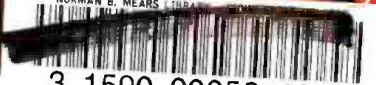


JUNE 5

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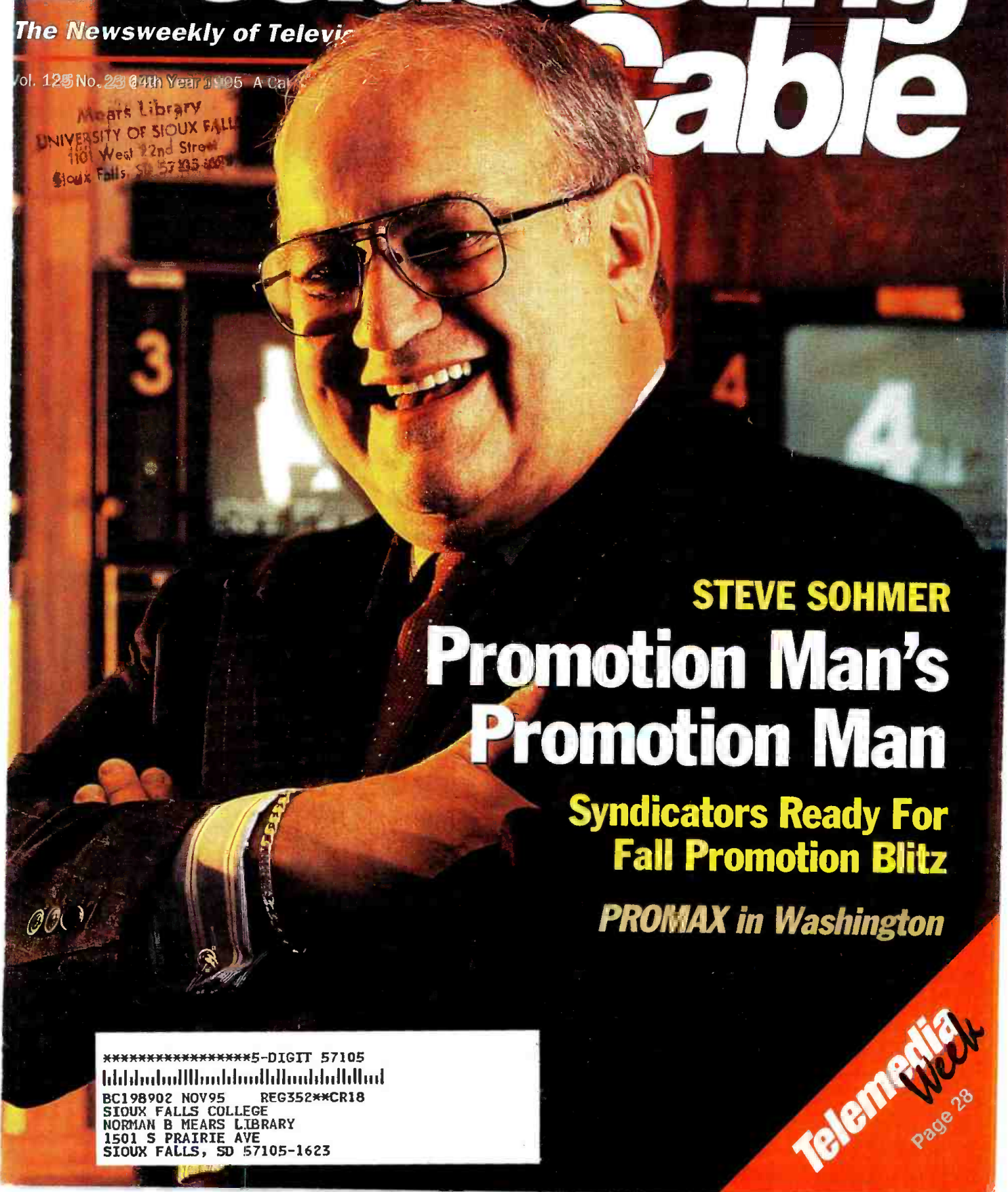
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**Telemedia
Week**
Page 28

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Fast Track

MUST READING FROM BROADCASTING & CABLE

JUNE 5, 1995

TOP OF THE WEEK

CBS changes demo strategy CBS Chairman Larry Tisch's pledge to affiliates to allow CBS/Broadcast Group President Peter Lund a free hand went a long way at last week's affiliate meeting to assuage station executives' concerns about the network's future. Lund told affiliates that CBS would join the other networks in programing and selling to the desirable 18-49-year-old demographic. / 6

As LMAs grow, so do concerns The number of television local marketing agreements totals at least three dozen, including 10 LMAs in the top 30 markets. Last week, advertisers joined the chorus of those expressing concern about the practice, citing the potential of LMAs to artificially raise the price of advertising in their markets. / 8

Prime time upfront explodes Some network sales heads were taken aback last week by the prime time upfront spending splurge: This year's market could hit a record \$5.3 billion. / 9



FCC Chairman Reed Hundt takes aim at Commissioner James Quello in an e-mail message urging commissioners "to respect our decision-making process by not conducting or revealing that process in the media." / 12

COVER STORY: ADVERTISING & MARKETING



The promotion man's promotion man

Steve Sohmer has been called the P.T. Barnum of TV promotion, having made a career of getting NBC, CBS and now his own clients "into the tent." **Cover photo by Doug Mazell/Black Star / 15**

Syndicators ready for fall, PROMAX

Syndicators will be at PROMAX in Washington this week to help stations deliver on tomorrow's shows. The syndicators to be represented include Warner Bros., King World and Turner. / 17

PROGRAMING

Stolley replaces Nuell at 'Extra'

David Nuell has resigned from day-to-day supervision of *Extra*—*The Entertainment Magazine*, to be replaced by a founding editor of *People*, Richard Stolley. / 22

CABLE

USA commits millions to originals

USA Network is earmarking \$140 million for a 1995-96 original programing schedule that includes a new Saturday night comedy block featuring shows from John Landis and Brandon Tartikoff. / 24

CBS works on retrans plan

Nearly two years after broadcasters gained the right to compensation from cable system operators for carriage of their signals, CBS has yet to come up with a retransmission-consent deal. / 25

WASHINGTON

Proposed demise of FCC dismissed

Broadcasters and cable operators may be pushing for deregulation, but they're not ready to abolish the FCC, as a report from the conservative Progress & Freedom Foundation recommends. / 35

TECHNOLOGY

Building a better HDTV

Although they hope to recommend a standard this fall, HDTV standard-setters say there is room for improvement in the new television system. / 37

TELEMEDIA WEEK

CBS expands affiliate Web sites

At least two dozen CBS affiliates will have created Internet sites by the end of the summer. The network is working with an Internet service provider owned by Landmark Communications, which owns several CBS affiliates as well as The Weather Channel. / 28



'Nile: Passage to Egypt' is being offered by Discovery Channel Multimedia. / 28

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The Smarter Place To Be

Tisch, CBS affiliates rally around Lund

Network embraces 18-49-year-olds, looks for younger correspondents to work with Rather

By Steve Coe

The CBS affiliates meeting last week, expected to be an angry, contentious encounter between station executives and network officials, was generally calm—mainly because CBS Chairman Larry Tisch headed the request of one affiliate.

Tisch took the advice of CBS Affiliate Board Chairman Ralph Gabbard and attended the Los Angeles meeting to reassure affiliates and give new CBS/Broadcast Group President Peter Lund a vote of confidence.

"I told him how critical it was that he be here," said Gabbard. "I asked him if he would give total autonomy to Peter Lund and stand back and allow him to make whatever changes are necessary. He said absolutely, and yesterday [Wednesday] he went on record with the affiliates and said so."

"I was able to rearrange some commitments I had back East so I could get here," said Tisch, "but I was always

going to be here. It was just a question of when."

Tisch also said the affiliates did not ask about the long-rumored sale of CBS. "There is no sale, and they know there is no sale."

The network came into the meeting with problems nearly across-the-board, including an aging prime time lineup, a disastrous February and May sweeps, and a highly publicized sacking of *CBS Evening News* co-anchor Connie Chung.

Tisch's pledge to give Lund a free hand went a long way to assuage concerns by station executives. Tisch "understands he needs a broadcaster to run the network," said Gabbard. It's no different than what Jack Welch [chairman, General Electric] is doing



Affiliates are confident Peter Lund can solve some of CBS's problems

with Bob Wright [NBC chairman] and Neil Braun [president, NBC TV]."

"As long as Peter Lund is running the network, everybody will feel just fine about things," said another affiliate.

In his presentation, Lund said CBS would join the ranks of the other networks in programming and selling to the desirable 18-49-year-old demographic.

"Our new programs signal a clear response to your needs with younger demographics and a continued emphasis on the lead-ins to your late news. CBS is going off the household standard. We're not going to be measuring a category called fruit salad when all anyone really cares about is apples and oranges."

But he also said the network would not be abandoning older viewers. "We need to continue to appeal to the broadest possible audience," he said.

Lund's declaration about the network's new demographic target was well received by affiliates. "We've got to go that way to sell the advertising," said Gabbard.

"We've got to get out of the 1970s thinking and into the 1990s," said Gabbard. "There wasn't leadership, which is why we were the last to adopt the 18-49-year-old target. [Howard] Stringer is a wonderful man but he's not a broadcaster—he's a newsman. Peter [Lund] has run stations, he's decisive and he's putting the right people and pieces in the right places."

On Friday, Eric Ober, president, CBS News, told affiliates they could expect to see major correspondent moves in the coming months, featuring younger reporters.

Revamped news will be "built around" evening news anchor Dan Rather. Ober said. The network has no plans to replace Rather, he said, but will consider succession. ■

Hot air?

As if CBS didn't have enough problems to contend with as its affiliates met last week in Los Angeles, Fox took the opportunity on Wednesday to heap a little more grief on the beleaguered network. CBS executives were greeted by a Fox attempt to seduce their affiliates with two 35-foot helium-filled balloons facing the hotel where the meeting was taking place.

"Fox beats CBS, adults 18-49," read one. "For a

future," said the other, "call (310) FOX-3507"—the number of the office of Adam Ware, Fox's executive vice president, network distribution. CBS officials and affiliates were not amused. "I thought we were in the business of gentlemen, and I've always tried to conduct CBS that way, but I can't account for everyone," CBS Chairman Larry Tisch said. One affiliate put it this way: "The great thing about this business is that you can always count on someone to be low-class and cheesy."

—SC



An Open Letter from FCC Chairman Reed Hundt

EDITOR: Many Americans are unhappy with the violent content of certain movies. Chronic violence is devastating our country; no one is spared and everyone ought to be concerned. To the degree the media glorify and contribute to that violence, they must (and in many respects they do) acknowledge that responsibility. Major strides have been made in this area in the last year alone.

But television, far more than movies, plays an important role in developing the characters of our children. Hollywood, networks and other producers of television fare should (and in many respects do) acknowledge their important role in shaping the attitudes, sensibilities and behavior of the next generation of Americans. And some television, like some movies, is too violent.

This is one of the principal reasons why parents and responsible adults need to be able to turn the TV channel to children's educational television. Educational television is valuable in part simply because it does not contain violence. And it has been proved that educational television can also greatly improve learning skills in young children. Furthermore, given the tragic fact that 25% of our children live in poverty, we all should want educational television to be delivered free, over the air, to all Americans.

The ultimate responsibility for what our children watch on television must be borne by a partnership between the television industry and parents. The industry must provide parents an alternative to shows with inappropriate content—namely, educational programming specifically geared to their needs and interests. Parents must select those shows. The cure requires our coming up with solutions and not just settling for finger-pointing and blame-shifting.

A crucial opportunity to form that partnership is coming up in a familiar forum: the tiny but intrepid Federal Communications Commission. I refer to the opportunity to comment on our proposed rules implementing the Children's Television Act of 1990. We solicit constructive and positive views on the following ideas, among others:

□ Why shouldn't broadcasters give parents more clues

about how to find children's educational and informational television in the blizzard of commercial programming that comes over the air in today's competitive TV markets?

□ Why shouldn't we resolve the issue of defining educational kidvid by in effect adopting the broadcasters' own definition, labeled by the industry as "FCC-friendly" but more appropriately "kid-friendly?"

□ Why shouldn't broadcasters assure parents that in each market each station will deliver or sponsor at least three to five hours of "kid-friendly" television a week? Given that broadcasters seek, and have a deserving claim on, free new swatches of spectrum for digital broadcast, why shouldn't they deliver kidvid as a kind of "rent" that is paid in-kind for the new spectrum?

□ To mitigate the financial burden on broadcasters for this public service, why shouldn't broadcasters in each market be able to meet together and decide when "kid-friendly" television will be shown and who will show it?

Parents and responsible adults have the ultimate responsibility to protect their young children from inappropriate books, magazines, music, films, radio and TV. But broadcasters can help by making sure that parents have choices of appropriate television that in fact educates children and by giving parents tools to exercise those choices.

I welcome any and all comments on this subject, by e-mail, postal mail, or hand delivery, referencing Docket No. 93-48.

Sincerely yours,



Reed Hundt
rhundt@fcc.gov

Editor's note: At the request of the broadcasting industry, the FCC last week extended the deadline for formal comments on its children's TV rulemaking from June 16 to Sept. 14.

Dole again attacks TV violence

But senator says he won't seek a legislative remedy

By Kim McAvoy

Senate Majority Leader Bob Dole (R-Kan.) last week told CBS affiliates that he has no interest in regulating TV programming.

The senator made clear that he is not in favor of censorship, but expects the industry to take a leadership role in curbing the amount of sex and violence on the airwaves, according to a source who attended the meeting.

Dole, who is running for president, was interviewed via satellite by CBS news anchor Dan Rather at the affil-

ates' annual meeting in Los Angeles.

At a Hollywood fund-raiser earlier last week, Dole lambasted the entertainment industry for "bombarding our children with destructive messages of casual violence and even more casual sex." It was the second time since Dole hit the campaign trail that he has attacked the entertainment industry.

"We must hold Hollywood and the entire entertainment industry accountable for putting profits ahead of common decency," Dole said.

And he urged leaders in the enter-

tainment industry to think about America's children. "Movies and music do not make children into murderers. But a numbing exposure to graphic violence and immorality does steal away innocence, smothering our instinct for outrage."

This time, Dole singled out Time Warner for producing rap records. "You have sold your souls, but must you debase our nation and threaten our children as well?"

Although Dole said he does not intend to legislate in this area, some industry lobbyists think his remarks may help advance congressional efforts to curb TV violence.

"Anytime the leader talks, people have to pay attention," one Senate aide said. ■

As LMAs grow, so do concerns

Advertisers worry that if practice spreads to TV, ad prices may be hurt

By Steve McClellan

Although the prospects for passage of a sweeping telecommunications-reform bill are uncertain, de facto television duopoly is a growing fact of life. And not everybody is happy about it.

The number of local television marketing agreements, where one operator manages two stations in a market, now stands at at least three dozen, including 10 in the top 30 markets, according to a list compiled by Petry Television (see chart).

The legitimacy of such arrangements has been controversial from the start. Some broadcasters have said that the limited opportunities within a market to do LMAs give an unfair competitive advantage to those that manage to cut deals. But those in the LMA business say their actions have prevented stations from going dark.

Last week, advertisers joined the chorus of those expressing concern, citing the potential of LMA practitioners to artificially raise the price of advertising in markets where they control more than one station.

"It is a very serious concern," says Allen Banks, executive vice president, Saatchi & Saatchi, the New York-based ad agency. "There already have been some examples of abuse in radio," where duopolies have been allowed for several years. He cites the case of Infinity Broadcasting, which he says told advertising agencies seeking guaranteed levels of radio listenership that the company wouldn't deal with them. "Clearly that was an abuse" of duopoly power, Banks says.

And Banks says that the potential for abuse on the television side of duopoly is worse because there are fewer local TV stations than radio stations. If regulators do authorize TV duopoly, he says, "some safeguards have to be kept in place" to insure that market forces dictate the prices of advertising. Otherwise, he says, owners controlling the inventory on two stations in a market could artificially raise rates.

But Lowry Mays, president of Clear Channel Communications with TV LMAs in four markets, dismisses such talk. "That theory won't hold because the advertiser has the ability to buy around any media," he argues. "If

It's an LMA world

The stations listed in boldface type operate the stations that immediately follow under local marketing agreements.

Market	Rank (DMA)	Station	Affiliation	Owner	HH share (Feb. '95)
Dallas-Fort Worth	8	KDFW	CBS	New World	14
		KDFI	Ind.	Dallas Media Investors	4
		KXAS	NBC	LIN	13
Cleveland	13	KQTX	Ind./WB	KQTX Inc.	5
		WOIO	CBS	Malrite Comms.	10
		WUAB	Ind./UPN	Cannell Comms.	8
Pittsburgh	17	WPGH	Fox	Sinclair Broadcast Group	6
		WPTT	Ind./UPN	Glencairn	2
Phoenix*	19	KTVK	Ind./WB	Media America	13
		KASW	Ind.	Signs on summer '95	—
Sacramento-Stockton, Calif.	21	KCRA-TV	NBC	Kelly Broadcasting	19
		KOCA	Ind./UPN	GE/Capital Corp./Pegasus Broadcast	5
Orlando-Daytona Beach*	22	WFTV	ABC	Cox	20
		WZWY	Ind.	Reese Assoc. Ltd.	—
Baltimore	23	WBFF	Fox	Sinclair	9
		WNUV	Ind./UPN	Abry Comms.	8
Hartford-New Haven, Conn.	26	WVIT	NBC	Viacom	11
		WTXX	Ind./WB	Counterpoint Comms.	2
		WTNH	ABC	LIN	15
Charlotte, N.C.	28	WTUV	Ind./WB	K-W TV	—
		WJZY	Ind./UPN	Capitol Broadcasting	6
		WFVT	Ind./WB	Family 55	2
Milwaukee	29	WCGV	Ind./UPN	Sinclair	8
		WVTV	Ind.	Gaylor Broadcasting	3
Raleigh-Durham, N.C.	32	WLFL	Fox	Sinclair	8
		WRDC	NBC/UPN	Glencairn	6
		*WRAL	CBS	Capitol Broadcasting	24
Columbus, Ohio	34	WRAZ	Ind./WB	Grant Cotton (signs on 9/95)	—
		WCMH	NBC	Outlet Comms.	19
		WWHO	Ind./WB	Fant Broadcasting of Ohio	2
Grand Rapids, Mich.	38	WOOD	NBC	LIN	16
		WOTV	ABC	LCH Comms.	3
Norfolk, Va.*	40	WAVY	NBC	LIN	16
		WVBT	Ind./WB	Summit Comms.	1
Memphis	42	WPTY	Fox	Clear Channel Television	8
		WLMT	Ind./UPN	TV Marketing Group of Tenn.	5
West Palm Beach, Fla.	45	WPBF	ABC	Paxson Broadcasting	9
		WTVX	Ind./UPN	Krypton Broadcasting	3
Greensboro-High Point-Winston Salem, N.C.*	48	WNRW	Fox	Act III Broadcasting	7
		WGGT	Ind.	Guilford Broadcasting	—
Albuquerque, N.M.*	49	KRQE	CBS	Lee Enterprises	15
		KASY	Ind. (on air 9/95)	Ramar Comm.	—
Louisville	50	WRBB-TV	Fox	Blade Comms.	10
		WFTE	Ind./UPN	Kentuckiana Broadcasting	3
Jacksonville, Fla.*	55	WAWS	Fox	Clear Channel	8
		WNFT	Ind./UPN	Krypton Broadcasting	3
Fresno-Visalia, Calif.	57	KMPH	Fox	Pappas Telecasting	13
		KGMC	Ind.	Gray Coopla	1
Little Rock-Pine Bluff, Ark.	58	KLRT	Fox	Clear Channel	10
		KASN	Ind./UPN	Mercury Broadcasting	2
Tulsa, Okla.	59	KOKI	Fox	Clear Channel	9
		KTFO	Ind./UPN	RDS Broadcasting	3
Mobile, Ala.-Pensacola, Fla.	61†	WPML	Fox	Clear Channel	9
		WJTC	Ind./UPN	Mercury Broadcasting	2
Austin, Tex.*	65	KTBC-TV	Fox	Argyle Television Holdings	22
		KVC	Ind.	Global Information Technologies	1
		*KXAN	NBC	LIN	14
Honolulu	69	KNVA	Ind./WB	54 Broadcasting	2
		KHNL	Fox	Providence Journal	8
		KFVE	Ind./UPN	KFVE Joint Venture	5
Green Bay-Appleton, Wis.	70	WGBA	Fox	Donald Clark	7
		WXGZ	Ind./UPN	Ace TV	2
Omaha*	74	KPTM	Fox	Pappas Telecasting	10
		KXVO	Ind.	Cocola Broadcasting Co.	—
Tucson	81	KMSB	Fox	Providence Journal	9
		KTTU	Ind./UPN	Clear Channel	4
Fort Myers-Naples, Fla.	89	WBBH	NBC	Waterman Broadcast Group	19
		WEVU	ABC	Ellis Comms.	10
Johnstown-Altoona, Pa.	91	WATM-TV	ABC	Smith Broadcasting Group	4
		WWCP	Fox	Evergreen Broadcast	6
Lincoln-Hastings, Neb.	101	KHGI-TV	ABC	GS Fant Broadcasting of NE	9
		KTVG	Fox	Hill Broadcasting	—
Florence-Myrtle Beach, S.C.	127	WPDE	ABC	Diversified Comms.	14
		WWMB	Ind.	Atlantic Media Group	4
Columbus-Tupelo, Miss.	132	WTVA	NBC	WTVA Inc.	26
		WLOV	ABC	Love Comms.	7
Duluth-Superior, Wis.	134	KBJR-TV	NBC	Granite Broadcasting	16
		KNLD	Fox	GS Fant Broadcasting of NE	—
Victoria, Tex.	207	KAVU	ABC	Withers Broadcasting	15
		KVCT	Fox	Jerianne Medley	8

*LMA pending †Monday-Sunday 7a.m.-1a.m. Source: Petry

the prices are too high on my radio or TV stations, there are plenty of other ways to access the audience. There are cable, newspapers, magazines and DBS."

Meanwhile, if regulators do relax ownership caps and allow TV duopoly, prices of stations could soar, says Arthur Gruen of Wilkofsky Gruen Associates, a New York-based media consulting and research firm. "Radio station values have soared with duopoly, and TV values have been on the rise anyway," he says. "But this will juice up the prices even further."

According to Veronis, Suhler & Associates, the New York investment banking firm, the asset value of the nation's TV and radio stations in 1993 (the latest year available) stood at almost \$16 billion, while the assets of the broadcast networks totaled another \$14.2 billion.

Assets on both sides likely would rise with deregulation. Capital Cities/ABC, for example, has said it would take advantage of relaxed ownership caps to buy more TV stations. ■

Sinclair going public

Sinclair Broadcast Group, one of the leading practitioners of local marketing agreements, is scheduled to go public this week.

Five million shares of Class A common stock will be offered June 7 for \$19-\$21, with Smith Barney, Alex. Brown & Sons and Chase Securities underwriting the offering.

Most of the proceeds of around \$92 million from the sale will go toward repaying Sinclair's bank debt of \$357.8 million, according to the prospectus.

The company is earmarking \$10 million to purchase the options to acquire KSMO-TV Kansas City, Mo., and WSTR-TV Cincinnati from the controlling stockholders.

The Baltimore-based Sinclair owns six TVs and operates four more through LMAs (see chart, page 8). A fifth, wrvz Norfolk, Va., is being operated under an LMA while awaiting FCC approval for its purchase. All are UHF's and are affiliated with either Fox or UPN.

The prospectus explains that if the FCC rules change so as to inhibit LMAs, Sinclair may be forced to "modify or terminate certain of its LMAs." Under that scenario, Sinclair would be forced to pay termination penalties that "could adversely affect the company's operations." Sinclair's four LMA contracts expire in 1997, 2000, 2004 and 2005.

Sinclair reported \$42.7 million in revenue for the first quarter of 1995, with broadcast cash flow of \$20.7 million, according to the prospectus. For 1994, it reported revenue of \$123.5 million and cash flow of \$67.1 million.

"Broadcast cash flow" is defined in the prospectus as "broadcast operating income plus corporate expenses, special bonuses paid to executive officers, depreciation and amortization, including both tangible and intangible assets and program rights, less cash payments for program rights." —JAZ

Prime time upfront explodes

Sales skyrocket, expect to set record at \$5 billion-plus

By James A. McConville

Ad buyers likely will break last year's bank in writing checks for this year's prime time upfront market, estimated to hit a record \$5.1 billion-\$5.3 billion, nearly an 18% gain over last year's record \$4.6 billion.

Prime time upfront sales, which moved quickly during the first official week, may be finished as early as this weekend, industry executives say.

Most network sales heads were prepared for a strong market, pointing to last year's trend of heavy spot and scatter (year-round) ad money being spent on network TV. Nonetheless, some executives say they are still taken aback by the spending splurge.

"This what we would call an aggressive marketplace," says Larry Hoffner, NBC-TV executive vice

president of network sales. "I haven't seen something as strong as this since 1988 or 1989. There's a big vote of confidence for network television and all the dayparts."

Ad buyers concur. "It's a much stronger market than last year," says one, adding that "it would appear that the networks are reading the market at \$5.2 billion—it may be bigger."

Networks have sold a larger percentage of inventory—somewhere in the high 80s—compared with last year's 70%. Advertisers are placing their scatter dollars upfront to avoid the hefty cost premiums incurred last year. "Those people who saved for scatter last year got burned rather badly," says one buyer. "A lot of that has been expressed in more upfront."

"The difficult thing to get a handle on," says another buyer, is the question: "Will there be any money left

over for a scatter market this year?"

Although none of the network sales heads would divulge his network's share of upfront, industry sources estimate the breakdown as ABC, \$1.5 billion; NBC, \$1.5 billion; CBS, \$1.2 billion, and Fox, \$900 million-\$1 billion.

And the new WB and UPN networks are enjoying a trickle down from ad buys. "There seems to be money earmarked for us so that [when buyers] finish buys with the big guys, they'll come and do business with us," says Jed Petrick, WB's head of sales. "We have more money at work than we have inventory."

Especially strong ad buys came from pharmaceuticals, movie companies, telecommunications, fast food, soft drinks and video games. Ad buyers say computer software is a spending category with one of the biggest increases. ■

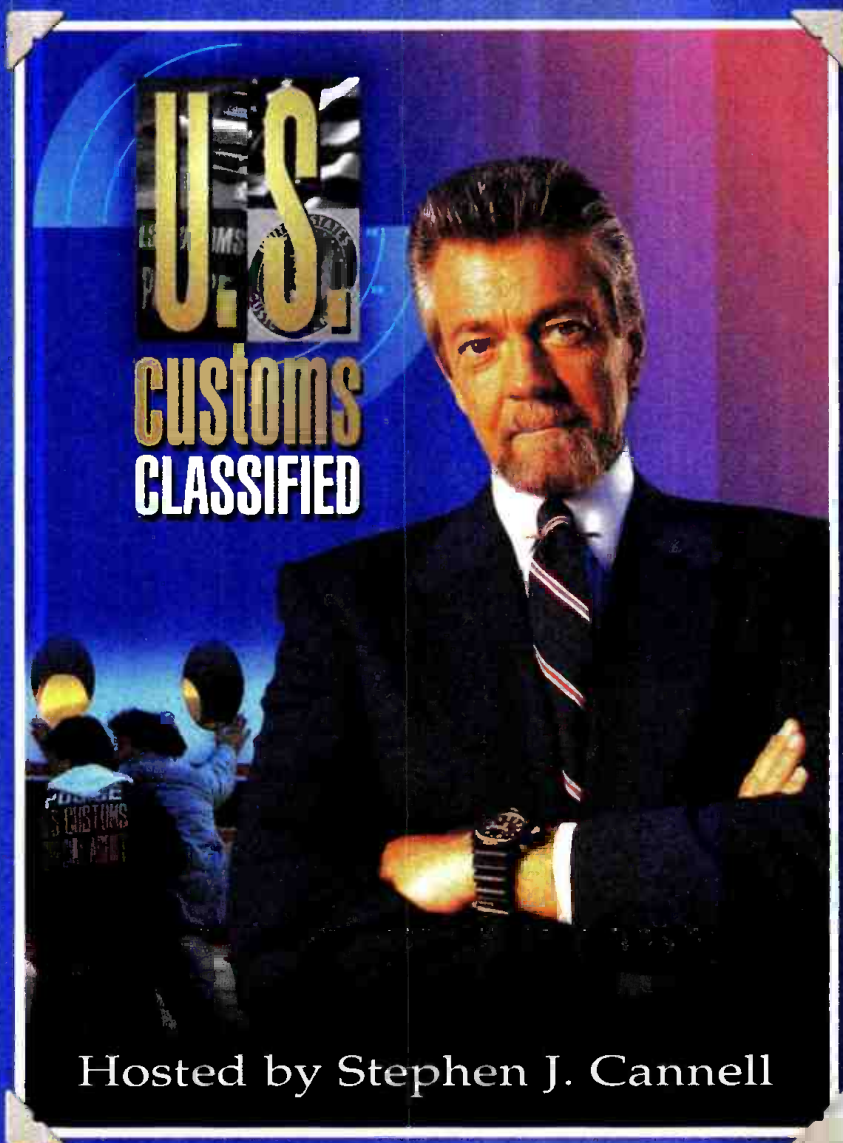
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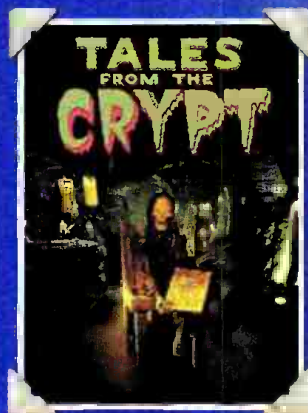
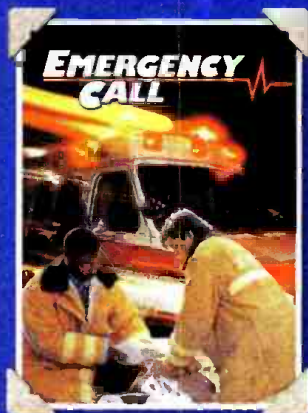
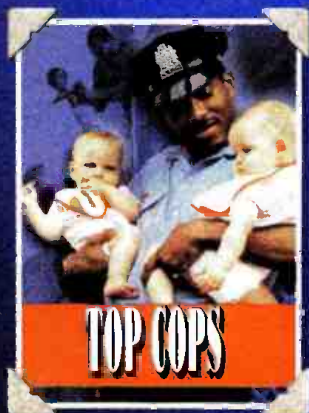
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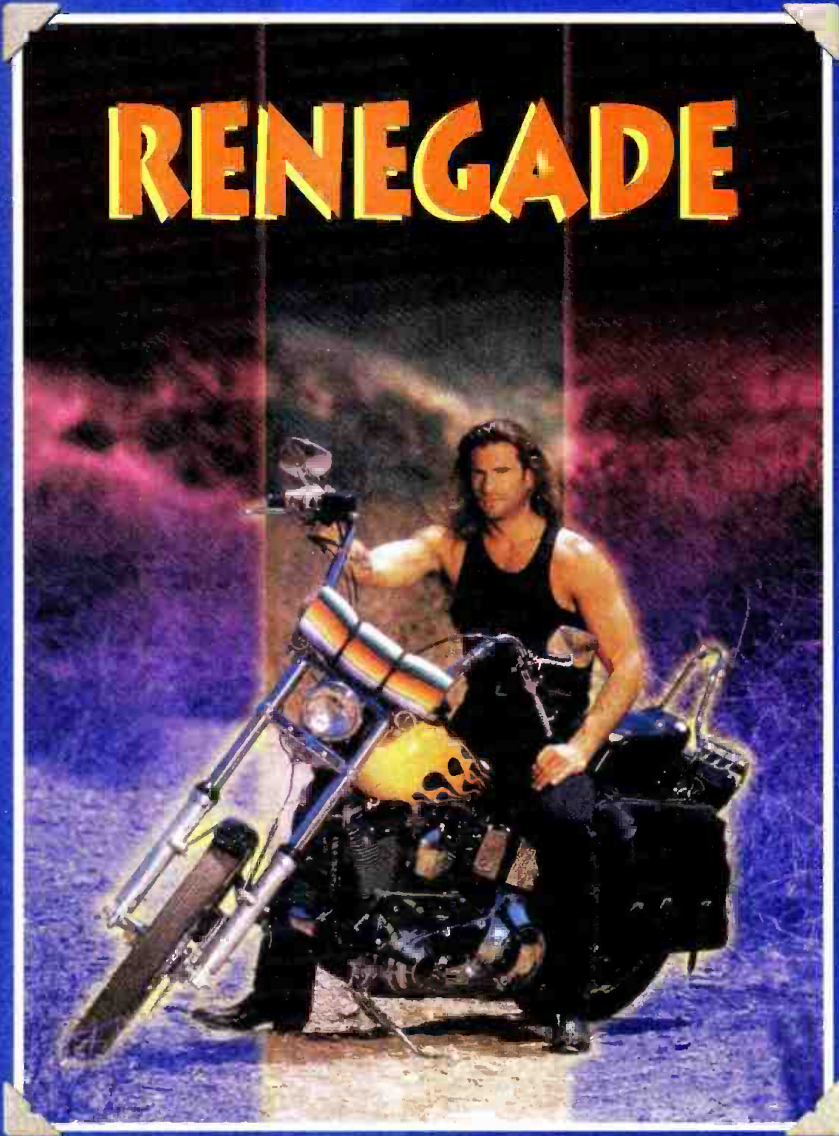


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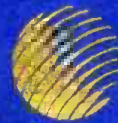


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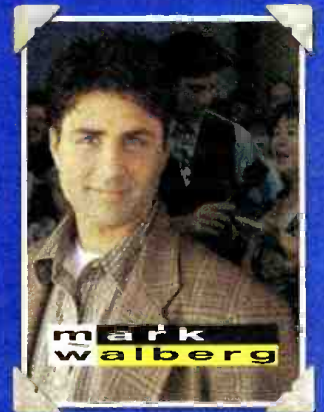
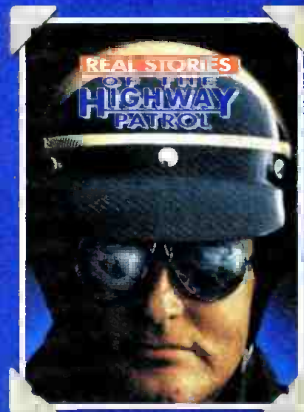
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Hundt zaps 8th floor for leaks

FCC chairman wants decision-making process kept quiet, singles out Quello as problem

By Christopher Stern

On Monday, May 15, at 8:33 a.m., FCC Chairman Reed Hundt was not pleased with the FCC's press coverage, and he decided to let his fellow commissioners know.

In an e-mail message sent then, Hundt urged the four other commissioners "to respect our decision-making process by not conducting or revealing that process in the media."

In a comment clearly aimed at Commissioner James Quello, Hundt wrote, "I realize that at least one commissioner asserts the view that he is not constrained by such a request and that he is within the tradition of the institution when he makes such comments before the conclusion of the regular comment process."

At the time, Hundt was smarting from a wave of press reports that cast the FCC's May decision on Fox's foreign ownership as a personal defeat for Hundt and a victory for Quello.

Last month, the FCC gave Fox a choice between restructuring itself to comply with the foreign ownership rules or filing for a waiver based on the network's service to the public inter-



Quello's response: "Don't go after the old regime... because it accomplished a great deal in a friendly way."

est. Press accounts said Hundt favored restructuring and opposed a public interest waiver. The Hundt e-mail called those reports "wildly inaccurate."

In addition to his frustration over the Fox matter, Hundt cited Quello's comments at the recent National Cable Television Association convention that were critical of a decision made by the International Bureau.

The bureau last month reclaimed direct broadcast satellite channels from Advanced Communications, citing the company's failure to use the channels for more than a decade. Advanced had planned to sell 27 of the channels to Tempo DBS for \$45

million. Owned by Tele-Communications Inc., Tempo planned to use to the channels for the cable-backed Primestar DBS service.

Quello said the bureau did not have the authority to make the decision without input from the five commissioners.

In his May 15 memo, Hundt called Quello's comments "unfortunate for the agency.... My own view is that the old regime at the FCC is accurately

represented by this commissioner's approach, but it is time for a change."

Quello rebutted those charges last week: "Don't go after the old regime too much, because it accomplished a great deal in a friendly way."

In an interview last week, Hundt said the FCC should not allow its deliberative process to become public, especially in adjudicatory matters. "When we are judges, we are judges," Hundt said. "Do you know what the U.S. Court of Appeals is going to decide ahead of time?"

The FCC should either put an end to its tradition of leaking internal matters to the press or change the rules that bar such revelations, Hundt said. "I don't think this is a joke. We have rules and we ought to follow them."

Quello said last week that Hundt had unfairly targeted his office as the source of leaks. "In my years of experience it is the chairman's office that is responsible for most leaks because they have the first access to documents," he said.

FCC sources suggested that Hundt's memo was written at a low point in his relationship with Quello. In the past two weeks, Quello and Hundt have met privately to discuss their differences. Last week, Quello seconded Hundt's call for a voluntary rating system for TV violence.

But one FCC source suggested that it does not help eighth-floor relations when internal memos calling for an end to press leaks are mailed anonymously to reporters. ■

Quello backs ratings system for violence

FCC Chairman Reed Hundt's proposals to rate TV programming for violent content are a good idea, FCC Commissioner James Quello says.

Discussing TV violence at the American Women in Radio & Television convention in Los Angeles last Friday, Quello said a voluntary industry ratings system "makes sense" because it would pass First Amendment scrutiny and still enable parents to supervise the viewing of their children.

Quello's comments followed a May 25 Hundt speech in which the chairman proposed that broadcasters and others publicize "clear designations of what they regard as excessively violent and inappropriate for children."

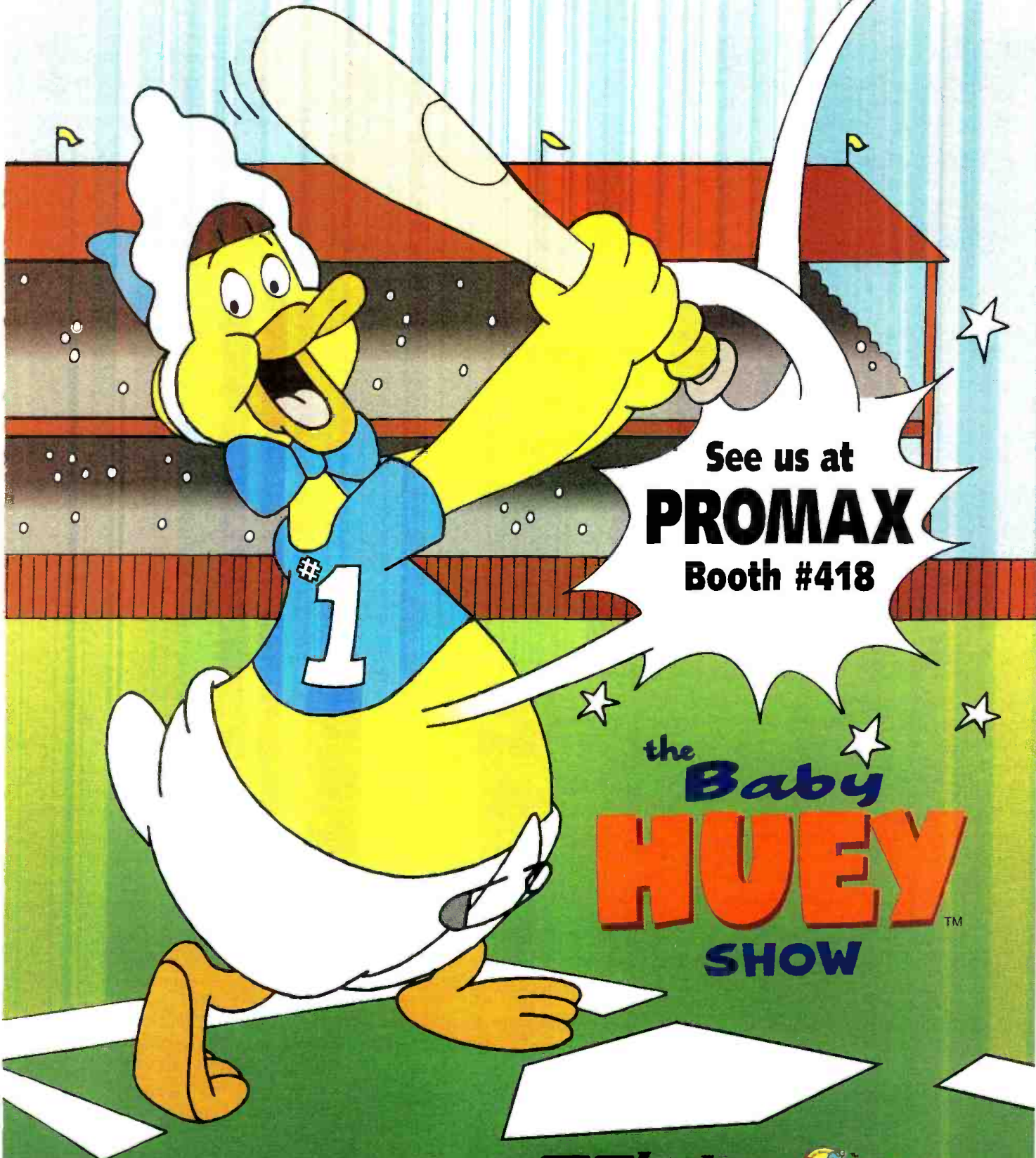
One broadcast industry executive counters that TV networks already post warnings and worries that Hundt is "ramping up the requirements" on the industry's self-regulatory efforts.

But such efforts are not the only solution to TV violence, Quello added. Citing the example of Hispanic boycotts of Howard Stern's radio advertisers, Quello said that "widespread and direct citizen action against broadcast and cable programmers and advertisers" is the most practical response to excessive TV violence and sex.

"Aggressive citizen action can play a key role in sensitizing programmers and advertisers to the need for more responsibility and more positive family values in TV, radio and cable," Quello said.

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US West gets cold feet over VDT

Telco withdraws FCC applications; awaits feedback from Omaha trial

By Mark Berniker

US West has pulled back its video dialtone applications from the FCC, putting its plans for rolling out broadband services on hold.

The telco says it will "suspend consideration" and resubmit its proposals to the FCC later this summer. But there are indications that the company may strike a deal with either a wireless cable or direct broadcast satellite provider as a way to more quickly enter the cable marketplace.

US West is considering a variety of network architectures ranging from wired to wireless that may include wireless cable and DBS delivery of video services.

The rationale behind considering wireless alternatives is that they may offer the telco a more timely and cost-effective way to quickly enter the cable TV marketplace.

"We want to fully assess the results of our Omaha market trial [slated to begin later this month] and carefully examine alternative technologies be-



fore we proceed with deployment," says Gary Ames, president, US West.

The Omaha trial was announced in April 1993 and was to begin last spring. The telco is awaiting final approval from the FCC for the tariff it filed for the 50,000-home trial.

But substantive feedback from the Omaha trial will not begin until the end of the year, which may delay the company's plans to roll out broadband networks well into next year, or later.

US West's applications for video dialtone networks in five markets had the potential to reach 1.2 million customers. The markets were Denver; Portland, Ore.; Minneapolis/St. Paul; Salt Lake City, and Boise, Idaho.

Three major issues affecting US West's retrenchment are economics, technology and regulation. Fiber optics, digital switching and other advanced technologies are changing

rapidly, and in the process, the price performance of various network architectures is shifting dramatically. Meanwhile, Congress is considering legislation to deregulate the cable and telecommunications landscape.

Ames admits that US West's withdrawals will slow the process of building broadband networks across the telco's 14-state operating territory. However, he emphasizes, the decision does not lessen the company's commitment to broadband.

In April, Bell Atlantic asked the FCC to delay action on its pending VDT applications while it considered adopting an architecture that would bring fiber optics to the curb of consumers. The plan would be more expensive in the short term, but potentially more cost-effective over time.

On the heels of US West's pull-back, Bell Atlantic issued a news release indicating that the first 1,000 paying households in Fairfax County, Va., have access to its Stargazer video-on-demand service. ■

Comcast seeks to block Bell Atlantic video plans

By Christopher Stern

In an effort to derail Bell Atlantic's strategy for early entry into the video-delivery business, Comcast last week asked the FCC to block the telco's plans to own both wireless and wired video systems in the same area.

Comcast filed a petition with the FCC seeking to keep BA from owning an interest in CAI Wireless Systems in Philadelphia, where Comcast also plans to build a video dialtone network.

BA and Nynex in March said they planned to jointly invest \$100 million in CAI's wireless cable system. CAI's service area includes suburban Philadelphia, where Comcast owns cable systems.

At the time, BA said CAI's wireless




cable spectrum would be used to deliver the telco's own video programming. Although CAI now has only 32 channels in a limited area, it has deals to acquire several other wireless cable systems. The telcos also expect that digital-compression technology will allow them to squeeze one hundred channels into the CAI's current bandwidth.

Comcast claims that federal rules bar "a single company from owning an interest in both wireline and wire-

less cable systems serving the same community." It also says that BA plans to eliminate the wireless cable system once its VDT network is up and running.

"Either Bell Atlantic intends to operate both wireless and wireline cable in the same community—which is something that the law forbids Comcast or any other company from doing—or Bell Atlantic intends to shut down its wireless cable network when it has completed its wireline network, which means that there is one less form of video competition in the local marketplace," says Thomas Baxter, president, Comcast.

A Bell Atlantic spokesman said Comcast's "petition to deny" is an attempt to use the regulatory process to block competition. "This is a fairly frivolous argument, and they are probably aware of that," the spokesman said. ■

Steve Sohmer on getting them into the tent

He has been called the P.T. Barnum of TV promotion. Steve Sohmer, in stints as the head promoter at NBC and CBS and now consulting for others from his own company, Steve Sohmer Inc., has made a career of getting them into the tent. In between finishing his doctoral dissertation in English, writing network pilots, publishing his third novel and a new play, working on a multi-volume study of Shakespeare and overseeing promotional campaigns, Sohmer talked with BROADCASTING & CABLE staff writer David Tobenkin about the art of TV promotion.

You're working on the off-network promotional launches for *Seinfeld*, *Blossom* and *Dinosaurs*. Anything else?

We're the agency for KNBC-TV [Los Angeles] and we do new-series launches for NBC and CBS. We did *seaQuest* and *Earth Two* for NBC, and we're doing the Andrew Dice Clay half-hour comedy for CBS [*Bless This House*] this season. We may do some work for ABC this year as well, launching the series for the fall. And we're doing work for some home video people. But that's really about all we can deal with; there's only a few of us [at Steve Sohmer Inc.].

How many?

Six or eight and 1,000 free-lancers. I decided I never want to be an executive again, so I'm not sure we've ever made a new business presentation. Somebody asks to see our reel, and we don't have a reel [of promotional materials].

You mentioned that most of your employees are women.

We have a disproportionate number of female executives at my place because we're in a medium where our principal function is promoting a medium whose principal audience is women. For any promoter, the first priority in his or her



mind must be "How do I get women to watch this show?" And I mean I'm talking basketball playoffs as well as the average sitcom. Because if you can't get adult women to watch a television show—in the case of *Blossom*, much younger women—you're not going to have a show at all. When you have a show like the basketball playoffs, you're going to get the men who like basketball. The question is how to get some women and how to get some people who maybe don't understand it that well.

How do you promote a show?

We look at our job as being [to deliver] a rating. That really begins with which stations are going to be playing the show, where they are playing it, what the competition is. It seems like a very large universe to try to comprehend, but it really isn't, because the most popular of these shows play on only 200 stations. That's only 200 markets; that means there are only 200 time periods. A good clerk in half a day

COVER STORY

can give you a profile of who's playing the show, what the competition is and so on. That's really the starting point: Thinking through how to make that show...particularly when you are going into access, where you have very hotly contested time periods. You have several incumbent hit shows—*Entertainment Tonight*, *Wheel of Fortune*, *Jeopardy!*, the tabloid news shows. This has gotten to be a bloody tough time period. Likewise when you're playing against late night. All the networks are interested in late night.

How does promotion for off-network shows differ from what you do for a network show?

In an off-network show, the promotion is a genuine partnership. Although the syndicator can create a promotion with radio spots, print, advertising elements, outdoor campaigns and merchandising of all the things we work on, unless the station is willing to put in the energy and the money to implement these, devote hundreds of rating points of airtime per week and step up with hard cash, nothing will get done. You have to engage stations in a genuine partnership and an active dialogue.

Isn't that a given?

It's a matter of motivating them to the right kind of levels. The station promotion director is the most overworked, underpaid, undervalued and understaffed executive in television. It was less so when I came to this business, although promotion directors have gained considerably in professionalism and stature. They have 1,000 priorities, starting with the news. The news, of course, is a complicated piece because it's on morning, afternoon and late night. And they've got all kinds of syndicator salesmen and suppliers badgering them for airtime.

Do you provide follow-up after a show is launched?

We have. We had a show that was not doing well in one of the key markets, and I had a meeting with the promotion director and said to him: "How much radio did you use?" "I didn't use any radio." "How much outdoor did you use?" "I didn't use any outdoor." "Did you use any transit?" "Didn't use any transit." For the November sweeps, we did a special radio campaign for that market and, lo and behold, the market came up to and slightly surpassed performance expectations. This was a case where the promotion director had such financial pressure on him that he couldn't afford to use the outside media—and that's a mistake. Once you've spent these kinds of bucks for each negative of the show, you really have to promote it in such a way as to maximize the return.

What is the challenge in promoting the off-network launch of *Seinfeld*?

The challenge is to take a show that is played to young adults and move it into access time periods where some of the young adults aren't going to be home. The audi-

ence will get a little older and a little younger, and you must take the show and emphasize the elements that appeal to the mainstream television audience.

The gap between the results for a few blockbuster off-network shows and big-ticket, first-run shows versus the rest of the field seems to be growing. How effective can promotion be for the B product?

If I were a syndication rather than a promotion guy, I would give every show I put into syndication a Class A launch. If I couldn't give a show a Class A launch, I don't think I'd bother putting it into syndication. Your risk in preparing the show and putting [it] out there is so high, particularly when you're talking about first-run syndication. Either do it right or stay home.

How do you address the issue of audience fragmentation? Can enough viewers be reached to promote projects when the audience continues to be subdivided?

Stations have to do two things: They have to use their own airtime imaginatively; they have to watch the cumulative numbers so that they are reaching the widest possible audience they can reach. After that, it becomes expensive because they have to use the outreach media, and as you increasingly have an outreach, you're going to have to increase the use of outdoor and all kinds of media. Radio, it seems to me, is much better as a buy-now medium: "Today on..." or

"Tomorrow on..." But we see increasing use of outdoor. We kind of started that for KNBC-TV, using outdoor in a very brisk way.

With rising audience fragmentation, is it time for networks to give up on promoting themselves and concentrate on branding shows?

Anyone who [thinks] that the public doesn't have an idea of what a network is and what it stands for is naive. There is a certain quality, a psychographic, attached to the networks. CBS has a very strong rural appeal and a tradition of good shows: *Dr. Quinn* and *Walker, Texas Ranger* are recent additions in a flow of shows that goes back to *The Dukes of Hazzard* and *Green Acres* and so on. ABC has always had a kind of sparkle, and I think NBC has a very strong profile with young adults.

What do you think of the move toward seamless transitions and shortened credits and openings?

Very smart. I tried my best to get the damn credits off the air in 1979. Imagine if a local newspaper in every issue devoted an entire page to the names of the people who produced it.

We'd like that.

Yes, you would, and so would your mom. But to the public, this is air pollution and it shouldn't be allowed. If you have some superstars who created your show, if you can use the name of a Steven Bochco or some of these peo-

The station promotion director is the most overworked, underpaid, undervalued and understaffed executive in television.

ple—luminaries in our business—that's a plus. But everybody else, gee, I think that's way out of date. And I give NBC a lot of credit, although I think the way was probably led by some of the independent stations [that] said "the hell with it."

Another strategy has been increased stress on longer promotions that allow viewers to sample scenes of shows' episodes.

If I were running a network promotion department, or anybody's promotion department, I would say "longer promos." When you see a 30-second promo, you've seen

the promo. When you see a 60-second promo, you feel you've seen the whole show. And one thing we used to do in the early '80s was 60-second promos for all the series. Those were the first promos that went out. Eventually they got shorter.

How would you size up the current state of television?

It's perfectly clear that television is going through enormous change in its very nature, and I think will become very fragmented. What will keep the networks popular is constant promotion to help bring them the lion's share of the audience. ■

Syndicators outline promo battle plans

Promax/BDA convention will play host to marketing powwows

By David Tobenkin

With DBS a reality, an explosion of cable channels and new networks and the entry of telcos, marketers attending this week's Promax/BDA convention in Washington are in the driver's seat, argues Promax International President Jim Chabin.

"The key to opening the bank vault of tomorrow's shows is the ability to deliver audiences to your product," says Chabin.

Helping stations deliver those audiences will be job one for syndicators at Promax. Below is a look at some of their strategies.

Warner Bros.

Freshman magazine show *Extra* has received heavy online promotion.

One campaign features elements from the show on bi-monthly electronic CD-ROM magazine *Launch*. The campaign started three weeks ago, and Warner Bros. Domestic Television Distribution Senior Vice President Jim Moloshok says 250,000 copies have been sold.

Extra: On Line, which has been on America Online since September, will be expanded to a daily service and offered on Apple Computer's E-World online service in July and in the fall on Time Warner's Pathfinder Internet site.

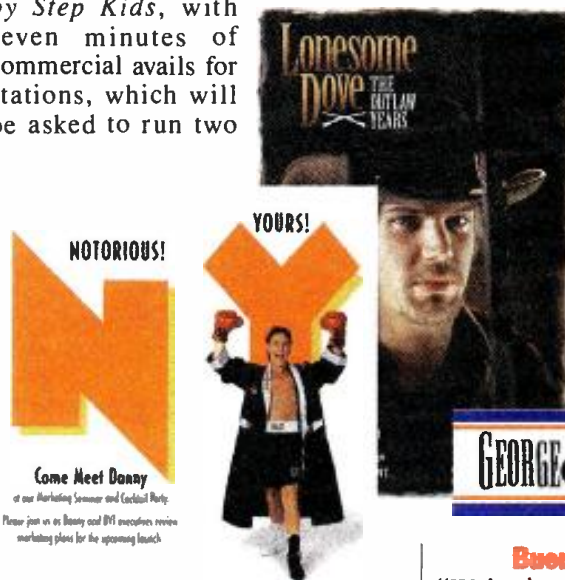
Moloshok says next season's campaign for *Extra* will shift from episodic spots on cable to episodic promotions on radio. He says \$20 million will be spent again next sea-

son promoting the show with special promos and ordinary episodics.

For the off-network launch of *Step by Step*, each station will get a four-day family cruise for four to give away in conjunction with a local sponsor. The syndicator will offer public service announcements as well as a free half-hour prime time special, *Back to School with the Step by Step Kids*, with seven minutes of commercial avails for stations, which will be asked to run two

The syndicator's new weekly fitness magazine, *Your Mind and Body*, based on Time Inc. publication *Health and Fitness*, will receive an extensive ad campaign in that publication and other Time magazines. The show will tap Time Inc.'s 100 million-person database to help stations create direct-mail campaigns.

As for the Prime Time Entertainment Network, the syndicator will try to increase viewer sampling by adopting the Fox strategy of airing fresh episodes in July.



Among the invitations to Promax marketing workshops filling the mails were these from (l-r) Buena Vista's 'Danny' and Rysher's 'Lonesome Dove' and 'George & Alana.'

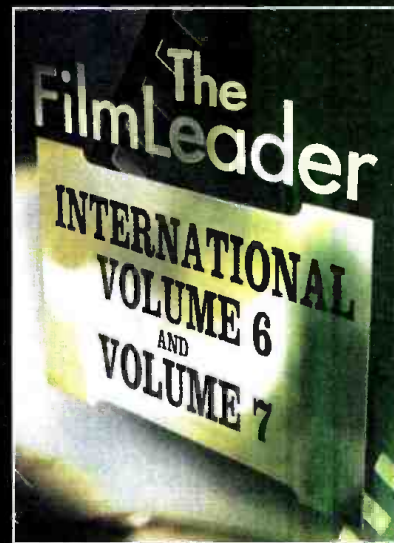
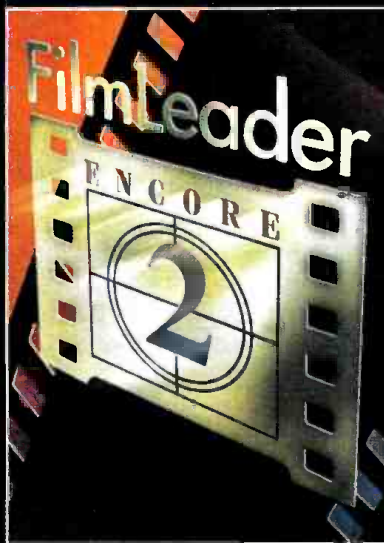
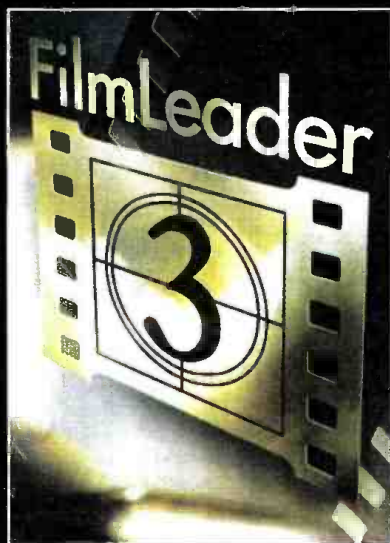
30-second spots promoting the show in the special.

WBTD will present *Carnie* as "a talk show with content," says Moloshok. Initial spots, like those for *Step by Step*, will be delivered to stations in July and will include localized spots in which *Carnie* Wilson talks about each market running the show.

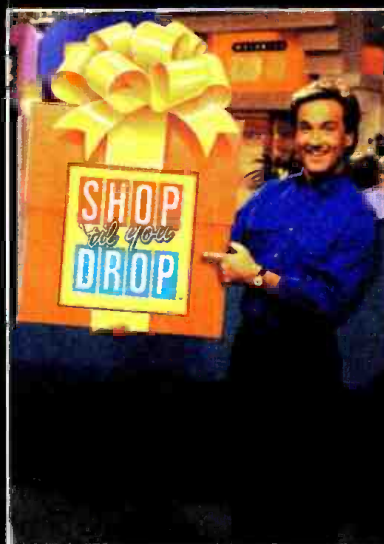
Buena Vista Television

"We're incredibly busy," says Buena Vista Television's Vice President of Advertising and Creative Services Sal Sardo, who is helping to launch nine shows. For the off-network debut of *Home Improvement* Sept. 11, BVT will use a two-pronged, \$90 million push to brand the strip's location and time and peak interest in a previously unaired episode that will launch the strip. Promotion will

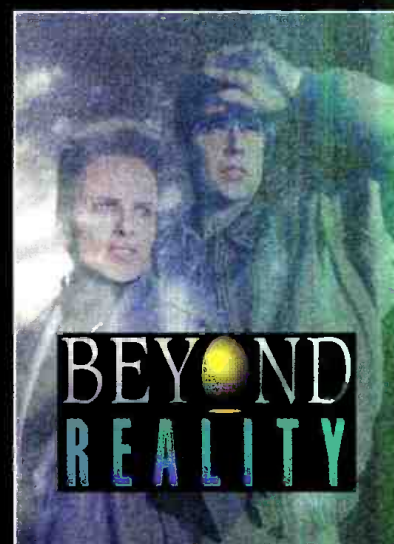
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begin a month before launch, with a shift to heavy promotion of the episode a week before its debut. One publicity campaign will feature "New Year's Eve in Summer," in which a lighted hammer—instead of a ball—will be lowered from New York's Times Square during the initial episode.

For its off-network launch of *Dinosaurs* Sept. 11, Disney will supply stations with six unaired episodes and will tailor promos to kids and young adults. For *Blossom*, another off-network launch for Sept. 11, the show's stars will introduce each episode. BVT's new *Danny!* daytime talk show will target women 18-49 with a two-phase campaign that highlights host Danny Bonaduce's evolution from *Partridge Family* days and his scrapes with the law and then emphasizes that the show is fun-oriented.

New late-night talker *Stephanie Miller* will be promoted as an underdog competitor, and clips will emphasize the host's energy and outrageous humor. BVT's new action hour, *Land's End*, will promote its obvious draws: beaches, beautiful women and a proven lead in Fred Dryer (*Hunter*). Dark-themed kids show *Gargoyles* will be promoted much like an action movie, says Sardo. For new weekly Disney Afternoon show *Timon & Pumba*, based on characters from "Lion King," promos will include the hit song "Hakuna Matada." Promos for the new FCC-friendly *Sing Me a Story at Belle's Book and Music Shop*, which features a live-action version of "Beauty and the Beast's" bookworm heroine Belle, will use movie clips as well as spots featuring Belle.

Columbia TriStar Television

To promote the off-network launch of *Seinfeld*, Columbia TriStar Television Distribution will tap into the appeal that made the show number one in 1994-95. "Our feeling is that there is no substitute for the basics of taking pieces of the show and making people laugh," says Bob Cook, Senior Vice

President of Marketing at CTTD, who with marketing consultant Steve Sohmer (see cover story) is designing the marketing plan. "We will incorporate the humor of the program, which includes some material written by the show's own writers and Jerry Seinfeld." The show's "Show About Nothing" campaign will be part of the mix. Like *Home Improvement*, *Seinfeld* will be promoted in New York's Times Square on parent Sony Corp.'s Jumbotron display, likely beginning in August.

The campaign will begin eight



Promax marketing workshop invitations (clockwise from top) for 'Carnie,' 'Gabrielle Carteris' and 'Seinfeld'

weeks before the show's still under-terminated September launch. Cross promotions with packaged goods advertisers are also in the works. Cook cites the built-in promotion of the lead characters' participation in national ad campaigns for American Express, Frito-Lay, Pepsi and Clairol.

CTTD will position *Tempestt Bledsoe*, former *Cosby Show* child star, as an adult and will promote the show as advertiser friendly. The campaign will use the tag line "The New Face of Talk," and emphasize radio and billboard.

Twentieth Television

Twentieth will support the Sept. 11 launch of talk show *Gabrielle Carteris* with a spot featuring optical illusions and seamless transitions, such as the camera pulling back from a tight shot of Carteris to reveal her standing next to her image on a monitor. "We're

positioning her as fun and energetic, and we want a visually arresting style," says Twentieth Television Senior Vice President of Advertising and Promotion David LaFontaine. The promo campaign for the new off-network strip of *America's Most Wanted: Final Justice* will have three phases: the first will spotlight host John Walsh, who joined the show in a quest for justice after the kidnapping and killing of his son. The second will explain how the original network episodes are being updated. The third puts viewers in the midst of a criminal attack. Some of the spots will be "so strong" they will be limited to late night, says LaFontaine. Both new shows will feature the hosts in public service announcements.

Most Wanted also will offer stations a co-promotion with Polaroid in which parents can have Polaroid pictures taken of their children and vital statistics recorded for easy reference.

King World

The big push in 1995-96 will be promotions tied to its *Wheel of Fortune* and *Jeopardy!* sponsorship of the summer 1996 Olympics in Atlanta. The syndicator's campaign will run from April 22 through July 18, the day before opening ceremonies, says King World Vice President of Creative Services Don Prijatel. *Wheel* will tape two weeks of special programs from the Fox Theater in Atlanta, with its word puzzles probably tied to the Olympics. That will be followed by three weeks of sweepstakes for tickets to the games. The final segment will be a week of Olympics athletes past and present competing for charity. *Jeopardy!* also will feature a sweepstakes for tickets to the games.

During the 13-week campaign, both shows will offer viewers merchandise, with proceeds donated to the U.S. Olympic Committee.

Turner Program Services

Turner Program Services has hired ad agency Big Fat TV to create a launch campaign for its new first-run syndication late-night series *Lauren Hutton And....* The agency will create on-air and print identity for the series that will be tailored to individual stations.

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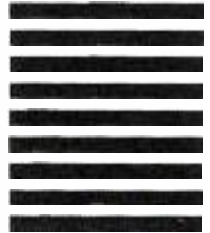
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"We are creating a campaign that reflects the intimate and unconventional format of the show," says Phil Delbourgo, a partner at the agency.

MGM TV

MGM TV's new syndicated shows are being promoted by newly hired VP, advertising and promotion, Jonathan Barbato, late of Columbia TriStar International. For new reality strip *LAPD*, "one of our lines is that the LAPD is a microcosm of our culture. If it happens anywhere, it happens in L.A." To promote weekly science fiction serial *The Outer Limits*, spots will highlight production values, prominent actors and good reviews. He said that the studio is setting up an Internet site. *Limits*, like *LAPD*, also will have tie-in campaigns, Barbato says. He is also high on new station relations executive Jennifer Gann, formerly an executive at MCA Inc.'s Universal Studios theme park.

DIC Entertainment LP

DIC will support SeaGull Entertainment's distribution of its animated strip *Sailor Moon* with a plan that rewards stations for strong ratings, says DIC's Robert Siegal. Stations will be paid dollars for each person who signs up to belong to a fan club. Any station that meets or exceeds a set ratings threshold will get a cash reward. The show, unusual for its female superhero lead, also will play up that angle in promotions.

Saban Entertainment

Saban will promote its new weekly *Tenko and the Guardians of the Magic* as part of an hour magic-themed block that also features the returning *Creepy Crawlers*. The campaign, which begins Sept. 16, also will feature 30-second spots with magic performed by Tenko. The syndicator is in discussions with a major packaged-goods maker for a Tenko promotion for first quarter 1996. Tenko will appear in the U.S. in August, and one of her larger stunts will be shot and supplied to stations for possible use as a special.

For sophomore live-action kids strip *VR Troopers*, a major fast-food promotion is planned for first quarter 1996. The syndicator's returning teen live-action weekly, *Sweet Valley High*, will feature the cast's twin

hosts in promotions at various consumer points, such as a recent appearance at Minneapolis's Mall of America. Beginning next spring, the cast will also be featured in cover art on 70,000-80,000 copies per month of Francine Pascal's popular books, on which the show is based. Saban also will promote its shows with a new Saban Internet web site.

Cluster Television

Stations carrying the weekly *GI Joe: Extreme* will receive \$500,000 worth of Nerf toys from Cluster parent Hasbro's Kenner toy division for use in promotions, says Peggy Powell, Cluster vice president of creative services. Promotions may feature a music video and live-action versions of characters that will introduce each episode. For new strip *The Littlest Pet Shop*, the syndicator will feature the show's squash and mix animation and will introduce a Paw Print Club for viewers to join.

Rysher Entertainment

Rysher's campaign for new talk show *The George & Alana Show*,

which launches Sept. 11, will feature an episodic campaign touting George Hamilton's appeal to women 25-54, says Paul Eagleton, vice president of domestic marketing for Rysher. The campaign will begin in early August. In addition, the show will conduct a tie-in promotion with General Foods featuring one of its products in a regular spot in the show in exchange for print and in-store advertising support.

Rysher's campaign for its new *One West Waikiki* action hour, which debuts Sept. 25, will use the tag line "One Coroner, One Cop, One West Waikiki" and position the show as a combination *Magnum P.I.*, *Quincy* and *Moonlighting*. Promotions for returning action hour *Lonesome Dove* will stress the shift to a younger, more action-oriented show. Its graphics package will change from a tooled leather look to a more modern design. The title, too, has been changed to *Lonesome Dove: The Outlaw Years*. As for the company's returning *Highlander*

Continues on page 48

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Stolley replacing Nuell at 'Extra'

New executive producer is Time Inc. veteran

By David Tobenkin

David Nuell, executive producer and co-creator of Warner Bros. Domestic Television Distribution's *Extra—The Entertainment Magazine*, last week resigned from day-to-day supervision of the syndicated strip and will serve as an executive consultant while also creating shows for Time Telepictures Television.

Replacing him is veteran Time Inc. magazine editor Richard B. Stolley, who had been serving as special editorial consultant to *Extra*. Stolley has served in a variety of roles with Time Inc., including editorial director—the second-highest Time Inc. editorial management position—for three years and earlier was a founding editor of *People*.

Warner Bros. executives say that Nuell, who will continue to hold an ownership stake in *Extra*, had planned to leave after launching the show and guiding it through its rookie season. However, other sources say that a factor in his departure may have been friction between Nuell, Telepictures Productions President

Jim Paratore, and *Extra* staffers over the direction of the show, which is a joint venture between Time Warner's film studio and publishing divisions.

Paratore denies that personality or creative differences between Nuell and others resulted in the shift. "There are no personality problems between us, and he did a very good job getting the show launched," says Paratore. Regarding reports that some staffers felt the show had not moved in the direction they expected, Paratore says: "At the beginning of the year we did longer stories and did things differently, but we are in the business of pleasing our audience so we shortened our stories and there were some field producers who didn't welcome that change. I don't think there are any morale issues beyond that."

Nuell could not be reached for comment.

Station reps term performance of the show, which launched last fall, as neither outstanding nor poor, with some giving WBDTD credit for producing a competitive product that has generated respectable ratings in

highly competitive time periods, while others note that it continues to trail its lead-in and year-earlier time period predecessor shows' ratings.

"The show is pretty much on target for where it was expected to be as far as ratings, if perhaps the low end of the target," says Dick Kurlander, vice president and director of programming at station rep Petry Television. Stolley "is supposed to be very good and it's certainly not atypical to replace the executive producer after the first season," he adds.

Stolley, who discovered the now-famous Zapruder film footage of the John F. Kennedy assassination while working for *Life*, has little television experience, and a WBDTD release said that he will rely heavily on the production and electronic news experience of *Extra* senior producer David Friend.

Paratore says that he hopes Stolley's new role will lead to greater synergy between the show and Time Warner's magazines. Sources say that among the projects Nuell is developing is a companion show for *Extra*. ■

Tribune taps Lisa Maria as latest talker

Tribune Entertainment Co. will test a new one-hour talk strip featuring former Guardian Angel official and cable and radio talk show host Lisa Maria (formerly Sliwa) for national syndication beginning June 26.

The tentatively titled *Lisa Maria* will be tested on Tribune's New York, Philadelphia and Boston stations for an undetermined length of time and is targeted at young adults. It could be ready for a rollout as a mid-season replacement, says Tribune Entertainment Co. President Rick Jacobson.

"She's smart, she's charismatic and she has a strong personality that clearly appeals to an urban and younger audience," says Jacobson of his decision to test Maria in the show. "While there are a lot of new talk shows, many probably won't make it and there will be the need for replacements."

He says that the show will skew more political and

focus more on its host than does Tribune's *Charles Perez* show, which the syndicator rolled out in March after a six-week test on Tribune's eight stations.

Maria, a former Elite model and martial arts black belt, has hosted a daily 9-11:30 a.m. talk strip on Multimedia's Newstalk Television cable network since this January. She also hosts a highly rated weekly Sunday night talk show, *Street Soldier*, on WQHT-FM New York.

She is divorced from Guardian Angels leader Curtis Sliwa, who has an overnight talk show on WABC(AM) New York.

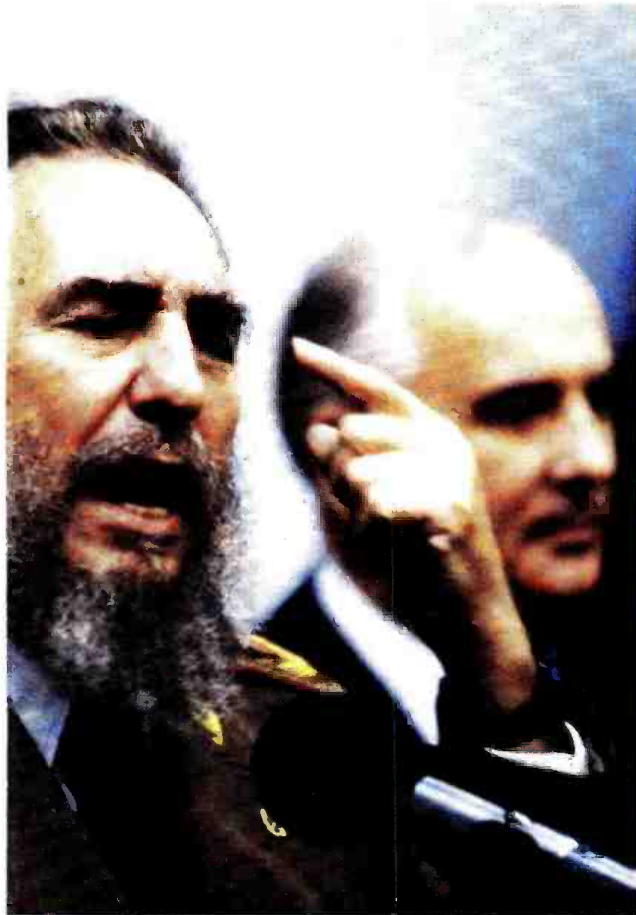
The show will be executive-produced by Nancy Geller, senior vice president of HBO Downtown Productions, and Katherine Drew, senior producer of NewsTalk Television. The program will be taped at WPIX(TV) New York before a studio audience. —DT

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MONDAY	10.6/17	11.5/19	10.4/17	11.0/18	
8:00	27. Laverne & Shirley	28. The Nanny 10.3/18	49. Blossom 7.6/13	20. Melrose Place 11.0/18	
8:30	Reunion 10.5/18	29. Dave's World 10.2/17	36. Blossom 8.6/14		
9:00	25. ABC Monday Night	15. Murphy Brown 11.8/18	17. NBC Monday Night Movies—Liz: The Elizabeth Taylor Story, Part 2 11.6/18		
9:30	Movie—She Stood Alone:	12. Chicago Hope 12.3/20			
10:00	The Tailhook Scandal				
10:30	10.6/17				
TUESDAY	17.1/28	7.9/13	12.5/20	6.0/10	
8:00	7. Full House 14.6/25	50. Rescue: 911 7.5/13	9. Wings 13.2/22	67. Fox Tuesday Night Movie—White Dwarf 6.0/10	
8:30	2. Home Improvmt 19.1/29	44. CBS Tuesday Movie— Nothing but the Truth 8.1/13	8. Frasier 13.8/21		
9:00	1. Home Improvmt 19.6/30		19. J. Larroquette 11.2/17		
9:30	3. NYPD Blue 17.3/29		16. Dateline NBC 11.7/19		
10:00					
10:30					
WEDNESDAY	11.1/18	10.7/18	9.0/15	12.0/20	
8:00	18. Roseanne 11.5/20	57. Brady Bunch Home Movies 6.7/12	36. Houdini: Unlocking Secrets 8.6/15	14. Beverly Hills, 90210 12.0/20	
8:30	25. Ellen 10.6/18	10. CBS Wednesday Movie—The Face on the Milk Carton 12.7/21	40. Dateline NBC 8.5/13		
9:00	13. Grace Under Fire 12.2/19		32. Law and Order 10.0/17		
9:30	22. Coach 10.7/17				
10:00	21. Primetime Live 10.9/18				
10:30					
THURSDAY	7.8/14	6.2/11	13.8/24	6.4/11	
8:00	54. ABC Movie Special— Secrets 7.7/14	54. Burke's Law 6.8/13	33. Mad About You 9.9/19	54. Martin 6.8/13	
8:30		73. Eye to Eye 5.4/9	29. Hope & Gloria 10.2/18	52. Living Single 7.1/13	
9:00		60. 48 Hours 6.5/11	5. Seinfeld 15.6/27	69. New York Undercover 5.8/10	
9:30			4. Friends 16.8/27		
10:00	46. Day One 8.0/14		6. ER 15.1/26		
10:30					
FRIDAY	9.1/19	4.6/9	7.4/15	6.4/13	
8:00	43. Family Matters 8.2/18	57. Diagnosis Murder 6.7/14	65. Unsolved Mysteries 6.2/13	78. Encounters 4.6/10	
8:30	36. Boy Meets World 8.6/18	82. American Achievement Awards 3.5/7	35. Dateline NBC 8.7/17	44. The X-Files 8.1/16	
9:00	41. Step By Step 8.3/17		51. NBC News Special: Tycoon 7.2/15		
9:30	47. Hangin' w/Mr. C 7.8/15				
10:00	22. 20/20 10.7/22				
10:30					
SATURDAY	5.6/12	5.8/13	5.9/13	6.2/13	
8:00	73. Thunder Alley 5.4/13	79. CBS Special Movie— 500 Nations, Part 3 4.4/10	72. Movie of the Week— Suburban Commando 5.6/10	68. Cops 5.9/14	
8:30	77. Bringing Up Jack* 5.2/12		36. Walker, Texas Ranger 8.6/18	60. AFI Salute to Steven Spielberg 6.5/14	63. Cops 6.4/14
9:00	69. ABC Saturday Family Movie—Johnny's Girl 5.8/12				64. America's Most Wanted 6.3/13
9:30					
10:00					
10:30					
SUNDAY	11.7/27	8.4/17	6.9/14	4.9/10	
7:00	54. Am Fun Hm Vid 6.8/16	11. 60 Minutes 12.4/28	81. Earth 2 3.6/8	84. Tiny Toons: Night Ghoulerly 2.6/6	
7:30	41. Am Fun Hm Vid 8.3/18	22. Murder, She Wrote 10.7/22	79. seaQuest DSV 4.4/9	60. Simpsons 6.5/14	
8:00	53. Lois & Clark 6.9/14	75. CBS Sunday Movie— 500 Nations, Part 4 5.3/10	34. NBC Sunday Night Movie—Danger Island 9.8/19	75. The Critic 5.3/11	
8:30					57. Married w/Chld 6.7/13
9:00	31. ABC Sunday Night Movie—Stormy Weathers 10.1/19				69. My Wildest Drms* 5.8/11
9:30					
10:00					
10:30					
WEEK'S AVGS	9.9/18	7.9/14	9.3/17	7.4/14	
SSN. TO DATE	11.9/20	10.8/18	11.5/19	7.5/12	

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

USA commits \$140 million to originals

Cable network will add shows from Tartikoff, Landis; commissions pilots for first time

By Rich Brown

USA Network is earmarking \$140 million for a 1995-96 original programming schedule that will include a Saturday night comedy block featuring shows from John Landis and Brandon Tartikoff.

The Saturday night block is just one of several programming changes being implemented by Rod Perth, USA Networks Entertainment president and executive vice president of programming. The changes mark the first major wave of new programming on USA since Perth joined the network from CBS last fall.

Most of the changes are being made to target "the younger end" of the 18 to 49 age bracket, says Perth. But he says the network will continue to carry off-net episodes of the older-skewing *Murder, She Wrote*, which continues to rank among the top-rated shows on cable.

Among the new shows featured in the Saturday comedy block (8-11 p.m.) will be *Campus Cops*, a sitcom from John Landis about two friends who become campus cops after being fired from their jobs at a local apple-sauce processing plant. Also joining the block is *Weekly World News*, a reality-based news show anchored by Edwin Newman and produced by Brandon Tartikoff. *Weekly*, based on the satirical supermarket tabloid, originally was piloted by CBS. The two shows will be sandwiched between existing USA originals *Weird Science* and *Duckman*, which have just received orders for an additional 44 and 22 episodes, respectively. *Campus Cops* and *Weekly World News* have orders for 13 episodes each. Perth says the network is mapping out a "huge" marketing push to coincide with the comedy block's January 1996 debut.

Also new to the USA schedule in January 1996 will be *San Diego Bike Patrol*, an original drama from Gary Nardino Productions about a team of cops in an upscale beach community. Debuting in September (with a



Under the direction of Rod Perth (r), USA looks to take a bite out of the competition with a slate of original programming, including new episodes of 'Forever Knight,' above.



dual syndication window) will be original episodes of *Forever Knight*, a drama from Paragon Entertainment and TriStar Television about a 13th century vampire living in a modern metropolis, and USA's fifth season of *Silk Stalkings*, the mystery series produced by Stu Segall Productions and Cannell Entertainment. *Forever Knight* and *Silk Stalkings* previously aired as part of CBS Late Night's Crimetime After Primetime block.

Also in September, USA will begin testing the live TV waters with hosted segments during its weekday schedule. The hosts will appear daily during a three-hour block featuring off-net episodes of *People's Court* and *Love Connection*. Originating from New York, the hosted segments will include live conversations with viewers, online chats, viewer polls and viewer-supplied video segments.

"We hope to put more of a live, spontaneous face on the network," says Perth, who plans eventually to further expand the network's live presence. Only sports programming now airs live on the network.

USA in September also will pre-

miere two original Sunday morning cartoons—*Street Fighter*, based on the popular video game, and the comic book-inspired *The Savage Dragon*. Both will emphasize pro-social messages.

One time period with which USA is still tinkering is 6-7 p.m. Perth says the network has a variety of young-skewing shows in development for fall, including a soap opera, talk programs and relationship shows. Meanwhile, the network is said to be looking to acquire *Renegade* to fill the time period.

Looking ahead, USA is commissioning pilot episodes of *The Mr. Lawrence Show*, a comedy with puppets from David Steinberg (*Mad About You*), and *Film-Zilla* with Sandra Bernhard, an hour show featuring clips and trailers from B-movies such as *Nudes on the Moon*. Perth says that commissioning pilots is unprecedented at USA, but he plans to do even more piloting of high-concept shows. "It's an insurance policy," he says.

USA will produce about 20 original movies in 1995-96, including the January 1996 debut of *A Road to Galveston*, a drama starring Cicely Tyson. The 1995-96 schedule also will feature the network's usual line-up of high-profile sports events and a variety of pre-syndication theatrical titles including "The Fabulous Baker Boys," "Fried Green Tomatoes," "The Babe" and "Bird on the Wire."

USA sister network The Sci-Fi Channel will see a variety of new specials, documentaries and award shows in the 1995-96 season, says Perth. Two projects in the works from producer Michael Phillips ("The Sting," "Close Encounters of the Third Kind") include a movie trailer compilation series, *Trailerpark*, and a science fiction student film competition. ■

HEADENDINGS

FTC makes DBS complaint

The Federal Trade Commission has filed a complaint in federal district court against Santa Ana, Calif.-based PAL Financial Services and Media Management for an allegedly fraudulent satellite TV investment scheme. The FTC alleges that the companies were key players in a scheme the agency challenged in another complaint filed April 17. The FTC says consumers invested \$2.36 million thinking the venture had the right to market programming from direct broadcast satellite company DIRECTV in one or more rural Georgia counties. The agency charges that the defendants did not possess and were unlikely to acquire the rights to market DIRECTV programming in Georgia or elsewhere.

TCI reorganizes

MSO Tele-Communications Inc. is restructuring its Southeastern region from one division to four regions and two major metropolitan areas. The Southeast Division, representing 2.5 million subscribers, is now divided as follows: Central (Alabama, Delaware, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia); Northwest (Iowa); South (Florida, Georgia), and Southwest (Arkansas, Louisiana, Missouri). The regions are Baltimore and the District of Columbia. Reporting to Southeast Division Executive VP/COO Thomas Barberini is Earl Hines (Central); Lee Endicott (Northwest); Dave Warehlme (South); Mike Naumann (Southwest); Coles Ruff (Baltimore), and Frances Turner (D.C.).

'Zero' half-hour

Former *Saturday Night Live* cast member Janeane Garofalo has signed to host a new Comedy Central series, *Ground Zero*, featuring "20-something" comedians. The half-hour series, which will spotlight two acts per episode, debuts on July 15. —RB

CBS still working on retrans

Some CBS affiliates have started own channels in interim

By James A. McConville

Nearly two years after broadcasters gained the right to compensation from cable system operators for carriage of their signals, CBS has yet to come up with a retransmission-consent deal.

In the meantime, at least 10 CBS affiliates have taken matters into

their own hands, launching local cable channels (see chart, next page).

"CBS really has nothing going in terms of retransmission," says David Lippoff, vice president and general manager, WHIO-TV Dayton, Ohio. The CBS affiliate last September created its own independent 24-hour cable channel, The Miami Channel. "To



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some extent CBS staked out a position and then, I think, waited too long once events began to occur and the playing field began to change," Lippoff says.

Ironically, CBS was the most aggressive of the broadcasters in lobbying for retransmission consent. CBS had hoped that it could use the rules to demand cash payments from cable system operators that carry its TV stations. However, cable operators refused to pay, and CBS was forced to grant one-year extensions in the seven markets where it owns stations (New York, Los Angeles, Chicago, Philadelphia, Miami, Minneapolis and Green Bay, Wis.).

Of all the retransmission options open to CBS, creating its own cable network—once considered at the top of the list—now appears the least likely. "I don't know if we would create our own," says Mark Harrington, senior vice president of new media, CBS.

Harrington says CBS talked about starting its own cable news network,

Going it alone

The following is a list of CBS affiliates that have launched/are launching local cable channels

KFSM-TV	Fort Smith, Ark.
KFMB-TV	San Diego
WJXT(TV)	Jacksonville, Fla.
WANE-TV	Fort Wayne, Ind.
WISH-TV	Indianapolis
WWL-TV	New Orleans
WGME-TV	Portland, Me. (plans to launch channel in 4th quarter in conjunction with Time Warner)
WBTV(TV)	Charlotte, N.C.
WHIO-TV	Dayton, Ohio
WPXI(TV)	Pittsburgh
KREM	Spokane, Wash.

but that the idea was shelved after the network decided it might duplicate existing programming. "It just didn't work out—the issues of having to

create something that's differentiated from CNN, which a lot of the operators carry already and don't want on that air," he says.

Other retransmission options for CBS include teaming with an existing network that needs to build carriage. Harrington says that the network held talks last year with more than two dozen cable networks, including start-up services and established networks willing to give CBS an equity position in return for improved distribution, about such an arrangement.

Harrington says CBS now is considering a "variety of options" and will let affiliate stations know about its plans in August.

Meanwhile, some CBS affiliates like WHIO-TV have opted to go it on their own, creating independent local cable channels that satisfy local retransmission-consent agreements and create another programming conduit. WHIO-TV's Miami Channel resulted from a year of negotiations with Continental Cablevision. ■

Primetime finds the upside of upscale

UK company has built U.S. cable profile with imports

By James A. McConville

Primetime Entertainment has carved a niche for itself distributing arty, upscale international imports to the U.S.—particularly to cable networks in growing numbers.

Primetime, the North American subsidiary of Great Britain's Primetime Television Associates, is a two-way distributor, selling international TV product (mainly British) in the U.S. and importing American programming overseas.

In its 10-year tenure in the U.S., Primetime has provided programming for the A&E Network, Bravo, Encore, Lifetime, Nickelodeon and the Public Broadcasting Service, drawing from its 6,000-hour library of history and nature programs, documentaries, drama classics and comedy series.

Other Primetime cable partners include USA's Sci-Fi Channel and Fox's fX, which is airing the Australian soap series *Home and Away*.



'The Shiralee,' distributed by Primetime, has aired on The Disney Channel and has been bought by Encore.

Besides distributing product, Primetime co-produces program packages with U.S. networks. In a joint project with A&E, the BBC and

an unnamed Norwegian film company, Primetime has co-produced a documentary, *CIA: The Secret Files*, based on a book by British author

John Randelagh.

A&E owns the U.S. programming and home video rights to the documentary; Primetime affiliate CD-Vision will produce a multimedia CD-ROM version for distribution in the UK and the U.S.

Other Primetime future co-production projects include *Famous Film Legends* with A&E, an interview series with key American film figures to air next year, and an updated version of Charles Dickens's *Great Expectations* with the Discovery Channel. The update stars Anthony Hopkins and Jean Simmons and will air later this year.

Christina Thomas, president, Primetime Entertainment, says importing programming to the U.S. is more complicated than it was 10 years ago.

"Nothing is simple anymore. There [are] a lot of players and a lot of different structures," Thomas says. "Here, there are so many different ways of selling—you need to know all the ground rules, how syndication works, how to get station clearance."

There's also more opportunity, with home video, non-theatrical productions and CD-ROM, she says. "There [are] a lot more aspects of distribution rights that you can squeeze a bit of revenue out of."

Selling Primetime's niche programming still is a daunting task, Thomas says: "This is not program material that is off-network prime time; I'm not sitting there, unfortunately, selling them *NYPD Blue*."

However, the laws of international programming distribution can work in strange and mysterious ways, she says, with the biggest import successes sometimes coming from unlikely sources. For example, a BBC-produced series called *Are You*



Christina Thomas

Being Served is a steady hit on PBS despite being more than 20 years old. "You never know what will catch on," Thomas says.

New U.S. cable channels have

opened the door for Primetime to relicense product it previously has shown. Last year the company sold its Barbara Taylor Bradford series *Hold the Dream* and *To Be the Best* to Lifetime Television. It then turned around and sold syndication rights to Encore, which plans to air the series next year.

But more cable channels hasn't necessarily translated into higher revenue from advertisers, Thomas says. "The advertising pie is a given; with new channels you're just slicing it smaller."

A larger percentage of Primetime's future sales will come from original projects, Thomas says, but she maintains that the company will stick to its primary distribution roots. "We're going to have to invest in more programs in order to get the [distribution] rights. But we shouldn't be a production company; we should stay a packager and a distributor." ■

U.S., Canada out of tune over CMT

A potential cable war between the U.S. and Canadian governments over Country Music Television (CMT) could heat up this month. U.S. trade representatives are expected to complete their list of Canadian companies facing possible trade-sanction retaliation for Canada's decision to kick CMT off cable in that country.

CMT says that it had 2 million Canadian viewers when it was dropped Jan. 1, reportedly to make room for a similar Canadian station. CMT is owned by Nashville-based Gaylord Entertainment and Stamford, Conn.-based Group W Satellite Communications, a subsidiary of Westinghouse Electric. A spokeswoman for the Office of U.S. Trade Representative says a list is being compiled of Canadian companies and consumer products that face potential trade sanctions. That list is expected to include Teleglobe, a Montreal-based international telecommunications company; Cineplex Odeon, a Toronto-based movie theater chain, and Toronto-based MuchMusic, which has an estimated 3 million subscribers in the U.S.

A letter from U.S. Trade Representative Mickey Kantor to the Canadian Trade Minister says the U.S. investigation will be completed June 21. —JAM

Discovery flying high

Beginning June 7 The Discovery Channel will provide the entire monthly lineup of programs for United Airlines' The Insight Channel, one of four regular TV offerings on the company's new Boeing 777 flights. Each seat on the planes will be equipped with a video screen.



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Week

The Internet

CBS expands plans for affiliate web sites

Network is sticking with Prodigy; plans to bring more than 100 stations to Internet in '96

By Mark Berniker

At its annual affiliates meeting last week, CBS made a major push for its stations to get up on the Internet, and the affiliates are responding.

Speaking at the meeting, George Schweitzer, executive vice president of marketing and communications for CBS, said that at least "two dozen" CBS affiliates will

have created Internet sites "by the end of the summer." By early next year, CBS plans to have more than 100 of its affiliates on the Internet.

CBS is working closely with Infinet, an Internet service provider owned by Landmark Communications, which owns several CBS affiliates as well as The Weather Channel, The Travel Channel and a number of newspapers.

"The creation of Internet sites for our stations is an

extension of our network-affiliate relationship," said Schweitzer.

CBS is presenting three alternatives to affiliates interested in setting up Internet sites: A basic home page will cost a station roughly \$5,000, a more developed area will cost close to \$10,000 and a well-developed site will be about \$15,000.

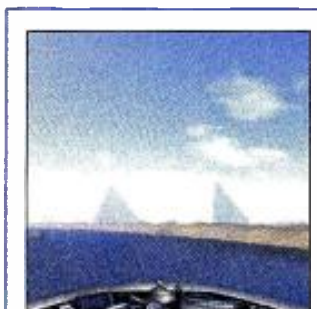
Schweitzer called KLAS-TV, the Las Vegas CBS affiliate owned by Landmark, "the model." He said the sta-

tion has created a "virtual newsroom" that is enhancing its audience relationship, improving ratings and boosting revenue through the sale of advertisements in the online area.

Schweitzer said talks should begin soon with new Prodigy chief Ed Bennett about expanding the exclusive relationship between the broadcast network and the online service provider. Prodigy has shifted its strategic focus toward the Internet, and CBS is aiming its resources in the same direction.

Rumors had been circulating that CBS was considering dropping its deal with Prodigy and possibly making a deal with America

Continues on page 30



Pharaoh, hieroglyphics on CD-ROM

Discovery Channel Multimedia has released *Nile: Passage to Egypt*, its latest CD-ROM title, for Windows and Mac platforms. The disc tracks 5,000 years of Egyptian history through a journey along the Nile River. The multimedia CD-ROM contains photographs and more than 30 minutes of video from the Discovery Channel documentary of the same name. The disc was produced by Human Code of Austin, Tex. Its suggested retail price is \$49.95.

Set-top Boxes

VideoGuide, Sports Network plan on-screen sports updates

Set-top unit to be sold through retail stores starting this summer

By Mark Berniker

VideoGuide has signed a deal with The Sports Network to provide updated sports scores and information via set-top box to any TV set.

The New England start-up company, based in Bedford, Mass., will bring program listings—along with news and sports information—to consumers' homes using a proprietary set-top device. A weather service also is planned. The data will travel over BellSouth's MobileComm's paging network.

The set-tops will be available in some Atlantic-coast retail outlets beginning late this summer for about \$100. Subscribers

will pay \$49.95 for a year's worth of the text-based service, says Frank Reitter, vice president, marketing and sales, VideoGuide.

"We don't use up a channel. We send a data overlay through a paging network to the empty channel, either channel 3 or 4," Reitter says.

The product will be called SportsGuide. Viewers will be able to access real-time sports scores and game summaries at any time by using a special remote-control device to switch from the program guide.

Prevue Networks, the leading on-screen

Continues on page 30

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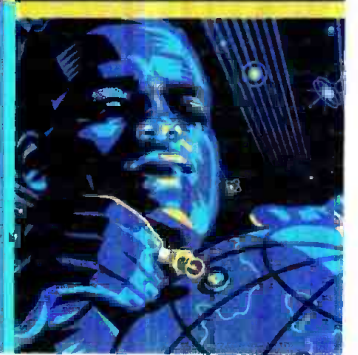
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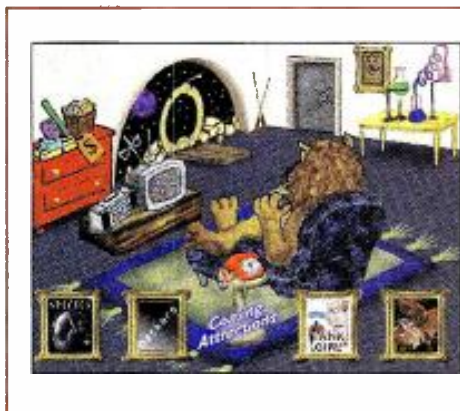
Continued from page 28

Online. But Schweitzer said there is no deal with any other online service provider, and he expects that CBS will expand its relationship with Prodigy.

Schweitzer admitted there have been talks with America Online, CompuServe and The Microsoft Network. However, he said CBS is pleased with its open-ended relationship with Prodigy that allows the network to capitalize on the explosive growth of the Internet.

"America Online came to us after NBC said it [was] going to leave them and go to Microsoft, but I don't anticipate there will be a deal," said Schweitzer.

CBS affiliates in addition to KLAS-TV with home pages on the Internet's World Wide Web are KHOU-TV Houston; KPX San Francisco; KWTU Oklahoma City; KEPR-TV Pasco, Wash.; WISH-TV Indianapolis; WJHL-TV Johnson City, Tenn.; WBOC-TV Salisbury, Md.; WHNT-TV Huntsville, Ala.; WNEM-TV Bay City, Mich.; WRGB Schenectady, N.Y., AND WTVF Nashville. **TMM**



MGM forms interactive division

Metro-Goldwyn-Mayer Inc. has created MGM Interactive, a division devoted to creating interactive products, including CD-ROMs, video games and online areas. Ronald Frankel was named executive vice president/general manager of the new division. He formerly consulted the company on its interactive strategy. MGM has been working with Sega of America, Grolier Electronic Publishing and Matra Hachette on interactive products based on its original copyrights from film, television and animated productions. Those products will begin shipping at the end of this year, and another six to 10 projects are in development. MGM also is redesigning and updating its home page on the Internet.

Interactive

BellSouth, Multimedia become interactive partners

By Mark Berniker

BellSouth has struck a deal with Multimedia Inc. to co-develop a variety of interactive services that potentially could travel over the telco's video dialtone networks in the future.

The partners are planning a six-month trial in Greenville, S.C., that will test consumer interest and willingness to pay for PC-based local and national informa-

tion services, Internet access, ISDN connectivity, electronic transactions and video-on-demand applications.

Multimedia is a diversified media company that publishes 11 daily and 49 non-daily newspapers, owns five network-affiliated TV stations, two radio stations, more than 125 cable television franchises in Kansas, Oklahoma, Illinois, Indiana and North Carolina, and produces and syndicates TV programing, including *Don-*

ahue and other major talk shows.

Multimedia is on both the production and the distribution sides of the media business and stands to gain from the growth of interactive services, but it wants to determine if its customers are interested in paying for new offerings. BellSouth is part of the alliance with Ameritech, SBC Communications and Disney that plans to provide a range of interactive services. **TMM**

C-SPAN offers audio online

C-SPAN is developing an Internet site on the World Wide Web. In addition to information about C-SPAN's programming lineup, the Web site features on-demand audio of some C-SPAN programs. C-SPAN is using Progressive Network's RealAudio technology, which enables consumers with multimedia personal computers to access voice-grade-quality audio transmitted over telephone lines. C-SPAN's Web site also will be linked to other free public information areas on the Internet, such as the Library of Congress's THOMAS online service. C-SPAN's World Wide Web address is <http://www.c-span.org>.

In a related development, C-SPAN plans a forum on The Microsoft Network, the planned online service from computer giant Microsoft. C-SPAN will compile public texts such as federal legislation, congressional voting records and political action committee (PAC) reports from the Federal Election Commission. C-SPAN already has forums on America Online and Prodigy. **—MB**



VIDEOGUIDE, SPORTS NETWORK

Continued from page 28

program guide, also plans similar news, sports and weather services. Unlike VideoGuide, which operates independently from cable operators, Prevue will provide unregulated revenue to cable operators.

The Sports Network is a sports wire service that provides frequent, detailed updates on major sports to news outlets. Its primary competitor is ESPN-owned SportsTicker, which offers scrolling sports data on ESPN and often on CNN's *Headline News*.

Privately held VideoGuide recently received \$9 million in capital from Japanese investors Sanyo and Marubeni. Sanyo is manufacturing VideoGuide's set-top boxes. **TMM**

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Westwood One's Lawenda looks for radio's untapped advertisers

New president thinks potential for network ad revenue is \$1 billion

By Donna Petrozzello

With his return to radio as president of Westwood One Radio Networks, Jeff Lawenda hopes to increase advertising revenue for network radio and build Westwood One's affiliate base as well.

Named president of the network in April after Bill Hogan resigned, Lawenda has resumed the working relationship he forged with Westwood One Cos. CEO Mel Karmazin in the early 1970s, when each sold commercial time on WNEW(AM) New York. Continuing in radio sales, Lawenda became VP/GM for CBS Radio spot sales and general sales manager at WCBS(AM) New York.

Lawenda resigned from CBS Radio in 1980 to join USA Network, where he created the cable network's sales department and oversaw advertiser program development. After several years with USA Network, he held senior management positions with

production companies such as Chelsea Communications, Cabin Fever Entertainment and Reeves Communications overseeing TV program development, production and home video distribution projects.

Given his background, Lawenda sees home video, TV program advertising and the movie industry as potential radio advertisers. He initiated radio campaigns for Cabin Fever's release of several home video series, seizing radio's "inherent advantage over all other media to reach consumers just prior to the point of purchase," he says.

"There are many products and services that should be advertising in radio, but are not, and we are going



Lawenda: 'There are many products and services that should be advertising in radio... and we are going to target them.'

to target them," Lawenda says.

"Radio represents a wonderful medium to use in combination with TV. We would love to see people develop unique commercials for radio and take advantage of its visual qualities," Lawenda says.

Considering radio's strong revenue gains in 1994, network radio should garner a larger share of media ad revenue, says Lawenda, who would like to see network radio revenue at least double. Last year, the Radio Advertising Bureau reported network radio advertising revenue at \$411 million, which Lawenda would like to see at \$1 billion.

"Having been away from radio and then coming back, what hit me was

the health of local radio," he says. "And I see growth in network radio, but not to the extent that it should be. I'm obviously primarily interested in growing Westwood One's revenue, but that will inherently help network radio in general."

In addition to attracting new radio advertisers, Lawenda hopes to increase affiliates for Westwood One programming, particularly in its news programming. Westwood One distributes news from NBC Radio News, Mutual Broadcasting System, CNN Radio News, CNN Headline News and CNBC Business Radio.

"We pride ourselves on having what we perceive as the foremost news operations in network radio," Lawenda says.

Lawenda would like to build the affiliate lists of the network's nine 24-hour music formats. Westwood One's recently launched Seventies format is carried by 30% of 1970s-era oldies stations, he says, and 38% of all easy-listening stations carry its Adult Standards format. "We want to continue to develop and produce, based on sound programming and affiliate research, our 24-hour formats," Lawenda says. ■

R I D I N G G A I N

Bloch arrested

Financial talk radio veteran Sonny Bloch was arrested late last week in the Dominican Republic and extradited to Puerto Rico. Federal agents are expected to bring him to New Jersey to face fraud charges. Bloch was indicted on charges that he helped to swindle \$21 million from his listeners by promoting shady investment schemes during his show. Bloch, who called himself a "broadcaster in exile," has denied wrongdoing.

He has stopped hosting his national weeknight show on 200 stations. The show's syndicator, Independent Broadcasters Network of Clearwater, Fla., has filled Bloch's 6-8 p.m. weeknight shift with another financial talk show.

Investors challenge sale of WNYC-AM-FM

A group of investors has filed suit to try to force New York City to sell its broadcast licenses for WNYC-AM-FM on the open market. The investors, Creole Enterprises, want the city to seek full-market value for the stations rather than sell them at a cut rate to the not-for-profit WNYC Foundation. The foundation is expected to pay \$20 million for the two licenses over six years. Radio brokers have estimated that the licenses would sell for \$35 million-\$40 million in the private sector. The sale to the foundation was announced in March.

—DP

Changing Hands

This week's tabulation of station and system sales

KCIT(TV) Amarillo and KJTL(TV)

Wichita Falls, both Tex., and five LPTV translators

Price: \$14 million

Buyer: Wicks Broadcast Group LP (Edgar Berner, president/41.67% interest); owns WCVT(AM)-WLMX-FM Rossville, Ga.; WTMZ(AM)-WSSX-FM Dorchester and WTMA(AM)-WSUY(FM) Charleston, both South Carolina; WZST(FM) Signal Mountain, Tenn., and WBNF(AM)-WHWK(FM) Binghamton, N.Y.

Seller: Epic Broadcasting (Lanham Lyne, principal owner); no other broadcast interests.

Facilities: KCIT: ch. 14, 1280 kw visual, 128 kw aural, ant. 1,521 ft.; KJTL: ch. 18, 2820 kw visual, 282 kw aural, ant. 1,079 ft.

Affiliation: KCIT: Fox; KJTL: Fox

KFCB(TV) Concord, Calif.

Price: \$8 million

Buyer: Pappas Telecasting of Concord (Harry Pappas, general partner/51% equity interest); owns KPWB-TV Sacramento and KMPH(TV) Visalia (Fresno), both California; KPTM(TV) Omaha, and KREN-TV Reno.

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$1,465,625 □ 2

FMs □ \$2,216,000 □ 5

Combos □ \$5,300,000 □ 2

TVs □ \$26,000,000 □ 3

Total □ \$34,981,625 □ 12

So far in 1995:

AMs □ \$55,456,744 □ 80

FMs □ \$322,065,721 □ 161

Combos □ \$747,160,300 □ 95

TVs □ \$1,587,502,000 □ 50

Total □ \$2,712,084,765 □ 386

Seller: First Century Communications Inc. and United Christian Broadcasting (Ronald Haus); no other broadcast interests.

Facilities: ch. 42, 1205 kw visual, 241 kw aural, ant. 2,773 ft.

Affiliation: independent

Broker: Gammon Media Brokers Inc.

WQXA-AM-FM York, Pa.

Price: \$5 million

Buyer: Tele-Media Broadcasting Co. (Robert Tudek and Everett Mundy, 50% interest each); owns WRKZ(FM) Hershey, WRSC(AM) State College, WQWK(FM) University Park, WQKK(FM) Ebensburg, WGLU(FM) Johnstown and WEST(AM)-WLEV(FM) Easton, all Pennsylvania; WTAD(AM)-WQCY(FM)/WMOS(FM) Quincy, Ill., and WLKW(AM)-WWLI(FM)/WPRO-FM Providence and WPRO(AM) East Providence, both Rhode Island.

Seller: The HGF Media Group (Harold Fulmer II, president/100% interest); owns WMPA(FM) Mansfield, WXKW(AM) Allentown, WMGH(FM) Tamaqua and WLSH(AM) Lansford, all Pennsylvania.

Facilities: AM: 1250 khz, 1 kw; FM: 105.7 mhz, 25 kw, ant. 705 ft.

Format: AM: oldies, nostalgia, MOR; FM: AC, CHR

Broker: Holt Radio Group

WNPL(TV) Naples, Fla.

Price: \$4 million

Buyer: Second Generation of Florida Ltd. (Thomas Embrescia, managing member); owns WRMR(AM)-

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WDOK(FM) Cleveland.

Seller: Southwestern Florida Telecommunications Inc., debtor-in-possession (William Darling Sr., CEO); no other broadcast interests.
Facilities: ch. 46, 5000 kw visual, 500 kw aural, ant. 1,000 ft.
Affiliation: UPN

KLAV(AM) Las Vegas

Price: \$900,000 plus \$150,000 for transmitter and \$150,000 for studio
Buyer: Gore-Overgaard Broadcasting Inc. (Cordell Overgaard, president/53.6% interest; Harold Gore, CEO/39.2%); owns WTMR(AM) Camden, N.J.
Seller: Wagenvoord Advertising Group Inc. (David Wagenvoord); 50% owner of KAWI(AM) Honolulu and 75% of KNRV(AM) Monterey, Calif.
Facilities: 1230 khz; 1 kw
Format: news/talk, sports, Spanish

WWBZ(FM) McClellanville, S.C.

Price: \$848,000
Buyer: Baker Broadcasting Inc. (Frank Baker, 76% interest); no other broadcast interests.
Seller: Gilchrist Communications Inc. (Ken Noble); no other broadcast interests.
Facilities: 98.9 mhz, 50 kw, ant. 492 ft.
Format: dark

KBIC(FM) Alice, Tex.

Price: \$650,000
Buyer: Guerra Enterprises (Encarnacion Guerra); owns KJBZ(FM)/KRRG(FM) Laredo, Tex.
Seller: Christian Ministries of the Valley Inc.; owns KRGE(AM) Weslaco, Tex., and is permittee of KARU(FM) Raymondville, Tex.
Facilities: 102.9 mhz, 50 kw, ant. 492 ft.

Pompadur sells Number 5 to Quincy

Two more of Marty Pompadur's nine available TV stations were signed for last week.

As reported previously, KATC-TV Lafayette, La., sold to Evening Post Publishing for \$25 million. The company, which owns eight TVs, is headed by Ivan Anderson, and the TV group is run by Travis Rockey.

Quincy, Ill.-based Quincy Newspapers is buying WREX-TV Rockford, Ill., from ML Media Partners LP for \$18 million-\$19 million. As the ownership changes, so will the station's affiliation: WREX-TV will switch from ABC to NBC on Aug. 14.

Owned by the Oakley family, Quincy now has four NBC affiliates: wgem-tv Quincy, Ill.; KTTC-TV rochester, Minn.; WVVA-TV Blueville, W.Va., and KTIV-TV Sioux City, Ia. It also owns ABC affiliate wsjv-tv South Bend, Ind., two newspapers and an AM-FM combo.

Three of Pompadur's stations remain up for grabs: wtwo-tv (NBC) Terre Haute, Ind.; KQTV (ABC) St. Joseph, Mo., and WRBL-TV Augusta, Ga. Ted Hepburn brokered the sale of WREX-TV.

—JAZ

Format: Spanish Christian

KVLH(AM)-KGOK(FM) Pauls Valley, Okla.

Price: \$300,000
Buyer: Floyd & Wright Broadcasting (Roy Floyd, director/33.3% interest; David Wright, president/33.3%; Donald Wiese Jr., director/33.3%); owns KFYN(AM)-KFYZ(FM) Bonham, Tex.
Seller: Washita Broadcasting Inc. (Kelly Rawlings, president); no other broadcast interests.
Facilities: AM: 1470 khz, 1 kw; FM: 97.7 mhz, 3 kw, ant. 303 ft.
Format: AM & FM: contemporary country

WLN(AM) Ligonier, Ind.

Price: \$290,000
Buyer: Brian Walsh

Seller: Summit Radio Inc. (Jim Leep, president); owns WGTC(FM) Carlisle, Ind.
Facilities: 102.7 mhz; 3 kw; ant. 328 ft.
Format: country
Broker: Roehling Broadcast Services Ltd.

WEXL(AM) Royal Oak, Mich.

Price: \$265,625 for 2,166 common shares of Sparks Broadcasting Co.
Buyer: Gordon R. Sparks
Seller: Gordon A. Sparks Trust
Facilities: 1340 khz, 1 kw
Format: religious

WTOC-FM [formerly WQEG(FM)] Russell Springs, Ky.

Price: \$260,000
Buyer: Shoreline Communications Inc. (Mark Royse, president/25% interest; Laura Harris, 25%; Michael Harris, 25%; Janet Royse, 25%); no other broadcast interests.
Seller: Heartland Communications Inc. (George Owen Jr., president); owns WTOC(AM)-WCKQ(FM) Campbellsville and WQLL(FM) Louisville, both Kentucky.
Facilities: 92.7 mhz, 6 kw, ant. 328 ft.
Format: dark

WKZY(FM) LaBelle, Fla.

Price: \$168,000
Buyer: Intermart Broadcasting West Coast Inc. (James Martin Jr., president/100% interest); owns WCCF(AM)-WIKX-FM Punta Gorda, wGUF(FM) Marco and WPVJ(FM) Ponte Verde Beach, all Florida, and WCCJ(FM) Harrisburg, N.C.
Seller: LaBelle Broadcasting Inc. (Thomas Smith); no other broadcast interests.
Facilities: 92.5 mhz, 3 kw, ant. 299 ft.
Format: dark



Radio Equity Partners' duopoly purchase of WWRX(FM) Providence, R.I., for \$10 million was finalized on May 24. REP President George Sosson (l) congratulates Nat Urso, chairman of seller Westerly Broadcasting, at the closing. Broker Dick Foreman (center) of Richard A. Foreman Associates looks on.

Broadcasters dismiss proposed demise of FCC

Foundation's plan called not in the public interest

By Christopher Stern
and Kim McAvoy

Broadcasters and cable operators may be pushing for deregulation, but they're not ready to abolish the FCC.

Industry reaction to a Progress & Freedom Foundation report calling for elimination of the FCC in three years was lukewarm.

Under the foundation's plan, released last Tuesday, spectrum would be treated

as private property and broadcasters would depend on the courts to protect their rights in signal interference and other matters. The FCC would be replaced by a much smaller Office of Communications Policy in the executive branch.

"While a reduction in regulation would be welcomed by broadcasters, we also believe there will always be a need for an independent governmental entity free from partisan



FCC Chairman Reed Hundt:
'Private interests should not own 100% of the action.'

politics to serve as an arbiter and assure that telecommunications policy serves the public interest of all Americans," said Eddie Fritts, president, National Association of Broadcasters.

"There will always be responsibilities that are most appropriately addressed by an agency like the FCC," said Steve Effros, president, Cable Telecommunications Association. Effros, a

frequent critic of the FCC, said he would welcome any decline in "micromanagement" by the agency.

The report also calls for eliminating rules that require spectrum "owners" to use their frequencies in a particular way. Under the foundation's proposal, broadcasters could choose to offer cellular or paging services rather than television programming.

The foundation said the courts and the Justice Department's antitrust

Think tanks don't think much of broadcast fees

Broadcasters should not have to pay for their existing channels and probably not for transitional channels for HDTV and other digital services, according to an FCC reform proposal by The Progress & Freedom Foundation and The Heritage Foundation.

Their proposal, released last Tuesday, advocates auctions as a means of distributing newly available spectrum. But, says former FCC chief of staff Peter Pitsch, one of the authors, the proposal doesn't envision fees on existing broadcasters. Most paid for their channels when they bought the stations, he says.

Nor does the proposal address second channels for digital TV, Pitsch says. But giving each TV station extra channels with the expectation of getting one back after a transitional period is "consistent with the proposal," he says. The stations aren't really acquiring new spectrum, he says. They merely are trading old spectrum for it. —HAI

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division also would have the role of protecting the public interest.

"It doesn't make sense.... It's easy to take shots at a government agency," said Peter Desnoes of Burnham Broadcasting.

Broadcasters think a reduction in regulation, especially in the area of forfeitures and enforcement of equal employment opportunity rules is overdue. But they also see the need for an expert telecommunications agency.

"The courts and the Justice Department don't have the technical expertise to handle frequency interference and allocation problems. At least the FCC understands your business," one radio broadcaster said.

FCC Chairman Reed Hundt lashed out: "The public interest has a huge

stake in the communications revolution, and private interests should not own 100% of the action."

Hundt also said he thinks it is too early to rely on existing competition to protect against abuse of market power. "When it comes to competition, we ain't seen much yet," Hundt said.

While the foundation is proposing to eliminate the FCC, telecommunications legislation pending in Congress would greatly increase the FCC's duties, including requiring up to 80 new rulemakings, points out FCC Commissioner James Quello.

Congress has the final say on what will happen to the FCC. House Speaker Newt Gingrich (R-Ga.) has called for eliminating the FCC in three to five years. And House Telecommuni-

cations Subcommittee Chairman Jack Fields (R-Tex.) has discussed a major restructuring of the commission.

The Progress & Freedom Foundation's report, however, carries some weight, given the foundation's close ties to Gingrich. The foundation provided approximately 80% of the money for Gingrich's college courses, which are carried by National Empowerment Television, according to published reports.

Washington-based public interest group Common Cause says the foundation's financial supporters include telecommunications companies AT&T, BellSouth, Cox Cable Communications, Turner Broadcasting System, General Instrument and Scientific-Atlanta. ■

Independents: Syndication rules fall short

Prime time programs produced by smaller entities have fallen 30%, group says

By Christopher Stern

As the FCC considers speeding up the deadline for wholesale entry of the networks into the syndication business, Hollywood producers say the restrictions should be kept in place—even strengthened.

The producers and independent broadcasters have a tough fight ahead of them. In April, when the FCC asked for comments on its plan to take the remaining financial interest and syndication rules off the books, it said proponents of the rules had to come up with "compelling [and] excellent" reasons for keeping the restrictions in place.

The so-called fin-syn rules will expire in their entirety Nov. 10 unless the FCC changes that sunset date.

The rules were adopted in 1970 in an effort to limit the three networks' control of television programming while promoting a diversity of television producers. The rules prohibit the Big Three from owning or controlling the rebroadcast of prime time network shows. They also bar the networks from syndicating non-network, first-run programs. The networks may hold passive rights in a program that is distributed by an independent syndicator.

The FCC tried to relax the rules in 1991, but ran afoul of the courts. After

a series of legal challenges, the FCC in 1993 eliminated some aspects of the rules and scheduled the rest of the restrictions for expiration this Nov. 10.

In comments filed last week at the FCC, the Coalition to Preserve the Financial Interest and Syndication Rule, a group of more than 300 producers, argued that since the fin-syn rules first were relaxed two years ago, the public benefits promised by the networks have not materialized. In fact, the coalition argues, things have gotten worse.

"Since the commission first relaxed [the rules], the portion of the prime time schedule produced by smaller entities has fallen by almost 30% while network production has increased to make up most of this gap," the coalition wrote.

Relaxation of the rules has resulted in reduced investment in prime time programming created by independent producers, the coalition says. Meanwhile, ABC, CBS and NBC have increased in-house production of prime time programs and investment in ventures in which they own a financial interest, the coalition said.

The producers called for tightening the rules, including a four-year limit on option rights for broadcasters. They also would ban negotiation for back-end rights to programs until after a

network had committed to a program.

The Association of Independent Television (INTV) also argued against the sunset, claiming that established networks will be able to block the growth of emerging networks by entering the syndication business. INTV argues that further relaxation of the rules would give the networks the ability to "deprive independent stations of popular syndicated programming essential to their vitality and viability."

In their comments, the Big Three networks told the FCC there is no need to wait until Nov. 10. "There is every reason to terminate...all restraints immediately," ABC said.

As proof that the networks no longer can exert market power over programming, NBC cited the following:

- Historic lows for network prime time audience share.
- Prime time audience growth among cable networks.
- Continued strength of the Fox network and its acquisition of broadcasting rights to the NFL.
- Emergence of the United Paramount and Warner Bros. networks.

Anticipating arguments from the rules' proponents, CBS argued that the networks have done nothing to invite continued regulation since the rules were relaxed in 1993. ■

Building a better HDTV standard

FCC advisory committee to decide if COFDM system should be tested for consideration

By Chris McConnell

Although they hope to recommend a standard to the FCC this fall, HDTV standard setters are not yet convinced there is no room for improvement in the new television system.

Last week, a subgroup of the FCC's Advisory Committee on Advanced Television Service (ACATS) was expecting details of a potential alternate transmission system employing coded orthogonal frequency division multiplexing (COFDM) technology. The system, sponsored by a collection of broadcast organizations known as the COFDM Evaluation Project, could have a shot at proving itself in lab testing this summer if a group of ACATS-appointed experts decides testing is worth the effort.

"We're looking for capability above and beyond what is there today," says Birney Dayton, who is heading the group that will decide whether to certify the COFDM system for lab testing. Dayton, president of digital audio equipment supplier NVision, says his group will review the COFDM system specifications to determine that the proposed hard-

ware could both work and work better than the vestigial sideband (VSB) transmission system now employed in the Grand Alliance HDTV system.

COFDM proponents say the technology might hold benefits in combating multipath interference and also allow for the use of on-channel repeaters to fill signal gaps within a service area. Earlier this year, the COFDM Evaluation Project contracted with Stockholm, Sweden-based HD-DIVINE for COFDM hardware. The group, which includes the NAB, Capital Cities/ABC, Fox and NBC, says the hardware could be delivered by the end of July.

"We'll see what they have to say," Dayton says of the system. His group's decision on testing the COFDM system is due in early July,



The Grand Alliance VSB transmission system, shown here with Zenith's Richard Citta, may yet see some competition.

according to the ACATS schedule.

That schedule could get pushed back, should the COFDM system reach the test lab and then prove superior to VSB. If that were to happen, the Advisory Committee would re-evaluate the VSB system and perhaps other transmission technologies before offering its recommendation to the FCC. If the group decided to replace VSB with COFDM, its recommendation on a standard also would

have to await integration of the new transmission system with the rest of the Grand Alliance HDTV hardware.

Alliance members are optimistic that they will not have to conduct such work. "If we invested a year or two of [COFDM] development work, we might be able to get a system that was almost as good as the others we have," says Robert Graves of Alliance member AT&T. ■

Chyron stake selling for \$32 million

Graphics equipment maker Chyron Corp. has a new owner. The company last week said MWW Group, a collection of private investors, is acquiring a controlling stake in Chyron from Pesa Inc. and Sepa Technologies Ltd. The investment group is buying 70% of Chyron's common shares for about \$32 million.

As part of the transaction, MWW Group Chairman Michael Wellesley-Wesley is joining Chyron's board of directors. The investment group already has paid for 10 million of the Chyron shares, with another 54,414,732 shares to follow after the deal closes.

Spain-based Pesa Electronica, which last year filed for that country's equivalent of Chapter 11 bankruptcy, is selling its Chyron shares as part of an effort to reorganize. Pesa will sell 59,414,732 Chyron shares, with

its U.S. affiliate Sepa selling another 5 million shares. Sepa will retain 9 million Chyron shares, giving it a 9.5% stake in the company after the deal's closing, expected in mid-July.

The new owners have not yet decided whether there will be any management changes once MWW Group completes the transaction, says Daniel DeWolf of New York's Camhy, Karlinsky & Stein, a law firm representing MWW Group in the transaction. DeWolf adds, however, that Wellesley-Wesley will become Chyron's chairman after the deal closes.

Chyron, manufacturer of the InFiNit! graphics machine along with other graphics and character generating hardware, reported sales of \$42.8 million for 1994.

—CM

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RADIO

HELP WANTED MANAGEMENT

Fast-Track. Commodore Media, Inc., planning for rapid expansion in mid-sized markets, seeks tireless, creative, take-charge people to join our company in positions of Station Management and Sales Management. We offer major-market earning opportunities through generous salary/bonus structure and stock options to those who possess exceptional qualifications. Experience in value-added selling, sales promotion, and carrying own list is a must. A great opportunity to join a young, energized company on the move. EOE. Resumes, references to: Sandra Nacinovich, c/o Commodore Media, Inc., 500 Fifth Avenue, Suite 3000, New York, NY 10110.

Paxson Networks are looking for sales and management personnel for our news and sports operations in the Southeast. Resumes to Rick Green, P.O. Box 107, Maitland, FL 32751.

HELP WANTED SALES

Affiliate Sales. Associated Press is seeking experienced radio industry professionals for radio membership sales positions. Positions are available in AP's: Midwest territory based in Chicago, Southeast territory based in Orlando, North Central territory based in Detroit, Mid-Atlantic territory based in Washington, DC. Qualified applicant will have 3+ years of sales experience in the radio industry. Strong written and verbal communications skills are critical. Responsibilities: Sale of radio programming, 24-hour formats, software and news wires to radio station owners and GMS. Extensive regional travel will be required. Excellent career development opportunity and strong compensation and benefits package. Send your resume to: Christine Gabor, Director of Marketing, Associated Press, AP Broadcast News Center, 1825 K Street NW, Suite 710, Washington, DC 20006 or fax to (202) 736-1107.

Arbitron top-rated FM and News/Talk/Sports AM seeks combination Sports Announcer/Sales Account Executive. Our veteran leaving for larger market. T&R to John Haggard, KIXY/KKSA, P.O. Box 2191, San Angelo, TX 76902. Fax 915-944-0851.

Account Executive: Top rated adult station serving Gainesville, Florida is searching for killer AE's to build new and existing accounts. Experience, college degree a plus. Resume in confidence to Millstone Broadcasting, P.O. Box 35291, Greensboro, NC 27425-5291. EOE.

HELP WANTED TECHNICAL

Radio Chief Engineer. If you have the ability to get the job done...and the desire to be a part of a growing company, we want to hear from you. Applicants must have hands on experience in both AM/FM transmitter and studio repair. Equal Opportunity Employer. Send resume and references to Box 00448 EOE.

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

HELP WANTED NEWS

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

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

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

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

EQUAL OPPORTUNITY EMPLOYER

Seeking Sportscaster to do afternoon's on 1010 WINS in New York, as well as other duties. Must have at least 5 years major market experience as a Sportscaster. Send tape and resume to Steve Malzberg, Shadow Broadcasting, 201 Route 17 North, Rutherford, N.J. 07070. No calls.

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.

Producer/Announcer (Radio News Reporter/Anchor) - West Michigan Public Broadcasting seeks radio news reporter. The successful candidate should have two years full-time news gathering experience, demonstrated audio production expertise and exceptional writing skills. Bachelors degree (preferred) or equivalent experience. Must be detail oriented self-starter who consistently gets the "big story." Demonstrated ability to produce a high volume of high quality work daily. Must get along with people and be willing to work with students. Responsibilities include gathering news, carrying out story assignments, enterprising stories and anchoring newscasts as needed. Probably starting salary range: \$21,400 to \$23,400 with competitive benefits package. Send non-returnable newscast air check and production samples on standard audio cassette, along with writing samples, resume and cover letter to Rick Fox, News Director, West Michigan Public Broadcasting, 301 West Fulton, Grand Rapids, MI 49504-6492. Please note how you learned of the job opening. No materials postmarked later than June 30, 1995 will be considered. Unless confidentiality is requested in writing, information regarding the applicants must be released upon request. Finalists cannot be guaranteed confidentiality. Equal Opportunity and Affirmative Action Employer.

HELP WANTED ANNOUNCERS

Arbitron top-rated FM and News/Talk/Sports AM seeks combination Sports Announcer/Sales Account Executive. Our veteran leaving for larger market. T&R to John Haggard, KIXY/KKSA, P.O. Box 2191, San Angelo, TX 76902. Fax 915-944-0851.

SITUATIONS WANTED MANAGEMENT

Problems with ASCAP, BMI, SESAC? Fees too high, audit claims, annual and per program reports. Call for help today. Bob Warner 609-395-7110.

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.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:
Box _____, 245 West 17th St.,
New York, New York 10011

TELEVISION

HELP WANTED MANAGEMENT

JOIN THE STATION THAT'S
ON THE MOVE



LOCAL SALES MANAGER

Dominant station in Central Pa. WTAJ-TV, the CBS affiliate in the Altoona/Johnstown/State College market offers an outstanding opportunity for an individual with at least three years broadcast television sales experience.

Must be able to train and focus a young sales staff. Current LSM's or AE's who are "On The Move" should send a letter that sells, plus a detailed resume. Outstanding benefits, 401k.

Profit sharing, pension plan and company car.

Respond in confidence to:

GENERAL SALES MANAGER
WTAJ-TV
P.O. BOX 10
ALTOONA, PA. 16603-0010



GATEWAY
COMMUNICATIONS, INC.

AN EQUAL OPPORTUNITY EMPLOYER

WSPA-TV. Local Sales Manager. The CBS affiliate in the nation's 35th largest market and best kept secret in the sunbelt is looking for a Local Sales Manager. WSPA-TV has an immediate opening for an individual who possess exceptional leadership, organizational and "people" skills with the ability to teach and motivate a local staff comprised of both senior and junior sales people. The successful candidate will be a self motivated and creative individual with extensive experience and knowledge of retail, co-op and vendor programs, research, TVB's Media Center, BMP, Media Watch and sales training programs. Candidate will also have excellent written and verbal skills necessary to produce and deliver sales presentations which "get the order." Strong new business development skills and a history of selling special projects that attract incremental dollars a major asset. Send resume, qualifications and salary history in confidence to Greg Rose, General Sales Manager, WSPA-TV, P.O. Box 1717, Spartanburg, SC 29304-1717. No phone calls. EOE. M/F.

Local Sales Manager. Midwest FOX affiliate has immediate opening. Candidate should have strong new business development skills, and a history of selling special projects that attract incremental dollars. Not a desk job! Send resume and salary history to Box 00446 EOE.

Ellis Communications is in search of qualified candidates interested in a General Sales Manager position within our growing group of Ellis stations. Candidates should be able to demonstrate at least three years of superior performance in station sales management including revenue forecasting, inventory management, incentive sales, vendor programs, qualitative research, event sales and sales training. Rep experience a plus. Salary and benefits commensurate with experience. Resumes should be sent to the Vice President Sales, Ellis Communications, One Buckhead Plaza, 3060 Peachtree Road, Suite 340, Atlanta, GA 30305. No phone calls please. Ellis Communications is an Equal Opportunity Employer.

National Sales Manager: Action Media Group, a top independent barter time sales company, is looking for an experienced sales leader. Responsible for managing sales team in East Coast office, developing and maintaining client relationships, and negotiating and packaging national business. Candidates must have a minimum of 5 years experience with major agencies and national time sales. Must be a strong leader with comprehensive communication skills and goal-oriented. Send resume to: Action Media Group, 5855 Topanga Canyon Boulevard, Suite 210, Woodland Hills, CA 91367. Attention: Shari Jennings. EOE.

National Sales Manager: Seeking aggressive, creative and experienced manager for Top 50 market CBS affiliate. Must have strong desire to succeed, ability to demonstrate skills and inventory pricing and control track record. Will be required to work local contacts to assure share growth. No calls. Send cover letter, resume, references to NSM, WHP-TV, 3300 North 6th Street, Harrisburg, PA 17110. EOE.

HELP WANTED SALES

Account Executive - WVIT, an NBC Viacom Station, seeks candidate with strong emphasis on agency and new business development. Minimum 2 years sales experience. College degree required. Call or write Ron Pulera, GSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110.

Account Executive, WTVD, Raleigh/Durham, NC. 3-5 years television experience a must. Strong sales performance in both established and new business. Must have working knowledge of pure and applied research, along with strong verbal and written communication skills. Successful candidate must be a mature, proven professional, and a creative team player with the desire to grow within the Capital Cities/ABC organization. Send resume to: WTVD, Donna Sorensen, Local Sales Manager, P.O. Box 1950, Raleigh, NC 27602. No calls. EOE.

WECT has an opening for an experienced Account Executive in a small buy dynamic southern market. Requires knowledge of selling process and client service. Must have strong understanding of ratings and market positioning. Heavy emphasis is placed on new business development. Send resumes to: Charlotte Cohen, WECT, P.O. Box 4029, Wilmington, NC 28406. WECT is an Equal Opportunity Employer. We encourage minorities to apply for this position.

Director of Traffic/Sales Service. Miami Television Station has immediate opening for a seasoned individual with a minimum of 6 - 8 years experience as Traffic Manager or Director of Traffic/Sales Service. Primary responsibility is to effectively manage station's inventory. Must have ability to anticipate inventory problems and opportunities, make recommendations and work closely with sales management. Supervise a staff of 4, and train all new employees on the Bias System. Candidate must possess great managerial, organizational and strong communication skills. EOE. No phone calls, please. Send resume to: General Sales Manager, WZL, 2055 Lee Street, Hollywood, FL 33020.

National Sales Manager- Outstanding opportunity in top five market. Strong group ownership, winning sports franchises, competitive programming and local news. Share driven professional with national management experience preferred. Independent background a plus. Resumes with references to: GSM, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131. No calls please. EOE.

Local Account Executive. WB Affiliate, Top 10 market looking for Account Executive. Prior sales experience in TV, Cable, Radio required. Experienced in new business development. Sports experience a plus. Resume to Personnel Department, WB50/WFTY-TV, 2121 Wisconsin Avenue, NW, Suite 350, Washington, DC 20007 or Fax: 202-965-0050. EOE.

HELP WANTED MARKETING

Marketing Executive. Golden Dome Productions, a nationally recognized, midwest multimedia production company has an immediate full-time position available for a Marketing Executive to sell traditional video services and nonlinear media to new and existing accounts. Candidate must be experienced in sales, have a working knowledge of corporate video and television productions and be self-motivated. Previous experience as a Producer is helpful. This is a great opportunity to join an award winning team. We offer excellent facilities and a competitive compensation package. Send resume to: Golden Dome Productions, Position #00116. Attn: Human Resources, P.O. Box 1616, South Bend, IN 46634. EOE. No phone calls please.

HELP WANTED TECHNICAL

Channel One is the Peabody Award-winning daily 12 minute newscast beamed daily via satellite to 8 million teenagers in almost 12,000 secondary schools nationwide. We have full time staff openings in the following position: Editor/Technical Director: Candidate will be responsible for daily studio wrap-arounds and post production of program, including live 2 way remotes and extensive graphic builds. Must have strong working knowledge of the following equipment: GVG 200 Switcher, GVG 141 Edit Controller, A-62 DDR, A-53 DVE. Possession of strong editing and technical background a must. Ability to work in a high pressure environment is essential. Competitive salary and excellent benefits package. For consideration, please send your resume and salary history to: Channel One, P.O. Box 74911, Los Angeles, CA 90004 or fax to (213)960-4002 attn: Patrick Murphy. No phone calls, please. Channel One is an Equal Opportunity Employer.

Assistant Engineer. Top 10 market UHF television station seeks Assistant Engineer. Harris transmitter. Substantial transmitter experience required. Fiber optic, one-inch VTR, betacam and general studio equipment maintenance experience. FCC license and knowledge of FCC R&R. Degree and experience required. Immediate opening. Please mail or fax resume to the following: Personnel Department, WB50/WFTY, 2121 Wisconsin Avenue NW, Suite 350, Washington, DC 20007. (Fax) 202-965-0050. EOE.

Broadcast Engineer - DC area appraiser seeking Engineers for inventory and valuation of television broadcast operations. Full, part-time or sub-contract positions considered. Send resume to Pete Bowman, BIA, 14595 Avion Parkway, Chantilly, VA 22021.

Chief Engineer: KFNB TV Casper, WY has an immediate opening. The successful candidate will have a proven track record of success in the maintenance and trouble shooting of high powered UHF transmitters, microwave, and associated studio equipment. Must possess good management and planning skills and be willing to be on call 24 hours/day. Send resume to KFNB-TV, 7075 Salt Creek Highway, #1, Casper, WY 82601. EOE.

Chief Engineer: Augusta Georgia affiliate has immediate opening for experienced person with good balance of administrative/hands-on skills. Require minimum associates degree or equivalent job training. Letter with resume to T. Arthur Bone, Bone and Associates, Inc. 6 BVE, Suite 109, Lincoln, RI 02865.

Chief Engineer. Strong leadership and technical skills required to replace Chief retiring after 42 years at KYTV. Supervise staff of 4 maintenance and 12 operating engineers. Strong knowledge of all aspects of broadcast engineering, including VHF transmitters, beta equipment, computers. Develop and oversee operating and capital budgets. New Chief will play a large role in design, construction and move into a state-of-the-art facility. College or trade school degree in associated field or equivalent work experience. At least 3 years supervisory experience. KYTV is located in the heart of the Ozarks where the quality of life is unbeatable. Cover letter (including where you heard of this opening) and resume to: Marci Burdick, Director News/Operations, KYTV, POB 3500, Springfield, MO 65808. Women and minorities encouraged to apply.

Television Studio Maintenance Engineer: Studio, Production, ENG, 1 inch, S-VHS, and associated systems maintenance to component level. Computers and networking experience a plus. Minimum 3 years experience in TV broadcasting with FCC or SBE certification desired. Send resume to: Chris Potwin, Chief Engineer, WICZ-TV, P.O. Box 40, Vestal, NY 13850. EOE.

Maintenance Engineer. Applicant should have at least five years experience in maintaining studio, transmitter, ENG, microwave and satellite equipment. On occasion will operate microwave trucks. May participate in building maintenance. Computer skills and SBE certificate preferred. Must possess good communication skills and be a personable, self-starter. Send resume to Don Stafford, Chief Engineer, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F.

Chief Engineer. WCPX, CBS affiliate in Orlando, FL, is looking for a Chief Engineer with extensive knowledge of studio and news engineering. Requirements include recent experience in: (1) planning and installation of state-of-the-art news, studio and transmission equipment; (2) engineering and news operations management; (3) equipment maintenance (news, studio, transmitter). Proven track record with major facilities and equipment extremely important. Excellent salary and benefits for the right person. Contact Brooke Spector, WCPX TV, 4466 John Young Parkway, Orlando, FL 32804. 407-521-1271. EOE.

Production Engineer. Entry level position available for technically oriented individual that has the experience and aptitude to operate television broadcast equipment, prior broadcast experience helpful, but not mandatory, some lifting required. Excellent wage/benefit program. Respond with resume to Personnel Administrator-26, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

Chief Engineer. Successful applicant must be able to hire, train, supervise engineering staff and master control operators. Responsible for budgeting, purchase and maintenance of station equipment including NEC transmitter, translators and microwave. Computer experience is a must. FCC General or SBE Certification required. Pay commensurate with experience. This is a great company and a beautiful place to live. Send applications, references and salary requirements to Bill Sullivan, General Manager, KPAX-TV, P.O. Box 4827, Missoula, MT 59806.

HELP WANTED NEWS

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

News Executive Producer. The News Department in one of the fastest growing markets in the country is looking for an aggressive, high energy Executive Producer. Winning candidate will have larger market experience, a track record of excellence, and a desire to be number one. We're looking for someone who can "see the big picture" while managing "the small details." Salary commensurate with experience. Send resume to Bill Huggins, General Manager, WPDE-TV 15, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

WPXT-TV FOX 51 is seeking experienced news Photographers/Editors. Send resume and tape to Production Manager, 2320 Congress Street, Portland, ME 04102.

News Production Supervisor: KSBY-TV, the Central and South Coast's news leader is in need of a News Production Supervisor. The ideal candidate is an experienced director who can also manage people. Must be aggressive, innovative and a forward thinker. Good communication and people skills are a must. You must have knowledge of production techniques using an Ampex AVC Century Series Switcher, Ampex ADO, Ampex ESS-5 Stillstorer and a Dubner 20 K. Knowledge of the Newsmaker computer system is a plus. Duties include directing newscasts and programs, training and conducting performance reviews for directors and production assistants, and overseeing production in the control room. If you have a sharp mind, pay attention to detail, have at least 3-5 years directing experience and a bachelor's degree, rush your resume and non-returnable tape to: Sandra McKeller/M, News Director, KSBY, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls please. EOE.

News Videographer: We need a Videographer who thinks while he shoots, who understands that the picture tells the story, and who wants to work with the most advanced digital shooting and editing gear in the fastest growing market in the country. Send resume to Billy Huggins, General Manager, WPDE-TV 15, 3215 South Cashua Drive, Florence, SC 29501-6306. EOE/MF.

Photographer. FOX affiliate News Operation is looking for a qualified Photojournalist. Candidates should have at least 3 years experience shooting and editing videotape. Interested parties should send tape and resume to: Mike Lewis, Assignment Manager, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls. EOE.

Producer/Director position opening. Primary responsibilities include directing and switching fast paced daily newscasts, including many live shots. Send resumes to: Larry Waters, Operations Manager, WICD-TV, 250 South Country Fair Drive, Champaign, IL 61821. No phone calls please. EOE.

Sportscaster. WBFF-TV FOX 45 in Baltimore is looking for a Sportscaster to join our Emmy Award-Winning news operation. Applicants must have at least 3 years sports anchoring and reporting experience. Send tape and resume to: Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. Equal Opportunity Employer.

Television News Reporter. Full-time Reporter for mid-size market network affiliate. Experience at a commercial television station preferred. Related degree from a four-year college required. Send resume and tape. No phone calls, please. Mail to: Dan Steele, Operations and Program Manager, WPSD-TV, P.O. Box 1197, Paducah, KY 42002-1197. EOE. M/F. ADA.

Weekday News Producer. Top 60 NBC station in Mid-Michigan looking for a take charge person to produce award winning newscast. Our last 6 o'clock producer went to NBC. Prior experience a must. Show us your best, creative work. Send resume, writing samples and non-returnable 3/4" or VHS tape to: Personnel Director, WEYI-TV, 2225 West Willard Road, Clio, Michigan 48420. M/F. EOE.

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

Reporter/Weekend Anchor. FOX 45 News At Ten in Baltimore is looking for an enterprising storyteller. Good writing and ability to use video and natural sound are a must. We want a news reporter who's also a great communicator at the anchor desk. Send your award-winning work and the last three stories you've done with a resume and letter to: Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No calls please. Equal Opportunity Employer.

WLNE-TV 6 has an immediate opening for a Photojournalist. We're looking for a highly motivated visual story-teller to join our award-winning team. Previous professional experience in local TV news required. College degree and NPPA workshop graduate preferred. Send a tape that shows your ability to cover spot news and general news, and include at least one self-produced package to Howard Labitt, Chief Photographer, WLNE-TV 6, 10 Orms Street, Providence, RI 02904. Equal Opportunity Employer.

3 Meteorologists needed. Need main weather anchor and two anchor/reporter/chasers. Texas/Oklahoma/Kansas knowledge and/or experience preferred. We have Kavouris I-7 and Doppler radar. If you know forecasting, know how to use exciting graphics on TV and want to get your hair wet chasing storms, send a 3/4" tape now to Tom Pratt, News Director, KXXV-TV, P.O. Box 2522, Waco, TX 76702. EOE.

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

Anchor/Reporter. WIS Television, the dominant NBC affiliate in South Carolina's capital city of Columbia, is seeking an Anchor/Reporter to fill a current opening, as well as applicants for future openings. Successful candidates must have strong writing, production and on-air skills. Previous reporting and anchoring experience in local TV news is mandatory. College degree preferred. Send resume and non-returnable tape to Randy Covington, News Director, WIS Television, P.O. Box 367, Columbia, SC 29202. EOE.

News Director - WROC-TV, CBS affiliate in Rochester, NY. Join the fastest growing news operation in Upstate New York! Prefer candidates with 3-5 years news management experience. Must have journalism degree and working knowledge in budgeting, promotion and production. Strong leadership qualities a must. Send resume, salary requirements to: Charmaine Formicola, Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE. M/F.

Morning Co-Author/Reporter. West Texas, CBS affiliate, seeks a Morning Co-Author/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.

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: Midsize market leader seeks fast-thinking...action-oriented Assignment Editor. Great place to make a career!!! Send resume (and/or tape) to Neil Goldstein, News Director, WRGB-TV, Box 1400, Balltown Road, Schenectady, NY 12301-1400.

Bloomington/Normal Bureau Chief Opening: WHOI-TV, the ABC affiliate in Peoria, Illinois, has an immediate opening for a Bureau Chief Reporter in its Bloomington/Normal newsroom. Must have at least 1-2 years reporting experience. No beginners! This position requires someone who is a great writer, strong visual storyteller, self-motivator, loves to dig and dig for enterprise stories, endless energy and enthusiasm and an intense desire to beat the competition!! We're looking for a news junkie. Rush your tape and resume to: John Sprugel, News Director, WHOI-TV, 500 North Stewart, Creve Coeur, Illinois 61610.

Director: Fully bilingual (Spanish/English) Directors needed for Spanish Television Network facilities in Miami and Los Angeles. Must have live news (or equivalent), entertainment directing experience. We do exciting TV. We need exciting directors to make it happen! Rush resume and non-returnable tape to Human Resources, Telemundo Network, 2290 West 8 Avenue, Hialeah, FL 33010. No phone calls, please. EOE.

Co-Author/Reporter. West Texas, CBS affiliate, seeks a Co-Author/Reporter for the 10:00 PM newscast. 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 Department, KLST-TV, 2800 Armstrong. San Angelo, TX 76903. EOE.

News Assignment Editor. If you're interested in being an Assignment Editor in the Florence/Myrtle Beach, South Carolina market because of the sun, fun, and endless entertainment, you're not our person. If you're interested in being part of a leadership team that takes no prisoners in the pursuit of excellence, if you can manage a staff of thirty, and if you want your career to grow as rapidly as the fastest growing market in the country, send your resume to Billy Huggins, General Manager, WPDE-TV 15, 3215 South Cashua Drive, Florence, SC 29501-6386. EOE/MF.

Leading Southwest Oklahoma ABC affiliate seeks Weekend Anchor/Producer. If you are a large market reporter ready to anchor, or a small market anchor ready to move up, send tape and resume to: News Director, KSWO-TV, Box 708, Lawton, Oklahoma 73502. EOE.

KETV, Omaha, Nebraska has an immediate opening for a Reporter and Backup Anchor. This is a high profile position with the news leader in the Omaha market. KETV and parent company, Pulitzer Broadcasting, believe in promoting from within, and this position offers great growth potential. Qualified applicants must have three years television anchoring and reporting experience. Investigative reporting experience is desirable. Send resume and non-returnable tape demonstrating anchoring, reporting and live field work to: RoseAnn Shannon, News Director, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE/ADA.

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.

Expanding ABC affiliate in Central Texas has several openings: Anchors - must be upbeat, good writer and comfortable in live/ad lib situations. Chyron Operator - needed to make our news graphics come alive - should have experience on Chyron. Producer also needed. Send 3/4" or VHS tape to Tom Pratt, News Director, KXXV-TV, 1909 South New Road, Waco, TX 76711. EOE.

Managing Editor. We have re-opened our search. We are #1 ABC affiliate in great Southwest market. We have an SNG truck, helicopter and 6 remote bureaus to cover the 2nd largest DMA in the U.S. We need a person who wants to be a News Director and who can assume daily operational control of the newsroom. TV management experience is major requirement. If you're an EP in a Top 30 or a News Director in a Top 70, send your resume and tape of your newscast to Jon Janes, News Director, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Prior applicants, please do not re-apply. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

News Director and Management Team Player needed for midwestern CBS Network affiliate. Outstanding organizational, communication and people skills, as well as teaching ability a must. Previous news management experience required. Send resume to Box 00449 EOE.

News Photographer. 2 years experience. Must be familiar with videotape editing and operation of Sony Betacam. No calls. Send resume and tape to Attn: Business Office-NP, WKRC-TV, 1906 Highland Avenue, Cincinnati, Ohio 45219. EOE.

Managing Editor. Twin Cities Public Television/KTCA seeks applications for an experienced Managing Editor for its News and Public Affairs department. Looking for an experienced TV news leader and story crafter to sharpen our indepth reports. This person will work closely with reporters, photographers and editors from story assignment through final edit. We don't do crime and slime, but we do pay attention to underserved urban and rural communities. Minimum requirements BA/equivalent and 10 years editorial management experience in broadcast communications. Send cover letter and resume by 6-23-95 to: KTCA-TV, Box 165, 172 East 4th Street, St. Paul, MN 55101. EOE.

Custom Service Manager: Experienced TV field/live-shot producer needed to market, arrange and coordinate facilities, and supervise selected field assignments. Based at our Washington, DC hub, APTV Custom Services will coordinate AP member station location needs around the world and arrange and supervise foreign broadcaster facilities in the United States. Send resume and outline of experience to: Bob Feldman, Director of APTV Operations, Americas, 1825 K Street NW, Suite 710, Washington, DC 20006. No phone calls. EOE.

HELP WANTED PRODUCTION

Videographer. Denver Center Media, a division of The Denver Center for the Performing Arts, has an immediate opening for the new position of Videographer. We require a creative, experienced and energetic individual to share a variety of responsibilities in our technically multi-faceted production facility. Ideal candidate will possess solid Betacam shooting experience for documentaries and commercials, including strong lighting skills for location and studio shoots and will have off-line editing experience (knowledge of non-linear systems a plus). Work in the industry should total two years at minimum. Position is full time, salaried and includes a generous benefit package. Salary range starting in the mid 20's. Please send resume and a non-returnable demo reel to: Personnel Coordinator, DCPA, 1245 Champa Street, Denver, CO 80204. No phone calls please. Deadline for submission is June 15. The Denver Center is an Equal Opportunity Employer.

Channel One is the Peabody Award-winning daily 12 minute newscast beamed daily via satellite to 8 million teenagers in almost 12,000 secondary schools nationwide. We have full time staff openings in the following position: Dubner/ Graphics Factory/Halo Operator. Strong working knowledge of both the CG and Paint functions of this device. Position will be located in the art department, so Mac experience (Photoshop, Freehand, 3D) is a plus. Ability to work under pressure and meet deadlines essential. Excellent organizational skills required. Competitive salary and excellent benefits package. For consideration, please send your resume and salary history to: Channel One, P.O. Box 74911, Los Angeles, CA 90004 or fax to (213)960-4002 attn: Patrick Murphy. No phone calls, please. Channel One is an Equal Opportunity Employer.

Traffic Clerk - Replacement. KRQE, the CBS affiliate in Albuquerque, New Mexico is currently accepting applications for a full time, experienced Traffic Clerk. Responsibilities include log order processing for daily deadlines. We are looking for someone who is detail oriented, has working knowledge of computers and good organizational skills. Experience with combo stations is a big plus. You should be a team player and willing to pitch in where ever needed in this busy department. Interested parties should send resume and application to: Shirley Roybal, KRQE-TV, Human Resources, 13 Broadcast Plaza, SW, Albuquerque, NM 87104. (505)243-2285.

On air promo writer/producer for New York based talk show. Must be able to produce "Break Thru The Clutter" daily topicals. Applicant should have at least 3-5 years promo/writing/producing experience in station, syndication or network. Fax resumes to: (310) 280-2004, Attention: Therese Gamba. References and reels on request.

KOTV is seeking a full-time, Post Production Editor with 1 to 2 years experience to post promos, spots and long format. We've got great toys, so you need working knowledge of GVG 141, GVG 200, GVG Kaleidoscope, and Digital Betacam. We're looking for great technical strength, positive attitude, and the creativity to match. No phone calls please. Send letter of application, resume, and non-returnable demo reel to: Personnel Department, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F. An A.H. Belo Broadcasting Company.

NBC Daytime. Looking for talk show producers, East and West coasts. (Single topic). Resumes to: NBC/East-West Daytime, 3000 West Alameda Avenue, Burbank, CA 91523. EOE.

News Graphic Designer. The qualified applicant should possess a 2 or 4 year degree in Design/ Art/Graphics. Should have 1-3 years experience producing on-air news graphics for a local newscast. Experience on a Quantel Paintbox, and Chyron Infinalt or similar systems is recommended. Hours to be determined. Amy J. Stedman, Human Resources 79-95, KSTP TV, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity Employer.

Operations Manager - WGVU - AM/FM/TV is seeking qualified applicant for position of Operations Manager. Qualifications: 10 years prior experience in related field. Solid understanding of programming and demographic research. Prior production experience. Knowledge of satellite uplinks. Must be a team player and well organized. Four year college degree in related field preferred. Responsibilities: Oversee all programming for two PBS TV stations, one NPR FM station and one NPR AM station. Oversight includes programming, news and instructional programming. Oversee all production facilities and personnel along local and national program production, distribution and sales. Salary range \$39,000 - \$67,000. Send resume and names, addresses and phone numbers of three references to: Michael Walenta, General Manager, WGVU-AM/FM/TV, 301 West Fulton, Grand Rapids, MI 49504-6492. Resumes must be postmarked no later than June 23, 1995. Indicate how you heard of position. Unless confidentiality is requested in writing, information regarding the applicants must be released upon request. Finalists cannot be guaranteed confidentiality. Equal Opportunity and Affirmative Action Employer.

Television Promotion Producer. Aggressive, ambitious, hard working promotions producer needed. Ability to work under stress and meet deadlines mandatory. Heavy emphasis on news topicals. Candidate must have strong editing skills and ability to produce all types of news promotion. Must have 2 to 4 years experience. College degree in broadcasting or related field. Please send resume and non-returnable 3/4" tape to Personnel Department, Bulletin #235, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, Alabama 35801. No phone calls please! Pre-employment drug testing required.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
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Research Manager - WMAR-TV is seeking an experienced team player to write sales presentations, analyze ratings data, support Marshall Marketing, maintain TvScan system and work with a dynamic group of winners. Send resume to: Pat Barranger, Sales Marketing Manager, WMAR-TV, 6400 York Road, Baltimore, MD 21212. No phone calls please. WMAR-TV is an Equal Opportunity Employer. Women and minorities encouraged to apply.

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For Sale: Dyad D-2 Compositor, keep your analog switcher and still do all Digital compositing without buying an expensive D-2 switcher. \$8,500. EMC Non-Linear System \$7,000. Fluid Head Tripod \$2,250. ADO 100 basic System \$8,000. (With warp and all upgrades \$13,000) Call Dennis at 1-310-280-0505 for complete list.

RCA TTU-60 Transmitter parts for sale. Magnets, beam power supply, (parting out transmitter). Megastar (702) 386-2844.

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PUBLIC NOTICE

UNITED STATES BANKRUPTCY COURT
CENTRAL DISTRICT OF CALIFORNIA

Case No. LA-94-14176-CA

IN RE: San Diego Television, Inc.
KTTY-TV
Channel 69, Cable Ch. 14
San Diego, CA

NOTICE OF PROPOSED SALE

PLEASE TAKE NOTICE that substantially all of the assets of San Diego Television, Inc. (SDTV) will be sold for cash to the highest bidder via an auction set for August 29, 1995. In general, the assets subject to sale consist of all equipment used and/or useful in the operation of Television Station KTTY-TV, Channel 69, Cable Ch. 14, San Diego, California. The assets to be transferred also include the licenses issued by the FCC for operation of KTTY-TV, a 29,000 square foot, two-story studio and office building in Chula Vista, California, and the SDTV net working capital position.

KTTY-TV is a full-power UHF facility licensed to San Diego, the 27th DMA. KTTY-TV features an excellent physical plant, significant positive cash flow, and a comprehensive film and syndication library. It is the local WB affiliate.

The auction of the KTTY-TV assets will take place according to the Auction Procedures approved by the Court. Those parties interested in placing a bid for purchase of the assets should contact Elliot B. Evers of Media Venture Partners, Ltd. telephone no. 415-391-4877; fax 415-391-4912, or Brian E. Cobb telephone no. 703-827-2727; fax 703-827-2728. Prospective bidders will be required to establish their financial qualifications and ability to hold the KTTY FCC licenses prior to receiving materials on the Station.

The Annual Meeting of the Public Broadcasting Service Board of Directors will begin at 9:00 a.m., June 19, 1995, at the Sheraton Washington Hotel in Washington, D.C. The tentative agenda includes election of new directors and officers; reports from PBS officers, board committees and task forces on finance, interconnection, new technologies, program pricing and membership policies, and reports on PBS' operating departments; and other business.



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OWNERSHIP CHANGES

Granted

KATJ-FM George, CA (BALH950112EC)—Action March 16.

KDJK(FM) Oakdale, CA (BALH-940419GL)—Action March 9.

KJQY(FM) San Diego, CA (BALH950227-GQ)—Action March 15.

KSJX(AM) San Jose, CA (BAL950127-EA)—Action March 16.

KCIN(AM) Victorville, CA (BAL950112-EB)—Action March 16.

KFTM(AM)-KBRU-FM Fort Morgan, CO (AM: BAL950217EC; FM: BALH950217-ED)—Action March 16.

WHZR(FM) Royal Center, IN (BALH-950109GF)—Action March 3.

WBND(AM) Florence, KY (BAL940801-EC)—Action March 14.

WCSO(FM) Portland, ME (BALH950126-GH)—Action March 16.

WLPZ(AM) Westbrook, ME (BAL950126-GG)—Action March 16.

KITN(FM) Worthington, MN (BAPH-950118GH)—Action March 10.

WJDS(AM) Jackson, MS (BAL950227-GS)—Action March 15.

WKTF(FM) Jackson, MS (BALH950227-GP)—Action March 15.

WMSI-FM Jackson, MS (BALH950227-GT)—Action March 15.

WHDL(AM)-WPIG(FM) Olean, NY (AM: BTC950221GL; FM: BTCH950221GM)—Action March 9.

WMYI(FM) Hendersonville, NC (BALH-950227GN)—Action March 15.

WANR(AM) Warren, OH (BTC950217-EE)—Action March 14.

KWCO(AM)-KXXK(FM) Chickasha, OK (AM: BTC950215EG; FM: BTCH950215-EH)—Action March 14.

KBIX-FM Wagoner, OK (BAPH941227-GG)—Action March 8.

WHTO(FM) Muncy, PA (BTCH950221-GK)—Action March 9.

WFXX(AM)-WZXR(FM) South Williamsport, PA (AM: BTC950221GN; FM: BTCH-950221GO)—Action March 9.

WOYE-FM Mayaguez, PR (BTCH941216-GI)—Action March 16.

WZNT(FM) San Juan, PR (BTCH941216-GK)—Action March 16.

WXWX(FM) Easley, SC (BTCH950214-GF)—Action March 8.

WSSL-FM Gray Court, SC (BALH950227-GI)—Action March 15.

WYHY(FM) Lebanon, TN (BALH950227-GM)—Action March 15.

WCGM(AM) Maryville, TN (BAL950117-ED)—Action March 20.

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.

WSIX-FM Nashville (BALH950227GO)—Action March 15.

KQFX(FM) Borger, TX (BALH950103-GG)—Action Feb. 28.

KRLD(AM) Dallas (BAL950227GU)—Action March 15.

KPRC(AM) Houston (BTC950201EA)—Action March 14.

KODA(FM) Houston (BALH950227GR)—Action March 15.

KSEV(AM) Tomball, TX (BTC950201EB)—Action March 14.

KSHY(AM) Fox Farm, WY (BAPL950125-EA)—Action March 15.

Dismissed

VVEU(TV) Atlanta (BALCT941206KN)—Action March 15.

WUNI(TV) Needham, MA (BALCT950123-KH)—Action March 14.

KJJR(AM) Whitefish, MT (BAL941230-EG)—Action March 16.

FACILITIES CHANGES

Actions

Phoenix City, AL WPNX(AM) 1460 khz—Granted app. of JRM Broadcasting for CP to change TL to N Lumpkin Rd. at US Hwy 27, Columbus, GA; reduce power to 140 w/4 kw; change to non-DA. Action March 15.

Victorville, CA KHMS(FM)—Granted app. of Faith Communications Corp. for CP to make changes: ERP: 0.25 kw; change class to B1. Action March 10.

Glenwood Springs, CO KDRH(FM) 91.9 mhz—Granted app. of Colorado Christian University for mod. of CP to make changes: ant. 811 m.; TL: on Sunlight Mtn. 16 km from Glenwood Springs; and change main studio location to Grand Junction, CO. Action March 10.

Marathon, FL WDUC(FM) 97.7 mhz—Granted app. of Gary Violet for one-step app. to change channel to C1. Action March 10.

Richmond, KY WMCQ-FM 101.7 mhz—Granted app. of WCBR Radio Inc. for one-step app. to change channel to 268C3. Action March 16.

Hurlock, MD WAAI(FM) 100.9 mhz—Granted app. of Apex Associates Inc. for CP to make changes: frequency: 100.5 mhz; ERP: 6 kw; ant. 100 m.; TL: Cloverdale Rd., 0.75 km W of intersection of Centennial Rd., Dorchester Co., MD; approx. 5.6 km W of Hurlock, MD. Action March 13.

Dedham, MA WBMA(AM) 890 khz—Granted app. of Boston SRN Inc. for MP to augment nighttime pattern. Action March 14.

Staples, MN KSKK(FM) 94.7 mhz—Granted app. of Normin Broadcasting Co. for one step app. to upgrade from a C3 to C2. Action March 14.

St. Louis KSTL(AM) 690 khz—Granted app. of WMUZ Radio Inc. for CP to add nighttime service of 17.9 w. Action March 16.

Knoxville, TN WKNL(AM) 760 khz—Granted app. of Tennessee Broadcasting Co. for MP to reduce power to 2.4 kw; make changes in antenna system; change TL to S end of Cliffside Lane, on WRJZ Tower #4, Knoxville, TN. Action March 20.

Bonham, TX KFYZ-FM 98.3 mhz—Granted app. of Bonham Broadcasting Co. for CP to make changes; ERP: 25 kw; change class to C3 (per MM docket 89-209). Action March 9.

Cameron, TX KJKS(FM) 101.3 mhz—Dismissed app. of Joseph Kent Smitherman for MP of CP to make changes: ERP: 3.05 kw; ant. 141 m.; TL: 1 mile W of Cameron, Milam Co., TX (per MM docket 89-459). Action March 9.

NEW STATIONS

Applications

Greenville, MS (BPH950417MU)—Paul Gardner Jr. seeks 104.7 mhz; 50 kw; ant. 150 m. Address: 1231 N. Main St., Monticello, AR 71655. Applicant has no other broadcast interests.

Nashville, NC (BPH950511MM)—Tom Campbell seeks 106.9 mhz; 6 kw; ant. 100 m. Address: 800 Lakestone Dr., Raleigh, NC 27609. Applicant has no other broadcast interests.

North Kingsville, OH (BPH950511MK)—Phillip Cantagallo seeks 107.5 mhz; 6 kw; ant. 100 m. Address: 4029 Lake Ave., P.O. Box 648, Ashtabula, OH 44005-0648. Applicant has no other broadcast interests.

Fairview, PA (BPH950511ML)—John McWilliams seeks 93.9 mhz; 6 kw; ant. 18 m. Address: 1207 Park Ave., Meadville, PA 16335. Applicant has no other broadcast interests.

Fairview, PA (BPH950512MG)—Christopher Wegmann seeks 93.9 mhz; 6 kw; ant. 100 m. Address: 120 E. Tea Rose, McAllen, TX 78504. Applicant has no other broadcast interests.

Norris, TN (BPH950511MN)—Russell Castle seeks 106.7 mhz; 6 kw; ant. 100 m. Address: 1006 Melrose Dr., Cookeville, TN 38501. Applicant has no other broadcast interests.

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Promo battle

continued from page 21

hour, Eagleton will respond to research indicating that the storyline—not action—is the big draw of the show. If returns from a sweeps radio promotion in 44 markets are good, Rysher may duplicate the campaign next season.

Samuel Goldwyn Television

Goldwyn officials are urging stations that bought action hour *Flipper* to promote it during the summer (well before its October launch). “*Flipper* provides tremendous promotional tie-in opportunities during the summer, when water theme parks and other aquatic activities are in full swing,” says SGT Vice President of Marketing Cynthia Lieberman, adding that there also are more station avails in the third quarter.

The syndicator has two episodes of the show in the can and will feed stations a first phase of generic promos later this month. The most creative promotion manager in three different market sizes will get packages of electronic goods worth \$500. The total media budget will top \$3 million, with a co-op campaign, color ads in publications including *People* and *TV Guide*, and an extensive cable buy targeting young adults on networks such as USA, Nick at Night, E! and Lifetime. A half-hour “behind the scenes” special will be distributed barter-free for broadcast two weeks before the debut.

Multimedia Entertainment

Multimedia has no new syndicated shows for fall, but will support returning shows with new electronic press kits and merchandise campaigns. The syndicator will offer stations *Jerry Springer* merchandise at cost on which stations can put their logos. Merchandise also will be distributed to colleges, where Springer is a popular speaker. The new season’s tag line is “Everybody’s Talking Jerry.”

Next season’s campaign for *Sally Jessy Raphael* will target viewers in their late 20s and early 30s, using more contemporary music and faster pacing. New promos for *Donahue*

will center on people rather than on themes and issues.

New Line Television

New Line’s new strip of returning reality show *Court TV: Inside America’s Courts*, has enjoyed the advance promotion of the continuing O.J. Simpson trial. New Line also is offering news departments of affiliates of the show free, same-day usage of Court TV Network cases for up to two minutes at a time.

Genesis Entertainment

For its new *Mark Walberg* talk show, Genesis will localize promotions, with Walberg visiting stations throughout the season. The show’s campaign, produced by Tim Miller Entertainment, will “give the feel that Mark is their hometown guy,” says Genesis Senior Vice President Douglas Friedman. For its returning *Real Stories of the Highway Patrol*, a sponsored Trooper of the Year promotion will launch in fall. Genesis will wait until after Promax to devise a promotion strategy for the new weekly *U.S. Customs: Classified*, recently assumed by Genesis as part of New World’s acquisition of Cannell Television. Veteran Cannell (now Genesis) show *Renegade* will have a new generic campaign.

Tribune Entertainment

For its new *Charles Perez* show, the syndicator is relying on graphics-driven, production-intensive spots that tell viewers who Charles Perez is, says Maureen Brennan, director of creative services for Tribune Entertainment Co.

Worldvision Enterprises

To promote its new weekly talk show spoof, *Night Stand*, Worldvision will use a three-phase campaign, says Worldvision Senior Vice President Gary Montanus. The spots will first tease the show’s concept, then show clips from fictional talk show host Dick Dietrick. The third phase will have Dietrick describing the show, which launches Sept. 11. The campaign will begin four weeks out.

Kelly News and Entertainment

For its *Safe Streets* weekly, Kelly will provide stations with 4 three-

part news series on crime and safety topics related to issues covered in sweeps episodes of the show, which launches the week of Sept. 25, says Kelly Vice President John Budkins. The syndicator also will supply stations with a quarterly anti-crime newsletter. Stations are urged to create ongoing *Safe Streets* segments in their newscasts.

All American Television

All American will promote *Richard Bey* as “going for the laugh and not the jugular,” says Richard Mann, All American Vice President of Creative Services. For the launch of a new stripped version of off-first-run *Baywatch*, tag lines will include “The *Baywatch* five-day forecast...which is hot, hot, hot, hot, hot” and “Turn on the Heat Five Times a Week.”

The show will offer trips to Sea-World parks as part of an existing All American deal, and to taping of the episodes. For new action hour *Baywatch Nights*, “We want to make sure that while people realize it’s a spin-off, it can stand on its own,” says Mann. Promos will feature action, drama and buddy humor. The tag line: “When the sun goes down, the night heats up.”

Litton Syndications

Litton Syndications will reward the promotional staff of a station carrying its returning *Jack Hanna’s Animal Adventures* with a prize, possibly an African safari. Stations will be asked to submit their best 30-second spots by the first week of September. For its returning *Main Floor* fashion show, Litton will encourage stations to hold fashion shows supported by national retailers. For the company’s new *On the Road Again* travel show, the syndicator is working with sponsor Winnebago’s 200 dealers to set up local promotional RV shows. *On the Road Again* host Keith Morrison will visit many of the RV shows.

Harpo Productions

Harpo, which produces and promotes *Oprah*, will use promotions in an attempt to draw a distinction between that leading talk show’s content and the more sensational fare of other talk shows, says Harpo President Tim Bennett. ■

Chong proves a player at FCC

Rachelle Chong may be the first FCC commissioner who is known as much for watching television as regulating it.

A self-confessed "Trekkie," Chong says her transition from San Francisco to Washington last year was made a little easier because her favorite television show—*Star Trek: The Next Generation*—airs more frequently in the nation's capital.

The FCC's youngest commissioner also has initiated the agency's first Hawaiian T-shirt contest and sponsored the FCC's first baseball-cap day.

"She provides team play, camaraderie and quality work," FCC Chairman Reed Hundt says, adding, "Her staff is first-rate, hardworking and, like her, fun to be around."

Chong's colleagues at the commission and lawyers who lobby there praise her independent judgment and ability to delve into issues. For those familiar with Washington, it may come as a surprise that these colleagues and lawyers make the same laudatory comments both on and off the record.

Shortly after Chong joined the FCC last May, she was tagged as a quick study. She had little choice: She had three weeks to cram for the vote on personal communications services auctions. The commission's approval paved the way for the \$9 billion PCS auction, the most successful sale of public property in U.S. history.

Once over the initial hurdle of the PCS auction vote, Chong and her staff dove into a backlog of more than 100 routine pending decisions. They whittled the pile to fewer than 30 decisions in less than six months. "She has a quick grasp of the issues," says Peter Ross of Wiley Rein & Fielding. "It is becoming increasingly evident that she is having a substantial impact on the process."

"I use to be a practitioner and I know how important the small, routine decisions are to the industry and the lawyers that represent it," Chong says.

Chong had been practicing communications law for a decade when President Clinton appointed her to a Republican vacancy on the commission.

Most of her career had been spent



"I use to be a practitioner and I know how important the small, routine decisions are to the industry and the lawyers that represent it."

Rachelle Blossom Chong

FCC commissioner, Washington; b. June 22, 1959, Stockton, Calif.; BA, University of California-Berkeley, 1981; JD, Hastings College of Law, San Francisco, 1984; associate, Kadison Pfaelzer Woodard Quinn & Rossi, Washington, 1984-86; associate, Graham & James, San Francisco, 1987-92; partner, Graham & James, 1992-94; married Kirk Del Prete, Oct. 18, 1987.

practicing regulatory law at the San Francisco law firm of Graham & James, where her clients included McCaw Cellular Communications and Pacific Tele-sis. But the Stockton, Calif., native got her start in Washington at the now-defunct firm of Kadison, Pfaelzer Woodard Quinn & Rossi.

Chong takes a hands-on approach to her job, reviewing even the most routine decisions. She admits that she couldn't help taking part in a decision on the proper font for filings at the FCC. For the record, her font of choice is Garamond Antiqua.

Chong may be a Republican, but it would be unwise to pigeonhole her. Perhaps nowhere is that more apparent than in the case of children's television. Chong has made it well known to broadcasters that she is disappointed with their performance in kids TV.

Although she loudly supports self-correction by the industry, she acknowledges that increased regulation may be the only answer in an industry driven by ratings. "I am not ruling out more regulation in this area," Chong says.

In what some observers say is typical of her style, Chong has immersed herself in kids TV issues. She has traveled to Australia to address a conference on children in television and has questioned students in Virginia and California about their views on television.

Getting up at 6 a.m. to see firsthand what broadcasters are offering kids is a long way from Chong's former regulatory practice.

Chong says her position at the FCC has allowed her to see the forest and the trees. For the past 10 years she has focused on wireless communications, a small slice of the communications industry. But during the past year, her responsibility has shifted from a single client to a much larger constituency that covers virtually the entire communications industry.

"It gives you perspective to try to think in the public interest, meaning all the people," Chong says. "Even though one industry may not like a decision I made for them, I may have made it because it was better in the long run for the telecommunications competitive model."

—CSS

Fates & Fortunes

BROADCAST TV

Todd Johnson, weather anchor, KAKE-TV Wichita, Kan., joins KOMO-TV Seattle as morning weathercaster.

Ken Hyde, sports anchor/producer, KSPR(TV) Springfield, Mo., joins WOTV(TV) Battle Creek, Mich., as sports director.

Paul Crockett, NSM, WILX-TV Onondaga, Mich., named GSM.

Mark Gordon, GSM, WCBI-TV Columbus, Miss., named GM.

Appointments at WTVJ(TV) Miami: **Barry Allentuck**, director, sales, **Deborah Collura**, news director, and **Barry Leffler**, director, creative services and programming, named VPs.

Glenn Schwartz, meteorologist, WINK-TV Fort Myers, Fla., joins WPBF(TV) West Palm Beach, Fla., as weekend weather anchor.

David Goldberg, corporate news director, New World Television, Atlanta, joins KDFW-TV Dallas as news director.

Jim Loy, news director, KRQE(TV) Albuquerque, N.M., joins WOOD-TV Grand Rapids, Mich., in same capacity.

Mike Maybay, producer, special projects, KSTW(TV) Tacoma, Wash., joins KSTP-TV St. Paul in same capacity.

Phil Paligraf, LSM, WTTV(TV) Bloomington, Ind., named GSM.

Andrea Brody, anchor/reporter, WBBH-TV Fort Myers, Fla., joins WJAR(TV) Providence, R.I., in same capacity.

Tom Loebig, executive producer, WPXI(TV) Pittsburgh, joins WGHP-TV High Point, N.C., as news director.

Audrey Fish, senior producer, WJBK-TV Detroit, named director, creative services.

Keith Forrest, associate producer, *E! News Daily*, Los Angeles, joins WICU-TV Erie, Pa., as producer, 6 and 11 p.m. newscasts.

Byron Grandy, executive producer, *Texas Business Chronicle*, Dallas, joins WAGT(TV) Augusta, Ga., as news director.

Larry Sands, senior account executive, Seltel, Los Angeles, joins KTVW-TV Phoenix as national sales manager.

Kevin Wagner, senior writer/producer, creative services, WPIX(TV) New York, named promotion manager.

Rich Brase, partner, Go West Creative, Chicago, joins WDAF-TV Kansas City, Mo., as VP, creative services.

Russ Spencer, anchor, KMGH-TV Denver, joins WAGA-TV Atlanta as anchor/reporter.

Alice Riehl, GSM, WICZ-TV Binghamton, N.Y., named GM.

Tiffany Broaderick, topical news promotion writer/producer, WATE-TV Knoxville, Tenn., joins KOAT-TV Albuquerque, N.M., as promotion writer/producer.

PROGRAMING



Carlin

Scott Carlin, senior VP, sales, for Warner Bros. Domestic Television Distribution, has been named to newly created executive VP post with increased duties over wide area in addition

to his current oversight of first-run and off-network sales. In his new post, Carlin's role in division will be expanded to include direct involvement in administration, research, marketing, creative services, programming and new business development.

Aaron Meyerson, independent producer, joins DIC Films, Burbank, Calif., as VP, production and development.

Mark Pearlman, VP, planning and business development, CBS, New York, joins Fox News there as executive VP, finance and operations.

Jim Dietle, director, contract analysis, Columbia TriStar Television Distribution, Culver City, Calif., named director, business affairs.

Linda Tobin, director, international sales administration, Worldvision, New York, named VP.

Robin Stratton, manager, programming, ABC Sports, New York, named director.



Feld

development, TNT and Cartoon Network Europe, London, named VP, administration and business development and deputy managing director, Turner Entertainment Networks International.

James Hart, president, broadcasting division, Multimedia Inc., Greenville, S.C., joins Scripps Howard, Cincinnati, as senior VP, television station group.

Wendie Feinberg, manager, corporate and external affairs, Southern Bell, joins *Nightly Business Report*, New York, as senior producer.



Leo

Jacqueline Leo, director, magazine and media development, The New York Times Company, New York, joins ABC News's *Good Morning America* there as editorial director.

Carrie King, manager, advertising and promotion, Tribune Entertainment Co., Chicago, named director.

Andrew Scott Reimer, VP, programming, Action Pay Per View, Santa Monica, Calif., joins Trimark Pictures, Los Angeles, as VP, domestic television.

RADIO

Mark Erwin, manager, Katz Radio Representatives, St. Louis, joins KMOX(AM) there as NSM.

Lauren Miller, assistant media buyer, Time Buying Services, New York, joins Katz Radio Group there as marketing sales promotion coordinator.

Lisa Decker, GSM, WEZB(FM) and WRNO-FM, both New Orleans, La., joins KMPS-AM-FM Seattle as director,

sales.

Chuck Lontine, VP/GM, WLAN-FM Lancaster, Pa., joins KLTH(FM)/KMBZ(AM)/KCMO(AM), all Kansas City, Mo., as sales manager.

Lee Hall, news director, KOMO(AM) Seattle, joins WWJ(AM) Detroit as director, news and programing.

Lon Landis, morning news anchor, KCBS-FM Los Angeles, named news director.

Dave Jolly, program director, KLJC(FM) Kansas City, Mo., joins KCBI(FM) Dallas as music director.

Marla Bane, senior director, business administration, affiliate marketing, ABC Radio Networks, Dallas, named VP, business administration, affiliate marketing.

CABLE

Carol Hevey, VP, operations, Greater Boston division, Time Warner Cable, named president.

Appointments at Cable Networks Inc.: **Michael Labriola**, director, political sales and marketing, and **Gerry Himmel**, NSM, Chicago, named regional directors for Eastern and Central divisions, respectively.



Hastaba

Paul Hastaba, VP/GM KHTV-TV Houston, joins CMT: Country Music Television, Nashville, in same capacity.

Ingrid Hubler, manager, affiliate marketing,

CNBC, America's Talking and Canal de Noticias, Fort Lee, N.J., named director, affiliate marketing and promotion.

Doug Watts, senior counsel, TCI Communications, Washington, named VP, government affairs, Denver.

Michael Pierce, attorney, Dow, Lohnes & Albertson, Washington, joins ESPN, Bristol, Conn., in same capacity.

Mark Hale, VP, operations, Home & Garden Television, Knoxville, Tenn., accepts additional responsibilities as executive VP, Cinetel Studios, there.

Paul LaRocca, VP, marketing, Wenner

Media Inc., New York, joins Comedy Central there in same capacity.

Rosalind Clay Carter, director, employe development, Bristol-Myers Squibb Co., New York, joins A&E Television Networks there as VP, human resources.

SATELLITE/WIRELESS



Klippenstein

Murray Klippenstein, VP/GM, Tee-Comm Electronics, Dallas, named president/CEO, AlphaStar Television Network (subsidiary).

Michael Jalbert, president, Diversey Corp., CSD division, Livonia, Mich., joins IDB Mobile Communications Inc., Bethesda, Md., in same capacity.

Ed Olson, manager, transmission facilities, Group W Network Services, Glenbrook, Conn., named director.

Russell Bittner, director, sales, Northeast region, Keystone Communications, joins Global Access Telecommunications Services Inc., Boston, as director, business development, Europe.

Jaime Rockman, director, syndication services, Atlantic Satellite Communications, Northvale, N.J., named VP.

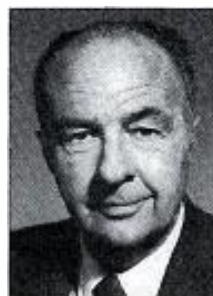
Appointments at Keystone Communications, Salt Lake City: **David Anderson** named executive VP, operations and engineering, Los Angeles; **Harley Shuler** named senior VP.

WASHINGTON

Bernadette McGuire-Rivera, director, planning and research, Association of America's Public Television Stations, Washington, joins the Office of Telecommunications and Information Applications (division of NTIA) as associate administrator.

DEATHS

Dallas S. Townsend, 76, former CBS News correspondent, died June 1 in Montclair, N.J., from complications following a fall. Townsend joined CBS in 1941 as a newswriter. He



Townsend

retired from the network in 1985. For 25 years Townsend wrote and anchored the *CBS World News Roundup* on the radio network, taking two years off to anchor its evening counter-

part, *The World Tonight*. He is survived by his wife, Lois; four children, and 10 grandchildren.

Isadore "Friz" Freleng, 89, animation pioneer, died May 26 at the University of California, Los Angeles Medical Center. Freleng won five Academy Awards for his cartoons, including one for a cartoon starring the Pink Panther, and also created the characters Yosemite Sam and Sylvester. Freleng joined Warner Bros. in 1930 as head animator for new services, Looney Tunes, and created the studio's first cartoon, *Sinkin' in the Bathtub*. He remained with WB's cartoon unit throughout most of his career. Later, he created television and theatrical shorts and returned to Warner Bros. in 1980 to direct television specials and compilation features. Freleng is survived by his wife, Lily, two daughters, and four grandchildren.

Jon Halpern, 43, producer, died May 8 of cancer at his home in St. Petersburg, Fla. Halpern joined WTSP(TV) St. Petersburg in 1989 as executive producer of news. Later he became special projects producer and received his second career Emmy for a news special, *The Changing Cuba*. Halpern is survived by his wife, Fran; son, Eric, and sister, Leslie.

Gordon D. Main, 64, satellite industry executive, died May 25 of respiratory failure at his home in Eaton Rapids, Mich. Main owned and operated Main Electronics Co., Lansing, Mich. As a board member of The Satellite Broadcasting and Communications Association, he was an advocate for the interests of direct-to-home retailers. He is survived by his wife, Beverly; two brothers; two sisters; four children, and five grandchildren.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

From the AWRT convention in Los Angeles: FCC Commissioner Susan Ness last week warned against reducing the agency's influence, describing the FCC as the traffic light that makes orderly administration of telecommunications policies possible. "The airwaves are scarce and precious resources that belong to the public," she said. "To allow the private industry to divvy up that spectrum without regulatory oversight would result in chaos." She said that the judiciary system could not handle the volume of regulatory issues and complaints each year, while the use of other federal bodies to police the airwaves would introduce the danger of partisanship. Ness praised Chairman Reed Hundt as "the chairman who has done more to place women in high positions than any other chairman," and added that four FCC bureaus are now headed by women. □ **UPN President Lucie Salhany** warned of the dangers that new technologies pose to access to key television programming. That admonition came during a speech following her acceptance of AWRT's Silver Satellite award. "There is a real pos-



sibility that quality programming and credible events that can be seen for free on traditional television will someday be siphoned off [to pay TV]." Referring to the Nixon-Kennedy debates, the Kennedy funeral and the moon walk, Salhany asked: "Will events like the ones I described be available only on pay per view? Believe me, it could happen."

CBS last week announced a joint marketing and promotion deal with Sears. The elements of

the "Where It's At" campaign: distribution of CBS's fall schedule in Sears's 800 stores; on-air promotional spots; a sweepstakes at every store, and interactive promotions on Prodigy and the Internet.

Capital Cities/ABC New Media Sales announced agreements to rep two place-based media projects last week—The Blockbuster Entertainment Network, seen in the video chain's 3,000 retail outlets; and Cafe USA, a shopping channel located at food courts in shopping malls around the country.

All American Television is in "serious negotiations" with the USA Network for a cable run of Baywatch beginning as early as 1997-98, sources say, although other cable networks are said to still be pursuing the show. Stripped repeats of the hit first-run show already are committed to syndication for the 1995-96 and 1996-97 seasons.

The nation's four top cable MSOs, each of which own a piece of Turner Broadcasting System, accounted for approximately 40% of the subscription fees received by the programmer in 1994. According to a TBS proxy statement issued last week, subscription fees paid (before deductions for advertising allowances)

'Cool' promos for Fox this fall

Fox Broadcasting will promote its fall prime time schedule by spotlighting individual shows rather than the entire lineup, says Doug Binzak, Fox Broadcasting's senior vice president of scheduling and marketing. The promotion's tag line is "Cool Like Us."

Shows with high brand identities, such as *The Simpsons* and *Melrose Place*, will be promoted with spots tied to their cliffhanger season endings.

In the case of *The Simpsons*, Fox and 1-800-COLLECT are teaming to produce promotions linked to the season-ending shooting of tycoon Mr. Burns. During the month before the season premiere, TV, radio and print ads as well as spots in United Artists theaters and online will give weekly hints about the identity of the perpetrator. Viewers will be asked to call in and guess the identity of the culprit. The winner will be flown to Hollywood to be animated in one of next season's episodes.

Melrose Place will offer a similar campaign with a tie-in sponsor, and Fox's new *Space* Sunday night action hour will be promoted with trailers in movie theaters. Fox also will aggressively use interstitials and talent in hosting shows. —DT

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were as follows: Tele-Communications Inc., \$123.7 million; Time Warner, \$69.6 million; Continental, \$29.2 million, and Comcast, \$25.6 million.

Paramount Domestic Television's top-rated syndicated action hour, **Star Trek: Deep Space Nine, has been renewed for the 1995-96 season**, which will be its fourth. The season will open with a two-hour special episode that will include significant changes to the show's storylines. The show is cleared in 208 markets (99% coverage).

Larry King is returning to radio with six 90-minute specials beginning in July on Westwood One Entertainment. *The Larry King Super Specials* will feature interviews with entertainment and political "superstars" and will allow listeners to query the guests. President Clinton may be interviewed for one of the specials, according to sources. Westwood One has not determined when the specials will air, but expects the series to run through mid-1996. Westwood One now simulcasts CNN's *Larry King Live* weeknights, 9-10.

Former CBS Sports president **Neal Pilson** announced the formation of his own consulting company last week. Pilson, who most recently served as senior VP, CBS/Broadcast Group, left the network May 15 and opened his company in New York on June 1. Pilson says he'll primarily help sports entities develop, market and promote TV projects. Initial clients include NASCAR, the race car association, and SciTex, an Israeli company developing electronic signage technology.

ABC's **Nightline won the May sweeps in late night** with an average 5.5 Nielsen rating/15 share. **The Late Show with David Letterman**, down 20% from a year ago, and **The Tonight Show** tied with a 5.1/14. *Tonight* was down 2% and *Nightline* was up 4% from May 1994.

NBC Sports coverage of the **NBA playoffs** through the first five weeks is **up 13% from a year ago** to a 7.6 Nielsen rating/20 share, the highest average in almost 20 years.

Robert Sullivan, VP, broadcast, Gannet-owned KPXN-TV Phoenix, joins the company's WUSA-TV Washington as VP/GM. He replaces Hank Yaggi, who resigned last week.

WASHINGTON

Primestar appeal

Primestar does not want to risk missing scheduled launches next year by applying for reclaimed DBS channels, company chairman Jim Gray says. The company is appealing an FCC decision to reclaim DBS channels Primestar had planned to use to deliver satellite TV. Although FCC sources have said they would consider speedy service implementation in deciding what to do with the reclaimed channels, Gray says his company prefers a simple reversal of the decision. Such an action would return the channels to Advanced Communications, which had planned to turn them over to TCI's Tempo subsidiary for use by Primestar. Accepting the bureau decision and then applying for the reclaimed channels might throw the issue into a lengthy legal challenge, Gray says. Lawyers representing Tempo and Advanced, meanwhile, pressed their case for reversal last week in meetings at the commission.

Comcast deal

Comcast and the FCC are putting the final touches on a deal to resolve the company's outstanding rate complaints and cost-of-service filings. The deal is one of several now being negotiated in the wake of Continental's so-called social contract with the FCC.

School chums

Among House Telecommunications Subcommittee Republicans who want to phase out the FCC is Chris Cox (Calif.). Cox, who chairs the House Republican Policy Conference Committee, thinks the FCC has impeded technology and innovation in the telecommunications marketplace. Cox's views aren't shared by one old friend—FCC Chairman Reed Hundt. Although Cox is down on the FCC, that does not extend to Hundt: "He's a first-class leader. I like him very much," says Cox. Both are alumni of Los Angeles-based law firm Latham & Watkins and have known each other since 1976.

HOLLYWOOD

Moonves to CBS?

Making the rounds at the CBS affiliates meeting in Los Angeles last week was a rumor that Warner Bros. TV President Leslie Moonves may be lured to CBS Entertainment in a position above CBS Entertainment President Peter Tortorici and similar to that of Don Ohlmeyer at NBC. Moonves, according to sources, is in negotiations with Warner Bros. over renewal of his contract, which expires in fall '95.

SeaGull swings into Tarzan

SeaGull Entertainment Inc. is developing a *Tarzan* syndicated action hour for fall 1996. A total 22 hours would be produced for the first season, says SeaGull President Paul Siegel. Siegel also said his company still hopes to go forward with its fall launch of new weekly first-run teen sitcom *Beverly Hills Beach Club*, despite comments by *Beach Club* producer DIC Entertainment that the project had been put on hold.

NEW YORK

Sprint savings

Sprint Corp. and its three cable system operator partners (Tele-Communications Inc., Cox and Comcast) this month will begin to roll out their so-called Triple Play cross-marketing initiative. The plan provides special savings to cable subscribers who sign up for Sprint long-distance service. First to roll out the plan are Comcast and TCI.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"Does this mean another hike in interest rates?"

Time to use the R-word

Is society being enlightened by a new freedom of speech, or coarsened by a new license to offend? We fear the latter. There is an ugliness on the airwaves that is inescapable and profoundly disturbing to many. Including this page.

Ugly speech is protected. For some such speech, that ugliness is its power, and perhaps its message as well. This is always the kind of speech most in need of protecting, even if it leaves a bad taste. But protecting that speech and amplifying it are two different things. The first is a constitutional imperative. The second is a choice. Broadcasters are not common carriers. They have control over their content and must take responsibility for it.

Senate Majority Leader Bob Dole—offended primarily by rap obscenities, movie violence and gratuitous sex—was taking aim at Hollywood last week, accusing the industry of debasing the nation and threatening our children. Dole—who commendably says he has no interest in legislation—concedes he has not heard the music nor seen the movies he condemns. But we've heard and seen enough of both to know they beg such broadsides.

Government should not control content, but broadcasters must. They have the ultimate responsibility of determining whether gratuitously sexual, angry, violent or hateful speech are good business and good broadcasting. Such speakers have a right to their message. But is it a message broadcasters wish to send as well?

The issue is responsibility. Broadcasters have it when it comes to the programing they air. They must not bury their heads in the sand, covering their tails with a copy of the First Amendment.

Reversal in order

The FCC finds itself with another sticky wicket in the policy area. It began when the International Bureau, under a new chief, decided to enforce warehousing provisions against Advanced Communications Corp., which has held two orbital positions and 51 frequencies for more than a decade without, in the bureau's view, actively moving to utilize them. On delegated authority, the bureau reclaimed the whole kit and caboodle.

It was a major blow to Advanced, of course, but arguably an even greater blow to Primestar, the cable industry partnership that had over \$565 million worth of satellites under construction in anticipation of using the Advanced positions (bought for \$45 million) to get into the high-power DBS business. Suddenly, the prospect of a third DBS competitor—to Hughes and Hubbard—seemed years away.

The full FCC is now reviewing the decision, caught between its desire not to encourage spectrum profiteering (in a time of spectrum auctions) and its impulse to encourage competition and new services. Time is of the essence, however. Primestar has one launch window next spring and another four months later. If those are missed, it says, no other DBS service will make it aloft for three years, and by then it will be too late to compete against the front-runners for a market now over 600,000 homes and expected to peak at 11 million-15 million.

The simplest way out for the FCC is to reverse the bureau and let it go at that. DBS is a business few people wanted a piece of 10 years ago; all the players in this case are pioneers; they all deserve a preference. This isn't the moment to change the rules. Let's waive the fine points and get on with the future.

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