

MAY 23

# Broadcasting & Cable

The Newsweekly of Television and Radio

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**Barry Diller** /19

**NCTA New Orleans** /32

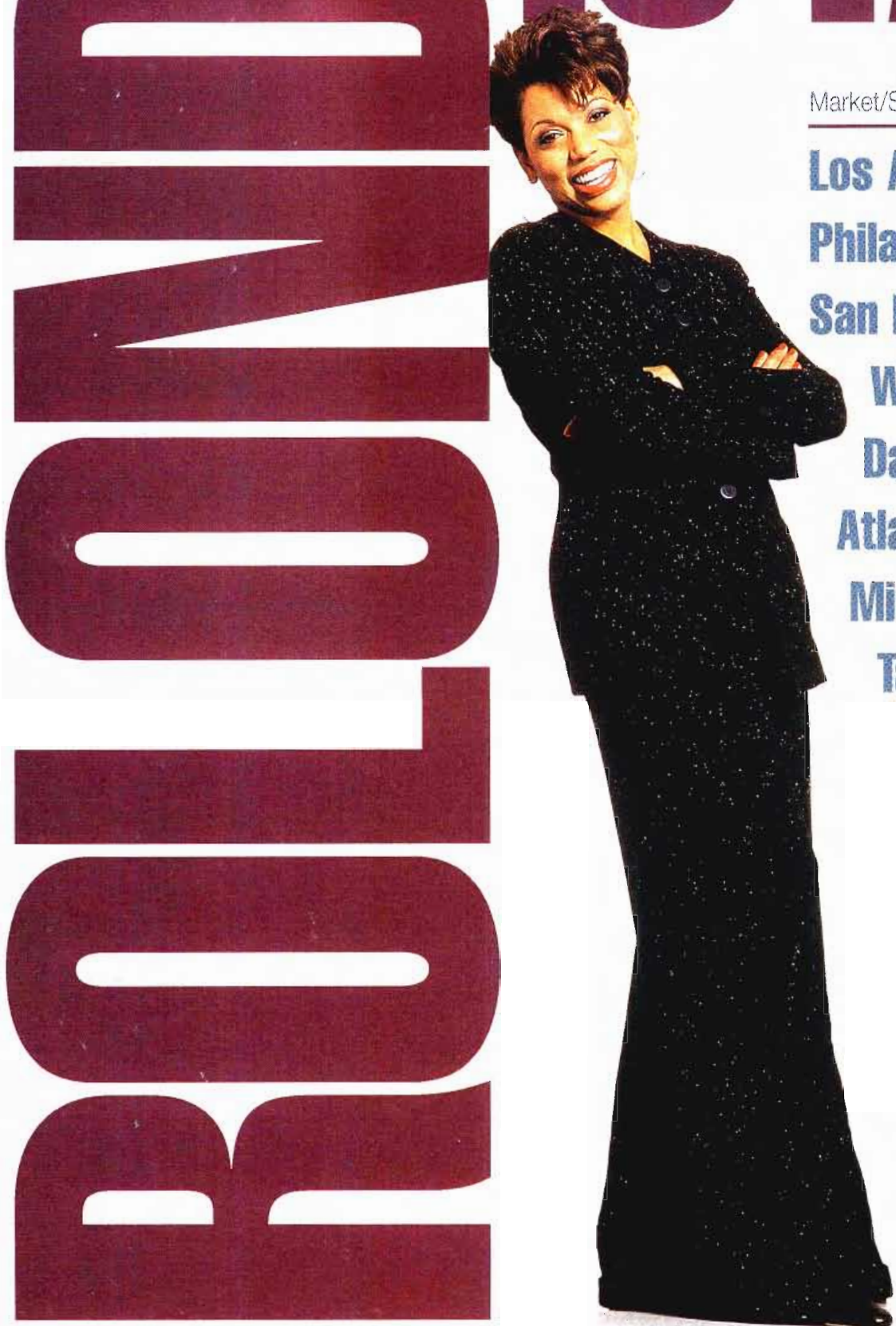
**EXCLUSIVE SURVEY**  
**What the U.S. wants from the interactive highway** /6

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Introducing  
**Telemedia Week**  
 PAGE 61



# WORLD IS TALL



Market/Station

- Los Angeles - KCAL
- Philadelphia - KYW
- San Francisco - KPIX
- Washington, DC - 1
- Dallas - WFAA
- Atlanta - WXIA
- Minneapolis - WCC
- Tampa - WTVT

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# KING IT UP!

Share %  
Feb '94 vs May '94

Market/Station

Share %  
Feb '94 vs May '94

**+29%**

**Sacramento - KCRA**

**+11%**

**+8%**

**Baltimore - WJZ**

**+9%**

**+30%**

**Hartford - WTNH**

**+10%**

**+14%**

**Indianapolis - WRTV**

**+20%**

**+19%**

**Portland, OR - KGW**

**+22%**

**+7%**

**Milwaukee - WISN**

**+57%**

**+16%**

**Cincinnati - WCPO**

**+12%**

**+31%**

**Kansas City - KMBC**

**+8%**

SOURCE: FEB '94 VS 2 WK. AVG. MAY '94. NFLSEN. DATA 1994.

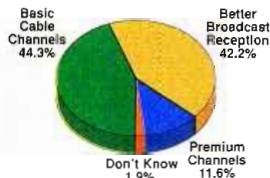
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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

What's the most important reason you subscribe to cable?



### Cable ready: Survey rates appeal of interactive services

Video on demand may be the driver of "a whole new media business," but cable subscribers also have a strong interest in other services, including on-screen program guides, rebroadcasts and the ability to choose camera angles, according to a BROADCASTING & CABLE survey. More than half of those surveyed are eager to sample more of the long-promised interactive TV services. / 6, 75

**Time Warner dials up Rochester** A breakthrough deal with a local telephone company and state regulators has cleared the way for Time Warner to enter the local telephone business in Rochester, N.Y. In turn, the door may be opened for the telco to compete in the cable television and video market. / 10

**Bell plans more video nets** Bell Atlantic will start building two-way video networks in the Northeast within the next 18 months and in another 14 markets within five years. / 10

**Fox considers moving 'Simpsons'** *The Simpsons* may move from its successful Thursday night slot to Sunday after Fox's newly acquired NFC football coverage. That's one decision among several to be made for the network's fall schedule. / 12

**Seven fat years after seven lean?** It is estimated that this year's network prime time upfront market may exceed \$4 billion. Reasons include a strong year for network television and the improved economy, trends that network executives hope will continue. / 14



## COVER STORY

### Barry Diller: TV's smart agent

The chief executive officer of QVC can be counted among those individuals who have had the greatest influence on television in the past decade. In an interview with BROADCASTING & CABLE, Diller comments—and doesn't comment—on his version of the communications future. / 19

### QVC: Setting sale into TV's future

The conventional wisdom is that investors are unsure whether Barry Diller can lead QVC into the promised land without Paramount in tow. But Diller has taken steps to reverse the company's slowing growth. / 28

## NCTA '94

### Decker Anstrom's dual vision

On the eve of the NCTA convention, association president Decker Anstrom shares his short- and long-term views of cable's future. For now, the industry is seeking super-highway legislation this year because it is ready to compete in the telephone business, he says. / 32



Decker Anstrom / 32

## Coming attractions

The ever-expanding list of would-be cable networks has been growing weekly. Planning to launch are The Automotive Television Network, MTV Latino and TV Macy's, among many others. Here's your guide. / 46

### New networks jockey for channel position

Launching a new cable network no longer means just selling some advertising time and collecting carriage fees from MSOs. New networks now are finding different ways to launch. In fact, they might want to consider paying MSOs to carry them. / 42

## PROGRAMMING

### CBS weighs in; big battles loom

Last week's unveiling of CBS's fall lineup reveals there will be some heated battles between the big three networks next season. The biggest matchup likely will be the head-to-head competition between CBS's new medical drama *Chicago Hope* and NBC's *E.R.* on Thursday at 10 p.m. / 84

### Chris Craft tests late-night magazine strip

Chris Craft/United Television plans a "nontraditional news show" with *Premier Story*, a half-hour, late-



**"The knee-jerk, gut reaction is more favorable to telephone.... Cable TV now has little or no brand equity in their business."**—Researcher Howard Horowitz describing results of a survey of cable subscribers: only 8% would go to a cable system for telco services

MAY 23, 1994

## Telemedia Week

BROADCASTING & CABLE this week opens the door to the future. This week and every week thereafter we will present news about the construction of what has become known as the electronic superhighway. Opening this issue: ESPN strikes an array of deals to create programming for on-line, CD-ROM and video games; the big three networks prepare for deeper involvement in interactive TV, and Microsoft introduces a scalable media server that can be used on personal and business systems. / 61

### Cable may alter newspaper delivery

Electronic-newspaper futurists are examining how to use cable to deliver their wares. / 62

### Letting viewers buy will sell interactivity

While the word "interactivity" conjures visions of allowing viewers to control camera angles or change



NBC goes on-line. / 61

the ending of a film, the real promise is in services that produce a transaction, the president of the Paul Allen Group says. / 70

### Manufacturers ally to tap set-top market

In the increasingly cluttered set-top-box market, Zenith, Compression Labs and Philips have agreed to provide a range of boxes flexible enough to meet the demand for current networks and future systems. / 71

### Olympics puts muscle into HDTV revival

After nearly throwing in the towel, manufacturers are reviving efforts to demonstrate the U.S. HDTV standard at the 1996 summer Olympics in Atlanta. / 74



### Expansion: Cable's 750 mhz solution

As they plan new broadband multimedia networks, cable engineers are starting by widening their current coaxial pipe to deliver more channels. However, telephony and other interactive features will have to wait until systems install more hardware. / 80, 82

night news strip. The show will debut on five of the group's stations. / 90

## RADIO

### Larry King goes from broadcast to simulcast

Talk show host Larry King may be cutting back his hours, but he is not disappearing from radio altogether. King's CNN talk show will be simulcast to Westwood One affiliates. / 100



### On the Cover:

Barry Diller's next project is to deliver an on-line version of his home shopping channel, QVC. That way, the business will be ready when there are two-way, full-service networks, he says. Cover photo by Stephen R. Brown / 19

## WASHINGTON

### Cable takes FCC to task over new rules

The cable industry struck hard at the FCC's cost-of-service rules and new programming incentives in the first round of comments on the agency's new cable regulations. / 101

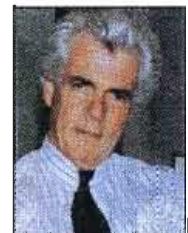
### VDT opponents hope to raise new hurdles

Every indication that the FCC is moving forward on video dialtone seems to coincide with increased efforts by the cable and consumer industries to slow down the application process. / 103

## ADVERTISING & MARKETING

### New World's rep firm with a difference

The first new major TV station sales rep firm in 20 years was launched earlier this month. But the question remains: Is New World Sales and Marketing the integrated marketing firm of the future, or a collection of largely unrelated products? / 106



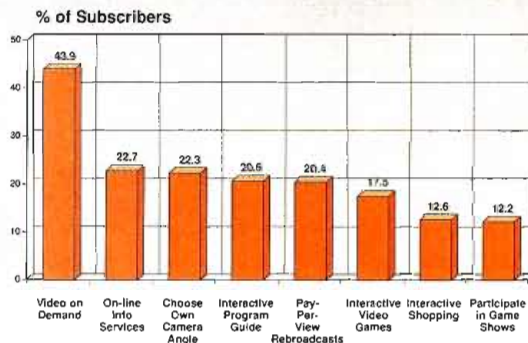
New World Sales and Marketing President Farrell Reynolds / 106

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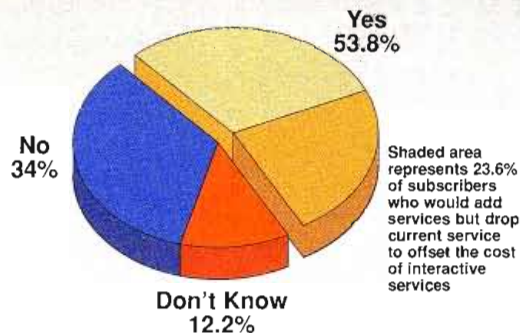


# Top of the Week

## Interactive services subscribers would pay extra for:



## Are you interested in interactive TV services?



# New yardstick for interactive TV

**A** 1994 measure of cable subscribers' eagerness for interactive television—and their willingness to pay for the privilege—emerges from an exclusive national survey by BROADCASTING & CABLE.

The key findings:

- More than half of the nation's cable subscribers (54%) are interested in interactive services, although two-fifths of them say they would drop current cable services to offset the cost of adding them.
- On average, today's cable cus-

tomers would pay almost \$6 a month extra for interactive services.

- Video on demand, which will allow subscribers to order hit movies for viewing anytime they want, is most appealing. More than two-fifths (44%) are ready to pay for it.
- More than 20% also would pay for information services on TV, controlling camera angles and instant replays on televised sports, interactive program guides and on-demand rebroadcasts of hit TV shows.
- 27% would go to the local tele-

phone company for cable services, but only 8% would go to the cable system for telephone service.

- 21% are interested in receiving cable programming via direct-broadcast satellite, but only 14% would switch to DBS if they had to pay \$600 for the 18-inch dish to receive it.
- 26% would pay for HDTV service, but only 20% are ready to pay \$800-\$1,000 for a new HDTV set.

Full results of BROADCASTING & CABLE's survey are on 75-78.

## A message to the cable industry from FCC Chairman Reed Hundt

Via *Broadcasting & Cable's* NCTA issue

I am delighted that BROADCASTING & CABLE has afforded me this forum to address some issues that, along with Cajun cooking and jazz, may be the talk of the town this week in New Orleans.

The next six months will be a critical period for both the cable industry and the FCC. Over this time, the American public will see the impact of the Cable Act of 1992 and will determine whether the concerns that caused Congress to pass the act have been addressed.

While any transition from being an unregulated industry to a regulated one is naturally difficult, we hope this new phase will be a time that reflects that both the cable industry and the FCC share a common objective—cable customers who believe they're getting a good value for their dollar.

Reaching that common objective will require communication that focuses on the future, not the past. The



Hundt

commission and the cable industry need to communicate with each other about the right incentives for new programming. It is my hope that the industry will be communicating to the public a clear, simple and positive message about the outstanding programming values cable subscribers can receive now and in the future.

I look forward to much communication during my time attending your convention. At my talk Tuesday morning, I will discuss the development of the information superhighway and the cable industry's opportunity to participate in, and lead, that development. The best path, I believe, is competition. Not only does competition provide manifold benefits for consumers and businesses, there is the additional advantage that when there is competition, rate regulation disappears.

But I'm not just here to talk. I'm mostly here to listen.

Continued on page 18







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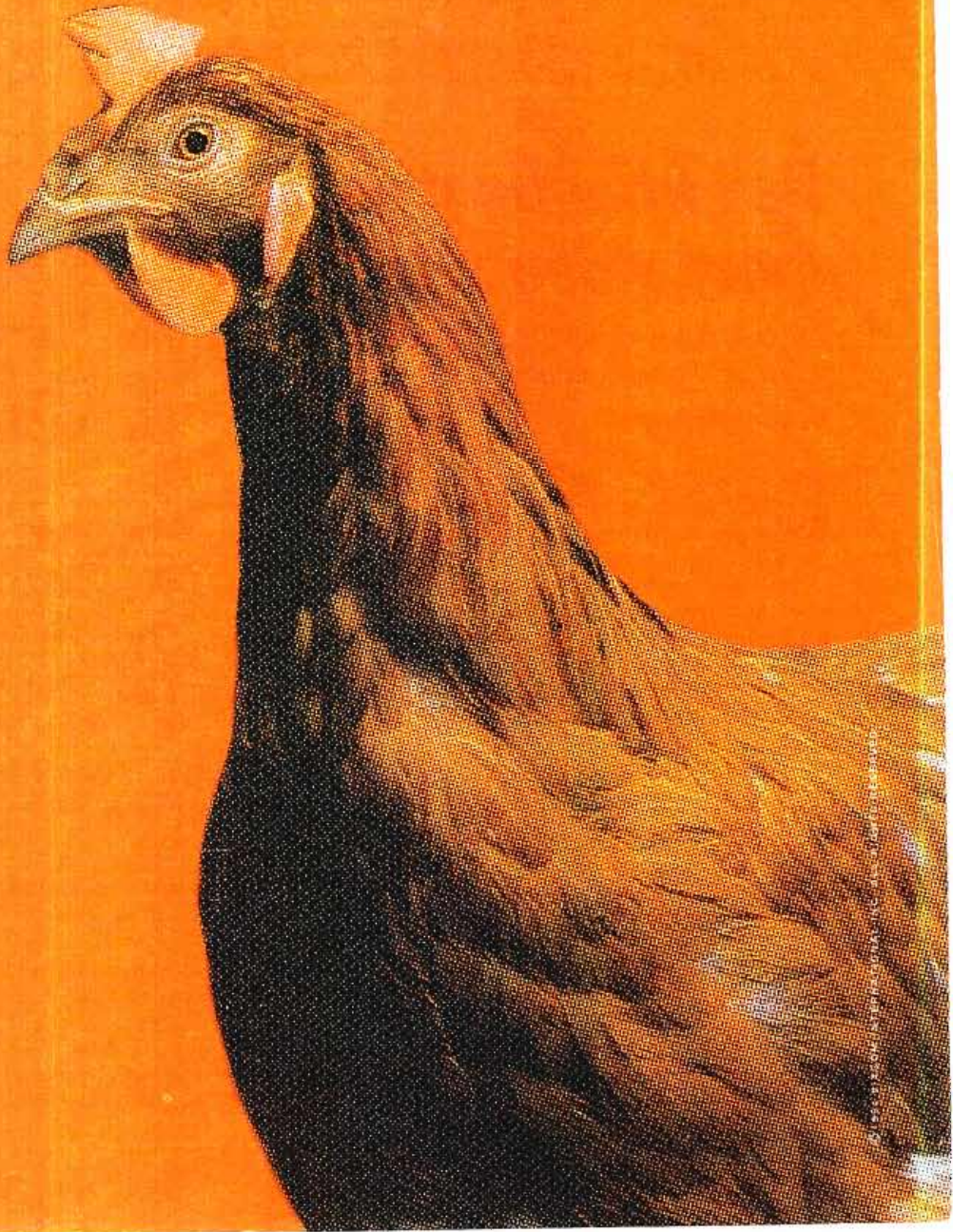
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MUSIC TELEVISION®





# Time Warner dials up Rochester, N.Y.

MSO could offer local service by next year; telco eyes cable, video market

By Mark Berniker

A breakthrough deal with a local telephone company and state regulators has cleared the way for Time Warner Cable to enter the local telephone business in Rochester, N.Y. The multiple system operator may be able to do so as early as next year.

The agreement is part of a broader deal awaiting state approval. The final deal would allow Rochester Telephone to restructure its operations so that it can be in position to directly compete with Time Warner in the cable business.

The agreement between the MSO, the telco and the New York State Pub-



Time Warner's Jones

lic Service Commission may serve as a model for federal and state regulators, who could use it to allow more cable operators to get into the telephone business, according to Paul Jones, senior vice president, regulatory and public policy, Time Warner Communications.

"We anticipate interconnection agreements in each of our top markets," Jones says. "Any entity that proposes to get into the telephone business is going to have to negotiate interconnection agreements of this type; otherwise, there is no way to insure that their calls will be completed."

Time Warner currently operates Greater Rochester Cablevision and

plans to expand its offerings from basic cable to switched business and residential telephone and telecommunications services. The MSO already has been upgrading its Rochester cable system with fiber optic lines. All that's left is to install switching equipment so that its network can deliver two-way voice communications.

"We could be in the telephony business by next year. The network is already in place, and all that needs to happen is to add a switch," says Mike Luftman, Time Warner Cable spokesman.

Connection with Rochester Telephone's network is awaiting final

Continues on page 18

## Bell Atlantic plans more video networks

Telco is not waiting for FCC approval to get its jump on the telecommunications future

By Chris McConnell

Bell Atlantic is not waiting for FCC action on its pending applications to start moving on more planned video dialtone networks.

The company last week said it will start building two-way video networks in Washington, Philadelphia, Pittsburgh, Baltimore and two northern New Jersey markets within the next 18 months and in another 14 markets within five years.

Bell Atlantic also said it plans to start signing contracts with network equipment suppliers next month and to begin providing the "BANet" service next year.

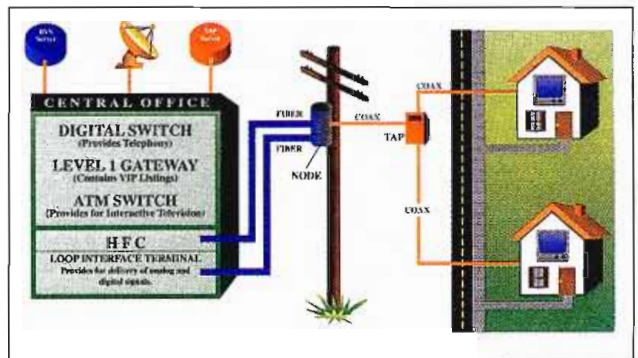
But the company needs a green light from the FCC before it can go ahead with the plan. Bell Atlantic President Jim Cullen concedes that some of the company's video dialtone applications have been awaiting FCC action for more than a year, but he is confident that the company will receive commis-

sion approval in two or three months.

"We do call on the FCC to expedite the process," Cullen says, adding that the construction permit process threatens to become "a red light on the information highway." He also says Bell Atlantic will file

its new applications this month and expects to receive approval by September or October.

Bell Atlantic will need to receive approval this year if it is to begin building the network in the next 18 months, Cullen says. He also maintained that his company has not jumped the gun on building video dialtone networks in New Jersey while it waits for FCC approval. Fiber the company has laid in New Jersey, Cullen says, will provide telephony



In Bell Atlantic's hybrid fiber/coax (HFC) network, the video starts at a file server holding Bell Atlantic Video Service (BVS) material or another "VIP" server storing programming of other video information providers. An "HFC" system at the central office combines analog and digital signals for fiber delivery. The fiber goes to neighborhoods of 300-500 homes, where it is passed to coax cable for delivery to the home. Back at the central office, an asynchronous transfer mode (ATM) switch directs interactive TV traffic while a digital switch directs telephone traffic.

services if the commission does not approve the company's video application.

Once constructed, the video dialtone systems will use one of three network architectures to deliver video to each market. For most markets, Bell Atlantic Senior Vice President John Gamba says, the company will look to a hybrid fiber/coaxial network. The system design, which also has gained

Continues on page 18





*A*fter all these years  
of incredible conversation,  
we suddenly find ourselves speechless.

*Thank you, Arsenio, from all of us at Paramount.*





# Fox faces tough schedule changes

'Simpsons' may go to Sunday: Spelling soaps may shift; fall schedule due out tomorrow

By Steve Coe

**F**ox executives, putting the final touches of their fall schedule, apparently are faced with two major decisions affecting their two most successful nights.

The first is whether to move *The Simpsons* from its successful Thursday night slot to Sunday after Fox's newly acquired NFC football coverage. The network was said to be considering airing the animated show immediately after the games at 7 p.m., but several sources said it is more likely the series will be scheduled at 8 p.m., if it is moved at all.

The other major consideration is whether to break up the network's successful Wednesday night block of *Beverly Hills, 90210* and *Melrose Place*. Sources said Fox is considering several options, including shifting the Monday night movie to Tuesday and using one of the nighttime soaps to anchor Monday night.

*Models, Inc.*, Aaron Spelling's next project, already has been picked up for the fall and may be paired with one of the two established Spelling soaps on Monday or Wednesday.

Fox plans to announce its fall



If Fox decides to move *The Simpsons* from Thursday to Sunday, 'Martin' would take its place.

schedule tomorrow, May 24.

Sources said Fox may add more dramas to its schedule due to stronger development of hours than comedies. Probable drama entries are Columbia Television's *Party of Five* and *Fortune Hunter*, producer Dick Wolf's *Uptown Undercover* and Warner Bros.' *Medicine Ball*. Fox already has ordered a full season of *Mantis*, a sci-fi action show that one source said may be paired with *The X-Files* on Friday.

Among the more probable comedy hopefuls are *Something's Gotta Give* from Columbia, which is being considered for a post-*Married...With Chil-*

*dren* slot on Sunday night; *Platypus Man* from Paramount; *Wild Oats* from Twentieth Television, and *Bull Pen* from Disney Television. The network already has committed to the ABC-cancelled *The Critic*.

If Fox does move *The Simpsons* from its Thursday lineup, one possibility has the network moving *Mar-*

*tin* and *Living Single* out of the Sunday night lineup and slotting the pair on Thursday from 8-9 p.m. Fox then might use one of its new drama projects as a lead-out to the one-hour comedy block.

As for series that are on the bubble for renewal, one source said Fox is giving more consideration to renewing *The George Carlin Show* due to the network's weak comedy development. Both *Roc* and *In Living Color* are seen as long shots to return, and high production costs and mediocre ratings apparently have done in *The Adventures of Brisco County Jr.* ■

## Bertice Berry may go to cable

Twentieth Domestic Television may sell its low-rated *Bertice Berry* syndicated talk show to cable for the 1994-95 season, a knowledgeable source said last week.

"They are talking about letting it grow a year or two on cable and then bringing it back," said the source, who added that at least two cable networks are negotiating with Twentieth for the show.

The source refused to name the cable networks involved and said that syndicating the show another year or killing it are still options. A final decision will be made after the end of the May sweeps.

Officials at Twentieth Domestic Television would neither confirm nor deny the report. "We believe in Bertice Berry and we will do whatever is best for the show," said Twentieth Domestic Television spokeswoman Dana Freedman.

The daytime show has averaged a 2.3 Nielsen rating since being launched in September and has been downgraded by more than 15 of the 120 stations carrying the



show. Coverage is down from a peak of 90% to 85%, with at least five additional stations considering downgrading or dropping the show.

However, the source said that Twentieth Television officials still feel the show, which is produced by Fox Center Productions at WTTW(TV) Chicago, has potential.

The show had one of its strongest ratings yet for the week of May 9-15, a 2.5, with indications of similar ratings for last week.

Executive Producer Sol Feldman continues to tweak the show, adding more topical and relationship-oriented material.

Ninety-three stations are under contract to carry the show in the 1994-95 season. Of stations running the show, 70% are in the middle of two-year contracts. The source said that stations would be given sufficient notice to find new product elsewhere if the show is pulled.

One cable network that will not bid is Fox's new fX network. Said the source: "They don't want to be a dumping ground for Twentieth Television product." —DT



# COACH WINS BIG IN ACCESS



**C**oach is the #1 new sitcom in access among all the key demos. Coach not only improved the stations' share versus a year ago - it ranked in the top 3 among all sitcoms.

## COACH - FEB '94

	All Sitcoms Share Ranking	Time Period Improvement
<b>Adults 18-34</b>	<b>#3</b>	<b>+20%</b>
<b>Adults 18-49</b>	<b>#2</b>	<b>+7%</b>
<b>Adults 25-54</b>	<b>#2</b>	<b>+17%</b>

**MCA TV**  
ADVERTISER SALES

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NSI Feb '94 all access occurrences. COACH vs. Top 10 cleared programs.  
Snap Feb. '94 & Feb. '93 (42 occurrences, sign-on stations excluded).

# COACH

# MCA TV



# Networks hope for seven fat years after seven lean

*Economy, strong year for networks may boost prime time upfront market over \$4 billion*

By Steve McClellan

**B**y most accounts, this year's pile of network prime time upfront money should be the biggest since 1990's \$4.3 billion.

Advertising agency and network executives estimate this year's market will reach at least \$3.8 billion and may exceed \$4 billion. While the mood among sales executives is bullish, no one is predicting that the 1990 level will be reached.

But some believe it could be approached. Last year's upfront total was \$3.6 billion-\$3.7 billion, buyers and sellers say.

Sellers and buyers alike say the networks will get an upfront injection of roughly \$200 million that last season was diverted to the 1994 winter Olympics.

Beyond that, observers point to bolstered confidence in the economy and the strong year network television is having compared with the competition as indicators that advertisers may spend more.

Strong advertiser categories continue to include domestic automakers, who indicate they will be introducing new models year-round, and movie studios, which expect to surpass their record upfront buys of last year, sources say.

Although the networks are generally optimistic, one high-level network source says there is some concern about how buyers will perceive CBS's efforts to lure younger, urban viewers, considering its strength with older, more rural viewers. Just as important, the source says, is how well CBS itself thinks it has done in persuading advertisers that such a balance will be achieved.

"I never thought I'd hear myself say this, but I sure hope CBS is happy with what they end up with on their schedule," the head of a competing network says. "Because if they aren't and they dump a big piece of inventory early, that could suppress prices for the rest of us."

If a network did unload early, it wouldn't affect the modest single-digit gains ABC expects to reap from the coming upfront, says Marvin Goldsmith, president, sales and marketing, ABC. "Our schedule is in demand," he says, noting the network's leadership position in the key adult demographics.

It is unlikely any network would seek double-digit rate hikes, Goldsmith says. "We're not in business to drive money away from network television," he says. "If our customers aren't happy, that's what will happen."

Buyers confirm that ABC, as one source puts it, is "in the driver's seat" with its demographic strength. "From a buyer perspective, ABC is the number one network in prime time," media buyer Paul Schulman says. "But it was an outstanding year for network television. Erosion leveled off and they all



*Pilots of new series such as NBC's 'E.R.' are now being appraised by advertisers.*

have positive stories to tell."

At NBC, network sales chief Larry Hoffner predicts a "fairly firm" upfront based on the improved economy, and strong scatter advertising sales for the 1993-94 season. "We'll definitely be selling in the black," he says. "Who knows, maybe after seven lean years, we'll have seven fat ones."

The actual buying is expected to start in a couple of weeks. Currently, sources say, buyers are trying to figure out how much to spend in light of the improved economy and specific situations, such as new product launches. Also, advertisers have yet to see the new Fox schedule, to be unveiled this week. ■

## Close call for Iger



Someone sent a bomb to Bob Iger last week. Placed in a package the size of a shirtbox and addressed to the ABC Television Network Group president, the bomb was delivered by UPS to ABC headquarters in New York last Wednesday (May 18).

The package was taken to Iger's 20th floor office at about 5 p.m. that day by a mailroom employee. The package aroused the suspicion of an executive assistant to Iger who began to open it. The police were called and the package was taken to bomb squad

headquarters, where the bomb was defused.

Tests on the bomb were conducted Thursday night and results dispelled any notion that the incident could have been someone's idea of a practical joke. "The tests indicate that it was definitely a bomb," intended to do serious, possibly fatal harm to the person who opened it, said a New York City Police Department spokeswoman.

Iger's assistant was apparently very lucky. The police report indicated that the bomb had malfunctioned en route, partially detonating, which may have prevented it from blowing up when the assistant started to open it.

Investigators will explore whether the bomb was the work of the so-called Unabomber, who allegedly has sent 14 bombs through the mail, mostly to academics, since 1978. The police spokeswoman refused to comment whether the Iger bomb tests established a link to that bomber, still at large.

—SM



# A Firm Go For Fall '94!

# Boogies

DINER

× NEW YORK

× LOS ANGELES

× CHICAGO

× 9 OUT OF THE TOP  
10 MARKETS SOLD!



FRANKLIN WATERMAN

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## Ness and Chong confirmed

It's official. The Senate last Thursday confirmed the nominations of Susan Ness (left) and Rachelle Chong (right) to the FCC. They are expected to be sworn by FCC Chairman Reed Hundt today and give the agency a full complement of commissioners for the first time in more than a year.

Chong is ready to go. According to FCC sources, she has already selected her top legal aides. They are Jane Mago (broadcasting) and Richard Welch (common carrier), from the agency's general counsel's office, and Jill Luckett, an aide to Senator Bob Packwood (R-Ore.) (cable and private radio). No word yet on Ness's staff.

Democrat Ness is a former media lender who worked at American Security Bank from 1983-92. She was an active campaign fundraiser for President Clinton and has close ties to the First Lady. Ness, 45, lives with her husband, Lawrence Schneider, an international trade lawyer with Arnold & Porter, and their two children in Bethesda, Md.

Chong, 34, joins the FCC from the San Francisco law firm of Graham & James, where she was a communications lawyer specializing in cellular telephone matters. She is married to Kirk Del Prete, a project director for Whalen & Co., a Lafayette, Calif., contracting and consulting firm for cellular and digital communications interests.

—KM

## New calls for LPTV

By Christopher Stern

**F**CC commissioners last week voted to allow low-power television stations to use four-letter call signs but also mandated that each call include an "LP" suffix. LPTV calls are now a combination of letters and numbers.

The National Association of Broadcasters petitioned the FCC to include the suffix. "We were concerned about confusion that the public would have between low-power and full-service stations," NAB's Barry Umansky says.

The decision had been pending for three years. LPTVs opposed the mandatory suffix. "It's unnecessary and doesn't serve any legitimate purpose," says Peter Tannenwald of Arent Fox Kintner Plotkin & Kahn, an attorney who represents LPTVs. However, last week's vote was a partial victory for low-power operators since they now can carry four-letter calls. Under the new ruling, a hypothetical station's call letters would be WXYZ-LP.

The oldest LPTV stations will be allowed to apply first for the new call signs.

The FCC also ruled that it will allow terrain shielding showings in all LPTV applications. Previously, the

commission would consider terrain shielding waivers only in applications that were not involved in license lotteries. LPTV applicants use terrain shielding showings to demonstrate that a mountain or other object blocks their signal. Because the signal is blocked, it cannot interfere with another signal.

The FCC did not relax its policies on major-change applications. LPTVs hoped the FCC would allow stations to apply for major changes, such as market areas and antenna strengths, throughout the year. But the FCC said it will defer a decision and continue to require that such applications be filed within the annual filing window. ■

## Roberts encourages Clinton to enter superhighway fray

By Christopher Stern

**C**omcast President Brian Roberts says it is time for President Clinton to focus his attention on telecommunications legislation pending in Congress.

"Don't let the telephone companies kill it," Roberts said. He was referring to regional Bell operating companies' efforts to circumvent Senator Ernest Hollings's bill that would open local telephone markets to competition.

Although Comcast may join in legal action against the latest round of FCC cable rate regulations, Roberts called for reconciliation. "We are going to implement [the cable rules], and if they are upheld in court we will learn to live with them," he said.

Roberts told a Washington-based cable group that he is looking forward to FCC Chairman Reed Hundt's

upcoming speech at the NCTA convention. Hundt should use his speech to lay out incentives for investment in cable, he said.

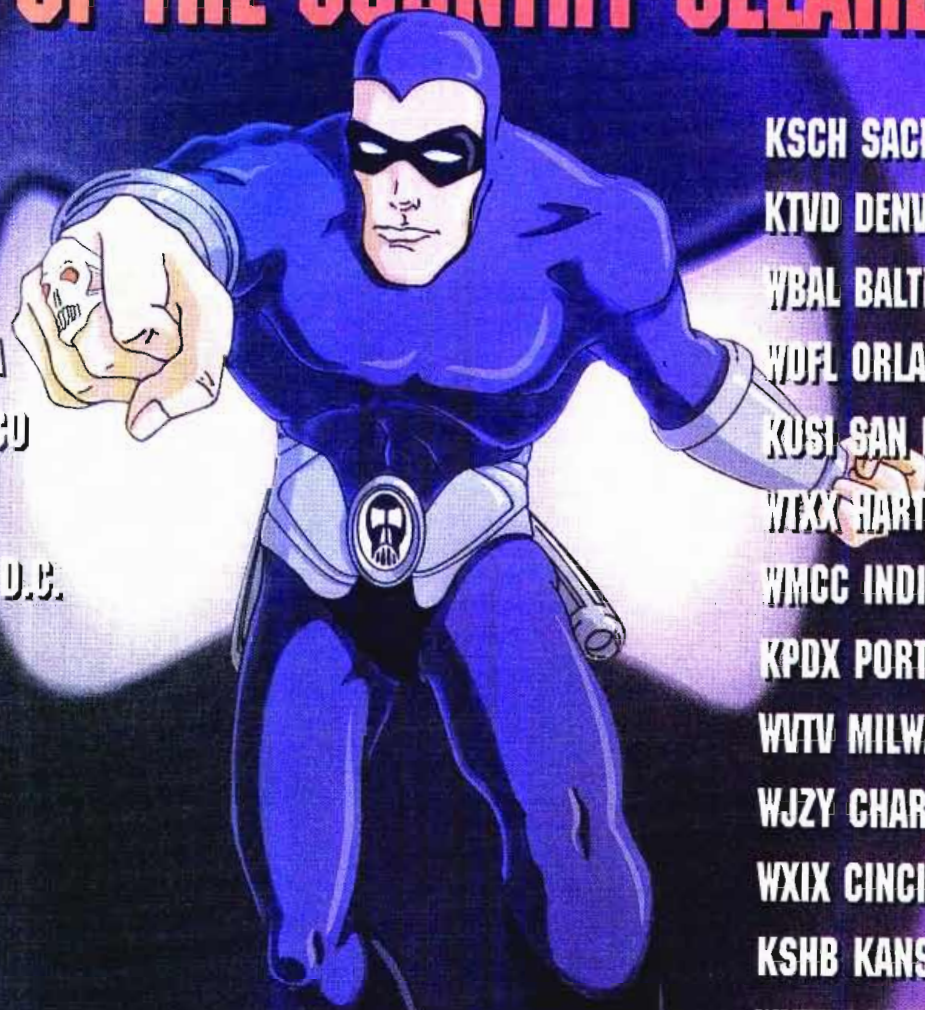
Roberts also said the FCC should repudiate productivity offset and increase the 11.25% rate of return allowed under cost-of-service rules.

Roberts also testified last week before the Senate Commerce Committee. Hollings's bill "would break the last bottleneck monopoly in telecommunications—the hundred-year-old exclusive franchise held by local telephone companies," he said.

He warned against premature deregulation of the telephone industry before the telcos are subject to sustained competition in local markets. "What the telephone companies call regulatory parity, we would call abandonment of the public interest." ■



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## Time Warner

continued from page 10

approval from the Public Service Commission, expected by fall.

"Our goal is that the consumer will not see any changes in their telephone service," says Steven Pearse, senior vice president, engineering and operations, Time Warner Communications. A small box outside the home will be connected to a coaxial cable drop. Time Warner is fielding proposals from AT&T, Scientific-Atlanta, Northern Telecom, Antec, Motorola and others to provide these units, which cost \$200-\$1,000 each, depending on the volume of the order.

The agreement also could open the door for Rochester Telephone to compete in the cable television and video markets. The telco has proposed to the Public Service Commission that the company be divided into two parts. One would be a wholesale provider of basic network services and the second would offer retail telecommunications services.

The first company would be a fully regulated subsidiary, while the latter would compete against all comers for dialtone and enhanced services, such as call waiting. It also might offer cable television and video services, if regulators permit.

Rochester Telephone in March sought approval from the FCC to test

video services. The telco has teamed with USA Video, ADC Telecommunications and Digital Equipment Corp. to provide video on demand, with plans for a six-month test of copper-based ADSL and fiber/coax hybrid architectures. Depending on consumer demand, the test will become a commercial service in 1995.

However, Rochester Telephone must await congressional approval of legislation that would allow telephone

companies to fully compete in cable television and video service markets.

The specifics of the Time Warner-Rochester Telephone deal include providing seamless interconnection to each other's customers, common directory assistance and white pages services, and creating "mutual equal compensation," meaning the companies will charge each other the same amount for connection to their portion of the network. ■

## Bell Atlantic

continued from page 10

favor in the cable industry, takes video over fiber from a central office to neighborhoods ("nodes," in engineering terminology) of 300-500 homes. From there, the television signals travel via coaxial cable to set-top boxes in the home.

In markets where there is more customer demand for interactive services, the company will use a fiber-to-the-curb architecture in which fiber takes the video signals from a central office to curbside pedestals, each serving about 25 homes. Bell Atlantic is building the fiber-to-curb approach in Morris County and Dover Township, both New Jersey.

The third approach, which sends video down existing twisted pair tele-

phone lines, will reach TV viewers in the Washington area. Bell Atlantic plans to use the asymmetric digital subscriber line technology to deliver video to as many as 2,000 Northern Virginia customers this summer.

Gamba says the company also will be able to use the architecture to test the waters in other markets.

Although the company did not put a price tag on the six-market plan, Cullen and others say the project is part of Bell Atlantic's \$11 billion, five-year investment program. The company says it already has chosen AT&T Network Systems as the prime network contractor for the project. General Instrument will supply the analog and digital set-top boxes, while BroadBand Technologies will provide equipment to support the switched, fiber-to-the-curb systems. ■

## Hundt's message to cable industry

continued from page 6

Communication from you is essential to making sure we at the commission do our job right. In that regard, I'd like to take this opportunity to specifically commend NCTA for its thoughtful contributions and cooperation as we work our way through many tough issues.

This cooperation is reflected, for instance, in the current examination of incentives for new programming and services. In responding to the cable industry arguments that incentives had to be maintained for new, quality programming, the FCC has thus far adopted rules that allow cable operators to recover their full programming costs plus a mark-up of 7.5%. The reaction to these rules has prompted us to further explore whether the current incentives are adequate or whether they should be revised through our pending Further Notice of Proposed Rule Making. We realize that this issue is of primary importance to the industry, and as a result, the commission will be holding a panel discussion and forum regarding cable programming services at the NCTA convention on Wednesday, May 25.

Cable companies, as befits leaders on the information

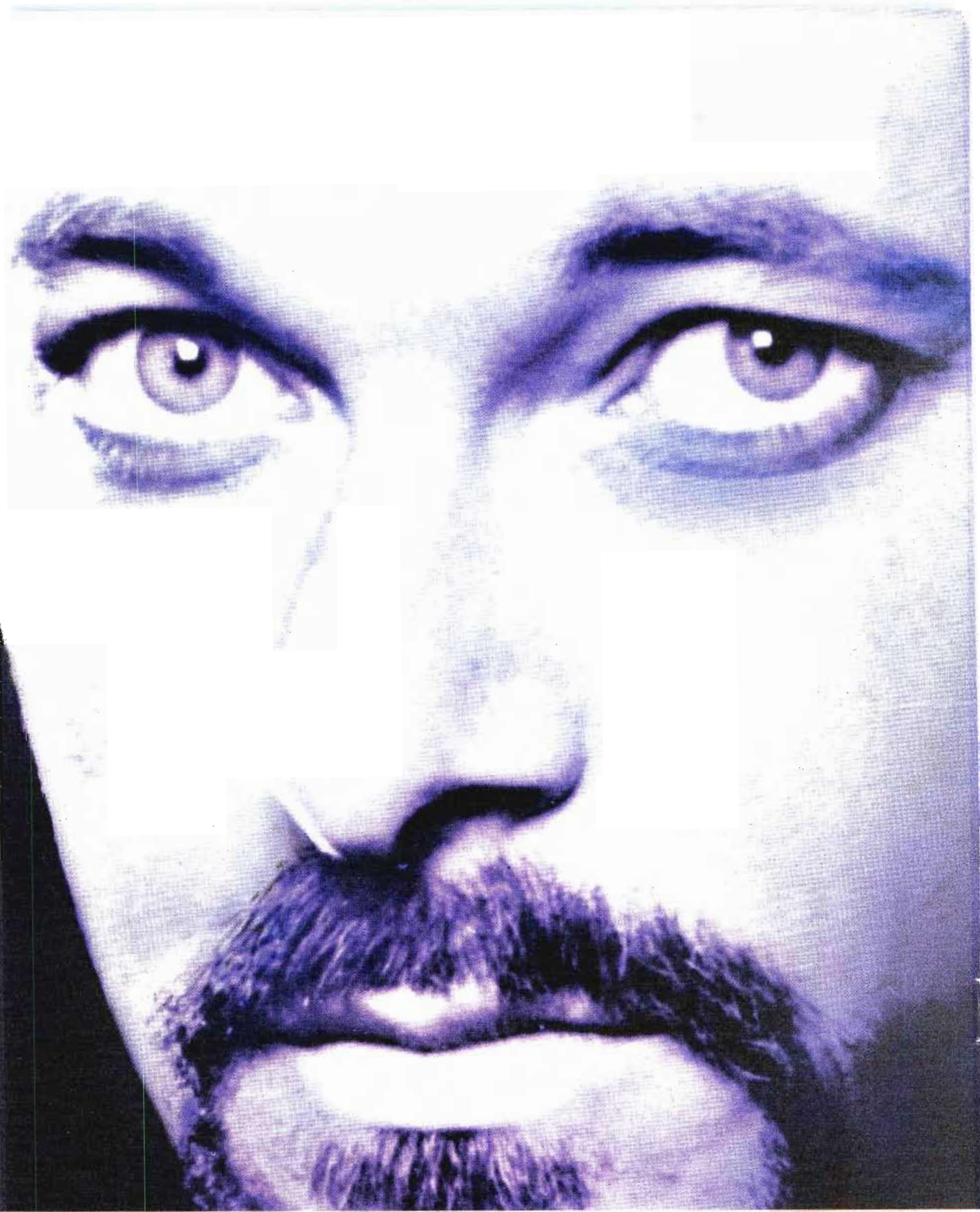
highway, have been the beneficiaries of the commission's first attempts to participate in emerging technologies. For instance, we have made all recent commission actions available via Internet, to provide immediate access across the country. In addition, we have made the cable rate forms available in computer disk spreadsheet format, a first for the commission. We even have a fax line that enables you to send us a three-page form and have us do the calculations for you—which we have done for over 6,500 operators.

We particularly want to be able to use the technology to assist small operators who we know face greater proportional costs in complying with the act. That is why, for example, we are setting up a special 'hotline' for small systems and operators to get assistance answering questions.

Cable regulation is, of course, a process and not an event. It should not be judged by any single event but rather by how well the public is served over time. Though we won't always see things the same way, the better the commission and the industry communicate, the better the chance that the public will be well served.

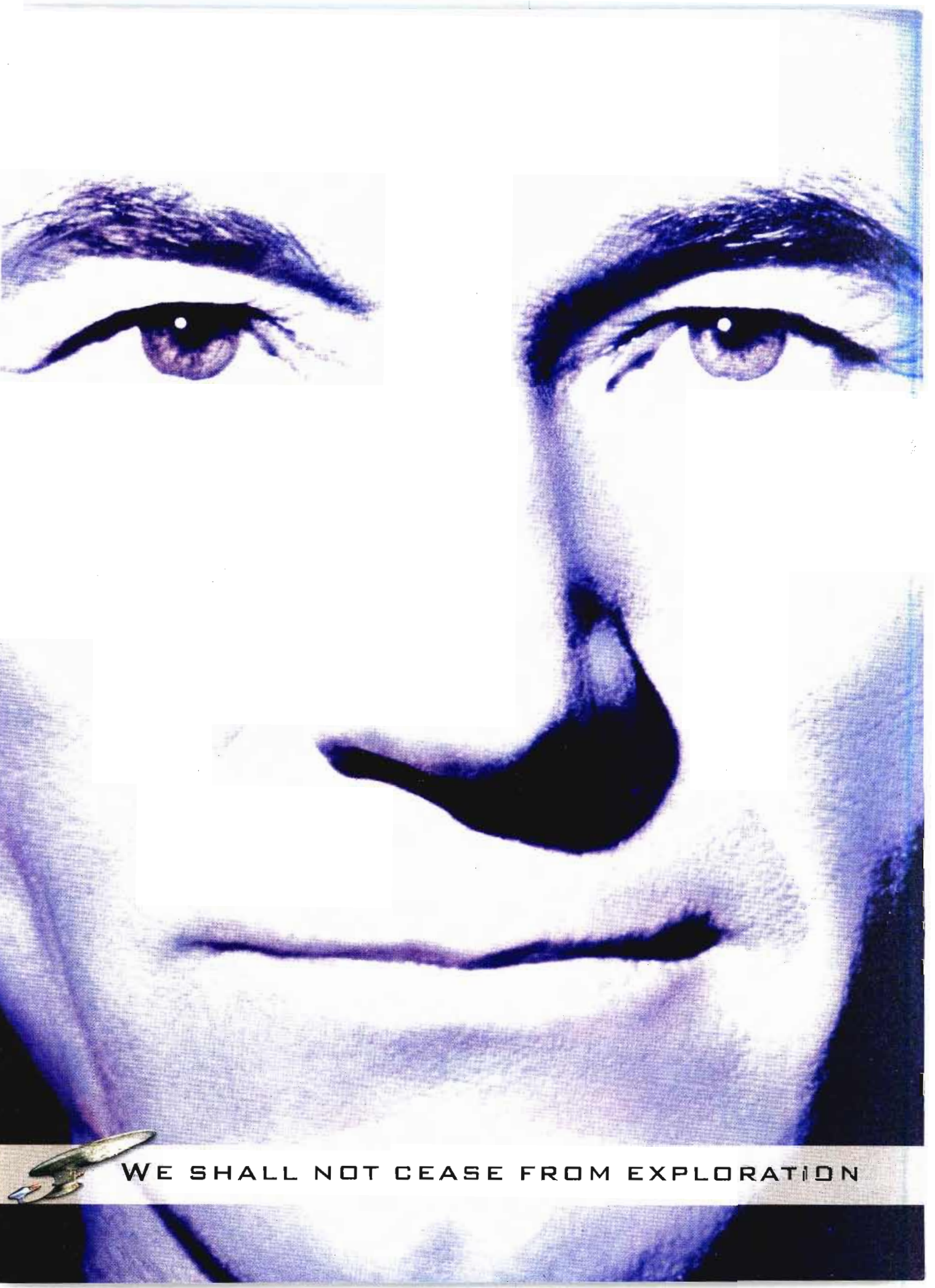
I am pleased to be a participant in this year's NCTA convention. I look forward to meeting with many of you during the week. ■





AND THE END OF





WE SHALL NOT CEASE FROM EXPLORATION







ALL OUR EXPLORING





WILL BE TO ARRIVE





WHERE WE STARTED





AND KNOW THE PLACE

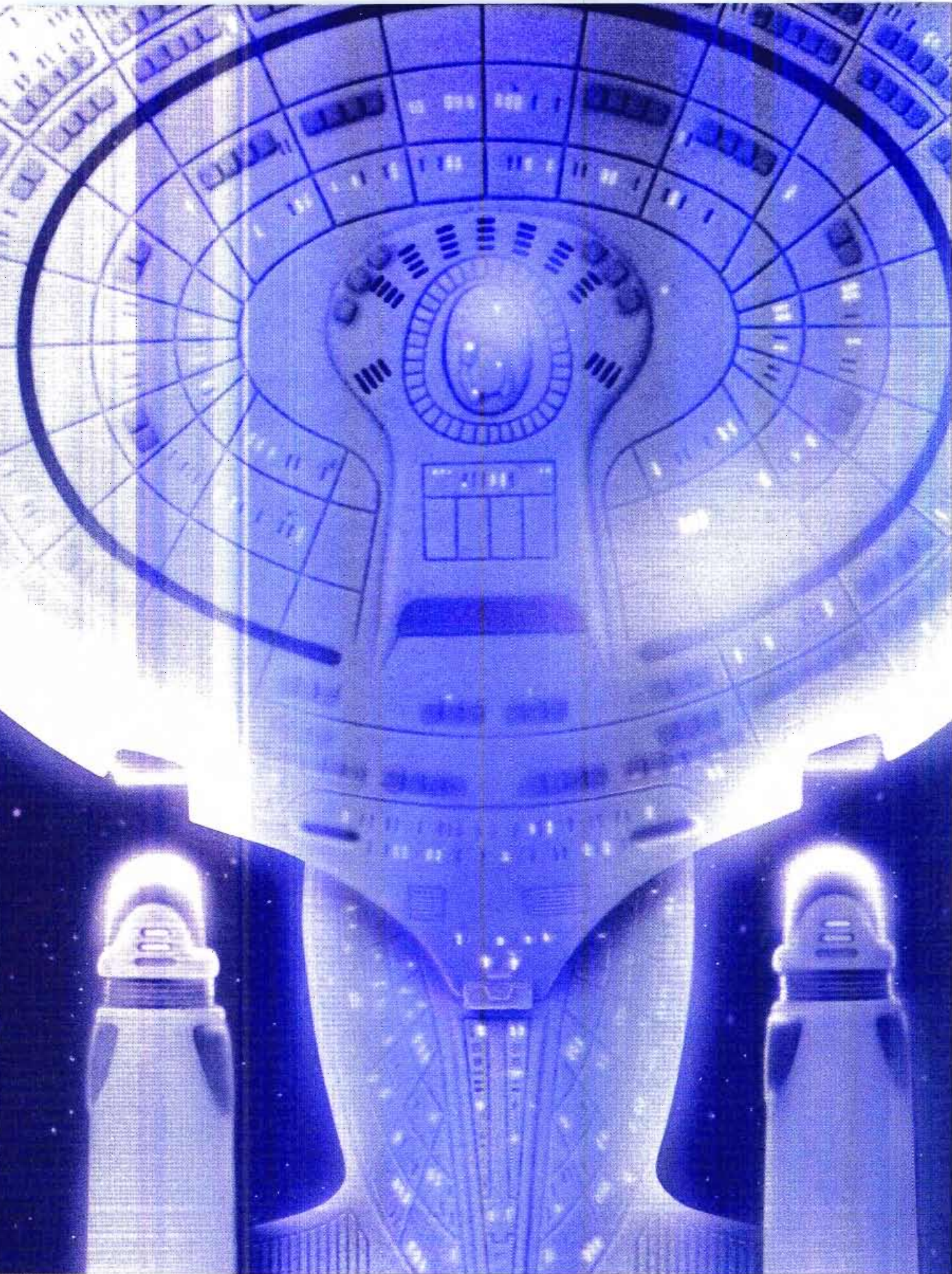




FOR THE FIRST TIME.—T.S. ELLIOT







TO THE CAST, CREW, AND CREATIVE MINDS WHO BROUGHT US STAR TREK: THE NEXT GENERATION, YOU TOOK THE WORLD TO PLACES A MILLION LIGHT YEARS FROM HOME, AND THE WORLD IS CLOSER FOR IT. THANK YOU.

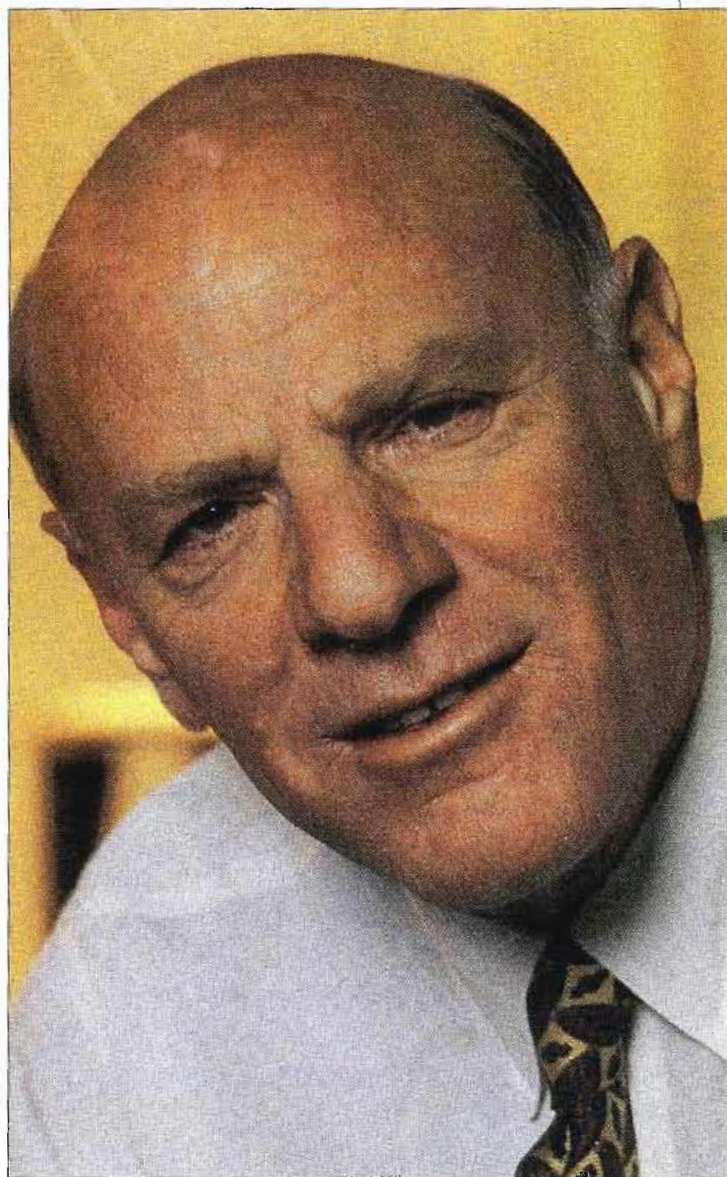


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# Barry Diller

# TV's Smart Agent



*If one were to list the half-dozen individuals who have had the greatest influence on television in the last decade, Barry Diller would rank prominently among them. A person of enormous talent and drive, he made his reputation first with the Movie of the Week at ABC, transferred over to Hollywood with Paramount and 20th Century Fox, created and implemented the Fox network, and then, in mid-stride, struck off in another television direction entirely. He is presently chief executive officer of QVC, the Pennsylvania-based home shopping company that occupies two cable channels and is the primary recipient of his creative energies. His next adventures: Q2, an upscale derivative of the shopping genre, and Q-online, a modem-based "smart agent" network that will break new media ground. The Diller eye is definitely on the information superhighway, which he discusses enthusiastically and at length in this interview with BROADCASTING & CABLE's Don West and Mark Berniker.*

**A year and a half ago you suggested that speculating on the communication future so early in the game was an exercise in babble-think. Is the picture any clearer now?**

No, I think the picture is murkier. And the reason is that there's been some progress, and that always makes things a little more confusing. We've made enough progress to know some of the words now. Like information superhighway, infobahn, roadkill, on ramps, off ramps—all tasked to a technology that's not there yet. It's even more misleading when it's real than it was as just a big rosy piece of hype.

The truth is, if you separate what's real from what's not, despite a muddled government policy, despite a turndown in the market, despite worries about capital structure, despite Bell Atlantic-TCI, the tracks are being laid.

Cable is going to offer more distribution than it currently has—in spades—by compression. The step that's an absolute part of it is that television is going to have to be part of a smart contraption. Meaning that near it, on top of it, but driving it is going to be a smart box, meaning a computer. Call it whatever you will—call it Alfred—it's going to be a computer, and it's

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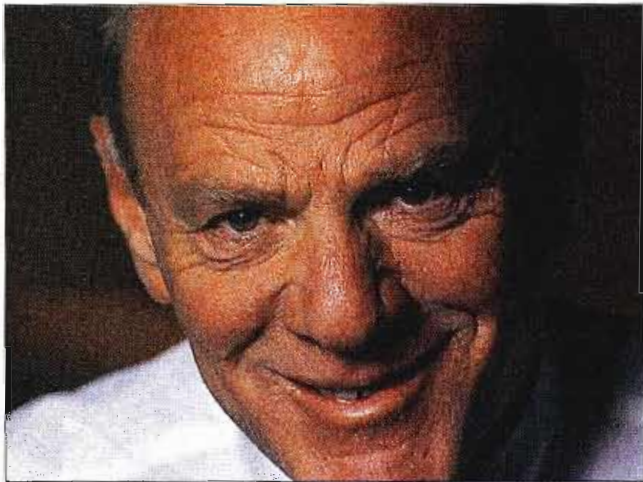


going to drive what goes through a television set.

On the other track, cable clearly is going to get into telephony. So on the cable side you're going to get to a much bigger pipe, two-way, driven by a computer. And just as a year and a half ago, probably a year from today I won't be able to tell you when this is going to happen, but I will tell you that I think it will be before the turn of the century in numbers juicy enough to count.

On the telco side, they're going to get into video. That's clear. It may not happen in this Congress, it may happen in the next Congress, but telco's getting into video and cable is getting into telephony.

I think a lot of this follows natural law. The natural law is that computers get smarter every hour and smaller and cheaper every hour and their power gets greater. There are new ways being found to get more poundage through coax-



ial cable compression. Telcos will be enabled to get into the business. Those are natural things. What follows from them will be a convergence of these things, unquestionably.

**So with that as a given, what do you do from now until the end of the century?**

We've said, look, for the next couple of years there's not going to be a lot of cable distribution easily obtained. Therefore, we have a kind of free zone in which we can develop a series of video services, standing next to QVC, that we hope will break the bias of people using home shopping as a resource. I mean, right now most people look at home shopping and say "crummy, down market, zircons, dolls," et cetera. And the visual image of home shopping is somewhat poor. The work that my company can do over the next couple of years is to change that, just like catalogues changed between the '60s and the '70s.

We're not going to do video experiments in interactivity for CD-ROM or for the full-service network tests because we don't think that's a business anytime soon. Where we do think there is a business is in modem-based, on-line services. The technology we're working on is smart agenting.

What do we mean by smart agenting? We mean a service that in short order will know the areas of your interests, your pocketbook, your disciplines and will act as a filter to bring you goods and services you would not be able to get any other way. We believe that what a computer does that is of use to a normal person is to act as their homework helper, which is what a smart box, i.e., computer, can do

with today's technology.

Our service is called Q-online, and will be delivered via modem through a PC. We're doing it because this is, first of all, a market that you can serve today that's real; second, we think that the way to be of actual service to somebody is to task smart agenting to it. That is a real base business today. There are probably a solid four million people who use on-line services on a regular basis and another couple of million who use them a little bit, and then there are several million more who access via the Internet.

So we kind of dove in and said that's what we're going to do. We'll start by serving one of the existing on-line services, quickly serve the rest, and eventually start our own standalone. And if we're right about that and we do it well, then in three years to five years to seven years, when you do add video, when there is a bigger pipe, when there are

*"What do we mean by smart agenting? We mean a service that in short order will know the areas of your interests, your pocketbook, your disciplines and will act as a filter to bring you goods and services you would not be able to get any other way."*

two-way, full-service networks, we will have already worked the systems out so that we can lay those tracks down naturally when the world gets close enough.

**How much are you prepared to invest in it all?**

Frankly, because of everything else we do, it's not overly capital intensive for us. It's seven figures, but it's not eight figures in the R&D stage. Actually, even in the early roll-out stage it's not. It probably will cost us about \$10 million over three years.

**Is this a new television medium? Alongside cable or over-the-air?**

Oh, no. Again, I think it all converges. You can't get enough video through that pipe today. Tomorrow you will, but you can't today. I do think that the coaxial cable, through cable into a PC, will work really quickly. Cable into a PC and then onto a big screen is the day after that.

**What about the smart TV versus the PC?**

The role of the PC is going to grow enormously in the next couple of years. It's growing, and it's clearly going to keep growing as it keeps getting more friendly and there are more interfaces, and I'm talking about a computer with a modem, a CD-ROM, all of those little pieces.

It's also true that, through a television set, convergence is dependent upon an infrastructure that is so deep it is going to take longer. What it means is that eventually the computer's going to come up and the television set's going to come



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**Seinfeld**  
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WFLD

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Cleveland, OH  
WUAB

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**Seinfeld**  
Washington, DC  
WTTG

**Seinfeld**  
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WTKR

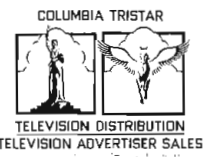
**Seinfeld**  
Nashville, TN  
WZTV

**Seinfeld**  
Atlanta, GA  
WATL

**Seinfeld**  
Houston, TX  
KHTV

**Seinfeld**  
Houston, TX  
KHTV

The show about  
**NOTHING** that's really  
something.



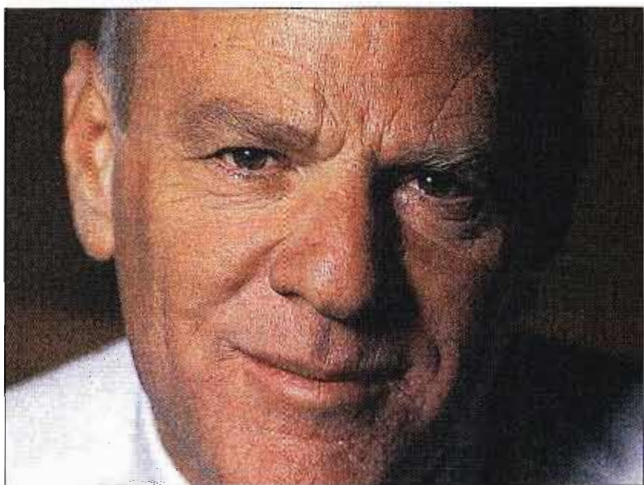


down and they'll meet in the middle. To think that they don't meet in a hybrid or pure sense is just not sensible.

Next door, down the hall, in another room may be a computer with a relatively small screen that you'll task as a work station kind of environment; word processing on a big television set is more than a little awkward. But the majority of people will be watching. Instead of working, they'll be watching and accessing and interacting with a large-screen television tasked to a smart box, say computer, say set-top box, say George, tasked to a pipe with huge data capability, two-way. It's clear to me.

**And you shouldn't worry about making money today because the assumption is that in the future...**

No, you should always worry about making money today, and the reason we're not doing a lot of these experiments is



because the only thing I'm going to do with my company is enter businesses where there already is a market, maybe small.

Now, if you need to work out switching, which is what the telcos need to do and what cable operators who want to do full-service networks need to do, if you're going to work out technical systems, switches, servers and big items like those, you do need to do some kinds of experimenting to get it right, and that does cost you a lot of money if those are your businesses. I'm glad it's not my business; I'm glad I don't have hardware issues. We're doing the same, but the cost structure is low—low enough that it meets current market.

**The cable industry seems to be stuck at less than 65% penetration. When we were talking about how you might expand your business, it occurred to me that you could expand your business a lot if penetration went up to 75% or 80%.**

You bet we could.

#### Will it?

Sure. It seems inevitable to me that a natural extension of their business, particularly with competition from telcos, is going to be finding ways to get the people whose homes they pass plugged in, just like the ubiquitous twisted pair got plugged in. That's probably why they'll get into telephony, and that will help them on the other side. But eventually, video, big-pipe video, is going to be in every home, or practically every home. Penetration will be in the '90s.

Because I think what will happen is that there will be two wires. I think the hopeful part of communications policy for this country is to be sure that there are two wires easily available into each home. That will expand penetration, and homes will use one or both or some of each for various kinds of services. The result will be that we'll have real competition, video and telephony competition, just as is taking place now in Britain. You've got it coming from the sky with Murdoch, you've got it coming from British Telecom this way and you've got it from US West or TCI or Comcast.

Ideally, you have a system of real good, juicy competition. You need the potential for two wires, and you need a relatively level playing field.

If you have one wire, then you better have it be a common carrier and regulated within a true inch of its life.

*"Ideally, you have a system of real good, juicy competition. You need the potential for two wires, and you need a relatively level playing field."*

We're at a very critical stage now because the architecture we're laying down will be that which dictates which of the routes it's going to go, but I can't find anybody—except the players on both sides—who would say that the thing that should happen is that there be one unregulated wire.

**The editorial page of BROADCASTING & CABLE holds to that view.**

One unregulated wire?

**A wire like that of the cable industry today, which already extends to 95% of the country. Unregulated in the sense of not being a public utility.**

Did you say regulated or unregulated?

**Unregulated. Unregulated because we're not for turning this industry over to be a public utility.**

Wait a minute; I just want to hear it. Your editorial position is that there should be an absolute monopoly, unregulated?

**No. Our position is that one wire will be the eventual result and that the cable precedent has been a natural monopoly that grew out of the cost of wiring the entire nation. The whole history of cable has been that a community could not support two wires. In all of this country you've got perhaps 50 overbuilds. It's our present view that after we've gotten through the initial Bell Atlantic-TCI aftermath, within a year or two**



# Herculean results!

A promotional poster for the TV show Hercules. It features Hercules in the foreground, looking intensely at the camera, and his father Zeus behind him, holding a wooden staff. The background is dark blue.

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years, those two industries will say, "We cannot build two parallel railroads across this country. Let's join forces and build one railroad that will carry so much traffic that the enormous capacity will furnish your competition." But I don't believe that we need two television railroads, each with a thousand or more channels of capacity.

There are two railroads right now—in terms of homes passed—in front of the vast majority. There's a telco twisted pair and there's a cable coax. Both are going to get upgraded. Both aren't going to merge. That's the hope: both get upgraded and both get competitive, both get into each other's worlds. That's an efficient method.

You could make the same argument for long-distance carriers. You could say, "Who needs MCI and Sprint?" Look at what MCI has spent laying duplicate track to what

AT&T had. Who needs it? It's inefficient, costs billions and billions of dollars, right? Well, who's the beneficiary of this? The stockholders of MCI are the beneficiaries. The consumer is a true beneficiary because the consumer has gotten lower rates. The television business has gotten tons of advertising for these companies to get their message of competition out.

And it will happen, it's going to happen. I mean, it's going to happen anyway, and I don't believe that there's going to be some great meeting someplace between Mr. [Ray] Smith [of Bell Atlantic] and Dr. John Malone [of TCI] and a government facilitator who's going to arrange for them to join together in one wire that they'll all share. Expressly the opposite.

**Do you think the FCC is facilitating this kind of two-**

## QVC: Setting sale into TV's future

"They won, we lost. Next." That was Barry Diller's postmortem on the battle his company, QVC, fought with Viacom over Paramount Communications. Publicly, Diller refuses to dwell on the past and, ever the forward thinker, has a lot to say about what is next on QVC's plate.

In the company's just-issued 1993 annual report, Diller, in a couple of sentences, dispenses with the half-year saga that gripped the entertainment industry.

"We thought it was a onetime opportunity to acquire a remarkable group of assets that were under-managed," he wrote in his letter to shareholders. "When the price, in our opinion, proved too high, we passed."

In the near term, a key task is to make home shopping, or "electronic retailing," as Diller refers to it, more approachable to the majority of viewers who don't use it.

But beyond the core business, Diller says, "we will continue to look at the world of multimedia with prudent but eager interest." If a sound acquisition opportunity outside the current franchise presents itself, he says, "we will pursue it aggressively."

The company's broad mandate for the future? "Growing ever faster," through a series of ventures and new projects that Diller hopes will "put the QVC stamp on electronic retailing and all its natural offshoots throughout the world."

QVC ended 1993 in a fiscally buoyant mood. Revenues were up

14.2% to \$1.22 billion, with operating income up 28.8%, to \$152.2 million. First quarter 1994 revenues were 8.5%, something off the 1993 pace; revenues for the first quarter totaled \$296.4 million.

Net income also was off in the first quarter of 1994, which the company attributed in part to a change in the way income taxes are figured. But even accounting for that adjustment, net income was down 32%, to \$12,063,000.

Meanwhile, the company's stock—which had been bid up rapidly during the Paramount takeover attempt—has dropped more than 20 points since QVC withdrew from that contest in mid-February. The stock closed last Wednesday (May 18) at 31, near its year low of 29 1/4. Within the past year, the stock has traded as high as \$73 per share. QVC's stock devaluation has been compounded by perceived troubles cable faces in the wake of stricter controls.

Diller has kept QVC on an aggressive growth pace, although at the moment there's nothing to match the dramatic Paramount acquisition effort. The strategy is two-fold. First, revamp the main QVC channel with sharper marketing and merchandising strategies, upgraded facilities and overall production quality. Second, develop new program services aimed at taking what Diller calls "the bias" off home shopping.

Q2 is the first and most important

new domestic service aimed at debunking the "crummy, down market, zircon" reputation many associate with home shopping. Q2, testing now, with a full-blown launch set for September, is one of two new services that will replace the Fashion Channel.

The fashion segment has been QVC's most successful category, and Q2 and onQ represent the next phase in Diller's vision of the evolution of home shopping services. Both of the new services are being positioned as upscale, lifestyle magazine-type program services. Diller also is leading the company into modem-based delivery with Q-online, a shopping service that will utilize smart agency—the computer's ability to single out customers by demographics.

Although a veteran marketer—Candace Carpenter, who served stints with American Express and Time Warner—has been tapped to run Q2, the company has reached out to the fashion industry to fill other posts. Longtime Diller friend and confidante Diane von Furstenberg is creative planning director. Tina Gaudoin, with stints at *Harper's Bazaar*, *Mirabella* and *British Vogue*, has signed on as health and beauty editor. And despite QVC's recent revenue growth declines, cable industry observers are impressed with the commitments that Diller has secured from cable operators for Q2—roughly 7.3 million now, 16 million by year's end and up to 32 million by 1997. —SM



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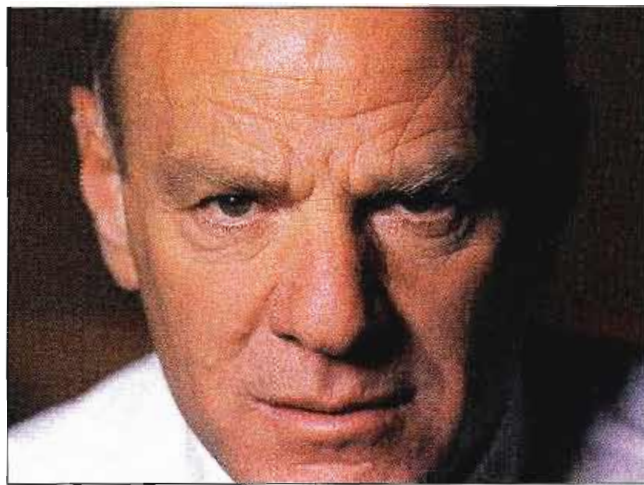
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**pipe future that you envision, or do you think it's inhibiting it?**

Well, I think they've got a problem, and I'm sympathetic to it. We'll see what happens in the next two years, really the next year, maybe months. I don't think we've given the new FCC enough time; you need to know a bit more. The FCC has a terrible problem, and it's not of their making—Congress made it. They passed a tough cable bill, and they may or may not pass a smart or dumb telco bill. But take current events. They've got a tough cable bill and the FCC and its chairman have to carry it out and walk through an awful lot of minefields in the carrying out of it.

I don't think we've seen enough yet to know whether they'll carry it out sensibly for cable or for telcos, when they get new telco stuff.



**Haven't they already carried it out for cable?**

No, because I think...

**Is there another shoe to drop?**

The hope is that Chairman [Reed] Hundt and his commissioners, within the Cable Act, [will be] able to provide cable operators first of all with certainty, which they haven't had for three years. But second, in the areas of making investments in plant, equipment and this bigger pipe, that they encourage them, which they are able to do within the strictures of this Cable Act. And if they do that, and the capital markets know it and the cable operators know it and the world knows it and the Congress doesn't crucify them for such wise policy or for such wise regulatory practice, then in fact cable will be fine, and they'll make investments and they'll be able to get a perfectly reasonable, which means juicy, return on their investment.

That is to be determined in the next three months, six months, nine months, a year. At some point you'll be able to say, "Well, it's true," you know. I don't think you can say it yet. I think you need to give the FCC and its chairman and its process more time. I know that the early indications are of obvious concern to cable, because they came out with 600-odd pages of this.

**Well, Reed Hundt has determined that he's going to undo the cable monopoly. He keeps speaking of the cable monopoly and saying, "Look what we've done for you in trying to curb that tiger." I think he is com-**

**pletely committed to the dismemberment of what he considers a monopoly cable industry because of his association with the Cable Act, with a very belligerent Democratic Congress and with Al Gore.**

That's not what he says. What he says is that the best situation is to get cable and telcos to compete with each other and reduce the regulation for everybody thereby. The question is [whether he] can pull it off without bashing one side or the other. I don't know the answer, but I certainly hope that what he does in this next period is to clarify—clarify to the extent that balance on the other side is obtained, and that instead of you and other people saying that the FCC wants to do this or that, and the FCC saying, "No, we don't," I hope it will make it quantifiably clear by its actions that it doesn't.

But if in fact they take away from cable its exuberance

*"If cable at the very time that it needs to lay and widen tracks ends up having to narrow tracks, it will be a tragedy for communications. I don't think that they [the FCC] want to do that. I hope they don't want to do that."*

and entrepreneurialism, it will be a crime of huge proportion. If cable at the very time that it needs to lay and widen tracks ends up having to narrow tracks, it will be a tragedy for communications.

I don't think that they [the FCC] want to do that. I hope they don't want to do that. Early indications may have confused people, but I'm optimistic that they can't be that crazy.

**What's next? Where do you see your opportunity to do something with this medium—forget the highway—just television, as though you had only one channel. What should be going on with the medium?**

I can't comment on what's next. Because I think you should comment on what is, not what will be. I mean, let it be in evidence and then comment is fair, but before that, the only thing that I could do is to say that which I've said all along, that my interests are to be involved in as many aspects of media as are available and interesting.

And I'm not talking retailing. Retailing's retailing. But I do not, did not, plan and I haven't heard anything that says to me that electronic retailing is the definition, is the furthest definition, widest definition of television that I'm going to engage myself in. It's the narrowest. That doesn't mean that it's narrow by definition. I'm not by any degree making a judgment about it because I think it can be great and a huge business, just simply a huge business. But the definition of my interest goes way beyond electronic retailing. ■



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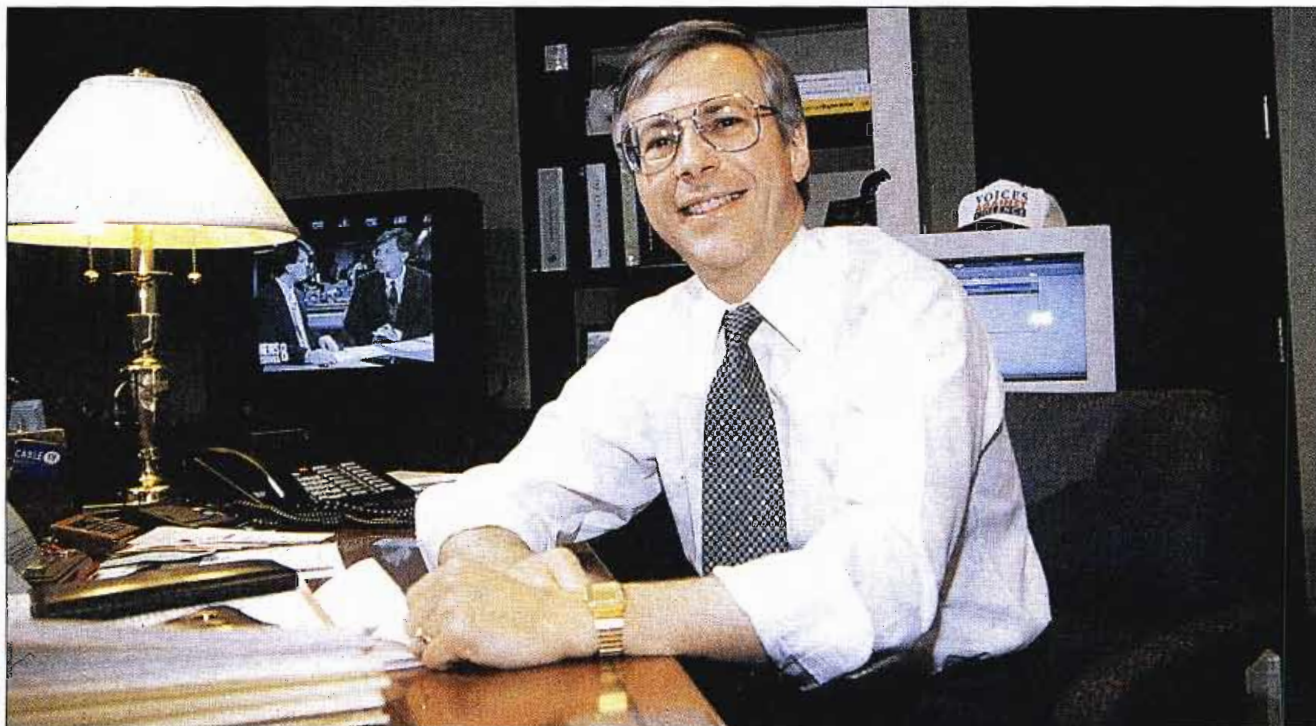
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## Decker Anstrom's dual vision

*National Cable Television Association President Decker Anstrom's short-term view of cable's future includes scaled-down capital improvement plans, failed programming services and even some loan defaults and bankruptcies—all the result of the new congressionally mandated FCC rate regulations. But, as he tells it in this interview with BROADCASTING & CABLE Executive Editor Harry Jessell on the eve of the NCTA convention this week, the long-term outlook is as bright as it's ever been. Anstrom argues that cable's technological base, gutsy entrepreneurship, knack for coming up with services people like and "goofy optimism" will keep the industry at the center of telecommunications as the country speeds toward the 21st century. NCTA is working for infohighway legislation this year because cable no longer wants to be confined to TV, he says. "We're ready to compete in the telephone business."*

**We've heard a lot of complaints about the new FCC cable regulations from cable operators. Just how bad is it?**

We think there's going to be a very serious impact on the industry. The FCC estimates that the reduction in revenues will be \$3 billion, which is an estimate that's consistent with our own analysis. That's an unprecedented reduction in any industry's revenue.

It's going to have a very significant effect on our ability to invest in new technologies and new programs. And for many companies that do not have diversified sources of income, their very future will be affected.

**That's \$3 billion out of annual revenues of about \$21 billion.**

Right. And remember, there's a ripple effect created by this reduction. It directly affects our ability to raise new

capital in the markets. Typically, banks and other lending institutions make capital on a five-to-six-times-revenue basis. So if we've lost \$3 billion in revenue, the net impact on our ability to raise money in the capital markets is \$15 billion to \$18 billion. And it comes at the time that this industry is looking at making major capital investments. This action to cut cable rates is certainly going to slow down cable investment.

**But doesn't the consumer good outweigh the industry harm? It's \$3 billion out of your pocket, but presumably \$3 billion in the pocket of consumers.**

If indeed we're going to be slowed in delivering new services, new technologies, new programming that we know people want in terms of our market testing, then what cost is that? What benefit is that? The average cable consumer



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is going to save a couple of dollars. While that may not be insignificant for some families, there's an enormous cost to society at large and to many families and businesses who presumably want these new services and new technology.

**You're expecting 20,000—people a record number at your annual convention in New Orleans. Given all those cable expense accounts, why shouldn't FCC Chairman Reed Hundt and Representative Ed Markey simply dismiss cable's complaints about cable regulations as so many crocodile tears?**

I appreciate the point you're making, but I think the record is going to be very clear here. The record is already clear in terms of mergers that have collapsed that would have brought more capital and sped the development of new technology and new programming, in terms of equity offerings shelved because of the new regulations, in terms of the cable companies that have been put on credit watch, in terms of small companies whose bankers are now talking to them about going into bankruptcy.

What New Orleans speaks to is probably kind of a goofy optimism that's always been a part of this industry. If you go back and talk to the people who were involved in this business 20 years ago, you find they went through some very tough times with the regulators, at which times people questioned whether cable would bounce back.

**What's the good news?**

We are going to be right at the center of the telecommunications revolution. To really sense it, you have to look at the fundamentals of business. And the key fundamental is that we have in place the only high-capacity network that goes into more than 60% of the homes in the country and is available to more than 95% of the country. And with very modest incremental upgrades, we can provide all of the two-way interactive whiz-bang services and programming that people are talking about and dreaming about today. That's an enormous advantage in terms of where we're positioned.

Second, our industry has a proven record in terms of developing new services that people like and want and welcome into their homes. And third, this industry has shown a history of being willing to take the risks that are needed, to try and in some cases fail—but a lot of times succeed.

**The cable regulations have been blamed—rightly or wrongly—for the collapse of the Southwestern Bell-Cox and TCI-Bell Atlantic deals. Is the period of interindustry partnership over?**

No. You'll see more strategic alliances, joint ventures and partnerships. Because in the end, the rationale for those still makes a lot of sense.



**“Our industry has a proven record in terms of developing new services that people like and want and welcome into their homes.”**

**Between RBOCs and cable?**

I wouldn't be surprised at all to see some RBOC-cable deals. You may see some long-distance and cable deals. You may see computer company and cable deals. This is too big for any one company or industry to do alone, and you need to bring a lot of skills, a lot of expertise, a lot of capital together here.

**The FCC has indicated a willingness to improve the incentives for cable operators to add new programming networks. What improvements would you like to see?**

We think that a couple of things need to happen. First, we need some so-called going-forward rules that genuinely provide an economic incentive for an operator to add a network to a regulated tier. And what that means is a formula that provides enough of a margin so that operators can use an extra channel and get a return that signifies not only their expense, but also the risk they're taking in terms of adding a new network that hasn't been tested yet.

Second, we think the commission needs to provide clear ground rules for what's going to be permissible in terms of new à la carte offerings. The first round of rules indicate that the commis-

sion will look at à la carte packages and offerings on a case-by-case basis. We don't think that's going to work very well with 11,000 systems, and we think the FCC probably should set some ground rules, or safe harbors, so that people know what will be allowed and what won't be.

**The industry has a concerted effort to slow approval of video dialtone applications, which would allow telephone companies to overbuild cable systems and offer video services on a common-carrier basis. Aren't you simply trying to block competition?**

No. We're actively involved in trying to slow the video dialtone applications that are on the table now. And the problem with these applications is, we do not yet have a regulatory framework established that protects both competitors and consumers from the telephone companies using telephone-ratepayer funds to subsidize their new ventures.

We never have opposed video dialtone as a concept, and we have not opposed the experimental video dialtone applications that have been filed by the telephone companies to test on a very small scale what works and what this concept means. But the telephone companies now have commercial applications totaling in the millions of homes. Our view of this is quite simple: The FCC should issue rules first, then act on the applications.

**Along with municipalities, you have opposed a central element of the video dialtone rules: that video dialtone providers may forgo municipal franchises and regula-**





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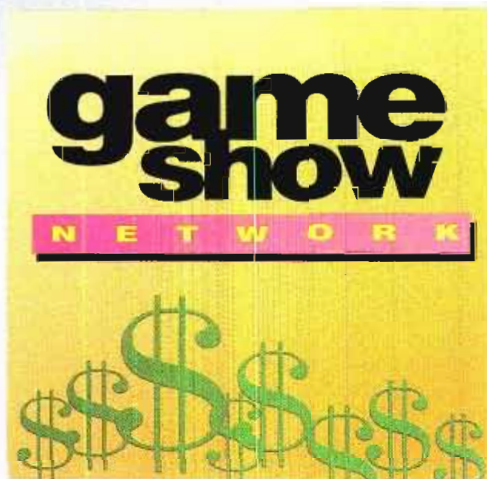
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tions.

Yes, we've challenged that in court. The oral argument was held on that about a month ago, and we expect a decision sometime this summer.

**Within the next month or so, the Supreme Court is expected to decide whether the must-carry rules are unconstitutional, as cable has argued. What's happens if cable wins?**

If the court agrees with us, I expect you'll see some discussions beginning again between broadcasters and cable operators about carriage and channel positioning. As the government conceded in the arguments before the Supreme Court, 98% of broadcast stations were carried by cable operators without must carry, so I don't anticipate any significant disruption.

**If cable wins, should we expect First Amendment challenges of other provisions of the Cable Act?**

Obviously, we'll want to see the decision from the court. But a must-carry decision that recognized the First Amendment rights of cable operators and programmers would be very important. There's no question in my mind that we would pursue some further appeals in a very targeted way on specific provisions of the act.

**You've said the so-called infohighway pending in Congress is very important to the cable industry. Why?**

We're ready to compete in the telephone business, but we need those state and local barriers eliminated. We need to make sure that the cities don't have the right to regulate our telecommunications services, and we need to have the right to have access to the telephone switch and related facilities so that we can compete.

We are going to have to raise more than \$20 billion to \$30 billion over the next decade to upgrade our facilities. We need to have the rules of the road in place so that we can go to the banks and financial markets and raise that money.

**Is this legislation going to become law this year?**

I hesitate to be an oddsmaker here. And the question probably comes down, after Memorial Day, to whether the telephone companies want to participate in getting a bill enacted this year, or whether they want to try to take the bill down.

There are some indications that if they don't have cold feet, they at least have cool feet at this point, and that really is the question for me. Do the phone companies want to cooperate and be constructive here, or do they want to try to take the bill down?

**Can NCTA do it all? Can it represent the interests of all the different industry segments—programmers, small-sys-**



**“Our industry has had the equivalent of a political caning over the last several months.”**

**tem operators, middle-size companies and big companies—that are as much interested in telecommunications as video?**

Having a big-tent organization in which the industry can speak with one voice on probably 95% of the issues on which the industry really agrees makes a lot of sense. There will be some issues that NCTA won't speak to because there will be differences of opinion among major companies or among different elements of the industry. But by and large, whether we're looking at telecommunications policy or regulatory policy at the FCC or tax policy, the industry has a consensus. Our job at NCTA is to find that consensus and then act as an orchestra leader in terms of motivating and organizing the industry to work on those issues.

**Looking beyond this year's infohighway legislation, what's on cable's congressional agenda?**

At some point over the next several years I would hope that our industry could go back to Congress and revisit some parts of the Cable Act, particularly reregulation. But before we can do that, several things have to happen. I think that this industry, first of all, needs to

show that we've made every effort to comply in good faith with this second round of rate regulations.

Second, I think the emergence of competition from telcos and elsewhere will help assure policymakers that competition, rather than regulation, can deal with some of the issues that they've historically been concerned with, with cable.

**Cable did not comply with the rules in 'good faith' last year—at least that was the perception in Washington. What makes you think there will be good-faith compliance this year?**

Enlightened self-interest. I think our industry has had the equivalent of a political caning over the last several months, and the most important thing that this industry has to do in the short term is to deal with that perception that you suggested exists out there. And if we can do that, I think that's the first step on our way to political recovery.

**The final word is yours.**

We really are going to be at the very center of this telecommunications revolution, and our companies really are ready to move forward with the new technologies and the new programming. They're already moving out into communities around this country. Some industries may talk about how they want to bring new services and technologies. This industry is doing it today. When people look back, 1994 is going to be looked at as the year before this industry took off again. ■



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# New networks jockey for channel position

*To entice operators, programmers offer equity, demand no fees*

By Rich Brown

**H**ow do I launch thee? Let me count the ways.

There was a time when launching a new cable network meant selling some advertising time and collecting some carriage fees from multiple system cable operators (MSOs). But cable rate reregulation, limited channel capacity and growing competition for ad dollars have changed the equation. New networks still are trying to launch—more now, in fact, than ever before—but they are finding different ways to do so.

## Advertiser equity

Many programmers realize they just can't count on carriage fees anymore. Traditionally, MSOs would pay a cable network 10-20 cents per subscriber for carriage. But MSOs no longer have that kind of money to spend in the newly reregulated environment, according to some observers.

"Cable programmers must recognize this new economic environment," says cable programmer Tim Robertson, CEO of International Family Entertainment. "All you have to do is look at the new FCC regulations. Where is this money going to come from?"

IFE has opted not to charge operators to carry its six-month-old fitness network, Cable Health Club. The company, which also owns The Family Channel, is instead covering the costs of the new network by selling minority stakes to two strategic partners—sponsor Reebok International and major cable programming company Liberty Media Corp. Cable Health Club currently reaches roughly 1 million cable households and is expected to grow to 3 million by the end of the year and 12 million within three years, according to Robertson.

Still, other programmers say it is possible to charge carriage fees for new networks. Arts & Entertainment is seeking carriage fees for its new spin-off network, The History Channel,



*Ted Turner launched his latest cable channel, Turner Classic Movies, last month with 'Gone With the Wind.' When the service debuted, it had only one million subscribers, but hopes a la carte and tiering service will eventually boost those numbers.*

which is expected to launch later this year. (Like most new services, MSOs have the flexibility to offer History a number of different ways, including as part of a basic package or on an a la carte or tiered basis.) MSOs are willing to pay for quality programming from reputable program suppliers, according to Nickolas Davatzes, president and CEO.

Executives at A&E and other established program suppliers say they still need the additional revenue stream from cable system operators to help cover the cost of programming licenses. But many MSOs say they can no longer pay such carriage fees.

Sources say Fox Broadcasting's fX, for example, will not be seen in Manhattan when it launches June 1 because cable system operator Time Warner Cable of New York City refuses to pay the network's 25-cent-per-

subscriber carriage fee. Television Food Network, on the other hand, which promised 10 years of free carriage to charter cable system operators, has been available on Time Warner's New York City systems since the network's debut on Nov. 23, 1993.

## Retransmission consent

TVFN and fX are among those new cable networks that have benefited from the FCC's retransmission-consent rules. The rules entitle local TV stations to negotiate a fee or other compensation from a cable system operator in exchange for carriage of their broadcast signal. Providence Journal Co.'s TVFN has commitments from cable system operators guaranteeing the channel distribution to more than 18 million households within three years. Network chief Reese Schonfeld has said the network should make back its \$50 million in start-up costs within as few as three years.

Fox's fX is scheduled to debut on June 1 in a record 18 million homes. Among other new networks getting a strong boost through retransmission-consent deals:

NBC's America's Talking, debuting on July 4 in more than 10 million homes; Scripps Howard's Home & Garden Television, launching on Oct. 1; Multimedia's Talk Channel, scheduled to launch on Oct. 1, and ABC-Hearst's ESPN2, which launched on Oct. 1, 1992, and is already available in 14 million homes.

For those networks that do not have the advantage of retransmission-consent deals, finding distribution can be difficult. Turner Broadcasting's newest channel, Turner Classic Movies, launched in April with just 1 million paying subscribers, and only about 250,000 of those were cable households.

TCM's Brad Siegel says he is optimistic the network will fit well into the à la carte and tiered levels of service that will prevail in the newly reregulated cable environment. "We





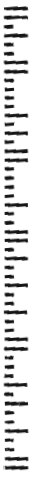
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should have started it sooner," said TBS Chairman Ted Turner at the time of the TCM launch. "But better late than never."

Another fledgling Turner service, The Cartoon Network, had the advantage of launching prior to the onslaught of retransmission-consent channels. Since its 1992 launch, the network has managed to build its distribution to roughly 10 million subscribers.

Similarly, USA Networks' Sci-Fi Channel has managed to build its distribution to more than 16 million subscribers since launching in September 1992. "We sort of got in before the real crunch hit," says one USA Networks insider.

### Paying for carriage

Cable networks looking to launch now might want to consider reversing the traditional model and actually paying MSOs to carry them. QVC's spin-off shopping network, Q2, is offering to pay cable system operators a onetime fee of up to \$5 per subscriber for carriage. One entrepreneur in Los Alamitos, Calif., James Lewis, is rolling out his Black Shopping Network by buying leased time on local cable systems in key markets. Lewis, who previously marketed L.A. Lakers and Malcolm X watches, pays each cable system about \$250 an hour to air BSN programming. "People always say, 'How do the big boys do it?'" says Lewis. "You can't look at it that way."

Lewis said his original plan was to test the service for four months on a Tele-Communications Inc. system in Baltimore, Md. But orders began to roll in after just two weeks in the market, and he decided to expand to New York, Washington, Detroit, Los Angeles and Philadelphia. He is also now buying a weekly hour of satellite time through National Access Television.

Some new networks are paying marketers to help them launch. A handful of networks each pay about \$65,000 a month for the services of VGI, a division of top MSO Tele-Communications Inc. that helps fledgling cable networks get off the ground. Networks currently being handled by VGI include Faith & Values Channel, Kaleidoscope, Parasol 4, The Parents Channel, Planet Central and RecoveryNet.

Other new networks are experimenting with "sheltered" launches that help the networks establish themselves before moving full speed ahead. Americana Television, a 24-hour country lifestyle channel that reaches more than 1 million homes nationally, got its start as a part-time service on Nostalgia Television.



*MTV Latino, which launched last October, now has 3.1 million subs in Latin America and 373,000 in the U.S.*

### The MSO connection

One sure way to improve distribution of a new cable network is to give MSOs a stake in the channel. Rainbow Programming Holdings, the programming division of Cablevision Systems Corp., plans to launch The Independent Film Channel on Sept. 1 in at least the 2.5 million homes served by the MSO.

Similarly, Jones International is using its many affiliated Jones cable systems to roll out the Jones Computer Network as well as a new infomercial channel called Product Information Network and other planned services. TCI is looking to launch new services, including its own computer-oriented channel.

Networks on tap at number two MSO Time Warner include home shopping channel Catalog 1. And TCI and Time Warner are looking to join forces to launch Sega Channel and possibly a new music video channel.

Equity stakes by MSOs help propel other planned networks, such as The Golf Channel, a pay service scheduled to debut in January 1995. Continental Cablevision, Comcast, Times Mirror, Cablevision Industries, Newhouse Broadcasting and Adelphia Communications have agreed to pump \$60 million into the channel and will carry it on their systems.

### Multiple markets

Some new cable networks, such as the emerging Hispanic services, are able to launch without depending on U.S. cable distribution. MTV Latino, for example, launched in October 1993 with a focus on Latin American distribution. The music video network now reaches 3.1 million homes in Latin America and about 373,000 cable homes in the U.S., according to Dick Arroyo, managing director. "We always saw the U.S. as an 'extra' for us," he says.

### The waiting game

For many proposed networks, especially those without the resources of a major programmer or multiple system operator, it is a waiting game. Many are trying to stake some kind of claim that will give them an advantage when digital compression technology arrives and channel capacity multiplies.

"We're still here," says Paul Salerno, president, Web Broadcasting Systems Inc., a Cedar Grove, N.J., company that has been talking to cable system operators for the last three years about a would-be network called ATV: Advertising Television. As planned, the network would feature 10-minute infomercials and no direct sales.

Salerno has pushed the ATV launch date back on more than one occasion, enabling at least one of his competitors to get a head start. Jones International's Product Information Network, for example, debuted in April.

Salerno does not appear to be pressured by PIN's launch. He says ATV differs from PIN in that his network will not sell products directly. He also says ATV will not rush to launch in a period of limited channel capacity: "We don't feel it makes sense to launch unless you have the capacity to do it." ■



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# COMING ATTRACTIONS

*New cable networks hope to find an audience niche*

Lately, the ever-expanding list of would-be cable networks has been growing with each week. Following is a list of networks with plans to launch as well as those that have already launched in the past year.

## **Adam & Eve Channel**

*Northridge, Calif.*

818-718-0366

**Programming:** Adult pay-per-view and pay-per-night services, featuring home shopping segments

**Owner:** Adam & Eve Communications Inc.

**Launch date:** Feb. 14, 1994

## **American Political Channel**

*Falls Church, Va.*

703-237-5130

**Programming:** Political news, information and public policy programming

**Owner:** Private

**Launch date:** fall 1994



*The Americana Television Network will feature music videos and concerts, such as this one, the Branson Jam (with Louise Mandrell), which the network sponsored for charity.*

## **Americana Television Network**

*Branson, Mo.*

417-335-8600

**Programming:** Videos of American music, including country, blues, bluegrass, jazz and gospel, plus documentaries, concerts and other original and acquired programming

**Owner:** Americana Television Network Inc.

**Launch date:** Jan. 15, 1994

## **America's Talking**

*Fort Lee, N.J.*

201-585-2622

**Programming:** All-talk channel focusing on current events and issues

**Owner:** NBC

**Launch date:** July 4, 1994

## **Applause** (previously Parasol 4)

*Los Angeles*

213-850-0500

**Programming:** 24-hour general entertainment network that will include six hours of children's programming

**Owner:** Parasol Media

**Launch date:** 1995

## **Arts & Antiques Network**

*Washington*

800-782-8976

**Programming:** Aimed at both serious and novice collectors, programming on the channel will include magazine-style shows, documentaries, on-the-spot

**Programming:** Automotive news, sports, weather, documentaries, home shopping, infomercials, travelogues, motorsports, event coverage, consumer auto tests, talk shows, movies, music videos, magazine-format series and a weekend children's block

**Owner:** Global Television, Fidelity Capital

**Launch date:** full-time by early 1995

## **ATV: Advertising Television**

*Cedar Grove, N.J.*

201-857-3500

**Programming:** 10-minute infomercials. There will be no direct sales, but advertisers will be allowed to provide 800 numbers.

**Owner:** Web Broadcasting Systems Inc.

**Launch date:** fourth quarter 1994

## **BET on Jazz:**

### **The Cable Jazz Network**

*Washington*

202-636-2400

**Programming:** Jazz (some blues and gospel), including performances, documentaries and interviews

**Owner:** Black Entertainment Television (also planning a home shopping service)

**Launch date:** October 1994

## **Black Shopping Network**

*Los Angeles*

310-430-2905

**Programming:** Home shopping channel

**Owner:** Private

**Launch date:** May 14, 1994

## **Booknet**

*New York*

212-698-7808

**Programming:** News and films based on novels, interviews, profiles of writers, authors reading from their books

**Owner:** Booknet Inc.

**Launch date:** mid-1995

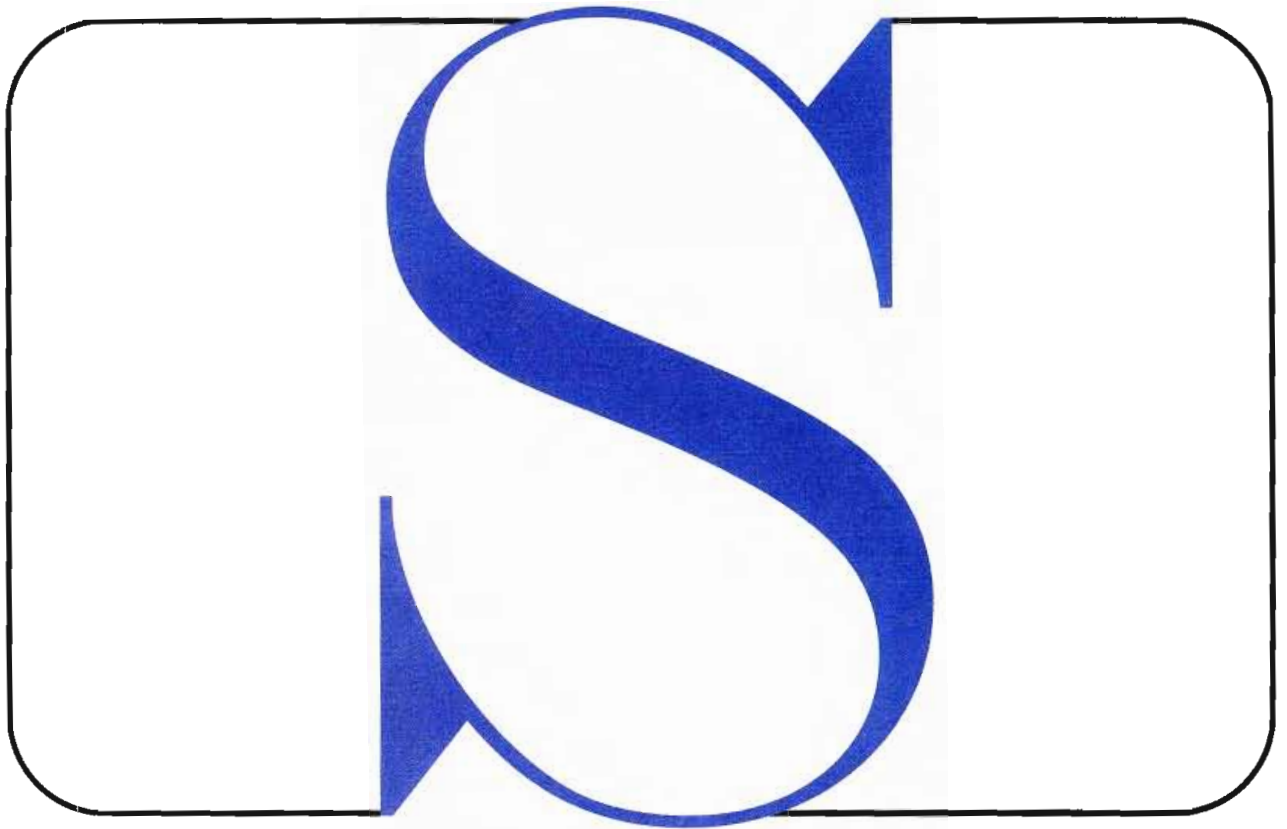
## **The Cable Health Club**

*Virginia Beach*

804-523-7301

**Programming:** Hourly workout segments and health information plus





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aerobics, fitness training and healthy living segments

**Owner:** International Family Entertainment

**Launch date:** December 1993

**Catalog 1**

*New York*

212-206-6464

**Programming:** A 24-hour home shopping channel featuring merchandise from 16 upscale catalogues. Format to include information, demonstrations, entertainment and fashion and decorating tips.

**Owner:** Time Warner, Spiegel

**Launch date:** N/A

**Classic Arts Showcase**

*Palo Alto, Calif.*

415-328-5555

**Programming:** Commercial-free sampling of arts-related video clips in "an MTV style"

**Owner:** Rigler-Deutsch Foundation, a 40-year-old foundation supporting not-for-profit arts organizations

**Launch date:** May 1994

**Classic Music Channel**

*Westlake Village, Calif.*

818-707-2233

**Programming:** Music videos from all genres and eras.

**Owner:** Classical Broadcasting Co.

**Launch date:** 1995

**Classic Sports Network**

*New York*

212-529-8000

**Programming:** Classic sports events, television series and specials, documentaries and movies as well as interactive sports and home shopping for sports merchandise

**Owner:** Liberty Sports, the sports programming arm of Liberty Media Corp.; Allen & Co., and other investors

**Launch date:** late 1994

**CNN International**

*Atlanta*

404-827-1500

**Programming:** Domestic feed of CNN's international coverage now distributed overseas

**Owner:** Turner Broadcasting System

**Launch date:** N/A

**Collectors Channel**



*The Cable Health Club will feature exercise shows with Jake "Body by Jake" Steinfeld, also a partner in the channel.*

*Hudson, Mass.*

508-568-0856

**Programming:** Will include magazine shows, talk shows, game shows, live music events and live interactive auctions, collector's news updates, the new "Buffalo" Bob Smith Show and the classic Hopalong Cassidy series.

**Owner:** EveryDay Productions

**Launch date:** late 1994

**Cowboy Channel**

*Virginia Beach*

804-523-7301

**Programming:** Classic westerns

**Owner:** International Family Entertainment

**Launch date:** N/A

**Cupid Network Television**

*New York*

212-989-2979

**Programming:** The 24-hour adult home shopping channel sells various sex-related merchandise to customers and provides cable system operators with a 5% cut of merchandise sold in their market.

**Owner:** Capital Distribution

**Launch date:** March 31, 1994

**The Ecology Channel**

*Ellicott City, Md.*

410-750-7291

**Programming:** Entertainment and educational network covering the envi-

ronment

**Owner:** EarthTrends Communication

**Launch date:** December 1994

**Encore Thematic Multiplex: Mood on Demand**

*Denver*

303-771-7700

**Programming:** Six channels delivering commercial-free family viewing material: love stories, westerns, tweens, mystery, action/adventure and true stories

**Owner:** Encore Media Corp.

**Launch date:** July 1994

**ESPN2**

*New York*

203-585-2000

**Programming:** More than 2,500 hours a year of original programming targeting light to moderate sports viewers, age 18-34

**Owner:** ESPN

**Launch date:** Oct. 1, 1993

**FAD TV**

*New York*

212-941-8303

**Programming:** Fashion videos showcasing the latest designer offerings, similar in look and feel to music videos, as well as a variety of longer programming forms

**Owner:** Anthony Guccione

**Launch date:** November 1994

**The Filipino Channel**

*Brisbane, Calif.*

415-715-6900

**Programming:** Dramas, soaps, movies, children's shows, news and sports aimed at Filipino-Americans

**Owner:** ABS-CBN International

**Launch date:** fall 1994

**Fitness Interactive**

*Los Angeles*

310-271-5400

**Programming:** Various exercise shows

**Owner:** Private

**Launch date:** 1995

**fx**

*Los Angeles*

310-203-3474

**Programming:** General entertainment network launching with seven hours of live original programming and lineup of classic off-net fare

**Owner:** Fox Inc.



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**Launch date:** June 1, 1994

### **The Game Channel**

*Virginia Beach*  
804-523-7301

**Programming:** Game shows, interactive games and some original programming along with some acquired

**Owner:** International Family Entertainment

**Launch date:** N/A (IFE's The Family Channel currently carries some Game Channel programming.)

### **Game Show Network**

*Culver City, Calif.*  
310-202-3385

**Programming:** Original game shows from libraries of Sony, United Video and Mark Goodson Productions. Game Show Channel claims library of more than 41,000 programs.

**Owner:** Sony Pictures, United Video and Mark Goodson Productions.

**Launch date:** late 1994

### **The Gaming and Entertaining Network**

*Pittsburgh*  
412-782-2921

**Programming:** Coverage of international gaming and sports betting

**Owner:** Total Communications Programs

**Launch date:** late 1994

### **Global Village Network**

*Washington*  
202-393-3818

**Programming:** International business and lifestyle programming

**Owner:** Gloria Borland

**Launch date:** N/A

### **Golden American Network**

*Beverly Hills, Calif.*

301-278-0088

**Programming:** Targeting ages 50-plus

**Owner:** Private

**Launch date:** 1995

### **The Golf Channel**

*Birmingham, Ala.*  
205-995-0910

**Programming:** A 24-hour mini-pay with some advertising. It will feature golf matches, instructional programs and golf-related news.

**Owner:** The Golf Channel

**Launch date:** 1995

### **The Gospel Network**

*Hollywood, Calif.*  
800-753-6871

**Programming:** Includes live concerts, music videos, news, sports, direct response and special interest programs with general interest appeal

**Owner:** Private

**Launch date:** June 1994 (sheltered launch through ChannelAmerica)

### **HBO en Español**

*New York*  
212-512-1000

**Programming:** Spanish-language version of HBO, showing dubbed features of the programs on HBO.

**Owner:** HBO

**Launch date:** Oct. 1, 1993

### **The Health Channel**

*Washington*  
202-778-2390

**Programming:** 24-hour channel featuring health, medicine and wellness programs

**Owner:** The Novus Group and Health Channel Partners

**Launch date:** late 1994

### **Health & Fitness Network**

*Providence, R.I.*  
401-272-2558

**Programming:** Ad-supported network focusing on health-related issues including traditional and homeopathic medicine.

**Owner:** WFIT-TV

**Launch date:** now airing on low-power WFIT; cable rollout June 1994

### **The History Channel**

*New York*  
212-661-4500

**Programming:** Historical documen-

taries, movies and miniseries from original productions and acquisitions

**Owner:** Arts & Entertainment Network

**Launch date:** fourth quarter 1994

### **The History Network**

*Washington*  
202-223-8054

**Programming:** History-based programming, including some original production

**Owner:** Private investors

**Launch date:** summer 1994

### **Hobby Craft Network**

*San Diego*  
619-259-2305

**Programming:** How-to programming in all areas of craft, hobbies and needlework

**Owner:** ASN Publishing

**Launch date:** 1995

### **Home & Garden Television Network**

*Cincinnati*  
810-827-4470

**Programming:** 24-hour national network on home repair and remodeling, decorating, gardening and home electronics

**Owner:** Scripps Howard Broadcasting

**Launch date:** late 1994

### **Horizons Cable Network**

*Boston*  
617-492-2777

**Programming:** Cultural and intellectual events at universities, museums, libraries and arts centers

**Owners:** PBS, WGBH-TV Boston, WNET-TV New York

**Launch date:** 1995

### **Independent Film Channel**

*Woodbury, N.Y.*  
516-364-2222

**Programming:** Feature-length premieres, documentaries, shorts, animation and original productions focusing on independent filmmaking. Titles will be presented unedited and commercially uninterrupted.

**Owner:** Rainbow Programming Holdings

**Launch date:** Sept. 1, 1994

### **International Channel Multiplex**

*Los Angeles*  
310-826-2429



COMING THIS SUMMER



★ ★ ★ ★ THE ★ ★ ★ ★  
**LINCOLN  
DOUGLAS  
D E B A T E S**  
1858 ★ AUGUST SEPTEMBER OCTOBER ★ 1994  
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**AUGUST**

Ottawa, Aug. 20

Freeport, Aug. 27

*1-7 pm ET/10 am-4 pm PT*

**SEPTEMBER**

Jonesboro, Sept. 17

Charleston, Sept. 18

**OCTOBER**

Galesburg, Oct. 8

Quincy, Oct. 9

Alton, Oct. 15

**C-SPAN** For more information about this special series, call C-SPAN affiliate marketing at 202. 626. 4617  
FUNDED ENTIRELY BY AMERICA'S CABLE TELEVISION COMPANIES AS A PUBLIC SERVICE



**Programming:** A series of single-language services as tiers or mini-pays, including Arabic, Greek, Hindi and Russian. A multilingual movie channel is also in development.

**Owner:** The International Channel Multiplex

**Launch date:** May 1994

**Jones Computer Network**

*Englewood, Colo.*  
303-792-3111

**Programming:** Computer instruction product reviews, news and interviewers with industry experts

**Owner:** Jones International Ltd. (additional services planned by company include The Health Network and The Language Network)

**Launch date:** May 1993

**La Cadena Deportiva Nacional**

*Los Angeles*  
310-286-6300

**Programming:** Mix of marquee sports events with coverage of games of cultural relevance to the Latino community, including soccer and boxing

**Owner:** Prime Ticket Network

**Launch date:** fourth quarter 1994

**Lincoln Mint Network**

*Los Angeles*  
310-552-1875

**Programming:** Interactive shopping and entertainment programs. Service will include set-top coupon dispensing device.

**Owner:** Lincoln Mint  
**Launch date:** N/A

**Unnamed Microsoft/TCI Channel**

*Denver*  
303-267-5500

**Programming:** Aimed at home computer users, including magazine-style and home shopping shows.

**Owner:** Microsoft, Tele-Communications Inc.  
**Launch date:** 1995

**Military Channel**

*Louisville, Ky.*  
502-425-8161

**Programming:** Aviation programming, military documentaries and battle histories

**Owner:** The Military Channel  
**Launch date:** third quarter 1994

**MOR Music TV Multiplex**

*St. Petersburg, Fla.*  
813-579-4600

**Programming:** Six music channels featuring direct-sales elements: Spanish Music TV, Gospel Music TV, Aerobic Music TV, Classic Rock TV, Classic Country TV and Concert Music TV

**Owner:** MOR Music TV  
**Launch date:** 1995

**MTV Latino**

*Miami Beach*  
212-258-2000

**Programming:** Spanish-language music video channel aimed at audiences in the U.S. and Latin America

**Owner:** MTV Networks



Warner Bros.' recording artists Red Hot Chili Peppers could be headliners on a new music video channel.

**Launch date:** Oct. 1, 1993

**Unnamed Music Video Network**

*New York*  
212-484-6630

**Programming:** Music video channel will feature direct sales of music-related items.

**Owner:** Time Warner, Sony, EMI Music, PolyGram Holding Inc. and Ticketmaster (Bertelsmann Music Group and Tele-Communications Inc. said to also be considering ownership in channel)

**Launch date:** late 1994

**National Empowerment Television**

*Washington*  
202-544-3200

**Programming:** Public affairs focusing on the federal government. Includes reports and commentary along with original programming.

**Owner:** Free Congress Foundation  
**Launch date:** December 1993

**National Health Network**

*New York*  
212-983-4965

**Programming:** Variety of health-care programs

**Owner:** Former U.S. Surgeon General C. Everett Koop and others  
**Launch date:** early 1995

**Network 1**

*Los Angeles*  
818-704-5154

**Programming:** 24-hour interactive service that allows viewers to participate through 800 and 900 phone numbers

**Owner:** Network Telephone Services

**Launch date:** December 1993

**New Culture Network**

*Silver Spring, Md.*  
301-589-5691

**Programming:** Film shorts and documentaries from independent producers

**Owner:** Private investors  
**Launch date:** 1995

**NewSport Television**

*Woodbury, N.Y.*  
516-921-3764

**Programming:** Sports news, talk shows, series and inter-

active programming

**Owner:** Prime SportsChannel Networks/Rainbow Programming

**Launch date:** Feb. 1, 1994

**Outdoor Life Channel**

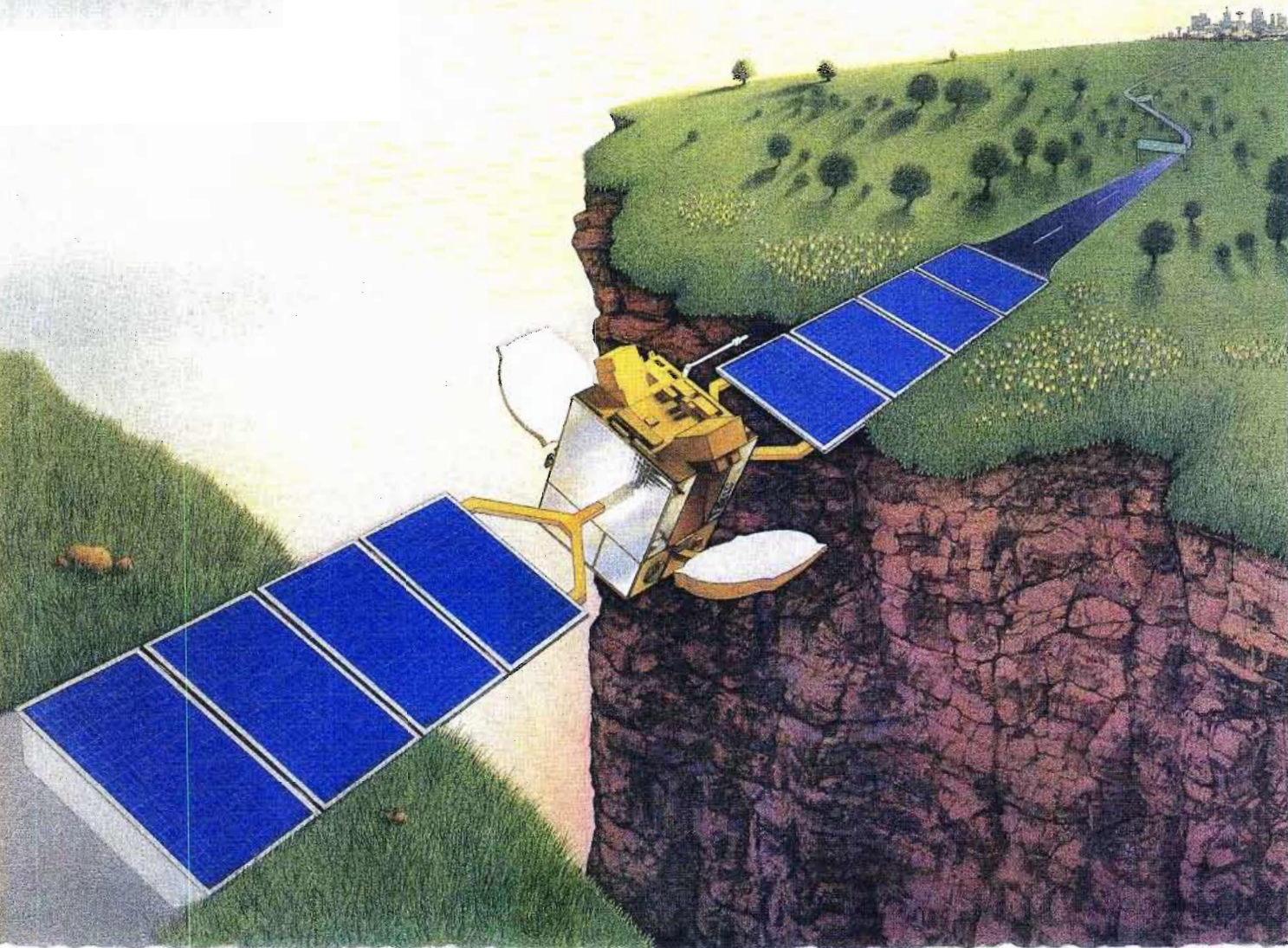
*Irvine, Calif.*  
714-660-0500

**Programming:** Aimed at campers, skiers, hunters, fishermen, climbers, photographers, canoers, backpackers, outdoor cooks, birdwatchers and environmentalists

**Owner:** Times Mirror (company is planning additional as-yet-unnamed



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networks)

**Launch date:** 1995

### **Ovation: The Fine Arts Network**

*Alexandria, Va.*

703-684-4828

**Programming:** 12 hours of arts material, including dance, music and literature. Plans include coverage of museum films and productions from local theaters.

**Owner:** Ovation Inc.

**Launch date:** late 1994

### **Parent Television**

*Los Angeles*

310-824-0689

**Programming:** Aimed at parents, including advice, instruction, entertainment, news, discussion, home shopping, therapy

**Owner:** Private

**Launch date:** May 14, 1995

### **Parenting Satellite Television Network**

*South Charleston, W. Va.*

304-746-7786

**Programming:** Programming, advertising and home shopping aimed at parents, guardians and grandparents

**Owner:** Cambridge Research Group and Motion Masters, two producers of educational material

**Launch date:** second quarter 1995

### **The Parents Channel**

*Montreal*

514-844-4555

**Programming:** Every conceivable TV genre from talk shows to news, to documentaries to soap operas, all with a parenthood slant

**Owner:** Malofilm Communications

**Launch date:** spring 1995

### **The Popcorn Channel**

*New York*

212-941-2419

**Programming:** Previews of theatrical movies and information on where the movies are showing locally

**Owner:** Toronto Star owner Torstar Corp. and Canadian film and TV producer Salter Street Films

**Launch date:** first quarter 1995

### **Product Information Network**

*Englewood, Colo.*

303-792-3111

**Programming:** All infomercials

**Owner:** Jones International Networks Ltd.

**Launch date:** April 1994

### **Planet Central TV Network**

*Los Angeles*

310-458-4588

**Programming:**

Environment-

tal -

*'Sonic the Hedgehog' video game will be available on the Sega Channel.*



themed network, including entertainment and informational programs

**Owner:** Jay Levin

**Launch date:** 1995

### **Q2**

*Long Island City, N.Y.*

718-472-6800

**Programming:** Fashion-oriented home shopping channel

**Owner:** QVC Inc.

**Launch date:** testing now; full-time launch September 1994

### **Recovery Network/Wellness Channel**

*Denver*

303-694-5390

**Programming:** Documentaries and films associated with battling alcohol and substance abuse

**Owner:** Private investors

**Launch date:** 1995

### **Romance Classics**

*Woodbury, N.Y.*

516-364-2222

**Programming:** Movies, series and original programming with romantic themes

**Owner:** Rainbow Programming Services

**Launch date:** late 1994

### **S**

*Minnetonka, Minn.*

612-936-5397

**Programming:** A home shopping network focusing on higher-ticket consumer goods including housewares, fitness products and electronics

**Owner:** Fingerhut Companies, a direct marketing company

**Launch date:** fall 1994

### **Sega Channel**

*New York*

212-484-6767

**Programming:** Interactive video game channel featuring Sega Genesis products.

**Owner:** Time Warner TCI, Sega of America

**Launch date:** fall 1994

### **Showtime Networks Inc.**

#### **Five Planned Services:**

Showtime En Español, Showtime Family Television, Showtime Action Television, Showtime Comedy Television, Showtime Film Festival

*New York*

212-708-1600

**Programming:** Various thematic channels

**Owner:** SNI

**Launch date:** Showtime En Español, September 1994; Showtime Family Television and Showtime Action Television, both first quarter 1995; Showtime Comedy Television and Showtime Film Festival, both TBA

### **The Singles Network**

*Woodbury, N.Y.*

516-364-2222

**Programming:** Includes talk shows, comedy, game shows, advice shows and lifestyle segments on travel and events, as well as an interactive, regional dating service

**Owner:** Rainbow Programming

**Launch date:** 1995

### **Single-Vision**

*Atlanta*

404-798-1426

**Programming:** Will feature "single people enjoying their favorite hobbies and activities across America." It also will include entertainment news shows





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about single celebrities and well-known people.

**Owner:** GlobalComm 2000

**Launch date:** June 1994

### Spice2

*New York*

212-941-1434

**Programming:** Adult PPV service that includes a home shopping element. It is similar in format to the original Spice with the same content guidelines.

**Owner:** Graff Pay-Per-View

**Launch date:** Feb. 2, 1994

### Starz!

*Denver*

303-771-7700

**Programming:** Pay-movie service with exclusive first-run films from Touchstone, Hollywood Pictures, Miramax, Universal Pictures, Carolco, New Line and Fine Line

**Owner:** Encore Media Corp.

**Launch date:** Feb. 1, 1994

### TACH: The Auto Channel

*Louisville, Ky.*

502-584-4100

**Programming:** Live and taped motor-sports and automotive related

**Owner:** Gordon Communications and California Image Associates

**Launch date:** summer 1994; full-time by mid-1995

### The Talk Channel

*New York*

212-332-2000

**Programming:** Original all-talk programming

**Owner:** Multimedia Entertainment

**Launch date:** late 1994

### Talk TV Network

*Phoenix*

602-327-2766

**Programming:** 16-hour network featuring all-talk programming with viewer call-ins

**Owner:** Ed Cooperstein

**Launch date:** 1994

### Telehit

*Los Angeles*

310-348-3640



*The Television Food Network features programming such as 'News and Views,' an informational show.*

**Programming:** Hispanic music video service

**Owner:** Galavision (company is considering other spin-off network possibilities, including a national Hispanic news service)

**Launch date:** third quarter 1994

### TeleNoticias

*Hialeah, Fla.*

305-884-9611

**Programming:** Hispanic news service

**Owner:** Reuters Television/Telemundo

**Launch date:** third quarter 1994

### Television Food Network

*New York*

212-398-8836

**Programming:** Focusing on all facets of food, fitness, health and nutrition

**Owner:** Providence Journal Co. and several other cable system operators

**Launch date:** Nov. 23, 1993

### Television Shopping Mall

*Clearwater, Fla.*

813-572-8585

**Programming:** Home shopping channel aimed at upscale buyers

**Owner:** Home Shopping Network

**Launch date:** third quarter 1994

### Trax: Everything That Moves America

*Falls Church, Va.*

804-288-0755

**Programming:** 24-hour ad-supported service featuring motor sports, including auto and motorcycle racing and power boating

**Owner:** Networks Development Corp.

**Launch date:** Jan. 1, 1995

### Turner Classic Movies

*Atlanta*

404-885-4234

**Programming:** Commercial-free vintage movies featuring Turner Broadcasting's library of more than 8,000 movie titles

**Owner:** Turner Broadcasting System

**Launch date:** April 14, 1994

### TV Car Showroom

*New York*

212-764-4500

**Programming:** 24-hour

home shopping channel featuring automotive-related items

**Owner:** Hachette Filipacchi Magazines

**Launch date:** April 1995

### TV Macy's

*New York*

212-494-1779

**Programming:** 24-hour home shopping channel featuring merchandise from R.H. Macy's department stores

**Owner:** Cablevision Systems Corp. and R.H. Macy's

**Launch date:** 1995

### ViaTV Network

*Knoxville, Tenn.*

800-948-4288

**Programming:** Interactive home shopping network

**Owner:** RSTV Inc.

**Launch date:** fall 1993

### Web Sports Net

*Cedar Grove, N.J.*

201-857-3500

**Programming:** Text and graphics sports news service with some live programming

**Owner:** Web Broadcasting Systems Inc.

**Launch date:** July 1, 1994

### World African Network

*Los Angeles*

213-299-3300

**Programming:** 24-hour pay TV network targeting the African-American community, including original programming, movies and films

**Owner:** Unity Broadcasting Network

**Launch date:** first quarter 1995



**“INEPT,  
MORONIC,  
HUMORLESS.”**

—Television critic on  
*Gilligan's Island*,  
September 1964

**BE PREPARED TO HAVE THE  
LAST LAUGH WITH **YOUR** SHOW.**

Luckily, the audience couldn't have cared less what the critics had to say about *Gilligan's Island*. And 30 years later, they're still watching. Are you doing all you can to prepare *your* show for the future? If you're shooting on video, you may not be. Consider this. Chances are good that in 5 to 10 years, all programming will be viewed on widescreen TV. Shooting on 35mm EASTMAN Film *now* will make it possible to take advantage of future syndication opportunities on the new higher definition television standards. So in the long run, you may have something the critics will consider really humorless. The last laugh.



**Motion Picture &  
Television Imaging**

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# Loss of must carry doesn't worry broadcasters

*Most feel they could survive rejection of Cable Act provision by Supreme Court*

By Kim McAvoy

**F**ew broadcasters are panicking over the prospect that the Supreme Court might throw out the must-carry provisions of the 1992 Cable Act.

The high court is expected to offer an opinion before the end of June as to whether it is unconstitutional for cable operators to be required to carry the signals of most broadcasters. There have been no real clues as to how the court will rule.

Nevertheless, broadcasters appear to have a backstop. Indeed, many of the major broadcast groups, including three of the four networks, used retransmission consent to gain long-term carriage agreements for up to three years or, in some cases, as many as 12 years.

"Most of our members will not be severely harmed," says Jim Hedlund, president of the Association of Independent Television Stations. Many independents are protected through retransmission consent, he says.

It's the home shopping stations, foreign language outlets and those small independent broadcasters not licensed to a central city of a named market that have the most to lose if must carry falls, says Hedlund. Indeed, those broadcasters had little

choice but to opt for must carry.

Under the 1992 Cable Act, broadcasters were given the right to charge cable operators that carry their signals a retransmission-consent fee or they could exercise their must-carry rights and demand carriage.

Initially, the industry thought that it could extract cash from cable systems, but cable, for the most part, refused to pay a retransmission-consent fee. Retransmission consent, however, did provide many broadcasters with new opportunities. Not only did they gain contractual must carry, but some are receiving subscriber fees for new local and national cable channels. Other broadcasters made deals that will allow them to sell ad time on cable or receive free promotion.

"We believe very few of the deals that we made would be affected by the Supreme Court," says Cox Broadcasting's Andrew Fisher, executive vice president for affiliates. The majority of Cox stations are protected through their retransmission-consent agreements. The stations' must-carry contracts vary. Some stations have three-year deals, others have agreements for up to 12, he says.

"The people in trouble are those who opted for must carry," says Fisher. Pat Servodidio, president of Multi-

media Broadcasting, agrees. "The small guys and public TV stations could run into a problem." Otherwise, Servodidio says, if must carry falls, "it won't have a drastic effect."

Furthermore, the marketplace is changing. As one broadcaster says: "DBS is a reality; cable can't do without us."

Under the 1992 Cable Act, public broadcasters cannot ask for retransmission-consent fees. However, the loss of must carry may not have a detrimental effect on them either. "We don't expect our stations will be taken off," says David Brugger, president of America's Public Television Stations. "There might be a few, but so many of our stations have good relations with cable," he says. "Those local relations make the difference."

Nevertheless, if the Supreme Court does abolish must carry, Brugger says that APTS will look for another legal basis by which to obtain carriage rights—such as "the public right of way." He adds: "We've got our fingers crossed at this point."

According to NAB President Eddie Fritts, broadcasters still want the "option" of must carry. While a majority of affiliates sought retransmission-consent agreements, some of them opted for must carry in the fringes of their service area. It's that option they don't want to lose.

If the high court declares must carry unconstitutional, NAB will go back to the drawing board. "It will be difficult to craft a mandatory carriage rule," says Jeff Baumann, NAB executive vice president and general counsel. Still, NAB will try to find some way to secure carriage for broadcasters ■

## Cable/telco policy 1994: How nine see it

Nine interviews representing key viewpoints of the telecommunications policy spectrum will be shown in excerpts during the NCTA convention. This magazine, in association with Gordon Communications, will place 12 television kiosks at high-traffic locations in the exhibit hall and convention center, displaying CNN Headline News during convention hours. At 23 and 53 minutes after the hour, the program will break away for seven-minute inserts from the interviews.

The nine interviewees: FCC Commissioner Andrew Barrett, CTAM President Char Beales, Turner Broad-



casting's Bert Carp, CATA President Steve Effros, C-SPAN President Brian Lamb, FCC Chief of Staff Blair Levin, U.S. Television Association President Roy Neel, FCC Commissioner James H. Quello and NCTA Executive Vice President June Travis.

Full text VHS versions of the interviews—which together capture the contrasting moods of the cable industry and key regulators at this moment in time—are being offered in one package for \$39.95. Write BROADCASTING & CABLE, 1705 DeSales Street N.W., Washington, D.C. 20036 (fax 202-429-0651), or call 800-362-8433 for credit card orders. ■



# Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA, AND VIDEO

## Week

### Broadcasting & Cable

The Newsweekly of Television and Radio



We all know what television is. Has been. Even may be. But no one really knows about the videotronic world that lies just over the horizon. The world of Telemedia.

The readers of *Broadcasting & Cable* will be the first to find out. Beginning with a major special report in this week's issue, and every week thereafter, the editors of *Broadcasting & Cable* will take on a special assignment in reporting the future:

*Keeping up with, making sense of and sharing with our readers all there is to know about the extra-dimensional television that will soon transform America into an electronic superhighway.*

**We call it "Telemedia Week".**

Telemedia Week begins where conventional television leaves off. It lives at the intersection described by television, telephones and computers. Telemedia Week deals principally with the post-digital technologies, from high-definition TV through the gamut of interactivity. Video-on-demand, video games, transactional TV and even the prospect of gambling across the electronic nation will be the stuff of Telemedia Week.

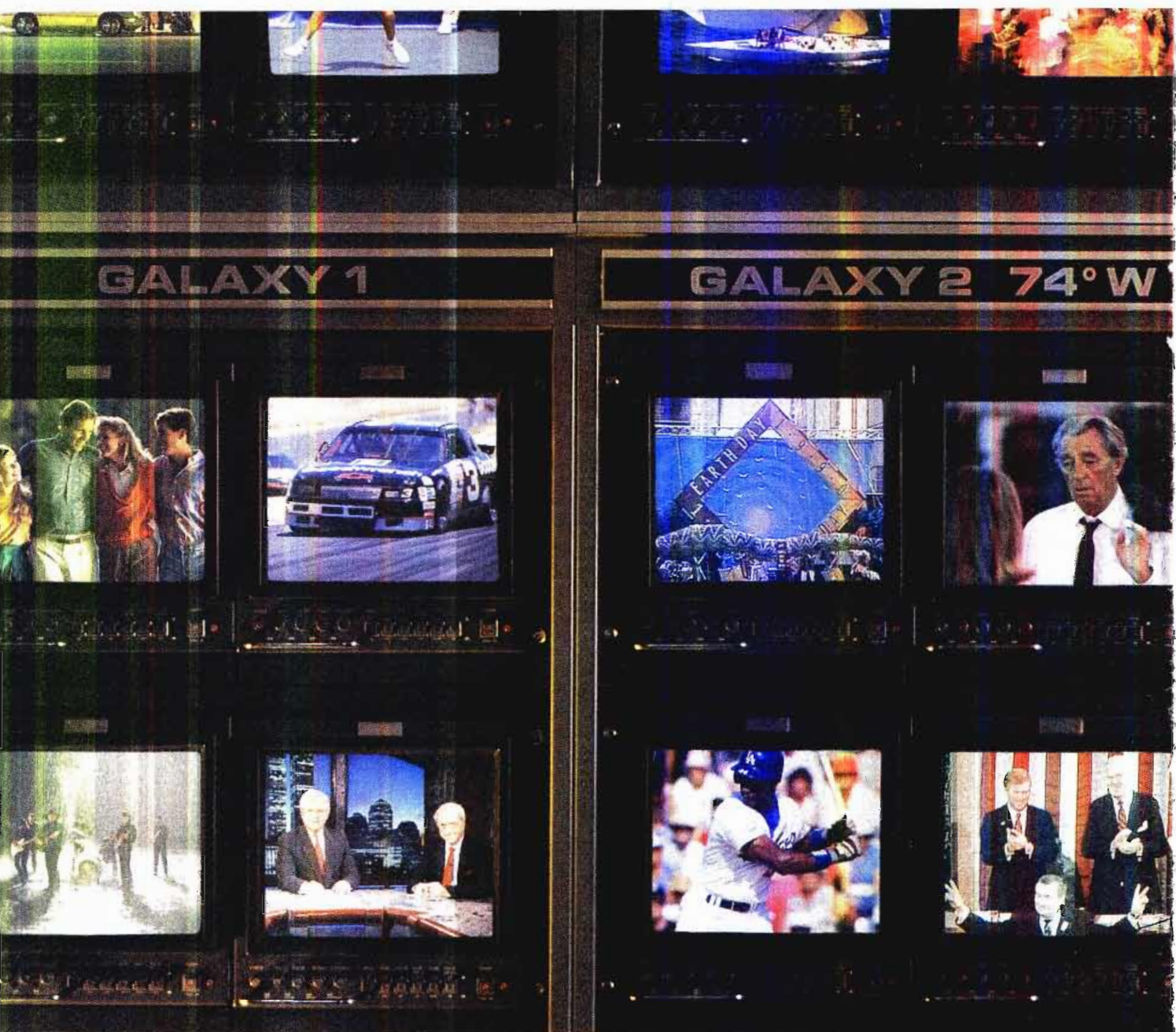
Our focus on that emerging industry will concentrate on the activities and concerns of the programmer and the system owner/operator, as well as the technologists who construct the national information infrastructure.

We mean to be the first to know. And tell.

Sincerely,

Donald V. West  
Editor





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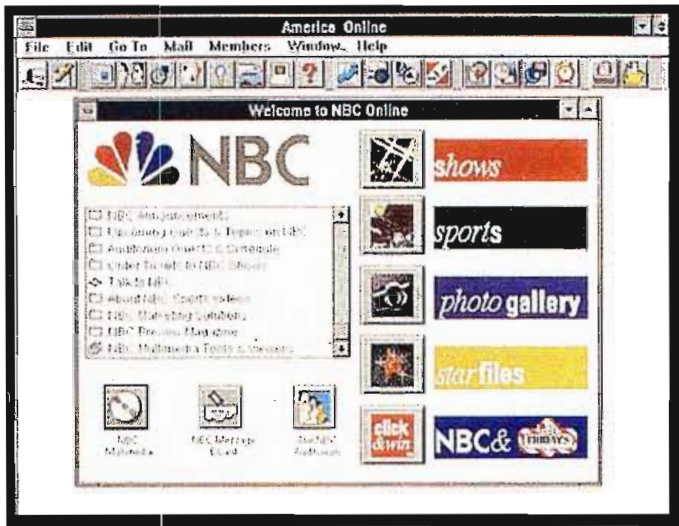


# Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

# Week

## Multimedia



NBC Online lets PC-equipped fans 'chat' with network stars.

## Big 3 TV networks explore interactivity

ABC, CBS, NBC want to protect core business while experimenting with on-line, CD-ROM

By Mark Berniker

The big three networks are waking up to the potential of the on-line and CD-ROM markets, preparing for deeper involvement in interactive television.

ABC, CBS and NBC are each quietly pursuing interactive ventures, as much out of fear of being left behind by the new media as by any trailblazing vision.

NBC is testing the on-line market, using the PC-modem services as a viewer response vehicle and marketing tool. ABC is beginning to devote sizable resources to multimedia exploration. CBS is exper-

imenting with CD-ROM titles and has an agreement with on-line service Prodigy.

NBC has plunged into the on-line business, offering its own information service via America Online.

"NBC's going on-line is an important part of our strategy to find new ways of communicating with our viewers," says Alan Cohen, NBC's senior vice president of marketing.

NBC Online offers the latest on upcoming shows and sports programming, a photo gallery, star files and contests.

NBC Online soon will offer

*continued on page 66*

## ESPN gets into interactive game

By Mark Berniker

ESPN is not intimidated by the flurry of activity surrounding interactive media. The cable sports channel is targeting its sports programming to a variety of



An ESPN natural: video baseball

platforms and is prepared to migrate in whatever direction the market evolves.

"We are leveraging our sports programming assets into new and profitable businesses," says Dick Glover, senior vice president of ESPN Enterprises. ESPN has struck an array of deals to create new versions of existing television programming for on-line, CD-ROM and video games.

ESPN has created ESPNET with Prodigy for an on-line *continued on page 62*

## Media Servers

## Microsoft unleashes a Tiger

Software for scalable media servers has cable, telco, other applications

Microsoft has let the cat out of the bag. The Seattle-based computer giant introduced Tiger, a scalable media server designed not only for cable and telco networks, but also for personal

and business systems. It draws on the company's Windows NT operating system.

Through Microsoft's scalable architecture, cable and telco networks will be able to offer video on demand, video messaging and interactive services to as many or as few customers as is cost-effective for the network operator. It offers flexibility to both small and large operators interested in delivering enhanced services to portions of their customer base.

"We're planning on provid-

*continued on page 70*



Electronic Publishing

# Cable, computers may alter newspaper delivery

By Mark Berniker

The wide bandwidth of the coaxial cable running into homes is an attractive pipeline for electronic-newspaper futurists keen to deliver multimedia dailies.

Researchers at the Knight-Ridder Information Design Lab, Boulder, Colo., are examining how to use cable to deliver electronic newspapers. Under one promising scenario, subscribers would download the daily edition to a next-generation set-top converter equipped with a storage card. They would then insert the card into a tablet computer for scanning and reading.

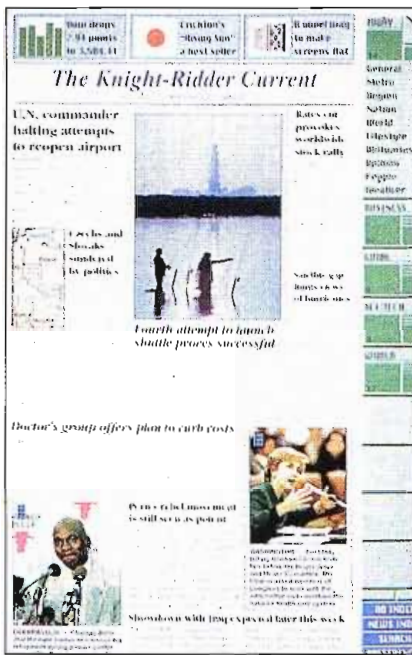
Tablets, about the size and weight of *Architectural Digest* magazine, feature high-quality flat-panel screens. The storage card is known as the Personal Computer Memory Card International Association. Tablet computers are likely to be on the market by 1996. They should cost roughly \$1,000 initially and then drop to around \$200 soon thereafter, according to Teresa Martin, information manager, Information Design Lab.

The lab is working with the *Journal of Commerce* to create an electronic version of the daily trade and shipping newspaper. It first would be accessible by personal computer and then by tablet. A test is scheduled to begin later this year.

Today's electronic publishing services are delivered

over telephone lines for PCs, but Martin believes the format is limited. The cable pipeline will make it easier to deliver high-resolution color photos, video clips, sound bites and other multimedia elements, Martin says.

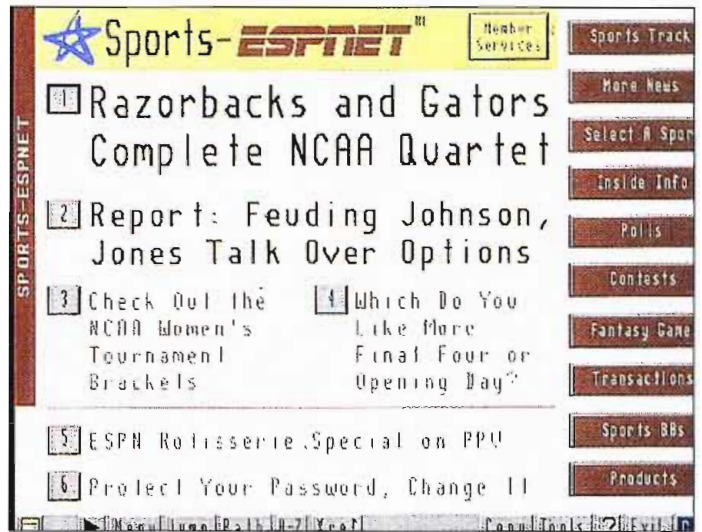
Roger Fidler, director, Knight-Ridder Information Design Lab, sees tablets, personal digital assistants and other electronic devices as the



Front page is ready for tablet computer

way people will access information in the future.

Newspapers are essentially "brands," and the companies that own them need to leverage their recognizable names and learn quickly about the potential of new computing and communications technologies, Martin says. "Newspapers have the local information franchise, and if they don't migrate with the technology, then they risk losing it."



ESPN's sports news on Prodigy will eventually add audio, video

## ESPN continued from page 61

sports information network. Audio and video clips eventually will be added to the service.

Glover says ESPN's deal with Prodigy is "exclusive for a short period," and he holds out the possibility that ESPN will create its own dedicated on-line service. Glover plans to continue the current arrangement with Prodigy, but he wants to extend the service to other on-line carriers and eventually to offer it as a stand-alone service.

Beyond its on-line venture, ESPN also has been aggressive in developing both video game and CD-ROM titles, which draw directly on the sports cable programmer's existing content.

"The electronic publishing market is growing very quickly, and we are positioning ourselves to create a wide range of video game and CD-ROM titles over the next year," Glover says. Video game titles developed with Sony Electronic Publishing include *Baseball Tonight*, due out later this month, and *NFL Sunday Night Football*, *Speedworld* auto racing, *NHL Hockey Tonight* and *Extreme Games*, due out next June.

"We will have at least nine video game titles by the end of 1995," Glover says. The company also is creating a series of instructional sports CD-ROMs. The first title, *ESPN Sports Shorts*, is being co-developed with Moon Valley Software. Targeted to IBM-compatibles with Windows capability, the CD-ROM will contain sports video clips, hundreds of sports-themed sound effects and catch phrases by ESPN commentators and a variety of other sports-related software. *Sports Medical Encyclopedia* with IVI Publishing and Mayo Clinic, due out by Christmas, will contain comprehensive text, sound, graphics and videos on the topic of sports medicine. Glover says ESPN also is producing a series of 30 instructional sports CD-ROMs on fitness, golf, baseball, football, basketball, soccer, skiing and tennis.

ESPN is participating in a Your Choice TV time-shifting experiment in a TCI interactive-TV trial in Mt. Pleasant, Ill. "As tests come on-line, we'd like to learn with everybody else," Glover says, adding that discussions are under way with Bell Atlantic, Time Warner, Cox Cable in Omaha and Viacom/AT&T in Castro Valley, California.



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## Digital TV.

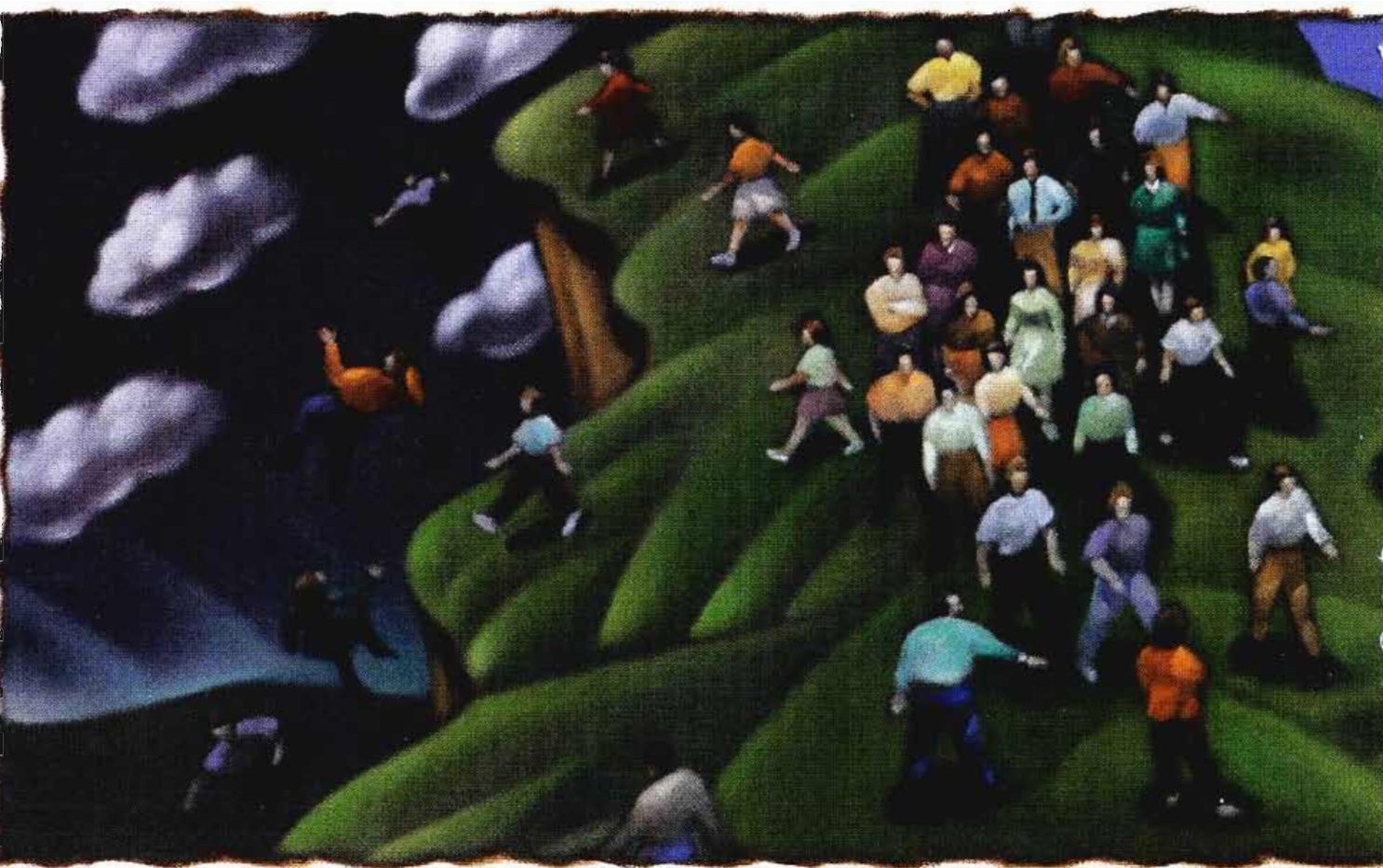
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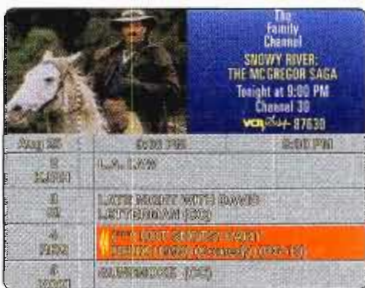
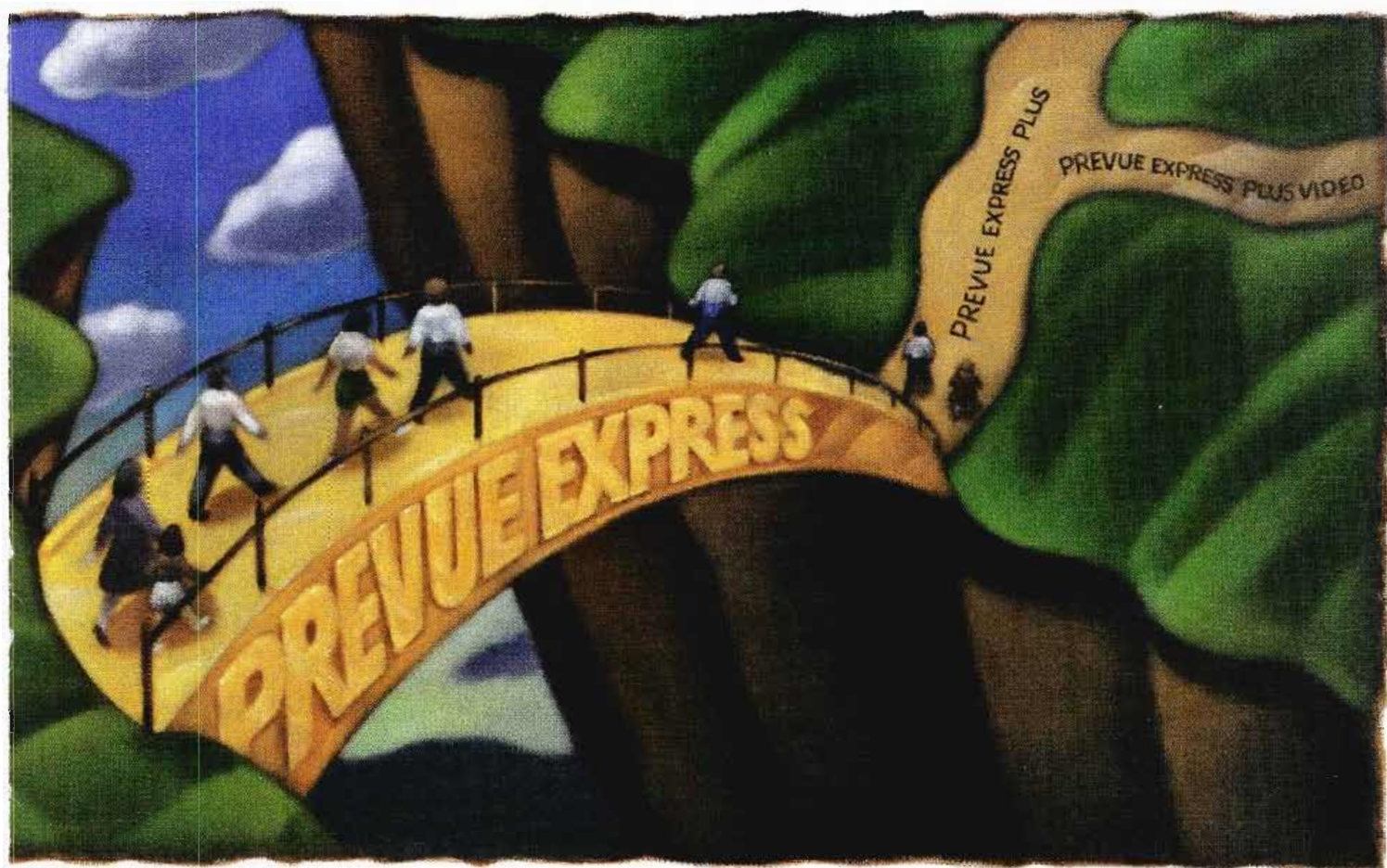
gation system that takes viewers wherever they want to go. Sort movies on a regional file server. Movie previews on demand.

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Prevue Express Plus – With even more asked for features including 7 days data and point & record.



PrevueExpress Plus Video – Get movie descriptions and video previews.



**BIG 3 NETWORKS**

*continued from page 61*

merchandise interactive video game formats featuring NBC shows and personalities.

NBC also is exploring new ways of offering existing network programming, says Martin Yudkowitz, NBC senior vice president, strategic development.

If *Now with Tom and Katie* airs a 15-minute interview with Bette Midler, Yudkowitz says, viewers could access an additional 30 minutes via an on-demand service.

NBC has not developed any CD-ROM titles but is consider-

ing electronic publishing partnerships and interactive TV trials being conducted by cable and telephone companies.

Capital Cities/ABC has formed a multimedia division that is devising strategy for on-line, CD-ROM and interactive ventures. "We're exploring ways to expand the content base of our company into new media, while protecting our core network, station and publishing businesses," says Steve Weiswasser, president of Capital Cities/ABC Multimedia Group.

Weiswasser says ABC is currently in negotiations with Bell Atlantic, Time Warner and Via-

com/AT&T for various interactive television experiments.

"We think of ourselves as a content provider and are not going to bet on any one technology," Weiswasser says. He stresses that ABC plans to create, produce and market compelling programming for a variety of platforms.

Weiswasser believes there is money to be made through on-line services and CD-ROM software in the near future. But, he says, both are "transitional technologies" en route to the still undefined interactive television future.

Weiswasser admits that the

emergence of new media will complicate the environment for advertisers, but he adds "the fundamental marketing muscle of network television will remain strong."

ABC already is involved in Your Choice TV, a time-shifting experiment by Discovery Communications and Comcast Cable in West Palm Beach, Fla. ABC also is working with Oracle Corp. to create an interactive video news service.

"We see the new media in two ways. One, as a means of enhancing our existing programming and, second, as a marketing tool," says George Schweitzer, CBS/Broadcast Group executive vice president.

CBS recently announced an exclusive advertising and promotion arrangement with Prodigy. CBS is trying to "create a two-way relationship" with the viewers of the network, Schweitzer says.

The network is developing a CD-ROM to promote the new fall schedule. It should be ready this summer.

CBS also is working with the *New York Times* and Apple Computer on a CD-ROM history of the Vietnam War. It will feature Dan Rather and will draw on the archives of both news organizations.

"The bottom line is that everyone involved in the technology comes to us because they want access to our programming and brand name. As there are more and more programming choices, people will become even more attracted to brand names," Schweitzer says.

CBS is expected to be part of both cable and telco trials in the future, but has not announced any major alliances or deals. However, CBS recently named Mark Harrington to be senior vice president of new media to explore the potential of emerging interactive markets. ■

Media Services

**Oracle answers Tiger**

*It will offer software server in connection with H-P*

In the wake of Microsoft's Tiger media server announcement (see page 61), Oracle responded by saying its analogous software server product will be available riding on Hewlett-Packard's Interactive Video Server.

Bell Atlantic, US West and British Telecom all have said they plan to utilize Oracle's media server technology for various two-way, digital interactive service experiments. Meanwhile, Pacific Telesis Video Services has said it will use H-P's server as its video transfer engine designed for efficient delivery of digital video streams.

Oracle's media server has been tested and is working in homes outside London through British Telecom's video delivery system. Thus, while Oracle's media server is commercially available today, Microsoft's has yet to be demonstrated in the field and has no customers. Microsoft is

working closely with TCI and plans to test its Tiger media server system later this year in Seattle and early next year in Denver.

"To make these interactive services viable, the media server needs to be able to do a lot more than Microsoft is claiming," says Jerry Held, Oracle senior vice president, interactive multimedia products. He adds that Oracle is experienced in linking relational databases of customer accounts, transactions, orders and other information through its software system.

He added that Microsoft has no history of providing services for massive database products, while Oracle's specialty is managing huge corporate databases. Held says Oracle's media server system is a stable software platform that works in conjunction with a range of different video servers, network configurations and set-top boxes.

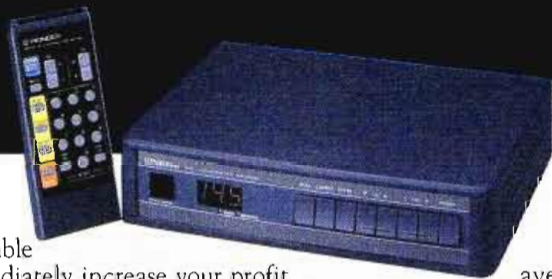
"As far as I can see, there is not much developed in the Microsoft system, and I don't think they have any customers yet," says James Olson, general manager of H-P's Video Communications Division. He added that he is "very suspicious" of Microsoft's Tiger announcement.

Olson expects that by the end of 1995 there will be Hewlett-Packard video servers in "every RBOC in the United States." He expects H-P will be making announcements with telcos for the sale of their interactive video servers by the end of the summer.—MB

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The BA-9000 also opens up new avenues of profit potential. The Expansion Port means that it's future-ready, making it capable of accommodating evolving multimedia applications. With Backwards Compatibility, the BA-9000 delivers the flexibility to replace converters gradually, avoiding large capital outlays. For more information, call Pioneer. It's the best investment you can make today—for tomorrow.









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will watch TV  
in the future.

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**ON**  
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**MICROSOFT** continued from page 61

ing an end-to-end solution from a software standpoint," says Naren Nath, Microsoft product manager of interactive television.

Compaq Computer Corp. and Intel Corp. are the first hardware manufacturers to utilize the Tiger servers, but other major computer manufacturers are expected to license the system from Microsoft.

Microsoft claims its Tiger solution is hardware independent and will be based on Microsoft's Windows NT Advanced Server operating system, which can be designed for small or large environments and will allow users split-second access to thousands of video, audio and time-synched data files, as well as offering virtual VCR functions such as

pause, reverse and fast-forward.

Nath says that one of the biggest unresolved questions is how traffic will be managed across multimedia networks and the problems that could arise if thousands of customers

ordered the same program at the same time.

Microsoft has designed three types of Tigers: City Tigers, Corporate

Tigers and Personal Tigers. City Tigers will be used by public service providers, such as cable TV operators or telecommunications networks, with subscribers throughout a metropolitan area. Corporate Tigers will be used by private network providers, such as corporations or universities, to link offices through multimedia networks. Personal Tigers will be used by video professionals who use large amounts of continuous media. —MB

# Microsoft

## TeknoComix leaps aboard Prodigy

Prodigy has signed a deal with BIG Entertainment to create interactive comics for its on-line service. BIG is a multimedia comic-book publisher whose futuristic TeknoComix characters now will leap aboard Prodigy's on-line platform.

## Multimedia dictionary coming to CD-ROM

Jones Interactive will introduce the multimedia CD-ROM, floppy diskette and printed versions of the Jones Cable Television and Information Infrastructure Dictionary (4th edition). The CD-ROM features 2,900 terms encompassing cable television, satellites, computers, telephony, multimedia and information delivery service. It will be available in September.

## FCC on line

The Washington communications law firm of Smithwick & Belendiuk has set up a free computer bulletin board containing much of the FCC's daily outpouring of notices, press releases and documents. FCC World features Daily Digest, the agency's summary of each day's actions. System operator Shaun Maher says the bulletin boards also will contain notices of broadcast applications and actions, full text of select FCC orders, and legal decisions. It also has Users Forum, where callers can exchange information. To access, dial (202) 887-5718.

## Public affairs interface to be provided

National Empowerment Television has signed a deal to be a licensee of Zing Systems LP and Zing's proprietary Zing Writer to create and encode interactive signals into its programming. The remote Zing device will interface with NET's live public affairs programming and will provide interaction between viewers in their homes and various public officials from NET's Capitol Hill studios.

## Interactive TV

# Letting viewers buy will sell interactivity

Interactivity means selling, according to Paul Allen Group President/CEO Vern Raburn.

Raburn, who is heading an effort to coordinate projects among an assortment of Microsoft billionaire Paul Allen's companies, predicts the early returns from interactive TV will come from service sellers rather than raw data delivery or viewer participation-based programming.

While the word interactivity conjures up visions of allowing viewers to control camera angles or change the ending of a film, Raburn sees the real promise in services producing a transaction.

"Today, that's very much what it means," says Raburn. His group includes more than 15 communications and multimedia companies in which Microsoft co-founder Paul Allen holds a stake or owns outright. The group's roster

includes DBS proponent United States Satellite Broadcasting, Ticket Master, America Online, Asymetrix Corp. and Starwave Corp.

The Paul Allen Group will not act as a director for the member firms, but will coordinate activities and act as a catalyst for new ideas, Raburn says. "We own enough to make sure we get heard."

Although the new group has not drawn up any specific development projects, Raburn says he is excited about anything having to do with wireless communications.

"That's the cutting edge in terms of delivering information to people," Raburn says. He is particularly pleased with the DBS pictures he has seen so far: "It's like watching laser disk. It's so much better than any cable that's out there today."

On the question of what revenue-generating material

wireless platforms will deliver, however, the former Microsoft executive sees little immediate promise in simply sending large files of information to homes.

"The average viewer doesn't say, 'Gee, I wonder what "War of the Roses" was about,'" Raburn says. Instead, he adds, viewers will be more interested in a service that can sell them something, a reason the group carries Ticket Master as a participant.

Raburn says the group still thinks the more futuristic interactive applications will reap rewards, but not in the short term. "Shipping data is going to be very important," Raburn says, noting the Group's Starwave is working on defining other aspects of interactivity that may come to prominence in five or 10 years.

He also says the group is not pronouncing cable dead despite his enthusiasm for DBS and wireless. In fact, Raburn adds, the group is planning some announcements with cable companies. —CM



Set-top boxes

# Zenith, CLI, Philips set to tap set-top market

Three manufacturers form alliance to make variety of cable-telco boxes

By Mark Berniker

In the increasingly cluttered set-top box market, three heavy hitters have decided to pool their efforts in anticipation of the migration from analog to digital boxes during the next few years.

Zenith Electronics Corp., Compression Labs, Inc. and Philips Consumer Electronics have signed an agreement to provide a range of set-top boxes designed to be flexible in meeting the demand for current analog and hybrid networks, as well as future digital systems.

The partners in the alliance will design, manufacture and market four different types of set-top boxes for cable and telco network providers. The four types are analog, hybrid digital/analog, fully digital boxes and set-tops compatible with ADSL, the copper-based telco solution for delivering video via existing networks.

While General Instrument and Scientific-Atlanta currently control the lion's share of the set-top market, the three partners in the strategic alliance said they will challenge the market leaders with devices that can be customized to new cable or telco networks. Zenith and Philips already have made headway marketing to the telcos, and undoubtedly will push their wares hard to cable networks.

"We will provide a strong alternative in the set-top market, which will contribute to competition and the eventual

lowering of the price of set-tops to network operators," said Dean DeBiase, vice president of corporate marketing for Zenith Electronics Corp.

One of the strengths of the alliance is the fusion of two proprietary technologies, important in creating set-top standards and cross-licensing agreements. The partners will utilize Zenith's VSB-16 (vestigial sideband) digital transmission standard, a key feature of the digital HDTV Grand Alliance system expected to be adopted by the FCC next year. Also, Compression Labs's MPEG-2 real-time encoding and digital decoder technology will be incorporated into the more advanced boxes.

It remains to be seen how the new alliance will affect the standards development process now underway. Several companies are simultaneously competing for market position while pushing for set-top standards that incorporate their various proprietary technologies.

However, Zenith, Philips and CLI will have much to say before set-top standards are set. The alliance members are positioning themselves for both the standards battles and the competition of the market.

In addition to its digital technology, Zenith brings its two-way communications technology to the analog cable set-top box market with downloadable software functions that will enable network providers to alter in-home

functions directly from the headend.

Meanwhile, Philips contributes its consumer electronics manufacturing experience and also the graphics system from its CD-i (Compact Disc-interactive) player which may be incorporated into future set-tops.

Philips and CLI already have an agreement with Bell Atlantic for the deployment of a line of MPEG-2 digital set-top decoders. Meanwhile, Zenith was recently selected by Nynex to provide the set-top boxes based on MPEG-2 and VSB-16 technology for the northeast RBOC's video-on-demand trial.

In addition to the set-top decoders, the partners in the venture are developing encoders, transmission/modulation systems, conditional access systems, network management and operating systems. It appears the set-top operating systems used will be Microware's DAVID real-time multimedia operating system, that is based on OS-9, and is being supported by Bell Atlantic and other network providers.

But with the strategic alliance and resulting consolidation of the industry, it simplifies the equation for video server manufacturers such as Oracle, IBM, Digital Equipment Corp. and Hewlett-Packard, which are trying to create specifications which will interface with a range of set-top boxes.

Zenith and Philips also have a long-term interest in maintaining their leading position as television set manufacturers, and the alliance may have ramifications as to where the set-top box resides and where consumers purchase this new generation of devices. ■

## Intel and Prodigy

Intel has signed agreements with Prodigy, America Online, Reality Technologies, News Electronic Data, Redgate Communications/Medior and Softbank for the delivery of their interactive services for home personal computers via cable modem links. Intel is also working with Compton's NewMedia, CUC International, Delphi Internet Services, Hollywood Online and the Microsoft/TCI programming channel joint venture to provide a variety of new services including multimedia encyclopedias, home shopping, news-on-demand and movies via high-speed cable modem connections. In a related development, Intel and General Instrument will work with TCI and Rogers Cablesystems of Canada to develop high-speed data services through cable modems to PCs.

## Associations become one

The Interactive Services Association and National Association for Interactive Services Association have agreed to merge. The combined membership of the organizations will be 270. The new group will be known as the ISA.

## Video game center

Sony has created a new video game division called Sony Computer Entertainment of America, which plans to unveil its Playstation 32-bit CD-based video game machine in 1995. The move places Sony in direct competition with Sega, Nintendo and 3DO all of whom are vying for the lucrative video game hardware business.

## US West Interactive

Video Enterprises is developing an interactive video marketing and merchandising service with leading retailers Nordstrom and JCPenney. The partners will develop electronic retailing and multimedia merchandising strategies for interactive television shopping services.







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DUCKS (PG)  
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desde 30 min. antes  
hasta 30 min. despues  
del comienzo de la pelicula

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28 ABC	"THE MIDNIGHT MAN"	
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HDTV

# Olympics put muscle into HDTV revival

By Chris McConnell

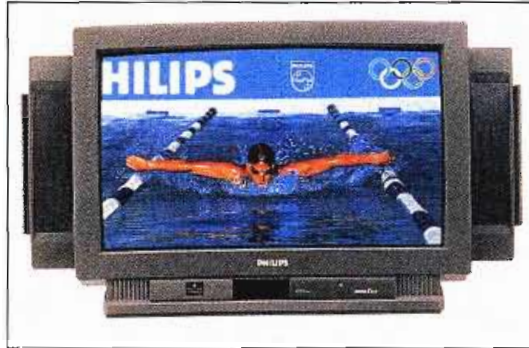
After nearly throwing in the towel, manufacturing companies are reviving efforts to demonstrate the U.S. HDTV standard at the 1996 summer Olympics in Atlanta.

The Advanced Television Olympics Subcommittee, a subgroup of the Electronic Industries Association, earlier this month signed a new list of potential backers and now says it will be able to demonstrate the U.S. standard at the '96 games.

"This is going to happen," says James McKinney, chairman of the association's Advanced Television Systems Committee. "We are going to do this one way or another."

The Grand Alliance—a seven-company consortium building the U.S. high-definition system—also has warmed to the Olympics project. "We're very interested," says alliance participant General Instrument's Bob Rast. "The Grand Alliance has decided this is a very good vehicle."

As envisioned, the project would take HD footage from Atlanta and distribute the pictures to shopping malls. "We're talking about a handful of locations around the country," says



Gary Shapiro, group vice president of the association's Consumer Electronics Group.

While participants in the FCC's HD standard-setting process have discussed a summer Olympics project since the Grand Alliance announced its plans to build an HDTV broadcast system last year, prospects for such a demonstration have dimmed. Earlier this year, equipment-makers reported that the production equipment for the alliance standard would not be ready in time, and Olympics rightsholder NBC said it would not support the project.

The subcommittee has since decided to use Olympics footage produced by Japanese broadcaster NHK and the European Broadcasting Union. Once the material is converted from the Japanese and European standards, McKinney says, U.S. viewers will see the same pictures that broadcasters will send once the ATV standard is implemented.

In addition to restructuring the production plan, the group this month won support from participants in a National Institute of Standards and Technology seminar on advanced video. Computer industry representatives attending the meeting endorsed the goal of demonstrating the alliance system in Atlanta. The companies, which include Sony, IBM, NEC, Bellcore and CableLabs, also discussed the possibility of contributing money and personnel to the project.

Olympics Subcommittee members estimate the project's cost at roughly \$5 million, although Shapiro says his group thinks it would cost less. ■

Multimedia

# Hearst opens digital production center

By Mark Berniker

The Hearst Corp. last week opened the doors to its new production center designed to provide in-house training and development for creating new digital media products and services.

The Hearst New Media Center contains five separate studios for interactive networks, multimedia products, videoconferencing, news and information services and personal communications services.

The interactive networks studio will be the site of interactive testing for Hearst's

moves into interactive advertising, home shopping and interactive gaming. The multimedia studio will house CD-ROM development and experimentation with other emerging development platforms. The videoconference center will provide full video telephony services linking Hearst's various offices.

The information services studio will enable Hearst employees to access databases and information resources via fax modem, on-line and the latest portable and wireless products. The personal services studio contains a variety

of computers with access to electronic shopping and commercial on-line services. Users also will be able to explore the possibilities of "personalizing" information.

The center will be home to the development of services to be carried on UBI (Universal, Bidirectional, Interactive), the interactive television joint venture developed by Videotron (Hearst and five Canadian companies), which plans to reach 34,000 homes in Quebec in 1995.

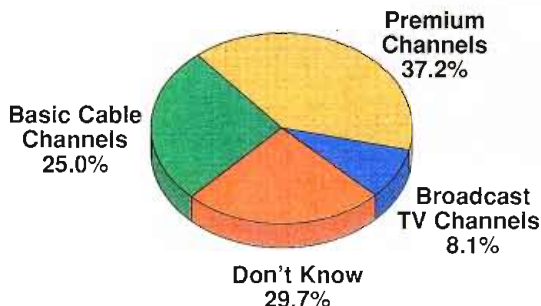
Hearst also will use its new media production lab for HomeNet, a cross-platform

interactive multimedia service that will develop products and services for on-line, CD-ROM and interactive TV centering on home-oriented programming. HomeNet will take advantage of Hearst's home-oriented consumer magazines, including *Good Housekeeping*, *House Beautiful* and *Country Living*. Hearst's New Media Center also will draw on the company's 12 daily newspapers, 14 consumer magazines, six TV and six radio stations, three cable networks and extensive book and business publication holdings. ■



If you would drop existing services to add interactive services, what would they be?

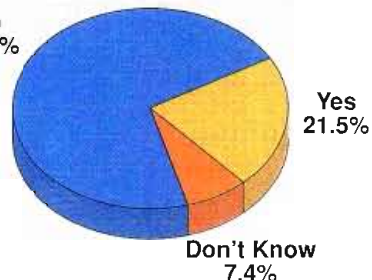
Base: 23.6% of Respondents



Interactive Services

Would you be willing to shop from your home using interactive TV?

No 71.1%



# Cable ready: The high appeal of interactive services

By Harry A. Jessell

More than half of cable subscribers are eager to sample one or more of the long-promised interactive TV services, according to a Broadcasting & Cable survey of 1,000 random cable homes.

Video-on-demand movies appear most enticing. More than two-fifths of the subscribers (44%) say they are willing to pay for the privilege of watching hit movies anytime they want.

The telephone survey conducted earlier this spring also found substantial interest in on-screen program guides, information services over a TV set

rather than a PC, and the ability to choose camera angles during sporting events and to order rebroadcasts of shows missed during the week.

"The numbers show a strong business," says Howard Horowitz, of Horowitz Associates Inc., the Larchmont, N.Y., market research firm that conducted the survey.

VOD may be the principal driver, Horowitz says, but the substantial interest in the other services indicates a "big opportunity to grow a whole new media business."

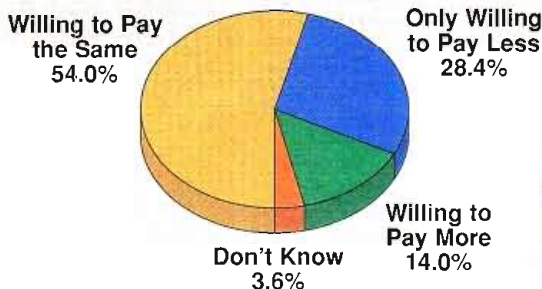
"If people are looking for 80% or 90% interest, they have a problem,"

Horowitz says. "But if they are looking for market share similar to pay services of the past—20% to 30%—for particular interactive services, they have a good shot at it."

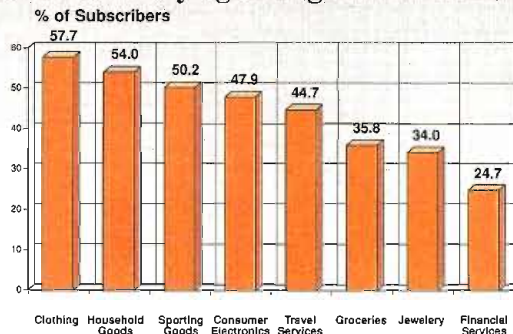
On the whole, the subscribers, who pay an average of \$29.80 a month for cable services, say they would pay another \$5.80 for the interactive services. Young and high-income subscribers would pay more than \$7 a month. Conversely, older and low-income subscribers would pay just \$1.20 and \$3 more, respectively.

Although 54% of the subscribers profess interest in the array of interac-

How much would you be willing to pay for goods or services purchased through interactive TV?

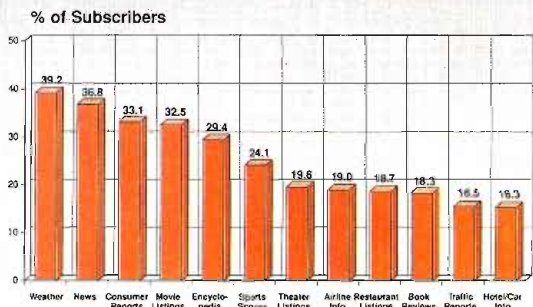


What goods and services would you be interested in buying through interactive TV?

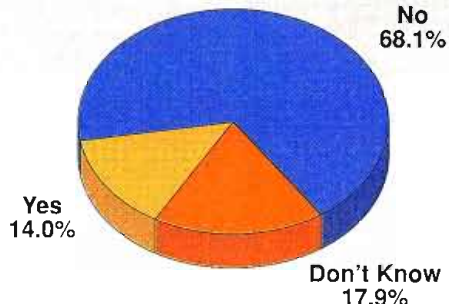




**What on-line information would be useful to you?**



**Would you subscribe to a direct broadcast satellite service if you had to pay \$600 for the reception equipment?**



tive services, two-fifths of them (or 24% of all subscribers) say they would drop an existing cable service to offset the cost.

Of those who feel they have to subtract before they add, more than a third say pay services such as HBO and Showtime would go. A fourth say they would cancel basic cable networks. Less than 10% would jettison broadcast signals to go interactive.

Pay cable subscribers (46%), particularly multipay (51%), show much more interest in VOD than basic-only subscribers. Although the price subscribers are willing to pay for a VOD movie (\$2.80) is probably about the same as they now pay to rent a videotape, they appear to appreciate the convenience. Nearly 60% of those interested in VOD say they would use the service more often than they currently rent tapes.

Next to VOD, information services via TV are the most attractive interactive services, with 22.7% saying they would

pay for them. More subscribers (39.2%) are interested in weather information than in any other kind of information.

Other types of information (in decreasing order of interest): news, consumer reports, movie listings, encyclopedia, sports scores, theater listings, airline information, restaurant guides, book reviews, traffic reports and hotel and car info.

Right behind information services is the choose-your-own-camera-angle service; 22.7% say would be willing to pay to be their own director. Reflecting the fact that the service is primarily a sports enhancement, interest in it skews male and young.

More than 20% of the subscribers are also willing to pay to order on a pay-per-view basis hit TV shows they missed and to scan through electronic program guides.

More than one fifth also say they are ready for interactive TV shopping—checking out brand-name products on the screen and ordering them with a

click or two of the remote control.

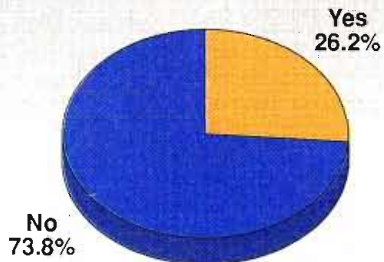
The high-tech shoppers say they would look mostly for clothing, housewares and appliances, sporting goods and consumer electronics. The least appealing shop-at-home product: financial services.

Interest in home shopping is dragged down by the stereotype fostered by the one-way broadcast home shopping services, "the absolute worse kind of shopping experience," Horowitz says.

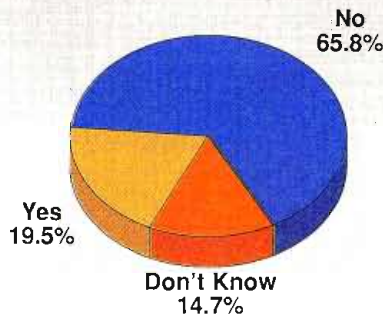
Congress is considering legislation that would allow cable systems and telephone companies into each other's business. According to the survey, if the legislation is enacted, telephone may have an easier time of it.

While more than a quarter of the subscribers (27%) say they would go to the telephone company for TV services, only 8% say they would go to the cable system for telephone services. The switches presume the competing telephone and cable companies are providing comparable services at com-

**Would you be willing to pay extra for HDTV service?**



**Would you pay \$800 - \$1000 for an HDTV set?**





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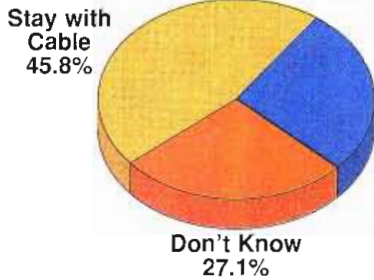
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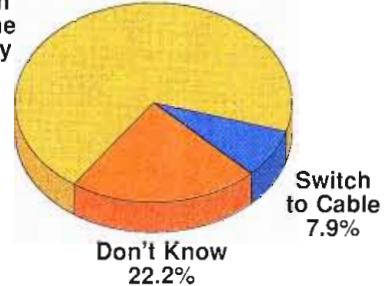
**If your telephone company offered TV services comparable to your cable service, what would you do?**



**If your cable system offered telephone service comparable to your telephone company, what would you do?**



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comparable prices.

"The knee-jerk gut reaction is more favorable to telephone," says Horowitz. "It shows that cable TV now has little or no brand equity in their business."

Twenty-one percent of the subscribers express a high level of interest in direct-broadcast satellite services, which Hughes Aircraft (DIRECTV) and Hubbard Broadcasting's United States Satellite Broadcasting will make available later this year. The service requires special reception equipment, including an 18-inch dish antenna.

But only 14% say they would switch from cable to DBS if they had to pay \$600 for the reception gear. DIRECTV and USSB expect the price of the equipment to start at \$700 but to fall gradually, as consumer electronics are apt to do.

Other negatives diminish DBS's appeal. If cable is offering VOD and other interactive services and DBS is

not, only 7% will make the switch. If DBS doesn't provide local broadcast signals, only 6% will give up cable. And if it costs \$200 for additional set hookups, the percentage dwindles to 3.

"DBS's structural problems should not be minimized," says Horowitz. Taken together, they "severely limit the share of cable subscribers" DBS operators can expect to steal away.

The survey finds ample interest in high-definition television (HDTV). A quarter of the subscribers would pay extra for HDTV programming services. And a fifth are willing to pay \$800-\$1,000 for an HDTV set.

Broadcasters score well in the survey. Not only are broadcast signals the last service most subscribers would eliminate to offset the added cost of interactive services, better reception is the principal reason 42% subscribe to cable in the first place. Forty-four per-

cent say they subscribe primarily for the basic services; 12%, for the pay services.

The success of interactive TV may depend on how the set-top boxes and smart TV needed to receive the new services are distributed to the public, Horowitz says. According to Horowitz, the survey suggests cable systems' current practice of retaining ownership of non-standardized boxes hinders the business. Fewer than half the subscribers in the survey had all the sets in their house hooked up to cable, and only 42% had addressable converters.

The interactive TV business might be better off if consumers were able to buy low-cost standardized set-tops in retail stores as they now do VCRs, Horowitz says. According to the survey, 30% would prefer to buy the gear, he says. "It would be a big boost to the business." ■

## Behind the scenes of the survey

BROADCASTING & CABLE's interactive TV survey of 1,000 cable subscribers was conducted via telephone in April. Horowitz Associates Inc. and Cahners Research developed the survey.

The respondents pay an average \$29.80 for cable services. Two-fifths (42%) have cable converters. Those with boxes buy an average of 0.4 pay-per-view movies per month.

The respondents averaged 2.6 TVs each, but only 1.9 sets are hooked up to cable. About 91% own VCR's. More than 38% own home videogame players. On average, the respondents rent 4.5 videotapes and buy or rent 2.1 video games per month.

Nearly two thirds (71.9%) own personal computers, and nearly half (45.2%) of them are equipped with a modem, the device needed to send computer data over telephone lines and link up with on-line information services like Prodigy and CompuServe. However, only 17.2% of the computer owners say they subscribe to an on-line service.

**Interactive TV services as described in the survey:**

- **On-line information:** would allow you to call up information from services such as Prodigy and CompuServe over your TV instead of your PC.
- **Video on demand:** would allow you to order a movie anytime you want to watch it. You could choose from hundreds of titles.
- **Interactive program guide:** would allow you to press a channel button and find out what's on any channel at whatever time you want.
- **Interactive games:** would allow you to play video games such as Sega and Nintendo.
- **Interactive shopping:** would allow you to see name-brand products at any time and purchase it with the push of a button.
- **Interactive games shows:** would allow you to play along with TV game shows.
- **Choose camera angle:** would allow you to choose your own camera angle and order instant replays during sports events.
- **Pay-per-view rebroadcasts:** would allow you to order shows you missed during the week. ■



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Cable

# Expansion: cable's 750 mhz solution

On road to multimedia future, first leg is widening existing coax pipeline

By Chris McConnell

The cable network of the future promises two-way communications, telephony, PCS and computing among a range of services.

But first, there will be more television.

As they plan new broadband multimedia networks, cable engineers are starting by widening their current coaxial pipe to deliver more channels. The plan calls for sending fiber optic lines to neighborhoods of about 500 homes and expanding the coaxial part of the chain to 750 mhz of bandwidth. With the hybrid fiber/coax architecture and 750 mhz platform, cable systems can start to deliver about 110 channels now or hundreds of channels once they add digital compression.

"This platform is being implemented with the idea everyone would like to get to the full-service network," says CableLabs President and CEO Richard Green.

Cable companies offer a similar view. MSOs reaching nearly 24 million combined customers say they plan to implement the fiber-to-the-neighborhood plan over most of their systems during the next five years. MSOs reaching about 13 million of those subscribers also plan to install the 750 mhz platform on 50% or more of their systems during the same period.

"What we're building is bandwidth," says Time Warner Cable's James Chiddix. Chiddix, senior vice president of engineering and technology, notes that the company is installing the 750 mhz hybrid

fiber/coax architecture across all of its systems and plans to deliver such a system to about 85% of its 7.1 million subscribers by the end of 1998.

The cable giant is not alone. Cox Cable Communications plans to upgrade about half of its cable plants with the architecture by the end of 1997, and about 75% by the end of 1998. Comcast Cable Communica-



tions hopes to deliver the 750 mhz systems to about 60% of its 2.8 million subscribers within the next three to five years.

Cablevision Systems Corp. also expects to bring the architecture to about half of its 1.98 million subscribers by the end of 1996. Cablevision Industries Inc. is just beginning construction on its first 750 mhz system and hopes to deliver the platform to about 200,000 homes in the San Fernando Valley area within the next three to five years.

Such system upgrades are not confined to the top 10 MSOs. KBLCOM, for example, is installing the architecture in its 240,000-subscriber San Antonio system as well as in its Orange County system. The San Antonio upgrade will take four years to complete, according to Allen Anderson,

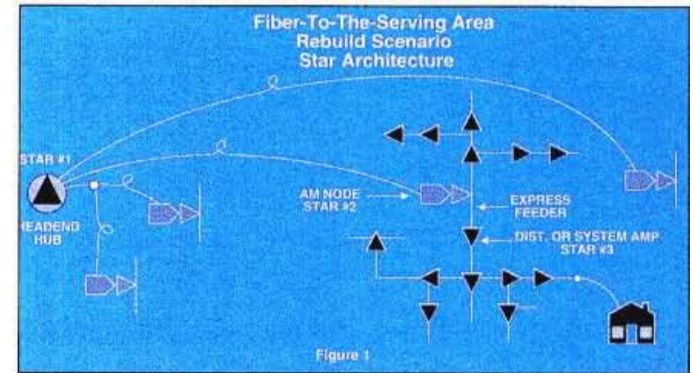


Figure 1

(Top) With new architectures, MSOs will send TV signals along fiber to neighborhood 'nodes' connecting to coax cable. (Left) Scientific-Atlanta hopes its 8600x will let MSOs expand programming while waiting for digital technology.

the company's director of technical services.

Sammons Communications Inc. also is installing 750 mhz systems in its larger systems, although it has not established a plan for all of its systems. "We're looking at every market," says Hank Cicconi, Sammons's vice president of engineering.

The upgrades involve sending a fiber line to a neighborhood "node," each typically serving a 500-home area. Some systems also are rigging 1,000-home nodes with the option of subdividing the clusters later.

To broaden the coaxial part of the chain to 750 mhz, cable companies need to purchase 750 mhz amplifiers and sometimes re-space their amplifiers to accommodate the shorter range of 750 mhz systems.

"It's very cost effective,"

CableLabs's Green says of the architecture. Scientific-Atlanta Inc.'s Bob Luff estimates that the 750 mhz systems cost about 20% more than the 550 mhz systems while providing 50% more spectrum.

Time Warner estimates the cost of its companywide upgrade program at \$5 billion. Comcast expects to pay several hundred million on its upgrade, says Vice President of Engineering Brad Dusto. Cablevision Industries' Joe Van Loan adds that his company is looking at an investment in the \$20 million range for its San Fernando Valley upgrade.

But while MSOs agree on the importance of pushing fiber closer to the home, not all are convinced the money should be going to 750 mhz amplifiers just yet. TCI, which says it will spend up to \$3 billion upgrading its systems between now and the end of 1996, says it may be able to get by with 550 mhz systems once it lays fiber



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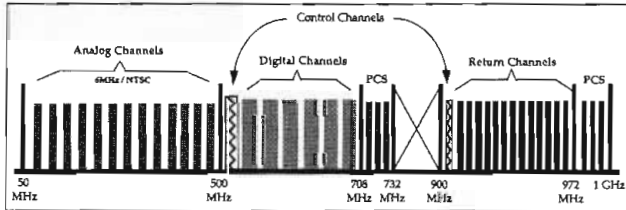


# Cable works to keep signals straight

Cable's wider pipe will bring more channels to cable viewers, but telephony and other interactive features will have to wait until systems install more hardware. Phase-one upgrades planned by systems mean redrawing the cable system map with fiber optic lines branching into 550 mhz or 750 mhz coaxial lines. Once system designers start to consider distributed computing, telephony and other services, the signal paths will get more contorted as they move through all sorts of switchers, routers and integrated gateways.

"It's obviously a step beyond," CableLabs President and CEO Richard Green says of the next-generation cable system. "It's two way; it adds distributed computing."

One of the first steps engineers expect to take in imple-



The two-way cable network of the future may mean broadening coaxial cable to 1 ghz, but hardware makers say the technology is not ready for mass deployment.

menting such capabilities is to buy switching equipment. For its Full Service Network trial in Orlando, Fla., for instance, Time Warner Cable procured an asynchronous transfer mode (ATM) switch from AT&T Network systems.

The ATM technology allows users to integrate voice, data and video information into a single channel for delivery via a network. Cable engineers say they expect the ATM technology—along with digital file servers—to play a role in the next series of network improvements.

Others also cite the possibility of boosting the coaxial bandwidth past 750 mhz as high as 1 ghz. In its Orlando test, Time Warner plans to use the additional bandwidth to provide return channels and PCS service.

While ready for trials, though, neither ATM nor 1 ghz technology is yet ready for wide distribution. Scientific-Atlanta's Bob Luff says the chips for 1 ghz amplifiers and line extenders do not have high enough yields for low prices. Luff, chief technical officer of Scientific-Atlanta's broadband group, adds that neither Philips nor Motorola expects to mass produce the 1 ghz chip for another year.

Others add that the ATM technology will need more work as well. Comcast's Brad Dusto says the transmission standard has unresolved problems concerning video information delivery. While timing delays are permissible in delivering voice and data packets, he says such problems with video can wreak havoc with pictures. Neither has the issue of what services all this new equipment will deliver, others add. "We're not sure what applications are going to be interesting to the public," Green says, noting the industry should get some clues from Orlando.

—CM

backbones and digitally compresses signals.

The company's plan for creating a "national information infrastructure-capable" plant involves sending fiber to nodes covering 500-1,500 customers. The company's plan also calls for installation of digital transmission capabilities at the headend. TCI's Bob Thomson says the company hopes to bring such an architecture to 90% of its 10.2 million subscribers by the end of 1996.

Thomson adds that the upgrade is the first of a two-part program aimed at installing "full service" networks with two-way communications and switching capabilities. He says TCI is not sure it will need 750 mhz systems to accomplish the first step in the upgrade.

"We've got a substantial amount of Canadian systems at 550 mhz," says Rogers Cablesystems Ltd.'s Tony Werner. Werner, who adds that his company is nearing the end of a system upgrade, says the company is installing 750-ready systems, but he does not see the need to implement the extra bandwidth just yet.

Several other cable engineers do. "Even with digital compression, you still need 750 mhz," says Cox Senior Vice President of Engineering Alex Best, adding that his company has signed a letter of intent to purchase 200,000 digital decoder boxes from General Instrument.

Best says last year he instructed systems to space amplifiers to support future 750 mhz systems and this year he sent a memo advising the systems to buy the equipment now.

Scientific-Atlanta's Luff says most companies ordering

new gear seem to be following the same strategy. "We see about 90% of the systems designed for 750 mhz systems," says Luff, who adds that his company this week is introducing a cable TV modulator with 750 mhz capability. Luff also says about 60% of the orders are for actual 750 mhz hardware rather than 750-ready equipment.

Luff and others say the 750 mhz systems allow cable operators to add channels now even if they do not shift immediately to digital transmission. While compressing video above the 550 mhz mark could allow systems to add 300 or more digital channels to the 70 analog channels below 550 mhz, filling the bandwidth with analog channels still provides enough channels to expand pay-per-view options.

Cablevision Industries' Van Loan says the 750 mhz system will allow MSOs to meet pent-up customer demand for new channels without waiting for digital set-top boxes. He says his company's systems can reserve between 67 and 77 channels for delivering pay-per-view material to 400-home nodes.

"You can study and learn about potential applications," adds Wilt Hildenbrand, vice president of technology at Cablevision Systems Corp.

Others also voice skepticism about the state of digital decoding boxes. "We've seen some problems with boxes in the past," says Comcast's Dusto, who also says the company nevertheless is looking at buying the boxes from several vendors.

General Instrument's Jerrold Communications division plans to deliver digital boxes in the first quarter of next year. The boxes will



carry the capacity to support systems that are upgraded to 750 mhz and even higher, says Dan Sutorius, Jerrold's director of digital addressable systems.

Scientific-Atlanta also plans to provide a digital box next year but is producing an analog box now that will fit with a digital MPEG decoder later. Scientific-Atlanta's Luff says a number of technical and business issues still remain to be addressed

before companies can develop digital units on a large scale.

"For a long time, there's likely to be both [analog and digital]," Luff says. He cites the company's new 8600x analog terminals, which carry an optional 750 mhz tuner for the upgraded systems. The terminals carry on-screen program guides and the ability to send messages—a late-payment notice, for example—to an individual household.

The units also will receive Scientific-Atlanta's newly announced plan for analog delivery of digitally stored video. The service, called Press Movies, involves the retrieval of digitally stored videos for analog conversion and transmission to the 8600x units. Luff says the company expects to offer the digital upgrade about a year from now.

Even cable operators planning on implementing digital systems are waiting to decide

how many digital channels they will send over the 750 mhz bandwidth. "There's no need to make specific decisions now," says Time Warner's Chiddix. Others add that the channel allotment plans also will hinge on rate regulations.

CableLabs's Green says the analog channels generally will fill the lower part of the band because digital signals have better noise tolerance than the analog signals. ■

## Infohighway narrows in remote areas

*Some cable engineers say rural homes may not benefit from 750 mhz windfall*

**W**ith different economics and geographies, smaller cable systems will be taking a different route to the information superhighway.

While subscribers in population centers may view a wider television world via 750 mhz coaxial cable within the next few years, those in remote areas may be excluded from the bigger picture, at least by that route.

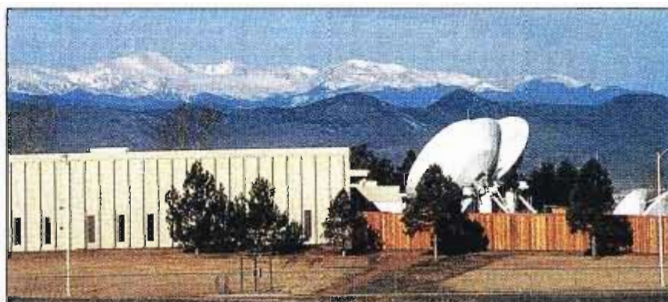
Cable engineers say the favored 750 mhz architecture, fine for densely populated regions, runs into problems when the signals need to travel over long distances. They note that the 750 mhz systems cannot transport the TV signals as far without degrading them.

Even if the broader coaxial pipe reaches the homes, the rural cable company faces a higher cost per home to fill each additional 6 mhz space with programing.

"The smaller the system, the smaller the revenues per home," says Hank Cicconi, vice president of engineering at Sammons Communications Inc.

Each time the cable system adds a channel, it needs to pay for taking the service off the satellite and then delivering it to the home, a process that can include costs for encryption, modulation and decryption.

"The headend costs for small operators are very large," says Richard Green,



*TCI hopes its National Digital Television Center will cut the cost of adding channels to smaller cable systems.*

president and CEO of CableLabs. Comcast's Brad Dusto agrees that the high-density regions offer more favorable economics for supporting the upgrades cable systems hope will form the basis of tomorrow's full-service network.

Dusto says his company's planned system upgrade, which will deliver the hybrid fiber/coax systems to more than 60% of its customers within the next five years, will reach customers in the company's more densely populated regions.

For those living out on the range, one potential path past the economic roadblocks to more channels might come with satellite delivery of prepackaged digital services. Engineers cite TCI, which last month opened a National Digital Television Center for delivering compressed programing.

Although TCI plans to use the \$100 million center for distributing compressed material to its systems, the company also will be offering the service to cable systems of other

MSOs for a fee. Cox Cable Communications' Alex Best says his company plans to use signals from the center. "Those channels are designed to be something that we don't already carry," Best adds.

Although Cox plans to use the center's material to supplement programing on its larger systems, CableLabs's Green stresses the benefits of such a service to the small operator.

Such operators, who may be sending only 18 channels, will be able to shave a few analog channels off the system and replace them with a digital package squeezing 30 or 50 compressed channels into the same slot.

"It's particularly attractive to rural operators," Green says.

Others, though, are not yet convinced. Sammons's Cicconi doubts the ability of small systems to pass the compressed signals to homes without decompressing them at the headend.

Cablevision Industries' Joe Van Loan says that his company also is looking at the TCI "headend in the sky," but instead is leaning toward cutting costs by linking different systems. The "regional hub" approach allows systems to downlink programing at one site and then distribute it to several systems via fiber.

"We're finding ourselves consolidating a lot of the headends using fiber," Van Loan says. —CM



# Programming

## CBS weighs in; big battles loom

CBS picks up ABC-produced series; slots first Canadian-produced series for prime time

By Steve Coe

**C**BS's announcement of its fall schedule last Tuesday left Fox as the only network still holding its new season cards. The unveiling of CBS's lineup reveals there will be some heated battles between the big three networks next season.

Peter Tortorici, president, CBS Entertainment, said the network, which has long been known for its strength in smaller markets and among older viewers, set the schedule keeping urban markets in mind. As evidence of that strategy, he noted that the three new dramas are set in urban areas. Tortorici also said the network went into the process with specific development for Wednesday, Thursday and Saturday nights.

CBS added seven new series, three comedies and four dramas, leaving only Sunday and Tuesday nights untouched. The biggest matchup involving CBS likely will be the head-to-head competition between CBS's new medical drama *Chicago Hope* and NBC's *E.R.* on Thursday night at 10 p.m. Both new series are set in Chicago hospitals and are from big-name producers; *Picket Fences*' David E. Kelley is the creator of the CBS show and Michael Crichton, who wrote "Jurassic Park," is the executive producer of *E.R.*

The situation is similar to the battle that was waged this past season on Sunday nights by NBC's *seaQuest DSV* and ABC's *Lois & Clark*. Tortorici said the expected press coverage of the matchup will benefit both shows in terms of sampling. He denied that CBS's scheduling of the drama was in response to NBC's slotting of its hospital series. "We had a gaping hole to fill on Thursday night. Everyone knew we were doing this show and that it was a medical show," he said.

Tortorici also said the network does not have a general policy of short-ordering new series but looks at series on a case-by-case basis. Last season the network angered many suppliers in the creative community by ordering only six or eight episodes

of most of its new series. Apparently in an attempt to mollify producers, Tortorici said the practice will not be a blanket policy.

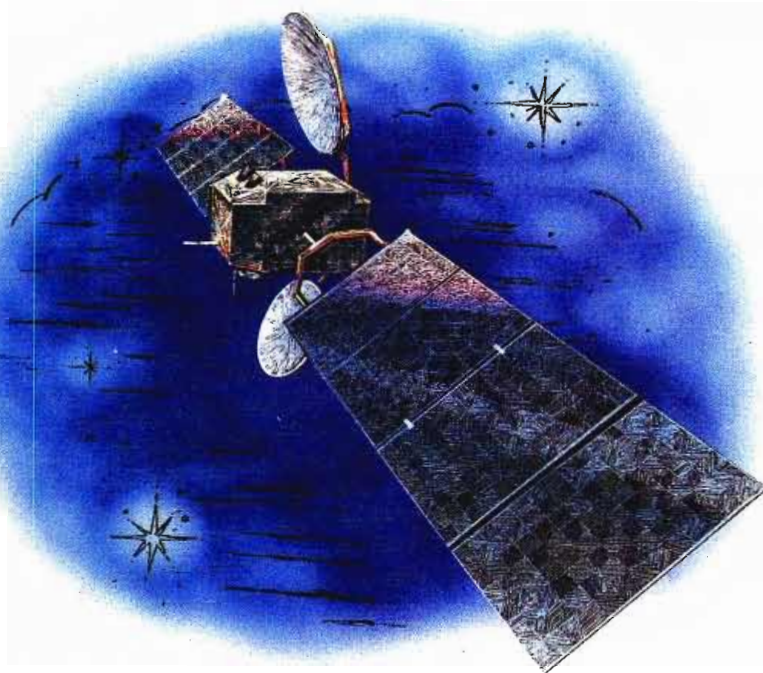
Two of the three new sitcoms, *The Boys Are Back* (Monday, 8 p.m.) and *Daddy's Girls* (Wednesday, 8:30 p.m.), were given full 13-episode

### How the '94-'95 season is shaping up—

New show	abc ABC	CBS	NBC	
* New time				
MONDAY	8:00	Coach*	The Boys Are Back	
	8:30	Blue Skies	Dave's World	
	9:00	Monday Night Football	Murphy Brown	
	9:30		Love & War	
	10:00		Northern Exposure	
	10:30			
TUESDAY	8:00	Full House	Wings*	
	8:30	Me and the Boys	The Martin Short Show	
	9:00	Roseanne	Frasier*	
	9:30	Ellen*	The John Larroquette Show*	
	10:00	NYPD Blue	CBS Tuesday Movie	
	10:30		Dateline NBC	
WEDNESDAY	8:00	Thunder Alley*	The Cosby Mysteries	
	8:30	All American Girl	Now with Tom Brokaw & Katie Couric	
	9:00	Home Improvement		
	9:30	Grace Under Fire	Touched by an Angel	
	10:00	Turning Point	48 Hours	
	10:30		Law & Order	
THURSDAY	8:00	My So-Called Life	Mad About You	
	8:30		Friends	
	9:00	McKenna	Eye to Eye with Connie Chung	
	9:30		Seinfeld	
	10:00	Prime Time Live	Chicago Hope	
	10:30		E.R.	
FRIDAY	8:00	Family Matters	Unsolved Mysteries*	
	8:30	Boy Meets World	Diagnosis Murder	
	9:00	Step by Step		
	9:30	Hangin' with Mr. Cooper	Under Suspicion	
	10:00	20/20	Picket Fences	
	10:30		Homicide: Life on the Street*	
SATURDAY	8:00	The ABC Family Movie	Young at Heart	
	8:30		Empty Nest*	
	9:00		The Five Mrs. Buchanans	
	9:30		Hearts Afire*	
	10:00	The Commish	Walker, Texas Ranger	
	10:30		Sisters	
SUNDAY	7:00	America's Funniest Videos	Earth 2	
	7:30	On Our Own		
	8:00	Lois & Clark: The New Adventures of Superman	60 Minutes	
	8:30		Murder, She Wrote	
	9:00	The ABC Sunday Night Movie	CBS Sunday Movie	seaQuest DSV
	9:30			NBC Sunday Night at the Movies
10:00				
10:30				



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CBS has high hopes for its medical drama, 'Chicago Hope,' which is targeted for Thursday night at 10.

orders.

"Those are tough, critical time periods," Tortorici said. "They both tested well, but because of the time periods they will need time to be nurtured and grow." Tortorici also pointed out that two of CBS's returning shows, *Walker, Texas Ranger* and *The Nanny*, started out with partial orders. "It didn't do anybody any good when we canceled *South of Sunset* and there were five episodes still in the can," he said, referring to the action hour that was canceled last season after one airing.

CBS, which went into the development season with the fewest comedies of any network, did little to narrow the gap. The fall schedule features only eight comedies—three new and five returning—including Diane English's *Love & War* and Linda Bloodworth-Thomason's *Hearts Afire*, which were seen as given renewals and which are responsible for the network's multi-season strength on Monday nights. NBC's lineup features 12 sitcoms and ABC has scheduled the most with 15. Bloodworth-Thomason didn't escape the scheduling process unscathed, however, with the cancellation of four-year-old *Evening Shade*, a Monday night regular.

Shows that were left off the fall schedule but are being held in reserve include renewals for *Burke's Law* and for *Christy*, which received a 13-episode order, and pickups for Dick Wolf's *The Wright Verdicts* and Diane English's *Double Rush*.

The network's in-house production arm, CBS Entertainment Productions, had five pilots under consideration for the fall schedule, according to Tortori-

ci, who said three made it to final consideration before *Touched by an Angel* was picked up. Tortorici and company at CBS Entertainment didn't appear to do the production division any favors by scheduling the drama against ABC's *Home Improvement*. CBS Entertainment Productions is not lacking for strength on the schedule; it is the biggest supplier of programing to CBS with five series on the fall lineup. Additionally, CBS News provides three shows in *60 Minutes*, *Eye to Eye with Connie Chung* and *48 Hours*.

Taking *Evening Shade*'s place on Monday is *The Boys Are Back*, which is, ironically, from ABC Productions.

Tortorici says it is the highest-testing comedy ever at the network. The arrangement, the first time an in-house division, not one network, has sold a series to another network, could prove uncomfortable for ABC Entertainment executives if the show becomes a hit on CBS.

The series, starring Hal Linden, will go head-to-head against ABC's *Coach*, with both shows looking to attract the adult audience. NBC is expected to pull in younger viewers with *The Fresh Prince*. The remainder of CBS's schedule returns with CBS's second-year comedy *Dave's World* at 8:30 p.m. looking to attract a similar audience as ABC's *Blue Skies* and NBC once again going after younger viewers with *Blossom*.

Tuesday is shaping up as a battle of sitcoms between ABC's established comedy block from 8-10, led by *Full House* at 8 p.m. and *Roseanne* at 9 p.m., against NBC's attempt to wrest the night away using *Wings* at 8 p.m. and *Frasier* at 9 p.m. ABC has not commented on rumors the network is considering flip-flopping *Roseanne* and *Home Improvement* in an attempt to schedule maximum strength against the NBC strategy.

At CBS, meanwhile, the network has decided to continue with its quiet-

ly successful lineup of *Rescue 911* followed by the *CBS Tuesday Night Movie*. With ABC and NBC battling for a similar comedy audience, that would leave CBS to draw in older viewers and fans of long-form.

CBS's Wednesday lineup faces a tall order in going against ABC's comedy block at 8-10 p.m. leading into *Turning Point* and the return of Bill Cosby on NBC. Especially difficult is CBS's slotting of *Touched by an Angel*, starring Della Reese, which goes head-to-head with *Home Improvement*. NBC looks to skew a little older on the evening with *Now with Tom Brokaw and Katie Couric* sandwiched between *The Cosby Mysteries* and *Law & Order*.

Depending on what programs Fox announces for Thursday nights, it appears NBC will be uncontested for the sitcom audience at 8-10 p.m., with CBS and ABC featuring dramas and news magazines on the night. CBS's *Due South*, the first Canadian-produced series to air in prime time, leads off the network's schedule at 8 p.m. The series, which received an 8-episode order, originally aired on the network as a

two-hour made-for in April. At 10 p.m., the two hospital dramas do battle with ABC returning *Primetime Live*.

On Friday night, CBS and NBC will compete for the older drama and news magazine audience, leaving ABC uncontested for younger viewers. CBS returns *Diagnosis Murder*, starring Dick Van Dyke, at 8 p.m., followed by Warner Bros.' *Under Suspicion* at 9 and *Picket Fences* at 10. CBS ordered 22 episodes of *Diagnosis Murder*, but would have only had to buy 13 if the show was held for mid-season.

On Saturday night, Judith Ivey stars in *Five Mrs. Buchanans* at 9 p.m., which is paired with the return of Bloodworth-Thomason's *Hearts Afire*. The network is hoping the one-hour comedy block will be carried by



CBS executives say 'The Boys Are Back,' from ABC Productions, is the highest-testing comedy ever.



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still stuck to the buds. I learned to save jars  
large enough to hold fruit salad for a whole  
grieving household, to cube home-canned pears  
and peaches, to slice through maroon grape skins  
and flick out the sexual seeds with a knife point.  
I learned to attend viewings even if I didn't know  
the deceased, to press the moist hands  
of the living, to look in their eyes and offer  
sympathy, as though I understood loss even then.  
I learned that whatever we say means nothing,  
what anyone will remember is that we came.  
I learned to believe I had the power to ease  
awful pains materially like an angel.  
Like a doctor, I learned to create  
from another's suffering my own usefulness, and once  
you know how to do this, you can never refuse.  
To every house you enter, you must offer  
healing: a chocolate cake you baked yourself,  
the blessing of your voice, your chaste touch.

by Julia Kasdorf

From the book *Sleeping Preacher*, published by the University of Pittsburgh Press

ILLUSTRATION  
From animation by Emily J. Hubley  
Background by Arthur Greenwald



its *Dr. Quinn* lead-in and *Walker, Texas Ranger* lead-out. NBC is using a similar two-comedy, two-drama strategy, however, with the comedies at 8-9 leading into the dramas.

Not surprisingly, CBS took the "if it ain't broke don't fix it" philosophy with regard to Sunday evening, returning *60 Minutes*, *Murder, She Wrote* and *The CBS Sunday Night*

*Movie*.

The performance of the night is possibly the biggest reason that the network has captured the last three prime time season campaigns. ■

## Chris Craft tests late-night magazine strip

*Five-station rollout could be launchpad to syndication*

By David Tobenkin

Station group Chris Craft/United Television on June 6 will debut a half-hour, late-night news strip on five of its stations. If the show performs well, the company hopes to syndicate it nationally.

*Premier Story*, which will be produced by the station group and headed by magazine show veteran Peter Brennan, will focus on the day's most important news story or an important developed story.

"Certainly when you look at all daytime talk shows and some of the access shows and network news-mag-

azine shows, the public has evidenced an appetite for nontraditional news shows," says Evan Thompson, president of Chris Craft/United Television. "We will be looking for the story that translates to mainstream America emotionally," says Brennan.

One planned show will take former president Jimmy Carter to impoverished areas of Atlanta to report on the underlying problems of the area, then bring mayors of major American cities into *Premier Story's* studio to discuss the taped segment and the overall issue of inner-city violence, Brennan says.



'Premier Story' host Alison Holloway

Thompson hopes to syndicate the show by January, before the NATPE Convention begins. He says that Chris Craft may still acquire Paramount's new *Jon Stewart* late-night talk show for its eight stations. "A half-hour news show does not fulfill all our stations' late-night needs," he says.

The show will be produced at Chris Craft's KCOP-TV Los Angeles and will air on that station and WWOR-TV New York, KPTV(TV) Portland, KUTP-TV Phoenix and KMSP-TV Minneapolis. It will be aired at 11:30 p.m. in Los Angeles, New York and Portland and at 11 p.m. on the other stations. Those stations cumulatively cover roughly 15% of the country.

Chris Craft has no partners in the venture, and Thompson says that producing the show will be expensive, especially since most shows will be produced day-and-date. "There is no way to economize," he says. "We thought about adding other partners but thought it would be more rewarding to go it on our own." Thompson says that he will consider the show successful if, within a year of being syndicated, it can draw a 2.5-3 rating.

Anchoring the show will be British anchor Alison Holloway, who previously anchored Meridian Broadcasting's early evening news program *Meridian News* and earlier anchored

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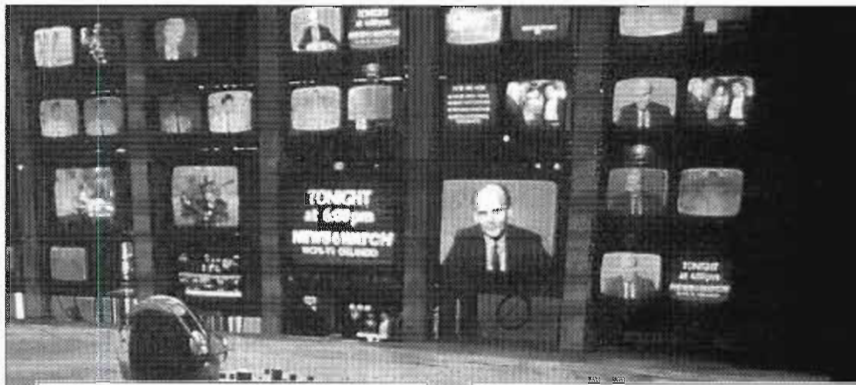
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### Rogers Communications Inc.

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2% Convertible Senior Debentures Due 2005

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Sky Television's *Sky World News Tonight* and nightly current affairs magazine *Newsline*.

"I've worked with Alison five years, and I think there is no one else who is more the total package than she is," says Brennan, who helped develop Fox's *A Current Affair* and executive-produced Paramount's *Hard Copy*.

Joining *Premier Story* are senior producer Burt Kearns, previously managing editor of *A Current Affair* and later *Hard Copy*, and New York producer Marianne Goldstein, formerly of the *New York Post*.

The show will use guest correspondents for major stories in different cities, interviewing or employing the journalist best informed on a given story in a given market.

Thompson says that the new show reflects Chris Craft's strategy of stepping up production of shows for its stations: "In a broader sense, this show is part of our continuing strategy of trying to put out more original programming on our stations. We want to achieve a greater balance of original to repeat programming." ■

## CBS News gets shot at Tuesday movie slot

*Three news productions get two hours of movie time; first will be documentary on runaway teen*

By Steve McClellan

**C**BS has signed another supplier to help fill its movie slots—CBS News.

The network has given the news division a commitment for three 2-hour programs that will fall under the umbrella title *Before Your Eyes*. The first episode, *Kristin Is Missing*, focuses on runaway teens through one case history.

CBS News Producer Jonathan Klein and a small crew spent seven months at the Kent City, Mich., home of Kristin Coalter, starting shortly after her disappearance in April 1993. Klein and his crew were there each morning before the family awoke and didn't leave until the family went to bed at night, giving the pro-



CBS chronicled search for Kristin.

duction a cinema verité aspect. There's also a fair amount of interviewing to lead the viewer through the story.

The crew has spent the last six months whittling its 200 hours of videotape into a 100-minute package that will air next Tuesday night (May 31). The months of editing were taken to enhance the drama of the story.

How to present the program—whether it will air as a *Tuesday Night Movie* or a news special pre-empting the movie—still was not settled at deadline.

While some news executives say the issue is one of semantics, others say it goes to the heart of the news-as-entertainment issue. The producers feel they have a compelling and entertaining broadcast that is also newsworthy.

"This two-hour show is as engrossing as any movie and more so," says Klein, a 12-year CBS News veteran who put in five years with *48 Hours* before taking on *Before Your Eyes*.

But is it news or entertainment? Like the news magazines that have become a staple of network prime time, Klein says it's both. "I can't help but rely on my instincts as a newsman," Klein says. "As a newsman, you stay out of the way of the action and let it happen. But you are also looking for the drama in the reality you are seeing. You develop an eye for that."

Asked for details about the internal politics of getting such an unorthodox



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## SYNDICATION MARKETPLACE

**Customized 'Price'**

Paramount Domestic Television says its new nightly, half-hour syndicated *The Price Is Right* game show will offer wrap-around programming elements that can be used to identify local advertisers. The 30-second elements will allow the insertion of localized advertiser tags or product mentions using the show's theme music, models and logo to integrate the spots with the program. The spots are expected to be sold by stations to key advertisers for a premium, says Paramount senior vice president and general sales manager John Nogawski. The show is set for launch in September.

**Grove buys Byrne**

Grove Television Enterprises has acquired a 51% interest in Byrne Enterprises, a New York-based media sales organization headed by Brian Byrne. Byrne will have com-

plete ad sales responsibility for all of Grove Television's library, including its upcoming *Space Police* and *Tough Target* series. Among the shows for which Byrne Enterprises has sold advertising are *Amazing Adventures*, *Inspector Gadget* and *Prime Suspect*.

**Flagship sign-up**

ABC O&O WLS-TV Chicago says it has reached an agreement with King World Productions to extend the *Oprah Winfrey Show* through 1999. Winfrey's syndicated show began on WLS-TV in 1985, a year after she joined the station's *AM Chicago* show.

**Ricki rolls**

Columbia TriStar Television Distribution has renewed its *Ricki Lake* talk show on 150 stations covering 87% of the country for its second season. The markets include all top 20 markets and 48 of the top 50. The station lineup remains the

same in the top 10 markets with the exception of Philadelphia, where the show left KYW-TV to join ABC O&O WPVI-TV. Other stations new on the show's lineup for fall 1994 include WBRC-TV Birmingham, Ala.; KMTV-TV Omaha, Neb.; WICS-TV Champaign, Ill.; WLUK-TV Green Bay, Wis.; WWLP-TV Springfield, Ill., and WTOV(TV) Wheeling, W. Va.

CTTD also has cleared its hour action drama *Forever Knight* on 141 stations representing more than 85% of the country for a fall launch. Clearances include all top 20 markets and 45 of the top 50.

**New to 'Spotlight'**

Samuel Goldwyn Television has cleared its *Showtime Comedy Spotlight* series for a second season in 70% of the country, including 28 of the top 30 markets. Among the clearances are WCBS-TV New York, KCAL-TV Los Angeles and WPWR-TV Chicago. ■

program approved, Klein responds, "Got a couple of hours?" He credits Andrew Heyward, his executive producer at *48 Hours* (now executive producer of *Eye to Eye with Connie Chung*) with going to bat for him and getting News President Eric Ober and Broadcast Group President Howard Stringer to approve it.

The broadcast was born of Klein's frustration with "leaving the context and depth" of the typical magazine story on the cutting-room floor. But what of the 198 hours or so of tape that wound up there? Klein says that's the cost of providing dramatic context—a cost he says is significantly lower than filling the two hours with a made-for-TV movie.

A lot of the effort that doesn't show up on the screen was not wasted, he adds. *Kristen* was one of several stories the crew pursued before opting to follow that one. All but one of the other stories made their way to other broadcasts, as did countless other story leads, Klein says.

Whether the two-hour magazine piece becomes a weekly or perhaps monthly staple remains to be seen. "I guess it's possible," Klein says. "But I'd sure hate to see it become an assembly line." ■

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HEAD ENDINGS

### Operators see Starz

Following a three-month run on Tele-Communications Inc.-owned cable systems, Encore's Starz! movie channel is now being made available to cable operators, TVRO and direct-broadcast satellite companies. Encore executives say the network will exceed 1 million subscribers by mid-1994.

### H&G lineup

Original shows appearing on Home & Garden Television when the new cable network launches in fourth quarter 1994 will include *Rooms for Improvement*, a show about home decorating and remodeling; *Furniture/North Carolina*, a news magazine on home furnishings; *Jane Nugent's Garden Party*, a gardening show, and *Lucille's Car Care Clinic*.

### Nick expands

Nickelodeon on June 4 will expand its Saturday night "SNICK" block (8-10 p.m.) by a half-hour, adding *The Adventures of Pete & Pete* to the schedule. Meanwhile, MTV Networks executives say they are looking into the possibility of expanding the company's nightly classic sitcom lineup, Nick at Nite, into a 24-hour service.

### Mirth of July

Comedy Central's upcoming "Fall Season in July" will include five new series, imported BBC sitcom *Absolutely Fabulous* and a new season of *Mystery Science Theater 3000*.

New series will include *The White Cyc Show*, described as a "Laugh-In for the 21st Century"; *Balls*, a nonserious sports show, and *Musical Shorts*, produced by Broadway Video and featuring original song parodies and short films.

### USA campaign

USA Networks this week will unveil an affiliate marketing campaign aimed at the 55-plus subscriber. The campaign, which kicks off this summer, will include cable system-specific

research materials identifying target subscribers and customizable promotional materials.

### Disk shopping

St. Petersburg, Fla.-based MOR Music TV on July 1 will launch a spin-off music/shopping channel, "MOR Music-2, The Price Club." Subscribing members will pay \$39.95 per year to receive discounts of 25%-60% off suggested retail prices on CDs and other music merchandise. Basic and mini-pay full-time affiliates of the channel will be paid roughly \$20 for each annual subscription sold.

### Look who's talking

*San Francisco Examiner* Washington bureau chief and *Good Morning America* commentator Chris Matthews will join KCBS-TV Los Angeles morning anchor Terry Anzur as hosts of *A-T in Depth*, a nightly news show (6-8 p.m. ET) on the upcoming America's Talking cable network. Matthews will be based in Washington and will continue his current reporting duties; Anzur will be based in A-T's Fort Lee, N.J., headquarters.

### Event television

The Discovery Channel in the upcoming 1994-95 season plans to boost its number of "Big Event" programs from one per quarter to one per month.

The network will present its most extensive original program lineup ever, with 500 hours of new shows, including *The Brain: Our Universe Within*; *The Space Shuttle*; *Stargazers*; *How the West Was Lost*; *The Promised Land*; *Carriers: Fortress at Sea*; *Ocean Planet*; *The Nile: River of the Gods*; *Discovery's 10th Anniversary Celebration* and *Battle for the Elephants*.

Original series will include *Amazing America*, a look at pop culture with Kevin Nealon; *Shipwrecks*; *The Himalayas*; *Rediscovering America with David Hartman*, and *Start to Finish*, a magazine show about collectibles, crafts and hobbies. —RB



# NBC makes Mexican TV alliance

*Network to supply Television Azteca with programs, has option to invest in company*

By Steve McClellan

**N**BC has entered a major strategic alliance with Mexico's Television Azteca, a privately held company that owns two general interest broadcast channels reaching 90% of the country's population.

The agreement calls for NBC to supply Azteca with an array of services and programs, including programs from NBC, CNBC and the network's Latin American cable news channel, Canal de Noticias NBC. The network also will provide on-air promotion, technology and computer services support and will help Azteca devise advertising sales and general management strategies.

As part of the agreement, NBC also has the right to acquire 10%-20% of the Mexico City-based company within the next three years. Television Azteca was a state-run operation that was acquired last year by the Elektra Group, a family-run distributor of electronic appliances.

Elektra paid approximately \$640 million for the channels in July 1993 and estimates they are now worth between \$800 million and \$1 billion. Spearheading the project for NBC will be Roger Ogden, president and general manager of NBC-owned KCNC-TV Denver. He will report to Tom Rogers, an executive vice president of NBC responsible for the network's growing cable interests and new business development, who announced the deal at the World Advertising Congress in Cancun, Mexico, last week.

The NBC-Azteca link is the first major media alliance in the wake of the North American Free Trade Agreement. That agreement is expected to stimulate growth in the manufacture and distribution of goods. "And what follows is the advertising to support it," Rogers says, explaining

## Top cable shows and nets

Following are the top 15 basic cable programs (May 9-15), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. NBA: New York vs. Chicago	TNT	Fri 8:00p	2,458	4.1	2.6
2. NBA: Phoenix vs. Houston	TNT	Wed 9:51p	2,396	4.0	2.5
3. NASCAR: Save Mart 300	ESPN	Sun 4:00p	2,298	3.7	2.4
4. NBA: Chicago vs. New York	TNT	Wed 7:00p	2,124	3.5	2.3
5. NBA: Houston vs. Phoenix	TNT	Fri 11:03p	2,072	3.4	2.2
6. Murder, She Wrote	USA	Thu 8:00p	1,830	3.0	1.9
7. Murder, She Wrote	USA	Mon 8:00p	1,820	2.9	1.9
8. NBA: Indiana vs. Atlanta	TNT	Tue 8:00p	1,816	3.0	1.9
9. NBA: Indiana vs. Atlanta	TNT	Thu 8:00p	1,800	3.0	1.9
10. Movie: "Friday the 13th, Part 8"	USA	Sun 3:00p	1,652	2.7	1.8
11. NBA: Denver vs. Utah	TNT	Thu 10:41p	1,634	2.7	1.7
12. Atlanta Braves Baseball	TBS	Tue 7:35p	1,610	2.6	1.7
13. Silk Stalkings	USA	Sun 10:00p	1,588	2.6	1.7
14. Rugrats	NICK	Sun 10:30a	1,578	2.6	1.7
15. Doug	NICK	Sun 10:00a	1,544	2.6	1.6

The top five basic cable services for the week of May 2-8 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/Share
1. TNT	1,516	2.5/4.1
2. TBS	1,169	1.9/3.2
3. USA	1,071	1.7/2.8
4. ESPN	790	1.3/2.1
5. NICK	633	1.1/1.7

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part of NBC's interest in Azteca.

Total advertising in Mexico for 1993 is estimated at about \$1.8 billion, of which \$1.2 billion, or 67%, was accounted for by television advertising. Azteca has roughly 11% of the television advertising dollars, while Grupo Televisa has a majority share of the market. The television advertising market in Mexico is expected to grow perhaps 15% annually for the next several years.

The Azteca deal gives NBC a tie to a general interest network to complement the news and business cable network it established in 1993 to serve Latin America. Rogers says that's a blueprint for NBC's worldwide expansion: a mix of business news and general interest networks on broadcast and cable outlets that can cross promote each other. ■

## Arsenio exit: urban void

By David Tobenkin

**T**he *Arsenio Hall Show* wraps its final original episode this Friday, and some are wondering whether the young urban and ethnic audience the show attracted will simply tune out late night.

From its inception in January 1989, Paramount Domestic Television's syndicated show was cited as an example of a show that reached an audience other programs had missed.

"When *Arsenio* came on the air there was an immediate increase in usage levels, and our assumption was that it was because *Arsenio* was unique enough and unlike anything else in late night," says Betsy Frank, senior

vice president at ad agency Saatchi & Saatchi. "I think now you're going to see a drop in the daypart viewership, and not just in minority viewership. There was something uniquely urban in his guests and style that set it apart."

"Without a doubt, he made a contribution to television in his ability to draw a new audience to late night when the question was whether there was a large enough audience to sustain that kind of programming," says Jim Carroll, vice president and director of programming at station rep Katz Communications. "This program also established many of the independent stations that ran the program in late night." ■

## Dowdle, Barrett, Robertson headline BCFM

By David Tobenkin

**R**egistration for the Broadcast Cable Financial Management Association's 34th annual conference is 5%-10% ahead of last year.

Roughly 880 participants are expected for the May 22-25 meeting of broadcast and cable financial executives at the Sheraton Harbor Island Hotel in San Diego. Up from slightly more than 800 last year, this figure represents the second-highest attendance ever, says Buz Buzogany, BCFM's executive director.

Conference speakers will include religious broadcaster Pat Robertson, FCC Commissioner Andrew Barrett and Tribune Broadcasting CEO Jim Dowdle. Workshops will include hu-

man relations, spectrum user fees, TV music licensing, the future of barter and using ratings research to increase viewership.

On Monday, Dowdle will receive the BCFM Avatar Award for industry achievement and involvement in community affairs and will speak on the strategies employed by large, diversified station groups such as Tribune.

Robertson will moderate a Tuesday morning panel discussion on how industry trends will affect religious broadcasting, women and minorities, television, radio, news programming and advertisers. Speakers will include Radio Advertising Bureau President Gary Fries; Radio-Television News Directors Association President

David Bartlett; American Women in Radio and Television Executive Vice President Sondra Lee and National Association of Broadcasters Executive Vice President John Abel.

The FCC's Barrett will be the Tuesday keynote speaker and is expected to address controversial issues such as the cable rate rollbacks and Equal Employment Opportunity enforcement by the FCC.

The addition of four workshops on human resources issues—diversity in the workplace, employing credit and collection personnel to improve performance, exploring and defining factors behind executive success, and alternative problem solving—reflects a BCFM survey in which members said they want more workshops on personnel and leadership issues to supplement the traditional ones on finance and regulatory issues, Buzogany says.

At the conference, the BCFM also will preview a new on-line credit rating service that offers access to more than 5,000 advertising agencies and advertisers. The service will be available to members on July 1.

The group has stepped up its publication operations. It recently released a new business handbook for nonfinancial managers and by the end of 1994 will add eight new guideline documents on established broadcast business procedures. Eight guideline documents already are in circulation. ■

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# Ratings Week According to Nielsen, May 9-15

	<b>abc ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>17.2/27</b>	<b>11.6/18</b>	<b>12.1/19</b>	<b>5.9/9</b>
8:00	54. Day One 9.6/16	25. Evening Shade 11.6/20	16. Fresh Prince 13.6/23	73. Fox Night at the Movies—Revenge of the Nerds 4 5.9/9
8:30		47. 704 Hauser 10.1/16	20. Blossom 12.9/21	
9:00		17. Murphy Brown 13.5/20		
9:30	1. Stephen King's "The Stand," Part 2 21.0/32	23. Love & War 12.0/18	29. NBC Monday Night Movies—Heart of a Child 11.5/18	
10:00		33. Northern Exposure 11.2/18		
10:30				
<b>TUESDAY</b>	<b>16.0/26</b>	<b>9.0/15</b>	<b>11.0/18</b>	<b>4.6/7</b>
8:00	25. Full House 11.6/21	42. Rescue: 911 10.5/18	39. Movie of the Week—Perry Mason: Case of the Lethal Lifestyle 10.8/18	75. South Central 5.1/9
8:30	22. Phenom 12.4/21			76. Roc 5.0/8
9:00	4. Roseanne 19.4/31	65. CBS Tuesday Movie—Getting Gotti 8.3/13	29. Dateline NBC 11.5/19	80. Tales fr/the Crypt 4.0/6
9:30	5. Coach 19.2/29			79. Tales fr/the Crypt 4.4/7
10:00	10. NYPD Blue 16.7/27			
10:30				
<b>WEDNESDAY</b>	<b>19.1/30</b>	<b>10.6/17</b>	<b>9.7/15</b>	<b>11.6/18</b>
8:00	8. Home Improvmt 17.2/29	44. In the Heat of the Night 10.4/16	58. Unsolved Mysteries 9.0/15	25. Beverly Hills, 90210 11.6/19
8:30	9. Grace Under Fire 16.8/27			
9:00		34. 48 Hours 11.1/18	47. Movie of the Week—Leave of Absence 10.1/15	25. Melrose Place 11.6/17
9:30	2. Stephen King's "The Stand," Part 3 20.1/31			
10:00				
10:30				
<b>THURSDAY</b>	<b>16.1/26</b>	<b>12.5/20</b>	<b>13.4/21</b>	<b>7.9/13</b>
8:00	65. Primetime Live 8.3/14	21. David Copperfield: 15 Years of Magic 12.8/20	34. Mad About You 11.1/20	51. The Simpsons 9.9/18
8:30			18. Wings 13.1/22	50. The Simpsons 10.0/17
9:00		23. Eye to Eye with Connie Chung 12.0/19	7. Seinfeld 17.7/26	72. In Living Color 6.0/9
9:30	3. Stephen King's "The Stand," Part 4 20.0/31		11. Frasier 16.5/24	74. Martin 5.7/8
10:00			37. L.A. Law 10.9/17	
10:30				
<b>FRIDAY</b>	<b>11.7/22</b>	<b>9.9/19</b>	<b>7.7/14</b>	<b>6.8/13</b>
8:00	41. Family Matters 10.6/22	44. Diagnosis Murder 10.4/21	71. Top Secret Television II 6.2/12	78. Adventures of Brisco County Jr. 4.8/10
8:30	42. Boy Meets World 10.5/20	51. Burke's Law 9.9/18	63. NBC Friday Night Mystery—Ray Alexander: A Taste for Justice 8.5/15	60. The X-Files 8.8/16
9:00	37. Step By Step 10.9/20	55. Picket Fences 9.5/17		
9:30	40. Hangin w/Mr. C 10.7/19			
10:00	15. 20/20 13.7/25			
10:30				
<b>SATURDAY</b>	<b>9.8/18</b>	<b>10.6/20</b>	<b>8.6/16</b>	<b>6.7/13</b>
8:00	57. ABC Saturday Night Movie—MacGyver: The Lost Treasure of Atlantis 9.1/17	36. Dr. Quinn Medicine Woman 11.0/22	63. Bob Hope's Birthday Memories 8.5/16	69. Cops 6.6/13
8:30		44. Walker, Texas Ranger 10.4/19	60. Sisters 8.8/16	68. Cops 7.2/14
9:00				70. America's Most Wanted 6.5/12
9:30				
10:00	32. The Commish 11.3/21			
10:30				
<b>SUNDAY</b>	<b>15.4/25</b>	<b>13.5/22</b>	<b>11.3/19</b>	<b>7.6/12</b>
7:00	47. America's Funniest Home Videos 10.1/18	12. 60 Minutes 16.4/30	(nr) NBA Playoffs 10.2/20	77. Fox on Ice 2 4.9/9
7:30		14. Murder She Wrote 14.7/24	62. seaQuest DSV 8.7/14	58. Martin 9.0/15
8:00	13. Before They Were Stars 14.9/24	31. CBS Sunday Movie—My Breast 11.4/18	18. NBC Sunday Night Movie—Tears and Laughter: The Joan Rivers Story 13.1/21	53. Living Single 9.7/15
8:30				55. Married w/Chld 9.5/15
9:00	6. ABC Sunday Night Movie—Terminator 2: Judgment Day 18.2/30			67. George Carlin 7.3/11
9:30				
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>15.0/25</b>	<b>11.2/19</b>	<b>10.6/18</b>	<b>7.3/12</b>
<b>SSN. TO DATE</b>	<b>12.4/20</b>	<b>13.7/22</b>	<b>10.9/18</b>	<b>7.2/12</b>

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

# Changing Hands

The week's tabulation of station and system sales

**WGBO-TV Joliet (Chicago), Ill.** □ Purchased by Univision Television Group from Combined Broadcasting for \$35 million plus working capital. Univision is headed by Jerry Perenchio and owns WXTV(TV) New York; KMEX-TV Los Angeles, KDTV(TV) San Francisco and KFTV(TV) Fresno, all California; KUVN(TV) Dallas-Fort Worth and KWEX-TV San Antonio, both Texas; WLTW(TV) Miami; KTVW-TV Phoenix, and KLUZ-TV Albuquerque, N.M. Combined is headed by Albert Krivin and owns WBFS-TV Miami and WGBS-TV Philadelphia. WGBO-TV is independent on channel 66 with 5,000 kw visual, 500 kw aural, and antenna 1,296 ft.

**WWNK-FM Cincinnati** □ Purchased by Great American Television and Radio Co. Inc. (John P. Zanotti, president/CEO) from Secret Communications (Frank Wood, CEO) for \$15 million. Sale is contingent upon closing of assignment of license from Booth American to Secret Communications. **Buyer** owns WKRC-TV/WKRC-FM Cincinnati

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ **\$961,000** □ **2**  
FMs □ **\$33,157,000** □ **6**  
Combos □ **\$7,413,000** □ **4**  
TVs □ **\$35,000,000** □ **1**  
Total □ **\$76,524,000** □ **13**

So far in 1994:

AMs □ **\$58,246,934** □ **56**  
FMs □ **\$380,216,300** □ **121**  
Combos □ **\$601,303,575** □ **89**  
TVs □ **\$777,460,000** □ **28**  
Total □ **\$1,817,226,809** □ **300**

nati and KSEG-FM Roseville, Calif. **Seller** owns KSMJ(AM) Sacramento and KSFM(FM) Woodland, both California; WDVE(FM) Pittsburgh; WCKN(AM)-WRZX(FM)/WNDE(AM)-WFBQ(FM) Indianapolis; KMJI-FM Denver and KTLK(AM) Thornton, both Colorado; WTOD(AM)-WKKO(FM) Toledo and WWWE(AM)-WLTF(FM) Cleveland, both Ohio, and WSGW(AM) Sagi-

naw, WIOG(FM) Bay City and WJLB(FM) Detroit, all Michigan. WWNK-FM has AC format on 94.1 mhz with 32 kw and antenna 600 ft. Filed April 29 (BALH 940429GF).

**KBPI-FM Denver** □ Purchased by Secret Communications from Great American Television and Radio Co. Inc. for \$8 million. See WWNK-FM, above. KBPI-FM has AOR format on 105.9 mhz with 100 kw and antenna 900 ft. Filed April 29 (BALH940429 GH).

**KJAZ-FM Alameda, Calif.** □ Purchased by Z-Spanish Radio Network Inc. (Amador Bustos) from KJAZ Inc. (Ron Cowan) for \$6 million. **Buyer** owns KZSA Sacramento, KZWC Walnut Creek, and KZFO-KHOT Fresno, all California. **Seller** has no other broadcast interests. KJAZ-FM has jazz format on 92.7 mhz with 1.8 kw and antenna 370 ft. **Brokers:** Randy George and Ray Stanfield.

**KCCN-AM-FM and KINE-FM Honolulu** □ Purchased by Diamond Head Radio Inc. (Howard Anderson) from KCCN Broadcasting Co. Inc. (B.J. Glascock) for estimated \$5 million. **Buyer** owns KRXV-FM Yermo, KHWH-FM Mountain Pass, and KHWH-FM Essex, all California. **Seller** has no other broadcast interests. KCCN(AM) has traditional Hawaiian format on 1420 khz with 5 kw. KCCN-FM has contemporary Hawaiian format on 100.3 mhz with 100 kw and antenna 1,965 ft. KINE-FM has contemporary Hawaiian format on 105.1 mhz with 100 kw and antenna 1,948 ft. **Broker:** William A. Exline Inc.

**WWWZ-FM Summerville, S.C.** □ Purchased by Southern Communications Inc. (William Dudley III, president) from Millennium Communications of Charleston, S.C. Inc. (Clifford E. Fletcher, president) for \$2.05 million. **Buyer** owns KRVR-FM Davenport, Ia. **Seller** has no other broadcast interests. WWWZ-FM has urban contemporary format on 93.5 mhz with 1.1 kw and antenna 459 ft. Filed May 4 (BALH940504GF).

**KFTH(FM) Marion, Ark.** □ Purchased by Flinn Broadcasting Corp. (George Flinn Jr., president) from Big Ben Communications Inc. (L.E. Willis Sr., president) for \$1.65 million. **Buyer** owns WHBQ(AM) Memphis and WNWZ(AM) Germantown, both Tennessee,

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and is permittee of KZJG(TV) Longmont, Colo.; WFBI(TV) Memphis; KZQA(FM) N. Little Rock, Ark., and WCCL(TV) New Orleans. **Seller** owns 13 AMs and 11 FMs. KFTH has contemporary inspirational format on 107.1 mhz with 3 kw and antenna 328 ft. Filed May 9 (BALH 940509GG).

**KORD-AM-FM Richland-Pasco, Washington** □ Purchased by Deschutes River-Tri-Cities Broadcasting Inc. (Edward J. Hardy, president/director) from 4-K Radio for \$1.3

million. **Buyer** has no other broadcast interests. **Seller** owns KORT-AM-FM Grangeville and KOZE-AM-FM Lewiston, both Idaho. KORD(AM) has country format on 870 khz with 10 kw. KORD-FM has country format on 102.7 mhz with 100 kw and antenna 1,100 ft. Filed April 25 (AM: BAL940425ED; FM: BALH940425EE).

**WXKO(AM) Fort Valley and WFXM-FM Forsyth, both Georgia** □ Purchased by Radio Perry Inc. (Lowell Register, president) from Middle Georgia Broadcasting Inc. (Ken Woodfin, president) for \$700,000. **Buyer** owns WPGA-AM-FM Perry, Ga., and is permittee of WPGA-TV Perry, Ga. **Seller** has no other broadcast interests. WXKO has gospel/R&B format on 1150 khz with 1 kw daytime and 60 w night. WFXM-FM has urban contemporary format on 100.1 mhz with 3 kw and antenna 209 ft. Filed May 3 (AM: BAL940503 GE; FM: BALH940503GF).

## Errata

Tom Gammon of Americom brokered the sale of WIBC(AM) Indianapolis and WKLR(FM) Shelbyville, both Indiana, from Horizon Broadcasting to Emmis Broadcasting. This information was omitted in the April 25 issue.

□ □ □

The sale price of KCID-AM-FM Caldwell, Idaho, was incorrectly reported in the July 26, 1993, issue. The correct price of \$303,057 was for two-thirds of Twin Cities Broadcasting Co.'s stock.

□ □ □

WZJX-FM Englewood, Ohio, was incorrectly reported as dark in the May 2 issue. The station has an oldies format.



*Radio Equity Partners closed on the acquisition of NewMarket Media in a deal worth \$100 million. Pictured above are Stephen Robertson, chairman, NewMarket Media; broker Dick Foreman; George Sosson, president of Radio Equity Partners; and Peter Schulte, president of NewMarket Media.*

**KOWA(AM) Laughlin, Nev.** □ Purchased by Laughlin Roughrider Broadcasting Inc. (Sigmund Rogich) from Million Dollar Broadcasting Inc. for assumption of debt valued at \$561,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interest. KOWA has classic country format on 870 khz with 10 kw daytime and 1 kw night. Filed April 19 (BAL940419EA).

**KFGE(FM) Lincoln, Neb.** □ Purchased by First Star Corp. (Norton Warner Sr., president/director) from Salt Valley Broadcasting Inc. for \$450,000. **Buyer** owns KLIN(AM)-KEZG (FM) Lincoln and KWBE(AM) Beatrice, both Nebraska, and KKTK(AM)-KSTR(FM) Grand Junction and KRLN-AM-FM Canon City, both Colorado. **Seller** has interests in KSYZ-FM Grand Island and KHAS(AM) Hastings, both Nebraska. KFGE has country format on 105.3 mhz with 3 kw and antenna 328 ft. Filed April 29 (BAL940429GE).

**WBTE(AM)-WURB-FM Windsor, N.C.** □ Purchased by Willis Broadcasting Corp. (L.E. Willis, president/director) from 99 Broadcasting Corp. (Eric Reynolds, president) for assumption of debt valued at \$413,000. **Buyer** owns 14 AMs and 11 FMs. **Seller** owns WTJZ(AM) Newport News, Va. Filed April 25 (AM: BAL940425 GH; FM: BALH940425GI).

**WXRF(AM) Guayama, P.R.** □ Purchased by Radio Guayama Management Inc. (Miguel Diaz Velazquez, president/director) from Guayama Broadcasting Co. Inc. (Jose Raul Fuster Gonzalez, president) for \$400,000. **Buyer** and **seller** have no other broadcast interests. WXRF has Spanish format on 1590 khz with 1 kw. Filed April 22 (BAL940422EB). ■

# SOLD!

WZJX-FM, Dayton, Ohio from Miami Valley Communications, Inc., Sharon P. Zimmers, President, Stephen Avakian, Secretary and Jim Johnson, Vice President/Treasurer to Regent Communications, Inc., Terry S. Jacobs, President & CEO for \$2,150,000.

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## Larry King goes from broadcast to simulcast

Westwood One will air audio of nightly show on CNN; Brenner takes over radio slot

By Donna Petrozzello

**T**alk show host Larry King may be cutting back his hours, but he is not disappearing from radio. Through an agreement between the Westwood One Radio Network and Cable News Network, King's live show will be simulcast to Westwood One affiliates at 9-10 p.m. ET daily.

King's low-key talk show has struggled in the ratings since it moved from late night to afternoon drive in February 1993.

According to Greg Batusic, president, radio network division, Westwood One, the simulcast is the "first-ever daily TV/radio talk show." TV viewers and radio listeners can call King to ask questions or make comments. The simulcast is expected to begin June 6.

King will drop his syndicated radio talk show as part of the Westwood One-CNN agreement. Starting June 13, Westwood One will fill the afternoon slot with a talk show hosted by

comedian David Brenner. King will continue to do radio specials and his daily, two-minute radio commentary, *My Side of the Story*, according to Westwood One entertainment department spokeswoman Laurie Peters.

King's show for years reigned in the 11 p.m.-2 a.m. ET time slot. The afternoon show is heard on more than 300 stations nationwide. *Larry King Live* has been carried by the Mutual Broadcasting System network and Westwood One for 16 years.

King announced he is turning over the afternoon slot to Brenner during his radio show early last week. According to a Westwood One release, King said that he was "thrilled to be able to con-



King's daily talk show on CNN will be simulcast on radio.

tinue [my] radio presence" and that he looks "forward with great enthusiasm to [my] ongoing association with radio and to the new horizons provided by the simulcast concept."

*The David Brenner Show* will originate from Branson, Mo., and will feature interviews with celebrities, politicians and "ordinary people," Peters says.

Brenner, a former guest host of *The Tonight Show*, said in a press release: "My first love has always been radio. I have always dreamed of having my own talk [and] entertainment radio show.... From the days in college when I was majoring in radio...I have continuously been planning and developing a unique radio show."

### R I D I N G   G A I N

#### ABC Radio Networks moves to Dallas

ABC Radio Networks is relocating its finance, research and computer departments out of midtown Manhattan to a new facility in Dallas where the network's marketing, programming, engineering and Western region affiliate marketing offices are based.

Martin Raab, vice president of marketing at ABC's Dallas headquarters, said the network also plans to move from its building in Dallas to a new facility, also in Dallas, where it can install rooftop satellite dishes and other "state of the art" equipment. The relocation is expected to be completed by Jan. 1, 1995, Raab said.

Raab said some of the advertising sales staff and affiliate marketing personnel at the Manhattan office will be moved to another midtown site, but the relocation will bring the bulk of ABC's business to Dallas. None of the New York-based net-

work jobs will be eliminated, he said. Employees will be offered the opportunity to move to Dallas.

#### Westwood, E! interface

Westwood One Radio Network has been granted exclusive rights to broadcast news from E! Entertainment Television. As of June 6, Westwood One will provide a daily entertainment newsfeed from E! to its 6,000 affiliates worldwide.

Westwood One will promote features on E! over its syndicated *Casey Kasem's Top 40*, *Country Countdown USA* and *In Concert*, and in specials. Some programs E! will contribute include its own *Pure Soap*, *F.Y.E.* and *The Gossip Show*, as well as celebrity interviews and movie reviews.

#### Urban radio pioneers gather

Heavyweights in the urban radio format celebrated the "power of urban radio" at a seminar sponsored by the Interep Radio Store and the Urban Radio Format Network at the

New York Hilton last week.

Panel speakers included WTLC-AM-FM Indianapolis station manager Amos Brown who said more African-Americans listen to urban-format radio than read magazines or watch television shows focused on African-American concerns. Brown said urban radio includes formats from jazz to rap to ballads.

Singer Whitney Houston spoke at the event, telling the crowd of 350 advertisers and station executives that "urban music provides opportunities for the black community as a showcase for performers who might not otherwise be given a chance to show their talents." —DP

#### Errata

The Associated Press is one of the radio networks that regularly produce President Bill Clinton's live radio address every Saturday morning. It was not included in a story in the May 16 issue, page 50.



## Cable takes FCC to task over new rules

*Bell Atlantic seeks parity; Comcast says risks of its business rate higher return*

By Christopher Stern

The cable industry struck hard at the FCC's cost-of-service rules and new programing incentives in the first round of comments on the agency's new cable regulations.

Comcast took a particularly aggressive tone, calling the rules a "cynical sham" that is unconstitutional and confiscatory. Cablevision Industries also pulled no punches, calling the agency's hardship rules "a regulatory shell game." Both comments were prepared by Leonard Kennedy of Dow, Lohnes & Albertson.

Only 16 comments were filed by the deadline last

Monday. Many industry leaders, including Tele-Communications Inc., Time Warner and the National Cable Television Association, did not file. Both NCTA and Time Warner have appealed the rules, the details of which were issued March 30, to the U.S. Court of Appeals in Washington. TCI is busy complying with the rules and does not want to be distracted by a court proceeding, according to spokesman Bob Thomson. However, he did not rule out future legal action against the rules.

Bell Atlantic did weigh in, calling

for regulatory parity between the cable industry and the telephone industry. "Cable remains subject to far fewer regulatory burdens than telephone companies and continues to receive preferred treatment in any number of respects," Bell

Atlantic said in its filing. As examples of preferred treatment, Bell Atlantic cited rules on depreciation rates, equipment costs and cost allocation.

The cable industry took the opposite point of view. In its argument for a higher rate of return for cost-of-service filings, Comcast said the rules

unfairly place telephone and cable on an equal footing.

"By any measure, cable television's business, financial and regulatory risks are far greater than those of the telephone industry," Comcast said.

Because of that, cable should have "a much greater" rate of return than the 11.25% that now applies to both industries, according to Comcast. "By any logic, the allowed return for cable service must also be far higher than that prescribed the telephone industry."

The FCC erred when it used a public utility model to regulate the cable

industry, Comcast said. "The commission reflexively and irresponsibly chose as its model traditional public utility regulation, a model suited only to mature industries from which cable differs in many critical aspects."

Cablevision Industries said current financial hardship rules also should be modified so that a cable operator could file on an MSO-wide basis. The current rules require a separate showing for individual cable systems. CVI also asked the commission to modify its cost-of-service rules to allow for recovery of most intangible assets.

"Transition rules that permit cable operators to recover and obtain a fair return on their intangible assets are necessary to prevent devastating financial effects that will hurt consumers through reduced service and, eventually, the loss of service as cable operators go out of business," CVI said.

More than half the comments filed asked for increased incentives for adding programing. A proposal submitted jointly by two channels that have yet to launch, Ovation Inc. and PBS Horizons Cable Network, called for a 25 cent fee that would be passed



## Amendments complicate Senate superhighway bill

Senate Commerce Committee members have yet to reach a consensus on information superhighway legislation.

And last week's Commerce Committee hearing on S. 1822, sponsored by committee chairman Ernest Hollings (D-S.C.), seemed only to reinforce the notion that a bill may never emerge. It may be impossible to address all the concerns raised by committee members and industry groups.

Meanwhile, committee members continue to announce plans to amend the measure. Ted Stevens (R-Alaska), Larry Pressler (R-S.D.) and Byron Dorgan (D-N.D.) each are working on amendments.

The bill's troubles came to a head two weeks ago when Senators John Breaux

(D-La.) and Robert Packwood (R-Ore.) introduced an alternative. Their bill would permit the regional Bell operating companies and long-distance telephone companies to get into each other's businesses one year after enactment. Upon enactment, it would allow RBOCs to begin offering cable television service immediately.

This alternative is far more deregulatory and appears to be gaining some support among Republicans, including Senator John McCain (R-Ariz.). Under S. 1822, RBOCs would continue to be barred from the long-distance business for years. Also, it could take two or three years before a local telephone company could offer cable in its telephone market.



Despite sponsorship by Commerce Committee Chairman Ernest Hollings, his superhighway bill may not emerge from his panel.

—KM

through to subscribers as an incentive for cable operators. The fee would be passed on to consumers as an alternative to the 7.5% markup on programming costs the rules currently allow. Viacom suggested the pass-through be increased to 11.25%.

Viacom also called for the FCC to increase the network cost adjustment, which allows operators to increase their rates when adding channels.

"It is intuitive that a \$0.01 adjustment—the amount for an average number of channels of 46.5 and up—is simply not enough to restore an operator's marketplace incentive to add new channels."

Viacom did not suggest how much the FCC should increase the network costs, but said the increase should be enough "to preserve the existing marketplace incentives that make new programming possible."

Times Mirror said the 7.5% incentive already has resulted in one operator dumping low-cost networks to make room for adult movie and other

pay-per-view channels. Times Mirror backs the idea of a fixed-fee markup, but suggested the agency adopt a sliding scale that would allow higher pass-throughs for cheaper networks.

"By equalizing the benefit to the operator of distributing low-fee and high-fee program services, the commission would insure that operators would make programming decisions based on consumer demand and the quality of the programming service, and not upon maximizing the price charged to subscribers," Times Mirror said.

Even if the operator decides to add programming under the current incentives, it faces significant delays before it can recover any costs, United Video said. It asked the agency to revise the rules that bar cost recovery until the quarter following the addition of new programming.

United Video also said cable operators that have not received rate complaints may decide against adding new services out of fear it might encourage rate complaints. Under the

current rules, a subscriber may complain about rates anytime there is a service change.

"These complaints are not limited to the difference between the old rate and the new rate, but can extend to the cable operator's entire rate structure," according to United Video. ■

# VIACOM

## Performance rights bill stilled for now

By Christopher Stern

A House subcommittee last week canceled a hearing on performance rights for digital sound transmissions, delaying action on the bill until next month.

The National Association of Broadcasters opposes the bill because it would increase fees paid for radio stations that take advantage of digital technology. The proposal would require payments to recording artists and recording companies for each digital transmission but would not affect royalties tied to analog broadcasting. Now, only composers and publishers receive royalties from record sales.

The NAB has promised to fight the proposal "tooth and nail." However, if the bill does move out of the Intellectual Property and Judicial Administration Subcommittee, the NAB expects it to include an exemption for broadcasters. Several cable systems already carry 24-hour digital music channels.

The Commerce Department supports the bill, saying that it will "strengthen the hand of government negotiators" who are seeking a share of foreign royalty pools. Currently, U.S. performers and record companies do not have access to these pools. ■

### Errata

CBS's Andy Rooney will be the keynote speaker at the Radio Television News Directors Association's annual conference in Los Angeles, not George McGovern, as reported May 16. McGovern is speaking at the convention during an international breakfast Oct. 14. ■

May, 1994

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# VDT opponents hope to raise new hurdles

By Christopher Stern

Every indication that the FCC is moving forward on video dialtone issues seems to coincide with increased efforts by the cable and consumer industries to slow down the application process.

In the last three weeks, the FCC has sent letters of inquiry to Ameritech and US West, asking for more information about their proposals to build video dialtone facilities. And during the last three weeks, cable groups have called for the FCC to investigate possible violations of VDT rules by the telephone companies. Under video dialtone rules, a telco can offer video services on a common-carrier basis without being subject to local regulators.

Last week, the New Jersey Cable Television Association submitted photographs to the FCC that it says prove Bell Atlantic is illegally installing video equipment in towns where the telco is awaiting approval to build a video dialtone facility. The National Cable Television Association also has called for an investigation of Bell Atlantic.

Bell Atlantic calls NCTA's charges meritless. The telco insists any upgrade in northern New Jersey is for its telephone customers only.

Even if the telcos emerge victorious at the commission, they face court fights in almost every case. Only the Puerto Rico Telephone Co. does not currently face a court challenge to its application. Last week, the company received its first petitions to deny from a local cable company.

Concerns raised by the cable industry and consumer groups about the video dialtone projects have slowed the process, according to FCC Commissioner James Quello. "I was hoping we would get the [video dialtone applications] out, until the cross-subsidy issue was raised," Quello says.

Cable's chief complaint about video dialtone is the claim that telcos will use their regular rate payers to pay for the multibillion-dollar projects.

The issues raised by VDT opponents are substantial, says Richard Metzger, acting chief of the FCC's Common Carrier Bureau. The letters issued by the FCC, which echo many of the concerns about cross-subsidies, show the FCC is not taking the issue

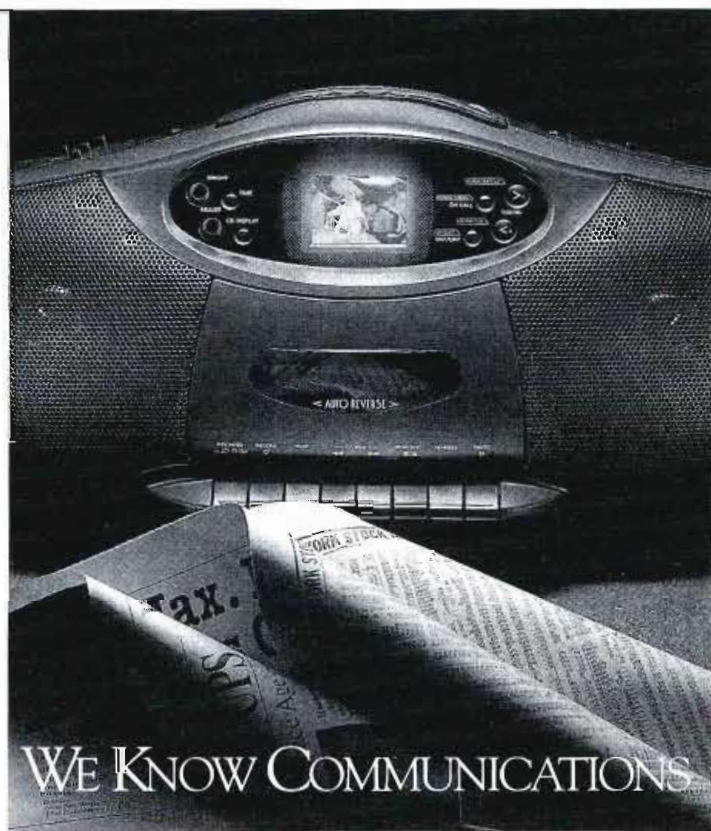
lightly. The letters also have not been limited to economic issues and have asked about access and channel capacity. "We are trying to ask for everything in one letter if we are possibly able," Metzger says.

Meanwhile, the telcos grow more impatient. For instance, US West replied to the FCC's letter of inquiry about its VDT application in Omaha, Neb., almost a week early.

Although the FCC has indicated it will grant applications in chronologi-

cal order, one FCC source says the group working on video dialtone applications is examining the 23 applications now on file for one that does not raise issues.

Metzger declines comment on whether Bell Atlantic, whose New Jersey applications have been pending the longest, would be the first to emerge from the commission. "We are looking at more than one application, and we intend to act in the most expeditious fashion," Metzger says. ■



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C H I C A G O

**Supreme Court nominee Judge Stephen Breyer is "a bit of a cipher,"** says Jane Kirtley, executive director, Reporters Committee for Freedom of the Press. After thoroughly examining some of Breyer's opinions on issues of concern to the news media, Kirtley says it is hard to say where he will come out on First Amendment issues. "It could be worse [for journalists], it could be better," she says. "He's not strong at all on freedom of information," she says, adding that Breyer has gotten rid of cases because he considered them moot. That may not bode well for the press, she says. However, Breyer will be good on the issue of libel, she says. His appointment also could be a plus for the cable industry, which is likely to take its fight to overturn the FCC's cable rate regulations to the Supreme Court. Breyer may be sympathetic to cable. He wrote a book, *Regulation and Its Reform*, that has been characterized as highly critical of government regulation. Senator Howard Metzenbaum (D-Ohio), a major proponent of cable reregulation, has expressed concerns about Breyer as someone who has favored corporate interests over government regulation.

**As part of a promise to Congress to curb violence on cable TV, the National Cable Television Association** last week announced the selection of Mediascope of Los Angeles to track the quantity and nature of violent programming on cable for the next three years. The 2-year-old nonprofit organization, which studies the impact of TV on society, will oversee the monitoring of 25 channels this fall. It will issue an initial report in fall 1995, Mediascope President Marcy Kelly said at a press conference at NCTA headquarters in Washington. Channels to be monitored will include broadcast signals.

The results could be used for the violence ratings system that cable also has pledged to implement, she said. Such violence "report cards" would help parents supervise children's viewing, and would help TV producers who are seeking to reduce violence in their shows, said Tony Cox, head of Showtime Networks Inc. and NCTA's programming committee. Cable will pay Mediascope \$1.2 million per year for three years, he said.

TV violence critics Senator Paul Simon (D-Ill.) and Representative Ed Markey (D-Mass.) appeared at the press conference to applaud the cable industry's effort. But Markey scolded broadcasters for their failure to follow cable in endorsing V-chip technology that would allow parents to electronically block programs that carry a violence rating.

The chip would not intrude on broadcasters' First Amendment rights, as some claim, he said. "It would protect the right of parents.... This is not Big Brother. This is 'big mother' and 'big father.'" Simon, who opposes legislation to mandate V-chip technology, said he is confident that broadcasters will follow through on their promise to set up a similar monitoring service. But, he said, they could simply sign on with cable and Mediascope. "As far as I'm concerned, that's fine."

**The Radio Operators Caucus met with FCC Chairman Reed Hundt** for more than an hour last Monday to discuss issues including digital audio and broadcast ownership rules. According to one source, Hundt made no

promises to the 25 group owners who were present. Steven Crane of Emmis Broadcasting called the meeting productive. The meeting was in the law offices of Gardner Carton & Douglas in Washington.

**"We have never asked for total deregulation like the S&Ls, truckers and airlines,"** said Eddie Fritts,

president, National Association of Broadcasters.

"We have never suggested that we be released from our public interest obligations, and we are not doing so now," added Fritts, who last week vented his frustration with a Clinton

administration proposal to charge broadcasters a spectrum royalty fee. The fee would offset revenue losses

resulting from the GATT free trade agreement.

Fritts, who spoke at a Media Institute luncheon in Washington, said the administration's push for the royalty tax would "undermine the entire com-

promise by which government has held broadcasters to a public interest standard as the quid pro quo for their use of spectrum." If the administration continues to pursue this proposal, "then we must ask this administration if they plan to propose eliminating public interest obligations on broadcasters." Broadcasting is already a vital part of the nation's information infrastructure, and broadcasters' route into all homes doesn't have to be built, Fritts said. "It's there now. Indeed, we believe it can be improved and enhanced through spectrum flexibility."

Meanwhile, GATT came before a House Trade Subcommittee, but lawmakers punted discussion of the spectrum royalty fee until the full Ways and Means Committee meets. However, Subcommittee Chairman Sam Gibbons (D-Fla.) suggested that Congress might find some way to offset GATT revenue losses without having to levy a specific tax on any one industry. ■

## Washington Watch

Edited By Kim McAvoy



*Current and former FCC officials recently celebrated the arrival of Robin Tamara Killory, 15 months, to the United States from Murmansk, Russia. Robin was adopted by former general counsel Diane Killory (second from left, with Robin on her lap). Killory is now a communications lawyer with Morrison & Foerster. The party was hosted by Lisa Hook, legal adviser to then-FCC chairman Dennis Patrick and now of Time Warner Telecommunications. Joining in the fun were, left to right: Rene Licht, acting deputy chief, Mass Media Bureau and her daughter Caroline, 15 months; the Killorys; former Common Carrier Bureau chief Bert Halprin of Halprin, Temple, Goodman and his daughter Juliet, 17 months; and Mary Beth Richards, special counsel for reinventing government, and her son Calvin, 2.*



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*Keynote Address:*  
Wednesday, July 13:  
**Wendell Bailey**, NCTA  
Thursday, July 14:  
**Ed Reilly**  
McGraw Hill Broadcasting

## CONFERENCE AGENDA

### Wednesday, July 13, 1994

- 9:00am** The Coming Media Revolution  
GARY KIM  
Probe Research
- 10:15am** Coping with Deregulation: What you must do.  
STEPHANIE BOYLES  
BellSouth Interactive Media
- EARL LANGENBERG  
U S WEST Communications
- LARRY STRICKLING, Ameritech
- Noon** Luncheon Keynote Address: The Convergence of Telephone, Cable and Computers: What it means.  
WENDELL BAILEY  
NCTA
- 1:30pm** Home Shopping: Where the Business is Today, Where it's going Tomorrow.  
FRED SIEGEL  
QVC Network
- MICK JAKSICH  
ValuVision
- 3:30pm** Markets for Video-on-Demand: Movies and Events.  
TOM BRACKEN  
DirecTV Communications
- TED LIVINGSTON  
Continental Cable
- 5:00pm** Reception

### Thursday, July 14, 1994

- 9:00am** Markets for Multimedia Information Services: How big? How soon?  
SCOTT KURNIT  
Prodigy
- DAVID EASTBURN  
CompuServe
- 11:00am** Advertising in an Interactive World: How will it work?  
JOHN REED  
IT Network
- THOM MCKINNEY  
RASCO Cablevision
- Noon** Luncheon Address: Broadcast TV: Where it's headed.  
ED REILLY  
McGraw Hill Broadcasting
- 1:30pm** The Economics of Cable TV: Where the Money is.  
PAUL WEDEKING  
Times Mirror Cable Television
- 3:30pm** How to Market Video-based Information Services.  
DAVID FOX  
Viacom Cable
- JOHN MATHWICK  
Landmark Communications
- ANGELA HUNDLEY,  
Southern New England Telephone  
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## New World's rep firm with a difference

President Farrell Reynolds is an apostle of the promotional sales pitch

By Geoffrey Foisie

**T**he first new major TV station sales rep firm in 20 years was launched earlier this month. With a captive group of 11 co-owned TV stations as clients, New World Sales and Marketing could bill roughly half of those stations' more than \$400 million in projected revenue.

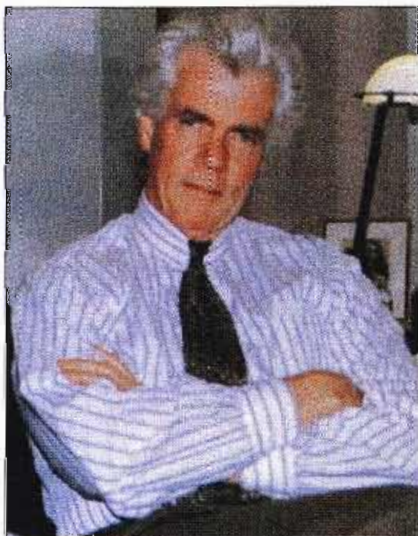
But New World Sales and Marketing touts itself as more than a rep firm. Announcing its May 2 debut, the company said it will "offer advertisers an integrated marketing approach that combines a full range of sales tools, including traditional spot television advertising, the use of licensed characters, the development of point-of-purchase materials, transactional television, test marketing, database marketing, multimedia promotional executions and fulfillment, Hispanic market access and infomercials."

A question yet to be answered is whether this collection of offerings is by design or by accident. Put another way: Is New World the integrated marketing firm of the future or a collection of largely unrelated products whose primary link is that they each caught the interest of New World's controlling shareholder, Ronald Perelman?

The man who will most determine how the various pieces of New World Sales and Marketing fit together is its president, Farrell Reynolds. Reynolds reports to the parent company's chief executive officer, Bill Bevins, who knew Reynolds earlier during their service at Turner Broadcasting System.

Among other things, New World is a "traditional rep firm," says Reynolds. Being in-house, it will have fewer offices and will probably take more national and regional business directly through its TV stations than other station groups. Reynolds says he sees nothing wrong with that: "It's really academic whether the money comes through here or through the station. If a national account, usually a buying service, insists on going local, we will take it locally. They will say they can get inventory at a lower rate; that is absolutely not true."

In fact, Reynolds thinks "commodity" price-oriented sales will soon be going through a computer, no matter where it is located. He has looked at, but not bought, computer systems some rep firms are already installing: "The technology that I have seen still leaves the traditional rep firm right in the middle of the process. That strikes me as spending millions of dollars on new technology, and right in the mid-



Farrell Reynolds thinks New World's emphasis on transactional advertising offers clients more than 'just another bag of 30-second spots.'

dle of it having two cans and a piece of string." Reynolds could even foresee giving advertisers on-line access to a station's inventory if appropriate safeguards could be designed into the system.

To the firm's president nothing is wrong with computerized inventory selling: "I don't argue that there is salesmanship involved with spot television; there absolutely is. But there is also commodity buying, where you don't want to hear about the personality of my station or how my station will help your client—all you want is the lowest CPM [cost per thousand] possible. All right, fine, I can't change the world. Have your computer talk to my computer and work it out. Then I'll take my most intelligent salespeople and send them out

on a mission calling directly on the client and say, 'I have a honey of a property here.'"

Among the tools New World will use to attract business are viewer magazines that are published by all but one of the seven owned-stations, with circulations ranging from 50,000 to 850,000, says Reynolds. These "insert vehicles" will allow New World to do direct marketing campaigns for advertisers, says Reynolds. New World also will sell ads for Perelman-controlled Marvel Comics, which Reynolds says has a young-skewing circulation of 16 million.

Another station tool, now being installed at several stations, is a phone system capable of handling high volumes of calls. Reynolds says the systems will allow the stations to provide direct-response capability for local or national advertisers. Infomercial producer Guthy-Renker, in which New World has an equity stake, could help advertisers make infomercials of any length—Reynolds prefers to call them "transactional" ads.

It is the promotional and transactional capabilities that Reynolds seems to think will give New World an advantage in attracting business: "Because of our structure what we are able to do is help an advertiser develop a relationship with their customer base.... There are major advertisers out there who don't have a clue whether their advertising works or not; they need feedback. Our options all provide one thing, feedback; they are all transactional. It's not just another bag of 30-second spots, with somebody saying: 'I'll give you a billboard. Who cares?'"

Much of what New World seems to be offering is not new, point out some advertising agencies and competitors. Station groups or rep firms with ties to print vehicles include Hearst, MMT/Meredith and Gannett. Other rep firms also have sold barter, which New World will be doing for co-owned Genesis. Says one head of spot TV buying for a major agency, "I have better ways to place coupons."



This same agency executive, however, seemed intrigued with Reynolds' idea of short-form promotional spots: "I have a lot of clients who are interested in infomercials but don't want to spend the money to produce one for 30 minutes."

Reynolds acknowledges that many of the concepts he is trying to pitch won't find a receptive audience in the media buying departments of many agencies. "You don't pitch the mar-

keting aspect at the buyer level of an agency. At the very least you pitch this at the planning supervisor level, but most important, you pitch it at the client level. Because a lot of what we are talking about has nothing to do with traditional media, it has to do with promotion."

Reynolds doesn't think agencies will be upset with such direct rep firm-client contacts: "You don't get the agencies annoyed if you are

going to their clients with something to sell. Many times what happens with reps is that they don't go with anything to sell other than their late news. And the only 'reason' they are going to the client is to complain that they are not being given fair treatment. Well, if we aren't getting fair treatment with the agency, my first, second and third observation is, we haven't done the job right. It's none of the client's business." ■

## Mattress business stuffs dollars in TV, radio

By Geoffrey Foisie

**T**he direct-response mattress pitch is going nationwide. A new company, 1-800-USA-Sleep, began buying time at the end of April on cable and radio networks, syndicated and spot TV. The media buying and marketing consultant to 1-800-USA-Sleep is Dial-A-Mattress, a separately owned company that for years has bought spots in the eight markets in which it operates.

Danny Flamberg, direct of marketing, Dial-A-Mattress, says the budget for the first 13 weeks of the campaign will be \$750,000. The company behind the operation is actually a consortium of 150 mattress factories—the Factory Direct Network—that has agreed to build a standard product and guarantee delivery within 48 hours of an order. Fred McArthur is both 1-800-USA Sleep's president and ad pitchman.

Flamberg says the cable networks on which 1-800-USA-Sleep has bought ad time are those that will clear the direct-response spots during times watched by the 18-49 target demo-

graphic. Cost is also an issue, since frequency is an objective in the media strategy, says Flamberg: "It takes three or four spots just to build awareness and another four or five for the viewer to pick up the [ad] copy points."

The cable networks bought so far include Lifetime, USA, CMT, TNN, E! and Sci-Fi. Among the networks that have generated more calls than initially expected, says Flamberg, are Discovery, Preview and Court TV.

But buying cable has some inherent

limitations, he says, including markets where cable coverage is inadequate or markets where the "cable system bumps spots." To overcome those limitations, 1-800-USA-Sleep is also buying spot television with initial buys in New York, Chicago and several markets in Tennessee and Texas.

Flamberg says the company tracks the effectiveness of ads both by asking callers where they saw the ad and by counting the number of calls shortly after an ad has run. ■

### ADcom raises cash for rating service

More money probably has been lost than made trying to compete with A.C. Nielsen in the media ratings research business. But some major companies have decided to invest in a start-up competitor, ADcom Information Services, which has targeted cable systems as potential clients.

ADcom has attracted multimillion-dollar equity investments from G.E. Capital and Arbitron, and a lesser sum from Veronis, Suhler & Associates. Carlsbad, Calif.-based ADcom also plans to announce its first commercial sale in the next few weeks, according to Chief Operating Officer Richard Guire.

The ADcom system uses the audio signal to track which channel is being watched. The service is intended to measure all TV sets in a cable home, including those sets not wired for cable, says Dick Spooner, vice president of sales.

By bypassing the video portion of the signal, says Guire, the service will be less expensive and thus can be installed in more homes in a market. Guire says the size of existing local TV ratings samples is inadequate for cable networks, which typically get a 1 or 2 rating: "In San Diego there are 260 meters, and with cable in about 70% of homes that means meters are in about 180 cable households. With ADcom we would have about 2,400 households measured."

ADcom plans first to go outside of metered markets, says Guire. Ratings diaries there are even more prejudicial to cable networks, since viewers often think of highly promoted network shows when filling out the diary, even though they may also watch cable, he says.

For the time being, ADcom does not intend to provide demographic information. Guire says, "There is an issue of cost, and also a question about what constitutes effective people measurement."

A Nielsen spokesperson questioned the value of a service that didn't provide demographic information.

—GF



Fred 'The Bedman' McArthur

# Classifieds

For rates and other information call Mitzi Miller at (202) 659-2340.

## RADIO

### HELP WANTED MANAGEMENT

**Selling sales manager:** Experienced or first time! Must have successful radio sales background and strong people skills! Harry Dyer, KSIW/KWFX, Woodward, OK 405-256-1450. EOE.

**Sales manager** to lead 19-station, 10-location group in KY, IN, IL & TN. Proven small-medium market winner with record of hands-on sales, training and personnel recruitment. Will work with GMs, salespersons and trainees on sales promotions, will call on accounts to demonstrate necessary skills. Applicant could operate preferably from mid-group "hub" of choice. Salary \$50,000+, and benefits. Resume, pay history and cover letter to Key Broadcasting, PO Box 1450, Corbin, KY 40702. EOE.

**WGAN and WZAN,** Maine's News/Talk leader is seeking a talented sales manager to lead our sales efforts in Portland. You must have a strong sales and sales management track record, a reputation for exemplary leadership, and excellent management skills. A familiarity with the New England region is preferred. Fax resume and cover letter: Bruce Biette, VP/GM, Saga Communications, WGAN, WZAN, WMGX, WYNZ, 207-774-3788. EOE.

**General managers/sales managers:** New and expanding radio broadcasting corporation in Southwest expanding into several small and medium markets has openings for general managers and sales managers. While your sales ability is important, it is not nearly as important as your ability to coach and train. Excellent high level career opportunity for individuals who want to work for winners. Send resume to Richard Kelley, Stellar Communications, Inc., PO Box 130970, Tyler, TX 75713-0970. Telephone 903-581-2132. EOE.

**CFO/VP admin:** Mid-sized, high growth broadcasting co. seeks experienced professional to direct and manage financial, admin, HR and MIS functions. Must have previous experience as senior financial and/or admin exec. Extensive knowledge of budgets, MIS systems and LAN's. Broadcast experience helpful. All responses confidential, principals only. Send res, sal req to Box C-30. EOE.

**General manager** for KMCM/KMTA Miles City, Montana. Sales experience required. Send resume to: 1218 Pioneer Bldg, St. Paul, MN 55101. EOE.

### HELP WANTED SALES

**Sales position:** Immediate opening, broadcasting's oldest media/merchandising sales/promotion firm (40 years). TV/radio sales management experience required—full-time travel (Monday/Friday). Draw against generous commission. Six figure potential. Resume and recent picture to: John Gilmore, President, CCA, PO Box 151, Westport, CT 06881. EOE.

**Sales and management skills required** for East Coast medium market FM. Prefer someone serious about ownership. Big opportunity! Not Florida. 10600 Bloomfield Drive #1316, Orlando, FL 32825. EOE.

**Mid-America radio group** adding 2 salespeople at WIOU/WZWZ, Kokomo, Indiana. Both will focus on new account development, with an initial salary, phasing into commission-based compensation. Competitive benefit plan. Ideal candidate has at least one year of documented sales success in a similar environment, and is ready to move up. Mail your resume and examples of your success to Box 2208, Kokomo, IN 46904-2208, or fax 317-455-3882. Equal opportunity employer.

**NY: Radio buying service** expanding retail, medical, legal categories. 2 years+ experience required, sales asst. experience OK. 212-447-5900. EOE.

### HELP WANTED TECHNICAL

**Make it so!** We need an aggressive broadcast engineer for Cleveland's busiest technical team. Studio, RF and remote experience necessary. SBE certification preferred. Fax or send your resume fast to: Barry Thomas, Director of Engineering, WMJI/WMMMS/WHK, 310 Lakeside Avenue, Sixth Floor, Cleveland, OH 44113. Fax 216-623-3299. EOE.

**Maint. engineer:** Require working knowledge of AM 50KW DA, FM transmitter, studios, analog and digital. Computer and automation literate. FCC license and/or SBE. 5 yrs. exp. AA Electronics, min. TV exp. desirable. KFMB AM-FM-TV, PO Box 85888, San Diego, CA 92186. Attn: John Weigand. EOE.

### HELP WANTED NEWS

**Minorities and females** are encouraged to apply for a full-time entry-level news reporter position at KGNC AM/FM. Apply in person Monday-Friday, 8 am-5 pm at 3505 Olsen Blvd., Amarillo, TX 79189. EOE.

**Reporter/anchor:** CBS-owned All News radio station has an immediate opening for a reporter/anchor. Candidate should have a minimum of five years professional reporting experience. Tape and resume to: Chris Berry, News Director, WBBM Newsradio 78, Dept B, 630 N. McClurg Court, Chicago, IL 60611. An equal opportunity employer. Phone calls will not be accepted.

**News director:** Experience necessary. Accepting tapes and resumes at WLKF, Box 827, Lakeland, FL 33802. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Northern Illinois station** seeks morning communicator for FM. Production capabilities a must. Excellent pay/benefits. Beautiful city. EOE. Tape and resume to Box C-31.

### SITUATIONS WANTED MANAGEMENT

**General manager available:** Twenty-one years experience. Turnaround specialist. Call Jim Wood at 513-677-0281 in Cincinnati, Ohio. All formats.

**Charles Manson!** The name alone pulls super numbers for networks and syndication. Wait 'til you see what it does to your competitors. Career of over 20 years as GM plus experience in sales management and consulting. Available for GM/GSM position. Call 904-837-9777.

**Somewhere there's an owner** who is looking for a general manager. I will bring over 25 years of general manager/sales manager experience, leadership by example, excellent people skills and profitability. Jeff Guier 602-648-5082.

**Seeking general manager/sales manager** position in small market with possible buyout potential. Experienced in radio and real estate management. Will relocate. Ted 914-357-9425 or 914-357-4861. 399 Rte. 202, Suffern, NY 10901.

### SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

**Music director:** Formats for forgotten but profitable markets. Jukebox sounds of Vintage vocalists and Big Bands, or Vintage Country. Selector savvy. Larry Hopper, 861B Berkley St., New Milford, NJ 07646.

### SITUATIONS WANTED NEWS

**Together we crush your competitors** sports coverage. Improve your ratings. Ability to handle talk, commentary, color etc. Contacting me will be a business decision you'll never regret. Steve Karr, 301-588-3822.

**Successful radio news director:** Fifteen years professional experience. Currently in top ten market. Major state and national awards for in-depth features, investigative reporting, and spot news. Capable reporter/anchor/writer/and producer. Specialties include mini-series, documentary, special event coverage. Seeking new challenge leading a news department to excellence. Will strongly consider opportunities in New England states, the Mid-Atlantic region, the midwest, North Carolina, Kentucky, Tennessee, and Virginia. Looking for station with strong commitment to local news, and outstanding facilities. Reply to Box C-32.

## TELEVISION

### HELP WANTED MANAGEMENT

**Local sales manager:** For Sunbelt affiliate. Proven track record in television sales and management required. Send salary history, resume, references to Box C-13. EOE.

**Traffic manager:** Strong Florida affiliate is seeking a traffic manager with minimum 3 years experience. Strong leadership, communication and technical skills required. If you are looking for an opportunity to run a dynamic department, please respond to Box C-33. An equal opportunity employer.

**Local sales manager:** An on-the-move ABC affiliate in a great community needs a dynamic local sales manager to complete our management team. Strong leadership and people skills with an emphasis on new business development, marketing, inventory management and training are important. If you are a hands-on manager that likes a challenge, send your resume to Perry Chester, General Manager at WQAD-TV, 3003 Park 16th Street, Moline, IL 61265. EOE.

**Wanted: assistant chief engineer.** Requires strong management and technical skills. Experience, 10 years in television, 3 years in a management position. Send resume to: KLAS TV, PO Box 15047, Las Vegas, NV 89109 Attn: Management. No calls please. EOE.

**General sales manager:** WSTM TV3, an affiliate in Syracuse, seeks an experienced sales management professional to lead and continue the development of a highly successful revenue team. Ideal candidate possesses a solid understanding of inventory management and rate structure, with superior motivational and communication skills. Responsibilities include supervision of national, local and regional revenue streams, traffic and sales promotion efforts, development of annual expense budget and revenue plan. Interested individuals with previous broadcast sales management experience should send resume to: Lisa Beyrau, 1030 James Street, Syracuse, NY 13203. EOE.

**Local sales manager:** Excellent track record in sales management is key to joining our team! Must possess outstanding management and leadership skills to direct our team and maximize revenue opportunities. Ability to produce nontraditional revenue and a strong sales marketing program is essential! Reply to: Kim Cleaver, Station Manager, KCAU-TV, 625 Douglas, Sioux City, IA 51101. Phone 712-277-2345. EOE.



**Vice president:** Leading PBS station, seeking senior manager who can focus resources to enhance service to local community. Responsible for managing education, outreach, programing, and production. Requires five years of progressively responsible management experience. Successful candidate will not be a traditional broadcaster. The VP must have a vision of what a local public television station can be in the 21st Century, the ability to articulate that vision, and the management and entrepreneurial skills to achieve results with limited resources. Send letter of interest and resume: Personnel, KNPB/Channel 5, PO Box 14730, Reno, NV 89507. Deadline: June 25, 1994. KNPB is an equal opportunity employer and strongly encourages applications from minorities and women.

**Experienced general sales manager:** One of the nation's top rated, network affiliated stations located in a booming top forty southern market, needs a proven sales leader. We are an innovative station which prides itself in creating and developing new revenue streams, while pro-actively minding the basics of television business. Expert inventory/pricing management abilities a high priority. We want a leader who can coordinate and direct the sales efforts of different sales teams, generating revenue from traditional and non-traditional sources. Minimum 2 years experience as successful general sales manager required. This station enjoys a very high level of visibility in the industry, nationally, and we need a long term player who is looking to grow and be intricately involved in the executive team of this growing company. We want our new leader in place by 4th quarter of this year. Qualified candidates should send a resume with cover letter in confidence to Box C-34. We are an equal opportunity employer.

**Traffic supervisor** for coastal ABC station in sunny South Carolina. Immediate opening to manage a staff which issues an official log, monitor computer system/supplies, create statistical reports, supervise inventory control, and work well with others. College degree; minimum three years traffic experience; administrative, managerial, and organizational skills. JDS system knowledge preferred. Send resumes only to Joyce Jordan, WPDE-TV, 3215 S. Cashua Drive, Florence, SC 29501. EOE/MF.

**Sales/TV manager:** TV sales manager to lead local sales force for New York's fastest growing television station. Dynamic, aggressive individual with strong hiring and training skills and proven sales management record a must. Excellent salary, bonus, plus benefit package. Send resume with salary history to Michael Wach, WLIG-TV 55, 270 South Service Road, Melville, NY 11747. EOE.

**Local sales manager:** California coastal NBC affiliate is seeking an experienced leader for our team of sales & marketing professionals. Applicants should have a minimum of five years experience in broadcast sales with some management experience required. Competency with Stowell, BMP, STAR & Co-opportunities is a plus. Send resume to KSBY-6 Personnel Dept. M, 467 Hill St., San Luis Obispo, CA 93405. Deadline is June 10. EOE.

**HELP WANTED SALES**

**Television salesperson:** Cannell Communications' Portland, Oregon Fox affiliate is looking for a local account executive with 3 to 5 years of broadcast media sales experience. Retail and agency sales techniques and experience are of equal importance...automotive experience is a plus. Send resumes to Sunny Wetzel, KPDX-TV, 910 N.E. MLK Jr. Blvd., Portland, OR 97232. EEO.

**International sales-account executive:** Sports promoter in Ft. Lauderdale area seeks aggressive individual to sell major pay-per-view sports programming to foreign broadcasters/cablecasters. Experience/bilingual a plus. Growth opportunity. Send resume w/salary requirements to: ISAE, 871 West Oakland Park Blvd., Oakland Park, FL 33311. EOE.

**National sales manager:** KUSI-TV, San Diego's fastest growing station, is seeking a national sales manager to handle the Eastern portion of the United States. Qualified candidate will have minimum of four years experience as national representative and/or previous national sales management experience. Experience in selling in New York is a plus. Extensive travel is required. If you meet the above qualifications, please write to Personnel Department/Attn. Sales, KUSI-TV, PO Box 719051, San Diego, CA 92171. No phone calls please. EOE.

**Beautiful family-owned television station** in Baton Rouge is looking for a sales manager with national sales experience a must and local sales experience a plus. Great opportunity with great benefits. Send resume immediately to Jamie Politz, Director of Human Resources, WBRZ-TV, PO Box 2906, Baton Rouge, LA 70821. All applications will be held in strictest confidence. EOE.

**Account manager-affiliate sales:** American InfoChannel is seeking a highly motivated individual to accept the challenge of today's competitive environment. AIC is a value added infomercial and direct response network positioned to share cable generated revenue with cable TV operators. The qualified applicant must possess a minimum of 2 years cable industry experience in affiliate sales. Will be responsible for growth of cable distribution for AIC programming through sales and marketing, contract negotiation, and account management initially focused in the Northeast region. We offer an excellent salary package including the ability to share financially in our expansion and growth. Please send a cover letter, resume and salary history to: American InfoChannel, Human Resources, 553 Route 3A Ste 5, Bow, NH 03304. EOE.

**Marketing specialist:** America's #1 Fox affiliate, KMPH Fox 26, Fresno, California, is seeking an experienced broadcast salesperson. Support includes Scarborough Research, BMP award winning creative. This is an excellent opportunity for a highly motivated individual wishing to join a growing, progressive company, Pappas Telecasting. Two years experience and a proven track record required. Send resume to: Personnel Department, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 6/10/94. An EOE-M/F/D. Women and minorities are encouraged to apply.

**HELP WANTED PERSONALITY/TALENT**

**Host for direct sales television program:** Must be familiar with computer hardware and software and able to speak convincingly and informally about technology products. Please submit resumes and tapes to: TV Store, PO Box 657, Newport, NH 03773. EOE.

**HELP WANTED MARKETING**

**Marketing director:** An on the move CBS affiliate is looking for a creative writer, shooter, editor, and marketing manager to produce quality promos and lead our marketing effort. Previous experience is required. If interested, please contact WOWK-TV, 555 Fifth Avenue, Huntington, WV 25706-0013. EEO.

**Promotions/marketing:** Channel 6, the heartland's news source, in Omaha is seeking an aggressive & creative director of promotion & marketing. Responsibilities include management & motivation of creative services & production departments & strategic market planning & implementation. The successful candidate will have 4-5 years promotion management experience, including in-depth PC knowledge & departmental budgeting skills. EOE. Submit resume & tape to: WOWT, Human Resources, 3501 Farnam Street, Omaha, NE 68131-3356.

**HELP WANTED RESEARCH**

**Marketing research director:** CBS, Las Vegas, Nevada. Accountable for sales research, computer maintenance and training, development of sales research/market data, accountable for writing and producing marketing database presentations. Must be experienced in research, organized and capable of minimal supervision to execute multiple high priority projects. Must possess presentation skills, outstanding Macintosh computer skills, team orientation. Total quality company. Send resume to KLAS-TV Sales, PO Box 15047, Las Vegas, NV 89114, or fax resume to 702-734-7437. No phone calls please. EOE.

**HELP WANTED TECHNICAL**

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

**Major market VHF affiliate** has immediate opening for a person with three to five years experience maintaining television broadcast equipment. Extensive digital experience required. Must be able to diagnose and troubleshoot to the component level. Computer literacy a must; LAN/Novell/Netware experience a major plus. Qualified applicants should send their resume to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: Maintenance Engineer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

**Chief engineer KPRC Houston:** Post-Newsweek's newest station in Houston seeks an experienced engineering manager. Candidates should have both strong engineering and management backgrounds. Send resume to: Stephen Flanagan, WPLG, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

**Assistant chief engineer KEDT-TV/FM:** Minimum two year Associate degree, five years technical maintenance experience both TV and FM. Two years as supervisor. Computer skills a must. SBE certified a plus. General FCC license. Good medical and retirement plan. Send resume with three work related references to: Assistant Chief Engineer Search, 4455 South Padre Island Drive #38, Corpus Christi, TX 78411. No phone calls will be accepted. EOE.

**Small TV station with high standards** and excellent equipment needs a hands on type chief engineer. Maintenance skills essential for this position. Good benefits and good salary. We are an EEO employer. Reply to Box C-35.

**Denver independent television station** seeks qualified master control operators. Responsibilities incl: maintaining FCC logs for on-air product, setup of on-air tape machines, record satellite and commercial spots. Applicants must possess a HS diploma or GED cert. + 2 yrs. experience in independent TV station operations. Experience with Sony 1" & Beta formats. Send resume to: Chief Engineer, PO Box 5067, Englewood, CO 80111. EOE/MF.

**Assistant director of television engineering:** Nebraska Educational Television Commission. Under director of engineering has primary responsibility for supervision, technical aspects of statewide educational television and public radio network systems. Responsible for nine TV/FM transmitters and eighteen translators. Eight years broadcast electronics experience and FCC license/permit required. Valid driver's license or independent transportation necessary. Salary commensurate with qualifications. \$34,305 minimum. Application form required. Apply by June 17 to Personnel Coordinator, Nebraska Educational Telecommunications Commission, Box 83111, Lincoln, NE 68501, 402-472-3611. AA/EOE.

**Chief engineer for new full-power Boston WHHF station.** Maintain and repair new IOT transmitter and studio equipment. Organize and run small technical department. Fax resumes to 508-691-4313. EOE.

**TV maintenance engineer:** WMAQ-TV, NBC's owned station in Chicago, is recruiting for two positions in our television maintenance department. We're not looking for the usual "bench technician" but for employees with demonstrated leadership ability and team building skills who have 5-7 years as a TV maintenance engineer. Candidates should have a FCC General Class or Restricted Third Class License, a BSEE degree or equivalent experience, and the ability to install and repair, to the component level, analog and digital video and audio television equipment. Duties include the maintenance and repair of all related TV equipment. We're offering a starting salary of \$43,000 to \$55,000 plus an outstanding benefit package that includes tuition reimbursement. Please forward a resume detailing your professional background and experience and a cover letter describing your leadership and team building accomplishments. WMAQ-TV is an equal opportunity employer continuing to work on developing the diverse workforce that will ensure our ability to maintain a dominant position in the Chicago market. NBC Employee Relations, Department EL, 454 N. Columbus Drive, Chicago, IL 60611, or fax to 312-836-5520.

**Master control operator:** Minimum 5 years experience & FCC License required. Send resume to KCRA-TV CH 62, 1813 Victory Pl., Burbank, CA 91504. An equal opportunity employer.

**HELP WANTED NEWS**

**News promotion producer:** If you take pride in writing copy that sells, in producing high grade, top quality news promotions and you thrive on working in a fast paced, creative environment, then an Austin, Texas TV station is looking for you. You must have TV experience, strong writing skills and hands-on Beta editing ability. Send resume by June 3rd to: Box C-24. EOE.

**News director:** Upper midwest group-owned network affiliate has immediate opening. We want well-rounded TV news experience, not necessarily as ND. You should have a college degree, enthusiasm, ability to motivate and build people into a team, high journalistic standards, and a passion to be #1. EOE. Resumes with full references, salary history to Box C-23.

**News anchor:** Emmy winning station searching for the right person who can carry a newscast with confidence. However this is not a job for someone who wants to stay anchored to the set. The right candidate must also possess proven investigative reporting skills. College degree and prior experience desired. 3/4" non-returnable tape, resume and references to News Anchor, WCBD-TV, PO Box 879, Charleston, SC 29402. EOE. M/F, drug test mandatory. Telephone calls will disqualify you.

**Weekend co-anchor KLAS (CBS):** Looking for experienced, comfortable, community-minded anchor who can make a difference. Strong reporting and live skills needed with emphasis on writing. Many opportunities for the right person in this high-profile market. Minorities strongly encouraged to apply. Send tape to Emily Neilson, KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

**NBC affiliate WNDU-TV** is looking for an energetic, hardworking producer who knows how to craft a great newscast. Someone who's ready to work long hours and be responsible for everything in his/her newscast. We need a producer who loves to win and loves working with satellite and microwave live shots! One to two years experience in a television news room. Send resume, references, and non-returnable tape to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE. No phone calls!

**Sports reporter:** You need to be able to do more than just scores and highlights. Person will turn dynamic sports features and stories on a daily basis. Will also anchor weekend sportscasts. College degree preferred. Send 3/4" non-returnable tape, resume and references to Sports Anchor, WCBD-TV, PO Box 879, Charleston, SC 29402. Minorities and women encouraged to apply. EOE M/F. Drug test mandatory. Telephone calls will disqualify you.

**News producer:** Looking for a leader with excellent news judgment and strong writing skills. Must have a minimum of 2-3 years producing experience. Tape must show solid news judgment and creative use of resources. Knowledge of Newstar a plus. Send non-returnable tape, resume and cover letter to: John Cardenas, Executive Producer, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. EOE.

**Rock and roll anchor/reporters,** hard-nosed reporters, producers, photographers: WCMH News continues to expand (hiring 14 more people) but we need even more. We want rock and roll anchor/reporters, hard-nosed reporters, producers and photographers. Send non-returnable tapes and/or resumes to Tom Burke, WCMH, 3165 Olentangy River Rd., Columbus, OH 43202. EOE.

**Evening news producer:** Looking for an experienced news producer to produce, write and coordinate late newscast. Must have strong organizational, writing and coordinating skills, and the ability to work independently. Provide a fresh, different newscast that includes planning and airing new material from evening stories. Must have good and compatible news judgment, using all sources of information. College degree in Journalism or Communications or equivalent experience with a minimum of three years producing at a commercial television station. Provide 3/4" non-returnable tape and resume to: News Director, WVEC-TV, 613 Woodis Avenue or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. WVEC-TV is an A.H. Belo Broadcasting Company. EOE.

**News editor:** Creative and fast editor needed to work full-time at top 25 network affiliate. Minimum two years experience editing news. Please send resume and tape to John Roll, Chief Photographer, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No calls please. EOE.

**Early afternoon co-anchor:** Top rated network affiliate seeking co-anchor and reporter for early afternoon broadcast. Previous experience is a must. EOE. Send non-returnable tape and resume to: Gary Hanson, WKBN-TV, 3930 Sunset Blvd., Youngstown, OH 44502.

**Director of news:** Are you a leader? A visionary? A trainer? Can you bring the best out of people? Can you see opportunities with future converging technologies? Do you like challenges? Do you want to work with the best people, equipment and opportunities? Do you like to have fun? If you're interested, so are we. Confidential inquiries only. Executive must have 3-5 years of management experience. BA/BS preferred in Communications-related field. Knowledge of computers a must. EEO. Reply to Box C-36.

**Anchor and reporters:** If you've got lots of energy, are committed to being the best, and have a burning desire to make a tough job fun, we're looking for you. We're the fastest growing news team in the Pacific Rim, and we're looking to expand. Minimum of two years news experience required. Women and minorities are encouraged to apply. Send resume and tape to: Travis Coffman, News Director, KMCV News, Caller Box 10001, AAA 1018, Saipan, MP 96950 or fax resume to 670-235-0965. EOE.

**WMAR-TV in Baltimore** is searching for candidates to immediately fill the following positions: **Sports producer**—need creative individual with strong organizational skills. Position requires the daily production of several sportscasts, writing and field producing. College degree and prior experience in television sports producing is required. **General assignment reporter**—individual must be an aggressive, self-starter with a strong investigative background and extensive experience in series work. Excellent writing and story telling skills are a must. College degree and a minimum of three years television news reporting experience required. **Videoographer**—Creative individual with strong ENG background needed to fill vacancy on veteran staff. Strong grasp of basic skills and an ability to tell a story through the camera are required. Candidates must have a minimum of three years experience as a television news videoographer. Send resume and tape to Personnel, WMAR-TV, 6400 York Road, Baltimore, MD 21212. An equal opportunity employer; women and minorities encouraged to apply.

**Meteorologist:** KSDK, #1 station in St. Louis is seeking versatile meteorologist. Candidate must have five years experience, AMS seal and computer skills. Send tape and resume: Director of Human Resources, KSDK-TV5, 1000 Market St., St. Louis, MO 63101. No calls. EOE.

**Part-time weekend reporter:** KSBY 6 has an opening for a part-time weekend reporter. Duties include writing and reporting on-air, and enterprising stories. Experience is required. Send resume and tape to John Wessling, News Director, KSBY-TV M, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls please. EOE.

**Part-time weathercaster:** KSBY 6 has an opening for a part-time weathercaster. Applicable meteorological knowledge required. On camera experience is preferred. Send resume and tape to Sharon Graves, KSBY-TV M, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls please. EOE.

**Weekday anchor needed** for hard-news newscast. Must have considerable anchoring experience. Resumes and non-returnable tapes to: Don Decker, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE.

**Meteorologist:** Experienced weather person needed in Tulsa. Polish, personality and public appearances required. This person will work with two other meteorologists in one of the most volatile weather areas in the country! Qualified applicants will be knowledgeable about Oklahoma's unique weather and able to communicate that to our viewers. Candidates must be able to create a graphic on-air look. No beginners! No phone calls. Send non-returnable tape and resume to Peggy Phillip, News Director, KJRH-TV, 3701 S. Peoria, Tulsa, OK 74105. EOE.

**News video tape editor:** Ability to edit Beta video tape for TV news broadcast under extreme deadline pressure. Good news judgment required along with willingness to work flexible shift. BA or BS plus one year TV news or video editing experience. Send resume to Jeff Myers, Chief News Photographer, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. EOE.

**News director:** Strong, decisive person to lead forty (40) person news department. Must have 3 plus years news management experience. Must have creative thinking and be an excellent trainer in terms of improving news content, producing, writing, and photography. Must have journalism degree. Send resume to: Gary R. Bolton, VP & GM, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. M/F, EOE.



**ABC affiliate seeks bureau chief/general assignment reporter** for satellite news bureau in state capital city. Must have degree and one to two years experience in TV news, preferably with an affiliate. Candidate must be mature, a strong writer, not afraid to tackle the big stories...must know editing. This is not an entry-level position! No calls... Non-returnable tapes and resumes to Neil Bayne, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21901. M/F EOE.

**Business reporter:** WFSB, a Post Newsweek station, is accepting applications for a business reporter. The person we seek must be an excellent broadcast journalist, and somebody who loves to take complex stories and make them easy to understand. Our ideal candidate has a distinctive style, knows how to talk to CEO's as well as line workers, and is challenged by telling stories in new ways. Please send resume and tape to: Mark Efron, Vice President/News, Post Newsweek Stations, WFSB 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

**Producer:** Maryland Public Television (MPT) has an exciting opportunity for a producer of news and public affairs programs. Requires bachelors degree and 5 years broadcast experience—must include 2 years as producer/working journalist. Knowledge of Maryland political scene helpful. Salary range \$30,106-\$39,544. Send resume by Friday, June 17, 1994 to: Human Resources Department, Maryland Public Television, 11767 Owings Mills Boulevard, Owings Mills, MD 21117. MPT is an AA/EEO employer.

**HELP WANTED PROGRAMING PROMOTION & OTHERS**

**Design director:** Top 20 market, ABC affiliate. 3-5 yrs. as design or art director in broadcast or related field. Extensive Macintosh exp., 2D paint and 3D animation. Some knowledge of SGI helpful. Great design skills; able to manage people and budgets. Will be involved with TV station, our radio station and city mag. Great company; crazy department, good budgets and equipment. If you want to be on the cutting edge both creatively and equipment-wise, send reel/resume/samples of print to: Creative Services Director, KTVK-TV, 3435 N. 16th Street, Phoenix, AZ 85016. No calls please. EOE.

**CBS O&O design director:** Hands-on experience w/Paintbox, Harriet and 3-D. Prior management experience preferred. Looking for breakthrough design and get-it-done type. Heavy news emphasis. Send tape & resume to Gayle Allen, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE.

**Creative director:** Develop marketing strategies. Create and write campaigns, spots, cable programing and corporate films and videos for broadcasting's premier creative services company and its affiliated production company. Send resume, reel, letter and salary history to Creative Director, PO Box 141, Wynnewood, PA 19096. EOE.

**Promotion writer/producer:** We need a news junkie who lives and breathes topical news promotion. Position handles all tease elements in, and out, of our newscasts. Additional series and POP spots are par for the course. If you can crank with creativity, survive with self-motivation, and drive viewers with a vengeance, send tape and resume to Promotion Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. EOE.

**SITUATIONS WANTED MANAGEMENT**

**It's time for a change.** I'm currently a PTV production manager looking for the right management or teaching position with PTV station, higher education or cable. MS and 20+ years experience with background in production, lighting, teaching, engineering and management. Northeast or Midwestern location preferred. Reply in confidence to Box C-37.

**SITUATIONS WANTED NEWS**

**Minority female anchor.** Network experience. Superb writing and live shot skills. Call 804-379-0991.

**SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS**

**Executive producer/programing production executive:** 16 years of cable network and national/international broadcast experience producing, writing, developing and managing long and short form documentary, magazine and entertainment programing; corporate marketing/training programs; productions for major advertising agencies; and venture spinoffs. Strong management, communication, and marketing skills. High creative energy. reply to Box C-38.

**CABLE**

**HELP WANTED PROGRAMING PROMOTION & OTHERS**

Two positions at The Weather Channel. **Executive producer/production manager:** The Weather Channel, a 24-hour cable network based in Atlanta, GA, is looking for an executive producer/production manager to lead a group of nine producers and video librarian. The candidate should have excellent writing skills and an interest in science/ meteorology. We're looking for someone who is a good coach and can work well in a team environment. **Video librarian:** The Weather Channel. Minimum 1 year experience in organizing and managing a computerized video library. Send resumes and tapes to Joe Conboy, VP Production, TWC, 2600 Cumberland Parkway, Atlanta, GA 30339. EOE.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

**Augusta College,** Languages, Literature, and Communications Department: Instructor/assistant professor of communications with expertise in electronic media sought for a full-time position for one year only. Maximum teaching load 15 hours a week per quarter. Salary negotiable. Attractive benefits available. Requirements: Master's degree; demonstrated skills in studio and field production, videotape editing, producing, directing, lighting, and audio; demonstrated knowledge of the current trends in video production. Deadline: June 1, 1994. Send letter of application, resume, and work samples (1/2" VHS, tape nonreturnable) only to: Dr. Lillie B. Johnson, Languages, Literature, and Communications, Augusta, GA 30904-2200. Affirmative action/equal opportunity institution.

**HELP WANTED MANAGEMENT**

**Wanted:** General director for commercial TV/radio stations—Kiev, Ukraine. Must speak Ukrainian or Russian. 813-262-1118. EOE.

**HELP WANTED PROGRAMING PROMOTION & OTHERS**

**Busy Southeastern video production company** seeks experienced on-line editor. Equipment includes: Sony 9000 editor, Grass Valley 200 switcher, Abekas A53-D, and Chyron Super Scribe. Contract work in editing may be available immediately. Full-time work is also available to a creative producer-director-editor. Send a demo reel and resume to HVP, PO Box 13785, Research Triangle Park, NC 27709-3785. EOE.

**EMPLOYMENT SERVICES**

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

**FINANCIAL SERVICES**

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

**Immediate financing** on all broadcast 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.

**EDUCATIONAL SERVICES**

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

**WANTED TO BUY EQUIPMENT**

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

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**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.

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

**Quantel V-Series paintbox** with lots of accessories—\$50,000/obo, Sony BVH-2500 single-frame recorder—\$18,000/obo, Ampex AVC-21 switcher—\$37,000/obo. Contact: Steve Bueret, Videosmith, 215-238-5050.

**Alamar Master Control Automation** system with MC2055 486/66 computer. 20MB hard disk. Configured for two Sony Betacarts. Includes interfaces and fiber optic terminals. Also available, BTS MCS2000 master control switcher and TCS-1 machine control system. Contact Marty Meyer 213-460-3412. (Fax 213-460-3082.)

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**RADIO—MISCELLANEOUS**

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**TELEVISION**

**HELP WANTED TECHNICAL**

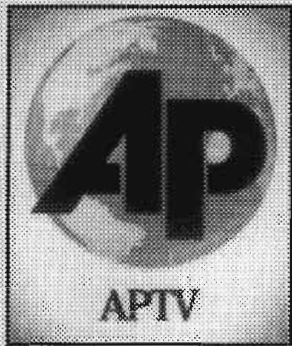


**TELEVISION ENGINEERS**

Turner Broadcasting System, the leading News, Sports, and Entertainment system in satellite communications, has career opportunities for engineers with **broadcast maintenance** experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. These positions are in Los Angeles and Atlanta. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

**Mr. James H. Brown**  
**Corp. Engineering**  
**Turner Broadcast System, Inc.**  
**One CNN Center**  
**P.O. Box 105366**  
**Atlanta, Georgia 30348-5366**  
**(404) 827-1638**

TBS is an equal opportunity employer



# News Editorial

**Excellent Remuneration**

**London**

The Associated Press (AP) is the world's largest news gathering organization, serving 15,000 media outlets worldwide. AP is launching a global video news gathering service this year.

APTV will provide coverage of breaking global and regional stories to the world's television news organizations. Based in London, this new force in TV news will add video news gathering capability in each of AP's 93 international bureaus, in 67 countries. APTV is looking for talented, experienced people to produce a high quality service focused on customer satisfaction. AP is accepting applications for the following positions:

**ASSIGNMENT EDITORS, PRODUCERS, NEWS  
PLANNERS, CAMERA OPERATORS, TAPE EDITORS,  
BROADCAST ENGINEERS, SATELLITE COORDINATORS,  
EDITORIAL ASSISTANTS, VIDEO TAPE LIBRARIANS.**

## THE REQUIREMENTS

- Television experience.
- An aptitude for multi-tasking in all areas of television production.
- Knowledge of international affairs.
- A second language.
- A proven ability to work under pressure.
- Commitment to customer satisfaction.

Please apply in writing with a full CV quoting the relevant job title on both letter and envelope.



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**K/F ASSOCIATES**  
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## HELP WANTED MANAGEMENT

**District Sales Manager****WORLD-CLASS PERFORMERS  
PLACE QUALITY FIRST**

Harris, a \$3 billion Fortune 200 Corporation, is currently seeking World-Class candidates for a District Sales Manager, Domestic TV Sales, for the South/Southwestern U.S. territory of its Broadcast Division, the leading U.S. supplier of radio- and television-broadcast transmitters and radio-studio equipment.

Reporting to the Director of North American Field Sales, the District Sales Manager will be responsible for selling Harris Broadcast's full line of television transmitter and antenna equipment, as well as mobile and fixed satellite and video production systems to TV broadcast stations and non-broadcast production facilities. This position requires extensive travel throughout the South/Southwestern U.S. working out of a home-based office.

The ideal candidate will have a technical BS degree or equivalent industry experience, and 3-5 years' experience selling television broadcast and related equipment.

Harris Corporation offers a competitive salary plus incentive, comprehensive benefits and opportunities for advancement.

If qualified, please send resume (including salary history/requirements) in confidence to: William G. Kellner, Supervisor, Human Resources, Harris Broadcast Division, Dept. SM, P.O. Box 4290, Quincy, IL 62305-4290.

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



## HELP WANTED MARKETING

**DIRECTOR OF  
MARKETING/PROMOTION**

To lead overall station promotional efforts for KDFW-TV, Dallas-Fort Worth, Texas. News is the station's number one priority and a creative and aggressive specialist is needed in this highly competitive market. Responsibilities include strategic marketing planning and implementation, management and motivation of promotion, art and programming departments. All the bells and whistles needed to win (Pro-Tools digital audio, AVID Media Composer, Grass Valley 141 editor, Quantel Paint Box & Picture Box, Infinit, Alias 3D). The right person has 5-7 years promotion management experience with news promotion victory scars. Letters, resumes and tapes to: **General Manager, KDFW-TV, 400 N. Griffin St., Dallas, Texas 75202.** We are an equal opportunity employer.

**BLIND BOX RESPONSE**

Box Letter-Number  
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Tapes are now accepted

HELP WANTED PROGRAMING  
PROMOTION & OTHERS

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KXAS-TV in Dallas-Fort Worth is seeking a Marketing writer/producer who will make our first rate team even stronger. We need an excellent writer with experience casting and directing actors and overseeing major shoots. Strong people and budget management skills essential. If you want to join a Marketing operation that shoots a lot of film, has its own state-of-the-art D-2 edit suite, Avid, electronic graphics center and an all-out commitment to winning, this is a terrific opportunity in a Top Ten market. EOE.

Send resumé and tape (Beta or 3/4" preferred) to:

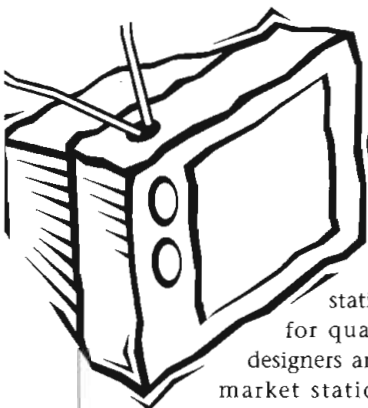
♦ Lee Spieckerman  
Director of Promotion and Special Projects  
LIN Television Corporation  
3900 Barnett Street  
Fort Worth, TX 76103



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## HELP WANTED PROGRAMING, PROMOTION &amp; OTHERS

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PROMOTION PRODUCERS  
AND DESIGNERS**

America's leading independent television station group has several opportunities available for qualified promotion writer/producers, video designers and art directors. State-of-the-art facilities, top market stations. You must have at least 2-3 years of television experience working in promotion or video design. Responsibilities include writing and producing on-air promo spots and print advertising for movies, sports, news and sitcoms.

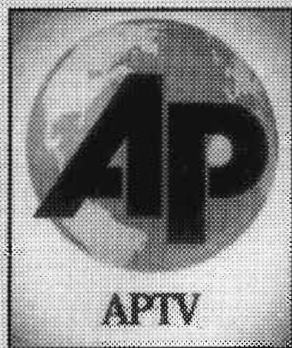
Send resume and tape (but please don't call):

**JIM ELLIS**

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435 North Michigan Avenue, Suite 1900, Chicago, IL 60611

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# Regional Executives

**Excellent Remuneration**

**Various Locations**

The Associated Press (AP) is the world's largest news gathering organization, serving 15,000 media outlets worldwide. AP is launching a global video news gathering service this year.

APTV will provide coverage of breaking global and regional stories to the world's television news organizations. Based in London, this new force in TV news will add news gathering capability in each of AP's 93 international bureaus, in 67 countries. APTV is seeking candidates for the position of Regional Executive in London, Cairo, Miami and Hong Kong.

## THE APPOINTMENT

- Sell APTV service and maintain customer relationships with world and national broadcasters.
- Analyze the market for new business opportunities.
- Develop, launch and sell new products.
- Provide excellent level of customer service.

Please apply in writing with a full CV, quoting reference 10640/E and desired location, to Susannah Truswell.

## THE REQUIREMENTS

- Either strong background in the sale of international television services or significant experience in international television news.
- Excellent skills in preparing and presenting written proposals.
- Prepared to undertake extensive international travel.
- Relevant foreign language skills.



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CABLE — HELP WANTED RESEARCH

# SENIOR RESEARCH ANALYST

Established and still growing cable network looking for SENIOR RESEARCH ANALYST. Will be involved in programming, scheduling, marketing/advertising, and on-air promotion, as well as long-term strategic research. Extensive work with Nielsen ratings and databases. Will also design and manage survey research and focus groups. Need strong combination of quantitative & qualitative tv research experience (minimum 2 to 3 years), plus analytical and computer skills. Good written and oral presentation skills essential. Excellent opportunity for researcher to work with all aspects of network and broaden experience.

Send or fax resume, including salary requirements, to:

**COMEDY CENTRAL**

Attn: Human Resources

1775 Broadway \* New York, NY 10019

FAX: 212-767-8581 \* NO PHONE CALLS, PLEASE. EOE.



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ALLIED FIELDS—HELP WANTED ADMINISTRATION

## CHAIR, DIVISION OF MASS COMMUNICATION

### EMERSON COLLEGE

Emerson College invites applications and nominations for the position of Chair of the Division of Mass Communication. With over 2,700 students, Emerson is the nation's only accredited undergraduate and graduate institution specializing solely in the study of the communication and performing arts.

The Mass Communication Division is one of seven major academic divisions in the College, with 23 full-time faculty. It offers degrees in both the theory and practice of Audio/Radio, Video/Television, Cinema/Film, Print/Broadcast Journalism, and Mass Media Generalists to approximately 1,100 undergraduate and 130 graduate students.

Successful candidates will give evidence of the ability to provide strong academic leadership in teaching, scholarship, and creative activities as well as provide vision in a changing environment. The candidate should have excellent administrative skills in planning and budgeting, should have the ability to advocate effectively for the division, and must be committed to the goals of affirmative action, cultural diversity, and international/multicultural education.

Applicants must hold a terminal degree or equivalent professional experience in a field of mass communication. The rank is Associate or Full Professor; the salary and benefits are highly competitive. Applications will be reviewed beginning June 1 and will be continued until the position is filled. Positions could begin as early as July 1, 1994. **Qualified applicants should send letter of inquiry, curriculum vitae, references, and other supporting information to: Mary Harkins, Associate Academic Dean, Emerson College, 100 Beacon Street, Boston, MA 02116.**

Emerson College is an Equal Opportunity/Affirmative Action Employer. Minorities and women are encouraged to apply.

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## OWNERSHIP

### Granted

**KSED(FM) Sedona, AZ** (BTCH940304 GH)—Action March 29.

**KIQS-FM Willows, CA** (BALH940203GY)—Action March 30.

**WKHI(FM) Bethany Beach, DE** (BALH 930428GF)—Action Nov. 5, 1993.

**KLHT(AM) Honolulu** (BTC931123EA)—Action April 1.

**KLWN(AM)-KLZR(FM) Lawrence, KS** (AM: BTC940307ED; FM: BTCH940307EE)—Action April 6.

**KQAM(AM)-KEYN-FM Wichita, KS** (AM: BAL940203EC; FM: BALH940203ED)—Action April 4.

**WIRD(AM) Lake Placid, NY** (BAL920729 HA)—Action March 25.

**WIRD(AM) Lake Placid, NY** (BAL921109 HG)—Action March 25.

**WIRD(AM) Lake Placid, NY** (BAL930816 GG)—Action March 25.

**WIRD(AM) Lake Placid, NY** (BTC931004 GJ)—Action March 25.

**WIRD(AM) Lake Placid, NY** (BAL931004 GR)—Action March 25.

**WLPW(FM) Lake Placid, NY** (BALH920729 HB)—Action March 25.

**WLPW(FM) Lake Placid, NY** (BALH921109 HV)—Action March 25.

**WLPW(FM) Lake Placid, NY** (BALH930816 GH)—Action March 25.

**WLPW(FM) Lake Placid, NY** (BTCH931004 GK)—Action March 25.

**WLPW(FM) Lake Placid, NY** (BALH931004 GS)—Action March 25.

**KQLL(AM) Tulsa, OK** (BTC940308EE)—Action April 6.

**KQLL-FM Owasso, OK** (BTCH940308EF)—Action April 6.

**WEJL(AM)-WEZX(FM) Scranton, PA** (AM: BAL940309GQ; FM: BALH940309GR)—Action March 30.

**KTNO(AM) Fort Worth, TX** (BTC940310 EC)—Action April 6.

**KIKY(FM) Hutto, TX** (BAPLH940203GO)—Action April 6.

### Dismissed

**KDEZ(FM) Jonesboro, AR** (BALH931119 GL)—Action March 21.

## FACILITIES

### Applications

**Demopolis, AL** WIIQ(TV) ch. 41—Alabama

Abbreviations: alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m.—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; PSA—presunrise service authority; pwr.—power; RC—remote control; 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. One meter equals 3.28 feet.

Educational TV Commission seeks CP to change ERP (vis): 1,968 kw.

**Guntersville, AL** WTWX-FM 95.9 mhz—Guntersville Broadcasting Co. Inc. seeks CP to make changes: ERP: 10.5 kw; ant. 157 m.; antenna supporting-structure height, and to change class to C3.

**Hampton, AR** KKOL(FM) 107.1 mhz—Southern Arkansas Radio Co. seeks CP to make changes: change frequency 106.5 mhz; ERP: 17.5 mhz; ant. 92 m.; class to C3 (per MM docket 89-453).

**Eagar, AZ** KTHQ(FM) 92.5 mhz—William S. Knopnicki seeks mod. of CP to make changes: ERP: 60.4 kw; ant. 364.7 m.; TL: Cerro Montoso, on E ridge, 6 mi. W of Vernon, AZ.

**Avalon, CA** KRCI(FM) 92.7 mhz-KRCI(FM) 92.7 mhz—Catalina Radio LP seeks mod. of CP to correct geographic coordinates and site elevation.

**Caolinga, CA** KNKS(FM) 100.1 mhz—William L. Zawila seeks one-step app. to change class: from A to B.

**San Francisco** KRQR(FM) 97.3 mhz—CBS Inc. seeks CP to make changes: ant. 309 m.; TL: top of Wolfback Ridge Rd., Sausalito, CA.

**Boulder, CO** KTVJ(TV) ch. 14—Newsweb Corp. seeks MP to change ERP (vis): 5000 kw; ant. 341 m.; TL: 210 m. SSE of ch. 2 facility, in Lookout Mtn. ant. farm, 2.5 km SW of Golden, Jefferson Co., CO.

**Cedartown, GA** WJCK(FM) 97.3 mhz—Immanuel Educational Broadcasting Inc. seeks mod. of CP to make changes; change: main studio location.

**Virgie, KY** WZLK(FM) 107.5 mhz—Kenneth Osborne seeks CP to change ERP: 1.12 kw.

**Pearl, MS** WLUE(FM) 93.9 mhz—Bobbie Imbragulo seeks mod. of CP to make change: ant. 87 m.; TL: co-located on tower of WRKN, on Hwy 471 N, Brandon, MS.

**Birch Tree, MO** KBMV-FM 107.1 mhz—Jack G. Hunt seeks mod. of CP to make changes: ERP: 15 kw; ant. 100 m.; TL: Old US Hwy 60, approx. 5 km W of Birch Tree, Montier Township, Shannon Co., MO, and to change antenna supporting-structure height.

**Murfreesboro, NC** WBCG(FM) 98.3 mhz—

Roanoke Chowan Broadcasting Corp. seeks CP to make changes: ERP: 6 kw; ant. 82 m.; TL: intersection of US Rte 158 and US Rte 258, 1 km W of Hertford Co. line, Murfreesboro, Northampton Co., NC.

**Signal Mountain, TN** WVXA(FM) 98.1 mhz—Signal Mountain Radio Consolidation Inc. seeks mod. of CP to make changes: ERP: 1 kw; ant. 242 m.; TL: atop Raccoon Mtn., SW of Marion/Hamilton Co. line 4.25 km SSW of Signal Mtn. City Hall, Marion Co., TN.

### Actions

**Hartselle, AL** WHRT(AM) 860 khz—Granted app. of Dorsey E. Newman for CP to change frequency to 890 khz and to increase power to 5 kw daytime. Action March 14.

**Valley, AL** KOCV(FM) 91.3 mhz—Granted app. of Pearce Broadcasting Partnership for CP to change ant. 88 m. and antenna supporting-structure height. Action March 24.

**Jonesboro, AR** KASU(FM) 91.9 mhz—Dismissed app. of Arkansas State University for mod. of CP to make changes: ant. 210 m.; TL: 0.5 km N of Jonesboro, 2.6 km E of State Rte. 141 in Craighead Co., AR, and to change antenna supporting-structure height. Action March 24.

**Lancaster, CA** KGMX(FM) 106.3 mhz—Granted app. of Eric/Chandler Comm, of Antelope Valley for CP to make changes: ERP: 3.66 kw; ant. 78 m. Action Feb. 24.

**San Jacinto, CA** KWRP(FM) 96.1 mhz—Granted app. of H.S.C. Radio Inc. seeks CP to make changes: ERP: 0.25 kw; ant. 477 m. Action Feb. 24.

**Callahan, FL** WAIA(FM) 93.3 mhz—Granted app. of Paxson Jacksonville Lic. Ltd. Partnership for mod. of CP to replace existing DA with nondirectional antenna. Action March 14.

**Tarpon Springs, FL** WYFE(FM) 88.9 mhz—Granted app. of Bible Broadcasting Network Inc. for mod. of CP to make changes: ERP: 75 kw; ant. 142 m.; TL: 0.38 km S of Ridge Rd., W of Galen Wilson Rd., 3 km E of Port Richey, Pasco Co., FL. Action March 18.

**West Palm Beach, FL** WJNO(AM) 1230 khz—Granted app. of Fairbanks Comm. Inc. for CP to increase night power synchronous transmitter to 800 w. Action April 28.

**Thomaston, GA** WTGA-FM 95.3 mhz—Granted app. of Radio Georgia Inc. for CP to make changes: ERP: 6 kw; ant. 94 m.; frequency to 101.1 mhz (per MM docket 92-227). Action Feb. 24.

**Neoga, IL** WMCi(FM) 101.3 mhz—Granted app. of The Cromwell Group Inc. of Illinois for CP to make changes: ERP: 14.5 kw; ant. 132 m.; TL: 1.9 km NW of Toledo in Cumberland Co., IL, near Muddy Creek. Antenna supporting-structure height and to change class B1. Action March 11.



**Tracy, MN** KARL(FM) 105.1 mhz—Granted app. of KMHL Broadcasting Co. for mod. of CP to make changes; change: ERP: 17.7 kw; ant. 119 m.; change class to C3 (per MM docket 93-92). Action March 21.

**Byhalia, MS** WHLE(FM) 94.9 mhz—Granted app. of Albert L. Crain for mod. of CP to make changes: ant. 100 m.; TL: 5.1 km N of Byhalia, MS (Marshall Co.) on Byhalia Rd., Hwy 309. Action March 18.

**Winston-Salem, NC** WXRI(FM) 91.5 mhz—Granted app. of Positive Alternative Radio Inc. for mod. of CP to make changes: ERP: 50 kw; ant. 66 m.; change class to C2, modify directional pattern. Action March 21.

**Belvidere, NJ** WRNJ-FM 107.1 mhz—Granted app. of Radio New Jersey for mod. of CP for new station: change ERP: 1.2 kw; ant. 219 m.; TL: Totts Gap on Kittatiny Mtn., 3.1 mi. SSE of Stroudsburg, PA, in upper Mt. Bethel Township, Northampton Co., PA. Action March 23.

**Gallup, NM** KGLP(FM) 91.7 mhz—Granted app. of Gallup Public Radio for mod. of CP to make changes: antenna supporting-structure height. Action Feb. 24.

**Canandaigua, NY** WCIV(FM) 88.9 mhz—Granted app. of Family Life Ministries Radio Inc. for mod. of CP to change to circular polarization. Action March 14.

**Quanah, TX** KIXC-FM 100.9 mhz—Granted app. of Glen A. Ingram for CP to make changes: ERP: 15 kw; ant. 128 m.; TL: 12 km SE of Quanah, Hardeman Co., TX on Hwy. 1167. Class changes from A to C3 (per MM docket 89-235). Action March 10.

**Dishman, WA** KEYF(AM) 1050 khz—Granted app. of KEYF Corp. for CP to change TL to S Palouse HW S. Regal St. and S. Freya St. and make changes in antenna system. Action March 17.

**Ripley, WV** WVRP(FM) 90.7 mhz—Lower Ohio Valley Educational Corp. seeks mod. of CP to change main studio location to Ripley, WV. Action March 24.

**Dothan, AL** WESP(FM) 102.5 mhz—Granted app. of Broadcast Associates for CP to make changes: ERP: 10 kw; ant. 140.5 m.; TL: 4.8 km; E of central business district of Dothan, AL. Action March 30.

**Brawley, CA** KSIQ(FM) 96.1 mhz—Granted app. of Stodelle Broadcasting Corp. for CP to make changes: ant. 89.6 m.; TL: 2400 ft. ESE of intersection of CA Rte 111 and Rockwood Canal.

**Ocean City, MD** WRXS(FM) 106.9 mhz—Granted app. of J.H. Communications for mod. of CP to make changes: ERP: 6 kw; ant. 92.4 m.; TL: 10729 Griffin Rd., Berlin, Worcester Co., MD. Action April 1.

**Traverse City, MI** WLJN-FM 89.9 mhz—Granted app. of Good News Media Inc. for mod. of CP to make changes: ERP: 12.5 kw; and ant. 169 m. Action March 31.

**Maryville, MO** KNIM-FM 97.1 mhz—Granted app. of Nodaway Broadcasting \*Corp. for mod. of CP to make changes: ant. 108 m.; TL: S of Maryville, adjacent to Hwy 72 bypass. Action March 30.

## NEW STATIONS

### Applications

**Malin, OR** (BPED940428MC)—The Jesuit Mission Inc. seeks 100.3 mhz; .75 kw; ant. 274 m. Address: P.O. Box 91, Keno, OR 97627. Applicant is headed by William McKinley and has no other broadcast interests.

**Point Arena, CA** (BPH940228ME)—Russell P. Jarvis seeks 102.3 mhz; 25 kw; ant. -80 m. Address: 24410 Lilac Rd., Willits, CA 95490. Applicant has no other broadcast interests.

**Poughkeepsie, NY** (BPCT940426KG)—Marvillas Broadcasting Co. seeks ch. 54; 5,000 kw; ant. 491 ft. Address: P.O. Box 9774, Rancho Santa Fe, CA 92067. Applicant is headed by James C. Gates and has no other broadcast interests.

**Coos Bay, OR** (BPH940413IQ)—KLYTT GP seeks 106.5 mhz; 3.3 kw; ant. 272 m. Address: 580 Kingwood, Coos Bay, OR 97420. Applicant is headed by Joel Lemmon, Daniel Seleshanko and Harry Abel Jr. and has no other broadcast interests.

**Athens, OH** (BPH940411ME)—David Ringer seeks 95.9 mhz; 2.85 kw; ant. 147 m. Address: 417 West Sixth Ave. Columbus, OH 43201. Applicant has no other broadcast interests.

**Freeport, IL** (BPED940317MB)—Northern Illinois University seeks 89.1 mhz; 2.2 kw; ant. 102.3 m. Address: 801 N. First St. DeKalb, IL 60115. Applicant is headed by Michael Lazar and owns WNIU(FM) DeKalb and WNIJ(FM) Rockford, both Illinois.

**Ethete, WY** (BPED940316MA)—Radio Communications Committee seeks 89.5 mhz; 100 kw; ant. 540 m. Address: P.O. Box

1000, Fort Washakie, WY 82514. Applicant is headed by John Smith and has no other broadcast interests.

**Crescent City, CA** (BPED940321MA)—Humboldt State University seeks 91.9 mhz; 1.4 kw; ant. 746 m. Address: KHSU, Humboldt State University, Arcata, CA 95521. Applicant is headed by Jill Paydon and has no other broadcast interests.

### Actions

**Mountain Pine, AR** (BPH930614MC)—Granted app. of Mark Jones d/b/a Advanced Communications for 101.9 mhz; 6 kw; ant. 100 m. Action March 24.

**Oregon, IL** (BPH930604MD)—Granted app. of Farm Belt Radio Inc. for 106.1 mhz; 3 kw; ant. 100 m. Action March 23.

**Big Sandy, TX** (BPED930527MA)—Granted app. of Ambassador College for 90.7 mhz; 10 kw; ant. 120 m.; TL: Tidwell Mtn. Action March 23.

**Junction, TX** (BPH921026MC)—Granted app. of Robert L. Meadows for 93.5 mhz; ERP: 2.72 kw; ant. 97 m. Action Feb. 24.

**Dwight, IL** (BPH930526ME)—Granted app. of Electronics Research and Consulting for 98.9 mhz; 3 kw; ant. 100 m. Action March 30.

**Kennett, MO** (BPH930729ME)—Granted app. of Eagle Bluff Enterprises for 104.3 mhz; 6 kw; ant. 100 m. Action March 30.

**Potsdam, NY** (BPED921231MA)—Granted app. of State University of New York for 90.3 mhz; 0.1 kw; ant. -5 m. Action March 30.

## Errata

In the April 25 issue, Ball State University was incorrectly reported as seeking a new station in Marion, Ohio. The correct location is Marion, Indiana.

## BY THE NUMBERS

### BROADCASTING

Service	Total
Commercial AM	4,933
Commercial FM	5,001
Educational FM	1,674
<b>Total Radio</b>	<b>11,608</b>
VHF LPTV	524
UHF LPTV	978
<b>Total LPTV</b>	<b>1,502</b>
FM translators	2,163
VHF translators	2,319
UHF translators	2,464
<b>Total Translators</b>	<b>6,949</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	594
Educational VHF TV	123
Educational UHF TV	242
<b>Total TV</b>	<b>1,518</b>

### CABLE\*

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

\*Based on TV household universe of 94.2 million.

Sources: Nielsen, NCTA and FCC

## In the way

EDITOR: When the thicket is parted, government is blocking, not advancing the information superhighway.

As a longtime observer of the telecommunications scene and as a former naughty-boy of the FCC, I'm not even slightly surprised that the commission is botching cable regulation. The American public should expect the worst from an agency that rarely gets it right.

The core problem is that government people fancy themselves as cops, often fainthearted. That perception is, I suppose, enduring when the dispute is over something like safety standards in factories, auto pollution controls, housing subsidies, and the like. But it's another matter, I submit, when it comes to dealing with journalistic enterprise and other creative artistry, the stuff of cable TV. In short, government hasn't got the legal right, nor can it even passably acquit itself, when it brings its bossy style to bear on something as fragile as a business that involves speech and thought.

At best, government has only a shaky grip on the right to go as far

as it does in daring to intrude on the medium of cable TV. But what is absolutely unambiguous is the plain record that, even conceding authority, government just does not know how to, and therefore cannot, caretake behavior that involves touch and feeling. Oh sure! It will order cable to reduce subscriber rates, to stop serving up blue material, to refrain from discriminating in employment. And to impose fines on cable operators who violate any of those prescriptions. That is the

essence of the cop at work. But timid and fearful? How else explain the recent subscriber-rate documents that are more than 500 pages long and contain thousands of footnotes, the heft of which is largely uncaring of oppressive effect on journalistic liveliness so long as it succeeds in pronouncing the agency not guilty.

The way the FCC is confounding cable (and by stunning the TCI-Bell Atlantic deal probably kicked off the uneasy stock market slide) is of a piece with the agency's decades-long footprint. It started out in the late 1960s and through the early 1970s (trust me on this) deliberately stopping cable dead in its tracks. Out of sheer bewilderment, not treachery. Now, as if out of a memory grab-bag, the agency is at it again. And it isn't helping that the commission seems driven to its knees by humiliating supplication—as if Al Gore can't make it on his own.—*Sol Schildhouse, Chevy Chase, Md.*

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### Honor corrected

EDITOR: Your April 18 story on this year's "Public Radio Awards" inadvertently miscredited one of the two

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## PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

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"Silver" awards given in the public affairs category. The awards ceremony program published by the Corporation for Public Broadcasting contained the error that you reprinted. *Latino USA* is produced in Austin, Texas, by the University of Texas at Austin's Center for Mexican American Studies and KUT (FM) Austin, Tex.—*Bill Giorda, general manager, KUT(FM) Austin, Tex.*

## Public notice

EDITOR: Broadcaster opposition to the proposal to impose additional user and spectrum fees fails to recognize a basic fact. The airways are public property. It follows that funds generated from the sale or other disposition of the airways can be used for any governmental purpose.—*Reuben Lozner, Chevy Chase, Md.*

## Hello and goodbye

EDITOR: I have recently sold my stations in John Day and Pendleton, both Oregon, and retired after a little more than 50 years in broadcasting.

## Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

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For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 80 Montvale Avenue, Stoneham, MA 02180.

I would like to say "hello" and "goodbye" to my many friends. I especially enjoyed my 4 years on the NAB Board and developing wonderful friendships.

If you want to find me, it will be at the local golf course.

I have accumulated two rooms full of old equipment and collectibles. These include a 1950 vintage of the 16-inch Standard transcription library, old mikes, con-

soles, Magnecord tape recorders, ABC decoders, Seeburg 45 rpm 100-record player, Gates ST 101 Spot Tape, RCA OP-6 and OP-7 remote units, Western Electric 15 tele-types, and much more. I need to get rid of these. If interested, send SASE for list and information.

Fond memories...like good wine...get better with age!—*Ted A. Smith, 316 S.W. 19th, Pendleton, Ore. 97801; 503-278-0559.*

### THIS WEEK

- **May 22-25**—*National Cable Television Association*. New Orleans. Contact: (202) 775-3669.
- **May 22-25**—*National Association of Minorities in Cable*. New Orleans. Contact: (310) 404-6208.
- **May 22-25**—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* annual conference. Sheraton Harbor Island Hotel, San Diego, Calif. Contact: Cathy Lynch, (708) 296-0200.
- **May 24**—*First New York Women in Cable Watch Awards* benefiting the Iris House. Caroline's Comedy Club, New York. Contact: Melanie Washington, (212) 512-5000.
- **May 25**—*National Academy of Television Arts & Sciences* 21st annual *Daytime Emmy Awards*, broadcast live on ABC. Marriott Marquis Hotel, New York. Contact: Trudy Wilson, (212) 586-8424.
- **May 25**—*National Media Owl Awards*. First Chicago Center, Chicago. Contact: Mary Schwartz, (312) 664-6100.

### JUNE

- **June 1-4**—*CBS affiliates meeting*. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.
- **June 2-4**—*43rd American Women in Radio and Television* national convention. Minneapolis Hilton and Towers, Minneapolis. Contact: Gene Barnes, (212) 302-3399.
- **June 4-7**—*National Association of Broadcasters* board meeting. Washington. Contact: (202) 775-3527.
- **June 5-11**—*15th annual Banff Television Festival*. Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-3060.
- **June 7-9**—*ABC affiliates meeting*. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 456-7777.
- **June 8-11**—*PROMAX International and Broadcast Designers Association*. New Orleans. Contact: (213) 465-3777.
- **June 9-11**—*Radio Montreux International*

## Datebook

- *Symposium*. Montreux, Switzerland. Contact: Lynn Christian, (213) 938-3228.
- **June 10-12**—*Radio Television News Directors Foundation* community journalism training seminar. Medill School of Journalism, Northwestern University, Evanston, Ill. Contact: Hayley Sterling, (202) 659-6510.
- **June 10-13**—*American Advertising Federation* national conference. Houston. Contact: (800) 999-2231, ext. 332.
- **June 11**—*10th Annual Executive Management Development Seminar for Radio Broadcasters* sponsored by *National Association of Broadcasters*. University of Notre Dame, South Bend, Ind. Contact: Lori Long, (202) 429-5402.
- **June 11-13**—*ShowBiz Expo*. Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.
- **June 15**—*Third annual Radio Mercury Awards* sponsored by *Radio Creative Fund*. Waldorf Astoria Hotel, New York. Contact: (212) 387-2156.
- **June 16**—*Annual spring luncheon* sponsored by *Federal Communications Bar Association*, New York chapter. Speaker: FCC Commissioner James Quello. Law offices of Rosenman & Colin, New York. Contact: Jerome Silber, (212) 940-7052.
- **June 20-23**—*Wireless Cable Association International* annual convention. Las Vegas Hilton, Las Vegas. Contact: Connie Clark, (319) 752-8336.
- **June 20-23**—*Women in Cable* 13th annual national cable management conference. Atlanta Hilton and Towers, Atlanta. Contact: Tracy Mitchell, (312) 661-1700.
- **June 22-25**—*Florida Association of Broadcasters* 59th annual convention. Four Seasons Ocean Grand Hotel, Palm Beach. Contact: (904) 681-6444 or (800) 825-5322.

- **June 23-24**—*Fox Broadcasting affiliates meeting*. Century Plaza Hotel, Century Plaza, Calif. Contact: Ciro Abate, (310) 203-1169.

### JULY

- **July 7-10**—*Upper Midwest Communications Conclave*. Downtown Hilton and Towers, Minneapolis. Contact: (612) 927-4487.
- **July 13-17**—*Seventh annual International Teleproduction Society* forum and exhibition. Mayflower Hotel, Washington. Contact: Jessica Josell, (212) 877-5560.
- **July 16-18**—*California Broadcasters Association* summer convention. Hyatt Regency Monterey, Monterey, Calif. Contact: (916) 444-2237.
- **July 19-21**—*Florida Cable Television Association* annual convention. Ritz Carlton, Amelia Island, Fla. Contact: Joice Ventry, (904) 681-1990.
- **July 21-23**—*South Carolina/North Carolina joint summer meeting* sponsored by *South Carolina Cable Television Association*. Hyatt Regency Hotel, Hilton Head, S.C. Contact: Nancy Horne, (404) 252-2454.
- **July 24-27**—*Cable Television Administration and Marketing Society* national marketing conference. Chicago. Contact: (703) 549-4200.
- **July 24-29**—*Management Development Seminar for Television Executives* sponsored by *National Association of Broadcasters*. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-5368.
- **July 27-31**—*Unity '94*. Co-sponsored by *National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association and Native American Journalists Association*. Atlanta. Contact: (800) 948-6489.

### AUGUST

- **Aug. 1-3**—*1994 Eastern Cable Show*. Inforum Exhibit Hall, Atlanta. Contact: (404) 252-2454.
- **Major Meetings**



## Maurice Dean Hargrove

If you were to make a list of the most enduring drama series of the past 30 years, chances are that Dean Hargrove would be associated with many of them in one capacity or another. From *The Man from U.N.C.L.E.* to *Columbo* and *Jake and the Fatman* to *Matlock*, Hargrove has written and produced some of the highest-rated and most memorable series in television history.

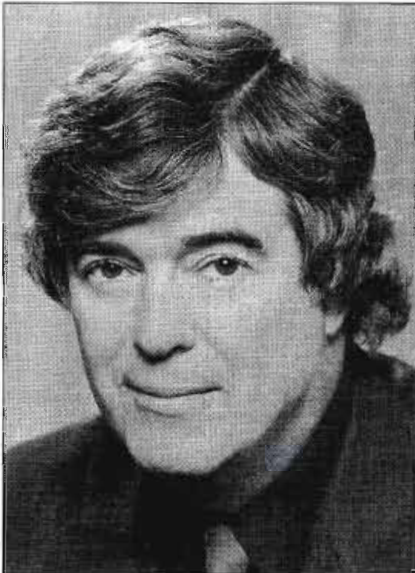
Ironically, the Midwesterner got his start in the business as a comedy writer on the comedy-variety version of *The Bob Newhart Show* that ran on NBC from 1961-62. While pursuing a master's degree at the University of California-Los Angeles, Hargrove sent some sketch ideas to the executive producer of *The Bob Newhart Show* and was hired as a staff writer.

"I decided I wanted to be a comedy writer, and this show was considered to be a fresh approach," Hargrove says. "It was a great experience. I was 22 years old and clearly the junior writer on the show and working for an artist that I had great admiration for." Although the series was short-lived, it garnered both a Peabody and an Emmy award.

After a brief stint as a free-lance writer, Hargrove joined *The Man from U.N.C.L.E.* and was the only staff writer for the series. His work with the show led him to write the pilot script for *The Girl from U.N.C.L.E.*

His 1967 contract with Universal as a writer and producer began a 10-year association that produced *Columbo*, among other series. Hargrove began with Universal as story consultant on *It Takes a Thief* and eventually wrote and produced *Ransom for a Dead Man*, a made-for-television movie for NBC that led to the *Columbo* series. Hargrove served as executive producer of the series for three years. During one season, he was executive producer of both *McCloud* and *Columbo*.

Hargrove was not the only successful writer today who toiled at Universal during the 1960s and 1970s. Other scripters who cut their teeth at the studio during that time were Steven Bochco, Stephen Cannell and Glen Larson.



Hargrove followed his Universal decade with a three-and-a-half-year stint at Viacom. He then took the only administrative position of his career, as president of Henry Winkler Productions. "One benefit [of] the experience was it was very useful in learning how shows are sold," Hargrove says.

Following a one-year stay at Warner Bros., Hargrove resumed his relationship with Viacom and hasn't moved since. The company, which recently merged with Paramount, is home to ABC's *Matlock* as well as CBS's *Diagnosis Murder*. Hargrove is executive producer for both.

Hargrove has seen numerous changes in the television business during the past 30 years, including the style of writing. "Television writing is much more sophisticated now," he says. "TV takes on more controversial topics, and there is a higher level of writing. Not that writers 30 years ago were any less adroit, but the areas in which they could write were more restricted."

Despite the increase in the number

of news magazines and other reality fare, Hargrove believes the so-called death of network hour dramas has been greatly exaggerated. "Hours will always be on the schedule. I remember a time when a network executive told me that comedies were dead, and that was right before *Cosby* came on. Realities are growing because they're cheaper than dramas. Part of the problem is, studios don't want to produce dramas because of the soft syndication marketplace. But I think the trend may swing back in a few years, and you'll see more dramas again."

The soft syndication marketplace and supposed advertiser apathy notwithstanding, Hargrove continues to produce what he describes as light dramatic fare, which is unfailingly successful in attracting a loyal audience. That fact is no better illustrated than by *Matlock*, which was dumped by NBC several years ago and picked up by ABC. ABC has used the show in several time slots when it needed a proven performer to attract a strong household audience.

Although Hargrove can point to many successful series, one of his favorite efforts was a project that never got on the air. Interestingly, the pilot featured more comedy than drama. "It was a pilot I did for Universal that starred Larry Hagman. It was a send-up of Sherlock Holmes in which Hagman plays a motorcycle cop who crashes and his motorcycle falls on his head. When he regains consciousness, he thinks he's Holmes. The character is as good as

Holmes but slightly daft."

For the 1994-95 season, Hargrove will produce 18 episodes of *Matlock* for ABC, 13 episodes of *Diagnosis Murder* for CBS, two more *MacShayne* movies starring Kenny Rogers for NBC, and a movie starring Louis Gossett Jr., *Ray Alexander: A Taste for Justice*, also for NBC.

—SC

**President, Dean Hargrove Productions, Burbank, Calif.; b. July 7, 1938, Iola, Kan.; BA, Wichita State University, Wichita, Kan., 1960; staff writer, *The Bob Newhart Show*, 1961-62; staff writer, *The Man from U.N.C.L.E.*, 1963-65; writer/producer, Universal Television, 1967-77; writer and producer, Viacom, 1977-80; president, Henry Winkler Productions, 1980-82; writer/producer, Warner Bros. Television, 1982-84; writer/producer, Viacom, 1984-present; married Brenda Scott, April 22, 1979.**

## BROADCAST TV



Gould



Barnes

Appointments at Fox Broadcasting, Beverly Hills, Calif.: **Bert Gould**, VP, marketing, promotion, program strategy, named senior VP; **Karen Barnes**, executive director, business affairs, named VP.

**Pete Barrett**, senior VP, public relations, affiliate marketing services, ABC Television Network, New York, named senior VP, affiliate marketing, strategic planning.

**Carl Folta**, senior director, corporate communications, Paramount Communications Inc., New York, joins Viacom, Inc. there as VP, corporate relations.

**Thomas Newell**, VP, business affairs, operations, CBS Enterprises, New York, joins Golden Gaters Productions, Corte Madera, Calif., as executive VP/general counsel.

**Alexandria Silag-Padua**, manager, contract administration, Hearst Entertainment, New York, named director.

**Sally Pomeroy**, director, contract administration, Multimedia Entertainment, New York, named director, business affairs.

Appointments at WBBM-TV Chicago: **Jim Monroe**, director, marketing, advertising, KDFW-TV Dallas, joins as director, advertising, promotion; **Andrea Jenkins**, field technician manager, CBS Television Network, New York, joins as director, technical operations; **Jim Berry**, sports director, WSVN(TV) Miami, joins as sports anchor/reporter; **Paul Douglas**, chief meteorologist, KARE-TV Minneapolis, joins as meteorologist.

**Steve Wasserman**, VP/GM, WJXT(TV) Jacksonville, Fla., joins KPRC-TV Houston in same capacity.

**Sherry Burns**, program director, WLS-TV Chicago, joins WJXT Jacksonville, Fla., as VP/GM.

**Melissa Van Meter**, marketing, advertising coordinator, Warner Bros. Television Distribution, Burbank, Calif., joins Genesis Entertainment, Los Angeles, as manager, marketing.

**Bob Jordon**, independent consultant/contractor, Pittsburgh, joins Group W Videoservices there as engineering manager.

**Lura Burton**, litigation associate, Katten Muchin Zavis & Weitzman, Los Angeles, joins Group W Productions there as director, legal, business affairs.

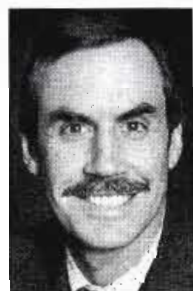
**Lucinda Hutter**, GM, technical operations, ABC News, Washington, joins KTVI-TV St. Louis as director, engineering.

**Todd Ballantyne**, on-air promotion writer/producer, WGBS-TV Philadelphia, joins WWOR-TV Secaucus, N.J., as senior promotion writer/producer.

**Terry McGovern**, contributor, *Mornings on 2*, KTVU(TV) San Francisco, joins KRON-TV there as host, *BayTV Morning*.

Appointments at WLWT(TV) Cincinnati, Ohio: **Terry Daniels**, co-anchor, KIVI(TV) Boise, Idaho, joins as weekend co-anchor; **Michelle Mylar**, writer/producer, WAVE-TV Louisville, Ky., joins as marketing writer/producer; **Trey Dolle**, account executive, WUBE-AM-FM Cincinnati, Ohio, joins in same capacity.

## RADIO



Gehron

**Andy Denemark**, director, programming, Westwood One Radio Networks and the Source, Culver City, Calif., joins United Stations Radio Networks, New York, as VP, programming.

Appointments at American Radio Systems, Boston: **John Maguire**, station manager, WHDH(AM) Boston, named VP/GM; **John Gehron**, VP/GM, WNUA-FM Chicago, joins as co-COO.

**William Fowler**, GM, WHTQ(FM) Orlando, Fla., joins WLKF(AM)-WEZY(FM) Lakeland, Fla., in same capacity.

Appointments at Katz & Powell Radio, New York, Chicago, Dallas and Los Angeles: **Melissa Halmos**, account executive, New York, named northeast sales manager; **Edward Enright**, media buyer, BBD&O, Chicago, joins Katz & Powell there as account executive; **Ginny Duncan**, promotional coordinator, Interep Radio Store, Dallas, joins Katz & Powell there as regional executive; **Chad Knowles**, president, Harris & Knowles Media, Los Angeles, joins Katz & Powell there as account executive.

**Bill Hillgrove**, sports anchor, WTAE-TV Pittsburgh, named play-by-play announcer, WTAE(AM)-WVTY(FM) there.

**Randy Gorbman**, program director/morning news anchor, WPTR(AM) Albany, N.Y., joins WHAM(AM) Rochester, N.Y., as news director.

## CABLE

Appointments at E! Entertainment Television, Los Angeles: **Tom Gowan**, VP/director, marketing, Children's Broadcasting Corporation, Minneapolis, joins as VP, promotions; **Chico White**, traffic manager, KCBS-TV Los Angeles, joins as director, traffic; **Laurie Dugan**, account manager, *Los Angeles Times*, joins as director, marketing.

**F. Kenneth Wolfe**, senior VP, marketing, advertising, New Hampton, N.Y., joins Home Shopping Network, St. Petersburg, Fla., as senior VP, marketing.

Appointments at Liberty Sports, Irving, Tex.: **Joe King**, senior VP, operations, named executive VP; **Dave Almstead**, VP/GM, Sunshine Network, Orlando, Fla., joins as group VP.

**Ray Giacopelli**, manager, research, USA Networks, New York, named director, research, Sci-Fi Channel, there.

**Anne Lieberman**, VP, marketing, Philips Interactive Media, Los Ange-



les, joins Jones Education Networks, Englewood, Colo., as VP, marketing, communications; **Andrienne Thiele**, director, networks, media development, Jones International Ltd., Englewood, Colo., named VP, promotional media, Jones Education Network and Jones Interactive, there.

**Elizabeth Doree**, supervisor, inventory planning, Warner Bros. pay TV cable and network features, New York, named manager, programing inventory.

Appointments at Nickelodeon/Nick at Nite, New York: **Elizabeth Noyer**, director, news information, ABC News, New York, joins as senior VP, communications; **Marva Smalls**, VP, network relations, named VP, public affairs, administration; **Scott Fishman**, executive in charge of production, named VP, production services; **Andy Bamberger**, VP, production, Nickelodeon Studios, named executive producer, Nickelodeon development; **Laura Hunter**, director, operations, Nickelodeon, United Kingdom, named director, program planning; **Karen Simpson**, art director, the *Globe and Mail*, Toronto, joins as art director, ACME off-air group, consumer marketing, Nickelodeon; **Linda Schupack** named associate creative director, Nickelodeon Entertainment Products.

**Christopher Brady**, account executive, network sales, Fox Broadcasting, Chicago, named director, central advertising sales, fX, there.

**Eric Cunningham**, manager, communications, Toronto Dominion Bank, New York, joins Bresnan Communications Co., White Plains, N.Y., as director, finance.

**Jim Bohannon**, host, *Jim Bohannon Show*, Mutual Radio, Arlington, Va., assumes additional responsibilities as humor commentator, Americana Television Network, Branson, Mo.

## ADVERTISING

Appointments at MEDIACENTER, New York and Washington: **Barbara Zeiger**, executive VP, Al Masini Productions, New York, joins there as account manager; **Lynn McIntyre**, marketing manager, Television Bureau of Advertising, New York, joins in Washington as account manager.

**William Whitehead**, chairman,

Backer Spielvogel Bates Canada, assumes additional responsibilities as executive VP/executive director, worldwide client services, BSB Worldwide, New York.

**Brenda Seidner**, category marketing associate, Readers Digest, New York, joins Television Bureau of Advertising there as director, retail marketing research.

**Amy Fenster**, former associate producer, KSDK-TV St. Louis, joins DDC Advertising & Public Relations Inc. there as marketing director.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Doug Potter**, associate creative director, Adworks Inc., Washington, joins as VP/creative director; **Kipp Monroe**, senior VP/group creative director, Backer Spielvogel Bates, New York, joins as VP/creative director.

## TECHNOLOGY

**Michael Ozburn**, director, North America marketing, MCI, Washington, joins General Instrument there as director, industry affairs.

**Jim McGrath**, director, A.F. Associates, Northvale, N.J., named VP, engineering.

**Dianne Falciola**, manager, international sales, Audio Plus Video International Inc., Northvale, N.J., named director, sales.

## INTERNATIONAL

**Alan Boyd**, senior VP, light entertainment, Grundy Worldwide, London, named chief executive, Reg Grundy Ltd., and chairman, Grundy

Worldwide Program Development Group, there.

**Bill Roedy**, managing director, MTV Europe, London, named president, MTV Networks Europe, there.

**Lisa Gregorian**, director, international research and pre-sale marketing, Warner Bros. International Television Distribution, Burbank, Calif., named VP, international marketing, research.

Appointments at APTV, London: **Daryl Staehle**, director, sales, broadcast division, Associated Press, Washington, named international director, sales, customer relations; **Tony Donovan**, senior manager, editorial operations, Reuters Television, London, joins as director, technical resources, communications; **Nigel Hancock**, VP, Europe, UPI, London, joins as international news editor.

## DEATHS

**Shirley Kennedy**, 66, head librarian of the Academy of Television Arts & Sciences library, North Hollywood, died May 9 at St. Joseph's Hospital, Burbank, following a stroke on April 27. Kennedy served as ATAS head librarian from the time the library was formed in 1987. She joined the Hollywood chapter of the National Academy of Television Arts & Sciences in 1976 as a member of the organization's awards staff. When the two academies split in 1977, she became a member of the ATAS awards staff, remaining there until she left to take over the new library. She is survived by her sister, Janice Whitcomb.

—Compiled by Marsha L. Bell

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BROADCASTING • CABLE  
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At deadline Friday, the FCC approved a controversial settlement between Infinity Broadcasting and a Washington minority group, clearing the way for Infinity's purchase of WPGC-AM-FM Washington for \$60 million. The agency also hit Infinity with a \$200,000 fine for another allegedly indecent broadcast by Howard Stern, the group's syndicated radio talk show personality. Indecency fines against Stern now total \$1.9 million. The African American Business Association had opposed Infinity's purchase of the AM-FM combo, charging Stern's broadcasts were repeatedly racist. The group agreed to drop its opposition in exchange for Infinity's promise to cover its legal expenses, to contribute \$750,000 to train minority businesses to advertise on radio and to provide discounted spots for minorities on WPGC-AM-FM.

Showtime Networks' subscribers total 12.2 million, compared with 10.9 million a year ago, according to parent Viacom, which last week released its first-quarter financial statement. Showtime Networks' revenue and operating profit rose 4%, to \$141.3 million, and \$11.3 million, respectively. MTV Networks reported a 21% increase in operating income, to \$55.2 million, on a 30% jump in revenue, to \$173.7 million. Lower revenue from *The Cosby Show* caused the entertainment division operating profit to plunge 85%, to \$1.9 million, on a 22% revenue slide, to \$64.5 million. TV station profit jumped 62%, to \$4.2 million, on a 10% gain in revenue. Radio profit jumped 58%, to \$5.5 million, on a 12% revenue increase, to \$20.8 million.

**FCC Chairman Reed Hundt told a House subcommittee on minority business that his agency hoped to create enhanced opportuni-**

## City may put WNYC-FM up for sale

To help ease New York City's latest financial crunch, Mayor Rudolph Giuliani is proposing the sale of municipally owned noncommercial WNYC-FM.

The proposal was included in the mayor's budget for fiscal 1995, which begins July 1. The affiliated AM and TV stations are not for sale but eventually may be sold, says Robert Buccini, project manager for the city's Economic Development Corp.

The mayor's office is optimistic that the station will sell for \$40 million-\$60 million. Radio brokers are more conservative: Tom Gammon of Americom, Gary Stevens and Glenn Serafin each estimate that the station will bring \$35 million-\$40 million. The money raised from the sale will go into the city's general fund, according to Public Affairs Vice President Catie Marshall.

When an investment banker is retained, the search for buyers will begin, Buccini says. But the city won't have to look far. Although the station is operated as a noncommercial outlet, it is licensed to a commercial frequency, 93.9 mhz. And since FMs in New York rarely come up for sale, there should be no shortage of bidders. Some speculate that whatever groups remain from the sale of Summit's WRKS-FM New York will line up to buy WNYC-FM.

—JAZ

**ties for minority businesses** as the PCS spectrum is auctioned off later this year. "For each service subject to competitive bidding, we should separately attempt to create truly meaningful opportunities for minorities and women to participate both in auctions and in the provisions of service," Hundt said in a prepared statement.

**Cox Enterprises is holding talks with the BBC on bringing a BBC satellite channel into the U.S.** The joint venture, according to London press reports, could bring a BBC news and entertainment channel into Cox's franchises with access to 1.8 million homes—the first major entry of a UK service into the U.S. market. The news follows the BBC's recent announcement of a global strategic alliance with UK media conglomerate Pearson that will see the launch of news and entertainment channels in Europe this fall. Cox and the BBC are already co-owners of Thames Television and British cable/satellite channel UK Gold.

**Evening Shade executive producers Harry and Linda Thomson and star Burt Reynolds are considering legal action against MTM** following the syndicator's sale of the show to The Family Channel. In addition to starring in the show, Reynolds holds a 25% participation in the show's backend, a participation whose value was greatly reduced when MTM reversed its decision to syndicate the show and instead sold it to The Family Channel, which is owned by MTM parent International Family Entertainment.

**Senator Bob Graham (D-Fla.) introduced a bill last week to prohibit government agencies from advertising on violent TV shows.** The bill would direct the National Telecommunications and Information Administration to come up with a list of violent programs on broadcast and cable TV during which federal agencies would be barred from advertising. According to Graham, the Postal Service, military and Amtrak spent more than \$110 million

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on TV advertising in 1992. A study conducted by the bill's co-sponsor, Byron Dorgan (D-N.D.), found that the Army is one of the "top 20 sponsors of prime time violence."

**Lawrence, Mass., in the Boston market, was the hot spot for station trading last week.**

American Radio Systems rounded out its share of the Boston market, adding Curt Gowdy's WCGY(FM) to its WBMX-FM, WRKO(AM) and WHDH(AM) there, for \$12.5 million.

**MTM Worldwide Distribution has OK'd teenage sitcom *Boogies Diner* for a fall syndication launch.**

The show has 68% national clearance with nine of the top 10 markets sold. Twenty-six half-hours have been completed. The weekly barter series is being offered on a 3-minute national/3-1/2-minute local split.

**A *Current Affair* anchor Maureen O'Boyle will leave the syndicated news magazine show at the end of the May sweeps** and will be replaced by Jim Ryan, co-host of Fox O&O WNYW(TV) New York's *Good Day, New York* morning news program. No reason was given for the switch.

**House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) will hold an FCC authorization hearing** for fiscal 1995-96 on Wednesday (May 25). There is a chance that the agency's newest commissioners, Rachelle Chong and Susan Ness, will be there with Chairman Reed Hundt and commissioners Jim Quello and Andrew Barrett.

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending May 8. Numbers represent aggregate rating average/stations/% coverage.)	
1. Wheel of Fortune	13.5/228/99
2. Star Trek: Next Generation	11.4/247/99
3. Jeopardy!	11.2/219/99
4. Oprah Winfrey Show	9.1/237/99
5. Star Trek: DS9	8.3/230/98
6. Roseanne	7.8/184/97
7. Entertainment Tonight	7.4/185/96
8. Action Pack Network	7.2/164/95
9. Baywatch	6.8/206/97
9. Inside Edition	6.8/171/95
11. Wheel of Fortune-wknd	6.5/186/85
12. Hard Copy	6.5/167/93
13. A Current Affair	6.2/184/96
14. Nat'l Geog. Presents	6.0/167/96
15. Married...With Children	5.9/185/95

WASHINGTON

**Haves and have-nots?**

This week, the Center for Media Education will make public a study that it says shows telephone companies are targeting high-income areas for their advanced telecommunications networks and abandoning poor inner-city neighborhoods. Allegations that telcos are discriminating against the poor could prove troublesome for video dialtone applicants. A hallmark of the telecommunications legislation pending in Congress is the mandate that new technology should not create so-called information haves and have-nots.

BALTIMORE

**WBAL may syndicate *Line***

WBAL-TV Baltimore is considering launching its popular weekly hour talk show, *The Bottom Line*, in syndication beginning in January 1995. According to Emerson Coleman, director of broadcast operations for WBAL-TV, several syndicators have approached the station about distributing the program, which is hosted by Kweisi Mfume, a U.S. representative and chairman of the Congressional Black Caucus. The show was launched in January 1993 and airs Sundays at 11 a.m.

NEW YORK

**Galavision gears up**

Galavision is accelerating its plans to introduce new Hispanic cable networks to the U.S. market. The company plans to introduce four networks in third quarter 1994, including the previously announced Telehit music video network; Ritsomon, a second, younger-skewing music video network; Telenovela, a novela channel that will compete with the existing Gems cable network, and an all-news channel from Mexico-based international news service ECO.

NEW YORK

**Shopping postponed**

Plans to bring home shopping shows to MTV Networks have been pushed back to late summer/early fall. MTV Networks and partner Fingerhut Companies originally had

targeted a spring launch for the shows on MTV, VH-1 and Nick at Nite, but decided to delay the launch to plan for a major promotional push.

NEW YORK

**Helping hand**

NBC News got some help from a poor-testing drama in getting *Date-line II* onto the starting prime time lineup (Fridays, 9 p.m.) next fall, sources at the network said. Originally, *Date-line II* was to be tested in prime time this summer, with those results evaluated before the show was given a prime time commitment, probably in midseason. The entertainment division had hoped to start the season with a new drama in the Friday 9 p.m. slot, leading into the returning *Homicide* at 10 p.m. But the new show, *Golden Gate*, from Warner Bros., apparently did not test well with viewers and *Date-line II* got the early nod.

NEW YORK

**Hispanic hold**

The joint-venture Spanish-language news service from Telemundo and Reuters has been delayed until fall. The partners, who announced the project at NATPE in January, had targeted a second-quarter launch, which sources now say was "too optimistic." Contributing to the delay is Telemundo's reorganization proceeding in New York. A hearing on the reorganization plan is set for July 20. Meanwhile, construction plans and staff hirings for the new service are proceeding on the assumption that the plan and venture will get a go-ahead.

LAS VEGAS

**Doubling in Vegas**

Radio group head Terry Robinson says he is looking to double up in Las Vegas, where he recently purchased KMTW(AM)-KKLZ(FM). Industry insiders speculate that may be accomplished through a merger with Dex Allen's Commonwealth Broadcasting, a three-station group with an FM in the market. Although Robinson says he is talking to everyone, Allen flatly denies a merger.



## The cable charter, 1994

The cable industry goes into its 1994 convention somewhere between a rock, a hard place and nirvana. Its prospects have never been higher and its threats rarely greater. To paraphrase Dickens: "It is the best of times; it is the worst of times."

On the best side:

Cable, reaching 95% of the country with the finest television service yet devised by man, has an enormous head start on the competition to build the information super-highway.

On the worst side:

It has been handicapped by government with regulatory hobbles that defy comprehension, from access provisions that turn over its programming to the competition to rate regulation that restricts fiscal capacity at a time it's needed most.

On the best side:

It will doubtless be admitted to competition in the telephone business, putting all that plant to use in new directions that will revolutionize the voice and data elements of the superhighway. The new Time Warner initiative in Rochester (see page 10) will be a real-world demonstration of that capability.

On the worst side:

As part of the quid pro quo, it will have to compete with the telephone industry for the country's video business. (Bell Atlantic's Stargazer experiment in Virginia is just the tip of that iceberg, as evidenced by the telephone company's decision last week to begin building two-way video networks in five cities.) Eventually, it will be a contest between a \$96 billion Goliath and a \$20 billion David. That one's too early to call, regardless of the historical precedent.

The way it's going, everyone is going to be in everyone

else's business—and face—from now on. No single entity or sets of entities will have market dominance. If we can just get the government out of it—except to turn everybody loose—the marketplace will have its day.

## Out of sight

The North Carolina State Supreme Court will not allow Phil Donahue to broadcast the June 15 execution of David Lawson. Lawson said he wanted his death videotaped to draw attention to severe depression, which he says is a long-standing illness that went undiagnosed until his imprisonment.

We disagree with the court's decision. It's not that we want to see executions routinely televised. (We agree with RTNDA President David Bartlett's assessment that such power should be used "sparingly, if at all.") And we concede that such a broadcast would draw its share of rubberneckers. But by the same token, we don't think the American people should be prevented from seeing what capital punishment means—up close and personal, so to speak.

We heard a radio report last week about the execution of a convicted murderer on Maryland's death row. According to the report, the inmate's death took "only" nine minutes. Sitting through those nine minutes as they roll by on video might put a whole new perspective on that "only." But whether allowing viewers to bear true witness would make the death penalty less popular, or perhaps more so, is a question that remains sadly unanswered.

As it demonstrated with the coverage of Vietnam, TV is at its most powerful when it puts a human face on a statistic. Perhaps we should ask why that power frightens the courts when applied to the death penalty.

We thought it was the condemned who wore the hood, not the witnesses.

Lawrence B. Taishoff, chairman  
Peggy Conlon, publisher

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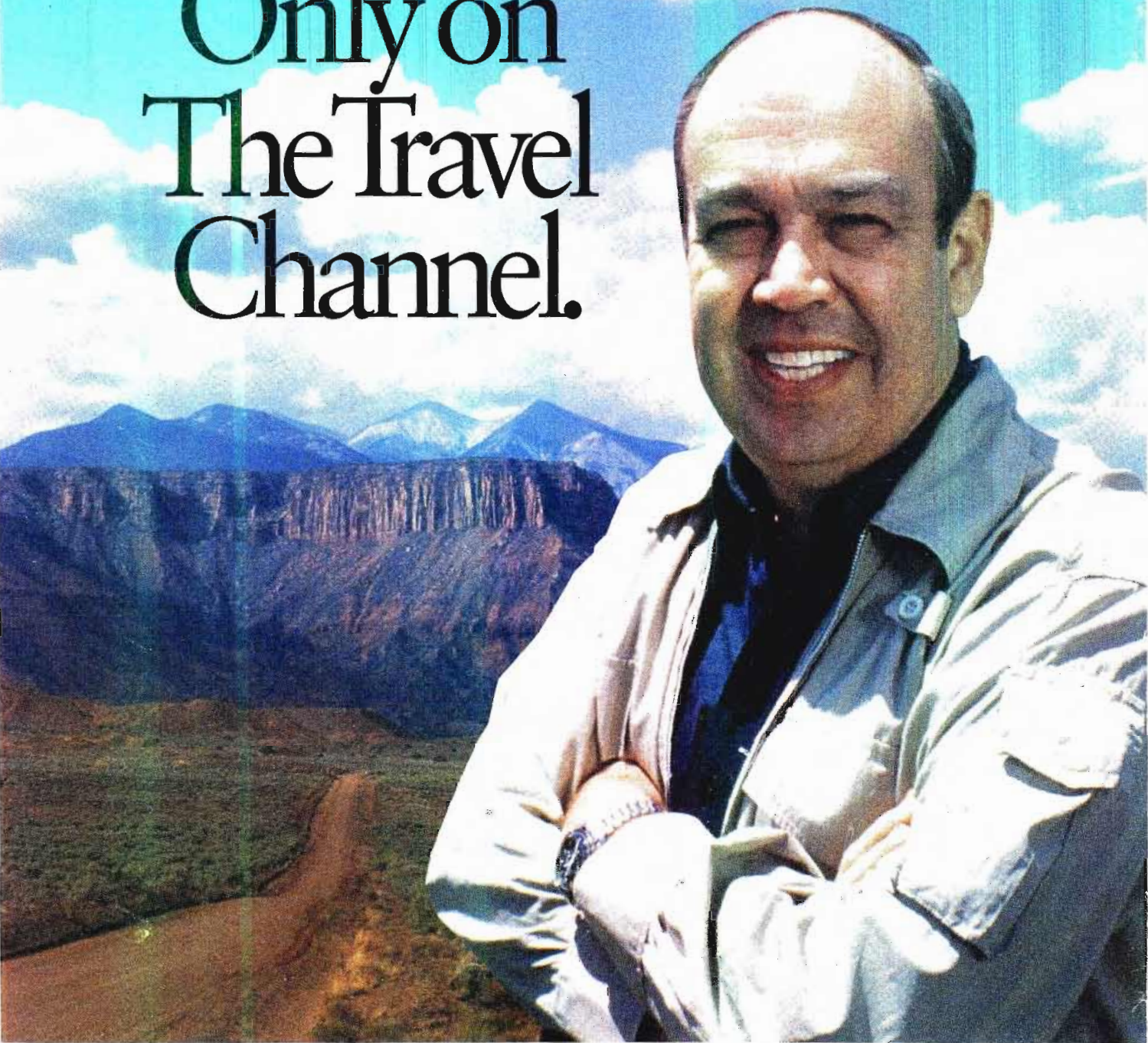
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