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Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 124 No. 23 63rd Year 1994 \$3.95 A Cahners Publication

**Marketing Is
Hype
Only When
The Product
Doesn't
Deliver.**

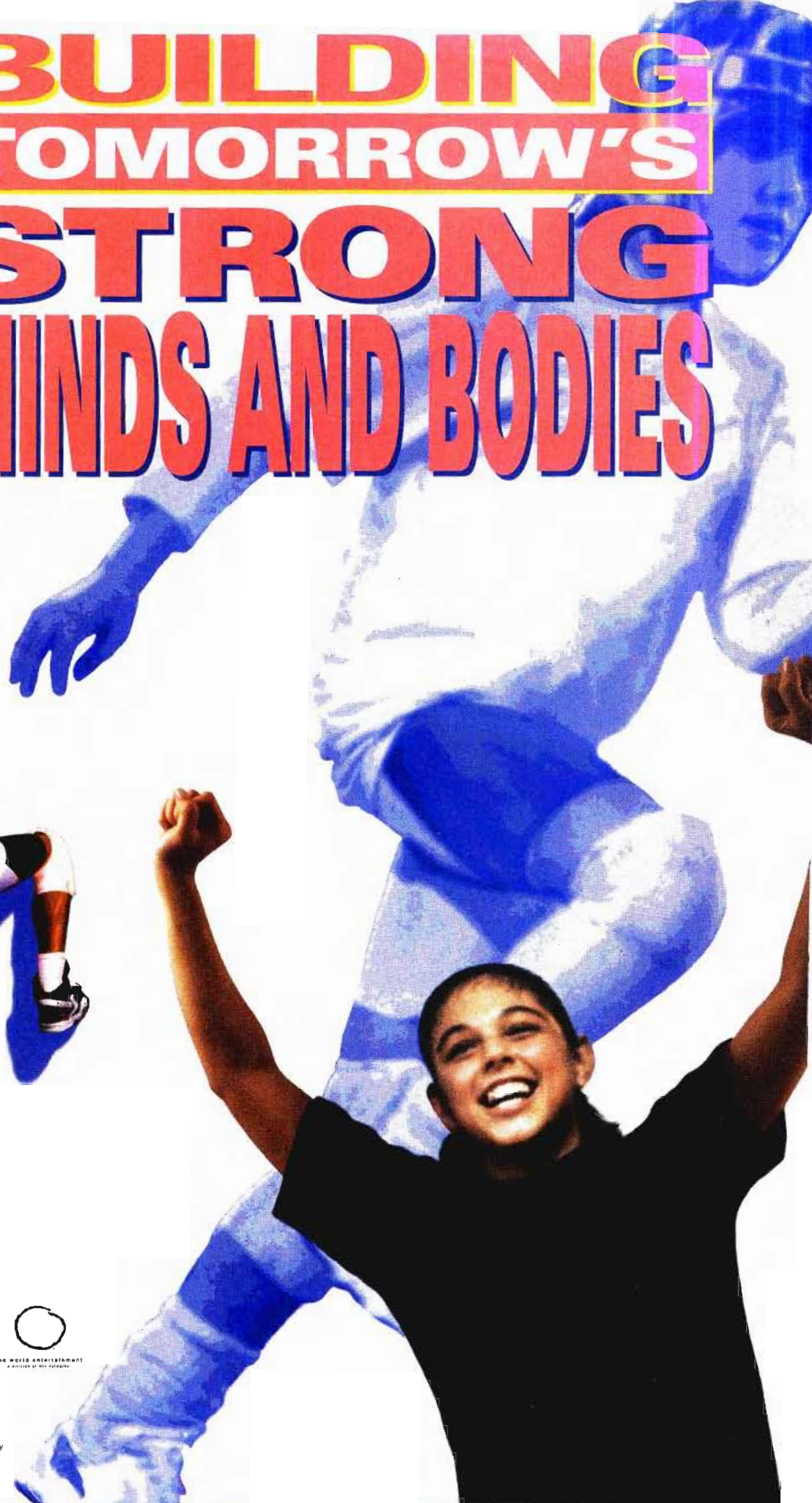


PROMAX'S PICK:

**CBS MARKETING MAVEN
GEORGE SCHWEITZER**

**Telemedia
Week**
Begins on page 57

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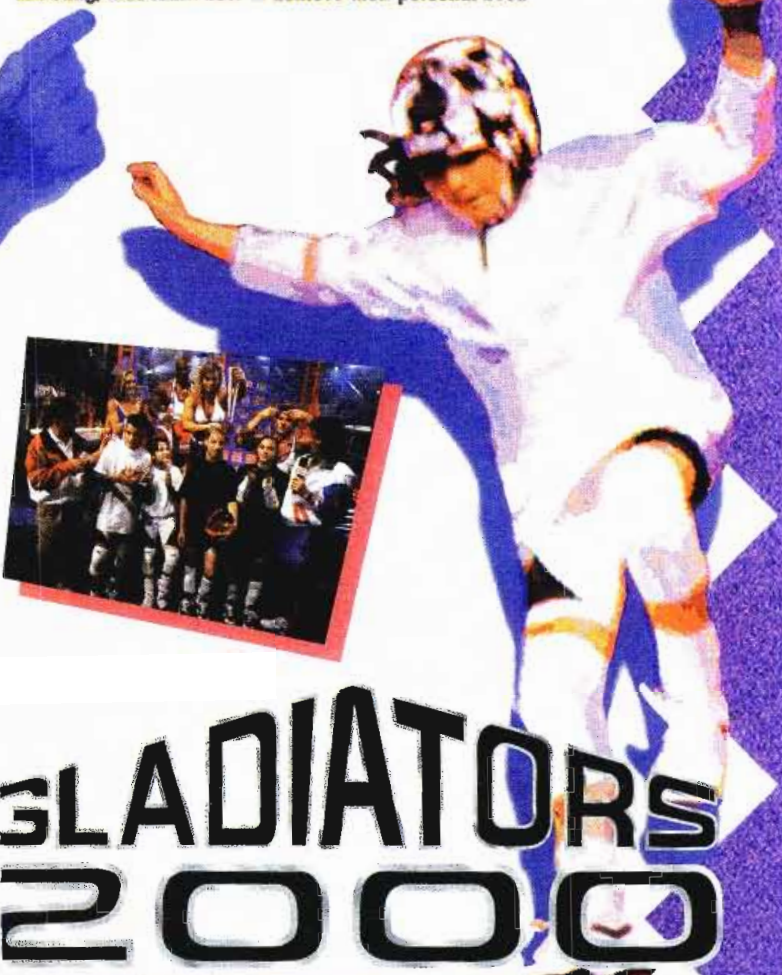
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San Francisco	KPIX (C)	Youngtown	WFMJ (N)
Boston	WLVI (I)	Baton Rouge	WAFB (C)
Washington	WUSA (C)	Lincoln	KHGI (A)
Dallas	KTVT (I)	El Paso	KZIA (I)
Detroit	WDIV (N)	Savannah	WSAV (N)
Houston	KHTV (I)	Ft. Wayne	WFFT (F)
Atlanta	WGNX (I)	Lansing	WLAJ (A)
Cleveland	WJW (C)	Charleston	WTAT (F)
Seattle	KOMO (A)	Fargo	WDAY (A)
Minneapolis	KITN (F)	Santa Barbara	KEYT (A)
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Pittsburgh	WPGH (F)	Peoria	WYZZ (F)
Sacramento	KXTV (C)	Harlingen	KVEO (N)
Phoenix	KPHO (I)	Tallahassee	WTWC (C)
Denver	KWGN (I)	Eugene	KEVU (I)
Baltimore	WJZ (A)	Reno	KTVN (C)
Orlando	WKCF (I)	Lafayette	KADN (F)
San Diego	KUSI (I)	Traverse City	WWTW (C)
Hartford	WFSB (C)	Columbus, GA	WXTX (F)
Indianapolis	WMCC (I)	Macon	WMAZ (C)
Portland	KATU (A)	Bakersfield	KERO (C)
Milwaukee	WTMJ (N)	Florence	W56CC (F)
Charlotte	WBTV (C)	Duluth	KBJR (N)
Cincinnati	WKRC (A)	Amarillo	KFDA (C)
Nashville	WTVF (C)	Monroe	KARD (A)
Columbus	WBNS (C)	Wausau	WAOW (A)
Grand Rapids	WOOD (N)	Columbus, MS	WCBI (C)
Buffalo	WGRZ (N)	La Crosse	WLAX (F)
Norfolk	WTKR (C)	Wichita Falls	KSWO (A)
San Antonio	KENS (C)	Erie	WETG (F)
New Orleans	WGNO (I)	Topeka	KTKA (A)
Oklahoma City	KWTW (C)	Terre Haute	WBAK (A)
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Louisville	WLKY (C)	Binghamton	WBNG (C)
Albany	WNYT (N)	Columbia, MO	KMIZ (A)
Dayton	WRGT (F)	Minot	KBMY (A)
Richmond	WRIC (A)	Bangor	WABI (C)
Fresno	KJEO (C)	Anchorage	KIMO (A)
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Honolulu	KITV (A)	Victoria	KAVU (A)
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Chattanooga	WDSI (F)	St. George, UT	KSGI (I)
Cedar Rapids	KOCR (F)	Natchez	WNTZ (I)
South Bend	WSBT (C)		

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Counterstrike: CBS targets Scripps CBS appeared close to launching its first counterstrike against Rupert Murdoch's New World order last week. Two Scripps Howard Broadcasting stations now aligned with ABC in Detroit and Cleveland would jump to CBS, and CBS would pick up one or more of the three SHB stations being dropped by Fox. / 6

Tisch: 'We'll spend any amount to be No. 1' With \$1 billion in the bank, CBS Inc. Chairman Larry Tisch says the network will have new affiliates in markets affected by the New World-Fox deal within two to three weeks. Most of the money will be spent on programming. / 8

KW gets \$2 billion in return business King World Productions has renewed syndication's three highest-rated shows—*Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show*—until the year 2000 in a deal that approaches \$2 billion. / 6

Cox on top in Times Mirror deal In the latest cable consolidation, Cox Cable and Times Mirror were said to be closing in on a deal to create a new company that would combine Cox's 1.8 million subscribers with Times Mirror's 1.2 million. / 9

Mixed reviews for PCS scheme A plan for broadband spectrum allocation and licensing rules may benefit consumers but give incumbent cellular providers some anti-competitive advantages. / 10

Sony, Time Warner form radio network The Sony Software Corp. and Warner Music Group have carved a new niche in radio. Their joint venture, SW Networks, will create, market and distribute syndicated music and talk programming to radio stations worldwide. / 18



'Jeopardy!' has been renewed through 2000. / 6

PROGRAMMING

Goodson folds on Game Show Network

Mark Goodson Productions, citing cable rate reregulation and limited channel capacity, has pulled the plug on its investment in The Game Show Network. / 19

Scripps Howard revs production engines

Scripps Howard Productions is aggressively acquiring literary property and signing talent in a bid to become a diversified supplier of drama and nonfiction series and long-form projects. / 19

COVER STORY: PROMAX & BDA '94

George Schweitzer: eyes on CBS

Promax will honor George Schweitzer, executive vice president, marketing and communications, CBS/Broadcast Group, as leader of the Marketing and Promotion Team of the Year. Schweitzer stands out for the network's *David Letterman* and Olympics campaigns, colleagues say. / 28

Marketing is king in New Orleans

Attendance at this week's Promax convention in New Orleans will be up by more than 10% over last year—testimony, organizers say, to an increasingly fraction-

alized viewing environment in which marketing is king. Taking center stage will be a handful of marketing efforts by major distributors. / 36

New software drives desktop design

There's a small but growing trend toward desktop-produced graphics. The latest software allows computers such as the Macintosh to produce graphics good enough for TV. / 45



Syndicated 'Late Night with David Letterman' logo was created on computer. / 45

BUSINESS

Fox-New World deal opens trading vistas

Although the who, what and where of Fox and New World's affiliation agreement remain to be sorted out market by market, the aftermath will mean increased value of network affiliates, industry insiders say. / 48

WASHINGTON

User fees beg question of self-funded FCC

A self-funded FCC is not in the cards for 1995,

"I've been hearing a lot of shadows and footsteps, but not reality."

—Michael Finkelstein, chairman, Renaissance Communications, on effects so far of Fox's affiliation-swap deal with New World

JUN 6, 1994

despite a Clinton administration proposal that the agency pay its own way with user fees, FCC and Capitol Hill officials say. The fees may go up anyway, to help fund a \$21 million increase in the agency's budget. / 50

NAB strategizes against higher costs

A proposed spectrum tax and proposed increases in FCC user fees top the agenda at this week's National Association of Broadcasters board meeting. / 50

RADIO

Getting radio onto the superhighway

Both National Public Radio President Delano Lewis and broadcaster Eduardo Gomez, members of the U.S. Advisory Council on the National Information Infrastructure, want the information superhighway to be accessible to the public—and they want radio to be a key player. / 53

TECHNOLOGY

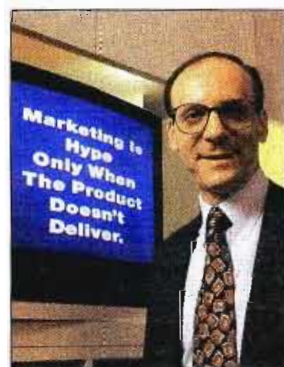
FCC referees World Cup concerns

Anticipating an onslaught of foreign broadcasters at the World Cup tournament, the FCC has altered its rules on auxiliary spectrum use to insure that the rush of coverage does not result in spectrum chaos. / 54



NBC pictures digital disk recording

NBC is "seriously considering" stocking its new *Today* studio with digital disk technology by year's end. In the meantime, the network has purchased four new Sony Betacam machines, part of several equipment buys made for the \$15 million studio. / 54



On the Cover:

"Even companies as vast as Procter & Gamble and Ford don't bring out the number of new products that network TV does each year," says George Schweitzer, head of CBS's integrated communications effort. So, he says, promoters have to guide viewers through the maze of choices. Cover photo by Tom Sobolik / 28



The DBS-1 satellite / 57

Telemedia Week **DBS sets new deadline**

DBS proponents have set June 23 as their latest target for launching the long-awaited satellite service. Despite a series of delays, the companies involved insist they have spent the last few weeks making minor refinements to their system rather than scrambling to fix any serious flaw. / 57

Gate opening in Bay Area

San Francisco's two leading daily newspapers are creating a joint electronic version for Bay Area residents who have personal computers. *The Gate* is expected to be up and running by the end of the year. / 57

Portland stations team with InTouch

The four network affiliates in Portland, Ore., plan to participate in an innovative interactive television trial this year. Consumers will be able to shop at home, make theater reservations, play along with TV game shows and order food deliveries, while an in-home printer will print out coupons. / 57

Interaxx trials planned

With hopes of a national rollout next year, Interaxx Television Network this summer will begin testing a CD-ROM-based interactive TV system in 2,000 Florida homes. / 58

EON readies wireless technology

EON has been keeping a low profile for a company trying to jump start the wireless interactive television market. But with the FCC preparing to auction licenses to make it all possible, EON is getting ready to lift off. / 59

On-line services blossoming

Service providers hope that on-line users will begin buying more products through their computers. The big sellers on CompuServe's Electronic Mall include flowers, computer parts and candy. / 60

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Counterstrike: CBS targets Scripps

Deal rumors abound; one has network picking up affiliates in Detroit, Cleveland

By Steve McClellan

CBS appeared close to launching its first counterstrike last week in the wake of Rupert Murdoch's New World order. Sources say the network was negotiating a deal that would have Scripps Howard Broadcasting jump to CBS in Detroit and Cleveland, where SHB is currently aligned with ABC.

Although none of the parties would speak on the record, part of the deal, sources say, is that CBS would pick up one or more of the three SHB stations being dumped by Fox, including Phoenix and Tampa. The rub is Phoenix, where Meredith Broadcasting has an unaffiliated VHF station that's more attractive than SHB's channel 15. The kicker: CBS would align itself with the SHB's fledgling cable-broadcast program service, the Home

& Garden Network.

Sources last week were optimistic the deal would happen. Asked whether ABC had initiated an aggressive attempt to keep Scripps Howard in tow, sources with knowledge of the talks said it had not. ABC executives did not return calls.

If the deal is completed, CBS will plug holes in four of the top 21 markets affected by the Fox-New World agreement, including Detroit (8), Cleveland (12), Tampa (16) and Phoenix (21).

Cox antes up \$2.3 billion for Times Mirror Cable

See page 9

Other rumors flying last week had to do with possible station acquisitions by CBS. Among the more intriguing: CBS is exploring a counteroffer to Argyle Communications for its four-station TV group (the former Times Mirror Stations). New World has an option to buy the stations for \$717 million in 1995.

At deadline, CBS officials stressed that no new deals had been made and that every possible affiliate realignment was being considered. If CBS were to counter successfully, it would block the defection of KDFW-TV Dallas and KTBC-TV Austin from CBS to Fox, patching both the largest and smallest holes in the CBS affiliate lineup as a result of the Fox-New World alliance. It also would give the network an

continued on page 8

KW gets \$2 billion in return business

Multiyear deals mark change in strategy; could make company more attractive acquisition

By David Tobenkin

King World Productions has renewed syndication's three highest-rated shows until the year 2000 in a deal approaching \$2 billion.

Wheel of Fortune, *Jeopardy!* and *The Oprah Winfrey Show* have been renewed for the rest of the century in roughly 70% of the country.

The multiyear renewal marks a change from the past, when the company renewed the shows for one- or two-year periods. The longer contracts will provide the publicly traded company a steady cash flow with which to expand its operations, King World President Michael King says.

"This poises us to grow and diversify," says King, whose company syndicates magazine shows *Inside Edition* and *American Journal* and talk show *Rolonda*. "We'd love to be in the late-



'Jeopardy!' has been renewed through 2000.

night arena, be a bigger supplier to independent television and acquire more libraries. [King World Chairman Roger King] and I are still in our 40s. This company is still young."

The extended renewal also makes the company a more attractive acquisition target. King World long has been rumored to be a takeover target

for Capital Cities/ABC, which carries its shows in the network's top markets.

Of the \$1.9 billion gross cash license fees, 57% will be payable to the producers of the series—Sony Pictures Entertainment-owned Merv Griffin Enterprises in the case of the game shows and Harpo Prods. Inc. for *Oprah*.

Wheel and *Jeopardy!* have been renewed for the 1996-97, 1997-98 and 1998-99 seasons in nine of the top 10 markets: WABC-TV New York, KABC-TV

Los Angeles, WLS-TV Chicago, WPVI-TV Philadelphia and KGO-TV San Francisco (all ABC O&Os), and WJLA-TV Washington, WFAA-TV Dallas-Fort Worth, WDIV-TV Detroit and KHOU-TV Houston.

Oprah has been renewed for the

continued on page 18



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Monday 8 pm (ET)

CNBC
FIRST IN TALK

CBS moves

continued from page 6

O&O in St. Louis, where most expect current CBS affiliate KMOV(TV), owned by Viacom-Paramount, to align itself with the new Paramount network.

Lending credibility to that report, sources say, is that New World has now acquired—or is negotiating to buy or has options to buy—more stations than the 12 it is allowed by law to own. It already owns 11 stations, including the SCI and Great American groups.

In addition to the Argyle option, sources report that New World has a handshake agreement with Cook Inlet to acquire WSMV(TV), the NBC affiliate in Nashville. And there are conflicting reports that New World—or, alternatively, LIN Broadcasting—is in line to buy Cook Inlet's other affiliate, WTNH-TV New Haven, Conn. (ABC).

In Nashville, however, an affiliation switch involving Fox could be difficult. The current affiliate, Act III's WZTV(TV), has a contract that extends to 1998, according to general manager Bob Jay.

Among last week's less credible rumors, according to well-placed Group W sources: that the entire Group W station group was poised to jump to Fox. Variations on the rumor had Fox, or New World, acquiring all or part of the Westinghouse station group, or only KYW-TV Philadelphia.

There was no official comment from Group W, but executives there said privately that all variations of the rumors were bogus.

Another discredited rumor had CBS talking to Cox about buying KTVU(TV) Oakland, Calif., the Fox affiliate there. As part of the deal, Cox's station in Atlanta, WSB-TV, would go from ABC to CBS. But Cox broadcasting head Nick Trigony moved quickly to squelch those rumors. "Absolutely untrue," he said.

Trigony also said there was "no way" WSB-TV would switch in Atlanta, where the station is number one: "I don't know where these rumors start."

They may have started in the Fox camp, sources said last week. It is widely believed that Murdoch is intent on upgrading his San Francisco affiliate, and has put out feelers about buying KRON-TV or KPIX(TV). He was rebuffed by Group W. ■

Tisch to affiliates: 'We'll spend any amount to be No. 1'

Chairman says new stations will be in hand shortly to replace those defecting to Fox

By Steve Coe

With the New World-Fox deal at the forefront of the CBS affiliates meeting last week in Los Angeles, Larry Tisch, CBS Inc. chairman/CEO, said the network will have new affiliates in place in the affected markets within the next two to three weeks.

Looking more like those frowning faces on iodine bottles than executives overseeing the number one network in every daypart, Tisch and other CBS brass went before the press last Wednesday vowing to fight. And with \$1 billion in the bank, Tisch said "we'll spend any amount of money that's necessary to be number one." However, he also said the network would not engage in a bidding war for

new affiliates. "Money will be spent on programing because that's where it will have the most impact."

Tisch said the network is looking for eight new affiliates, with the idea of getting the strongest station possible, regardless of whether there are available VHF stations in a market. "Every city has a V," said Tisch. "We're not taking the position that there's a city without a V."

Howard Stringer, CBS/Broadcast Group president, said the affiliation upheaval may end up benefiting CBS



Howard Stringer

Fox, CBS spar over News Corp. stories

Fox last week charged CBS with sparking renewed FCC and media interest in the long-simmering question about Fox's foreign ownership.

"[CBS Washington lobbyist] Marty Franks is doing a fabulous job of muckraking this issue," says Fox Senior VP Preston Padden. CBS is angry over having lost eight affiliates to Fox as part of its blanket affiliation deal with New World (BROADCASTING & CABLE, May 30), Padden says. "But I don't think it's going to help attract affiliates by muckraking the Fox ownership structure."

Following up trade press reports two weeks ago (BROADCASTING & CABLE, May 30), the *Washington Post* and *New York Times* weighed in last week with front-page stories on whether Fox was in violation of the FCC's 25% cap on foreign ownership and whether Fox had misrepresented its ownership.

The *Times* story quotes CBS Chairman Laurence Tisch: "Can you imagine CBS going to the FCC and deliberately misstating something in a filing? It's unimaginable." Asked whether he peddled the story to the consumer press, Franks says: "I'm good, but not that good." He denies talking with the FCC.

Should the FCC conclude that Fox exceeds the foreign-ownership cap or lied about its ownership, it could force Fox to divest its TV stations. That's considered a remote possibility. However, a negative finding could block or slow future station purchases.

The current controversy surrounds Fox's May 23 disclosure that the Australian News Corp. holds a "99% economic/equity interest" in the Fox stations.

The FCC would have questioned Fox's purchase of the six Metromedia stations in 1985 "if we [had known] that equity control in excess of [25%] was in the hands of aliens," Mass Media Bureau Chief Roy Stewart told the *Post*.

Alarmed by Stewart's statement, Fox wrote him last Friday saying Fox ownership has not changed since 1985. Although News Corp. has 99% of the equity, it has only 24% of the voting capital stock. The other 76% is held by Murdoch, a U.S. citizen, it says. The ownership hasn't changed, Padden says. "The only thing that [has] changed is CBS lost eight affiliates." —HAJ

by getting the network affiliates that will pre-empt less of its programming. "We're at war with our affiliates. We've lost some affiliates, and we'll be picking up some affiliates, affiliates that like us—and that will carry *Letterman*," he said, in a rare moment of levity for the usually ebullient Stringer.

Although the Tisch coffers remain swollen, affiliates shouldn't expect to see any of that cash in the form of increased compensation. Tisch declared there would be "no across-the-board compensation increases." He did, however, leave the door open for compensation increases on a market-by-market basis.

Bill Sullivan, president/GM of KPAX-TV Missoula, Mont., and affiliate board chairman, said he expected further conversations between the affiliate body and CBS executives on the compensation issue and other matters during an unscheduled business meeting that was to be held last Friday afternoon.

Like NBC, Tisch said the network is considering extending affiliation agreements—to four to five years, according to one affiliate. But discussions about lengthening the agreements might be linked with other issues, such as compensation and increasing stations' prime time advertising inventory.

That last issue was one of several points to be discussed during the Friday meeting. "Some affiliates would like to see more inventory in prime time to compete better with their NBC counterparts who have quite a bit more," said Sullivan, who added, "[CBS] agreed to talk further about it."

According to Sullivan, all talk about compensation and inventory aside, the affiliate body came to Los Angeles "looking for confidence as much as anything. We wanted to see if the network is moving ahead and if we're still with the best. We want to see them recover from any wounds out there."

Several affiliates said the loss of football last year, followed by the affiliation switch last week, left many CBS stations with the impression that the network's hierarchy is somewhat out of touch. "We wanted to hear what their plans are," said Michael Fiorile, president of Dispatch Communications Group. "Last week got their attention. After listening to them I think they've heeded those wake-up calls. They're not taking the affiliate switches lying down."

This CBS affiliates meeting—just a month and a half removed from the network's third consecutive prime time ratings victory—couldn't come at a worse time. In the closed-door business meetings last Wednesday, when CBS executives weren't trying to restore their affiliates' confidence after Fox's raid of the CBS henhouse, they were attempting to explain why the network finished the May sweeps in second place among households but fourth in the key demographic of adults 18-49. ■

Cox comes out on top in Times Mirror deal

Merger creates third-largest MSO; Jones sells stake to Bell Canada to finance acquisitions

By Rich Brown

In the latest move within the cable industry to consolidate cable system ownership, Cox Cable is ironing out a \$2.3 billion deal with Times Mirror Cable.

Meanwhile, multiple system cable operator Jones Intercable has reached an agreement with Bell Canada International to sell a piece of the company in hopes of funding more cable system acquisitions. Jones is the U.S.'s tenth-largest MSO, with 1.2 million subscribers.

Times Mirror and privately held Cox last Friday were said to be closing in on a deal to create a new public company that would combine Cox's 1.8 million subscribers with Times Mirror's 1.2 million.

The resulting company, to be controlled by Cox, would become the nation's third-largest MSO. In a statement last Friday, Times Mirror confirmed that a tentative agreement with Cox had been reached, but provided no details.

"It's not setting the world on fire," says broker Timothy David of Daniels & Associates, referring to the \$2.3 bil-

lion price tag. The price is about \$200 lower than the \$2,000-plus per-sub cost associated with pre-reregulation deals. "I'm kind of discouraged it's that low." The deal might represent the typical 11.5-12 times cash flow of earlier deals if the sale price is based on post-reregulation cash flow, he says.

Cable system consolidation is becoming increasingly important as the cable industry prepares for the onslaught of competition from telephone companies, direct-broadcast satellite and wireless cable. Consolidation gives MSOs more power over equipment suppliers and provides access to greater capital for system upgrades, analyst David Lee of Lazard Freres says.

Cox was one of four companies courting Times Mirror. Comcast Corp., Continental Cablevision and Tele-Communications Inc. each submitted proposals in the past two weeks.

While some well-publicized telco-cable deals have fallen apart, top Canadian telecommunications company Bell Canada International last Thursday reached a definitive agree-

ment to buy a 30% stake in MSO Jones Intercable.

The BCI-Jones deal has been closely watched by House Telecommunications Subcommittee Chairman Ed Markey (D.-Mass.), who has raised concerns about foreign ownership. As structured, the deal gives BCI the option to acquire control of Jones Intercable in eight years.

BCI has agreed to invest an additional \$206 million in the MSO, buying 7.5 million shares of Jones stock (17% of the company) at \$27.50 per share. In March, BCI paid \$55 million at \$22 per share to buy a 13% stake in the MSO. BCI negotiated that deal down from \$27.50 per share following FCC rate regulation.

In addition to these transactions, BCI agreed to purchase for cash 30% of any Class A common stock sold by Jones to third parties. That could bring BCI's investment in Jones up to \$400 million.

BCI has the option of buying enough shares of common stock of Jones Intercable within eight years to elect 75% of the MSO's board of directors and win control of the company. ■

Mixed reviews for new PCS scheme

Commission is expected to adopt Motorola proposal for allocating and licensing that would reduce number of licenses per market

By Christopher Stern

A new plan for broadband spectrum allocation and licensing rules may benefit consumers, but it also may give incumbent cellular providers some anticompetitive advantages, according to potential competitors.

The FCC is expected to make major revisions to its PCS spectrum plan at this Thursday's meeting. The revisions reportedly are modeled on a proposal submitted late last month by Motorola Inc. The proposal would reduce the number of licenses per market from seven to six and consolidate the large and small licenses in one area of the spectrum.

Also, the Motorola proposal suggests that the commission divide the six licenses among three large allocations, each 30 mhz, and three small allocations, each 10 mhz. The original plan calls for two 30 mhz licenses, one of 20 mhz and four of 10 mhz.

Under the Motorola proposal, the 30 mhz and 10 mhz licenses would be located on the spectrum between 1850 and 1990 mhz. Last week the National Telecommunications and Information Administration endorsed both the proposed revision of the spectrum block sizes and their relocation.

The Motorola consolidation would result in savings to consumers, many observers say. Consumers could use a

single handset to access all broadband services, in contrast to the former plan which would require as many as three devices to access all portions of the available PCS spectrum. The spectrum consolidation would save consumers 25% on equipment costs compared with the previous plan, says Motorola's Stu Overby, manager of regulatory affairs.

Shortly after taking office, FCC Chairman Reed Hundt initiated a reconsideration of the PCS rules in response to concerns from potential bidders and their financial backers, who complained the FCC plan would create too many licenses and that the big and small licenses were too far away from each other on the spectrum.

American Personal Communications President E.Y. Snowden says the Motorola proposal not only will benefit consumers, but also has the potential to speed new services to market by using spectrum that is currently occupied by microwave users. APC won a pioneer's preference from the FCC for a technology that will allow PCS and microwave users to share spectrum.

But Snowden and others also are worried that in its reconsideration of PCS the FCC may allow incumbent cellular companies to bid on one of three 30 mhz licenses. Even if a cellular company were forced to give up its existing license to take possession of a 30 mhz license, potential PCS bidders say it would inhibit competition.

"The new proposal would let incumbents in through the back door by allowing them to bid on large amounts of additional spectrum and weaken new competitors," said Time Warner Telecommunications' Dennis Patrick, president/CEO. Patrick, a former FCC chairman, says that if the incumbent cellular companies are allowed to bid for the large licenses, they may drive up the price with the sole intention of making their future competitors pay more for licenses. In some cases, companies are expected to spend more than \$1 billion for the broadband licenses. ■

PCS passes Time Warner tests

While waiting for the FCC's next move, Time Warner last week said it had finished a test of PCS technology delivered over the company's full-service network in Orlando, Fla. During six weeks of tests, the company transmitted real and simulated voice traffic via its hybrid fiber/coaxial network.

Although conceding that theirs was not the first test of a PCS system, Time Warner executives stressed their use of a live, operating cable system to deliver voice.

"This is real cable in the field," Time Warner Telecommunications Chief Executive Officer Dennis Patrick said. The Orlando network's ability to carry PCS and TV signals at the same time reinforces his company's view that the full-service network architecture can serve as a practical platform for PCS service, he said. Time Warner hopes the handsets may evolve into a mobile link to information available on full-service networks, Patrick said.

Time Warner's test included large, cellular phone-like "macrocells" and smaller residential cells passing the phone transmissions from handsets to the full-service network. Talking on one of the phones (with no apparent static), Time Warner Telecommunications Technology Vice President Lex Felker said the planned PCS units will deliver transmissions to two or more cells at once, preventing the poor reception that cellular phone users encounter when moving from one cell area to another.

Time Warner used phones from Qualcomm as well as the company's code division multiple-access technology, which permits multiple users to use the same frequencies simultaneously. CDMA signals carry signals farther than traditional technology and may allow service providers to save money by installing fewer cells, Qualcomm's Jim Madsen said. —CM



TW's Patrick talks PCS.

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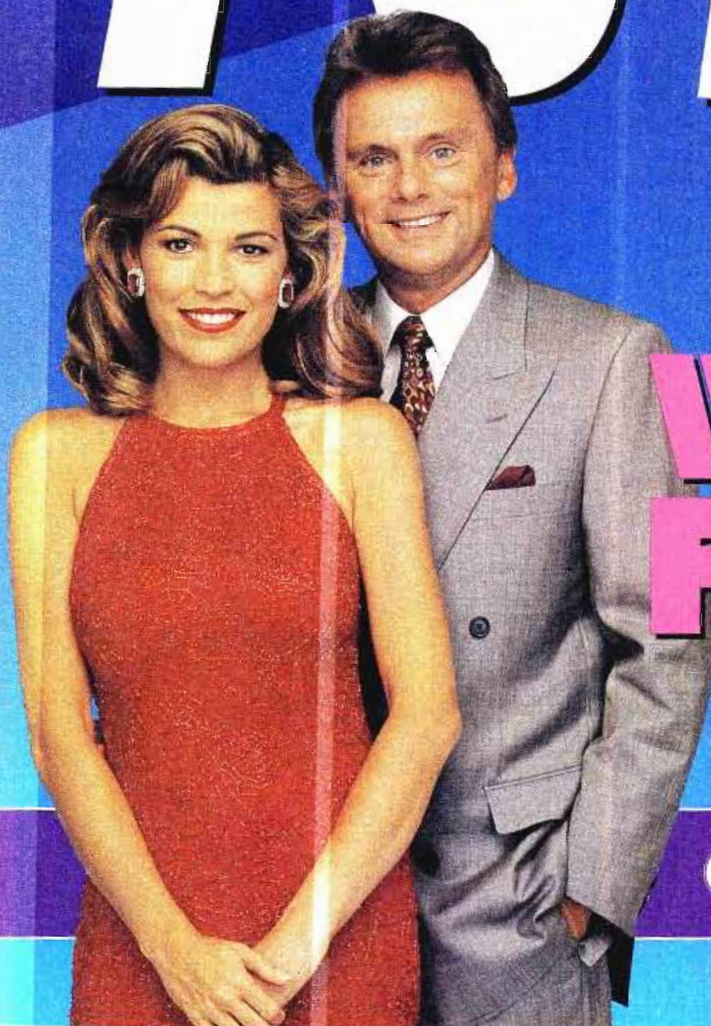
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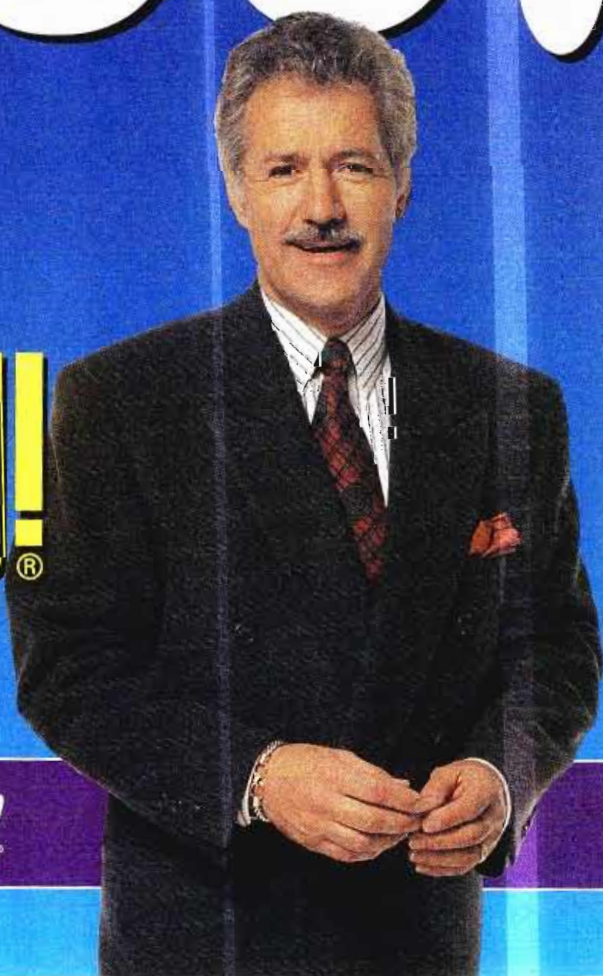
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Broadcasters seek loosening of ownership limits

But some fear 'monopoly mentality' if owners have more than 12 stations, 25% reach

By Christopher Stern

Big broadcasters are looking forward to July, when the FCC is expected to make its first major revision to broadcast ownership rules since 1984.

Mass Media Bureau Chief Roy Stewart and other FCC staff members say the issue is expected to be on the FCC's agenda next month.

The networks and other large groups are urging the FCC to raise the limits on the number of stations and the audience reach that owners are allowed. Current rules limit owners to 12 stations that reach no more than 25% of the U.S. television audience. The industry also wants the FCC to relax its duopoly rules barring ownership of more than one TV station in a market.

The broadcasters say they need a liberalization of the rules in order to compete with cable and other technologies.

"Competing video providers are free to grow, to add new program services and new distribution outlets, while broadcast growth is tightly restricted by the commission's rules," National Association of Broadcasters President Eddie Fritts wrote in a letter to FCC Chairman Reed Hundt last week.

Fritts also asked the FCC to allow a television broadcaster to own two stations whose grade B signals overlap, saying the issue has attracted little controversy and is "ripe for action." "Hundt needs to show he cares about the industry," another broadcaster says.

But not every broadcaster is enthusiastic about the changes. "If the networks control 50% or 75% of the market, they may not listen to affiliates' concerns about programing [and] news and they may even demand higher clearances. I think it's a monopoly mentality," says Phil Jones, president, Meredith Broadcasting Corp., which owns five stations.

Some broadcasters say Fox's recently announced deal to acquire a 20% interest in New World's 12 stations may have negative repercussions for broadcasters when the FCC examines television ownership rules.

The deal pushes the attribution rules to the "breaking point," says one broadcaster. Under terms of the

\$500 million deal, Fox will take a 20% nonvoting interest in New World and its station group. Because the interest is nonvoting, the New World stations do not count against Fox's station limits.

"I think there is no question that [the Fox deal] is going to hurt," one broadcast industry source says. In particular, the source says, the FCC may look at tightening the network

attribution rules.

Another broadcaster, who has discussed the issue with the FCC staff, says the agency will liberalize the rules, but it will be a complicated decision. He suggested that the FCC will devise a compromise between broadcasters' proclaimed needs for loosened ownership rules and the need for diverse voices in the marketplace. ■

Labor backs Breaux-Packwood info bill

The AFL-CIO last week endorsed the Breaux-Packwood info highway bill (S. 2111). Labor's support for the measure is considered by some a serious blow to Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), who is trying to move his own info highway bill (S. 1822).

Hollings now may have difficulty moving his measure through the Senate. "It could have an impact; we'll have to wait and see," said a Commerce Committee aide.

Indeed, the chances that any type of info highway bill will clear the Senate this year continue to diminish. Not only are lawmakers running out of time, but reaching a consensus on the issue may prove impossible.

The AFL-CIO announced its support for Breaux-Packwood in a letter to Hollings last week. Writing on behalf of the Communications Workers of America and the International Brotherhood of Electrical Workers, the AFL-CIO said the Breaux-Packwood legislation would "level the playing field in telecommunications by allowing companies to enter long-distance, local exchange and cable markets simultaneously one year after its enactment."

The AFL-CIO's endorsement did not come as a surprise. "The CWA has been on the RBOC's side all along," said the committee aide. The regional Bell operating companies also prefer the Breaux-Packwood approach, which would permit their entry into the long-distance telephone business one year after enactment. Under the Hollings bill it might take years before the RBOCs could offer long-distance telephone service. —KM

FCC grants, denies exclusivity

The FCC issued a split decision in its first two rulings on cable programing exclusivity.

The commission barred Time Warner Cable from retaining exclusive rights to carry Court TV in Manhattan but allowed New England Cable News to use some exclusivity as an incentive for investment and carriage. It is the first time the FCC has issued an order on programing exclusivity under provisions of the 1992 Cable Act.

Time Warner Cable and its Satellite Master Antenna Television rival, Liberty Cable, have been squabbling over Court TV since SMATV's start-up three years ago. The FCC ruled that Time Warner Cable's efforts to keep Court TV exclusive had "a limiting effect" on emerging competition, including Liberty Cable. Court TV is partly owned by Time Warner Cable parent Time Warner Inc.

In the other case, the FCC ruled that New England Cable News could use some exclusivity in arrangements with cable systems. "NECN has demonstrated that the ability to offer exclusivity to cable affiliates is necessary to attract investment and secure distribution essential to the financial viability of its regional news programing service," the FCC order states. —CS

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Sony, Time Warner form radio network

SW Networks to sell digital programming to cable systems, broadcast stations

By Donna Petrozzello

The Sony Software Corp. and the Warner Music Group have carved a new niche in radio. Their joint venture, SW Networks, will create, market and distribute syndicated music and talk programming to radio stations worldwide.

Through SW Networks, Sony and Warner plan to produce programming for direct-broadcast satellite and digital cable radio as well as conventional broadcast stations.

The syndicated programs will be included in the formats of the digital Music Choice and Music Choice Europe cable channels, which Sony and Warner operate as equity partners, according to Sony spokesman Peter Newcomb.

"This is the company's first-time entree into creating music and entertainment programming for distribution in terms of audio," Newcomb says.

The addition of shows from SW

Networks will mark the first departure from music programming at Music Choice, since the new shows will include talk and other "entertainment" programs, Newcomb says.

The digital cable channels feature 30 channels programed for more eclectic music formats such as baroque, modern blues and new age music. The channels have no commercials. The digital channels have approximately 125,000 U.S. listeners who subscribe through a cable box hookup.

SW Networks also is expected to expand the variety of music formats available to Music Choice and its European equivalent and to syndicate a new menu of programming to con-

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ventional over-the-air stations.

"We are very pleased with this opportunity to expand the variety of formats and artists available to listeners," says Robert J. Morgado, chairman/chief executive officer, Warner Music Group. "We are confident that by

stimulating interest in music, SW Networks will contribute to the long-term health of the music industry."

SW Networks will be run by Susan Solomon as chairman/chief executive officer.

Formerly an executive vice president at the Andrews Group, Solomon helped to expand the company's media holdings by acquiring Marvel Entertainment and New World Entertainment. ■

King World

continued from page 6

1995-96, 1996-97, 1997-98, 1998-99 and 1999-2000 seasons in all top 10 markets. Top 10 stations carrying the show include the same ABC O&Os as well as WCVB-TV Boston, WJLA-TV Washington, WFAA-TV Dallas-Fort Worth, WXYZ-TV Detroit and KHOU-TV Houston.

Wheel and *Jeopardy!* have been the number one- and number two-rated syndicated shows for more than a decade, and *Oprah* the number one talk show since its debut in 1986.

"We're seeing the shows getting commitments of unprecedented length in an environment in which stations are unsure [whose] affiliates they will be and that is the most volatile of my 25 years in broadcasting," King says. "That is testimony to how these stations rely on those shows."

Affiliates of the show have changed in some markets, especially for *Oprah*, King says.

In March, Winfrey announced that she had granted King World exclusive distribution rights to her show through

2000, and she will continue to produce and appear on the show through 1995-96.

However, King World, which now receives an estimated 43% of the revenues from the show, has confirmed that it will get a smaller portion of the take under the new deal, a figure estimated to be in the 25%-35% range. The company has raised license fees to affiliates renewing the shows to make up for that drop.

The only top 10 market not to renew the two game shows is Boston, where King says negotiations have been complicated by the recent sale of WHDH-TV.

King, while refusing to discuss prices in individual markets, says King World has tried to keep the shows on existing affiliates. "We're not taking every nickel off the table. We think that moving the shows from one channel to the next is not the best thing for the shows."

In a related move, Sony Pictures Entertainment has extended its contract through the year 2000 with *Wheel* and *Jeopardy!* executive producer and former owner Merv Griffin. Griffin will continue to produce

the shows and will consult the studio on other projects. ■

Dan Gold new ASCAP president

The American Society of Composers, Authors and Publishers last week named former broadcaster and cable executive Daniel E. Gold as its new CEO, effective July 1. With Gold's appointment, ASCAP President Marilyn Bergman will become chairman of the board, and the title of president will be retired.

During the 1980s, Gold was president/CEO of Knight-Ridder Broadcasting's eight TV stations and was president/COO of Comcast Cable Corp. From 1960 to 1980, he was VP/GM of WTOP-AM-FM-TV Washington. Since 1991 Gold has been senior vice president, operations, of Century Cable Corp. He also has served on the board of directors of the National Association of Broadcasters. —DP

Goodson folds on Game Show Network

Investment pulled; cable business environment cited

By Rich Brown

Mark Goodson Productions, citing a difficult environment for would-be cable networks, has decided to yank its investment in The Game Show Network.

"The challenge of launching any kind of basic cable programming service, especially given the current reregulatory and limited-channel-capacity issues the business faces, provides little incentive for us to justify our continued management involvement," Jonathan Goodson, president and chief executive officer, Mark Goodson Productions, said last week.

The game show producer was a partner in the network with Sony Pictures Entertainment and United Video Cable Ventures.

Goodson executives apparently were concerned that their partnership agreement would lock them into long-term licensing deals with the channel. The enormous Goodson library of as many as 20,000 game show episodes—including *The Price Is Right*, *Family Feud*, *Password* and *What's My Line?*—still will be available to The Game Show Network at launch, which is scheduled for Dec. 1. But Goodson's exit from the partnership enables the company to keep its licensing agreements with the channel down to relatively short-term deals of two to three years.

"The company felt that it would rather have control of the inventory," Goodson spokesman Michael Brockman said. "We were uncomfortable having our future tied like that."

The Game Show Network repeatedly has boasted of a library of more than 41,000 episodes, including product from Goodson and other top game show producers Merv Griffin, Barry & Enright and Chuck Barris. Network executives have been less forthcoming in announcing carriage commitments from cable system operators.

Many new networks are having a tough time building distribution, citing rate reregulation and limited channel capacity. The Game Show Net-



Maintaining control over a vast library of game show product, such as 'Family Feud,' is one reason Mark Goodson Productions has decided to pull out of its planned investment in The Game Show Network.

work was among dozens of would-be networks clamoring for attention last month at the National Cable Television Association convention in New Orleans.

International Family Entertainment, which made a lot of noise at previous conventions about its plans to launch The Game Channel, was quiet by comparison. IFE executives say they are waiting for expanded

channel capacity before rolling out their channel.

Meanwhile, IFE is running a three-hour daily game show block on the company-owned Family Channel. Company executives say the results are encouraging: The block is averaging a 0.4-0.5 A.C. Nielsen Co. rating, more than double what the network was averaging with infomercials in that time period a year ago. ■

Scripps Howard revs production engines

By David Tobenkin

Scripps Howard Productions is aggressively acquiring literary property and signing talent in a bid to become a diversified supplier of drama and nonfiction television series and long-form projects.

The company, a seven-month-old subsidiary of media giant E.W. Scripps Co., has signed television and motion picture production veteran Roy Huggins to write, develop and produce its first syndication project, a two-hour pilot for a cop/detective series.

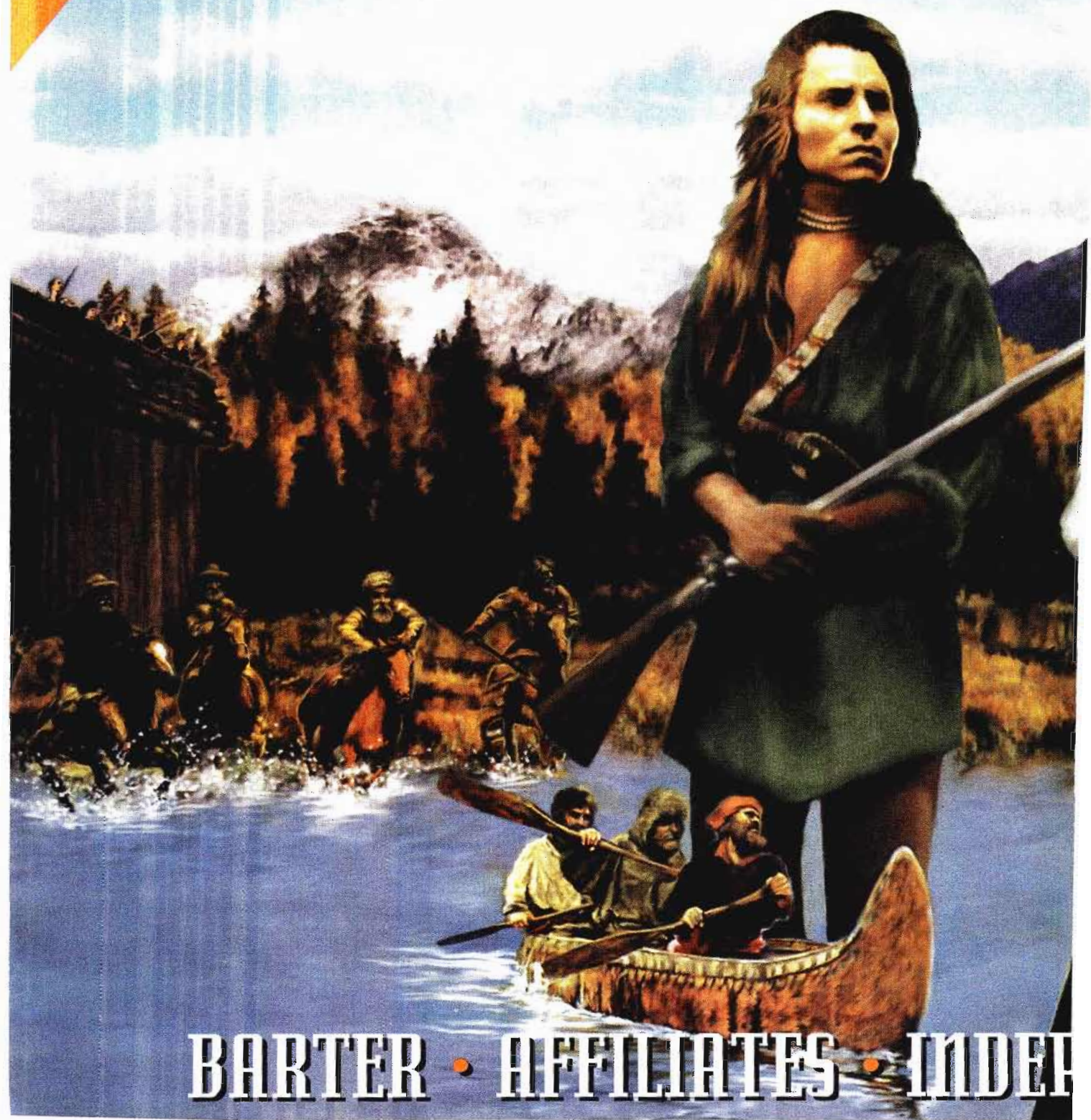
Huggins, executive producer of vintage TV show *Maverick*, the 1993 movie *The Fugitive* (and creator of the original TV show on which it was based), will create the pilot in hopes of launching the show in first-run syndication for prime time in September 1995.

A few days after that deal was announced, PBS *Prime Suspect* miniseries creator Lynda La Plante signed with SHP to create her first U.S. production, *Seekers*, a movie/pilot about two women who discover they are married to the same man. The show

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will be produced for CBS by Sarah Lawson and Scripps Howard Executive Producer Michele Brustin. What SHP's new projects share is a commitment to proven writing and producing talent and to the creation of high-end shows, says SHP President and Chief Executive Officer David Percelay.

"A lot of people are creating action dramas, but our strategy is a little different," says Percelay. "With the exception of *Star Trek* shows, most [syndicated] shows are not produced with network-quality writing and production values. What will come out of this relationship is a show that feels in all senses like network-caliber product."

Percelay was formerly a development executive at Jacobs & Gerber Entertainment and station manager at KCBS-TV Los Angeles. He brought with him Brustin, formerly an NBC executive.

Among SHP projects in development:

- A two-hour adaptation of author Michael Malone's *Time's Witness*, sold to NBC as the basis for a series or series of two-hour movies.

- A pilot directed by and starring Brian Dennehy intended for sale to a

television or cable network as a series of two-hour TV movies. The show, based on William Coughlin's *Shadow of a Doubt*, will soon be shopped to networks and could begin production in the fall.

- A two-hour docudrama pilot for CBS in conjunction with CBS Entertainment Productions that chronicles a helicopter crew's successfully battling the fires in Los Angeles. Tentatively titled *Air Rescue*, the project will be directed by Steve Perry, co-producer of *Die Hard II*.

- A series of two-hour movies for CBS based on an optioned book.

- Two single-male-lead action-adventure series.

SHP also is looking to expand into feature films. It has paid \$750,000 for the rights to a series of books by Michael Connelly that it intends to produce for theatrical exhibition.

Among other new hires at SHP are producer Richard Brahm, formerly a producer of *Miami Vice* and co-executive producer of the Emmy Award-winning *The Drug Wars* miniseries on NBC, and reality show developer Craig Leake, who will produce a news magazine and other nonfiction programming. ■

Stern, E! strike deal

Howard Stern has struck a deal with E! Entertainment Television to bring highlights of his nationally syndicated morning radio show to the cable network. E! will use six robotic cameras inside the WXRK(FM) New York studios to capture highlights. *Howard Stern on the Air*, which debuts June 20, will air Monday-Friday at 8 p.m. with repeats at 11 p.m. and 2 a.m. Stern and E! previously collaborated on a half-hour interview series.

TNT lineup

TNT has unveiled a slate of original movies for 1995 that includes *The Heidi Chronicles*, an adaptation of the Pulitzer Prize-winning play by Wendy Wasserstein; *Avenging Angel*, an offbeat western drama starring Tom Berenger; *The Good Old Boys*, a western directed by and starring Tommy Lee Jones; *Joseph*, third in a series of internationally co-produced Bible stories starring Ben Kingsley; *Broken Trust*, a thriller starring Tom Selleck; and *Andersonville*, a four-hour original production about a Civil War prisoner-of-war camp.

We will control the horizontal

Showtime has signed MGM Worldwide Television Group to produce a two-hour movie and 20 one-hour episodes based on the classic series *The Outer Limits*. The movie debuts next February, followed by the series.

CBS, Court TV team

Court TV and CBS Radio Network are teaming to co-produce *A Matter of Opinion with Fred Graham*, a 90-second weekly commentary for radio. The feature is being offered as part of the existing Court TV Audio Cuts Service, which has been providing short- and long-form trial coverage to radio stations

Top cable shows and nets

Following are the top 15 basic cable programs (May 23-29), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	Hhs. (000)	Rating	
				Cable	U.S.
1. <i>NBA Playoffs</i>	TNT	Tue 7:58p	2,704	4.5	2.9
2. <i>NBA Playoffs</i>	TNT	Thu 7:58p	2,542	4.2	2.7
3. <i>Coca-Cola 600</i>	TBS	Sun 4:45p	2,302	3.8	2.4
4. <i>NBA Playoffs</i>	TNT	Fri 8:58p	2,246	3.7	2.4
5. <i>NBA Playoffs</i>	TNT	Wed 8:58p	2,237	3.7	2.4
6. <i>NBA Playoffs</i>	TNT	Mon 8:58p	2,168	3.6	2.3
7. <i>Tuesday Night Boxing</i>	USA	Tue 9:00p	1,990	3.2	2.1
8. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,864	3.0	2.0
9. <i>Murder, She Wrote</i>	USA	Tue 8:00p	1,803	2.9	1.9
10. <i>Murder, She Wrote</i>	USA	Thu 8:00p	1,787	2.9	1.9
11. <i>Silk Stalkings</i>	USA	Mon 10:00p	1,656	2.7	1.8
12. <i>Atlanta Braves Baseball</i>	TBS	Tue 7:35p	1,600	2.6	1.7
13. <i>Silk Stalkings</i>	USA	Sun 11:00p	1,572	2.5	1.7
14. <i>Movie: Jaws III</i>	USA	Thu 9:00p	1,544	2.5	1.6
15. <i>Saved by the Bell</i>	TBS	Wed 5:35p	1,525	2.5	1.6

The top five basic cable services for the week of May 23-29 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	Hhs. (000)	Rating/Share
1. TNT	1,651	2.7/4.9
2. USA	1,395	2.2/3.9
3. TBS	1,344	2.2/3.9
4. ESPN	821	1.3/2.3
5. NICK	613	1.0/1.8

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Kathie Lee" and "The Disney Afternoon" distributed by IDB Communications; Paramount's "Entertainment Tonight," "Star Trek DSN" and "Star Trek TNG" distributed by Keystone Communications; and King World's "Jeopardy" and "Wheel of Fortune" distributed by VTC Division of Starcom Television—plus ABC and PBS—you couldn't ask for a better flight of programming from one source.

So don't just ask your syndicator to go where the action is. Make sure they live up to your expectations—with a move to Telstar 4.



Ratings Week According to Nielsen, May 23-29

	abc ABC	CBS	NBC	FOX
MONDAY	11.5/18	10.2/16	15.8/25	6.0/10
8:00	27. Barbara Walters Special 10.7/18	26. The Dick Van Dyke Show Remembered 10.9/18	13. Fresh Prince 12.7/22	64. Fox Night at the Movies—Attack of the 50 Foot Woman 6.0/10
8:30		36. Evening Shade 9.6/15	17. Blossom 12.1/20	
9:00		47. Good Advice* 8.2/12	2. NBC Monday Night Movies—The Substitute Wife 17.5/27	
9:30	19. American Comedy Awards 11.9/18	27. Northern Exposure 10.7/17		
10:00				
10:30				
TUESDAY	14.4/24	9.1/15	11.5/19	4.9/8
8:00	23. Full House 11.0/20	44. Rescue: 911 8.7/15	21. Angels: Mysterious Messengers 11.3/19	69. South Central 5.5/10
8:30	12. Roseanne 12.8/22	38. CBS Tuesday Movie—The Menendez Murders 9.3/15		
9:00	1. Roseanne 19.0/30			
9:30	6. These Fr of Mine 16.4/25			
10:00	10. Coach Retrospective 13.6/23		20. Dateline NBC 11.8/20	
10:30				
WEDNESDAY	14.9/24	7.9/13	11.7/19	13.9/22
8:00	4. Home Improvmt 16.7/28	56. CBS Movie Special—Days of Thunder 6.8/11	18. Unsolved Mysteries 12.0/19	9. Beverly Hills 90210 13.9/22
8:30	5. Grace Under Fire 16.5/26			
9:00		30. 48 Hours 10.1/17	23. Law and Order 11.0/18	
9:30	8. Daytime Emmy Awards 14.1/25			
10:00				
10:30				
THURSDAY	9.7/16	9.7/17	12.9/22	8.3/14
8:00		39. Eye to Eye with Connie Chung 9.2/16	23. Mad About You 11.0/20	34. The Simpsons 9.8/18
8:30	49. ABC Movie Special—The Last Best Year 7.9/13	31. CBS Reports: D-Day 10.0/17	15. Wings 12.5/21	46. Sinbad 8.4/14
9:00				3. Seinfeld 17.0/27
9:30			7. Frasier 15.9/25	51. Herman's Head 7.1/11
10:00	11. Primetime Live 13.3/23		29. Law and Order 10.2/18	
10:30				
FRIDAY	10.2/20	7.0/14	6.1/12	5.3/11
8:00	37. Family Matters 9.5/21	51. Diagnosis Murder 7.1/15	74. In a Split Second 4.8/10	80. Adventures of Brisco County Jr. 4.0/8
8:30	40. Edith Ann 9.1/19	51. Burke's Law 7.1/14	56. NBC Friday Night Mystery—Danielle Steel's Changes 6.8/13	60. The X-Files 6.6/13
9:00	42. Step By Step 8.8/17			
9:30	42. Hangin w/Mr. C 8.8/17	56. Picket Fences 6.8/13		
10:00	14. 20/20 12.6/24			
10:30				
SATURDAY	4.7/10	9.2/20	5.2/11	6.5/14
8:00	81. ABC Saturday Night Movie—The Entertainers 3.5/8	45. Dr. Quinn Medicine Woman 8.5/20	76. Mommies 4.5/11	62. Cops 6.3/15
8:30			73. Getting By 5.0/11	
9:00		40. Dr. Quinn Medicine Woman 9.1/19	66. Empty Nest 5.9/13	59. America's Most Wanted 6.7/14
9:30			66. Nurses 5.9/12	
10:00	51. The Commish 7.1/15	32. Walker, Texas Ranger 9.9/21	74. Cafe Americain 4.8/10	
10:30			72. Cafe Americain 5.1/11	
SUNDAY	7.6/16	10.9/23	5.4/11	5.1/11
7:00	70. Am Fun Hm Vid 5.4/14	15. 60 Minutes 12.5/31	82. I Witness Video 3.3/8	84. Code 3 2.5/6
7:30	71. Am Fun People 5.2/13	22. Murder She Wrote 11.2/24	77. seaQuest DSV 4.3/9	84. Code 3 2.7/6
8:00	63. Lois & Clark 6.1/13			
8:30		32. CBS Sunday Movie—The Incident 9.9/19	55. NBC Sunday Night Movie—White Hot: The Murder of Thelma Todd 6.9/13	61. Living Single 6.4/14
9:00				
9:30	34. ABC Sunday Night Movie—Lean on Me 9.8/19			64. George Carlin 6.0/12
10:00				
10:30				
WEEK'S AVGS	10.3/19	9.2/17	9.6/17	7.0/13
SSN. TO DATE	12.3/20	13.5/22	10.9/18	7.2/12

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES



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George Schweitzer: Keeping the eyes on CBS

Voted the year's top marketers by Promax for campaigns including 'Letterman' and the winter Olympics, Schweitzer and company have worked to put their brand on CBS promotion

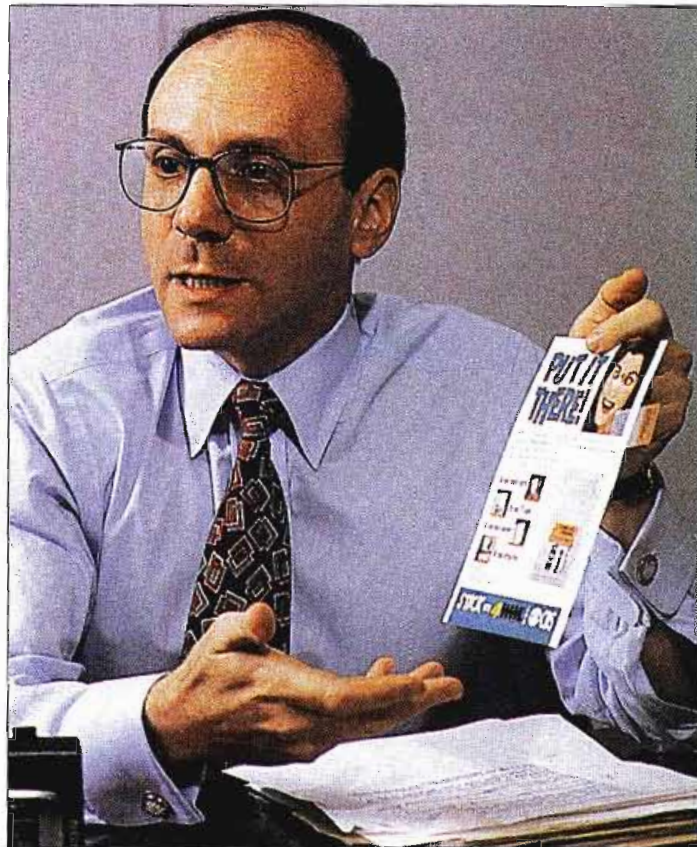
By Steve McClellan

Add a new euphemism to the lexicon defining the role and function of television promotion executives—"marketing Magellan." The coiner is George Schweitzer, executive vice president, marketing and communications, CBS/Broadcast Group.

It's a phrase he uses to describe himself and the 100 or so marketing, promotion and publicity staffers he oversees in what he calls CBS's "integrated" communications effort. It's an outlook others in the business should have as viewing choices multiply, he says. "The viewer is at sea," says Schweitzer. And promotion people have to guide them to their port of watch, whether it's CBS, NBC, Fox, MTV, channel 2 or channel 82.

Promotion executives have been called a lot of things, from hypemeisters extraordinaire to would-be P.T. Barnums trying to draw people into the tent of the moment.

When asked about hype, Schweitzer half-jokingly refers to the slogan displayed in the monitor on this week's cover. "It's kind of our credo," he says. "It's hard to be here in



[New York] and not feel that everything gets hyped more than it should. But if you're a show producer you feel you don't get hyped enough. It's all relative. There are things we won't do. We won't call a show a hit after it has been on one night. Maybe it costs us. We have a lot of credibility at stake in our advertising."

Schweitzer, who with CBS advertising and promotion senior vice president Michael Mischler is receiving the Marketing and Promotion Team of the Year Award at the Promax convention this week in New Orleans, doesn't disagree that job one is getting viewers into the tent.

"You talk to any promotion person in our business, and they'll tell you they're a new-product opener." And no business is more competitive in the field of new products, he says. "Even companies as vast as Procter & Gamble and Ford don't bring out the number of new products that network TV does each year. How many years go

into the testing and the perfection of a car, or of a toothpaste or detergent? It's a lot of time. Last year the four networks brought 36 new shows out in three weeks, bombarding the consumer with all sorts of reasons to watch these things."

According to James Chabin, president, Promax, the organization's membership of broadcast and cable promotion executives voted overwhelmingly in favor of awarding Schweitzer and Mischler the award. "The past 12 months have set them apart," says Chabin.

"If you look at the outstanding promotions this season, *Letterman* was the story of the year," Chabin says. "They created something like 180 spots and just blitzed the country, launched with a big number and never looked back. And [Schweitzer] helped remake the way Americans watch the Olympics with the promotional effort there."

The *Letterman* campaign, says Schweitzer, was, like many program-specific campaigns, a collaboration with the show's producers and talent. "We don't pretend to know any show better than those who create it," he

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CBS Executive VP George Schweitzer and his right-hand man, senior VP Michael Mischler, receive Promax's first Marketing and Promotion Team of the Year award. The award is sponsored by Time Inc.'s 'Entertainment Weekly' magazine, which will donate a \$5,000 scholarship in their names.

says. "David Kelly helped us on the *Picket Fences* campaign, and Diane English was intimately involved in the *Love & War* effort and the early *Murphy Brown* promotional strategy.

"It was the same with *David Letterman*. We went through a lot of material before we got there. But we got there, and it was the kind of collaboration a marketing group hopes for because from the first day they were focused on perfection, detail and being right on target. They are so positively relentless. They're like us. It was fantastic."

As for the Olympics' "Share a Moment with the World" strategy, Schweitzer says the focus was to get viewers interested in the games as a television event, not as a sporting event. "It's a story about people, romance, competition, drama and comedy. It's about everything you look for on television. It was a great product sold correctly."

A new marketing twist was added during the Olympics—viewers could "talk" on-line to CBS personnel at Lillehammer via Prodigy. Some 12,000 viewers called. Interactivity will have a growing role in promoting and marketing the network.

In fact, CBS and Prodigy have entered an exclusive marketing agreement. "We'll be doing a lot of that," says Schweitzer. "It reaches a small but important part of the audience—predominantly young, affluent and

college educated."

Cablevision's Joan Voukides, chairman of Promax, says the CBS promotion effort was perhaps the most innovative effort in the industry this year. "The CBS stuff is great," she says. And there's certainly a lesson or two there to be learned by cable operators, who she says are going to have to promote more aggressively in the face of increasing competition.

"The media environment is changing so rapidly," Voukides says. "As MSOs enter competition with DBS, phone companies and the like, they are going to have to promote themselves to the consumer—something they haven't always done in the past."

Schweitzer and his CBS team are largely credited with developing the first nationwide network-level "promotion marketing" campaign, now a staple of the industry.

The first client-specific promotion marketing campaign that CBS developed was with K mart five years ago. A measure of its success is the fact that the two companies are planning a sixth campaign for the fall.

This year's K mart campaign will be different. For one thing, there will be no "watch and win" contest, which has been a feature up to now. The ratings spurt that the contest generated in early years isn't there anymore, says Schweitzer. "This year we'll be much heavier in our on-air promotion about



"MSOs...are going to have to promote themselves to the consumer—something they haven't always done in the past."

Cablevision's Joan Voukides

programs. Every promotion spot about the contest takes a promo away from a new show."

CBS still will get the "fire power" of the retailer's weekly Sunday newspaper circular and in-store displays. And K mart still gets the "show business and entertainment environment," through the CBS tie that Schweitzer says the discount chain uses to position itself against other retailers.

Since the first K mart campaign there have been many others, and this fall the network is partnering for the first time in a marketing promotion with consumer product and network advertising giant Procter & Gamble.

The promotion features a T-shirt giveaway by P&G that will be promoted on the network and will be tied in to on-air P&G advertising campaigns on CBS and CBS affiliates through a multimillion-dollar spot television campaign.

Schweitzer says the network's ability to carry off such campaigns is greatly aided by the organizational structure, which puts the promotion, advertising/marketing and publicity departments under one roof—his.

"We're the only network that is totally integrated in our communications. It gives us a real advantage, and it's a tactical strategy for us," says Schweitzer. "The advertising, promotion, publicity and promotion marketing—the tie-in with advertisers—are coordinated in one department. So we can focus all of our communications with much more impact."

The K mart campaign, says Schweitzer, was born of "a desperate need to be recognized" back in 1989 when the network was mired in third place in most dayparts, including prime time. "We were trying to get our programming act together and were basically looking for a way to jump start the network. We were invisible."

The basic components of the campaign included "watch and win" contests that promoted K mart on air, merchandise displays with CBS program tie-ins in K mart's network of 2,300 retail outlets (where 76 million consumers shop monthly), and promotions of new CBS shows in a K mart Sunday newspaper supplement that reached 68 million readers.

The results: a 23% spike in the ratings for CBS the first two weeks of the 1989-90 season. In the five years since the first promotion, K mart also

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George Schweitzer & Co.'s campaign for David Letterman's move to CBS was 'the [promotion] story of the year,' according to Promax President James Chabin.



U.S. television viewers in record numbers 'Shared a Moment with the World' thanks, in part, to CBS's winter Olympics promotion strategy.

has increased its advertising on CBS each year, says Schweitzer.

The K mart campaign was the start of CBS's effort to market itself like a consumer brand. Schweitzer says a brief stint at Young & Rubicam in the late 1980s made him aware of the need to market the network like other brand-name products. "Programs are

individual and distinct brands. That was the beginning of what has become our brand marketing strategy for television. We reinvented the way programs are marketed to the consumer. We treat each program separately—as a distinct brand with its own publicity and marketing campaign directed to its target audience."

The K mart campaign was followed by other campaigns, including Disney, Coke and Domino's Pizza. In addition, multiclient promotion marketing campaigns have been launched in the form of "traveling" mall tours that target different demographics, including college students, women and sports viewers.

To participate in the mall tours, which feature product giveaways, on-site games and some talent tie-ins, advertisers promise to spend more of their budget with CBS. Schweitzer says the tours have generated roughly \$80 million in incremental revenue since they began five years ago.

A large part of Schweitzer's job as head of the network's communications effort is to work with affiliates on reaching out to viewers. In fact, Schweitzer says the network's promotion strategy begins with the local station, "because that is how people watch TV. People don't watch networks, they watch programs. They don't say 'What's on CBS?' they say 'Where's *Murphy Brown*? On channel 2 at 9 p.m.' We're so intertwined. It's more important they know it's on channel 2. CBS doesn't exist as a service. It exists as a service carried by our stations."

If people watch programs, not networks, then why promote the network at all? Schweitzer's response: "The brand identity of the program is most important. That drives people to watch—either a relationship with the program or [with] the personalities. But the network does have an overall brand identity, like a Procter & Gamble or [a] Ford, and the quality and

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“This will be a busy summer....We’re going to run the most aggressive affiliate-switch campaign ever mounted.”

value and trust that a network service conveys does have a positive effect.”

Indeed, the affiliates seem to believe in the value of identifying their station call letters with the network. According to Barry Barth, president and general manager of KREM-TV Spokane and chairman of the CBS affiliate promotion committee, station and network promotion executives are spending a lot of time trying to figure out how best to integrate the affiliate-network on-air presence.

“It’s really an identity issue,” says Barth. “We’re looking for a way to take our call letters and CBS and create a full sentence. The question is, how can we, in this multichannel environment, present a uniform look, sound and feel across the distribution system. CBS is not just an icon. It’s a brand recognized around the world. What is the synergy that can form from the distribution and the identity of the product, and how can we package it so it looks, sounds and feels like us?”

Part of the network’s identity, says Schweitzer, is a “personality.” A term he does not use to describe it is “the Tiffany network.” And some affiliates are grateful. “That may have captured

its essence at one time, in Paley’s day,” says one affiliate executive. “But now it seems out of date, if not elitist.”

According to Schweitzer, the Tiffany image is still important, but not as a promotional tool. Never has been, he says. “The Tiffany network was never an advertising or promotional slogan. It was a label used by others—the press and the industry—to convey what CBS stood for, which was quality, class and the highest standard.”

As the network has developed its own personality during the years, Schweitzer says it has acquired the trust of viewers. Those same viewers, he says, are familiar with—and comfortable with—CBS.

But some question whether those qualities will be enough to retain viewers at a time when so many new networks and program services are stressing other qualities, such as choice and convenience. Will as many viewers keep their appointment to watch *Murphy Brown* if, for example, the Time Warner vision of a full-service network comes to fruition?

It’s an issue Schweitzer says network executives think about a lot.

“But we think we’re in a pretty good position. The world of interactivity, full-service networks and nine zillion choices is terrific—if you know what you want. Even today, where there are 35 or more choices, people tend to go to the familiar. This is not crystal balling. Studies show that people with more than 35 channels are watching only seven or eight channels more than 15 minutes a month, and three of those are the three networks.”

The notion of having a remote device that gives you hundreds of choices at the touch of a button is “wonderfully empowering,” says Schweitzer. But the viewer has to know not only what he wants, but what’s available and where to find it. “It gets back to what I said about being a marketing Magellan. Marketers in this business today and in the future are really navigators. And there’s a sense of exploration, that you have to guide the viewers to your channel.”

While Schweitzer and company have had a banner year, the year may yet be the network’s most challenging—keeping a cohesive “station up” strategy in place with the defection of at least a half-dozen top-50 affiliates to Fox.

“I would not understate the importance of that challenge,” says Schweitzer. “This will be a busy summer. We’ll be vacationing in several markets this summer. We’re going to run the most aggressive affiliate-switch campaign ever mounted.”

Schweitzer already has one successful affiliate-switch campaign under his belt. In September 1990 an incumbent switched to ABC in Louisville, Ky., leaving CBS on a UHF station. In one season, the station catapulted to first place in the market. “That was a happy experience that we intend to duplicate in the markets that are affected,” he says ■



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Marketing is Rex in New Orleans

Program producers and distributors meet with stations to map promotional strategies



Some of that Mardi Gras mix of sound, color and celebration (left) returns as promotion and marketing executives pitch their tent in the Crescent City.

By David Tobenkin

Attendance at this week's Promax & BDA convention in New Orleans will be up by more than 10% over last year—testimony, organizers say, to an increasingly fractionalized viewing environment in which marketing is king.

"The rules of the game are changing, and the race is about content but even more so about promotion and marketing," says Promax International President Jim Chabin, whose association will host promotion and marketing executives from studios, distributors, broadcast stations, networks and the cable industry, as well as a growing international contingent.

Once upon a time, Chabin says, "If I were a TV station in Oklahoma City, I could have said: 'Watch me, I'm the only place you can watch *Northern Exposure*.' But I don't have an exclusive anymore; I have to tell you why my programing is better, what advantages I have."

Center stage at the conference will be a handful of marketing efforts by major distributors.

Warner Bros. Domestic Television Distribution will try to establish an entertainment news strip, *Extra—The Entertainment Magazine*, in an access period already dominated by Paramount Domestic Television's *Entertainment Tonight*.

Reflecting the merger of Viacom Inc. and Paramount Communications Inc., Paramount is taking over the marketing of Viacom's *Montel Williams* talk show, while seeking to crack King World's access game show grip with its new *Price Is Right*. And Twentieth Television is looking to pique viewer interest in its landmark *The Simpsons*, which enters off-Fox syndication this fall.

Stations take ownership in shows

One major change affecting the market is the increasing number of stations and station groups taking ownership positions in the shows they run, says Douglas Friedman, senior vice president, creative services, Genesis Entertainment.

"With many of the stations testing shows as partners rather than [as]

clients, what we do becomes more important than ever," says Friedman. (Genesis recently announced that it was working with the co-owned New World stations to develop non-prime time shows with an eye toward eventual syndication.)

"It means the stations will work extra hard to promote the programs. It also allows me to keep the number of elements I produce down to what's actually going to be used," he says. "When you distribute a program to 150 stations, you need a kit for every size and shape of ad and promo. When you work with 12 New World stations, you know exactly what size and shape they need and can produce it at a lower cost."

Greater fragmentation necessitates employing a wider range of media tools, says Sal Sardo, vice president of advertising and creative services, Buena Vista Television. Sardo points to the growing use of on-line computer services in show promotions and cable buys.

It also means getting the message out early to beat the rush. "We've got

our act together," says David LaFountaine, senior vice president of advertising and promotion, Twentieth Television. He says that the company's *Gordon Elliott* talk show demo tapes should have reached station promotion directors by last Friday. "We're providing them with great stuff on a timely basis so they can run our spots while waiting for those of the other syndicators to arrive," he says.

Convention highlights

QVC Chairman Barry Diller will give the keynote address. Other speakers scheduled include producer Norman Lear, ABC News media analyst Jeff Greenfield and consumer trend specialist Philip Lempert.

Workshops will cover such issues as creative tips, marketing to children, the effect of technology on design, cross-media promotions, generating low-budget campaigns and creating brand loyalty.

Total registration for the Promax convention stood at 3,626 last week. Attendance by domestic television executives was 1,035, up 10%; cable participants numbered 394, up 20%; and the number of international participants was 409, up nearly 20% from a

year ago and representing a wider variety of countries. Promax has members from 42 countries, up from 27 last year. Countries added during the past year include Thailand, Sweden, South Africa, Russia, Nigeria, Malaysia, Lebanon, Hungary, Colombia and Bophuthatswana.

Reflecting that diversity, Promax recently voted to add one European and one Asian seat to its 16-member board of directors, the first slots set

aside for regions outside North America. Nominated for the posts are Tim Riordan, director of broadcast, Carlton Broadcasting, London, and Steve Grieder, director of promotion, Star Television: The Music Channel.

Promax also is putting together an

in-hotel and convention center cable channel of convention news, hosted by Twentieth's Gordon Elliott. The international contingent will make its mark there as well. Promax contracted with French production and design group Gedeon to create the graphic look for the channel. That includes a Mr. Promax character, who will find his way onto buttons distributed at the convention.

The following is a preview of some of the promotion strategies that will be outlined by syndicators in New Orleans:

Warner Bros. Domestic Television Distribution

Warner Bros. is supporting the launch of its *Extra—The Entertainment Magazine* with a \$16.5 million marketing campaign. The campaign will include \$7.5 million in co-op deals and national media, \$1.5 million in basic cable advertising and \$7.5 million by stations running the show, says WBDTD Senior Vice President Jim Moloshok.

The campaign will focus on host Arthel Neville, emphasizing her accessibility and her interviewing skills.

The campaign will try to get an early jump on the competition, debuting in mid-July rather than in the more traditional August. Warner also will take advantage of its internal spot-production house—staffed in Burbank, Calif., with a producer and an editor—that will allow production of sophisticated spots for stations day-and-date with breaking news and digitizing of stills for use in print ads.

Viewers will be able to pursue their

interest in the show through the America Online computer service to talk to producers, participate in digital polls and play interactive games. The show also will be supported with *Extra* Entertainment Moments spots featuring a 30-second commercial

space, 20-second factoid, a bumper and an introduction by Neville.

Last week, WBDTD named M.J. Roark director of promotion and station relations for *Extra*. Previously director of affiliate promotion services for NBC, Roark will be responsible for day-to-day promotion of *Extra*.

The off-network debut of *The Fresh Prince of Bel Air* will be supported by a two-pronged campaign, with some spots aimed at a mainstream audience and others, more in-your-face ads, aimed at a young adult and urban audience. Promo spots for the show, a co-production of NBC Productions, also will feature basketball stars (NBC has NBA rights). *Fresh Prince* star Will Smith will be featured in as many as 10 public service spots on various topics.

The newest show to join the company's Prime Time Entertainment Network, *Pointman*, will feature a novel promotion that takes product placement into the local station promotion arena. Local television and radio personalities will be featured in episodes of the show. If *Pointman* star Jack Scalia watches television in a scene, the screen might show a newscast and anchor I.D. from a station carrying the show. Or, when Scalia listens to the radio, local-market radio deejays will be allowed to introduce themselves and the name of their program. "It would be like 'Hi, this is Rick Dees, you're listening to...,'" Moloshok says.

Stations carrying the new PTEN miniseries, *The History of Rock and Roll*, will be provided with 30-day countdown audio bites and elements for on-air contests on radio stations that the TV stations can recruit in their respective markets.

Paramount Domestic Television/Viacom Entertainment

The effect of Viacom's acquisition of Paramount Communications Inc. will be felt at Promax as Paramount Domestic Television marketing executives assume marketing duties for Viacom's sophomore *Montel Williams* talk show.

"We are in the process of merging two megacompanies, and right now,



"The rules of the game are changing, and the race is about content but even more so about promotion and marketing."—Promax President James Chabin



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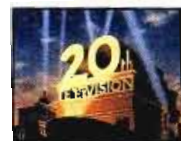
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the most efficient way to manage that marketing is to have domestic television [marketing] merged under the auspices of Paramount Television," says Paramount's executive vice president of marketing, Meryl Cohen. It has yet to be determined who will handle the marketing for Viacom off-net shows such as *Cosby* and *Roseanne*.

The *Montel* move follows the combined companies' decision to have Paramount salespeople take over renewals of *Montel* in some markets. Cohen says that no major shifts have been or will be made in how *Montel Williams* is marketed. "We've been very impressed with the job the people at Viacom have done in promoting the show," she says.

Paramount recently introduced a new digital delivery system for radio spots that allows the company to produce spots for *Entertainment Tonight* with a one-day lead time instead of 10, Cohen adds. The new system eventually may be expanded to Paramount's other shows.

Marketing plans are still in the works for Paramount's nascent *Arsenio Hall* replacement, *The Jon Stewart Show*. The company will conduct five private luncheons at Promax for station affiliates carrying *Montel*, *The Price Is Right*, *Entertainment Tonight*, *The Maury Povich Show* and *Hard Copy*, Cohen says.

Twentieth Domestic Television

Twentieth Television will support its launch of *The Simpsons* in syndication this fall with a multifaceted campaign, including dozens of original animated promotional spots, LaFountaine says.

Other elements include custom *Simpsons* merchandise for promotional giveaways and sales by stations, costumed characters for station promotional events, and episodic radio spots delivered on compact disk for instant access to any spot. The new *Gordon Elliott* talk show will be supported with spots poking fun at the Australian host. "In one spot, we say,

'He's 6-foot-7 and 300 pounds—that's roughly 1.5 Mel Gibsons,'" LaFountaine says. "Another one discusses the fact that his first girlfriend went on to become a nun."

Fall-debuting, off-network sitcom *Doogie Howser, M.D.* will feature a themed spot for each sweeps period.

While no workshop will be offered for the syndicator's new *Trauma Center*, LaFountaine says campaign spots to be released in mid-July for the reality show will be "a combination of

videotaped and sent to stations unable to send representatives to the convention. Marketing will emphasize that the show is fundamentally a talk show, if one with a court twist.

Marketing of *The Crusaders* is "on-track," Sardo says, but it faces an uphill battle to secure promotional resources from stations because it is a weekly show, to which stations usually devote fewer resources.

Columbia TriStar Television Distribution

The company will support talk show *Ricki Lake* with a campaign aimed at broadening viewership, says senior vice president of marketing Bob Cook.

"Last year, the attitude in advertising was: 'She's the girl next door, warm and fuzzy,' aimed at 18-34," he says. "This year, we want to keep the same image but turn it up a notch so that we don't exclude anybody while expanding our target to 25-45."

For the company's new late-night sketch comedy strip, *The Newz*, promotions will poke fun at the show's

name, with tags like "*The Newz: Random Acts of Senseless Comedy*." For the weekend action hour *Forever Knight*, the company is negotiating with several possible partners for a cross-promotional campaign for the shows. Columbia also will provide stations with in-depth market research, seminars for salespeople and media kits for all its shows.

Rysher Entertainment

Not many syndicated shows can boast a soundtrack likely to top the charts, but Rysher Entertainment's action hour *Robocop* could pull that off with a soundtrack album recorded by Eagles guitarist Joe Walsh and singer Lita Ford.

The pair performs on an album that Atlantic Records will release in early September, says Henry Urick, senior vice president, Rysher Entertainment. The pair's original duet, "There Is a Future to This Life," has been named the show's theme. The album probably will include at least one more original song recorded by Walsh and reprises of classic tunes such as "Crystal Blue Persuasion," "I Fought



As part of ongoing structural meld, Paramount Domestic Television marketing executives will assume marketing duties for Viacom's sophomore *Montel Williams* talk show.

every electronic trick known to man."

Buena Vista Television

Buena Vista Television will spend \$150 million in the 1994-95 season—the largest single-year expenditure ever—to launch three new animated children's shows: *Aladdin* in September, *Gargoyles* in October and *Schnookums and Meat Funny Cartoon Show* in January, Sardo says.

Tie-in partners this year include Kellogg, which in September will promote the shows on 60 million boxes of three different cereal brands, and Burger King, which in November will launch a six-week promotion in 6,500 Burger King outlets.

The trio of shows marks a repositioning of The Disney Afternoon, with *Aladdin* appearing as a strip, *Gargoyles* on "Action Fridays" and *Schnookums* on "Monday Mania." Buena Vista will seek more local involvement in marketing the shows, since "with kids we find location promotions can be much more effective," Sardo says.

A Promax workshop for new talk/court hybrid *Judge & Jury* will be

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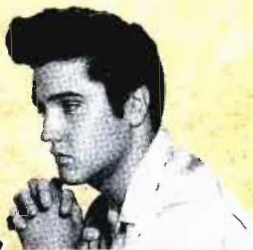
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the Law," "You Make Me Feel Like a Natural Woman" and Asia's "Lay Down Your Arms."

The album is being produced under an arrangement between Atlantic and

Robocop producer Skyvision Entertainment.

The album has its origins in a NATPE party in Miami Beach in January, when Rysher hired Walsh and fellow Eagles band member Glenn Frey to perform some of their hits. "From that party, some of the people met backstage and traded information," says Urick.

Rysher will promote *Robocop* and its other sophomore action hour, *Thunder in Paradise*, at a Promax workshop that will include a music video of "There Is a Future to This Life" as well as a tongue-in-cheek video promoting the show.

Rysher is also in discussions with Sizzler for a joint promotion for *Robocop* that would begin in July, and with Carl's Jr. restaurant chain for *Lonesome Dove* beginning after the show's launch in September.

Lonesome Dove also will be promoted with a summer tease campaign featuring long-form promos of 60 and 90 seconds, as well as the more customary 10- and 30-second spots. "A lot of stations have larger inventory in August, so they can do more with promos," Urick says.

The syndicator will supply 90-second segments about the making of *Lonesome Dove*, which stations can use as part of their news package. The *Lonesome Dove* Promax presentation will feature a video with interviews with the show's stars and executive producers. New promotional campaigns will highlight face-lifts given to veteran *Lifestyles with Robin Leach* and *Shari Belafonte* (previously *Lifestyles of the Rich and Famous*) and



Former Eagles guitarist Joe Walsh and singer Lita Ford are adding rock to the 'Robocop' rollout.

Star Search.

Both shows will feature new, updated graphics, music and announcers. "We're spending about five times what we spent on marketing for those two shows last year," Urick says. *Lifestyles* promotions will "be less Peeping Tom-ish and more personality-driven." They will feature new co-host Belafonte and reporter Katie Wagner. *Star Search* will prominently promote new co-host and former MTV veejay Martha Quinn. And host Ed McMahon will undertake a promotional road tour, visiting 35 cities by bus from late July to mid-August.

Multimedia Entertainment

Multimedia will introduce its new half-hour *Susan Powter* talk show with a workshop featuring the bestselling author and health guru herself. "She's going to talk to promotion managers [as] she would on a show," says Sandra Shutak, vice president of creative services, Multimedia Entertainment. "She's very, very attuned to what's going on in the promotion business."

Station executives will receive a videotape of the event. Powter will support the show's launch campaign with personal appearances, especially before women's groups. The tag line for the new show: "It's about women. It's for women. And it's about time."

The new *Dennis Praeger* show, also featured in a workshop, will be supported with the tag "The Bright Light of Late Night," focusing on the fact "that while he makes you think, he's not the serious type," says

Shutak. "We'll use his quotes and logic and how he approaches issues."

Jerry Springer's third year on the air will be supported by a joint promotional effort with 22 million-circulation *Woman's Day* magazine. Begin-



Buena Vista Television marketing executives Marian Effinger, VP, publicity and advertising; Sal Sardo, VP, advertising and creative services; Mark Workman, VP, marketing, and Sharon Yokoi, VP, affiliate relations, run through a Promax presentation for "Aladdin."

ning with the June 8 edition, Springer will pen a full-page article about women's issues and family problems in at least 12 issues. Booths will provide promotional information for Multimedia's three other shows, *Donahue*, *Rush Limbaugh* and *Sally Jessy Raphael*.

Group W Productions

Group W will present a workshop on its talk/courtroom hybrid show *Jones & Jury*. The event will feature host Star Jones, Executive Producer Howard Schultz and a demo of the show, Group W spokesman Owen Simon says. *Truth or Tabloid*, a reality show in which a studio audience must decide which of two interviewees is telling the truth, is not yet a firm go, nor is its planned workshop.

Genesis Entertainment

For its *Top Cops*, a syndicated show slated for a September launch, Genesis will outline plans for a special promotion featuring awards to local top cops of the week and month, says Genesis Senior Vice President Douglas Friedman. Stations carrying *Real Life Stories of the Highway Patrol*, entering its third season, will be provided with 30-second public service safety announcements by heads of state police depart-

ments that can be run in various time slots. So far, officials of 20 state police departments are participating.

Promotional efforts for the *Marvel Action Hour* will be supported by materials from Marvel Films and Comics. An interface with on-line services America Online, CompuServe and Prodigy will allow viewers to interface with comic book creator Stan Lee. A tie-in campaign involving 25 million packs of Del Monte pudding and gel cups will be distributed in October and November.

For *Biker Mice from Mars*, which this fall transforms from a weekly to a strip, the company will act as a matchmaker between stations and licensees to create local promotions of *Biker Mice* merchandise. The company will greet station officials at distributor pavilions, rather than in workshops.

MTM Television Distribution

MTM will highlight its promotional campaign for the second season of off-network reality show *Rescue: 911* at a Promax presentation that will

include executive producer Arnold Shapiro and the debut of MTM's new one-minute safety vignettes. MTM spokeswoman Pam Donahue says kits for that show and new youth-oriented series *Boogie's Diner* will not be available until later in June.

King World Productions

King World is negotiating with a major packaged-goods company to cross-promote *Wheel of Fortune* in the coming season, a continuation of past years' sponsorship policy, says Don Prijatel, vice president, creative services. The basic marketing approach to the company's six syndicated shows will change little, he says, adding that major-market sweeps gains for *Rolonda* are evidence that the show's marketing is on track.

Tribune Entertainment Co.

The company will support its new television and radio shows, concert tour, restaurant and merchandise venture, *The Road*, by trying to network the various media participants. More

than 175 television stations and more than 200 radio stations will air the shows.

Media spending to promote the show will top \$3 million during the first three years of the venture, concentrated disproportionately on radio advertising and local cable tie-ins, says Jim Corboy, Tribune vice president of creative services. Media spots for the show will emphasize its high-end production values, prime time clearances and major talent, and will seek to set it apart from last year's *Neon Armadillo* country and western show, which found a home primarily in late night.

A party for Tribune affiliates will be held Wednesday night at the City Lights Club and will feature The Mavericks, a C&W band in the first *Road*.

Despite its low ratings, there will be no marketing changes for the company's home shopping/talk hybrid *Can*



SYNDICATION MARKETPLACE

New World buys Somers

New World Communications has bought MCA TV's new *Suzanne Somers* talk show for its five CBS affiliates, which will become Fox stations in the fall. The stations include WJBK-TV Detroit, WAGA-TV Atlanta, WJW-TV Cleveland, WTVT-TV Tampa and WITI-TV Milwaukee. The purchase is a direct result of the affiliation switch, which will open up time in their daytime schedules for syndicated shows, says Jim Kraus, MCA TV executive vice president. The syndicator also says that Scott Sternberg has been signed to produce the show along with Somers and her husband, Alan Hamel. Sternberg launched Group W's *Vicki?* talk show and produced the syndicated game *The Hollywood Squares* and the relationship series *Love Connection*. The show debuts in the fall.

'Shirley' adds stations

DLT Entertainment's *Shirley* talk show has added five stations and one cable system to its lineup. The new markets include KZIA-TV El Paso, Tex., and WXGZ-TV Green Bay, Wis., which will add the show to their talk

blocks; WNPL-TV Fort Myers, Fla.; WMCC-TV Indianapolis, and KFBI-TV Las Vegas. Also airing the show is TNi (Tennessee Interactive), Multimedia's Knoxville news/talk cable channel. Show clearances are still below the 70% that has been the traditional benchmark for a national launch, says DLT Entertainment managing director of domestic syndication, Robert Payton.

Vote of Confidence

ITC Entertainment Group's *Madison's Adventures—Growing Up Wild* live-action/animation children's series has been officially endorsed by the National Education Association. "We commend *Madison's Adventures—Growing Up Wild* for sparking children's enthusiasm for learning and preparing them for school," says Lyle Hamilton, manager, broadcast standards, for the NEA. The half-hour weekly series stars animated cat Madison, who takes viewers on journeys exploring how animals grow, live and interact with their fellow wildlife, and features film from the BBC Natural History Unit. The show, produced by BBC

Lionheart Television, Wildvision Entertainment, Time-Life Video and Kookanooga Toons, premieres in fall 1994.

Sporting news

GGP has syndicated two televised sports events, *Celebrity Sports Invitational* and *Escape from Alcatraz Triathlon* to more than 80% of the country for summer broadcast windows. *Celebrity Sports* features sports stars and actors competing in various athletic events in a Los Cabos, Mexico, setting. It is cleared on 123 stations representing 81% of the country, including WNBC-TV New York, KCAL-TV Los Angeles and WMAQ-TV Chicago. The show has a June 10-July 10 broadcast window. *Escape from Alcatraz*, a triathlon that starts at the San Francisco island prison and ends on the mainland, is cleared on 130 stations representing 82% of the country, including WNBC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago. The show has a July 23-Aug. 8 broadcast window. Both are available on a 6-1/2 national/6-1/2 local barter split.



We Shop?!, says Corboy. Stations continue to experiment with the merchandising segment of the show, with some stations offering five-minute infomercial slots to advertisers.

All American Television

All American will promote a new sports contest show, *Beachclash*, with college tie-ins, says All American's vice president of creative services, Richard Mann. The show's spots will attempt to set it apart from the Samuel Goldwyn Co.'s *American Gladiators* by stressing that the new show is team-oriented rather than a one-on-one competition. The company's new syndicated cop show *Sirens* will promote the rarity of female leads in the genre. The company's new children's *Superhuman Samurai Syber-Squad* strip will benefit from a Playmates line of toys released before the show's fall debut. All American is consider-

ing establishing a fan club for the show with stations in local markets and may also forge a tie-in with a computer company, Mann says.

ACI

The company will promote its new weekly beach detective/action hour show *High Tide* as a buddy comedy, says Bob Oswaks, ACI vice president of marketing. Promoting the show should be relatively easy, he says, because 24 episodes are already in the can, allowing stations to see episodes of the show rather than listen to descriptions of them.

Western International Syndication

For the company's veteran urban music/comedy performance show *It's Showtime at the Apollo*, Western will line up an urban radio station in each market as an affiliate of the show, says Chris Lancey, president of WIS. The local station will be allowed to use the *Apollo* name throughout the year, rather than just during contests, as was the case in

the past. In addition to local contests and promotions for the show, national talent contests will be held in February and November.

Saban Entertainment

The company hopes to generate station support for its new *V.R. Troopers* live-action strip through contests between stations carrying the show, says Saban Vice President of Marketing Elie Dekel. The biggest, best and most creative launch will be rewarded with a \$200,000 payout to the station and a trip for two to Cannes for the executive responsible for the campaign. Second prize is the same trip and \$100,000.

Supporting the show will be an October tie-in with Toys R Us, in which the show will be featured in 50 million circulars and promoted in the *Mighty Morphin Power Rangers* live tour. Stations will be able to run the two-part pilot for the show at no cost during the week before the series debut.

The company's new *Sweet Valley High* half-hour weekly will take advantage of its origin as a best-selling young-adult novel series. It will be supported by in-school curriculum materials supplied in cooperation with a national sponsor yet to be determined. As many as 400,000 copies per month of new editions of the novel series will feature the TV show's actors on the cover.

New half-hour animated weeklies *Creepy Crawlers* and *Battle Tech*—the former based on a toy, the latter on a role-playing game—will receive support from a toy line and a line of arcade virtual reality games, respectively.

Cluster Television Inc.

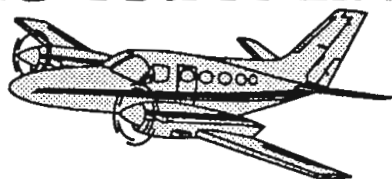
Cluster will promote its returning *Pink Panther* children's strip with theatrical shorts attached to all MGM movies this summer, and with transit advertising, says Sally Bell, executive vice president of Cluster Television Inc.

Samuel Goldwyn Television

The company is putting together national promotions for its new sports contest shows *Gladiators 2000* and *Wild West Showdown*, with product tie-ins expected for both, says Susan Mahmalji, director of television marketing. ■

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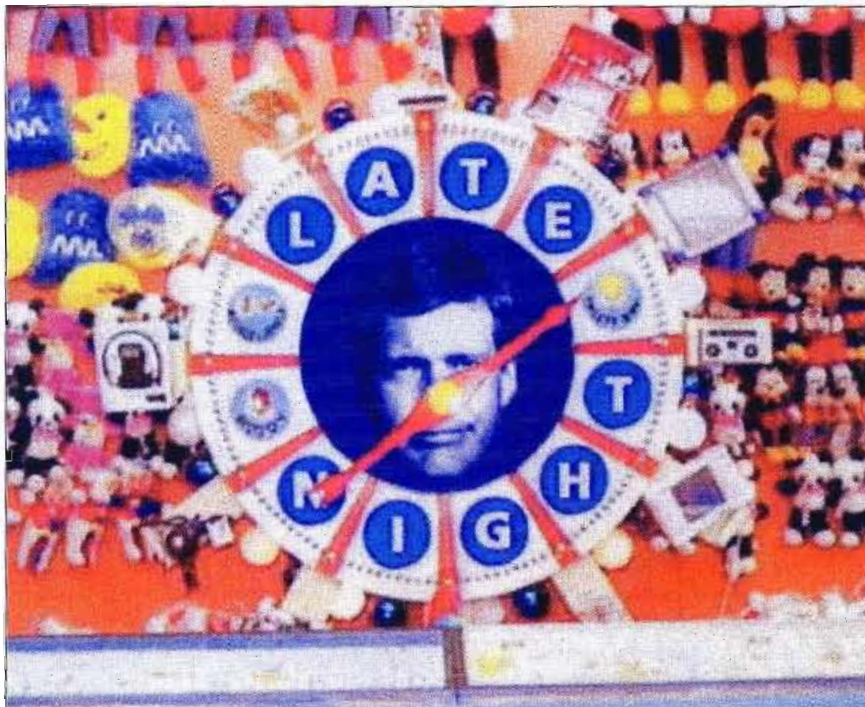
New software drives desktop design

PCs are ready for prime time, but Paintbox still dominates

By Chris McConnell

There's a new crop of TV promos and graphics in town. Although the design industry traditionally has gone to specialized hardware to churn out promotional designs for its broadcast and cable clients, some designers cite a small but growing trend toward desktop-produced graphics.

At this week's Promax & BDA conference in New Orleans, several plan



When E! Entertainment Television needed a logo for its 'Late Night with David Letterman' reruns, designer Marc Karzen turned to a desk-top machine to design it.

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to check out the latest software that allows computers such as Macintosh to kick out graphics good enough for TV.

"The horsepower and the speed have all come together at once," says Marc Karzen of Los Angeles-based Karzen Communications. Karzen says the past eight months have seen enough developments in desktop video technology to allow his shop to develop designs on a Macintosh and lay them directly to videotape.

Previously, Karzen says, he might create an element on the machine and then move to more specialized hardware for completing the graphic. "Now we're going directly to finished on-air [productions] right off the hard drive," says Karzen, whose company has delivered material for E! Entertainment Television as well as a package of IDs for Motown Records video releases.

"The big change is that the cost of

equipment is going down," adds Tom Baker, production manager for graphics producer DESIGNefx. Baker says that the number of Macintosh machines at his company has grown from one to 50 during the past three years.

Karzen says that he expects to see Macintosh-produced material on display at this week's conference in New Orleans. The BDA (Broadcast Designers Association) International portion of the event features work from art directors and designers as well as software and hardware tools for creating designs.

Exhibitors at this year's conference, which runs June 8-11, will include the likes of Quantel Inc. and the Grass Valley Group, along with design companies such as Pinnacle Effects and DESIGNefx.

Among this year's sessions is a discussion of desktop video-editing, an activity several designers attribute to new "video cards" that enable Mac users to import video onto their computers. The Radius VideoVision Studio, for example, allows designers to

capture and edit images at 30 frames and 60 fields per second.

Radius, which recently merged with graphics peripherals supplier SuperMac, uses JPEG compression to deliver full-screen, full-motion video. Baker says the compressed video retains enough quality for professional use.

The drawback, Baker and others say, is time. While the Mac machines and video cards may deliver the tools, they still do not deliver the speed for turning over large numbers of graphics. "It's just a matter of [the machine's] ability to turn it around," Baker says. Makers of dedicated, high-end graphics hardware agree, stressing the ability of their systems to deliver more material during a given workday.

"We're not adapting a machine that was designed for something else," says Jeff Meadows, managing director of Paintbox builder Quantel. Meadows voices little concern with the new tide of desktop graphics, maintaining that designers still need dedicated machines to churn out a large volume of material.

Meadows says his company is selling as many Paintbox systems as ever, and he speculates that the lower-cost desktop machines are broadening the market by bringing in designers who might not otherwise be in the business. "In the end, those people start to develop an interest in systems that are more purpose-built," says Meadows.

Designers agree, saying the Mac approach, while growing, is not the predominant method for producing graphic designs. DESIGNefx's Baker says he went straight to Quantel equipment when his company was charged with fixing the can in Diet Coke's new commercials.

Unbeknownst to the commercial producers, Diet Coke changed its can while the new spots were being made. Baker used a Quantel machine to insert replacement shots of the correct can into the commercial.

Grass Valley Group's Meric Adriansen agrees the desktop machines are opening the market to new users. But Adriansen, Grass Valley's vice president and general manager of graphic systems, maintains that some design chores always will be best executed on dedicated hardware.

"Our industry is not going away, it's changing," Adriansen says. ■

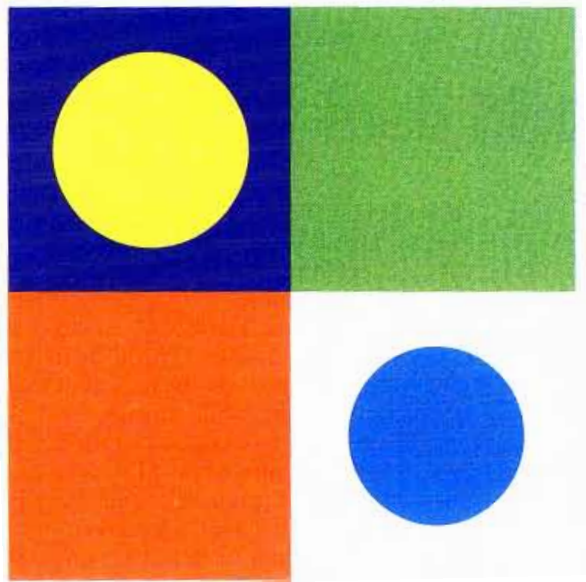
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Fox-New World deal opens trading vistas

By Julie A. Zier

In the wake of the Fox-New World agreement (see "Top of the Week"), industry insiders are sure of only one thing: Television station trading is going to be hotter than ever.

Although the who, what and where remain to be sorted out market by market, the aftermath of the agreement will mean higher multiples and increased value of network affiliates, according to David Lee, an investment banker with Lazard Freres.

"I've been hearing a lot of shadows and footsteps, but not reality," says Michael Finkelstein, chairman and chief executive officer, Renaissance Communications, a mostly Fox-affiliated TV group. "[The Fox-New World deal] unleashed an enormous opportunity for gamesmanship."

"Everyone in the industry is affected, whether directly or indirectly,"

says Gene Jankowski, former president of the CBS/Broadcast Group and now a managing director at Veronis, Suhler & Associates.

Media Venture Partners' Brian Cobb says the Fox-New World deal will convince hesitant buyers that television is a worthwhile investment.

"The market won't cool down for a few months," Cobb says. "Interest rates are low, spot revenues are up, the economy is up....It's a seller's market."

CBS is expected to begin scrambling for affiliates in the markets it lost to Fox. Several stations will flip to Fox, but not as many as has been anticipated, Cobb says.

"The best thing CBS can do is buy stations up to the FCC limit. It's the only way to protect themselves," broker Frank Boyle says.

According to BROADCASTING & CABLE's annual ranking of the top 25

TV group owners (March 21), CBS owns seven stations and reaches 21.86% of U.S. TV households. The FCC has capped television ownership at 12 stations and 25% penetration, which doesn't leave much breathing room for CBS to shore up its position. ABC, NBC and Fox face similar constraints: ABC is closest to the top with eight stations and a 23.63% household penetration; NBC is in third place with six stations and 20.23%; and Fox is in fifth with eight stations and 19.26%.

New World moves from 12th place to eighth through its May acquisition in May of four Great American stations. With its new total of 11 stations, the group's percentage penetration increases to 11.9%. But New World has an option to buy Argyle Television's four TVs, which would surpass the FCC limit by three, leaving it no choice but to spin off stations. ■

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Changing Hands

This week's tabulation of station and system sales

KHSL-TV Chico, Calif. □ Purchased by Golden Empire Television Corp. (Howard Brown, president/director) from Estate of Mickey McClung for \$7.6 million. **Buyer** owns KHSL(AM) Chico, Calif. **Seller** owns KHSL(AM) Chico, Calif. KHSL-TV is CBS affiliate on channel 12 with 316 kw visual, 38 kw aural, and antenna 1,300 ft. Filed May 18 (BTCCT940518KE). *Broker: Crisler Capital Co.*

KXYQ-FM Portland (Salem), Ore. □ Purchased by Trumper Communications (Jeffery E. Trumper, president/CEO) from KXYQ Broadcasting Co. Inc. for \$5.6 million. **Buyer** owns KKCW-FM Portland, Ore.; WTDR-FM/WEZC-FM Charlotte, N.C., and WLAP(AM)/WMXL(FM)/WWYC-FM Lexington, Ky. **Seller** has no other broadcast interests. KXYQ-FM has top-40 format on 105.1 mhz with 100 kw and antenna 1,839 ft. *Broker: Star Media Group.*

WHEW(FM) Fort Myers, Fla. □ Purchased by Renda Broadcast Corp. (Anthony Renda, president) from Robert Hecksher, debtor-in-possession, for \$4 million. **Buyer** owns WJAS(AM)-WSHH-FM Pittsburgh; WEJZ(FM) Jacksonville, Fla.; KMGC(FM) Oklahoma City, KBLZ(FM) Tulsa and KHTT(FM) Muskogee, all Oklahoma. **Seller** owns WMYR(AM) Fort Myers, Fla. WHEW has country format on 101.9 mhz with 100 kw and antenna 1,020 ft. Filed May 19 (BAL940519GG). *Brokers: Hadden & Associates.*

KYSM-AM-FM North Mankato, Minn. □ Purchased by Ingstad Mankato Inc. (James Ingstad, president) from F.B. Clements & Co. LP (Lanse Butler, GP) for \$1.7 million. **Buyer** owns KNUJ(AM)-KXLP(FM) New Ulm, KWAD(AM)-KKWS(FM) Wadena and KRFO-AM-FM Owatonna, all Minnesota; KGLO(AM)-KIAF-FM Mason City, KLKK(FM) Clear Lake, KRUU(FM) Boone and

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$0 □ 0

FM's □ \$10,450,000 □ 3

Combos □ \$3,300,000 □ 3

TVs □ \$7,600,000 □ 1

Total □ \$21,350,000 □ 7

So far in 1994:

AMs □ \$75,746,934 □ 57

FM's □ \$349,807,300 □ 131

Combos □ \$896,746,575 □ 99

TVs □ \$798,960,000 □ 32

Total □ \$2,181,860,809 □ 325

KIAQ(FM) Clarion, all Iowa; KLXX(AM)-KBYZ(FM)/KKCT(FM) Bismarck, KDDR(AM) Oakes and KOVC-AM-FM Valley City, all North Dakota. **Seller** has no other broadcast interests. KYSM(AM) has oldies format on 1230 khz with 1 kw. KYSM-FM has country format on 103.5 mhz with 81 kw and antenna 530 ft. Filed May 12 (AM: BAL940512EB; FM: BAPLH 940512EC).

KZBE-FM Springfield, Mo. □ Purchased by Ranger Broadcasting Co. LP (Richard Hull) from Pleasant Hope Broadcasting Co. (Larry Mitchell and Noel Boyd) for an estimated \$800,000-\$900,000. **Buyer** owns KRYS-AM-FM Corpus Christi, Tex. **Seller** has no other broadcast interests. KZBE-FM has classic rock format on 95.5 mhz with 50 kw and antenna 500 ft. *Broker: Chapin Enterprises.*

WKVT-AM-FM Brattleboro, Vt. □ Purchased by Rowena Broadcasting of Brattleboro (James Plante, president) from Brattleboro Broadcasters Inc. (David Underhill, president) for \$850,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WKVT(AM) has full service format on 1490 khz with 1 kw. WKVT-FM has AOR/classic rock format on 92.7 mhz with 6 kw and antenna 610 ft. Filed May 20 (AM: BAL-940520GE; FM: BALH9405-20GF).

KAMX-AM-FM Albuquerque, N.M. □ Purchased by Bengal Communications (Eric Seltzer) from Coastal Communications (Charles Burroughs Jr., chairman of the board) for \$750,000. **Buyer** and **seller** have no other broadcast interests. KAMX(AM) has AC format on 1520 khz with 1 kw. KAMX-FM has AC format on 107.9 mhz with 22.5 kw and antenna 4,130 ft. Filed May 16 (AM: BAL940516EB; FM: BALH940516EC). *Brokers: Blackburn & Co.*

SOLD!

KSRY-AM/KSRI-FM, San Francisco, California from **Viacom Broadcast Group**, Bill Figenshu, President, to **Crescent Communications**, Allen Shaw, President for \$16,000,000.

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User fees beg question of self-funded FCC

Congress seeks safeguards first; meanwhile, budget increase may be user fee-funded

By Christopher Stern

A self-funded FCC is not in the cards for fiscal year 1995, despite a Clinton administration proposal that the agency pay its own way through user fees, FCC and Capitol Hill officials say.

While self-funding won't happen next year, one agency staff member said, the FCC is counting on financing a recently proposed \$21 million budget increase through an increase in FCC fees.

In order for the agency to become self-funded in 1995, Congress would have to adjust the FCC's authorizing legislation. And user fees would have to increase by at least \$72 million, not including the proposed budget hike.

Congressional Democrats and Republicans support an FCC that pays for itself, but add that safeguards are needed to insure that the industries regulated by the agency do not finance a burgeoning bureaucracy. "Every time the FCC needs more money, does it have to regulate more?" one Republican Hill staff member asked.

A House Energy and Commerce Committee aide indicated that committee chairman John Dingell (D-Mich.), who has introduced user-fee legislation, is not opposed to a self-

funded FCC. However, the issue raises important questions, the aide said. "We always wanted it to be self-funded. That doesn't mean it's a bottomless pit."

If the agency does become self-funded, he added, precautions must be taken to insure that one industry does not cross-subsidize the regulation of another industry. "Asking broadcasters to pay for a Common Carrier Bureau audit is bullshit," the aide said.

FCC Chairman Reed Hundt appeared to anticipate the aide's concern about cost allocation when he testified two weeks ago about a proposal to increase his agency's budget by \$21 million. Hundt told the House Telecommunications Subcommittee that the money would be used to add more than 100 positions to the Common Carrier Bureau, 77 to the Mass Media Bureau, 44 to the Private Radio Bureau and 15 to the General Counsel's office. The FCC request for additional staff is now under consideration at the

Office of Management and Budget.

However, Hundt will have to adjust his staffing allocations if he wants the budget hike to be entirely financed by user fees. The legislation that authorizes FCC fees prevents the agency from using them to pay for executive offices, including the commissioners' and general counsel's. Currently, the FCC may assign user-fee money only for enforcement, policy and rule-making, user information services and international activities.



The House Energy and Commerce Committee, led by John Dingell (D-Mich.), wants the FCC to be self-funded but not 'a bottomless pit,' according to one aide.

One Hill aide predicted the agency could count on user fees for approximately 60% of the \$21 million budget increase it is seeking in 1995. But an FCC official working on the agency's budget maintained that the entire increase will be funded through an increase in user fees, even if it means some shifts in the assignment of positions, as Hundt told the subcommittee. ■

NAB strategizes against higher costs

The Clinton administration's plans to levy a spectrum tax on broadcasters, and proposed increases in FCC user fees, top the agenda for this week's National Association of Broadcasters board meeting in Washington.

"If the government keeps this up, it's going to bankrupt our industry," says NAB radio chairman Robert Fox of KVEN(AM)-KHAY-FM Ventura, Calif.

NAB board members are likely to spend most of the three-day meeting discussing strategies to try to keep the government from taxing them further.

Fox also cites a House bill that would impose a performance royalty fee on radio broadcasters for digital sound transmissions. FCC fines for violations of equal employment opportunity rules are another area of concern.

And radio and TV broadcasters alike fear they will have to pay more in FCC user fees if the agency becomes self-funding (see story, above). Such a move

could result in at least a \$72 million increase in user and other regulatory-related fees. Meanwhile, FCC officials are seeking another \$21 million in the 1995 budget. That request likewise could result in higher user fees.

NAB officials already are working to defeat the administration's proposal to raise \$5 billion in spectrum royalty fees over five years.

NAB President Eddie Fritts points out that 60% of radio stations are losing money now. An increase in FCC user fees would put a number of stations in red ink. A spectrum royalty tax on top of the fees would put "some broadcasters out of business," he says.

It is unfair to maintain broadcasters' public-interest obligations and make them pay fees, Fritts adds. A number of industry members are starting to say, "If the government wants us to pay, then it should remove all regulations." —KM

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Shortly after House members return from recess this Wednesday, the Commerce Committee likely will file reports on telecommunications legislation.

Committee staff members say Chairman John Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.) are near an agreement on H.R. 3626, which would permit regional Bell operating companies to enter the long-distance telephone business. Once a deal is struck and the report on the bill is filed, House action could occur before the end of the month. Also soon after Congress reconvenes, the committee is expected to file a report on H.R. 3636, a companion bill that would open local telephone markets to competition and permit telcos to enter the cable business.

FCC Commissioner Rachelle Chong will renege herself from pioneer preference issues

because her husband is a consultant for American Personal Communications. APC won a pioneer preference for the Baltimore-Washington area from the FCC last December. Chong became a commissioner last month. The designation means APC and two other PCS companies will not be subject to competing applications. Pioneer preference is not on the June 9 meeting agenda, when the commission is expected to vote on a reconsideration of PCS rules. Chong will participate in that vote.

FCC Chairman Reed Hundt learned something recently:

Michael Katz, the FCC's chief economist, is the son-in-law of Consumer Federation of America board member Larry Hobart. Hobart is executive director of the American Public Power Association, a group that represents municipally owned utilities, and vice president of the CFA board of directors. Hundt made the discovery during a CFA luncheon two weeks ago. CFA Legislative Counsel Bradley Stillman was sitting with Hundt and says it was also the first time he had heard about the connection. "Nobody knew," Stillman said, but "it would be a stretch" to assert there is any conflict of interest for Katz. The CFA was a driving force behind the passage of the 1992 Cable Act. As the FCC's top economist, Katz oversees the agency's guidelines on competitiveness. He also played a significant role in the FCC's decision to roll back cable rates an additional 7%.

US West wants the FCC to rubber-stamp its videodialtone applications, according to the Oregon and Minnesota state cable associations. The groups were commenting on US West's recent reply to an FCC request for more details about videodialtone applications. US West argued for a more flexible application process that does not focus on its six individual applications, but on the entire "business case" for video dialtone. That would amount to a rewrite of the videodialtone application process.

Michael Ruger has been named deputy chief of the

FCC's Consumer Protection Division, Cable Services Bureau. Ruger has been with the FCC since 1988, when he joined the allocations branch of the Mass Media Bureau. He was named chief of the allocations branch in 1992. Since 1993 he has served as acting special assistant for operations of the Cable Services Bureau.

FCC Chairman Reed Hundt last Tuesday told an advisory committee to the World Radio-communications Conference

that his agency was moving as quickly as possible to adopt licensing and service rules for mobile satellite services. Hundt said that is part of the Clinton administration's ongoing effort to promote U.S. leadership in global telecommunications. Hundt recently named his former law partner, Gary Epstein, chairman of the FCC's advisory committee on the conference.

Last week was eventful for small cable operators.

The Small Cable Business Association filed an emergency petition with the FCC, the National Cable Television Association opened an office dedicated to small operators and the FCC set up a hot line for them. The business association petition asks for an extension to comply with the FCC's new cable rate rules because of the difficulty some small systems are having with the regulations. NCTA is creating a separate office for small operators to insure "that the needs and concerns of smaller cable systems are adequately addressed in NCTA's overall public policy activities." And the FCC set up a hot line to answer questions about the new rules.

First Amendment champion Floyd Abrams will be at the U.S. Supreme Court next week, but not to argue a case.

Abrams has been named the William J. Brennan Jr. visiting professor of First Amendment issues at Columbia University's Graduate School of Journalism. He will be honored at a reception this Thursday at the court. The reception is sponsored by Court TV/The American Lawyer and also will honor retired Justice Brennan.

In other Supreme Court news, Justice Clarence Thomas is obviously a fan of conservative radio talk show host Rush Limbaugh.

On May 27, Thomas not only performed the marriage ceremony for Limbaugh and Marta Fitzgerald, but also held the ceremony at his home in northern Virginia. Guests at the wedding included former Education Secretary William Bennett and political consultants Mary Matalin and James Carville. Limbaugh spokesman Kit Carson wanted to set the record straight about one thing: He said it was incorrectly reported that Fitzgerald was a former aerobics instructor. She's a recent graduate of the University of North Florida, Jacksonville, and plans to pursue a career in journalism, Carson said.

The telecommunications revolution is coming to South Africa.

Vice President Al Gore is scheduled to make the keynote speech at the U.S.-South Africa Conference on Democratic and Economic Development Friday. The conference is part of a U.S. effort to promote commerce in South Africa. Communications policy and broadcasting are expected to be two key issues on which the conference will focus.

Washington Watch

Edited By Kim McAvoy



Michael Katz

Getting radio onto the superhighway

That's top priority for two broadcasting members of NII advisory council

By Donna Petrozello

If National Public Radio President Delano Lewis and Hispanic broadcaster Eduardo Gomez have their say, radio will not be left by the wayside of the national information superhighway.

Lewis was named co-chair and Gomez a member of the U.S. Advisory Council on the National Information Infrastructure. The council is charged with advising the NII Task Force, whose members will establish legislative policy on the use of telecommunications technology.

Both Lewis and Gomez say they want the superhighway to be accessible to the public, with radio as an integral component.

"As this information infrastructure develops, it is key for radio to be involved," Lewis says. "The way we shop, bank, entertain, receive news and educate our children will all change. Technology is exploding."

"I don't want to be left out of the loop when the future of broadcasting is determined by either regulation or legislation," Gomez says. "I've spent 30 years in the radio business, and I don't want to wake up in a new era without radio."

Lewis was named co-chair, along with Ed McCracken, Silicon Graphics

chairman/CEO, of the 30-member council by Secretary of Commerce Ronald H. Brown in January when the council was established. Other council members represent labor, academic interests, state and local governments and public interest groups. The advisory council is chartered to expire in September 1995.

Gomez is president and general manager of KABQ(AM) Albuquerque, N.M., and vice president of the American Hispanic Owned Radio Association, a group he co-founded that comprises 110 Hispanic-owned stations.

Gomez began his broadcasting career as program director of KRIO(AM) McAllen, Tex. Several years later, he founded that city's first bilingual English-Spanish station, KQXX (FM), and began promoting Hispanic stations nationwide. KQXX has since become all-Spanish, with a "Tex-Mex" format popular with the Mexican-Americans in southern Texas, Gomez says.

As a council member, Gomez advocates forging a "multilingual" information superhighway. Radio is the "most effective way to reach the Hispanic community," he contends, noting that mainstream network and cable TV programs do not address Hispanic concerns as do local radio stations.

Lewis has a varied background that did not, until recently, include the radio industry. In the 1960s he served as attorney for the U.S. Department of Justice and worked with the U.S. Equal Employment Opportunity Commission and the Peace Corps in Nigeria and Uganda. In 1973 he joined C&P Telephone in Washington as the public affairs manager and became CEO in 1990.

Elected to head NPR January following the resignation of Douglas J. Bennet, Lewis is the first African-American to head a national public broadcast network. His "vision" for NPR and public radio overall includes the dedication of more spectrum to public channels and taking U.S. based programs abroad.

Gomez supports making the information highway as accessible as a public library or school so that "every citizen, from rural New Mexico to New York City, has available to them any kind of information they need for free or minimal cost."

"By the year 2000 there will be twice as many Spanish speakers in this hemisphere [as] English speakers," Gomez says. "The information superhighway won't just be within our borders. We've got to start thinking globally." ■

RIDING GAIN

AP launches 24-hour All News Network

Thirty stations signed up for the Associated Press All News Radio Network in time for its June 1 premiere. Of the 30, KNUU(AM) Las Vegas; WKIN(AM) Kingsport, Tenn., and KESQ(AM) Palm Springs, Calif., began airing the programing last Wednesday.

The 27 other affiliates will begin broadcasting AP All News Radio later this month as they make changes in their formats to accommodate the new network, according to Associated Press spokesperson

Evelyn Cassidy.

The new 24-hour network provides live national and international news, business news and sports news updates around the clock and has no network commercials.

Affiliates retain inventory for local spots.

Country stays strong

Country music has a firm footing as the nation's number one format, according to Arbitron ratings and research by the Katz Radio Group. Diary returns from Arbitron's winter 1994 survey show country outpacing all other formats nearly 2-1

among listeners 12-plus.

According to Arbitron data, country earned a 14.8 average market share nationwide. The second most popular format is adult contemporary, which earned an 8.3 average share.

Urban and "full service" formats—including news, talk, information and nationally syndicated talk shows—followed with an average 8.2 share and 8.1 share, respectively.

The alternative/modern rock and Black adult contemporary formats made the biggest gains during the past year. —DP

FCC referees World Cup broadcast concerns

Auxiliary spectrum use rules altered to allow for foreign transmissions

By Chris McConnell

Soccer fans are not the only ones streaming into the country for a look at the World Cup tournament this month.

Anticipating an onslaught of foreign broadcasters, the FCC last week altered its rules on auxiliary spectrum use to insure that the rush of coverage does not result in spectrum chaos. Specifically, the commission suspended a rule allowing broadcasters from outside a given city to operate auxiliary stations on a short-term basis without prior FCC approval.

Broadcasters generally use the rule's spectrum rights in covering events, such as sports, outside their own markets, broadcast engineers say. But with broadcasters from 23 foreign World Cup nations joining U.S. broadcasters in nine tournament venues, the FCC says the rule could lead to excessive interference among all the news crews.

"You just can't have anarchy," says Bill Ruck, chairman of the Northern California Frequency Coordinating Committee, who is coordinating spectrum use for the San Francisco tourna-

ment games. Ruck says that more than 100 countries entered the 1994 World Cup before the number was narrowed in qualification matches, and he expects to coordinate more than 100 applications for auxiliary frequencies.

Under the rules in place for the tournament, broadcasters looking to cover the event will have to submit applications to tournament organizers, who then will pass the frequency requests to the coordinator in each market.

As part of its coordination effort, the commission has authorized designated frequency coordinators in each of the nine cities to grant auxiliary frequencies once they have determined that the activity will not interfere with licensed stations there.

The FCC's action is not unprecedented. Previous events meriting suspension of the temporary authorization rule included the 1988 national political conventions and Pope John Paul II's visit to the U.S. last year.

**World Cup
USA94**



Although the European Broadcasting Union is covering most of the games, Ruck expects news crews from participating countries to supplement the soccer matches with reports from the tournament cities.

The coordination effort, he says, will focus largely on finding frequencies to support production at the tournament sites, rather

than on finding signal transmission frequencies. The problem is in allowing all the crews to use wireless headphones and microphones to produce reports. "There's no way I'm going to be able to accommodate all of them," Ruck says.

Ruck and others say that some foreign broadcasters also will need to procure equipment that works on U.S. frequencies.

Russ Harbaugh, consulting engineer with Media Control and the frequency coordinator for Detroit, is working with equipment suppliers to insure that TV crews can rent U.S. equipment. ■

NBC pictures digital disk recording in its future

Network hopes to move to tapeless technology at new 'Today' studio by year's end

By Chris McConnell

NBC is poised for the switch to tapeless recording. The broadcaster is stocking its new *Today* studio with Sony Betacam SP machines, but says it may invest in digital disk technology by year's end.

"That's something we're seriously considering," says Larry Thaler, the network's director of new studios. Thaler says NBC considered the tapeless machines while it was building the new ground-level studio, but found none of the new machines ready to install. Thaler adds the network is talking to several suppliers of the disk-based recording machines.

In the meantime, the network bought four Sony Betacam machines

for the studio that will house the *Today* show. The machines are part of several equipment buys NBC made for the \$15 million studio, which also will house production for NBC's *Now* magazine program.

The studio features ground-level windows, allowing passersby in New York a glimpse of *Today*'s production, which is scheduled to begin there on June 20. Among the facility's studio system



NBC made sure the Plexiglass on its new streetfront studio for *'Today'* could stop both sound and bullets.

innovations is 100 feet of Plexiglas that Thaler says is bulletproof as well as soundproof. The noise coefficient

of less than NC-30, he says, indicates a studio as quiet as any of those inside Rockefeller Plaza.

The studio, which NBC completed in eight months, features a 750-foot cable bay holding more than 100 miles of cable. Some additional new equipment purchases include Sony BVP375 CCD cameras and a digital-to-analog signal converter from Canadian manufacturer Miranda Technologies. Noting that the show uses between six and 10 remote feeds,

Thaler says the network spent \$500,000 on a new communications system from Telex Communications Co.

Canada's Image Video Ltd. is supplying under-monitor displays for labeling the source of video on each monitor. Thaler says the displays will be able to take information from the studio routing switcher and automatically change the labels with the video feed.

For onlookers outside the studio,

the network is installing interactive kiosks that can collect information on the New York public's opinions. Thaler says the show's producers can poll those outside the studio on the topic of the day and broadcast the results with the show.

He also hopes that Rockefeller Center's tourist appeal will bring in a large volume of out-of-town opinions. The network estimates that 30,000 people will pass by the studio windows each day. ■

Cutting Edge

By Chris McConnell

DIRECTV says it will launch its DBS service before the Consumer Electronics Show, which begins on June 23 in Chicago. DIRECTV last week had not decided whether the launch will reach all five of the initial markets.

Another DBS proponent, **EchoStar, last week unveiled a financing package** that the company says should bring in roughly \$335 million for its DBS system.

EchoStar made a public offering of \$624 million in 12-7/8% senior secured notes due 2004 along with 3.7 million common stock purchase warrants. Donaldson, Lufkin & Jenrette Securities managed the offering.

IDB Broadcast has signed a deal to provide satellite uplink for fX, Fox's new basic cable network. IDB Broadcast, the radio and TV transmission unit of IDB Communications Group, will provide playback and commercial integration for fX as well as uplinking the network to transponders 4 and 5 of the Galaxy 7 satellite. The

uplinking began June 1. Live fX programming will originate in New York and will reach IDB's Los Angeles Teleport via fiber. The cable network plans to deliver seven hours of live programming each day.

Wall Street expects steady growth in the DBS business once the first two proponents get going, according to a new study of the industry. "DBS: The Time Is Now," by DBS analyst Michael Alpert and the NAB's Marcia De Sonne, cites a prediction that the industry will net 5.6 million subscribers between this year and 2000.

The prediction comes from Grantchester Securities and Wasserstein Perella Securities and assumes a target market of

roughly 19 million homes not now served by cable or subscribing to cable. The study anticipates a 6.8% penetration of this market by 1995 and predicts that number will rise to 15% by 2000.

"Whether these projected estimates are reached

or exceeded will depend, to some extent, on how well other players in the video market retain or increase their own shares of the pay video market," the study says, adding that its projections also do not account for "the large number of disgruntled cable subscribers that may shift to DBS."

C-Cube Microsystems, which is supplying digital encoding technology for DBS proponent DIRECTV, plans to introduce an MPEG-2 encoder by year's end. Discussing compression strategies recently, the company's David Taylor said C-Cube hopes to issue more specific information on the MPEG-2 encoder this fall.

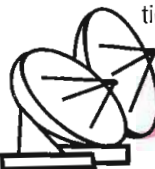
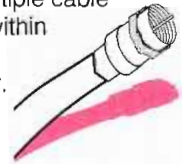
Taylor, C-Cube's director of marketing for broadcast products, says the switch from MPEG-1 to MPEG-2 encoding will not be visible to viewers. The MPEG-2 encoding will provide 10%-15% more compression efficiency rather than better quality, Taylor says. He also speculates that DIRECTV will be the first large-volume user of the new encoders when they are available.

Basys Automation Systems is marketing Digital Equipment Corp.'s digital ad insertion equipment for cable systems. The insertion unit allows cable operators to store and insert

ads on multiple cable channels within an hour of going to air. Basys, a wholly owned subsidiary of Digital, says the digital units will allow cable operators to book last-minute ads they previously could not accommodate.

PESA-MCI has introduced an LPTV/NTSC coupler allowing signals from separate VHF and UHF transmitters to travel on a single transmission line up a broadcast tower. The couplers are placed at the bottom and top of the transmission line. At the top of the tower, the signals are split and are fed to two different antennas. PESA-MCI says its coupler keeps the two signals completely isolated and can use existing coaxial lines on the tower. Using the coupler, the company says, LPTV stations can be added to a tower by feeding new low-power antennas from the top of the coupler. The company says its couplers take roughly three hours to install, with minor interruptions to service.

PESA-MCI says the tower line must be sized to handle both stations, and that it should be checked to insure performance will be acceptable at LPTV frequencies.



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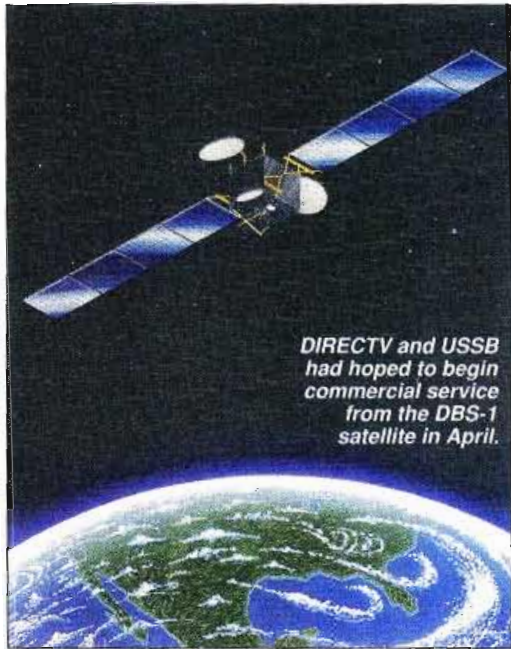
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THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Satellite



New DBS deadline: June 23

By Chris McConnell

DBS proponents have set June 23 as their latest target for launching the long-awaited satellite service.

DIRECTV and United States Satellite Broadcasting (USSB) last month held off on setting a launch date after missing targets in April and May. Last week, the companies still were staying away from a precise date, but said they will launch before the Summer Consumer Electronics Show. The convention begins June 23.

Despite the series of delays, the companies insist they have spent the past few weeks making minor refine-

ments to their system rather than scrambling to fix any serious flaw. "There's nothing out there that I can point to today and say 'This is a problem,'" says USSB Executive Vice President Rob Hubbard.

C-Cube Microsystems, which earlier this spring was working to adjust the digital encoding technology, says its end of the system is ready to go. David Taylor, C-Cube's director of broadcast product marketing, notes his company will continue refining the digital encoding once the DIRECTV launches, but says the encoding part of the chain is not

continued on page 58

Electronic Publishing

The Gate set to open in Bay Area

By Mark Berniker

San Francisco's two leading daily newspapers are creating a joint electronic version for Bay Area residents with personal computers.

The Gate, a product of Hearst's *San Francisco Examiner* and Chronicle Publishing's *San Francisco Chronicle*, is expected to be up and running by the end of the year.

"We want to put the strongest local angle on the content," says Bruce Koon, the *Examiner's* associate editor for new media and special sections. "There is no question newspapers still are the biggest information gatherer in

the community."

The papers will decide within 60 days whether to create their own on-line service or to go with one of

the established national services such as Prodigy, America Online, CompuServe or Ziff-Davis's InterChange, says Janice Calvert, director of electronic information services for The San Francisco Newspaper Agency, the organization spawned by the papers' joint operating agreement.

The Gate will compete against the *San Jose Mercury News*, whose Mercury Center is available on America Online. Several other newspapers also have taken the plunge.

The focus of the service will

continued on page 59

Portland stations team with InTouch

They hope interactive fare will open up new revenue stream

By Mark Berniker

The four network affiliates in Portland, Ore., plan to participate in an innovative interactive television trial this year that they hope will enhance advertising and programming and eventually provide a new source of revenue.

The stations—KGW-TV, KATU, KOIN(TV) and KPDX—will work with Interactive Systems, which will test its InTouch interactive technology in 1,500 homes for six months to a year beginning in the fourth quarter.

"We're making sure the broadcaster is an important part of our test," says Interactive Systems President Jack Galmiche.

Local stations and advertisers will have "the ability to send targeted information to households for purchase at a local retailer," Galmiche says. Stations also will be able to get involved in direct

continued on page 59

Philips ups Cellular-Vision stake

Philips Electronics, one of the backers of CellularVision of New York, now owns a piece of CellularVision's cell-based wireless cable technology.

Broadcasting multiple channels of cable programming through cells, CellularVision serves fewer than 1,000 subscribers in Brooklyn. But it is building 20 new cell sites and eventually expects to serve 1.2 million homes in the New York area. Bell Atlantic is another backer of the service.

With an investment in CellularVision's parent, CellularVision Technologies and Telecommunications, Philips will help license the technology to other wireless cable operators.

CellularVision still is waiting for the FCC to finalize rules for the technology, which operates in the 28 ghz band.

Shant Hovnanian, a principal of CellularVision Technologies and Telecommunications, says Philips was brought in because of its expertise in managing patents. Hovnanian expects to announce several licenses within the next three weeks.

CompuServe releases CD-ROM

CompuServe says its CompuServeCD CD-ROM is available to augment its on-line information service. According to CompuServe, the multimedia disk medium is designed to store large files, which can be cumbersome and costly to on-line users. CompuServeCD will cost \$7.95 per disk and will be updated bimonthly.

IN for all

Interactive Network has a new software upgrade for its interactive television service that will allow users to play games at multiple levels of complexity. The upgrade, known as Operating System 1.8, features five skill levels. It also permits players to move through tournaments as part of the company's Network Challenge program.

Interactive



Interaxx's CD-ROM set-top box (above) and remote.



Interaxx plans trials in Florida, Washington

By Mark Berniker

With hopes of a national rollout next year, Interaxx Television Network will begin testing a CD-ROM-based interactive TV system this summer in 2,000 homes on the Schurz Communications cable system in Coral Springs, Fla.

And Interaxx is talking to cable operators about parallel trials in five other communities in Florida, the suburbs of Washington and Hagerstown, Md., says Interaxx President Donald Rhoades.

Unlike other interactive TV systems, Interaxx works

off a CD-ROM, the high-capacity laser disk that has been the nation's choice for multimedia applications.

Interaxx set-top boxes contain a CD-ROM player. At installation, the user receives four CD-ROMs, which provide the information and interface for the interactive services. The user receives a new CD-ROM with updated information every four months.

Cable provides the two-way connection—the upstream path for interactive services and downstream distribution for data that can be converted into coupons and

tickets by the set-top box and its thermal printer.

For \$9.95 per month, Interaxx users will receive the full array of services, including home shopping, video games, classified advertising and a TV channel guide. Rhoades holds out the possibility of also offering legalized gambling and lottery services through the Interaxx gateway.

Interaxx has lined up more than 40 retailers and plans to have more than 100 by the end of the year. They include Hanover Direct, 1-800-FLOWERS, Club Med and The Bradford Group.

According to Rhoades, the company has raised more than \$5.5 million and is in discussions with a major investor that could provide more than \$100 million. He refused to disclose details. ■

DBS continued from page 57

holding back the system.

The part of the chain that has been holding back a launch, DIRECTV and USSB say, is last-minute software adjustments. DIRECTV's Thomas Bracken says a product beta testing program last month prompted the two companies and receiver manufacturer Thomson Consumer Electronics to adjust portions of the receiver software dealing with pay-per-view ordering.

The companies, for instance, decided to alter several features of the machine, such as the wording on one message viewers will see when they attempt to order films outside of the ordering window for a particular movie. Other changes have been aimed at expanding the possibilities for ordering movies. While users previously could order the films from an on-screen guide or by tuning to the channel with the film, the upgraded software will

enable them to order movies directly from a film preview channel as well.

Another alteration will change the way customers review past movie purchases made through the system. Instead of looking at purchases from the first movie buy through the latest, customers will be able to see the most recent purchase at the top of the list.

The new features mean that Thomson will need to modify each of the units it has made for the initial rollout. But DIRECTV's Bracken says the company needs only to drop a chip containing the final software codes into each receiver before shipping it.

Once the final software codes are installed, says Thomson's Mike O'Hara, the set-top boxes will travel to Bloomington, Ind., for attachment to the outdoor satellite receivers. O'Hara, Thomson's general manager of DBS product management, says his company is conducting what it hopes will be its final review of the receiver software. ■

EON readies two-way wireless technology

By Mark Berniker

EON has been keeping a very low profile for a company trying to jumpstart the wireless interactive television market. But with the FCC preparing to auction off licenses to make it all possible, EON is getting ready to lift off.

EON's technology, which provides wireless two-way communications for most interactive applications, will be embedded in three different devices—a cable box and two 32-bit next-generation gaming boxes, according to EON President/CEO Mike Sheridan.

Sheridan says he will not name the boxes' manufacturers until the end of the summer. EON has talked with General Instrument about cable applications.

EON's technology has

been reduced to a low-cost, two-way wireless radio frequency (RF) modem that is being manufactured by Diablo Systems, a small Silicon Valley firm.

The FCC has set aside spectrum for EON and other providers of what the FCC calls Interactive Video and Data Services. The agency awarded spectrum by lottery in nine markets earlier this year and plans to auction IVDS channels for other markets July 27-28.

Sheridan says EON will participate in those auctions, possibly in partnership with larger companies interested in the technology.

The collapse of telco-cable deals and the realization that it is going to take five or more years to bring widespread interactivity to cable and telco give EON a fight-

ing chance, says Sheridan. EON provides a way by which broadcasters and cable operators can go interactive at relatively low cost, he says.

EON announced in March plans to test various interactive applications with Allbritton Communications' WJLA-TV Washington, an ABC affiliate. The partners hope to have some services ready to go by the fall, says EON spokesman Paul Sturiale. Possible services include play-along game shows and sports as well as opinion polling with news and education programming.

EON also has been talking to numerous programmers, including Capital Cities/ABC and its ESPN cable arm, about developing interactive services. EON is trying to create a framework for "interactive rights" whereby EON would own the user interface, the underlying content holder would retain its intellectual property and any "joint creative work" would be shared by the two parties. ■

NATPE*NET becomes ECN

Spotlighting efforts to broaden its appeal, NATPE*Net has changed its name to Entertainment Communications Network.

Conceived as a bridge between program syndicators and TV stations, the PC-based information service is expanding its client base to ad agencies, cable companies, public relations firms and others.

The name change also serves as a break with the past. Former broadcaster Dennis Fitch and former ad executive Barry Weintraub purchased the service from NATPE in 1991.

The company is reintroducing itself at the Promax & BDA conference in New Orleans this week. "We're not just E-mail for syndicators anymore," says Jack Serpa, ECN's vice president of sales and marketing. The ECN service also offers news, broadcast faxing, merge faxing and fax-on-demand.

InTouch

continued from page 57

response marketing and promotions based on "local interactive events," he says.

The stations will help develop the InTouch services and transmit them embedded within their TV signals. To receive the services, homes will be equipped with a proprietary set-top box with remote control, thermal printer and speaker. A built-in modem connected to a telephone line provides the return path.

Although broadcasters will transmit the services for the trial, Galmiche says, InTouch can be delivered via cable or telephone as well as using its Video Encoding Invisible Light (VEIL) technology.

Consumers will be able to

shop at home, make dinner and theater reservations, play along with TV game shows and order food to be delivered to their homes. The printer also will deliver coupons for goods and services.

Galmiche anticipates a basic charge of less than \$5 per month and per-transaction charges of up to \$3.

The interactive television test will be implemented in three phases, with 500 homes added after each. During the second phase, a larger printer with enhanced black-and-white graphics will be deployed. In the third phase, the system will be upgraded so consumers can make transactions with an electronic smart card.

"We're trying to accelerate our learning curve, and this system holds the promise for our advertisers to directly

relate with consumers," says Dennis Williamson, president/general manager of KGW-TV, the NBC affiliate.

Interactive services will provide no more than "a small revenue stream" at first, but they have potential for much more, Williamson says. Possible nonadvertising services include polling viewers of newscasts and play-along games associated with the

station's broadcast of Portland Trailblazers basketball games.

Galmiche says Interactive also has a deal with Warner Bros. and Columbia TriStar Television to provide programming for the InTouch trial. With Columbia's cooperation, he says, InTouch will offer play-along versions of *Wheel of Fortune* and *Jeopardy!*. ■

The Gate continued from page 57

be on local bulletin boards and electronic forums on local topics, Calvert says. For perhaps \$10 per month, she says, users also will have access to Internet, local news and classified ads and comprehensive guides to city and cultural events, restaurants and movies.

Koon and Calvert say the on-line service will be an extension of the existing newspapers and will not cannibalize the core businesses. "You're not going to re-create the newspaper on-line," says Koon. "But it is the newspaper's job to figure out how to package and integrate all the information that is available." ■

Calendar

JUNE 6-8—Digital World '94/ The Interactive Media Festival, sponsored by Jonathan Seybold and Ziff-Davis Expos. Los Angeles Convention Center. Contact: Lisa Morgan, 415-578-6963.

JUNE 20-23—Wireless Cable Association, annual convention. Las Vegas Hilton, Las Vegas. Contact: 319-752-8336.

JUNE 27-28—NIMBLE '94 (New Intelligence in Multimedia, Broadcasting, Licensing, Leisure and Entertainment), sponsored by Knight Mediacom International, Iwerks International and AT&T Multimedia. Foxwoods Casino Resorts, Ledyard, Conn. Contact: Ron Knight, 212-388-0842.

JUNE 28-30—The Future of Interactive Advertising, sponsored by Probe Research Inc. Hilton Hotel, Walt Disney World Village, Orlando, Fla. Contact: Ted Sienicki, 201-285-1500.

JULY 13-14—Video Opportunities in a New Media World, sponsored by BROADCASTING & CABLE and Probe Research Inc. The Boston Marriott, Copley Place, Boston. Contact: Ted Sienicki, 201-285-1500.

JULY 17-13—Financial Times Conference: Multimedia—Vision and Reality. London Hilton Hotel, London. Contact: 44-71-637-4383.

AUG. 16-18—Interactive Multimedia Forum, sponsored by Kagan Seminars Inc., Waldorf-Astoria Hotel, New York. Contact: Genni Russell, 408-624-1536.

SEPT. 12-14—Telco-Cable VI, sponsored by Telecommunications Reports and the Yankee Group. Omni Shoreham Hotel, Washington. Contact: 202-842-3022.

SEPT. 26-28—Information Superhighway Summit/San Jose, sponsored by IDG World Expo and McQuillan Consulting. Red Lion Hotel, San Jose, Calif. Contact: Jeff Silha, 800-225-4698.

Interactive

On-line services blossoming

Consumers in increasing numbers are ordering flowers, other products via computer

By Chris McConnell

For on-line shopping networks, computer parts and flowers have one thing in common.

They sell. Not enough to dominate the \$750 million on-line services industry, but enough to prompt hopes among some service providers that users soon will begin to buy more products through their computers.

"It's a growing piece of the business," says Keith Arnold, general manager of CompuServe's Electronic Mall. Arnold's company offers products from some 125 merchants. One of the on-line industry's more bullish shopping proponents, the company says orders placed through the Electronic Mall jumped 80% in 1993, with individual sales averaging \$71.

CompuServe, which reaches roughly 1.9 million subscribers, says "visits" to the Electronic Mall increased by 71%. Arnold says the big sellers, in addition to flowers and computer parts, include books, candy and consumer electronics.

The picture is similar at CompuServe rival Prodigy, which offers products from more than 200 merchants to its more than 2 million subscribers. "Anything that has to do with computers works well with our members," says Leo Borden, Prodigy's director of merchandise marketing.

Prodigy's other star product, PC Flowers, has grown into the nation's second largest FTD florist, says Prodigy's Mike Darcy.

Darcy also notes that Prodigy, which offers the likes of JC Penney and Land's End on its shopping service, is looking

to expand the business with merchandisers that also publish a catalogue. Darcy says catalogues complement the on-line offerings because users can order anything that is printed in the book.

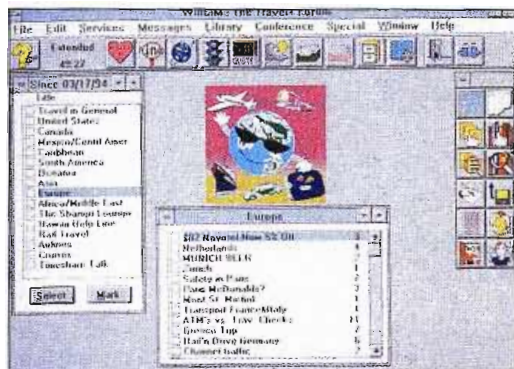
Borden says the company is happy with its progress in building an on-line shopping market. He estimates the total size of the on-line shopping business as somewhere in the hundreds of millions.

While the Interactive Services Association estimates the industry's size at about \$750 million, the group's executive director, Bob Smith, estimates that the shopping services account for less than a third of the business.

"It certainly is growing, but so is the overall [on-line services] market," says Smith. He says that others of the industry's top five service providers—which account for more than 80% of the industry revenues—have staked less of an investment on shopping services.

America Online Inc., which reaches 800,000 subscribers, carries a shopping service offering the wares of about 20 merchants. Delphi Internet, which offers access to the Internet, has stuck primarily to computer parts.

Both, however, are considering an expansion of shop-



CompuServe will shoot for name recognition with future additions to its Electronic Mall.

ping services. A Delphi Internet spokeswoman says the service's new graphics will allow Delphi to make a better pitch for products offered through the system. Delphi, a text-only service, expects to implement the graphics by year's end. America Online says it plans to form partnerships with prominent retailers to offer more products.

That's also the plan at Prodigy and CompuServe, which both say they will seek name recognition with any additions to their systems. "That's one thing we've found our members gravitate toward," says CompuServe's Arnold.

Prodigy's Borden says his company plans to concentrate on expanding the range of products available through current vendors. He also hopes that Prodigy's enhanced graphics, which he says provide catalogue-quality photos, will help push sales.

Errata

In a profile of respondents to the May 23 BROADCASTING & CABLE interactive TV survey (page 78), the percentage who own personal computers was misreported. The correct figure is 35.4%.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General manager for KMCM/KMTA Miles City, Montana. Sales experience required. Send resume to: 1218 Pioneer Bldg., St. Paul, MN 55101. EOE.

Proven small/mid mkt GM/GSM's. Growing regional radio group seeking strong general manager for upcoming acquisition in top 100-260 market in Southeast/Mid-Atlantic region. Decentralized, client-driven mgt structure with strong local programming philosophy. Requires substantial general and sales mgt experience with proven results. Competitive compensation package with significant opportunity for equity in specific, individual operation. Send resume & achievements, in confidence, to Radio Group, reply to Box D-1. EOE.

General sales manager: Group broadcaster seeks experience SM for mid-sized market opportunity. Quality company, market and station. Confidentiality assured. Write to Box D-2. EOE.

HELP WANTED SALES

NY: Radio buying service expanding retail, medical, legal categories. 2 years+ experience required, sales asst. experience OK. 212-447-5900. EOE.

WJYR FM seeks experienced goal oriented salesperson interested in selling highly rated, established 50,000 watt Heritage station in resort community. Compensation package commensurate with experience. Rush resume today GM, WJYR, 706 21st Ave. N., Myrtle Beach, SC 29577. EOE. Women and minorities encouraged to apply.

Milwaukee/Racine: If you're ambitious, know vendor programs, and can sell qualitative information then we want to hear from you! We have an established list, a growing company, and the tools you need to succeed. We offer a competitive compensation plan and unlimited growth potential. Reply in confidence to Walter Koschnitzke, GSM, WRJN-WHKQ, 4201 Victory Avenue, Racine, WI 53405. EOE.

Full time salesperson with experience for small market radio sales. Resume to: Victor A. Perry, WMSA, Box 210, Massena, NY 13662. EOE.

Santa Fe NM: Experienced sales person. A great opportunity with a growing broadcast company. Must have proven background, good list, base salary and benefits. Send resume to Fred Sena, KTMN 1718 W. Alameda, Santa Fe, NM 87501. EOE.

HELP WANTED TECHNICAL

Small medium market midwest combo seeks experienced chief engineer. Excellent salary for market. Reply to Box C-40. EOE.

HELP WANTED NEWS

Budapest radio opportunity: We're looking for a producer, editor, news director and on-air talent for a new daily English language radio program focused on business and news in Central Europe. Immediate opportunity. Must relocate to Budapest. Send cover letter and resume to Box D-9. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Anchor/reporter: We're looking for a good young journalist who can write, think, learn, shoot and anchor. This is entry level. Minorities and women are encouraged to apply. Send non-returnable tape and resume to George Hiotis, News Director, WHIZ, TV, Zanesville, OH 43701. EOE.

SITUATIONS WANTED NEWS

Dave Cohen: Motivated, motivating, ethical, enthusiastic, outgoing and hard working... if these are qualities you are looking for in someone who loves radio and wants to work for you as a reporter/producer/anchor or whatever, then I am your man. 708-256-4094.

SITUATIONS WANTED ANNOUNCER

Major market voice, many national credits, 25 year pro, can bring power and finesse to your promo tracks. Reply to Box C-47.

Employed small market CHR afternoon driver looking to move to bigger market or better paying small market in Midwest. Dan 616-592-5359.

TELEVISION

HELP WANTED MANAGEMENT

General manager for new joint venture between Empire Sports Network and Buffalo Sabres. Responsibilities include supervision of: (1) sales of all network, team and arena advertising and promotion inventory, (2) video and broadcast production activities, and (3) traffic and operations. Experience in all three areas desired with an emphasis on sports broadcast sales. Candidates should also have experience managing budgets with profit and loss responsibilities. Salary and incentives negotiable. Send resume to George Bergantz, Empire Sports Sales, 140 Main Street, Buffalo, NY 14202. EOE.

WHP-TV, the CBS affiliate serving Harrisburg-Lebanon-Lancaster-York, the 44th market, seeks experienced general manager with proven track record in sales, marketing and programming. Send complete, confidential resume to: Ralph E. Becker, WHP-TV, 3300 N. Sixth Street, Harrisburg, PA 17110. Telephone calls will not be accepted. EOE.

GM/GSM for small indy market in SW. Compensation based on personal performance. Please reply to Box D-3. EOE.

HELP WANTED SALES

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

Local account executive: WHP TV has an immediate opening for a highly motivated, experience account executive. The successful candidate would be responsible for expansion of an existing list, and the generation of new business. Previous broadcast experience helpful, with a college education a plus. Submit a cover letter and resume to local sales manager, WHP-TV, 3300 N. Sixth Street, Harrisburg, PA 17110. EOE.

Local account executive: WHNS-TV Fox 21 is accepting applications for the position of local account executive. Broadcast sales experience and skilled in new business development. Candidates should possess a knowledge of research tools and computer use. Sales promotional experience an asset. Requires light travel. Send resume to WHNS-TV, Personnel-AE, 21 Interstate Court, Greenville, SC 29615. EOE M/F/H.

Television sales executive wanted: Great opportunity for an outgoing aggressive salesperson with broadcast experience. Send resume to Laura Orgeron, KLAX-TV, 1811 England Drive, Alexandria, LA 71303. No phone calls please. EOE.

Account executive: Richmond, Virginia Fox affiliate is seeking an experienced broadcast salesperson to handle agency business and develop new business. Research and vendor experience is a plus. No list sitters. No phone calls. Send resume and cover letter to: LSM, WRLH-TV, PO Box 11169, Richmond, VA 23230. EOE.

Retail sales manager: We are a top ten market indy doing fine nationally and with the local agencies but we need a killer retail sales manager to jump start our direct sales effort. Avails totters need not apply. Ideal opportunity for smaller market hero or heroine who wants to bring his or her act to the big city. Please send resume and cover letter to: Kathryn Barnicle, Manager of Human Relations, WABU-TV, Box 1, 1660 Soldiers Field Road, Boston, MA 02135. An affirmative action equal opportunity employer. No phone calls please.

National account executive: Sinclair Broadcast Group is growing and expanding. We are presently interviewing for the position of national account executive. This individual will be based in New York City and will be our spot sales liaison between our stations and our rep firms. Individual must have at least three years of TV broadcast experience and have a proven record of over-achievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, General Manager, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. EOE.

Advertising sales rep: Outstanding opportunity for someone in local media sales. Minimum 2 years sales experience preferred. Send resume and cover letter outlining qualifications to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1490, Lake Charles, LA 70602. EOE.

HELP WANTED RESEARCH

Research director: Cannell Communications, WHNS Fox21 has an immediate opening for research director. MiniPak, TVSCAN, Nielsen Star, and Scarborough research experience required. Sales experience a plus. Excellent writing skills and desktop publishing experience required. Send resume to WHNS-TV, Personnel-RD, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. EOE M/F/H.

HELP WANTED PERSONALITY/TALENT

TV children's show host: Top ten market ABC affiliate needs host for entertaining, educational weekly children's program. Must be energetic, personable, curious and relate well to 8-10 year olds. Experience with studio guests and ad-lib interviews a must. Rush tape and resume to Program Services Mgr., WJLA-TV, 3007 Tilden St., NW, Washington, DC 20008. No phone calls. EOE M/F/V/D/H.

HELP WANTED TECHNICAL

Maintenance engineering supervisor: Midwest NBC affiliate has an opening for a maintenance engineering supervisor. Candidates must be experienced in the maintenance of UHF transmitters. Send resumes to: WEEK-TV, Personnel Department, 2907 Springfield Road, East Peoria, IL 61611. EOE. No phone calls, please.

Chief engineer: Is there no more up where you are? Great opportunity in the beautiful Southwest. Golf, boating, fantastic, safe family area. Must be a hands-on engineer. CCD cameras, GVG boards, Sony 3/4 inch house. Microwaves, translators, and VHF transmitter knowledge important. Group operator, VHF, Fox affiliate. Send resumes to KIDY-TV, 406 South Irving, San Angelo, TX 76903. Fax 915-655-8461. EOE.

CLASSIFIEDS

Chief engineer: Major market-UHF station looking for highly qualified CE experienced in all aspects of broadcast engineering to oversee and maintain transmitter and studio equipment; FCC general license plus SBE certification required. Submit detailed resume with salary requirements to Box D-4. EOE M/F.

Chief engineer: Network affiliate in resort market. Qualified candidates must have FCC license or SBE certification, excellent communication and people skills. Hands-on experience in repair and maintenance of VHS transmitters, microwave and studio equipment. Six years engineering and operators supervisory experience preferred. Send confidential resume to: Box D-5. EOE.

Master control operators: WRBW-TV 65, Rainbow Broadcasting, soon to be located at Universal Studios, Orlando, is looking for experienced master control operators. Please call Anna: 407-774-7850. EOE.

HELP WANTED NEWS

Anchor and reporters: If you've got lots of energy, are committed to being the best, and have a burning desire to make a tough job fun, we're looking for you. We're the fastest growing news team in the Pacific Rim, and we're looking to expand. Minimum of two years news experience required. Women and minorities are encouraged to apply. Send resume and tape to: Travis Coffman, News Director, KMCV News, Caller Box 10001, AAA 1018, Saipan, MP 96950 or fax resume to 670-235-0965. EOE.

Absolutely unique position for someone who wants to be fully in charge of his/her own daily news program presently syndicated to more than 150 stations, and who wants to play a pivotal role in the creation of extensive original programming delivered through new technologies. This is for a dynamic entrepreneurial visionary with some or all of the following experience: producer, program director, news director, executive producer. Manage small aggressive staff, supervise all production elements including editorial content, talent, graphics, presentation, and integration of pieces... Hands-on experience in national programming most desirable. Midwest based company. If you are intrigued, then respond. Resumes to Suite 146, 331 West 57th Street, New York, NY 10019. EOE.

Weather anchor/producer: This combination position needs a unique individual who can present a solid informative on-air weathercast and also help produce our live, two hour morning show. A great opportunity with a market leader. Tape (non-returnable 3/4" or VHS) and resume to Roy Frostenson, News Director, KNOE-TV, PO Box 4067, Monroe, LA 71211. EOE.

News photographer: WCSC-TV news department is seeking a photographer. Individual must be able to shoot and edit news stories as well as work with reporters. Experience in television videography and editing is required. Send resume to Debbie Hiott, WCSC-TV, PO Box 186, Charleston, SC 29402. EOE/M-F.

WRDW-TV has opening for experienced anchor able to provide interesting sports segment to viewers. Radio-TV degree preferred; TV news and sports background required. Resumes and 3/4" non-returnable tapes to Brian Trauring, VP, News & Operations, WRDW-TV, POB 1212, Augusta, GA 30903-1212. EOE.

Director of news: Are you a leader? A visionary? A trainer? Can you bring the best out of people? Can you see opportunities with future converging technologies? Do you like challenges? Do you want to work with the best people, equipment and opportunities? Do you like to have fun? If you're interested, so are we. Confidential inquiries only. Executive must have 3-5 years of management experience. BA/BS preferred in communications-related field. Knowledge of computers a must. Reply to Box C-36. EEO.

Weekend news operations supervisor: TV news dept. looking for individual to oversee all coverage plans & personnel. Applicant must have college degree with 3-5 yrs. newsroom exp. Must possess excellent writing skills & solid supervisory abilities. Resumes should be directed to Melvin Coffee, Asst. News Director, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

Western New York's number one source for news has immediate openings for creative, committed broadcast journalists. At Rochester's NewsSource 13, we believe in uncovering the news as well as covering it. We are looking for a general assignment reporter who is a story teller. Enterprise and investigative skills, along with a positive, can-do attitude, are a must. We also have openings for a part-time reporter and a part-time news photographer. Requirements: One year experience, college degree preferred. If you are the best in your newsroom and would like the freedom and coaching to be even better send a resume and non-returnable 3/4" tape to: Human Resources Generalist, WOKR-TV, 4225 West Henrietta Road, PO Box 20555, Rochester, NY 14602-0555. WOKR-TV is an equal opportunity employer. Minorities and women are encouraged to apply.

Exciting opportunity for seasoned news producers in Music City, USA. National, weekly news/public affairs program to be produced in Nashville, Tennessee, looking for motivated show and field producers with interest in First Amendment issues. Program executive oversight by the best in American journalism. Send resume and recent video work to: Kerry Brock, Director of Broadcasting and Programming, The Freedom Forum First Amendment Center, 1207 18th Avenue, South, Nashville, TN 37212. No phone calls please. The Freedom Forum is an equal opportunity employer.

Weekend weather/reporter: Southern ABC affiliate seeking an aggressive reporter who is also talented enough to do weekend weather. Must have college degree and reporting background. Some weather skills helpful, but not necessary. Rush non-returnable tapes to Grant Uitti, News Director, KLAX-TV, 1811 England Drive, Alexandria, LA 71303. EOE.

Meteorologist: The ABC affiliate in one of the nation's most livable Midwest communities needs a leader for the market's most qualified & aggressive weather department. Experienced with Kavouras 1-7? Do you have an AMS Seal? Do you understand the crucial importance of being first with vital weather alert information delivered with credibility and personality? This is not a position for beginners. Send tape & resume by June 27th to Box D-6. EOE.

Producer: Pacific Northwest's leading news station has two openings for morning news producers. One is for our weekday morning news, the other is for our weekend morning news. We are looking for creative, hard working, competitive professionals who want the challenge of a demanding position. Candidates must have BA degree with three years news production experience, excellent writing skills, and strong computer skills. If you think you can keep these shows on top, please send 2 copies of your resume and a non-returnable 3/4" tape to: KING 5 TV, HR Dept.-Ref#94R13R16, 333 Dexter Ave. N., Seattle, WA 98109. No phone calls please. EOE M/F/D/V.

General assignment reporter needed for NBC-affiliate, group-owned station in Yuma, Arizona. Previous experience as news-cast reporter, "live shot" and newsroom computer system experience preferred. Must be able to shoot and edit 3/4" and SVHS tape; type 70 wpm; have a clean driving record; good phone etiquette and be a self-starter. Send resume and non-returnable videotape to Ken Booth, News Director, Yuma Broadcasting Company, 1385 South Pacific Avenue, Yuma, AZ 85366. No phone calls please. EOE.

Television news reporter: Applicants must have previous on-air experience reporting television news. Candidates should be self-starters with strong newswriting and visual storytelling abilities. Live reporting experience is highly desirable. College degree required. An equal opportunity employer. Send non-returnable tapes and resume to Rich Lebenson, WESH-TV, PO Box 547697, Orlando, FL 32854. No phone calls, please.

Meteorologist needed at weather aggressive affiliate in Southwest region, for am/noon/weekend casts, Kavouras, local radar equipment and more. EOE. Send tape and resume to Box D-7.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager: Great station in a hot market. Looking for an aggressive news oriented promotion manager. Show me why you should have the job. Looking for good management skills, good writer. Knowledgeable about editing and posting. Good eye for graphics. But most importantly a desire to win. Send tape and resume to: Michael Burgess, Vice President-General Manager, KOB-TV, 4 Broadcast Plaza, SW, Albuquerque, NM 87104. Equal opportunity employer M/F.

Director: Responsible for directing and technical directing news and special projects. Strong leadership skills a must. Must be proficient in all areas of pre-production. Must have one year experience as a director and/or technical director at a network affiliate. Must be a team player and motivator. Send resume and demo reel with director track to: Production Manager, WOWK-TV, PO Box 13, Huntington, WV 25706. No phone calls, please. EOE.

Promotion writer/producer: #1 southeast CBS affiliate building a promotion dream team. We've got Oprah, a state of the art edit suite, and a commitment to be the best. If you have 2-3 years experience, strong news promotion background and a reel to back it up, rush resume and reel to Personnel Department, WJTV, 1820 TV Road, Jackson, MS 39284. WJTV encourages women and minority to apply for this position. EOE.

Promotion manager: Great station, great company, great market seeks promotion manager seeking greatness. Top 50 CBS affiliate needs creative thinker, writer, producer, media buyer with a knack for news marketing. Good organizational skills a must. Computer literate (PC/MAC). Art background a plus. 4 years minimum experience (ideal situation for major market #2). Degree preferred. Send tape and resume to: Human Resources, 13 Broadcast Plaza, SW, Albuquerque, NM 87104. EOE. Minority candidates encouraged.

Editor: Video Systems, the leading professional video magazine, has an excellent opportunity for the editor to plan, develop and implement editorial content and oversee production of monthly publication. Will represent magazine as speaker and attendee at trade shows and serve on committees of industry associations. The successful candidate will have five years+ managerial exp. in publishing, professional video or a related field. A Bachelor's degree in Journalism, Radio/TV, Engineering/Electronics or a related field is required. Please send resume and salary requirements to: Intertec Publishing, Human Resources Dept. EVS, PO Box 12901, Overland Park, KS 66282-2901. EOE.

Commercial photographer/editor: Position requires minimum 2 to 3 years experience. Copy-writing ability a plus. Send resume and tape to: Operations manager, KTVE TV-10, 2909 Kilpatrick Blvd., Monroe, LA 71201. EOE.

Art director needed to lead 2-person art department at Spanish-language O&O station in LA. Excellent print production skills (MacIntosh Quadra 650) and experience in computer graphics and animation (Quantel Paint Box Series V) a must. Bilingual (Spanish/English). Fax resumes to P. Gallo, 818-502-0029. Or mail to KVEA, 1139 Grand Central Avenue, Glendale, CA 91201. EOE.

CLASSIFIEDS

Graphic artist: Seeking a graphic designer with at least 1 year of television broadcast design experience. Knowledge of Quantel Paint Box, Picturebox, Artstar and Macintosh necessary. Bachelor's degree in Graphic Design required. Candidate must have excellent design skills, the ability to illustrate and work well under pressure. Responsibilities will include heavy amounts of news graphic production. Send tape and resume to: Art Director, WTLV-TV, PO Box TV-12, Jacksonville, FL 32231. EOE.

Creative SVCS director: CBS affiliate in the top 50 markets is seeking an aggressive, creative, innovative and forward-thinking individual to take our promotion and production efforts to a higher level. Ideal applicant will have a solid graphic sense and the ability to create and execute fresh ideas. Strong writing abilities a must. If you have previous experience as a copywriter and/or commercial producer, know your way around production equipment, and are capable of managing a department of seven, send a resume and cover letter to Box D-8. EOE.

KNME-TV, Albuquerque, NM, seeks: **Program specialist V** (grant solicitation manager), requisition no. 940757A. Position requires a Bachelor's degree in Journalism, Broadcasting, Business or related academic discipline emphasizing communication and research, and five (5) years related experience in grant writing, fund-raising or marketing; or a Master's degree and three (3) years related experience. Directly related education and experience may be substituted for each other on a one-year-for-one-year basis. Responsible for research and writing of program proposals, reports and support materials leading to the funding of productions and other station projects. Works with station staff to establish and maintain good contact with local, regional and national corporations, foundations, governmental entities and all public television consortia and organizations. Public TV experience, especially in production, desirable. Demonstrated writing/research experience preferred. Salary: \$2,059.17/mo. to \$2,831.41/mo. depending on budget/policy. **Broadcast engineer supervisor**, requisition no. 940758A. Position requires a Bachelor's degree or specialized technical degree with five (5) years broadcast television experience required. Directly related education and experience may be substituted for each other on a one-year-for-one-year basis. Schedules and supervises maintenance personnel, provides training and guidance to staff engineers, acts as liaison to other departments and makes recommendations to the director of engineering for activities and budgetary planning. Knowledge of computer programming and protocols for engineering purposes desired. Salary: \$2,059.17/mo. to \$2,831.41/mo. depending on budget/policy. To apply for the above positions: Application or a resume with a cover letter containing an original signature, must be received by the University of New Mexico Human Resources Office, 1717 Roma NE, Albuquerque, NM 87131 between 8:00 a.m. June 6, 1994 and 5:00 p.m. June 24, 1994. Indicate specific requisition number on application/cover letter and list employment dates by month/year. UNM is an equal opportunity employer.

WRDW-TV seeks on air promotion producer. Creativity, writing and 3/4" editing skills a must. Should have at least one year experience in television promotion. Send resumes to Jessica Guthrie, WRDW-TV, Box 1212, Augusta, GA 30903-1212. EOE.

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Weather, news—I do both! Versatile team player, 12 years experience, now working top 20. Seeking strong station with commitment. Weather, news live shots my specialty. Reply to Box C-48.

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HELP WANTED RESEARCH

Senior level director: TV program research company seeks top management project director. Prefer MA or Ph.D. with experience in communications industry. Statistics strongly needed, including SPSS, design, questionnaire development, data analysis, report writing, client contact, and focus groups. Fax/send resume to: Paula Dennis, Research Communications Ltd., 990 Washington Street, Suite 105, Dedham, MA 02026. 617-461-0909. EOE.

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Requires 5+ years producing-experience and a sufficient background to produce nightly sportscasts, long-form hour sports specials and sports documentary programs. Must have familiarity with microwave and satellite technology and excellent writing, planning and organizational skills. Prefer a college degree and multiple marketing experience.

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Requires 3+ years writing experience, knowledge of microwave/satellite utilization and the ability to incorporate graphics and production techniques. Must be able to work with a variety of professionals under deadline pressure. Prefer a college degree and BASYS literacy.

Please send resume with daily/weekly salary requirements to: **Human Resources, KCAL-TV, 5515 Melrose Ave., Los Angeles, CA 90038. FAX: (213) 460-6265. JOB HOTLINE: (213) 960-3770. NO PHONE CALLS, PLEASE. Equal Opportunity Employer.**



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MANAGER OF NEWS PROMOTION AND MARKETING

THIS POSITION WILL REPORT DIRECTLY TO THE NEWS DIRECTOR. RESPONSIBILITIES INCLUDE THE WRITING AND PRODUCTION OF ALL DAILY TOPICAL PROMOTION AS WELL AS COORDINATION WITH THE PROMOTION DEPARTMENT FOR IMAGE PROMOTIONAL CAMPAIGNS AND OTHER LONG RANGE PROMOTIONAL EFFORTS. REQUIRES SUPERIOR WRITING AND PRODUCTION SKILLS, THE ABILITY TO WORK INDEPENDENTLY AND COMMUNICATE EFFECTIVELY WITH ALL LEVELS OF EMPLOYEES. COLLEGE DEGREE PREFERRED. SEND COVER LETTER, RESUME, SAMPLES OF PROMOTIONAL MATERIAL AND A TAPE TO:

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ATTN: KATHRYN COX,
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MANAGER PRIME TIME PROGRAMING: Responsible for the creation, development and successful implementation of all programing for Prime Time, the successful candidate will have a minimum of seven years management level experience in a major market with programing experience preferred.

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Qualified candidates will also have a Bachelor's degree in Communications or a related field or equivalent with excellent management and organizational skills.

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All replies confidential.

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DIRECTOR OF MARKETING/PROMOTION

To lead overall station promotional efforts for KDFW-TV, Dallas-Fort Worth, Texas. News is the station's number one priority and a creative and aggressive specialist is needed in this highly competitive market. Responsibilities include strategic marketing planning and implementation, management and motivation of promotion, art and programming departments. All the bells and whistles needed to win (Pro-Tools digital audio, AVID Media Composer, Grass Valley 141 editor, Quantel Paint Box & Picture Box, Infiat, Alias 3D). The right person has 5-7 years promotion management experience with news promotion victory scars. Letters, resumes and tapes to: **General Manager, KDFW-TV, 400 N. Griffin St., Dallas, Texas 75202.** We are an equal opportunity employer.

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With a January '95 launch and the financial backing of six top MSO's, TGC is seeking top cable marketing and advertising professionals to join its foursome of success in Orlando, Florida.

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TGC is seeking a take-charge Vice President to head its affiliate sales division. The individual must possess extensive MSO and system knowledge. Experience must demonstrate management skills while illustrating strategic planning, selling and closing at all levels.

DIRECTOR OF AFFILIATE SALES

TGC is looking for Directors who have been there and won. Individuals must have a proven track record and staying power that demonstrates they have the experience and skills to capitalize on TGC's natural strengths and position in the marketplace.

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Human Resources Director
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Option to Purchase MDS Station (Call Sign WOG 60) and Equipment As Is, Where Is - Cincinnati, OH
 By Bankruptcy Court Order, a hearing to authorize an option to purchase and for debtor, upon the exercise of such option, to sell, transfer and provide interim service pending closing of sale, of WOG 60 (Channel 1) MDS station and equipment "as is, where is" in Cincinnati, Ohio held by Microband Corporation of America, is to be held on Monday, June 27, 1994 at 9:30 AM at the U.S. Bankruptcy Court located at the Alexander Hamilton Customs House, One Bowling Green, New York, New York. The terms and conditions of the option to purchase and, upon exercise, the purchase and sale agreement to be entered into by the optionee, including an interim service lease agreement, which are subject to higher and better offers, and overbidding procedures are available at the office of the Court Clerk, Alexander Hamilton Customs House, One Bowling Green, New York, NY 10004; office of Kensington & Ressler, P.C.; 400 Madison Avenue, New York, NY 10017 and at owner's offices at 286 Eldridge Road, Fairfield, NJ 07004.

Option to Purchase MDS Station (Call Sign WLJ 79) and Equipment As Is, Where Is - Miami, Florida
 By Bankruptcy Court Order, a hearing to authorize an option to purchase and for debtor, upon the exercise of such option, to sell, transfer and provide interim service pending closing of sale, of WLJ 79 (Channel 1) MDS station and equipment "as is, where is" in Miami, Florida held by Microband Corporation of America, is to be held on Monday, June 27, 1994 at 9:30 AM at the U.S. Bankruptcy Court located at the Alexander Hamilton Customs House, One Bowling Green, New York, New York. The terms and conditions of the option to purchase and, upon exercise, the purchase and sale agreement to be entered into by the optionee, including an interim service lease agreement, which are subject to higher and better offers, and overbidding procedures are available at the office of the Court Clerk, Alexander Hamilton Customs House, One Bowling Green, New York, NY 10004; office of Kensington & Ressler, P.C.; 400 Madison Avenue, New York, NY 10017 and at owner's offices at 286 Eldridge Road, Fairfield, NJ 07004.

Due to the observance of the Fourth of July holiday, the classified deadline for the July 11 issue is noon Friday, July 1.

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 be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and day-time phone number.

New Deadline is Monday at 9:00am Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 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 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., N.W., Washington, DC 20036.

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

For subscription information call 1-800-554-5729.

Joseph Duffey

It used to be relatively easy for a director of the United States Information Agency to explain what the agency was all about.

That was in the days when the U.S. and the Soviet Union were locked in the Cold War struggle for hegemony over much of the globe. The USIA's job was clear: Counter the "disinformation" spewed out by the Soviet Union and its communist allies.

The Soviet Union is gone. So now what?

Joseph Duffey has been asking himself that question since he was sworn in as director of the USIA one year ago last Friday. Indeed, he says, redefining USIA's mission is one of his two principal goals. The other: Cut costs.

"USIA is not in the business now of conducting a crusade to win hearts and minds around the world," says the 61-year-old former college professor and administrator. "Today, we are simply trying to help the rest of the world understand American goals and policy and interest." It's also USIA's job to interpret American culture, he says.

To many people overseas, the U.S. is an "intriguing puzzle," he says. They have difficulty comprehending that the contention between the President and Congress is not one of the country's weaknesses, but one of its strengths.

USIA's new mission is vital to the nation's economic health and justifies its \$1.4 billion budget, Duffey says. Providing information about the U.S. encourages foreign investment. And just as important, explaining the U.S. can head off misunderstandings that could sour political and economic negotiations between governments and cause international business deals to misfire, he says.

USIA has begun to act on its cost-cutting mandate. According to Duffey, the government will save \$450 million over three years by bringing Radio Free Europe and Radio Liberty into USIA as part of the Voice of America. The consolidation should be completed by the end of 1995.

Duffey also has ordered that some programs be eliminated and others reorganized, and he is trimming 221 positions. Although the number is less than 3% of USIA's work force of



8,600, the cuts are causing considerable angst in Washington, where most of the hits are occurring.

It's not all downsizing. Congress has authorized yet another broadcast service. Radio Free Asia will carry the U.S.'s message to China and North Korea. Such a start-up in the face of limited resources will be a challenge, Duffey says. "I expect a careful study of its feasibility."

Broadcasters have their eyes on Duffey and USIA because of TV Marti and Radio Marti, the agency's broadcasting services to Cuba. The services are an irritant to the Castro regime, and broadcasters fear Cuba will retaliate by interfering with U.S. stations.

Despite serious questions about TV Marti's effectiveness, a three-person panel earlier this year recommended continuation of the service, possibly on the UHF band rather than VHF.

Duffey has until July 1 to make his recommendation to Congress and isn't about to tip his hand before then. Most believe he won't call for nixing either service, given President Clin-

ton's campaign pledge to Cuban Americans to preserve the services.

Duffey is a well-credentialed academic hardened by the rough-and-tumble of elective and Washington politics. When nominated to the USIA post, Duffey was president of Washington's American University. Before joining AU in 1991, he spent nine years at the University of Massachusetts, becoming chancellor and president of the entire system.

An antiwar activist in the 1960s, Duffey worked on Eugene McCarthy's quixotic 1968 presidential campaign. Two years later, Duffey ran for the Senate in Connecticut, winning the state's first Democratic primary but losing a three-way general election to Republican Lowell Weicker. The campaign attracted some first-rate political talent, including Joe Lieberman, now a senator from Connecticut, and Bill Clinton, with whom Duffey has stayed in touch over the years.

Duffey's first turn in federal government came in 1977, when President Carter appointed him assistant secretary of state, educational and cultural affairs. His job was to shift the function of his office into the USIA. That done, Carter appointed him chairman of the

National Endowment for the Humanities.

Duffey is one-half of a Washington power couple. The other half is Anne Wexler, a former Carter White House aide who has built an influential lobbying firm. The Wexler Group's clients include the Motion Picture Association of America, Comcast and AT&T.

Asked why he returned to government last year, Duffey says it was the

opportunity to reinvent USIA along with the demands of "duty, patriotism and ego." And people who return must suffer from amnesia, he says. "Nobody seems to remember how intractable government can be." —HAJ

Director, United States Information Agency, Washington; born July 1, 1932; BA, Marshall University, Huntington, W.Va., 1954; bachelor of divinity, Andover Newton Theological School, 1958; MA, social ethics, Yale University, New Haven, Conn., 1963; Ph.D., Hartford Seminary, Hartford, Conn., 1979; assistant secretary of state, educational and cultural affairs, 1977; chairman, National Endowment for the Humanities, 1978-81; fellow, The Brookings Institution, 1981-82; chancellor, University of Massachusetts—Amherst, 1982-90; chancellor/president, University of Massachusetts, 1990-91; president, The American University, Washington, 1991-93; current position since June 1993; m. Anne Wexler, Sept. 17, 1974; children: four sons.

For the Record

Abbreviations: alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Frq.—frequency; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m—meters; mhz.—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; PSA—presunrise service authority; pwr.—power; RC—remote control; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. One meter equals 3.28 feet.

Action March 18.

WPNC-FM Plymouth, NC (BALH930914-GM)—Action March 15.

WLNH(AM) Laconia, NH (BAL940131EB)—Action March 17.

WMLP(AM)-WOEZ-FM Milton, PA (AM: BAL931130GF; FM: BALH931130GE)—Action March 16.

KDLO-FM Watertown, SD (BALH940128-GJ)—Action March 18.

9.5 kw; ant. 161 m.; TL: approx. 1.6 km ENE of Tunk Lake, Hancock Co., ME. Action March 10.

Rapid City, SD KGGG-FM 95.5 mhz—Granted app. of Thomas E. Ingstad Broadcasting Inc. for CP to change antenna supporting-structure height. Action March 15.

Gallatin, TN WAMG(AM) 1130 khz—Granted app. of B&E Broadcasting of Sumner Co. Inc. for MP to reduce day power to 2.3 kw; make changes in antenna system and change TL to Douglas Pike 0.31 km N of Bakers Lane, Sumner Co., Gallatin, TN. Action March 18.

OWNERSHIP

Granted

WBVR-AM-FM Russellville, KY (AM: BTCH940310GQ; FM: BALH931230GG)—Action March 17.

WWL(AM) New Orleans (BTC940203GG)—Action March 18.

WWL(AM) New Orleans (BTC940310GE)—Action March 18.

WLMG(FM) New Orleans (BTCH940203-GH)—Action March 18.

WLMG(FM) New Orleans (BTCH940310-GF)—Action March 18.

WTMG(AM)-WNIC(FM) Dearborn, MI (AM: BAL940121GI; FM: BALH940121GJ)—Action March 18.

WQDW-AM-FM Kinston, NC (AM: BAL931115GH; FM: BALH931115GI)—

FACILITIES CHANGES

Actions

San Diego KURS(AM) 1040 khz—Granted app. of Quetzal Bilingual Communications Inc. for CP to increase night power to 63 w. Action March 18.

Tampa, FL WUSA-FM 100.7 mhz—Granted app. of Combined Communications Corp. for one-step app. to change class to C; ant. 414 m.; TL: 15001 Boyetta, Balm, FL. Action March 15.

Lindsborg, KS KQNS-FM 95.5 mhz—Granted app. of Davies Communications Inc. for CP to make changes; ERP: 15.5 kw; ant. 127 m.; frequency changes to 95.5 mhz; class changes to C3 (per MM docket 93-171). Action March 16.

Bar Harbor, ME WMDI(FM) 107.7 mhz—Granted app. of MDI Communications Inc. for mod. of CP to make changes; change: ERP:

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BROADCAST TV



Lazarus

John Lazarus, VP/GM, Cox Broadcasting's major-market network, joins dick clark productions, Burbank, as senior VP.

Robert Hoke, promotions producer, KPHO-TV

Phoenix, joins KOLO-TV Reno as director of marketing and promotion.

Roger Lefkon, president, Ventura Entertainment Group, Orem, Utah, joins Grove Television Enterprises, Los Angeles, as president.

John O'Laughlin, promotion manager, WTTV Indianapolis, joins KDVR-TV Denver as creative services director.

Appointments at KNXV-TV Phoenix:
Gina Germani, WBFF-TV Baltimore,

and **Marc Bailey**, reporter, KCAL(TV) Los Angeles, join as news anchors.

Kevin Pope, producer, WKYT-TV Lexington, Ky., joins WKYC-TV Cleveland in same capacity.

Karin Dorsett, producer, Karin Dorsett Productions, Orlando, Fla., joins WSB-TV Atlanta as local programming producer.

Amy Shapiro, VP, pay television sales, Universal Pay Television, Los Angeles, joins Century Communications Corp, New Canaan, Conn., as director of pay per view.

Jan Wade, program/marketing director, WKRN-TV Nashville, named director, station operations, there.

Fran Perdisatt, LSM, WGN-TV Chicago, joins WLVI-TV Boston as GSM.

Paul Danylik, VP, western division manager, Worldvision Enterprises, Inc., New York, joins Rysler Enter-

tainment, Los Angeles, as VP, western sales.

Griff A. Potter, news producer, WKRN-TV Nashville, joins WLWT(TV) Cincinnati in same capacity.

Kuae Kelch Mattox, associate producer, KYW-TV Philadelphia, joins *Dateline NBC*, New York, in same capacity.

Cary Seward, news director, KHQ-TV, Spokane, Wash., named promotions manager there.

Appointments at KRON-TV San Francisco: **Jenny Hubbel**, human resources coordinator, named human resources manager; **Katherine Huey**, senior producer, on-air promotion, named on-air promotion manager; **Chris McMurry**, producer, KCRA-TV Sacramento, joins in same capacity; **Craig Porter**, manager, studio engineering and maintenance, named chief engineer; **George Dobbins**, senior producer, named produc-

THIS WEEK

June 3-November 2—Rock 'n' Roll and Radio, a listening series. Sponsored by *The Museum of Television & Radio*. Contact: Dana Rogers (212) 621-6705.

June 5-11—15th annual *Bariff Television Festival*. Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-3060.

• **June 7-9**—ABC affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 456-7777.

June 8-11—*PROMAX International and Broadcast Designers Association*. New Orleans. Contact: (213) 938-3228.

June 9-11—*Radio Montreux International Symposium*. Montreux, Switzerland. Contact: Lynn Christian, (213) 938-3228.

June 10-12—*Radio Television News Directors Foundation* community journalism training seminar. Medill School of Journalism, Northwestern University, Evanston, Ill. Contact: Hayley Sterling, (202) 659-6510.

June 10-13—*American Advertising Federation* national conference. Houston. Contact: (800) 999-2231, ext. 332.

JUNE

June 11—10th Annual Executive Management Development Seminar for Radio Broadcasters sponsored by *National Association of Broadcasters*. University of Notre Dame, South Bend, Ind. Contact: Lori Long, (202) 429-5402.

June 11-13—*ShowBiz Expo*. Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.

June 15—Third annual Radio Mercury Awards sponsored by *Radio Creative Fund*. Waldorf-Astoria Hotel, New York. Contact: (212) 387-2156.

June 15—"Interactive Television and the New Media" seminar sponsored by *BROADCASTING & CABLE*. The Plaza Hotel, New York. Contact: Joan Miller, (212) 337-6940.

June 16—Annual spring luncheon sponsored by *Federal Communications Bar Association*, New York chapter. Speaker: FCC Commissioner James Quello. Law offices of Rosenman & Colin, New York. Contact: Jerome Silber, (212) 940-7052.

June 16—"Interactive Television and the New

Datebook

Media" seminar sponsored by *BROADCASTING & CABLE*. The Beverly Hilton Hotel, Beverly Hills. Contact: Erika Sedey, (213) 549-4113.

June 16—*International Radio Day. International Radio Programming, Promotion and Advertising Awards*. Sponsored by The New York Festivals. The Grolier Club, 47 East 60th Street, New York City. Contact: Anne White, (914) 238-4481.

June 20-21—European Telecommunications Conference "Responding to Change." Sponsored by *Financial Times*. London Inter Continental Hotel, London. Contact: Joanne Wood, 071-814-9770 (Int + 44-71-814-9770).

• **June 20-23**—*Wireless Cable Association International* annual convention. Las Vegas Hilton, Las Vegas. Contact: Connie Clark, (319) 752-8336.

• **June 20-23**—*Women In Cable* 13th annual national cable management conference. Atlanta Hilton and Towers, Atlanta. Contact: Tracy Mitchell, (312) 661-1700.

June 22-25—*Florida Association of Broadcasters* 59th annual convention. Four Seasons Ocean Grand Hotel, Palm Beach. Contact: (904) 681-6444 or (800) 825-5322.

• **June 23-24**—*Fox Broadcasting* affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: Ciro Abate, (310) 203-1169.

June 23-25—Sixth annual Talk Radio educational conference, convention, and exhibition. Sponsored by *National Association of Radio Talk Show Hosts*. Loew's Santa Monica Beach Hotel, Santa Monica, Calif. Contact: Carol Nashe or Judith Alukonis, (617) 437-9757.

June 24—*Academy of Television Arts & Sciences* deadline for returning ballots for 46th annual Primetime Emmy Awards. Contact: John Leverence, (818) 754-2870.

June 27-28—"New Intelligence in Multimedia, Broadcasting, Licensing, Leisure & Entertainment." Presented in conjunction with *Iwerks Entertainment* and *AT&T Multimedia*. Foxwoods Casino Resort & Iwerks' Cinetropolis Complex, Ledyard, Conn. Contact: Ron Knight, (212) 388-0842.

JULY

July 7-10—*Upper Midwest Communications Conclave*. Downtown Hilton and Towers, Minneapolis. Contact: (612) 927-4487.

July 13-15—Telecom Billing '94: Fourth annual conference on developing billing systems for tomorrow's advanced services. Sponsored by *Business Research Publications, TeleChoice* and *Swidler & Berlin*. Sheraton Washington, Washington, DC. Contact: (800) 822-MEET or (202) 842-3022.

July 13-17—Seventh annual *International Teleproduction Society* forum and exhibition. Mayflower Hotel, Washington. Contact: Jessica Josell, (212) 877-5560.

July 16-18—*California Broadcasters Association* summer convention. Hyatt Regency Monterey, Monterey, Calif. Contact: (916) 444-2237.

July 19-21—*Florida Cable Television Association* annual convention. Ritz Carlton, Amelia Island, Fla. Contact: Joice Ventry, (904) 681-1990.

July 21—Nominations are announced for 46th annual Primetime Emmy Awards from Academy Plaza Theatre, 5230 Lankershim Blvd., N. Hollywood. *Academy of Television Arts & Sciences*. Contact: Murray Weissman or Mark Rosch, (818) 763-2975.

July 21-23—South Carolina/North Carolina joint summer meeting sponsored by *South Carolina Cable Television Association*. Hyatt Regency Hotel, Hilton Head, S.C. Contact: Nancy Horne, (404) 252-2454.

• **July 24-27**—*Cable Television Administration and Marketing Society* national marketing conference. Chicago. Contact: (703) 549-4200.

July 24-29—Management Development Seminar for Television Executives sponsored by *National Association of Broadcasters*. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-5368.

• **July 27-31**—Unity '94. Co-sponsored by *National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association* and *Native American Journalists Association*. Atlanta. Contact: (800) 948-6489.

• **Major Meetings**

er of prime time talk programs; **Tracy Gallagher**, assistant producer, KTVU-TV San Jose, joins as associate producer and on-air contributor; **Ellen Houser**, producer, KSBW(TV) Salinas/Monterey, joins in same capacity.



Gilani

Appointments at Telemundo Group Inc., Miami: **Tara Gilani**, public relations consultant, Miami, joins as VP, communications and public relations; **Otto M. Padron**, producer, named director of programming and production administration; **Marie Pouget**, senior producer of special events, named GM of *Maria Laria Show*; **Eduardo Suarez**, executive producer/director of operations, named director of dramatic division operations; **Veronica Diaz**, public relations coordinator, named public relations manager; **Janice Lusky**, director of public relations and special events, Sanchez & Levitan Inc., Miami, joins as manager of media relations, and **Bill Press**, director of operations, named VP of operations.

RADIO

David Mark, commercial announcer, Fox TV, joins WATJ(AM) Chardon, Ohio, as program/production director.

Chuck Tyler, program director, WWKY/WVEZ Louisville, Ky., joins KXL Portland, Ore., in same capacity.

Bob Hogan, GSM, KGON-FM and KFX(AM) Portland, Ore., joins Trumper Communications stations, Lexington, Ky., as VP/GM.

John Schaller, director of sales, Interstate Radio Network, Chicago, named GM.

Kelly Carls, programmer, WGY Albany-Schenectady, N.Y., joins WLAC-AM Nashville, Tenn., as program director.

Johnny Chiang, associate producer/newswriter, KCAL-TV Los Angeles, joins KOST(FM) Los Angeles as assistant program director.

CABLE

Bob Morris, sales manager, Turner Broadcasting System Inc., Atlanta, named VP, sales, western region,

Turner Program Services, there.

Anthony Manton, managing director, Viacom International Pty Ltd., Sydney, joins Turner International, Asia, as VP, syndication sales.

Mark Bozek, VP, QVC Broadcasting, New York, named senior VP, programming and broadcast operations, Q2, there.

Brian K. Watson, national project manager of ethnic marketing, Walt Disney World Corp., Orlando, Fla., joins Time Warner Cable's Full Service Network as director, consumer marketing, there.

WASHINGTON

David Kanfer, president, Exhibition and Display Associates, New York, joins Charney Media Services in same capacity.

Lee Ann Burr, director, convention operations, NAB, named VP.

Appointments at NIMA International: **David Savage**, director of communications, named VP; **Ellen Buchanan**, marketing associate, Price Waterhouse, named director of marketing.

ADVERTISING

Chris McWade, GSM, WJMN-FM Boston, named director, sales and media, Consumer Media Marketing, Tyngsboro, Mass.

Appointments at The Mediacenter, New York and Washington: **Mary Jane Hastings**, executive VP, AI Masini Productions, joins New York office as account manager; **Lynn McIntyre**, marketing manager, TVB, New York, joins Washington office as account manager.

Brenda Seidner, category marketing associate, *Readers Digest*, named director, retail marketing research, Television Bureau of Advertising, New York.

DEATHS

John P. Southmayd, communications lawyer, died of cancer at his home in Harbor Bluff, Fla., May 26. He was a partner in the law firm of Fisher, Wayland, Duval & Southmayd and represented broadcasters from 1940-81. Southmayd was also a member of the Broadcast Pioneers Foundation in Washington. He is survived by his wife, Jean, six children

and twelve grandchildren.

Craig Rogers, 77, radio industry executive, died May 6. Rogers had a long career in radio, working first at KDYL(AM), KMGR(AM) and KALL(AM) in Salt Lake City. He then moved to Los Angeles, where he was sales executive for KHJ(AM) and KNX(AM). Later he joined CBS Radio Network and retired from there in 1978. He is survived by two nieces, one nephew, four grandnephews and a grandniece.

John H. Mullaney, 73, consultant, engineer, and lieutenant colonel in the Air Force, died in Maryland on May 18 following several strokes. Mullaney exhibited a love for radio at an early age. He obtained his amateur radio license



Mullaney

(HAM) at the age of 14 and held it until his death. After rising through the ranks of the U.S. Air Force, he formed the consulting firm of John H. Mullaney & Associates and later formed Multronics, which manufactured phasing equipment for AM radio stations. He supervised the design and construction of the first airborne high-power TV, AM, FM and LF transmitting planes that were used in Vietnam. He also oversaw the construction of the world's largest satellite tracking station for the U.S. Navy. During Mullaney's career he authored four engineering patents on antennas or antenna systems. He is survived by his wife, Nellie, one half-sister, six children, two stepchildren, sixteen grandchildren and four great-grandchildren.

Stan Reynolds, 44, host of *After Hours* on WASH(FM) Washington, died May 30 of a massive heart attack in Arlington, Va. Reynolds had been with WASH for eight months. His program combined love songs, dedications and poetry. His rich delivery, along with the interactive nature of the program, quadrupled the radio station's nighttime audience. Before joining WASH, Reynolds did a similar program—*Magic After Dark*—at WMG(FM) Orlando, Fla. He is survived by his wife, Karen, and three children.

—Compiled by Denise P. Smith

In Brief

As replacement programming for CBS's loss of the NFL, the network will air original movies from Hallmark Entertainment and *Harlequin Sunday Romance Movies* from Alliance Entertainment. The network also will premiere the *CBS Sports Figure Skating Challenge* series of competitions.

Fox Television may not be a network in the eyes of the FCC, but it's about to be one in the eyes of the NAB. The executive committee recommended that action last week; it will be put to the full board at a Washington meeting this week. Acceptance would put the TV network seats at four. The presumptive representative would be Fox's Preston Padden, whose charter includes Washington, or Peggy Binzel, the new VP for government affairs.

In a bid to protect its music TV dominance, **MTV has lodged a complaint against four of the world's largest record companies**—Thorn EMI, Sony Music, PolyGram and Warner Music. Last December, the companies set up Viva, a rival music channel in Germany. MTV says the consortium is illegal. The complaint will lead to a full investigation by the European Community into alleged monopolistic practices over rock video access. At the same time, the four companies want the EC to grant them official exemption from competition clauses because, they say, MTV is abusing its dominant position and refusing to pay a respectable rate for rock and pop videos.

Desert Broadcasting partners Jonathan D. Stephenson and Althea Bauers, both former employees of Americom broker/broadcaster Thomas Gammon, on May 27 surrendered CPs for KGXY(FM) Lenwood and KBXY(FM) Baker, both Calif. Desert also took KGXY off the air



Fox Inc. opened a new chapter in its growing media empire with last Wednesday's launch of its FX network. The cable-exclusive channel, housed in a custom-built loft in Manhattan's Flatiron district, debuted with a mix of live shows and off-net programming to 18 million homes. On hand at the start were (standing, l-r): Tom Bergeron and Laurie Hibberd, co-hosts of the 'Breakfast Time' morning show; (seated, l-r): David J. Evans, president/CEO, Fox Circle Productions; FX Chairman/CEO Anne Sweeney; The Pet Department' host Steve Walker, and (front) 'The Pet Department' co-host Jack.

at noon that day. The station had been broadcasting under program test authority. KBXY had not been broadcasting, according to the FCC. Now, neither station can be licensed to Desert. A competitor of KGXY and two other stations licensed to Gammon in the Lenwood/Baker area had filed a petition with the FCC to deny transfer of the CPs from Desert to Gammon. The competitor, Howard Anderson, president, KHWW(FM) Essex, charged that Gammon intended to buy the CPs from Desert and had used his former employees as a front to build a duopoly in the market with his own KIXW(FM) Lenwood and KIXF(FM) Baker before the FCC permitted duopoly ownership.

Cable programmers are sticking with the NCTA, at least for the time being. At a meeting last week in New York, programmers discussed possibly pulling out to form their own association. The group, however, tabled any decision until this fall, when NCTA President Decker Anstrom is expected to unveil reorganization plans. In the past, some cable programmers have been unhappy with NCTA representation in Washington. But sources say programmers generally are happier with NCTA these days under the leadership of Anstrom.

National and local radio revenue increased 9% on average in April over April 1993, according to a survey of more than 100 markets by the Radio Advertising Bureau. The strongest national revenue gains were made by stations in the Southwest, which averaged a 19% increase. Stations in the West, Midwest and East saw strong gains in local revenue, with each market averaging a 10% increase.

Warner Bros. Domestic Television Distribution has cleared its off-network sitcom Step by Step in more than 30% of the country, including four of the top five markets, for a September 1995 debut. The clearances include Chris Craft/United's WWOR-TV New York, KCOP Los Angeles, KBHK-TV San Francisco, KMSP-TV Minneapolis, KUTP Phoenix and KPTV Portland, Ore.; Paramount's KTXA Dallas and KTXH Houston, and independent WGBS-TV Philadelphia. Stations are being offered the Bickley/Warren, Miller*Boyet production in a six-day-a-week, cash-plus-one-minute barter arrangement.

Detroit area broadcasters last week celebrated a Supreme Court decision not to review a case challenging the FCC's authori-

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Closed Circuit

ty to determine acceptable levels of radio interference. The court decided against hearing an appeal of a lower court decision that interference complaints fall within the FCC's jurisdiction. Petitioners in the case, a group of suburban Detroit residents living near a radio tower, filed a suit claiming that radio signals were interfering with garage-door openers and other home electronics.

Cablevision Systems Corp. Chairman/CEO Charles Dolan says his company **will proceed with its planned acquisition of Sutton Capital Corp.'s three cable systems**, although it will pay less than the original \$463 million purchase price. Last month's cable rate roll-backs threatened to scuttle the 165,000-sub sale.

Most of Time Warner's New York City cable systems qualify as low-priced systems under FCC rules and will not have to lower their rates on July 14, the company announced. But its Staten Island system will have to reduce rates by \$1.05 a month. Low-priced systems do not have to lower their rates, pending completion of a six-month FCC study of cable prices and costs.

Bill Squadron, former commissioner of the New York City Department of Telecommunications and Energy, **joins News Corp.** today as VP for strategic planning. Squadron's duties will include evaluating and crafting strategic relationships with the telephone, cable TV, information services and wireless industries.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 22. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	12.6/228/99
2. Star Trek: TNG	11.3/248/99
3. Jeopardy!	10.9/218/98
4. Oprah Winfrey Show	9.6/237/99
5. Star Trek: DS9	8.9/237/99
6. Entertainment Tonight	7.6/185/96
6. Roseanne	7.8/183/97
8. Hard Copy	6.5/166/93
9. Inside Edition	6.3/171/96
9. Wheel of Fortune-wknd	6.3/180/84
11. A Current Affair	6.2/186/96
12. Baywatch	6.1/206/96
13. Married...With Children	5.9/184/94
14. Cops	5.4/172/92
14. Family Matters	5.4/182/93

LOS ANGELES

Meryl's marketing clout

Paramount Domestic Television Executive Vice President of Marketing Meryl Cohen, renegotiating her contract with Paramount but hotly pursued by Fox, is reportedly being promised the title of president of marketing by both. A source said that Paramount has offered her \$500,000 per year. At Fox, she would assume the top network marketing slot, left vacant when Fox moved Executive Vice President of Marketing Tracy Dolgin to head sports marketing two months ago.

No sale

Clinton attorney Robert Bennett labeled the sexual harassment suit against his client by Paula Corbin Jones "tabloid trash" when it was filed last month. But so far, none of the TV news magazines, tabloid or otherwise, has landed an interview with her. According to Jones's spokeswoman, Sue Sawyers, Jones is not seeking payment for interviews. Sawyers says her client turned down a \$700,000 offer from King World to appear on *Rolonda*, a deal that probably would have committed her to stories for *Inside Edition* as well. Sawyers said it was more likely that Jones would grant an interview to one of the network magazines (sans payment). A KWP spokeswoman said she could neither confirm nor deny the approach to Jones.

WASHINGTON

Policy pow-wow

NCTA's regulatory policy committee is trying to hammer out a deal on investment incentives for new cable programming. Chairman Reed Hundt told the industry at NCTA's annual convention two weeks ago that he would work with cable to refine the investment incentives, which allow operators to add new programming and charge more for it. Hundt urged the industry to get its act together and present something to the commission that everyone in the industry can live with. NCTA failed to reach a consensus on the issue during a board meeting at the

convention. Cable operators and programmers seem to be at odds over the issue. And programmers with low-cost start-up services hold a different view from that of programmers with high-cost established services. Nevertheless, cable insiders were confident that a breakthrough would occur and that something might be presented to the FCC as early as this week.

Redone digs

NAB plans to spend about \$8 million to refurbish its headquarters in Washington. The building had been on the market for some time, but NAB was unable to "attract a sufficient offer" (it was asking \$6 million-\$7 million). The NAB board, which meets this week, will be asked to approve the project, which may take a year. Since the remodeling will require the removal of asbestos, it will be costly and lengthy. Once the board grants approval, NAB will start looking for temporary office space.

ATLANTA

Drawing distinctions

While Turner Broadcasting Chairman Ted Turner has been an outspoken opponent of violence on television, at least one Turner executive believes violence has its place. TNT's original productions senior vice president, Allen Sabinson, says some violence is "acceptable and necessary" in certain TV historical dramas. "Historical violence, within the bounds of good taste, is no problem with viewers or advertisers."

NEW ORLEANS

Filling in

A last-minute addition to the Pro-max International and Broadcast Designers Association convention this Wednesday in New Orleans will be speaker John Perry Barlowe: retired cattle rancher, lyricist for the Grateful Dead and co-founder/executive chairman of the Electronic Frontier Foundation. Barlowe replaces Edwin Schlossberg, who canceled his appearance following the death of his mother-in-law, Jacqueline Kennedy.

The way we were

This page is not immune to the World War II looking-back evoked by the 50th anniversary of D-Day. In its own way, BROADCASTING magazine, our long-lived progenitor, was there. Thus this lead in the June 12, 1944 issue, written by Bruce Robertson:

"History's mightiest military operation last week gave to American radio its greatest opportunity for spot news coverage. Radio was not found wanting.

"Months of preparation by stations and networks alike, buttressed by reports of the worldwide news associations, in a twinkling were translated into steady, smooth handling of the European invasion, with the first flash after midnight June 6. Service has proceeded since without a hitch, achieving for radio enlarged stature, reliability and dignity as the swiftest and most articulate of the news dissemination media."

By Robertson's account, the first news of D-Day was an AP bulletin of a broadcast by the German Trans-Ocean Agency reporting that the invasion had begun. "Soon," he wrote, "news writers, announcers, commentators, engineers and other key personnel were on their way to the studios, in all manner of dress and undress. One NBC engineer arrived at Radio City New York via a milk truck."

At 3 a.m., "CBS, whose New York newsroom staff had swelled from four to 30, discontinued its regular musical schedule and put Bob Trout on the air for a final trial of the new 'roving microphone.' Trailing some 60 feet of cable, Trout went into the newsroom, letting his listeners hear the clatter of the teletypes as he moved from ticker to ticker, reading the bulletins as he traveled."

Several paragraphs later: "Finally, at 3:30, the growing feeling that D-Day was really here was turned into a conviction by a standby flash from London, announcing a broadcast at 3:32. This was it: Invasion Communique No.

1 from Supreme Headquarters Allied Expeditionary Forces."

Among the most sought-after accounts of the battle was a Navy film recording from the deck of an Allied warship. All four networks (in this case CBS, Mutual and NBC Red and Blue) simulcast the recording on June 7.

Another story in that issue, by Jack Levy, told how SHAEF (Supreme Headquarters Allied Expeditionary Forces) used a radio barrage to clear the way for invaders. "A new phase in our air attack has begun," the broadcasts warned those who lived within 35 kilometers of the coast. "The general warning to keep away from railways, railway installations, main highways and bridges still holds. But as regards the coastal belt I have mentioned, it will be imperative for the Allied air forces to make extensive attacks on certain targets. The Supreme Commander has therefore directed that advance warning, wherever possible, shall be given to the towns in which those targets will be bombed...by means of special warning leaflets."

It all seems so much more mannerly than now, and the journalism so much more supportive of the national purpose.

The Levy story went on to assert that "in this strategic or preparatory phase of psychological warfare, the subjugated people had become familiar with and learned to trust certain voices which daily brought them news of Allied victories and plans for their liberation. Through these radio messages they had literally found hope and strength to carry on under the Nazi yoke."

They don't make wars like that anymore, nor media to cover them in the same respectful way.

Last week, the radio talk shows were wrangling over the President's right to be at Omaha Beach, considering his Vietnam War status. And we confess it has been awhile since this page wrote: "Invasion news has the right of way and will continue to have it until 'Yankee Doodle' is played over Radio Berlin."

We wouldn't have it any other way, then or now.

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