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**SPECIAL REPORT**

## The Really Tight Market in Reality

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The TV Networks  
Get Ready for Fall

**Cable Dereg's Win-Win**  
in the House

**Busy as Bees on the Hill**

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**Telemedia  
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# Counterprogramming in the air for fall

ABC, NBC plan changes for every night but Friday; UPN remakes schedule with dramas

By Steve Coe

**A**BC and NBC unveiled their fall schedules last week, with the former slotting three dramas on Thursday night to combat NBC's sitcom and *ER* strength, and the latter scheduling two dramas and *Dateline* on Wednesday to counterprogram ABC's sitcoms.

Overall, ABC will add 5 1/2 hours of new programming (five comedies and three hour dramas), and NBC four hours (six comedies and an hour drama) to the fall programming lineup.

With ABC and NBC expected to wage a close battle for demos and households next season, nearly all the scheduling moves by the two



Networks add heavy-hitter hopefuls (l to r): UPN's 'Nowhere Man'; ABC's 'Murder One,' and NBC's 'Caroline in the City.'

appear designed to combat the other.

On Monday night, after a failed attempt to slot comedies in the 8-9 *Monday Night Football* lead-in spot, ABC is returning *The Marshal*. Ted Harbert, president, ABC Entertainment, said the inability to find a companion to

Harbert also said that returning *Coach* to 9:30 will make it difficult for NBC's new comedy to "get off the ground." The network's only new series of the night, comedy *Hudson Street*, will air in the hammock slot of 8:30.

NBC also adds a new comedy to its Tuesday lineup with *The Pursuit of Happiness* occupying the 9:30-10 p.m. *Frasier* lead-out slot. The comedy is from David Casey, Peter Angel and David Lee, the production team responsible for *Frasier* and *Wings*.

Littlefield called the network's attempt this past season to make Tuesday another night of "Must See TV" mission accomplished. "We went from [Tuesday being] the second-lowest-rated night of the week to the second-highest."

With the additions on Tuesday, "we're in a position to challenge ABC for the night," he said. And with ABC moving *Grace Under Fire* out of the 8:30 period and NBC slotting spring success *NewsRadio* at that time, "8:30 is up for grabs."

In moving *seaQuest DSV* from Sunday night to Wednesday at 8, "now is the time for NBC to attack," Littlefield said. ABC is using *Ellen* and *Grace Under Fire* as tent poles on the night and is adding *The Drew Carey Show* at 8:30 and *Wilde Again* at 9:30, leading into *PrimeTime Live*.

To combat NBC's hit Thursday night comedy lineup at 8-10 and megahit *ER*, Harbert said ABC is using "its best drama development in years." NBC, not standing pat on its most successful night, is moving

**Continues on page 14**

How the '95-'96 season is shaping up			
New show	abc	NBC	UPN
New time			
MONDAY	8:00	<i>The Marshal</i>	<i>The Fresh Prince of Bel-Air</i>
	8:30		<i>In the House</i>
	9:00		<i>Star Trek: Voyager</i>
	9:30	<i>Monday Night Football</i>	<i>NBC Monday Night at the Movies</i>
	10:00		<i>Nowhere Man</i>
TUESDAY	8:00	<i>Roseanne</i>	<i>Wings</i>
	8:30	<i>Hudson Street</i>	<i>NewsRadio</i>
	9:00	<i>Home Improvement</i>	<i>Frasier</i>
	9:30	<i>Coach</i>	<i>The Pursuit of Happiness</i>
	10:00	<i>NYPD Blue</i>	<i>Dateline NBC</i>
WEDNESDAY	8:00	<i>Ellen</i>	<i>seaQuest DSV</i>
	8:30	<i>The Drew Carey Show</i>	
	9:00	<i>Grace Under Fire</i>	<i>Dateline NBC</i>
	9:30	<i>Wilde Again</i>	
	10:00	<i>PrimeTime Live</i>	<i>Law &amp; Order</i>
THURSDAY	8:00	<i>Charlie Grace</i>	<i>Friends</i>
	8:30		<i>Single Guy</i>
	9:00	<i>The Monroes</i>	<i>Seinfeld</i>
	9:30		<i>Caroline in the City</i>
	10:00	<i>Murder One</i>	<i>ER</i>
FRIDAY	8:00	<i>Family Matters</i>	<i>Unsolved Mysteries</i>
	8:30	<i>Boy Meets World</i>	
	9:00	<i>Step by Step</i>	<i>Dateline NBC</i>
	9:30	<i>Hangin' with Mr. Cooper</i>	
	10:00	<i>20/20</i>	<i>Homicide: Life on the Street</i>
SATURDAY	8:00	<i>Maybe This Time</i>	<i>Jag</i>
	8:30	<i>Somewhere in America</i>	
	9:00		<i>The John Larroquette Show</i>
	9:30	<i>The ABC Family Movie</i>	<i>The Home Court</i>
	10:00		<i>Sisters</i>
SUNDAY	7:00	<i>America's Funniest Videos</i>	<i>Brotherly Love</i>
	7:30		<i>Minor Adjustments</i>
	8:00	<i>Lois &amp; Clark: The New Adventures of Superman</i>	<i>Mad About You</i>
	8:30		<i>Hope &amp; Gloria</i>
	9:00	<i>The ABC Sunday Night Movie</i>	<i>NBC Sunday Night at the Movies</i>

at 8:30-9.

In only two airings, *In the House* is number two among children and teenagers, "which bodes well for its future," said Warren Littlefield, president, NBC Entertainment.

Despite protestations from its star and executive producer, ABC is moving *Roseanne* to 8 on Tuesday nights. Harbert predicted that the show will "bring back millions of viewers who weren't watching *Full House* in its final season."

*Coach* will return to its post-*Home Improvement* 9:30 time slot of two seasons ago, and *NYPD Blue* will return at 10-11.

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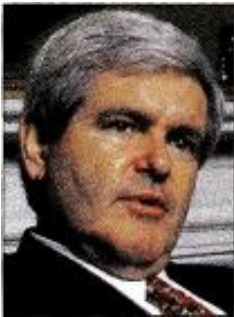
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# Telcom bill advances in House

*By a 24-5 vote, the House Telecommunications Subcommittee last week reported out legislation that would deregulate cable rates, ease cable entry into telephony and permit foreigners to buy TV and radio sta-*

*tions in the U.S. But big partisan battles over cable rates, broadcast ownership limits and other controversial issues were put off until the parent Commerce Committee takes up the bill this week.*

## Gingrich serious on FCC phase-out



House Speaker Newt Gingrich (R-Ga.), who projected an activist approach to telecommunications deregulation in an exclusive interview last March ("The Great Liberator for Cybercom," March 20), compounded the issue last Friday when he told B&C's Kim McAvoy that he would like to see a "more deregulatory" telecommunications-reform bill than that adopted last week by the House Telecommunications Subcommittee. Indeed, challenged as to what "more" meant, Gingrich said he wants to see more deregulation because he would like to "phase

out the FCC in three to five years at the most." Oversight of the emerging information superhighway could be handled by "private negotiation," the speaker said. The way he sees it: "There's a huge automobile industry out there, but there's no Department of Automobiles."

## Cable dereg faces Democratic hurdles

**H**ouse telcom-reform legislation emerged from the Telecommunication Subcommittee with its cable rate deregulation provision intact, but Democrats pledged to try to water it down when it reaches the Commerce Committee this week.

John Dingell (Mich.), the ranking Democrat on the parent Commerce Committee, voted for the House telcom-reform bill, but he made it clear that the cable provision goes too far in freeing cable operators from rate regulation.

The bill (H.R. 1555) would abolish rate regulation of expanded basic tiers for small systems upon enactment and for other systems about 15 months later.

Ed Markey (Mass.), the ranking Democrat on the subcommittee, is leading the effort to roll back the proposed rate deregulation. Markey and three other Democrats voted against the bill.

Markey, with Dingell's backing,

offered an amendment during the subcommittee's vote. It would have eliminated all rate regulation of cable systems (basic and upper tiers) once a common carrier in the same market had "established the channel capacity of a video platform or [had] been authorized by a franchise agreement to provide comparable video programming." Markey's amendment also would have narrowed the definition of a small cable system eligible for immediate rate relief.

"This side is committed to see cable rate deregulation free of government micromanagement," said Republican Dan Schaefer of Colorado, who is the author of the cable rate deregulation provisions in the telcom bill.

However, Schaefer suggested that he and Markey will continue to work toward some "type of neutral solution." Markey asked if his amendment could be the basis for their discussion, and Schaefer agreed.

Markey and Schaefer are expected to try to reach some accommodation before the Commerce markup. If they can't find common ground, Markey is expected to go ahead and

offer his amendment, despite the slim chance of it's being adopted.

Also, several members signaled their desire to offer must-carry amendments to the bill when the parent Commerce Committee takes it up this week. Cliff Stearns (R-Fla.) promised to seek language granting home shopping stations must-carry status. And Ron Klink (D-Pa.) has an amendment to give low-power TV stations must-carry status.

Although encouraged by the progress of the rate provision, cable lobbyists complained about a pole attachment amendment that was added. It could triple pole attachment rates for cable systems, they said.

Telecommunications lobbyists still give telcom legislation only a 50-50 chance. Far from resolved is the debate over Bell operating company entry into the long-distance telephone market. —KM

## Showdown on broadcast dereg?

**H**ouse Commerce Committee Democrats and Republicans are headed for a showdown this week over broadcast deregulation legislation unless some compromise can be reached.

Republican proponents of the stand-alone measure had expected to attach it to the omnibus telcom-reform bill (H.R. 1555) adopted by the Telecommunications subcommittee.

But hoping to reach compromise with Democratic opponents, the Republicans agreed to punt action until this week, when the parent Commerce Committee is scheduled to vote on H.R. 1555.

Democrats are disturbed by the provisions abolishing all crossownership limits, including network/cable, broad-

cast/cable and newspaper/cable.

"We're concerned that a telco's cable affiliate could purchase a TV network, two TV stations, a newspaper, radio stations and a competing cable company all in the same market," said John Dingell (Mich.), the ranking Democrat on the House Commerce Committee.

The administration also opposes wholesale repeal of the crossownership restrictions. "It would reduce the diversity of news and information available to the American public and threaten our traditional commitment to diversity and localism in the media," said the White House in a position paper.

The measure also would relax national and local ownership restrictions on TV and eliminate all ownership rules for radio.

But those aspects of the measure appear less controversial. Indeed, Dingell indicated that he could accept some relaxation of the national ownership rules. "Many provisions would have support on this side," Dingell said last week at a House Telecommunications Subcommittee markup on telecommunications-reform legislation, H.R. 1555. There's also a chance Dingell may sign off on provisions that would permit duopoly combinations of UHF-UHF and VHF-UHF.

Also, sources say, Dingell can live with provisions that would expand the national coverage cap on TV ownership from 25% to 35% of TV homes immediately and 50% after one year. However, there is a chance he will want some type of national cap for radio, they say.

Sources say Dingell and House Commerce Committee Chairman Tom Bliley (R-Va.) were working late last week to find common ground. Some Hill insiders think Democrats may sign off on a proposal to lift the crossownership restrictions in large markets only. There is also a possibility that the two sides will agree on language mandating that a certain number of "voices" be heard in a community.

The telcom-reform bill, which passed the Telecommunications Subcommittee last week, contains important broadcaster provisions. It would grant TV stations a second channel for digital TV and streamline the broadcast license renewal process. —KM

## House panel OKs foreign ownership

The House Telecommunications Subcommittee attached a measure to its telcom-reform package that would lift restrictions on foreign ownership of broadcast properties.

The amendment, offered by Mike Oxley (R-Ohio), passed 19-9 over the objections of many subcommittee Democrats.

Current law limits foreign investment in TV and radio stations to 25%. Democrats feel that restriction should be maintained.

Democrats are expected to bring up the matter this week when the bill comes before the full Commerce Committee this week. If they fail to



Mike Oxley may offer a reciprocity clause.

defeat the provision, Democrats with the backing of some Republicans will try to add a reciprocity clause. Under it, only companies in countries that allow U.S. ownership of broadcast properties would be permitted to own broadcast properties in the U.S.

Indeed, sources say that Oxley may add a reciprocity clause himself, recognizing the bi-

partisan support for it.

A stern warning on the issue came from Democrat John Dingell (Mich.): the public will react with "outrage." And it's an issue that he thinks will be embraced by many radio talk show hosts: "They'll tell people that the House Commerce Committee is getting ready to sell the networks and local stations to foreigners." —KM

## Hill watch

**Chris Cox (R-Calif.) may be a newcomer to the House Telecommunications Subcommittee, but that didn't keep him from making his presence known at the markup of the telcom-reform bill last week.** Cox ruffled some feathers by offering a controversial universal service amendment, despite opposition from Subcommittee Chairman Jack Fields (R-Tex.). Although Cox withdrew the amendment, he is expected to push for it again in the Commerce Committee markup. He also wants to amend the legislation to give the FCC authority to auction broadcast spectrum returned after TV stations make the transition to digital.

**House Republicans still aren't on the same page when it comes to permitting the regional Bell operating companies into long-distance telephony.** The Judiciary Committee last week approved a bill giving the Justice Department a role in determining when the RBOCs may enter the long-distance telephone business. But the telcom-reform bill adopted by the House Telecommunications Subcommittee last week cuts Justice out of the process. Many lobbyists think the debate over long-distance is the issue most likely to sink the telcom-reform initiative.

**House Telecommunications Subcommittee members aren't going to ignore online pornography.** Among the amendments attached to the House telcom-reform bill last week was one that would authorize the Justice Department to study the issue. Ron Klink (D-Pa.) offered the amendment.

**The Congressional Budget Office says implementation of Senate telecommunications-reform legislation (S. 652) would cost the FCC an additional \$62 million over a five-year period.** CBO also says that additional costs of implementing the bill would be offset by \$20 million over the same period as a result of "reductions in its regulatory workload that would occur because of changes in the telecommunications market resulting from S. 652." The CBO report also says it does not expect that the FCC will collect "significant" income in fees it could charge broadcasters that want to use spectrum for nonbroadcast services. —KM

# Time Warner selling 15 cable systems

By James A. McConville

In its latest move to reduce corporate debt and quell shareholders' complaints about its stock price, Time Warner last week announced that it is selling 15 cable systems to seven operators for more than \$260 million.

The telecommunications giant also disclosed preliminary plans for developing its own high-speed online computer service that would be transmitted over Time Warner's remaining cable systems, which are expected to have 11.5 million subscribers by the end of the year.

Time Warner Chairman/CEO Gerald Levin, speaking last Thursday at Time Warner's annual shareholders meeting in New York, said the systems sale puts Time Warner at the \$1.3 billion mark in its plan to reduce \$2 billion-\$3 billion of the company's \$15 billion debt by the end of the year.

The sold cable systems, serving approximately 14,000 customers in small towns in six different states, are among Time Warner's smaller non-clustered systems.

Intermedia Partners, affiliated with Tele-Communications Inc., purchased the largest system, in Kingsport, Tenn. (31,100 subscribers). The other buyers are TCA Cable TV, TCA Partnership, Classic Cable, York Cable TV, Lenfest Communications and Raystay.

The sales will give Time Warner \$263.7 million. Prices of individual deals were not disclosed.

Joseph Collins, chairman/chief executive officer, Time Warner Cable, said the sales fit into the company's mission to refine its clustered cable operations. The company will continue combining its Advance/Newhouse, Summit, KBLCOM and Cablevision Industries operations to set the stage for launching telephony, computer and interactive services, Collins said.

The yet-to-be-named service would deliver a variety of interactive news, business, sports and entertainment from Time Inc.'s stable of magazines, books and music, including *Time*, *Sports Illustrated* and *Money*

magazines. Subscribers also will be able to use Time Warner's existing Pathfinder online service, as well as have access to the rest of the World Wide Web and other online services.

A Time Warner spokesman declined to give the timetable for the service rollout, but said the first test likely would begin later this year.

Levin dismissed as rumors reports that Seagram found a buyer for its approximately 15% stake in Time Warner. Several New York papers had reported that Seagram planned to sell its stock to billionaire financier Ron Perelman, who controls Revlon and New World Communications. ■

## FCC moves on rate hikes for upgrades

By Christopher S. Stern

After a 15-month delay, the FCC's Cable Services Bureau is developing a plan to allow operators to raise their regulated rates if they make "significant" improvement to their cable plant, FCC sources say.

The decision comes in the wake of the National Cable Television Association convention, during which four FCC commissioners said the agency should follow up on its February 1994 promise to provide a streamlined way for operators to recover the cost of some capital improvements.

FCC Chairman Reed Hundt has opposed additional incentives, saying the industry already has the ability to recover the cost of upgrading its plant

through the FCC's going-forward rules. Those rules allow operators limited rate increases for adding channels to their extended basic tiers.

Cable claims the capital incentives are necessary if the industry is going to provide the advanced video networks that will make the information superhighway a reality. They also claim that Wall Street wants to see some capital upgrade incentive in place before committing more money to the industry.

The proposal limits any rate increase to improvements that benefit regulated services. Once the bureau finishes its recommendations, the commissioners likely will debate whether those regulated subscribers are adequately protected. ■

### Justice asks court to uphold telco/cable ban

The Justice Department, on behalf of the FCC, has asked the Supreme Court to uphold the ban on telcos offering video programming in their own markets.

The Justice Department filing came just days after the FCC asserted its authority to grant waivers to the ban. That policy undercuts the telcos' First Amendment arguments, says FCC Deputy General Counsel Christopher Wright, since it allows telco entry into the video business on a case-by-case basis. The telco/cable crossownership ban has been thrown out as unconstitutional by more than a dozen federal judges.

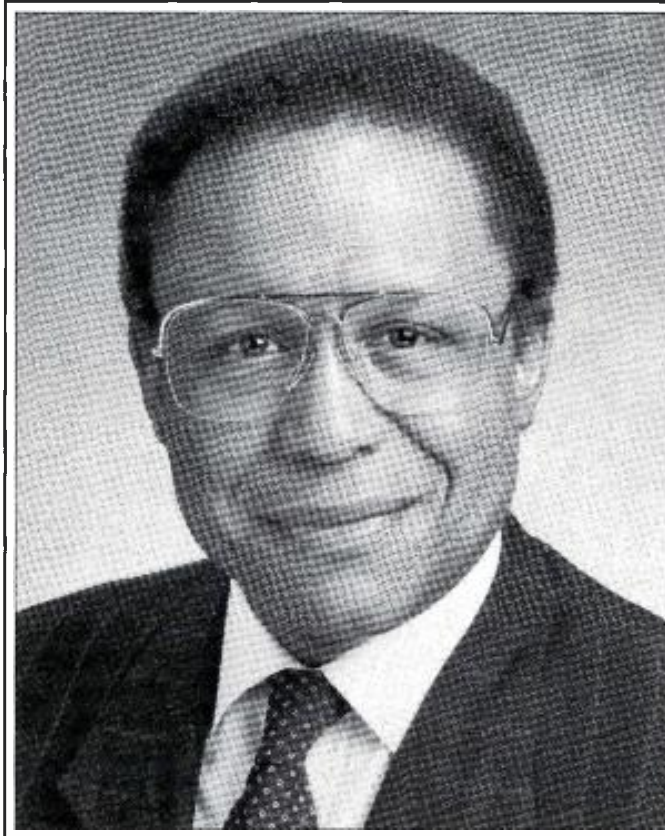
"The FCC is arguing that it has lowered the bar enough to survive the First Amendment argument," says John Seiver, who represents cable clients at Cole, Raywid and Braverman.

Bell Atlantic and other telcos say the waiver is unnecessary, since the crossownership ban has been thrown out by federal courts across the country. Bell Atlantic last week said it welcomed the Supreme Court challenge. "It would resolve this once and for all," Bell Atlantic spokesman Eric Rabe said.

The National Cable Television Association also has appealed the lower courts' rulings to the Supreme Court. Cable has backed the crossownership ban, claiming that the regional Bell operating companies will use their regular rate payers to subsidize new video programming business. —CSS



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# Bull market for daytime, cable upfront advertising

Strong prime time sales expected to break after Memorial Day

By Steve McClellan

The broadcast network daytime and cable upfront ad markets broke last week, and sources reported strong demand and double-digit price increases for both markets. Advertisers have budgeted more than \$1.2 billion for network daytime and about \$1.5 billion for cable.

Sources say the broadcast network prime time upfront may begin right after Memorial Day (May 29), amid predictions it may reach a record \$5

billion, surpassing last year's record \$4.4 billion.

In daytime, demand significantly exceeded supply. "My understanding is the ABC [daytime] salespeople never went home Wednesday night," says New York-based media buyer Paul Schulman. Schulman and others estimate that advertisers budgeted more than \$1.2 billion for upfront spending, a 30% boost from last year's \$930 million total.

Ironically, network daytime view-

ing has taken a pounding this year, in large part due to coverage of the O.J. Simpson trial. CBS is said to have suffered the sharpest decline—down 20% among women 18-49.

But daytime sells well because it is the most efficient network daypart, says Schulman. "Right now in daytime there are more dollars chasing fewer rating points. We have a two-and-a-half-network economy [NBC being the half], when we could use four."

On the cable front, sales are expected to reach \$1.5 billion, or 25% ahead of last year's upfront. Some networks reported last week they were pacing 30% ahead of their projected goals.

Cabletelevision Advertising Bureau President Joe Ostrow says this year's cable upfront was yielding "substantial increases," compared with a year ago. ■

## ABC, NBC, UPN

Continued from page 8

*Friends* to the lead-off slot of 8 and is placing two new comedies in the hammock time periods of 8:30 and 9:30 after moving *Mad About You* and *Hope & Gloria* to Sunday.

ABC's *Charlie Grace* (Warner Bros. Television) stars Mark Harmon as a private investigator and will take on *Friends* at 8 p.m. and *Single Guy* at 8:30. *The Monroes* stars William Devane in a serial drama at 9-10 and gets the thankless task of facing *Seinfeld* and its lead-out *Caroline in the City*. Harbert noted that another serial, Fox's *90210*, built an audience while competing against *Cheers* some years ago.

As for the Herculean prospect of competing against *ER*, Harbert said "we're pulling out the big gun," referring to Steven Bochco's new drama, *Murder One*. "We'll make sure we get this show launched...and force viewers to make a choice," he said.

In addition to the shows on the fall schedule, ABC also listed three projects ordered for midseason, including two from two high-profile suppliers. Comedy *Champs*, starring Timothy Busfield, is the first TV project from the DreamWorks SKG studio. *Buddies*, from Wind Dancer Productions, was supposed to debut on ABC this spring but was pulled to change one of the lead actors. The third mid-season project is *The Faculty*, star-

ring Meredith Baxter.

Both networks kept their Friday schedules intact.

NBC is going after male demographics on Saturday nights with the addition of *JAG* at 8-9. ABC is counterprogramming with two comedies: *Maybe This Time*, starring Marie Osmond and Betty White, and *Some-where in America*, starring comedian Jeff Foxworthy.

NBC will air two sitcoms in the 9-10 hour as the lead-in to *Sisters*. *The John Larroquette Show* moves from its Tuesday night berth of this past sea-

son to lead into *The Home Court*. NBC is moving *Mad About You* and *Hope & Gloria* from Thursdays to anchor a comedy block on Sundays. However, NBC is counting on two new sitcoms to open the night, with *Brotherly Love* starring Joey, Mathew and Andy Lawrence, and *Minor Adjustments* starring comedian Rondell Sheridan, at 7 and 7:30, respectively.

Littlefield said NBC's Sunday 7-9 p.m. block used to "be a black hole. We improved with *seaQuest* and *Earth 2* in demographics, but that wasn't enough." ■

## UPN takes dramatic turn

The United Paramount Network is reworking its lineup, with the exception of franchise player *Star Trek Voyager*. Gone are comedies *Platypus Man* and *Pig Sty* and dramas *The Watcher*, *Marker* and *Legend*. In their place, the network is rolling out a slate made up exclusively of dramas.

UPN also says its third night of programming will be Wednesday, beginning March 1996. In development for that third night are dramas *L.A. Confidential* (Paramount) about a detective (Edward James Olmos) who oversees an elite agency, and *Star Command* (High Command Productions), another sci-fi action adventure. There are two comedies in development for the night: *A Perfect Life* (Universal Television) about a man who loses his job and near-perfect life, and *Family Values* (Touchstone Television) starring Susan Rutan (*L.A. Law*) as a trailer-park resident who manipulates the system.

*Voyager* keeps its 8-9 Monday slot, to be followed at 9-10 by *Nowhere Man* (Touchstone Television), which stars Bruce Greenwood as a photographer trying to uncover the forces behind a conspiracy to erase his identity.

The new Tuesday lineup includes *Deadly Games* at 8-9 and *Live Shot* at 9-10. The former is an action adventure from Viacom (starring Cynthia Gibb and Christopher Lloyd) about a scientist who invents a video game whose characters come to life. *Live Shot* (Rysher) is an ensemble drama set in a TV newsroom, starring David Birney.

—SC



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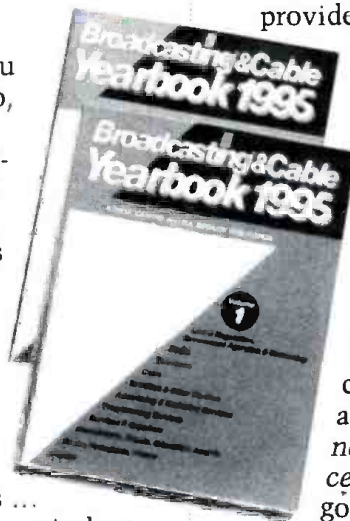
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# Real stories of a crowded genre

Six planned shows have dropped out, but others will expand category into new areas

By David Tobenkin

**T**he sobering reality of reality TV is that the market is close to saturated.

With most established magazine and law-enforcement shows in broadcast syndication continuing to chug along, newcomers are having a tough time breaking in. Several programs unveiled earlier this year have quietly stopped trying.

Nonetheless, the newcomers come, determined to buck the odds and reap the considerable rewards that flow from the rare hit. Group W/CBS's *Day & Date* epitomizes that determination.

The market is strewn with shows that failed to fly. Worldvision's *Detour* magazine, created by leading reality producer Peter Brennan, was dropped after failing to clear sufficient early fringe time slots.

GTV's *Living Better*, a reworked show that was to have launched this past season, was dropped because of the financial difficulties of its parent.

All American Television lightened its load by pulling giveaway strip *Thanks a Million* and weekly hour off-network show *I Witness Video*, although the latter may be offered as a series of specials if stations are interested.

MG/Perin canceled its weekly *Scams* after stations balked at running other stations' investigative reports, which had been a central concept of the series, said Perin. Another weekly dropped was Litton's *Guardians*.

One first-year show that will not return is Twentieth Television's *Trauma Center*, which was dropped after showing little potential for eventual stripping.

"As it stands right now, magazine shows for the most part are stumbling to stay



'Real Stories of the Highway Patrol' takes aim at reality fans.

## 'Day & Date' debut

**COVER STORY**—The highest profile of the new first-run strips is Group W/CBS's information and entertainment magazine *Day & Date*, which enters the field hoping that older viewers, advertisers and stations will welcome a show designed to counter-program the glut of syndicated talk shows in early fringe (see story, page 26).

Patrick VanHorn and Dana King of 'Day & Date.'



running toward the largest audience—doing the same thing and unable to break out of the pack,” says Katz Television Vice President and Director of Programing Bill Carroll. “The law-enforcement shows, on the other hand, are finding their own niches to establish their own identity in a crowded field. It’s the difference between an emerging genre and a more established one.”

Paramount’s *Entertainment Tonight* continues to lead among the entertainment/news magazines, with little ground yielded to Warner Bros. Domestic Television Distribution’s newcomer *Extra*—*The Entertainment Magazine*. Although *Extra* has claimed some impressive major-market victories, some say those have come in markets where its CBS O&O competition has been weakened by that network’s declining prime time fortunes and an absence of 1994’s Olympics audience windfall.

For *Extra*, the good news is that the show has shown some ratings growth from November to February. The bad news is that it remains far below ratings that station reps estimate would allow the project to pencil out. “We feel comfortable with the fact that we have a respectable show on the air, and we are looking at it and how to improve it,” says Jim Paratore, president of show producer Telepictures Productions. “We think we’re ahead of the curve from where other magazine shows were at this point in their life cycle.”

Paramount’s *Hard Copy* and King World’s *Inside Edition* continue to joust for the lead among the three major general interest news magazines. Some say *Hard Copy* has taken a commanding lead among the shows in its O.J. Simpson coverage, showcased most recently by its sweeps airing of the police audio interrogation of Simpson.

An initial boost for *Inside Edition* when Deborah Norville took over as anchor this spring has subsided, leading new executive producers Charles Lachman and Sheila Sitomer to try to spur the show’s ratings with



King World’s *Hard Copy* with Barry Noian and Terry Murphy.



‘*Entertainment Tonight*’ with John Tesh and Mary Hart is the highest rated of the entertainment/news magazines.



Deborah Norville took over as anchor of ‘*Inside Edition*’ this past spring.



faster pacing.

For Twentieth Television’s *A Current Affair*, a significant lag behind *Hard Copy* and *Inside Edition* has grown larger, despite the addition of the new anchor, Penny Daniels, in October and the recent refocusing of most of the show’s energies on the Simpson trial.

Former *Inside Edition* producers John Tomlin and Bob Young, signed by Twentieth to a studio production deal, will next month begin working to revamp the show, although sources also say the studio is working on a new magazine show to replace it should their efforts fail (see related story).

The other King World magazine show, *American Journal*, continues to evolve from a more feature-oriented magazine to a younger-targeted, harder-edged one with more stories per episode. Explaining the difference between the two King World magazines, Sitomer, who with Lachman also produces that show, says: “*American Journal* is where you go to get the quick story of what everyone around the watercooler is talking

about. *Inside Edition* is for people who want to tune in for a longer-form story that is more people-oriented.”

In the law enforcement/public safety category, Twentieth Television’s off-network *Cops* remains the ratings leader in the field by a wide

margin and continues to age well. Genesis Entertainment’s *Real Stories of the Highway Patrol*, now finishing its third season, has been one of the genre’s success stories, with access clearances rising from 15%-20% a year ago to 25% currently. Remarkably, in the February sweeps the show improved over all previous programs in its access slots in all markets where it has access clearances.

Genesis Chief Executive Wayne Lepoff credits the show’s success to its mix of live footage and re-creations. “People like the ride-alongs, but we find viewer interest in re-enactments holds audiences even better.”

The off-network strip launch of Genesis’ *Top Cops*, based on top law-enforcement officials, has not mirrored the results of *Real Stories*. “Its

## Reality Rundown

Show (syndicator)	1994-95 Season	Stations cleared	% of country Cleared	Producer
<b>Current Strips</b>				
A Current Affair (Twentieth)	8	176	94%	Twentieth Television
American Journal (King World)	2	125	87%	King World
Cops (Twentieth)	3	189	85%	Barbour/Langley Prod.
Entertainment Tonight (Paramount)	14	176	93%	Paramount
Extra (Warner Bros.)	1	137	90%	Telepictures Prod.
Hard Copy (Paramount)	6	190	95%	Paramount
Inside Edition (King World)	7	173	92%	King World
Real Stories of Highway Patrol (Genesis)	3	194	93%	Lepoff Productions
Rescue 911 (MTM)	2	134	93%	CBS Ent./A. Shapiro Prod.
Top Cops (Genesis)	2	158	88%	Grosso-Jacobson
<b>Current Weeklies</b>				
Emergency Call (Genesis)	5	159	87%	Genesis Entertainment
The Extraordinary (MG/Perin)	1	101	81%	Showboat Productions
George Michael Sports Machine (ITC)	11	142	81%	NBC
Jack Hanna's Animal Adventures (Litton)	2	191	93%	Video Tours
Lifestyles (Rysher)	12	128	87%	Rysher Entertainment
Main Floor (Litton)	1	111	64%	Alton Entertainment
Motorweek (ITC)	2	113	86%	Maryland Public TV
Sightings (Paramount)	1	182	93%	Winkler/Daniel Prod.
Martha Stewart Living (Group W)	N/A	143	87%	Time-Life TV
Tough Target (GTV)	1	120	83%	MEL Entertainment
Trauma Center (Twentieth)	1	176	92%	Fox TV Stat. Prod.
Bob Vila's Home Again (Group W)	5	151	88%	BVTV/Sears/O&M
Working Woman (Litton)	4	144	68%	Allbritton Television
<b>Strips for fall</b>				
America's Fun. Home Videos* (MTM)	N/A	N/A		Vin di Bona Prods.
A.M.W.: Final Justice (Twentieth)	113	83%		STF Prod./Twentieth
Court TV: Inside Am's Courts (New Line)	120	82%		Court TV Network
Day & Date (Group W/CBS)	N/A	55%		Group W/CBS
Juvenile Justice (Genesis)	52	48%		Grosso Jacobson
LAPD (MGM)	132	84%		MGM/QRZ Media
<b>Weeklies for fall</b>				
Coast Guard (MG/Perin)	75	76%		Tam Communications
Feelin' Great (TeleMarc)	N/A	N/A		Hammond Prods.
Hollywood People (DLT)	N/A	N/A		September Films
On the Road (Litton)	112	69%		Planet Earth Television
Safe Streets (Kelly)	92	80%		Kelly News & Enter.
Talk Music (Bohbot)	75	71%		River Road Prods/Request
A Year to Remember (TeleMarc)	N/A	N/A		Pathe Films
U.S. Customs Classified (Genesis)	75	71%		Cannell Prods/Grab Prods
Your Mind and Body (Warner Bros.)	51	49%		Time Inc. Ventures

\* All-cash show N/A = Not available Source: Syndicators, Broadcasting & Cable research

difficulty is in the more metropolitan areas; it seems to play better in middle America," says Lepoff.

The syndicator is hoping to freshen the shows and maintain viewer interest by producing 26 new episodes that will be mixed with 152 already-aired episodes next season.

MTM's *Rescue 911* strip is entering its third season with 100 freshly edited half-hours, which MTM President Chuck Larsen says will allow stations to take a second run of the show without having to repeat the new season's episodes. The show is mostly cleared in early and late fringe.

Winding down its life in original production for first-run is Genesis' weekly *Emergency Call*, renewed for a sixth year despite a large decline in ratings during the past season. The show has been wounded by weekend sports preemptions, and the syndicator is attempting to move it into late early fringe and access on weekends, a move Lepoff concedes is difficult.

However, under consideration for 1996-97 is an off-first-run strip of the show, which he says may be a first in syndication for a reality show, or a sale to cable.

Paramount's *Sightings* supernatural

show, the ratings standout among new weekly reality shows, will return with Tim White as host.

This season's rookie *The Extraordinary* weekly supernatural reality show, a much lower rated show from MG/Perin, will also return next season. MG/Perin President Dick Perin says that the show, an international co-production, will have a higher proportion of U.S. stories next season.

A question mark is the fate of GTV's weekly *Tough Target*, which is completing its rookie season with thin clearances and low ratings and an uncertain future for 1995-96, given the financial difficulties of GTV, which has seen nearly all its staff dismissed while the company is restructuring.

As for new strips, the furthest along is Genesis' half-hour *Juvenile Justice*. The syndicator is conducting a slow rollout of the series, which is cleared in 52 markets covering 48% of the country, but its half-hour length and unspectacular ratings have slowed further penetration into station line-ups dominated by hour talk shows.

The syndicator is now pondering a possible half-hour companion to combine with it starting midseason. Lepoff says that one possibility is *Citizen's Arrest*, a show from *Cops* producer Barbour/Langley Productions documenting average people who had to take care of their own crime situation.

Some rival syndicators question whether any amount of freshening can spark viewer interest in episodes featuring long-solved cases, but Katz's Carroll disagrees. "I think this show combines the best of both off-network and first-run. Many of these cases have only briefly been updated on the network show," he says.

Many of the shows are being cleared heavily in late night. MGM's *LAPD*, a look at Los Angeles, large and often controversial police force, will see 65%-70% of its clearances in that daypart, with the rest scattered in access and early fringe, says MGM Domestic Television Distribution President Sid Cohen.

The other new first-run strip is New Line Television's *Court TV: Inside America's Courts*, which is expanding from a weekly and has received a major boost from the Simp-

**"Has anyone else noticed**

*that every single one of these (Access) shows except Genesis' "Real Stories" is down in households from last year?"*

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**-17%** Ent. Tonight  
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**-25%** Hard Copy  
**-25%** Curr. Affair  
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*Deborah Norville, Anchor*

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**7.5**

**A CURRENT AFFAIR**

**6.7**

son trial. The syndicator is also offering stations that carry the show the right to air live coverage used in the show and from co-producer Court TV Network in their newscasts free of charge and exclusively in their market unless the case is from that market.

Among off-network strips, the new player is Twentieth Television's *America's Most Wanted: Final Justice*, whose original network episodes are being combined with new footage updating the cases.

MTM will syndicate the off-ABC *America's Funniest Home Videos*, which may be the only all cash strip for 1995-96. "We made it all cash out of necessity; we only got the show a year ago—very late in the game to clear it for barter—but it turned out to be a big benefit," says MTM's Chuck Larsen. "Making it all cash makes it very adaptable for stations, which can run it on weekends or schedule it anywhere they want to, so we've been able to hold our prices firm. Half the country will be open when we launch



'Cops' remains tops among the law enforcement shows.

in the fall, and the stations with shows that [fail] are going to have little to buy" besides *Funniest Home Videos*.

Some syndication sources question whether heavy double running of the show by the network will spoil its freshness for syndication. Larsen

argues that network repeat statistics suggest it is "the most repeatable network comedy show," retaining 97% of its audience from original airings over the past four to five years.

Among new weeklies, MG/Perin's half-hour *Coast Guard* was recently declared a firm go after clearing 75 stations covering 76% of the country, including all top 30 markets. The project is centered on actual file footage from the enforcement body. Also a firm go is *Safe Streets*, a Kelly Entertainment show about crime prevention that began production last week.

Other new weekly shows actively being cleared for fall include Litton's *On the Road Again*, Bohbot's music panel discussion show *Talk Music*, Cannell's law-enforcement show *U.S. Customs: Classified*, and Warner Bros.' *Your Mind and Body*.

Helping many of the new shows along has been a strong advertising market for barter time. *Coast Guard*, for instance, achieved a 77% sellout rate in the upfront barter market. ■

## 'Current Affair' to get booster

On June 1, John Tomlin and Bob Young, former co-executive producers of *Inside Edition*, take over the helm of *A Current Affair*, the first of the syndicated news magazines (aka tabloid shows). And not a moment too soon.

This season the show has suffered more in the ratings than other news magazines, which are all down. Industry executives attribute the declines in part to station downgrades, including the Fox-owned stations, which have shifted the show out of access to make room for *The Simpsons*, now in its first year in off-network syndication. And the show has been a revolving door for both on-air and off-camera talent. There have been three anchors within the past six months—Maureen O'Boyle, Jim Ryan and, most recently, Penny Daniels. According to the Nielsen Cassandra reports, the show dropped 3 rating points among women 25-54 in prime time access from February 1994 to February 1995. "They really need to get that show back on course, and they need to do it by November or they could be facing mass defections," says one programing executive about the task ahead of Twentieth Televi-



'Current Affair' anchor Penny Daniels gets boxing pointers from George Forman during an interview.

sion, the show's producer and distributor.

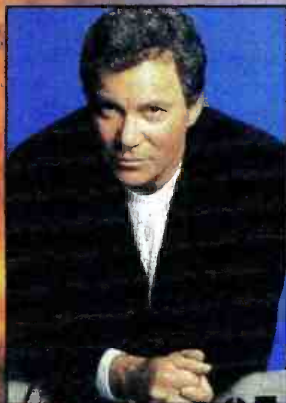
Enter Tomlin and Young, credited with making King World's *Inside Edition* a competitor in the magazine field. They were not available for comment, because they are contractually barred from any official involvement until June 1. "We acknowledge there is a lot of work to be done,"

says Greg Meidel, president, Twentieth Television Domestic TV. But despite the declines, he says, "*A Current Affair* is still a top contender in the first-run business." In access, the show is ninth overall in households and 12th among women 25-54, according to the February 1995 Cassandra report.

"We've made a major commitment to getting the show back on an upward trend," says Meidel. To that end, Fox will spend \$30 million on the show in the next year. Details will be revealed as Tomlin and Young get a feel for what they need to do. Although based in New York, they will work with Peter Fanin and J.B. Blunck at Twentieth Television Productions. Previously, the show was a production of Fox's owned stations division. —SM

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# Reality programs cut back O.J. intake

Coverage is scaled back as viewership fades; CNN's ratings still robust

By David Tobenkin

**N**ot much reality programing could compete with the reality of the O.J. Simpson trial over the past four months. But as the 1994-95 television season is ending, so is the ratings bloom for coverage of the case.

Since the highest viewership was recorded Feb. 6-10, ratings for cable networks that provide live coverage have dropped, broadcast stations that preempted programing to air trial coverage are returning to regular programing, and syndicated news magazines have scaled back their coverage.

"Viewership of live coverage is



shown steep year-to-year declines.

A 12%, year-to-year ratings drop for the three networks' newscasts has been reduced to a 2% drop since the Oklahoma City tragedy, Poltrack says.

## Cable ratings remain robust

Cable networks say the trial still retains plenty of punch. Even now, CNN's ratings are three times normal, says CNN spokesman Howard Polskin.

"If there is any surprise here, it is that the ratings for O.J. continue to be so robust," Polskin says.

Recently, Turner Broadcasting System reported that its CNN subsidiary's advertising revenue grew 34%, to \$61 million, in the first quarter of this year compared with a year earlier. Management attributes

that equally to the Simpson trial and the robust advertising market, says Merrill Lynch analyst Jessica Reif.

Other cable networks with gavel-to-gavel coverage, including E! Entertainment Television and Court TV, report similar gains. "Our ratings have quadrupled in daytime since we started covering [the trial]," says Fran Shea, E!'s senior vice president of programing.

E! attributes its success to approaching the

story from an entertainment bent. It dispatched some 20 "gossip reporters" who know Simpson to Los Angeles. "To us, he's the guy in movies and Hertz commercials," Shea says.

On CNBC, the network's daily one-hour *Rivera Live* panel discussion about the trial is the young network's highest-rated show. Viewership has not declined, says Andy Friendly, vice president, prime time programing and development. That may be because the show cuts through slow testimony and long



NBC's 'Dateline' has scaled back its coverage from 8-10 minutes to 1-2 minutes. Above: Katie Couric interviews O.J. Simpson's children, Jason and Arnelle.

Diane Sawyer (at right) interviews Nicole Brown Simpson's sister, Denise, on 'Prime Time Live.' The O.J. story has become at least one common denominator among syndicated and network magazines.



diminishing pretty precipitously," says David Poltrack, executive vice president, planning and research, CBS. "Viewership declined sharply during the Oklahoma City tragedy and hasn't recovered since, which I think partly reflects the fact that the current testimony about the DNA evidence is less compelling."

Poltrack says Simpson viewership on CNN peaked Feb. 6-10 at a 4.3 Nielsen national rating, then declined to 2.7 for the week before the April 19 Oklahoma City bombing. The week after the bombing, rat-

ings dropped to 1.4 and then rebounded slightly May 8-12, to 1.5.

Poltrack predicts at least one more surge in viewership—when the jury nears a verdict. Others say there could be another surge before that, when the defense presents its case, especially if Simpson takes the stand.

The broadcast networks, which saw daytime ratings decline nearly 20% from the previous year at the height of viewer interest in the double-murder trial, are pleased by the falling interest. So are syndicated daytime talk shows, which also have

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days in court, Friendly says.

But cable trial coverage has sucked viewers away from most syndicated programs, especially early fringe talk shows that air during the trial.

**Magazines face stiff competition**

Syndicated news magazines' ratings also have been down. While the case seems a natural for them, they face competition from nearly every major news outlet in the country.

In mid-April, *A Current Affair* shifted the majority of that show's production staff to coverage of the Simpson

case in an effort to dominate the area. So far, the show continues to trail the other two magazine shows, *Hard Copy* and *Inside Edition*. Changes are expected when Executive Producers John Tomlin and Bob Young join the show next month (see page 20).

Paramount's *Hard Copy* has improved its performance vis a vis King World's *Inside Edition* in the May sweeps, partly because of exclusives such as the recent airing of an audiotape of a police interrogation of Simpson.

The trial has served as the perfect

calling card for one new syndicated show, New Line Television's *Court TV: Inside America's Courts*. The case helped the syndicator clear the court magazine show in 82% of the country for fall launch, says Robert Friedman, president, New Line Television: "The O.J. Simpson trial has educated the public about trials' rules of evidence and justice." "We think we will be offering other trials that people may not have heard of but that will be as interesting and that the American public will now be in a position to follow more easily." ■



'Day & Date,' co-hosted by Patrick VanHorn and Dana King, will debut in September.

# 'Day & Date' takes a different approach

Show will go live in early fringe with 'fun, fresh' material

By Steve McClellan

**D**ay & Date, the new magazine show from Group W and CBS, is a \$45 million gamble.

The partners are betting they can develop a show that delivers one-third or more of its audience to local newscasts. That is a task not achieved by many talk shows that often are used as news lead-ins.

Indeed, the show stemmed from

Group W's owned stations' need for better news lead-ins, says division president Jonathan Klein. "The problem is the talk-show audience tends not to flow into news," Klein says. Research shows that more than two-thirds of many talk shows' audiences switch to non-news programs, he says.

Group W Productions, which is syndicating the show (Group W is funding 51% of the \$45 million bud-

get, CBS 49%), has positioned *Day & Date* as a wholesome alternative to the smarmy, sex-obsessed, lowbrow programming that permeates so much of syndication talk and magazine fare. The company also is touting the new program's big promotional hook: It's live, with hourly feeds from 3-7 p.m. (ET).

For the past eight months or so, Group W Productions salespeople have described the show as a cross between *Today* and *Hard Copy*. But according to *Day & Date* Executive Producer Erik Sorenson, there also will be elements of *Nightline*, *Entertainment Tonight*, CNN and even talk radio. In other words, there won't be anything new in the content. The key will be to come up with a fresh, appealing and promotable package.

The show will have its share of fluff, including stories about celebrities and a regular dose of gossip, because those appeal to viewers and are easily promoted, Sorenson says. "There is nothing really new under the sun," he says. "The best inventions are basically repackages and reconfigurations of other great inventions. With *Day & Date*, our biggest differentiator is that we're live. In early fringe, no other show is live. And live television is fun and it's fresh. We'll be dealing with today's subject matter—stuff that's happened since people got up in the morning."

The program is being co-hosted by Dana King and Patrick VanHorn. King, whose perky, outgoing personality draws comparisons to Katie Couric, most recently co-anchored *CBS Morning News*. The All Ameri-

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can-looking VanHorn wrote and hosted NBC's *Eye Witness Video*.

**Hard bargain**

Group W is driving a pretty hard bargain for stations that want to pick up the show. It is insisting that stations commit to an initial 52 weeks within a three-hour early-fringe window. Stations also are contractually required to devote 100-150 gross rating points in on-air promotion for the show each week.

Group W originally hoped to get all stations picking up the show to give it an early-news lead-in time period. But early on, it became clear that wasn't going to happen. Some stations simply aren't willing to put an unknown first-run commodity into such a crucial time period. Other stations have commitments to other programs.

Even with the broader clearance window, station commitments are somewhat slow in coming. To date, about 55% of the country has cleared the show, says Group W Productions President Derk Zimmerman. He expects the show will debut with about 60% coverage of the U.S. Perhaps half or more of the stations initially picking it up won't use it as a news lead-in, including some CBS owned stations. "But if it works, we're going to have one hell of a NATPE next year," Sorenson says of the National Association of Television Program Executives convention, the industry's largest programing market.

The show has sold well in the upfront barter market. According to Dan Cosgrove, president, media sales, Group W Productions, the company has sold close to 90% of the show's barter time to advertisers including AT&T, Sears, American Home and Nabisco.

Despite healthy barter sales, the company will take a major loss on the show its first year: Sources close to the project say the deficit in year one will be \$30 million. Most first-run shows lose money their first year, although sources say it is rare for a first-year deficit to reach the loss that Group W and CBS expect to take.

If the show does succeed, with the non-tabloid approach its producers envision, it will prove that stations

can survive—perhaps even prosper—with early-fringe shows that don't "exploit heavily along the lines of personal grief," which is how Sorenson describes most of the talk and magazine shows on the air today.

"It would be great for the industry if this show succeeded," says Dick Kurlander, vice president/director of programing, Petry Television. "It will be a tough road to success because of all the exploitative first-run shows in competition with it."

Bill Carroll, vice president/director of pro-

*'Day & Date'  
Executive Producer  
Erik Sorenson*



graming, Katz Television, agrees that it will be difficult to make the show work. "First, the audience has to be able to identify with the anchors. They will also have to walk a fine line between avoiding being exploitative, but being aggressive enough to compete with the *Hard Copys* of the world." Carroll says it will be clear immediately whether viewers like the show. "If it's successful, [Group W and CBS] may have a long-term franchise on their hands. If not, then it's a very expensive experiment," he says.

Sorenson, a self-acknowledged skeptic after almost 20 years in the news business, knows there are no guarantees. "Obviously, we think we have a good shot at success because we're offering an alternative not previously available to viewers in early fringe. But we're not overpromising anything."

On a "typical day" with no overwhelming news event, Sorenson says, the show will open with a "dramatic taped opening, with lots of tease material," followed by a brief introduction by King and VanHorn. Then

it's right into the first segment, which may be live or taped.

The program will have a core of six on-air people. They include Dr. Nancy Siderman, formerly of *Good Morning America*, who will do a daily medical report; Brooke Skulski, who did stints with *The Crusaders* and *Hard Copy*, as West Coast correspondent, and Tony Harris, a former correspondent with Fox's *Front Page*, as New York-based correspondent.

Also featured daily will be a roving correspondent who will travel the country in search of offbeat stories that Sorenson says will be somewhat "Lettermanesque." The search for that correspondent is ongoing.

Each daily edition will have six to eight segments, including several live interviews or reports about what viewers are "buzzing about," Sorenson says. The stories will "come from the world of entertainment or politics, or they could be about crime and passion; it could be a big trial." There also will be daily segments conveying lifestyle information, parenting, etc.

The show will be geared to a "shorter attention span," Sorenson says: "One of our credos is, 'How can we do it differently?' We must not do it the same way."

*Day & Date's* supervising producer is Bruce Perlmutter, most recently with Fox in New York. The senior producers are Joan Gelman (*Eye to Eye with Connie Chung*) and Nancy Jacobi (*Rescue 911; GMA*). The director is Doug Dougherty (*Hard Copy*). The show will be based in a set now under construction at the CBS Broadcast Center (see cover).

After much negotiation, the show signed a comprehensive licensing agreement with CBS NewsPath, the network's affiliate newsfeed service.

The licensing deal is important. Earlier syndicated news shows, such as *USA Today on TV*, tried to rely solely on their affiliates for news material. That proved a major hindrance because affiliates often were too busy with their own newscasts to help the syndicated show. ■



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## Disney's promotion to hit 'Home'

Studio outlines 'Home Improvement' marketing plans for stations

By David Tobenkin

Disney will launch blockbuster off-net sitcom *Home Improvement* Sept. 11, aided by a two-pronged \$90 million promotional push to brand the strip's location and time on stations and peak audience interest in a previously unaired episode that will launch the strip, syndicator Disney last week told a gathering of stations that bought the show.

The company also confirmed that it is considering a joint promotion with the other debuting heavy hitter, *Seinfeld*.

"The watchword of the day is big; we have many ideas and creative concepts to share," Sal Sardo told a crowd of 186 affiliates' marketing and promotion executives at a Laguna Niguel, Calif., conference. Sardo, Buena Vista Television vice president of advertising and creative media, said that since the show already has enormous general awareness, the battle to inform viewers that it is a strip likely airing on another station is one best waged at the local level using locally tailored promotional campaigns.

The advertising salvo for the show and the first episode will begin a



Buena Vista TV's Sal Sardo outlines promotional strategy for 'Home Improvement' to an attentive audience of over 180 station executives.

month before its launch, with a shift to heavy promotion of the episode a week before its debut. Much of the national campaign for the show is being hammered out in conjunction with a 10-affiliate advisory board working with BVT.

For the first episode's promotion, print ads will feature tag lines includ-

ing "*Home Improvement* Brings Out the Big Guns" and "The Ultimate Race Against Tim." Radio spots will feature a military-sounding voice ordering viewers to watch the show.

As for the overall campaign, Sardo says no single tag line will dominate, while adding that "Six Tims a Week," a reference to the strip's six weekly episodes and lead character Tim Taylor (Tim Allen), is his favorite.



Sardo is exploring the possibility of joint promotions featuring the cast of *Home Improvement* and the other major off-network launch, Columbia TriStar Television Distribution's *Seinfeld*. CTTD officials already have said they are receptive to the idea (BROADCASTING & CABLE, April 3).

The *Home Improvement* campaign will feature a "New Year's Eve in Summer" element with a lighted hammer, instead of a ball, being lowered from New York's Times Square during the launch of the initial episode on Sept. 11.

Disney Vice President of Research Joanne Burns told station attendees that the show's strength among men, women and youth suggests they would do well to promote it with other shows attracting diverse audiences, such as Twentieth Television's off-network strip of *The Simpsons* or older-skewing kids shows like Fox Children's Network's *Batman*.

In response to an affiliate's question about how well the show plays to minority audiences, Burns conceded that the show is not one of the highest-rated shows among African-American viewers, but said its minority rat-

### Burrows cheers venture with NBC

NBC is teaming with director/producer James Burrows to form a production company. Burrows will be responsible for the creative activities and oversight of the operation.

Under the terms of the agreement, projects may be developed and produced with third parties, adding financing and distribution possibilities. Burrows also can be involved in projects not associated with the co-owned company.

"The formation of this new company with NBC adds an exciting dimension to my professional life," Burrows says. "It not only allows me to do what I enjoy most, which is to be in the mainstream of the creative process, but gives me an opportunity to have a significant participation in the enhanced values created through the properties we produce."

The first project of the untitled venture is *Caroline of the City*, which is being produced in association with CBS Productions. The series has been scheduled for NBC's Thursday night lineup at 9:30-10.

A veteran of shows including *Taxi* and *Night Court*, Burrows also directed more than 250 episodes of *Cheers* and was executive producer of that series.

—SC

ings have improved in recent seasons, especially among Hispanic viewers.

Sardo nixed an affiliate suggestion to advertise the strip in theaters playing Disney summer movies, noting Disney's corporate policy against advertising on the screens of theaters airing its films. However, Disney publicists noted that Allen's book, "Don't Stand Too Close to a Naked Man," will be released in paperback by Disney's Hyperion Press publishing arm in the fall and that the studio's popular "The Santa Clause" movie starring Allen will debut in home video in October.

The show also may be promoted by computer through a new Internet Web site being developed by the studio.

After taped greetings from Allen and the show's creators, executive producers and director, BVT aired the original episode, *Tanks for the Memories*, for the affiliates.

The episode featured Tim Taylor (Allen) and wife Jill (Patricia Richardson) racing tanks on an obstacle course (filmed at a Marine Corps base in 29 Palms, Calif.) Jill, the daughter of an Army officer, wins easily. ■

## 'Ex' marks the spot for Rysher

Former couple George and Alana look to duplicate 'Regis & Kathie Lee' charm

By David Tobenkin

**R**egis Philbin and Kathie Lee Gifford have all but patented the art of chatting entertaining-

ly as though they had been married for years (on Disney's long-running *Live with Regis & Kathie Lee*), and in the process have charmed viewers away from racier competition.

Former husband and wife George Hamilton and Alana Stewart are betting they have discovered the secret to duplicating that elusive chemistry

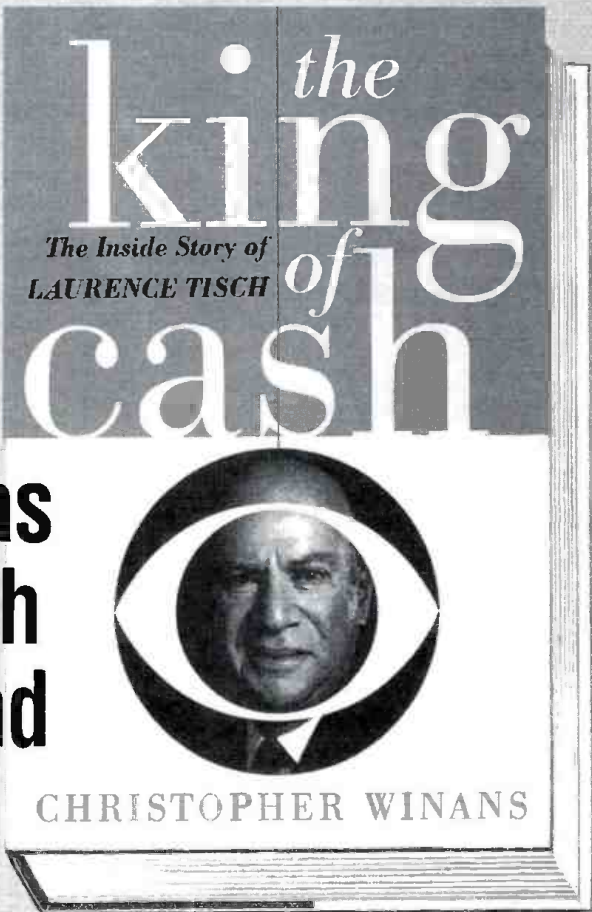
### PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of May 8-14

UPN	
<b>MONDAY</b>	<b>4.4/7</b>
8:00	77. <i>Star Trek: Voyager</i> 6.1/10
8:30	
9:00	86. <i>Pig Sty</i> 2.4/4
9:30	88. <i>Platypus Man</i> 2.2/3
<b>TUESDAY</b>	<b>2.4/3</b>
8:00	89. <i>Legend</i> 2.1/4
8:30	
9:00	90. <i>Marker</i> 2.0/3
9:30	
WEEK'S AVG	3.1/5
SSN TO DATE	4.1/6
WB	
<b>WEDNESDAY</b>	<b>1.9/3</b>
8:00	90. <i>The Wayans Bros.</i> 2.0/4
8:30	87. <i>The Parent 'Hood</i> 2.3/4
9:00	92. <i>Unhap Ever After</i> 1.8/3
9:30	93. <i>Muscle</i> 1.4/2
WEEK'S AVG	1.9/3
SSN TO DATE	1.9/3

SOURCE: NIELSEN MEDIA RESEARCH

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for Rysher Entertainment's new syndicated *The George & Alana Show*.

"These people have been through it all together," says executive producer Paul Block. "They met, fell in love, courted, got married, had a child, saw their marriage go through bad times, got divorced, became friends and have remained that way."

Neither Block nor Rysher executives have had much difficulty convincing stations to go along with that line of reasoning.

Although Rysher has no existing strips to provide leverage, it has cleared the show in 131 markets representing 85% of the country for a Sept. 11 launch, says Rysher President of Domestic Syndication Ira Bernstein. About 90% of the stations will slot it for mornings 9-10 or 10-11, he says.

That means the show will be a same-station lead-out, crossover lead-out or time-period competitor with *Regis & Kathie Lee* in almost all markets—in the last case, in roughly 25% of the country.

The show already has fans among advertisers, commanding a \$9 CPM advertising rate for women 25-49, compared with a talk show average of \$6-\$7 per minute for racier fare, and has sold out its time in the upfront market save 10% held back for scatter, says Bernstein.

Block and company are designing a show with elements similar to those of *Regis & Kathie Lee*. (Not surprisingly, since the idea for *George & Alana* came two seasons ago following a successful stint by Hamilton as guest host on *Live*.) It will open with banter between the hosts, possibly for as long as the first 10 minutes. Other regular segments will include "something to get [Hamilton and Stewart] off their



## Kings get Ziv crown

*The King family and its King World Productions received the Frederic W. Ziv Award from the University of Cincinnati. Brothers Roger, Michael and Richard King (above left, l-r) were on hand to receive the award at the eighth annual banquet. The award is named after the "father of first-run syndication," a Cincinnati native whose company distributed some 80 TV series in the 1950s. Ziv, 89, was also on hand, shown above right with the banquet's featured speaker, Deborah Norville, anchor of King World's 'Inside Edition.'*

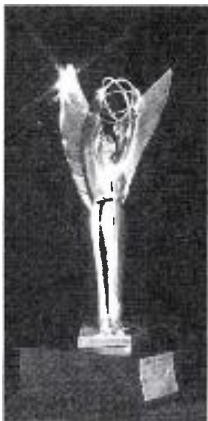
feet" (examining items from an upscale catalogue, for instance); a relationship expert talking about how viewers can improve their social and family lives; a "fun" scripted piece (one taped segment has Stewart's two teenage kids taking Hamilton to a Melrose hip-hop shop for a wardrobe adjustment), and a celebrity guest. The show may also feature leading magazine writers discussing pop culture.

The show's Hollywood locale and ambience may be the biggest difference between it and *Regis & Kathie Lee*, says Block. It will be taped at the Sunset Gower Theater in Hollywood, home of Fox's disastrous *Chevy Chase* show and—Block is quick to add—Rysher's long-running (though recently canceled) *Star Search*. It will be renamed the Sunset Boulevard Theater and will feature a three-set stage, including a living-room home base, a den for one-on-one interviews and a kitchen. The roof of the theater, accessible by ladder from the set, will

be converted into George's Rooftop Beach (Hamilton's tan is legendary), with sand, beach chairs and umbrellas.

Block says that Hamilton and Stewart's celebrity status will allow them to interact with guest celebrities on an equal footing, although no celebrity guests have been locked in for the show's critical early weeks.

Other producers on *George & Alana* include supervising producer Allen Rucker, a former writer for comedian Martin Mull who will handle comedy elements of the show; supervising producer Jill Brevda, a former *Marilu* senior producer and producer on *Sally Jessy Raphael* and *Jenny Jones* who will supervise the show's segment producers, and coordinating producer Carole Propp, who has left the *Tom Snyder* show to book *George & Alana's* talent. ■



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### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 7. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	12.7/229/99
2. Jeopardy!	9.7/218/99
3. Oprah Winfrey Show	8.2/239/99
4. Star Trek: Deep Space Nine	6.9/239/99
5. Entertainment Tonight	6.5/183/94
6. Wheel of Fortune-wknd	6.3/184/83
7. Roseanne	6.0/185/95
8. Hard Copy	5.9/190/94
8. Inside Edition	5.9/179/95
10. The Simpsons	5.5/137/86
11. Family Matters	5.4/196/94
12. Married...With Children	5.3/182/94
13. Baywatch	5.2/223/97
14. Legendary Jnys of Hercules	5.1/187/96
15. Cops	4.8/189/95
15. Ricki Lake	4.8/222/98

# PEOPLE'S CHOICE WEEK 34 According to Nielsen ratings, May 8-14

						
<b>MONDAY</b>	<b>11.7/18</b>	<b>11.1/18</b>	<b>13.5/21</b>	<b>7.1/11</b>		
8:00	33. <b>Turning Point: Whiz Kids</b> 10.4/17	36. <b>The Nanny</b> 9.9/16	38. <b>Fresh Prince</b> 9.8/16	48. <b>Melrose Place</b> 8.7/14		
8:30		32. <b>Dave's World</b> 10.7/17	39. <b>In the House</b> 9.6/15			
9:00	17. <b>ABC Monday Night Movie—Columbo: Strange Bedfellows</b> 12.4/19	16. <b>Murphy Brown</b> 12.5/19	8. <b>NBC Monday Night Movies—Robin Cook's 'Virus'</b> 15.4/24	81. <b>Medicine Ball</b> 5.4/8		
9:30		29. <b>Cybill</b> 11.3/17				
10:00		30. <b>Chicago Hope</b> 11.2/18				
10:30						
<b>TUESDAY</b>	<b>15.1/25</b>	<b>7.0/12</b>	<b>10.9/18</b>	<b>5.4/9</b>		
8:00	11. <b>Home Improvmt</b> 13.6/24	58. <b>Rescue: 911</b> 7.9/14	48. <b>Wings</b> 8.7/15	81. <b>Fox Tuesday Night Movie—Deadlocked</b> 5.4/9		
8:30	19. <b>Thunder Alley</b> 12.3/20		43. <b>Newsradio</b> 9.3/15			
9:00	5. <b>Home Improvmt</b> 17.6/27	73. <b>CBS Tuesday Movie—Deadline for Murder</b> 6.6/11	14. <b>Frasier</b> 12.7/20			
9:30	8. <b>Ellen</b> 15.4/24		26. <b>J. Larroquette</b> 11.5/18			
10:00	7. <b>NYPD Blue</b> 15.9/27		26. <b>Dateline NBC</b> 11.5/19			
10:30						
<b>WEDNESDAY</b>	<b>12.7/21</b>	<b>9.0/15</b>	<b>11.6/19</b>	<b>7.0/11</b>		
8:00	22. <b>Roseanne</b> 12.0/21	64. <b>Beyond Belief</b> 7.1/12	24. <b>30th Annual Country Music Awards</b> 11.6/19	51. <b>Beverly Hills, 90210</b> 8.4/14		
8:30	19. <b>Ellen</b> 12.3/20	36. <b>CBS Wednesday Movie—Deadly Whispers</b> 9.9/16		80. <b>Sliders</b> 5.6/9		
9:00	10. <b>Grace Under Fire</b> 13.9/22					
9:30	13. <b>Coach</b> 13.0/20					
10:00	15. <b>Primetime Live</b> 12.6/21					
10:30						
<b>THURSDAY</b>	<b>7.2/12</b>	<b>7.5/12</b>	<b>18.0/30</b>	<b>8.1/13</b>		
8:00	62. <b>Before They Were Stars</b> 7.3/13	55. <b>Murder, She Wrote</b> 8.1/13	19. <b>Mad About You</b> 12.3/22	61. <b>Martin</b> 7.4/13		
8:30			23. <b>Hope &amp; Gloria</b> 11.9/21	53. <b>Living Single</b> 8.3/14		
9:00	68. <b>Ultimate TV Trivia Challenge</b> 6.9/11		76. <b>48 Hours</b> 6.4/10	3. <b>Seinfeld</b> 18.4/29	53. <b>New York Undercover</b> 8.3/13	
9:30	59. <b>Day One</b> 7.5/12			2. <b>Friends</b> 19.7/30		
10:00				1. <b>E.R.</b> 22.9/37		
10:30						
<b>FRIDAY</b>	<b>10.9/19</b>	<b>7.1/13</b>	<b>7.1/13</b>	<b>6.8/13</b>		
8:00	35. <b>Family Matters</b> 10.0/20	74. <b>Miss Universe Pageant</b> 6.5/12	57. <b>Unsolved Mysteries</b> 8.0/16	84. <b>VR5</b> 4.2/8		
8:30	39. <b>Boy Meets Wrl'd</b> 9.6/18		70. <b>Secret World of Dreams</b> 6.7/12			
9:00	41. <b>Step By Step</b> 9.4/17					
9:30	44. <b>Hangin' w/Mr. C</b> 9.2/16					
10:00	24. <b>20/20</b> 11.6/21	51. <b>Picket Fences</b> 8.4/15				
10:30						
<b>SATURDAY</b>	<b>7.0/14</b>	<b>10.7/21</b>	<b>7.3/14</b>	<b>6.2/12</b>		
8:00	66. <b>ABC Saturday Family Movie—Three Men and a Little Lady</b> 7.0/14	45. <b>Dr. Quinn Medicine Woman</b> 9.1/19	74. <b>Movie of the Week—Problem Child 3: Junior In Love</b> 6.5/13	77. <b>Cops</b> 6.1/13		
8:30		26. <b>Walker, Texas Ranger</b> 11.5/22	46. <b>TV's Funniest Families 2</b> 8.9/17	70. <b>Cops</b> 6.7/14		
9:00					79. <b>America's Most Wanted</b> 5.9/11	
9:30						
10:00	66. <b>The Commish</b> 7.0/13					
10:30						
<b>SUNDAY</b>	<b>13.7/24</b>	<b>12.0/20</b>	<b>13.3/23</b>	<b>6.2/11</b>		
7:00	59. <b>Am Fun Hm Vid</b> 7.5/15	17. <b>60 Minutes</b> 12.4/25	(nr) <b>NBA Playoff</b> 10.6/25	85. <b>Simpsons</b> 3.6/7		
7:30	46. <b>Am Fun Hm Vid</b> 8.9/17	12. <b>Murder, She Wrote</b> 13.4/23	63. <b>Wings</b> 7.2/13	83. <b>Simpsons</b> 4.8/9		
8:00	34. <b>Lois &amp; Clark</b> 10.1/18		31. <b>CBS Sunday Movie—The Rockford Files: A Blessing in Disguise</b> 11.0/17	48. <b>Frasier</b> 8.7/15	55. <b>Simpsons</b> 8.1/15	
8:30					6. <b>NBC Sunday Night Movie—Naomi &amp; Wynonna: Love Can Build a Bridge, Part 1</b> 16.5/26	68. <b>The Critic</b> 6.9/12
9:00						64. <b>Married w/Chld</b> 7.1/11
9:30		4. <b>ABC Sunday Night Movie—The Langollers</b> 18.3/29				70. <b>Married w/Chld</b> 6.7/10
10:00						
10:30						
<b>WEEK'S AVGS</b>	<b>11.2/19</b>	<b>9.3/16</b>	<b>11.7/20</b>	<b>6.6/11</b>		
<b>SSN. TO DATE</b>	<b>11.9/20</b>	<b>10.9/18</b>	<b>11.6/19</b>	<b>7.5/12</b>		

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

## Networks get new lease on life

*NET, NewsTalk among cable programmers using leased-access time to boost carriage*

By Rich Brown

**N**ew cable networks are eyeing FCC-mandated leased-access channels as a way to squeeze themselves onto crowded cable systems.

NET-Political News-Talk Network this week plans to launch on a leased-access channel owned by Sammons Communications in Los Angeles. Multimedia's The Talk Channel is entering its sixth month on a leased-access channel on Time Warner's Manhattan cable systems. Another service, Children's Cable Network, is trying to build its entire business through leased access.

Some new networks are looking to leased-access channels as a short-term solution to the channel-capacity problems keeping them off many cable systems. Top MSOs Tele-Communications Inc. and Jones Intercable said at the NCTA convention earlier this month that it will be at least 1996 before they begin rolling out the digital set-top boxes that will



*NET already has moved its network from a leased-access channel to a shared channel position on a cable system in Huntsville, Ala.*

enable them to increase channel capacity.

Meanwhile, networks like NET and NewsTalk are hoping to hook viewers and move up on the list of networks that will be added when capacity frees up. NET already has managed to move its network from a leased-access channel to a shared channel position on a Cable America system in Huntsville, Ala., according to Bob Golas, director of affiliate relations for the network.

The Children's Cable Network is enlisting local entrepreneurs who will pay the network a license fee and buy the leased-access time on their local cable systems. The entrepreneurs are expected to recoup their costs by selling CCN's advertising time on those local systems.

CCN earlier this month launched its first affiliate on a leased-access channel on a TCI system in Greeley, Colo., according to Mary-Ann Bedford, director of sales and marketing. She says additional launches are in the works in Burbank, Calif.; Staten Island, N.Y., and Columbus, Ohio.

The FCC, in an effort to assure program diversity, requires cable systems to make leased-access channels available to the public. The commission's formula for determining leased-access rates, which is under

review, allows operators to set prices based on the difference between the license fee for a typical cable network and the subscriber revenue generated from that network.

Given the FCC's formula, the pricing on leased-access time varies widely from system to system. CCN's Bedford says the Staten Island system charges just \$15 per hour, while Time Warner's Columbus system gets close to \$90 an hour. Time Warner's Manhattan systems are said to charge about \$150 an hour.

NewsTalk executives will not discuss what they pay for leased-access time on Time Warner's Manhattan systems, which carry 36 hours of NewsTalk programming each week (Monday-Friday, 7 a.m.-1 p.m.; Thursdays, 6-8:30 p.m.; and Fridays, 6-9:30 p.m.). But they say the New York City exposure is important to the fledgling network, which has 1.5 million full-time subscribers; 2 million TVRO homes, and an additional

### Marcus Cable joins CAB

Marcus Cable has signed with the Cabletelevision Advertising Bureau, giving the association 14 of the nation's top 15 multiple system operators. With the addition of Marcus, MSOs belonging to CAB account for 91% of the nation's 54 million cable subscribers. Century Cable remains the lone MSO that has not joined the CAB. Marcus Cable, when it completes its acquisition of 52 Sammons Cable systems by year's end, will have more than 1.2 million cable subscribers in 21 states.



2.5 million cable subscribers committed to come on board in the next three to four months.

"It's an opportunity to nest in an environment and give the local subscribers a chance to sample our product," says Seymour Kaplan, senior vice president, affiliate sales, NewsTalk Television. "I look at it as a preview. Once they sample it, they want more."

NET's launch this week on the 83,000-subscriber Sammons system in Los Angeles is through local entrepreneur Allan Silliphant. Silliphant plans initially to buy 18 hours of leased-access time each

week from the cable system and serve as a local NET affiliate. NET, which wants to raise visibility in the L.A. market, is allowing Silliphant to plug his own local advertising into the network's programming. Silliphant (who is paying \$35/hour for the leased-access time during the day and \$120/hour during prime time) plans eventually to produce

local programming that will be plugged into NET.

But leased access may not be for everybody. Leased-access growth to date has been limited because rates are expensive relative to the revenue streams a producer is likely to generate, says Matt York, publisher/editor of *The Leased Access Report*. He says several leased-access producers also

have complained of being thwarted by cable system operators and have filed complaints with the FCC. York and about 100 leased-access producers met last month in Secaucus, N.J., to share concerns and lay the groundwork for a new lobbying group that has tentatively been called Video Information Providers for Nondiscriminatory Access. ■

## Nostalgia ain't what it used to be

*Network makes changes, cuts infomercials to reverse subscriber slippage*

By Rich Brown

**N**ostalgia Television is revamping its programming lineup to recapture subscriber losses.

The network plans to invest \$20 million in programming during the next four years as part of the revamp. The company also will continue to reduce its infomercial inventory, which in the past eight months has dropped from 30% to 13% of its programming schedule. Nostalgia in January dropped more than 20 hours a week of infomercials from its lineup, resulting in first quarter 1995 net losses of about \$2 million.

In the past year, Nostalgia Television has showed the greatest loss in distribution among cable networks rated by A.C. Nielsen, according to data supplied by competing networks. Although several cable networks saw distribu-



*Singer Julia Nixon is featured in an upcoming original production for Nostalgia, part of a revamp being overseen by network head Jack Heim.*

tion gains under the FCC's going-forward rules between May 1994 and May 1995, Nostalgia's distribution during the period fell 15%, from 9.3

million to 7.9 million.

Nostalgia's subscriber losses have slowed, and the network is back on track, according to its president and CEO, Jack Heim. Nostalgia executives say distribution has grown from 9.1 million in December 1994 to 9.2 million in April, including full- and part-time carriage via cable, low-power TV, international distribution and SMATV. And Heim says the network is preparing to make a number of programming changes based on cable system operator feedback and cable subscriber surveys.

One major programming shift will be to eliminate long-form infomercials from the afternoon lineup as of July 1. Nostalgia already has replaced overnight infomercials with home shopping segments aimed at the network's age 50-plus target audience. The reduction in infomercials will bring the

### CBS vets lend expertise to Prime Life Network

While Nostalgia revamps its lineup (see above), a new cable network, Prime Life Network, is targeting the same market. Former CBS researcher Michael Eisenberg is planning a first quarter 1996 launch for PLN, which will offer series and specials on health, travel, fashion, food, medicine, sports, exercise and legal and government issues, and lifestyle/news programming for the 50-plus set. Eisenberg, who left CBS last fall after 20 years with the network, is chairman of the board/chief executive officer of the New York-based network. Also on the PLN team is president Isadore Miller, who spent 27 years at CBS in a variety of areas, including finance,



sales administration, business affairs, operations and programming. He left CBS in 1989 to join the D'Arcy Masius Benton & Bowles ad agency. Serving as PLN executive vice president, administration, is Howard Kupferberg, formerly president/CEO of management and brokerage company LCC.

PLN board members include former CBS Broadcast Group chairman Gene Jankowski; veteran CBS News personality Charles Kuralt and David Wilkofsky, the former CBS researcher who in recent years has been chairman of the research/consulting firm Wilkofsky Gruen Associates. —RB

network's total down to 22 hours a week of the commercials, from a high of 50.5 hours last August.

"Operators told us we had to get infomercials out during the day," Heim says. "You can't be a real grown-up business and have that."

Nostalgia's original-program development is focusing on viewer demand for more issue-oriented programs on health and current events. A half-hour show featuring health-related news and information will join the schedule in November. Another show set to join the lineup in November, *Washington Answers*, will bring together retired members of Congress, journalists and professors to discuss issues that viewers face and to propose solutions.

Other original programming will include a music block to air for an hour on Saturdays and three hours on Sundays beginning this summer. The block will feature music videos, big-band performances and live cabaret acts including that of Julia Nixon, who recently taped a music special for the network. Licensed programming in the music blocks will include 11 hour-long episodes of *Bing Crosby Specials* from Rysher Entertainment.

The network also is working on original movie wraparounds. They are scheduled to debut in September and will be hosted by the children of the actors and actresses in the featured films.

Meanwhile, Nostalgia continues to tinker with its prime time lineup of off-network fare. Joining the schedule in September will be *The Streets of San Francisco* and *Paper Chase*. The network a year ago added *Love Boat* to its schedule, and last fall *Marcus Welby, M.D.*; *Ironside*, and *It Takes a Thief* joined the lineup.

Most of Nostalgia's programming moves are designed to coincide with the network's latest marketing theme, "Nostalgia Feels Good." Heim says off-network and original fare is chosen to reflect the values of the network's age 50-plus audience.

There are 937 viewers over age 50 in every 1,000 households watching Nostalgia, according to first-quarter Nielsen numbers supplied by the network. That number is second only to The Nashville Network, which has 1,075 viewers over age 50 per 1,000 households watching. ■

# Discovery goes shopping

*Cable network buys retail chain; will feature educational/nature gifts, tapes, CD-ROMs*

By Jim McConville

**D**iscovery Communications joins the growing ranks of movie studios and networks that have decided to capitalize on their brand names and logos by opening speciality stores dedicated to selling company-related products.

The Discovery Network has acquired Dallas-based Discovery Store Inc., a privately held chain, for approximately \$10 million, said John

The Discovery store adds to a trend of movie studios and TV networks trying to find other ways to capitalize on their brand-name marquee status by opening retail businesses. In the past three years, movie studios Disney and Time Warner have opened speciality souvenir stores in major cities and suburban malls. Most recently, MTV opened its first store, at Times Square in New York.

As part of the deal, Discovery Store founder Rick Rolater joins the Discovery Network as president of The Discovery Channel Stores.

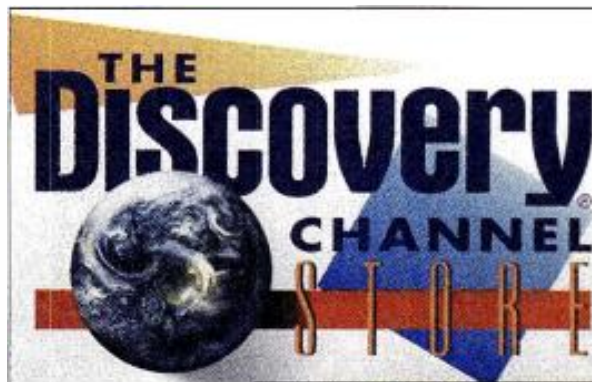
Discovery's plans call for opening 300 Discovery Store retail outlets—at an estimated cost of \$1.2 million-\$1.5 million—during the next three to four years, Hendricks said.

Discovery's mall-based stores, typically 3,000-4,000 square feet, will be retrofitted with Discovery signage and a 500-square-foot Discovery Media Center offering videotapes and CD-ROM software. Discovery stores have on average generated \$1.2 million in sales per year, according to Rolater.

Discovery also will develop a larger "next-generation"

store, with prototypes to be rolled out in test markets later this year, Hendricks said.

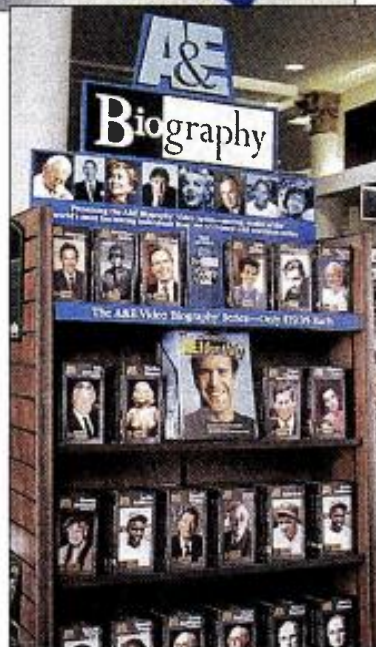
The stores aren't Discovery's first retail venture. The network for the past three years has been renting



*Discovery is getting into retail big time with the purchase of an 11-store chain. A&E got into the retail business, on a smaller scale, with a Barnes & Noble deal last month*

Hendricks, Discovery Networks chairman, during a telephone press conference last week.

Renamed The Discovery Channel Store, the 11-store chain will sell science- and nature-related goods as well as Discovery Networks videotapes, CD-ROMs and other nature/science merchandise, including fossils, minerals, artwork, instruments for exploring the outdoors, educational toys and games, books, music and garden accessories.

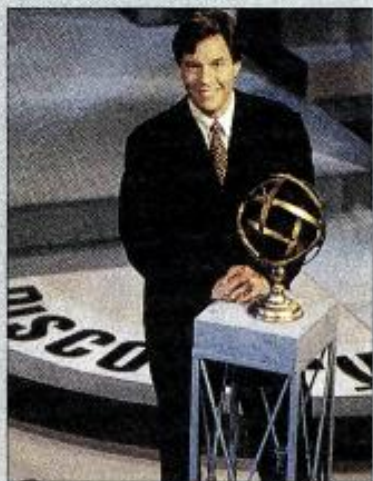




1,500-2,000 square feet of space inside PetsMart, a pet care superstore, to sell Discovery merchandise.

Nor is Discovery Channel the only cable network getting into retail. A&E Television Networks and national bookstore chain Barnes & Noble earlier this month signed a co-branding partnership agreement whereby videotapes of A&E's *Biography* will be sold in 250 Barnes & Noble superstores.

The stores will feature an A&E home video section showcasing tapes from *Biography* and the network's *A&E Monthly* magazine. A&E will crosspromote the arrangement by airing special customized Barnes & Noble promotional tags and running full-page Barnes & Noble ads in *A&E Monthly*. ■



Costas hosts Discovery special.

## Ten years of Discovery

The Discovery Channel celebrates its 10th anniversary June 11 with a two-hour prime time special, *Great Moments of Discovery*, featuring network highlights from the past decade. Host Bob Costas will present clips from Discovery productions including *In the Company of Whales*; *Normandy: The Great Crusade*; *Watergate*, and *A Time for AIDS*. The special also will include testimonials from celebrity fans including Kelsey Grammer, John Tesh, Mary Hart, Dave Winfield and Pat Morita. —RB

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of May 8-14, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHS. (000)	Rating Cable	U.S.
1. <i>NBA Playoffs</i>	TNT	Wed 7:58p	5,053	7.9	5.3
2. <i>NBA Playoffs</i>	TNT	Fri 7:58p	4,418	6.9	4.6
3. <i>NBA Playoffs</i>	TNT	Thu 7:58p	3,832	6.0	4.0
4. <i>NBA Playoffs</i>	TNT	Fri 10:43p	2,924	4.6	3.1
5. <i>NBA Playoffs</i>	TNT	Tue 7:58p	2,911	4.6	3.1
6. <i>NBA Playoffs</i>	TNT	Mon 7:58p	2,752	4.3	2.9
7. <i>NBA Playoffs</i>	TNT	Thu 11:13p	2,380	3.7	2.5
8. <i>Inside the NBA</i>	TNT	Wed 10:49p	2,376	3.7	2.5
9. <i>OJ Simpson Trial</i>	CNN	Thu 6:00p	2,311	3.5	2.4
10. <i>OJ Simpson Trial</i>	CNN	Thu 5:30p	2,277	3.5	2.4
11. <i>Rugrats</i>	NICK	Sun 10:00a	2,230	3.5	2.3
12. <i>Rugrats</i>	NICK	Tue 6:30p	2,184	3.5	2.3
13. <i>Rugrats</i>	NICK	Wed 6:30p	2,163	3.4	2.3
14. <i>Rugrats</i>	NICK	Thu 6:30p	2,140	3.4	2.2
15. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,129	3.3	2.2

Following are the top five pay cable programs for the week of May 8-14, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'No Escape'</i>	HBO	Sat 8:00p	2,834	12.2	3.0
2. <i>Boxing: Lewis vs. Butler</i>	HBO	Sat 10:00p	2,786	12.0	2.9
3. <i>Movie: 'Speed'</i>	HBO	Tue 8:00p	2,701	11.6	2.8
4. <i>Movie: 'Speed'</i>	HBO	Sun 10:45p	2,444	10.5	2.6
5. <i>Movie: 'Double Impact'</i>	HBO	Sat 12:03a	1,954	8.4	2.0

## Jones buys, Cox sells

Systems in Virginia and Arizona change hands in transactions totaling \$143 million

By Julie A. Zier

Jones Intercable bought some cable systems in outlying suburbs of Washington last week. Meanwhile, Cox was selling an Arizona system to News-Press & Gazette Co.

Englewood, Colo.-based Jones Intercable is spending \$123 million on systems serving Dale City, Lake Ridge, Woodbridge, Fort Belvoir, Triangle, Dumphries, Quantico, Accoquan and portions of Prince William County, all in Virginia. The systems, which serve 50,000 subscribers, are being sold by Columbia Associates LP.

"This system has recently been rebuilt to 550 mhz and is capable of delivering 80 channels of full-motion video programming," Jones Intercable President James O'Brien says. "The market has very attractive demo-

graphics and allows the system to generate revenue per subscriber well above the cable television industry average."

Jones Intercable serves approximately 125,000 subscribers in the Washington, D.C.-Baltimore area and has a transaction pending that would add another 25,000 subscribers. Waller Capital Corp. represented Columbia Associates. The deal is expected to close this fall.

St. Joseph, Mo.-based News-Press & Gazette Co. is purchasing Cox Communications' Bullhead City, Ariz., system for \$20 million. The system, operating under the name Dimension Cable Services, has approximately 13,000 subs in Bullhead City and parts of Mojave County, Ariz.

Cox acquired the system in February as part of its merger with the

Times Mirror Co. "This transaction is consistent with our decision to sell certain nonstrategic assets and helps position the company financially to take advantage of future

opportunities in the telecommunications industry," Cox Senior VP/Finance and CFO Jimmy Hayes says.

News-Press & Gazette owns five

cable systems in Arizona, one in California and several in Missouri, for a total 73,000 subs. Cox is the fourth-largest MSO, serving 3.2 million subs. ■

## H E A D L I N E S

### Raycom expands lineup

Charlotte, N.C.-based sports programmer Raycom has won exclusive rights for a number of national broadcast network events distributed by Liberty Sports, including the Cotton Bowl Classic, the John R. Wooden Classic and nationally broadcast Pac-10 Conference basketball games. Raycom earlier signed a deal to represent syndicated and national cable network Pac-10 and Big-12 football games for Liberty, which is the sports programming arm of top cable MSO Tele-Communications Inc.

### A pox on WTBS

Turner Original Productions plans to produce a four-hour documentary series about plagues and viruses based on the book "The Coming Plague." The special is scheduled to debut on superstation WTBS Atlanta in 1997.

### Makeover for United Video

Tulsa-based superstation distributor United Video plans to reposition itself by changing its name to UVTV. The company provides feeds of WGN-TV Chicago, WPIX(TV) New York and KTLA(TV) Los Angeles as well as a variety of audio services. The company also is expanding into pay per view by co-producing the June 10 boxing match between Tommy Morrison and Razor Ruddock.

### Picture-perfect Hawaii

The Travel Channel is teaming with *Popular Photography* magazine to present a May 28 special, *Freeze Frame: Hawaii*. Travel Channel executives say the hour-long show could be the first of several travel/photography shows on the network. The cross-media production—sponsored by Pentax, Hilton, Agfa Film, United Vaca-

tions and the Hawaiian Tourist Board—will include a special section in the May issue of the magazine.

### Sears days at Cinemax

Pay TV channel Cinemax is teaming with Sears for the second year in a row with its "Summer of 1,000 Movies" national promotion. The campaign, which runs May 28-June 30, will offer a rebate of up to \$60 toward Cinemax with the purchase of a 19-inch or larger TV set from Sears stores.

### Toys for tots

Nickelodeon and Hasbro's Playskool division are teaming to produce several preschool products based on the Nick Jr. brand, including items based on daytime series *Gullah Gullah Island*, *Allegra's Window* and *Little Bear*. Nickelodeon already has a licensing deal with Hasbro's Kenner and Milton Bradley divisions calling for a full range of toys debuting in the fall.



Radio personalities Marjorie Clapprod and Pat Whitley are getting some cable exposure courtesy of NECN.

### New England simulcast

Regional cable news network New England Cable News in June plans to begin simulcasting

WRKO(AM) Boston's *Clapprod and Whitley* weekdays between 5:30 and 7 a.m. Clapprod, a former Massachusetts state representative, previously hosted a show on NECN as well as a national show on Lifetime. NECN reaches 1.4 million cable subscribers in the six New England states.

### DIRECTV movie deal

DIRECTV has signed a deal with MGM/UA Telecommunications Group giving the direct broadcast satellite company pay-per-view rights to MGM and United Artists films. Recent feature films from MGM scheduled to be shown this summer on DIRECTV include "Stargate," "Sleep with Me" and "Speechless."

### Fore! (make that five)

The Golf Channel has signed five new MSOs to carry its 24-hour sports channel, which will put the company at 3 million subscribers, says Joseph E. Gibbs, Golf Channel president and CEO. The new sign-ups are Adelphia Communications (1.4 million subscribers), Marcus Cable (1.2 million), TCA Group (550,000), Post Newsweek Cable (498,000) and Cable America Inc. (80,000). The channel, founded by Gibbs and Arnold Palmer, launched Jan. 17.

### Artist tributes

Music video network VH1 on June 22 at 8 p.m. ET will present its second annual VH1 Honors concert paying tribute to recording artists "who have offered their time and music to many worthwhile endeavors." Greg Kinnear will host the two-hour live concert from the Shrine Auditorium in Los Angeles that will include performances by honorees Annie Lenox, Whitney Houston, Boyz II Men, Vince Gill and Bette Midler. —RB

## Investigation doesn't stop Sonny Bloch

Talk show host flees SEC, IRS; continues broadcasting from Dominican Republic

By Donna Petrozzello

**A**s federal officials poke into his private and professional life, radio talk show host Sonny Bloch has fled to the Dominican Republic with a suitcase of mobile broadcasting equipment.

Although in exile, Bloch is still broadcasting his two-hour financial talk and advice show to nearly 200 stations, six days per week. Bloch said he left his Tampa, Fla., home for the Dominican Republic in mid-March, when he realized the federal investigation was taxing his health. He has broadcast from there ever since, "in peace," he said.

Bloch boasts a 15-year career as a financial talk show host on major market talk stations and has written several books on money management and investing. Bloch's top-market affiliate, WOR(AM) New York, dropped the show May 15 after program director David Bernstein learned the broadcasts were coming from outside the country.

Bernstein also said WOR suspended Bloch's show for two weeks last month when the sound quality faded. Bernstein said he knew Bloch was not broadcasting from his usual Tampa studio, but did not know he had fled the country. "Now I can put the pieces together as to why the show didn't sound the way it used to," he said.

In January, the Securities and Exchange Commission launched a civil investigation into allegations that Bloch steered listeners into fraudulent investments and gave out information he knew to be false over the air. The Internal Revenue Service is now investigating his tax returns as well.

Federal officials also raided his home and confiscated 8mm film reels that allegedly show Bloch having sex with underage girls. Bloch says the films are "of wild parties" he attended when he worked as an entertainer, and that "the girls were not underage." "They were searching for a way to discredit me as thor-



The SEC is investigating allegations that Sonny Bloch steered listeners into fraudulent investments.

oughly as possible," Bloch said of the federal agents who seized the films and leaked them to the press.

However, Bloch has not yet been charged with any crimes. Bloch says he fled to the Dominican Republic because "it was clear they wanted to get me off the air, and this was the only way I could get away from the persecution," he said of federal agencies. He also said it would be difficult for the U.S. government to extradite him from the Dominican Republic without any serious charges levied.

"They broke into my house twice and sequestered my family," Bloch said of federal investigators. "When your First and Fourth Amendment rights are violated and they systematically harass your advertisers and your stations, it's disheartening. I could not live with their gestapo tactics."

The investigation stems from two lawsuits filed by listeners against Bloch. The first claims Bloch led listeners to purchase stock in a Washington State-based wireless cable company, which advertised on his program and later went bankrupt. The suit says Bloch told listeners he had inspected the company and its FCC

licenses and found it sound, when he had not. Bloch admits not visiting the Washington site, but said he inspected first-hand the company's Venezuela branch, which "impressed" him and is still in business.

The second suit claims that Bloch read advertisements for and supported investing in another show sponsor, DeAngelis Bros. Collectibles, a mail-order precious coin and metal business that was cited by the Pennsylvania attorney general for collecting money for orders it never delivered. "Two of my sponsors ripped off my listeners," Bloch said. "They criminalized and raped my audience."

Bloch said brothers Timothy and James DeAngelis told authorities that Bloch owned a percentage of their company, further implicating Bloch in their business. Bloch denies this: "I've never owned any part of any company" that sponsors his show.

The SEC also is investigating whether Bloch solicited more money than he needed from listeners last year to fund his purchase of WCNX(AM) Middletown, Conn., and WBDN(AM) Brandon and WGGG(AM) Gainesville, both Florida. According to Bloch, the combined purchase price was \$1.3 million, but station renovations ran the total acquisition expenses closer to \$3.2 million. Bloch said he collected \$3 million from listeners.

The SEC also is considering whether Bloch's offer for listeners to invest in the stations violated federal securities laws. Bloch has since divested his investment in the stations and removed his name as part-owner and the licensee of WBDN and WGGG. The license for WCNX is still pending FCC approval, Bloch said. His son Paul is general manager of WBDN.

Bloch said he intends to remain in "political exile" unless the investigation is dropped: "I've clearly stated that I don't own any part of the DeAngelis business or any business of sponsors. I only want to do my show and write my books." ■

# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week

Multimedia

## NBC joins Microsoft's multimedia fold

Broadcaster wants to enter online, CD-ROM, interactive TV markets

By Mark Berniker

NBC has entered into a broad multimedia alliance with Microsoft to co-develop online, CD-ROM and interactive TV services to be spawned from its broadcast and cable television properties.

NBC's broadcast programming, news, sports and cable networks will provide the bulk of the content, which Microsoft will mold and distribute as multimedia products.

Bob Wright, NBC president, says the deal is collaborative, and not a lot of capital will be involved initially.

The announcement did not spell out specific plans or offer financial details.

"I'm a big believer that the interactive world can be very complementary with the broadcast world," says Bill Gates, Microsoft chairman. Gates says Microsoft will provide some staff and the software development tools to NBC, which will enable the broadcaster to develop CD-ROMs, online services and interactive TV applications that will supplement the network's existing business.

Gates points to NBC's upcoming coverage of the 1996 summer Olympics in

Atlanta and the 1996 election campaigns as excellent launchpads for multimedia CD-ROM titles and direct online connections to The Microsoft Network.

The Microsoft Network will become available

at the end of the summer and will be bundled with the new version of Microsoft's Windows 95 operating system. Gates says the relationship with NBC is nonexclusive and will not preclude other broadcast networks from going up on The Microsoft Network.

But as a result of the deal with The Microsoft Network, Wright says NBC will phase out its online arrangements with America Online and Prodigy. Wright adds that NBC will have some promotional material on GENie, owned by its parent company General Electric, and will continue to maintain a site on the Internet.

However, the precise revenue model for online is still unclear, and the question remains how NBC and other media companies will be compensated by Microsoft and other online network providers for the content they make available to



Bob Wright displays logos of the past.

online users.

Gates says the costs of development to be on The Microsoft Network will be "extremely low," and that he expects the arrangement will be "much more of an advertiser-supported model."

"No significant money has been made going online with America Online and Prodigy," says Marty Yudkovitz, NBC Multimedia's senior vice president, strategic development.

"TV is not going away—and neither is the PC—they're both going to thrive; this alliance bridges the two [media]," says Yudkovitz.

Yudkovitz is leading NBC's movement into multimedia CD-ROM publishing, and he thinks Microsoft will give the network excellent software developers and a way to get on the limited shelf space available to retailers selling CD-ROM titles.

NBC plans not only to

*Continues on page 42*

A screenshot from a CD-ROM interface. On the left is a portrait of Knute Rockne. To the right is a text box with the following information:

**Knute Rockne**  
1978-1930  
105-12-5 881  
Voss, Norway

Knute Rockne, the most successful coach in college football history, but if his record had been his only accomplishment, he would doubtless have faded from public memory a long time ago. As it is, his winning percentage was only a small percentage of the legend he became. The son of poor Norwegian immigrants, Rockne arrived at the University of Notre Dame in 1910 with little money but much ambition; he wanted to be a pharmacist. After playing as a scrub on the varsity his first year, Rockne turned his attention to track where he scored a monogram and set a school record (12:41) in the pole vault, inspired by this success

**ROM one for the Gipper:**  
NBC will release a Notre Dame sports CD-ROM later this year.

Interactive

# Interactive TV proves slow mover

Losses by new businesses may add up to failure

By Mark Berniker

Interactive television may be a trendy buzzword, but for several start-up businesses trying to make a go of the new business, not all is going smoothly.

"There isn't one thing that is interactive television. Each application has its own dynamics," says William Samuels, chairman, ACTV, defending his company's version of interactive television.

For the three months that ended on March 31, ACTV, based in New York, reported a net loss of \$1.95 million, or 21 cents per share, compared with a net loss of \$1.1 million, or 16 cents per share, for the same period last year.

Meanwhile, Interactive Network is in deep financial trouble. There have been reports that the San Jose, Calif.-based company may close unless it gets an infusion of capital within the next few months.

Interactive Network reported a net loss of approximately \$8 million in the first quarter, compared with a \$7 million deficit for the same period last year. Revenue also declined 9.4%, to \$250,000, down from \$276,000 in the first quarter of last year.

Another company also has posted gloomy financial numbers. Fremont, Calif.-based StarSight Telecast, an electronic-programming-guide company, reports a net loss of \$9.16 million, or 44 cents per share, on revenue of \$218,000 for the first quarter. This dismal financial result follows a net loss of \$6.4 million, or 32 cents per share, on no revenue in the same quarter of last year.

In ACTV's case, all its revenue came from educational programming pursuits, Samuels says. By the third quarter of this year, ACTV will start selling its interactive product to grades K-12 through the Cable in the

Classroom project.

Samuels describes ACTV's service as a subcategory of interactive television, which he calls "individualized television." ACTV works with existing or more advanced technology, and its revenue streams are predicated on the existing television programming and advertising model.

The "best-case scenario is late 1996" for ACTV to begin generating money from its interactive TV services over existing cable networks, Samuels says. It could be another 18 months before financial results start to pick up.

This month, ACTV began testing its interactive services over conventional cable with Ventura County Cablevision in the Los Angeles market. The trial began with 250 customers, will expand to 500 homes in June and will build up to 1,000 by September.

ACTV is working with Prime Sports-West on customized interactive sports services. ACTV customers will pay \$6-\$8 a month for unlimited access to on-demand instant replays, star-player camera coverage and player statistics and facts. The company hopes for 10% penetration of the 4.8 million subscribers with access to Prime Sports in Southern California. With that market share, Samuels says, ACTV would generate \$50 million a year, with 50% going to the cable operator.

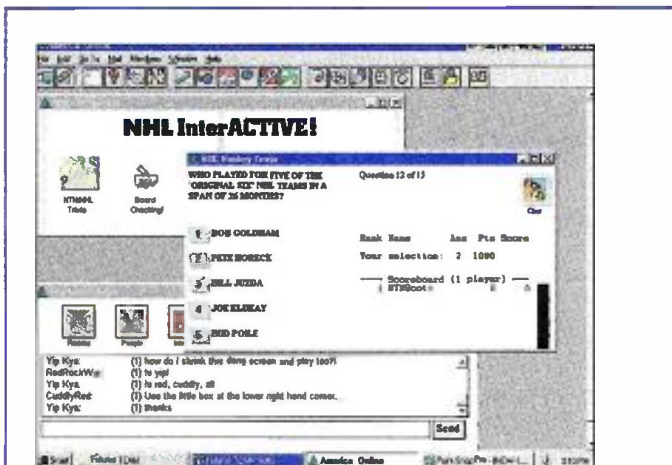
Talks with other regional sports networks are under way and the company has met with Cablevision, which recently purchased Madison Square Garden and its teams and cable network.

New York most likely is

the next market for expansion, Samuels says. ACTV already has experience in Montreal, where it has been part of Videoway's interactive television experiment. There, ACTV has 240,000 customers who pay \$8.95 per month. That's a market penetration of close to 26%, generating \$30 million in annual revenue. But Samuels says that as a result of a barter deal with the Canadians to buy back the company, ACTV gets none of that money.

The *Washington Post* has a 25% equity stake in ACTV, and CAI Wireless (which recently was partially purchased by Bell Atlantic) also has a financial stake in the company, Samuels says.

Samuels admits that it has been a long road for ACTV, whose technology often is misunderstood, he says. ACTV began in 1983 and has spent \$20 million to develop the software tools and backend master control system for its interactive television solution. **TMM**



## Stanley Cup goes online

NTN Communications and ABC Online will present the National Hockey League Stanley Cup playoffs within America Online. Online users will be able to keep up with the latest stats and participate in quizzes surrounding the quest for the cup.—**MB**

## Time Warner talking to AT&T about cable, phone links

Time Warner Cable and AT&T are reported to be in talks that could link the cable operator to the world's largest telephone company for local and long-distance phone services. The companies declined to speculate on the deal, which likely would compete against the local phone companies for a multi-billion-dollar market. Time Warner has close to 9 million subscribers, to whom it plans to offer both TV and phone services in the future. —**MB**

**NBC & MICROSOFT**

*Continued from page 40*

publish CD-ROM titles, but also "to tie them seamlessly into the online service," says Yudkovitz.

"We view multimedia like we viewed cable and international businesses that we've seen grow dramatically in recent years," he says.

NBC and Microsoft say they will explore entering the nascent business of interactive television, but do not offer any specifics.

Gates talks about interactive television trials taking place during the next two to three years, adding that if those trials are successful, the telcos and cable companies may be more apt to build high-capacity broadband networks capable of handling interactive video, voice and data traffic.

However, Gates hardly sounds optimistic about interactive TV when he says that regulatory, technical, cost and ease-of-use issues

still need to be worked out. It probably will be at least three to four years before interactive TV arrives, he says.

Wright says that "up to

100" NBC employees will work on developing NBC's area on The Microsoft Network, CD-ROM titles and interactive TV services. **TW**

**Nielsen working on measuring**

Nielsen Media Research, Yankelovich Partners and ASI Market Research have formed a partnership that will study research and measurement services for the developing online services market. ANYwhere Online is the name of the venture that hopes to track the usage, appeal and impact of World Wide Web sites on the Internet.

**Videogame service in works from GTE**

GTE Corp. will launch a videogame service to be played over networks by next year. GTE Interactive Media is working with Nintendo to develop, market and distribute video games for GTE's Ultra64 videogame platform, and eventually for transmission over its phone lines.

**HSN expands on AOL**

Home Shopping Network and America Online have launched a new area on the online service for shop-

ping. HSN Interactive now offers Global Plaza on AOL. And later this year HSN Interactive will launch Masterworks, an online store offering best-sellers and fine books, works of art and music in addition to an array of jewelry and other gifts. HSN Interactive also says it will be a retailing content provider on The Microsoft Network, and will work with Microsoft on home shopping applications for interactive TV.

**Gaspin goes to US West**

Jeffrey Gaspin has been named senior vice president, programing and production, of Interactive Video Enterprises, the home shopping subsidiary of US West. Gaspin previously was senior vice president of programing and executive producer of Q2, a subsidiary of QVC. Before that, he spent 10 years at NBC, where he became vice president of prime time programing and development for NBC News.

Gaspin will oversee IVE's programing, production and video design and will report to Andy Orgel, the company's executive vice president and co-CEO.—**MB**

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*presents*

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Committee Chairman  
Larry Pressler



Arthur C. Clarke-Father  
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## Affiliates' turn

Meetings allow airing of issues

### CBS: Ratings hits sought

By Steve McClellan

In the face of its myriad well-documented problems, CBS's saving grace is the strongest advertising market in a decade, executives at the network and elsewhere say.

But the clock is ticking for the new CBS management team of Peter Lund, president, Broadcast Group, and James Warner, president, CBS-TV. They soon must devise a plan to reverse the network's downward ratings spiral in most dayparts. The pressure also is on



CBS Entertainment President Peter Tortorici to deliver some new hits for the prime time schedule that debuts this fall.

Lund must detail a substantive, wide-ranging plan to reverse the network's current course at the annual affiliates meeting, scheduled for June 1-2, say managers of CBS affiliates around the country, including affiliate board chairman Ralph Gabbard, president, Gray Communications broadcast group.

The biggest problems are interrelated: a poorly performing prime time schedule over a distribution system weakened by station defections—most notably the New World group—and an owned-stations division performing poorly in comparison with the other two networks' owned stations. The weakened distribution system is a contributing factor to the network's fall from first to third this season in prime time, some analysts and affiliates say.

*CBS Evening News* has been in third place for the past three months, and tensions in the news division are

visible. During coverage of the Oklahoma City bombing, turf battles erupted between the program's co-anchors, Dan Rather and Connie Chung.

As Rather and Chung supporters keep sniping, the network must address the question of whether to change the co-anchor format that was put in place two years ago, CBS News sources say.

"Everybody but the [officials in the] power structure thinks [co-anchoring] hasn't worked out well," a CBS News veteran says. "It has created tension and bad press. When something like this reaches critical mass, you have to deal with it."

CBS insiders say news division president Eric Ober is strenuously



Dan Rather and Connie Chung in happier days.

resisting a change in format. "He has really dug his heels in on this one," a source says. Ober declined comment.

The sniping between the Rather and Chung camps is nasty and fierce. Rather backers say Chung can't han-

*Continues on page 44*

## NBC: Focus on legislation

By Steve Coe

If the upcoming CBS affiliates meeting represents one side of the coin, then the NBC convention is surely the opposite.

Coming off a prime time season that saw the Peacock network finish a strong second to ABC, with improvements nearly across-the-board in demographics, an invigorated *Tonight Show with Jay Leno*, increased ratings in news programming and an almost certain May sweeps win to go along with the February crown, NBC affiliates look to focus on legislative issues and the perennial issue of the network's daytime performance. The affiliates meeting is scheduled for May 22-24 in Maui, Hawaii.

One problem the network and its

affiliates will have in addressing proposed changes in station ownership limits is the lack of consensus. "It stands to be more of a back-room issue because we'd like to be able to present a unified front," one NBC affiliate says.



Although the network and affiliates want to preserve broadcast television, a change in the ownership rules would alter the system that both sides are trying to

protect, another board member says. "If you change the caps, you change the system. It would be like the cable industry, where a handful of systems control content. It's not like we have anything against the network, but we just don't think programming should be in the hands

of a few," he says.

NBC affiliate board chairman Jim Waterbury, president/general manager, KWWL, Waterloo, Iowa, acknowledges that ownership limits and crossownership may be tabled, but notes that the affiliate board has taken a consistent stance. "We want the caps retained and cross-ownership rules maintained," he says.

After taking a back seat in recent years, the topic of digital conversion once again will be on the front burner, according to several affiliates. Robert Wright [president, NBC] wants to get into the digital system and quickly, but there are a lot of concerns about the costs for affiliates and the network," says board member Jon Ruby, president, KVOA-TV, Tucson, Ariz.

Waterbury says there's not as much division over technology issues "because we all believe we have to move forward. Nobody wants to find themselves with an analog system in a digital world."

One element of the issue that may be discussed is how the cost of conversion by the network and affiliates will be handled. "I've not heard of any schemes regarding the costs, but if there's a way for the network to be involved as a vendor or participat[e] in the costs, I don't think that's an outrageous proposition," Waterbury says.

Costs to stations for digital conversion are estimated to be \$12 million-\$15 million each, Waterbury says, "which is the entire bottom line for some stations. But we're pretty confident we'll continue to see in digital

what we've seen in computers, in that technological advancements will drive down prices."

Of the affiliates contacted, all gave favorable notices to the network's fall scheduling moves, but reserved full judgment until they could see the prime time presentation scheduled for the final day of the meeting.

"I think the Sunday comedies [moving *Mad About You* and *Hope & Gloria* from Thursday to Sunday and pairing the two with two new sitcoms] is a great idea," says Alan Frank, president/general manager, WDIV-TV Detroit. "It brings to mind the golden age of comedies when CBS scheduled comedies on that night. It's a gutsy move, but NBC has made some gutsy moves over the years that have worked." ■

## RATHER AND CHUNG

*Continued from page 43*

dle the big story—without a Teleprompter, she's lost. Chung supporters paint Rather as a manic-depressive old coot, desperate for all the glory he can grab before his career fades into the sunset.

Affiliates are painfully aware of the infighting. "One of CBS's remaining strengths is its news image, and that is deteriorating rapidly," says Brooke Spector, president/general manager, WCPX-TV Orlando, Fla.

Spector echoes the feelings of other affiliates when he says, "This dual-anchor thing isn't working. The competition between them is subtracting from the show." Just who should go—Rather or Chung—is up to the network, Spector and others say.

In late night, the news is both good and bad—David Letterman is still tops, but Jay Leno on NBC is more competitive now than he has been since Letterman left NBC for CBS two years ago.

In the early morning, *CBS This Morning* remains a distant third. A growing number of affiliates are clamoring for the network to face reality and return the 7-9 p.m. time period so they can be more competitive. The network is also third on Saturday mornings.

Compounding these problems is the lack of coverage of any major pro-

fessional sports franchise. Besides their value as magnets for hard-to-reach male viewers, sports provide a platform to promote new programs.

And new programs will be in abundance on CBS's schedule for 1995-96. CBS plans far more new shows than either ABC or NBC. The network may replace as much as 50% of its current slate, Hollywood insiders say.

Although the overall broadcast economy is flourishing, CBS is poorly positioned to take full advantage, industry executives say. Because of its ratings, its advertising rates are suppressed compared with those of ABC and NBC. CBS also has precious few resources to devote to exploring potential future businesses such as cable or video on demand.

That suits the affiliates, who see too many problems in the network's core business. According to affiliate board chairman Gabbard, the biggest problem is circulation. "You can talk about Dan and Connie, or the morning news or prime time until the end of time," he says. "That's not the problem. The problem is, we have some very weak stations in the distribution system, starting with the CBS O&Os.

"The CBS stations are number three or four in almost every market," Gabbard says. In that case, "coupled with the New World switch, you really have your hands tied...and a situation that is really difficult to overcome."

It is unlikely that CBS's ratings will improve until the network im-

proves the performances of its owned television stations, Gabbard says. "Where the local stations go, so goes the network," he says. "In most cases where there's a strong local affiliate, the network is number one."

Gabbard says Lund has some "tough decisions to make." Besides whether to toss the dual-anchor format, he must decide how to fix the owned-station group. "If he chooses not to do anything, we'll all be very disappointed," he says of affiliate station managers.

Lund and Warner both declined requests for interviews. A corporate spokesman says Lund and Warner prefer to "talk to the affiliates directly, and not through the press."

Despite the network's distribution and program performance problems, the Wall Street take is that CBS is still a fiscally sound company. "There are no financial difficulties there," says John Reidy, vice president/media analyst, Smith Barney. "They have enormous cash flow and nominal debt. There is a question about the future growth of that cash flow which is tied to the stabilization [of ratings]."

Meanwhile, many Wall Streeters and industry executives still believe CBS will be sold. At the annual shareholders meeting recently, CBS Chairman Lawrence Tisch reiterated that the company was not for sale. But observers call that "Tisch-speak" for no one has offered him the \$80 per share (roughly \$5 billion) that he wants. ■



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April 1995

# Merge or perish?

*Public TV stations consider combining forces in face of federal funding cuts*

By Elizabeth Rathbun

**D**espite fears of loss of identity, merged public television stations can serve the stations involved and their viewers, according to station managers who have weathered such ventures.

Mergers recently were spotlighted as a way for public broadcasting to save money—up to \$34.6 million by 2000, according to Lehman Bros. In a report to Congress earlier this month, the Corporation for Public Broadcasting said it “is committed to concrete measures that will address overlapping signals and duplication of service.” To do so, it wants to limit the federal grants it makes to public TV stations to one per market and encourage mergers and joint operating agreements.

According to an earlier CPB study, signal overlap affects 53 markets involving 137 of public TV’s 349 stations. This signal overlap ranges from “complete overlap,” in which two public TV stations in the same city are jointly operated, to “incomplete overlap,” in which adjoining state networks overlap.

Boston, Buffalo, Pittsburgh, Min-

<b>Making money from mergers</b>		
Net savings from public TV station mergers, consolidations (1995-2000)		
	High est.	Low est.
<b>% of stations merged</b>	50%	25%
<b>Savings</b>	\$37.7 million	\$18.9 million
<b>Severance expenses</b>	(\$3.1 million)	(\$1.5 million)
<b>Total savings</b>	\$34.6 million	\$17.3 million

Source: Lehman Bros.

neapolis and Oklahoma City are among the cities where stations owned by the same licensee completely overlap. And state licensees cross borders to overlap in Hanover, N.H. (New Hampshire and Vermont); Salisbury, Md. (Maryland and Delaware), and Sioux City, Iowa (Sioux City, Nebraska and South Dakota).

The greatest number of signal overlaps—eight—occurs in New York City, where stations from New Jersey and Connecticut partially overlap the already completely over-

lapping WNET, WNYE and WNYC, CPB says. Other major markets where there are complete overlaps involving several licensees include Philadelphia, Washington, Atlanta, Tampa, Miami, New Orleans, Chicago and San Francisco, CPB says.

CPB blames these overlaps on the FCC’s liberal allotment of channels in the early 1950s, now colliding with expected cuts in federal funding. Some members of Congress have threatened to “zero out” CPB’s budget, which accounts for about 14% of public TV and radio station income.

Currently, each noncommercial station that qualifies gets a \$300,000 grant from CPB. To qualify, a station must hold a noncommercial broadcast license from the FCC; have 10 full-time employees, and generate at least \$450,000 per year in nonfederal income. If CPB changes the way it dispenses federal dollars—\$285.6 million this year—“jobs would be eliminated. Stations would be consolidated. Some might go off the air,” the CPB report says. However, congressional concerns about overlap must be addressed, the report adds.

“The issue is not so much too

## **The more the merrier in Tampa**

The first study of how overlapping signals affect viewership shows that more than one public TV station in a market means viewers watch more public TV.

That was the finding of a study commissioned by WEDU-TV and WUSF-TV, both Tampa, Fla., says Stephen Rogers, WEDU president.

In 1992 the stations agreed to reduce duplicative programs. They now broadcast about 30% of the same programs, but at different times. “In doing that, we have begun to wonder just how our audiences are using us,” Rogers says.

The study spanned 28 days in May 1994. According to Rogers, the study shows that two program services are better than one. With twice as much programming to offer, both stations “can hold our public television-viewing audience longer, and so they view more often.” However, the reach of public TV was not expanded, according to the study by TRAC Media Services.

In fact, 86% of the Nielsen-metered homes in the Tampa/St. Petersburg market viewed one or both sta-

tions in the 28 days examined; 65% of those watched both stations.

This “core” viewing audience most watched nature/travel and how-to programs. “Thus, the most successful scheduling strategy for WEDU and WUSF-TV is to broadcast programs of different genres at any given time,” the study says. For example, when WEDU broadcasts its strong children’s block, WUSF-TV should counterprogram with nature and how-to programs, the study says. With this in mind, the stations are continuing to “fine-tune” their schedules, Rogers says.

Unique alternative programs on WUSF fared poorly, according to the report. “The viewers simply preferred the more popular genres on both stations.”

Studies such as this will be helpful if and when a merger happens because the stations will know their market, Rogers says. Similar studies, to be partly funded by the Corporation for Public Broadcasting, are planned for the Washington-Baltimore and San Francisco-San Jose markets.

—EAR

many channels," says Fred Esplin, general manager, KUED Salt Lake City. "It's an issue that you don't duplicate infrastructures."

To save money, the state of Utah asked KUED to literally take KULC under its roof when KULC returned to the air in 1986. KUED and KULC share staff and facilities, including production and editing studios; programing hardware and software, and field equipment. What they do not share is management or programing, Esplin says. The savings amount to "a tremendous amount of money"—hundreds of thousands of dollars per year, Esplin says.

The arrangement allows KULC to get by on a yearly budget of about \$650,000, he says, while similar stations on their own struggle with \$1.5 million-\$2 million budgets. KUED's budget is \$6.5 million. "If somehow we were magically separated, it would cost us both money," Esplin says.

Initial apprehensions were eased partly because KUED and KULC have such different missions, Esplin says. Although both have university licenses, KUED carries the full Public Broadcasting Service schedule; KULC is instructional. "You're not quarreling and fighting about competing for the same resources," Esplin says. And because each station's audience is so different, loss of identity was not a fear.

"It's possible to serve the public interest and your own self-interest if you can sit down together and talk and work it through," Esplin says. "So much of it revolves around territory and ego—and we're in the business of serving the public."

"If the [merged] stations are well-conceived, they are entirely feasible," agrees Helen Lacy, station manager, KULC. Because of the association with KUED, she says, "We have a very small staff relevant to the impact we have on the state of Utah."

The two stations that serve Tampa-St. Petersburg, Fla., also are discussing merging. "There's a value to our viewers to working together," says Stephen Rogers, president, WEDU Tampa. WEDU and current competitor WUSF recognize that money would be saved if duplicative services, such as fundraising, administration and operations, were eliminated, Rogers says.

Markets are better served when there's more than one public TV sta-

## A day in D.C.

With six public TV stations that have completely or partially overlapping signals, Washington, D.C., is at the top of the list of markets with multiple public TV licensees. Although many stations with overlapping signals air different programs, or the same program at different times, that's not always the case in Washington.

Here is a sampling of a recent Monday program schedule of the key stations in the market:

	WMPT Annapolis	WETA Washington	WHMM Washington	WMPB Baltimore	WNVTV Goldvein, Va.	WNVC Fairfax, Va.
8 a.m.	Barney	Kidsongs	Mister Rogers Neighborhood	Barney	GED on TV	Arabic News
8:30	Sesame	Barney	Sesame Street	Sesame Street	School services	Storybook International
9:00	Street	Shining Time Station	Street	Street		French-Can. News
9:30	Puzzle Place	Sesame Street	Barney	Puzzle Place		Greek News
10:00	Sesame	Street	Homestretch	Sesame Street		Today's Japan
10:30	Street	Puzzle Place	Body Electric	Street		German News
11:00	Barney	Mister Rogers Neighborhood	Color of Money	Barney		
5 p.m.	Carmen Sandiego	Ghostwriter	Barney	Carmen Sandiego	Sesame Street	Speak Russian
5:30	Bill Nye	Carmen Sandiego	Bill Nye	Bill Nye		Speak Chinese
6:30	MacNeil/Lehrer	Bill Nye	Charlie Rose	MacNeil/Lehrer	World Tour Language	Learn German
6:30		Business Report			Kidsongs	Today's Japan
7:00	Business Report	MacNeil/Lehrer	Evening Exchange	Business Report	Storytime	Le Journal
8:00	Natural World	Natural World	All-Star	Natural World	Thomas Jefferson	Journal
9:00	Baseball Part 1	Baseball Part 1	Family Night	Baseball Part 1		World View Talk

Sources: Washington Post; WMPB; WNVTV; WNVC

tion, says William Furniss, president, KOCE Huntington Beach, Calif. "It gives the viewer more options."

But Furniss opposes mergers, calling them "an absurd notion.... There's no proof that [mergers] would save any money." CPB says KOCE completely overlaps with KLCS and KCET, both Los Angeles, and partially overlaps with KVCR San Bernardino, Calif.

These four stations try to provide different programing. For example, at 12:30 p.m. on a recent Sunday, viewers could choose from *Economics USA* on KVCR; a *Mystery!* repeat on KCET; *Business File* on KOCE, and *Mexican-American Studies* on KLCS.

However, the evening lineup shows duplications. That Sunday night, the 8 p.m. lineup was *Masterpiece Theatre*

on KVCR; *Nature* on KCET; *Mystery!* on KOCE, and *America's War on Poverty* on KLCS. At 9 p.m., the same *Mystery!* episode aired on KVCR, while the same *Masterpiece Theatre* was on KCET and *War on Poverty* continued on KLCS with another episode.

"Our market has been blossoming," Furniss says.

"What's the point of spending all that money just to air *Masterpiece Theatre* two or three different times?" KUED's Esplin asks.

A major concern in a merger is how each station would maintain its identity. Choice of programing can help with that, as can a station's on-air look, according to Rogers.

Even small stations can maintain their identity if a merger is done cor-

rectly, says David Dial, national coordinator, Small Station Association and general manager, WNIN Evansville, Ind. "Localism is important, but is not necessarily a stumbling block," he says.

"The simplest way to look at this is to say this is a geographic overlap,"

says Donald MacCullough, general manager, WLRN Miami. "But when you come to a content or service overlap...what are [the stations] doing?" WLRN provides the children's and adult educational programming that nationally oriented WPBT Miami does not.

"I've already got the economies of

scale," he adds. A merger would not create any efficiencies. For example, two heads of programming still would be needed if WLRN and WPBF merged. "There's no one sitting around.... I'd love someone to come through here looking for fat." They wouldn't find any, he says. ■

## Changing Hands

# Paxson-backed network buys Denver station

By Julie A. Zier

**A** Christian group funded by Home Shopping Network co-founder and Infomall creator Bud Paxson is buying its third TV station.

The Christian Network Inc., a Clearwater, Fla.-based nonprofit/nonstock corporation, is buying KUBD(TV) Denver for \$6.5 million under subsidiary Channel 59 of Denver Inc. (see "Changing Hands" item, below). Channel 59 is a for-profit Florida corporation, according to the contract for KUBD.

Paxson, as part of his Christian missionary work, backed CNI financially during its start-up in 1992, according to Paxson's lawyer, John Feore of Dow, Lohnes & Albertson.

Although Paxson still contributes to CNI, he has resigned from CNI's Board of Stewards and holds no ownership in the group, Feore says.

The programming planned for the channel is called the Worship Channel, which started as a direct satellite feed to cable. The Worship Channel has 87 affiliates, including full- and low-power stations and cable outlets.

The channel programs nature scenes with inspirational Christian music, 800 and 900 telephone numbers for callers to confide in counselors and hear Bible passages, and sermons by pastor and CNI Chairman James West. The bulk of the programming on CNI O&O stations will be the Worship Channel, but Feore says the stations could air

some of Paxson's Infomall Network.

The sellers of KUBD are David Drucker and Charles Ergen. Ergen is chief executive officer of EchoStar Communications, which is planning to launch a direct broadcast satellite service this fall. The proceeds of the KUBD sale will go to Ergen and Drucker's construction of Telemundo affiliate KDEN(TV) ch. 25, licensed to Longmont, Colo., Drucker says.

CNI is the proposed assignee of two other stations: WIRB-TV Orlando-Melbourne-Daytona Beach, Fla., which it is purchasing for \$3.8 million, and WHKE(TV) Kenosha (Milwaukee), Wis., which it is purchasing for \$2.5 million.

KUBD now is a Telemundo affiliate on ch. 59 with 5,000 kw visual, 500 kw aural and antenna 1,109 ft. ■

### The week's tabulation of station sales

**WTOV-TV Steubenville, Ohio; WROC-TV Rochester, N.Y., and WEYI-TV Saginaw, Mich.**

**Price:** \$63.5 million (see BROADCASTING & CABLE, April 24)

**Buyer:** Smith Television Group LP (Robert Smith, president)

**Seller:** Television Station Partners LP (I. Martin Pompadur)

**Facilities:** WTOV-TV: ch. 9, 316 kw visual, 31.6 kw aural, ant. 951 ft.; WROC-TV: ch. 8, 316 kw visual, 48.5 kw aural, ant. 499 ft.; WEYI-TV: ch. 25, 2035 kw visual, 203 kw aural, ant. 1,320 ft.

**Affiliation:** WTOV-TV: NBC; WROC-TV: CBS; WEYI-TV: CBS

**KSLA-TV Shreveport, La.**

**Price:** \$30 million (see BROADCASTING & CABLE, May 15)

**Buyer:** Hillside Broadcasting of Louisiana (Mario and Della Baeza)

#### Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$978,500 □ 3

FMs □ \$2,826,500 □ 7

Combos □ \$20,000,000 □ 2

TVs □ \$127,270,000 □ 5

Total □ \$151,075,000 □ 17

So far in 1995:

AMs □ \$53,133,119 □ 75

FMs □ \$307,881,721 □ 147

Combos □ \$703,460,300 □ 91

TVs □ \$1,561,502,000 □ 47

Total □ \$2,625,877,140 □ 360

**Seller:** Viacom International Inc.

**Facilities:** ch. 12, 316 kw visual, 40.7 kw aural, ant. 1,800 ft.

**Affiliation:** CBS

**WVEU(TV) Atlanta**

**Price:** \$27 million (see BROADCASTING & CABLE, May 15)

**Buyer:** Viacom International Inc.

**Seller:** Broadcasting Corporation of Georgia (David Harris, president)

**Facilities:** ch. 69, 2,630 kw visual, 263 kw aural, ant. 960 ft.

**Affiliation:** CBS

**WYNK-AM-FM Baton Rouge**

**Price:** \$11.5 million

**Buyer:** Gulfstar Communications Baton Rouge Licensee Inc. (John Barger, president); owns KLVI(AM)-KYKR(FM) Beaumont, KYKS(FM) Lufkin, KKYR-FM Texarkana, KIXS(FM) Victoria, KLTN(FM) Port Arthur and KNUE(FM) Tyler, all Texas; KKYR(AM) Texarkana, Ark., and is pending assignee of KKMY(FM) Orange and KLB(FM) Bloomington, both Texas.

**Seller:** Narragansett Radio LP (Greg

Barber); no other broadcast interests.  
**Facilities:** AM: 1380 khz; 5 kw; FM: 101.5 mhz; 100 kw; ant. 1,500 ft.  
**Format:** AM: country; FM: country  
**Broker:** Media Venture Partners

**WJBO(AM)-WFME(FM) Baton Rouge**

**Price:** \$8.5 million  
**Buyer:** Gulfstar Communications Inc. (John Barger, president); owns KLVJ (AM)-KYKR(FM) Beaumont, KYKS(FM) Lufkin, KKYR-FM Texarkana, KIXS(FM) Victoria, KLTN(FM) Port Arthur and KNUE(FM) Tyler, all Texas; KKYR(AM) Texarkana, Ark., and is pending assignee of KKMV(FM) Orange and KLVJ(FM) Bloomington, both Texas.  
**Seller:** Baton Rouge Broadcasting Co. Inc.; no other broadcast interests.  
**Facilities:** AM: 1150 khz, 5 kw; FM: 102.5 mhz, 85 kw, ant. 1,260 ft.  
**Format:** AM: talk/news/sports; FM: CHR  
**Broker:** Media Venture Partners

**KUBD(TV) Denver**

**Price:** \$6.32 million plus \$130 million for noncompetition agreement  
**Buyer:** Channel 59 of Denver Inc. (James West, chairman); wholly owned subsidiary of The Christian Network Inc., licensee of WCTD(TV) Miami, and is proposed assignee of WIRB(TV) Melbourne, Fla., and WHKE(TV) Kenosha, Wis.  
**Seller:** UHF Channel 59 Corp. (David Drucker, 20%, and Charles Ergen, 80%); no other broadcast interests.  
**Facilities:** ch. 59, 5000 kw visual, 500 kw aural, ant. 1,109 ft.  
**Affiliation:** Telemundo

**KMEZ(FM) (formerly KNOK-FM) Belle Chasse, LA**

**Price:** \$1.925 million  
**Buyer:** River City License Partnership (Barry Baker, president/director); owns KABB-TV San Antonio, Tex.; KPNT(FM) St. Genevieve and KDNL-TV St. Louis, both Missouri; KSDM-TV Des Moines; WTTK(TV) Kokomo and WTTV(TV) Bloomington, both Indiana; KOVR(TV) Stockton, Calif.; WSYX(TV) Columbus, Ohio, and WLOS(TV) Asheville and WAXA(TV) Cherokee, both North Carolina.  
**Seller:** Coastal Broadcasting (Thomas Carrere)  
**Facilities:** 102.9 mhz; 5.2 kw; ant. 604 ft.  
**Format:** urban contemporary

**WSMB(AM) New Orleans**

**Price:** \$750,000  
**Buyer:** Keymarket of New Orleans; group is being bought by River City License Partnership, licensee of KABB-TV San Antonio, Tex.; KDNL-TV St.

Louis and KPNT(FM) St. Genevieve, both Missouri; KSDM-TV Des Moines; KOVR(TV) Stockton, Calif.; WTTK(TV) Kokomo and WTTV(TV) Bloomington, both Indiana; WSYX(TV) Columbus, Ohio, and WLOS(TV) Asheville and WAXA(TV) Anderson, both North Carolina.

**Seller:** Winston Communications Corp. (Marc Winston); no other broadcast interests.

**Facilities:** 1350 khz, 5 kw  
**Format:** talk

**WBSB(FM) Dade City, Fla.**

**Price:** \$700,000  
**Buyer:** WGUL-FM Inc. (Carl Marcocci, president/chairman/100% voting stockholder); Marcocci owns WSGA (AM)-WZAT(FM) Savannah, Ga., and is officer/director of WGUL(AM) Dunedin and WTBT(FM) New Port Richey, both Florida.

**Seller:** Dade City Broadcasting Inc. (David Zeplowitz); no other broadcast interests.

**Facilities:** 96.1 mhz, 3.8 kw, ant. 413 ft.  
**Format:** AC

**KBGE(TV) Bellevue, Wash.**

**Price:** \$450,000  
**Buyer:** NW TV Inc. (William Yde III, president/25% interest; Thomas Gilligani, 25%; Bruce Fox, 25%; Dale Arfman, 25%); no other broadcast interests.

**Seller:** Robert Gill Communications LP; no other broadcast interests.  
**Facilities:** ch. 33, 14.8 kw, ant. 1,100 ft.

**Affiliation:** dark

**WRAQ(AM) Brevard, N.C.**

**Price:** \$121,000  
**Buyer:** Quality Broadcasting Inc. of Brevard, N.C. (Henry Gauthier, president/24% interest); no other broadcast interests.

**Seller:** River City Communications Inc.; owns WSKY(AM) Asheville, N.C., and WXKN(AM) Newburg, Ky.

**Facilities:** 1240 khz; 1 kw  
**Format:** talk/AC/MOR

**WJAY(AM) Mullins, S.C.**

**Price:** \$107,500. Atlantic bought station with WCIQ(FM) Mullins, S.C., for \$380,000 in February and is expected to close May 24.

**Buyer:** The Greater Highway Church of Christ Association Inc. (Raymond Davis, chairman/11.1% voting stock)

**Seller:** Atlantic Broadcasting Co. Inc. (Fred Avent, president/21.2% shareholder); also owns WJMX(AM) Florence, WJMX-FM Cheraw, WSQN(FM) Scranton, WGTR(FM) Bucksport and

WDAR-AM-FM Darlington, all South Carolina.

**Facilities:** 1280 khz, 5 kw day, 270 w night

**Format:** country/talk

**KLQB(FM) Oracle, Ariz.**

**Price:** \$75,000

**Buyer:** Desert West Air Ranchers Corp. (Ted and Jana Tucker, 50% each); owns CP for KCDX-FM San Carlos and KVTF(FM) Williams, both Arizona.

**Seller:** Golden State Broadcasting Inc. (Ronald Ancell, trustee); no other broadcast interests.

**Facilities:** 103.1 mhz, 900 w, ant. 502 ft.  
**Format:** dark

**WEJF(FM) Palm Bay, Fla.**

**Price:** \$40,000

**Buyer:** Florida Public Radio Inc. (Randy Henry, president/20% interest; Archie Shetler, 20%; Carol Henry, 20%; David Talley, 20%; Betty Evans, 20%); owns WPIO-FM Titusville and WEGS-FM Milton, both Florida; KSKB(FM) Brooklyn, Iowa, and KREJ(FM) Medicine Lodge, Kan.

**Seller:** Palm Bay Public Radio Inc. (Dan McMurphy); 4 broadcast interests.

**Facilities:** 90.3 mhz, 2 kw, ant. 295 ft.  
**Format:** dark

**KAIH(FM) Jacksboro, Tex.**

**Price:** \$6,000 for CP

**Buyer:** Hunt Broadcasting (Janice Hunt, president/director/50% interest; James Hunt, 50%); owns KIKM-FM Sherman and KDVE-FM Denison-Sherman, both Texas.

**Seller:** Albert Crain; owns WLTV(AM) Mobile, Ala.; permittee of WHLE(FM) Byhalia, Miss.

**Facilities:** 98.3 mhz, 6 kw  
**Format:** unbuilt  
**Broker:** Satterfield & Perry

**KYQX(FM) Weatherford and KMQX(FM) Springtown, both Texas**

**Price:** \$5,500

**Buyer:** R.E.I.B. (David and Judy Richardson, 50% interest each); owns KZEE(AM) Weatherford, Tex., and KGRT-AM-FM Las Cruces, N.M.

**Seller:** Springtown Educational Broadcasting Foundation (Wesley Yeager, president); owns KSEY-AM-FM Seymour, Tex.

**Facilities:** KYQX: 89.5 mhz, 368 w, 205 ft. KMQX: 89.1 mhz, 380 w, 69 ft.  
**Format:** dark.

**Errata:** In the May 15 "Changing Hands," the format and power of WCBZ(FM) Williamston, N.C., were listed incorrectly. WCBZ has CHR format with 100 kw, antenna 1,046 ft. ■

Going it alone with Post-Newsweek's Bill Ryan:

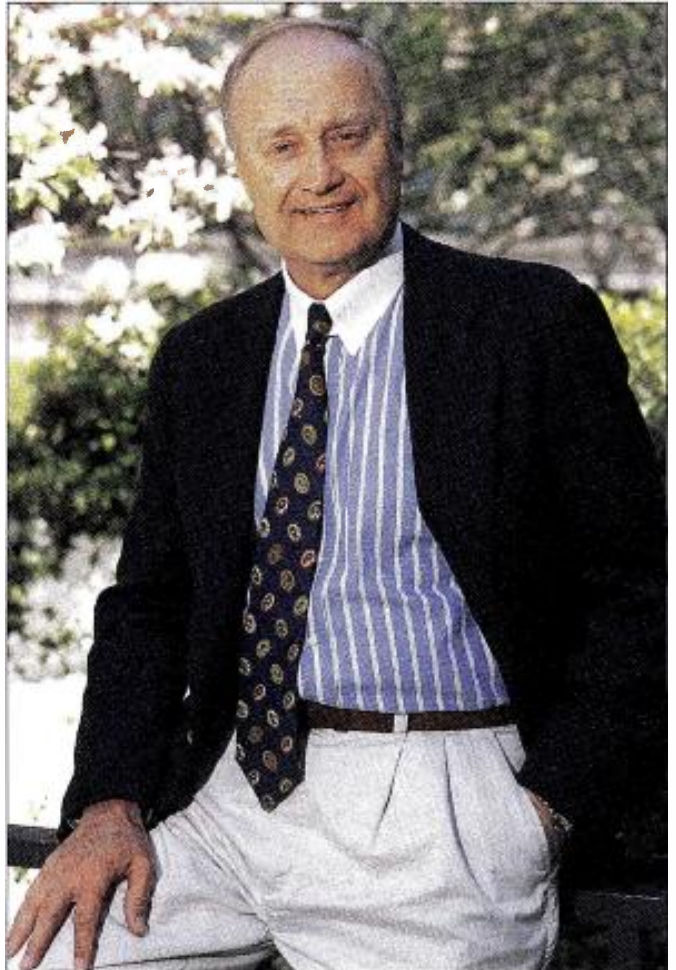
## The Battle Over Bigness: Broadcasting's Fatal Attraction

**T**wo weeks ago, G. William Ryan, president of the Post-Newsweek Stations group, could not have been more a broadcast establishment insider. He was chairman of the TV board of the National Association of Broadcasters and was slated to become the next joint board chairman, until principle required him to part company with an NAB he faulted for refusing to oppose efforts to raise television multiple ownership limits from the present 25% national coverage to as high as 100%, and to discourage the spread of duopoly. In Ryan's view, such policies—coupled with changes in crossownership and foreign-ownership restrictions—will transform broadcasting from a local medium to one dominated by national or even international conglomerates, to the detriment of the public interest. *BROADCASTING & CABLE* sought this elaboration of his point of view, in an interview with editors Kim McAvoy and Don West.

**This magazine has always opposed government regulation of radio and television. At the moment, the government appears inclined to deregulate broadcast ownership, perhaps dramatically. Why should broadcasters not seize the moment?**

Let me respond by saying I too have supported deregulation, for the most part. But I should also say that, as a broadcaster, I've never really felt shackled by any of the regulations we had to live under through the years. I've been running stations since I was 28 years old and I've lived through the fairness doctrine and all the NAB Code issues, and I've never felt they really handcuffed us so badly.

But by the same token, we've always supported deregulation as well. I've always considered myself a groundbreaker and a renegade of sorts, not a flag-waver of the status quo. But if this sort of deregulation goes to the extent that the legislators are talking about, I think it will dramatically change the complexion of the local television industry forever. If these kind of changes go through and the large companies that emerge from it are allowed to vertically integrate to the extent that I believe they will, the uniqueness of broadcasting—and local broadcasting—and the serving of the public interest will go by the wayside. Those emerging companies aren't even going to be interested in what those words mean, for the most part. They're going to be much more interested in driving subscription rates, usage fees, advertising and a bunch of niche services than in serving the local community.



**There are two elements in multiple ownership. One is size and the other is number.**

I don't think the number of stations is as big an issue as the circulation. If you're allowed to own 50% of the country and non-attributable minority interests in the other half, that could be something shy of 75% of the country. That's a lot of circulation and a lot of control. And that's not even addressing the crossownership integration that will occur.

**You don't have any problem with the current 25% cap?**

No, I don't. Basically where I'm coming from is, if it isn't broke why try to fix it? The whole world is trying to emulate the local system of broadcasting that we have in this country, and here we are creating a structure that will abolish it or put it in the hands of very, very few. And we wind up with much less diversity, fewer voices, all being controlled by a few large emerging companies that come out of this kind of structure—and with centralized control coming from New York or Denver or wherever the heck it happens to be.

**Would a 35% cap be acceptable? Or would that be a mistake too?**

I think all of us on the affiliate side have felt: "OK, our networks are bumping their heads against the ceiling, they feel somewhat constrained, let's find a way to let

them flex their muscles and grow a bit." But I think you have to be careful as to how far you go. Attribution doesn't count against that cap right now. If it were 30% or 35% and you included attribution—all those 49% interests or 20% interests—that might work. But we should retain broadcast-cable crossownership. Newspaper-broadcast crossownership isn't a problem, but because we're newspaper owned I'm constrained to retain it.

You know, it's no secret that even the networks that exist today have exerted a lot of influence and pressure. But we're really not that concerned about the folks we're working with today but those we'll be dealing with 10 years from now—or 10 months from now, the way things are going. You're just beginning to see the tip of the iceberg in terms of what might or could happen. We've just seen the Fox-MCI marriage, and this morning's Wall Street Journal is talking about AT&T and Time Warner. And that's just the beginning of it. We haven't really talked about any lifting crossownership restrictions or any of that sort of stuff.

**Well, should the broadcasting industry be constrained as is no other medium? Cable is operating under a 30% cap, with a 5% kicker for minority control, and DBS takes in 100% of the country in one gulp.**

Cable is a perfect example. There you have a pedestrian model as to what it might look like down the road. Yes, it has brought some niche services and it has allowed services like CNN and ESPN to evolve, but there are very few after that, frankly, other than some pay services and so forth. Here you are winding up with a handful of companies controlling the cable business, and that's taken a relatively short period of time to occur. And look what's happened in telephony, where a handful of companies control that business, just as a handful of companies control cable. PCS hasn't even gotten off the ground yet, and only the richest players can participate in that. And now we're going to allow the vertical integration of all of those industries with content. We're going to allow a handful of companies to control both the distribution and the content of what goes into the American household. I think that's not good, Don West, and I think you know it's not good. You've been doing this too damn long.

**Well, look at it another way, Bill. All my life the broadcasting industry has been controlled, if you will, by three companies, by three network companies, in terms of most of the programming that goes on the air. And although obviously the local station has an impact in its market, it hasn't exerted much national force. And I would say that nothing bad has happened to the American broadcast system from having three networks, and much of the good that has happened has come from them. Now we've got six networks, and we're probably on our way to even more.**

I think that's wonderful. I don't have a problem with allowing and encouraging more networks to evolve. But to allow those companies, whatever they might be, to control both the content and all of the distribution is a mistake. Let me tell you one thing. We've got stations affiliated with all three of the major networks, and all are number one in their market with the exception of Houston, which we just bought. And regardless of network affiliation, the performance of that network is driven by the strength of the local station. It's not the other way around.

It's not the existing networks that scare me, it's the

emerging companies. Companies driven by telephony or cable owners who really believe in centralized control.

**Do you have a self-interest in maintaining a low cap? Some of those on the other side of this argument—who are up against the station-buying ceiling—say you want to keep them out of the competition and thus keep prices lower.**

I frankly don't feel that I have any self-interest at all. I really mean it when I say my self-interest is the future of this industry. Post-Newsweek has bought two television stations in 20 years, and there have been many opportunities to buy if we wanted to. The fact is, we've been unable to reach a consensus because of the self-interest of the others.

**What about duopoly and LMAs?**

I think that gets you to the same place as allowing the caps to grow almost unfettered. There are several companies out there that are positioning themselves as entrepreneurs. They are very big companies, hundred-million-dollar-profit companies, by the way, that are saying: "Well, we're just little entrepreneurs and we're trying to grow this." They're also companies that, for the most part, are not in it for the long haul. They're probably going to build these things up as best they can and flip them.

If you've got a frequency that's sitting there unused, or it's going to go black, the FCC ought to say: "We're going to open this up for grabs, and if one of you wants to take it over and nurture it and bring it along, you ought to be able to." Maybe everybody ought to have a shot at doing that. Or there ought to be some sort of financial litmus test, and if there's no outside buyer, then one of the local market operators should be given the opportunity for it. I'm not against that. But to disguise duopolies as LMAs, as is being done right now, is a farce. That gets you to the same place as allowing the networks or others to own 50% of the country or whatever. It's going to be fewer voices and less diversity.

**Can NAB survive this rift among its membership?**

It certainly can survive my not running for joint chair.

**But your stepping down sends a signal.**

I didn't want it to be a signal, and I didn't even want it to become public. Ironically, the NAB called people and told them. This is not a protest. It's my own discomfort I'm trying to deal with. Granted, I'm frustrated and discouraged about being unable to build a consensus within the industry. And I am equally frustrated by the NAB's decision to sit on the sidelines.

But I have the utmost respect for Eddie [Fritts] and his staff. I think Eddie's intent—at the time that he asked to take a seat on the sidelines—was that he thought it was the best way to preserve the NAB and let these various factions fight it out. I told him at the time: "Well, Eddie, we may preserve the NAB but lose the industry." The tables have completely turned now, from those of us that represent 90% or 95% of the stations in the country to the two other groups—the networks and the duopolists—being unwilling to build any sort of consensus because they figure they're going to get the whole ball of wax. And that's a shame.

Ironically, if the scenario evolves as I think it will, there won't be need for an NAB down the road because the kinds of companies I think will emerge will all have their own army of lobbyists to serve those functions.

**Do you think you'd feel any differently five or 10 years from now?**

No. I see this new future so vividly. And frankly, I think most other broadcasters who have the sort of background that I have, and who've been in the business as local operators for so long, see it the same way. It's sad testimony that several of them said: "What do you care? You're going to be gone in a few years." And I said: "I'm being paid to protect the asset values of my stations, not just while I'm working here." My company wants to be in this business 10 or 20 years from now. And I think it's going to be very hard for us to do that.

**Can you give us the top 10 reasons to hold the line on multiple ownership?**

The public interest would be number one, followed by less localism, less diversity, fewer voices, less opportunity for entrepreneurship. When I speak about entrepreneurship, I mean you're not going to be able to crack that industry if the future I'm anticipating actually happens. Those are five very big ones.

**How big an ownership structure do you think will evolve?**

Where do you think they are now with attribution? I think CBS is around 32%. Fox is about 38%.

**It sounds like you're more concerned about broadcasters being swallowed up by the networks.**

I don't see this as just a network-versus-affiliate issue.

It's much bigger than that; that's just the first step. You know, Tom Murphy's going to go away someday and he's going to sell Capcities/ABC to somebody or merge it with someone and they're going to merge with somebody else, and you're going to have these completely vertical integrated companies that control everything from the top to the bottom. Among them, cable or video providers, like the telcos, that plan to be in our business.

You'll be gone. I'll be gone. But I don't think it's that far off. It's going to take a good 10 years to evolve, but it's out there. It's as plain as the nose on your face. The TCIs and the Time Warners have already driven all the little guys out of the cable business, eating them up. The telephone guys are making deals all over the place. I wouldn't be surprised if Larry Tisch sold CBS to AT&T. I think Larry's a lot smarter than all of us when it comes to financial things; he may end up getting a hundred bucks a share if this evolves.

You know, there's a whole bunch of broadcasters out there who take their job very, very seriously—serving the public interest and serving their communities. Radio and television guys who are well known and well thought of in their communities, people who have a high profile and who care. And I absolutely believe that 10 years from now they will be practically nonexistent. Sooner rather than later.

It's such a wonderful system. I love what we do, I see the results of what we do, and I just think it's a shame to put it at risk. ■

## ***Group W, Big 3 call for phaseout of ownership caps***

**T**he Big Three TV networks and Group W last week filed a 400-page economic analysis at the FCC calling for the relaxation of broadcast ownership limits and an end to the ban on owning a radio and TV station in the same market.

Group W's recommendations were among the most radical, calling for a "phaseout of all national ownership limits by the year 2000." It also called for the immediate repeal of the 12-station ownership cap.

Group W also called for an immediate increase in the national audience cap from 25% to 50%, with annual increases of 10% in following years up to 100%. Group W also recommended that the FCC allow broadcasters to own two TV stations in one market, as long as at least one of the stations was a UHF station.

In the Group W- and network-sponsored economic study, Economics Inc. argues that antitrust law will protect consumers from potential

abuses of market power. "Reliance on current antitrust enforcement standards would protect the public both from the creation of market power and from any undue reduction in diversity," the study says.

The study also argues that current rules "hobble" broadcasters who face competition from direct broadcast satellite, wireless cable and video dialtone. "It is the presence of these alternative delivery systems and their ability to rapidly take dissatisfied viewers away from broadcast television that is important, not their present scale of operation," the report says.

The study says liberalizing the rules would not economically harm consumers. However, the analysis says, broadcasters and consumers are being hurt by the current rules that prevent the largest group owners from buying more stations.

"These forbidden transactions are presumptively beneficial to the

economy as a whole, because they lower costs or enhance service quality," the study says.

The study also says there is more than enough competition for advertisers and audience to eliminate the radio/TV crossownership ban. "A rule that applies a flat prohibition causes harm to viewers and advertisers by preventing efficiencies of joint ownership in cases where there is no basis for competitive or diversity concerns," the report says.

The Association of Independent Television Stations took a less dramatic approach, calling for an increase in the national audience caps from the current 25% to 35%. INTV also recommends that the FCC adopt duopoly rules for television that would allow a broadcast to own two stations in a market, if one of the stations was UHF.

"It is patently unfair to limit local television stations to one channel of service in each market. We are competing in a new multichannel video age, and the FCC's rules must give us an opportunity to compete at both the local and national level," says INTV's president, Jim Hedlund. —CSS



**Commerce Department Secretary Ron Brown faces an independent-counsel investigation** into allegations that he improperly reaped a \$500,000 profit from a company in which he never invested. Attorney General Janet Reno last week appointed the independent counsel to look into Brown's relationship with Nolanda Hill. Hill is the former head of the collapsed Corridor Broadcasting, which failed to repay a \$20 million loan to the Federal Deposit Insurance Corp. Brown allegedly realized a \$500,000 profit from Hill's First International Co., even though he never invested any money in her company. Brown last week said there was no need for a special prosecutor, who has the power to subpoena and call witnesses, and he expressed confidence that the investigation will clear his name. News of the special counsel's appointment came as Republican budget proposals called for the elimination of the Commerce Department.

**It is too early to heed calls from those who want to dismantle the FCC,** FCC General Counsel Bill Kennard said last week at a Federal Communications Bar Association luncheon. The agency has a long history of bringing competition to the marketplace, Kennard said.

Relatively recent decisions have resulted in the birth of wireless cable, program access for cable competitors and auctioning of personal communications services spectrum, he noted. Although he endorses congressional efforts to reform telecommunications law, Kennard said it will be the FCC's job to implement the legislation. Besides, Kennard said if the FCC were eliminated, he would not be the only one in the lawyer-packed room who would be out of a job.

**FCC Common Carrier Chief Kathy Wallman met privately with several cable executives at the NCTA convention two weeks ago to discuss what the agency is doing to speed cable's entry into telephony.** It was prelude to FCC Chairman Reed Hundt's speech the following day, in which he said the agency "should be delegated the power to give new entrants like cable fair rules for interconnecting to today's monopoly telephone company networks." Wallman promised prompt action on number portability, telephone numbering systems and universal access. The bureau will recommend an inquiry into number portability by the end of this month, Wallman said. Number portability permits businesses and consumers to switch telephone companies without losing their telephone number. The proceeding will focus on the technical means of portability, she said.

Also, Wallman said, the FCC may be ready to adopt a new system for assigning telephone numbers in July. Currently, Bellcore and the local telcos preside over the telephone numbering regime. The FCC would like to turn the job over to a neutral party to avoid discrimination, she said. And the agency expects to launch a proceeding this summer to revisit universal service rules, which are designed to insure local telephone service in areas that are uneconomical to serve. She said she hopes

action will come before the annual meeting of the National Association of Regulatory Utility Commission in July.

**Republican Nathan Deal of Georgia and Democrat Elizabeth Furse of Oregon joined the House Telecommunications Subcommittee last week.**

Deal was named to the parent Commerce Committee two weeks ago at the behest of House Speaker Newt Gingrich (R-Ga.), who also recommended that Deal get a seat on the subcommittee. Although Democrats were not given an opportunity to add anyone to the full committee, they were able to wrangle another seat on the subcommittee. Furse was named to the Commerce Committee at the beginning of the year when the 104th Congress was organized.



## Washington Watch

Edited By Kim McAvoy

**Communications lawyer David Tillotson has had some "positive feedback" from FCC Chairman Reed Hundt** since the *Washington Post* published his letter to the editor lambasting the FCC's backlog on routine decisions. "Hundt presides over an agency that is notori-

ous for its inability to act on routine matters in a reasonable length of time," Tillotson wrote. He also wrote that station transactions are regularly delayed for "interminable periods of time" and that the FCC is a "paradigm of bureaucratic inefficiency." Hundt's office, widely known for reflexive response to public criticism, quickly got back to Tillotson. He is keeping his fingers crossed but suggests there may be some positive changes in coming months.

**Congressional angst over beer and wine advertising should subside** with last week's unveiling of a national educational campaign on alcohol abuse by the National Association of Broadcasters. The campaign has the blessing of Senator Strom Thurmond (R-S.C.), who has been threatening to push legislation that would curb alcohol advertising on TV and radio. NAB President Eddie Fritts would not say how much the public service campaign will cost. However, the NAB's 1995-96 budget allocates \$319,000 for public service initiatives. NAB already has prepared TV and radio spots highlighting the dangers of alcohol abuse, and the project has been endorsed by all state broadcast associations.

Local TV stations are expected to air the spots in July. Called "Stations Target Alcohol Abuse Reduction," The NAB's public service campaign will cover five key areas: alcoholism, underage drinking, drunken driving, drinking during pregnancy and being a responsible host.

**Larry Levinson, longtime Washington lobbyist for Paramount, has joined the law firm** of Verner, Liipfert, Bernhard, McPherson and Hand. Following Paramount's merger with Viacom last year, Levinson joined Viacom's Washington office, but it was widely anticipated that he would move on. ■

## Telstar 402R slotted for service by Dec.

*AT&T settles suit with Lockheed; gets priority launch from Arianespace*

By Chris McConnell

**B**roadcasters may see some new transponders from AT&T by year's end. The satellite carrier says it has settled a lawsuit with satellite maker Lockheed Martin Corp. and has a new launch agreement with Arianespace that will put the Telstar 402R into service by Dec. 1. The satellite's delivery and launch date previously had been clouded by the legal dispute between AT&T and Lockheed Martin stemming from last year's failure of the original Telstar 402. The satellite carried 24 C- and 16 Ku-band transponders.

Under last week's out-of-court settlement, Lockheed Martin will deliver the replacement satellite by July 15. Arianespace says it will be able to launch the satellite this fall.

"We'll provide them a priority relaunch," says Arianespace President Douglas Heydon, adding that the European launch consortium hopes to establish a new launch manifest in the next few weeks.

Broadcasters and satellite capacity resellers welcomed the settlement and the planned Telstar 402R launch as a source of some relief to the current shortage of domestic capacity.

"The industry is counting on it,"



*The original Telstar 402 failed shortly after its launch last year.*

says Jack Morse, president of Global Access Telecommunications Services. Morse cites a particular capacity shortage his company is predicting will hit in November and December.

"Having Telstar 402R will be better for Fox," says Fox Senior Vice President Andrew Setos, whose company last year signed up for capacity on Telstar 401 and 402. Setos says the contact provided for enough contingency planning to insure carriage of the network without Telstar 402 or its replacement. He adds, however, that an operable Telstar 402R satellite will provide a preferable option to the contingency plans.

Richard Wolf of AT&T customer ABC agrees: "This provides AT&T an intersatellite protection capability." Wolf, ABC's director of telecommunications and distribution services, adds that his network also had prepared contingency plans that included the use of inclined-orbit satellites.

AT&T placed its Telstar 302 satellite into inclined orbit in January and plans to put the 303 into inclined orbit next month. Wolf says that ABC will be taking over capacity on 402R once it becomes operational.

Having the satellite operational before year's end had been one of several issues cited in AT&T's lawsuit against the satellite's manufacturer, then called Martin Marietta Corp. In the \$250 million suit AT&T filed in March, the carrier maintained that Martin Marietta had refused to grant it slots on its launcher during 1995 in violation of an earlier agreement between the companies.

"If [Telstar 402R] is not in service by the end of 1995, AT&T may lose customers with whom it has contracts worth hundreds of millions of dollars," the carrier said in its suit.

The action also sought damages AT&T said it sustained as a result of

### Keystone auctioning C-band transponders

FCC officials are not the only ones with auction fever.

Space capacity reseller Keystone Communications plans to use auctions to assign two transponder leases the company recently acquired in its merger with IDB Broadcast. The company today (May 22) is accepting bids on two full-time C-band transponders on the Hughes Galaxy 6 satellite.

"This seemed to be a realistic way of establishing the market price," Keystone President Peter Marshall says of the auction, in which participants will submit sealed bids. Marshall says that the company decided to conduct the auction after receiving a series of inquiries from broadcasters and syndicators concerning full-time capacity.

Bidding on the two C-band units will start at \$140,000 per month per transponder. Keystone may decide this week to conduct a second round of bidding once it sees the results of the first round, adds Keystone Vice President Barry McCann.

McCann says the transponders will become available July 1 and will remain available until Dec. 31, 1998. They will be preemptible by Hughes Communications only in situations where the carrier needs to restore service to customers who have requested backup protection on other Galaxy satellites.

McCann adds that the auction could set the tone for future transponder assignments. "We're going to be doing more," he says.

—CM

a delayed delivery of the replacement satellite. AT&T said in the suit that each month of delay was costing it \$20 million in damages. Martin Marietta responded to the action

with a lawsuit of its own charging AT&T with failing to make payments on the satellite.

The two sides now say they have dropped all litigation surrounding

the satellite and its launch. Lockheed Martin also says it has taken steps to prevent the propulsion system problems that caused the original Telstar 402 to fail. ■

# Hughes fires DBS salvos at FCC

*Filings oppose plans of would-be competitors AlphaStar and PanAmSat*

By Chris McConnell

**W**hile it battles the likes of Primestar and United States Satellite Broadcasting in the new direct broadcast market, Hughes is taking on more competitors at the FCC.

Through its subsidiaries, the company is opposing plans by two companies to launch competing direct-to-home satellite services in the U.S. and Latin America. In one filing, the company's DIRECTV unit has asked the FCC to block carriage of the planned AlphaStar DBS service on the AT&T Telstar 402R satellite. In another, the company's Galaxy unit has asked the commission to deny or delay PanAmSat's application to launch the Atlantic Ocean satellite from which the separate system hopes to deliver a satellite TV service to Latin America.

"It makes sense," DBS analyst Michael Alpert says of the filings. "They don't want to give a competitor an edge."

Giving PanAmSat such an edge is the reason cited in the Hughes Galaxy petition to deny the separate system's applications to expand its fleet. The May 12 petition asks the FCC to deny PanAmSat applications to launch five satellites, including the replacement for PAS-3—the satellite PanAmSat will use to launch its satellite TV service. Granting the applications would give PanAmSat "an unfair head start over [Hughes Communications Galaxy] and other U.S.-owned and -controlled competitors," says Hugh-

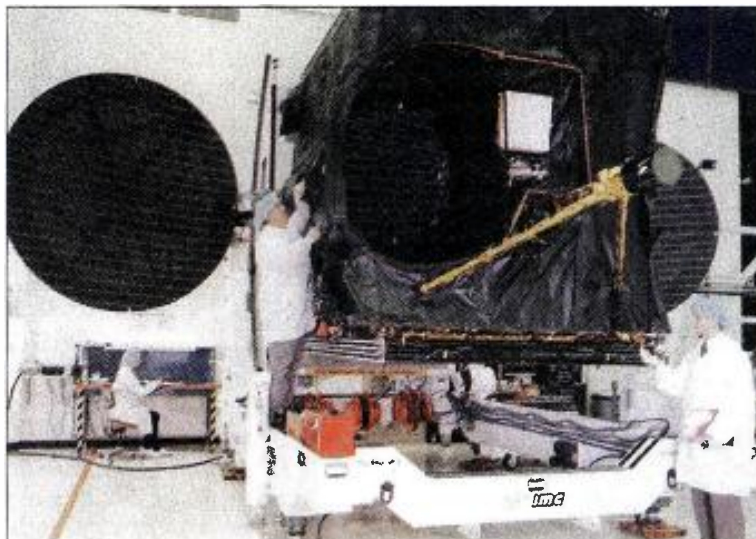
es, which also is planning a satellite service for Latin America.

As an alternative, the petition proposes that the FCC delay action on the PanAmSat applications until it rules on the Hughes application to deliver its service from Galaxy 3R. PanAmSat has opposed the Hughes application.

"Permitting PanAmSat to benefit from its anticompetitive actions could give it the opportunity to 'corner the market' before U.S.-owned and -controlled companies have a meaningful chance to compete," Hughes says.

PanAmSat counsel Henry Goldberg counters that the PanAmSat plan to deliver Latin American direct-to-home services from an international satellite raise no policy issues, while the Hughes application to use a domestic satellite for the same service does. "It's just off the wall," Goldberg says of the Hughes petition.

Another filing, from the Hughes DIRECTV unit, seeks to block plans that would allow a new competitor into the U.S. DBS market, where DIRECTV has established a service. Earlier this month the company received a green light from the FCC to launch a third satellite that



*Hughes has received FCC approval to add a third satellite to the DIRECTV service. DIRECTV says the DBS-3 satellite will allow it to add as many as 30 channels to its DBS service.*

will provide up to 30 additional channels.

The DIRECTV petition asks the FCC to prohibit carriage of Tee-Comm's 100-channel AlphaStar direct-to-home service on the AT&T Telstar 402R satellite.

DIRECTV maintains that the Canadian DBS market is closed to U.S. providers and that the Canadian Tee-Comm therefore should not be permitted to offer service to the U.S.

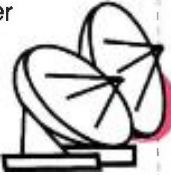
"It would be fundamentally unfair to American companies for the FCC to allow Tee-Comm to exploit the open markets in the United States while the [Canadian Radio-television Telecommunications Commission] continues to bar DIRECTV from the closed Canadian market," the petition says. It also maintains that AT&T lacks the transborder authorization needed to deliver the DTH service from the Telstar 402R.

Tee-Comm General Manager Murray Klippenstein says his company will be redelivering programming already carried on U.S. satellites. Klippenstein, who also contends that Canada's market is not closed to U.S. providers, says his company could uplink all its programming from sites within the U.S. if necessary. ■

# Cutting Edge

By Chris McConnell

**Hughes Communications** has pushed back the launch date of its Galaxy 3R satellite. The satellite, originally scheduled for a September launch, will be launched in December, Hughes says. The company also says the delay will not affect the launch of its planned direct-to-home satellite service in Latin America. The satellite carrier says it still will place the new satellite into operation during first quarter 1996.



Hughes also announced during the NCTA convention long-term transponder lease agreements with a series of programers. ABS-CBN International's Filipino Channel, CTN's Chinese Television Network, Ethnic American Broadcasting Co.'s Russian-language service and TVB's Jade Channel will transmit from the Galaxy 4 satellite. The programers will use four Ku-band transponders on the satellite.

**The FCC** last week issued its proposal to modify the federal preemption of local zoning restrictions on satellite dishes. Under the new rule, local zoning ordinances would be presumed unreasonable if they affected the installation of satellite reception dishes one meter or less in diameter. The new zoning pre-



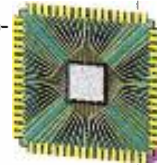
emption also would allow for FCC review of a zoning dispute after the exhaustion of the local administrative remedies, rather than "all legal remedies." The change would allow homeowners to take their dispute to the FCC rather than first going to court "once the local or state authorities had been consulted. Additionally, the commission proposed a procedure for allowing cities to request a waiver of the preemption rule. The FCC is accepting comments on the proposal through July 14, with reply comments due Aug. 15.

**GE Americom** has announced an expanded occasional-use video service. The satellite carrier says its Video Service division is now booking analog and digital services from 29 transponders in the GE Satcom, Spacenet and GStar satellite fleets. The occasional-use video services include satellite newsgathering, special events and occasional and bulk-hour service.

**A group of wireless equipment manufacturers** last week asked the FCC for 250 mhz of spectrum to support multimedia computer applications. The group, WINForum, asked the FCC to allocate frequencies in the 5.1-5.35 ghz band to support wireless local-area networking and computer-to-computer communications at short distances.

**WavePhore** says it has signed an agreement with Intel to develop data-broadcasting technology

for the computer chip maker. The agreement provides for the licensing of WavePhore data-broadcasting technologies to Intel. Intel will grant WavePhore sales and distribution rights for products incorporating the technologies. In a separate agreement, Intel also has acquired the right to purchase 250,000 common shares of WavePhore stock during the next two years. Intel will pay an aggregate of \$500,000 in cash as well as other license fees and royalties.



**TVN Entertainment Corp.** has signed a deal with NFL Enterprises to deliver the league's NFL Sunday Ticket package to the C-band home dish market. During the 1995 football season, TVN will transmit 197 games of the subscription package from its nine transponders on the AT&T Telstar 303 satellite. TVN will use transponders on the Hughes Galaxy 3R satellite to deliver games during the 1996-98 seasons.

**Proponents of 28 ghz services** have submitted two new proposals for splitting the band between satellite and terrestrial services. In one FCC filing, proponents of the technology called local multipoint distribution service (LMDS) say they are willing to give up their claim to a "majority" of the 28 ghz spectrum. The LMDS proponents have been seeking to establish terrestrial video distribution services with the spectrum, while others hope to launch satellite-based services in the band. In return for giving up part of their claim on the band, the LMDS backers

are seeking redesignation of up to 1,000 mhz of government spectrum for joint government-industry use.

But not all of the LMDS proponents are on board with the plan. In another filing, Texas Instruments last week proposed a plan to segment the band between satellite and terrestrial users. TI, which plans to manufacture digital LMDS equipment, does not ask for any government frequencies in its proposal. Hughes and other proponents of satellite services in the band also signed the Texas Instruments proposal.

**Columbia Communications** has announced an operating agreement with Kokusai Denshin Denwa (KDD) to provide satellite service between Japan and other countries. Columbia will supply the Japanese telecommunications firm with a space segment on the Tracking Data and Relay Satellite (TDRS) transponders Columbia leases from NASA. KDD plans to build a new 4.5 meter antenna in Tokyo to communicate with the Pacific Ocean satellite. Associated Press Television will be the first to use the service under the new agreement.

**Sony** brought a series of disk-based products to its first National Cable Television Association convention appearance this month. The company brought its new VideoStore digital ad insertion system. Aimed at replacing tape-based systems, the VideoStore carries 31.5 hours of video, or about 3,800 commercials. The system uses redundant array of inexpensive disk (RAID) technology.

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**2 Positions:** (1) General Manager and (2) Development and Underwriting Director, KNON-FM, Dallas, TX. Each requires: 2 years recent supervisory experience; work with small staff, large volunteer group and community groups; commitment to progressive politics; skilled in: communicating, planning, public relations, fundraising, financial management, consensus building and coordinating multiple activities; computer literate. KNON is 55,000w, 12 year community station with 90% revenues from pledges and underwriting. For info send resume and references to: Sue Turner, KNON, P.O. Box 710909, Dallas, TX 75371.

**Business Manager.** Northeast Radio Station seeks skilled Business Manager to handle accounting/bookkeeping functions, payroll/payroll taxes, monthly F/S prep, cash flows, collections, etc. We offer a team oriented working environment. We seek a dynamic individual with strong management, computer and organizational skills. Minimum 5 years experience. Send Resume to: Commodore Media, Inc. - 500 Fifth Avenue, Suite 3000 - New York, NY 10110 or Fax: 212-302-6457. Equal Opportunity Employer.

**General Manager.** Small, growing Northeast radio group seeks hands on GM with experience in sales and programming for AM/FM duopoly. 5 years management experience minimum. Competitive salary and benefits. Reply to Box 00424 EOE.

### HELP WANTED SALES

**Account Executive. WIYY-FM 98 Rock.** We have a rare opportunity for an Account Executive, due to a management promotion from within our team. Candidates should possess 6 mo. - 1 1/2 years radio sales experience. We have a terrific environment, all the "tools," and provide ongoing support and training. We are looking for an intelligent, assertive, well spoken team player who is enthusiastic and self-motivated. As a Hearst company, we offer excellent benefits along with a career opportunity. Phone Hugues Jean, LSM (410-338-6573) or Irv Zelt, GSM (410-338-6584), or send resume to WIYY-FM, 3800 Hooper Avenue, Baltimore, MD 21211. EOE. Women and minorities are encouraged to apply. Resumes will be accepted until June 2, 1995.

**Sales Manager.** Classic Hits 106.9 WAFX-FM, Norfolk, Hampton Roads, VA. Is searching for a star! We seek an exceptional performer to join our team as Local Sales Manager. We are looking for a highly motivated team player who will take Norfolk's fastest growing radio station's sales force to new heights. If you love this business and have a track record to prove it, if you are a great coach and can search out solutions where none are obvious, we want to meet you. In return you will receive excellent salary, override, benefits and support. Please rush your resume to Jeff Scarpelli, GM, WAFX-FM, 870 Greenbrier Circle, Suite 399, Chesapeake, VA 23320. EOE.

**Sales Manager, Account Executives,** lucrative NJ opportunities, NY metro market. (908) 755-1590, WERA, 120 West 7th Street, Plainfield, NJ 07060. EOE.

**Radio Time (Network/Syndication Spot Sales)** National Direct Response Programs need commission sales people. Your leads and mine. Serious money to be made. 508-877-8700.

### HELP WANTED TECHNICAL

**CE for 10 kw AM DA-2** contemplating new studio construction. Resort community, western state. Competency in: AM DA's, PC computer systems, PC computer networks, TVRO, studio / RF construction, maintenance, FCC compliance. Minimum five years experience and FCC General Class Permit. Resume, references, salary expectations, and credentials to: "Resumes" at 2950 SW 2nd Avenue, Fort Lauderdale, FL 33315 or Fax to (305) 524-8734. EOE.

### HELP WANTED NEWS

**Radio News Reporter.** Full time entry level position at West Central Illinois news leader. EOE. Send resume to P.O. Box 1180, Jacksonville, IL 62651.

**Eastern Long Island, New York...** The perfect combination of lifestyle and career opportunity...WBAZ-FM/WLIE-FM seeks intelligent, dedicated, hands-on, professional as News Director/Morning Anchor. Tape/resume to Box 1200, Southold, New York 11971. EOE.

### HELP WANTED PRODUCTION

**Production/Asst. Op Dir.** for station heavy in local news and community involvement in a vibrant, growing market. Prior experience required. Join a team where your energy and creativity will make a difference. Send tape and resume to: Julie, WSQR, 1851 Coltonville Road, Sycamore, IL 60178. EEO. Affirmative Action Employer.

**Full time 4 to 10 PM** production person for Country/Talk combo. BPB a plus. Entry level applicant considered. Tape and resume to: Chuck Larsen, KAMI, 835 Meridian, Cozad, NE 69130. No calls. EOE.

### SITUATIONS WANTED NEWS

**Sports is my Life!** Anchor/Reporter/Talk-host with 5 years experience in major Midwest markets. Collegiate football, basketball, baseball p-b-p. Very talented, ambitious. Willing to relocate. (317)-879-8801.

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

## LEASED PROGRAMMING

**Leased Time Programs.** Friday nights/Saturday block programming for lease on Rockland County N.Y. radio station and nationwide via satellite. 212-769-1925. 1-800-628-TALK.

## TELEVISION

### HELP WANTED MANAGEMENT

**Vice President - Engineering Services** for expanding multi-station television group and production facility. Must have transmitter experience, broadcasting background, and new technology knowledge. Requirement of five (5) years experience as Chief Engineer. Duties will include supervision of maintenance staff, designing and equipping new production facility, and hands-on maintenance of equipment. Send confidential resume with salary requirements to Box 00439.

**Production Operations Manager:** Houston Public Television seeks an efficient, organized & resourceful self starter to serve as the station's Production Operations Manager. Qualifications: Candidates should have a Bachelor's Degree in Radio/TV or related field and 6 years verifiable experience in broadcast TV Production Operations with at least 4 years experience at a supervisory level. Thorough understanding of and practical experience in studio management, lighting design and implementation, and personnel scheduling and budgeting applications is essential. Candidates must exhibit leadership qualities, be able to solve problems and make decisions under pressure, work well with and motivate others in a team atmosphere, and be available for evening and weekend assignments. Salary to Mid \$30sk/yr. DOE. Resume w/three references, equipment list, VHS tape and Lighting portfolio to: Flor Garcia, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. Application Deadline 6/16/95. KUHT is licensed to the University of Houston and is an equal opportunity employer. Minorities and women are encouraged to apply.

**Promotion Manager - Sunny South Texas!! #1 ABC affiliate in Corpus Christi, Texas.** KIII-TV has an immediate opening for a creative, organized Promotion Manager. Candidate should have at least 3 to 5 years experience in writing and creating effective promos for news, news topicals, programming and sales. Heavy commitment to and involvement in local community a necessity. Send resume, demo tape and salary requirements to General Manager, KIII-TV, 4750 South Padre Island Drive, Corpus Christi, TX 78411. EOE.

**National Sales Manager.** WXII-TV, Winston-Salem, NC. Network affiliate is looking for a manager with excellent communication, organizational and technical skills. Minimum 3 years in broadcast sales necessary. Experience in national spot sales preferred. Please respond ASAP to: GSM, WXII-TV, P.O. Box 11847, Winston-Salem, NC 27116: attention Personnel Director. EOE.

# NATIONAL SALES MANAGER

## Channel Your Expertise Into This Exciting Opportunity

Philips TV Test Equipment, part of a Fortune 100 company, is seeking a dynamic self-starting professional for this high profile position that reports directly to the President and the General Manager.

### Qualifications include:

- Broadcast industry and video and RF experience essential
- Experience creating and managing a rep/dealer network
- Proven track record of success as a National Sales Manager
- Effective managerial and negotiation skills

For immediate consideration, please send/fax confidential resume including salary history/ requirements to: Lisa Stitt, Employment & Compensation Specialist, PHILIPS ELECTRONIC INSTRUMENTS COMPANY, 85 McKee Drive, Mahwah, NJ 07430, Fax 201-529-0896.



# PHILIPS

Equal Opportunity Employer M/F

**Television station seeking aggressive and experienced Account Executive** to develop new business and manage existing account list. Eight to ten years television sales experience required. Send resume to General Sales Manager, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. EOE.

**General Sales Manager:** The NBC affiliate in Binghamton, NY is looking for a dynamic person to head the sales department. Candidates should have television sales management experience, and an expert knowledge of ratings, research, negotiation and inventory control. Rep experience and computer expertise are pluses. We need someone who has the creativity, energy and expertise to motivate our staff and guide the relationship with our rep, Petry National. Send resume to Alice Riehl, GM, WICZ-TV, P.O. Box 40, Vestal, NY 13851. EOE.

**Local Sales Manager - WHIO-TV,** a Cox Broadcasting CBS affiliate in Dayton, Ohio is accepting applications from experienced Sales Managers for the LSM position to lead a winning sales team. If you have a winning track record, are intensely competitive, passionate and enthusiastic about succeeding, you may be the individual we are seeking. We are an aggressive, demanding, performance-oriented station that has the sales team and the tools, but needs a leader. Please send your resume and salary requirements to John Hayes, GSM, WHIO-TV, P.O. Box 1206, Dayton, OH 45401. WHIO-TV is an equal opportunity employer. Women and minorities are encouraged to apply.

**Dominant Top 50 Southeast Network affiliate** is looking for top-notch National Sales Manager. Strong TV sales background, minimum two years in sales management required. Good communication skills a must. Reply to Box 00441 EOE.

**National Sales Manager.** Top rated FOX station offers excellent opportunity for a motivated individual with 3-5 years national rep experience or proven experience at the station level. The successful candidate should possess exceptional communication skills, be able to manage inventory and develop creative sales ideas. Motivational skills important and superior sales results a must. Travel required. Computer literacy important. Please send resume to Jeff Guilbert, GSM, WUHF-FOX 31, 360 East Avenue, Rochester, NY 14604. No phone calls please.

**Local Sales Manager: KPRC,** the NBC affiliate in Houston, Texas has an immediate opening for a person with strong leadership skills to lead our local sales department. We are looking for someone who is dynamic, self motivated, creative and who possess solid selling and management skills along with a strong drive to win. Other requirements include a minimum of 2 years sales management experience, 3-5 years television sales experience, experience in retail sales development, creating and selling special projects and sales promotions. Please apply in writing to Kathleen Keefe, General Sales Manager, KPRC-TV, P.O. Box 2222, Houston, Texas 77252. Post Newsweek Station, an Equal Opportunity Employer.

## HELP WANTED SALES

### BROADCAST SALES EXECUTIVES

Growing international satellite communications company has several positions available in its Washington, D.C. area offices for highly motivated and experienced Sales Executives. The individuals we seek will thrive in a dynamic entrepreneurial environment. The successful candidates will have a basic working knowledge of satellite technology and possess strong track records in selling domestic and/or international satellite broadcast services.

Our openings in the Broadcast & Cable Group entail working with television broadcasters and program distributors providing domestic and international delivery of television programming. A thorough understanding of the marketplace is absolutely essential.

Please send or fax your resume, including salary history to:

**COLUMBIA COMMUNICATIONS  
CORPORATION**  
7200 WISCONSIN AVENUE, SUITE 701  
BETHESDA, MARYLAND 20814  
TELEPHONE (301)907-8800.  
FACSIMILE (301)907-2420

## ACCOUNT EXECUTIVE

KABC-TV is seeking an Account Executive with at least three to five years experience in major market television sales. Must have excellent communication, presentation and organizational skills. Marketing and promotional experience is a plus. PC skills using Windows software is preferred. Send resumes to: John Riedl, General Sales Manager, Dept. AE-BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer.



**Account Executive:** NBC affiliate in 35th market is seeking an experienced television salesperson. New business development skills a must. Knowledge of TV Scan and Marshall Marketing a real plus. Send resume to: Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.

# Announcing BLOOMBERG Information TV on **USA** NETWORK

**Morning News Weekdays and Weekends**



## Join Bloomberg and take a giant leap in the media world.

Bloomberg is proud to announce another significant step in the global expansion of our syndicated television, radio and print programming. We seek individuals with two or more years of successful sales experience in broadcast and cable on the national level. Strong presentation and communication skills are a must.

If you would like to be a part of this truly unique opportunity, contact Mike Nasi, NCG, 70 West Red Oak Lane, Suite 445, White Plains, NY 10604. Phone 914.697.4871. Fax 914.697.4846.

**Bloomberg**  
INFORMATION TV



**Director of Local Sales**

Join the ratings powerhouse in Binghamton, NY! We're looking for a leader to set the pace in local sales. Minimum 3-5 years television experience, proven track record with special projects. Must have solid selling and managerial skills. Come join a company to grow with! Excellent benefits.

Send resumes to:  
 Joe McNamara  
 General Sales Mgr.  
 WBNG-TV 12  
 P.O. Box 12  
 Johnson City, NY  
 13790-0012

**GATEWAY**  
 COMMUNICATIONS, INC.  
*An Equal Opportunity Employer*

One of the dominant ABC affiliates in the U.S. is conducting an extensive search for a professional television sales person. If you truly possess a strong degree of initiative and outstanding sales skills, we want to talk with you. Send your resume and cover letter immediately to: WPTA-TV, Box 2121, Fort Wayne, IN 46801, Attention: Local Sales Manager.

**Sales:** Expansion has created the opportunity for three broadcast or cable television advertising sales executives with a minimum of five years media related experience required. TV syndication or production sponsorship sales a plus. Salary base and commission. Please forward resume to: VP Program Development, 245 North Ocean Boulevard, Suite 306, Deerfield Beach, FL 33441 or Fax (305) 427-8606.

**General Sales Manager.** WTTO is offering an outstanding opportunity for a dedicated, organized sales professional to join one of America's fastest growing broadcast groups. The individual will have a minimum of four years management experience. NSM or rep background a plus. Must have knowledge of TV Scan and Scarborough. Our GSM will be a hands on leader with strong people skills. Excellent position for a proven sales manager looking to advance in the industry. Send resume and references to WTTO-TV, P.O. Box 832100, Birmingham, AL 35283. EOE. M/F.

**Account Executive.** WTHR-TV, Dispatch Broadcast Group, NBC Affiliate in the 24th market is seeking two aggressive Account Executives. Successful candidates must have two to five years broadcast sales experience or sales in a related field. Candidates should have excellent written and verbal presentation skills, computer literacy, and strong negotiation ability. A background in new business development is essential and a college degree is required. Applicants possessing these skills should submit a cover letter stating referral source and a current resume to the Human Resource Department, P.O. Box 1313, Indianapolis, IN, 46206-1313. Replies held in confidence. Qualified women and minorities encouraged to apply. An Equal Opportunity Employer.

**FOX Television Stations, Inc. WNYW/FOX 5, New York.** Director of Traffic/Sales Service. Responsible for the traffic and sales service functions of the station. Supervise a staff of 7-9 employees. Responsibilities include managing the station's commercial inventory; booking orders, pre-empting spots, rescheduling spots to maximize inventory utilization, handling discrepancies and make goods. Must be able to anticipate inventory problems and opportunities and work with sales management, ad agencies or account executives to solve or capitalize on them. Responsible for the sales Management Information System function. This includes managing the IBM AS400 computer and the operation and maintenance of the Enterprise System software. Will train all new employees on the system. Generates all sales, financial, general management and operations and engineering reports. Responsible for maintaining all data in the system in a way that these reports are accurate. 7 to 10 years experience in Broadcast Traffic/Sales Service/Operations. Background in radio or Network TV would count but must have spent at least 3 years at a TV station. Prior experience with the Enterprise System is desired. Candidate must be able to communicate well with staff as well as senior level management. Exceptional managerial and organizational skills are required. Candidate should be able to handle pressure and deadlines adeptly. Send resumes to: WNYW-TV/Personnel Department, 205 East 67th Street, New York 10021. Equal Opportunity Employer.

**TV Salespersons Needed:** Strong compensation package. Great lifestyle. Future growth potential with 12 station group. We're WTNZ - Fox 43 in Knoxville, and business is booming. Only 2.6% unemployment. Two lists are open for experienced pros with 3 or more years television, radio, or cable sales experience. New business and vendor development experience a plus. National rep sales another plus. Ellis Communications, Inc., our parent, has recent history of promoting from within from sales to sales manager, and from sales manager to general manager. Those chosen will be hiking in the Smoky Mts., or rafting on the wild Ocoee this summer. Cover letter and resumes accepted through June 5. Mail to: Dennis Cruz, GSM, WTNZ TV, P.O. Box 43, Knoxville, Tennessee 37901. Minorities are urged to apply. EOE.

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

**Director of Sales.** Expanding Columbus, Ohio video, film and special event production company seeks Director of Sales. This position is responsible for the overall measurable achievements of the sales department and the training and development of sales personnel. Candidates should have a university degree, at least 10 years classical selling experience, 5 years of sales management experience, and extensive knowledge of the production industry. Excellent compensation. Respond to: Project Coordinator, 879 High Street, Worthington, OH 43085.

**HELP WANTED MARKETING**

**CREATIVE DIRECTOR**

And much more. Directing the overall creative output of this East Coast marketing/creative services company. Creating broadcast promotion campaigns for a client list that includes a number of the top TV stations in the country. Supervising the efforts of a team of free-lance writers. Writing films and videos for a group of blue-chip corporate clients. Salary commensurate with qualifications and experience. Excellent benefits package. Killer reel obligatory. Major market experience a must. Marketing background a plus. Send letter with salary history, resume and VHS reel to Box 00437 EOE.

**HELP WANTED TECHNICAL**

**TECHNICAL DIRECTORS**

Network is seeking Freelance Technical Directors for News/Talk Shows/Sports. Potential staff opportunities. Network, local or cable experience is preferred. Please send your resume in confidence to: **Box MT-133, 360 Lexington Avenue, 12th Floor, New York, NY 10017. EOE.**

**Assistant Chief Engineer:** Need organized person who can work individually as well as part of a team. Equipment installation and maintenance for AM, FM and TV stations. Must have U-matic and Beta SP experience. AM, FM, and TV RF experience a plus. Will share management of maintenance and TV operations department. Resume to K. Ferrell, Northern Television, Inc., 1007 W. 32nd Avenue, Anchorage, AK 99503. Closing date June 9, 1995. EOE.

**Maintenance Technician:** ABC affiliate, Nashville, TN: Requirements include four years training in electronics or equivalent experience. Must be experienced in service of Sony BetaCam, 3/4 and 1 inch VTRS. Experience with broadcast studio video systems, microwave systems, high power VHF transmitters, and computers is also desirable. Excellent communication skills are also necessary as well as familiarity with station operations. Competitive salary and benefits. Send resume, references, and salary history to Chief Engineer, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.



## NETWORK OPERATIONS COORDINATORS ■

DIRECTV®, the nation's premier direct broadcast satellite service, delivers 150 channels to American homes that are equipped with the DSS® home receiving unit, which features an 18-inch satellite dish.

We are seeking additional staff members in our growing Network Monitoring Center. Responsibilities include monitoring and troubleshooting multiple video and audio signals on the DIRECTV network and verifying traffic data for completeness and accuracy. Successful candidates must have 2-5 years experience in satellite communications or television broadcast operations. An AA certificate in radio/TV or an ASC in Electronics, technical training or equivalent broadcast industry experience required. Must also be able to cope effectively in high-pressure situations and be willing to work all shifts, including nights and weekends. Strong communication skills also essential.

In return for your professional abilities, we offer an attractive salary and an outstanding flexible benefits package. For immediate consideration, please send your resume with salary history to: DIRECTV, Inc., Employment-SP, P.O. Box 915, RE/R8/N301, El Segundo, CA 90245. An Equal Opportunity/Affirmative Action Employer.



**Chief Engineer:** Expanding company has immediate opening. College degree or a minimum 5 years engineering management experience preferred. Candidate must be knowledgeable of FCC rules and have television station construction experience. Understanding of UHF transmitters, satellite, microwave and computers a must. Ability to troubleshoot to component level and hands-on experience with studio maintenance needed. FCC general class operator's license and ability to be "on-call" required. Send letter, resume and salary history to: Roberts Broadcasting Company, Inc., 1408 North Kingshighway, Suite 300, St. Louis, MO 63113. No phone calls. Women and minorities encouraged to apply. EOE.

**KRMA-TV**, in beautiful Denver, Colorado seeks an experienced RF technician with proven skills in maintaining high-power VHF transmission systems and low power UHF translators. Familiarity with MRC Microwave equipment also desired. Successful candidate will have demonstrated their ability to troubleshoot to the component level and have a working knowledge of FCC rules. Must be willing to be on-call 24 hours/day. FCC General Class License required, SBE Certification a plus. Submit letter of intent explaining how your qualifications meet our needs, Resume, 3 references to: RF Search Committee, KRMA-TV, 1089 Bannock Street, Denver, CO 80204. KRMA-TV is proud to be an Equal Opportunity Employer.

**Roscor Corporation**, a world leader in communication systems engineering and integration, has unique opportunities for engineers with solid background in television systems, transmission systems and satellite communications systems design. Some opportunities require applicants to travel and/or live abroad. Minimum 5 years experience and engineering degree required. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056 or fax them to 708-299-4206, attention V. Schwantje.

**Television Studio Maintenance Engineer:** Successful applicant will be a strong self starter, team player, and goal oriented individual with at least 2 years experience in a similar position in broadcast commercial television. Responsible for maintenance, calibration, and proper operation of studio equipment. This includes ENG equipment, tape and disk based recorders, cameras, switchers, digital effects, graphics and related equipment. FCC General Class license required. Associates degree or equivalent preferred. Send resume to: Richard Monn, Engineering Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls. An Equal Opportunity Employer.

**Director of Engineering - Independent Christian TV station**, top 50 market has immediate opening for experienced, quality oriented, engineering leader with excellent communication skills. Responsibilities range from board-level repairs to Board room presentations. Minimum 5 years experience as Chief Engineer or similar technical leadership position. Must have strong UHF RF experience and familiarity with emerging technologies. Excellent equipment and working environment. EOE. Mail resumes: Ted Ross, WSFJ-TV, P.O. Box 770, Thornville, OH 43076 or Fax (614) 323-3242.

### HELP WANTED NEWS

**Sports Director.** We need a good communicator who understands and appreciates the importance of Local sports coverage. You must be able to follow local sports interests, develop off-beat sports stories and generally oversee sports coverage. If you have strong organizational skills, can write concise copy, shoot/edit and have good live skills, we want to hear from you. No beginners. Send resume and non-returnable tape to Personnel Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. Minorities encouraged to apply. EOE. M/F/V/D.

## OLYMPIC COORDINATOR

WSB-TV, Atlanta's number one news station, is looking for a candidate with news production experience to coordinate Olympic coverage. This individual must know how to market a news product ...therefore both news and marketing experience at a local station is preferred. Please send resumes, tapes, and writing samples to:

Lauren Watkins  
Assistant News Director  
WSB Television

1601 West Peachtree Street NE  
Atlanta, Georgia 30309

*We are an Affirmative Action, Equal Opportunity Employer. M/F. ADA*

## EXECUTIVE PRODUCER

Named Best Newscast in Florida for the past two years by the Associated Press, Fox News at 10 in the Naples/Ft. Myers market, seeks number two person in news department. Candidate must be a leader, an exceptional writer and FOX-IFIED. Send non-returnable tape to: **Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991.** No phone calls please. We are an Equal Opportunity Employer.

## NATIONALLY SYNDICATED NEWS MAGAZINE SEEKS

### Promotion Writer/Producer

Must have extensive experience writing and producing news oriented TV and radio spots, the ability to lead a tight-knit team, and an overwhelming desire to compete. If you can make spots sparkle in a high energy, fast turnaround environment, then this is the national opportunity you've been waiting for. Send resume and non-returnable reel in strictest confidence to Box 00442. EOE.

**KTVN-TV** has an immediate opening for a News Videographer. Requirements: High school education, ability to lift and carry a minimum of 30 pounds, editing skills on 3/4" and Beta tapes required. Six months experience required in operating a broadcast quality camera, working under deadline pressure, working in a working television newsroom. Two year college experience with emphasis on journalism and editing experience preferred. Send resume and non-returnable tape to Tim Ill, Chief Photographer, P.O. Box 7220, Reno, NV 89510. Qualified minorities are encouraged to apply. No Phone Calls. KTVN-TV is an Equal Opportunity Employer.

## NEWS START-UP

WNRW-TV, soon to be the Newest ABC Affiliate in the Carolinas, is assembling a **TOP-FLIGHT, COMPETITIVE NEWS OPERATION** in the Winston-Salem/Greensboro/High Point, North Carolina Market. Staffing needs include:

**ANCHORS • PRODUCERS • REPORTERS  
PHOTOGRAPHERS/EDITORS • ASSIGNMENT EDITOR  
TECHNICIANS • TECH DIRECTOR • GRAPHIC ARTISTS**

WNRW-TV is switching from FOX to THE ABC NETWORK *within the year*. This is your chance to get in on the ground floor introducing a *unique news product* into a *very competitive top-50 market*. **CREATIVITY, EXPERIENCE AND A WINNING DESIRE** are just some of the key ingredients we are looking for.

If you have **2-5 years experience, love a challenge and would like to strut your stuff** in one of the best living areas in the country, send a resume and a **non-returnable VHS or 3/4" tape** to:

**NEWS OPERATION  
WNRW-TV  
3500 MYER LEE DRIVE  
WINSTON-SALEM, NC 27101  
FAX: (910) 723-9217**



WNRW-TV IS AN ACT III BROADCASTING STATION AND AN EQUAL OPPORTUNITY EMPLOYER. WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY. NO PHONE CALLS PLEASE. REFER TO THE SOURCE OF ADVERTISEMENT IN YOUR CORRESPONDENCE. EOE M/F

**Photographer/Editor** Can you tell a story with great video and sound? Can you produce solid stories on deadline? Do you work as a team with reporters in the field? Would you like to live and work in one of the most photogenic places in America? If you want a chance to join our expanding news team, send a non-returnable tape/resume along with salary history to Adam McAnulty, Chief Photographer, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No phone calls. Women and minorities are encouraged to apply. Drug free workplace. EOE.

**Nationally syndicated TV news service** headquartered in Central Florida seeks energetic and creative news photographer. Willing to work in fast paced environment dedicated to excellence. 3 to 5 years shooting for network affiliate required. Send resumes and non-returnable tape to: Ivanhoe Broadcast News, Attn: Angela Gardner, P.O. Box 865, Orlando, FL 32802.

KTVN-TV has an immediate opening for News Department Assistant to assist the News Director and department with correspondence, phones, library, special projects and news production assistance. Job will require word processing, use of basic office equipment and basic video equipment. Must be a self starter, work well with others, have good communication skills and be able to type 55 WPM. High school education or equivalent required, some college or college degree and secretarial courses or experience preferred. Applications may be obtained at 4925 Energy Way, Reno, Nevada 89502 between 8 am and 5 pm. No Phone Calls. Qualified minority applicants are encouraged to apply. KTVN-TV is an Equal Opportunity Employer.

**Weekend Meteorologist:** Number one station in market looking for Weekend Meteorologist to join team of two other meteorologists. Candidate must be a meteorologist and must have on air television experience. This position is 32 hours per week. Send resume and non-returnable tape to: Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. EOE.

**Sports Photographer/Reporter.** Named Best Newscast in Florida for the past two years by the Associated Press, FOX News at 10 in the Ft. Myers/Naples market, seeks Sports Photographer/Reporter. Two years experience and college degree preferred. Please send non-returnable tape and resume to: Mark Pierce/Station Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

**Looking for an energetic Reporter and Anchor** to deliver six and ten o'clock newscasts. Applicants should have minimum four year broadcasting or related degree and some experience. Some producing may be required. Applicants should send tape and resume to Mike Chaussee, News Director, KXMB News 12, P.O. Box 1617, Bismarck, ND 58502.

**TV Engineer** WAXA-TV 40, Chief Operator maintain 55KW UHF Transmitter. FCC records. Trouble shoot and repair high power UHF Transmitter, microwave RX/TX, control equipment, Satellite receive systems. studio equipment, ENG cameras, recorders, edit controllers. Two years College degree, two years Television UHF Transmitter courses. Send resume along with salary history to Personnel, WLOS-TV, P.O. Box 1300, Asheville, NC 28804. No phone calls. Drug free workplace. EOE.

**News Reporter.** In search of a story-teller. Someone who puts the "C" in creative, the "E" in enthusiasm. Immediate opening for an experienced News Reporter to join a growing staff of professionals in Florida's capital city. Please send resume, references, salary history and non-returnable tape (no Beta) to: Bruce Cramer, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

**Small market in the Northeast** has an opening for a Reporter/Anchor to complement our male anchor. Applicants must have experience in news gathering, news writing, videotape editing, and on-air delivery. This position may also involve promotion and publicity activities. Application deadline is Friday, June 2, 1995. Send resumes/tapes to Box 00440 EOE.

**Morning Co-Anchor/Reporter.** West Texas, CBS affiliate, seeks a Morning Co-Anchor/Reporter. Must be able to gather, write and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**News Assignment Editor.** WKRC-TV is looking for experienced full-time weekday person to run assignment desk. Must be aggressive, calm under pressure and able to generate story ideas. Minimum 3 years professional TV news experience. College degree required. No calls. Send resume to Attn: Business Office - NAE, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. EOE.

**News Anchor.** Looking for the perfect person to compliment our main male anchor. Can you write, report, shine on camera and want to bask in the sunshine of the southeast? Then rush your resume, references, salary history, and non-returnable tape (VHS preferred) to Box 00443 EOE.

**News Photographer/Editor:** The ABC affiliate in West Palm Beach, Florida is looking for a motivated, experienced individual to join our growing news operation. Send tape and resume to Linda DesMarais, News Director, WPBF-TV, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. EOE.

**News Videographer.** KOLR-10, the Ozarks leading TV news department seeks a Videographer with a minimum of two years experience in news shooting, including lives and editing. To apply, send resume and non-returnable tape to KOLR-10 News Director, P.O. Box 1716, Springfield, MO 65801. EOE.

**Meteorologist.** Northern California Independent needs top notch meteorologist with great on-air skills. We offer great benefits and a chance to live in wine country. Send resume and a non-returnable tape to Personnel Department, KFTY-TV, 533 Mendocino Avenue, Santa Rosa, CA 95401. No phone calls. EOE. Any offer of employment is contingent upon passing clinical drug testing.

**Weekend Weather/Reporter.** Looking for experienced, comfortable Weather Anchor with solid reporting skills. Knowledge of WSI 9000 and Earthwatch preferred. Send resume tape to Emily Neilson, KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89114. No calls.

**The New York Times** station in Memphis is looking for an aggressive producer to take the reins of one of our weekday news broadcasts. I'm looking for an experienced journalist who can bring pacing and style to our award-winning news team. Please send non-returnable tape to Bob Jacobs, News Director, WREG-TV, 803 Channel 3 Drive, Memphis, TN 38103. No phone calls please. EOE.

**Assignment Desk:** WKRC-TV is looking for a part-time person to work 4:30 - 11:30pm shift on weekends, minimum of 1 year professional TV or Radio news experience. College degree required. No calls. Send letter and resume to attn: Business Office - AD. EOE.

**Assignment Editor.** KOLR-10, CBS affiliate, seeks an Assignment Editor with a minimum of four years experience in news, with one year of assignment responsibility. To apply, send resume to KOLR-10 News Director, P.O. Box 1716, Springfield, MO 65801. EOE.

**Assignment Editor -** Needed to guide a very aggressive and award-winning news team. Applicants should have at least two years experience working in a television newsroom. If you want to join a first rate news operation that is part of an excellent broadcast group, send your resume and a description of how you would run the assignment desk to: Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

**Assignment Editor:** Winning must be your passion. Need organized journalist who can direct a computerized newsroom. This position is responsible for all desk functions including monitoring news coverage and assigning crews, occasional writing of stories with opportunity to produce. Send resume and news philosophy to: Lon Tegels, News Director, KQTV, P.O. Box 6247, St. Joseph, MO 64506.

**Attention News Photographers!** We are producing a half hour weekly TV show for national cable distribution and are looking for news features that you have shot and edited. If your piece is chosen for the show you will receive a field producer's fee. Please send your best feature work. Open to any news photographer in the country: small, medium, large or freelance, all must have written permission from employer. Please send only those stories that have no reporter track. Only Nat sound pieces, photo essays or self narrated pieces will be considered. This show features great photography and visual storytelling. Please send betacam dub and bio to: Through The Lens, c/o Gregg Hoerdemann, P.O. Box 25962, Raleigh, NC 27611-5962.

**C-SPAN-like public affairs network** for Pennsylvania seeking Director of Programming. Knowledge of video production, skill in staff supervision, and experience in budget procedures required. Understanding of state government operations desirable. Send resume and salary requirements to: Pennsylvania Cable Network, 401 Fallowfield Road, Camp Hill, PA 17011.

**Canal de Noticias NBC:** 24-hour Spanish news channel located in Charlotte, NC, looking for qualified journalists and technicians as it grows. Openings for anchors, Washington correspondent, reporters, producers, writers, editors, audio, chyron, graphics, and directors. Please send tapes, resumes and references to Box 00356 EOE.

**Director.** Top 20 FOX station becoming an ABC affiliate seeks Director for our expanding news operations. A sharp mind, attention to detail, and quick decision making are necessary skills for this position. Must have 3 - 5 years directing experience and significant technical knowledge. If you are the best Director in your market, rush resume, salary requirements, and non-returnable tape (w/director track) to: Jeff Strickland, c/o KDNL-TV 30, 1215 Cole Street, St. Louis, MO 63106. Previous applicants need not apply. Minorities are encouraged to apply. We are an equal opportunity employer.

**Come be a hit in Nashville!** The market's #1 station (overall and in news) is looking for a producer to lead the team that puts together Nashville's only weekend morning newscast. The person we seek is a great storyteller who works well with other people. Skill at putting together highly produced programs which make good use of live a must. Please send a resume, references and a letter explaining your news program production philosophy to: Phil Bell, Executive Producer, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. No phone calls, please. Responses should be received no later than May 26th. WTVF is an Equal Opportunity Employer and encourages applications from members of minority groups.

**Aggressive, computerized Pacific Rim newsroom** looking for experienced, enterprising Reporters and Anchors. We are an award winning news department with a heavy emphasis on hard news. No feature reporters need apply. We want people who can kick butt in this tropical island paradise. We need a General Assignment Reporter, a Weekend Anchor/Reporter, and an Investigative Reporter. You need to have at least one year of professional TV news experience, two for the investigative position. We are also looking for a seasoned pro to run our Saipan bureau. In each position we promise an adventure you will never forget. EOE. Non-returnable 3/4 or VHS tapes, references/resumes by priority mail to Kirk Chaisson, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910.

**General Assignment Reporter:** Top market station seeks an experienced General Assignment Reporter. Live newsroom experience a must. Send resume and tape to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**If you've got lots of energy,** are committed to being the best and have the 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 encouraged to apply. Send resume and tape to: Travis Coffman, News Director, KMCV News, P.O. Box 1298 or Fax 670-235-0965.

**Hit the ground** running with the fastest-growing news operation in Minneapolis-St. Paul. Strong writing skills and live experience required, SNG a plus. We need a street-smart, story idea machine. Make us keep up with you! Send non-returnable tape and resume to Dana Benson, News Director, KMSP-TV - UPN9, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls please! EOE.

**KTUU-TV** is looking for an Anchor/reporter and a general assignment reporter. If you are an experienced anchor who likes to hit the streets, KTUU is the place to be. Murrow and Emmy Award winning newsroom. Excellent salary, medical, benefits, large staff and a commitment to quality. No beginners, please. Send non-returnable tape to Tim Woolston, Asst. News Director, KTUU-TV, 701 E. Tudor, Ste. #220, Anchorage, AK 99503-7488. EOE.

**News Writer:** WKRC-TV is looking for a part-time news writer. Minimum of 1 year professional TV or Radio news experience. College degree required. No calls. Send letter and resume to attn: Business Office - NW. EOE.

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**Graphic Designer.** KOAT-TV in beautiful Albuquerque is searching for an artist with excellent illustration and design skills. 1-2 years experience with Artstar (or other paint system) MacIntosh and Chyron Infinit required. Adobe Photoshop, Illustrator, Quark and Freehand program knowledge preferred. Primary responsibility will be on-air, but you will also do print and other projects as needed. If you are highly creative and motivated, can collaborate successfully with producers, work well under tight deadlines and thrive in the fast-paced environment of a TV station, we want to hear from you! KOAT has great production facilities and excellent benefits. And...mild weather, a picturesque landscape and affordable cost-of-living conditions make this one of the country's fastest-growing markets! Sounds good? Then send your non-returnable tape, resume and salary requirements to: Toss Patterson/Art Director, KOAT-TV, 3801 Carlisle Boulevard NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

**WGME-TV seeks Producer/Director** to write, direct and edit commercials, programs, etc. Must be creative, independent and client-oriented. Three years experience and college degree required. Send resume and non-returnable tape to Gary Legters, Operations Manager, WGME-TV, 1335 Washington Avenue, Portland, Maine 04104. WGME-TV is an Equal Employment Opportunity employer. M/F.

**Graphic Designer.** Top rated NBC affiliate in St. Louis has an opening for an experienced Graphic Designer. Broadcast design experience recommended. Qualified applicants will possess strong design and creative abilities, print design and production skills, a thorough understanding of Macintosh and applicable pre-press software. Graphic Design degree required. Will work with two other designers on variety of print and video projects. Send resume to: Director of Human Resources, KSDK-TV, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

**Traffic Manager.** Strong Florida affiliate accepting applications for a Traffic Manager. Minimum three years experience as Traffic Manager is required. Individual must be proficient in all areas of traffic operations. Good communication skills and the ability to assist sales management team to maximize effective inventory utilization is required. If you are looking for an opportunity to run a dynamic department, please forward your resume to Box 00435, an Equal Opportunity Employer.

**Topical Promotion Writer/Producer.** Sharp and highly organized Writer/Producer/Coordinator needed at the CapCities/ABC O&O in the Heart of Carolina. Can you handle high pressure and tight deadlines? Edit beta? Find and sell the viewer benefit in a news story? Then rush non-returnable tape and resume to David Rhoades, Creative Services Manager, WTVD, 411 Liberty Street, Durham, NC 27701. EOE.

**Top 50 network affiliate** is seeking a Creative Services Director. Ideal candidate has superior promotion and production skills, boundless energy, enthusiasm and vision, and can write, produce and edit imaginative promos that cut through the clutter. If you think out-of-the-box, if you know how to make miracles happen on a shoestring budget, if you have a killer demo reel, send your resume and non-returnable tape along with salary history and promotion philosophy to Box 00399 EOE.

**TV Host.** TNN: The Nashville Network is seeking personable host with strong, engaging camera presence and communication skills for a daily, one-hour, country music video program based in Nashville. TV reporting or magazine hosting experience and knowledge or interest in contemporary country music scene preferred. Send reel, letter and resume immediately to: Daytime Programming, TNN, 2806 Opryland Drive, Nashville, TN 37214. We are an Equal Opportunity Employer.

**Freelance Producer/Shooters.** 1-person does all for nationally distributed sports magazine shows. Top 50 market experience preferred. Send tapes to: Provision, 3-1/2 North Santa Cruz Avenue, Los Gatos, CA 95030.

**Special Projects Videographer,** WTHR-TV, Dispatch Broadcast Group, has an immediate opening for an extremely talented Special Projects Videographer. This individual will be responsible for the lighting and videography of special programs, promos, commercials, special projects and station public service announcements. Interested videographers should have three to five years experience and a degree in a related broadcast field. Applicants possessing these skills should submit a cover letter stating referral source and a current resume to the Human Resource Department, P.O. Box 1313, Indianapolis, IN 46206-1313. Replies held in confidence. Qualified women and minorities encouraged to apply. An Equal Opportunity Employer.

**Promotion Producer - Experienced Promotion Producer** needed for Top 40 NBC affiliate. Produce news topical, series, and image commercials under tight deadlines. Excellent writing and editing skills required. An eye for graphics a must. Send tape and resume to Mike Mastrullo, Promotion Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls!

**Producer/Director** for new television game show with good working knowledge and hands-on experience. New York-based. Fax resume and salary range to 718-852-5190.

**Broadcast Graphic Designer:** NBC Affiliate seeking television graphic artist with strong broadcast illustration, design and 3-d computer animation skills. Some print experience preferred, send resume and tape to: KMOL-TV, 1031 Navarro St., San Antonio, Texas, 78205, c/o of Art Director.

**Director:** Aggressive NBC Affiliate is looking for a top notch director. Qualified individuals will have four years experience directing or technical directing fast paced news, computerized editing experience and college degree. Send resumes and non-returnable tape to WXII-TV, Personnel Director, P.O. Box 11847, Winston-Salem, NC 27116. EOE.

**HELP WANTED PROMOTION**

**Promotion Writer/Producer.** KOAT-TV in beautiful Albuquerque is searching for an experienced Writer/Producer to create daily topicals for the market's dominant News operation. If you can zero in on what's promotable, write super-compelling copy and turn around great-looking spots under tight deadlines, we want to hear from you! As a member of our marketing team, you'll also be responsible for series promos and other projects as needed. Good interpersonal skills, enthusiasm and the ability to work well in the hectic pace of a newsroom is essential. Prior TV news promotion experience required! KOAT has an outstanding art staff, great production facilities and excellent benefits. And...mild weather, a picturesque landscape and affordable cost-of-living conditions make this one of the country's fastest-growing markets! Sounds good? Then rush your tape, resume and salary requirements to: Yvette Perez, KOAT-TV Marketing Director, P.O. Box 25982, Albuquerque, NM 87125. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

**Promotion Manager.** We've just switched to ABC and have a tremendous opportunity for that creative, high energy individual who knows how to market everything from news to home improvement. Candidates must have extensive hands-on experience with on-air, outdoor, direct mail, radio buying and print, as well as the leadership and management skills to guide the station through an affiliation change and news launch. If you have the experience, enjoy a good challenge, and want to work and grow with an aggressive broadcast group who believes in the value of promotion and marketing, this could be the job for you. We're in a hurry so rush your tape and resume to Box 00434. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply.

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**Research Manager.** MCA TV, one of the industry's leading suppliers of television programming, has an immediate opening for a Research Manager. Candidate must have a minimum of 5 years prior experience in either syndication or TV rep firm. Ideal candidate will have working knowledge of all Nielsen systems, excellent writing skills, prior supervisory experience and the ability to oversee major presentations from beginning to end. MCA offers a competitive salary and benefits package, and is an Equal Opportunity Employer. Send or Fax Resume and Cover Letter to: Senior Vice President of Research - MCA TV, 100 Universal City Plaza - 8th Floor, Universal City, CA 91608, Fax (818) 733-5041. Please No Phone Calls.

**PUBLIC RELATIONS**

**Community Affairs Director:** WTVR-News Channel 6 has an immediate opening for a strong leader to serve as liaison between our station and various civic, public service and special interest groups in our community. Schedules/produces PSAs and community calendar, plans/executes station's involvement in public service activities. Candidate must have a solid television production background including on-air experience. Send resume, on-air demo tape (if available) and salary history to: Matt Heffeman, Program Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F. EOE.

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Television Production, Two Year Temporary Faculty. Effective date is August 24, 1995. Responsibility for teaching a variety of basic, hands-on television production courses. Those courses could include Television Graphics, Television Writing, Remote Production, and Instructional Design. Most courses require significant laboratory preparation. Other duties include academic advising and committee work. Masters degree in Television Production or related field preferred. Bachelor's degree in Television Production required. Work experience in the field required. Academic rank and salary are dependent upon qualifications. Send letter of application, resume, and list of three references with telephone numbers by June 9, 1995 to: Fred Wyman, TV Production Program Coordinator, Ferris State University, Television Production Program, IRC 108, 1301 South State Street, Big Rapids, MI 49307-2748.

**HELP WANTED PRODUCTION**

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Send cover letter, including salary requirements, and resume (only resumes with salary requirements will be considered) to: Director of Human Resources, Arthur Andersen & Co. SC, HR Box EMPS0515, 1405 N. Fifth Ave., St. Charles, IL 60174.

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Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

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### **RADIO**

It has been nearly three years since the radio ownership rules were relaxed and the result has been good for the public (our listeners), good for the economy and good for the radio industry. With over 10,000 commercial radio stations in the U.S., with the potential of as many as 60 radio channels per market from satellite radio, competition in radio is alive and vibrant and ownership restrictions are simply no longer necessary in the Top 50 markets.

### **TELEVISION**

An immediate ownership update is needed if the television industry is to compete in the new video marketplace. In order to insure free-over-the-air television in our nation's future, deregulation in the Top 50 markets must be accomplished now.

Broadcasters are America's mirror on itself and a reflection to the world. We represent the finest radio and television system in the world and a blueprint for the global village. Let our elected officials in Congress prepare us for the next century.

**SUPPORT H.R. 1555 AND H.R. 1556.**

Respectfully,

Lowell "Bud" Paxson  
Chairman

James Bocock  
President

Dean Goodman  
President, Paxson Television



## In memoriam

EDITOR: Some thoughts on the death of programmer/broadcaster John J. Farina, who put several stations on the air in the New York–New Jersey–Connecticut area and died April 9 at age 69 at Marcella Nursing Home and Rehabilitation Center, Burlington, N.J.:

John was a broadcaster who programmed for the fun of it and programmed what he liked. What he liked was Bing Crosby and the popular music of the '30s and '40s. When I first met John in 1976, he had just put a daytimer, WDJZ(AM), on the air in Bridgeport, Conn., with the financing of a New Jersey dentist and a Bridgeport crane operator owner. Since John knew more about radio than did his financiers, they gave him full reign of the programming, which was right out of the '40s with old-style DJs that included Tony Marvin, Arthur Godfrey's former announcer.

Working at home near Bridgeport producing my newsletter, *The Hall Radio Report*, I used to find the station refreshing listening because it was so different. When I was asked to put together and chair a radio panel at the Musexpo show in Miami Beach in 1977, I enlisted Ken Burkhardt, Marlin Taylor, Paul Drew and, to round things out, John Farina. It was quite a session. All went well until John attacked rock 'n' roll as synonymous with drug abuse and promiscuous sex, which at this basically record-oriented conference drew some hostile and vocal response from the audience. John also told how programming a Bing Crosby record could make him break down and cry.

After our session was over, a man came up to me and said, "You know, that guy [Farina] has something." I said, "Yes, I know." And that man said he would like to create a format along the lines of what Farina had talked about. I replied that such an idea had been in my mind too for some time. We agreed to talk about this further at breakfast the next day. That man was Al Ham, and at that breakfast we shook hands and agreed to create the yet-to-be-named

"Music of Your Life" format.

I told the crane operator Art McClinch about my meeting in Miami and suggested we have a meeting. At a breakfast at a Bridgeport diner I introduced Al Ham to Art McClinch and John Farina, and plans were begun for Al and me to begin making tapes for the station that would represent a revision of John's creation—a planned rotation, a balance of music from the '40s against the '50s, less music from the '30s, elimination of non-hits, concentration on the biggest hits. Since the station was a daytimer, we used the studios after the sun set. One night I suggested we call the format "The Music of Your Life." No one liked the title, but it was adopted because no one could think of anything better.

John went on to put WWJZ(AM) Mount Holly, N.J., on the air. John could be difficult and erratic, but he was a genius and he truly was the father of and inspiration for "The Music of Your Life."—*Douglas E. Hall, Edgewater, N.J.*

## Not clear

EDITOR: Although years ago a radio newsman myself, I can sometimes only barely stand listening to those who today do the work I once did. Would that my dial could find a broadcaster who knows the difference between "cheap" and "inexpensive," "comprise" and "compose," "convince" and "persuade," or "as if" and "like," or that the conjunction "as far as" needs to be followed by a clause (or, indeed, that voice

inflection matters greatly to listeners' understanding)!

Standardization does not fit the human character in everything we do. The flowering of personalities, and our consequent ability to enjoy and not be bored by our fellows, depends greatly upon our use of freedom to simply be different from one another.

But some things must be standardized to be useful. To be useful between us, what I recognize as a dollar bill another must also recognize as one. To be a medium of exchange, it must conform to a standard. Language, too, is a medium of exchange, of information. To the degree that the meaning that listeners and speakers, or readers and writers, attach to the words passing between them is not the same, language loses its utility.

Time passes and things change. Because the world shifts from under our words, the meaning behind those words must change. Meaning changes more rapidly, though, when people are simply ignorant of words' current definitions, as found in reputable dictionaries. The more rapidly meaning changes, the less likely it becomes that my understanding of words will match another's. The less likely it becomes, too, then, that those who came before can communicate with us today or that we can communicate with those who will come after us tomorrow.

I have, as I've indicated, difficulty understanding my radio and television today.—*William C. Dix, Chicago*

## 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.

The books will be sponsored by BROADCASTING & CABLE and will be published internationally by Focal Press, a leading publisher of books and videos about media topics.

Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

# For the Record

## OWNERSHIP CHANGES

### Granted

**WABM(TV) Birmingham, AL** (BALCT950-123KU)—Action Feb. 27.

**WTVY(TV) Dothan, AL** (BALCT950216-KM)—Action March 2.

**KBAZ(AM) Bullhead City, AZ** (BTC9409-12ED)—Action Feb. 24.

**KOPA(AM) Scottsdale, AZ** (BTC950120-KS)—Action Feb. 27.

**KSLX(FM) Scottsdale, AZ** (BTCH950120-KR)—Action Feb. 27.

**KTDO(FM) Columbia, CA** (BTCH950105-GE)—Action Feb. 22.

**KWAZ(FM) Needles, CA** (BTCH940912-EE)—Action Feb. 24.

**KRXQ(FM) Roseville, CA** (BTCH950120-KP)—Action Feb. 27.

**KSEG(FM) Sacramento, CA** (BTCH9501-20KQ)—Action Feb. 27.

**KCTY(AM)-KRAY-FM Salinas, CA** (AM: BTC950104ED; FM: BTCH950104EE)—Action Feb. 23.

**KREZ-TV Durango, CO** (BALCT941123-KE)—Action Feb. 27.

**KURA(FM) Ouray, CO** (BALH941222GJ)—Action Feb. 22.

**WFVY-FM Atlantic Beach, FL** (BTCH9502-13GE)—Action March 6.

**WBGC(AM) Chipley, FL** (BAL941208EA)—Action Feb. 28.

**WAPE-FM Jacksonville, FL** (BTCH9502-13GK)—Action March 6.

**WTSP(TV) St. Petersburg, FL** (BTCCT950-120KT)—Action Feb. 27.

**WTMP(AM) Temple Terrace, FL** (BAL95-0112EA)—Action Feb. 28.

**WKLS(FM) Atlanta** (BTCH950120KF)—Action Feb. 27.

**WCOH(AM) Newnan, GA** (BAL950104-EB)—Action Feb. 28.

**WMKJ(FM) Peachtree City, GA** (BALH95-0104GE)—Action Feb. 22.

**KHBC-TV Hilo, HI** (BTCCT950113KK)—Action Feb. 27.

**KHNL(TV) Honolulu** (BTCCT950113KJ)—Action Feb. 27.

**KOGG(TV) Wailuku, HI** (BTCCT950-113KL)—Action Feb. 27.

**KTVB(TV) Boise, ID** (BTCCT950113KI)—Action Feb. 27.

**KJDE(FM) Sandpoint, ID** (BALH9411-25GI)—Action March 6.

**WAND(TV) Decatur, IL** (BALCT95020-3KH)—Action Feb. 27.

**WIFR(TV) Freeport, IL** (BALCT950216-KJ)—Action March 2.

**WGBO-TV Joliet, IL** (BALCT950119KE)—

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and verticle; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power update; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Action Feb. 27.

**WIHN(FM) Normal, IL** (BALH950104GI)—Action Feb. 22.

**WIIZ(FM) Battle Ground, IN** (BALH9405-16GI)—Action Feb. 27.

**KQEP(FM) Rock Valley, IA** (BAPH941109-GE)—Action March 6.

**KWOF(AM) Waterloo, IA** (BAL941227-EA)—Action Feb. 23.

**WCMI(AM) Ashland, KY** (BAL950117GJ)—Action March 3.

**WBKO(TV) Bowling Green, KY** (BALCT95-0216KH)—Action March 2.

**WCMI-FM Cattlesburg, KY** (BALH950117-GK)—Action March 3.

**WSBK-TV Boston** (BTCCT941213KU)—Action Feb. 27.

**KDLH(TV) Duluth, MN** (BALCT950-216KF)—Action March 2.

**KWOM(AM) Watertown, MN** (BAP941123-EA)—Action March 14.

**KBEQ(AM) Blue Springs, MO** (BAL950-113EA)—Action Feb. 24.

**KHQA-TV Hannibal, MO** (BALCT9502-16KG)—Action March 2.

**KBEQ-FM Kansas City, MO** (BALH950-113EB)—Action Feb. 24.

**WDAF(AM)-KYYF(FM) Kansas City, MO** (AM: BTC950120KL; FM: BTCH95012-0KM)—Action Feb. 27.

**WTOK-TV Meridian, MS** (BALCT95021-6KL)—Action March 2.

**KMTW(AM)-KKLZ(FM) Las Vegas** (AM: BAL950104EF; FM: BALH950104EG)—Action Feb. 23.

**WMVI(AM) Mechanicville, NY** (BAPL940-328EC)—Action Feb. 22.

**WRDC(TV) Durham, NC** (BALCT9409-02KH)—Action March 1.

**KSSS(FM) Bismarck, ND** (BAPH9411-04GE)—Action Feb. 21.

**WKRQ(FM) Cincinnati** (BTCH950120-KH)—Action Feb. 27.

**WTVN(AM) Columbus, OH** (BTC950120-KJ)—Action Feb. 27.

**WLVQ(FM)-WKRC-TV Columbus, OH** (FM: BTCH950120KK; TV: BTCCT950120-KG)—Action Feb. 27.

**WMJI(FM)-WMMS(FM) Cleveland** (AM: BTCH950213GM; FM: BTCH950213GN)—Action March 6.

**WHK(AM) Cleveland, OH** (BTC950213-EB)—Action March 6.

**WLOH(AM)-WHOK(FM) Lancaster, OH** (AM: BTC950213GJ; FM: BTCH950213-GH)—Action March 6.

**WEYO(FM) Marietta, OH** (BALH940715-GO)—Action Feb. 28.

**WLLD(FM) Upper Arlington, OH** (BTCH-950213GI)—Action March 6.

**WYTV-TV Youngstown, OH** (BALCT9502-16KN)—Action March 2.

**KGW(TV) Portland, OR** (BTCCT950113-KG)—Action Feb. 27.

**KEX(AM)-KKRZ(FM) Portland, OR** (AM: BTC950120KN; FM: BTCH950120KO)—Action Feb. 27.

**WRRK(FM) Braddock, PA** (BALH9302-16HX)—Action March 1.

**KJJQ-AM-FM Volga, SD** (AM: BAL94-1228EA; FM: BALH941228EB)—Action Feb. 28.

**KTEX(FM) Brownsville, TX** (BALH950110-EB)—Action March 14.

**KSTV-FM Decatur, TX** (BALH941223GJ)—Action Feb. 28.

**KAFX(AM) Diboll, TX** (BAL950117EB)—Action Feb. 28.

**KCTI(AM)-KPJN(FM) Gonzales, TX** (AM: BAL941220EK; FM: BALH941220EL)—Action Feb. 28.

**KVJY(AM) Pharr, TX** (BAL950110EA)—Action March 14.

**KXLN-TV Rosenberg, TX** (BALCT950119-KF)—Action Feb. 24.

**WXTB(FM) Clearwater, VA** (BTCH950120-KI)—Action Feb. 27.

**WHSV-TV Harrisonburg, VA** (BALCT9502-16KI)—Action March 2.

**WRIC(AM) Richlands, VA** (BAL941222-ED)—Action Feb. 28.

**KING-TV Seattle** (BTCCT950113KF)—Action Feb. 27.

**KREM-TV Spokane, WA** (BTCCT950113-KH)—Action Feb. 27.

**WTAP-TV Parkersburg, WV** (BALCT9502-16KK)—Action March 2.

**KFBQ-FM Cheyenne, WY** (BTCH95011-7GM)—Action Feb. 22.

**KRKK(AM)-KQSW Rock Springs, WY** (AM: BTC941230EA; FM: BTCH94123-0EB)—Action Feb. 23.

### Dismissed

**WFIC(AM) Collinsville, VA** (BAL941205-EA)—Action Feb. 23.

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WRHX(AM) Herndon, VA (BAL930624-EC)—Action Feb. 23.

## FACILITIES CHANGES

### Actions

**Batesville, AR** KZLE(FM) 93.1 mhz—Granted app. of White River Valley Broadcasters Inc. for one-step app. to change class from C1 to C. Action Feb. 28.

**Smithville, GA** WZIQ(FM) 106.9 mhz—Granted app. of IQ Radio Network Inc. for mod. of CP to make changes: TL: existing tower; Smithville, GA, E of Depot. Action March 1.

**Loves Park, IL** WLUV(AM) 1520 khz—Granted app. of Angelo Salvi for CP to add night service with .0125 kw. Action March 14.

**Kittery, ME** WXBB(FM) 105.3 mhz—Granted app. of Bear Broadcasting Co. for CP to install auxiliary antenna (for auxiliary purposes only). Action March 6.

**Caledonia, MN** KSOF(FM) 94.7 mhz—Granted app. of Sun Communications for mod. of CP to make changes: ERP: 2.1 kw; ant. 170.6 m. Action March 1.

**Ash Grove, MO** KZPD(FM) 104.1 mhz—Granted app. of Ashgrove Inc. for mod. of CP to change TL: 0.45 km N of County Hwy Z, 2.5 km W of Co. Hwy MM; Halltown, MO;

Lawrence Co., and to change antenna supporting structure height. Action Feb. 28.

**Hillsboro, NH** WRCI(FM) 107.7 mhz—Granted app. of Radioworks Inc. for CP to make changes: ERP: 0.58 kw; ant. 25 m.; TL: near Summit of Craney Hill, Henniker, Merrimack Co., NH. Action March 2.

**Hazleton, PA** WZMT(FM) 97.9 mhz—Dismissed app. of 4 M Broadcasting Inc. for mod. of CP to change DA. Action Feb. 28.

**Columbia, SC** WNOK(FM) 104.7 mhz—Granted app. of Emerald City Radio Partners LP for CP to install new auxiliary facility (for auxiliary purposes). Action March 6.

**Sumter, SC** WQHB(TV) ch. 63—Granted app. of McLaughlin Broadcasting Inc. for MP to change ERP (vis): 13 kw; ant. 165 m.; TL: at intersection of Rte. 378 & Rte. 763. Action March 1.

**Goliad, TX** KHMC(FM) 95.9 mhz—Granted app. of Cinco De Mayo Broadcasting for mod. of CP to make changes: TL: 0.3 mi. E of intersection of Franke Rd. and US Hwy 59, 4.7 mi. E of Goliad, Goliad Co., TX. Action Feb. 10.

**Bassett, VA** WCBX(AM) 900 khz—Granted app. of Edward A. Baker d/b/a Radio 900 for MP to change TL: 0.33 km E of State Rte. 683, 2.3 km W of Fieldale, VA; reduce night power to 0.18 kw; reduce day power to 1.1 kw and make changes in

antenna system. Action March 7.

## NEW STATIONS

### Applications

**Harvest, AL** (BPED950413ME)—Southwest Florida Community Radio Inc. seeks 88.1 mhz; 1.5 kw; ant. 204 m. Address: P.O. Box 887, Brentwood, TN 37024. Applicant is headed by Robert Augsburg and owns WAYM Columbia, Tenn., and WAYJ Fort Myers, WAYF West Palm Beach and WAYG Sarasota, all Florida.

**Ocala, FL** (BPED950413MF)—Marion Community Radio Inc. seeks 91.5 mhz; .2 kw; ant. 44 m. Address: 814 N.E. 2nd St., Ocala, FL 34470. Applicant is headed by Brad Dinkins and has no other broadcast interests.

**Ennis, MT** (BPH950417ML)—Frank Spain seeks 98.7 mhz; 50 kw; ant. 61.75 m. Address: 409 S. Beach Rd., Hobe Sound, FL 33455. Applicant owns WTVA(TV) Tupelo and WMDN(TV) Meridian, both Mississippi, and is permittee of KZJC(TV) Flagstaff, Ariz.

**Ennis, MT** (BPH950413MK)—Lee Axdahl seeks 98.7 mhz; 50 kw; ant. 150 m. Address: 1127 S. Duluth Ave., Sioux Falls, SD 57105. Applicant owns KTWB-FM Sioux Falls, SD.

### THIS WEEK

**May 22-23**—Technology studies seminar for newsroom professionals presented by the *Freedom Forum Media Studies Center*. Columbia University, New York City. Contact: Shirley Gazsi, (212) 678-6600.

**May 23-25**—*Cincinnati Bell Information Systems TEK-21 Conference*. The Wigwam Resort, Phoenix, Ariz. Contact: (800) 238-3521.

**May 23-25**—*MIDEM-Asia*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (203) 840-5301.

**May 24-25**—2nd annual Pan Asia Cable and Telephony Conference, presented by *AIC Conferences*. Hotel Shangri-La, Singapore. Contact: (65) 3-222-700.

**May 24-27**—*Native American Journalists Association* annual conference. Bismarck Radisson, Bismarck, N.D. Contact: (612) 874-8833.

**May 25**—Digital video education seminar presented by *Intelligent Resources Integrated Systems*. Roscor Corporation, Mount Prospect, Ill. Contact: (800) 882-8388.

**May 28-31**—Cableroute '95, 38th annual *Canadian Cable Television Association* convention and expo. World Trade and Convention Center, Halifax, Nova Scotia. Contact: Christiane Thompson, (613) 232-2631.

### MAY

**May 30-June 2**—*Public Telecommunications Financial Management Association* conference. Westin La Paloma, Tucson, Ariz. Contact: Norma Gay, (803) 799-5517.

**May 31-June 3**—*American Advertising Federation* national advertising conference. Hyatt Regency Tampa, Tampa, Fla. Contact: Jenny Pfalzgraf, (800) 999-2231.

### JUNE

**June 1-3**—44th annual *American Women in Radio & Television* convention. Beverly Hilton, Beverly Hills, Calif. Contact: (703) 506-3290.

**June 2-4**—"Civic Journalism Going into '96,"

## Datebook

workshop sponsored by the *Radio & Television News Directors Foundation*, *Pew Center for Civic Journalism* and *Poynter Institute for Media Studies*. Radisson Plaza Lord Baltimore Hotel, Baltimore. Contact: Cy Porter, (202) 467-5219.

**June 5-6**—*Women in Cable & Telecommunications* course on "Managing Change in an Evolving Industry." Doubletree Guest Suites, Plymouth Meeting, Pa. Contact: Molly Coyle, (312) 634-2353.

**June 6-11**—13th annual *National Association of Hispanic Journalists* convention. El Camino Real Hotel, El Paso, Tex. Contact: (202) 662-7145.

**June 7-10**—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Sheraton Washington Hotel and Washington Hilton & Towers, Washington. Contact: (213) 465-3777.

**June 8-9**—"Video Dial Tone in the New Competitive and Deregulated Telecom World," conference presented by the *Strategic Research Institute*. The Carlton Hotel, Washington. Contact: (800) 599-4950.

**June 8-13**—19th *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland.

**June 10-12**—12th annual Showbiz Expo West, presented by *Advanstar Expositions*. Los Angeles Convention Center. Contact: Leanne Lambert, (800) 854-3112.

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

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

**June 10-14**—Public and educational telecommunications national utilization conference, sponsored by the *Southern Educational Communications Association*. Ramada Plaza, Jackson, Miss. Contact: Norma Gay, (803) 799-5517.

**June 11-14**—*Cable Television Association of Maryland, Delaware and the District of Columbia* annual spring meeting. Sheraton Fountainsbleau Hotel, Ocean City, Md. Contact: Wayne O'Dell, (410) 266-9111.

**June 12-14**—*New Jersey Broadcasters Association/Maryland, Delaware, D.C. Broadcasters Association* joint convention and first Mid-Atlantic States Exposition. Trump's Castle Casino Resort, Atlantic City, N.J. Contact: Philip Roberts, (800) 998-9291.

**June 12-15**—*Women in Cable & Telecommunications* national management conference. Adams Mark Hotel, Denver. Contact: Tracy Mitchell, (312) 634-2339.

**June 18-24**—16th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

### JULY

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

### SEPTEMBER

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

### JANUARY 1996

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

### Major Meetings in red

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

## E!, Cassaro take entrepreneurial approach

**D**rawn to unorthodox creative challenges, Dave Cassaro is in his element as head of ad sales for E! Entertainment Television, the cable industry's hip, irreverent channel that serves as television's 24-hour electronic watercooler for entertainment news and industry gossip.

Right out of Marist College, Poughkeepsie, N.Y., in 1974, Cassaro tested the broadcasting waters by joining NBC's page program. There he got a taste of affiliate relations, an area in which he later worked with ABC and CBS. In between stints at ABC and CBS, Cassaro was an account rep for Telerep, a national spot sales group, where he found out that sales is where he shines.

Cassaro joined E! in October 1990 as senior vice president of ad sales. His task: to increase E!'s ad sales revenue. After incurring losses for its first four years, E! went into the black last year with a profit estimated by media analysts at \$4 million. E!'s forecast for this year calls for a \$2 million profit from advertising and overall revenue of \$65 million.

E! wasn't the first company where Cassaro started almost literally on the ground floor. In 1986 he joined Fox Television as one of the company's first 12 employees before the network had even gone on the air.

As director of Eastern sales, Cassaro was supposed to kick-start Fox's network sales department. But back then, he says, he found himself doing a little of everything. "Coming over to Fox, there was a whole entrepreneurial atmosphere, and everybody was taking their experiences and their knowledge and applying it to this new concept called Fox Broadcasting."

Cassaro, who rose to vice president, Eastern sales, before leaving for E!, says at Fox he realized that stretching his entrepreneurial sales skills was what he enjoyed doing most. That led him to connect with Lee Masters, who was about to relaunch the 24-hour Movietime as E! Entertainment Television.

Cassaro arrived at E! with an unusual resume, having worked at all four major broadcast networks. That filled Masters's demand that E!'s ad sales head not be from basic cable. "Clearly, cable being the newer kid on the block, it was an opportu-



*"It requires every ounce of creativity and unorthodox thinking that you can come up with to succeed."*

### David Thomas Cassaro

**Senior vice president, ad sales, E! Entertainment Television, New York; b. March 3, 1952, Brooklyn, N.Y.; BA, Marist College, Poughkeepsie, N.Y., 1974; page, NBC, N.Y., 1974; various positions, affiliate relations, ABC, N.Y., 1975; account executive, Telerep, N.Y./L.A., 1976-80; various positions, affiliate relations/network sales, sports, prime time, CBS, N.Y., 1980-86; VP, Eastern sales, Fox Broadcasting, N.Y., 1986-90; current position since October 1990.**

nity to be entrepreneurial," Cassaro says.

Cassaro's goals when joining E! were simple: "Hire a sales staff and set up a structure so that we could do business," he says. "The other thing was to get the administrative side of the business cleaned up and running the way it's supposed to run—which we accomplished. E! is widely acknowledged as being the leader in the area of cable administration."

The biggest difference he's found between broadcast networks and cable is that "cable is always being forced to think outside of the box; [to come] up with creative solutions to age-old problems."

The tables also have turned in that people now watch programs instead of networks, Cassaro says. "Twelve years ago, if you asked a 10-year-old who are the Big Three in television, they would say ABC, CBS and NBC. Today they [might] mention one or two of the broadcast networks, but they're also going to mention maybe Nickelodeon, USA or the Disney Channel."

Cassaro says that E!, by virtue of also having a production system, demands more creativity. "In cable, there are many [marketing] opportunities to get creative from the point of view of the advertiser and the point of view of the consumer... It requires every ounce of creativity and unorthodox thinking that you can come up with to succeed," he says.

Cassaro says E!'s production capability opens the way to distribute programming through other vehicles. "What's been great at E! is that we've been in the position to manufacture programming, put it on the air and possibly exploit it in other ways, like through syndication, home video and international distribution."

Based on the quick rise of E!'s subscriber base, the channel will have something of a success to celebrate on its fifth anniversary, June 1. Last year, E!, which has launched shows such as *Talk Soup*, *The Gossip Show* and *Howard Stern*, reported 6 million new subscribers, bringing it to 31 million.

Cassaro's long-range plan is to build E!'s subscriber base to around 40 million by 1999. "Now that we're out of the start-up stage and the heavy period of growth, we're looking at things we can do to grow our business," he says. —JM

# Fates & Fortunes

## BROADCAST TV

**Paul Brewer**, GSM, WFXG(TV) Augusta, Ga., joins WFXI(TV) Morehead City, N.C., as VP/GM.

**Rob Mize**, broadcast services manager, WMC-TV Memphis, joins WHBQ-TV there as production manager.

**Brian Mattingly**, producer/director, WTTV(TV) Bloomington, Ind., named creative services director.

Appointments at KTVT(TV) Dallas: **Cameron Harper**, anchor/reporter, KTVK(TV) Phoenix, joins as anchor; **Leslie Mouton**, anchor/reporter, KENS-TV San Antonio, Tex., joins in same capacity; **Michael Kruep**, operations controller, Crown Media, St. Louis, joins as business manager; **Glenn Nickerson**, senior director, news, named production manager; **Brenda Teele**, weekend evening weather anchor/general assignment reporter, KLAS-TV Las Vegas, joins as morning weather anchor.

**Daniel Soles**, assistant program manager, Georgia Public Television, Atlanta, joins WTTW(TV) Chicago as broadcast manager.

**Karen Adams**, director, marketing, and **George Pemberton**, manager, news production, WGHP-TV High Point/Piedmont, N.C., named director, programing and marketing and director, operations, respectively.

**Ross Crystal**, host, *Panorama*, WTTG(TV) Washington, joins KDOC-TV Anaheim, Calif., as anchor, *The Industry News*.

**D'Artagnan Bebel**, senior account executive, Adlink, Los Angeles, joins WTHR(TV) Indianapolis as GSM.

**Sean Morphew**, associate producer, *The Other Side*, Los Angeles, named producer.

**Jonathan Shelley**, news producer, WTMJ-TV Milwaukee, joins KTNV(TV) Las Vegas as managing editor.

## PROGRAMING

**Sanford Litvack**, senior executive VP/chief, corporation operations, and **Stephen Bollenbach**, senior executive VP/CFO, The Walt Disney Co., Burbank, Calif., have been elected to the Disney board of directors.



Nathan W. Garner (at right) of Scholastic Inc. receives the Stanley B. Thomas Lifetime Achievement Award from Gayle Greer, founding member of the National Association of Minorities in Cable, during NAMIC's Annual Awards Breakfast at the National Cable Television Association's Convention on Tuesday, May 9.

**Bill Cox**, VP, movies and miniseries programing, TBS Superstation, Atlanta, named senior VP, programing.



**Mark Ittner**, VP, finance, Saban Entertainment, Burbank, Calif., named senior VP.

**Douglas Wood**, director, animation, Amblin Entertainment, Los Angeles, joins Turner Pictures, Atlanta, as VP, production, animated features.

**Kelly Kulchak**, director, current programing, Fox Broadcasting Co., Hollywood, Calif., joins the WB Television Network, Burbank, Calif., as head, current programing.

**Stan Whitman**, president/GM, KULR-TV Billings, Mont., and president, KFBB-TV Great Falls, Mont., named president, MDM Broadcasting Inc., Billings.

**Melanie McLaughlin**, VP, Montel B. Williams Inc., and LETNOM Productions, New York, assumes additional responsibility as personal manager to Montel Williams.

**Lisa Westfield Avert**, director, domestic licensing sales, Sony Signatures, Los Angeles, joins Nelvana Communications Inc. there as VP, North American licensing and merchandising.

**John Weiser**, VP, Western region, Columbia TriStar Television Distribution, Culver City, Calif., assumes additional responsibilities of Western sales operation.

**Bill Hamm**, VP, and **Pat Wells**, director, drama development, Universal Television, Los Angeles, named senior VP and VP, respectively.



Wzsalek

Appointments at Walt Disney International Television, London: **Tom Wzsalek**, senior VP, marketing and promotion, The Disney Channel-USA, named senior VP/managing director; **John Keeling**, head, movie channels, Sky Television, joins as director, programing and acquisitions; **Tim Richards**, head, broadcasting, QVC Europe, joins as director, operations and production.

## RADIO



Stevens

**Joanne Stevens**, media consultant, joins *Your Money Minute* (radio spots airing daily on CBS Radio Network affiliates), New York, as senior editor, radio scripts.

Appointments at WINS(AM) New York:

**Stu Fenston**, LSM, WFAN(AM) New York, joins in same capacity; **Joan Fleischer**, account executive, named LSM.

**Ron Richards**, program director/host WRJN(AM) Racine, Wis., named

director, operations, MG Radio LLC, Racine.

**Erle Younker**, regional manager, Northeast, Westwood One Radio Networks, Valencia, Calif., named director, major market affiliations.

**Jennifer Grimm**, GM, WPOC(FM) Baltimore, moves to KDMX(FM) Dallas in same capacity; **Jim Dolan**, GSM, WPOC, named GM.

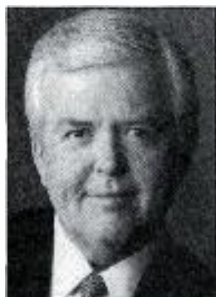
**Andrea Martin**, sales director, KMPS-AM-FM Seattle, joins WBZZ(FM) and WZPT(FM) Pittsburgh as VP/GM.

**Lee Hall**, news director, KOMO (AM) Seattle, joins WWJ(AM) Detroit as director, news and programming.

**Paul James**, writer, CBS News Radio, New York, named anchor, *CBS News on the Hour*.

## CABLE

**Kim Hatamiya**, VP, programming, on-air promotions, business affairs and technical operations, Fox Latin American Channel (Canal Fox), Los Angeles, named senior VP/GM.



**Dobbs**

**Lou Dobbs**, senior VP/managing editor, business news, CNN, Atlanta, named executive VP/managing editor.

**Steve Bucholz** and **Gabe Berger**, directors, sales and affiliate relations, Request Television, Denver, named VP and regional VP, respectively.



**Kuan**

**April Kuan**, co-anchor, *World Report*, the International Channel, Los Angeles, named news director, Chinese and Vietnamese newscasts.

Appointments at E! Entertainment

Television, Los Angeles: **Alex Duda**, executive producer, *Talk Soup*, named director, talent and development; **Lisa Kaye**, director, human resources, named VP; **Dan Gibson**, manager, on-air talent, named director; **Johanna Hall**, manager, affiliate sales and

marketing, SportsChannel Pacific, San Francisco, joins as director, affiliate relations, Midwest region.

**George Booth**, GM, Cablevision Systems Corp., Newark, N.J., adds additional responsibilities of GM, Bayonne and Riverview systems.

**George Bodenheimer**, senior VP, affiliate sales and marketing, ESPN, Bristol, Conn., named senior VP, sales and marketing, New York.

## ALLIED FIELDS

**Stan Statham**, chairman, television committee/assistant Republican leader, California Assembly, joins California Broadcasters Association, Sacramento, as executive director.

**Richard Leone**, staff announcer, WSVN(TV) Miami, and **Corinne Richards**, actress/coach, have formed a high-quality, state-of-the-art ISDN voice service for the entertainment and communication industries. The studio, specializing in English and Spanish, will be available for use by media and news organizations.

**Jim Neill**, director, national promotion, Rhino Records, Los Angeles, named senior director, promotion.

## TELEMEDIA



**Gaspin**

**Jeffrey Gaspin**, senior VP, programming and executive producer, Q2, West Chester, Pa., joins Interactive video Enterprises Inc., San Ramon, Calif., as senior VP, programming and production.

**Bob Perlstein**, divisional executive VP, network negotiations, SFM Media Corp., New York, named divisional executive VP, program concepts and media-related interactive technologies.

## DEATHS

**Ray Livesay**, 78, broadcast pioneer, died May 16 at his home in Mattoon, Ill. Livesay was chairman of the Livesay Broadcast Group, which comprises WLBH-AM-FM Mattoon and WHOW-AM-FM Clinton, both Illinois;

WERT-AM-FM Paulding, Ohio, and WBAR(AM) Bartow, Fla. For 28 years Livesay was president of the Daytime Broadcasters Association, a national organization made up of AM radio stations permitted by the FCC to operate only during daylight hours. He also served on NAB's board of directors and the National Radio Broadcasters Association board. In 1989 Livesay received the NAB national radio award. He is survived by his wife, one daughter and a son.



**Montgomery**

**Elizabeth Montgomery**, 57, actress, died May 18 at her home in Los Angeles, of cancer. She played Samantha, a nose-twitching suburban sorceress married to a mortal, and

Samantha's mischievous look-alike cousin Serena in ABC-TV's *Bewitched*. The show ran from 1964 to 1972. Montgomery's television debut was on *Robert Montgomery Presents*, her father's series. She went on to appear in more than 200 live programs. Post-*Bewitched* work included made-for-TV movies *A Case of Rape*, *The Legend of Lizzie Borden*, *Black Widow Murders: The Blanche Taylor Moore Story*, *The Corpse Had a Familiar Face*, and *Deadline for Murder*, broadcast on CBS last week. Montgomery is survived by her husband, Robert Foxworth, and two sons and a daughter by former husband William Asher.

**Harold J. Pannepacker**, 73, retired advertising salesman, died May 10, at Presbyterian Hospital, Philadelphia, of a collapsed artery. Pannepacker's career began in 1946 at WPTZ-TV Philadelphia (now KYW-TV). He held many positions at the station, including director, producer and cameraman. In 1950 he moved into advertising sales which he continued to do until his retirement in 1990. In 1992 Pannepacker was named person of the year by the Broadcast Pioneers. He is survived by his wife, Betty; a son and daughter, and three granddaughters.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

## Late, from Fox, it's Saturday nights!

Fox will debut a Saturday late-night series beginning this fall to take on NBC's *Saturday Night Live*, according to a memo the network sent to affiliates last Thursday (May 18).

The memo also says that Fox will have a Monday-Friday late-night series in place by summer 1996.

The network did not detail what the Saturday night project would be; however, speculation has centered on a spicy, adult-oriented serial from Spelling Entertainment. Fox is expected to reveal the project at the affiliates' meeting June 22-23. The new series will air at 11 p.m.-midnight.

Fox now airs episodes of the off-HBO series *Tales*

from the *Crypt* in that Saturday night time slot. The network should not face clearance troubles in launching the new show, as nearly all Fox affiliates air *Tales*.

There is no word as to whether the Saturday night series will be expanded to Monday-Friday or if a separate project is being considered.

Affiliates praise Fox's plan to start with a Saturday night project before moving to a weeknight series. "I'm pleased they listened to the affiliate body by not rushing [a weekday late-night series] out there," one affiliate says. "Besides, I don't think they can afford a third failure," he says, referring to *The Joan Rivers Show* and the highly publicized *Chevy Chase* debacle. —SC

**Capital Cities/ABC** Chairman Thomas Murphy told shareholders last week that the company **would "enthusiastically pursue television station acquisition opportunities"** if the current ownership caps were loosened or removed. Capcities' eight TV O&Os already are the largest group in terms of attributable coverage—reaching 23.9% of the country, or 22.4 million TV households. The company has two station acquisitions pending—in Flint, Mich., and Toledo, Ohio—that will bring its coverage to 24.5%, just below the current 25% cap.

**Showtime Networks Inc. has struck an exclusive output deal with sister company Paramount Pictures** estimated at more than \$1 billion. The deal, which gives SNI exclusive pay-TV rights to 196 of the studio's feature films, represents the most exclusive titles in a single pact for the premium service. The deal also includes 300 films from the Paramount Pictures library.

The Television Bureau of Advertising reports that **national spot and local TV advertising were up a combined 8%** for first quarter 1995. Spot was up 7%, and local was up 9%. The TVB report was issued just

days after a Broadcast Financial Management Association report said that first-quarter revenue for the Big Three networks was down 8%. Contributing factors there: the shift of the National Football Conference from CBS to Fox and the lack of a winter Olympics this year.

**The Walt Disney Co. is buying 25% of the California Angels** with an option to buy the rest of the baseball team under an agreement in principle between the studio and Angels owners Gene and Jackie Autry. The deal, announced last week, also would make Disney managing general partner of the team, and is subject to certain conditions, including approval by Major League Baseball. The price was not disclosed, but the *Wall Street Journal* said sources priced the 25% stake at \$30 million. Disney also owns Anaheim, Calif., NHL franchise The Mighty Ducks.

**The Pittsburgh Pirates apparently will be able to stay in Pittsburgh**, thanks to a local cable TV executive who last week reached a preliminary agreement to purchase the team. John J. Rigas, owner of Adelphia Cable Systems, will make the deal backed by approximately \$18 million in city-

supplied cash and lease enhancements. Rigas, 70, will pay \$25.15 million in cash and assume \$60 million in debt for the 108-year-old franchise. He also will assume the Pirates' expected \$13 million 1995 season debt as well as a \$20 million city-backed loan given to the team in 1985.

Through three-quarters of the May sweeps (April 27-May 17), **Twentieth Television's** off-network strip of *The Simpsons* was the top new syndicated strip, with a 6.8 Nielsen metered-market rating/12 share. Runners-up were Warner Bros.' *Fresh Prince of Bel-Air* (5.9/11) and *Extra—The Entertainment Magazine* (4.5/10), MCA's *Coach* (3.5/8) and Worldvision's *Beverly Hills, 90210* (2.3/5).

**Turner Broadcasting System is considering launching an all-business news channel**, according to Tom Johnson, VP of news and president of Cable News Network Inc. He says the project is being evaluated but has not been approved by the Turner board.

**MG/Perin's** new syndicated *Coast Guard* half-hour weekly reality show has been given a firm go for a fall

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. \*Reg. U.S. Patent Office.

### Incorporating TheFifthEstate TELEVISION Broadcasting

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02458-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1995 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in the event of cancellation of a subscription. Except for special issues where price changes are indicated, single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).



# Closed Circuit

1995 first-run launch after clearing 75 stations covering 76% of the country, including the top 30 markets.

**Kelly News & Entertainment's** new *Safe Streets* weekly reality show has been cleared in 92 markets covering 80% of the country for a fall syndication launch.

**Jim Curtin**, VP and director of programming at station rep Harrington, Righter and Parsons, will leave the company May 26. Curtin says the rep wanted someone else in the post and that he is considering other opportunities.

**Court TV reporter Kristin Jeanette-Meyers and USA Today reporter Gale Holland were removed indefinitely from the O.J. Simpson courtroom** last Thursday by Judge Lance Ito following complaints by jurors that the two were talking loudly in the audience. Ito ruled that "talking or whispering amongst audience members while court is in session is never acceptable behavior."

## Fox buys interest in group owner

Fox Broadcasting is investing \$15 million for a 20% equity stake in Tampa, Fla.-based Petracom Broadcasting, which is buying four TVs from Banam Broadcasting for \$77.2 million.

The price for the stations—KARD-TV MONROE, La.; KDEB-TV Springfield, Mo.; WTVW Evansville, Ind., and KLBK-TV Lubbock, Tex.—is approximately eight times trailing 12 months cash flow, according to Bob Beecham of McKinley Capital Partners, Petracom's investment bankers.

As part of the agreement, WTVW, the only V in the 95th market, will switch its affiliation from ABC to Fox. ABC plans to move to Gilmore Broadcasting Corp.'s WEHT-TV (ch. 25), now a CBS affiliate, in six months, an ABC spokesperson says. CBS had no comment.

The new Petracom will include the four Banam stations and Petracom's WQRF-TV Rockford, Ill. WQRF, KARD-TV and KDEB-TV are all Fox affiliates. KLBK-TV is a CBS affiliate.

—JAZ

## WASHINGTON

### Hundt's 'new paradigm'

FCC Chairman Reed Hundt will tell broadcasters at the Museum of Radio and Television this week that their relationship with government is heading into "a new paradigm." The emergence of digital TV is the driving force behind this new regulatory model, which will emphasize competition and market forces. Hundt is expected to predict a looser regulatory approach that will cover almost all broadcasting-related issues, ranging from ownership to content. He will frame the new paradigm in terms of property rights. Broadcasters may be allowed greater freedom in the material they air, but in return they may have to pay "rent" in the form of obligations such as providing free airtime to political candidates.

### Standard standard

"Standard-definition" TV formats will be part of the new TV standard recommendation the FCC receives later this year. In response to an FCC request, the advisory committee overseeing advanced TV standard setting has decided to include "standard TV" parameters in the transmission plan for advanced TV. The standard previously defined only high-definition pictures, although developers of the technology have maintained that their system is flexible enough to deliver pictures of lower definition. At a meeting last week, participants in an ATV advisory committee subgroup selected four standard TV picture formats that participants will consider for inclusion in the ATV standard recommendation.

### Radio rules

Service and licensing rules for digital satellite radio are on their way from the FCC, although the commission's notice of proposed rule-making may contain more questions than answers. FCC officials and others following the service rules expect a "neutral" notice that will seek comment on several issues, such as how much spectrum licensees should receive, whether services should be subscription-

only and whether the FCC should invite a new round of applicants. Sources say the commissioners will either vote privately on the notice or place it on the agenda for the June 15 meeting.

### Fox buys

The FCC's Mass Media Bureau and General Counsel's Office indicated to Fox lawyers last week that the commission would begin granting conditional approval of Fox's eight pending station transfers, according to sources. The transfers will be conditionally granted, pending resolution of Fox's request for a waiver of the foreign-ownership rules. The first transfers could come as early as this week.

## NEW YORK

### Biondi reups

Viacom President/CEO Frank Biondi has signed a new six-year contract that will keep him in the post until July 31, 2000, according to the company's proxy statement. The contract automatically extends for one-year periods after that, until either he or the company terminates it. In 1994 Biondi earned a little more than \$4.1 million, with \$3 million of that in bonuses. Under his new contract, Biondi has options to purchase 1 million shares of the company's Class B common stock. Two executive VPs, Philippe Dautman (general counsel) and Thomas Dooley (finance), signed five-year pacts that will pay each an initial \$800,000, with guaranteed raises and bonuses that will exceed their base salaries.



Drawn for BROADCASTING & CABLE by Jack Schmidt

## Regulation by staying out of the way

This week it was NBC and Microsoft. Last week it was Murdoch and MCI. Next week it will be...well, read all about it. The world of telemedia is at a boil. That's why, among other things, it's so hard to regulate today's marketplace by yesterday's rules. Congress and the FCC are trying to respond to the new imperatives and to stay out of the way as much as possible.

(Reed Hundt has his own view, but this page has always blamed the FCC for sideswiping the first big initiative on the information highway—the TCI-Bell Atlantic merger—by overregulating cable's rates; until that moment, all the major MSOs and telcos were poised to merge. Now, both or all of those companies and the nation at large may in retrospect rejoice at that failure, but it remains instructive about what the heavy hand of regulation can do. No one in government wants to be responsible for clogging the on-ramps this time around.)

In a way, what we're seeing is Washington trying to catch up with a marketplace that took off without asking permission. It was ever thus.

## Slow speed ahead

For all the sturm und drang on Capitol Hill, you'd think that drastic deregulation was a sure thing to emerge from this Congress. We caution against moving too fast, expectation-wise. At the end of the day, there may be no legislation at all. Our Hill staff calls it 50-50, just as they did last year. You'll remember that nothing happened then, either.

Broadcasters and cablecasters may yet be encouraged that there's such spirit on all these issues, principally motivated by the new Republican majority. There's nothing like riding the crest of a new tidal force; deregulation is in, don't look back.

Some are concerned that the lawmakers aren't looking forward, either. Such a one is G. William Ryan, president of the Post-Newsweek Stations, whose reflections on lifting the multiple ownership caps in television occupy a prominent position in this issue. This page has been on the other side of that argument, opposing all government regulation of broadcasting on principle and micromanagement of the ownership marketplace in particular. But our roots, like Bill Ryan's, go deep into the public interest, and we resonate to many of the same impulses. We think that a deliberate approach is indicated on this issue, as opposed to a rush to judgment.

Crossownerships—of various stripes—and foreign ownership are all on the congressional table, as are duopolies and LMAs. The ramifications that would ensue from changes in national policy toward any or all would be profound. They ought not be dealt with by the wave of a hand.

## E for effort

Texas Republican Senator Kay Bailey Hutchison has introduced a bill that would award grants to nonprofit groups to review TV programs for violence and to identify the sponsors. Report cards would be issued at least four times a year. That's at least four times too many. Common sense, TV listings and the voluntary warnings that networks and some stations have adopted should be enough to guide any "responsible" parent. The cable industry has gone a step further, with a viewing education program. About which more later.

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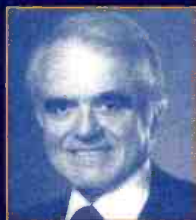
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