History TV Network New York

Programming: History-based programming, including documentaries, movies and miniseries, including original productions

Backers: A&E Networks, a joint venture of Hearst, Capital Cities/ABC and NBC.

Principals: Nickolas Davatzes, president and CEO, A&E Networks; Dan Davids senior VP, A&E Networks; Charles Maday, chief programming executive, History TV Network, and vice president, historical programming, A&E

Projected subs at launch: 4 million

Launch target: Fall 1994

Horizons TV New York

Programming: Coverage of lectures and other events from universities, museums, libraries and arts centers. It is an advertiser-supported but nonprofit network.

Backers: Public Broadcasting Service, WGBH-TV Boston and WNET-TV New York

Principals: Lawrence Grossman, president; Diane Asadorian, director of cable projects, WGBH-TV

Projected subs at launch: 5 million

Launch target: Late 1994

International Channel Los Angeles

Programming: Sports and entertainment channels in 21 different languages

Backers: Citicorp Venture Capital

Principals: Roy Beindorf, president; George Leitner, senior vice president and general manager

Launch target: 1994

IT Network Dallas

Programming: Interactive entertainment programming and information services, including home shopping, classifieds, catalogs and yellow pages

Backers: Self-funded

Principals: Timothy Peters, president and CEO; John J. Reed, executive vice president of marketing and stra-

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Projected subs at launch: 5 million-7 million

Launch target: Early 1994

Jones Computer Network Englewood, Colo.

Programing: Computer instruction, product reviews, news and interviews with industry experts

Backers: Jones International Ltd., wholly owned by Glenn Jones

Principals: Glenn Jones, CEO, Jones International Ltd.; Ted Leonsis, president and CEO, Redgate Communications

Projected subs at launch: N/A

Launch target: Late 1993 or early 1994

The MBC Movie Network Dallas

Programing: Black-oriented movies, special events and concerts

Backers: Minority Broadcasting Corp.

Principals: Alvin James, chairman; Van McClellan, senior vice president

Subscribers: 300,000

Launched: March 1, 1993

The Military Channel Louisville, Ky.

Programing: Aviation programming, military documentaries and battle histories

Backers: Self-funded

Principals: L. Douglas Keeney, president and CEO; Steve Titunik, vice president, military affairs and special programming

Projected subs at launch: 3 million

Launch target: Jan. 16, 1994

MOR Music TV St. Petersburg, Fla.

Programing: Videos of

popular middle-of-the-road music. The channel expects to support itself by direct marketing of cassettes and CD's of artists featured in videos.

Backers: Privately funded

Principals: Peter Forsythe, president; Edward Sherman, senior vice president

Subscribers: 1 million

Launched: Aug. 17, 1992

NewSport Televison Clearwater, Fla.

Programing: Sports news and information

Backers: Prime Sports-Channel, subsidiary of Rainbow Programming Holdings Inc.; Affiliated Regional Communications, Ltd., an affiliate of Liberty Media Corp. and NBC Cable Holdings

Principals: Jeff Ruhe, president and COO, Prime SportsChannel;

Projected subs at launch: 7 million

Launch target: Oct. 1

Ovation Network Alexandria, Va.

Programing: 12 hours of arts programming, including dance, music and literature. Plans also include museum films and productions from regional theaters.

Backers: Initial funding comes from Ovation board members, who include Anthony Harrington, founder of Telecom USA and former Senator Terry Sanford (D-N.C.).

Principals: J. Carter Brown, chairman; Harold Morse, president and CEO

Launch target: Fall 1994

Prime Ticket La Cadena Deportiva Los Angeles

Programing: Spanish-language sports news

Backers: Prime Ticket Net-

work

Principals: Roger Werner, president and CEO; Richard Ramirez, vice president and general manager

Projected subs: 2 million by end of the first year

Launch target: Fall 1993

Recovery Network: The Wellness Channel Milwaukee, Wis.

Programing: Documentaries and feature films associated with battling alcohol and substance abuse

Backers: Private investors

Principals: Jonathan Katch, president and CEO; Dean Maytag, vice president and COO

Projected subs at launch: 5 million

Launch target: Oct. 1, 1993

Romance Classics Woodbury, N.Y.

Programing: Movies, series and original programming with romantic themes. Movies include "Love Story," "The Long Hot Summer" and "The Elephant Walk."

Backers: American Movie Classics, a division of Rainbow Programming Holdings Inc., which is, in turn, a venture of Cablevision Systems, NBC and Tele-Communications Inc.

Principals: Josh Sapan, president; Kate McEnroe, general manager; Noreen O'Loughlin, vice president, marketing

Projected subs at launch: N/A

Launch target: Feb. 14, 1994

Sci-Fi Channel New York

Programing: Movies, episodic television and original programming featuring science fiction, fantasy and horror

Backers: USA Networks, owned jointly by MCA Inc. and Paramount Pictures Inc.

Principals: Kay Koplovitz, president and CEO, USA Networks; Andrew Besch, senior vice president, marketing, USA Networks

Subscribers: 11 million

Launched: Sept. 24, 1992

Sega Channel New York

Programing: Distribution of video games for owners of Sega Genesis video game system. Subscribers will need a special tuner/decoder to access the channel. In addition to games, programming will include game playing tips, news, contests and promotions.

Backers: Time Warner Entertainment, Tele-Communications Inc. and Sega of America Inc., subsidiary of Sega Enterprises, Japan

Principals: Stanley Thomas, president and CEO, Sega of America

Projected subs at launch: N/A

Launch target: Early 1994

Television Food Network New York

Programing: Food and food-related programming, including cooking shows and programs on health and nutrition

Backers: The Providence Journal Co.

Principals: Jack C. Clifford, chairman, TVFN; Reese Schonfeld, vice chairman

Projected subs at launch: 4 million

Launch target: 4th quarter 1993

TV Macy's New York

Programing: Home shopping service featuring Macy's merchandise

Backers: R.H. Macy & Co. and Cablevision Systems Corp.

Principals: Chuck Dolan, chairman, Cablevision, and Myron E. Ullman III, chair-

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History TV is slated to be launched in the 4th quarter of 1994, so contact your A&E Networks' Account Manager to learn how you can be a part of television history. And do so soon, for we all know what happens to those who ignore history.



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man and CEO, Macy's. Don Hewitt, executive producer, *60 Minutes*. CBS News, and Tom Leahy, former president, CBS Television, are equity partners.

Projected subs at launch: 15 million-20 million

Launch target: Fall 1994

World African Network

Los Angeles

Programming: Documentaries, movies, concert films, sports and public affairs

programming focusing on African-Americans. Original programming will include interviews with celebrities, newsmakers and emerging talent from the African-American community.

Backers: Eugene Jackson, president and chairman, Unity Broadcasting; Percy Sutton, founding partner

Principals: Eugene Jackson, chairman and CEO; Phyllis Tucker Vinson, executive vice president, programming; Donna Clayburn, vice president, affiliate relations

Projected subs at launch: 7 million

Launch target: June 1994

Worship

Clearwater, Fla.

Programming: Christian music videos mixed with original programming involving prayer and Bible studies

Backers: Lowell Paxson, chairman, The Christian Network Inc., and co-founder, Home Shopping Network

Principals: Rev. James

West, president

Subscribers: N/A

Launched: Sept. 28, 1992

Z-Music

Lake Helen, Fla.

Programming: Christian music videos, with direct marketing of videos

Backers: Self-funded

Principals: Ken Yates, president; John Roos, executive vice president

Subscribers: 2 million

Launched: March 1, 1993

Television Food Network develops strategy for wide carriage

As dozens of new cable networks do battle in the next 12 months to win carriage on thousands of cable systems, the Television Food Network believes it has a strategy that will raise it above the fray: its determination to succeed, almost exclusively, on advertising revenues.

The Providence Journal Co.-owned project is promising MSO's it will not collect a license fee for 10 years. In return, the systems must make TVFN available to at least 80% of their subscribers. The network's business plan calls for a wide distribution which it plans to sell to its endemic market: food advertisers, the largest cable advertising category in the nation.

While some other start-up networks with basic-carriage ambitions can look to MSO parent companies such as Tele-Communications Inc. or Time Warner for help, TVFN is not owned by a giant MSO and plans to stay that way. The Providence Journal group owns Colony Communications, a 780,000-subscriber system, and it plans to find equity partners for the new network among similarly mid-sized MSO's.

The architect of TVFN's plan is Trygve Myhren, president of the Providence Journal Co. Myhren began formulating a strategy for getting into the programming business shortly after he was brought in to be president of the company in December 1990.

While Myren oversaw the acquisition of five broadcast stations, he also expanded the Providence Journal owned Colony Communications from 325,000 subscribers to 780,000 subscribers. As Myren expanded his company's hardware, he began to develop a strategy for acquiring programming.

Myhren and others at the Providence Journal group were also looking forward to significant changes in the cable business, not the least of which was the then pending cable reregulation.

Myhren, along with TVFN Chairman Jack Clifford, decided in 1991, any successful new cable network should be able to succeed on advertising alone. The two foresaw the possibility of a congressionally man-

dated rate rollback. Both men have been deeply involved in cable legislation in recent years. Myhren helped lead the effort to get the 1984 cable bill passed, and he is a former NCTA chairman. Clifford currently services on the NCTA board.

They came up with a strategy to develop an advertiser-supported network financed by other mid-sized MSO's, which Myhren defines as 600,000 to 2 million subscribers. Myhren and Clifford's business plan calls for nine partners, and they have already signed letters of agreement with seven MSO's.

Myhren and Clifford think a mid-sized equity partner would be more likely to carry the programming than TCI or Time Warner. Myhren believes the FCC could hand down rules in the fall that will limit systems which carry their own programming. "We were a little concerned that if we got really big guys, we would be in a situation where their ownership would preclude carriage," he said. The last thing a network that depended on wide carriage needed was to be locked out of the top MSO's systems.

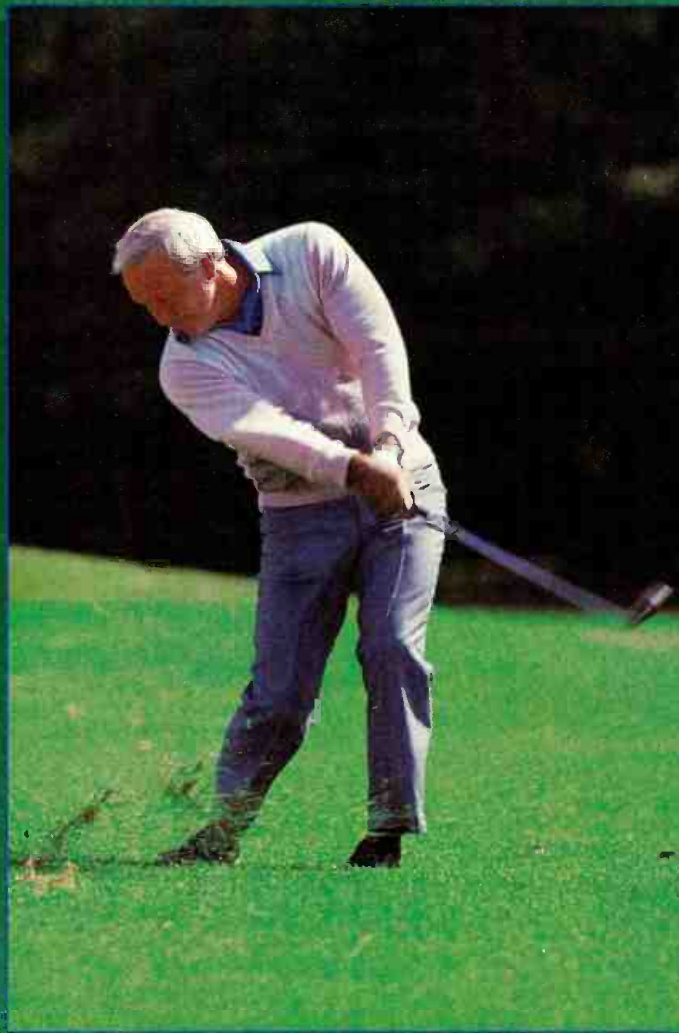
While the network is counting on carriage as a basic network, it is keeping the door open to tiering. TVFN Vice Chairman Reese Schonfeld said TVFN believes it that it is worth at least 12 cents a month per subscriber.

The food advertising category is so important to the network that it has hired a full-time liaison to the food industry: Philip Lempert, who grew up in the food business and is a supermarket industry expert. He hopes local cable operators will take advantage of the network to work with local supermarkets. He believes every major supermarket chain in the nation will want to be an advertiser on TVFN on the local level.

But before any inroads are laid for the national advertisers needed by the Television Food Network to survive, it must accomplish broad distribution. Schonfeld paraphrased the real estate adage, there are three things that matter to TVFN: "distribution, distribution and distribution."

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Fourteen in the Fast Lane

Profiling the chief programmers for the leading cable networks

Original programming is taking on greater importance than ever before for top cable networks as they look to stand out in a changing environment of expanded channel capacity and cable reregulation.

"My piece of this is to make the programming compelling for operators so they understand they can't live without it," says Bridget Potter, HBO's senior vice president, original programming. It is a familiar refrain among cable network program executives, who are expanding their commitment to original programming to keep their networks attractive to cable system operators and their customers.

Original programming efforts by the cable industry this year appear likely to surpass last year's spending, which accounted for an estimated \$1.8 billion on the basic cable networks and about \$1.2 billion on the pay TV services, according to Paul Kagan and Associates data supplied by the National Cable Television Association.

Many of the programming executives at the nation's top cable networks say it is not yet clear

exactly how cable rate rollbacks and other reregulation will ultimately affect their programming budgets. But if there is any common theme among programmers, it seems to be one of determination.

"I don't think we're going to do anything reactionary to reregulation," says Brad Siegel, executive vice president, Turner Network Television, whose slate of upcoming projects includes a \$15 million historical movie, *Gettysburg*. "We will continue to grow and spend more as we know there is an audience."

"I don't think a lot of people know exactly what that impact will be," adds C. Paul Corbin, director of programming for The Nashville Network. "To this point, we haven't seen any hard evidence that reregulation will affect us in a hard way."

Following are programming strategies at more than a dozen of the nation's top cable networks, including ambitious plans for original product and acquisitions in the months ahead. In the words of top Family Channel programmer Paul Krimmier: "We're in an expansion mode."

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Brooke Bailey Johnson Arts & Entertainment

Executives at Arts & Entertainment like to point out that the cable network's programming budget is the single largest expenditure of any of its activities and continues to grow at twice the rate of any of its other activities.

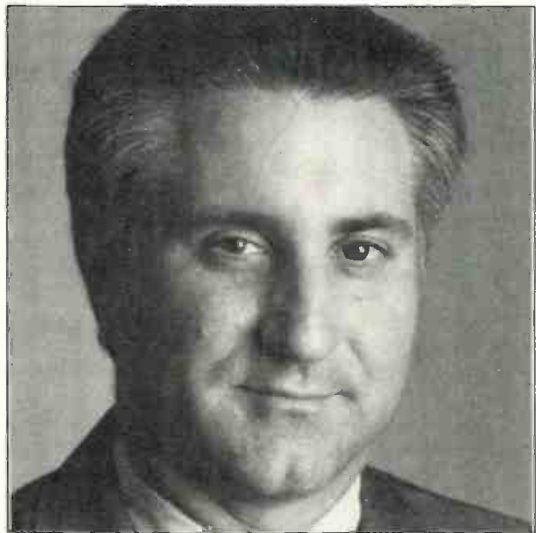
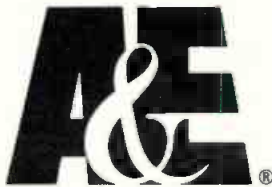
"Each year we ratchet it up, and we're doing it even more so this year," says Brooke Bailey Johnson, senior vice president, programming and production. While A&E has been boosting its domestic production in the past year, programming also continues to come from the network's strong ties with international co-production partners (A&E does more co-productions with the BBC than any other programmer).

The A&E 1993-94 season will bring 520 hours of first-run series and specials that will debut with *A&E Fall Premiere Week*, Sept. 5-11. That number is up from 447 during the 1992-93 season, representing a 17% boost in prime time first-run product.

Among programs scheduled to debut in the fall on A&E will be the new weekly series *Civil War Journal*, which uses archival material to tell the story of the domestic battle; *A&E Mystery Movie*, presenting a different mystery film every Tuesday at 9 p.m., and *Ancient Mysteries*, a look at intriguing stories throughout history. Specials slated for the fall include a five-part series, *Story of Dogs*; a two-part made-for-TV movie, *Framed*, starring Timothy Dalton, and *A Year in Provence: Fall*.

Based on ratings gains in the 1992-93 season, 17 series will return to the A&E schedule. Prime time ratings for A&E's 1992-93 have been pacing 23% higher than a year ago and its sign-on to sign-off ratings (8 a.m.-4 a.m.) have been up 24%, says Johnson. Returning series include *Dramaworks* (featuring the third season of *House of Eliot*), *American Justice*, *Lovejoy Mysteries* and several others.

Johnson says her programming budget so far has not felt any impact from reregulation. "It's a very difficult, confusing time," says Johnson. "But from where I am, it's business as usual."



Greg Moyer The Discovery Channel

The Discovery Channel's executive vice president of programming, Greg Moyer, remembers back to 1989 when his department was responsible for scheduling just two hours of original programming—a special on elephants called *Ivory Wars*. Today, his department has grown to oversee a total of 542 hours of originally commissioned or co-produced product each year for The Discovery Channel and its sister network The Learning Channel.

Programming scheduled to debut on Discovery in the year ahead will be documentaries including a five-part series on Watergate; a three-part series on dreams; a story about the only woman elephant trainer in India, and a one-hour special on an isolated Buddhist community in the Himalayas. Also coming will be quarterly specials, *Walter Cronkite Reports*. Among other program additions will be 10-12 *Discovery Journal* prime time specials.

Ongoing series in the prime time block on Discovery include *Discovery Showcase*; *Next Step*; *Beyond 2000*; *The Secret Life of Machines*; *Safari*, and *The Natural World*.

Discovery's midday block of how-to shows—including *Easy Does It*, *Home Matters*, *The Lynette Jennings Show*, *Graham Kerr* and *World Class Cuisine*—could face some competition as The Providence Journal Co.'s lifestyle channel, TV Food Network, prepares its launch. But the threat of competition does not appear to be a matter of concern for Moyer yet. "As much as there may be a demand for a food channel, they're in nobody's home yet," says Moyer. "Maybe when they get into 60 million homes, we'll see."

Moyer says his programming budget has not been altered as a result of reregulation. "The wave may still be coming to shore, but I'm not running in fear yet," says Moyer. He says Discovery's information-oriented programming travels well overseas and the network will have that additional opportunity even in a reregulated U.S. market.





Bruce Rider **The Disney Channel**

Long known for its animated programming and its children's audience, The Disney Channel has for the last couple of years been working on broadening its reach to include more adult programming.

It seems to be paying off, through original programming and music specials featuring such performers as Paula Abdul, Tina Turner, Harry Connick Jr. and Paul McCartney. Almost 33% of the 7 million Disney subscribers are households that do not have children under the age of 13.

According to Bruce Rider, Disney Channel senior vice president, programming, more than one-third of The Disney Channel's programming is original. "We can tailor original programming for own usage in a lot of our audience areas." Besides concert specials, The Disney Channel's original programming includes *Adventures in Wonderland* for small children, *The Mickey Mouse Club* for older children and early prime time movies for adults, as well as the concerts and documentary specials.

"The fundamental strategy is to program for the household," explains Rider. "After 9 p.m., 90% of our viewers are adults."

The broadened horizon, Rider feels, will no doubt better position Disney to stand out in a crowded cable universe. "As far as we're concerned, Disney has a unique franchise. The consumer will want us and try to find us as long as we deliver quality."

Prior to joining The Disney Channel in 1985, Rider was vice president, film acquisition for Showtime/The Movie Channel.

The **Disney** Channel



Loren Matthews **ESPN**

As one of the most prolific of purveyors of original programming, ESPN's longtime mandate, according to Loren Matthews, senior vice president, programming, is to provide the "most representational sports mix" of live events, news and information and lifestyle programming. In cablecasting more than 9,000 hours annually (approximately 5,000 hours of which is original programming), ESPN, next to CNN, easily outpaces the other basic cable networks in terms of its insatiable appetite for first-run and library product.

Ironically, one of those sports receiving maximum exposure on the network over the last four seasons, Major League Baseball, presents Matthews and ESPN's other top brass with a difficult decision: how far should ESPN go in renewing cable rights beyond this season. Even though ESPN parent Capital Cities/ABC's broadcast network has partnered with NBC and MLB in a ground-breaking co-op advertising arrangement, Matthews acknowledges that ESPN is seeking to negotiate a scaled-down cable network deal this time around.

"We hope to renew baseball, but we're talking substantially less dollar-wise and in the number of games we carry," says Matthews, who declined to elaborate. "It certainly won't be six days of baseball [the current number]—more like three days, maximum. The ABC-NBC deal has a lot of upside for baseball, and more of a limited exposure on ESPN would better showcase featured matchups."

Aside from other major professional and collegiate sports coverage, Matthews is quick to highlight the development of new lifestyles programming—particularly *Max Out*, a teen-oriented sports adventure strip that airs at 6:30-7 p.m. ET. "The after-school crowd often controls the set during early fringe and prime access, and this is something we feel brings a whole new audience to ESPN."

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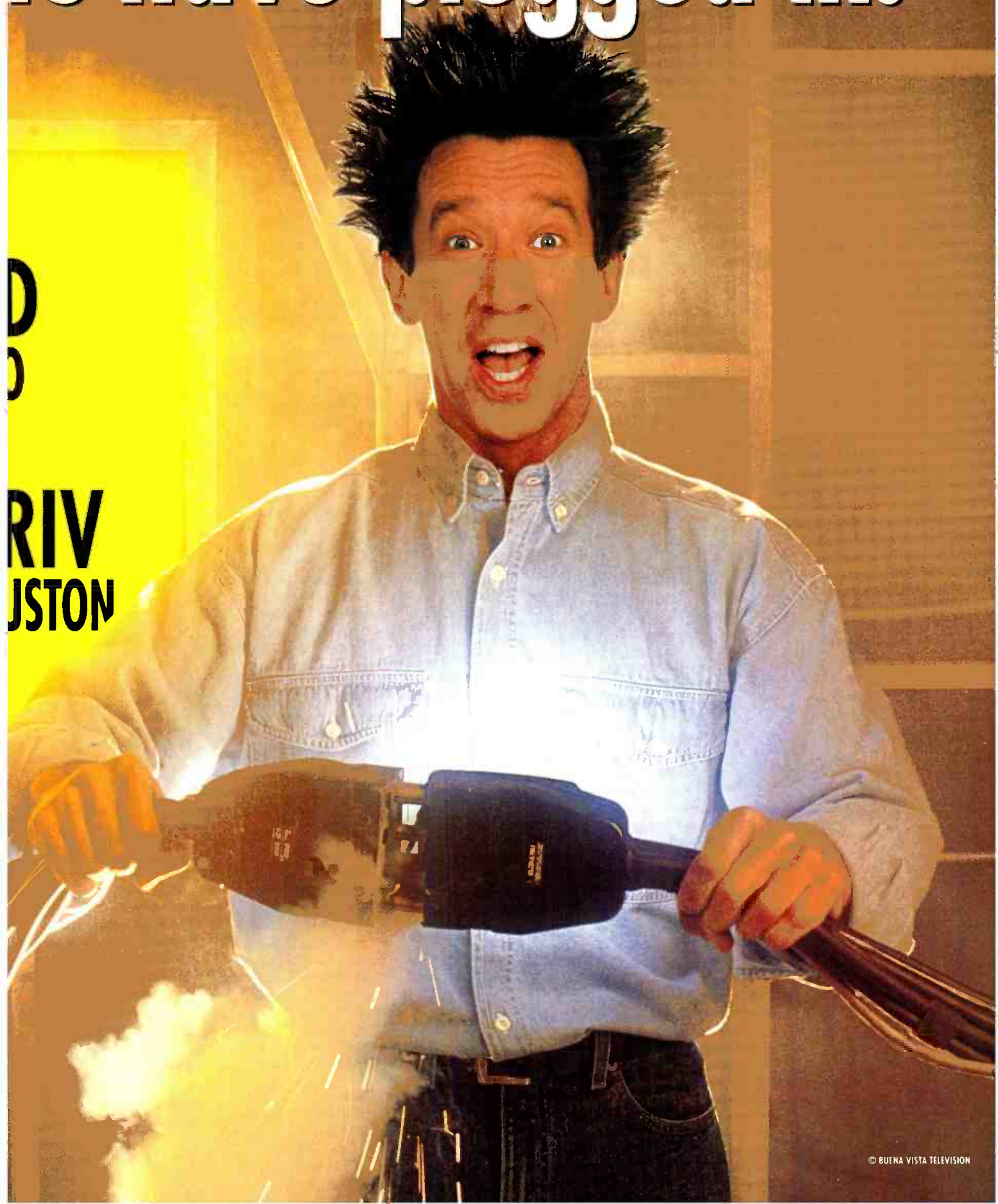
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Paul Krimsier **The Family Channel**

While The Family Channel continues its strategy of producing original series, top programming executive Paul Krimsier says the cable network is looking ahead toward bringing a programming "event" to the channel each month.

"We're ultimately going toward more event status programming in addition to our regular series," says Krimsier. The network is looking to capture one-time-only, once-a-year kinds of events, such as award shows, and plans to begin rolling out the monthly blockbuster strategy in fall 1994, he says.

"We want the network to have a sense of urgency to it," says Krimsier, explaining the interest in supplementing regular series with specials. "After a series has been on a few years, it's a little bit harder for the public relations mechanism to be as excited about it. We want to keep the network invigorated."

Meanwhile, this fall The Family Channel will debut the first hour-long original series produced by the network, *The Man from Snowy River*. Also joining the schedule in the fall will be *Baby Races*, a stunt show featuring children and their parents. January 1994 will see the addition of the off-net series *Rescue 911* to The Family Channel's lineup.

New to The Family Channel's daytime schedule beginning June 7 is a two-and-a-half-hour block of game shows designed to incubate another Family network, The Game Channel, set to debut as a full-time channel later this year. Included in that block will be two original series, *Trivial Pursuit Home Play* and *Trivial Pursuit, The TV Show*. The block will be up against a strong daytime game show block on competing network USA.

Krimsier says The Family Channel's decision to debut the game show block is a sign of confidence that the cable industry will be able to move forward despite reregulation. "We're in an expansion mode," he says.



Bridget Potter **Home Box Office**

At a time when the cable industry is facing many questions about how rate regulation will affect its future, Home Box Office continues to keep its mission clear: it's the straw that stirs the cable drink.

"We have achieved a great deal over the last couple of years in terms of visibility.... Original HBO programming continues to be the biggest event in the business," says Bridget Potter, HBO's senior vice president, original programming.

HBO is content to stand pat at its current original programming level of 30%. "Quality is more important than quantity," says Potter. "We have succeeded in events, movies and series; we hope to continue to do that in documentaries."

This year's big event for HBO will likely be the Michael Jackson concert scheduled for later in the year. HBO already scored with its Inaugural concert and its adaptation of "Barbarians at the Gate."

New episodes of *The Larry Sanders Show* and *Dream On* also launched last week.

With increased events come increased programming costs. While the programming economics are tough now, Potter is not discouraged. "The TV industry is changing on a daily basis...business as usual means drowning."

With rate regulation taking effect during the next several months and a channel explosion just around the corner, cable operators and programmers will no doubt face strains in their relationship.

"My piece of this is to make the programming compelling for operators so they understand that they can't live without it. HBO drives a lot of basic cable and they know that."

Potter, who joined HBO in 1982, also oversees all original programming for Cinemax as well as HBO Independent Productions. Prior to that she was vice president, production, Lorimar Productions, and also worked at ABC as vice president, prime time program development, East Coast.



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Doug McCormick Lifetime

This is a period of transition for Lifetime Television. Top staffing at the cable network has changed dramatically in recent months, and those who are now in place have lined up a number of projects that will mark an ambitious move into more original programming.

Currently overseeing the network's programming plans is President/COO Doug McCormick, who replaced Lifetime President/CEO Tom Burchill several months ago. McCormick is handling programming duties as he searches to replace a number of executives who have left in recent weeks, including Pat Fili, senior vice president of programming and production; Mitchell Praver, program acquisitions and scheduling vice president, and Melinda Fishman, vice president of movies, series and fiction, West Coast.

McCormick's upcoming original production plans include a nightly talk show that will air at 11 p.m.; an afternoon show to replace the just-canceled *Jane Pratt Show*, and a weekly one-hour news magazine that would debut in October. The network also will introduce live information-oriented interstitial programming and plans to produce several documentaries.

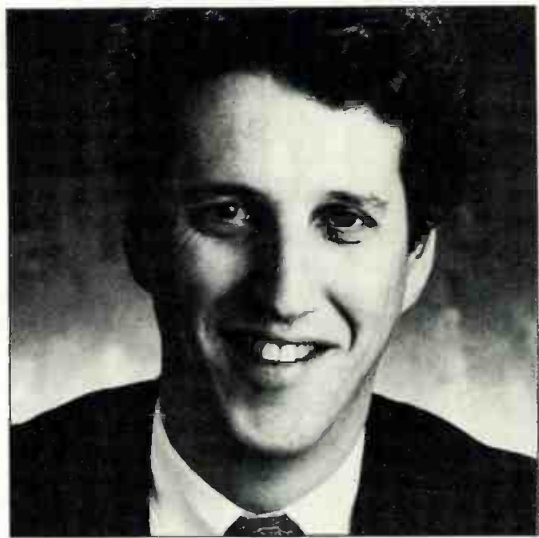
"You'll find Lifetime to be far more responsive in the year ahead," says McCormick.

Also new to the schedule in 1994 will be another parenting series, *Your Child 6 to 12 with Dr. Kyle Pruett*, which joins existing daytime series *What Every Baby Knows* and *Your Baby and Child with Penelope Leach*.

Original programming that will continue includes Lifetime's made-for-cable prime time movies, which have traditionally been among the highest-rated programming efforts at the network. Lifetime has also ordered 20 new episodes of *The Hidden Room*, an original series it debuted last season.

Lifetime's sizable off-net library—which currently includes *thirtysomething*, *L.A. Law*, *Anything but Love*, *China Beach* and *Unsolved Mysteries*—could grow to include NBC's *Sisters*, according to sources close to the network.

McCormick says the cable network's programming budget has not been hurt by cable reregulation. "It hasn't cooled our interest at all," says McCormick. "If anything, we're investing more in original programming than before."



Doug Herzog MTV: Music Television

MTV's programming lineup continues to expand well beyond the music videos that made it famous, and Senior Vice President of Programming Doug Herzog says the network will tackle some totally new genres in 1994.

Herzog says he cannot yet reveal exactly what the network has up its sleeve for 1994, but he promises it will include material not traditionally associated with MTV.

"We have big plans in 1994, including things we couldn't have imagined we'd be doing," says Herzog. "We're looking at different genres on weekends. We hope to keep the programming evolving."

Meanwhile, the network continues to broaden its program lineup with shows that do not rely solely on music videos. One area in which the network is branching out is animation, including *Liquid Television*, *Beavis and Butt-Head* and the syndicated 1960's series *Speed Racer*.

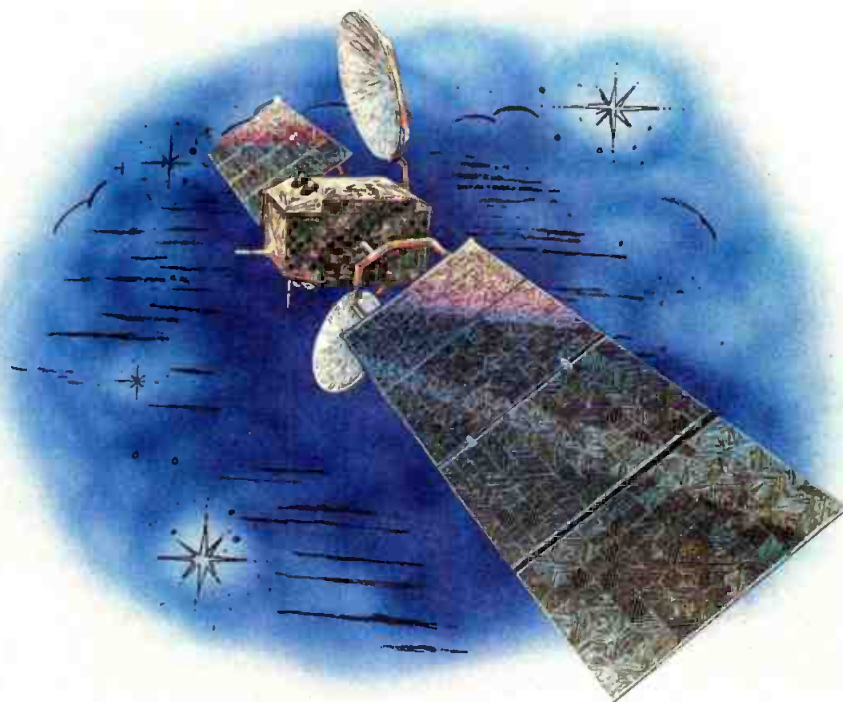
Herzog says a key area for MTV tends to be 4-8 p.m. Programming during that period on weeknights starts with an hour of music videos and is followed by an original game show, *Lip Service*; a dance show, *The Grind*, and then more music video programming.

The network experiments in other time periods with shows such as *Comikaze* (a jumble of comedy bits, airing Monday-Thursday 7:30-8 p.m. and 11:30 p.m.-midnight) and *You Wrote It, You Watch It* (a half-hour weekly series inspired by viewer mail). MTV also airs a number of music-related shows that tend to be some of its strongest-rated shows, including *Yo! MTV Raps*, *MTV Unplugged* and *Headbangers Ball*.

Herzog says the programming department at MTV has yet to feel any impact from cable reregulation. "We haven't, but we'll have to see," says Herzog. "We're hoping we can continue with steady increases. Not huge increases, but slow and steady increases."



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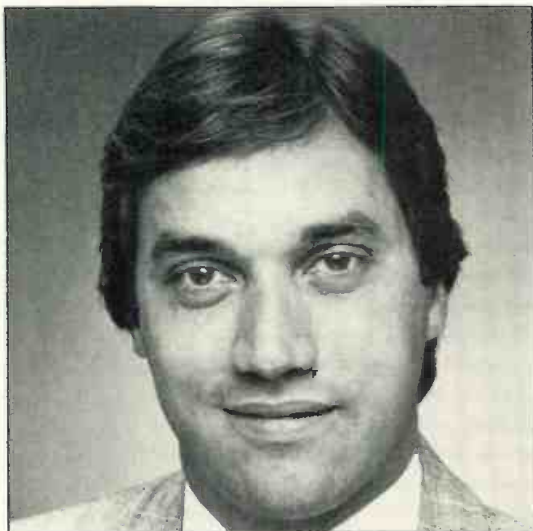
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Herb Scannell Nickelodeon/Nick at Nite

It was three years ago that Nickelodeon opened its studios in Orlando, Fla., and decided to accelerate its move into original programming. It is a strategy that has paid off in ratings for the kids network and has encouraged programming Senior Vice President Herb Scannell to expand yet further.

Nickelodeon executives have been particularly encouraged by the ratings success of its Saturday night "SNICK" block of programming. Launched just nine months ago, the block has already established itself to the point where some of its shows regularly rank among the top 40 cable shows of the week. On a recent week, shows from SNICK and elsewhere on the Nickelodeon schedule accounted for seven of the top 40 shows on cable TV.

When Nickelodeon launched its SNICK block, the cable network boasted it would tap into a younger audience that it felt was being underserved by the broadcast networks on Saturday nights. While Nickelodeon executives were optimistic about the experiment, Scannell said the network had no idea the SNICK block was going to perform as well as it has. Asked now whether Nickelodeon will look to expand the format to other nights of the week currently occupied by the Nick at Nite classic rerun schedule, Scannell says, "maybe."

"Coming off the success of SNICK, it's something we have to look at," says Scannell.

Nickelodeon is also looking to expand on its production of original animated series. This September will mark the debut of *Rocco's Modern Life*, a new "Nicktoons" original animated product that joins the existing lineup of *The Ren and Stimpy Show*, *Doug* and *Rugrats*.

Scannell says reregulation of cable has not had a noticeable impact on his original programming budget, and it is unclear if it will have any impact in the future.

"We're on a path of continuing our development," Scannell says when asked about reregulation. "There are some clouds on the horizon but nobody knows whether it's going to pour, drizzle or just dry up."



Steven Hewitt Showtime

By forming Showtime Entertainment Group last September, Steven Hewitt, SEG senior vice president, is embarking on what he estimates to be the pay cable network's most ambitious slate of programming, with more than \$100 million earmarked for first-run production next season. To clearly differentiate Showtime from the other premium cable networks, particularly HBO, Hewitt says, Showtime is placing an equally heavy emphasis on the production of long-form anthology programming. And that's in addition to the development of 18-20 original theatricals.

The first message Hewitt sent to the Hollywood production community was that Showtime Entertainment Group was willing to do joint production ventures, even with a broadcast network. Showtime is teaming with CBS Entertainment Productions on the first-run theatrical *Double Jeopardy*, which the cable network will get to air first.

"Being a pay cable network, our distribution is a lot like closed circuit," Hewitt explains. "We might only impact CBS's [subsequent] broadcast window by half a rating point. The end result of an arrangement like this is intended to tell independent producers, the broadcast networks and even station groups like Tribune Broadcasting that Showtime can be one of the most attractive production and distribution partners they'll be able to find in the marketplace."

In the anthology arena, which Hewitt likens to the recent upsurge in popularity for novella programming, Showtime's *Welcome to the Monkey House* is looking to adapt several noted novelists' short stories for the small screen. Most notable is Kurt Vonnegut's *Fallen Angels*, which Hewitt says will be directed by Sydney Pollack. Several other authors' works (including those of Dashiell Hammett and James McElroy) are in development, with actors Tom Cruise and Tom Hanks to direct the projects from Propaganda Films and Mirage Productions.

Showtime has also placed a 20-episode order for the *Red Shoe Diaries*, an "erotic diary series" by Zalman King. And B-titled horror movie director John Carpenter will offer a trilogy, *Body Bags*, in which he also plays a mortician introducing each of the scary tales.

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Terry Segal WTBS Atlanta

Special-event programming will be a primary focus for superstation WTBS for the next year from both a programming and a marketing standpoint, according to Terry Segal, executive vice president and general manager.

"It adds more value and prestige to the network," says Segal, whose department will oversee the production of an additional 30-40 hours of special-event programming through the end of 1994. The network's initiative in developing such programming mirrors that of other cable networks, which in recent years have increasingly looked to grab audiences with attention-getting specials. "It makes us stronger because now we're playing in an arena that so many other networks are playing in."

Among slated specials are *The Heart of Healing*, a six-hour, three-part series on the role the mind plays in healing the body, and *The Untold West*, a trilogy of one-hour specials on little-known stories of the American West. Both series will debut on the network in fourth quarter 1993.

In addition to specials, ongoing original series include *Real News for Kids*; *Network Earth*; *Captain Planet and the Planeteers*, and specials from *National Geographic*, The National Audubon Society and The Cousteau Society. The channel also produces a wealth of original sports programming ranging from professional sports (the Atlanta Braves and the Atlanta Hawks) to amateur events such as the quadrennial Goodwill Games.

Segal says WTBS continues to be in the market for new licensed product. It is not unusual to see WTBS on the list of the 40 top-rated cable shows with such popular off-network fare as *The Andy Griffith Show*, *Happy Days* and the more contemporary *Saved by the Bell*. Coupled with Braves baseball, movies and *World Championship Wrestling*, those off-net sitcoms helped the station grab 10 of the top 40 cable shows in a recent week.

Segal says reregulation has not affected WTBS's programming plans. "Until all the issues are resolved, it's hard to give a definitive answer," says Segal. "But we feel we have the money necessary to complete our plans for original programming."



C. Paul Corbin The Nashville Network

For the most part, C. Paul Corbin, director of programming for TNN: The Nashville Network, takes a sort of "if-it-ain't-broke-don't-fix-it" approach to scheduling the popular country music lifestyle network.

"The strategy is really to hold the course and fine-tune what it is that we do," says Corbin. "We've identified the pieces that seem to work. At this moment, I don't see any real changes."

If there is any likely area of experimentation for the network, it will probably be in the area of original movies, says Corbin. The network later this summer will debut an original made-for-cable movie, *Proud Heart*, and Corbin says the network will be watching its performance carefully to determine how to proceed in the production of original movies.

Virtually all programming on TNN is original, and 1,100 hours of that programming each year is produced live. Corbin, a former broadcaster who prior to joining TNN helped bring Nashville's Grand Ole Opry live to PBS, has a wealth of experience in live television.

Live TNN shows on weekdays include: *VideoMorning*, 9 a.m.-noon; *VideoPM*, 5:30-8 p.m.; *Crook & Chase*, 8-9 p.m. (8-8:30 on Mondays), and the long-running *Nashville Now* (9-10 p.m., Monday-Tuesday; 9-10:30 p.m., Wednesday-Friday). On weekends, live TNN shows include *Country Beat* (Saturday, 6:30-7:30 p.m.); *Opry Backstage* (Saturday, 8-8:30 p.m.); *Grand Ole Opry Live* (Saturday, 8:30-9 p.m.), and *RaceDay*, four separate car racing reports that air on Sunday. TNN has collected some of its highest ratings with its popular car racing coverage.

Like most programmers, Corbin says his department has not felt the impact of cable reregulation. "I don't think a lot of people know exactly what that impact will be," says Corbin. "To this point, we haven't seen any hard evidence that reregulation will affect us in a hard way."

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Brad Siegel Turner Network Television

TNT Executive Vice President Brad Siegel is enthusiastic about all of his network's programming, but he is especially vocal when it comes to original movies.

"I don't look at our movies as made-fors," says Siegel. He says TNT spends about 50% more on its original movies than other networks do on their original movies and TNT tends to choose subjects that are less topical than made-fors on other networks. "We're not making Amy Fisher stories; we're making movies based on great moments in history," he says.

Among the original movies to be featured on TNT in upcoming months will be *Gettysburg*, a miniseries starring Tom Berenger and a huge cast including more than 5,000 extras (the \$15 million-plus epic is expected to debut in March 1994). Also in the pipeline is *Zelda*, a biography of Zelda Fitzgerald starring Natasha Richardson and Timothy Hutton; *A Life in the Theatre*, based on a David Mamet play and starring Jack Lemmon and Matthew Broderick, and Arthur Miller's *The American Clock*.

About 60% of TNT's schedule consists of original and acquired movie titles. The network owns 4,000 titles and over the last two years has licensed an additional 4,000 titles that will supply the cable network with movies through the year 2000.

This October marks TNT's fifth anniversary, and the network plans to celebrate with some type of programming event every night of the month. Major events for the network in the year ahead will include the winter Olympics in February. Sports programming has accounted for some of TNT's healthiest ratings, with a recent post-season NBA game between Chicago and New York giving the network a personal-best 7.4 rating with 4.3 million households.

Siegel says he doesn't anticipate any changes based on reregulation. "I don't think we're going to do anything reactionary to reregulation," says Siegel. "We will continue to grow and spend more as we know there is an audience for what we do."



David Kenin USA Network

USA Network, the number-one rated cable network in prime time for three consecutive years, is not prepared to sit still with the same programming mix that has brought about its rating success.

While USA will certainly be continuing with those programming elements that have contributed to its high ratings, David Kenin, chief USA programming executive, this fall plans to also introduce original animation and big-budget original sitcoms to the cable network.

USA executives are not yet offering specifics on the two planned sitcoms. But it is known that the comedies, which join USA's lineup in January 1994, will occupy an 8-9 p.m. ET time period and will be produced by USA parent companies Paramount Communications and MCA. Kenin says he is expecting better results from the sitcoms than such earlier low-budget attempts as the short-lived USA sitcoms *Check It Out* and *Dog House*.

"We're taking a totally different tack," says Kenin. "We're using 'A' producing, writing and performing talent to create these things. We're putting up a lot of money to do this."

Among off-net shows new to the USA schedule this fall will be *Major Dad* and *Wings*. The network has traditionally enjoyed considerable ratings success with such off-net fare, especially *Murder, She Wrote*. On a recent week, USA's 8 p.m. weeknight airings of the popular Angela Lansbury series accounted for three of the top 12 cable shows of the week.

Another ratings-grabber has been *Silk Stalkings*, which for the last two years has been co-produced and aired by USA and CBS. USA will take over production of the series this fall and will air the series exclusively as CBS drops the late-night show to make way for David Letterman.

Kenin says reregulation has not resulted in any planned cutbacks in USA's programming budget. "We are on our game plan," says Kenin. "We've talked about stepping forward and doing more aggressive things, which may in itself be a reaction to the new rules."



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WELCOME TO THE EDGE

Drifting together in a digital future

TV set and computer industries eye each other uneasily as their products converge

By Sean Scully

When General Instrument's Jerrold division proposed a revolutionary new modular television design, the idea didn't get very far.

Within a day or so, company officials, stung by a furious backlash from the consumer electronics industry, were refusing to even comment on Joey, so named because the modules would fit inside the television monitor in the way that a baby kangaroo fits in its mother's pouch.

Gary Shapiro, vice president of the

TV set evolution

The problem with Joey may go much deeper than that, however. Talking to representatives of both the consumer electronics and the computer industries, it's obvious that there's a split in the way they see television evolving. While they are largely moving in the same direction, they are approaching one another cautiously. Jerrold, a consumer electronics manufacturer, seems to have made the mistake of thinking like a computer company. Other consumer electronics companies just didn't like it.

There are some basic areas of agree-

ship between computers and televisions. The alliance announced that its system would use progressive scanning to build pictures on the screen, the system used in computer monitors for decades. The system will also use square, as opposed to round, pixels—again, like computer monitors. The alliance also agreed to transmit data in the same way computers do.

In fact, said Bruce Huber, vice president of marketing for Zenith's Consumer Electronics division, the co-mingling of computers and TV is already starting to happen. Many of the features already in sets, such as picture-in-picture and advanced remote controls, require a significant amount of computing power. "A lot of those 20 million-plus consumers who buy television sets every year don't realize that they're already buying a computer," he said. "We just don't call it that."

Second, everybody agrees that the companies that make television sets today will be the ones to make the digital televisions of tomorrow.

"Who'd want to get into such a market?" asked Joe Donahue, vice president of technology for Thomson Consumer Electronics. "It's much tougher than you might realize."

The battlefield is already littered with the corpses of failed TV manufacturers. Only a handful remain, Donahue said.

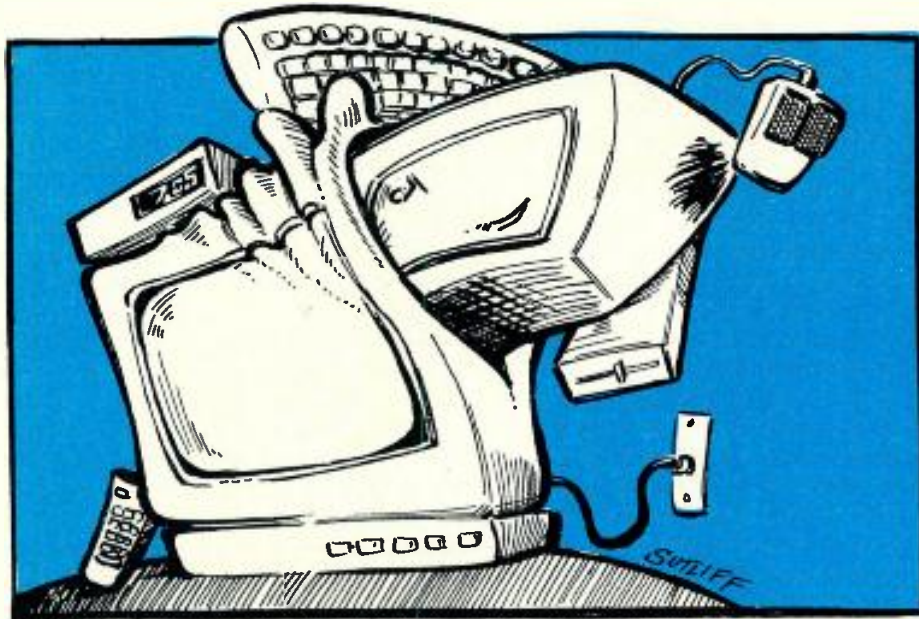
Computer companies largely concede the point. While all the major computer hardware companies know how to build digital TV sets, they aren't jumping at the opportunity.

"That's not so crazy [making sets], but it's not in our business plans right now," said Casey Lemus, PR manager of Hewlett Packard's Interactive TV division.

"The consumer electronics guys know how to make TV's cheap.... They're much more inclined to make TV's than we are," agreed IBM's corporate media relations manager, David Harrah.

Era of cooperation?

What's more likely to happen is that related industries will begin to cooperate, each bringing its own expertise to



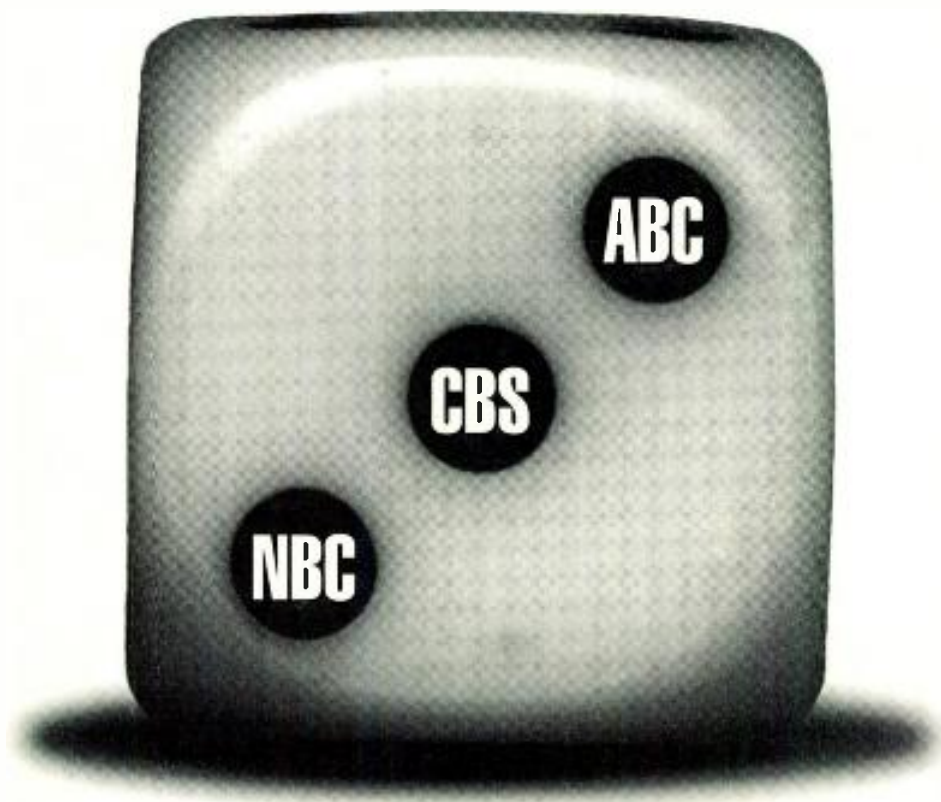
Electronic Industries Association's Consumer Electronics Group, managed to shed a little light on what might have happened. Jerrold, he said, had insulted just about everybody with its press release announcing Joey.

In the press release, Jerrold President Hal Krisbergh was quoted as saying "We have taken away all the unnecessary features of a standard television set—such things as tuners, tiny speakers and picture-in-picture—and replaced them with a modified picture tube."

"I think to call these things unnecessary is an insult to the millions of consumers who bought today's TV's," Shapiro said.

ment among the industries. First, no one disagrees that computers and televisions are drifting together. With the advent of digital TV, the two worlds have necessarily come a bit closer. Electronic computers have always been digital, relying on a stream of numbers to function. Now that TV sets are going digital, the two devices automatically look more alike. Moreover, the huge amount of data necessary to create useful video images means computers will need lots of processing power. That means computers will have to be built into TV sets. The two devices get even closer.

The newly announced grand alliance between HDTV developers seems to have cemented the relation-



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the manufacture of TV's. Harrah said there are four main industries that are beginning to intermingle: consumer electronics, telecommunication, computers and media.

"We do hardware and we do software," Harrah said. "We have a lot that's crucial to the infrastructure [of tomorrow's televisions] that you need."

Computer companies have already refined ways to perform many functions that a digital television will use: digital storage, high-speed search and retrieval, and sending information across a digital network.

"We're not going to put the computer people out of business, and they're not going to put us out of business," Donahue said. "There's plenty there for everyone."

Disagreement does arise over how the television sets of the future will be used. From a technical standpoint, there's no reason that a digital television set can't also be a personal computer, or a personal computer can't be a television set.

The question is, do people want that?

"People have a strong emotional connection to TV.... It's a companion, it's where people go for information, a place where they learn things, where they're entertained," Frick said.

"I want to sit in my living room, or bedroom—in a very relaxed environment—to be entertained," Donahue said.

Television is an entertainment-driven medium, and probably always will be, Donahue said. Personal computers tend to be more work-driven. Even the entertainment aspects of a computer are more intense and require greater activity than television programming. "It's a different type of pleasure than watching a movie," he said.

"We see a spectrum, a continuum if you will, where TV sets anchor one end and PC's anchor the other end," said Zenith's Huber.

"You will find out that what consumers prefer to do most of the time is entertainment related. [Television's evolution] will probably start from the entertainment end, then migrate to the information end," he added.

What that means, Huber said, is that in the future there will be a television on one side of the living room and a computer on the other, just as there is today. The difference is that

the two boxes will be similar inside and will be able to talk to one another if necessary. They will, however, remain dedicated to separate applications.

Merging computers and TV's

The computer industry seems less inclined to agree.

As the flow of information into the home grows, Harrah said, the distinction between a television and a computer will become meaningless, or, to put it in computer terms, "I think the whole paradigm will shift," he said.

In 10 years, he said, it's possible that a television will be unrecognizable. It might be little more than a monitor connected to a whole variety of devices that provide goods and services and move information.

What Harrah describes is much like today's computers, in which the monitor is merely the visual output—the real power and functionality of a computer are contained on a series of interchangeable cards. A computer owner can change the capabilities of the computer simply by opening up the back and sticking in a new module. This also sounds suspiciously like Joey.

"I have concerns with this approach," said National Cable Television Association Vice President for Technology Wendell Bailey. "My concerns have to do not at all with the technical side of it—they have to do with the marketing side of it."

Imagine what would happen if manufacturers created modular television sets, with consumers paying separately for every component, Bailey said. One year, 20 million people buy television monitors. That same year, 19.5 million people also buy the stereo sound module. Naturally, Bailey said, some enterprising manufacturer is going to realize that its customers are buying both the monitor and the module. The company will conclude that it can save its customers money, and gain a competitive advantage, by building a set with the stereo module built in. The next year, the same thing might happen with another module. After a few years, the monitor would have all the major modules built in.

"They'd end up with a television. They'd end up right back where they started," Bailey said.

EIA's Shapiro pointed out that a modular television would take years to implement. Hundreds of millions of existing sets are out there right now,

most of which will last for years. It would take a long time, and lots of consumer re-education, for the public to accept a modular set.

Looking for elegant solutions

Manufacturers also resist the idea of making consumer electronics any more complicated than they already are. Huber noted that many consumers already complain that they have trouble programming their VCR's.

"Consumers don't want lots of boxes," he said. "They don't want to deal with the hassle of how things interconnect. They need guys like us to deal with that."

"We're looking for more elegant solutions where we've got lots of capacity for software and functionality built right into it," Huber said.

Television manufacturers are looking for ways to keep the sets integrated, he said. By building in increasingly powerful computers, the manufacturers can use software to provide many of the functions that now require hardware. That way, as television technology, and technique, improve, a consumer would only have to receive a software upgrade to upgrade his television set. A system like that would seem to make a Joey-like system unnecessarily complicated.

Bailey said the cable industry is also looking at a similar system. Instead of building the powerful hardware and software directly into the TV, however, the cable operators are looking to include the features in the next generation of cable boxes, such as the GI-Microsoft-Intel project. Set-top converter boxes allow consumers to upgrade even existing sets. Using a set-top box, "we can make an old set look like a new set," Bailey said. "While the TV set guys don't like to hear that, because they'd like to sell you a new TV, the fact is that people keep TV sets a long time."

The debate over whether to build computers into a TV set or into a set-top box goes to the very heart of the debate over intercompatibility, now being hashed out at the FCC. Either way, however, television and converter manufacturers seem united in their desire to use computers to improve the existing types of equipment. It seems, therefore, that Jerrold's potentially revolutionary modular TV set proposal died because it didn't fit with the vision of the consumer electronics industry. There was no room for Joey. ■



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TOP 25 GROUPS BRACE FOR RETRANS SHOWDOWN

Look out, cable. BROADCASTING & CABLE's survey last week of the top 25 broadcast groups found almost all readying to seek compensation—cash, in many cases—from the cable systems in their markets for the rights to retransmit their signals.

1. CAPITAL CITIES/ABC (8 stations/23.81%)

Capital Cities/ABC last Wednesday became the last of the big-three network-owned TV groups to announce for retransmission consent. Like the others, it will opt for must carry only in a "couple of instances at the fringe," according to Michael Mallardi, president of the company's broadcast group, which includes eight owned TV stations.

Mallardi declined to detail any target subscriber fees, describing the goal as a "...wide but very low range; it doesn't get near the value numbers which have been referred to in recent months." Mallardi allowed that the company's extensive cable programming interests, including its 80% ownership of ESPN, may differentiate its negotiations from CBS. "That is something that we have to leave to another day as to how that will play out," he said. There had been rumors that Capital Cities/ABC might strike a deal involving carriage of a second ESPN channel in lieu of retransmission cash.

WABC-TV New York □ Ch.7 □ ABC □ 1/7.29%
 KABC-TV Los Angeles □ Ch.7 □ ABC □ 2/5.35%
 WLS-TV Chicago □ Ch.7 □ ABC □ 3/3.26%
 WPVI-TV Philadelphia □ Ch.6 □ ABC □ 4/2.87%
 KGO-TV San Francisco □ Ch.7 □ ABC □ 5/2.41%
 KTRK-TV Houston □ Ch.13 □ ABC □ 11/1.58%
 WTVD(TV) Raleigh-Durham, N.C. □ Ch.11 □ ABC □ 32/.81%
 KFSN-TV Fresno, Calif. □ Ch.30 □ ABC □ 59/.24%

2. CBS (7 stations/22.1%)

Since CBS was seminal in getting retransmission adopted, it is not surprising that the company's owned stations should opt, for the most part, to negotiate for retransmission consent. The company announced its position in a high-visibility press conference two weeks ago at the annual CBS affiliates conference.

CBS Senior Vice President Jay Krie-

gel has said the company will conduct two types of negotiations: one with small cable operators in each local market; the other with major operators representing multiple cable systems in the markets where CBS has its seven-owned TV stations. Discussions with major operators have already begun, but Kriegel declined to characterize them.

WCBS-TV New York □ Ch.2 □ CBS □ 1/7.29%
 KCBS-TV Los Angeles □ Ch.2 □ CBS □ 2/5.35%
 WBBM-TV Chicago □ Ch.2 □ CBS □ 3/3.26%
 WCAU-TV Philadelphia □ Ch.10 □ CBS □ 4/2.87%
 WCCO-TV Minneapolis-St. Paul □ Ch.4 □ CBS □ 13/1.51%
 WCIX(TV) Miami □ Ch.6 □ CBS □ 15/1.4%
 WFRV-TV Green Bay, Wis. □ Ch.5 □ CBS □ 65/4.2%

3. NBC (6 stations/20.36%)

NBC was the first of the big-three networks to declare for retransmission consent and its intention to seek compensation from cable operators for it. Like Fox (see below), NBC said it would consider a cable channel as partial payment for retransmission consent, but made clear the overall deal would have to be sweeter than Fox's. "I think the Fox plan is an adequate one in terms of value for Fox, but not adequate for NBC," said NBC President Robert Wright. Details of NBC's strategy are still to come.

WNBC-TV New York □ Ch.4 □ NBC □ 1/7.29%
 KNBC-TV Los Angeles □ Ch.4 □ NBC □ 2/5.35%

BROADCASTING & CABLE's top 25 broadcast groups are ranked by total coverage of TV homes, as calculated for compliance with the FCC's TV broadcast ownership rules. The rules limit coverage to 25% of the 92.1 million TV homes. The number of stations each group owns and the percentage of TV homes each collectively reaches is shown on the line beneath the group name. The percentage of all TV homes each station reaches is shown, along with its call letters, channel and affiliation.

WMAQ-TV Chicago □ Ch.5 □ NBC □ 3/3.26%
 WRC-TV Washington □ Ch.4 □ NBC □ 7/1.95%
 WTVJ(TV) Miami □ Ch.4 □ NBC □ 15/1.4%
 KCNC-TV Denver □ Ch.4 □ NBC □ 21/1.11%

4. TRIBUNE BROADCASTING (7 stations/19.57%)

"We will opt for retransmission consent," says Tribune Television President Dennis Fitz Simons. "We believe our signals have value, and we anticipate it will be reflected in our negotiations for retransmission consent." What will Tribune seek for that value? "Cash," he says. "How much will be determined in the negotiations."

WPIX(TV) New York □ Ch.11 □ Ind. □ 1/7.29%
 KTLA(TV) Los Angeles □ Ch.5 □ Ind. □ 2/5.35%
 WGN-TV Chicago □ Ch.9 □ Ind. □ 3/3.26%
 WPHL-TV Philadelphia □ Ch.17 □ Ind. □ 4/1.435%
 WGNX(TV) Atlanta □ Ch.46 □ Ind. □ 10/8%
 KWGN-TV Denver □ Ch.2 □ Ind. □ 21/1.11%
 WGNO(TV) New Orleans □ Ch.26 □ Ind. □ 40/3.25%

5. FOX (8 stations/19.42%)

Always one to shake things up, Fox Broadcasting took the industry and its affiliates by surprise with its decision to seek a cable channel from operators in lieu of retransmission consent for its owned stations. So far, Fox has an agreement with Tele-Communications Inc., under which the nation's largest system operator will pay Fox 25 cents per subscriber for its cable channel. Fox affiliates can also participate in the deal, with Fox giving affiliates a choice of either 7.5 cents per subscriber or five cents per subscriber and an equity interest in the channel.

WNYW(TV) New York □ Ch.5 □ Fox □ 1/7.29%
 KTTV(TV) Los Angeles □ Ch.11 □ Fox □ 2/5.35%
 WFLD(TV) Chicago □ Ch.32 □ Fox □ 3/1.63%
 WTTG(TV) Washington □ Ch.5 □ Fox □ 7/1.95%
 KDAF(TV) Dallas □ Ch.33 □ Fox □ 8/.97%
 †WATL(TV) Atlanta □ Ch.36 □ Fox □ 10/8%
 KRIV(TV) Houston □ Ch.26 □ Fox □ 11/7.9%
 KSTU(TV) Salt Lake City □ Ch.13 □ Fox □ 41/6.4%

6. SILVER KING COMMUNICATIONS (11 stations/18.605%)

Executives at Silver King Communications (formerly HSN Communications) were not returning calls last week on its retransmission-consent and must-carry policies. But that may be because they have a lot to think about. One complication is that controlling interest in Silver King parent HSN is held by Liberty Media Corp., a spinoff company of multisystem operator and hardball retransmission-consent negotiator Tele-Communications Inc. And Liberty has an option to buy HSN founder Roy Speer's controlling interest in Silver King. Another complication is that the Silver King stations primarily air home shopping programs, and the FCC has yet to decide whether home shopping stations are entitled to must carry.

- WHSE(TV) Newark, N.J. (New York) □ Ch.68 □ Ind. □ 1/3.645%
- KHSC(TV) Ontario (Los Angeles), Calif. □ Ch.46 □ Ind. □ 2/2.675%
- WEHS(TV) Aurora (Chicago), Ill. □ Ch.60 □ Ind. □ 3/1.63%
- WHSP(TV) Vineland, N.J. (Philadelphia) □ Ch.65 □ Ind. □ 4/1.435%
- WHSB(TV) Marlborough (Boston), Mass. □ Ch.66 □ Ind. □ 6/1.145%
- KHSX(TV) Irving (Dallas-Fort Worth), Tex. □ Ch.49 □ Ind. □ 8/1.97%
- KHSH(TV) Alvin (Houston), Tex. □ Ch.67 □ Ind. □ 11/1.79%
- WQHS(TV) Cleveland □ Ch.61 □ Ind. □ 12/1.765%
- WYHS(TV) Miami □ Ch.69 □ Ind. □ 15/1.7%
- WBHS(TV) Tampa □ Ch.50 □ Ind. □ 16/1.68%
- WHSW(TV) Baltimore □ Ch.24 □ Ind. □ 22/1.525%

7. CHRIS-CRAFT/UNITED TELEVISION (8 stations/18.195%)

Chairman Herb Siegel, through a spokesperson, said the group's position is still unsettled. But with stations in markets with network-owned stations pursuing retransmission consent, most expect Chris-Craft to follow suit.

- WWOR-TV Secaucus, N.J. (New York) □ Ch.9 □ Ind. □ 1/1.29%
- KCOP(TV) Los Angeles □ Ch.13 □ Ind. □ 2/5.35%
- KBHK-TV San Francisco □ Ch.44 □ Ind. □ 5/1.205%
- KMSP-TV Minneapolis □ Ch.9 □ Ind. □ 13/1.51%
- KUTP(TV) Phoenix □ Ch.45 □ Ind. □ 20/1.56%
- KPTV(TV) Portland, Ore. □ Ch.12 □ Ind. □ 26/1.96%
- KMOL-TV San Antonio, Tex. □ Ch.4 □ NBC □ 36/1.68%
- KTVX(TV) Salt Lake City □ Ch.4 □ ABC □ 41/1.64%

8. UNIVISION (Spanish) (9 stations/10.62%)

"Due to Univision's excellent cable carriage position, the must carry/recon-

sent rule will not have a major impact on our broadcast coverage," said Ray Rodriguez, president and chief operating officer, Univision. "Currently, Univision is weighing all of its options, and we have not made any firm decisions," he said.

- WXTV(TV) Paterson, N.J. (New York) □ Ch.41 □ Uni. □ 1/3.645%
- KMEX-TV Los Angeles □ Ch.34 □ Uni. □ 2/2.675%
- KDTV(TV) San Francisco □ Ch.14 □ Uni. □ 5/1.205%
- KUVN(TV) Garland (Dallas-Fort Worth), Tex. □ Ch.23 □ Uni. □ 8/1.97%
- WLTN(TV) Miami □ Ch.23 □ Uni. □ 15/1.7%
- KTVW-TV Phoenix □ Ch.33 □ Uni. □ 20/1.56%
- KWEX-TV San Antonio, Tex. □ Ch.41 □ Uni. □ 36/1.34%
- KLUZ-TV Albuquerque, N.M. □ Ch.41 □ Uni. □ 51/1.28%
- KFTV(TV) Hanford (Fresno-Visalia), Calif. □ Ch.21 □ Uni. □ 56/1.245%

9. GANNETT BROADCASTING (10 stations/10.335%)

Gannett Broadcasting TV Group President Ron Townsend says the group owner of 10 stations will likely negotiate for retransmission consent, although no company policy has been formulated as of yet. "Our signals

have value and we should be compensated for that," he said.

- WLVI-TV Cambridge (Boston), Mass. □ Ch.56 □ Ind. □ 6/1.145%
- WUSA(TV) Washington □ Ch.9 □ CBS □ 7/1.95%
- WXIA-TV Atlanta □ Ch.11 □ NBC □ 10/1.6%
- KARE(TV) Minneapolis □ Ch.11 □ NBC □ 13/1.51%
- KPNX-TV Mesa (Phoenix), Ariz. □ Ch.12 □ NBC □ 20/1.12%
- KUSA-TV Denver □ Ch.9 □ ABC □ 21/1.11%
- KOCO-TV Oklahoma City □ Ch.5 □ ABC □ 45/1.61%
- WFMY-TV Greensboro, N.C. □ Ch.2 □ CBS □ 48/1.57%
- WTLV(TV) Jacksonville, Fla. □ Ch.12 □ NBC □ 54/1.51%
- KVUE-TV Austin, Tex. □ Ch. 24 □ ABC □ 66/1.21%

10. GROUP W (5 stations/9.85%)

Group W will be electing retransmission consent where it is appropriate, according to John Spinola, vice president, television operations. "The over-the-air signals have great value, and we think we should get something for that value," said Spinola. The group will be seeking cash payments, he said. But, he added, "I don't see why there isn't more than one viable business solution." The stations are willing to look at all opportunities that might

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work for both sides including technology support, advertising ventures and other possibilities, he said. "It really has to work for both sides."

KYW-TV Philadelphia Ch.3 NBC 4/2.87%
 KPX(TV) San Francisco Ch.5 CBS 5/2.41%
 WBZ-TV Boston Ch.4 NBC 6/2.29%
 KDKA-TV Pittsburgh Ch.2 CBS 17/1.23%
 WJZ-TV Baltimore Ch.13 ABC 22/1.05%

11. TELEMUNDO GROUP (Spanish) (6 stations/9.355%)

Telemundo President and CEO Joaquin Blaya was unavailable for comment on retransmission consent and must carry.

WNJU(TV) Linden, N.J. (New York) Ch.47 Tel. 1/3.645%
 KVEA(TV) Corona (Los Angeles), Calif. Ch.52 Tel. 2/2.675%
 KSTS(TV) San Jose, Calif. Ch.48 Tel. 5/1.205%
 KTMD(TV) Galveston (Houston), Tex. Ch.48 Tel. 1/1.79%
 WSCV(TV) Fort Lauderdale-Miami, Fla. Ch.51 Tel. 15/1.7%
 KVDA(TV) San Antonio, Tex. Ch.60 Tel. 36/1.34%

12. SCI TELEVISION (7 stations/8.815%)

SCI-TV's stations are all pursuing retransmission consent, but the exact strategy may depend on decisions still to be made by new controlling shareholder McAndrews & Forbes and that company's owner, Ronald Perelman. The group provides the largest coverage for the CBS network of any station group in the country, outside of the network's owned stations, and has market-leading stations in Atlanta, Cleveland and Tampa. Its one independent, WSBK-TV Boston, has the advantage of TV rights for both the Boston Red Sox baseball team and the Boston Bruins hockey team. Robert Selwyn, president of the broadcasting group, has noted previously that some of SCI-TV's stations have good relations with cable systems in such areas as joint promotions and news.

WSBK-TV Boston Ch.38 Ind. 6/1.145%
 WJBK-TV Detroit Ch.2 CBS 9/1.86%
 WAGA-TV Atlanta Ch.5 CBS 10/1.6%
 WJW-TV Cleveland Ch.8 CBS 12/1.53%
 WTVT(TV) Tampa Ch.13 CBS 16/1.36%
 KNSD(TV) San Diego Ch.39 NBC 25/1.49%
 WITI-TV Milwaukee Ch.6 CBS 28/1.83%

13. SCRIPPS HOWARD (10 stations/8.645%)

Scripps Howard is still deciding what the TV station notification letters to

cable operators will say, according to Rich Boehe, investor relations. "Our general point of view is to do what is best for long-term benefit," he said.

In addition to its broadcast stations, all but one of which is network affiliated, the Cincinnati-based Scripps Howard owns cable systems with a total of 680,000 subscribers.

WXYZ-TV Detroit Ch.7 ABC 9/1.86%
 WEWS(TV) Cleveland Ch.5 ABC 12/1.53%
 WFTS(TV) Tampa Ch.28 Fox 16/1.68%
 KNXV-TV Phoenix Ch.15 Fox 20/1.56%
 WMAR-TV Baltimore Ch.2 NBC 22/1.05%
 KSHB-TV Kansas City, Mo. Ch.41 Fox 28/1.415%
 WCPO-TV Cincinnati Ch.9 CBS 31/1.82%
 WMC-TV Memphis Ch.5 NBC 42/1.64%
 WPTV(TV) West Palm Beach, Fla. Ch.5 NBC 45/1.61%
 KJRH(TV) Tulsa, Okla. Ch.2 NBC 59/1.48%

14. COX ENTERPRISES (7 stations/8.56%)

At press time, Cox officials were unavailable for comment on retransmission consent.

KTVU(TV) Oakland (San Francisco), Calif. Ch.2 Fox 5/2.41%
 WKBD(TV) Detroit Ch.50 Fox 9/1.93%
 WSB-TV Atlanta Ch.2 ABC 10/1.6%
 WPXI(TV) Pittsburgh Ch.11 NBC 17/1.23%
 WFTV(TV) Orlando, Fla. Ch.9 ABC 23/1.03%
 WSOC-TV Charlotte, N.C. Ch.9 ABC 30/1.82%
 WHIO-TV Dayton, Ohio Ch.7 CBS 53/1.54%

15. HEARST BROADCASTING (6 stations/6.77%)

At press time, Hearst Broadcasting executives were not yet prepared to announce their position on retransmission consent and must carry. Hearst is a company with considerable investments on both the broadcast and the cable sides of the business. In addition to its six broadcast stations, it holds stakes in cable networks A&E, ESPN, Lifetime and New England News Channel.

WCVB-TV Boston Ch.5 ABC 6/2.29%
 WTAE-TV Pittsburgh Ch.4 ABC 17/1.23%
 WBAL-TV Baltimore Ch.11 CBS 22/1.05%
 KMBC-TV Kansas City, Mo. Ch.9 ABC 28/1.83%
 WISN-TV Milwaukee Ch.12 ABC 29/1.83%
 WDTN(TV) Dayton, Ohio Ch.2 ABC 53/1.54%

16. A.H. BELO (5 stations/5.83%)

Ward Huey, president of the broadcast division, said his group is going for retransmission consent, but not in ev-

ery market. Huey would not release details before sending out letters of notification. He added that the group would consider any offers from cable systems for compensation, but his group intends to focus on collecting cash payments.

WFAA-TV Dallas Ch.8 ABC 8/1.94%
 KHOU-TV Houston Ch.11 CBS 11/1.58%
 KXTV(TV) Sacramento, Calif. Ch.10 CBS 19/1.16%
 WVEC-TV Hampton-Norfolk, Va. Ch.13 ABC 39/1.66%
 KOTV(TV) Tulsa, Okla. Ch.6 CBS 58/1.49%

17. PULITZER BROADCASTING (9 stations/5.505%)

Pulitzer President and CEO Ken Elkins said his group of 10 stations will be seeking retransmission-consent compensation. "We're not interested in declaring war on cable," Elkins said, adding that neither side will be "served by posturing." There is not a cable operator who does not want a broadcaster's signal or a broadcaster who does not want to be on the system, he said.

WESH(TV) Daytona Beach (Orlando), Fla. Ch.2 NBC 23/1.03%
 WYFF-TV Greenville, S.C. Ch.4 NBC 35/1.72%
 WDSU-TV New Orleans Ch.6 NBC 40/1.65%
 WGAL(TV) Lancaster (Harrisburg), Pa. Ch.8 NBC 44/1.61%
 WLKY-TV Louisville, Ky. Ch.32 CBS 47/1.295%
 WXII(TV) Winston-Salem, N.C. Ch.12 NBC 48/1.57%
 KOAT-TV Albuquerque, N.M. Ch.7 ABC 51/1.56%
 KCCI(TV) Des Moines, Iowa Ch.8 CBS 70/1.4%
 KETV(TV) Omaha, Neb. Ch.7 ABC 73/1.39%

18. DISNEY (1 station/5.35%)

Executives for Disney-owned KCAL-TV say they know what they are going to do on retransmission consent, but are holding back the announcement until early this week.

KCAL(TV) Los Angeles Ch.9 Ind. 2/5.35%

19. PROVIDENCE JOURNAL (20) (9 stations/5.28%)

As both broadcaster and cable operator, the Providence Journal Co. will be on both sides of the retransmission-consent negotiations. The Providence Journal Broadcasting Co. said it "will seek agreements that provide value for the TV stations." The agreements may vary from market to market, said John Hayes, vice president, television.

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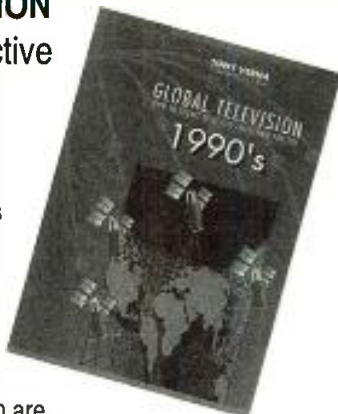
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And the value "could take various forms, including cash," he said. On the other hand, the Providence Journal's cable 780,000-subscriber cable subsidiary, Colony Communications, says broadcasters can forget about cash. "While we will judge the merits of retransmission on a market-by-market basis," said Colony President Bruce Clark, "we are not willing to pay any compensation in the form of cash."

KING-TV Seattle □ Ch.5 □ NBC □ 14/1.51%
 KGW-TV Portland, Ore. □ Ch.8 □ NBC □ 26/1.96%
 WCNC-TV Charlotte, N.C. □ Ch.36 □ NBC □ 30/4.1%
 WHAS-TV Louisville, Ky. □ Ch.11 □ CBS □ 47/5.9%
 KASA-TV Albuquerque, N.M. □ Ch.2 □ Fox □ 51/5.6%
 KHNL(TV) Honolulu □ Ch.13 □ Fox □ 70/3.9%
 KMSB(TV) Tucson, Ariz. □ Ch.11 □ Ind. □ 79/3.5%
 KREM-TV Spokane, Wash. □ Ch.2 □ CBS □ 80/3.4%
 KTVB(TV) Boise, Idaho □ Ch.7 □ NBC □ 133/1.7%

20. GREAT AMERICAN (6 stations/5.26%)

The six TV stations of Great American Communications intend to elect retransmission consent "in most cases," said John Zanotti, chief executive officer. Great American has already begun "preliminary meetings with many of the largest cable systems in each of our markets to explore the possibilities for retransmission arrangements," he said.

Bruce Baumann, executive vice president from the company's corporate office, is heading up the all-affiliate TV group's retransmission effort, which will pursue "primarily" cash compensation, said Zanotti.

The company last month retained Frank Magid Associates to conduct interviews in all six markets. Said Zanotti: "We are using the station-specific research results to help us determine what kind of value cable subscribers assign to our stations in each market. The data supports and is even stronger than some of the results made public by the NBC O&O's and others."

WTSP(TV) St. Petersburg, Fla. □ Ch.10 □ ABC □ 16/1.36%
 KTSP-TV Phoenix □ Ch.10 □ CBS □ 20/1.12%
 WDAF-TV Kansas City, Mo. □ Ch.4 □ NBC □ 28/1.83%
 WKRC-TV Cincinnati □ Ch. 12 □ ABC □ 31/1.82%
 WGHP-TV High Point (Greensboro-Winston-Salem), N.C. □ Ch.8 □ ABC □ 48/1.57%
 WBRC-TV Birmingham, Ala. □ Ch.6 □ ABC □ 49/1.56%

21. HUBBARD BROADCASTING (4 stations/5.09%)

Hubbard Broadcasting will be seeking retransmission consent compensation from most cable systems, said Presi-

dent Stanley S. Hubbard. "We are not going to be nasty, we are going to be reasonable. We are not going to try to shake anybody down, we are going to sit down with our friends in the cable business and come to an accord that makes sense for both of us."

Hubbard said the group will settle for must carry on small systems on the peripheries of its stations' signals. "We are not going to ask systems with 1,000, 2,000 or 5,000 subscribers to pay us," he said. "They extend our signal, so we're not asking them for anything; it's a quid pro quo."

KSTP-TV St. Paul (Minneapolis), Minn. □ Ch.5 □ ABC □ 13/1.51%
 WTOG(TV) St. Petersburg, Fla. □ Ch.44 □ Ind. □ 16/1.68%
 KOB-TV Albuquerque, N.M. □ Ch.4 □ NBC □ 51/5.6%
 WDIO-TV Duluth, Minn. □ Ch.10 □ ABC □ 125/1.8%

22. PARAMOUNT (6 stations/4.915%)

At least for now, Paramount Pictures seems to be taking a sideline position on retransmission consent. A spokesman for Paramount Stations Group said the studio and Group President Anthony Cassara are declining comment at this time.

Although Paramount doesn't operate any cable systems, the studio is a 50% partner in USA Network (with MCA) and owns the regional Madison Square Garden Network, which may mean that Paramount may not want to risk any damage to those relationships with cable operators. No word yet on whether Paramount's three Fox affiliates would join the Fox network in exchanging retransmission consent for a channel on the new Fox cable network (see above). If Paramount chooses not to participate in the cable network, its affiliation agreement requires it to split any retransmission-consent fees with Fox.

WTXF(TV) Philadelphia □ Ch.29 □ Fox □ 4/1.435%
 WDCA-TV Washington □ Ch.20 □ Ind. □ 7/1.975%
 KTXA(TV) Fort Worth (Dallas), Tex. □ Ch.21 □ Ind. □ 8/1.97%
 KTXH(TV) Houston □ Ch.20 □ Ind. □ 11/1.79%
 WLFL-TV Raleigh-Durham, N.C. □ Ch.22 □ Fox □ 32/1.405%
 KRRT(TV) Kerrville (San Antonio), Tex. □ Ch.35 □ Fox □ 36/1.34%

23. POST-NEWSWEEK (4 stations/4.77%)

The Post-Newsweek Station's Group is "considering its options," reported Stanley Paige, vice president of legal affairs. However, it is part of a coalition of 10 group broadcasters that have

made overtures to some of the nation's top cable MSO's about the possibility of establishing a workable system for reaching an agreement on retransmission consent. "Our plans are not fully jelled," Paige said, adding the stations' individual general managers are talking with their local cable operators.

WDIV(TV) Detroit □ Ch.4 □ NBC □ 9/1.86%
 WPLG(TV) Miami □ Ch.10 □ ABC □ 15/1.4%
 WFSB(TV) Hartford, Conn. □ Ch.3 □ CBS □ 24/1%
 WJXT(TV) Jacksonville, Fla. □ Ch.4 □ CBS □ 54/1.51%

24. LIN BROADCASTING (7 stations/4.745%)

LIN Broadcasting is spearheading an effort by 10 group broadcasters who have asked to sit down with leading cable MSO's to establish a system for reaching an agreement on retransmission consent (BROADCASTING & CABLE, May 31). Because of antitrust concerns, however, the coalition will not discuss specific carriage agreements.

As for LIN, President Gary Chapman says the group is not interested in a second channel. "Our main focus is to be compensated for our present value," he said. "I am really not interested in doing a rerun channel; that's what USA is." Chapman says his stations receive close to \$500,000 in advertising revenues from cable operators and programmers. "Advertising could be a part of our discussions," he said.

KXAS-TV Fort Worth-Dallas, Tex. □ Ch.5 □ NBC □ 8/1.94%
 WISH-TV Indianapolis □ Ch.8 □ CBS □ 27/1.95%
 WOOD(TV) Grand Rapids, Mich. □ Ch.8 □ NBC □ 37/1.67%
 WAVY(TV) Portsmouth (Hampton-Norfolk), Va. □ Ch.10 □ NBC □ 39/1.66%
 KXAN-TV Austin, Tex. □ Ch.36 □ NBC □ 66/2.21%
 WAND(TV) Decatur, Ill. □ Ch.17 □ ABC □ 74/1.19%
 WANE-TV Fort Wayne, Ind. □ Ch.15 □ CBS □ 101/1.25%

25. GAYLORD (24) (4 stations/4.655%)

Gaylord's retransmission-consent/must-carry position is still unsettled, according to Ed Trimble, the head of the group. "We're still in discussions" with local cable operators, he said. His goal, he said, is to reach a "cooperative" solution.

KTVT(TV) Fort Worth-Dallas, Tex. □ Ch.11 □ Ind. □ 8/1.94%
 KHTV(TV) Houston □ Ch.39 □ Ind. □ 11/1.79%
 KSTW(TV) Tacoma (Seattle), Wash. □ Ch.11 □ Ind. □ 14/1.51%
 WTVT(TV) Milwaukee □ Ch.18 □ Ind. □ 29/1.415%

Radio

Criticism mounts against Arbitron changes

Researchers at CBS, Katz Radio oppose plan; Arbitron remains flexible

By Peter Viles

Arbitron's proposal to replace its current 12-week ratings periods with a new system of 18-week rolling averages is starting to draw strong criticism from some radio researchers who say the plan will only make radio more confusing to advertisers and agencies.

CBS Radio Representatives and Katz Radio Group have issued position papers advising the stations they represent of their objections.

The proposed changes still have considerable support from members of the Arbitron Advisory Council. And Arbitron has stressed that the proposal is just that—a proposal—and the company hopes that by soliciting input and making some changes, it can eliminate some of the objections.

"At this point we're not trying to sell it," said Jay Guyther, Arbitron's vice president, radio sales and marketing. "We're saying: 'Tell us what's good and tell us what's bad.'"

Radio Advertising Bureau President Gary Fries, a member of the advisory council, has urged industry leaders to try to work within the proposal—with the hope that constructive criticism will lead to an improvement in ratings the industry can embrace.

"This is healthy," Fries said of the criticism. "Even if people are commenting negatively, they're giving Arbitron feedback. Out of it, I think, will eventually come a better ratings service. At least we're moving in the right direction."

Still, the proposal has encountered strong objections from researchers. Terry Drucker, director of research, CBS Radio Representatives, listed the following objections in a memo to stations:

- Arbitron is not increasing the number of diaries in a market but is simply repackaging the existing sample.

- The 18-week ratings period will have the effect of masking market changes under the pretense of providing more reliable data. Because of that, data released via "Maximizer"—covering six-week periods—will become the industry standard for buying and selling.

- The net result will be that stations will be forced to buy Maximizer, and buying and selling decisions will be based on a six-week sample—smaller and less accurate than the current 12-week sample.

There has been speculation that CBS's objections arise partly from its concerns that the company's AM stations would be hurt in the ratings because the proposal would shift some diaries from outlying non-metro areas—where high-powered AM stations perform well—to metro areas.

But Katz raised similar objections last Wednesday (June 2) in a memo sent to stations by Gerry Boehme, senior vice president, director of re-

search.

"We believe that the alternatives discussed so far have the potential to cause more problems than they solve by changing the way radio is bought, sold and programed," Boehme's memo said.

Like Drucker, Boehme predicts that "the emphasis on six-week phases will lead many users to use that data to measure current radio levels rather than the full 18-week numbers."

Arbitron's Guyther acknowledged that the use of the six-week information has caused the most objections from broadcasters. "The biggest concern has been the potential for a six-week phase to become a standard," he said. "If that happens, that's almost taking a step backward."

The Interep Radio Store, which has not yet issued a formal opinion on the proposal, considers the six-week-phase reports a crucial issue, said Marla Pirner, executive vice president and director of the research division.

Katz signs Rose, expands its syndication offerings

The Katz Radio Group has significantly increased its presence in the radio syndication market and, at the same time, has positioned itself to become a supplier of programming to all-sports stations.

Katz has hired syndication veteran Arthur Kriemelman as vice president, syndication, and has added a show he launched, *Let's Talk Sports with Pete Rose*, to the Katz lineup.

The Rose show, currently broadcast by stations in Florida, will air live at 6-8 p.m. ET on weeknights.

"This is a great opportunity for Katz and Pete," said Gordon Hastings, president, Katz Radio Group. "It provides Katz with yet another sports property to market to a nation hungry for quality sports programming, and it gives Pete access to a company known throughout the radio industry to bring his show into the national arena."

In announcing Kriemelman's hiring, Katz said he will oversee KRG's current syndication lineup and will also "steer the division's development of additional properties."

In addition to the Rose show, Katz syndicates *This Date in Baseball History* with Mel Allen and *Rick Dees's Weekly Top 40*, a countdown show.

—PV

"I'm encouraged that Arbitron is listening to their customers when we say that we want the larger sample size—18 weeks as opposed to 12—to become the norm," she said. "We want to avoid anything that will smack of six-week ratings periods."

In general, however, Pimer said she views the proposal favorably. "I think Arbitron is headed in totally the right direction," she said.

Guyther said he is hopeful that, through opinions from broadcasters, Arbitron can devise a system with safeguards to prevent six-week phases from replacing the current 12-week surveys. He said other objections may also be addressed before Arbitron settles on a final plan.

"We're going to go back to the advisory council and say: 'Here's what we presented and here's what people said about it. Now, let's see whether we can put all these pieces together in a plan.'"

But Guyther added that the plan probably will not satisfy broadcasters or researchers who are intent on increasing the sample size by putting more diaries into a market.

"The key thing here is we've been told over and over again that nobody wants to spend any more money to address that issue," Guyther said. "So the only way we can go is to look at reconfiguring the system. There are only so many diaries out there every year."

Roy Shapiro, vice president and general manager of Group W's KYW(AM) Philadelphia, pointed out that the proposed changes do nothing to address Arbitron's chronic problems with low response rates.

Shapiro argued that, because broadcasters so despise the wobbles that result from inadequate sample size, no one dares oppose an increase in sample, which holds out the hope of more consistent ratings. But, he added, "Sample size is not even an issue. That can be solved easily—all it takes is money. The real issue, the real problem that exists, is the lack of response."

"No increase in sample size will correct the response-rate problem that Arbitron has and will continue to have. That is the major issue with their service." ■

St. Louis DJ's fired, sued over racial remark

By Peter Viles

After initially appearing to support an embattled morning team of shock jocks accused of making a racist remark on the air, WKBQ(FM) St. Louis fired the duo and slapped them with a \$50,000 lawsuit.

The controversy began on May 10, when Steven Shannon and D.C. Chymes, hosts of WKBQ's *Steve and D.C. Show*, told a caller to the show that she was "acting like a nigger." The comment came during a show in which the hosts were criticizing the attention given to black history and black-oriented cultural events. While it wasn't clear which DJ was talking, he made clear he felt "nigger" applied to blacks or whites.

The incident provoked strong public reaction when the *St. Louis Post-Dispatch* covered it in a front-page story. At first, the station reportedly said it would not discipline the duo. But two days after the incident, amid mounting criticism, the station suspended them without pay and ordered them to enroll in racial-sensitivity classes. And on May 19, after meeting with representatives of the Urban League, the NAACP and the American Jewish Committee, the station announced it had fired the two.

In addition, the station filed a \$50,000 lawsuit alleging that the pair breached their contract by using "extraordinarily improper and highly offensive racial and ethnic comments and epithets both on the air and in public" and cost the station money in lost advertisers.

The disc jockeys, who had built reputations as shock jocks who flirted with racial and ethnic topics often, apologized. WKBQ General Manager Michael Frischling did not return phone calls.

The station is owned by Evergreen Media, but is programed and operated by Legend Broadcasting through a local marketing agreement. The sale of the station, along with KASP(AM), to Legend is pending, and Evergreen has said it expects the deal to close within two months. ■

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The 1993 Max Karant Journalism Awards will be given for fair, accurate and insightful coverage of general aviation in general (non-trade) press and broadcast outlets.

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Casting about for news cost controls

Niche newscasts suggested at recent BCFM discussion as one way to watch bottom line

By Geoffrey Foisie

The idea of controlling news costs proved popular among financial executives who filled a room to listen to a discussion of the topic on the last day of the recent Broadcast Cable Financial Management Association annual conference.

Some of the ideas discussed were not new to the industry, including re-running the late newscast in early morning or having reporters handle research or photography duties as well.

But some ideas new to many were also presented, including the notion of the niche newscast.

Ron Belik, news director of WCPX-TV Orlando, Fla., said that too often the news director at a station is driven by trying to reach the greatest number of households, while the station's sales staff is out selling demographics instead. Trying to target a particular audience—such as young adults—might prove particularly attractive to stations that don't want to "spend a lot and be all things to all people."

Belik added that the niche newscast hasn't worked in every market in which he's tried it, "but it does work in some markets."

Janet South, business manager at Nationwide Communications' WRIC-TV Richmond, Va., said the soft labor market has enabled that group's news departments to get better people for the same money. She said that in hiring new staff, "it doesn't make sense anymore just to have specialists." Training staff members in better time management has resulted in reducing overtime, South said, and, in some cases, the company has hired two or three part-timers instead of a full-time worker.

While the soft labor market has been particularly hard on reporters and news photographers, especially in smaller markets, she said news man-

"Ratings and profitability [for a TV station's newscast] don't move in lockstep."

Glen Larkin, Bonneville International

agers and directors are now getting higher salaries because of their central role in controlling costs.

The discussion was moderated by Glen Larkin, controller, Bonneville International Corp., who said that determining the profitability of the news daypart at a television station is tricky (see box) and that the results may not be as good as some people might think. "Ratings and profitability don't move in lockstep," Larkin said. "Many people have felt in the past they just needed to out-compete." ■

May 27, 1993

June Broadcasting, Inc.

has completed the acquisition of the assets of

WNNK AM/FM

Harrisburg, PA

from

Keymarket Communications

Todd Hepburn, Vice President of the undersigned initiated this transaction and assisted both parties in the negotiations

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TV stations claim licensing win

By Geoffrey Foisie

The All-Industry Television Station Music License Committee claimed victory in a judge's memorandum and order on the industry's litigation with the American Society of Composers, Authors and Publishers. Magistrate Judge Michael Dolinger said that any "ambient music" a television station airs does not automatically trigger a per-program license fee, the position ASCAP had been urging.

Instead of attempting to further define what "ambient music" license payments should be, Dolinger said both ASCAP and the committee must resolve the ambiguities inherent in the "fair use" portion of the copyright act.

Another committee position Dolinger supported was that a station's per-program cost, if all its syndicated and locally produced programming were added together, should not exceed

140% of what that station would pay under a blanket license. ASCAP had interpreted the judge's previous decision as saying the limit was 147%.

Yet another part of the memorandum and order rejected ASCAP's attempt to change the base dollar figure

used to calculate TV stations' obligation to ASCAP (and by agreement, Broadcast Music Inc). The committee's administrative director, Jack Zwaska, estimated that Dolinger's decision on the last point alone saved the industry \$100 million in 1983-92. ■

Changing Hands

This week's tabulation of station and system sales (\$250,000 and above)

WHFS(FM) Annapolis, Md. (Washington) ■ Sold by Duchossois Communications to Liberty Broadcasting for \$15.625 million. Seller is headed by Rolland Johnson and is also licensee of KGLL(FM) Greeley, Colo. Buyer is headed by Michael Craven and James Thompson and is also licensee of WBAB(AM)-WGBB-FM Freeport-Babylon, N.Y. (New York). WHFS has AOR, progressive format on 99.1 mhz with 50 kw and antenna 450 feet above average terrain. *Broker: Star*

Media Group.

WHB(AM)-KUDL(FM) Kansas City, Mo. ■ Sold by Shamrock Broadcasting Inc. to Apollo Radio of Kansas City Inc. for \$5 million. Seller is headed by Bill Clark and merged with Malrite Communications earlier this year (BROADCASTING & CABLE, March 29). It is licensee of eight other AM's and 13 other FM's. Buyer is headed by William L. Stakelin and is licensee of KM XV(FM) Kansas City, Mo. It is also licensee of two other AM's and four other FM's. WHB has oldies format on 710 khz with 10 kw day and 5 kw night. KUDL has AC format on 98.1 mhz with 100 kw and antenna 994 feet above average terrain.

KLKL(FM) Benton, La. (Shreveport) ■ Sold by William Whitley, receiver, to Progressive United Corp. for \$325,000. Seller is also receiver for KJBX(AM)-KRLB-FM Lubbock, Tex.

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Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$275,000 □ 1

FM's □ \$20,316,679 □ 10

AM-FM's □ \$5,070,000 □ 2

TV's □ \$0 □ 0

Total □ \$25,661,679 □ 13

So far in 1993:

AM's □ \$22,168,299 □ 96

FM's □ \$248,005,209 □ 148

AM-FM's □ \$270,466,526 □ 88

TV's □ \$1,005,605,866 □ 32

Total □ \$1,546,245,900 □ 364

For 1992 total see Feb. 1, 1993 BROADCASTING.

Buyer is headed by William Fry and has no other broadcast interests. KLKL has oldies format on 92.1 mhz with 3 kw and antenna 299 feet above average terrain. Broker: Whitley Media.

KKNO(AM) Gretna, La. ■ Sold by

New Orleans Broadcasters Inc. to Robert C. Blakes Sr. for \$275,000. Seller is owned by Carl J. Auel who has interests in seven AM's and 2 FM's. Buyer has no other broadcast interests. KKNO has religious format on 750 khz with 250 w day.

Big stories; bigger bucks

The RTNDA recently published a survey of TV stations, asking them to assess whether their newscasts were profitable. The survey, done since 1972 by Vernon Stone of the University of Missouri, shows that the vast majority of affiliates—and especially large-market affiliates—make money.

The results (see chart) rely on the respondents' honesty, and even then, Stone said, there may be a built-in bias to the results. Those stations that drop newscasts, and thus aren't included in the survey, are those most likely to have had unprofitable newscasts.

The survey is mailed once a year to the approximately 750 stations that Stone said have newscasts. The response rate is just over 50%. Commenting on the results, Glen Larkin, controller of Bonneville International Corp., said, "I would think those losing money are less likely to respond."

Stone's results show that over the past seven years, the number of profitable newscasts has increased from 69% of the total to 75%, the recession notwithstanding. Larkin said his experience was that "[t]he [news daypart] profit margins at a number of stations I am acquainted with have been shrinking."

Some station groups don't bother to separate news profitability from the rest of the schedule. Granite Broadcasting CEO Don Cornwell said: "We really don't think that information makes a lot of sense by daypart. The costs are hard to allocate with some people working between different dayparts."

In a general sense, Cornwell said, news helps attract advertisers to the station, and it "seems at least to pay for itself and some more. But I am always reluctant to say it's incredibly profitable, since some news event always comes up to throw the budget out of balance."

Greg Thomas, senior vice president of Great American Broadcasting, agreed that allocation of overhead costs to news involved some arbitrary judgments. Thomas said he thought that news revenue seemed to prove more resistant to the recession than other dayparts, and had the additional benefit of being able to expand to fill in for weak dayparts, such as Saturday morning. —GF

TV news performance in 1992

	No. of stations responding	% making money	% breaking even	% losing money
Affiliates	346	80.9%	13.3%	5.8%
Independents	56	35.7%	44.6%	19.6%
Staff 0-10	63	41.3%	36.5%	22.2%
Staff 11-20	114	71.1%	21.1%	7.9%
Staff 21-35	108	80.6%	14.8%	4.6%
Staff 36+	110	91.8%	5.5%	2.7%

*Staff categories are for full-time employes only. Fox affiliates are counted as independents. Source: Dr. Vernon Stone, University of Missouri, for Radio-Television News Directors Association.

CLOSED!

WPRD-AM/WMGF-FM, Orlando, Florida and WFYE-AM, Jacksonville, Florida from Metroplex Communications to Paxson Broadcasting for \$7,175,000.

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Must carry suspended in Calif. systems

Court grants Viacom request for restraining order; elsewhere, court denies similar request by Times Mirror

By Kim McAvoy

The FCC's new must-carry rules took a hit last week (June 1) when U.S. District Court Judge Eugene Lynch granted Viacom Cable's request for a temporary restraining order (TRO) suspending implementation of the rules that took effect June 2.

The order applies only to Viacom's cable systems in San Francisco, Marin County, Petaluma, Pinole, American Canyon and parts of the East Bay (BROADCASTING & CABLE, May 31). Viacom owns 13 cable systems in five states.

Cable operators were understandably buoyed by the decision, which they feel could help the industry's appeal of a U.S. District Court's 2-1 finding that must carry is constitutional.

In holding that Viacom's suit "raises serious First Amendment questions," Judge Lynch wrote that the court "has little difficulty finding the potential for irreparable injury, or that at the very least the balance of hardships tips sharply in plaintiff Via-

com's favor." Such a finding is required for the court to grant a preliminary injunction, of which a TRO is

"This is an omen of things to come. If must carry falls...Katie, bar the door."

**Amos Hostetter, chairman
Continental Cablevision**

one form.

Viacom had filed suit against the rules May 26, with the Marin County board of supervisors filing in support of Viacom as the suit related to systems in that county.

"We are very pleased with the decision," said Viacom Cable President John Goddard. "This will allow us to

explore the issues fully before the court without any further disruption to our customers."

"This is an omen of things to come. If must carry falls...Katie, bar the door," said Amos Hostetter, chairman of Continental Cablevision.

Broadcasters, however, were undeterred. Indeed, they were quick to point out that the U.S. District Court of the Middle District of California in Los Angeles last week denied Times Mirror Cable's request for a TRO of the rules. The Association of Independent Television Stations and the National Association of Broadcasters plan to participate in both District Court proceedings. "Any area deprived of must carry is a very serious matter," said Jeff Baumann, NAB's executive vice president and general counsel.

Jim Popham, INTV's vice president and general counsel, said the court's issuance of a restraining order was disappointing, especially to those stations that were expecting to be covered by the new rules.

The FCC, which is defending its rules, has met with the Department of Justice and, at this time, intends to put its energy toward opposing a preliminary injunction rather than appealing a temporary restraining order.

Cable lawyer John Cole of Cole, Raywid & Braverman felt the San Francisco case would help frame the issue for the debate in the Supreme Court. He also found it "astounding" that the two courts, which were dealing with similar situations, responded so differently. "I guess a lot depends on the judge you get," he said. Cole also speculated that the Viacom case could lead some cable operators to "engage in civil disobedience and sit back and see what happens"—a course, he said, that "could be risky."

Hollings still wants user fees

A Senate Commerce Committee aide told BROADCASTING & CABLE last week that there is "no indication" that the committee's chairman, Ernest Hollings (D-S.C.), has changed his views on FCC user fees. Two years ago, Hollings opposed a House initiative to permit the FCC to collect \$65 million in user fees. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) was the author of that proposal and has instructed his staff to come up with a new set of user fees (BROADCASTING & CABLE, May 31). Dingell would like to see the FCC become self-funding. Hollings, on the other hand, an aide said, feels that government funding of the FCC is an "appropriate function." And although Hollings has not discussed the matter recently, the aide said there has been no "shift in Hollings's thinking."

—KM

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Sixteen national organizations have joined together to form a task force on violence. The coalition, spearheaded by Senator Kent Conrad (D-N.D.), is holding a press conference in Washington today (June 7) to launch a national petition drive. The petitions will be presented to broadcast, cable and production community executives at an industry summit in Los Angeles on Aug. 2.

The coalition is concerned about the impact of violent TV programming on children. Among the task force's membership: National PTA, American Medical Association, American Academy of Pediatrics, National Council of Churches, American Psychiatric Association, National Sheriff's Association, National Coalition on Television Violence, National Foundation to Improve Television, Americans for Responsible Television, National Association of Elementary School Principals, National Association of Social Workers and American Academy of Child and Adolescent Psychiatrists.

Also this week (June 8), Senator Paul Simon (D-Ill.) convenes another TV violence hearing. Motion Picture Association of America President Jack Valenti will testify along with several Hollywood studio executives.

And the winner is...Washington. Last week, the U.S. Court of Appeals for the D.C. Circuit was selected by lottery to hear the next round of challenges to the FCC's financial interest and syndication rules. Fin-syn proponents, including the Media Access Project and King World, had sued in the U.S. Court of Appeals in New York and San Francisco; fin-syn opponents, including network affiliates and Capcities/ABC, filed in the appeals courts in Chicago and Washington. The proponents believe that the FCC went too far in gutting the rules April 1; the opponents think the commission did not go far enough. When multiple suits turn up in several courts, a lottery is held to determine the venue.

Despite last week's lottery results, the case may yet end up in Chicago. Fin-syn watchers expect the networks to ask the Washington court to send the case back to the Chicago court, which last year struck down the 1991 version of fin-syn as "unreasoned and unreasonable."

SMATV operators suffered a setback as the Supreme Court last week ruled they must acquire a municipal cable franchise if they intend to serve separately owned buildings. The unanimous ruling overturned a decision by the U.S. Court of Appeals in Washington.

Federal law exempts from municipal regulations SMATV and other so-called private operators that serve commonly owned apartment buildings and condos without crossing public rights-of-way. The SMATV operators, led by Beach Communications, have argued the exemption should be extended to operators that serve separately owned buildings so long as they avoid the rights-of-way.

Although the appeals court agreed, the high court—in an opinion written by Justice Clarence Thomas—disagreed, sticking to a literal reading of the law.

The SMATV challengers were not happy with the ruling. "Unless a fundamental right is at stake, or a member of a suspect class is affected," said Deborah Costlow, of Winston & Strawn, who represents the operators, "it appears

that Congress is free to destroy an entire industry if it wants to."

But Costlow and her clients live to fight again. The court remanded the case to the court of appeals to hear the SMATV operators' First Amendment and equal protection arguments.

Robert Branson, senior legal adviser to FCC Commissioner Andrew Barrett, is once again

tying his fortunes with the broadcast industry.

Branson will be joining Post-Newsweek Stations in Washington as vice president of legal affairs effective June 14.

Branson is a former staff attorney at the National Association of Broadcasters.

Barrett, in the meantime, has hired an economist, Jeffrey Hoagg, to serve him as a special

adviser. Hoagg was a policy analyst with the New York Department of Public Service and a staffer with the New York Telecommunications Exchange.



Washington Watch

Edited By Harry A. Jessell

The FCC should deregulate the use of receive-only satellite systems that down-link Intelsat and other international satellites, most satellite operators and users argued in an agency proceeding.

The FCC is studying deregulation of the international receive-only earth stations, much in the way that it deregulated domestic earth stations in 1979, paving the way for the explosion of C-band home satellite dishes. The Satellite Broadcasting & Communications Association also urged the commission to press Canada and Mexico for similar deregulation. It said continued Mexican and Canadian restrictions on receiving U.S. satellite broadcasts hurt the U.S. economy.

"The SBCA believes that many of the successful technological attacks on the security of VideoCipher [General Instrument's popular satellite encryption system]...may have originated in Canada. Several hundred thousand modified decoders have been sold in Canada and Mexico in the last five years.... Clearly, the restrictions placed on access to U.S. satellite signals in Mexico and Canada serve only to increase the research and development efforts of those attempting to circumvent the encryption systems used by U.S. programmers," they wrote.

Ready for the 1996 presidential race? Well, C-SPAN is. Cable's public affairs network yesterday launched its *Road to the White House '96* series with a look at Republican possibles who traveled to New Hampshire last month. The group included former Defense Secretary Dick Cheney and Senators Bob Dole (Kan.), Richard Lugar (Ind.) and Phil Gramm (Tex.). The series will appear on the first Sunday of every month, 9:30-11 p.m. ET.

Filmmaker George Lucas joins the cable industry this week in San Francisco. Lucas is participating today in the opening session of the National Cable Television Association's annual convention. The session, called "Cable Television: America's Highway to Tomorrow," also includes Frank Biondi, president of Viacom International, Jim Clark, chairman of Silicon Graphics, Charles Dolan, chairman, Cablevision Systems, and TCI's John Malone. ■

Inouye bill would let telcos into cable

By Kim McAvoy

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) floated a draft bill last week that would pave the way for telcos to offer cable TV service within their service area under "certain conditions," and make it easier for cable companies to enter the local telephone business. The measure would also lift some of the long-distance restrictions to insure that Bell operating companies (BOC's) such as Southwestern Bell and US West—which are making investments in cable outside their service territories—can move ahead.

The bill is intended to encourage investment in new technologies and spur the development of an advanced telecommunications infrastructure. Inouye and the Commerce Committee's ranking Republican, John Danforth (Mo.), are expected to introduce the measure this week. It also imposes safeguards on BOC delivery of information services.

According to the draft, telephone companies would be required to have interconnection tariffs in place before they could offer cable in their service areas. And the measure would prohibit telcos from buying out or merging with existing cable systems in their service territories. Furthermore, it calls on the FCC to enforce regulations barring telephone companies from cross-subsidizing their cable operations with telephone revenues. It

also requires telcos to establish a separate subsidiary for their cable systems. And telco-run cable systems would have to comply with franchising provisions.

As for cable's entry into the local telephone market, the bill would permit telco competitors to connect with local telephone networks. All carriers, however, would be required to contribute to the "universal availability of affordable phone service." ■

Duggan: 'reinvent public interest'

FCC Commissioner Ervin Duggan says it's time to "rejuvenate and reinvent the principle of the public interest: to create a forward-looking doctrine of the public interest that can be fitted to the new realities of the industries of mass communication that we regulate at the FCC." Duggan, in a speech to the International Communications Association, said he firmly believes that "we need to challenge broadcasters and cablecasters to be volunteers in service to the public interest. We need to call them to higher service, and let them tell us how they intend to heed that call. And we need to remind them that a concerned Congress and a restless public will react if they don't respond."

—KM

Seeing (or hearing) is believing!

The deadly force of a tornado can only be experienced. But through TV and radio, people can get a feeling for what a tornado is like and an understanding of how to survive.

That's why we're offering:

- Two 30-second TV public service announcements depicting life-or-death decisions during a tornado.
- Two 30-second radio spots with a similar survival message.

Also available for TV: a 10-minute program, "Funnel Facts and Fables," produced for the National Coordinating Council on Emergency Management. This light but meaningful program dispels tornado myths while getting across a survival message.

State Farm Fire and Casualty Company, in cooperation with NCCEM, developed these noncommercial announcements and offers them free as a public service. To order, simply write and specify if you want the radio PSAs, the TV PSAs or both the TV PSAs and the 10-minute video. (Specify 1/2 inch or 3/4 inch videos.)



Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

TORNADO TACTICS

Advertising & Marketing

Macy's and Cablevision going shopping

Don Hewitt and Tom Leahy among executives of new cable channel

By Christopher Stern

R.H. Macy, Cablevision Systems Corp. and CBS veterans Don Hewitt and Tom Leahy have teamed to launch a cable shopping channel set to begin selling in fall 1994.

TV Macy's will feature merchandise from the Macy's department store chain. Cablevision System Chairman Chuck Dolan said he hopes to launch TVM with 15 million to 20 million subscribers. Macy's will hold a majority interest in the network, but will share equity with Cablevision, Hewitt and Leahy.

During a Manhattan press conference, Hewitt said the channel would have the look and feel of a Macy's store and that the network would look significantly different from current home shopping channels. "The last thing we want to do is to sell baubles, bangles and beads."

Hewitt, who recently signed an eight-year contract with CBS, will continue to be the executive producer of *60 Minutes* while working on TVM. Hewitt said he would be a creative consultant and in charge of the network's programming. Former CBS President Tom Leahy will be a management adviser to the channel. Dolan's Cablevision Systems will oversee the rollout to affiliates.

Macy's is currently in bankruptcy proceedings. The company's chairman/CEO, Myron E. Ullman, said the store's creditors had seen a proposal for TV Macy's, and he expects them to endorse the new business venture, which will offer a full range of merchandise.

The two other home shopping channels are QVC and HSN. Liberty Me-

dia owns shares in each of those networks. Dolan said he had spoken with TCI President/CEO John Malone about TVM and that Malone had no objections to the project. Dolan said he did not know if TCI would carry the network.

Cable systems that carry the network will be compensated, Ullman said, but he did not say what percentage of sales the system operators will be allowed to keep. Ullman also refused to discuss start-up costs until

creditors had approved the plan.

Ullman said Macy's nationwide network of stores would give it an advantage when it comes to the high rate of return experienced by other home shopping networks. People will be able to exchange merchandise at Macy's or its co-owned Bullocks stores. Ullman said he is not worried about losing store business to home shopping because he expects people who watch the network will then want to visit the store. ■

E! promotes via 'On Cable'

E! Entertainment Television has launched a new turnkey promotion for affiliates designed around the network's *On Cable* series. *On Cable* is a clip show featuring highlights of basic, pay and pay-per-view services. E! says the promotion will help systems gain viewers and increase revenue by getting subscribers to upgrade their services.

E! recently completed a cooperative promotion with Cox Cable in New Orleans. Cox bought two hours on the local Fox affiliate to air a special E!-produced *On Cable* special. E! says Cox got 500 new subscribers from the promotion—40% of whom bought pay services.

Cable systems can use *On Cable* on their local origination channel to promote their cable lineup. E! is even providing editorials that systems can customize and submit to local media to explain cable reregulation.

E! Entertainment is a 24-hour basic cable network with programming focusing on the entertainment world. It has 22 million subscribers.

Court TV tops 10 million homes

Courtroom Television has reached 10.6 million subscribing households, according to the most recent estimate by Nielsen Media Research.

The network has also announced the signing of an agreement with Nielsen Homevideo Index for national audience viewing reports based on the Nielsen People Meter Service, beginning in the fourth quarter.

Court TV has corporate affiliation agreements with nine of the top 10 MSO's: Tele-Communications Inc., Time Warner Cable, Continental Cablevision, Cablevision systems, Cox Cable, Jones Intercable, Newhouse Broadcasting, Cablevision Industries and Times Mirror Cable Television.

Child's Play No More

Washington is getting serious about Children's Television. The industry knows it must respond. But how?

- What will broadcasters be required to do? How will cable operators and networks be affected?
- As syndicators rush "educational" shows to market, which will pass muster with the FCC?
- How do you turn obligations into opportunities?

On **July 26**, *Broadcasting & Cable* will publish the definitive Special Report on Children's Television. For our 33,000+ influential subscribers, it's certain to be an immediate must-read and a "keeper." If your business involves children, teens or "tweens," it's a must advertising opportunity as well!

**Broadcasting
& Cable**

Ad deadline: July 12
Call Larry Oliver for more information
(212) 340-9862



Sponsor funds station's Balkan coverage

Bank spots allow Wisconsin station to send anchor to former Yugoslavia

By Jim Cooper

In a rare instance of a sole advertiser sponsoring a TV station's news coverage of a single story, the NBC affiliate in Superior, Wis., sent a reporter and a photographer to cover the crisis in the former Yugoslavia.

Broadcasting to one of the largest Serb and Croat populations in the country, Granite Broadcasting's KBJR-TV services 11,000 homes of first-, second- and third-generation Serb-Croat Americans.

Recognizing the indigenous interest in the events in the former Yugoslavia, Maria A. Moore, the station's president and general manager, dispatched her sales staff to find the dollars needed to send someone to cover the war. "This conflict has affected my market," she said.

David Jensch, the station's news director, said he began to uncover dozens of stories that involved local citizens, including a state representative and Duluth's former police chief. "I began to find this everywhere," said Jensch.

The sales staff, through the Katz American Television office in Minneapolis, found Minneapolis-based First Bank which, Moore said, was just beginning to advertise on television after a few years of not using the medium.

Agreeing to be the sole sponsor, First Bank helped defray the cost of sending the station's anchor, Duke Skorich, to the Balkans. Skorich, who is of Serb and Croat descent, delivered seven 3- to 5-minute segments for the



A KBJR-TV cameraman brings Bosnia back home to Wisconsin.

station's 6 p.m. newscasts. The segments filmed in the former Yugoslavia were tagged with First Bank's logo.

The sponsorship also included a one-hour prime time special. The program featured First Bank billboards before and after the newscast, and during a short break in the middle.

"This was acknowledgement that the normal commercial client doesn't get," said Moore, adding that her background in public television made her comfortable with the programing and its funding from a sponsor.

Moore also said the station did not make a profit on the program. "We broke even," she said.

"I think stations have to be careful [to avoid] the perception that a commercial client controls content, because they don't," said Moore, who added, however, that the project

would have been impossible for the station to cover and that First Bank made "no demands" on the content of the reporting.

"I think it is creative and entirely laudatory," said David Bartlett, president of the Radio-Television News Directors Association. Bartlett said other small stations should react to their market's needs and shouldn't assume that only the networks and large stations mount aggressive and difficult newscasts. "That's nonsense," said Bartlett. "It's the only way [small stations can] distinguish themselves," he said, adding that KBJR also deserves credit for "getting it paid for in the marketplace."

Moore declined to discuss how much the sponsorship cost First Bank, but said it was between \$5,000 and \$12,000.

The reporting, said Moore, did not focus on the conflict, but rather on the personal stories of people behind the lines—with a concerted effort to be objective.

A representative from First Bank refused to comment on the buy. ■

Ottomans too?

Viacom Enterprises has acquired the worldwide licensing rights to *The Dick Van Dyke Show* in a deal negotiated by The William Morris Agency on behalf of Calvada Productions and Dick Van Dyke.

The licensing agreement covers the use of the names and likenesses of an assortment of the sitcom's characters. The agreement marks the first time Calvada Productions and Van Dyke have made licensing rights available.

Under the agreement, Viacom will serve as the licensing agent for product developed from the series and its characters, including apparel, stationery, commemorative items and electronic and non-electronic games.

The Viacom licensing and merchandising department serves as the licensor for properties that include *The Andy Griffith Show*, *The Honey-mooners* and *The Twilight Zone*.

Errata

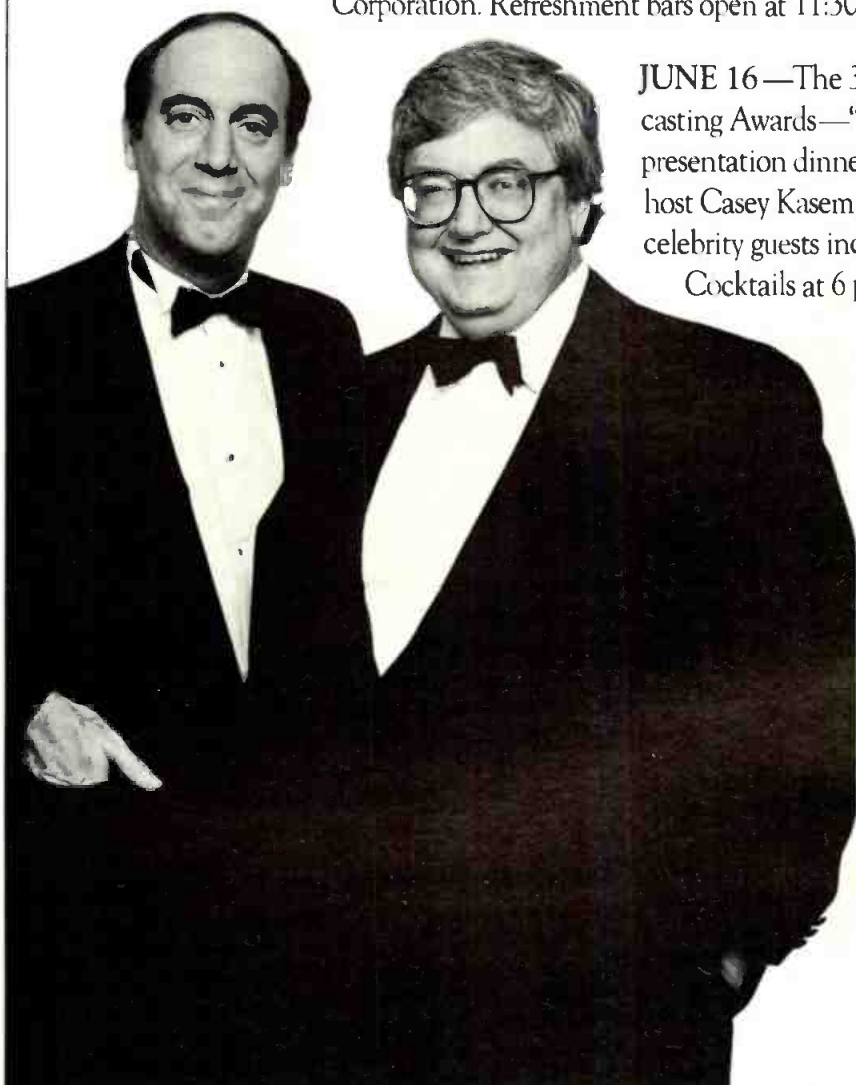
In a May 31 story on Nielsen's marketing staff, President/COO William Jacobi's name was misspelled. Also, RSVP is an Arbitron, not a Nielsen, software package.

WE DARE YOU TO RAID THE REFRIGERATOR DURING THIS COMMERCIAL BREAK.

They're the spots audiences couldn't ignore — from Burbank to Barcelona. The funniest TV and radio advertising from around the world. The best animation and live action. The best PSAs and entertainment promos. The Directors Guild choice for best direction, plus other creative achievements. Join Walt Disney Studios President Richard Frank at the 33rd Annual International Broadcasting Awards Festival, June 15th and 16th at the Century Plaza Hotel. It's one commercial break you won't want to miss.

JUNE 15 — Hollywood Radio & Television Society Newsmaker Luncheon "New Trends for the Ad Dollar, A New Season." Featuring Betsy Frank, Senior VP, Director, Television Information and New Media, Saatchi and Saatchi Advertising, New York; John McMennamin, VP, Marketing Services, Nestle USA; and Bill Crossdale, President, National Broadcast Division, Western International Media Corporation. Refreshment bars open at 11:30 a.m.; luncheon at noon.

JUNE 16 — The 33rd Annual International Broadcasting Awards — "Hollywood's Salute to Commercials" presentation dinner/show (black tie suggested). With host Casey Kasem, plus advertising and Hollywood celebrity guests including Gene Siskel and Roger Ebert. Cocktails at 6 p.m.; dinner and show begin at 7 p.m.



*For tickets, call 818-769-4313,
or fax to 818-509-1262.*

*HRTS Newsmaker Luncheon: \$42
Tables of 10: \$420*

*IBA Presentation Dinner: \$85;
Tables of 10: \$850*

*Both events: \$127
Tables of 10: \$1,270*

HRTS • IBA
The 33rd Annual
International Broadcasting
Awards Festival

No interruptions during World Cup

ABC/ESPN to use billboard ads around 90 minutes of play plus spots at halftime

By Jim Cooper

The 1994 World Cup soccer matches, the first to be held in the United States, will be seen on network and cable telecasts with no commercials during the action.

Sponsors of ABC and ESPN's joint coverage will place ads in pre- and post-game time and in a 15-minute segment between the two 45-minute halves.

"This is really a joint effort," said Steven Risser, ESPN director of program acquisition. Risser said ESPN and ABC went "hand-in-hand" to sponsors to pitch the no-commercial-interruption concept.

David Downs, vice president of programming, ABC Sports, said the two-hour telecast will run commercials around the matches. In the first five minutes of the telecast there will be a two-and-a-half-minute ad segment divided into five 30-second spots reserved for the tournament's "gold sponsors"—Coca-Cola, General Motors, Snickers, Canon and MasterCard.

At the start and end of the 15-minute break between halves, those leading sponsors will again have 30-second spots.

"Silver sponsors," including Adidas, Fuji Film, Gillette and U.S. Sprint, will be placed between the gold sponsors' segments.



At the end of the game, the five leading sponsors will again have 30-second spots. Downs said those sponsors will also work out a rotation of on-screen graphics during the play. The on-air identification of the gold sponsors will feature logos and will appear on the screen for approximately eight minutes. The silver sponsors will have 10-15 seconds of on-air identification.

There are 11 official sponsors and eight World Cup marketing partners.

During the month-long tournament, ABC will air 11 matches. Three of those games will involve the U.S. national team, with ABC carrying two

and ESPN the third.

ESPN, said a World Cup spokesman, has the rights to the remaining 41 games. The cable network's coverage will include at least 33 live games.

Downs said that while networks usually offer about 48 advertising units per sports event, the World Cup format will offer only about 24. The smaller inventory raised the price of the spots, said Downs, but the programming offers a "special presence for advertisers," since they have product exclusivity.

The five chief sponsors paid a reported \$3.5 million each for their sponsorships.

"It required creative formatting," said Downs, who added that the advertisers were sensitive to the programming challenges that covering the sport of soccer presents.

Downs also said there will be no cutting to local advertising, but affiliates will run ads around the telecast. ESPN, however, will cut to some local advertising during the breaks, said Risser.

On Sunday, June 13, ABC will air a dry run of the Cup coverage when it covers the United States national team's match with Germany—the Cup's defending champion. The game will be broadcast with the uninterrupted format. "This will be the first time the U.S. national team will be on television live," said Andy Dallas of ABC Sports. ■

Univision to broadcast World Cup

Univision this Wednesday (June 9) is expected to announce it has secured the exclusive Spanish-language rights to U.S. broadcasts of the 1994 World Cup soccer tournament. According to a source, Univision, which reaches 91% of Hispanic households, will air more coverage than English-language rightsholders ABC and ESPN, whose planned use of uninterrupted coverage was pioneered by Univision in its soccer coverage. Univision will billboard advertisements before, during and after the two halves of play.

In preparation for next year's World Cup, Univision has been carrying *The Road to the World Cup*, a series of qualifying matches. Advertisers for *Road* include AT&T, Coca-Cola, Honda, McDonald's and United Airlines. Ads air as 10-second video messages running along the lower third of the screen during the play—a technique that will be used during Univision's coverage of the actual World Cup next year. —JC

Technology

Digital librarian could prove PPV boon

AT&T, Scientific-Atlanta take wraps off storage/retrieval systems

By Sean Scully

Within the past week, AT&T and Scientific-Atlanta have unveiled new digital storage and retrieval systems that could pave the way for an explosion of pay-per-view programming.

AT&T says its new video server is the digital equivalent of today's library management systems, which keep track of the storage, retrieval and replay of videotapes. The new server allows cable and telephone systems to manage thousands of digitally stored programs, offering them to thousands of subscribers on demand.

The server is not in itself a storage device. Instead, it is the management system for information stored on any digital mass storage system, such as optical disc or hard disc, says AT&T Networks System Public Relations Manager Darlene Warrington.

The important thing about this product is that it is scalable: it can be built to almost any size, from tiny systems to huge, Warrington said.

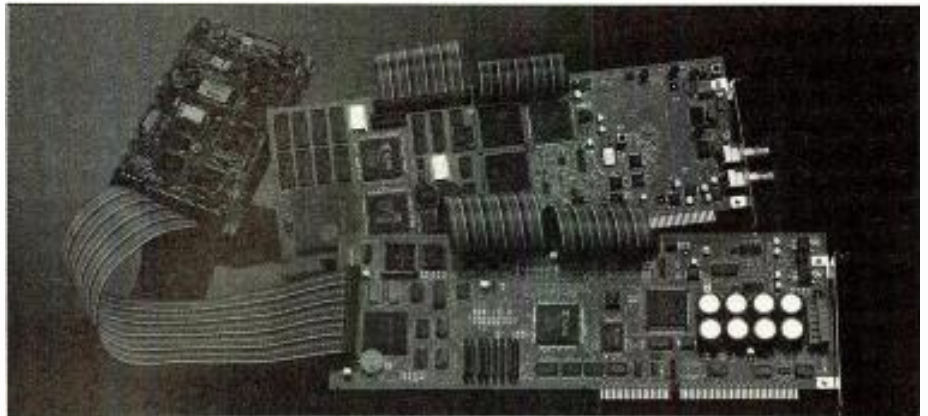
"Because of our background with large telephone networks," said Product Manager Rich Peske, "we are accustomed to managing large subscriber bases."

Because the size is so variable, the cost of the system is hard to assess, Warrington said. It will vary depending on the size and requirements of the system.

According to the company, the server will deliver the programming to the home complete with VCR-like functions such as pause, rewind and fast forward.

AT&T says the server will be on the market in the middle of next year.

Unlike the AT&T system, the Scientific-Atlanta Digital Storage and Retrieval system will compress and decompress information as it comes in,



Scientific-Atlanta's MPEG PC decoder boards with connection to hard disk drive. Because the system is on computer boards, it can be replaced easily.

offering MPEG-compatible compression and CCIR-601-compatible playback.

Bob Luff, general manager for new product development for Scientific-Atlanta, says the DSR is designed to be a generic system, built around as many standards as possible so it can be built into other products. It consists of a series of standard computer boards, with standard high-speed interfaces

that can be integrated into a wide variety of applications.

The first application for DSR will be for ad insertion for StarNet's Ad-Star service. The DSR will allow Ad-Star to access and replay digitally stored spots. This means advertisers can change their spot selection quickly, sometimes within seconds of the actual play time. For example, an advertiser could store several versions of a commercial, one for each possible weather condition, then select a spot based on what it's like outside at air-time.

Because the DSR is modular, it can be built into many kinds of systems that require random access to programming stored in large digital libraries. Scientific-Atlanta says it is exploring a variety of options, including video on demand and interactive training and education.

Luff explained that, since it is on a computer card, the DSR can be replaced quickly and easily, making maintenance easy and reducing the risk of down-time.

Scientific-Atlanta will demonstrate its DSR at the National Cable Television Association convention this week in San Francisco. ■

TW, Vision go telco

Time Warner and Vision Cable Communications, a Newhouse Broadcasting company, have created a joint venture to launch competitive telephone access in Charlotte, N.C. The new company, Charlotte AxS, will make use of the existing Vision Cable fiber optic network in Charlotte and Mecklenburg, N.C., to deliver communications services. Charlotte AxS is owned equally by Vision Cable and Time Warner AxS, the competitive access division of Time Warner Entertainment. —SS

Cutting Edge

Edited by Sean Scully

HDTV: The European Community was

less than optimistic about the prospects of a single digital standard arising from the grand alliance among U.S. HDTV companies. The EC said, however, that it would welcome cooperation among countries on technical standards. While Europe's HDTV strategy remains in political deadlock, the EC was reported as saying a transfer of the U.S. standard to Europe would be impossible due to different technical requirements — this despite the fact that the grand alliance includes consumer electronics manufacturers Philips and Thomson, both of which were involved with Europe's original HDTV plans and the failed D2-MAC standard. In light of the latest news out of the FCC, EC ministers are said to be in a greater hurry than ever to resolve Europe's HDTV stalemate.

Pioneer Electronic Corp. has unveiled its new series of digital compression chips, the CD1100 series. The chips are designed to support all of the interna-



tional compression standards, including MPEG-1 for video, JPEG for still images and CCITT H261 for video phones and video conferences. The chips will eventually support a move to the emerging MPEG-2 standards, the company said.

The Electronic Industries Association has accepted NASA's offer to use the Lewis Research Center in Cleveland to test the competing digital audio radio systems. Testing has been pushed back to early October to allow time for additional companies to enter the DAR competition. EIA Vice President Gary Shapiro said the group still hopes to endorse a DAR system sometime next year. The October tests will cover in-band, on-channel systems, that will allow radio stations to convert to digital signals using their current frequencies and without the need for additional spectrum allocations. There are other systems on the table that would require additional spectrum or a change in frequency. While those systems generated considerable interest when they were introduced several years ago, the broadcast industry has lately pinned its hopes on in-band, on-channel solutions, hoping to avoid lengthy proceedings before the FCC.

The Wireless Cable Association last week defended its petition asking the FCC to give cable operators only seven days to remove wiring from a home after the subscriber has canceled his service. Presently, cable operators have 30 days to remove the wire if the subscriber chooses not to buy the wiring. Cable companies had attacked the petition, saying it does not give the subscriber long enough to consider whether to buy the wiring. The WCA said cable companies could use the 30-day period to frustrate the subscriber's efforts to hook up to alternative sources of programming.

A Russian communication satellite was lost in orbit May 28 when its booster apparently ran out of fuel. A Proton rocket was launched from a spaceport in Kazakhstan carrying the \$1 million Horizont satellite. In



low orbit, the second stage failed to fire, leaving the satellite stranded in a useless and decaying orbit.

The Association for Maximum Service Television has strongly endorsed an FCC plan to change the way land mobile communication spectrum is used and to reduce the permitted power of land mobile broadcasting. MSTV said the proposal will increase the efficiency of land mobile spectrum use, making more

channels available within the allocated spectrum. That might allow the FCC to open up some television spectrum that has been used for land mobile communications since 1970. The reduced power for land mobile users means less interference for other spectrum users, including TV stations, the association said.

Scientific Atlanta is using the National Cable Television Association show in San Francisco this week to show off its new Model 8600X



Home Communications Terminal, which features an electronic program guide from TV Guide On Screen. The service will be available on Scientific Atlanta's analog terminals this fall and will be included in future digital equipment.

Interactive Data Services will cooperate with TV Answer to create, AutoGuide, an interactive services package for buying automobiles. The package will include access to price and technical information, vehicle locator services, dealer referrals and lists of manufacturer incentive programs. TV Answer plans to make its services available to customers late this year. The IDS deal is the latest in a series of alliances between TV Answer and national companies and marketing organizations.



Classifieds

See last page of Classified Section for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

Wanted: A few good managers with work ethics, secular and religious AM, FMs, Southeast. Resume: V. Baker, Box 889, Blacksburg, VA 24063. EOE.

Growing northern Illinois AM/FM in dynamic market, looking for experienced sales manager or salesperson ready to move up to sales manager position. Resume to: L. Smothers, 102 Stryker — Apt. 211, Joliet, IL 60436. EOE.

Eastern regional sales manager: The national spot sales representative for Christian-formatted radio expands with an opening in suburban Washington, DC. Successful radio sales and management veterans may send a resume in confidence to Salem Radio Representatives, 600 East Las Colinas Boulevard, Suite 560, Irving, TX 75039; fax 214-402-8200. EOE.

General sales manager: WAKR/WONE, Akron's leading radio station, is searching for person who can lead 12 person sales team. Qualifications include: Strong written/oral communication skills. Ability to train, motivate, lead. Attention to detail/excellent follow through. Strong organizational skills. Previous sales management experience required. Send resume with salary history to: Peter Acquaviva, VP & General Manager, WAKR/WONE Radio, 1735 S. Hawkins Avenue, Akron, OH 44320. Equal opportunity employer.

GM/SM for rapidly growing small market AC FM in Illinois. Must have proven performance records, strong leadership skills, and be eager to sell. Seeking a community minded individual who can train, motivate, and lead by example. Recent GM experience a must. Looking for a creative person who knows promotions. EOE. Reply to Box D-1.

HELP WANTED SALES

Sales planning/manager: Major national radio network located in New York. 2+ years experience in buying, planning, and/or network planning (radio or TV). Knowledge of national accounts. Lotus 123 mandatory, other computer skills a plus. Reply to Box D-2. EOE.

Sales person for NY metro Christian radio station; protected territory. Experience in radio/adv. sales helpful; unlimited earning potential. EOE. Call 201-343-5097.

Dallas production company needs representatives. If you are currently employed in advertising sales, we can show you how to increase your present income by marketing our commercial jingles to your clients. Protected territories. Lucrative commissions. Replies to: PO Box 180074, Dallas, TX 75218. EOE.

Z100 senior level account executive with strong client-marketing background. Must be client-needs oriented; skilled with retail, manufacturer and agency infrastructures. Proficient at buyer/planner level as well as senior management level. Background should include minimum 2-3 years in broadcast sales with verifiable client-service experience. EOE. Send resume, letter to: VP/General Sales Manager, WHTZ Radio, 767 Third Avenue - 32nd Floor, New York, NY 10017.

HELP WANTED TECHNICAL

Radio chief engineer: AM/FM, southeast Florida, major market. Seeks highly skilled engineer with excellent technical and communications skills. Must have abilities in all aspects of broadcast engineering including design, installation, maintenance, and repair of studios for AM & FM transmission facilities. Send letter & resume to Box C-39. EOE.

Nationwide Communications Inc.'s KVMY-FM, Phoenix, has opening for a chief engineer. Experience is necessary in high power FM, studio maintenance, and remotes. Applicant must be familiar with PC based computer network systems. Management skills are necessary and SBE certification a plus. Reply to Robert Reymont, Director of Radio Engineering, PO Box 5159, Mesa, AZ, 602-964-4000 for more details. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer, associate, Brooklyn, NY: Plan & coordinate various aspects of international radio-art & documentary programs for public radio. Develop, market, promote for non-profit radio. Must be fluent in written & spoken German. BA Journalism or Media Studies. 5 yrs. 40 hrs: 9-6. \$30K/yr. Send resume or letter in duplicate to: MV#389, Rm 501, One Main St., Brooklyn, NY 11201. EOE.

SITUATIONS WANTED MANAGEMENT

Successful "selling" general manager! Extensive experience in sales-sales training! Excellent management, employee management-motivation and people skills! All areas. Prefer: Arizona, Nevada, Texas, Utah or Oklahoma. Reply to Box C-31.

Music licensing problems? Fees too high? Too much redtape? Call me for help. Former BMI VP. I'll save you money, time and aggravation. Bob Warner 609-395-7110.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer seeks work in New York State, NYC, New England, NEPa, or NJ. Full or part time. Call 919-643-3614.

SITUATIONS WANTED NEWS

Experienced sportscaster is anxiously waiting for your call. Call Mike 618-654-5064.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: Challenging opportunity for a highly motivated energetic organized leader to join the first rate staff of the nation's 5th ranked Fox affiliate. If you are a proven broadcast sales professional accustomed to and ready for key responsibility with a track record of successful sales results and administrative expertise and want to thrive in a city consistently singled out as one of the country's most livable: Send resume, salary requirements and goals to Katy Hodges, GSM, WTTQ-TV, PO Box 832100, Birmingham, AL 35283. EOE M/F.

LSM position available at Roanoke ABC affiliate, WSET. Ideal candidate will understand marketing, research, and promotions. College degree and experience in these areas is important. Send sales philosophy and resume to Personnel Director, WSET-TV, 2115 Colonial Ave SW, Roanoke, VA 24015. EEO. No phone calls please.

KTVN-TV is seeking a controller. This department head position is responsible for payroll, accounts receivable, accounts payable, general ledger and journal entries, budget preparation, variance analysis, employee benefits, oversight of traffic department, and management of administrative staff of six. Two year degree in accounting or four year degree with accounting curriculum, knowledge of P.C., Lotus 123, three years experience as a controller/accountant, with one year supervisory experience, some broadcast business office experience required. Experience with Marketron Traffic System helpful. Send resume to Lawson Fox, General Manager, PO Box 7220, Reno, NV 89510. KTVN-TV is an equal opportunity employer.

Television start-up. 5 years minimum experience. Compensation with ability. Take charge champions. Following positions available: General manager, general sales manager, national sales manager, local sales manager, chief engineer, business manager, program manager, promotion manager, traffic manager, production manager. Send resume to Box D-3. EOE.

HELP WANTED SALES

Small television group with six full-time independents seeks aggressive, highly motivated national rep. Primary responsibilities will include national spot sales. Interested candidates should respond to National Sales Manager, Box C-41. EOE.

Sales/marketing newsroom computer vendor seeks motivated individual to market and sell to US and international opportunities. Send resume to POB 7456, Baltimore, MD 21227. EOE.

Local account executive: California coastal NBC affiliate is seeking individual to join our sales team of professionals. Strong emphasis on new business development. The ideal candidate should be well versed in sales promotions, co-op and vendor. Experience with BMP, Jefferson-Pilot co-op and general computer skills a plus. Send resume to Pete Magnusson, LSM, KSBY-6, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

Senior account executive needed for medium market Southeastern affiliate. Must have prior TV sales experience, and proven ability to sell projects, promotions and develop new business. Great station and great place to work. A rare opportunity. Come grow with us. Reply to Box D-4. EOE.

NBC affiliate seeking national sales manager. Previous sales management experience in national arena required and willingness to travel. Send resumes to William Pepin, WWLP, PO Box 2210, Springfield, MA 01102-2210. EOE.

HELP WANTED TECHNICAL

Engineer experienced in repair of all TV broadcast equipment. Must have actual experience in TV broadcast station as a maintenance engineer. Send resume to Chief Engineer, KOAA-TV, Box 195, Pueblo, CO 81002. EOE.

The Pulitzer Broadcasting NBC affiliate in the Gulf South is seeking an experienced person to lead a 27 person technical and operations staff. The candidate will need a strong technical and personnel background. Send letter with resume to Fred Steurer, Director of Engineering, c/o WLKY-TV, Box 6205, Louisville, KY 40206. EOE.

Wanted: Broadcast engineer: Major broadcast video equipment sales and rental Co. looking for video service engineers, experienced in servicing production and post equipment including Betacam, Umatic, and D2. Please send resume and salary requirements to: Box C-42. EOE.

Immediate opening: KCIK-TV Fox 14, El Paso, Texas seeks maintenance engineer with a minimum 4 years experience. We seek an individual with full knowledge of transmitter maintenance, preferably Townsend. Benefits include paid medical and retirement. Salary DOE. KCIK is an equal opportunity employer. Submit resume with salary history and professional references to KCIK-TV, 3100 N. Stanton, El Paso, TX 79902, Attn: Lance Isaacson, CE. Or fax to 915-533-4203.

Satellite engineer, Ku and C band fixed and transportable uplink, nights, weekends and out of town travel. RF Broadcast video and audio equipment maintenance experience required. Engineering degree in electronics or equivalent experience. Contact Capitol Satellite and Communications, 3100 Highwoods Blvd., Raleigh, NC 27604. 919-834-3265. EOE.

Michigan television station seeks dynamic individual to lead engineering department. Applicant must have proven track record in engineering management/UHF transmitter maintenance/studio broadcast equipment repair. FCC General license or SBE certification preferred/extensive workplace experience will be considered. College degree helpful. Send resume (no phone calls) to Eric S. Land, VP/General Manager, WEYI-TV, 2225 W. Willard Road, Clio, MI 48420. EOE/MF

Needed immediately: RF systems engineer for CATV, SMATV. Prefer single, self-starter, 5-7 years experience. Fax resume and details on first contact to 966-1-479-0475. International Communications Systems-Saudi Arabia. EOE.

Needed immediately: Satellite communications R&D engineer familiar with all aspects uplink/downlink, video & data. Prefer single, energetic self-starter with 5-7 years experience for Middle East based company. Fax resume and details on first contact to 966-1-479-0475. International Communications Systems. EOE.

HELP WANTED NEWS

Sports anchor: West Texas affiliate seeks a week-day sports anchor. Must be able to gather, write, and edit sports for broadcast and handle live shots at sporting events. Requires a working knowledge of Texas high school, college, and professional sports. Play-by-play experience helpful. Degree and prior experience preferred. Send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Chief photographer: Need experienced photographer to head staff. News experience and strong teaching skills a must. Resumes and non-returnable tapes to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close 6/11/93. EOE.

News producer: For evening cast. Must have strong writing skills, news judgement and strong people skills. Resumes and non-returnable tapes to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close 6/11/93. EOE.

KCBD-TV in Lubbock, Texas is seeking qualified applicants for news director. KCBD is the dominant news leader in Lubbock and the highest rated NBC affiliate in the Southwest. KCBD is an equal opportunity employer and encourages applications from women and minorities. Pre-employment drug testing required. Send resume to Bill Detournillon, 5600 Avenue A, Lubbock, TX 79404.

News reporter/TV news co-anchor, TV background, minimum 2 years broadcast news reporting experience. Resumes: WSPY-TV 30, 1 Broadcast Center, Plano, IL 60545. Attn: L. Nelson. EOE.

Good news for broadcasters: If you're a breed apart, a professional broadcaster and avid hunter, we want to reward your talents. You could receive \$6,000 for practicing your profession and pursuing your sport. For more information on this Good News, contact Tim Sitek, Good News on Hunting! Writers Contest, Dept. BDG, PO Box 23770, St. Louis, MO 68121. EOE.

Reporter/anchor: Top 50 market seeks aggressive investigative reporter/anchor. Right person will have Bachelor's degree in Journalism or Communications preferred, 4 years experience reporting, 2 years anchoring, strong skills in writing, speaking, interviewing and editing, will compliment female anchor. Send resume tape to Barbara Bolding, Managing Editor, 2075 Golden Crest Drive, Birmingham, AL 35209. No phone calls. EOE.

KRIV, Fox channel 26, Houston, Texas. The addition of a 7 AM hour long newscast has created the following positions: Requiring 3-5 years experience in a medium to major market: Director, chief editor and live truck operator/photographer. Requiring 2 years experience and a four year college degree: Producer, anchor, photographer, reporter and assignments editor. Requiring 1-2 years experience and/or college degree: Editor and associate producer. Send resume and tape (where applicable) to Personnel Dept. KRIV Fox-26, PO Box 22810, Houston, TX 77227. No phone calls please. EEO/AA employer.

Co-anchor: WSTM-TV seeks co-anchor to compliment female co-anchor for 6 and 11 newscasts. Applicants should have a minimum of 5 years experience as anchor and reporter. We need a team player who has excellent writing skills and experience in field anchoring. Please send non-returnable tape and resume to Lisa Beyrau, Personnel, WSTM-TV, 1030 James Street, Syracuse, NY 13203. Phone calls will be disqualified. EOE.

News director: WSAZ-TV, the dominant news leader Huntington/Charleston, WV. AT least six years commercial TV experience with good management skills, college degree preferred. EOE. Resume/letter to Don Ray, GM, PO Box 2115, Huntington, WV 25721.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Photographer: Immediate opening for a top notch sports/news photographer with at least three years experience. Candidate's work must stand out. Majority of time will be spent covering sports for a nationally recognized sports network. Ability to work under stress, long hours, and with very demanding people are a must. Extensive travel and flexible schedules. In between sports assignments will be a wide array of news assignments. Editing and remote experience a plus. If you like shooting sports this is the position to have. Send resume and tape to Orbis Broadcast Group, 358 W. Ontario, Chicago, IL 60610. Attn: Jeff. No phone calls. EOE.

Paint box artist, to operate Quantel Paint Box in the creation of on-air graphics. Primary responsibility is creation of news graphics. A minimum of two years Paint Box experience is required. Previous news graphics production is a must. Send resume and tape to Personnel Dept., KRIV Fox-24, PO Box 22810, Houston, TX 77227. EEO/AA employer.

Senior producer/reporter: Immediate opening for an intelligent individual with a personality who has an interest in health and medical reporting. Looking for someone who can manage several stories, projects, and people at the same time. Must have superb client relations, and either a background or understanding of public relations. Job requires travel, working under stress, and flexible schedule. Send resume and tape to Orbis Broadcast Group, 358 W. Ontario, Chicago, IL 60610. Attn: Tim. No phone calls. EOE.

Photographer: Immediate opening for a seasoned professional with at least three years experience. Must have an ambition to continuously improve your work, and an advanced understanding of lighting. Desire to work on long form projects as well as news projects. Extensive travelling, great people skills, creative solutions, flexible schedule, and an interest in health and medical stories are also part of the job. Studio, editing, and remote work a plus. Send resume and tape to Orbis Broadcast Group, 358 W. Ontario, Chicago, IL 60610. No phone calls. EOE.

Project education director/special assistant to president, #ED-01: WKNO-TV. Educational services (ES). We are seeking an innovative professional with diverse marketing, educational and telecommunication skills to help develop the business plans, goals and strategies of ES. Responsibilities for this multifaceted position include outreach activities; assess needs, determine solutions. Develop outreach and marketing strategies for school readiness in a multi-media environment. Identify targets of outreach co-opportunities & regularly evaluate effectiveness. Qualifications: College degree and five years experience in education, broadcasting or marketing; Master's degree desirable. Knowledge of video production & program scheduling. Excellent oral/written communication skills, public speaking. Must have proven ability to successfully develop and implement marketing/promotion campaigns and have excellent administrative and project management skills. Project position, currently funded for two years. Open until filled. Letter/resume and salary history to: Executive Secretary, WKNO-TV (Position #ED-01), Box 241880, Memphis, TN 38124-1880. No phone calls. EOE.

NBA Entertainment is seeking a producer with 3-5 years experience to write, edit, and produce video news releases, corporate presentation, and sales and marketing tapes. Must have hands-on experience with off-line editing, excellent writing skills, and extensive background in both field and post production. An equal opportunity employer. Send resume and 3/4" demo tape to: PO Box 3367, Secaucus, NJ 07094-3367.

Production/writer: Seeking fulltime TV producer/writer. Strong interpersonal skills. B.A. in Communications, English, or equivalent experience. Salary + bonuses. Send resume and non-returnable demo tape to Stephanie Lawrence, Director of Creative Services, KESQ-TV, 42-650 Melanie Place, Palm Desert, CA 92260. No calls please. EOE.

Television production manager: Manage and oversee the operation of production department. Schedule, train, and manage approximately 18 people. Much of the work is 9:00 a.m. to 5:00 p.m., Monday through Friday, but the job does require work at night, on weekends, and holidays. Must be willing to work on short notice when production department employees are absent. Applicant must have experience as a broadcast television director — both commercial directing and news directing. Must have experience at producing programs such as parades, TV auctions, telethons, interview shows, talk shows, phone-in programs and the like. Must have experience in television lighting. Must be able to design and build sets for television programs. Applicant will be required to learn all of the jobs in the production department directing, assistant directing, audio operations, master control, camera, teleprompting, VTR operations, satellite recording, live-van operations, transmitter operation. The job requires the physical ability to climb on ladders, carry approximately 75 pounds, climb stairs frequently, have vision corrected to 20/20, have no hearing or speech impairments, and have no color blindness. A minimum of 5 years experience in the areas outlined above is required. Must be self-motivated individual who has the desire and energy to get the job done. Must be reliable and punctual. Send resume and salary requirements to Bob Vaughan, Business Manager, WKFE-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please — EEO/MF.

Morning show producer opening in Baltimore. If you love producing a newscast but want to spread your wings, we have the show for you. 90 minute broadcast delivers the news of the day while giving the added dimension of issue oriented talk. The sky is the limit. Current morning broadcast producers and individuals with syndicated/talk show experience are encouraged to apply. Tape and resume to Jack Cahalan, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE.

SITUATIONS WANTED TECHNICAL

Broadcast technician: 28 years operation and maintenance experience on studio, transmitter, remote and ENC. Heavy RF. Presently out of field wishing to reenter and relocate. Phone 615-524-6380.

SITUATIONS WANTED NEWS

Meteorologist with 13 years experience. AMS seal of approval and other honors. Stu. 817-776-4844.

Unique interviewer: Mike Wallace said it would be "utterly fascinating" to see Jan interview the political leaders of our nation. Send for a tape of Senator Biden, Congressman Hyde, Mike Wallace or others to see for yourself. Call Jan Helfeld 809-791-5664.

Award-winning anchor with substantial, sustained growth in ratings seeks station with commitment to news and community. Reply to Box D-7.

MISCELLANEOUS

Entry-level opportunities nationwide! News, sports, production, sales, promotion, public relations. Media Marketing/THE HOT SHEET, PO Box 1476—Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast journalism, assistant or associate professor needed for accredited program in historically black university in Florida state capital. At least two years of solid broadcast journalism experience and a doctorate preferred. A master's degree and at least six years of professional experience considered. Successful candidate will teach courses in the broadcast news sequence and in the Division's core. Twelve-month appointment, minimum salary \$34,000. Some room for negotiation. Position to start August 1993 or January 1994. Send letter and resume by July 2 to Robert M. Ruggles, Dean, School of Journalism, Media and Graphic Arts, Florida A&M University, Tallahassee, FL 32307. EOE.

Loras College seeks applicants for a full-time, tenure-track faculty position in the department of speech communication teaching courses in television production, EFP, and the media sequence: Mass Communication, Topics Course, Radio/TV in American Society. One-quarter time release as director of videocommunications involving production of college TV programs and maintenance of TV studio, and field production equipment. Provides assistance to director of media services. Commitment to teaching excellence required. Ph.D. preferred. M.A. required. Loras is a four-year, Catholic, coed, liberal arts institution with a student body of nearly 1,800. Applications accepted until position is filled. Send cover letter, vitae, transcript, and three current letters of recommendation to: Gerald J. Koppes, Director of Human Resources, Loras College, 1450 Alta Vista, Dubuque, IA 52004-0178. AA/EOE. Women and minorities encouraged to apply.

FINANCIAL SERVICES

Immediate financing on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment, No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding, 800-275-0185.

Lease purchase option. Refinance existing equipment. Lease purchase new equipment, no down payment. No financials up to \$70,000.00. Carpenter & Associates, Inc. Voice 501-868-5023, Fax 501-868-5401.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

Harris MW50B, excellent condition, tuned and tested, lots of spares. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

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

Used/new TV/AM/FM transmitters, one watt to 120KW, antennas, cable/rigid line, microwave systems, dishes, MA/COM radios, repair, etc. Save thousands. Broadcasting Systems 602-582-6550, fax 602-582-8229.

Jampro antenna: Four years old, directional, channel 49. 713-820-4900, Tim.

Save on videotape stock: Evaluated broadcast guaranteed great for resumes, editing & dubbing 3/4" 1" & SPs. Custom loaded VHS. Call I.V.C. 800-726-0241 VS/MC.

For sale: 1600 foot Stainless Inc. guyed tower. For additional information, contact: Jerry Cotterman, The Park National Bank, 50 North Third Street, Newark, OH 43055. Phone #: 614-349-8731. Fax: 614-349-3765.

CABLE

HELP WANTED SALES

Aggressive ad sales A/E for one of So. Cal's fastest growing markets. Earnings potential unlimited. Small staff, great working conditions and benefits, high penetration. Resumes and salary history to: David Elliott, GSM, Hi-Desert Cablevision, 12490 Business Ctr Dr., #1, Victorville, CA 92392. No phone calls. EOE.

RADIO

HELP WANTED SALES

SALES HELP WANTED

SPORTS RADIO NETWORK needs aggressive, creative GSM/salesperson to take us "over the top". Earn \$50k guaranteed-up to \$100k annual. Major bonus for exceptional 3 year results. Great West Coast location. **Send resume and references to: Box D-5.**

HELP WANTED MANAGEMENT

PRESIDENT NATIONAL PUBLIC RADIO

NPR has a unique civic role: to provide news, public affairs and cultural programming to the widest possible audience, unrestrained by commercial or political interests. It seeks a new President with the vision, values and managerial acumen to lead the system in taking advantage of the dramatic changes that will occur in the broadcast industry in the next 5-10 years, build upon its journalistic and programmatic excellence, and ensure its financial stability and independence. NPR is an EEO/AA employer.

Suggestions or applications of candidates should be sent to:

**NPR Search
Isaacson, Miller, Inc.
334 Boylston St., Suite 500
Boston, MA 02116-3805**

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TELEVISION

SITUATIONS WANTED CONSULTANTS

EXPERIENCED SENIOR SCRIPT CONSULTANT can doctor any script, Market-ready for Hollywood, or make clients happy. Also will editorially supervise and fix problem video programs. **Producer/Writer/Editor** for features, network & cable & published book author on Hollywood.

(617) 354-7055.

SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

OPENLY GAY

On-air talent/writer/producer seeks major market position. 10+ yrs. exp. as reporter, feature reporter and field anchor in NYC and other mkts. TV's entered the 90s... have you? Reply to Box D-6.

HELP WANTED MANAGEMENT

OPPORTUNITY FOR TELEVISION GENERAL MANAGER

Nationwide Communications Inc. is seeking a bright and creative general manager for its ABC Affiliate in Green Bay, Wisconsin. Candidate must have strong management and communication skills. Write to Ben McKeel, Vice President-Television, Nationwide Communications Inc., One Nationwide Plaza/1-27-05, Columbus, Ohio 43216. Nationwide Communications Inc. is an equal opportunity employer.

MISCELLANEOUS

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 When it comes to successfully promoting your station...It's not what you say but how you say it! To get an idea of what we are talking about CALL 1 800 831 6378 for FREE DEMO!!

PUBLIC NOTICE

The Annual Meeting of the Public Broadcasting Service Board of Directors will begin at 9:00 a.m., June 18, 1993, at the New Orleans Hilton Riverside in New Orleans, Louisiana. The tentative agenda includes election of new directors and officers; Board/Committee agenda for 1993-1994; an absenteeism policy for PBS Directors; reports from management officers on education services, programming, satellite replacement, on-air fundraising, and finance; and other business.

CABLE

HELP WANTED ADVERTISING

ADVERTISING SALES SUPPORT

Fast paced cable network traffic dept. seeks individual for full time position. A variety of duties include order entry, billing and preparing commercial logs. Basic data entry, sales administrative assistant background and a desire to learn broadcast sales support functions are the qualities we are interested in. Please send your resume to:

Advertising Sales-Traffic Manager
 CONTINENTAL CABLEVISION
 688 Industrial Dr.
 Elmhurst, IL 60126
 EOE M/F/D/V

HELP WANTED TECHNICAL

DIRECTOR OF ENGINEERING

For Our Brand New, State-Of-The-Art, Jersey City Network Operations Center

This high-tech, digital equipment facility will originate the USA Networks' East, West, and SCI-FI feeds. We're seeking a professional with a concentrated education in, and comprehensive experience with, analog and digital video and audio production and transmission technology. Requirements also include supervisory and technical direction skills; computer literacy; current technical knowledge of industry capability and developments in compression, encryption, and HDTV; as well as a full technical background which enables operation of test equipment and results evaluation.

Responsibilities will include implementing automation system enhancements, designing circuits and hardware modifications for unique problems, assisting with facility design, writing and debugging software, establishing technical operating procedures, writing manuals, and assisting with ongoing training.

We offer a competitive salary and comprehensive benefits, including 401(k), pension, and profit sharing plans. For immediate, confidential consideration, please FAX or mail your resume, with cover letter and salary history, to: Human Resources Department-JCOM, USA NETWORKS, 1230 Avenue of the Americas, New York, New York 10020; FAX # (212) 541-4507. We are an equal opportunity employer.

USA | NETWORKS

ALLIED FIELDS

HELP WANTED INSTRUCTION

TEACHER OF BROADCASTING

Teacher of Radio and TV. Applicant must have N.J. Certification in Radio and TV Technology or be certifiable. Should have a minimum of six year's experience in commercial or public broadcasting, on-air/off-air.

If you are interested, send your resume to the Personnel Office, Hunterdon Central Regional High School, 84 Route 31, Flemington, NJ 08822. 908-284-7181. Application deadline: June 20, 1993. EOE.

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 California Broadcasters Association

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 Time for the following Monday's issue.

FOR SALE STATIONS

Notice of Public Sale

William L. Graham, as Escrow Agent (the "Escrow Agent"), intends to sell at public sale pursuant to the Texas Uniform Commercial Code for cash the following described property:

Five Hundred One (501) shares of common stock of Westwind Broadcasting, Inc., "Westwind"), Certificate No. 001 (the "Westwind Shares"), in which Edwin L. Cox, Jr. (the "Secured Party") holds a security interest granted by C. Keith Adams ("Adams"), pursuant to the terms of a Pledge Agreement dated April 30, 1992 executed by Adams, The KDC Trust, and Escrow Agent.

To secured Party's knowledge the Westwind Shares represent 50.1% of the issued and outstanding capital stock of Westwind.

Westwind owns and operates radio stations KLSF-FM and KPUR AM/FM in Amarillo, Texas.

The public sale will take place at the offices of Underwood, Wilson, Berry, Stein & Johnson, P.C., Amarillo National Bank Building, Suite 1500, Amarillo, Texas, on **Tuesday, July 6, 1993, at 10:00 a.m.**, Amarillo time. The certificate evidencing the Westwind Shares, as well as the books and records of Westwind which are in the possession of Secured Party, are available for inspection at the offices of Hughes & Luce, L.L.P., 1717 Main Street, Suite 2800, Dallas, Texas 75201, Attention: Lawrence D. Ginsburg.

Secured Party reserves the right to bid for and purchase the Westwind Shares and to credit the purchase price against the expenses of sale and principal, interest and all other amounts due to Secured Party pursuant to the terms of the indebtedness secured by the Westwind Shares.

Prospective bidders are advised that (i) the Westwind Shares will be sold only as a block and will not be split up or broken down; (ii) the certificate evidencing the Westwind Shares to be received by the purchaser at the sale will bear a legend to the effect that the Westwind Shares have not been registered under the Securities Act of 1933, as amended (the "Act"), or any state securities laws and that no transfer of the Westwind Shares may be made unless the Westwind Shares are registered under the Act and any applicable state securities laws or an exemption from such registration is available; and (iii) the purchaser will be required to provide written representations stating that: (a) purchaser either alone or with such purchaser's attorneys, accountants or other advisers possesses the requisite business and investment knowledge and experience to effectively evaluate the potential risks and merits of the investment in the Westwind Shares; (b) purchaser has sufficient financial ability and net worth to bear the economic risk of the investment for an indefinite period of time and to withstand a total loss of purchaser's investment in the Westwind Shares; (c) purchaser is acquiring the Westwind Shares for investment, solely for purchaser's own account, and not with a view to distribute or resell the Westwind Shares; and (d) purchaser will not resell the Westwind Shares, except pursuant to an effective registration statement under the Act and any applicable state securities laws or pursuant to an available exemption therefrom.

Prospective purchasers will be furnished, upon request, with such financial information about Westwind as is in the possession of the Secured Party.


Information pertaining to the public sale may be obtained by contacting William L. Whitley, Whitley Broadcast Media, Inc., 12770 Coit Road, Suite 1111, Dallas, Texas 75251, phone: 214-788-2525; telecopy: 214-788-2514.

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FOR SALE STATIONS CONTINUED

INVITATION TO BID

KSLH-FM, St. Louis
Non-Commercial FM Station
91.5 MHZ KW FT

The St. Louis Board of Education is selling its non-commercial FM radio station. Assets to be sold include the broadcast license, transmission equipment and minimal studio gear. It will be necessary for the purchaser to establish new operating premises.

Bids starting at a minimum of \$250,000 are to be submitted by (date) to:

Gary Stevens
Gary Stevens & Co.
49 Locust Avenue, Suite 107
New Canaan, CT 06840
Phone: 203-966-6465
Fax: 203-966-6522

The St. Louis Board of Education reserves the right to select the final bid at its discretion.

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BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO make goods will be run if all information is not included. No personal ads.**

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.60 per word, \$32 weekly minimum. Situations Wanted: 80¢ per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$138 per inch. Situations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

Confidential Service. To protect your identity, seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

**For subscription information
call 1-800-554-5729.**

Datebook

JUNE

June 8-10—*The Museum of Television and Radio* present three seminars exploring the history and diversity of comedy on television featuring a panel of prominent comedians, writers, editors and producers. Museum, New York. Information: Diane Lewis, (212) 621-6685 or Michael Naidus, (212) 621-6785.

June 10—*The New York Festivals* international radio programming awards. Sheraton Hotel and Towers, New York. Information: Anne White, (914) 238-4481.

June 15—“Focus on Advertising,” newsmaker luncheon during International Broadcasting Awards festival sponsored by *Hollywood Radio and Television Society*. Century Plaza Hotel, Beverly Hills, Calif. Information: Gene Herd, (818) 769-4313

June 16—International Broadcasting Awards presentation dinner for world's best radio and television commercials featuring Siskel and Ebert. Betty White is MC. Sponsored by *Hollywood Radio and Television Society*. Century Plaza Hotel, Beverly Hills, Calif. Information: Gene Herd, (818) 769-4313.

June 16—*National Academy of Television Arts and Sciences*, New York chapter, luncheon. Speaker: David Poltrak, senior VP, CBS/Broadcast Group. Copacabana, New

York. Information: Ellen Muir, (212) 768-7050.

June 16—“Television Coverage—Does It Clarify or Distort the Judicial Process?” panel discussion sponsored by *International Radio and Television Society*. Panelists: Fred Graham, Courtroom Television Network; Irene Cornell, WCBS(AM); David Lewis, Esq., Lewis and Fiore; Eames Yates, *Hard Copy*; Jim Ryan, *Good Day, New York*. NBC Conference Room, New York. Information: Lyvann Oum, (212) 867-6650.

June 19—*National Academy of Television Arts and Sciences*, Washington, D.C. chapter 35th annual capital region Emmy Awards. J.W. Marriott Hotel, Washington. Information: Dianne Bruno, (301) 857-3993.

June 23-26—*National Association of Hispanic Journalists* annual convention. Renaissance Hotel, Washington. Information: Jose Mc Murray, (202) 662-7145.

June 21-23—*National Religious Broadcasters* southwest conference. Harvey Hotel, Irving, Tex. Information: (602) 254-5333.

June 21-25—Leadership Institute for Journalism and Mass Communication Education seminar sponsored by *The Freedom Forum Media Studies Center*. Columbia University, New York. Information: Paul Elsenberg, (212) 678-6600.

June 22—“Triple Demo Power,” local ad sales

seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Meadowlands Hilton, Secaucus, N.J. Information: Ann Marie Lachina, (718) 482-4264.

June 22-23—*Association of Independent Television Stations* independent rally. Washington. Information: Angela Glroux, (202) 887-1970.

June 23—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Lloyd Werner, senior VP, sales, marketing, Group W Satellite Communications. Copacabana, New York. Information: Ellen Muir, (212) 768-7050.

June 23-26—*Florida Association of Broadcasters* 58th annual convention incorporating hurricane/disaster preparedness conference. Doral Ocean Beach Hotel, Miami. Information: (800) 825-5322.

June 29—“Triple Demo Power,” local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Hotel Scanticon, Englewood, Colo. Information: Elaine Lorenz, (303) 740-8940.

June 30—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Friedman, president, New Line Television. Copacabana, New York. Information: Ellen Muir, (212) 768-7050.

MAJOR MEETINGS

June 6-9—*National Cable Television Association* annual convention. San Francisco. Information: (202) 775-3669.

June 9-10—*ABC* affiliates meeting. Century Plaza Hotel, Los Angeles. Information: (212) 456-7777.

June 10-15—*18th Montreux International Television Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland.

June 13-16—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Walt Disney World Dolphin and Swan Hotels, Orlando, Fla. Information: (213) 465-3777.

June 18-22—*PBS* annual meeting. New Orleans Hilton Riverside, New Orleans. Information: (703) 739-5001.

June 22-25—*National Association of Broadcasters* board of directors meeting. Washington.

June 23-26—*National Association of Black Owned Broadcasters* spring broadcast management conference. Hilton Head Island Resort, Hilton Head, S.C. Information: (202) 463-8970.

July 15-17—*Satellite Broadcasting and Communications Association* summer trade show. Opryland Hotel, Nashville. Information: (703) 549-6990.

July 18-21—*Cable Television Administration and Marketing Society* annual convention. Atlanta. Information: (703) 549-4200.

July 31-Aug. 3—*Wireless Cable Association International* annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (319) 752-8336.

Aug. 25-27—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

Sept. 8-11—Radio '93 convention sponsored by *National Association of Broadcasters*. Dallas. Information: (202) 429-5300.

Sept. 16-20—*International Broadcasting Convention*. Amsterdam. Information: 44 71 240 3839

Sept. 29-Oct. 2—*Society of Broadcast Engineers* national convention. Miami Beach. Information: (317) 253-1640.

Sept. 29-Oct. 2—*Radio-Television News Directors Association* conference and exhibition. Miami. Information: (202) 659-6510.

Oct. 5-7—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Informa-

tion: (212) 689-4220.

Oct. 12-17—*National Black Media Coalition* national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 16-20—*Radio Advertising Bureau* fall board meeting. Phoenix, Ariz. Information: (212) 387-2100.

Oct. 17-19—*Association of National Advertisers* 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

Oct. 29-Nov. 2—*Society of Motion Picture and Television Engineers* 135th technical conference and equipment exhibition. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Dec. 1-3—*Western Cable Show* sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 428-2225.

Jan 24-Feb. 1 1994—*National Religious Broadcasters* convention and exposition. Sheraton Washington, Washington. Information: (703) 330-7000.

Feb. 10-12 1994—*Satellite Broadcasting and Communications Association* winter trade show. Anaheim Convention Center, Anaheim, Calif. Information: (703) 549-6990.

For the Record

Compiled by BROADCASTING & CABLE for the period of May 24-28 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KFOX(FM) Redondo Beach, CA** (BALH930507GI; 93.5 mhz; 3 kw; ant. 175 ft.)—Seeks assignment of license from Torrance Media Partners to Chagal Communications for \$9.8 million. Station is being purchased with KRZE(FM) Ontario, CA, for combined \$14 million ("Changing Hands," May 17). Filed May 7.

■ **WMMB(AM)-WGGD-FM Melbourne, FL** (AM: BTC930517GG; 1240 khz; 1 kw-U; FM: BTCH930517GH; 102.3 mhz; 3 kw; ant. 250 ft.)—Seeks transfer of control of City Broadcasting Co. Inc. for no cash consideration; Frank A. Franco is transferring his interest in licensee to David P. Franco. Principals have no other broadcast interests. Filed May 17.

■ **WHQQ(FM) Charleston, IL** (BALH930505GF; 92.1 mhz; 2.2 kw; ant. 140 ft.)—Seeks assignment of license from Com-Stat Communications Inc. to The Cromwell Group Inc. of Illinois for \$160,000. Seller is headed by Steve Garman and has interests in WEIC(AM), Charleston, Ill. Buyer is headed by Bayard H. Walters, who is 100% stockholder of licensee of permittee of four AM's and six FM's. Filed May 5.

■ **WOMI(AM)-WBKR(FM) Owensboro, KY** (AM: BAL930514GI; 1490 khz; 83 w-U; FM: BALH930514GJ; 92.5 mhz; 91 kw; ant. 1,049 ft.)—Seeks assignment of license from Owensboro Broadcasting Co. to Tri-State Broadcasting Inc. for \$2.46 million ("Changing Hands," May 31). Filed May 14.

■ **KKNO(AM) Gretna, LA** (BAL930512EE; 750 khz; 250 w-D)—Seeks assignment of license from New Orleans Broadcasters Inc. to Robert C. Blakes Sr. for \$275,000 (see "Changing Hands," p. 86). Seller is owned by Carl J. Auel who has interests in KKXX(AM) Paradise, Calif.; KKMC(AM) Gonzales,

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; ml.—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 output; 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.

Calif.; WXHP(AM) Champlain, N.Y.; WLUJ(AM) Royal Palm Beach, Fla.; WWCO(AM) Gainesville, Fla.; WZSH(FM) Rochester, N.Y.; WZOU(AM) Boston, and CP's for WORL(AM) Christmas, Fla., and WTWF(AM) Woodville, Fla. Buyer has no other broadcast interests. Filed May 12.

■ **New FM Richwood, LA** (BAPH930518GE; 100.9 mhz; 6 kw; ant. 100 m.)—Seeks assignment of CP from Russ Robinson to Dan Gilliland for \$46,957. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed May 18.

■ **KZPX(FM) Nisswa, MN** (BAPH930421GI; 93.3 mhz; 98 kw; ant. 768 ft.)—Seeks assignment of CP from The Bellfonte Co. to Mogol Media Broadcasting Inc. for \$23,000 plus additional consideration to be filed as amendment. Seller is headed by Bruce W. Gilmore and has no other broadcast interests. Buyer is headed by Sari Jo Mogol DiSanto and has no other broadcast interests. Filed April 21.

■ **WHB(AM)-KUDL(FM) Kansas City, MO** (AM: BAL930510GE; 710 khz; 10 kw-D, 5 kw-N; FM: BALH930510GF; 98.1 mhz; 100 kw; ant. 994 ft.)—Seeks assignment of license from Shamrock Broadcasting Inc. to Apollo Radio of Kansas City Inc. for \$5 million (see "Changing Hands," p. 86). Seller is headed by Bill Clark and merged with Malrite Communications earlier this year (BROADCASTING & CABLE, March 29). It is licensee of eight other AM's and 13 other FM's. Buyer is headed by William L. Stakelin and is licensee of

KMXV(FM) Kansas City, MO. It is also licensee of two other AM's and four other FM's. Filed May 10.

■ **WCNH(FM) Belmont, NH** (BAPH930505GI; 93.3 mhz; 395 w; ant. 892 ft.)—Seeks assignment of CP from Steven Chartrand to RadioWorks Inc. for \$184,837. Seller has no other broadcast interests. Buyer is headed by Lindsay M. Collins and has no other broadcast interests. Filed May 5.

■ **WCTI(TV) New Bern, NC** (BALCT930517KF; ch. 12; 316 kw; 316 kw-V; 31 kw-A; ant. 1,923 ft.)—Seeks assignment of license from Diversified Communications to Lamco Communications Inc. for \$12.3 million ("Changing Hands," May 24). Filed May 17.

■ **WFMJ-TV Youngstown, OH** (BTCCT930511KE; ch. 21; 3,720 kw-V; 372 kw-A; ant. 990 ft.)—Seeks transfer of control of WFMJ Television Inc. for no cash consideration; shares held by Elizabeth M. Brown, deceased, will be transferred to Mark A. Brown and Betty H. Brown Jagnow. Principals have no other broadcast interests. Filed May 11.

■ **WSPD(AM)-WLQR(FM) Toledo, OH** (BAL930512GK; 1370 khz; 5 kw-U; FM: BALH930512GL; 101.5 mhz; 19.1 kw; ant. 810 ft.)—Seeks assignment of license from Toledo Broadcasting Inc. to Keymarket of Toledo Inc. for \$4 million ("Changing Hands," May 24). Filed May 12.

■ **WVKS(FM) Toledo, OH** (BALH930512GF; 92.5 mhz; 50 kw; ant. 480 ft.)—Seeks assignment of license from Noble Broadcast of Toledo Inc. to Keymarket of Toledo Inc. for \$3.75 million ("Changing Hands," May 24). Filed May 12.

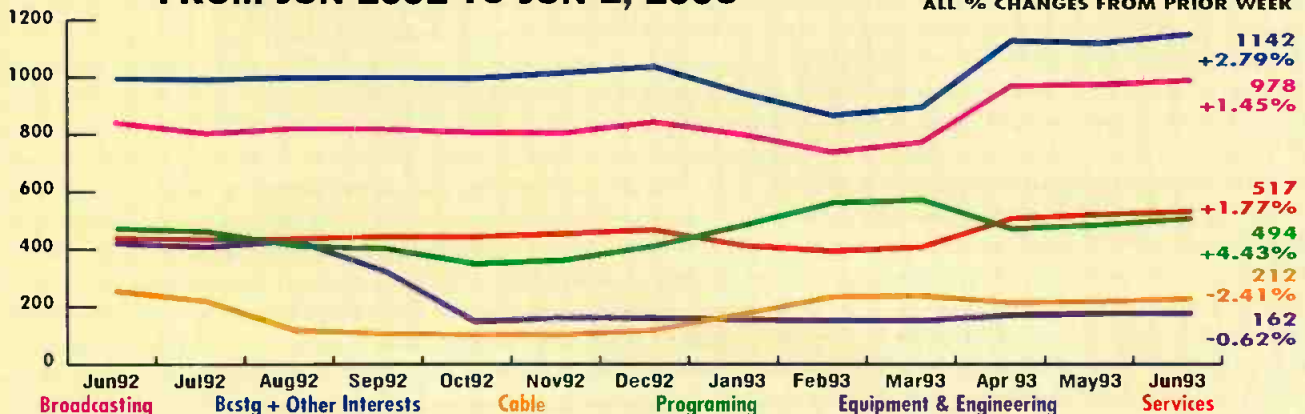
■ **KRSR-AM-FM Coos Bay, OR** (AM: BAL930504EC; 1420 khz; 1 kw-D; FM: BALH930504ED; 106.5 mhz; 3 kw; ant. 400 m.)—Seeks assignment of license from Calem Broadcasting of Oregon to Joel W. Lemon, Harry Abel Jr. and Dan Seleshanko for \$70,000. Seller is headed by Eric Roost and has interests in KICE(FM), Bend, Ore. Buyers have no other broadcast interests. Filed May 4.

■ **WHKS(FM) Port Allegany, PA** (BTC930510GG; 94.9 mhz; 530 w; ant. 758 ft.)—Seeks transfer of control from L Com. Inc. to David F. Lent and Cathy L. Lent for \$30,885. Seller is headed by James G. Linn and Theresa B. Sautler and has no other broadcast interests. Buyers have no other broadcast interests. Filed May 10.

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1992 TO JUN 1, 1993

NASDAQ: 704.28 (+1.32%)
S&P Ind.: 524.68 (+0.84%)

ALL % CHANGES FROM PRIOR WEEK



■ **WHHM(FM) Henderson, TN** (BALH930513GE; 107.7 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of license from Wanda Smith to Chester County Broadcasting Co. Inc. Smith and two proposed new principals of Chester County Broadcasting Co., Randle Fenimore and Rhonda Fenimore, were formerly owners of WHHM(AM); Smith will retain 50% interest in licensee. Filed May 13.

■ **KRGN(FM) Amarillo, TX** (BALH930504GG; 103.1 mhz; 25 kw; ant. 300 ft.)—Seeks assignment of license from Atkins Broadcasting to La Voz Del Salvacion (see KAMY(FM) Lubbock, TX, below). Filed May 4.

■ ***KAMY(FM) Lubbock, TX** (BAPED930503GH; 90.1 mhz; ; 200 w; ant. 492 ft.)—Seeks assignment of license from Caprock Educational Broadcasting Foundation to Maranatha Radio Inc.; station is sold pursuant to commission's distress sale policy and includes KENT-AM-FM Odessa, KRGN(FM) Amarillo and KLMN(FM) Amarillo, all Texas, and KOJO(FM) Lake Charles, LA (see KLMN(FM) Amarillo, TX, in "For the Record," May 31). Buyer is headed by Alex Ramirez and has no other broadcast interests. Filed May 3.

■ **KGLD(FM) Tyler, TX** (BALH930505GE; 92.1 mhz; 3 kw; ant. 280 ft.)—Seeks assignment of license from Rose Communications Inc. to Glesier Communications Incorporated for \$175,000. Sale includes KZEY(AM) Tyler, TX, for \$12,500 ("For the Record," May 31). Seller is headed by Roger Whitehurst and has no other broadcast interests. Buyer is headed by Paul L. Gleiser and is also licensee of KDOK(AM) Tyler, TX. Filed May 5.

■ **WNFL(AM)-WKFX(FM) Green Bay, WI** (AM: BAL930506GG; 1440 khz; 5 kw-D, 1 kw-N; FM: BALH930506GH; 104.9 mhz; 3 kw; ant. 480 ft.)—Seeks assignment of license from Wincom Wisconsin Ltd. to Green Bay Radio Inc. Seller is headed by Donn E. Winther and has interests in WHFB(AM and FM), Benton Harbor, Mich. Buyer is headed by Thomas L. Bookey, who is also 100% shareholder of licensee of WROE(FM) Neenah-Menasha, WI, and has interests in licensee of WTAX(AM)-WDBR(FM) Springfield, IL. Filed May 6.

■ **WTOQ(AM)-WKPL(FM) Platteville, WI** (AM: BTC930427GJ; 1590 khz; 1 kw-D, 500 w-N; FM: BTCH930427GK; 107.1 mhz; 3 kw; ant. 235 ft.)—Seeks transfer of control of Kramer Broadcasting Inc.; Edward A. Kramer is transferring his 50% of licensee to Shirley M. Kramer as part of divorce settlement. Transfer includes WPDR(AM)-WDDC(FM) Portage, WI ("For the Record," May 31). Filed April 27.

■ **KKNG(FM) Laramie, WY** (BAPH930514GG; 104.5 mhz; 3 kw; ant. 951 ft.)—Seeks assignment of CP from Centennial Broadcasters to Nancee Panipinto for \$8,500. Seller is headed by Dale A. Ganske and Steven D. King and has interests in KKLC(FM), Susanville, Ca., and applicants for three new FM stations: Asbury, Iowa; Cedar Falls, Iowa; and Cleveland, Miss. Buyer has no other broadcast interests. Filed May 14.

Actions

■ **KZKZ(FM) Greenwood, AR** (BALH930322GE; 106.3 mhz; 1.7 kw; ant. 433 ft.)—Granted assignment of license from KZ Radio Ltd., debtor-in-possession, to Family Communications Inc. Sale last year for \$326,000 did not close ("Changing Hands," Nov. 23, 1992). Assignee desires to lease air time on station for \$50 per day and to assist in maintaining operation. Action May 11.

■ **WXDJ-FM Homestead, FL** (BAPLH900921HP; 95.7 mhz; 100 kw)—Dismissed app. of assignment of license from New Age Broadcasting Inc. to Viva America Media Group for \$14.5 million ("For the Record," Oct. 15, 1990). Action May 14.

■ **WAUC(AM) Wauchula, FL** (BAL930322EE; 1310 khz; 5 kw-D, 500 w-N)—Granted assignment of license from Ted L. Hite Sr. to Marlene Ayala for \$50,000 ("For the Record," April 19). Action May 20.

■ **KSEK(AM) Pittsburg, KS** (BAL930330EC; 1340 khz; 1 kw-U)—Granted assignment of license from Freeman Broadcasting Inc. to KCBR-AM Ltd. for

\$140,000 ("For the Record," April 26). Action May 20.

■ **WNAU(AM) New Albany, MS** (BAL930401ED; 1470 khz; 500 w-U)—Granted assignment of license from Broadcasters & Publishers Inc. to MPM Investment Group for \$60,000 ("For the Record," April 26). Action May 20.

NEW STATIONS

Applications

■ ***Clermont, FL** (BPED930511MC)—Hispanic Broadcast System Inc. seeks 88.7 mhz; 1 kw; ant. 154 m. Address: P.O. Box 980, Quebradillas, PR 00678. Applicant is headed by Idalia Arzuaga and has no other broadcast interests. Filed May 11.

■ **Walton, IN** (BPH930506MD)—Gladhart Broadcasting Inc. seeks 93.7 mhz; 6 kw; ant. 100 m. Address: 1000 Connecticut Avenue, Suite 500, Washington, DC 20036. Applicant is headed by Joseph B. Ladd and has no other broadcast interests. Filed May 6.

■ **Winamac, IN** (BPH930504MB)—Progressive Broadcasting System Inc. seeks 100.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 307, Elkhart, IN 46515. Applicant is headed by Ruby M. Hunsberger and is licensee of WCMR(AM)-WFRN(FM) Elkhart, IN. Filed May 4.

■ **Decorah, IA** (BPH930511MB)—Sun Communications Inc. seeks 104.7 mhz; 4.5 kw; ant. 64.3 m. Address: Box 308, Hwy 44 West, Spring Grove, MN 55974. Applicant is headed by Greg Wennes and is

licensee of KQYB(FM) Spring Grove, MN. Filed May 11.

■ **Ruston, IA** (BPH930507MB)—Roger D. Pinton seeks 99.5 mhz; 3.1 kw; ant. 136 m. Address: 2112 Farmersville Hwy., Ruston, LA 71270. Applicant has no other broadcast interests. Filed May 7.

■ **L'Anse, MI** (BPH930505MD)—J B Broadcasting Inc. seeks 106.1 mhz; 50 kw; ant. 150 m. Address: 1801 N. Quinn Street #204, Arlington, VA 22209. Applicant is headed by Barbara Kelly and is permittee of KBMK(FM) Bismarck, ND. Filed May 5.

■ **L'Anse, MI** (BPH930505MC)—L'Anse Broadcasting Inc. seeks 106.1 mhz; 50 kw; ant. 150 m. Address: 610 Greenland Road, Ontonagon, MI 49953. Applicant is headed by Robert M. Schulz, who is licensee of WUPY(FM) Ontonagon, MI. Filed May 5.

■ ***Point Lookout, MO** (BPED930518MB)—College of the Ozarks seeks 91.7 mhz; .2 kw; ant. 46 m. Address: Point Lookout, MO 65726. Applicant is headed by Jerry C. Davis and is licensee of non-commercial educational KCOZ(FM) Point Lookout, MO. Filed May 18.

Actions

■ **Hartford, CT** (BPCT890301KK)—Dismissed app. of Gloria W. Stanford for ch. 18; 158 kw; ant. 189 m. Address: 340 E. Washington Blvd., Unit 005, Pasadena, CA 91104. Applicant has no other broadcast interests. Action May 14.

■ **Jupiter, FL** (BPH890103MD)—Granted app. of Jupiter Broadcasting Corp. for 99.5 mhz; 3 kw; ant. 100 m. Address: 1260 West Third Street, Riviera Beach, FL 33404. Applicant is headed by Charles E. Reid and has no other broadcast interests. Action May 17.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,956	181	5,137
Commercial FM	4,836	910	5,746
Educational FM	1,605	309	1,914
Total Radio	11,397	1,400	12,797
Commercial VHF TV	558	12	570
Commercial UHF TV	592	142	734
Educational VHF TV	124	4	128
Educational UHF TV	240	9	249
Total TV	1,541	167	1,708
VHF LPTV	471	137	608
UHF LPTV	871	988	1,859
Total LPTV	1,342	1,125	2,467
FM translators	1,967	413	2,380
VHF translators	2,472	84	2,556
UHF translators	2,439	388	2,827

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.

¹ Construction permit.

† Penetration percentages are of TV household universe of 92.1 million.

Source: Nielsen, NCTA and Broadcasting&Cable's own research.

■ **New Sharon, IA** (BPH920305MH)—Granted app. of Crown Broadcasting Co. for 99.9 mhz; 25 kw; ant. 90.4 m. Address: 612 Franklin St., Pella, IA 50219. Applicant is headed by Rick Terpstra and has no other broadcast interests. Action May 17.

■ **Reading, OH** (BPED910412MC)—Granted app. of Southwestern Ohio Seniors' Services Inc. for 89.3 mhz; .34 kw; ant. 73 m. Address: 11100 Springfield Pike, Cincinnati, OH 45246. Applicant is headed by Michael A. Hirschfeld and has no other broadcast interests. Action May 17.

■ **Jackson, TN** (BPED930319MA)—Returned app. of American Family Association for 88.1 mhz; .750 kw; ant. 41 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald E. Wildmon and has no other broadcast interests. Action May 12.

■ **Odessa, TX** (BPH920213MD)—Granted app. of Ruben Velasquez for 107.7 mhz; 49 kw; ant. 153 m. Address: P.O. Box 13185, Odessa, TX 79768. Applicant is 75% stockholder of licensee of KND(A)M Odessa, TX. Action May 11.

FACILITIES CHANGES

Applications

AM's

■ **Costa Mesa, CA** KOJY(AM) 540 khz—May 13 application of Mount Wilson FM Broadcaster Inc. for CP to change hrs. of oper. from unlt. to daytime with reduced power of 240 w.

■ **Minneapolis** KNOW(AM) 1330 khz—May 13 application of Minnesota Public Radio Inc. for MP (BP900405AN) to increase power to 5.1kw-9.7kw; make changes in antenna system and change TL adjacent to county road 31-Vernon Avenue, 1.47 km NW of Savage, MN: 44 47 23 - 93 20 53.

■ **Ocean City, NJ** WIBG(AM) 1020 khz—May 18 application of Enrico S. Brancadora for CP to correct coordinates to 39 13 45 - 74 40 53.

FM's

■ **Decatur, AL** WDRM(FM) 102.1 mhz—April 30

application of Dixie Broadcasting Inc. for mod. of CP (BPH-910620IC as mod.) to change antenna supporting structure height.

■ **Mountain View, CA** KSFH(FM) 90.5 mhz—May 10 application of St. Francis High School of Mtn. View for CP to change frequency to 88.1 mhz.

■ **Olathe, KS** KCCV-FM 92.3 mhz—April 30 application of Bott Broadcasting Co. for mod. of CP (BPH-880421NH) to make changes; ERP: 8.1 kw H&V, ant.: 172 m., TL: .6 km east of Highway 7, 1.6 km of Meadowlane School, Olathe, KS (Johnson County), and to change class: C3 (per docket #92-281).

■ **Bismarck, ND** KBMK(FM) 101.5 mhz—May 4 application of J B Broadcasting Inc. for mod. of CP (BPH-910708MC) to make changes to new station: change ant. 301 m.; TL: 8 km southeast of Baldwin, Burleigh County, ND.

■ **Lincoln City, OR** KNJM(FM) 95.1 mhz—May 4 application of Lincoln City Broadcasting Corp. for mod. of CP (BPH-901220MJ) to make changes to new station: change ERP: 6 kw H&V, ant. 258 m.; TL: 1.4 km northeast of Otter Rock, OR.

■ **Bridgeport, WV** WDCI(FM) 104.1 mhz—May 4 application of Dolphin Communications Inc. for CP to make changes; change ERP 1.2 kw H&V; ant. 158 m.

TV

■ **Indianapolis** WISH-TV ch. 8—May 18 application of Indiana Broadcasting Corp. for CP to change ant.: 305 m.; TL: 2500 West Westlane Avenue, Indianapolis, Marion County, IN (39-53-25 - 86-12-20); antenna: Dielectric Communications TCL-12A8 (S). (BT).

Actions

FM's

■ **Minette, AL** WFMI(FM) 106.5 mhz—Granted app. of Baldwin Broadcasting Company (BMPH-921214IG) for mod. of CP (BPH-880805MW as mod.) to change ERP: 7.3 kw H&V, ant.: 185 m., TL: 150 m. NW of junction of U.S. Hwy 31 and AL Hwy. 181, Spanish Fort, AL (Baldwin County). Action May 13.

■ **Casa Grande, AZ** KKER(FM) 105.5 mhz—Granted app. of Arizona Radio Players Inc. (BPH-900525IA) for CP to make changes: change ERP: 50 kw H&V; ant.: 150 m.; TL: NE corner of SE quarter of Sec. 7, T5S-R4E Pinal County, AZ; class: C2 (per MM dkt. 89-75); amended 8-6-90, 9-17-90, 3-12-92. Action May 13.

■ **Garberville, CA** KMUD(FM) 91.1 mhz—Granted app. of Redwood Community Radio Inc. (BPED-930108IA) for CP to make changes; change ERP: .178 kw (H&V); ant.: 759 m.; TL: Pratt Mt., approx. 9.6 km ENE of Garberville, CA. Action May 13.

■ **Yreka, CA** KYRE(FM) 97.7 mhz—Returned app. of Dalamatian Enterprises Inc. (BPH-930419IC) for CP to make changes; change: ERP: 3.25 kw (H&V); change frequency from 97.7 mhz to 103.9 mhz and change class to C1 (per MM docket #90-646). Action May 10.

■ **Ouray, CO** KURA(FM) 105.7 mhz—Granted app. of Outreach Sound Inc. (BPH-930308ID) for CP to change ERP: 7 kw H&V; ant.: -7 m. Action May 13.

■ **Smyrna, DE** WYHH(FM) 92.9 mhz—Granted app. of Kent County Radio Ltd. (BMPH-930115IG) for mod. of CP (BPH-860102NZ) for changes: ERP: 1.7 kw (H&V), ant.: 115 m. TL: Denny's Rd., Dover, Kent County, DE. Action May 12.

■ **Jupiter, FL** WTRU(FM) 99.5 mhz—Canceled CP of Robert B. Taylor (BPH-880831IE) for CP to make changes; change frequency: 99.5 mhz (per MM docket 87-233); install new antenna. Action May 17.

■ **Lanai City, HI** KONI(FM) 104.7 mhz—Granted app. of Ivan N. Dixon III (BMPH-930226IB) for mod. of CP (BPH-890503MQ as mod.) to make changes: install directional antenna. Action May 18.

■ **Rockford, IL** WFEN(FM) 88.3 mhz—Granted app. of Faith Academy (BPED930421ID) for CP to make changes; change ERP 1.6 kw H&V; ant. 177 m.; TL: .3 km north of intersection of Clikeman and Hally Roads and .12 km east of Halley Road. Action May 12.

■ **Columbus, KS** KOCD(FM) 105.3 mhz—Dismissed app. of Saturn Communications Inc. (BMLH-900125ID) for mod. license to relocate main studio to Pittsburg, KS, approximately 17 mi. north-east of Columbus, KS. Action May 19.

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Monday Memo

Cable must "learn more about consumer attitudes toward what we carry."

Cable television operators have become a prime target for the game of "kill the messenger" in Washington.

In addition to the well-known dissatisfaction with cable rates and service, the government and the public have taken aim for two reasons. First, we deliver disturbing messages about the state of American society in general—and about its values and violence in particular. Second, we are seen as producing channels and programs viewers dislike and forcing viewers to pay for them.

It is time to face these realities and to take steps to respond.

Television is a revealing window and a powerful microscope on American culture. What television shows about life, lifestyles and preferences in America today disturbs many people, including me.

Television images produce strong emotions. Flashy cars, luxurious homes, alluring success and sexy bodies create desire, hope, frustration and feelings of inadequacy and rage among viewers. Hideous murders and suicides, drugs, drive-by shooting, carjackings and the molestation and murder of little girls create mass revulsion, anger and fear. They all appear on cable (and broadcast) channels, night after night.

But only cable sends a bill directly for these programs. We deliver an electronic supermarket and charge for it. Cable's diverse choices are also our downfall. Sports fans who never watch A&E still pay for it. Viewers who take cable for its religious channels still receive action-adventure programs on TNT, USA and other channels. Even premium channels carry many movies that don't interest most viewers—and offend others. And the films they do prefer are shown repeatedly.

No one minds paying a fair price for what they like. But many subscribers feel forced to buy the programming

equivalent of the liver they loathe along with the steak they love.

We in the business know why this kind of pricing and packaging has been necessary. Our customers rarely do. Subscribers also do not know that cable systems produce or control few (if any) programs. The fact that most cable operators now insert local advertising and support some local programming magnifies the impression that we, like broadcasters, control what we carry.



By Paul Growald, Small Cities Cable, Shelburne, Vt.

What can we, as cable system operators, do?

■ First, as an industry we can learn more about consumer attitudes toward what we carry and then respond to their concerns.

■ Second, we can educate our customers about how to use television, video and the emerging technologies connected to them, to get the most satisfaction and the least dis-

pleasure from the services we offer. We can help subscribers get whatever they want from what we carry. One way to start is to help customers use their VCR's for time-shifting.

■ Third, we should promote and expand the excellent work of Cable in the Classroom. The cable industry should become a leader in promoting the wisely managed use of television everywhere.

■ Fourth, we should upgrade the customer-friendliness of our services, equipment and staffs. Innovations such as retiering our channels and retooling our systems with more advanced converters could boost subscriber satisfaction. Improved performance in the home and on the phone is the answer, not convention slogans or slick public relations campaigns.

If we act now, these and other changes could move cable operators out of the line of fire, from being targets of wrath to becoming our customers' communications carriers of choice in the decades to come. ■

Founder and Editor
Sol Taishoff (1904-1982)

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Fifth Estater

Jim Conrad Paratore

Jim Paratore learned a simple rule early in his career: If you don't ask, you don't get. He has practiced that philosophy in a 17-year cycle through studio and station ranks, receiving a thorough grounding in nearly every facet of TV production, development, promotion and sales.

Nevertheless, as president of Telepictures, Warner Bros.' first-run TV production division, Paratore "feels like a kid again" when it comes to exploring new programming opportunities with the Time Inc. publishing divisions and emerging technologies.

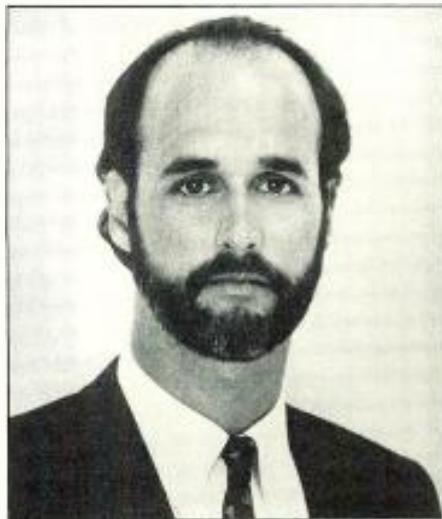
Paratore majored in communications at Loyola University in New Orleans, where, he says, classroom education little prepared him for the "realities of the marketplace" during a mild economic downturn during the mid-1970's.

While sitting in a bar in the French Quarter pondering his future, he happened upon a business card on the bulletin board with Warner Bros. southeast regional salesman Dave Seiler's name and number on it.

Paratore made a cold call to Seiler and asked if he knew of any stations hiring entry-level production staffers. Seiler introduced him to T.B. Landford, owner of KALB-TV, an ABC affiliate in Alexandria, La. Offered what Paratore jokes was "sub-minimum wage," he nonetheless accepted a cameraman position. Nine months later, he was promotion manager.

Looking to promote his own fortunes, Paratore attended his first NATPE convention in Miami in 1977. His goal was to jump from the 182nd ADI market to a major station group. He landed a post with Post-Newsweek's WJXT-TV Jacksonville in charge of its promotion efforts.

"I saw promotion as a natural growth experience and a great transitory vehicle into eventually creating, developing and producing programming," says Paratore, who followed with early-1980's promotion and programming positions at Miami stations



WPLG-TV and WTVJ-TV. "The promotion manager or director is in the centralmost position—the one executive, outside of the general manager, who deals with every department."

Paratore joined then Lorimar-Telepictures in 1987 as vice president of production. The merger between Warner Bros. and Time Inc. less than three years later opened up a host of development opportunities. Recently, Paratore has seen exactly what the Time Inc. publications can bring to the table. He is on the verge of unveiling several network and syndication projects formulated to feed off the brand recognition and editorial resources those magazines offer.

Paratore has linked with Time Inc. Ventures President Bob Miller to create a division, Time Telepictures Television, which has hired several veteran executives to develop for TV such magazine properties as *Time*, *People*, *Entertainment Weekly* and *Sports Il-*

lustrated. Key to that strategy, says Paratore, was the recent hiring of network news programming executive Av Westin (formerly of ABC and CBS) and former *Entertainment Tonight* executive producer David Nuell to oversee development on the East and West Coasts, respectively.

"The goal is to tap into the tangible editorial resources all of the print properties offer. News and reality programming has had a strong growth curve on the networks and syndication, and will similarly expand through cable and programming-on-demand, so it's really exciting to be in this end of the business as a major supplier."

Paratore was responsible for scouting two of Warner Bros. Domestic Television Distribution's most recent talk show hosts, Jenny Jones and Jane Whitney. Although Jones got off to a rocky start in her first season in syndication, Paratore dramatically altered the

format to a single-topic, issues-oriented show. Patience paid off, and *Jenny Jones* moved up to a 3-plus rating average this season.

Not everything went smoothly for Paratore when he first joined Lorimar-Telepictures. He was brought in to head up production on *Value Television (VTV)*, a morning syndicated home shopping block that, he says, "achieved strong transactional sales revenues, but the ratings were not

strong enough to sustain it on stations... Now, with what I see Barry Diller and John Malone doing with the QVC Network [home shopping cable channel], it kind of makes me sick to think that we were just slightly ahead of our time." ■

President, Telepictures Productions, Burbank, Calif.; b. New Orleans, 1953; BA, communications, Loyola University, New Orleans, 1975; KALB-TV Alexandria, La.: cameraman/director, 1976, promotion manager, 1976-77; WJXT-TV Jacksonville, Fla.: director/promotion producer, 1977, advertising and promotion manager, 1977-79; WPLG-TV Miami: advertising and promotion manager, 1979-81, program director, 1981-84; director of programming and promotion, WTVJ-TV Miami, 1984-87; Lorimar-Telepictures, Culver City, Calif.: VP, production, 1987-88, senior VP, first-run development, 1988-90; senior VP, Telepictures Productions, 1990-91; present position since January 1992; divorced; child: Martinique.

Fates & Fortunes

TELEVISION

Appointments at Time Warner, New York: **Robert Brodbeck**, assistant controller, named VP; **Toni Fay**, director, community relations, named VP, community relations.



Ed Trimble
Gaylord



Lori Bardwil-Shackel
ITC



Hillary Mandel
GGP



Dunia Shive
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John Waugaman
Group W Radio

Ed Trimble, VP/GM, KTVT-TV Dallas/Fort Worth, named head, Gaylord Broadcasting Television Group, there.

Lori Bardwil-Shackel, VP, creative services, ITC Entertainment Group, Los Angeles, named VP, marketing, creative services.

Doug Martz, account executive, Group W Productions, Los Angeles, joins MTM Worldwide Distribution, Studio City, Calif., as western region sales manager.

Vicki Liviakis, reporter/co-anchor, KCOP-TV Los Angeles, joins Fox Broadcasting, Beverly Hills, Calif., as correspondent for new Fox News magazine series.

Frank Radice, manager, advertising, promotion, WCBS-TV New York, joins NBC there as director, on-air promotion.

Julie Farin, manager, publicity, promotion, Multimedia Entertainment, New York, joins King World Productions there as director, publicity, King World's *Inside Edition* and *American Journal*.

John Kalish, series producer, MTV's *Like We Care*, New York, joins ABC's *Good Morning Ameri-*

ca/Sunday, as producer.

Marguerite Heilman, director, employe benefits, Viacom International, New York, named VP.

Fran Kaufman, VP, public affairs, Children's Television Workshop, New York, resigns.

Morning America news, New York, joins NBC News there as executive producer, special events.

R. Kent Replogle, president, WKCH-TV Knoxville, Tenn., joins WHNS-TV Asheville, N.C., as VP/GM.

Appointments at GGP, Corte Madera, Calif.: **Hillary Mandel**, director, acquisitions, distribution, named VP; **Sam Peck**, director, midwest sales, ITC Entertainment Group, Los Angeles, joins as director, midwest syndication sales; **Michael Kantor**, account executive, Network Ventures, New York, joins in same capacity.

Kevin Smith, correspondent, *Japan Business Today*, Japan, joins Reuters Television Ltd.'s *The Nightly Business Report*, Los Angeles, as West Coast correspondent.

Diane Eastabrook, money editor, WYNT-TV Albany, N.Y., joins Reuters Television Ltd.'s *The Nightly Business Report*, Chicago, as midwest correspondent/bureau manager.

Rich Aurichio, president/COO, The Arbitron Company, New York, joins the Katz Corporation there as senior VP, corporate strategy.

Amy Rosenblum, producer, Multimedia Entertainment's *Sally Jesse Raphael*, New York, named coordinating producer.

David Bohrman, executive producer ABC's *World News Now*, *World News This Morning* and *Good*

Richard Fraim, VP/GM, KLAS-TV Las Vegas, named president/GM.

Lisa Mendonca, syndication traffic manager, Republic Pictures Domestic Television, Los Angeles, named account executive, TV sales.

Martha Strauss, VP, international sales, D.L. Taffner Ltd., New York, joins RHI Entertainment there in same capacity.

Kirk Winkler, former news director, KETV-TV Omaha, Neb., forms Winkler and Associates, there.

Dunia Shive, assistant controller, Tyler Corporation, Dallas, joins A.H. Belo Corporation there as controller.

Scott Baker, weeknight anchor, WSEE-TV Erie, Pa., joins WTAE-TV Pittsburgh as co-anchor.

Ashley Velie, custom producer, Conus Communications, Washington, named special projects producer.

Rob Cizek, news director, WKJG-TV Wayne, Ind., joins WFSB-TV Hartford, Conn., as assistant news director/executive producer.

Appointments at Katz Corporation, New York: **Regina Kitson**, assistant, corporate communications, named

coordinator, events, special projects; **Lisa Hodor**, editorial assistant, corporate communications, named staff writer.

Lawrence Kaplan, account manager, Landin Media Sales, Chicago, joins Katz Independent Television there as sales executive.

RADIO

John Waugaman, regional VP, Group W Radio, New York, named executive VP.



Ed Salamon
Unistar



Frank Shepherd
Stauffer Comm.



Benedict (Ben) White
HSN



Barry Rahmy
ESPN



Steve Risser
ESPN

Ed Salamon, president, programming, Unistar Radio Networks, New York, elected president, board of directors, Country Radio Broadcasters.

Frank Shepherd, executive VP/COO, Stauffer Communications, Topeka, Kan., named president/CEO.

David Kleinbart, western director, CBS Radio Networks, affiliate relations department, Los Angeles, named account executive, CBS Radio Networks, western region office, there.

Nina Gladir, account executive, CBS Radio Networks, eastern sales office, New York, assumes similar responsibilities for CBS Radio Networks, western region office, Los Angeles.

Bob Kiersznowski, account executive, Katz Radio, Atlanta, named sales manager, Katz Radio, Boston.

Doran Roberts, marketing representative, Mercury Express, Dallas, joins Katz Radio there as account executive.

Appointments at Mid-Atlantic Network, Winchester, Va.: **Tom Scheithe**, GM, WINC-AM-FM Win-

chester, assumes additional responsibilities as GM at WBQB(FM)-WFVA(AM) Fredericksburg, Va.; **Chuck Peterson** and **John Bloom**, sales team leaders, WINC, named local sales manager and regional sales coordinator, respectively.

Cara Sabin, news, public service director, WAZU-FM, joins WHIO(AM) Dayton, Ohio, as morning news anchor.

Anna Kosof, GM, WGBO-FM Newark, N.J., resigns.

Mike Buxser, regional VP/GM,

executive, there; **Ginny Manchester**, senior accounting systems analyst, named financial systems administrator; **Paul Rossi**, manager, satellite transmission, named manager, electrical maintenance, satellite services; **Barry Rahmy**, manager, graphics, facility coordinator, named director, graphics; **Michael DeLucia** and **Charita Weaver**, graphic art operators I, named graphic art operators II; **Michelle Markides-Holquist**, sales coordinator, named senior sales coordinator; **Judy Borbas**, network facility coordinator,

WSIC(AM)-WFMX-FM Stateville, N.C., named VP/COO, Adventure Communications, there.

Alexander Lobeck, GM, WIBW, named assistant VP, radio, Stauffer Communications, there.

CABLE

Benedict (Ben) White, head, celebrity division and president, Home Shopping Network Lifeway Health Products, Inc., St. Petersburg, Fla., named president, celebrity marketing, products.

James Dunleavy, VP, National Westminster Bank USA, New York, joins Communications Equity Associates there in same capacity.

Appointments at ESPN, Bristol, Conn.: **Paul Leger**, account executive, affiliate sales, marketing, southeast region, named senior account executive, southeast region; **Barbara Palczewki**, account executive, affiliate sales, marketing, northeast region, named senior account executive, northeast region; **Gayle Vezine**, account executive, affiliate sales, marketing, central region, Chicago, named senior account

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named senior network facility coordinator; **Christine Caddick**, production assistant, named associate producer; **Steven Peresman**, assignment editor, Los Angeles, named bureau producer; **Karen Yokomizo**, production assistant, named assignment editor; **Steve Risser**, program manager, named director, program acquisitions; **Pam Oliver**, sports anchor, KHOU-TV Houston, joins as correspondent, *Sports-Center*, there; **Diane Sbordone**, assistant operations producer, named supervisor, remote technical operations; **Christine Salomon Joseph Santagata**, **Lori Stefanski** and **Mike Winslow**, studio technicians I, named studio technicians II.

Bob Storin, promotions manager, Home Team Sports, Bethesda, Md., named director, marketing services, Group W Satellite Communications, Stamford, Conn.

Joan Teitelman, account executive, USA Network, New York, rejoins Group W Satellite Communications there in same capacity.

Paula Sullivan, new media services consultant and co-founder, principal, Media Management Services, New York, joins Graff Pay-Per-View Inc. there as VP, corporate development.

Appointments at the Family Channel, Virginia Beach, Va.: **Lynette Volkening**, staff publicist, public relations department, named public relations manager, entertainment,

media trades; **Karen Wynn**, staff publicist, named public relations manager, advertising, international trades.

ADVERTISING

Halina Cowlin, media research associate, DDB Needham, Chicago, named media research supervisor.

Appointments at DDB Needham, Washington: **Julie Rosenthal**, account executive, named senior account executive; **Emily Goldenberg**, account executive, Stoller & Bard, New York, joins in same capacity.

Cathy Isaac, account executive, TeleRep, New York, joins Harrington, Righter & Parsons Inc., there, in same capacity.

Terry Akins, account executive, KOIT San Francisco, joins Harrington, Righter & Parsons Inc., Los Angeles, in same capacity.

DEATHS

Carlton Morse, 91, creator and writer of the longest-running soap opera in American radio history, *One Man's Family*, died May 24. Cause of death was not reported. *One Man's Family* was about a family that lived in the posh Sea Cliff area overlooking the Golden Gate Bridge in San Francisco. The program ran nationally from 1932-59. It went off the air

Women's Accolades

Women In Cable will present seven Accolade awards during its annual Accolade breakfast Wednesday in San Francisco. Women In Cable honors individuals and companies who have shown continuing support for the activities and mission of the association. The 1993 awards: Woman of the Year—Linda Ellerbee, president, Lucky Duck Productions; Woman to Watch—Martha Martin, director, affiliate sales, central region, E! Entertainment Television; Accolade of the Year—Tony Cox, chairman/CEO, Showtime Networks; Rita Ellix Accolade—Ann Carlsen, president, Carlsen Resources; 1993 Individual Accolade—Dianne Blackwood, GM, Time Warner Cable, and 1993 Corporate Accolades—ANTEC Corp. and MTV Networks. —MB

after 3,256 episodes. He worked for several papers, including the *San Francisco Chronicle*, before taking a writing job at NBC in 1929.

Lee Kanipe, 66, veteran newscaster and anchor at WITN-TV Washington, N.C., died May 14 following a lengthy illness at a nursing home there. Kanipe had been with WITN-TV from 1970-85. He also worked at stations in Charlotte and Greenville, both North Carolina. Survivors include his wife, Ozell, a son and a daughter.

Phil McLean, morning personality, WLOW-FM Hilton Head, S.C., died May 28 from bone cancer at Hilton Head Hospital. McLean started his broadcasting career at WJLB-FM Detroit. He moved to WERE(AM) Cleveland and later was also heard on WHK(AM) and WWWE(AM), both Cleveland. He also worked at WNEW-FM New York. McLean moved to Hilton Head in the late 1970's and joined WHHR(AM). His voice was the first heard on WLOW-FM.

Vince Marino, 76, disc jockey who helped popularize Dixieland jazz in central California, died May 29. Cause of death was not reported. His Sunday program, *Dixieland's My Beat*, aired on KUOP-FM Stockton, Calif., for 25 years.

NCTA's Vanguard winners

The National Cable Television Association announced the recipients of its 1993 Vanguard and President's Awards. The Vanguard Awards, the cable industry's highest honor, are presented in seven categories: Distinguished Leadership—Ralph Roberts, chairman, Comcast Corp., and Ann Burr, president, San Diego division, Time Warner Cable; Young Leadership—Scott Kurnit, former president, Showtime Event Television and soon to be executive VP, consumer products, Prodigy; Programers—Thomas Freston, chairman/CEO, MTV Networks; Associates—Gordon Halverson, executive VP, sales, marketing, ANTEC; Science and Technology—Thomas Elliot, VP, engineering, technology, TCI; State/Regional Association Leadership—Emmett White, senior VP, Chicago/St. Paul region, Continental Cablevision, and Marketing—Julia Sprunt, VP, marketing, communications, Turner Broadcasting System.

Amos Hostetter, chairman/CEO, Continental Cablevision, and Timothy Boggs, senior VP, public policy, Time Warner Inc., will receive President's Awards in recognition of their special contribution to the NCTA and the cable industry. The awards will be presented Wednesday at the concluding dinner and ceremony of the NCTA national convention in San Francisco. —MB

Closed Circuit

Second satellite TV package planned for Asia

A group of major U.S. cable networks is expected to announce the formation of a new satellite TV package in Asia. HBO, CNN International, ESPN, The Discovery Channel and an Australian network are in negotiation to join forces aboard a new, as yet undisclosed, regional satellite to expand their existing coverage and compete directly with Hutchvision's Pan-Asian satellite service, Star TV. Apart from Discovery, which has been looking for a place to launch an Asian edition of its channel and may yet join another partnership in the region, all of the other major partners are already active networks in Asia, transmitting from Indonesia's Palapa satellite. While Palapa dominates the southeast Asian footprint, its reach is insufficient to

develop audiences in China, Hong Kong and Taiwan, some of the more lucrative of Asia's fast-growing economic powerhouses. CNNI, in particular, faces stiff competition in Asia from Star-BBC World Service.

According to Discovery's Dom Fioravanti, senior vice president of corporate development and international, the channel will launch on Palapa by next year, but southeast Asia is only the beginning and the channel hopes to work with its American cable counterparts while not closing the door to other options such as Star. "Asia is the marketplace of the 21st century, especially China and India.... We're interested in being there at the beginning to help define the market, but we're keeping our options open," Fioravanti says.—MA

WASHINGTON

Power lunch

Among the criticisms aimed at NCTA's Jim Mooney is that he lacks a strong relationship with FCC officials (see story, page 10). That may or may not be true, but last week he was spotted at Washington's Sam & Harry's restaurant having lunch for the first time with Commissioner Andrew Barrett. Ken Duberstein, an outside Republican lobbyist for NCTA, was also a member of the party. It was a "casual lunch," Barrett said, adding that no serious business was discussed.

Another hat in ring

William Kennard, communications attorney and one-time NAB staff attorney, is the latest candidate to emerge for the FCC chairmanship. His firm, Verner, Liipfert, Bernhard, McPherson & Hand, has strong ties to the Clinton administration. Kennard was runnerup for the NTIA job that went to Larry Irving. Even if he fails to nab the FCC post, speculation is he will land a top appointment elsewhere.

Counterpoint

BROADCASTING & CABLE's interview two weeks ago with CBS's Jay Kriegel on retransmission consent

raised some hackles among cable operators. Joe Collins, chairman of Time Warner Cable, called the piece "unbalanced." Asked later if he wanted to respond in an interview, Collins declined, saying, "It's too horrible to respond to."

Satellites on the highway

The satellite industry is becoming increasingly strident in its efforts to be included in the information super-highway concept under study by the White House and Congress. The Satellite Broadcasting & Communications Association says satellites already can do 90% of what the planned fiber optic network could do when it is completed in the next century.

LOS ANGELES

Tropical topic

Although not delivered in time to be considered for inclusion on the fall schedule, a two-hour pilot for a project shot in Bermuda is getting a look from NBC executives. *Bermuda Grace*, produced by London Weekend Television and Catalyst Entertainment, stars William Sandler (who co-starred in "Die Hard II"), David Harewood and Serena Thomas. In the project, Sandler portrays a cynical Philadelphia cop who travels to the

tropical island to solve the murder of a beautiful socialite. NBC is considering the project for possible back-up status, and could if needed fit into the network's Friday night mystery wheel.

Robotalk

Less than a month after Skyvision Entertainment acquired the TV rights to *RoboCop* from Orion Television, sources in the Hollywood production community say negotiations for domestic distribution are close to being completed with Rysher TPE.

NEW YORK

Syndication news

Ever since Time Publishing Ventures and Telepictures (a first-run production division of Warner Bros.) formed Time Telepictures Television a little over a month ago (BROADCASTING & CABLE, May 10), rumors persist that the Time Inc. publications will soon be translated into TV projects. One of the newest, and some say likeliest scenarios, is that TTT and Warner Bros. Domestic Television Distribution will be unveiling a "CNN-style news service for syndication" this July that will serve as the launch platform for at least one syndicated strip and possibly several syndicated weeklies.

In Brief

ABC-TV and QVC have joined in a daytime TV-shopping venture. The collaboration will begin with an exclusive line of *All My Children* products, including apparel, jewelry and collectible memorabilia. *All My Children* star Susan Lucci will appear on the live premiere of *The All My Children Shoppe* July 17.

Hughes's DirecTV signed agreements with The Discovery Channel, The Learning Channel, C-SPAN and C-SPAN2 and E! Entertainment Television last week. The agreements bring to 16 the number of basic cable services that have agreed to be carried on the direct-broadcast satellite service, which is scheduled to go on the air early in 1994.

WHYN-AM-FM Springfield, Mass., and WWBB(FM) Providence, R.I., were sold by Wilks-Schwartz Broadcasting to Radio Equity Partners for \$25.65 million. Buyer is an investment group headed by George Sosson with no other broadcast interests. Seller is owned by Donald L. Wilks and Michael E.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 23. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.0/222/98
2. Jeopardy!	11.6/216/99
3. Star Trek	11.3/245/99
4. Oprah Winfrey Show	10.5/236/99
5. TV Net Movie	9.7/157/96
6. Star Trek: Deep Space	9.0/236/99
7. Entertainment Tonight	7.7/186/96
8. Wheel Of Fortune-wknd	7.2/178/84
9. Inside Edition	7.0/176/95
9. Married...With Children	7.0/194/97
11. Roseanne	6.6/140/86
12. Current Affair	6.4/183/96
13. Baywatch	6.2/178/95
14. Designing Women	5.9/209/98
14. Hard Copy	5.7/159/93

Schwartz, who own three FM's and one AM and have purchased, subject to FCC approval, two FM's and an AM. Broker: Blackburn & Co.

WJZE(FM) Washington was sold by United Broadcasting Co. to Colfax Communications for \$19.5 million. Buyer, principally owned by Steven and Mitch Rales, also owns WGMS(FM)-WTEM(AM) Washington and

has purchased, subject to FCC approval, WCTS(FM) and KQQL(FM) both Minneapolis. Seller owns four AM's and three FM's. Broker: Star Media Group.

Nearly three years after its formation, **the Fox News Service has been disbanded** and folded into the newsgathering operation at Fox O&O WTTG Washington. The move is expected to save Fox "several millions of dollars," said Piers Akerman, Fox executive VP, who oversaw the news service and is WTTG's news director. Of the 29 full-time and 19 freelance employees at the news service, only four will be transferred to WTTG: An overabundance of news and duplication of effort were cited as causes for the end of the Fox News Service. "We were doing eight feeds a day for stations that basically had only one newscast a day," said Akerman.

Multimedia start-up company 3DO wants to move into cable. At the Consumer Electronics Show in Chicago last week, 3DO President Trip Hawkins announced the company was "developing a cable system version of 3DO technology." Although light on details, the company said its interactive multimedia player system could either be used as a set-top box or be situated at a hub to provide on-line games and entertainment. 3DO said the technology was ideally suited as a front end for a 500-channel system.

FCC Commissioner Andrew Barrett has dissented from a commission decision to issue a license for a new FM station in Huron, Ohio, to Luipold Broadcasting. Barrett said the license should have gone to minority-owned Huron Broadcasting. Luipold is owned by a woman, and the FCC no longer uses gender-based preferences. The commission's review board had recommended that Luipold get the license because the owner is a resident of the area and has worked in local radio for 20 years. Although Huron's

BNB gets down to business

Today is the expected launch for a TV business news service, Business News Broadcasting. The New York-based company, operating from space at the New York Stock Exchange, will provide several one-minute stories per day, along with a 90-second weekly commentary, said the show's executive producer, Tim Donovan. The on-air reporter will be Ken Prewitt (r), formerly with CBS and ABC news.

Donovan described the service's mandate: "There is a hole in business and economic and money coverage. We will do it with a higher quality and lower cost than anyone in the business." One story that he suggested might be of value to local news was an analysis of how regionally based industries are doing. He added that BNB would not provide stock or other investment tips.

The daily stories are being fed by satellite at 4:45 p.m ET on Telstar 301. Donovan said the service will start with clients covering 38%-40% of television households.



—GF

owner had promised to move to the community, he is not a resident of the area, nor does he have local radio experience. Barrett said the license still should have gone to Huron, based on the commission's policy of encouraging minority ownership. Barrett said this is the first time he has dissented in such a license decision.

The FCC has decided not to enforce its ban on ads for legal casinos on Nevada TV stations in light of an April court decision saying the ban violates the First Amendment rights of the two stations that brought

the case. The commission said it expects the court decision to be appealed, but, in the meantime, it will not enforce the ban on any station licensed in Nevada.

European consumer electronics manufacturer Thomson CSF, which is owned mostly by the French government, is officially for sale. A Thomson spokesman last week confirmed earlier reports that the company would be part of a major privatization drive by France's newly elected conservative government (BROADCASTING & CABLE, May 31). The government's 76% share is for sale for about 300 billion francs, or

approximately \$56 billion. Thomson is the parent company of U.S.-based Thomson Consumer Electronics, which is a partner in the grand alliance of U.S. HDTV companies.

Word surfaced in New York and Los Angeles late last week that **Twentieth Television intends on ending production of its late fringe strip *Studs*** and pull it from syndication at the end of this season. Rumors have it that Twentieth may be seeking to keep the show alive for Fox Inc.'s new cable channel, which TCI's systems have agreed to carry. Twentieth officials were unavailable for comment last Friday.

New syndicated hours drop in May sweeps

The freshmen syndicated weekly action-adventure series, most of which air on independent stations and Fox affiliates in prime time and prime access, suffered slight declines from year-ago time period averages in the just-completed Nielsen May sweeps. The lone exception was Paramount's *Star Trek: Deep Space Nine*, which improved stations' year-ago time periods by 33%.

Among the adult first-run strips, Group W Productions' daytime *Vicki!* has continued to get positive year-to-year and lead-in numbers. Two late fringe talk strips, *Rush Limbaugh* and *NightTalk with Jane Whitney*, also improved over their lead-in programing and

are close to even with year-ago time period averages.

On the children's front, *Batman*, which has a slight advantage running on the 140-affiliate-plus Fox Children's Network, continued to post significant growth over comparable sweeps period despite the fact that children's viewing levels fall in warmer weather.

As expected, the high exposure off-network sitcoms continued to be reliable performers, most notably Viacom's *Roseanne* and Warner Bros.' *Full House* (the latter of which triggered in some markets last year). Of the new hour-long off-network dramas to enter syndication this season, *In The Heat Of The Night* was a bright spot for independents.

—MF

		HH Rtg/Share	Lead-in	5/92 TP	Share % chg
First-run weeklies	Highlander	2.7/5	3.7/8	3/6	-17%
	Kung Fu: Legend	4.4/7	4.1/6	4.9/8	-13%
	Renegade	3.8/7	4.7/10	4/8	-13%
	Star Trek: DSN	6.9/12	5.9/11	5/9	+33%
	Time Trax	3.8/6	5.8/10	4.3/8	-25%
	Untouchables	3.0/5	5.8/10	4/8	-38%
First-run strips	Batman*	3.9/10	3.6/10	3.3/8	+25%
	Goof Troop	3.2/8	2.7/8	3.4/9	-11%
	NightTalk/Jane Whitney	2.7/10	3.0/9	2.0/11	-9%
	Rush Limbaugh	2.7/10	2.6/9	2.4/11	-9%
	Vicki!	2.7/12	2.6/11	2.2/10	+20%
Off-network strips	Designing Women	3.9/13	5.1/13	3.5/10	+10%
	Full House	5.8/12	4.4/10	5.0/10	+20%
	In the Heat of the Night	3.1/9	2.6/8	3.0/8	+13%
	Murphy Brown	4.4/9	5.3/10	5.4/11	-18%
	Roseanne	6.8/13	5.1/11	5.6/11	+18%
	The Wonder Years	3.7/8	4.5/10	4.2/7	+14%

Source: Nielsen Media Research's weighted MarkeTrak reports (NSI, April 29-May 26, 1993). **Batman: The Animated Series* is cleared on Fox Children's Network weekday lineup, technically making it a network-cleared program.

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Editorials

More good news than bad

The sky isn't falling on the cable industry. No matter the severity of the setbacks in this past year, cable remains the television medium to beat in terms of its future prospects and possibilities. Yet the expectation is that this week's San Francisco convention of the National Cable Television Association will be downbeat. It shouldn't be.

Instead, cable should count its blessings and capitalize on its assets. It has a commanding position among U.S. TV homes. Compression and fiber optics will leverage that capacity into a monumental channel presence in the next few years. The industry's leadership is vital, imaginative and determined; just think of being able to field an industry with the likes of Malone, Turner, Dolan, Hostetter, Levin/Collins/Fuchs, Hendricks, Roberts, Jones, Biondi/Freston/Laybourne, Koplovitz. That's what cable's competition is up against.

There's greater reason to be uneasy on the political and customer relations fronts. The very successes that have propelled cable to its present eminence have brought the wrath of Washington down on the industry. An apparent/perceived arrogance has dogged its ability to turn aside the worst blows. That is the legacy with which Jim Mooney has had to deal in representing cable to Congress and the FCC, and it's one that haunts him now as a restless membership worries about NCTA's future.

It's not the first time Mooney's job has been imperiled. His is a high-risk—as well as a high-wire—profession, and both the good and the bad come home to his roost. If it's decided that he is to take the fall for the Cable Act, we'd say he's history. If, on the other hand, Mooney is judged for his lifetime batting average, he could dodge this bullet, too.

There's no doubt that cable's penetration has got to be as deep in Washington as it is in the country at large, and that will require some sweeping change. The sooner the better.

Pollyannish perspective

They say that the forces that change society for the better often wreak havoc in the meantime. That surely applies to the escalating warfare between the cable and broadcast industries over the matters of must carry and retransmission consent. The way it's shaping up now, most broadcasters are going for retrans. Most cable operators are saying they won't pay a dime. The gap gets wider and the rhetoric uglier by the day.

It's going to be a long, hot summer, and it will seem that no solution is in sight. But what we don't see happening is these two industries coming to loggerheads, with

cable abandoning its major broadcast signals and broadcast retreating to rabbit ears. There'll be a break along the way, and a deal, and then broadcasting and cable will be contractually committed forever. The Sturm und Drang will be forgotten, and both media will move on to a brave new world.

Well, it may not be all that easy, but that's our bet. We think all parties will emerge better off in the long run.

Setting the hook

In 1990, when Congress gave broadcasters an antitrust exemption to pow-wow on violence self-regulation while taking great pains to point out it was entirely voluntary, we warned that it was nothing of the sort and to be prepared for an army of would-be censors to burst from the belly of this Trojan horse. The trap door appeared to be opening last week with the news that Senator Conrad Burns was spearheading the creation of a task force to pressure the networks into censoring themselves. The task force, whose ranks include the National Coalition on Television Violence, Americans for Responsible Television and something called the Alliance Against Violence in Entertainment for Children, plans to collect petitions from "concerned citizens" and present them to industry executives at a planned Aug. 2 meeting in Los Angeles.

Sounds very voluntary so far: Simply "concerned citizens" putting in their one cent's worth. Read on. Burns adds that TV executives have a "narrow window of opportunity" for self-regulation. "Unless the industry acts voluntarily," he says, "the mood in Congress is clearly leaning toward other solutions." We're all too familiar with those solutions. (The unconstitutional 24-hour indecency ban barnacled to a budget bill springs to mind.)

The message couldn't be clearer: self-regulate...or else. That's not voluntary; that's censorship.



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