

NOV 15

# Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 123 No. 46 63rd Year 1993 \$2.95 A Cahners Publication



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PAGE VII PAGE 22

# Look Who's Joined Our Line-up . . .





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# Fast Track

## MUST READING FROM BROADCASTING & CABLE

### TOP OF THE WEEK

**Founding a super-MSO?** Representatives of 15 cable multiple system operators will meet in California this week, possibly to discuss founding a super-MSO to counteract the power of real or rumored telco-cable mergers. Such a partnership could also make it easier to upgrade existing cable plant to meet the challenge of telco and direct-broadcast satellite. / 6

**BellSouth buys into QVC** As widely expected, telco BellSouth will buy out Liberty Media's share of QVC, removing an antitrust stumbling block in QVC's bid for Paramount. The partnership may go much deeper, though, as BellSouth and QVC plan various joint business ventures. / 6

**PacTel goes it alone** Pacific Bell says it won't join in the telco-cable merger frenzy, at least for now, opting instead to roll out its own \$16 billion fiber upgrade in California, following its East Coast cousin Bell Atlantic in challenging the 1984 Cable Act, and applying for FCC permission to operate a video dialtone system over its lines. / 8

**Baseball rights revenue may drop** Holders of local broadcast rights say Major League Baseball is taking a tough line in renewal negotiations this year, possibly leading to a drop in the value of local rights, which totaled \$350 million last year. / 10

**Paramount signs Fox station** In its effort to found a fifth network, Paramount may have stepped on the feet of the fourth network, signing Fox affiliate WHNS-TV in Greenville, S.C. / 10



This year, **BROADCASTING & CABLE** inducted 20 industry pioneers, visionaries and leaders into its Hall of Fame. / 14

### COVER STORY: INTERFACE VII

#### A meeting of minds

After a year that's seen astounding changes in telecommunications, policymakers, business executives and major industry players gathered in Washington last week at the Broadcasting & Cable Interface VII: A



Barry Diller and Rich Frank at Interface superpanel. / 22

"superpanel" of 11 industry-shaping executives met for a wide-ranging discussion, from direct-broadcast satellite, to telco-cable convergence, to video on demand. / 22

—Representative Ed Markey (D-Mass.) called for a two-wire future, while FCC Chairman Jim Quello said broadcasters should not be written off in the future. / 26

—A New York financier says a major merger of mid-size cable companies is in the offing. / 27

—ABC newsmen Sam Donaldson rose to the defense of network news, which his CBS colleague Dan Rather attacked harshly just a month ago. / 28

—HDTV will be more than simply better TV, according to a critic of and a participant in the FCC's HDTV-standard process. / 29

### PROGRAMMING

#### Why some indies are taking the fifth

The decision by some independents to affiliate with Warner Bros.' fifth network is being driven by the desire to stand out. The desire for original programming and the need to fill baseball slots also are coming into play. / 30

#### Pilotless flying

Warner Bros. is betting that its Entertainment News Television will fly without a pilot. The show is set to air, without a pilot episode, next September. / 32

#### C-SPAN with attitude

The founder of conservative think tank The Heritage Foundation is pitching his new National Empowerment Television as "C-SPAN with attitude." The new cable channel will launch Dec. 6 with eight hours of original programming repeated twice daily. / 34

### SPECIAL REPORT: HISPANIC BROADCASTING AND CABLE

#### Hispanic broadcasting & cable

While the English-language networks battle viewer erosion and fight to hold on to a shrinking pool of ad revenues, Spanish-language networks Univision and

**"If the networks are in trouble, how come [Attorney General] Janet Reno thinks I'm single-handedly responsible for violence in America?"—CBS President Howard Stringer at Broadcasting & Cable Interface VII / 25**

**NOV 15, 1993**

Telemundo are experiencing unprecedented growth in both viewership and advertising sales. / 39

**Spanish networks take off**

While English-language networks vie for viewers and advertisers, Spanish-language networks in the U.S. are experiencing huge growth in viewers and revenue. / 39



**'Leonela' stars Alejandra and Oliver. / 40**

**Cable learns Spanish**

Hoping for a piece of the Hispanic audience, cable operators are looking at new programming to drive up cable penetration in Hispanic homes. / 40

**Room for more Spanish news**

Although TV is only beginning to discover Hispanics, the Spanish-language radio market is already mature. Some question whether CNN's new Spanish news service will be able to find room in the market. / 42

**Advertisers rush in**

Seeing a vast, largely untapped market, advertisers are pouring money into Hispanic-oriented advertising. / 46

**WASHINGTON**

**FCC extends freeze**

By a 2-to-1 vote, the FCC agreed last week to extend the cable rate freeze from Nov. 15 to Feb. 15. Commissioner Andrew Barrett held out, saying the move will hurt franchise authorities and cable operators. / 48

**FCC pulls plug on GTE test**

After a five-year controversy, the FCC has revoked a

crossownership waiver that allowed telco GTE to run an interactive TV test on its system in Cerritos, Calif. It may be an empty move, since the waiver was set to expire soon anyway. / 50

**House passes campaign finance reform**

Broadcasters fared better in a House of Representatives campaign-finance-reform bill than they did in the Senate version. The House bill would allow stations to charge more for political ads and would set a shorter campaign season. / 50

**ADVERTISING & MARKETING**

**NAFTA good for stations**

Special-interest groups are spending heavily for local airtime to get their word out about the North American Free Trade Agreement. Ross Perot's anti-NAFTA buys have been particularly lucrative for some stations, including those in Boston and Cincinnati. / 54

**BUSINESS**

**Hollywood heads for Europe**

While politicians complain about foreign investment in U.S. entertainment companies, Hollywood is finding it profitable to ally itself with partners abroad. / 70

**Cosby gives up hunt for NBC**

Bill Cosby says he's taken NBC off his shopping list. After years of trying, Cosby now admits that he can't pull together the cash to buy the network. / 72

**RADIO**

**New owner, pink slip**

Job cuts have become common in the radio industry this year as group owners take advantage of radio's new, looser ownership limits to streamline station functions and cut operating costs. This report is one of a series in which BROADCASTING & CABLE analyzes the effect of duopoly on the radio business. / 74

**TECHNOLOGY**

**Bye-bye box?**

The FCC is seeking comment on a series of proposals to insure compatibility between cable systems, cable equipment and consumer electronics. The result may be the end of struggling with how to connect the TV, VCR and cable box—and maybe the death of the cable box. / 78



**On the Cover:**  
BROADCASTING & CABLE Interface VII 'Superpanel' (back to front, left to right): Brian Roberts, Rich Frank Howard Stringer, Stan Hubbard, John Hendricks, Robert Wright, Barry Diller, Barry Meyer, Ray Smith, Lucie Salhany and Alex Mandl / 22  
Photo by Stephen Brown

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Datebook.....92	Fifth Estater.....93	Masthead.....98

## MSO's meet to merge

Operators representing several million subscribers talk strategy

By Geoffrey Foisie

**M**onday evening (Nov. 15) in Palm Springs, Calif., more than a dozen MSO's are expected to discuss the possibilities of merging.

Although other matters may be discussed, a multiple-MSO merger is clearly on the minds of a number of those expected to attend. They view merging as a way to better compete against the telephone companies or, alternatively, as a way to make themselves more attractive before selling out to a telco.

This will not be the first time the subject has been discussed. "I think it is correct that there is a lot of activity," says Lenfest Chairman Gerry Lenfest. He would not confirm whether his company would attend the meeting or is considering a merger.

One MSO said Falcon Holding Group Chairman Marc Nathanson, was organizing the Monday meeting, along with Monroe Rifkin, chairman of MSO Rifkin & Associates. Nathanson denied that there was anything

special on the agenda next week: "We are involved in discussions with various strategic partners but there are no serious discussions with other cable companies."

For the past month, at least one brokerage firm, Tampa, Fla.-based Communications Equity Associates, has been working to unite a handful of MSO's—said to include Birmingham, Ala.-based Masada Corp.—with subscribers totaling 1.5 million-2 million. CEA President Don Russell mentioned the effort while speaking at last week's Interface seminar in Washington (see page 27).

The proposal from CEA envisioned a post-merger super-MSO that could exercise its increased size in the financial markets through a public debt or stock offering, according to one cable operator. The money raised would be used to help rebuild cable plants to meet the telco and DBS challenges.

A merger also could provide program negotiation leverage. And depending on the companies merging, efficiencies might result by combining

adjacent systems.

Bell Atlantic's proposed acquisition of TCI appears to have accelerated some operators' interest in merging and provided them with yet another reason to do so. It now appears some operators think that being part of a larger MSO would make their systems more attractive to a telco buyer.

Asked about that motivation, Lenfest says, "Yes, that is also a part of it."

A merger of MSO's would involve complex issues, the most important of which may be how to value each partner's cable systems. Another potentially contentious issue would be who would manage the combined systems.

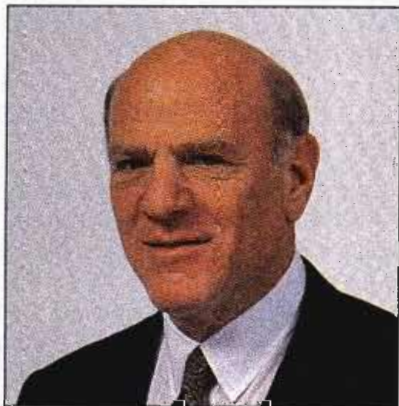
One of the barriers, ironically, to a multiple-MSO merger is that some of the smaller operators have instead decided to sell. Sutton Capital, which was recently bought by Cablevision Systems, had reportedly been part of the CEA group.

Several industry executives said Hallmark is now interested in exiting the business. ■

## BellSouth picks up Liberty's banner

John Malone stepped back from the QVC-Paramount contest last week, but was replaced immediately by BellSouth. That telco will put \$1.5 billion into the fray, while Malone moves on to other things—perhaps

Diller



a bid for half of MCA.

With the BellSouth commitment, QVC late Friday upped its bid for Paramount to \$10.8 billion or \$90 a share. Viacom's latest is \$9.8 billion or \$81 per share.

As with much that has transpired during the battle for Paramount, some "blue-sky" talk about future strategic partnerships accompanied the BellSouth announcement last Thursday.

But the telco's investment in QVC is primarily intended to keep QVC Chairman Barry Diller's Paramount bid alive.

BellSouth's investment still is subject to a "definitive agreement and to certain regulatory approvals."

Passing antitrust muster would go a long way toward leveling the

comparison between QVC's bid and that of Viacom, which already had received antitrust from the gov-

Continues on page 18

Malone



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# TeleMediaWatch

**Telcos oppose must carry**—A group of the nation's largest telephone companies last week joined cable operators and programmers in asking the Supreme Court to strike down the must-carry law as a violation of the First Amendment. A District court panel last April had affirmed the law, which requires cable systems to carry local broadcast signals. "We are deeply disturbed by the brief filed by the USTA, GTE and six of the RBOC's [all but US West]," said NAB President Eddie Fritts. "The extreme positions taken by the telcos indicate they want to expand their monopoly control to include all video programming and [to] do so in the absence of any regulation."

Not only is must carry unconstitutional, the telcos argue in their brief, but so is any other law based on the notion that video programming enjoys lesser First Amendment protection than print. "The notion of a First Amendment hierarchy with the print media at its apex is already obsolete." Two of the telcos that signed the brief—Bell Atlantic and Ameritech—are challenging the cable-telco crossownership ban on First Amendment grounds.

**NAB's common carrier-plus plan**—Telcos that build video networks "should be regulated as common carriers," the National Association of Broadcasters says in its telco-entry policy released last week. But the policy leaves the door open for telcos to be programmers also, if subject to "proper safeguards." Such safeguards would protect broadcasters' ability to reach their communities "without interference or prejudicial behavior" by the telcos, the policy says. The policy also calls for prohibiting telcos from buying out incumbent cable systems and for the removal of "arcane rules" that limit broadcasters' role as information providers.

**CATA's seven-year plan**—The Cable Telecommunications Association (formerly the Community Antenna Television Association), at a board meeting Wednesday, adopted telco-entry policy that parallels the National Cable Television Association's. It calls for allowing a telco to offer video after it becomes subject to "effective competition" or in seven years, whichever comes first. By CATA's definition, effective competition is the day when half the homes in a market have alternative telephone service available and 15% of them opt for it. Some board members fought for pushing guaranteed telco entry to 10 years, said CATA President Steve Effros, but the majority felt it important to stick with NCTA's seven for the sake of industry unity.

Also, CATA would eliminate state and local barriers to cable's providing telephone services; permit mergers and joint ventures between local telcos and cable companies under certain conditions, and impose safeguards against anticompetitive practices by telcos.

**Say again**—Senator Howard Metzenbaum (D-Ohio) will take a second look at the "mega-merger" between Bell Atlantic and TCI at a hearing tomorrow (Nov. 16) before his antitrust subcommittee. AT&T's Bob Allen will be the star witness. Neither QVC's Barry Diller nor Tele-Communications Inc. President John Malone will testify, despite invitations from Metzenbaum and other senators at the last hearing in October.

**Telephone banking service to be tested**—Chicago-based Ameritech and Citibank plan to test the consumer appeal of a combination of telephone and banking services delivered to the home using screen telephones. The test will begin next spring in several Chicago-area communities. Services include banking, bill paying, electronic directories and voice-mail messages scanning.

## PacTel centers video efforts in California

By Rich Brown

**D**on't expect Pacific Telesis Corp. to join the list of telcos teaming with cable companies to build the electronic superhighway. Not yet, anyway.

Despite a growing number of cable-telco partnerships, Pacific Telesis's Pacific Bell telephone company says it will spend its own money to roll out a \$16 billion fiber optic upgrade in California.

Executives at San Francisco-based Pacific Telesis say they have not ruled out an eventual partnership with cable companies. But for now, the telco's solo effort in California is a priority, says Chairman Sam Ginn. He says that he would rather take on potential competitors in California than try to compete in other regions where somebody else has the hometown telco advantage.

Pac Bell does not expect to be alone in offering video service in California. Cable system operator Tele-Communications Inc., for example, which already has a strong presence there, is preparing for a major fiber optic roll-out of its own with partner Bell Atlantic. Looking into the future, Pac Bell President Phil Quigley says the company believes there is "very little likelihood" that there will be one wire into the home.

Pac Bell has decided to move forward with its plan to build a superhighway even though the telco itself is restricted from offering video services on the platform. Quigley says the company plans to file a lawsuit soon seeking the ability to offer in-market cable service, a case argued successfully in court by Bell Atlantic earlier this year.

Meanwhile, Pac Bell is already talking with some cable operators in the state about supplying video service via the telco's video platform.

Pac Bell plans to upgrade its systems at the rate of 15,000 customers per week, with 1.5 million customers on line by the end of 1996 at an estimated cost of \$16 billion. Work is scheduled to begin in 1994. ■



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# Stations decry MLB squeeze play

By Steve McClellan

**L**ocal baseball rightsholders say they're getting short shrift from Major League Baseball (MLB).

The result could be a drop in the value of local broadcasting rights (which totaled about \$350 million in 1993) that mirrors the steep drop in rights that occurred this year with the national MLB deals.

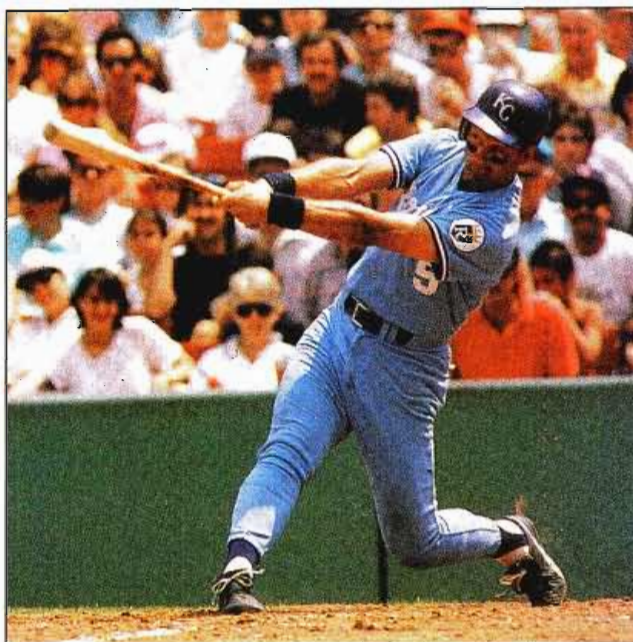
Last week, longtime rightsholder WLWT(TV) pulled its renewal offer off the table after prolonged and fruitless talks. The offer was said to be significantly less than the \$4.5 million or so the station paid this past season, the last in a three-year deal. It was also the only offer left on the table by a local broadcaster.

The Reds are now considering producing the games in-house.

Other National League teams face tough renewal talks this year, including the Pittsburgh Pirates, San Diego Padres and St. Louis Cardinals.

Rightsholders for several local teams said last week they were dismayed that the national rights deals put limits on local coverage, with ESPN getting two exclusive prime time windows throughout the seasons (Wednesday and Sunday), while The Baseball Network will do weekly regionalized coverage the second half of the season.

Under the TBN deal, ABC and NBC would have exclusive rights to cover every MLB game played each night they provide coverage. ABC plans coverage on Monday or Saturday, while NBC plans to air its games on Friday nights.



“‘The fan be damned’ has always been the attitude of Major League Baseball,” says an angry Kevin O’Brien, general manager of KTVU(TV) Oakland, which is entering the final year of a deal to carry the San Francisco Giants next season. Cox Enterprises owns the station and is part-owner of the Giants. ■

## WB backs off after Paramount successes

By Joe Flint

**W**arner Bros. is rethinking plans for its fifth network, BROADCASTING & CABLE has learned.

“We are reconsidering and making our plans more flexible,” says WB Network President Jamie Kellner. “A more Fox-like slow-rollout plan.”

Specifically, Warner Bros. may scrap plans to program the 5-6 p.m. and noon-2 p.m. slots. Also, the company likely will delay rolling out the cable elements of its network.

Warner Bros.’ decision came after Paramount’s fifth-network effort signed WPWR-TV Chicago, WXMT(TV) Nashville and Cannell Communications’ WUAB(TV) Cleveland, to give its network 33% national coverage. WB Network officials were particularly stunned by Paramount’s signing of WUAB(TV), which it had sought.

Under the WB Network plan, stations will pay the studio about 25% of incremental profits from WB Network programming, as well as an up-front investment.

Paramount’s network is an all-barter deal. Its affiliates seem more at ease with the studio’s five-night/10-hour network plans than with WB Network’s seven-night/15-hour plans and its desire to program 5-6 p.m., now revised.

“All stations agree that Warner Bros.’ kids products are a plus of WB’s effort. It is the other components of our proposal that have delayed stations’ response. Those are the areas we are talking about addressing,” Kellner says.

While Paramount’s station signings were played up by the studio, downplayed was the signing of Fox affiliate WHNS(TV) Greenville, S.C.

Although WHNS, which is owned by WUAB-parent Cannell, will remain a Fox affiliate, it also will carry Paramount’s network programming.

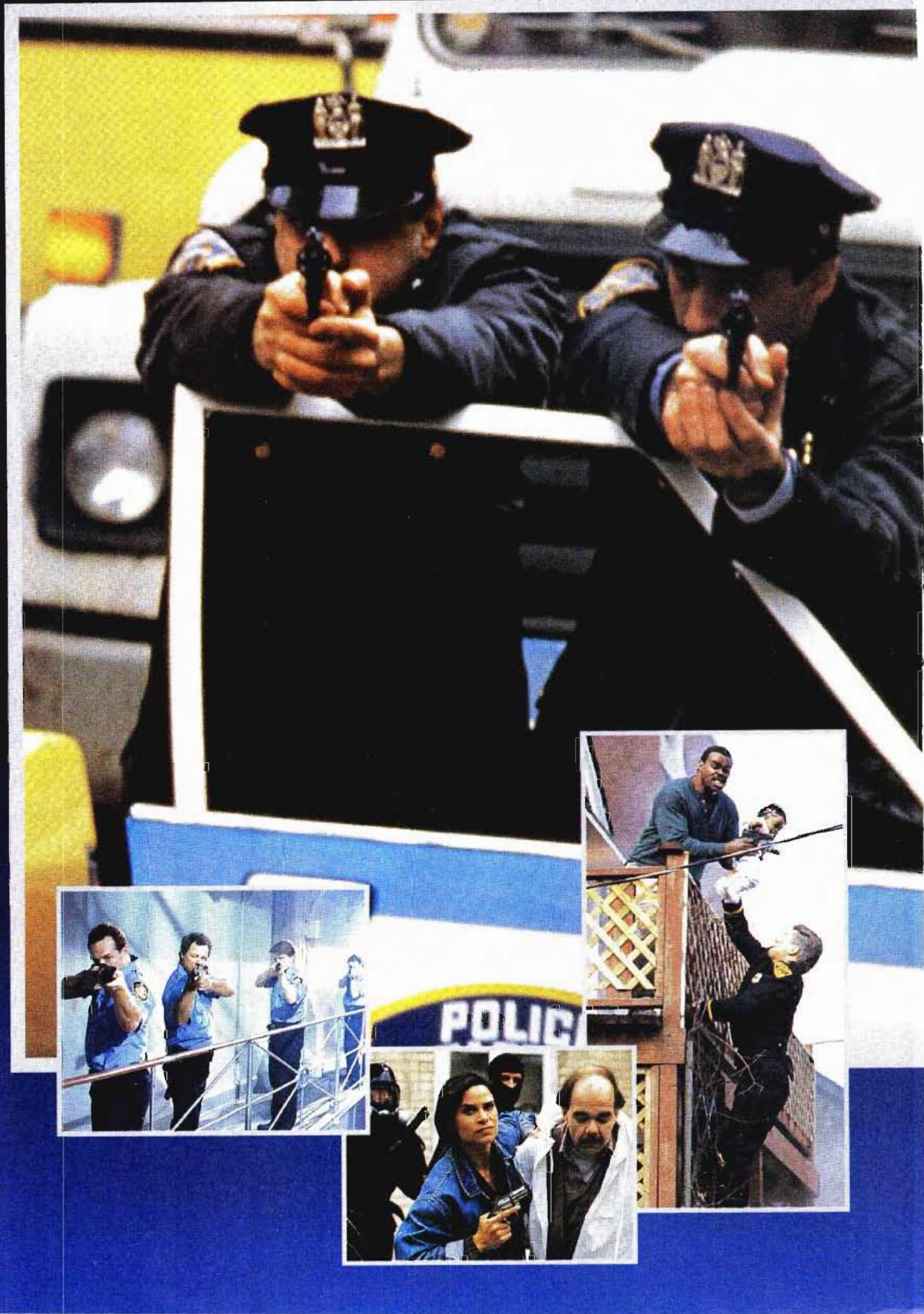
Fox executives declined comment on the agreement until they have spoken with station management. Cannell and WHNS officials also declined comment.

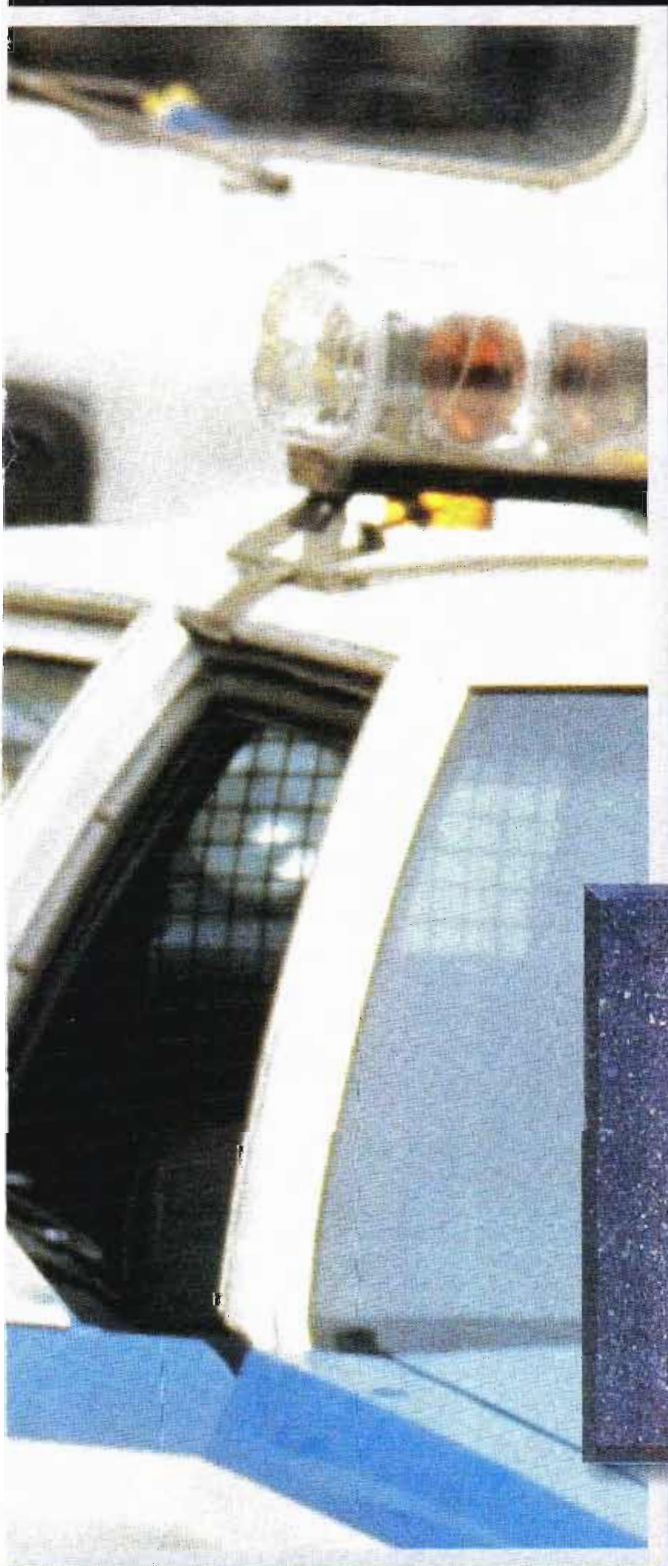
“Ultimately, the network will have a lot of different secondary affiliations, but I can’t comment [further],” says Paramount Television Group Chairman Kerry McCluggage.

Fox executives privately have said they fear the Fox identity could be hurt by mixing with another network. Fox affiliates have been discouraged from signing with either Paramount or Warner Bros.

McCluggage also downplays talk that the studio will revise programming contracts of potential affiliates. ■

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# Fifth Estate Honors Its Own

*at third annual Broadcasting & Cable event*

Washington's Omni Shoreham hotel was the site last Tuesday of the Broadcasting & Cable Hall of Fame, honoring 20 past and present members of the radio, television and cable industries. ABC News correspondent Sam Donaldson was master of ceremonies. Inducted: comedy writer Goodman Ace\*; cowboy star and broadcast owner Gene Autry; former FCC Chairman and Intelsat Director General Dean Burch\*; talk show host Phil Donahue; Discovery Channel Chairman John Hendricks; Jim Henson\*, the puppeteer; Don Hewitt, creator of CBS's *60 Minutes*; comedian Ernie Kovacs\*; commentator Fulton Lewis Jr.\*; Robert Magness, chairman of Tele-Communications Inc.; radio host Bruce Morrow; Comcast Chairman Ralph Roberts; former ABC President Elton Rule\*; former CBS News President Richard S. Salant\*; Fox Broadcasting Chairman Lucie Salhany; CBS impresario Ed Sullivan\*; cable pioneer John Walson\*; ABC personality Barbara Walters; radio, television and movie actor Orson Welles\*; Washington lawyer and policymaker Richard E. Wiley. Complete biographies appeared in the Nov. 8 issue of **BROADCASTING & CABLE**.  
\*Posthumous



Gene Autry



Ralph Roberts, Comcast

HALL OF FAME AND INTERFACE PHOTOGRAPHY BY STEPHEN R. BROWN

## Seeing and being seen at Broad



Peggy Conlon, publisher, **BROADCASTING & CABLE**; Ed Grebow of CBS; his wife, Cynthia, and Howard Stringer, CBS.



Howard Tytel and Robert F.X. Sillerman, Sillerman Cos.; Richard Blackburn, Blackburn & Co., and his wife, Nancy



David Ifshin of Ross & Hardles; his wife, Gail; Maureen and John Hendricks, Discovery; Ellen Kaden, CBS, and Richard Wiley



Jan Smith, WTTG-TV Washington, the wife of MC Sam Donaldson; Sam Donaldson, ABC News, and honoree Gene Autry.



*Phil Donahue*



*John Hendricks, Discovery*



*Bruce 'Cousin Brucie' Morrow*



*Lucie Salhany, Fox Broadcasting*



*John Walson, son of cable pioneer*



*Richard Wiley, Wiley, Rein & Fielding*

## Broadcasting & Cable's Hall of Fame



*Jim Dowdle, Tribune Broadcasting; Robert Beizer of Sidley & Austin, and William Ryan, Post-Newsweek Stations*



*John Dancy, NBC; Marilyn Berger (Mrs. Don Hewitt); Robert Hager, NBC News, and Don Hewitt, CBS's '60 Minutes'*



*Larry Taishoff, chairman, BROADCASTING & CABLE; Rebecca Mathis, and Andy Ockershausen, Home Team Sports*



*Honoree Ralph Roberts, Comcast; Mary and (FCC Chairman) Jim Quello; Margita White, MSTV, and Mrs. Ralph Roberts*

# IN THE HEAT

**POWERHOUSE  
PERFORMER.**

- HEAT continues to grow, with 1993-'94 season-to-date NTI average up 38% from last year.
- HEAT soars 3 share points over its lead-in the first four weeks of the season.
- HEAT is up over last year in daytime, early fringe, access and late fringe.

# O'CONNOR

SOURCE: (1) NSS ratings 9/21-10/18/92; 9/20-10/17/93; (2) & (3) HEAT metered market average M-F - NSI & ARB-only markets 10/92; 9/20-10/17/93

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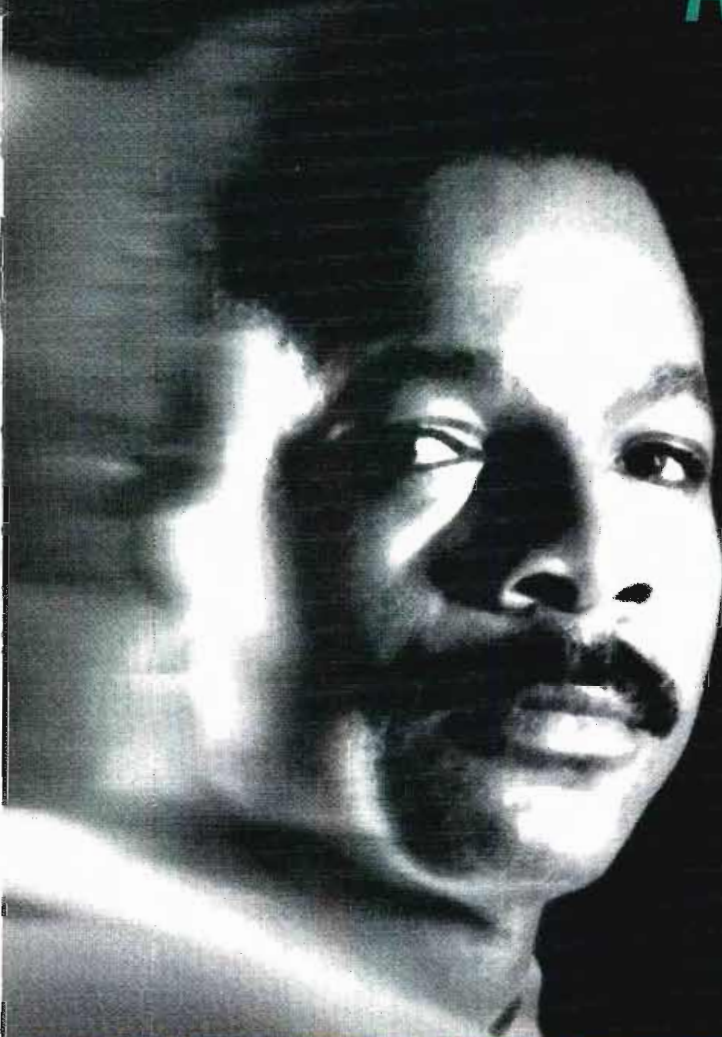


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## Malone reported in talks for movie studio

While John Malone prepares to back out of a QVC-backed bid for Paramount, reports were suggesting he already was looking for his own movie studio.

MCA confirmed that the TCI president and Liberty chairman met with a senior executive of Matsushita Electric Industrial Co., MCA's Japanese parent. But Matsushita also issued a statement denying that it is considering selling an interest in MCA: "Matsushita Electric Industrial Co. has no intention of selling any part of MCA."

Reports also linked Malone with conversations involving Columbia and Fox.

A Matsushita spokesman said that MCA and Matsu-

shita do business with both TCI and Liberty Media, so "it is fairly routine that these people meet." TCI refused to discuss the meeting.

The interest of TCI and Liberty in an entertainment company predates their proposed merger with Bell Atlantic. Liberty's 90%-owned premium movie service, Encore, is dependent on theatrical product, although it already has negotiated agreements with most major Hollywood studios. "We have all the movies we need from MCA," said John Sie, Encore chairman.

Malone also has negotiated a pre-theatrical pay-per-view run with Carolco in return for investing in that studio.

—CS

## BellSouth

continued from page 6

ernment.

The issue of which bid will offer top dollar to Paramount shareholders might again be at the forefront as the two companies head for a legal showdown in a Delaware court on Nov. 16. The court is weighing whether Paramount's directors now have to consider all bids for the company and how influential non-monetary factors should be in the consideration.

The Federal Trade Commission staff last week said it would approve a QVC-Paramount merger only if Liberty Media severed its ties with QVC. The FTC commissioners are expected to review the deal today (Nov. 15). Liberty Media, which Malone controls, has a 22% stake in QVC.

Distancing Liberty from the Paramount bid also would help QVC at the FCC, where its connection to Liberty has raised opposition from the NAACP and United Latin American Citizens.

As proposed, BellSouth would buy \$1 billion of QVC common stock and would assume Liberty's \$500 million preferred-stock purchase.

BellSouth's involvement could be more extensive. According to last Thursday's announcement, the regional Bell holding company and QVC would form a 50-50 joint venture "to create, develop and offer interactive television services worldwide."

The distinction between QVC's business and that of the joint venture is still unclear. Buddy Miller, VP of strategic planning, BellSouth, said: "We don't know yet what exactly is going to be developed where."

The joint venture between BellSouth and QVC, which includes three seats for BellSouth on the QVC board, is compelling only if QVC obtains Paramount. Otherwise, BellSouth has only a six-month option to purchase \$500 million of QVC common stock

and two board seats.

The converse is true for Liberty, which under the FTC agreement would not have to abandon its ownership stake if QVC's Paramount bid falls short.

—Geoffrey Foisie

## October 1993 sweeps rating book sneak preview

Nielsen combined metered-market averages for syndicated series

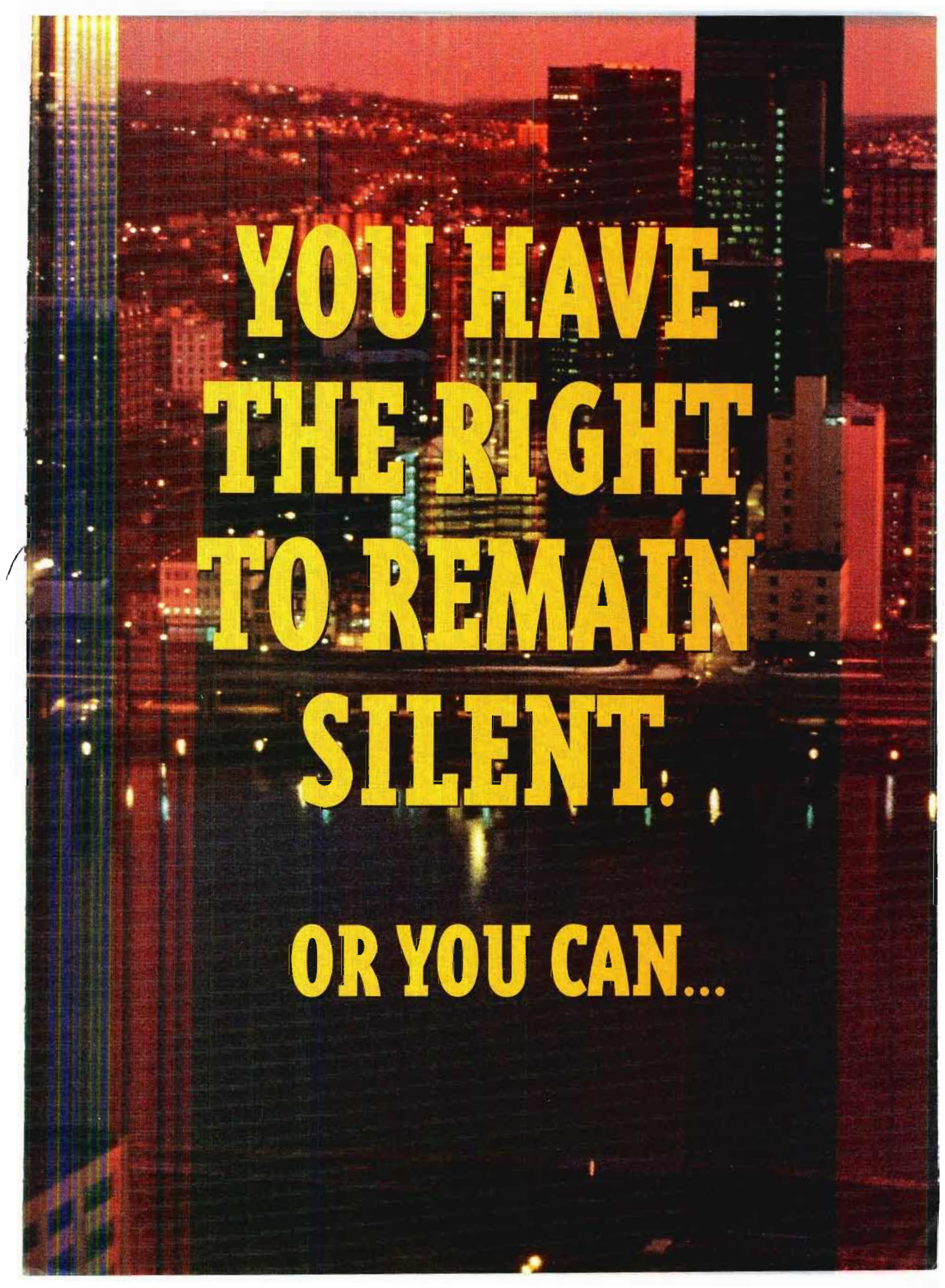
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<b>TALK SHOW STRIPS</b>				
<i>Bertice Berry</i> *	2.0/8	2.9/12	-33%	3/12
<i>Donahue</i>	5.0/17	5.1/18	-6%	NA
<i>Geraldo</i>	4.1/14	3.2/11	+27%	NA
<i>Jane Whitney</i> *	2.5/10	2.7/10	even	2/11
<i>Jenny Jones</i>	2.8/10	2.3/9	+11%	2/9
<i>Jerry Springer</i> *	2.7/11	2.6/11	even	2/10
<i>Joan Rivers</i>	1.8/8	2.4/10	-20%	NA
<i>Les Brown</i> *	3.0/12	4.4/17	-29%	4/15
<i>Maury Povich</i>	3.7/13	3.5/13	even	NA
<i>Montel Williams</i>	3.2/9	2.7/8	+13%	3/13
<i>Oprah Winfrey</i>	9.6/26	6.5/20	+30%	NA
<i>Regis &amp; Kathie Lee</i>	4.6/19	3.7/16	+19%	NA
<i>Ricki Lake</i> *	2.6/9	2.8/10	-10%	3/10
<i>Sally Jessy Raphael</i>	4.8/16	4.0/14	+14%	NA
<i>Vicki Lawrence</i>	2.5/10	2.3/10	even	2/9
<b>REALITY-BASED STRIPS</b>				
<i>A Current Affair</i>	6.2/11	6.5/13	-15%	NA
<i>American Journal</i> *	4.7/12	5.2/13	-8%	5/14
<i>Cops</i> *	5.2/10	5.0/9	+11%	5/11
<i>Entertainment Tonight</i>	7.7/14	7.5/14	even	NA
<i>Hard Copy</i>	6.3/13	5.8/12	+8%	NA
<i>Inside Edition</i>	6.5/14	5.8/13	+8%	NA
<i>Real Stories Hwy Patrol</i> *	3.3/8	3.0/7	+14%	NA
<i>Rescue 911</i> *	4.4/10	4.8/11	-9%	5/9
<b>OFF-NETWORK SITCOMS</b>				
<i>Coach</i> *	3.9/7	3.9/8	-13%	5/9
<i>Empty Nest</i> *	3.2/7	3.4/7	even	5/8
<i>Family Matters</i> * <sup>1</sup>	4.2/9	3.5/8	+13%	5/8

Source: Nielsen Media Research's weighted MarkeTrak reports corresponding to October sweeps period (NSI, Sept. 30-Oct. 27, 1993)

Footnotes:

\* Freshman show, or first full season for syndicated program

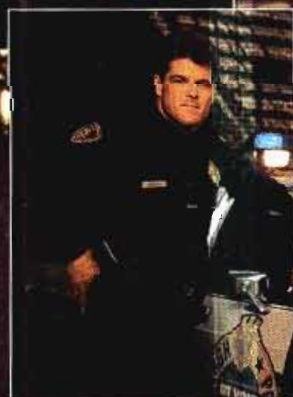
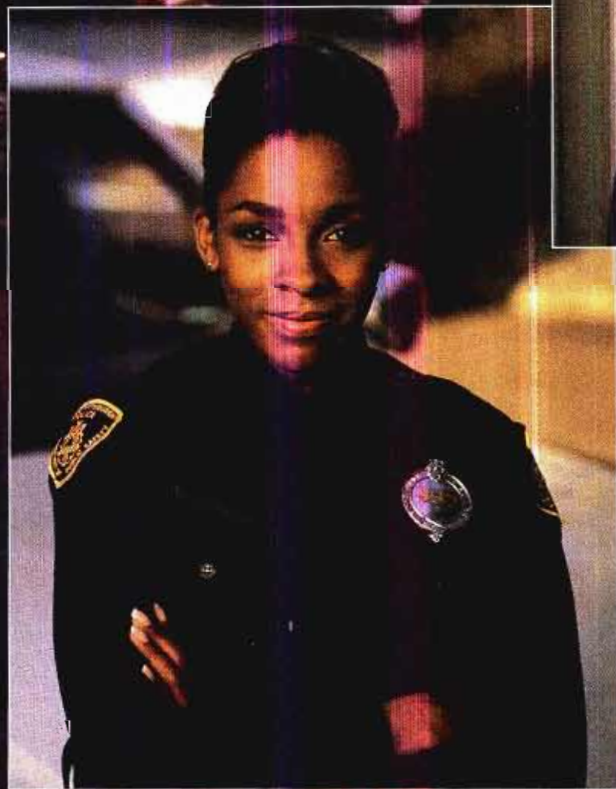
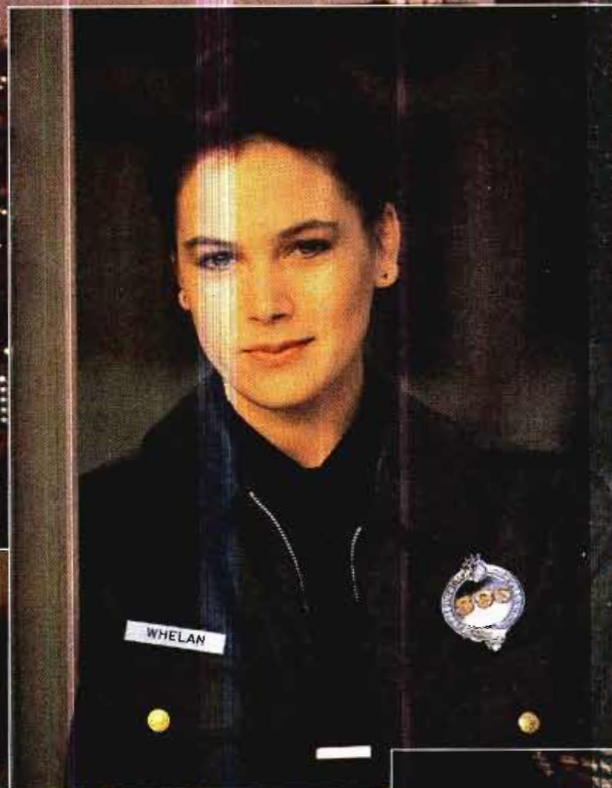
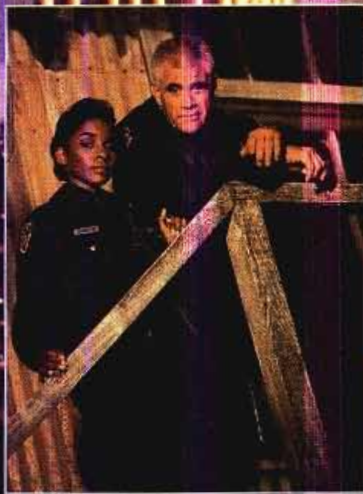
<sup>1</sup> Ratings are from primary 3-11 p.m. run for *Family Matters*, an all-barter offering that delivered a 6.3 cume rating from double-run airings in metered markets.

A nighttime photograph of a city skyline, likely San Francisco, viewed from a high vantage point. The city lights are reflected in the water in the foreground. The sky is dark, and the overall color palette is dominated by reds, oranges, and yellows from the city lights.

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# Interface VII: A meeting of the media minds in Washington

By Harry A. Jessell

**T**he pace of change in broadcasting and cable is dizzying. A deal a week brings cable and telephone closer together. Warner and Paramount vie to become the fifth network. DBS—the second wire in the sky—is on the way.

To help the industry cope with it all, top executives, Wall Streeters and policymakers last week assembled in Washington for the seventh annual Interface seminar sponsored by BROADCASTING & CABLE magazine and the Federal Communications Bar Association. Some 300 attended.

Policymakers promised to level the playing field. Representative Ed Markey (D-Mass.) said he expected Congress to pass legislation next year aimed at bringing two competing wires into every home (page 26). NTIA head Larry Irving said the Clinton administration also was committed to encouraging telco-cable competition (story page 29).

FCC Chairman James Quello promised to make sure broadcasters are not lost in the sea of change. Commissioner Ervin Duggan said he would consider loosening television ownership restrictions (page 27).

Not everyone was convinced the two-wire world would come. "Is there enough revenue to really build out two systems?" asked securities analyst John Reidy (page 27).

DBS pioneer Stanley Hubbard said that DBS would be "a huge competitive factor." Others were not so sure (story at right). A debate over HDTV turned into agreement that the high-resolution medium should accommodate a variety of new digital services (page 29). ABC News's Sam Donaldson mounted a defense of the show-biz in TV news (page 28).

On the "superpanel" of top TV executives (see picture, above), QVC Chairman/CEO Barry Diller got the last word on ambitions to create a fifth network. "Good luck," he told Warner Bros.' Barry Meyer.

Network executives asked for no help beyond freedom from regulations that restrict their ability to compete. Given the chance, said CBS's Howard Stringer, "the dinosaur can become a great white shark."



## DBS: To be or not to be?

**S**tanley Hubbard used his seat on last week's "superpanel" of top industry executives at the Broadcasting & Cable Interface to sell the wonders of direct-broadcast satellites, but not all of his fellow panelists were buying.

"It has a hard row," said QVC Chairman/CEO Barry Diller. Cable is already entrenched in most areas, he said, and anticipating the advent of cable, most operators are "furiously" planning to upgrade their systems so they can offer the same services as DBS does.

DBS should be able to establish itself in underserved rural areas, Diller said, it but may not be able to make it elsewhere. "They will certainly establish a business; the size is questionable."

Assuming the successful launch next month of the first of two high-power satellites, Hubbard's United States Satellite Broadcasting and Hughes Aircraft's DirecTv will begin next April to beam scores of programming services to subscribers equipped with 18-inch dish antennas and receivers.

USSB, which owns part of the first satellite, plans to offer primarily pay cable services. DirecTv will debut with basic cable programming and a near-video-on-demand service. Subscribers will be able to choose movies and specials from a long menu and begin watching their selections within minutes.

DBS will not be able to attract many of the 30% of homes that are passed by—but do not subscribe to—cable, said NBC President/CEO Robert Wright, who once considered a DBS venture with Hughes and others. "The majority of those 30% are people who don't watch television or can't

COVER STORY



be any more able or interested in spending \$700 or \$800 to step up to a satellite service."

The service also will have trouble stealing away any of the 60% of homes that do subscribe to cable, Wright said, "unless you have a lot of dissatisfied customers, and that is something, in theory, a good business can always fix."

DBS also suffers because it does not provide local broadcast signals, Wright said. Cable subscribers who decide to switch to DBS will have to hook up a TV antenna to get the local stations, he said. That's a "messy solution."

"There are still some questions" about DBS, said Brian Roberts, president of Comcast Corp. Among them is the digital technology, still unproved in commercial applications, he said.

Nonetheless, said Roberts, Comcast and other cable operators are pushing forward with the digital compression technology so they will have the channel capacity necessary to offer a near-video-on-demand service: "We are taking it very seriously."

"DBS will be able to compete very well with the big

guys," said Hubbard. The price of the home receiving equipment is not a great barrier, he said. The reason more people don't have the 10-foot dishes in their backyard is not price but size, he said. Forty percent of the homes with the big dishes today are passed by cable, he said.

"DBS will offer more and different programming than most cable companies...with laser disc quality," he said. And having to put up an antenna to receive local broadcast signals is no hardship, he said. "You will almost always get a much better signal for a local TV station if you have an antenna than you will over a cable system." ■

## Syndicators face fifth-net squeeze

If either Paramount or Warner Bros. succeeds in launching a fifth broadcast network, program syndicators that count on independent TV stations for the bulk of their business will have to scramble for new customers, according to executives on the BROADCASTING & CABLE Interface "superpanel" last week.

All the networks will be expanding their schedules, said Fox Broadcasting Co. Chairman Lucie Salhany. With less room for their product, she said, syndicators will be "forced to go to other venues."

Walt Disney Studios President Rich Frank agreed. The rise of networking "will force down the ultimate value of the product that goes into the syndication marketplace," he said. "It may cause a lot of that product to be sold to basic cable networks or telephone cable networks.

"There will be an aftermarket," Frank said. "But I don't know what to call it yet."

### The Video Version

A one-hour edited version of last week's "Superpanel" is being made available to BROADCASTING & CABLE readers in two forms: a free satellite feed next Monday (Nov. 22) via Cycle Sat and a videotape (priced at \$49.95) that is being offered through the magazine's New York office (Joan Miller: 212-340-9866). The satellite feed is scheduled on the GE Americom Satcom K-2 satellite, transponder 4. Times and coordinates will be published in BROADCASTING & CABLE'S TV FAX this week and in next week's issue of the magazine. Cycle Sat provides overnight satellite delivery for television commercials, among other services.

Continues on page 26

# Words of Wisdom

A "superpanel" of 11 of the television industry's top executives assembled last Wednesday at the seventh annual Broadcasting & Cable Interface to share their visions of TV's future. Here, in their own words, are their thoughts on fifth and sixth networks, "telco-cable convergence," video-on-demand, the prospect of two video wires and the imminent arrival of direct-broadcast satellites.



**Barry Diller, chairman/CEO, QVC Network (left):** "All of our futures are in the process of changing. We are at a most interesting juncture, whether product creation, distribution, technology, communications or microprocessor. This really is the time when all of these are going to bear on each other and cause a radical change. The play will not change; the dramatic form is with us to stay. To have any piece of this business to play with—small, medium or large—is an extraordinary opportunity."

**Rich Frank, president, Walt Disney Studios:** "Movies on demand? That's why we are making 60 movies a year. That's what everybody's going to want and that's what's going to drive all of these services."

**Lucie Salhany, chairman, Fox Broadcasting (left):** "All the local stations are going to have some kind of national service. You're looking at expansion into dayparts rather than the cutback we've seen. Syndicators won't be selling to TV stations and will be forced to go to other venues."

**Ray Smith, chairman/CEO, Bell Atlantic:** "We are going to have two terrestrial networks. Those terrestrial networks will be equipped as full-service networks over the next few years and they will provide voice and data and video and interactive services, and there will be fierce competition based on value and reliability. And in every one of those markets, there will be two, three or four wireless competitors. The market is going to grow like crazy."



**Alex Mandl, executive VP, AT&T:** "We do have a very exciting role. We think we can provide some service and platform offerings that will be critical in enabling content to go to the home. We are in a terrific position to take advantage of all the things that are taking place here, when you think about the multimedia revolution. AT&T can provide a national or global fiber network that reaches any place we need to go. The critical part of making it a success is having full, open access to the home. We can assure content players that distribution will be available. We can offer the platform, the service, the security, the billing, the record-keeping and full access to the home with the existing infrastructure we have."







**Stanley Hubbard, chairman, United States Satellite Broadcasting (left):** "DBS will be able to compete very well with the big guys. People will have a choice. People receiving one cable service will have an alternative source of video information—all digital—from DBS, beginning no later than April 1, 1994."

**John Hendricks, chairman/CEO, Discovery Communications:** "People are ordering all of the programs [in the 'Your Choice TV' trial]. What we are trying to do is find out the ideal price points. Neither Your Choice TV nor any other packager of broadcast programs for repeat on the new digital highway is going to succeed unless it meets the needs of networks, advertisers and local affiliates."

**Barry Meyer, executive VP, Warner Bros. (left):** "We are looking to insure that ultimately we have a place to put some of our programming just the way NBC, CBS, ABC and Fox plan to program. We [won't] provide all our [network's] programming. We intend to buy from everybody."

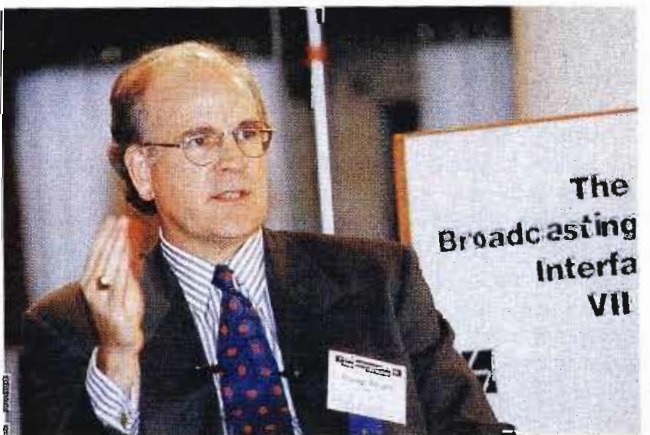
**Brian Roberts, president, Comcast Corp.:** "I do see alliances between [telephone and cable] companies that have different cultures and different strengths and weaknesses. [Building the information infrastructure] is going to cost a lot of money, and telephone companies have a lot of money. We are certainly mindful that we don't have all the expertise. Does that mean you have to sell, or can you work with others? Stay tuned."



**Howard Stringer, president, CBS/Broadcast Group:** "If the networks are in trouble, how come [Warner's Barry Meyer] wants one and Paramount wants one? If the networks are in trouble, how come [Attorney General] Janet Reno thinks I'm single-handedly responsible for violence in America? How come the fin-syn regulations are taking forever to repeal? If we are so weak and pathetic, why do we have to be regulated? If the regulations change, then there is nothing to prevent us from being brand new players in this brave new world. We make very good programs. We know the mass medium. Sooner or later logic will prevail, and the dinosaur can become a great white shark and swim with these guys."



**Robert Wright, president/CEO, NBC:** "There is plenty of room here. The fin-syn issue is not unimportant. Hopefully, the beast is finally dead. I think TV stations can survive if they do distinguished local news and information; there's a stable audience for that. Stan Hubbard can't really do much for that audience. I don't see any major intrusion there. I came into this business in the early 1980's when you had the development of cable and great concern as to how audience would be fragmented and whether broadcast would survive. It was exciting for investors; it was exciting for programmers and viewers. I sense that the next two or three years are going to have all that excitement with the convergence of technologies."



## Fifth Network

Continued from page 23

For Disney, which is a producer as well as a syndicator, the creation of new networks has an upside. "It will give us more people to sell product to," he said.

Warner Bros. Executive Vice President Barry Meyer, one of the architects of the WB Television Network, conceded a network or two would cause some disruptions in the syndication marketplace.

The reason stations are looking for network affiliations and first-run syndicated programming is that the public has demonstrated it would "rather watch original programming than rerun programming," Meyer said.

But it could have a positive effect, Meyer said. A network affiliation tends to make stations "more viable" and thus better able to buy top-quality programs in syndication, he said. "Even though time periods may shrink, the economic benefits may still be there for syndicators."

Salhany said the success of first-run syndication shows there is "definitely" a market for a fifth network. "Warner has the Prime Time Entertainment Network, which was feeding two nights," she said. The network "is not much different except they are going to expand into other dayparts and probably do the programming differently."

"Paramount, with *Star Trek* One, Two, Three and Four—and whatever else they have—controls one or two nights," she said.

The problem the newcomers face is coverage. A new

network can achieve only 70% penetration of TV homes through TV stations, she said.

Recognizing the coverage problem, Warner hopes to fill the so-called white areas by going to cable systems.

QVC Chairman and CEO Barry Diller, who launched the Fox Network for Rupert Murdoch and who is now bidding to acquire Paramount, said talk about launching additional networks is "silly and irrelevant."

"What's the Warner network going to be about?" he asked Meyer. "What's its reason for being?"

"It's an entertainment network—comedy, drama, a younger demographic audience," Meyer responded. "And its identification will be the first one or two shows that end up working."

(NBC President Robert Wright couldn't resist offering his own unsolicited characterization of the Warner network: "Nonviolent martial arts.")

Despite its entry in the network business, Meyer said he expects Warner Bros. to continue to supply programming to the big three networks. Warner feels it must form its own network because the big three have "begun doing more and more" of their own programming. "In a way, we are looking for some way to insure that ultimately we have a place to put some of our programming," he said.

Wright complained that Warner's interest in networking may have a "chilling effect" on NBC's ability to buy programming from Warner. But NBC can live with it as long as the financial interest and syndication rules are soon repealed and it may produce and syndicate its own programming without restriction. ■

## Markey's goal: Two wires in every house

By Kim McAvoy

If House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) prevails, the telecommunications marketplace of the future will include at least two independently owned wires delivering a multitude of interactive services. "Our goal should be to construct a marketplace where every home has access to not one, but two wires and a myriad of wireless services as well," the congressman says.

Markey, who already is preparing telco-cable legislation, also is hopeful that this time next year a bill will be enacted that will allow telephone company delivery of cable and cable competition in the local telephone market. Markey says that the White House's interest in promoting an information superhighway will help to "focus attention" on telecommunications legislation: "We'll see this become a na-



Ed Markey: "Our goal should be...where every home has access to not one, but two wires and a myriad of wireless services."

tional discussion." Indeed, he predicts that it will enjoy the same status as the administration's health-care initiative.

The chairman later told reporters he's confident that a consensus bill will emerge from his subcommittee. Markey and Ranking Republican Jack Fields (Tex.) reportedly are negotiat-

ing on such a measure but have not come to terms.

In his remarks to the Interface, Markey said that "competition is the cornerstone on which we must construct our vision of the future of telecommunications policy. And, unfortunately, competition is not necessarily the company watchword at either Bell Atlantic or TCI, both of which grow out of monopoly traditions."

He says that the government must look at the merger to determine if the deal will "add to competition or... simply come to embody cozy cooperation." Congress, he adds, must make sure that "the tangled webs they weave don't electronically ensnare consumers and competitors."

Not only does Markey want some kind of government-mandated safeguards enacted to insure that monopolies don't dominate the marketplace, he also wants to make sure that the "tools of the information age will be accessible to every social strata and geographic region of the country and available to school districts and public libraries." He says it's essential that we don't create an "information apartheid," a nation of "information haves and have-nots." ■

## FCC message: Broadcasters must be part of new media future

By Kim McAvoy

**A**mid the talk of new communications players and playing fields at last week's conference, over-the-air broadcasting had two champions in Acting FCC Chairman James Quello and Commissioner Ervin Duggan. Both made it clear they were concerned with that medium's survival and success in the new communications future.

Quello said the "most important challenge" facing the FCC during the next five years will be to insure that its policies do not "erode one of our nation's most valuable assets: universal, free, local-broadcast service for all Americans."

He said stations must have guaranteed access to the public they are "licensed to serve. No monopoly or semimonopoly transmission pipeline should have the power to prevent or obstruct that service, particularly when it becomes a competitor in advertising sales of stations that support free TV," Quello said.

Quello also made clear his view that the broadcast networks should be free from "outdated restrictions." He



Quello: Protect over-the-air broadcasting



Duggan: Help broadcasters compete

thinks that the formation of fifth and sixth networks is a "compelling argument" for "promptly" releasing the three major networks from "any remaining outdated fin-syn restrictions."

The chairman is enthusiastic about the prospects for a communications superhighway. However, Quello believes it must be truly "competitive" and that safeguards preventing cross-subsidy must be in place. Such competition between "two or more broadband electronic superhighways with competition from DBS could bring

better service and reasonably competitive pricing to consumers and reduce the need for complex cable regulation," he says.

### Unshackle broadcasters, Duggan says

Duggan said regulators need to help broadcasters "adapt" to a multichannel world. He thinks it's time for a "carefully calibrated release of the shackles on broadcasters."

Duggan told the Interface audience that he is ready to scrutinize some of the commission's regulations that might make it difficult for broadcasters to compete in a 500-channel world. Those television ownership rules," Duggan says, that might "hamper single-channel providers in a multichannel world."

The commissioner also believes that it's time the Senate acted on the nomination of Reed Hundt. "We need desperately a full complement of commissioners as soon as possible at the FCC. Large issues await." Duggan says he hopes that Hundt will be at the commission before Thanksgiving.

Next year, says Duggan, the commission will have a "full plate" of new issues as a result of the recent rash of mergers.

He says the FCC must deal with the "fallout" from those mergers. The commission will have to "invent a regulatory regime for a world of merged telephone and cable companies and try to encourage a genuinely competitive world." ■

## There's space for all on the superhighway

But in economic forum, analysts say two wires into the home may not pan out

By Geoffrey Foisie

**A** first-of-a-kind strategic cable merger was revealed at an economic forecast panel at last week's Interface. Don Russell, president of Communications Equity Associates, New York, said that he is working to merge several medium-size cable companies into a top-ranked MSO with 1.5 million-2 million subscribers.

"Six months ago, the egos would never have allowed this to occur, and yet I believe this will take place over the next six months," he said.

Real or not, Russell added, there is the perception that the era of the information superhighway requires strategic positioning by smaller operators. That perception, he said, would "not affect their ability to get [upgrade] financing, but it certainly increases the financing costs."

Wall Street is watchful for further cable rate regulation and the possibility that state and federal cable-telco regulations may work at cross purposes. "The cable end of the business might be stymied at the state level by the public service commissions," said

Dennis Leibowitz, securities analyst with Donaldson, Lufkin & Jenrette.

Another potential regulatory challenge could be the imposition of a universal service requirement, said Wertheim Schroder analyst David Londoner: "Cable has gotten by with only cabling the areas that make economic sense, while the phone companies have had to provide service to everyone. What happens if the same rules apply to both industries?"

While policymakers laid out a two-wires-to-the-home order of business, Londoner and Smith Barney Shearson



Economic forecasters (l-r): Dennis Leibowitz, David Londoner, John Reidy and Don Russell

analyst John Reidy argued that competition may be missing in a large part of the country, especially outside lucrative, heavily populated markets. Said Reidy: "You may have to see some form of telco-cable cooperation." Added Londoner: "Is there enough revenue to really build out two systems?... I am not so sure it is there, and I am not so sure it is there early enough to fund the \$1,200 to \$1,400 per-home cost."

Competition, might not always take the form of pricing, Leibowitz said. In competing for the consumer's telephone dollar in the United Kingdom, he said, the cable companies so far are offering only a "modest discount." Leibowitz said the cable companies also were competing by "playing on some of the resentment against British telecom. They are also providing itemized monthly service compared to the existing one-line bill."

Without exception, panelists expressed continuing optimism about the broadcasting industry. Leibowitz said the television industry is poised to reap the same benefits from deregulation as is the radio industry: "Television, like radio, is a business which doesn't require much reinvestment, so there is a substantial amount of free cash flow. A change in the ownership rules would give them a place to put that cash flow."

The panelists also refrained from dire predictions about DBS. Said Reidy: "Could it reach 10 million subscribers by the end of the decade? I think that is a reasonable shot." ■

## It's Donaldson to the defense



ABC newsman Sam Donaldson doesn't think the news business is going soft. In what he unofficially billed as an answer to CBS anchor Dan Rather's harsh criticism of the news business in a speech to the Radio-Television News Directors Association dinner in September (BROADCASTING & CABLE, Oct. 4), Donaldson told a luncheon audience at the Interface that network news is, in fact, vital and growing. News departments have to find new ways to attract audiences and to support themselves in an era of tightening network budgets.

"We're not trying to sell a pig-in-a-poke...we're trying to get across information, trying to do it in an interesting way, and we're trying to make a living doing it. I don't see anything wrong with that," he said. "That's not called 'fuzz and wuzz' [as Rather called current news content]; that's called everyone's retirement plan."

Since his career at ABC began in 1967, Donaldson said, scheduled network news coverage has flourished. Special news coverage has jumped from approximately 18 hours in 1976 to roughly 50 this year. And the other networks, he added, have at least as much scheduled and special news. Donaldson did agree with Rather that network news needs to stand on traditional values of objectivity and fairness. Programs that Rather singled out for criticism, such as *Hard Copy*, however, don't fall under the umbrella of news, he said. Such programs are not a symptom of decline in news, but a sign that viewers are looking for more programming choices. "That's not produced in the news department," Donaldson said. "It's fine if they're on the air."

—SS

## Panel debates HDTV's future

By Sean Scully

**H**igh-definition television is certain to mean more than just crisp TV pictures.

A debate at the Interface between Zenith Chairman Jerry Pearlman, whose company is helping develop a U.S. HDTV broadcast standard, and Tufts University Professor W. Russell Neuman, an outspoken critic of current HDTV efforts, revealed surprising uniformity of opinion.

Pearlman and Neuman agreed that HDTV would succeed only if it offered viewers access to a wide range of digital services and information. Pearlman said HDTV sets, while likely to be large and expensive, will pay for themselves in additional features.

Neuman harshly criticized Pearlman at first, accusing the Grand Alliance of clinging to old ways of thinking, but eventually conceded that the Grand Alliance might be on the right track.



Squaring off over HDTV (l-r): Russell Neuman, moderator Dick Wiley, Jerry Pearlman

The two diverged over what scanning format, or method of building a picture on the screen, HDTV should use. The Grand Alliance, and the FCC's HDTV advisory committee, support initially using the interlaced scanning of current televisions. Neuman, and many in the computer industry, support progressive scanning, the method used for computer monitors.

The Grand Alliance has agreed to use progressive scanning once the technology advances enough to allow high resolutions and frame rates.

That, Neuman said, is a bad idea. Using interlaced scanning at first vir-

tually guarantees that television stations will have to buy two sets of equipment. Pearlman defended interlaced scanning, saying that it is important to get HDTV to the marketplace as quickly as possible, rather than wait for the technology to advance.

Both Neuman and Pearlman predicted a large penetration of HDTV sets by the turn of the century: Pearlman said 20% and Neuman predicted 40%. But the bulk of that figure, Neuman warned, won't be television sets, as the Grand Alliance predicts, but multipurpose monitors dedicated to a range of video services. ■



## Irving on infrastructure

NTIA head Larry Irving confirmed last week that the White House wants to be in the driver's seat on the new information superhighway. He said that President Clinton, Vice President Gore and Commerce Secretary Ron Brown will work closely with Congress "to develop the rules of the road" in major telecommunications infrastructure legislation that it wants to see passed next year. "This initiative is a high priority," said Irving. The administration sees "tremendous economic opportunities" in a new national information infrastructure but wants to insure that every American has access to it. The administration, he added, wants to make sure that all programmers and information providers have access to the infrastructure as well. Irving did not offer any specifics on what the administration's bill might look like, saying only that all issues are being looked at, with competition a "fundamental issue."

—KM

Three principal moderators carried the flag for the Federal Communications Bar Association and BROADCASTING & CABLE magazine during the 7th annual Interface (l-r): Clark Wadlow of Sidley & Austin; Don West, editor of BROADCASTING & CABLE, and Richard E. Wiley of Wiley, Rein & Fielding. Geoff Foisie, the magazine's New York bureau chief, also participated.



## Why some indies are taking the fifth

*Changing marketplace has stations opting for shot at network security*

By Joe Flint

In an interview with BROADCASTING & CABLE last March, Tribune Broadcasting President Jim Dowdle said his plan for the future of independent TV stations was to create a strong identity through local news and sports. Affiliate stations, he said, didn't fit into the company's plans.

But all that changed when Warner Bros., armed with Jamie Kellner and a plan for a fifth network, came knocking. Now Tribune is the flagship affiliate group for the WB Network.

So what does Tribune see happening in five years that makes being an affiliate better than being an independent?

Although many will tell you that the need to stand out in the 500-channel universe is driving the decision to affiliate, the business climate of today's 50-channel marketplace is just as important.

Group owners turned WB Network affiliates, such as Tribune and Gaylord, rely heavily on movie packages and sports to draw an audience. But these days, by the time a movie hits the local airwaves it already has been available out on videocassette, on pay cable and probably on basic cable as well.

"We are doing real well with movies right now, but we think we can do better with original programming, particularly in cable households," says Dennis FitzSimons, president, Tribune Television.

"Movies," adds Ed Trimble, vice president, Gaylord Broadcasting, "are not a viable option anymore. Viewers want fresh programming."

Promoting those movies also costs money. By aligning with Warner Bros., Dowdle and others figure to save big on promotion costs.

Baseball is another problem. Movies were attractive to independent stations that aired baseball, because six months out of the year the sport made airing first-run programming more difficult. But baseball, which along with

other sports contributes 16% to Tribune's bottom line, will see a reduced role in Tribune's and Gaylord's long-term plans.

For starters, broadcasters that carry

*"Movies are not a viable option anymore. Viewers want fresh programming."*

**Gaylord's Ed Trimble**

baseball, such as Tribune and Gaylord, may be disenchanted with Major League Baseball and its agreements with cable and the networks.

ESPN already takes two nights of baseball exclusively (Wednesday and Sunday), and ABC and NBC—although planning only 12 baseball broadcasts next season—likely will be doing more regional games, which could mean fewer games for local stations.

And now, with smaller-market teams threatening to end the agreement that lets teams locally broadcast each other's games, major-market stations (which usually carry the road games in question) could lose more broadcasts.

"When our contracts come up [in about five years], we need to make an evaluation," says FitzSimons.

At a Warner Bros. press briefing two weeks ago, Dowdle hinted that

### Top cable shows and nets

Following are the top 15 basic cable programs (Nov. 1-Nov. 5), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research

Program	Ntwk	Time (ET)	HHs. (000)	Rating Cable	Rating U.S.
1. NFL (Colts—Redskins)	ESPN	Sun. 8p	4,742	7.6	5.0
2. NFL Primetime	ESPN	Sun. 7p	2,472	4.0	2.6
3. Disappearance—Christina	USA	Thu. 9p	2,124	3.5	2.3
4. Sportscenter	ESPN	Sun. 11:28a	2,092	3.4	2.2
5. NFL Gameday	ESPN	Sun. 12p	1,961	3.2	2.1
6. Murder, She Wrote	USA	Tue. 8p	1,876	3.1	2.0
7. Rugrats	NICK	Sun. 10:30a	1,873	3.2	2.0
8. Ren & Stimpy	NICK	Sun. 11a	1,823	3.1	1.9
9. Murder, She Wrote	USA	Mon. 8p	1,820	3.0	1.9
10. The Cover Girls Murder	USA	Sat. 2p	1,760	2.9	1.9
11. WWF Monday Night Raw	USA	Mon. 9p	1,699	2.8	1.8
12. Doug	NICK	Sun. 10a	1,697	2.9	1.8
13. Segeant York	TBS	Mon. 8:05p	1,656	2.7	1.8
14. NBA (Bulls—Hornets)	TNT	Fri. 8p	1,654	2.8	1.8
15. Sports Reporters	ESPN	Sun. 10:58p	1,645	2.7	1.7

The top five basic cable services for the week of Nov. 1-5 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their TV sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/Share
ESPN	1,515	2.5/3.8
USA	1,320	2.2/3.4
TBS	1,225	2.0/3.2
TNT	896	1.5/2.3
NICK	630	1.1/1.6

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eventually he would not be surprised to see more baseball going to cable and possibly pay cable.

For individually owned stations such as KOFY-TV San Francisco, affiliating with the WB Network could mean the last chance to increase the station's value.

"As an owner of an individual station, I am at a tremendous disadvan-

tage to buy programing. Chris Craft has lots of stations and can buy much of the best programing, leaving me with little choice," says KOFY-TV President Jim Gabbert.

As for putting his once independent future into someone else's hands, Gabbert says it's simple. "If we don't get ratings, they don't get a lot of money." ■

## Reruns replacing Poundstone show

ABC, which has enjoyed near-complete success with its new fall shows, has pulled *The Paula Poundstone Show* from its Saturday 9-10 p.m. berth after two airings. The network reportedly will air reruns of *Matlock* and the *American Music Awards 20th Anniversary Special* in its place during the remainder of the November sweeps.

In its second airing, Nov. 6, the show averaged a 3.9 rating and a 7 share. That followed premiere numbers of 6.6/12 the week before.

The hour variety show is produced by ABC Productions and received a 13-episode commitment at the start of the season.

So far this season, ABC has had more success with first-year shows than has any other network. The network has picked up full-season orders for six of its rookie series and has ordered additional episodes of a seventh. ABC has the highest-rated new comedy and drama in *Grace Under Fire* and *NYPD Blue*, respectively. —SC

## Warner primes to up 'ENT' access slots

*Studio banks on Nuell track record in targeting unsold markets*

By Mike Freeman

**W**arner Bros. is betting on its *Entertainment News Television* to fly without a pilot. The show is currently buoyed by 40% clearance, and expectations are that the company will be making a second sales assault on those hedging major-market stations still awaiting November sweeps results.

The latest major push for the highly touted \$74 million launch of the fall 1994 prime access strip comes at an important time.

With stations tied up through the beginning of October with retransmission-consent negotiations, such major markets as Chicago, Philadelphia, Boston, Washington, Dallas, Atlanta and Houston remain unsold (BROADCASTING & CABLE, Nov. 8).

Additionally, by making a primary play for scarce prime access slots (and secondary pitches for late fringe), Warner Bros. Domestic Television Distribution executives readily acknowledge that a number of station programmers will take their time evaluating the November or even February rating books to see which incumbent access programs are in need of replacement.

However, some station executives suggest that the lull in program sales also may be due to some resistance by stations to buying *ENT* as a concept, especially since a pilot is not planned before its September 1994 debut.

WBTD President of Sales Dick Robertson is quick to counter that producing a pilot "would be like asking [baseball MVP] Barry Bonds to take extra batting practice" (a reference to *ENT* Executive Producer David Nuell, whose credentials include half a dozen years as co-executive producer of Paramount's *Entertainment Tonight*, on which *ENT* is modeled).

Robertson continues to stress that Warner Bros. is not looking to "rein-

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vent the wheel" in referring to Paramount's 14-year-old prime access staple. On the other hand, Robertson and some station executives who picked *ENT* contend that a finished pilot would only tip off Paramount executives to the format and elements within the upstart project.

"It is not that unusual to commit to a show without a pilot these days, and that's unfortunate sometimes," says Steve Antoniotti, president and general manager of CBS affiliate WJBK-TV Detroit. "There were no pilots for access tabloids like *Inside Edition*, *Hard Copy* or *American Journal* when they were put up for sale.

"More important, I felt that by picking up *ENT* we could put it in access and not worry about [advertiser] hit-listing," adds Antoniotti, who will be making a decision to move either *Hard Copy* or *A Current Affair* from their 7-8 p.m. access berths to make room for *ENT*.

"Because Warner Bros. promises that *ENT* will be a clean, advertiser-friendly show like *ET*, in addition to Nuell's journalism experience and the Time Inc. publications providing certain editorial resources, that was reason enough for me to take the show on concept."

"First of all, the concept and theory fit in with what we have with *Entertainment Tonight*," says WYSX-TV Columbus, Ohio, General Manager Terry Connelly, who is planning to move *A Current Affair* to another time period



## Scarlett-letter day

Following a two-year worldwide search, feature film actress Joanne Whalley-Kilmer was introduced as the star of the upcoming eight-hour miniseries *Scarlett* at a press conference in Los Angeles last Monday. The \$40 million production of *Scarlett: The Sequel to Margaret Mitchell's 'Gone with the Wind'* is expected to begin production in January. It will air on CBS next year. Pictured with Whalley-Kilmer are Robert Halmi, chairman of the board, RHI Entertainment (r), and Jeff Sagansky, president, CBS Entertainment.

—SC

in order to pair *ENT* and *ET* in access. "The cost per points we get are higher for *ET* than any of the other tabloid shows in the market, and that was the major factor in picking up *ENT* sight unseen."

In unsold major markets such as Chicago, however, it may take more than an "advertiser-friendly" ap-

proach to sell *ENT*.

Unlike WNBC-TV New York and KNBC-TV Los Angeles, which picked up *ENT*, WMAQ-TV's Rich Brase says that the Chicago NBC O&O's single-access 6:30-7 p.m. time period is committed to Columbia Picture Television's *Married...with Children* "in perpetuity" as long as the off-network remains on Fox's network schedule.

Brase points out that competing network O&O's WLS-TV (with *Wheel of Fortune*), WBBM-TV (*ET*) and WFLD-TV (*Cops*) are not likely to move those similarly high-rated shows.

"[Warner Bros.] should have had a pilot," Brase says. "Our business deals with visual images, and they came in with flash cards instead.

"That's not to say most pilots aren't overhauled after they're produced. I liked what they did have to say in the presentations, but in single-access markets like Chicago it is going to take some real persuasion to stations to agree to that kind of clearance," he says.

However, another source in the market suggests that WGN-TV, whose Tribune Broadcasting station group has linked up with Warner Bros.' fifth-broadcast-network initiative, could move *Cheers* out of access for *ENT*.

## Perin offers 'The Extraordinary'

Hoping to offer stations counterprogramming to *Saturday Night Live*, MG/Perin will roll out *The Extraordinary*—a weekly one-hour reality series in the image of *The Twilight Zone* for fall 1994. *The Extraordinary* will be produced by veteran reality programming producer Peter Brennan, who helped to create *A Current Affair* and most recently was executive producer of Paramount's *Hard Copy*.

"Put youth-oriented programming against *Saturday Night Live* and you will lose," says Richard Perin, executive vice president, MG/Perin. "You need a show with a broad-based adult audience." Although that is Perin's ideal time period, he is open to other dayparts. Terms for the show have not been announced, but it likely will be offered on a barter basis. Perin says he will not ask stations for double runs of the show.

"If we can't cut it in one run, we won't screw up another time period. With the exception of *Star Trek*, the difference of shows with second runs is insignificant on revenue and audience delivery," he says.

Perin also will rely on Washington's desire to clean the airwaves of violence as a selling point for the show. "It's the Janet Reno factor. When you have a show with gratuitous violence and you have to tone it down, what do you have left?" Production on the pilot, with actor James Woods as host, has been completed.

—JF

# NET channel: C-SPAN with a spin

Planned conservative cable network will give different view of Washington

By Rich Brown

**Y**ou've heard of C-SPAN 1 and C-SPAN 2. Now get ready for "C-SPAN with attitude."

That's the pitch being made by National Empowerment Television, a new Washington-based cable channel that plans to offer a different look at the nation's capital.

Headed by Paul Weyrich, founder of conservative think tank The Heritage Foundation, the not-for-profit channel will debut Dec. 6 with a lineup of "provocative, irreverent and brash" political commentary and coverage.

NET literature due to hit the streets this week says the network plans to show:

- What is really happening in the White House and in Congress.
- How armies of wheelers and dealers influence policy.

- Who Washington's key players are.

- How bureaucracies and bureaucrats make life difficult for Americans.



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- Why new laws and new regulations don't turn out as intended.

- How the press often misses the real story.

- How Washington's decisions affect Americans' everyday lives.

Daily programs will include *Capital*

*Watch*; *American Family*, a prime time hour roundtable on family issues; and *Direct Line with Paul Weyrich*, an early evening one-on-one interview with Washington newsmakers.

Additional programming will come from political commentator Robert Novak, Representative Newt Gingrich (R-Ga.), former Attorney General William Barr, Accuracy in Media, The Cato Institute, National Rifle Association, United States Business Industrial Council, National Parents Commission and Concerned Women of America.

The remainder of the schedule will feature an eclectic mix of shows, including children's shows; *The Vine Line*, a look at the wine industry; and *Home Office*, an afternoon hour aimed at people who work at home. Vice President and General Manager Brian Jones says NET will even offer its own version of MTV's *The Real World*, the reality series that follows the lives of a group of young people. NET's version, *Youngbloods*, will pit three young liberals against three young conservatives.

Unlike C-SPAN, which is funded by the cable industry, NET is funded by donations to the not-for-profit Free Congress Foundation. The channel has raised about \$10 million to cover expenses for its first year of operation, says NET Vice Chairman and COO Burt Pines. The channel has signed a lease with Hughes satellite Galaxy 7, transponder 20 vertical, and will be offered free and unscrambled to cable system operators.

NET will launch with eight hours of original programming repeated twice daily. The company plans to boost its daily lineup of original programming to 12 hours after the first year.

Cable system operators have not yet seen programming from the channel, but will get to see pilot episodes within the next few weeks, Jones says. Operators carrying the channel will get eight local ad avails each hour.

National advertising sales for the channel are being handled by Crane Media Sales, the New York-based company that serves as an advertising rep firm for emerging cable networks. ■

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# Study shows PPV revenue up in 1993

Addressability growth slow, MSO's cable reg distraction cited

By Rich Brown

The pay-per-view industry is expected to close out 1993 with \$377 million in revenue, a 13.5% boost compared with last year. But the number of homes with access to PPV programming continues to grow at a much slower pace.

Pay-per-view addressability grew by approximately 5% this year, an increase of roughly 1.1 million subscribers, according to industry figures supplied last week by Showtime Event Television. And that slow-to-moderate growth is expected to continue next year with the addition of another 1.1 million, bringing total PPV penetration to 21.9 million cable households.

At least one reason for the slow growth in PPV penetration is that cable system operators are concentrating on rate regulations right now and are not able to focus on system upgrades, say SET executives.

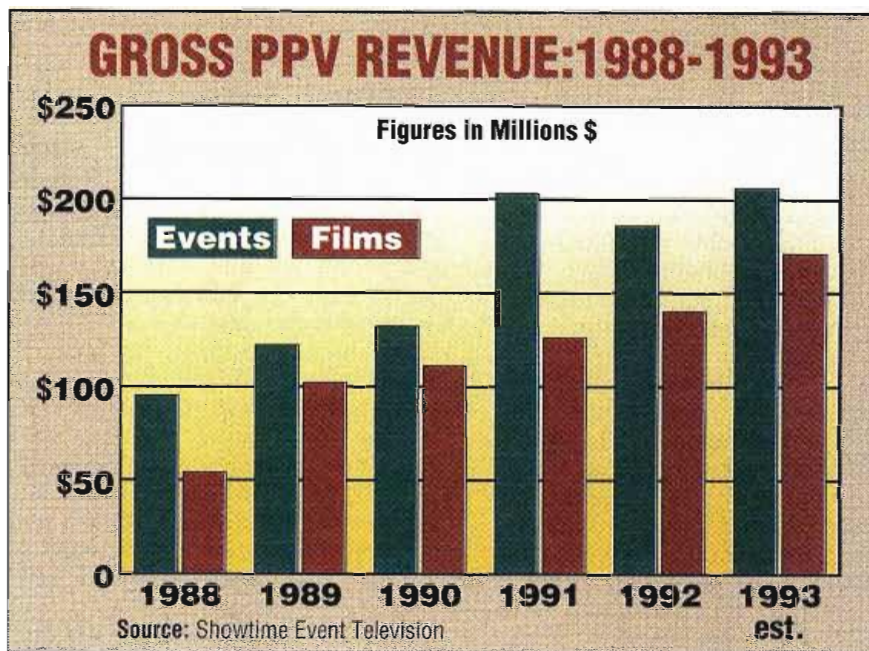
"We've all been waiting for addressability to roll out," says Tony Cox, chairman and CEO, Showtime Networks Inc. "At 20 million, you have the beginnings of a business; at 40 million households, you have a business."

Cox says there will be a lot of franchises—such as Broadway shows and operas—that will work when PPV gets into 40 million homes that will not work in the current universe.

Meanwhile, the pay-per-view industry needs to improve its marketing efforts in those existing PPV homes, says SET's Tom Neville. More than half of the 20.8 million cable households with access to PPV are not being well marketed today, he says.

Among its own PPV marketing efforts, SET is considering a plan to build momentum for its May 1994 "Toughman" event by syndicating preliminary rounds of the strongman competition on the nation's regional sports networks.

Overall, gross pay-per-view revenue for 1993 is expected to be \$377 million, up from \$326 million last year. PPV movie revenue has increased, primarily due to growth in the adult and action category, according to SET. There were more PPV events in 1993 than ever before (62), and



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PPV event revenue grew to \$206 million from \$186 million last year.

Among events, pay-per-view wrestling and music events declined, while boxing rebounded to its 1991 level. An area of noticeable growth is the "other" category, including such fare as "Rock Video Girls" and Howard Stern's upcoming New Year's bash. ■

### New home for 'Today'

NBC's *Today* is hitting the street, permanently. NBC is building a new \$15 million street-level studio that will house *Today*, *Sunday Today* and the magazine show *Now with Tom Brokaw and Katie Couric*.

The studio will be located on 49th Street across from NBC headquarters at 30 Rockefeller Plaza. Its live backdrop will include such tourist magnets as the Channel Gardens, Rockefeller Plaza skating rink and the gilded statue of Prometheus. The studio is expected to be completed by summer. —SM

# Hot spots keep network news operations hopping

*Pool coverage system in Somalia criticized*

By Steve McClellan

**T**he current violence in Somalia has again raised questions about the pool coverage system organized by the Defense Department. Meanwhile, the four major news networks are taking different approaches to coverage there and similarly diverse approaches to covering the strife in Haiti.

CNN maintains the largest presence in Somalia, despite suffering the bloodiest attack against personnel working for a U.S.-based network. In September, five Somalis working for the network as drivers, guides and security guards were ambushed and killed.

The incident occurred outside the hotel in Mogadishu where CNN news

personnel were housed, and the network pulled all of its people out of the country for several weeks to assess the situation. But according to Steve Cassidy, CNN senior international assignment desk editor, the network was back in the country with a crew of eight in about two weeks.

Ironically, it was during that hiatus that CNN got one of its biggest scoops: The lone Somali stringer it left on the scene caught exclusive footage of a downed U.S. helicopter pilot just after his capture. The footage was used by news organizations around the world.

NBC and CBS have pulled their staffers out of the area, officials at the networks say. NBC is relying on footage from Reuters Television, with whom it has a business relationship. CBS is relying on a two-man Somali camera crew and a Nairobi-based print correspondent.

ABC and the BBC have teamed up, with a crew supplied by the former and a rotating correspondent supplied by the latter.

For the most part, a formal news pool has not been a factor. At the request of the networks, the Defense Department last month activated a coverage pool for about 10 days after Somalis shot down and held captive a U.S. helicopter pilot. NBC administered the pool, although officials there say all the networks contributed equipment, personnel and technical support.

By most accounts, including NBC's, the pool did not run smoothly, although the finger-pointing targeted the concept more than the execution. Each of the networks relied on its own unilateral coverage throughout the time the pool was in effect.

According to Bob Murphy, who is in charge of foreign news coverage for ABC News, the networks requested that the Defense Department disband the pool after the pilot was released through diplomatic channels. "The level of activity dropped significantly

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Continues on page 77

# Ratings Week

According to Nielsen, Nov 1-7

	<b>abc</b> <b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>15.0/24</b>	<b>14.5/22</b>	<b>14.6/23</b>	<b>6.0/9</b>
8:00	52. Day One 10.6/18	24. Evening Shade 14.0/21	18. Fresh Prince 14.6/22	86. Fox Night at the Movies—Ghost Mom 6.0/9
8:30		23. Dave's World 14.1/21	21. Blossom 14.3/21	
9:00	10. NFL Monday Night Football—Washington	12. Murphy Brown 16.3/24	18. NBC Monday Night Movies—House of Secrets 14.6/23	
9:30	Redskins vs. Buffalo Bills 16.4/26	27. Love & War 13.5/20		
10:00		20. Northern Exposure 14.5/24		
10:30				
<b>TUESDAY</b>	<b>14.8/23</b>	<b>13.3/21</b>	<b>8.0/13</b>	<b>5.2/8</b>
8:00	27. Full House 13.5/21	27. Rescue: 911 13.5/21	78. Saved by the Bell 7.4/12	93. Roc 5.1/8
8:30	47. Phenom 11.2/17	31. CBS Tuesday Movie—Conviction: Katie Dodds 13.2/21	79. Getting By 7.3/11	95. Bakersfield, P.D. 4.6/7
9:00	4. Roseanne 18.9/29		67. J. Larroquette 8.6/13	90. America's Most Wanted 5.5/8
9:30	7. Coach 16.7/26		80. Second Half 7.0/11	
10:00	21. NYPD Blue 14.3/24		65. Dateline NBC 8.7/15	
10:30				
<b>WEDNESDAY</b>	<b>12.7/21</b>	<b>9.7/16</b>	<b>12.9/21</b>	<b>10.9/17</b>
8:00	57. Thea 10.0/16	60. Hearts Afire 9.4/15	16. Unsolved Mysteries 15.0/24	44. Beverly Hills, 90210 11.5/18
8:30	62. Joe's Life 9.2/14	48. Nanny* 11.1/17	37. Now with Tom and Katie 12.4/19	54. Melrose Place 10.3/16
9:00	1. Home Improvmt 22.3/33	86. How'd They Do That? 6.0/9		
9:30	6. Grace Undr Fire 17.1/26	34. 48 Hours 12.9/23	46. Law and Order 11.3/20	
10:00	65. Moon Over Miami 8.7/16			
10:30				
<b>THURSDAY</b>	<b>11.9/19</b>	<b>9.9/16</b>	<b>15.5/25</b>	<b>9.2/14</b>
8:00	67. Missing Persons 8.6/13	39. In The Heat of the Night 12.3/19	36. Mad About You 12.8/20	32. The Simpsons 13.1/21
8:30		64. Top Cops 8.8/13	13. Wings 15.9/25	58. Sinbad Show 9.7/15
9:00	41. Matlock 12.2/19		67. Eye to Eye w/Connie Chung 8.6/15	3. Seinfeld 20.2/31
9:30			5. Frasier 18.0/28	83. Herman's Head 6.1/9
10:00	17. Primetime Live 14.9/26		34. L.A. Law 12.9/22	
10:30				
<b>FRIDAY</b>	<b>14.1/24</b>	<b>7.6/13</b>	<b>10.7/19</b>	<b>6.3/11</b>
8:00	26. Family Matters 13.9/25	60. Diagnosis Murder 9.4/16	89. Against the Grain 5.9/10	86. Brisco County, Jr. 6.0/10
8:30	27. George 13.5/23	90. Bob 5.5/9	32. NBC Friday Night Mystery—Hart to Hart Returns 13.1/23	82. The X Files 6.6/11
9:00	37. Step by Step 12.4/21	94. Family Album 5.0/9		
9:30	42. Hangin w/Mr. C 12.0/20	73. Picket Fences 8.0/14		
10:00	9. 20/20 16.5/29			
10:30				
<b>SATURDAY</b>	<b>6.1/11</b>	<b>11.8/21</b>	<b>10.1/18</b>	<b>7.2/13</b>
8:00	83. George* 6.1/11	24. Dr. Quinn Medicine Woman 14.0/24	77. Mommies 7.5/13	73. Cops 8.0/14
8:30	92. Where I Live 5.4/9	53. Harts of the West 10.4/18	76. Cafe American 7.7/13	71. Cops 8.4/14
9:00	96. Paula Poundstone Show* 3.9/7	49. Walker, Texas Ranger 11.0/20	45. Empty Nest 11.4/20	83. Front Page 6.1/11
9:30			39. Nurses 12.3/22	
10:00	70. The Commish 8.5/16		51. Sisters 10.7/20	
10:30				
<b>SUNDAY</b>	<b>15.1/23</b>	<b>17.3/26</b>	<b>12.3/18</b>	<b>7.2/11</b>
7:00	43. Am Fun Hum Vid 11.8/19	2. 60 Minutes 21.2/33	72. I Witness Video 8.2/13	97. Townsend Television 3.7/6
7:30	50. Am Fun People 10.9/17	14. Murder, She Wrote 15.5/22	55. seaQuest DSV 10.1/14	62. Martin 9.2/13
8:00		8. CBS Sunday Movie—Ghost 16.6/26	15. NBC Sunday Night Movie—A Matter of Justice, Part 1 15.2/23	58. Living Single 9.7/14
8:30				65. Married w/Childn 10.1/14
9:00	10. ABC Sunday Night Movie—Dances With Wolves, Part 1 16.4/24			81. Daddy Dearest 6.7/10
9:30				
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>12.9/21</b>	<b>12.3/20</b>	<b>12.0/19</b>	<b>7.4/12</b>
<b>SSN. TO DATE</b>	<b>12.9/21</b>	<b>13.3/22</b>	<b>11.3/18</b>	<b>7.2/12</b>

RANKING/SHOW [PROGRAM RATING/SHARE] \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

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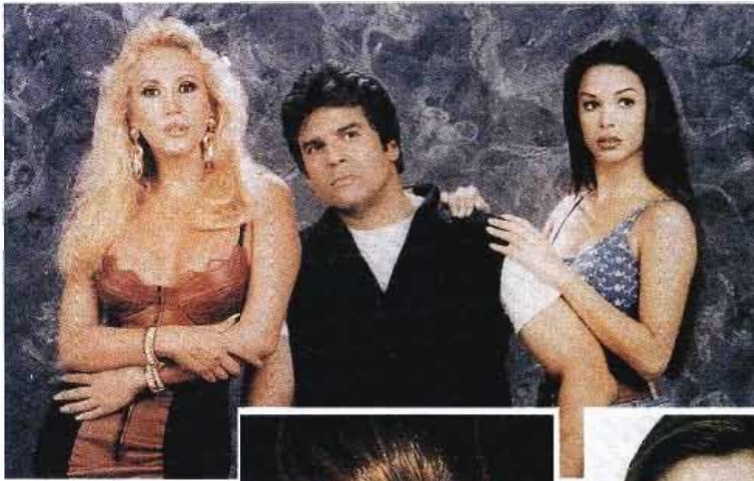
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*Clockwise from top left: 'Dos Mujeres un Camino,' a nightly drama (Univision); 'Maria Laria,' a talk show (Telemundo); 'The Chabeli Show,' a monthly interview show (Univision) hosted by the daughter of Julio Iglesias, and Daisy Fuentes, VJ for MTV Internacional (Telemundo).*

# HISPANIC BROADCASTING & Cable

While the English-language networks battle viewer erosion and fight to hold on to a shrinking pool of advertising revenues, Spanish-language networks Univision and Telemundo are experiencing unprecedented growth in both viewership and advertising sales. There is little mystery surrounding the upsurge of the country's two Hispanic television networks. The fastest-growing segment of the U.S. population is Hispanic, and it is estimated that of the population growth expected between now and 2010, 42%

will come from this segment. Based on the 1990 census, Hispanics represent almost 9% of the nation's population. Projections for the year 2050 put the figure at above 21%.

Additionally, this year Hispanics are expected to generate more than \$240 billion in consumer spending. Estimates are that by the year 2000, Hispanics will account for almost \$440 billion.

Advertisers, seeing those growth patterns, have put more advertising dollars behind both of the Hispanic networks. According to Joaquin Blaya, president and chief executive officer of Telemundo, advertising revenues on Hispanic television have grown nearly 90% in the past six years, from almost \$400 million in 1986 to an estimated \$750 million-plus this year.

Despite the growing population and increasing spending power, Hispanic TV has been underrepresented in the overall television advertising pie. In an effort to gain a larger slice of that pie—one that accurately reflects the size of the Hispanic viewing population vis-à-vis English-language viewers—Telemundo and Univision spent some \$16 million each for Nielsen to begin a national measurement service of Hispanic viewers.

Before the service's implementation in November 1992, measurement of Hispanic viewership was highly suspect and in most advertising circles was considered vastly inflated. "Prior to our national service, there had been door-to-door recall surveys," says Ceril Shagrin, senior vice president, market development, Nielsen.

What the one-year-old service has given the two networks is credibility among advertisers. "Clearly, the fact is that Nielsen has made [Hispanic TV] a lot more credible and taken us into the real world of TV. If you want to reach this market, you can now have a more scientific approach to creating a media strategy for the Hispanic market," says Brian Pussilano, director, special marketing, Montgomery Ward.

Some observers suggested that the two networks would sacrifice viewer share numbers, albeit inaccurate numbers, in exchange for more credible rating information. However, Ray Rodriguez, president and chief operating officer, Univision, calls the service "the biggest blessing for us." Rodriguez says the network's advertising

## Top 10 Spanish TV Programs 1993-94 season to date

Rank	Program (Network)	HH Rating
1.	Parientes Pobres (Uni)	20.0
2.	Entre Vida y Muerte (Uni)	17.1
3.	Corazon Salvaje (Uni)	15.7
4.	Dos Mujeres, un Camino (Uni)	15.5
5.	Super Pelicula-Friday (Uni)	14.9
6.	Sabado Gigante (Uni)	14.5
7.	Valentina (Uni)	13.7
8.	Chica TV Mexico '93 (Uni)	12.7
9.	Cristina Edicion Especial (Uni)	12.1
10.	Noticiero Univision (Uni)	11.7

1993 season began Sept. 20. One rating point equals 65,200 homes. Source: Nielsen Hispanic Television Index.

sales surpassed last year's total by August of this year. "In fact, we passed our projections for this year in October, so this is all gravy."

Univision also has seen an increase in advertising commitments from national buyers.

Telemundo's Blaya paints a similar picture for his network. "We've had

to reforecast our projections for this year because we were well beyond [the] forecasts we made last year. We're now on track with the projections we reforecast earlier this year." In third-quarter results just released by Telemundo, the network's operating income jumped to \$6.9 million for third quarter 1993 versus \$3.1 million for third quarter 1992. In advertising revenues for its U.S. operations, Telemundo saw a 32% increase in the third quarter of this year versus last year.

As for audience share, Rodriguez says that Univision's lead over second-place Telemundo has increased. "When we started Nielsen, we had a 57% share of the audience versus Telemundo's 43%. We are now at 66% and Telemundo is at 34%. So we've done incredibly well, ratings-wise."

Despite the 32% lead Univision currently holds over Telemundo, Blaya predicts that the margin will narrow as the season progresses. "It's important to look at prime time because about 78% of advertising revenues come from prime. We think Telemundo will have about 42% of audience share in prime time," he says. —Steve Coe

## MSO's hope new nets will catch Hispanic viewers

Regional sports network, female-targeted service among offerings

By Rich Brown

Help is on the way for U.S. cable system operators looking for the programming to build distribution in Hispanic households.

A handful of new Hispanic networks are offering programming that could help drive up penetration in Hispanic households, traditionally an area of low penetration for many cable system operators. A growing number of Hispanic programming services already are available on cable, including Galavision, Telemundo and Univision.

New Hispanic regional sports network Prime Ticket La Cadena Deportiva will be looking to reach the Latino male head-of-household who, according to Vice President and General Manager Richard Ramirez, is underserved by the female-skewed Hispanic

networks. Existing Hispanic program services offer only about a dozen hours of sports programming per week, most of it restricted to weekend slots outside of prime time, he says.

### Boxing success eyed

"This customer has been on the minds of marketers for several years because of the success of boxing on pay per view," Ramirez says. A Camacho-Chavez boxing match last year saw a buy rate of 17% in the Southwest, an area with a high density of Hispanic households, versus a typical buy rate of roughly 3% elsewhere, he says.

La Cadena Deportiva, bundled with other planned cable-exclusive Hispanic services, could help cable system operators in southern California penetrate nonsubscribing households, ac-



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ording to Ramirez.

Roger Werner, president and CEO of sister service Prime Ticket Network, says that he does not expect the new Hispanic sports service to break even in its first year of operation because of high start-up costs that include new ad-insertion equipment and on-air talent.

The new network expects to sign on roughly 1.5 million of the potential 7.9 million subscribers in its region in year one, at a cost to cable system operators of 15-20 cents per subscriber, Werner says. Programming on La Cadena Deportiva will include the L.A. Lakers, Kings, Angels, University of Southern California, University of California-Los Angeles, Pac 10 football and international soccer games. The service debuts Nov. 15.

**GEMS for women**

While La Cadena Deportiva will target men, a new service called GEMS is targeting Spanish-speaking women. And while the regional sports service is focusing on U.S. customers, GEMS is broadening its base to 18 countries around the world.

"I just don't know if the numbers would ever sustain a service that is exclusively serving the U.S. Hispanic market," says GEMS President Gary McBride. More than 90% of GEMS's



'Leonela,' a novela on GEMS, a new cable service targeting Hispanic women

revenue comes from subscriber fees and advertisers in Latin America, he says, although as much as 50% could come from the U.S. in the next two to three years.

In the U.S., GEMS is on two Chicago cable systems and is about to be launched on TCI in Los Angeles.

"Only 25% of Hispanic households in the U.S. now have cable TV," says McBride. He says that this is tied to marketing and promotional problems

and not a lack of demand. "They are looking for Spanish-language services."

Other planned Hispanic services—such as news channel NBC Canal de Noticias and educational/cultural-oriented Ole TV—are still hammering out details for launch. But others already up and running include Hispanic versions of established cable networks, such as HBO En Español, which launched on Oct. 1 in as many as 3.5 million Latino television households in the U.S. The channel features the same lineup as the English-language HBO service, but the programming and all on-air promotion and interstitial programming are in Spanish.

Also up and running since Oct. 1 is MTV Latino, which debuted in more than 2 million television households. MTV reports that it has signed distribution deals in 11 Latin American countries for the channel, which is a 24-hour Spanish-language version of the music video network.

Also available to cable operators is SUR, a Miami-based service featuring news, children's and game show programming from Latin America. The service has been available to the home satellite-dish market for more than two years and has begun approaching cable operators for inclusion as a cable channel. ■

# Spanish radio news: is there room for another network?

*While CNN dives in, CBS and Group W mull entry*

By Peter Viles

**A**s the Hispanic market grows larger and the radio business grows more fragmented, networks and station groups are trying to gauge the viability of additional Spanish-language news products.

CNN moved aggressively into the market earlier this year with the launch of CNN Radio Noticias, a joint venture with the station rep firm Caballero Spanish Media. In a market of 200-300 stations, the CNN Spanish-language newscasts are now heard on about 60 stations in 43 cities, according to CNN.

The Hispanic market was already

served by several news networks, including the UPI Radio Network's Radio Noticias, Hollywood-based Cadena Radio Centro, Texas-based Spanish Information Service and the Spanish Broadcasting System, which owns stations in New York, Los Angeles and Miami.

While CNN's entry further crowds the market, some radio executives think the market can support another national network offering high-quality Spanish-language news.

"I think there is a niche there," says Elena Soto, president of Katz Hispanic Media. "For advertisers and agencies, on a national level, a nation-

al buy that would include first-class news programming would be phenomenal. Of course, CNN already exists, but we need more network news programming along the lines of CNN in the market."

But the network mentioned most often as a likely candidate to launch a Spanish-language news network—CBS Hispanic Radio Network—has not announced plans to enter the market.

"We do think that there is a need," says Gerry Villacres, general manager of the CBS Hispanic Radio Network. "I think that most of the Hispanic television networks have done ex-

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Over the last ten years SBS has grown from a single start-up AM radio station to what is today the largest Hispanic media entity in the United States, with key facilities in the major markets including KLAX in Los Angeles, America's most-listened-to radio station.

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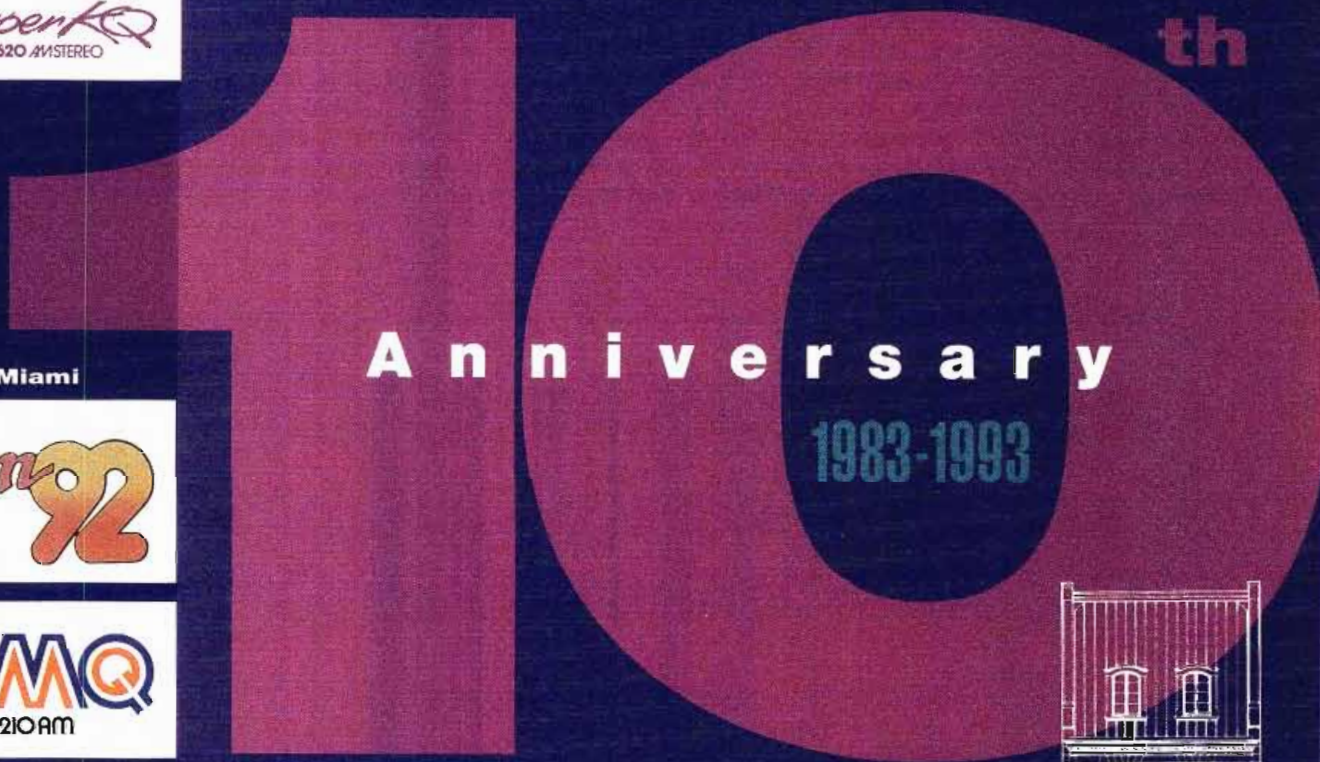
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tremely well by investing a lot of money in news. They have given themselves credibility."

But, he adds: "Often the theory and the reality are two different things. We want to make sure that if we get into the business, we're doing it right from the start."

One key aspect of that, Villacres says, is getting stations to agree to carry the news product—not merely the national advertisements that would accompany it. "When and if we get into a news service, we would want to make sure that stations run the service," he says.

The CBS network has been most aggressive with event-driven programming, such as Spanish-language coverage of the World Series. CBS Hispanic programs air on 45-70 stations and generally have good coverage of major markets.

Group W Radio is also mulling its opportunities in the Hispanic market, according to Warren Maurer, who will become the company's vice president for development in January, overseeing new initiatives in sales and programming.

"It's an idea that you've got to look at," Maurer says. "We have a lot of Hispanic listeners to begin with. So if there's a way that our product could be of more value, we'd look at it. I can

*There is a feeling among some radio executives that the market can support another national network offering high-quality Spanish-language news.*

see a scenario where you might have bilingual announcers who would do the news we gather in two languages on two stations."

Maurer, who is WINS(AM) New York's vice president and general manager, points out that Group W has

all-news stations in three markets with large Hispanic populations: New York, Los Angeles and Chicago.

The existing news lineup for Spanish stations includes:

- Cadena Radio Centro, which produces five-minute hourly newscasts around the clock, including three newscasts broadcast from Mexico City. CRC has 89 affiliates in the U.S. and Puerto Rico.

- UPI's Radio Noticias, which delivers separate newscasts of four minutes and one minute, from 6 a.m. to 9 p.m. UPI has 12 affiliates.

- Spanish Information Service, which broadcasts a five-minute, top-of-the-hour newscast 24 hours each day and counts 60 U.S. affiliates. SIS plans to launch a three-minute sports report, focusing primarily on soccer's World Cup, beginning on Dec. 1.

- CNN's Radio Noticias, which provides five-and-a-half-minute, top-of-the-hour newscasts that contain two separate regional reports, one for the eastern U.S. and one for the West. Stations usually broadcast only one regional report and cover the other with a local commercial. ■

# CNN RADIO NOTICIAS

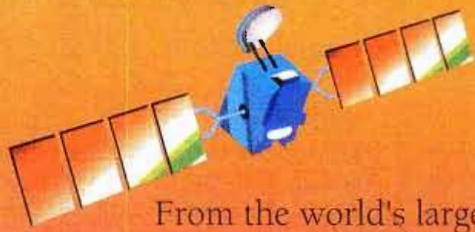
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# Advertisers rush into growing market

*\$200 billion annual spending by Hispanics seen as 'virgin territory'*

By Jim Cooper

**D**uring the past year, big-budget advertisers the likes of Reebok and MasterCard have spent media budgets in the Spanish-language broadcast marketplace with a gusto usually reserved for traditional outlets.

Aggressive entries of Fortune 500 companies, most recently in the footwear and financial categories, reflect advertisers' growing realization that the annual spending power of about \$200 billion among the U.S.'s 24 million Hispanics has yet to be thoroughly tapped.

"There are those who have heard the rumbling and have started to ask for help in understanding the Hispanic marketplace," says Filiberto Fernandez, senior vice president of marketing for Spanish-language television network Telemundo. Some see Hispanic markets as "virgin territory," Fernandez says.

One percent to 2% of advertising budgets now go toward Hispanics, who make up about 9% of television-watchers. The Hispanic market is expected to number 31.5 million by the end of the century—a growth of 41%, compared with the 5% growth predicted in the non-Hispanic population.

## Getting a handle

Advertisers are just beginning to get a handle on Hispanic viewership via Nielsen's year-old Hispanic ratings service, Nielsen Hispanic Television Index. However, an information void still exists, says Peter Von Gal, vice president, director of sales, Univision, the dominant Spanish-language network.

In an effort to fill that void, Univision has become a marketing partner with advertisers to help them understand what is available in the Hispanic marketplace, say Von Gal and Daija Arias, Univision's vice president of marketing and new business. Advertisers are walked through each step of a marketing strategy. "We stay with them every step of the way," Arias says.

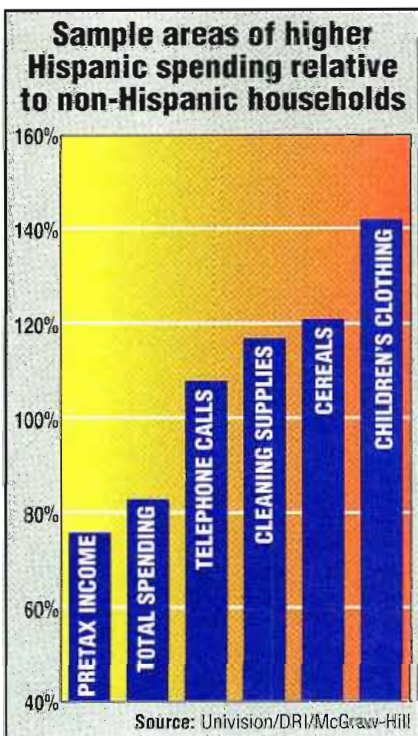
## Measuring the market

During the past 15 years, the Hispanic marketplace has evolved from a token

ethnic niche to a line item on mainstream marketing plans that is as important as age and sex demographics, Fernandez says.

While ratings provide a clearer picture of Hispanic viewership, other factors come into play, says Elena Soto, president of Katz Hispanic Media.

"Some markets are not measured



for Hispanic listenership or viewership, and others have had very inconsistent data reported. Therefore, the Hispanic population size or density of a market also has to be considered in determining how budgets are allocated," Soto says. Katz Hispanic Media has secured more than 40 new advertisers for the market, she adds.

Other information sources also are used, such as scanner data, direct-response data and the data on effectiveness of frequent on-air product introduction, says Doug Darfield, vice president, research, Univision.

The growing indications that the Hispanic market is available create what Darfield calls the "holy-cow factor" among advertisers.

According to a Hispanic marketing report for Univision prepared by

DRI/McGraw-Hill, Hispanic households earn about 77% of what non-Hispanic households earn but spend 83% of the amount non-Hispanic households spend. The increased spending is attributed to the fact that Hispanic households tend to be larger, therefore paying less in taxes, and are younger—and thus prone to spend more—than non-Hispanic households.

Spending patterns tracked by the study show:

- Hispanic households spend about 3% more on food, including 37% more on beef, 21% more on cereals, 20% more on fresh and processed fruits and vegetables and 9% more on nonalcoholic beverages.

- Hispanics are more likely to rent than own homes.

- Hispanics spend about 1.5% more on clothes overall, but much more in certain categories, such as 76% more on clothes for children under 2 and 30% more for children ages 2-15.

- Hispanics spend less on new cars and more on used cars.

- Hispanics spend more on telephone services and laundry and cleaning supplies.

- Hispanics spend less on life insurance.

Traditional advertisers had not embraced the Hispanic market until recently, mostly because it was assumed that Hispanics would integrate, learn English and assimilate, Soto says. However, this is not the case.

"Many Spanish-language radio stations and TV programs have garnered the overall No. 1 position in their marketplaces, outranking their English-language competitors," she says.

Almost half of all Hispanics in the U.S. are "unassimilated"—they do not speak English—and another 40% favor Spanish media and prefer to communicate in Spanish, although they understand English, Soto says. "Advertisers must speak to this group in their language if they intend to reach them at all."

And once media buyers have a better understanding of the Latino market, they will be able to initiate a media plan and "defend it at the corner office," Fernandez says. ■

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*That makes them  
the women  
you love.*



## FCC extends its cable rate freeze

*Barrett dissents; small, mid-sized companies called at risk*

By Kim McAvoy

**B**y a 2-1 vote, the FCC has agreed to extend its cable rate freeze from Nov. 15 to Feb. 15. FCC Commissioner Andrew Barrett refused to support the extension, saying it would "harm franchise authorities and cable operators."

It seemed at first that FCC Acting Chairman James Quello, Commissioner Ervin Duggan and Barrett had agreed about extending the freeze. Later, however, Quello's and Barrett's offices disagreed over for how long to extend it, FCC sources say.

A statement last Wednesday from Quello expressed frustration with Barrett: "As to the freeze's extension, until late last night, it was my express understanding that Commissioner Barrett supported extension. As to the response date, Commissioner Barrett apparently for the first time has concerns about the 'two-pronged' enforcement scheme, a scheme that was set forth in the Rate Order that he voted for on April 1, 1993, seven months ago."

### Objections outlined

Barrett objects to extending the freeze because it comes at a time when the FCC is reconsidering its current rate regulation scheme and is working on interim cost-of-service guidelines. Barrett says the commission is "creating a fundamentally inequitable situation for cable operators by forcing critical business decisions based on



*[The FCC is] "creating a fundamentally inequitable situation for cable operators."*

**Andrew Barrett**  
FCC commissioner

benchmark standards that are subject to revision, or general cost-of-service principles that may not reflect the rules that the commission ultimately will adopt."

Barrett also thinks if the FCC extends the freeze, it should delay the Nov. 15 date it established for cable operators to respond to initial certification requests and subscriber complaints. Essentially, cable operators must decide whether they will establish rates in accord with the FCC benchmark or seek higher rates through cost-of-service hearings.

### Adjustment should be allowed

"Now that operators must respond to rate complaints and file cost-of-service showings as of Nov. 15, I believe they should be allowed to make some adjustment to rates, to at least account for inflation...in order to offset the additional administrative costs imposed by these filings," Barrett says.

Barrett also argues that small cable operators will suffer from the decision.

The cable industry shares Barrett's view. Extending the freeze for three more months, says Community Antenna Television Association President Steve Effros, "directly threatens the viability of small and medium-sized cable systems." The freeze has been in effect since April.

Decker Anstrom, acting president of the National Cable Television Association, says the "extension of the rate freeze, coupled with last-minute revisions in the FCC's instructions, impose significant burdens on cable operators—particularly small and mid-sized companies."

### Decision defended

Quello and Duggan defended their decision. "By extending the freeze, we can ensure that rates remain stable in the interim," Quello says. Furthermore, he argues, delaying the date cable must respond to complaints would "merely put off the inevitable."

Duggan supports the new freeze date of Feb. 15. However, he has some "serious misgivings" about maintaining the Nov. 15 date for responding to complaints. But, he says, he was assured by FCC staff members that cable companies "have every right and opportunity to put forward their strongest possible cost-of-service cases, and that they will receive every benefit of due process. I also will recommend that cable operators be allowed to amend their cost-of-service showings when the interim cost-of-service rules are adopted." ■

## This Week in Washington

### Events and dates of importance

**Nov. 15**—Comments due at FCC on "pioneers preference" policy.

**Nov. 16**—Senate antitrust subcommittee hearing on "Mega-media mergers." 10 a.m., Room 226, Dirksen Senate Office Building.

**Nov. 16**—Appeal briefs due on Bell Atlantic/video dialtone case, Fourth Circuit Court, Richmond, Va.

**Nov. 18**—Media Institute's November luncheon featuring William Weiss, chairman and CEO, Ameritech. The Senate Room, Mayflower Hotel, 1127 Connecticut Ave., N.W.



*Women are the major  
purchasers of products  
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*That makes them  
the women  
you love.*



# FCC pulls plug on GTE interactive test

*Commission cancels California crossownership waiver*

By Sean Scully

**G**TE has to call a sudden halt to its interactive TV experiment in Cerritos, Calif., the FCC says.

Acting on a ruling from a California court, the commission last week rescinded a 1989 waiver of the telcable crossownership rules that allowed telephone company GTE to construct and operate a cable system in Cerritos for the local cable franchise holder, Apollo Cablevision.

The waiver was necessary because GTE proposed using Apollo's parent company, T.L. Robak, to design and build a major part of the system. For the past four-and-a-half years, GTE has used the system to test various interactive services, including video on demand and in-home education.

## **Court requirements not met**

In 1990, however, the U.S. Court of Appeals in Washington ruled the commission had not justified the need to

include Robak in the project, so there was no justification for the waiver. On reconsideration, the commission agreed that the waiver didn't meet requirements set out by the court and withdrew crossownership permission. The FCC gave GTE 120 days to end the tests.

GTE Director of Public Affairs Julia Spicer says the company hasn't decided whether to appeal the decision: "Even though the action, or reversal, had been expected, we're pretty disappointed."

She says GTE will either appeal the decision before the FCC and court or accept the ruling and file a new petition with the FCC for permission to operate the network as a video dial-tone system, a filing called a "214 application." Either way, GTE will retain ownership of the network.

"The commission came to the only conclusion it could come to," says Jerry Yanowitz, vice president of fed-

eral affairs for the California Cable Television Association, which has opposed the Cerritos project.

## **Relationship inappropriate**

The relationship between Apollo, Robak and GTE was inappropriate, he says, and GTE just as easily could have tested advance technology without running up against the crossownership restrictions, as other telcos have.

Ironically, the commission's decision may be an empty victory for the CCTA, since the crossownership waiver was scheduled to expire next summer anyway. "We were already developing plans to meet that deadline," Spicer says.

The National Cable Television Association, which also has been active in the fight against the Cerritos project, applauded the commission's decision, but harshly criticized the three-year delay in acting on the court ruling, saying it proves the need for

# House panel passes campaign reform bill

*Legislation contains more broadcast-friendly language than Senate version does*

By Kim McAvoy

**B**roadcasters fared better in campaign finance reform legislation passed by the House Administration Committee last week than they did in earlier legislation passed by the Senate.

The measure (H.R. 3), which now goes to the House floor for a vote, contains language on lowest-unit-rate charges for federal candidates based on an agreement between the National Association of Broadcasters (NAB) and House and Senate leaders.

It would require stations to offer federal candidates fixed spots at the lowest pre-emptible rate, rather than the 50% discount on lowest unit rate stipulated in Senate legislation.

Moreover, the House bill would shorten the window during which the lowest-unit-rate requirement applies: from 60 to 45 days before the general election, and from 45 to 30 days before the primary. Once the spots are

paid for, they cannot be pre-empted.

As in the Senate bill, the House bill



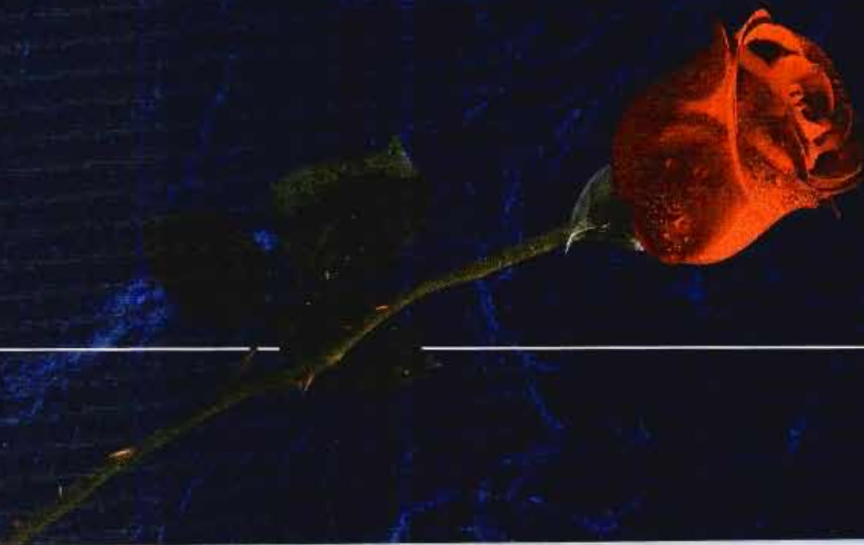
**NAB President Eddie Fritts: House bill is 'a huge step forward.'**

establishes a system by which candidates who agree to spending limits are eligible for communications vouchers for "media time." However, the House bill makes clear that the vouchers are redeemable and should be treated like cash. NAB complained that the Senate failed to provide details on how a voucher system would work.

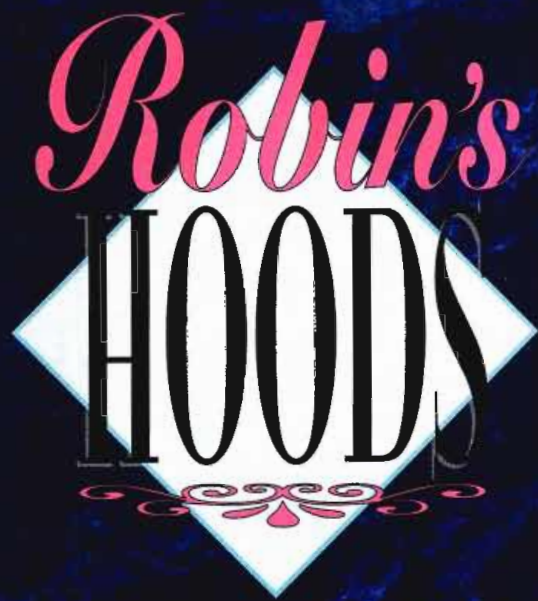
Absent from the House bill is an earlier proposal that broadcasters give candidates free airtime to respond immediately to third-party advertisements.

NAB President Eddie Fritts calls the House version of campaign finance reform "a huge step forward." While NAB still has some concerns about the legislation, Fritts says, "the House has not adopted the same self-serving 'land-grab' approach toward broadcast time as did the Senate, and we'll work to see that this more reasonable approach is included in the final version of the bill." ■

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it take  
to attract  
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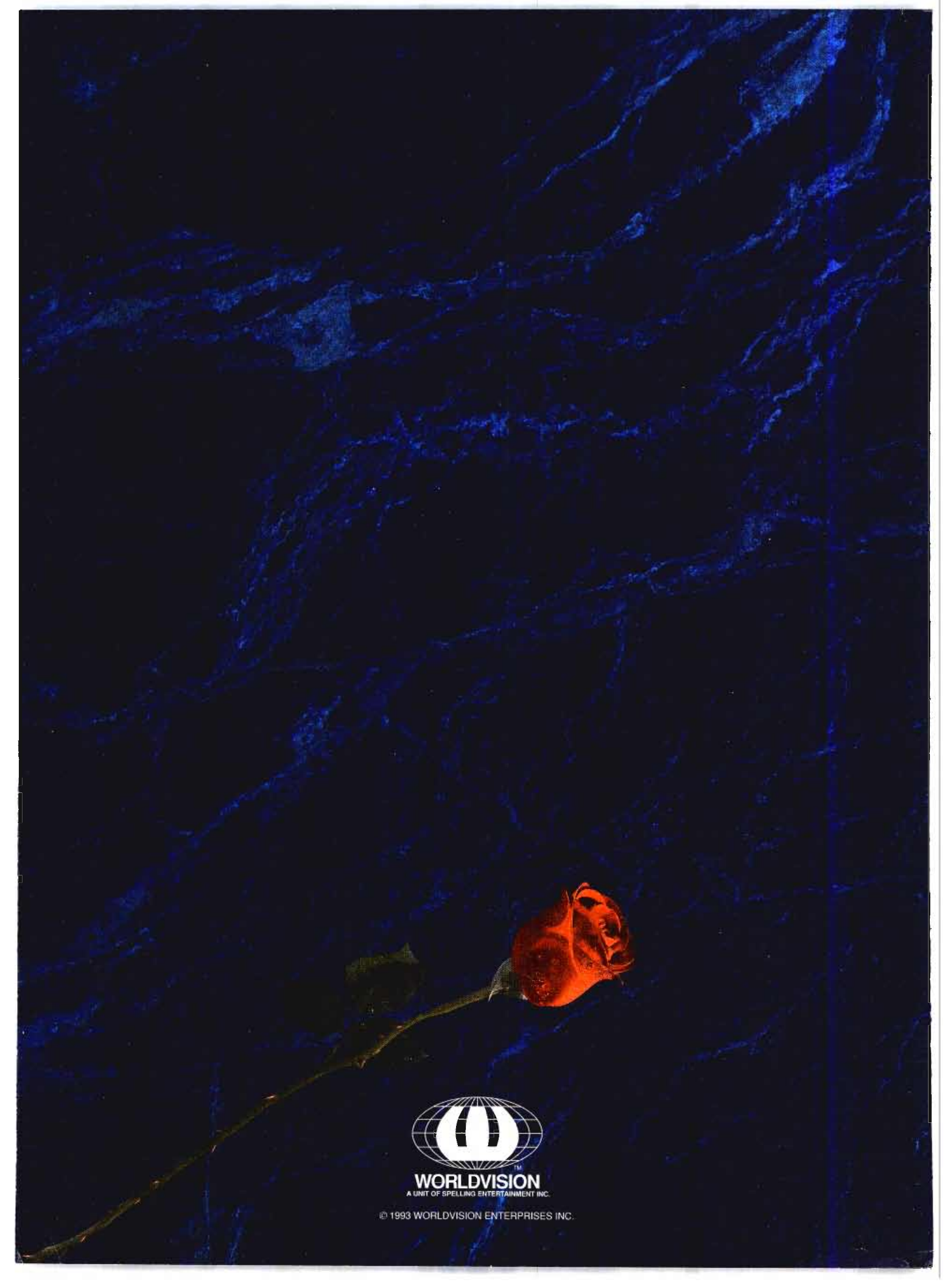


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44 STATIONS,  
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**The cable industry may have put the kibosh on an FCC proposal** to permit more rural telephone companies to offer cable in their service territories. FCC staffers last week reportedly were trying to decide what the commission should do about the proposal. It seems that the industry's strong opposition to the idea has Acting FCC Chairman James Quello rethinking his position, which may result in the agency's shelving the item. The proposal, which has been in circulation since August, would allow telephone companies to offer cable services in rural areas with populations of 10,000 or fewer. Currently, the FCC exempts from its telco-cable crossownership rule only telcos in communities of 2,500 or fewer.

So far, only Quello has agreed to the change, but even he has indicated the agency also should see what it can do to allow cable to compete with local phone companies. Neither Andrew Barrett nor Ervin Duggan, both FCC commissioners, has made a decision. Last week, Duggan said he was in no hurry to vote on the matter. Indeed, he said, if the exemption is expanded, there should be a "quid pro quo" for cable operators. NCTA Acting President Decker Anstrom wrote the commission two weeks ago (*BROADCASTING & CABLE*, Nov. 8) urging the agency not to act, and commission offices apparently were hearing from cable operators on the matter.

**Legislation enabling the National Telecommunications and Information Administration to administer grants** for a National Information Infrastructure program passed the House last week. The grants will fund pilot projects using advanced telecommunications technologies at schools, hospitals and libraries. The bill authorizes as much as \$100 million for the projects in fiscal 1995 and \$150 million in fiscal 1996.

**The FCC is trying to make life a little easier for local and state cable franchising authorities.** Last week, Acting FCC Chairman James Quello announced that the commission will hold a series of "informational cable seminars" nationwide. The FCC's cable division will host what is expected to be six 2-day seminars to help explain and clarify the FCC's new rate regulations. On the first day, FCC officials will meet with local and state franchise authorities as well as congressional and state legislators. On the second day, the agency will sit down with cable operators, broadcasters and other interested parties. The seminars will take place in Boston, Atlanta, Chicago, Kansas City, San Francisco and Seattle.

**It may be the end of November before the FCC releases the final results of its cable rate survey.** Acting FCC Chairman James Quello last week indicated that the agency hoped to have the information available by the end of the month. Although preliminary results of the survey were released last month (*BROADCASTING & CABLE*, Oct. 25), the commission still is analyzing data from cable MSO's that have introduced à la carte packages.

**Decker Anstrom, acting president of the National Cable Television Association,** would like to see superhighway legislation by the end of 1994. In a panel discussion

before the Annenberg Washington Program, he endorsed a competitive two-wire model, with today's cable systems providing one of the wires and telephone companies providing the other. For \$20 billion-\$30 billion, Anstrom says, all cable systems could be upgraded to provide new interactive services. NCTA favors legislation that would permit telco entry as soon as the telephone companies are exposed to substantial competition in the telephone business.



**The Community Antenna Television Association has a new name.**

The association's board voted last week to now call itself the Cable Telecommunications Association. The change reflects the board's desire to position itself "for the future—as a trade association for all of the companies that are now, or soon will be, providing cable television service to America."

**"The must-carry law, on its face, is a direct purposeful regulation of the content of fully protected speech"** and thus violates the First

Amendment rights of cable operators and programers, the National Cable Television Association argues in a Supreme Court brief filed last week. A divided three-judge panel of the U.S. District Court last April said the law is constitutional. It requires cable systems to carry most local broadcast signals. In appealing the ruling, NCTA calls "quite implausible" congressional justification of the law—that without it, broadcasting would be "seriously jeopardized."

**In an apparent poke at Senator Howard Metzenbaum** (D-Ohio), Representative Mike Oxley (R-Ohio) says that some of his congressional colleagues are guilty of "troglydotic thinking," or thinking like cave-dwellers, in opposing telecommunications mega-mergers such as the recent Bell Atlantic-TCI marriage. Speaking Nov. 9 at a seminar sponsored by the Annenberg Washington Program, Republican Oxley criticized even the Bush administration, saying that



its members were myopic in dealing with emerging technologies. "[But] I sense now things are starting to change on the Hill," he said. "Maybe it's the dynamics of an announced merger; maybe it's that committee chairmen are tired of seeing the federal judiciary running communications policy." He predicts passage of an information infrastructure bill in Congress this session. ■

# Washington Watch

Edited By Kim McAvoy



# CELEBRATING *Sally*

**Multimedia's *Sally Jessy Raphael Show* sprints into its second decade with healthy ratings, critical acclaim.**

If you'd told Sally Jessy Raphael 10 years ago that she'd one day host syndication's highest rated morning talk show, she probably would have laughed in your face.

Raphael had been trying to make it in broadcasting for 27 years, had been fired from 18 different on-air jobs and hadn't quite gotten used to the fact that she hosted a successful show on NBC Radio's Talknet.

But this week, Raphael, Multimedia Entertainment and Burt Dubrow, the executive producer who co-created the *Sally Jessy Raphael Show* and is still involved with it today, will celebrate their first decade of partnership in one of television's most important talk programs. Launched on Oct. 17, 1983, the *Sally Jessy Raphael Show* today airs on 191 U.S. stations, plus outlets in the United Kingdom, Canada, Saudi Arabia, Thailand and Bophuthatswana.

Ratings for the show have climbed steadily almost every year that *Sally* has been on the air. This fall, it continues to average a 5 household rating and remains one of the three highest rated syndicated daytime talk shows.

More important, the *Sally Jessy Raphael Show's* frequent focus on such issues as child and spouse abuse, addiction, divorce

and a wide range of mental health issues has helped inform American viewers about how widespread, yet curable, these problems are.

Robert Thompson, associate profes-

sor of TV at Syracuse University's Newhouse School of Communications, believes Raphael's show plays an important role in educating Americans. "Sally steps away from the large, political, power-oriented structures to focus in on the microcosm of how politics affect people, one person at a time," he says.

"When you listen to a debate in Congress about abortion, it remains at a level that's very hard to identify with," Thompson says. "But when Sally talks to a woman who's had an abortion and regrets it, she lets the viewing audience sink their teeth into an important political question, by seeing how it affects individuals."

In fact, Thompson says, "it isn't going too far to say that the conversations that go on on *Sally Jessy Raphael* in an average day are in many ways more thoughtful, complex and challenging than what goes on on C-SPAN, where everyone's posturing about large generalizations."

The *Sally Jessy Raphael Show* has also had a profound impact on talk TV. It was the first nationally syndicated issues-oriented talk show to be hosted by a woman. "The feminine touch wasn't there in talk," says Dubrow. "The closest thing that came to it was Dinah Shore,

but she was in a kitchen cooking. Sally brought the experience of being a mother, of being a wife and of her whole life to our show."

In addition, Raphael "blazed a trail to a format that was more emotional in its subject matter," says Dick Kurlander, programming vice president at Petry Television, New York. "Donahue had always dealt more with cosmic issues and had a bent toward political topics. When he did controversies, they didn't tend to be personal ones. Sally reached out and grabbed an audience that was more interested in personal stories." □



# A New Kind of TV Talk

**Sally Jessy Raphael brought empathy, emotional involvement, even intimacy, to televised talk.**

**A**uthor Marianne Williamson sits alone on stage, her hands on her lap. She's been exhorting her all-female audience to look inside themselves, find their own special gifts and then use them to live more creative, productive lives. Women stand, one by one, to ask questions—many of them about how to overcome some disappointment, some long-time sadness or some family tragedy.

Finally, a middle-aged woman, her figure gone and her hair grey, wipes the tears from her face and asks with a catch in her voice, how she can support herself, now that the husband she took care of for 23 years has left her for a younger woman. As Williamson replies, the cameras settle back on the displaced homemaker, and the only reason in the world she'd had the courage to stand up and speak: the show's host, Sally Jessy Raphael, has her arm around the woman's shoulders in a tight grip of support, empathy and encouragement.

In the 10 years she's hosted a daily television show, Raphael has carved a unique path in the format created by Phil Donahue. The first woman to host a nationally syndicated, issues-oriented talk show, Raphael brought a female sensibility to the art of encouraging discourse

between guests and an audience. From early in her show's development, she demonstrated an extraordinary ability to draw people out, to get them to talk about what's on their minds.

In addition, her down-to-earth, approachable style enabled her to create a very personal, at times even intimate, kind of televised talk.

"Sally has such a wonderful, sympathetic way of questioning people. She

becomes so involved with the people she talks to," says Walter Bartlett, chairman of Multimedia Inc. and the man who gave the green light for creation of her show in the fall of 1983.

Raphael's brand of TV talk didn't come about by accident. By the time she met the people of Multimedia, she'd been cultivating it for most of her life.

An avid fan of radio (and particularly of Arthur Godfrey), Raphael decided while still a child that she wanted a career on the air. After earning a degree in broadcasting at Columbia University, she married and moved to San Juan, Puerto Rico, where she worked in radio news. Later, she landed a radio show of her own, which grew into the most popular daytime show in the city.

By then, Raphael had walked away—with her two young daughters—from her marriage and teamed up with fellow broadcaster Karl Soderlund, who ever since has been her husband and biggest champion. The two continued to live in San Juan until the station they both worked for switched overnight to a Spanish language format. They then moved to Miami, where they'd found work hosting an all-night radio show on WIOD.


Raphael and Soderlund made the most of entertaining Miami's night owls, but the job's low pay barely supported their family. After a year, they left in search of better pay. Then began a long succession of jobs, many of them in radio and some in TV news and talk.

During one hectic year, Raphael raced daily from a morning TV talk show she hosted in Miami to a noon radio show in Ft. Lauderdale and back to tape an interview show for a rock station in Miami. She walked away from some jobs and was fired from 18 others, including a news anchoring post at WPIX-TV New York.

Low pay was a constant problem. Raphael and family lived in their car while



*Sally Jessy Raphael gets up close and personal with her audience.*



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10





# Sally

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## CELEBRATING Sally

traveling from Miami to New York to search for work. Later, they lived on food stamps for a stretch.

"I worked 26 years in broadcasting before I earned more than \$20,000 a year," she told an audience at the Museum of Television and Radio last summer.

Finally, Raphael's dogged persistence and Soderlund's endless efforts to promote her career paid off. In the fall of 1982, she landed a late-night advice show on NBC's new Talknet, an experiment in reviving network radio.

Raphael was brilliant at the quiet, one-on-one of counseling callers about their everyday problems. Millions listened as she coached a shy midwestern farmer in the art of asking for a date or comforted a woman with terminal cancer.

By 1983, Raphael had developed a loyal following of late-night listeners. NBC Radio stepped up its promotion of the show and one day, a Talknet staffer called Burt Dubrow, executive producer of *Braun & Company*, a daily talk show produced at Cincinnati's WLWT and

syndicated in the midwest. The staffer suggested Raphael as a guest for *Braun & Company*. Dubrow, who never listened to late night radio, hadn't heard of Raphael but thought she sounded interesting and scheduled her appearance.

A few weeks later, she sounded even more intriguing. "During the show, we used to run a list of next week's guests," Dubrow recalls. When Raphael's name went on that list, WLWT's phones lit up. "People wanted to know which day she'd appear," Dubrow says.

Finally, Raphael appeared on *Braun & Company* and the show's host, Bob Braun, interviewed her about her work. The show went well, but Dubrow was unimpressed. "When I thought of radio, I thought of Dan Ingram or Cousin Bruce," he says. "Low key wasn't what I'd

expected."

Still, Dubrow couldn't dismiss all those phone calls. When the next ratings sweep approached, Dubrow booked Raphael to appear again, and before the show went on the air, sat down and talked with her. "You know, you weren't very good the last time you were here," he said. "I'd heard all these great things about you and I expected more."

Raphael, surprised by his brashness but intrigued by his interest in her performance, told him she'd held back because it wasn't her show and she hadn't wanted to upstage the host.

"I told her not to worry about that and just to be herself," Dubrow says. "She went out there and was terrific."

As Dubrow watched Raphael toward the end of the show, he felt a door opening up on his life-long dream. Early in his career, Dubrow had worked with Woody Fraser on the Mike Douglas Show. "I'd always wanted to work with a great talk show host, the way Woody did," he says.

## MULTIMEDIA'S Mr. Talk

Anyone close to the *Sally Jessy Raphael Show* will tell you its success derives from two things: Raphael's extraordinary rapport with people and the genius of Burt Dubrow. The producer who launched both the *Sally Jessy Raphael Show* and the newer *Jerry Springer Show*, Dubrow works with both programs and is also involved in other development efforts at Multimedia.

His genius, observers say, lies in his endless energy and his absolute love of television.

"Burt has an intuitive sense of what people want to watch," says Michael Fields, vice president and station manager of WQEX-TV Pittsburgh, who hired Dubrow early in his career to work on a talk show at WLS-TV Chicago and later convinced him to produce a show for Warner Cable's QUBE system in Pittsburgh.

In addition, Dubrow works magic with on-air personalities. "Burt works better with talent than anyone I've ever known," says Richard Thrall, senior vice president of operations and administration at Multi-



media Entertainment. "I think it comes from his tremendous respect for television. "It gives him a great feel for this business and for what the audience will react to."

Those same instincts led Dubrow to believe that Raphael, who had worked in local television, could grow into a major star.

Dubrow's discovery of Raphael, "is the best call I've ever seen," says Peter Lund, executive vice president of the CBS/Broadcast Group, who was president of Multimedia Entertainment from 1987 to 1990.

"That was not an easy call and it wasn't a call many other people would have made," Lund continues. "It's a lot easier to take someone famous and see if they'll work in a talk format than it is to take someone virtually unknown and build from there. Burt deserves the credit for doing that."

And finally, Dubrow has a flair for finding program topics that will attract attention, says Squire Rushnell, a long-time ABC Television Network programmer and now an independent producer. "Burt has a good sense of the kind of TV material that is highly promotable," Rushnell says, recalling in particular an installment of the *Sally Jessy Raphael Show* in which the guests appeared naked. "That was the first time a TV show featured nudists right there on the set," Rushnell says. "It proved to be a benchmark in the show's audience growth and it was typical of the daring kinds of things Burt can do—and pull off so well." □

CELEBRATING  
*Sally*

And Dubrow had reason to believe that Multimedia Inc., which owned WLWT, would support him if he wanted to build a show around Raphael. The company had created daytime TV's number-one talk show, *Donahue*, and frequently encouraged its station managers and producers to come up with ideas for new shows.

The next time Braun went on vacation, Dubrow asked Raphael to guest host a week of shows. Raphael, who'd learned not to expect much from any new broadcasting assignment, agreed, thinking she'd at least end up with five pilots she could use to try and get a show of her own.

During Raphael's week on *Braun & Company*, Dubrow experimented with different approaches to the show. "I tried a lot of different things—I even had her sing," he recalls. "I wanted to see what she could do."

By the end of the week, he was afraid to let Raphael leave before signing her to a development deal. He ran downstairs to see Walter Bartlett, who at the time was president of Multimedia. "I told him I'd been working with Sally and wanted to do something with her," he recalls.

Bartlett walked upstairs with Dubrow to meet Raphael and after she left, told Dubrow he'd already been tipped about her talent and potential for TV.

About a year and a half earlier, Phil Donahue and his wife, actress Marlo Thomas, had vacationed in the Caribbean and when they returned, Donahue had called Bartlett to tell him about a late night radio personality he'd heard on NBC's *Talknet*. "Phil was really impressed with her. He said he didn't know what she looked like or whether she'd work well on television," Bartlett recalls. "But he thought we ought to find out more about Sally Jessy Raphael."

Bartlett had passed Donahue's recommendation along to programmers in the company. And now, by sheer coincidence, Dubrow had discovered her.

A few weeks later, Multimedia signed a surprised and still skeptical Raphael to a development contract. Not long after that, Dubrow called to offer her a morning talk show on the station Multimedia owned in St. Louis, KSDK. KSDK needed a new morning talk show, recalls Bill Bolster, president and general manager

of WNBC-TV New York, who at the time was KSDK's general manager. "We also had a brand new studio that would work perfectly for the show," he says.

Raphael, who expected her new show to be cancelled after the first 13 weeks, didn't even think about giving up her radio job or her apartment in New York. Instead, she began spending two and a half days a week in St. Louis.

And Dubrow, who continued to pro-



Producer Burt Dubrow and Raphael  
and one of the Emmys.

duce *Braun & Company*, began flying into St. Louis for the same two and a half days each week. Before the new show went on the air, Raphael and Dubrow brainstormed about what it should be like. She'd interview guests and, like Donahue, would get the audience involved in the discussion. They'd do issues as well as lighter topics and when possible, have celebrity guests.

Still, Dubrow felt he needed more. He hadn't found the show's signature—what would set it apart from the competition in St. Louis and, later when Multimedia syndicated it, from the network and syndicated shows it would be going up against.

Then one night he found it, during a long dinner conversation with Raphael.

"We were at the Drawbridge Inn in Covington, MO," he recalls. "I said to Sally that if we're going to work together, I need to know more about you. Tell me about yourself."

Raphael told Dubrow about her life and what she'd always wanted to do in broadcasting. "I told him I was best when I related to the audience the way I did on radio, Raphael recalls in her autobiography, *Sally: Unconventional Success*. "It had to be person to person, or it wouldn't be me."

Dubrow listened, and then said to her: "Sally, I know what you want to do. You want to be Mr. Rogers for grownups."

Raphael's vision of broadcasting, as a means of communicating personally, as if to individuals, instead of mass audiences, jibed perfectly with Dubrow's own aspirations for the show. "I'm a child of the '50s," he says. "I come from the Arthur Godfrey, Dinah Shore, Gary Moore school of broadcasting where it was nice, with nothing abrasive. That's how I saw Sally. And I wanted to fashion the program after that."

Dubrow and Raphael decided that night that, although she'd involve her studio audience the way Donahue did, she wouldn't relate only to them. Instead, she'd look into the camera when introducing a topic or making a transition to something else. That way, she'd involve the audience at home, and she'd be able to relate, as Arthur Godfrey had, as if she were speaking to just one other person, instead of to thousands.

*In Touch With Sally Jessy Raphael* launched on Oct. 17, 1983, as a half hour morning show on KSDK, following *Donahue*. The show was live and included telephone call-ins on Mondays, Tuesdays and Wednesdays, when Raphael was in St. Louis. On Thursdays and Fridays, it aired on tape.

Initially, Raphael tackled two topics a day. "That was my bright idea," Dubrow recalls. "I wanted us to be different, but we never had enough time to really get into each topic, so eventually, we switched to just one."

Ratings for the show outperformed those of the local talk show *In Touch With Sally Jessy Raphael* had replaced, but they weren't huge. "We were up against *The Price is Right*, which was doing 7s, 8s and



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CELEBRATING  
*Sally*

9s," Dubrow recalls. "I broke out the champagne when we did 2."

As the months went by, Raphael grew more and more polished in her approach and her ratings started to climb. By the fall of 1984, Multimedia Entertainment began offering her show to other stations and the following spring, introduced it at NATPE International's annual program conference.

Pitching the *Sally Jessy Raphael Show*, as it would be called in syndication, wasn't easy. "Network affiliates didn't preempt as much back then as they do now, so there weren't very many time periods open in the morning," recalls Lee Jacoway, who at the time headed Multimedia Entertainment's sales operation. And Raphael, despite her continued popularity on radio, was unknown to many station managers. It was also unusual to see a woman hosting a TV show alone.

Nonetheless, Raphael brought something new to talk TV. "On one of our demo tapes of her show, a guest had started crying," Jacoway recalls. "And Sally walked over and put her arms around the woman and hugged her and

hone their format, trying everything from controversial issues, like homosexuality and women and the Catholic church, to celebrity interviews and, occasionally, ordinary people with extraordinary stories to tell.

They even tried one show where Raphael sat alone and took calls from viewers at home, the way she did on radio. (That didn't work, Raphael recalls, because it wasn't visually interesting enough.)

Then, on Sept. 25, 1985, something happened that changed the show's direction forever. A young woman, Stephanie, who'd been raped as a teenager had contacted Raphael on her radio show. Stephanie had been so ashamed of what had happened that she'd never told anyone, not even her closest friends or her husband, about it. But 14 years later she still couldn't sleep without having nightmares, was tortured by memories of the

times holding her hand, and quietly told her story in all its painful details. Raphael gently asked questions, reassuring her guest when she seemed to need it, and at one point, telling her she didn't have to go on, if she didn't want to.

"One in five women is raped," Raphael told her toward the end of the show. "If you've helped one other person with your story, then we've done a good thing."

*"I know what you want to do. You want to be Mr. Rogers for grownups."*

—Producer Burt Dubrow

A few feet away, Dubrow stood rooted to the floor. "It was as if the audience took a deep breath at the beginning of that show and held their breath for the next half hour," he recalls.

And as he watched Raphael close the show, Dubrow knew that that half hour had worked in a way that none of its predecessors had. "It felt right," he recalls. "It was someone telling her story to Sally."

From then on, the show's producers zeroed in on ordinary people with stories to tell, and in particular, stories that would illuminate an issue if told on the air.

For four years, Raphael and Soderlund flew from New York to St. Louis each Sunday night. On Monday and Tuesday, she would tape TV shows during the day and broadcast her radio show at night, at first from a local radio station and eventually, from her hotel room. On Wednesday, she'd tape another show and all of the promos that needed to be sent out to local stations, then fly back to New York in time to do her radio show from Rockefeller Center.

It was a grueling commute, and to make up for it, Raphael and family counted frequent flyer miles and took exotic vacations, including one to Japan.

Then, in 1987, an opportunity opened up for the show to move closer to Raphael's home. Lou Freifeld, general manager at WTNH-TV in New Haven,

Behind-the-scenes, on the set with Jerry Lewis



the woman hugged her back. It was very moving, and something you didn't see on TV back then."

By May of 1985, *The Sally Jessy Raphael Show* aired in 57 markets, including Atlanta, Boston, Miami, Seattle, Washington, D.C. and even New York, although the clearance there was at 2 a.m. Dubrow and Raphael continued to

incident and felt it was about to destroy her marriage. She told Raphael she'd called her because she thought she'd understand.

A few months later, Stephanie contacted the *Sally Jessy Raphael Show* and agreed to tell her story there.

Her eyes and nose puffy from hours of crying, Stephanie sat next to Raphael, at

Conn., liked Raphael's show and had heard about her horrendous schedule.

"Years before, Sally and I had both worked for WPLG in Miami at the same time," he says. I approached Mike Weinblatt, who at the time was president of Multimedia Entertainment, and suggested the show might benefit from moving to WTNH, where it would be closer to New York."

Dubrow liked the idea. Not only would Raphael be closer to home, but the show's producers would probably have better access to guests.

Weinblatt and Freifeld struck a deal and on June 15, 1987, the *Sally Jessy Raphael Show* debuted in its new city. It was a day Freifeld will never forget. "The guests were members of the Ku Klux Klan," he recalls.

But the switch to New Haven wasn't the only move Raphael made that year. NBC got out of the network radio business in 1987 and sold Talknet. The new owners offered Raphael a cut in pay with stock options, telling her agent, "If the broad doesn't like it, we'll get another broad." Raphael let them know that "the broad" didn't like it, and moved her show to the ABC Radio Network, where she stayed until 1991, when she gave up the show to concentrate more fully on TV.

Ratings for the *Sally Jessy Raphael Show* climbed steadily during 1988. Because WTNH had enough time open on its schedule, the show expanded to an hour that year and began offering both the hour and an edited-down half-hour version in syndication.

By 1989, 131 stations were carrying the show and its Nielsen ratings average had climbed to a 4.3. Under the leadership of then-president Peter Lund, Multimedia Entertainment stopped offering the show's half-hour version and successfully switched all 131 stations to the hour.

But the show's, and Raphael's, biggest victory was yet to come. In June 1989, Raphael won the Daytime Emmy award for outstanding talk show host. The following month, Multimedia announced it would move her show's production to New York.

"Sally had been spending more time in a limo, driving from New York to New Haven and back, than she'd been spending on a plane when she'd commuted to St. Louis," recalls Dick Thrall, senior vice



Sally: "I'm a survivor."

president of operations and administration at Multimedia Entertainment. "We wanted to make her life easier and by then, the show had grown, so we were able to afford the move to New York."

On Sept. 25, 1989, the *Sally Jessy Raphael Show* premiered from its new home, Unitel Studios on New York's West 57th St., where it is still produced today. Raphael finally lived and worked—both jobs—in the same city. And producers of her show no longer had to coax guests to fly or drive a long distance to appear on the show.

In 1990 came another Daytime Emmy—for outstanding talk show—

and ratings continued to climb. By 1992, Raphael's show was the highest rated morning talk show in syndication.

Today, the *Sally Jessy Raphael Show* ranks among television's top three syndicated daytime talk shows. It continues to concentrate on ordinary people whose extraordinary stories reflect the challenges individuals face in contemporary society.

"The vast majority of guests are ordinary people who simply want to tell their stories—not for self-aggrandizement, or so they can get famous, but because it might save someone else from disaster," Raphael says in her autobiography. "They just want to say to others, 'this is what happened to me. Learn from it. Hear the lessons and be careful.'"

Raphael, who more than any other TV figure is known for her empathy, adds in her book that she, "genuinely loves" meeting people like Stephe, the rape victim who appeared so poignantly in 1985.

"I relate to their pain," she says. "Maybe the reason is that, like them, I'm a survivor." □

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# QUESTIONS & ANSWERS WITH *Sally*

## A Listener Talks Back

**Sally Jessy Raphael has been called the talk show host who listens. Not long before her show entered its tenth television season on the air, we sat down with her and talked, about radio, TV and the art of managing one of America's most popular electronic town halls.**

### What has surprised you most about doing the Sally Jessy Raphael Show?

The fact that it took so long for people to accept talk shows as a valid public forum. We did it for so long and no one thought it was important. And then, in the last election, when the politicians started to see talk shows as an acceptable way to reach people, things changed.

The other thing that has surprised me is how the print medium finds it necessary to attack and demean talk shows by their choice of words and the kind of interviews that they do.

Every time I meet a print reporter, it's always the assumption that everything is tabloid, that we do no possible good and that we're prurient people pandering to the lowest common denominator. Which is fine unless you've ever watched talk shows with any regularity, and you realize that if we're like that, so is the Quaker town meeting.

### Do you miss radio?

Greatly. Radio is one-on-one and highly creative. When you get on the radio, you're the sum total of who you are and how you sound and what your background and your education are. And you can do anything. The point in radio is to fill up all that time and the point in television is how quick can we do it.

And radio and TV have no relation to each other. A radio audience doesn't follow you into television, people who listen to the radio aren't the people who watch television. There's no spill over, and because you're good in one doesn't necessarily mean you have any talent in the other and yet they're both called broadcasting. I liken the differences between them to those between an artist who does very fine Japanese calligraphy and one who does heavy metal sculpture with a welding torch. Their talents are completely different.

### But you had fans follow you from radio to your TV show, didn't you?

Very, very few. And the radio people still come up to me wherever I am and say, "I miss you. I miss you in the night," and they never make the transition.

### You said during a presentation at the Museum of Television and Radio last spring that AM and FM are dying.

It's true.

### What happened?

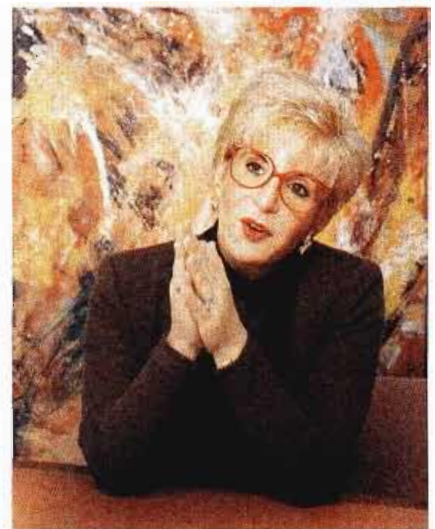
For a long time AM radio stations were licensed to steal. You could do anything, put anything on, be anything. And the station owners thought it would never end. They never watched FM come up.

### What could they have done?

There's all kinds of legislation that they could have enacted. They could have changed the way the AM and the FM dials are arranged. They were very powerful. The people who owned these stations usually ran the newspaper in a given town and eventually, they owned the television stations too. They thought it would never end, and they didn't watch it. It turned into a jukebox and the minute it became a jukebox, FM was able to come in and take it over. And even today, no matter what they say about radio, it isn't a force, and it could have been. It could always have remained a force.

### If they'd kept the personalities?

If they'd developed personalities. They didn't. The first thing they did was fire



anyone who had any talent and put on people who were 18 to play records. And they lost their news departments. Every once in a while something happens and your only source of information is the news, and you turn to an AM station and they don't have one newsmen on the staff.

#### Could radio come back?

No.

#### So the power has passed completely to TV?

A lot of TV has had its day, too.

#### How so?

Once you get 500 channels, there won't be that power the networks once had. Never again.

**Do you think your experience coming up in broadcasting, with the professor at Columbia University telling you, 'You have the finest female voice I've ever heard and you read copy like no one else, you'd better get a job as a secretary,' and the people who bought NBC Talknet saying, "If the broad doesn't like it, we'll get another broad,"—did you have an unusually bad experience trying to build your career in broadcasting, or was your experience typical?**

I think I had an unusually good time.

*A radio audience doesn't follow you into television, people who listen to the radio aren't the people who watch television.*

#### A good time?

Yes. There are people who have had a much worse time than I have. The difference between me and them is that I get angry and fight back.

#### The others give up?

We've lost a lot of great talent because people give up. Not only women but

men, too, give up. I think the difference is that I'm just stubborn.

**You said during an interview at the Museum of Television and Radio last summer that women are going down hill in terms of careers in broadcasting. Can you elaborate on that?**

We had women in the '50s in broadcasting who were, as the French phrase calls them, "women of a certain age." We had Pauline Fredericks at the United Nations, we had Wendy Barry, we had Jinks Falkenberg. We had all the women on *What's My Line?* And all those women were allowed to be themselves—be their age, be their economic status, be who they were.

Suddenly one day in the early '60s, these women of a certain age disappeared off the face of the earth and then there was almost nothing but men on the air for about a decade. At the beginning of the '70s, they were replaced by young girls with blond hair and a turned under bob. And if you didn't fit, if you hadn't been old enough to be the woman of a certain age, and you hadn't been a man in the '60s, then there was

nothing left of you in the '70s unless you looked correct.

And all of the things that Christine Kraft said about having them touch your hair and curl your hair and dye your hair



and put on a jacket and take off a jacket and wear a blouse and don't wear a blouse—all of those things have been done to me in broadcasting. She under-

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## CELEBRATING Sally

stated how bad it was. You were of a certain look, and if you didn't make that look, there was no place for you.

### And it's still that bad?

Yes. I'll tell you who it's bad for. It is very bad still for newswomen. I have a feeling that when they get to be 35, they're taken out behind the studio and shot, since all we see on the news is the younger woman and the older man.

### What has to change, so that women in broadcasting get fairer treatment?

When the economics got tight in broadcasting, women were the first to go, and the sum total of all of our experience is that we are less represented now than we had been in the '80s.

### And it will take time to build back the ranks of women?

It will take time.

### When Multimedia hired you to do the talk show in St. Louis, how did you and Burt Dubrow decide what you were going to put on that show? You said in your book that you two sat down and brainstormed for a couple of days?

We did. We tried everything in the early days of the show. And that was very good for us all, because we learned an



awful lot very quickly by trying things. And we just stumbled into it. All the best things I've ever done—Talknet on NBC radio, the television show—happened because we were so unimportant that nobody paid any attention to us. If left alone and not directed, people can do amazing things. You see, this was a little

unimportant television show at the station that Multimedia owned in St. Louis and no one expected it would do anything, and it started out not doing anything. Therefore nobody watched it. Nobody called up and sent a memo. Nobody said: "What are you doing?"

### But Multimedia had its eye on you for syndication right from the start.

Could be, but they never told me. They are a wonderful company because they never said, "Do this or do that." They never tried to change my looks. They never did any of those things. It wasn't important enough.

And the same thing was true of Talknet on NBC. It was, "Network radio's dead, if these people want to try it, let them try it. What can it cost?" I was earning less than my engineer when I was on network radio. But by the time they turned around, it had captured a place for itself, and that's what was important.

### Does it upset you when guests on your show yell at each other?

Oh, yes.

### You just swallow it and let them yell?

I swallow it and let them yell. It upsets me because of the way I was brought up. I was brought up to think that you were polite to people and you're loyal and faithful and you don't tell family secrets and you never lose your cool. Now, that would make terrible television. So, I've learned to adjust.

I'm also physically a coward. If I think anyone's going to hit anyone else, I leave. I don't try to break 'em up.

### You've actually walked out?

No, I'll walk up the stairs. That's body language. I won't go down to get hit by a chair.

### When your show first went on the air, you had to tone down your interview style, because it was too aggressive. Do you ever wish that you could be more aggressive on your show?

No, because it is the nature of the discipline and I don't regret that. There's a need for tremendous force in radio, because it's not visual. Your ears have to be assaulted by a great deal of strength. And if you show that on television, it becomes strident. It becomes too much,

## Programmer on a Roll

As Multimedia celebrates Sally Jessy Raphael's first decade, it can also raise a champaign glass (or two) to some other, notable victories. Its *Rush Limbaugh Show* premiered this fall with a 3.3 rating and ranked fourth in the late night talk sweepstakes behind *The Late Show With David Letterman*, *Tonight and Nightline*, and ahead of all other syndicated contenders.

*The Jerry Springer Show* also premiered to a bigger audience than last fall, up 23 percent. And Multimedia is trying to mount a new half hour talk show for next season, hosted by exercise and self-improvement guru Susan Powter.

By year's end, Multimedia Entertainment will have produced 20 hours of made-for-TV movies and miniseries, in-

cluding the recently aired *Donato and Daughter*, starring Charles Bronson, which ranked second in its time period on CBS against the highly publicized premiere of ABC's *NYPD Blue*. Other films include *Torch Song*, starring Raquel Welch, which aired on ABC, and *Dazzle*, based on a Judith Krantz novel and set to air on CBS.

And then there's the Talk Channel, a proposed 24-hour-a-day cable network that will present a seamless strand of talk that will react to news and issues of the day. Talk Channel won't be broken into shows, but will develop personalities who will host two-to-three-hour blocks each day. Multimedia has begun marketing the new channel to cable operators and hopes for a launch in October 1994. □

too large. So once again, we're not making a sculpture with a blow torch; we're working with a fine brush.

There's a difference in the way you do things on radio and TV. Somebody did a study where they counted how many times the host talked on all the different talk shows. It was published in a magazine. And I was by far the person who talked the least. Now let's say I had a job in radio and I didn't talk at all. There'd be nothing but dead air. So there's a big difference. In radio, keep talking. On television, less is more.

**Have your studio audiences changed over the years?**

No, but there are big differences in the audiences of different cities.

**In the way you manage them?**

No. I don't think you manage them. I think you let them be. But New York is a melting pot. We've done remote shows in other cities, and boy, there's a big difference.

*People don't read the health column of their newspapers, yet they'll watch a talk show on a given disease. Talk shows have been an enormously powerful force.*

**People don't talk as much?**

New Yorkers are just like that New York cab driver who chews your ear off, and then says, "Lady, where do you want to go?" Everybody's got an opinion. And people are really amazingly liberal and tolerant of each other. Because we've pretty much seen it all. New Yorkers make a wonderful audience.

**How do you answer critics who call talk shows trash TV?**

The only ones who say that are the peo-

ple who don't watch. People don't read the health column of their newspapers, yet they'll watch a talk show on a given disease. Talk shows disburse more medical information than any other source. Yes, you can see a show that is prurient, and you can see a show about sex, but it's like saying the newspaper is the crossword puzzle.

I also feel very strongly that when Phil started to talk about drunks, everyone thought they were people in the Bowery. And now we know that one out of every five families in America has some kind of an addiction and is touched in some



way by an addiction problem. I know that incest was a taboo subject five years ago. Now people can come on and talk about it and this has ramifications as far as enacting legislation, forming support groups and making people aware. Talk shows have been an enormously powerful force.

We taped a show today about mothers being held responsible if their hus-

bands molest or beat their children. If you and I were walking down the street, and I started to hit somebody, and you stood there and watched me, you'd be an accessory to a crime, because you didn't do anything to stop me. Yet, how many mothers will allow a husband to hit a child? Just because it happens in the house doesn't mean that you are not an accessory to a crime.

**You mentioned in your book that you believe low self esteem is a problem that's getting worse in the U.S.**

Exactly.

**How can it be getting worse, with so many people working on it and writing books about it?**

We're working on it in the big cities—you and I, and the people we meet when we go to dinner at fancy restaurants in New York. But get on an airplane and go to a smaller town and it's always, "Oh, I couldn't," or "I don't," or "I had to put up with that" or, "I couldn't support myself," or "I was homeless," or "I don't have any money," or "I have no power."

We have never gotten the message out about self empowerment. Whatever the women's movement did, the message never got out. We do almost nothing to empower ourselves, not the Girl Scout movement, nothing. Only among highly educated people in urban and certainly suburban areas do we seem to have accomplished that. The average woman in the United States thinks less of herself than the average Italian mamma making pasta. It really is awful, but that's what television shows are made about. Maybe if we keep showing it, people will understand. □

*Congratulations Sally!*

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# THE OTHER Sally

From collecting saints to producing mystery movies,  
this broadcaster stays busy off the air.

**T**here's much more to Sally Jessy Raphael than the talk show that eats up so much of her time. There are her collections, for instance.

"Karl and I collect Dolf Jensen," she says, referring to her husband of 29 years, Karl Soderlund, and the rare work of a Danish potter whose output spanned only the decade between 1970 and 1980. "There are times we couldn't have gotten divorced even if we'd wanted to," Raphael laughs. "We couldn't have split up the Dolf Jensen."

In addition, the pair collects patchwork quilts, some of which are on loan to museums, Puerto Rican primitive hand carved saints ("You learn a lot about religion investigating those"), and egg beaters (they were all Sally and Karl could afford during the lean days when she held down three low-paying radio jobs at once in Miami).

Raphael also collects model trains and builds layouts for them and has a passion for autographs, particularly those of 20th century artists.

"Collectors are never bored," Raphael says. "It always gives you something to do, no matter where you are in the world. There's always something to investigate, to learn about. And you're never finished with it. There's always another quilt, another piece of china to look for."

Most of Raphael's time is consumed by her show, but she donates appearances to UNICEF and works with support groups for the families of brain trauma injury victims. (Her son J.J. is recuperating from such an injury sus-

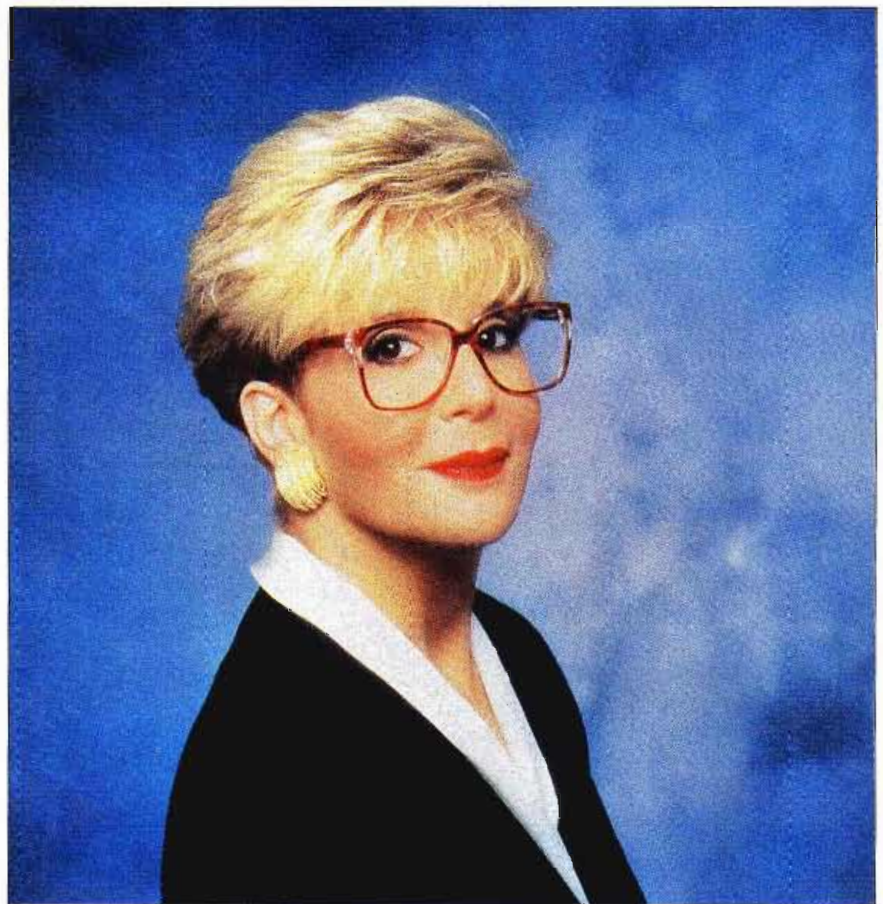
tained in a car accident in 1992). She and Karl have been active in animal welfare groups for many years.

And then there's Raphael the movie-of-the-week producer. "I've sold two ideas and I'll be producing them in California," she says, refusing to disclose which network plans to air them. Both movies are mysteries. (Raphael's favorite TV show is the Arts & Entertainment Network's *Lovejoy Mysteries*).

In addition, Raphael will appear in a prime time television special in February, but won't disclose the network until it's ready to make the announcement.

Asked when she'll find time to produce movies in addition to everything else, she says: "It scares the hell out of me. But I'm going to do it. I went around peddling things for two and a half years and was turned down by everyone in Hollywood. Then finally I got a call. You bet I'm going to do it. I'm too stubborn not to!" □

*This advertising supplement  
was written by Kathy Haley.*





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## Judging Panel

Ken Auletta,  
author

John Chancellor, senior commentator, NBC News

Richard M. Clurman,  
journalist

Osborn Elliott  
professor of journalism, Columbia University

Ellen Goodman, columnist, The Boston Globe

Charlayne Hunter-Gault,  
national correspondent, MacNeil/Lehrer NewsHour

Mike Wallace, correspondent, CBS News

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## Hollywood heads for Europe, hat in hand

Foreign investment in U.S. TV productions grows

By Geoffrey Foisie

**P**rogrammers may disagree with politicians who complain about foreign investment in the United States. Small Hollywood producers, cable networks and others are increasingly benefiting from having partners with a European accent.

One estimate is that during the past year, \$100 million from German, French and Italian sources found its way into U.S. TV productions.

Foreign investment in U.S. television shows is not entirely new. Paramount has used co-financing for some time, as have made-for-TV movies.

But European financing has picked up recently. According to CBS Enterprises President Jim Warner, "I've been involved in this area for some time, and the difference is that there is more happening now, especially in the hour area."

Among recent co-financing deals:

- *Highlander* receives about half its reported \$22 million action-hour budget from European partners, including France's Gaumont.

- *Thunder in Paradise*, the Hulk Hogan vehicle beginning next year, also is approximately half financed by Germany's RTL Plus.

- *X-Men*, the Fox children's network hit show whose first-year budget is said to be \$400,000 per episode, is financed by a four-way split involving Polygram and its U.S.-based partners Fox, Saban and Marvel.

Major participants in co-financing include Silvio Berlusconi's Reteitalia of Italy and Germany's Kirch Group.

Having European financing helps programing qualify as European-produced, says Lee Steiner, a partner with law firm Loeb & Loeb. That definition allows programing to slip through foreign-content barriers that the European Economic Community wants member countries to adopt. France has strict limits, and several other countries are considering them.

### Looking for tax breaks

By qualifying as European-produced,



The action show 'Highlander' gets about half its budget from European partners.

programs also may qualify for production subsidies or tax breaks from those countries, Steiner says.

U.S. companies have additional motives for looking abroad for financing. Increasing production costs, declining network fees and diminished syndication revenue have the production/syndication community looking for alternatives, says Stan Golden, president of Saban International.

Whereas several years ago some or all of those deficits could be made up by international syndication, that market, especially in Europe, has been hurt by recession. Some foreign markets also were overbought, and broadcasters there are now more cautious about buying syndicated product.

John Dellaverson, an attorney with Loeb & Loeb's Rome office, says Eu-

ropean broadcasters also are finding that off-the-shelf U.S. product doesn't work as well in prime time. Audiences are more likely to prefer shows produced in their home country. And while the U.S. shows could run at other times, the significantly lower ad revenue outside prime time makes it hard for European broadcasters to recoup their costs.

European broadcasters don't like to produce their own programing: Production costs are almost equal to those in the U.S., while the resulting show will likely lack appeal in the U.S., Dellaverson says. And it probably will have less appeal elsewhere than will U.S. product, he adds.

### Co-financing means influence

The co-financing solution gives Europeans at least modest influence over U.S. product and gives the European equity partner a greater incentive to promote the shows. In a typical arrangement, Dellaverson says, the European partner or partners may have merchandise and home-video rights in addition to broadcast rights.

Rysler Entertainment probably has been the most active of U.S. companies seeking European investment. It distributes *Highlanders*, *Thunder in Paradise* and the upcoming *Robocop*.

What travels well are simple concepts, such as action-adventure, and shows with an internationally recognized personality, says Rysler President Keith Samples. "*Thunder* doesn't have a lot of European feel; the reason it works for people is that Hulk has a big following." Elements of the show can be modified to help RTL sell it abroad, Samples adds.

The recent trend also shows co-financing being used more for first-run syndication than for network product. Syndication is better able to guarantee foreign partners a minimum run, whereas network shows may be canceled early, Dellaverson notes: "There is more margin for error. Those shows don't have to get a 17 share to stay on the air." ■

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# Cosby gives up chase for NBC: 'It's over'

Wussler still in hunt, but network still not for sale, executives say

By Steve McClellan

**B**ill Cosby says he's taken NBC off his shopping list. Robert Wussler is still interested, but Wall Street remains skeptical. Meanwhile, NBC parent General Electric insists the network isn't even for sale.

GE Chairman Jack Welch last week told BROADCASTING & CABLE that he received a note and picture from Cosby about three weeks ago signaling Cosby's sentiments. The photo shows Cosby shrugging his shoulders and sitting alone at a large table in what appears to be a corporate boardroom. The accompanying note says, "Dear Jack, the investors never showed up."

Through a spokesman, Cosby is-

sued a confirmation: "While I did have an interest [in acquiring NBC], at the present time it's over."

Sources said Wussler, on the other hand, still was working with investment bankers (reportedly including Goldman Sachs) to put together a bid that would reach the minimum \$5 billion General Electric is said to believe NBC is worth. Reached last week, Wussler refused comment. Sources close to him, however, say he is far short of the capital he needs to be "in the ballpark" for a bid.

Last week, Welch reiterated that the network is not for sale and that he remains "absolutely committed to NBC." In fact, he said, no one has ever officially approached GE about

acquiring NBC.

According to Wall Street analysts, GE does not have a fiduciary responsibility to consider a bid for a subsidiary company. Some, including John Reidy of Smith Barney Shearson, think GE would be abrogating its responsibility to investors by considering offers now.

"Welch is an honorable man, and I think you have to take him at his word when he says no one has approached him about NBC and that the network is not for sale," Reidy said. As for Wussler's efforts: "We all have freedom of speech. For somebody to say they want to do something doesn't mean it's realistic or practical. This is a fantasy from start to finish." ■

## Changing Hands

This week's tabulation of station and system sales

**Suburban Boston** ■ A-R Cable Partners, a partnership comprising subsidiaries of Cablevision Systems Corp. and E.M. Warburg, Pincus & Co. Inc., bought three cable systems from Nashoba Communications for \$90 million. **Buyer** owns 20 cable system serving nearly 2.3 million subscribers in 19 states. **Seller** has no other cable properties. The systems serve 34,500 subscribers in 14 communities in suburban Boston.

**WCKT(FM) Fort Myers, Fla.** ■ Purchased by Radio Equity Partners (George Sossion) from Sandab Communications of Fort Myers Ltd. (Stephen Seymour). Price was not disclosed but is estimated at \$10 million-\$12 million. **Buyer** owns WWBB(FM) Providence, R.I., and WHYN-AM-FM Springfield, Mass., and has interests in WMXN-FM Norfolk, Va.; WQAL-FM Cleveland; WICC(AM)-WEBE (FM) Bridgeport, Conn.; WUNO (AM)-WFID(FM) San Juan, P.R., and KORG(AM)-KEZY(FM) Anaheim-Santa Anna, Calif. **Seller** owns WTTB(AM)-WGYL(FM) Vero Beach, Fla., and WQRC(FM) Cape Cod (Barnstable), Mass. WCKT has country format on 107.1 mhz with 25 kw and antenna 709 ft. *Broker: Richard A. Foreman Associates.*

**WKSJ(AM) Prichard and WKSJ-FM Mo-**

**bile, both Alabama** ■ Purchased by WAVH-FM Inc. (Carl T. Robinson) from Franklin Communications Partners LP (Morton I. Hamburg) for \$8 million. **Buyer** has interests in KVOR(AM)-KSPZ-FM Colorado Springs, KSSS(AM)-KVUU-FM Colorado Springs-Pueblo, both Colorado; KTCR(AM)-KEGX-FM Kennewick-Richland, KUDY(AM)-KKZX-FM Spokane, and KEYF-AM-FM Dishman-Cheney, all Washington; KZKX-FM Seward and KTGL-FM Beatrice, both Nebraska, and WAVH-FM Mobile, Ala. **Seller** owns WRKA(FM) St. Matthews, Ky., and WCAW(AM)-WVAF(FM) Charleston, W.Va. WKSJ(AM) has country format on 1270 khz with 5 kw day, 103 w night. WKSJ-FM has con-

temporary country format 94.9 mhz with 100 kw and antenna 410 ft. Filed Oct. 25 (AM: BAL931025GK; FM: BAL-H931025GL). *Broker: Blackburn & Co.*

**WLZR-AM-FM Milwaukee** ■ Purchased by Saga Communications Inc. (Edward K. Christian) from Great American Television and Radio Co. Inc. (David H. Crowl) for \$7 million. **Buyer** owns 8 AM's and 14 FM's, including WKLH(FM) Milwaukee. **Seller** owns 4 AM's, 10 FM's and 6 TV's. WLZR(AM) has AOR format on 1340 khz with 1 kw. WLZR-FM has AOR format on 102.9 mhz with 50 kw and antenna 430 ft. *Broker: Star Media Group Inc.*

**WEZW-FM Wauwatosa, Wis.** ■ Purchased

### Second duopoly for Rochester

The Lincoln Group Ltd. (Albert L. Wertheimer) created two duopolies in Rochester, N.Y., by adding WPXY(AM) and WEZO(FM) to its currently owned WHAM(AM) and WVOR(FM). The acquisition of WYNO(FM), renamed WEZO, from Radio Livingston LP (Robert Savage) for \$465,000, and WPXY(AM), from Pyramid Broadcasting (Richard Balsbaugh) for a proposed \$500,000 (price still under negotiation at presstime), reaches the ownership limitations allowed by the FCC. Until the transactions are complete, the Lincoln Group, which also owns WBUF-FM Buffalo, will provide program and marketing services to the stations. WPXY has contemporary hits format on 1280 khz with 5 kw. WEZO has easy listening format on 93.3 mhz with 2.1 kw and antenna 381 ft.

-JAZ

by Heritage-Wisconsin Broadcasting Corp. (Paul W. Fiddick) from Multimedia Radio Inc. (Pat A. Servodidio) for \$5.6 million. **Buyer** owns WEMP(AM)-WMYX-FM Milwaukee. **Seller** owns WBIR-TV Knoxville, Tenn.; KSDK St. Louis; KEEL (AM)-KITT(FM) Shreveport, La.; WFBC-AM-FM Greenville and WORD(AM) Spartanburg, both South Carolina; WMAZ-AM-TV-WAYS(FM) Macon, Ga., and WLWT(TV) Cincinnati and WKYC-TV Cleveland. WEZW-FM has adult contemporary format on 103.7 mhz with 19.5 kw and antenna 840 ft.

**KOQL-FM Oklahoma City** ■ Purchased by NewMarket Media Corp. (Stephen Robertson and Pete Schulte) from Entercom (Joseph M. Field) for \$3.5 million. **Buyer** owns WNOE-AM-FM New Orleans; WREC(AM)-WEGR-FM Memphis; WSJS(AM)-WTQR-FM Greensboro/Winston-Salem, N.C., and KXXY-AM-FM Oklahoma City. **Seller** owns KITS-FM San Francisco; KLDE-FM Houston; KMTT-AM-FM Seattle-Tacoma, Wash.; KRXX-AM-FM Minneapolis; WDSY-FM/WEEP(AM)-WXRFB-FM Pittsburgh, and WYUU-FM Tampa-St. Petersburg and WKTK-FM Gainesville-Ocala, both Florida. KOQL-FM has oldies format on 101.9 mhz with 100 kw and antenna 1,388 ft. *Broker: Star Media Group Inc.*

**KXOK(AM) St. Louis** ■ Purchased by Crawford Broadcasting Co. (Don Crawford) from WPNT Inc. (Saul Frischling) for estimated \$1.5 million-\$2 million. **Buyer** owns KPHP(AM) Lake Oswego, Ore.; KCBC(AM) Riverside, Calif.; KLZ(AM) Denver and KLTT(AM) Brighton, both Colorado; KPBC(AM) Garland, Tex.; WYCA-FM Hammond, Ind.; KBRT(AM) Avalon and KCBC(AM) Oakdale, both California; WDCX-FM Buffalo, WDCZ-FM Rochester and WDCW (AM) Syracuse, all New York; WDJC-FM Birmingham, Ala., and WMUZ-FM Detroit. **Seller** owns WLTV-FM Pittsburgh and KXOK-FM St. Louis. KXOK(AM) has black format on 630 khz with 5 kw. *Broker: Bergner & Co.*

**WNOO(AM) Chattanooga and WFXS-FM Soddy Daisy, both Tennessee** ■ Purchased by Pye Broadcasting Inc. (Lionel F. Pye Jr.) from Tennessee Communications LP (William H. Sanders) for assumption of debt worth \$1.5 million. **Buyer** owns WTTI(AM) Dalton, Ga. **Seller** has interests in WAFX(FM) Prattville, Ala.; KVFX(FM) Mantela, Calif.; KTVH (TV) Helena, Mont.; WTKT-AM-FM Georgetown, Ky., and KWST(TV) Yuma, Ariz. WNOO has black format on 1260 khz with 5 kw day. WFXS-FM has classic rock/AOR format on 102.3 mhz with 3 kw and antenna 287 ft.

**WVLR(FM) Lynchburg-Roanoke, Va.** ■ Purchased by Virginia Network Inc. (Bruce Houston) from L-R Radio Group

**Proposed station trades**

By dollar volume and number of sales

This week:

AM's □ **\$2,040,000** □ 2  
 FM's □ **\$21,760,000** □ 5  
 Combos □ **\$16,500,000** □ 3  
 TV's □ **\$0** □ 0  
 Total □ **\$40,300,000** □ 10

So far in 1993:

AM's □ **\$64,270,144** □ 213  
 FM's □ **\$608,845,020** □ 344  
 Combos □ **\$689,111,124** □ 194  
 TV's □ **\$1,627,435,951** □ 87  
 Total □ **\$2,989,662,239** □ 838

For 1992 total see Feb. 1, 1993 BROADCASTING.

Inc. (Robert Goyns) for \$1.06 million. **Buyer** owns WXYU(AM)-WJJS(FM) Lynchburg-Roanoke and WRHX(AM) Herndon, both Virginia, and KKCJ(FM) Kansas City, Mo. **Seller** has no other broadcast interests. WVLR has urban contemporary format on 102.7 mhz with 22 kw and antenna 745 ft. *Broker: Bruce Houston Associates Inc.*

**KAKQ-FM Fairbanks, Alaska** ■ Purchased by Comco Broadcasting Inc. (Robert Visser) from North Country Wireless Inc. (Thomas C. Tierney) for \$600,000. **Buyer** owns KIAK(AM)-KIAK-FM Fairbanks, Alaska. **Seller** owns KLAM (AM) Cordova, KZXX(AM) Kenai, KVOK(AM)-KJJZ(FM) Kodiak, KSWD (AM) Seward, KVAK(AM) Valdez, and KENI(AM)-KBFX(FM) Anchorage, all Alaska. KAKQ-FM has adult contemporary format on 101.1 mhz with 25 kw and antenna 131 ft. Filed Oct. 27 (BALH931027GG).

**KZUE(AM) El Reno, Okla.** ■ Purchased by La Tremenda Radio Mexico Inc. (Nancy Galvan) from Magnolia Broadcasting Company Inc. (J.P. Collins) for \$40,000. **Buyer** and **seller** have no other broadcast interests. KZUE has Spanish format on 1460 khz with 500 w day. Filed Oct. 25 (BAL931025EA).

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## For some, duopoly means a pink slip

*Payroll cost savings emerging as major advantage of new mega-combos*

By Peter Viles

**R**adio's new ownership limits have created mega-combos of three and four stations where the buzzwords are "synergy," "streamlining" and "efficiency."

But for a growing number of managers in the radio industry, duopoly means something else: looking for a new job.

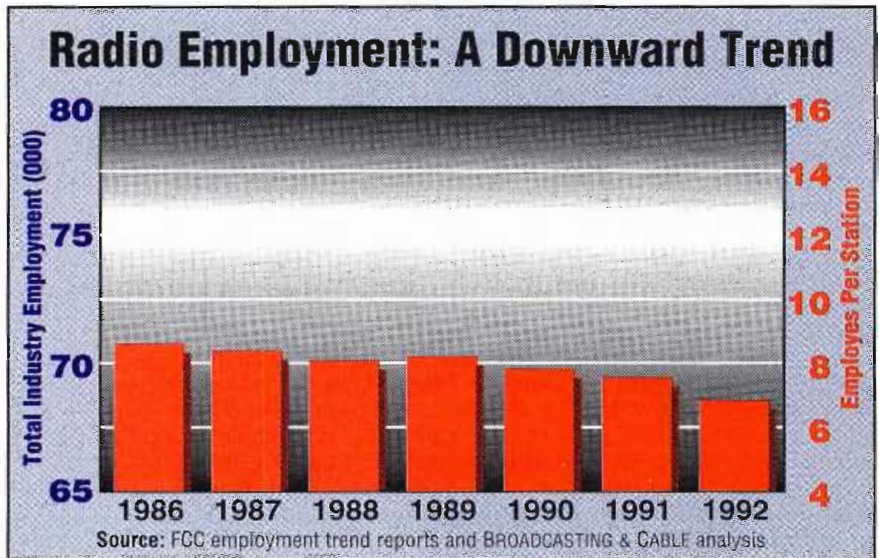
Consider the case of Craig Magee. After 28 years in radio, the past seven as general manager of KIKK-AM-FM, a country music powerhouse in Houston, Magee found himself out of a job when KIKK and KILT-AM-FM merged into a four-station duopoly under one general manager. He wasn't alone—13 others were laid off at KIKK.

"I did not have any inkling that it was coming," Magee says. "When you're the number-two revenue producer in a market and you've consistently been number one or two in ratings, it does give you a feeling of insulation from this sort of thing. That's probably why it came as such a big shock to everybody at the station."

It may have shocked some in Houston, but such job cuts have become almost commonplace in the radio industry this year. Fifteen months after the FCC loosened ownership limits, group owners are in general agreement that the biggest advantage of owning more stations in a market is the chance to combine some station functions and cut operating costs. And one of the biggest sources of such savings is in payroll.

"Originally, when people looked at duopoly they saw upside in both revenues and expenses," says broker Bill Steding of Star Media. "Clearly, expense savings has been a much more productive focus. It has almost always met or exceeded expectations."

Increasingly, group operators are deciding that new FM-FM combinations can be run with a single general manager instead of two, a single general sales manager, a single business manager, a single chief engineer and a



single news director. Other positions that are often combined: program director, national and local sales manager, as well as clerical, payroll and traffic jobs.

The executives who make these decisions express mixed feelings about cutting jobs. Still, most executives say that consolidation will help to make the industry stronger, by both reducing expenses and putting talented managers in charge of more radio programming and inventory.

"When all is said and done, I think we're going to have better people in key jobs, and a stronger industry,"

says Paul Fiddick, president of Heritage Media Corp.'s radio group.

It is difficult to gauge the extent of the job loss that duopolies are causing across the industry, because the new ownership limits come at a time when cost-cutting and automation trends are leading to job cuts at even standalone stations. In Dallas, for example, KRLD(AM), a standalone, recently slashed 15 full-time jobs and seven part-time jobs by combining some operations with a co-owned state radio network.

And surveys by the FCC and the Radio-Television News Directors Association show that the radio industry suffered considerable job erosion before 1992—before duopolies were a factor.

"Don't forget the recession," notes Fiddick. "Statistically, a person is probably more likely to lose their job because of a recession than because of a duopoly."

According to the FCC's annual employment report (see box), total employment in commercial radio dropped by 12% from 1989 to 1992, from 75,760 to 66,685. The average number of employees per station dropped even more sharply—by 16.7%, from 8.21 to 6.84, according to a BROAD-

**Duopoly**

**There is little doubt that new ownership rules, which allow a company to own as many as four radio stations in a market, are changing the industry. In a series of reports, BROADCASTING & CABLE is analyzing the impact of these duopolies.**

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The RTNDA, meanwhile, has tracked a decline in radio newsrooms. From 1988 to 1992, the number of separate radio news operations dropped 7.4%, from 6,200 to 5,740. The number of radio newspeople fell even more steeply: down 13.3%, from 18,000 to 15,600.

Partly because of duopoly, "I would expect the 1993 numbers will show a continuing decline," says RTNDA President David Bartlett.

More recent research conducted by George Nadel Rivin of Miller, Kaplan, Arase and Co., shows the beginnings of the impact of duopoly. From 1992 to 1993, he found, the percentage of stations employing chief engineers dropped from 84% to 78.1% and the percentage employing news directors dropped from 72.3% to 66.7%.

Using estimates and educated guesses, Fiddick calculates that duopolies will be responsible for industry-wide job loss of 1%-2% in 1993. Other estimates are considerably higher.

Steding predicts that, by the year 2000, 25% of those who were working in radio in 1992 will be out of the business.

"I think there are two things that make this issue appear to be somewhat bigger than it actually is," says Fiddick. "From an industry standpoint, the jobs being cut tend to be high-profile jobs—general managers, program directors and other names that people know.

"Second, they're finding themselves unemployed through absolutely no fault of their own. It's through simply having the bad luck to be on the wrong side of a duopoly issue."

Magee says that roughly half of the laid-off employees from KIKK are now looking for work outside the radio industry. "With duopoly as it is right now, in a very short time there may be half the number of jobs available as there are today," he says. "And the competition for those jobs is going to get pretty fierce."

Bill Sherard, who was "duopo-

lized" out of his job as GM at WCPT(AM)-WCXR-FM Washington, is now trying to put together a station group of his own. He sees a tougher job market in radio, one that will reward competitive, successful managers. "If you are not a generalist today—a triple-threat in terms of your skills and abilities—you're going to be out," he says. "It works out well for good employees. It's the 'B' players and the 'C' players who are going to get shuffled down.... The effect will be positive for the radio industry."

However, there are others who feel that the current wave of cost-cutting and job-cutting will weaken stations and ultimately hurt the industry. "I think it's very shortsighted thinking," says Mark Lapidus, recently laid off as promotion director at WCXR-FM. He adds: "I empathize with the people who are trying to get into radio today, because this is a terrible time to try to break in. A lot of very talented promotions people and on-air people are on the beach." ■

## RIDING GAIN

### Revenue up 8% in Sept.

Station revenue rose by 8% in September compared with 1992 levels and was 9% ahead for the first nine months of 1993, according to the Radio Advertising Bureau. National spot revenue was up 5% in September and 7% for the year. Network revenue rose by 6.7% in the third quarter and was pacing 6.6% ahead of 1992's weak showing, according to figures compiled by the Radio Network Association.

### ABC in China

ABC Radio International last week announced the formation of a new company, ABC Radio Partners International, to produce and syndicate programming for China and the Asia-Pacific region beginning in 1994. Based in Hong Kong, the company is a partnership of ABC Radio; Bozell, Jacobs, Kenyon & Eckhardt, and CAL International. ABC has produced music programs for a number of Chinese radio stations since 1988.

### Three-way merger final

In what is believed to be one of the

first three-way mergers in radio history, Atlantic Radio, Stoner Broadcasting and Multi Market Communications have formed American Radio Systems. The new group will operate in eight markets (Boston; Hartford, Conn.; Buffalo, N.Y.; Rochester, N.Y.; Dayton, Ohio; Des Moines, Iowa; Binghamton, N.Y., and Louisville, Ky.) and will have duopolies in five of them. Steven Dodge is chairman and chief executive officer, Joe Winn is chief financial officer, and David Pearlman is co-chief operating officer.

### BMI sues two stations

Broadcast Music Inc., in what appears to be part of a new crackdown on radio stations, has filed a copyright infringement suit against KBER-FM Ogden, Utah, and WWBZ(FM) Chicago. The suit cites 37 claims of music copyright infringement. In announcing the suit, BMI said it canceled KBER-FM's license in November 1989 and WWBZ's license in June 1993, both for failure to pay license fees. In August, BMI filed a similar suit against WGTK(FM) Middlebury, Vt.

BMI represents some 140,000 songwriters and other copyright owners.

### Still growing

Broadcast Programming has bought the assets of its major competitor, Bonneville Broadcasting System. A Seattle-based syndicator and digital equipment manufacturer, Broadcast Programming has expanded rapidly via acquisitions. With the addition of an estimated 250 Bonneville customers, Broadcast Programming says it will supply music formats, delivery systems, music libraries and consulting services to 1,000 stations.

### SIS sold to Alfa

Alfa Broadcasting has purchased Spanish Information Service (SIS) and Spanish Entertainment Networks (SEN) from Command Communications. Alfa was recently formed by Jose Perez-Ramirez, who owns six radio stations in Mexico, and Jose Luis Madrigal, an executive at SIS and SEN since 1978.

—PV



## Hot spots

continued from page 36

and it just didn't seem necessary to continue," he says.

Nevertheless, it remains a tough story to cover. "It's a very unsettling, difficult story to do and very emotionally draining," says Cassidy. As a result, CNN crew members and a single correspondent are being rotated in and out of the story every two weeks.

Lane Venardos, vice president of hard news and special events, echoed those thoughts, saying it wasn't worth leaving staff in place in such difficult surroundings when the prospects for continuous news or breaking developments are low.

Venardos also questions the effectiveness of the pool. "It kept our people bottled up and took forever to put

in place. Once again it showed how those things may look good on paper but don't necessarily help the news-gathering effort."

John Stack, director of foreign coverage, NBC News, says difficulties stemmed from the generally primitive conditions in Somalia. "To try to conduct any business there just isn't easy," he says, adding that the Defense Department was as cooperative as could be expected under the circumstances. "Their mission was to secure the release of the flyer, even at the expense of communication with the press. As journalists you can always wish for more cooperation, but you have to understand their concern to avert further violence."

The Defense Department is no more enamored of news pools than are the networks. Its position is that "open and independent reporting" should

guide news coverage of military operations. However, the military does restrict access when the security of troops or operations is a factor.

Meanwhile, in Haiti, each network has a crew and one or two correspondents on the scene. No pool has been activated, and officials say it is difficult to anticipate when—or if—one will be formed.

But for the news correspondents covering the Haiti story, it's no picnic either. According to Stack, some local people hired as guides were arrested recently and then released. Venardos reported that a camera crew had been "roughed up," while a rented car had been riddled with bullets (no one was in it at the time).

"There is a certain level of harassment," says Stack. "There's a lingering uneasiness. It's not like you'd want to go for a stroll after dinner." ■

## HEAD ENDINGS

### International expansion

Rafael Pastor, newly named executive vice president and managing director at USA Networks, went abroad last week to explore business opportunities in the United Kingdom. Pastor, who recently founded and launched Fox Broadcasting's Latin America network, earlier this month joined USA Networks with the responsibility of expanding USA Network and Sci-Fi Channel internationally.

### Hubbard signs Lifetime

Lifetime is joining the list of programmers to be offered on upcoming direct-broadcast satellite service United States Satellite Broadcasting. The DBS service, which will offer more than 150 channels beginning in April 1994, will also offer Viacom's Showtime, The Movie Channel, Flix, MTV, VH-1, Nickelodeon/ Nick at Nite, Time Warner's multiplexed HBO and Cinemax, Comedy Central, All News Channel and various pay-per-view offerings.

### Spring break, TNN style

In an effort to broaden its viewership to include younger demographics, The Nashville Network in March will present

*Spring Break 1994's Texas Week*, 24 hours of original programming for three days from popular Texas beach resort South Padre Island. The cable network will be promoting the event in *Rolling Stone* and other younger-skewing media.

### HSN, BET brainstorm

Home Shopping Network and Black Entertainment Television have signed an agreement to jointly explore business opportunities, including the creation of a shop-at-home programming service for BET viewers. The companies plan to introduce home shopping shows on a part-time basis on BET that will eventually expand to a spin-off shopping channel.

### Alexander the duck

*Seinfeld* star Jason Alexander will provide the lead voice for *Duckman*, the animated series set to debut in prime time on USA Network in early 1994. Nancy Travis and Dweezil Zappa will supply additional voices.

### Programming Network 1

Newcomer cable-programming service Network 1 has lined up a wide range of animated series, movies, informational programs and specials for its Dec. 1 launch,

including product from All American Communications, Pandora International Entertainment Group, LIVE Home Video, BRI, Fries Entertainment, Rhino Home Video and Unapix International. Los Angeles-based N-1, will provide cable system operators with a cut of profits from telephone calls generated by subscribers on 800 and 900 numbers.

### Nick on net

Viacom Entertainment will produce a prime time pilot for CBS, *Clarissa*, a continuation of the *Clarissa Explains It All* series that airs on Viacom-owned Nickelodeon.

### Wild, wild launch

Turner Network Television has acquired rights to the classic TV series *The Wild, Wild West* and will launch the show with a nine-episode marathon on Jan. 2 beginning at 4 p.m. ET.

### 'Wonderful,' 'Wonderful'

Co-owned WTBS-TV and TNT have reached a deal with Republic Pictures that will give the cable networks exclusive rights to the holiday classic movie *It's a Wonderful Life* between now and Dec. 14.

## FCC developing compatibility test

*Commission wants comments on plans to make life easier for consumers who have problems with VCR's, TV sets and cable TV boxes*

By Sean Scully

In a few years, you may not have to struggle to figure out how to interconnect your TV, VCR and cable box. In fact, you may not even need a cable box.

The FCC is seeking comment on a series of proposals to insure compatibility between cable systems, cable equipment and consumer electronics. The proposal is based on a report sent to Congress in early October, which was in turn based on a series of recommendations developed last summer by the Electronic Industries Association and the National Cable Television Association.

In the short term, says Alan Stillwell, assistant to the commission's chief engineer, the commission will require cable operators to provide equipment that will allow subscribers to use built-in features of TV's and VCR's, such as picture-in-picture and the capability of airing one program while recording another. Cable operators could provide bypass switches or cable boxes with two tuners and consumer-education materials explaining how best to interconnect and use equipment.

For the longer term, the commission proposes to require TV manufacturers to improve the quality of tuners

built in to sets and VCR's and to include a standard interface for a descrambling unit, which would replace a set-top converter box. Instead of providing a set-top box to subscribers, the cable operator would provide a small plug-in decoder unit, which would attach to the TV or VCR and allow it to perform the same functions now built into set-top boxes. It also would eliminate some of the problems that restrict consumers' use of built-in TV and VCR features.

Ultimately, Stillwell explains, the commission would like cable companies no longer to send scrambled signals into subscribers' homes. ■

## Cutting Edge

Edited by Sean Scully



**The National Association of Broadcasters** says the FCC needs to be very careful in revising the rules for directional AM antennas. On one hand, it says, the commission needs to loosen the current rules, which now require extensive and expensive field measurements, to allow stations to use recently developed computer software that can model and predict the behavior of signals from directional antenna arrays. On the other hand,

the NAB says, the commission needs to maintain fairly strict performance rules, including requiring some field measurements, to prevent stations in the already critically overcrowded AM band from interfering with one another even more than they do now. The association also noted that new rules should take into account the delicate financial health of many AM stations and not impose substantial new burdens on the broadcasters.

**A group of broadcast industry associations** are vigorously defending

the current high definition television standard selection process against charges that it has been hostile to the interests of the computer industry. In a Nov. 5 letter to FCC Chairman Jim Quello, the broadcasters point out that the HDTV advisory committee has accepted square pixels and progressive scanning, both critical elements of computer monitors. They defended the selection of an interlaced scanning picture for early HDTV models, saying technology does not currently permit manufacturers to make affordable progressive scanning TV sets at high resolution and frame rates. They affirmed their commit-

ment to migrate to progressive



scan-

ning when the technology advances sufficiently. Signatories to the letter were the Association of America's Public Television Stations, Association of Independent Television Stations, Association for Maximum Service Television, NAB, Capital Cities/ABC, CBS, Fox, NBC, PBS and Tribune.

**Century Communication, the nation's 15th largest cable operator,** says it will buy 300,000 DigiCable decompression boxes from General Instrument for rollout next year. The boxes will allow Century to receive compressed programs from satellite at local headends and transmit the compressed program down the line, where it is

# A WINNING YEAR



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## C-SPAN

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Left: Frame from a spot sponsored by USA/NAFTA, a coalition formed by 3,000 businesses to support the passage of NAFTA. Above: CNN scored its third highest rating ever last week with its NAFTA debate on Larry King Live between Vice President Al Gore and Ross Perot. The program averaged an 18.1 rating and a 25 share in the CNN universe, which translates to 11.2 million homes. In addition, approximately 50 broadcast affiliates of CNN aired the debate, although ratings were not available at deadline.

## NAFTA debate good for stations

*Hotly debated issues stimulate spending in spot market*

By Christopher Stern

No matter what their editorial views on NAFTA, many stations around the country are happy to see another national issue in the headlines that inspires special interest groups to spend heavily for local airtime. Pro- and anti-NAFTA groups are expected to lay out more than \$10 million by Nov. 17, when Congress is scheduled to vote on the issue.

The North American Free Trade Agreement is the latest national debate to put millions of dollars into the spot advertising market. Other issues that have led to million-dollar spot buys include President Clinton's budget and health-care reform.

The media campaign began in the last week of October with advertisements paid for by the AFL-CIO. The anti-NAFTA campaign also is supported with a smaller effort by the Citizens Trade Campaign. The CTC has a budget of less than \$500,000 and is spending most of its money on radio advertising in small markets.

NAFTA has been particularly lucrative for some stations because of Ross Perot's presence in the debate. While the Texas billionaire has refused to reveal how much he is spending on his

anti-NAFTA campaign, estimates range from \$1.5 million to \$2 million. He has been spending at least enough to pre-empt prime-access programs for his 30-minute infomercials in markets such as Boston and Cincinnati. The AFL-CIO, claims it has spent \$2 million.

Cable News Network has also been a beneficiary of the NAFTA campaign. Media buyers report it is the only cable network that has attracted the interest of the NAFTA campaign.

Like previous national issue campaigns, the money has been focused on a limited number of markets. One rep firm reports that with only a week left before the congressional vote, clients narrowed their buys from 35 markets to seven markets. Those markets include Dallas, Atlanta, Boston, Raleigh-Durham, Seattle, San Francisco and Cincinnati.

While the number of markets in the buy has decreased, that does not mean less money is on the table. "I don't think the money will be any less; I just think they are distributing it to different markets," said Mike Murphy, vice president, Blair Television, Philadelphia. Blair is placing spots for both pro- and anti-NAFTA commercials,

according to Murphy. The most desirable slots for both sides are news and prime-access pods.

Murphy said the amount of money being spent by both sides "appears about equal," but the pro-NAFTA side has claimed that is being outspent by both Perot and labor groups. Most of the markets were targeted to attract the attention of undecided congressional representatives.

The Boston market will see approximately \$1 million in additional revenue because of NAFTA, according to S. James Coopersmith, president and general manager of ABC affiliate WCVB-TV. "It's a great piece of business," said Coopersmith. He estimated that each side of the NAFTA issue is spending in excess of \$100,000 in his market per week. WCVB-TV has not pre-empted any programming for a Perot infomercial, but Coopersmith said he would consider it, "if the price was right."

The broadcast networks have refused advertisements from both sides of the issue, citing policies against issue-oriented advertising. Some stations, including CBS affiliate KDFW Dallas, have refused to run the ads because of similar policies. ■

# Network Advertising Revenues

First three quarters, 1993

	Prime time	Daytime	Sat.-Sun.	A.M. & P.M. Fringe	Total
<b>ABC</b>	<b>\$1,141,472,100</b>	<b>\$392,361,200</b>	<b>\$207,413,900</b>	<b>\$199,073,500</b>	<b>\$1,940,320,700</b>
<b>CBS</b>	<b>1,190,144,500</b>	<b>352,754,000</b>	<b>350,790,400</b>	<b>174,143,900</b>	<b>2,067,832,800</b>
<b>Fox</b>	<b>582,475,400</b>	<b>30,801,400</b>	<b>21,492,900</b>	<b>27,415,400</b>	<b>662,185,100</b>
<b>NBC</b>	<b>1,217,931,500</b>	<b>221,310,900</b>	<b>328,043,400</b>	<b>354,516,200</b>	<b>2,122,902,000</b>

Source: Television Bureau of Advertising from data compiled by Arbitron MediaWatch Service

## NBC still tops in ad money, says Arbitron

By Christopher Stern

**T**he news that NBC was the number-one network in advertising revenue for the first three quarters of 1993 came as a surprise to some advertising executives. "Impossible, no way, it's wrong," said one. "It's just not right," said another.

Other ad executives were less surprised, noting that NBC won the May sweeps and was able to turn the final episode of *Cheers* into a one-week extravaganza for the network. "It doesn't terribly surprise me," said Foote Cone & Belding's Howard Nass, senior vice president, corporate director, spot broadcast.

But the Arbitron MediaWatch figures tell another story. According to those numbers, NBC earned more money from its commercials in prime time than its rivals did from theirs.

Arbitron compiles its MediaWatch numbers by monitoring commercial pods and adding up the average rate of commercials for a particular daypart. The average rates are supplied by the networks. Asked to explain NBC's number-one position, Arbitron spokesman Thomas Marcosky said, "I don't have an answer for that. Remember, the dollar amounts come from the networks themselves."

Because of NBC's low ratings, advertising executives had a difficult time accepting the numbers Arbitron reported. "There is no way they sold at higher levels than ABC. No one will pay a premium to be on the number-three network," said media buyer Paul Shulman of Paul Shulman Co.

"We are just better salesmen," countered NBC Executive Vice President of Sales Larry Hoffner. He cited several "wild cards" that he thinks are responsible for NBC's revenues, including the Super Bowl and the last episode of *Cheers*. Hoffner also cited the network's National Basketball Association schedule, which airs in prime time.

Shulman suggested that if the figures are true, Hoffner deserves some recognition from his network. "I recommend that a statue of Larry Hoffner

be erected at NBC 30 Rock [efeller Center]. A big one, one the size of the Christmas tree," Shulman said.

But FCB's Nass believes there may be something to Hoffner's claim, pointing out that CBS was not accustomed to the leadership spot in prime time. "CBS didn't sell as aggressively as NBC," said Nass.

While Arbitron reported an overall lead for NBC for advertising revenue for the first three quarters, it also showed the network falling to third place during July and August. ■

## Deal in works for interest in Guthy-Renker

Investor Perlman would acquire stake for \$25 million

By Christopher Stern

**I**nfomercial company Guthy-Renker may get a shot in the arm through a \$25 million investment from Wall Street financier Ronald Perlman.

The deal was still in the works last week, but a source close to negotiations said a subsidiary of Perlman's—MacAndrews & Forbes Holding—was on the verge of acquiring a minority interest in Guthy-Renker, based in Palm Desert, Calif.

The infusion of cash comes at the right time for Guthy-Renker, which, like other infomercial companies, is concerned about the rising cost of media time. Many brand-name products have moved into the infomercial business, including Sears, Philips Electronics and Kodak. This influx of mainstream advertisers makes time scarce for the traditional infomercial products, which often include low-end items including "get rich quick"

schemes and exercise gadgets.

If the deal goes through, it will be the latest in a series of media-company acquisitions by Perlman. His company controls seven TV stations through a 54% interest in SCI Television Inc. Perlman also owns two production companies, New World Entertainment and Genesis Entertainment.

One key to Perlman's interest in Guthy-Renker may be his ownership of cosmetics giant Revlon. Access to the Revlon lines "will create an infomercial machine," the source said. MacAndrews & Forbes also owns Marvel Entertainment, which owns the rights to comic-book characters such as Spiderman and the X-Men, providing other opportunities for items that could be marketed through Guthy-Renker. There has been speculation that Perlman intends to start a home shopping network through his TV stations, many of which are located in major markets. ■

# Montana station aims at hunting season

*KTVQ-TV joins with state and regional advertisers in ad promotion*

By Jim Cooper

**T**he call of the wild is being broadcast in Billings, Mont.

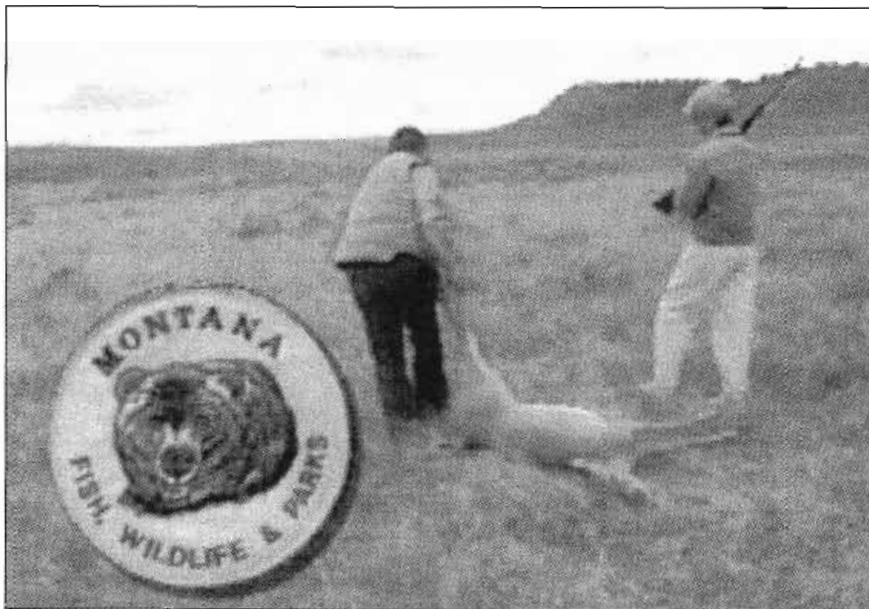
As part of an annual promotion targeting Montana's hugely popular hunting season in late October and early November, the CBS affiliate in Billings, KTVQ-TV, has joined arms with the state's fish and game department, a local tool company and a regional chain-saw dealer.

KTVQ-TV, in the 173rd ADI, broadcasts to a large area of central Montana and northern Wyoming that is home to 112,260 television households. "There is a lot of sagebrush and rattlesnakes between towns," says Monty Wallis, the station's local sales manager.

Called "Hunter Tips," the promotion consists of eight 30-second public service announcements that were written and produced by the Montana Fish and Game Department. The spots are broadcast immediately before a 30-second paid ad for the participating local and regional sponsors.

The arrangement gives the state's Fish and Game Department exposure it could not otherwise afford, Wallis says.

The annual spots cost roughly \$5,000 to produce and air and have



**PSA's produced by the state of Montana and funded by advertisers have created new business for the station. The hunting season is critical to the area's economy.**

created approximately \$15,000 in new business, says Wallis, adding that it is good business for a small television market.

The state-produced and sponsor-funded PSA's address such issues as how to correctly tag a deer, dealing with posted land, what to wear and "what to shoot and what not to

shoot," says Wallis, who adds there always are a few fatalities during hunting season that the state hopes to prevent with the public service announcements.

KTVQ-TV also has entered into an agreement with CBS affiliates in Great Falls, Butte and Missoula that will give both the public service announcements and the paid ads statewide exposure.

Hunting season is key to the area's economy. Its appeal spans the demographic spectrum, Wallis says. The marketplace is predominantly white but it also has a large Hispanic component.

The promotion, now in its third year, was sponsored last year by a local sporting goods store and Remington Arms.

Husqvarna chain saws, like Remington the year before, gave all its local TV co-op dollars for Billings to its local distributor, Midland Implement Co. Together they sponsor the series of ads on KTVQ-TV. The campaign will run for approximately 40 days.

KTVQ-TV tentatively plans to expand the promotion to include other activities such as boating, snowmobile and fishing tips. ■

## Dial-A-Mattress buys big on Chicago radio

New York-based Dial-A-Mattress last week announced plans for an aggressive drive-time media buy in the Chicago area that will run through Nov. 30.

The \$200,000 radio buy is part of a larger campaign by one of the nation's leading direct sellers of bedding to saturate the Chicago market.

As part of its campaign, Dial-A-Mattress will sponsor more than 250 individual traffic reports on 10 Chicago stations during the four-week marketing push.

The company reports that Chicago-area sales have increased from roughly \$7,000 per week in November 1992 to more than \$70,000 in recent months.

Dial-A-Mattress is one of the country's largest privately held Hispanic-owned businesses. The company, which was founded and is run by Napoleon Barragan, has relied on TV and radio advertising purchased and planned by Western International Media.

With operations in New York, Philadelphia, Boston, Chicago, San Francisco, Los Angeles, Miami, Washington and San Jose, Calif., Dial-A-Mattress is the only bedding company that relies predominantly on telemarketing. —JC

# Classifieds

For rates and other information, see last page of classifieds.

## RADIO

### HELP WANTED MANAGEMENT

**Midwest, competitive** top 75 market GM. Great station/already winning. Good comp package. Proven track record a must. Reply to Box R-2. EOE.

**Group chief financial officer:** Immediate opening for pro-active group CFO for an expanding nine station radio group, headquartered in Northeast Wisconsin. Must have CPA certification with radio experience. MBA not required. Responsible for budgeting, cash management and implementing financial systems. Reply to Box R-22. EOE.

**General manager:** Seeking experienced sales oriented general manager for WNCT AM/FM, Greenville, North Carolina. Must have general and sales management experience with a proven track record. Good leadership skills with bottom line focus a must. Send resume and salary history to: Rick Prusator, VP/Radio Operations, Park Communications, Inc. PO Box 550, Terrace Hill, Ithaca, NY 14851. EOE.

**Sales manager:** Experienced coach and leader to motivate, train and direct sales team for Mid Atlantic FM and AM. Sell high rates, work for a great company in a terrific growth opportunity. Resume and references to Box R-23. EOE.

**GSM:** Midcontinent Media's WTSO/WZEE (Z-104) seeks GSM to manage the ten best salespeople in Madison, WI. People skills, passion and a documented success record are a must. CRMC is a plus. You will have the tools, support and products to ensure growth at stations that have extremely strong presence and heritage. Reply in confidence to: David Graupner, VP/GM, WTSO/WZEE, 5721 Tokay Blvd., Madison, WI 53719. EOE.

**Our people bring us success!** We need a proven community minded, management person, to join financially sound small market group operator. Position is at our just acquired AM-FM combo located in Indiana. Must be team oriented, with strong sales background and know how to help get a staff working together for success. Contact, Dave Keister, Mid-America Radio Group, Box 1970, Martinsville, IN 46151, 317-349-1485. EOE.

**Proven radio sales manager/AE.** Growing group operator seeking strong sales manager/account executive for growing, #1 rated, Class C regional FM, with upcoming duopoly acquisition, located in attractive western Virginia market, (170,000 + TSA). Substantial sales mgt experience required with proven results in small mkt. Competitive compensation package. Please forward credentials and references to Box R-24. EOE.

**GSM:** Wanted upwardly mobile GSM with desire to advance and help expand AM/FM radio stations in Michigan's Upper Peninsula. We're looking for someone to not only help us expand our current markets, but also help us search out new markets. Must be "hands-on" manager with at least 3 years local and agency sales experience. Send resume, references and salary history to: Wallace D. Steinhoff, 309 S. Front St., Marquette, MI 49855. EOE.

### HELP WANTED SALES

**Top list available** for hard working professional. \$50,000 + commissions, 2 FM's—Country/Oldies. Thriving market, college town of 250,000. WNNW-FM/WFAT-FM, 6021 S. Westnedge Ave., Kalamazoo, MI 49002. EOE.

**Midwest AOR in search** of a selling GSM. Qualified candidates will possess strong leadership skills and the ability to develop a young sales staff. Send resume, track record, and salary requirements to Box R-15. EOE.

**Sales managers wanted:** For top billing stations in medium markets. Applicants must have good track record and be capable of managing and training people to excellence. Opportunities to move to GM with stock option available. Resumes to Roy Faubion, 3810 Brookside, Tyler, TX 75701. EOE.

**Price catalog sales consultant:** Aggressive closer needed. Sell this top ratings and revenue generator directly to broadcasters. Top commissions. Excellent program with qualified leads and support. Experience in prize catalog sales a must. 800-321-2560. EOE.

### HELP WANTED TECHNICAL

**Chief engineer:** Pacific Northwest. Great lifestyle! AM/FM. Transmitter, critical pattern knowledge a must. Need team player. Send resume to Box R-25. EOE M/F.

**MOTC technician:** National Public Radio currently has an opening in the distribution division for a technician in the main origination technical center (MOTC). Candidate must have strong experience in audio broadcast and transmission operations, computer I/O literacy, audio performance measurement, and RF performance measurement. Remote transmission operations (including transportable uplink deployment) is strongly preferred. Since the MOTC operates 24 hours a day, seven days a week, the position requires shift work, with some travel. The successful candidate must have a valid driver's license and a clean driving record. To apply send cover letter and resume to: National Public Radio, Personnel Department - #419, 2025 M Street, NW Washington, DC 20036. EEO/AA.

### HELP WANTED NEWS

**Reporter:** WNYC Public Radio & TV is currently seeking a reporter to work in the radio news dept. Responsibilities include covering top local stories and producing feature-length reports, writing news copy, and live reporting. Reqs include a min of 3 yrs full-time prof'l exper or satisfactory equivalent, ability to work quickly under a deadline, and thorough knowledge of urban issues and current events. A Bachelors Degree in Communications or Journalism is a plus. Salary: \$30,185 + benefits. Submit a resume and a non-returnable cassette tape to: WNYC, Human Resources, Dept 13-R, 1 Centre St., New York, NY 10007. M/F/H/V. EOE.

**News director position:** Immediate opening. WNHO, 92.1FM, Milford, NH. Bright AC/CNN affiliate with concentration on local news covering southern NH and north central Mass. Radio news experience and general knowledge of area necessary. Send air-check and resume to: Tony Gerard, Program Director, WNHO, PO Box 59, Milford, NH 03055. WNHO is an EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Full-time administrative assistant** needed for KCWB, a small Phoenix radio station under construction. Broadcast experience preferred, familiar with FCC regulations. General secretarial and office skills required, self-starter. Experience required on WordPerfect 6.0 on IBM compatible computer. Salary negotiable. Send resume to or request application from, Newmountain Broadcasting, 5555 N. 7th Ave., Phoenix, AZ 85012; or call 602-207-3850 to request application. FCC Model EEO Program.

**One full-time position** available for combination production person/automation operator/voice talent. Small Phoenix station under construction. Send tape and resume to or request an application from KCWB, Newmountain Broadcasting, 5555 N. 7th Ave., Suite A-100, Phoenix, AZ 85013; or call 602-207-3850 for an application. FCC Model EEO Program.

### SITUATIONS WANTED MANAGEMENT

**General manager:** Highly experienced GM available for your small/medium operation. Outstanding background and record of success including 250% 3-year revenue increase at most recent station. CRMC. VA/surrounding states preferred. 703-382-9056.

**Take charge individual** with experience in every aspect. Running successful AM. Wife and I desire return to Midwest. Darryl 701-227-4936.

**GM:** Small/medium market—station being sold. 15 yrs experience. Automated Oldies/Country preferred. Buy-in/equity OK. Bottom line experienced operator with strong ownership history. Opportunity important, not location. Reply Box R-13.

### SITUATIONS WANTED ANNOUNCERS

**Just say "Yes"** to hiring me. Out due to format change, seek Eastern AC/Oldies/Country. 17 years experience. Mark Anderson 302-994-3934.

### SITUATIONS WANTED NEWS

**Award winning radio reporter/anchor/talk show** host with management experience seeks position in Southwest USA, or Florida West Coast. If your wish is to improve, I'm here to grant it! Phone: 203-442-7004.

**Experienced, seasoned sportscaster** needs a job right away. Call Mike 618-654-5064.

### MISCELLANEOUS

**AM's:** Heed Don Kirby, Orlando #1 night FM performer, time salesman of proven record (quarter century). GM/GSM of three AM's: "Last summer, John Louther—a radio vet I've known for years—confided to me his commercial sales plan for radio. Instantly, my experience told me he was onto something important as Todd Storz's Top 40 idea of the the '50s. A \$15-spot AM selling only 50% of avails under John's plan would gross \$775K that year! Result? I've joined him. Best from my salesman's viewpoint, John's commercial plan supercompetes with print, enormously increases sponsor satisfaction is great for car radio! Easy to understand, meets NAB standards. By a strange twist it works best for AM!" Seminar/consultant charges, details: Pat Adams Associates, 3438 East Lake Rd., Suite 14-625, Palm Harbor, FL 34685. Fax: 813-784-0563.

**Quality computer program** designed specifically for **basketball broadcasts.** Automatically displays statistics while entering plays. Simple, fast, affordable, thorough stats. Free brochure 1-800-628-STAT.

## TELEVISION

### HELP WANTED MANAGEMENT

**Central Florida's leading television station** is searching for a national sales manager with management credentials or national rep experience. Candidate must think out of the box, be creative and a team player. Are you this person? Inquiries to Louis Supowitz, General Sales Manager, PO Box 999, Orlando, FL 32802. EOE.

**Local sales manager:** WLNE-TV, the CBS affiliate in Providence, Rhode Island, is looking for a local sales manager. Are you a manager who can sell beyond the ratings, establish and maintain client relationships, enable a highly motivated and skilled sales staff, and lead by example? If so, send a top ten list of the reasons why we should consider you to Nancy Lammon, Personnel Director, WLNE-TV, 10 Orms Street, Providence, RI 02904. EOE.

**Sales manager:** ABC affiliate in beautiful Missoula, Montana seeks motivated individual with a proven track record in sales management. If you can recruit, hire, train and like to "hit the streets" with your salesforce in a last growing market, this is the job for you. Resume to KTMF, 2200 Stephens Ave., Missoula, MT 59801. EOE.

#### HELP WANTED SALES

**National sales:** WLIG-TV 55, Long Island, seeks experienced sales pro to develop and expand national and regional sales with NYC agencies. Station or rep experience required. Growth opportunity with full benefits. Resume to: Michael Wach, GM, WLIG-TV, PO Box 1355, 270 South Service Road, Melville, NY 11747. EOE.

**Sales account executive:** KSAT-TV is now recruiting for a sales account executive. Jr. account list. Requirement: Previous broadcast sales agency experience necessary. Applications accepted through 11/24/93. Send resume and references to Chad Craig, Business Manager/Personnel, KSAT-TV, PO Box 2478, San Antonio, TX 78298. EOE/M-F/D/V/ADA. No phone calls accepted. Any job offer contingent upon results of substance abuse testing.

**National sales manager:** KSDK, NBC St. Louis affiliate, #1 all news time periods offers excellent opportunity. Qualifications: Prefer minimum five years station national sales experience, possess excellent people skills, be able to manage inventory, develop solid ideas and programs and motivate repre. salespeople. Some travel. Degreed. Send resume: Human Resources, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

#### HELP WANTED RESEARCH/SALES

**WTVD, the Capital Cities/ABC** owned station in Raleigh/Durham seeks a director of research and sales development with a strong background in sales and programing research. The candidate must have at least 5 years experience in local market television research, i.e., Nielsen and Arbitron, with technical knowledge of research methodology. This position also requires applied knowledge of various custom and qualitative research tools such as NSI Plus, A.I.D., MRI, Scarborough or similar services. Strong writing skills are mandatory and PC skills are highly desirable. The individual selected will work hands-on with sales and station management and interface with rep research and marketing services. For consideration, please send resume to: Denis O'Connor, WTVD-TV, PO Box 2009, Durham, NC 27702. Equal opportunity employer.

#### HELP WANTED TECHNICAL

**Department of communication and broadcasting,** department head. Majors offered in broadcasting, corporate and organizational communication, mass communication, speech and the largest graduate communication program in the state. Must be eligible for tenure, which requires either a Ph.D in Communication or an appropriate terminal Master's degree with a minimum of ten years of successful professional experience. Should be knowledgeable in the broad range of departmental disciplines and demonstrate excellence in leadership, administration, teaching, scholarship and public service. Send letter of qualifications, a one-page philosophy of administration, three letters of recommendation addressed to the search committee, transcripts, and curriculum vitae to: Office of the Dean, College of Arts, Humanities and Social Sciences, Communication and Broadcasting Head Search, Western Kentucky University, 1526 Russellville Road, Bowling Green, KY 42101-3576. Review of applications begins January 28, 1994, with duties to begin on July 1, 1994. Women and minorities encouraged to apply. Affirmative action/equal opportunity employer.

**Technician, new facilities** responsible for general studio maintenance. Including ENG, SAT truck & video tape. 5yrs hands-on engineering experience required. Resume, salary to: Chief Engineer, WCBI-TV, Box 271, Columbus, MS 39703. EOE.

**Chief engineer:** UHF CBS affiliate. Studio and transmitter experience required. Send resume to General Manager, WJKA-TV, 1926 Oleander Drive, Wilmington, NC 28403. EOE/F.

**RF maintenance technician:** Advanced technical school education or completion of engineering courses specializing in electronics and RF Technical Systems is desired. Demonstrated knowledge of FCC rules regulations pertaining to RF and microwave transmission, as well as an FCC and radio telephone license is required. Must possess demonstrated technical knowledge of all mobile, portable and fixed RF audio and video equipment ranging in frequency from 170 MHz to 23 MHz. Amateur or 2 way experience a plus. Extensive travel to remote television origination sites is required. Qualified interested applicants should forward resumes to: Human Resources Dept., ESPN, Inc., ESPN Plaza, Bristol, CT 06010. ESPN is an affirmative action/equal opportunity employer.

**Operations technicians:** KMGH-TV in Denver is seeking qualified operations technicians for two open positions. At least three years experience in a major market commercial TV station preferred. Looking for experienced technicians in MCR/VTR, Chyron, audio or technical directing. A solid technical background is required. KMGH offers competitive salary and comprehensive benefits package. Please send your resume to: John FitzRandolph, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. We are an equal opportunity employer.

**Maintenance technician:** KMGH-TV in Denver is seeking a qualified maintenance technician. Five years experience in a major market commercial TV station preferred. Must have hands-on experience with Sony camcorders, Beta decks and Betacart. AA degree or equivalent in Electronics required. Component-level trouble shooting skills a must. KMGH offers competitive salary and comprehensive benefits package. Please send your resume to: Ron Hays, Chief Engineer, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. We are an equal opportunity employer.

**Chief engineer:** For group owned, VHF affiliate in medium-size Southeast market. Must be self-motivator and people person. Hands-on position. Send complete resume to Ray J. Chumley, WRBL-TV, PO Box 270, Columbus, GA 31902-0270. EOE.

#### HELP WANTED NEWS

**Anchor/reporter:** Strong communicator wanted to compliment veteran male anchor. Must have strong journalism background and live reporting experience. This is not an entry level position. Medium midwest market. Send resume and qualifications to Box R-17. EOE.

**News director/anchor** for small southwest network affiliate. This position requires a minimum of 3 years news management experience, preferably as a news director and anchor. Must be able to supervise & motivate employees. Individual will responsible for entire news operation. Reply to Box R-18. EOE.

**TV news photographer:** Top 40 Southeast affiliate looking for experienced TV news photographer. Must be able to creatively shoot and edit. No beginners. Send non-returnable tape and resume to: Chief Photographer, Jeff Myers, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. EOE.

**Expanding news operation** seeking anchors, reporters, station-editors. Long Island's only commercial TV station, WLIG-TV, is looking for journalists with creative, fresh approach to local news. Resumes and tapes to Stan Hopkins-News Director, WLIG-TV, 270 South Service Road, Melville, NY 11747. EOE.

**Co-anchor:** To complement male anchor on 5:30, 6 & 11pm newscasts. Must have anchor experience. Some producing, reporting, and live work included. Send non-returnable 3/4" tape, resume, and salary requirements to: Jon Evans, News Director, WWAY-TV, PO Box 2068, Wilmington, NC 28402. No calls!! Equal opportunity employer.

**Producer:** Western New York's dominant news leader needs someone who can produce "Eyewitness News". Applicant must be creative, a solid writer, an idea generator and a newsroom leader. No calls. Send resume and non-returnable tape to: Chuck Samuels, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

**WSYX-TV is looking** to fill these positions: **Assistant news director; Executive producer; News producer; General assignment reporter.** Send resume only to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 Attn: (position applying for). No phone calls please. Applications to be received by 11/25/93. WSYX-TV is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

**Medical reporter/anchor:** Here we grow again! Medstar Communications—the nation's leader in televised medical news—seeks medical reporter for its syndicated medical news programs. 2 yrs + experience with strong writing and packaging skills. Anchoring experience a plus. Significant nationwide travel and excellent benefits. Non-returnable tape, resume, and salary requirements to Peter Pellegrino, Medical News Director, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. Points off for phone calls/EOE.

**Anchor: WYFF,** South Carolina's Station of the Year, is looking for a strong, "command" anchor to join its Emmy-award winning news department. The anchor would become a member of our morning news team and back-up the 6pm and 11pm newscasts. Non-returnable tapes/resumes to Penny Henderson, Human Resources Manager, WYFF, PO Box 788, Greenville, SC 29602. No phone calls. EOE.

**News anchor:** Main 6 & 10 anchor to work M-F evening shift. Must have some experience anchoring regular news program. Ability to write on deadline, and produce are essential. Minorities are encouraged to apply. Send tape and resumes to News Director WICD-TV, 250 S. Country Fair, Champaign, IL 61821. EOE.

**WRDW-TV is now accepting** applications for the position of reporter/weekend co-anchor. Position involves producing weekend newscasts. Previous anchoring and producing experience required. Successful applicant must be excellent writer and communicator. Send resumes and 3/4" tapes to: Brian Trauring, WRDW-TV, PO Box 1212, Augusta, GA 30903-1212. Minorities encouraged to apply. EOE.

**Photographer:** Work in the nation's largest small market. If it happens in Alaska, we're there. Minimum 2 years experience in television news. Strong N.P.P.A. philosophy. Send non-returnable Beta SP or 3/4" tape to: Barry Johnson, Chief Photographer, KTUU-TV, 630 W. 4th Ave., Anchorage, AK 99501. EOE.

**Weather:** Looking for person who knows weather and has personality. Station is growing and on the move. We want you to join us. Send resume, references and non-returnable tape to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Position is open now, so don't delay. Women and minorities... encouraged to apply. EOE.

**Executive producer:** Number 2 position in fast paced dynamic newsroom. Looking for someone who is dynamic, aggressive, creative, crazy and wants to lead. Position is open now. Send your info today to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Give it your best shot the first time. We're still looking for the best. Women and minorities encouraged to apply. (non-returnable tapes) EOE.

**Reporter/anchor:** We're looking for an aggressive reporter who has anchor potential. Investigative work is our mainstay. 3/4" non-returnable tape to News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. Drug test mandatory. EOE, M/F. No phone calls.



**Producer:** We need a person with ingenuity, flair. We don't need a show stacker or primadonna. One year on-line newscast producing desired. Resume and references only. Send to News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. Drug test mandatory. EOE, M/F. No phone calls.

**Operations manager:** Background in engineering and experience in commercial and live production required to direct both departments in a new, well-equipped facility. This senior management position requires excellent budgeting, organization and leadership skills. Reply by resume only to GM, WCIV-TV, PO Box 22165, Charleston, SC 29413. EOE, M/F.

**Writer/producer/researcher:** Salary commensurate with experience. KMSP-TV News, Minneapolis-St. Paul, needs the ultimate utility player, an excellent news writer, field producer and back-up newscast producer. 3-5 yrs. experience required. Resumes, writing samples and non-returnable tapes to Dana Benson, News Director, KMSP-TV, 11358 Viking Dr., Minneapolis, MN 55344. Absolutely no phone calls. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion producer/director:** Seeking an enthusiastic team player to oversee the production of news, programing and sales event promotions. Creative writing skills are essential. Applicants should have at least 2 years of experience in television promotion. Experience with MII off-line editing a plus. Send resume and tape to General Sales Manager, WTVO-TV, PO Box 470, Rockford, IL 61105. EOE. No phone calls please.

**Writer/producer:** Midwest independent seeks an accomplished commercial producer with computer editing experience. Knowledge of Grass Valley, Abekas, Impact and Dubner systems preferred. This job demands an experienced, seasoned production pro with 2 or more years of experience. Send resume, reel and salary requirements to: Jeff Clement, Production Manager, KSMO-TV, 10 E. Cambridge Circle Dr., Suite 300, Kansas City, KS 66103. EOE.

**Co-host** for unique live and lively entertainment-oriented nightly magazine show to complement our female host. Three years news or magazine story producing, live field reporting and/or anchoring experience required. Good communicator, energetic and involved with good sense of humor. Send tape and resume right away to Human Resources Director, WHAS-TV, PO Box 1100, Louisville, KY 40201. EOE.

**Producer:** Northwest's leading news station seeks a creative producer to produce news series, news specials, and coverage of special events. Must have BA degree with 2 yrs. experience in a medium to large market. Please send 2 copies of your resume to: KING 5 TV, HR Dept - Ref #93A43, 333 Dexter Ave. N, Seattle, WA 98109. No phone calls please. EOE M/F/D/V.

**Assistant promotion manager:** KSDK, NBC St. Louis affiliate, #1 all news time periods is looking for experienced producer to work late into the night and come back the next morning looking for more. Spots must sing! Writing must sizzle! We want the best of the best. Degreed. If that's you, send tape and resume to Human Resources, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

**Small market CBS station** in God's country looking for person to do it all. Strong shooting & post production skills. Videotoaster experience a plus. Tape & resume to Terry Wirkus, WKBT-TV, 141 S. 6th Street, LaCrosse, WI, 54601. EOE.

### SITUATIONS WANTED NEWS

**Meteorologist with AMS seal** and 13 years experience looking for work, Stu 817-776-4844.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**A miracle...** N.Y.'s best producer/director is available. Low-cost, highest quality commercials, industrials, documentaries etc. 212-687-0963. Risk it.

**Complete production team** with creative reporters based in N.Y.C. seek freelance assignments - also commercial, infomercial production. 718-356-7700.

### ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Communication studies:** National Center for Communication Studies, The George Washington University. Assistant professor to teach Media Effects and Mass Communication. Tenure-track position. Some teaching in audio production/sound design; limited supervision of an audio facility. Ph.D. required. The mission of the National Center for Communication Studies is to achieve high national standing in educational, creative, and scholarly activities relating to the study of communication. Applications will be reviewed beginning January 10, 1994, and continuing until the position is filled. Please send letter of application, resume or curriculum vitae, letters of reference, and evidence of scholarly accomplishment and teaching ability to: Prof. Jarol B. Manheim, Director, National Center for Communication Studies, Phillips 409, The George Washington University, Washington, DC 20052. The George Washington University is an equal opportunity/affirmative action employer.

**Assistant professor/instructor** of Speech and Mass Communication specializing in television production. Non-tenure track position contingent upon state funding. Qualifications: Earned doctorate degree for assistant professor level; Master's degree for instructor level. Professional television production experience and television production teaching experience required. Ability to teach new technologies and introduction to electronic media required. Responsibilities: Teach undergraduate and possible graduate courses in studio and field television production with opportunities to teach other media courses in the program. Assist in the development of the campus television station. Supervise media interns. All applications must be received by January 20, 1994. Send letter of application, curriculum vitae, three current letters of recommendation, and graduate transcripts to: Ronald J. Matton, Ph.D., Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204-7097. The Department of Speech and Mass Communication at Towson State University is the largest of its kind in the state with more than 1100 students enrolled as undergraduate and graduate majors. Minorities and women are encouraged to apply. An affirmative action, equal opportunity employer.

**Broadcasting position—tenure track:** A tenure-track faculty position is available at Shippensburg University of PA for an individual to teach radio/television production, writing, and programing courses. Contract begins August, 1994. Minimum requirements: Master's degree in Communications or related area and state of the art broadcasting experience necessary \* — Doctorate preferred: 3 years broadcasting experience; 1 full year or equivalent university teaching experience in broadcasting or related area; knowledge of computer applications in broadcasting. (\* Granting of tenure is contingent upon completion of Doctorate in Communications or related area. Doctorate may be waived for persons with outstanding professional and teaching experience.) Salary: Assistant professor rank and salary(\$33-\$44k). Application: Deadline February 18, 1994. Send application and vita to Dr. Audun J. Olsen, Chair, Search Committee, Department of Communications/Journalism, Wright Hall, Shippensburg University, 1871 Old Main Drive, Shippensburg, PA 17257. Shippensburg University is an equal opportunity/affirmative action employer. Women and racial minorities are encouraged to apply.

### HELP WANTED MANAGEMENT

**Director of communications technology:** The Broadcasting Service of Southern Illinois University at Carbondale, invites applications for a senior management position as the director of communications technology. This position recommends, supervises and plans for communications technology within the Broadcasting Service, serves as a communications technology consultant to the academic and administrative units of SIUC, and is responsible for planning managing all technological aspects of broadcasting service radio and television stations, satellite operations, cable television, interactive video and audio communications, and computer technologies. Duties include technological oversight of two PBS affiliated television stations (VHF-ch. 8 and UHF-ch. 16), and two NPR affiliated public radio stations (50,000 watt and 25,000 watt). We offer a real challenge and opportunity for professional growth, an excellent competitive salary with outstanding fringe benefits, and mild winters in a semi-rural setting at the edge of the Shawnee National Forest, only two hours from St. Louis. Minimum requirements include a Bachelors degree in Electronic/Electrical Engineering, Communications Technology or a related field (Master's preferred), five years of communications technology management experience, and demonstrable knowledge and proficiency with broadcast and other high-technology communications. Also required are well-developed leadership and management skills. Deadline for application: November 30, 1993 (or until filled). Send letter of application, resume & 3 letters of professional reference to: Lee D. O'Brien, Executive Director, Broadcasting Service, Southern Illinois University, Carbondale, IL 62901. Southern Illinois University is an equal opportunity/affirmative action employer. Minority members and women are encouraged to apply. In your application, please indicate the source of this position notice.

### HELP WANTED TECHNICAL

**Oklahoma State University** Educational Television Services has reopened a position for director of engineering. The general responsibilities include: developing and maintaining an operational system which effectively coordinates the scheduling of all technical facilities necessary to support the transmission, distribution, production and non-broadcast activities of the Telecommunications Center; developing long-range planning material for assigned areas consistent with the overall plan of the Telecommunications Center; maintaining state-of-the-art knowledge of technical requirements, equipment and systems required to ensure the Center's efficient and economic operation; ensure that the Center meets and maintains compliance with all local, state and federal rules and regulations; managing budgets for both operation, salaries, and capital, within prescribed guidelines; screening, evaluating, supervision, and training of assigned personnel. This position also will function as the engineering liaison for field operations for the U.S. Army TRADOC (TNET) project, providing technical assistance to both campus and contract personnel as required. Travel may be required. Minimum qualifications are a Bachelor of Science degree in Electrical Engineering or related field and at least five years of progressive and related technical experience, two of which in an administrative capacity. Seven years experience in C-band and Ku-band satellite systems maintenance and operation is also required. Five years progressive experience in a university setting are preferred. Equivalent combinations of education and experience may substitute for above stated qualifications. To receive full consideration, submit resume and three references no later than Nov. 29, 1993 to: Director of Engineering Search, Educational Television Services, Oklahoma State University, Stillwater, OK 74078-0585. Screening begins immediately. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Air directors/video tape operators:** Northern California post production facility seeking individuals with 2 to 3 years broadcast experience to be trained as editorial assistants. All applicants should have hands-on experience with VTR's and CG's. Reply to Box R-20. EOE.

### FINANCIAL SERVICES

**Immediate financing** on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers. 100% financing, no down payment. No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding, 800-275-0185.

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### EMPLOYMENT SERVICES

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

**Home typists, PC users needed:** \$35,000 potential. Details. Call 1-805-962-8000 ext. B-7833.

**Entry-level only** weekly list of television on-air and production positions. Never a cold lead! \$5.50/1 week, \$19.95/4 weeks. Checks payable to MCS, Box 502, Santa Ysabel, CA 92070

### EDUCATIONAL SERVICES

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

### WANTED TO BUY EQUIPMENT

**Used videotape:** Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

**Transmitter:** Seeking rebuilt 1kw transmitter for Channel 52. Cash or trade. Will trade CMX-3500 editing system, VVG-1600 switcher, Bogner B4UG-H antenna. Pacific Rim Video: 805-485-9930, fax: 805-485-6057. Ask for Bob.

### FOR SALE EQUIPMENT

**AM and FM transmitters,** used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

**Broadcast equipment (used):** AM/FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

**KU Band truck:** Centro Networker, Ford F350 chassis. RSI antenna, MCL 300TWTA, SA exiter, 20KW generator. Fully equipped, available now. WWSOC 215-754-6800.

**We've got formats we can't use!** Great prices on thousands of reels of tape: Betacam (non-sp), 1-inch and 8mm. Volume discounts. Call Todd at 301-424-1730.

**Used FM transmitters** for sale. 1kw Harris, 20kw Harris, 1kw CSI, 5kw RCA, 20kw RCA, 3 kw CCA, 30kw QEI. Call 800-438-6040 for details.

**Cameras for sale:** WLVT-TV/39 has for sale seven (7) Ikegami triax camera chains available for immediate delivery. The package consists of (5) HK-357A's and (2) HL-79DAL's. All cameras include base stations and CCUs. Four of the HK-357s come with Vinten MK-III heads. Lenses for the 357s include two Canon 40:1s, one Fujinon 30:1, and two Canon 18:1s all semi-servo with extenders. The 79s come with studio kits and Fujinon 14:1 semi-servo lenses with extenders. This package was originally worth \$600,000+. Our asking price is \$90,000. These cameras have been well maintained and are in operating condition. For further information and purchase details contact: Barry G. Wittchen, Director of Mobile Services, WLVT-TV/39, South Mountain Drive, Bethlehem, PA 18015. Phone 215-867-4677.

**Lowest prices on videotape!** Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

### TELEVISION HELP WANTED PROGRAMING PROMOTION & OTHERS

**NBA ENTERTAINMENT** is looking for a Producer with 5 years experience in sports marketing and sales video presentations. Candidates must have superior writing skills, hands on off-line editing experience and extensive supervision in all aspects of field and post-production. Experience in dealing with clients and corporate representatives also required. An equal opportunity employer. Send resume and 3/4" demo tape to: Corporate Department, P.O. Box 3367, Attn: K.A., Secaucus, NJ 07094-3367.



### HELP WANTED PROGRAMING PROMOTION & OTHERS CONTINUED

**Wanted — Promotion producer/writer** to produce daily topical news promotion and print for southwest Florida's fastest growing television station. Must have at least 2 years of topical news experience and an uncanny ability to produce vibrant, innovative spots. Please no beginners. Send resume and reel to: Jon Esther, Creative Services Director, Fox WFTX-TV, 621 SW Pine Island, Cape Coral, FL 33991. An equal opportunity employer.



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ASTORIA, NY 11106

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Harris, a \$3 billion Fortune 200 Corporation, is currently seeking World-Class candidates for a District Sales Manager, Domestic TV Sales, for the Western U.S. territory, at its Broadcast Division, the leading U.S. supplier of radio- and television-broadcast transmitters and radio-studio equipment.

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Harris Corporation offers a competitive salary plus incentive, comprehensive benefits and opportunities for advancement.

If qualified, please send resume (including salary history/requirements) in confidence to: William G. Kellner, Sr. Human Resources Representative, Harris Broadcast Division, Dept. SM, P.O. Box 4290, Quincy, IL 62305-4290.

An equal opportunity employer, M/F/D/V.



**HELP WANTED TECHNICAL**

**Technical Director:** Major market affiliate, southwest, seeks top notch TD/shift supervisor. This is not just a switcher's job, but if you're an aggressive, technically minded problem solver, capable of leading a live newscast crew, send resume and tape today to Box R-27. EOE.

**CHIEF ENGINEER**

Hands-on position in Western Suffolk County, Long Island, NY for Sr. Electrical Engineer w/significant experience in video & audio to service as Chief Engineer. Position requires knowledge of RF, digital communications & satellite station/network operations; demonstrated exp. in management of personnel; familiarity w/analog & digital test & measurement equipment techniques. Minimum qualifications include BSEE & FCC license. Knowledge of production & compression desirable. 10+ yrs exp w/expanding responsibilities. Send resume & salary reqs to: PO Box 634BC, Valley Stream, NY 11580. EOE.

**HELP WANTED MANAGEMENT**



**Senior Vice President  
National/International Productions**

Dynamic leader needed to direct and manage the national/international production division at Maryland Public Television. MPT produces over 200 hours of national and international programs each year. We are seeking an individual to manage this portfolio and to create new productions. This individual will develop immediate and long-range strategies to maintain and enhance MPT's status as a leading national/international producer. The ideal candidate should have an extensive background in management and in the production of major program series. International co-production experience would be highly desirable.

Submit resume and cover letter with salary expectations by November 30 to:

**Gladys Kaplan**  
Director of Human Resources  
Maryland Public Television  
11767 Owings Mills Blvd.  
Owings Mills, MD 21117

EOE

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Contact Norman Fischer & Associates, Inc., at (512) 476-9457; fax (512) 476-0540.

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**BROADCASTING & CABLE'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

**Payable in advance.** Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

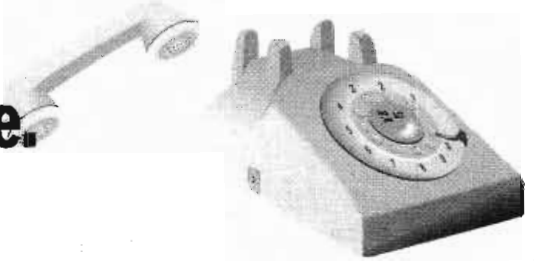
**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. All other classifications: \$148 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted. No charge. All other classifications: \$20 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

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# For the Record

Compiled by BROADCASTING & CABLE based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 72). FCC actions on ownership change filings with file numbers and action dates follow:

### Granted

**KVOA-TV Tucson** (BALCT930816KG)—Action Oct. 28.

**KCFA-FM Arnold, CA** (BAPH930609GF)—Action Oct. 29.

**KGLE-FM South Lake Tahoe, CA** (BTCH930825GF)—Action Nov. 1.

**KHHH-FM Boulder, CO** (BALH930827GF)—Action Oct. 29.

**WGUS-AM-FM Augusta, GA** (AM: BAL930520GE; FM: BALH930520GF)—Action Oct. 27.

**KIKR-FM Asbury, IA** (BAPH930902GJ)—Action Oct. 29.

**WOXD-FM Oxford, MS** (BALH930913GN)—Action Oct. 29.

**WAGR(AM)-WJSK(FM) Lumberton, NC** (AM: BAL930813EH; FM: BALH930813EI)—Action Oct. 25.

**WTZA-TV Kingston, NY** (BALCT930603KG)—Action Oct. 27.

**WGY-AM-FM Schenectady, NY** (AM: BAL930903GL; FM: BALH930903GH)—Action Oct. 28.

**WLMJ(AM) Jackson, OH** (BAL930628EC)—Action Oct. 27.

**WANS(AM)-WVMM-FM Anderson, SC** (AM: BAL930818EA; FM: BALH930818EB)—Action Nov. 2.

**WWFN-FM Lake City, SC** (BALH930910GE)—Action Oct. 29.

**WYNU-FM Milan, TN** (BALH930909GG)—Action Oct. 29.

**WKWT-FM Union City, TN** (BAPLH930914GE)—Action Oct. 29.

**KRSE-FM Yakima, WA** (BALH930910EB)—Action Nov. 1.

**WOGO(AM) Hallie, WWIB-FM Ladysmith, WZTT-FM Rhinelander, all Wisconsin** (WOGO: BTC930913GH; WWIB: BTCH930913GG; WZTT: BTCH930913GO)—Action Oct. 29.

**KGOS(AM)-KERM-FM Torrington, WY** (AM: BAL930903EE; FM: BALH930903EF)—Action Nov. 1.

### Dismissed

**WYDP-TV Orange Park, FL** (BAPCT921223KE)—Action Sept. 30.

**WOMX(AM) Orlando, FL** (BAL921231EB)—Action Oct. 28.

**KZPX-FM Nisswa, MN** (BAPH930421GI)—Action Oct. 27.

## NEW STATIONS

### Applications

■ **Ozark, AL** (BPED931101MA)—American Family Association seeks 91.7 mhz; 6 kw; ant. 75 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald E. Wildmon and has no other broadcast interests.

■ **Amarillo, TX** (BPED931026MB)—American

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Family Association seeks 90.7 mhz; 1.0 kw; ant. 65 ft. Address: P.O. Box 2440, Tupelo, MS 38803. Applicant is headed by Donald E. Wildmon and has no other broadcast interests.

### Actions

■ **Berne, IN** (BPED901203MN)—Granted app. of Faith Christian Academy for 91.1 mhz; 25 kw; ant. 100 ft. Address: P.O. Box 347, Berne, IN 46711. Applicant is headed by Rev. Douglas Rogers and has no other broadcast interests. Action Oct. 20.

■ **Bastrop, LA** (BPH880603MQ)—Granted app. of Max BCG Co. for 103.3 mhz; 3 kw; ant. 100 ft. Address: 3712 Cornell Dr., Shreveport, LA 71107. Applicant is headed by A.T. Moore and owns KFLO(AM) Shreveport and KWDF(AM) Ball, both Louisiana. Action Oct. 29.

■ **Kalamazoo, MI** (BPED900302ME)—Granted app. of Grand Valley State University Board of Control for 88.3 mhz; 10 kw; ant. 121 ft. Address: 18 Zumberge Hall, Allendale, MI 49401. Applicant is headed by Maxine Swanson and has no other broadcast interests. Action Oct. 15.

■ **Los Alamos, NM** (BPH920813MD)—Granted app. of KREL Inc. for 107.5 mhz; 100 kw; ant. 300 ft. Address: 86 Alice Ave., Jensen Beach, FL 34957. Applicant is headed by Andrew J. Guest and has interests in WEDR-FM Miami, and WKUB-FM Blackshear and WDEC-AM-FM Americus, both Georgia. Action Oct. 29.

■ **Los Alamos, NM** (BPH920813ME)—Dismissed app. of Jeffrey Rochlis for 107.5 mhz; 100 kw; ant. 300 ft. Address: 10601 Wilshire Blvd., Suite 1604, Los Angeles, CA 90024. Applicant owns CP for FM in Thousand Palms, CA. Action Oct. 29.

## FACILITIES CHANGES

### Applications

#### FM's

■ **Chatsworth, GA** WQMT(FM) 98.9 mhz—Cohutta Broadcasting Co. Inc. seeks CP to make changes: ERP: .95 kw; ant. 248 m.; TL: Hwy 52, 1.3 km W of Chestnut Knob. CP forfeited & canceled (per 1800B3-LCN).

■ **Avon, NY** WEZO(FM) 93.3 mhz—Radio Livingston Limited seeks MP (BPH-911226B) to change ERP: 4 kw; ant. 119 m. and install directional antenna.

■ **Belleveue, OH** WNRR(FM) 92.1 mhz—Belleveue Community Broadcasting Inc. seeks CP to make changes, ant. 32 m., TL: 4731 State Route 4, and to change antenna supporting-structure height.

■ **Howe, TX** KHYY(FM) 95.3 mhz—Maple Communications LP seeks CP to change; ERP: 15.8 kw; and to change class to C3 (per MM docket 93-92).

### Actions

#### FM's

■ **Merced, CA** KXDE(FM) 107.7 mhz—Returned app. of John R. Neuhoff for mod. of CP (BPH-880301MY) for new station; change ERP 3.4 kw; ant. 133 m.; TL: 3.7 km NNE of intersection of Snelling and Lapaloma Rds., 11 km NNE of Merced, Merced Co., CA. Action Oct. 28.

■ **Oroville, CA** KEWE(FM) 97.7 mhz—Granted app. of Oroville Radio Inc. for CP to make changes; change ERP: 1.5 kw; ant. 389.1 m.; TL: Mt. Walley, approx. 1.5 mi. SSW of Sunset Hill; change class to B1 (per MM docket 88-192). Action Oct. 27.

■ **Fruitland, ID** KWEI-FM 99.5 mhz—Granted app. of Treasure Valley Broadcasting Co. for CP to make changes: ERP: 8.3 kw; ant. 788 m.; TL: Squaw Butte, 41 km E of Fruitland; frequency changed from 99.3 mhz to 99.5 mhz; class changed from A to C1 (per MM docket 92-147). Action Oct. 18.

■ **Tuscola, IL** WITT(FM) 93.5 mhz—Granted app. of Illini Broadcasting Inc. for CP to make changes: ERP: 6 kw; ant. 86.7 m.; TL: .5 mi E of Interstate 57 and .5 mi N of Rte 36 near Tuscola, Douglas Co., IL. Action Oct. 21.

■ **Erath, LA** KPEL-FM 107.7 mhz—Canceled app. of Solo Music Company Inc. for CP for new FM on freq 92.9 mhz, ERP: 3 kw; ant. 100 m.; TL: Rte 1, LA Hwy 331, 1.2 km (0.77 mi); 210 degrees true from center of Erath, LA (per MM docket 87-104). Action Oct. 22.

■ **Hibbing, MN** WMFG-FM 106.5 mhz—Granted app. of Sounds Unlimited Inc. for CP to make changes; change ERP: 25 kw; ant. 79 m.; change to class C3 (per MM docket 89-269). Action Oct. 20.

■ **Greenwood, MS** WGNL(FM) 104.3 mhz—Dismissed app. of Team Broadcasting Co. Inc. for mod. of CP (BPH-901210IE) to make changes; change ERP: 19.5 kw; ant. 100 m.; TL: approx. 100 m (328 ft.) NW of intersection of lone and Highland Ave. in Greenwood, MS; Leflore Co. (pursuant to MM docket 89-368). Action Oct. 25.

■ **Blair, NE** KISP(FM) 106.3 mhz—Granted app. of Sunrise Broadcasting of Nebraska Inc. for CP to make changes; ERP: 25 kw (max-da); ant. 91.9 m.; TL: 0.3 km E of County Rd. 25, 3.9 km S of Herman, Washington Co., NE; change to channel 268C3 (per MM docket 92-155). Action Oct. 26.

■ **Milford, NE** KUHG(FM) 98.1 mhz—Granted app. of Bott Broadcasting Co. for mod. of CP (BPH-850530MA) to make changes: ant. 299 m., class: C1; TL: 3.46 km. N of I-80 in Section 1 of Township 1, Range 1E, Seward, NE; MSL: Milford, NE. Action Oct. 26.

■ **Newark, NJ** WHSE(TV) ch. 68—Granted app. of HSN Broadcasting of New Jersey Inc. for CP to change the ERP: 2630 kw; ant. 439 m.; TL: Empire State Building, 350 Fifth Avenue, New York City, New York Co., NY. Action Oct. 27.

■ **Batavia, NY** WGCC-FM 90.7 mhz—Dismissed app. of Genesee Community College for CP to make changes: change ERP: .88 kw; ant. 50 m. Action Oct. 20.

■ **Westhampton, NY** WMRW(FM) 98.5 mhz—Dismissed app. of Rose Communications Corp. for mod. of CP (BPH-920928ME) to make changes: ERP: .475 kw; ant. 89 m.; TL: 201 Old Country Rd. Riverhead, Long Island, Suffolk Co., NY. Action Oct. 14.

■ **Bedford, PA** WAYC-FM 107.5 mhz—Canceled app. of Cessna Communications Inc. for CP to make changes; change ERP: 0.34 kw. Action Oct. 22.

■ **Petersburg, VA** WVST-FM 91.3 mhz—Granted app. of Virginia State University for CP to make changes; change ERP: 2.2 kw; ant. 51 m.; change antenna system. Action Oct. 19.

■ **Marinette, WI** WLST(FM) 95.1 mhz—Granted app. of Near North Broadcasting Inc. for CP to make changes: ant. 133 kw. Action Oct. 18.

# OpenMike

## Happy birthday

EDITOR: Congratulations to BROADCASTING & CABLE on its 63rd anniversary of publication. It continues to be a great force of disseminating information to all in the broadcast industry.

May BROADCASTING & CABLE continue to enjoy its honored place for many more years.—Willard Scott, Today, NBC, New York.

## Help make history

EDITOR: Less than a year ago former FCC Chairman Robert E. Lee walked into my office with a package wrapped in brown paper. "Here, this is for you to keep," he said as he handed the thick parcel to me. It contained his newly completed autobiography, which pleased me greatly for it was what was to become the major addition to his papers gathered in the Broadcast Pioneers Library over the years. His final paragraph contained a hopeful statement: "Twice, I've been president of the Broadcast Pioneers Library, and

I want to help that fine research institution obtain more operating funds and a more comfortable home." Thus, after those many years of dedicated leadership to the library, he did help once again: he obtained a generous grant from the Eaton Foundation to be used exclusively for the library's Oral History Program.

Library co-founder William S. Hedges (also founder of the NAB) introduced this important work to preserve the autobiographical history of leading broadcast pioneers. It became an accepted but irregularly conducted program in 1976.

As principal oral historian for more than a decade, broadcast pioneer Layne R. Beaty has taken on the responsibility of interviewing pioneers in most areas of the United States. In addition, two separate programs of the 1970's have been conducted by Professor Donald H. Kirkley Jr., of the University of Maryland, and another by Wilma Whitehead for American Women in Radio and Television.

To date the library has acquired some 900 interviews, but the majority

of these have yet to be transcribed, a costly, long-range undertaking. Now, with the Eaton Grant, a select number can be copied to facilitate use by students, historians and writers. The majority of that gift, however, will be devoted to interviews with former broadcasters who have not yet been reached.

In this, the 73rd year of the formal beginnings of broadcasting, there must be a hundred-fold of broadcast history makers whose stories are yet to be told, but that number is waning. The Eaton Grant (which must be used by the end of 1993) has given the library a unique opportunity to find and interview as many early broadcasters as possible in the coming months.

We ask you to help in this search for early broadcasters and to participate yourself in this important contribution to the preservation of your own history.

Our knowledge of who and where you and other candidates are is limited. Will you please send names and addresses, along with brief biographies, of those pioneers who

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should be interviewed as part of the Oral History Program to: Broadcast Pioneers Library, 1771 N Street, N.W., Washington, D.C. 20036.—*Catharine Heinz, director, Broadcast Pioneers Library, Washington.*

## Big isn't better

EDITOR: If 30 years of increasing competition in the telecommunications marketplace has taught us anything, it is that small emerging companies provide new ideas, risk taking and innovation, which benefit consumers and create jobs. It was true in long-distance competition. It was true for the birth of a \$7.8 billion cellular industry that is just turning 10 years old. It's also true for personal communications services (PCS), based on a new generation of wireless communications technologies now coming to market.

There's just one hitch: if special interest groups get their way, everyone else will be shut out of the PCS marketplace including, ironically, some of the very companies that pioneered and developed PCS. That's because a group of multibillion-dollar telecommunications companies hope to keep small and minority-owned businesses like mine from bidding on slices of the airwaves through which the wireless signals will travel.

These and other telecommunications giants are petitioning the FCC to auction and license spectrum in very large chunks. Despite the fact that the Small Business Administration and the FCC have produced studies that favor small markets and many bidders, the giants continue to advance a "big is better" mantra, including a national licensing scheme. These licensing schemes are a sure way to price small bidders out of the market, foreclosing small and minority businesses' access to the last significant allocation of scarce radio spectrum expected this decade.

Whatever the FCC decides, it should not look to the telecommunications giants and their lobbyists to decide who's in and who's not. There's too much at stake—for consumers, for the economy and for small business—for the government to bend under the pressure of special interest groups seeking to strike a blow at the American

Dream.—*Walter L. Threadgill, president, Minority Broadcast Investment Corp. and Broadband Communications, Washington.*

## Not just the right

EDITOR: This letter is in response to the comments of Charles E. Everett of Bridgewater, N.J., in your July 12 issue.

I would like to take issue with several of Mr. Everett's comments. For one, I am glad that there are "zealots" who are interested in setting limits on what can be seen on television. These zealots are not all "right-wing" groups, but are made up of many different groups of people from a variety of organizations that are realizing television has gone too far. Certainly Hillary Clinton would not fall into the right-wing category, yet her interview in the April 11, 1993, issue of *Parade* magazine clearly indicates her grave concern over the television industry.

Additionally, it was not only the right-wing organizations that went after Howard Stern. All of us have read articles or comments by other broadcasters who felt that the FCC was justified in its actions against Howard Stern—or at the very least, Howard Stern's behavior was censured by his peers.

Mr. Everett stated that "people ought to be concerned about... the dominance of right-wing interests on TV." Is he serious? When did the social revolution take place? Other than Rush Limbaugh, I cannot think of another prominent conservative right-wing program that comes anywhere near dominating anything on television. If Mr. Everett is referring to an overall dominance, he is stretching hyperbole to its limits.

I work for a Christian media organization, and I do consider myself a right-wing conservative. However, I am also part of a much larger group. I am one of the "family issue zealots" that reside within our nation, and this is a group of people that exceeds religious or political boundaries.

I am glad for the kind of balance in our society that joins the left- and right-wing elements in a fight against sex and violence on television. I therefore question Mr. Everett's validity in singling out the right-wing organizations.—*John M. Ivaska, Springfield, Mo.*

# Datebook

## THIS WEEK

- Nov. 15-18**—*Columbia Institute for Tele-Information* second international training workshop for telecommunications regulators. Uris Hall, Columbia University, New York. Contact: (212) 854-4222.  
**Nov. 20**—"Through the Lens," master class with Allen Daviau, A.S.C. Sponsored by *New York Women in Film and Television*. Memorial Hall Auditorium, Met Life Building, New York. Contact: (212) 679-0870.

## NOVEMBER

- Nov. 18**—*Southern California Cable Association* annual dinner. Union Station, Los Angeles. Contact: Rosie Roope, (310) 316-0558.  
**Nov. 18**—"The Cable Follies-Cable Surfin' USA," sponsored by *New York Women in Film*. The Hudson Theatre, New York. Contact: Tom Meil, (201) 279-6696.  
**Nov. 30**—*Cable Television Administration and Marketing Society* western regional confer. Anaheim, Calif. Contact: William Coble, (703) 549-4200.

## DECEMBER

- Dec. 1-3**—*Western Cable Show*, Anaheim, Calif. Contact: (800) 898-2282.  
**Dec. 2**—*American Sportscasters Association* ninth annual hall of fame awards dinner. Marriott Marquis Hotel, New York. Contact: Louis Schwartz, (212) 227-8080.

## JANUARY 1994

- Jan. 14**—Deadline for entries for 1993 *Peabody Awards*. Contact: (706) 542-3787.  
**Jan. 14**—Deadline for entries for 1994 Green Eyeshade Awards sponsored by *Society of Professional Journalists, Atlanta professional chapter*. Contact: (404) 496-9957.  
**Jan. 14-20**—*National Association of Broadcasters* winter board meeting. Carlsbad, Calif. Contact: (202) 429-5300.  
**Jan. 23-24**—*Association of Independent Television Stations*. Miami. Contact: (202) 887-1970.  
**Jan. 24-27**—*NATPE International*. Miami Beach. Contact: (310) 453-4440.  
**Jan. 25-26**—*South Carolina Cable Television Association* convention. Columbia Marriott Hotel, Columbia, S.C. Contact: Nancy Home, (404) 252-4371.  
**Jan. 29-Feb. 1**—*National Religious Broadcasters*. Washington. Contact: (703) 549-6990.

## FEB-SEPT 1994

- Feb. 7-11**—*34th Monte Carlo Television Festival*. Monte Carlo. Contact: (33) 93-30-49-44.  
**Feb. 8-9**—*Cable Television of Georgia* annual convention. Westin Peachtree Plaza Hotel, Atlanta. Contact: Nancy Home, (404) 252-4371.  
**Feb. 10-12**—*Satellite Broadcasting and Communications Assn.* Anaheim, Calif. Contact: (703) 549-6990.  
**Feb. 23-25**—*1994 Texas Show*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

**March 18-21**—*Broadcast Education Association*. Las Vegas. Contact: (202) 429-5354.

**March 21-24**—*National Association of Broadcasters*. Las Vegas. Contact: (202) 429-5300.

**April 10-12**—*Cable Advertising Bureau*. New York. Contact: (212) 751-7770.

**April 15-20**—*MIP-TV*. Cannes, France. Contact: (212) 689-4220.

**May 22-25**—*National Cable Television Association*. New Orleans. Contact: (202) 775-3669.

**May 22-25**—*National Association of Minorities in Cable*. New Orleans. Contact: (310) 404-6208.

**June 8-11**—*PROMAX International and Broadcast Designers Association*. New Orleans. Contact: (213) 465-3777.

**Sept. 16-10**—*International Broadcasting Convention*. Amsterdam. Contact: 44-71-240-3839.

• **Major Meetings**



## Gary Randolph Krisel

**M**ost kids caught doodling in their notebooks earn time in detention. There was, however, a certain respect accorded a child skillfully drawing Mickey Mouse and Donald Duck caricatures. Gary Krisel knew that, even three decades ago.

Those seemingly idle hours didn't go for naught. As a self-described daydreamer who grew up in the shadow of the Disney studios in Burbank, Krisel has achieved his "greatest dreams" in a 20-year career at the company that saw him bring new television life to his caricature subjects.

He has helped reshape some of the franchise characters and created new ones to put the studio in the vanguard of a TV animation renaissance that began in the mid-1980's.

Since Krisel got the nod to head the start-up Walt Disney Television Animation division in 1985, the studio has put series on the broadcast networks and, more important, established a franchise in syndication with the two-hour Disney Afternoon cartoon block.

Krisel teamed with Buena Vista Television President Bob Jacquemin to plan and market the Disney Afternoon, which began with *DuckTales* in fall 1986, followed by the rollouts of *Chip 'n' Dale's Rescue Rangers*, *Tale Spin*, *Darkwing Duck* and *Goof Troop*. Since reaching its two-hour complement in 1989, Disney Afternoon has gone from grossing about \$60 million in national upfront advertising sales to a reported \$150 million in the fall 1993 upfront market.

Prior to Disney's reasserting its animation prowess, syndicated kids programming had largely been a "toy-driven" market, says Krisel.

"Everyone was telling us not to do [Disney Afternoon], that we were crazy if we thought we could reshape the viewing habits of the marketplace," he recalls. "The conventional wisdom during the early 1980's was that it was a boys action marketplace, with such shows as *G.I. Joe* and *Transformers* dominating the ratings. Our belief and experience with the Disney library product has been that it holds a timeless and universal appeal with both boys and girls, the latter of which had



been almost completely ignored in the late '70s and early '80s," he says.

Michael Eisner and Jeffrey Katzenberg (brought over from Paramount in 1984 to head the Disney Co. as chairman and president/CEO, respectively) shared that belief.

Both recognized the value of Krisel's 11-plus years of experience in the theme parks, record and consumer products divisions. After naming Krisel to executive vice president of television animation, one of the first things Eisner did was to summon him for a series development brainstorming session.

Krisel recalls sitting in Eisner's living room with a dish of Gummi Bears sitting on the coffee table. Eisner remarked that his kids couldn't stop eating the candy. "We started making up this whole myth and legend about this funny-looking candy," Krisel says.

As it turned out, *Gummi Bears*, Disney's first original animated series for the broadcast networks since scored healthy demographic ratings

among boys and girls and went on to a four-year run (1985-88) on NBC's Saturday morning schedule and another year on ABC before going into syndication in 1990.

At another creative committee meeting it was concluded that if Disney were going to swing for the fences in the potentially lucrative syndication market, it needed to use its franchise players to guarantee sustainable children's sampling. *DuckTales*, featuring Donald and his nephews, was born.

As soon as *DuckTales* premiered in syndication in fall 1986, the high-budget cartoon strip (at a then-unheard-of production cost of \$350,000-\$400,000 per episode) ranked atop all kids programming, with 7-9 rating averages among key boys and girls demos. Krisel and other Disney executives decided they had a springboard for a cartoon block.

"By the time we got to our second show, *Chip 'n' Dale*, there was no doubt we could do it in an hour block with *DuckTales*," says Krisel.

That success also bred competition, with the formation of the Fox Children's Network in 1989 and its securing of Warner Bros. trademark characters two years later. Now, with Warner Bros. planning a fifth broadcast network and its own two-hour block of afternoon cartoons, there is speculation that the Disney Afternoon could lose some independent station time periods and

might be forced to look for new clearances with traditional network affiliates. "Yes, it is a concern," Krisel acknowledges. But, he says, "even if the distribution channels become completely crowded," Disney quality will remain a strong drawing card. ■

**President, Walt Disney Animation, Burbank, Calif.; b. May 13, 1950, Santa Monica, Calif.; BA, business administration, Principia College, Elmhurst, Ill., 1972; partner, American Renaissance Film, Los Angeles, 1972-73; staff assistant to director of marketing, Disneyland, Anaheim, Calif., 1973-74; manager, research, Disneyland, 1974-75; manager, A&R, Disneyland Records, Burbank, Calif., 1975-76; national sales manager, Walt Disney Music Co., Burbank, 1976-77; VP, marketing, Walt Disney Music Co., 1977-78; VP/GM, Walt Disney Music Co., 1978-81; president, Walt Disney Music Co., 1981-86; VP, character merchandise licensing, Walt Disney Consumer Products, 1984-86; executive VP, Walt Disney Television Animation, 1985-90; president, network television, Walt Disney Studios, 1986-88; present position since 1991; m. Jane Bentley, 1972; children: James, 17; Colin, 15.**

## MEDIA



**Jody Shapiro**, executive VP, U.S. sales, RHI Entertainment Inc., Los Angeles, joins CST Entertainment there as president/COO.

**Shapiro**

**Carole Weitzman**, VP, production, Sunbow Productions, New York, named senior VP.

**Michael Murashko**, GSM, Fries Entertainment, Los Angeles, joins New Line Television there as western regional manager.

**Elizabeth White**, VP, business affairs, network television division, Twentieth Television, Beverly Hills, Calif., named VP, business, legal affairs, Fox Circle Productions, there.

**Robert Mendez**, executive director, business affairs, Paramount Domestic Television, Hollywood, named VP.

**Daniel O'Brien**, VP, operations, Time Warner Cable, Cincinnati, joins TW Progaming, New York, as president.

**Terry Weible**, senior producer, Multimedia Entertainment's *Jerry Springer*, New York, named executive producer.

**David Sheehan**, marketing coordinator, Worldwide Television News, New York, named marketing manager.

**Lawrence Jones**, president/COO, FX, Beverly Hills, Calif., named senior VP, Fox Inc., there.

Appointments at NBC, Burbank, Calif.: **Nancy Severance**, marketing manager, named director, marketing, media analysis; **Kelly Coogan-Swanson**, manager, entertainment marketing, named director, entertainment, affiliate marketing; **Greg Castronuovo**, network marketing administrator, named marketing manager, sports, news.

**Paul Magder**, director, eastern sales, Genesis Entertainment, Los Angeles, named VP, Atlantic sales.

## Honoring with Ollies

The American Center for Children's Television honored eight programs with its Ollie Awards, which recognize excellence in children's television. The awards, presented at a ceremony in Chicago, were given to *Beakman's World* (Columbia Pictures Television, Columbia Pictures Television Distribution, Universal Belo Productions and Discovery Networks); *Citykids* (Jim Henson Productions); *Doug* (Jumbo Pictures); *The Ernest Green Story* (AML Entertainment); *Home Turf* (KRON-TV San Francisco); *Mark Twain and Me* (Chilmark Productions); *Reading Rainbow* (Great Plains National/Nebraska ETV Network, WNED-TV Buffalo, N.Y., and Lan-cit Media Productions), and *Roundhouse* (Rebel Productions). Also honored for lifetime achievement were Children's Television Workshop co-founder Joan Ganz Cooney and Muppet creator Jim Henson. — MB



**Parker**

creative affairs, West Coast.

**Laurie Parker**, manager, creative affairs, New World Entertainment, Los Angeles, joins Viacom Productions, Universal City, Calif., as director, cre-

**Peter Hennessey**, GSM, WBZ(AM) Boston, joins WHDH-TV there in same capacity.

**Angela Owens**, editorial director, WRC-TV Washington, named director, station information.

Board changes, Silver King Communications, St. Petersburg, Fla.: **Jeffery McGrath**, president/vice chairman of the board of directors, SKTV, named chairman; **Steven Grant**, executive VP, chief financial/administrative officer, treasurer, SKTV, named vice chairman.

**Peggy O'Neill**, sales executive, southeast station group, Katz Continental Television, New York, named sales manager, West Central station groups, there.

**Mark Ryan**, VP/New York manager, Katz Continental Television, New York, named VP/national sales manager, south central station group, there.

**Michael Spiesman**, VP/national sales manager, southeast station group, Katz Continental Television, New York, named GP/GSM.

**Andy Beers**, assistant news director, KING-TV Seattle, named news director.

**Megan O'Donnell**, director, general accounting, CBS News division, CBS Inc., New York, joins The Baseball Network there as controller.

**Richard Hammer**, VP, media services, Regal Group, New York, joins Starcom Entertainment Television there as VP, national sales.

**Chris Wolf**, director, programing, promotion, WOFL-TV Orlando, Fla., joins KDAF-TV Dallas-Fort Worth in same capacity.

Appointments at KRON-TV San Francisco: **Zach Berkowitz**, meteorologist, WMTW-TV Portland, Maine, joins as weekend meteorologist; **Dan Sexton**, producer, San Francisco, joins as executive producer, KRON Video Enterprises, there.

**Tom Stringfellow**, president, String's Sports Video Inc., Miami, joins WJCL-TV Savannah, Ga., as sports director/anchor.

**Steven Moller**, chief engineer/studio manager, Discovery Sound Studios, Naples, Italy, joins Catspaw Productions, Atlanta, as senior recording engineer/producer.

**Stewart Cheifet**, president/GM, WITF-TV-FM Harrisburg, Pa., resigns.

**Bruce Corris**, executive news producer, KNOV-TV Cincinnati, joins WLWT-TV Cincinnati as assistant news director.

**Mark Hooper**, field producer, weekend news, CBS News, Los Angeles, joins WCCO-TV Minneapolis as assistant news director.

**Dave Blakely**, account executive, KIRO-TV Seattle, named national sales manager.

**Stan Hopkins**, news director, WBZ-TV Boston, joins WLIG-TV Melville, N.Y., in same capacity.

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## RADIO

**Vesta Brandt**, GM, KNUZ(AM)-KQUE-FM Houston, elected head of Texas Association of Broadcasters.

Appointments at KFBK(AM)-KGBY-FM Sacramento, Calif.: **Jan Shay**, national sales manager, named GSM; **Susan Rivieccio**, account executive, named national sales manager.

**Ken Thompson**, GSM, KATM-FM, Modesto, Calif., joins KJAX(AM)-KJOY-FM Stockton, Calif., in same capacity.

**Gail Daniels**, air personality, KIKK-FM Houston, joins WUBE-FM-AM Cincinnati, as air personality/assistant program director.

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## CABLE

**Samuel Morris**, founding partner, Hoyle, Morris & Kerr, Philadelphia, joins The Lenfest Group, Pottstown, Pa., as VP/general counsel.

**Rafael Pastor**, executive VP, Fox International, Los Angeles, joins USA Networks, New York, as executive VP/managing director, USA Networks International.

Appointments at Comcast Cable Communications, Philadelphia: **Bradley Duston**, senior VP, northeast region, named senior VP, engineering operations; **Stephen Burch**, area VP, named regional senior VP, mid-Atlantic region; **Tyrone Conner**, area VP, Comcast Cablevision, Philadelphia, named regional senior VP, Delaware Valley region.

**John Domino**, director, affiliate relations, Empire Sports Network, West Seneca, N.Y., named assistant GM.

Appointments at Prime Ticket Network, Los Angeles: **Bob Billeci**, VP, engineering, named VP, technical operations, engineering; **Mark Gleeson**, manager, technical operations, named director, network operations; **Adam Acone**, production manager, named director, remote production, facilities; **Deborah Kay**, production coordinator, named

production supervisor; **Patrick McClenahan**, producer, named supervising producer; **Cathy Nicol**, senior accountant, named accounting supervisor; **Kelly Talbert**, traffic coordinator, named traffic supervisor.

**Nick Charles** and **Fred Hickman**, co-hosts, *CNN Sports Tonight*, Atlanta, named hosts for Turner Network Television's 1994 Winter Olympics coverage.

Appointments at The Learning Channel, Bethesda, Md.: **Suzanne Morgan**, M.B.A. graduate, University of North Carolina, Wilmington, N.C., joins as manager, sales planning, operations, affiliate sales, relations; **Fairleigh Killen**, sales representative, Kraft Food Service, Washington, D.C., and **Beth Joseph**, sales representative, Cellular One, Washington, D.C., join as account manager, south central region, and senior coordinator, southeast region, respectively.

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## TECHNOLOGY

**Peter Sealey**, former senior VP/director, global marketing, The Coca Cola Company, Los Angeles, joins Interactive Network, Mountain View, Calif., as president/COO.

**Richard Friedland**, CFO/VP, finance, General Instrument Corporation, Chicago, named president/COO and elected to board of directors.

**R. Michael Sheridan**, executive VP, planning, corporate development, EON Corporation, Reston, Va., named president/CEO.

Appointments at Scientific-Atlanta, Norcross, Ga.: **Norma Bergman**, general counsel, Academy Life Insurance Company, Atlanta, and **Russell Case**, attorney, Kilpatrick and Cody, Atlanta, join as group counsel.

**Derek Lawrence**, project manager, Siecor Corporation, Winston-Salem, N.C., named VP/GM, cable division, Siecor Corporation, Hickory, N.C.

**Felix Rohatyn**, senior partner, Lazard Freres & Company, New York, elected to board of directors, General Instrument Corporation, Chicago.

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## ADVERTISING

**Laurie Pyykkonen**, manager, broadcast business, D'Arcy Masius

Benton & Bowles, Bloomfield Hills, Mich., named VP.

**Scott Morey**, community relations specialist, Northern Ohio Red Cross Blood Services, Youngstown, Ohio, joins Bader Rutter, Brookfield, Wis., as writer.

**Bill Tynan**, local sales manager, WKBD-TV Detroit, joins Telerep, Chicago, as sales manager.

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## DEATHS

**Charles Aidman**, 68, TV actor who appeared in one of the first episodes of the *Twilight Zone* in 1959, died of cancer Nov. 7 in Beverly Hills, Calif. He narrated an updated version of *Twilight Zone* from 1985 to 1987. Other television credits include *The Fugitive*; *Gunsmoke*; *The Wild, Wild West*; *Little House on the Prairie*, and *Quincy, M.E.*

**Horst Rohner**, 50, animator and graphic designer, died in an automobile accident Nov. 2 in Chicago. For more than 20 years, Horst's Magic Theatre Company, Chicago, created and produced film, graphics and animation work for Chicago advertising agencies and production companies. For the past three years he worked for Meeting Media, Northbrook, Ill. Survivors include his wife, Ann, and two daughters.

**Frank Gervan**, 78, president and founder, Frank C. Gervan & Associates, Miami, died Oct. 24 of emphysema at the Hartland Health Care Center, Miami Lakes, Fla. Gervan was a broadcaster for more than 30 years and operated his company as a consultant to television stations. He began his broadcasting career at WGR-TV Buffalo, where he was GSM. Gervan served as GM at KXON-TV Mitchell, S.D. He also worked at KPWR-TV Bakersfield, Calif., and WTVJ-TV and WDZL-TV, both Miami. Survivors include his wife, Loretta, and a daughter.

**Brody Timm**, 70, radio station owner, died Sept. 17 of a heart attack at his home in Tallahassee, Fla. Timm was a broadcaster for more than 40 years. He bought his first radio station, WDMG(AM) Douglass, Ga., in 1948. At the time of his death, Timm owned nine radio stations in Georgia and Florida. Survivors include his wife, Beth, a son and a daughter.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 31. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.7/227/97
2. Jeopardy!	12.2/215/97
3. Star Trek	12.0/246/99
4. Oprah Winfrey Show	10.1/232/97
5. Star Trek: DS9	9.1/237/99
6. Roseanne	8.5/182/96
7. Entertainment Tonight	7.7/177/93
7. Wheel of Fortune-wknd	7.7/162/78
9. Inside Edition	6.9/159/92
9. Married...With Children	6.9/186/94
11. Nat'l Geo.-Assign	6.8/196/97
12. Baywatch	6.6/196/96
13. Current Affair	6.0/180/93
14. Hard Copy	5.9/156/90
15. Imagination I	5.7/184/97

### ABC has taken a commanding lead eight days into the Nielsen-measured November sweeps.

Through last Thursday night, ABC was averaging a 13.9 rating/21 share compared to NBC's 13.0/21 and CBS's 11.7/19. ABC was helped by the two-part, five-hour broadcast TV debut of "Dances with Wolves," which pulled in a 16.4/25 over Sunday, Nov. 7, and Wednesday, Nov. 10. More than two rating points behind ABC is CBS, which may make up some ground with the seven-hour *Return to Lonesome Dove*, the sequel to the highly rated 1989 miniseries, which airs over three nights beginning Sunday, Nov. 14.

Despite CBS's dominance on Monday nights the past several seasons and the continued strength of ABC's *Monday Night Football*, **NBC is leading all networks in the season-to-date ratings.** Through Monday, Nov. 8, NBC is averaging a 15.2 rating/23 share, followed by CBS's 14.8/23 and ABC's 14.6/23. For the season, CBS is down 14% from last year, ABC is down 5% and NBC is up 9%.

CBS's **Late Show with David Letterman** lost first place for the first time falling behind ABC's **Nightline** for the week of Nov. 1-7. *Nightline* averaged a 5.6 rating and 18 share for the week, ahead of *Late Show's* 5.0/16. NBC's *The Tonight Show with Jay Leno* finished the week with a 4.2/13. Fox's reruns of *Code 3* and *In Living Color* continued to outperform the canceled *Chevy Chase Show*, pulling a 2.4/5 and a 2.5/7, respectively, at 11 and 11:30 p.m.

**Keymarket Communications** (Kerby Confer) bought **WBEN(AM)-WMJQ(FM) Buffalo, N.Y.**, from Algonquin Broadcasting Corp. (Laurence A. Levite) for **\$9.9 million**. Buyer has no other broadcast interests. Seller owns *WJCE(AM)-WRVR-FM Memphis*; *WWL(AM)-WLMG-FM New Orleans*; *WGBI(AM)-WGGY-FM/WILK(AM)-WKRZ-FM Scranton/Wilkes-Barre, Pa.*, and has interests in *KJCE(AM)-KKMJ-FM Austin* and *KFRG-FM/KOOJ-FM San Bernardino, Calif.* *WBEN* has news/talk format on 930 khz with 5 kw. *WMJQ* has contemporary hits

format on 102.5 mhz with 110 kw and antenna 1,340 ft.

**CNN scored its third highest rating with its NAFTA debate** last week on *Larry King Live*. The program averaged an 18.1 rating/25 share in the CNN universe, which translates to 11.2 million homes. In addition, approximately 50 broadcast affiliates of CNN aired the debate, although ratings were not available at deadline.

**NBC Sports President Dick Ebersol has signed a new multiyear contract.** He has held the job for the last four years. In the past year, he has overseen the network's entry into several precedent-setting revenue-sharing rights agreements with the National Basketball Association, Major League Baseball (in a venture that also includes ABC), and a deal for the 1996 summer Olympics in Atlanta.

**NAB and The Association for Maximum Service Television are worried** certain frequencies shared by broadcasters and other

## Sheldon Cooper leaving Tribune

Tribune Entertainment Chairman Sheldon Cooper is leaving to form his own company, which will begin operation in January. Cooper Entertainment Co. will develop and produce programs for all television media. Cooper may also serve as a programming consultant to stations and cable networks.

"It's really too early to talk about specific projects because I will remain with Tribune through the end of the year," says Cooper.

Before being named chairman of Tribune Entertainment in 1991, Cooper had been its president since its founding in 1982. Before that, he was president and general manager of Tribune-owned *WGN-TV Chicago*, where he brought Phil Donahue from Dayton, Ohio. Cooper also helped develop *Operation Prime Time*, a station cooperative that developed first-run miniseries. At Tribune Entertainment, Cooper oversaw the launch of *At the Movies*, *Geraldo* and *The Joan Rivers Show*, among other programs.

—SM

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CBS celebrated the 25th anniversary of 60 Minutes in grand style last week, with a gala at New York's Museum of Modern Art attended by 650 media luminaries. Past and present members of the 60 Minutes team were present. Standing (l-r): Morley Safer, Ed Bradley, Dan Rather, Steve Kroft, Diane Sawyer and Andy Rooney. Sitting (l-r): Mike Wallace, Meredith Vieira, Don Hewitt and Lesley Stahl.

telecommunications industries might end up subject to spectrum auctioning. Some proposed data broadcasting services fall into frequencies shared by services subject to the auction, so NAB and MSTV urged the commission to draw a clear distinction between broadcast-related services and strictly commercial ventures. In other spectrum auction comments filed at the FCC last week, telco GTE urged it to adopt oral bidding and restrict bidding to competitors that can demonstrate serious intent and ability to use spectrum. National Telecommunications and Information Administration, a division of the Commerce Department, recommended an electronic bidding system using computer terminals. It also called for spectrum blocks to be set aside for small business, minorities and rural telephone companies.

**Angie Dickinson became the first celebrity to refuse being profiled by *This Is Your Life*.** Last Tuesday at NBC, Dickinson stunned Pat Sajak, host of an upcoming *TIYL* special, and assembled guests when she said "not on your life" to Sajak's announcement that "this is your life." Among the guests on hand were Bob Hope, Burt Reynolds, Earl Holliman and Dickinson's first boyfriend. Dickinson was quoted as saying: "I feel so bad—it's very, very embarrassing. But it's just not for me."

## Bell operators

Bell Atlantic has a cadre of high-powered, well-connected lawyers and lobbyists working on its behalf to make sure government doesn't get in the way of its mega-merger with TCI. They include: Peter Knight of Wunder & Diefenderfer, a former aide to Vice President Gore and member of the Clinton-Gore transition team; Tom Casey, former FCC attorney and member of the Clinton-Gore transition team with Skadden, Arps, Slate, Meagher & Flom; Riley Temple, attorney with Halprin, Temple & Goodman and a former Senate Communications counsel; former Reagan White House aide David Bockorny and former House Energy & Commerce Committee staff director Jack Clough, of Bergner, Boyette & Bockorny; Duffy Wall of Wall and Associates, and Gerry Udwin of the Udwin Group, who ran Westinghouse Broadcasting's Washington office until it closed two years ago.

## HOLLYWOOD

### 'Top Cops' twist

In an unexpected marketing twist, Genesis Entertainment is planning to sell its newly acquired *Top Cops* (see "Closed Circuit," Nov. 8) on a straight barter basis (three-and-a-half-minute local/national split). Traditionally, off-network series are sold for cash, but Genesis Executive Vice President Phil Oldham says the show is being pitched primarily for late fringe, a daypart where barter is the standard currency.

Stations already carrying Genesis's *Real Stories of the Highway Patrol* may be able to negotiate a cash license for *Top Cops* to run as a companion piece, according to Oldham.

Oldham says the syndicator is confident of the 70% coverage that is a standard clearance threshold for barter series.

### Quid pro quo

Industry word is that Cannell Communications' decision to commit two of its three stations to Paramount's fifth-network effort (see story, "Top of the Week") came in exchange for an opportunity to produce a show for the new network.

## NEW YORK

### Going 'West'

TNT's acquisition of the classic series *The Wild, Wild West* last week could be a harbinger of more off-

net hours to come for the cable network. Many movies in the Turner Broadcasting library will shift to co-owned Turner Classic Movies when that network launches next year, and TNT executives are thinking about filling gaps with off-net series.

## NEW YORK

### Kids countdown

Nick at Night's annual countdown of classic sitcom episodes will be telecast on New Year's Day to make way for Nickelodeon's first-ever New Year's Eve countdown for kids. The kids cable network will telecast a block of at least four hours of special programming, beginning at 8 p.m. and including live interstitial countdown updates to New Year. The night will conclude with a New Year's Eve-themed episode of *The Adventures of Pete and Pete*, a new Nickelodeon series scheduled to debut in December.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"When he said we'd be a leader in compression, I didn't know he meant salaries."

## The chicken, maybe

Two wires into the home and a chicken in every pot seems to be the byword of telecommunications policy for the '90s. This page won't yet say nay to that ideal, but in our opinion it's not too soon to say: "Don't hold your breath."

The concept is straightforward enough. Everyone wants a superabundance of competition in this next generation of media technology. The trouble is, there's going to be so much capacity everywhere you look that to insist on redundancy may not make sense.

Think about it this way. The cable TV industry has already built out 95% of the country, and in reasonably short order will be capable of providing 500 channels of TV to that network. (The fact that cable penetration is only at 60-plus percent is neither here nor there; if the first wire can't attract everyone, a second wire won't improve chances that much.) No one knows what it cost to build the existing cable plant, but it appears likely that the upgrade to 500 channels will cost \$35 billion more.

Additionally, the existing broadcast plant already reaches 95% of the country and will continue to provide service into the next century. Indeed, once digital television and HDTV are in place, broadcasters may be providing four to five times the present service.

On top of that, United States Satellite Broadcasting and Hughes, in one stroke, will overbuild the entire television plant in the United States with a direct-broadcast satellite service providing an additional 32 channels, compressible to upwards of 160 channels. With every advancing day it appears more likely that DBS will prove a formidable competitor to terrestrial cable and an important option as a carrier of television to the home.

Now come the telephone companies, which have built their own superhighways of voice and data largely on a monopolistic (one wire) base. The two-wire proponents would have us believe they will now build terrestrial networks to go up against the other entrenched media—

after acquiring who knows how much of the existing cable plant for who knows how much. Estimates of what it would cost the telcos to step up to broadband run as high as \$400 billion. Who's going to pay for that? If you use the telephone regularly, you may not want to ask.

Until now, overbuilding just hasn't been practical. It required doubling the cost to halve the market, or roughly so. Perhaps the economic model will change in the coming brave new world when (and if) TV is more than just a conduit for news and information, and this page will stay open to the possibility. But in the meantime, when you hear glib pronouncements about two wires into the home, be sure you've got a grain of salt handy.

## Better of a bad situation

A campaign finance reform bill (H.R. 3) has passed House committee. Thanks to the lobbying of the NAB, it is the lesser of two evils: an alternative to a far more onerous Senate version already passed and an improvement over an earlier House incarnation that closely mirrored the Senate "land grab." Among other changes, the amended House bill deletes the free airtime requirement for responding to third-party candidates and jettisons the 50% discount for airtime, replacing it with a low-est-preemptible-rate requirement, with the windows for getting that rate narrowed. It retains the voucher system (as in "We'll gladly pay you Tuesday for a commercial today"), but at least the vouchers apparently will be redeemable at numerous financial institutions.

Frankly, we still don't like the fact that the government takes advantage of its control over broadcasting to force politicians to mend their profligate ways, but that control, and potential abuse, remain byproducts of the regulatory barriers that have been erected between the Fifth Estate and the First Amendment. Given that caveat, the House measure now goes to the floor for a vote. It should be approved, and this more reasonable approach made part of whatever bill eventually emerges.

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### Editorial

Donald V. West, editor/senior vice president.  
Harry A. Jessell, executive editor.  
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Kira Greene (special projects), John S. Eggerton, assistant managing editors.  
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Kim McAvoy, bureau chief; Elizabeth Rathbun, assistant editor; Sean Scully (technology), staff writer; Marsha L. Bell, Julie A. Zier, editorial assistants; Winslow Tuttle, Cathanne Garber, proofreaders; Denise P. Smith, Kenneth R. Ray, production artists.

New York □475 Park Avenue South 10016; 212-340-9860; Fax 212-340-9874.

Geoffrey Foisie, bureau chief; Stephen McClellan, chief correspondent; Rich Brown (cable), Peter Viles (radio), assistant editors; Christopher Stern, Jim Cooper, staff writers.

Los Angeles □5700 Wilshire Blvd., Suite 120 90036; 213-549-4100; Fax 213-937-4240.

Steve Coe, bureau chief; Mike Freeman (syndication), Joe Flint, assistant editors.

London □Europa House, 54 Great Marlborough St., W1V 1DD; 44-71-437-0493; Fax 44-71-437-0495.  
Meredith Amdur, international editor.

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### Advertising

New York □212-340-9860; Fax 212-340-9869

Lawrence W. Oliver, advertising director; Randi T. Schatz, international sales director; William C. Schenck, account executive; Stacie Mindich, marketing/sales support coordinator; Antonette Fasulo, executive assistant; Joan Miller, executive secretary.

Los Angeles □213-549-4100; Fax 213-937-5272.

Gary Rubin, national marketing director, director of syndication advertising; Sandra Klausner, editorial-advertising assistant.

Washington □202-659-2340; Fax 202-293-3278.

Donis Kelly, sales service manager; Mitzi Miller, classified advertising manager.

### Advertising Representatives

Yukari Media (Asia): (06) 925-4452; Fax (06) 925-5005.

Lewis Edge & Associates (Southwest regional and equipment advertising): 609-683-7900; Fax 609-497-0412.  
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### Circulation/Distribution

Michael Borchetta, subscription promotion director; William Cunningham, distribution manager; Leonard Weed, fulfillment director.

### Production

Harry Stevens, production manager; Rick Higgs, assistant production manager.

### Corporate Relations

Patricia A. Vance, director.

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### Cahners Consumer/

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John J. Beni, senior VP-general manager.

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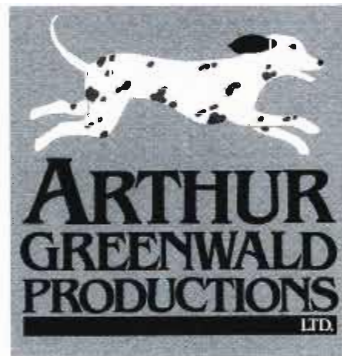


Photo: Gerald Greenwald

# *The one in the middle studied child development at Yale.*

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