

JUN 27

Broadcasting & Cable

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17th Annual

TOP 100

In Electronic
Communications

Coming to the Crunch on Children's TV

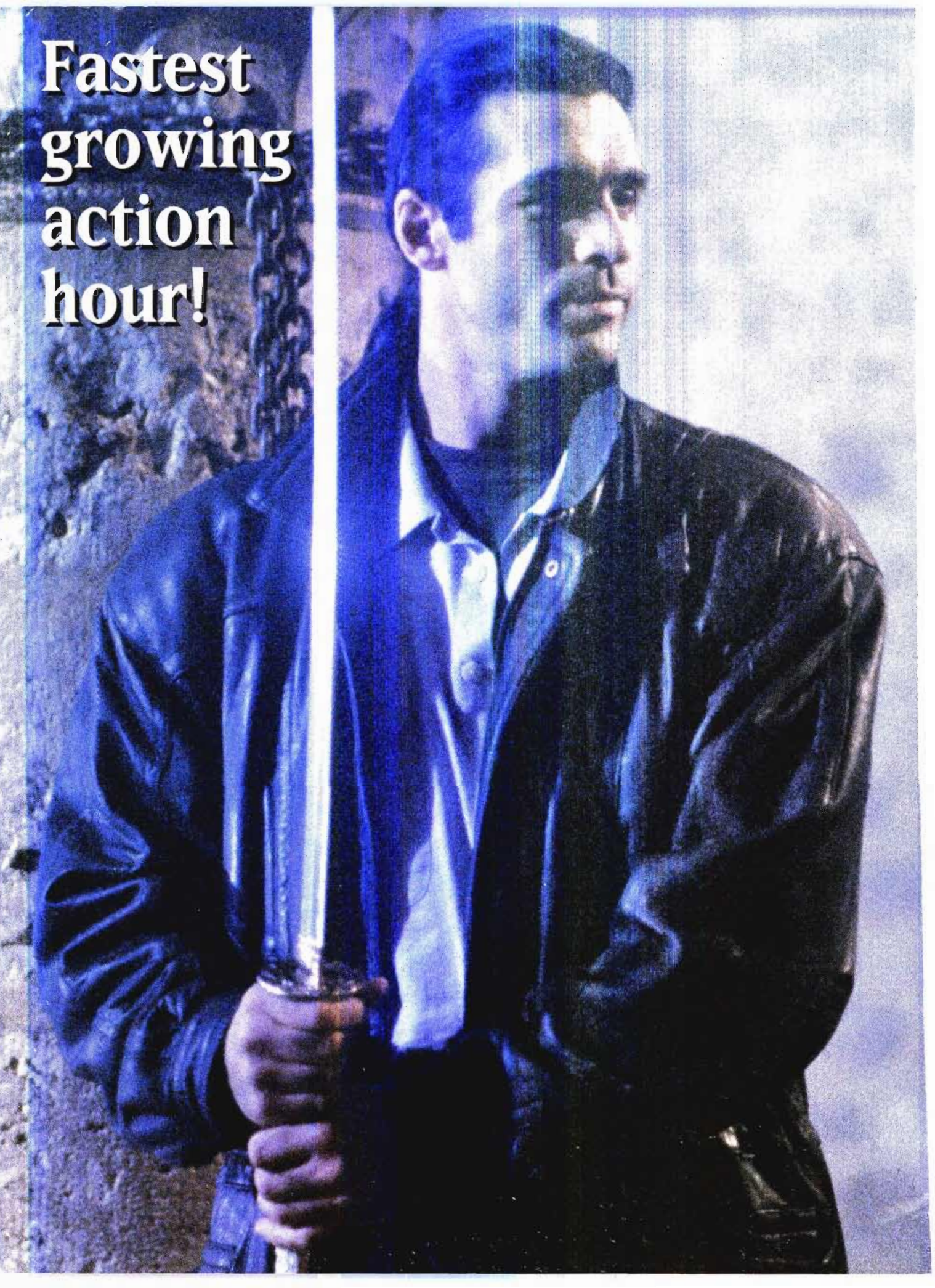
Comcast: The New No. 3 in Cable

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**Telemedia
Week**
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**Fastest
growing
action
hour!**



HIGHLANDER

The Series

ADULTS	18-34	18-49	25-54
HIGHLANDER	+37%	+23%	+15%
Baywatch	+10%	+22%	+32%
Renegade	+21%	+2%	+2
Star Trek TNG	+10%	+1%	+4
Star Trek DS-9	-6%	-8%	-4%
Kung Fu	-14%	-9%	-8%
Untouchables	-19%	-13%	-5%
Time Trax	-37%	-30%	-27%

Source: NSS May 93 (NAD) vs May 94 (Dailies Plus); GAA Rating

May 94 -vs- May 93 HH Rtg

+28%

HIGHLANDER



Source: NSS Ranking Reports
(% GAA Rating Difference May 94 vs. May 93).



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ENTERTAINMENT

Cutting through the competition!

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Affiliates change partners—again The affiliate square dance took another turn last week: CBS joined hands with a former ABC partner in Tampa; affiliates paired in Cleveland, which could hurt CBS there; and reports were that Group W would renegotiate its affiliation agreements in Baltimore. If you need a scorecard to keep up, BROADCASTING & CABLE has just the thing. / 6

\$900M for Hallmark cable In the latest cable consolidation action, Hallmark Cards sold its Crown Media cable subsidiary to Charter Communications and Marcus Cable for \$900 million. And Gaylord Entertainment is said to be ironing out a \$350 million deal with Century Communications Corp. / 7

Wireless cable celebrates Fresh from regulatory victories that put the upstart wireless cable industry on a more level playing field with cable, some 2,000 industry members gathered in Las Vegas last week to celebrate and to plan for competition against cable and DBS. / 8

Syndication upfront breaks record The syndication upfront marketplace moved quickly last week. Advertiser orders totaled a record \$1.32 billion, up roughly 10% over last year. / 8

Commissioner Elmo? He's not your average FCC commissioner—he's red and furry. FCC officials toyed with the idea of making *Sesame Street* Muppet Elmo an honorary commissioner at tomorrow's hearing on children's TV, but Chairman Reed Hundt nixed the idea. Instead, Elmo will make a brief appearance when the hearing begins. Then, broadcasters and public interest groups will square off over the issue of children's programming. Meanwhile, the FCC's real commissioners speak out on where they might come down. Also, in a commentary, Robert Corn-Revere explores why the FCC should look before it leaps on children's TV. / 10



The Commish—NOT!: Elmo the Muppet

PROGRAMMING

TV chases a hot story

Real-life drama is big on television these days, and the O.J. Simpson chase drew big numbers. According to



CBS research, roughly 95 million viewers watched some part of the coverage, either local or network. Network news producers covering the breaking events say it is the most bizarre story they've encountered. / 20

Station sues Royals over overexposure

A local baseball rightsholder has sued the Kansas City Royals, claiming substantial devaluation of its contracted rights in the wake of formation of The Baseball Network. / 22

MSOs take direct approach

Some of the nation's top MSOs are stepping up their efforts to grab the nascent direct broadcast satellite

business. Primestar Partners, the DBS service owned by six top MSOs and G.E. American Communications, last week unveiled a \$55 million advertising campaign. / 26

All the moon's a stage

"The biggest show in broadcast history," the July 20, 1969, landing of man on the moon, is shaping up to be a cable encore. Cable channels from CNN to the Sci-Fi Channel are getting in on the action, reminiscing about days when they didn't even exist. / 28



Man on the moon, 25 years later / 28

SPECIAL REPORT

The 17th annual Top 100

Many electronic communications companies that made BROADCASTING & CABLE's exclusive top-100 list came off a strong 1992 to continue double-digit revenue increases in 1993. Leading the list is Capcities/ABC, followed by TCI, Time Warner, CBS and Sony. / 38
Cover photo by Daryl Benson/ Masterfile

"[The O.J. Simpson coverage was] certainly compelling television. Whether it was compelling journalism or not, I'm not sure."

—Bob Murphy, vice president, hard news, ABC News

JUNE 27, 1994

RADIO

New music-licensing system introduced

Billing it as the first user-friendly music-licensing fee system for Hispanic radio broadcasters, SESAC has introduced SESAC Latina, which charges Hispanic broadcasters based on the amount of music they play from SESAC's Latin music library. / 44

Liberty, Griffin merge

In a deal that would net Liberty Broadcasting control of six more radio stations in the Northeast, Liberty and The Griffin Group have agreed to combine their radio holdings to form a 17-station group. / 45

BUSINESS

Comcast snags Maclean Hunter

Comcast Corp. has picked up Maclean Hunter's cable systems serving 550,000 U.S. households for \$1.27 billion cash, making it the latest MSO to take the bigger-is-better approach. / 46

Wireless cable tries to improve digital's odds

New wireless cable products were introduced last week at Wireless Cable '94 in Las Vegas. But the biggest discussion was generated by products that are at least a year away—digital systems.



Susan Johnson and Robert Evans discuss selling wireless cable. / 47

With a limited spectrum, wireless can benefit from the greater channel capacity that compressed digital signals can provide. / 47

WASHINGTON

House steers superhighway bill to vote

House staff members were working furiously late last week in an effort to move information superhighway legislation to the floor. / 52

FCC budget falls short

FCC budget officials got more bad news last week when the House approved a \$166.8 million budget for the FCC, approximately \$20 million less than the FCC says it needs. / 53

TECHNOLOGY

Companies pursue enhanced standard

The prospect of a new broadcast standard is not stopping the industry from tinkering with an array of possible NTSC enhancements. FCC officials say they have seen so many datacasting ideas that they are considering a rulemaking to resolve all the proposals. / 55



Telemedia Week
GTE Interactive playing videogames

Demonstrating the importance of creating not only the pipeline for future broadband networks but also the material that they will carry, GTE is developing CD-ROM and videogame software. / 33

US West ventures into cable territory

On the heels of its recent court victory, US West is revising its broadband strategy and taking a broader view of itself as program provider and deliverer. / 33

Infowhichway speed limits sought

Several standards bodies are moving quickly to create technical specifications that will seamlessly lead the way for the delivery of multimedia services. The complicated part is figuring out how computer operating systems will interface with video servers housing vast amounts of multimedia content. / 33

Beavis and Butt-head meet plays games

Viacom New Media is producing a videogame version of MTV's irreverent two-some, Beavis and Butt-head, to be available this fall. The duo's creator also helped to create the game. / 34



Beavis and Butt-head now in videogame. / 34

Silicon, AT&T venture into multimedia

In an effort to jump-start telco- and cable-based broadband services, AT&T Network Systems and Silicon Graphics Inc. have entered a joint venture to integrate the various components required to deliver interactive television. / 36

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Affiliates change partners again

CBS picks up ABC station in Tampa; Cleveland indies band together

By David Tobenkin and Steve Coe

The affiliate square dance took another turn last week as CBS joined hands with ABC's former partner WTSP(TV) Tampa. Meanwhile in Cleveland, the two available independents paired up in a move that could affect CBS's search for an affiliate there. And talk last week was that Group W might renegotiate its affiliation agreements after losing its ABC status in Baltimore.

CBS's pickup of WTSP followed ABC's decision to move its affiliation from that station to Scripps Howard's, WFTS(TV) there. WTVT(TV) Tampa began the chain of events with its switch from CBS to Fox as part of the New World deal.

The deal offers at least one upside

for CBS over its prior affiliation. WTSP will be able to air *David Letterman* at 11:30 p.m. instead of the midnight slot it occupied on WTVT, where it followed King World's *American Journal*.

In Cleveland, CBS may face tougher bidding for an affiliate to replace Fox-bound WJW-TV as a result of a joint operating agreement forged last week between Malrite's WOIO-TV, which lost its Fox affiliation, and Cannell Communications-owned WUAB(TV), the lone available independent in the market. Under the agreement, ownership of the stations will not change and the stations will retain separate program-

ing identities.

"This gives whoever operates them the ability to have one station affiliated and also have access to all independent programming," said Gerald Kerwin, general manager of Home Shopping Network-affiliated WQHS-TV. ABC earlier negotiated a 10-year agreement with Scripps Howard's WEWS(TV).

Also brewing on the affiliation front, Group W's loss of an ABC affiliation in Baltimore may prompt the five-station group owner to renegotiate affiliation agreements in other markets. Industry sources speculated that such renegotiations could prompt an affiliation switch elsewhere, increased compensation and possibly new alliances.

Several sources suggest a decision in Phoenix could come this week.

Below is a scorecard for those keeping up with the markets currently in play.

Dallas	Ch.	Was	Is
KDAF	33	FOX	—
KDFW	4	CBS	FOX
WFAA	8	ABC	ABC
KXAS	5	NBC	NBC

Cleveland	Ch.	Was	Is
WEWS	5	ABC	ABC
WJW	8	CBS	FOX
WKYC	3	NBC	NBC
WOIO	19	FOX	—

Phoenix	Ch.	Was	Is
KNXV	15	FOX	ABC
KPNX	12	NBC	NBC
KTSP	10	CBS	FOX
KTVK	3	ABC	—

Detroit	Ch.	Was	Is
WDIV	4	NBC	NBC
WJBK	2	CBS	FOX
WKBD	50	FOX	—
WXYZ	7	ABC	ABC

Tampa	Ch.	Was	Is
WFLA	8	NBC	NBC
WFTS	28	FOX	ABC
WTSP	10	ABC	CBS
WTVT	13	CBS	FOX

Baltimore	Ch.	Was	Is
WBAL	11	CBS	CBS
WBFF	45	FOX	FOX
WJZ	13	ABC	—
WMAR	2	NBC	ABC

Atlanta	Ch.	Was	Is
WAGA	5	CBS	FOX
WATL	36	FOX	—
WSB	2	ABC	ABC
WXIA	11	NBC	NBC

St. Louis	Ch.	Was	Is
KDNL	30	FOX	—
KMOV	4	CBS	CBS
KSDK	5	NBC	NBC
KTVI	2	ABC	FOX

Kansas City	Ch.	Was	Is
KCTV	5	CBS	CBS
KMBC	9	ABC	ABC
KSHB	41	FOX	—
WDAF	4	NBC	FOX

\$900M for Hallmark cable

By Rich Brown

CBS is expected to choose between Meredith's KPHO-TV, an independent, and KTVK(TV), which will lose its ABC affiliation.

The decision CBS makes in Phoenix could, in turn, affect Kansas City. Meredith's Phoenix station is an independent looking for network affiliation, while its Kansas City station, KCTV(TV), is a long-standing CBS affiliate being wooed by NBC, which is looking for an affiliate in Kansas City. The understanding is that if CBS spurns KPHO-TV for KTVK in Phoenix, Meredith may drop its CBS affiliation on KCTV and go with NBC. ■

Charts compiled by Julie A. Zier

Milwaukee	Ch.	Was	Is
WCGV	24	FOX	—
WISN	12	ABC	ABC
WITI	6	CBS	FOX
WTMJ	4	NBC	NBC

Greensboro	Ch.	Was	Is
WFMY	2	CBS	CBS
WGHP	8	ABC	FOX
WNRW	45	FOX	—
WXII	12	NBC	NBC

Birmingham	Ch.	Was	Is
WBMG	42	CBS	CBS
WBRC	6	ABC	FOX
WTTO	21	FOX	—
WTVM	13	NBC	NBC

Austin	Ch.	Was	Is
KBVO	42	FOX	—
KTBC	7	CBS	FOX
KVUE	24	ABC	ABC
KXAN	36	NBC	NBC

Add two more companies to the growing list of cable multiple system operators that have decided to cash in their chips.

Hallmark Cards late last week sold its Crown Media cable subsidiary of 990,000 subscribers to Charter Communications and Marcus Cable for \$900 million. And Gaylord Entertainment, which has been looking to sell its cable systems since last year, is said to be close to a deal with Century Communications Corp. worth \$350 million.

The deals are the latest in a series of cable system sales around the country. Cox Cable got the ball rolling earlier this month with a \$2.3 billion deal to combine its cable system operations with those of Times Mirror. In recent weeks, Comcast Corp. and others have struck or are busy striking deals of their own (see page 46). Cable system operators are taking a "bigger-is-better" approach as they prepare for the onslaught of competition from telephone companies, direct broadcast satellite and wireless cable.

Hallmark executives, who recently purchased made-for-TV movie producer RHI Entertainment for \$365 million, say they are unloading the Crown Media properties to concentrate instead on TV programming. Hall-

mark formed Crown in 1991 with the estimated \$1 billion purchase of Centcom Cable Associates.

Charter Communications, a relatively small MSO (roughly 100,000 subscribers) made up of former Centcom executives, will buy Crown cable systems serving about 270,000 customers in Connecticut, Kentucky, Missouri, North Carolina and South Carolina. Charter also will assume management of Crown-affiliated cable systems serving another 360,000 subscribers.

Marcus will purchase the remaining Crown properties, including owned systems representing 180,000 subscribers in Wisconsin and managed systems representing 80,000 subscribers in Alabama. Marcus currently serves 145,000 subscribers and is negotiating with other companies to purchase or manage additional systems that will bring Marcus's total base to more than 540,000 subscribers. Charter and Marcus are paying about \$2,000 per subscriber for the Crown properties.

Meanwhile, Gaylord is said to be closing in on a sale of its cable systems. New Canaan, Conn.-based Century is rumored to be the front-runner for the properties, which serve 170,000 subscribers. ■

Give-and-take at Fox affiliates meeting

It's unlikely Fox will be readying a new late-night project, at least in the near future, after Fox affiliates told the network that the station body was not interested. In a closed-door meeting at Fox's affiliate gathering last week in Los Angeles, station executives voted overwhelmingly by a show of hands that they did not want another late-night vehicle from the network.

The message was delivered to Fox executives including Lucie Salhany, chairman, Twentieth Television, who reportedly accepted the decision and suggested that both the network and affiliates would address the topic "down the road."

However, many affiliates were quick to point out that should the network present the group with a hot project, affiliate opinion quickly could be reversed. "Obviously, if Brandon [Tartikoff] comes up with a show that looks like a can't-miss prospect, the affiliates will be there," said one affiliate general manager.

In addition to showing their disdain for another late-night show, the affiliates let the network know they would retain independent legal counsel to review the network-affiliate relationship and, specifically, affiliations involving minority ownership. "This is not so unusual," said one affiliate. "It's been done at other networks. The implication is that the affiliate body isn't very trusting right now and they want to review what Fox is doing." According to sources, Fox executives did not voice any objections to the decision. —SC

Wireless cable celebrates in Las Vegas

Hundt tells industry it's on the cusp of 'seven fat years'

By Geoffrey Foisie

For the wireless cable industry, the battle seemed over but the war was just beginning. Fresh from regulatory victories which put the upstart industry on a more level playing field with cable, roughly 2,000 industry participants gathered in Las Vegas to celebrate and plan for competition against cable, and now, DBS (see page 47).

Among the indications that wireless has arrived as a significant competitive force was Reed Hundt's Wednesday keynote speech, the first ever by a sitting FCC chairman. Hundt contrasted his appearance with an indirect reference to the hostility he has faced from the cable industry: "I've been playing to a lot of away crowds, and not everyone has been entirely welcoming, but here I'm playing at home.... I'm here to help you celebrate the acceleration of wireless cable as a viable competitor in the United States and in world markets. This is your seventh annual convention and it marks the end of what you will see were seven lean years, because this is the beginning of seven fat years."

Hundt's appearance came just weeks after the commission had acted



Reed Hundt (r) with WCAI's Bob Schmidt

to speed up the processing of applications. But in more than one panel session during the three-day convention, operators made it clear that they were still unhappy about the freeze on new applications.

The FCC chairman asked wireless applicants to be patient a little longer and to allow for the fact that the FCC is "very, very short on resources."

He also promised that the commission would continue to look at ways to make wireless cable an effective competitor. Among the issues under consideration, Hundt said, are "providing

established operators with some sort of preference in securing fallow channels in their markets" and looking at the control of wiring in the subscriber's home.

Describing the latter issue as the battle for "the last few feet of the information highway," he said the wire "should not be controlled by anyone to the exclusion of possible competitors." Some wireless operators have claimed that cable operators have made it difficult for customers to switch to wireless by preventing the wireless operator from using the existing cable.

One panel speaker, Deborah Costlow of the law firm Winston & Strawn, said Thursday she expected the commission to rule on the question in the next 60 days.

While the FCC chairman was making promises, he also came seeking some public service from the industry. He talked about the commission's programs to improve hiring of minorities and women in the industry, including "on-site audits" in the near future. He also asked the industry to help meet the administration's goal of installing and connecting a computer in each of the country's 2 million classrooms.

Most wireless operators already have partnerships with some local educational institution, which, in turn, provide that operator with enough ITFS channels to build a commercial service. But, said Wireless Cable Association International President Robert Schmidt, the industry will now have to help install equipment at even those schools that are not partners: "That is the next step we have to take. We have to put in a receive site in every school; I think we are going to get that done without a lot of hue and cry."

Schmidt told BROADCASTING & CABLE that a wireless/DBS partnership was something the industry should look at. A partnership idea was even broached by a competing cable operator, Mike Pohl, senior vice president, Douglas Communications Corp. He said that cable operators already have towers which, in some cases, could be used by a wireless operator to extend its signal. ■

Syndication upfront breaks record

Like the network upfront market that preceded it, the syndication upfront marketplace moved quickly last week, with advertiser orders totaling a record \$1.32 billion, up about 10% from last year.

Tim Duncan, executive director of the Advertiser Syndicated Television Association, estimates that the industry sold about 80% of its inventory up front, significantly higher than the past couple of years, when as little as 60% of syndication time sold early. He estimates barter advertising will total \$1.65 billion, up roughly 10% from 1993.

Barter sales executives were reporting unit price gains and cost-per-thousand rate increases of 6%-8%, comparable to the price increases achieved by the networks.

"It's the best upfront I can remember in recent years," says Dan Cosgrove, president, media sales, Group W Productions. "I'm almost done, and I know some of my counterparts have reported the same thing, and it's unusual in syndication for the market to move so quickly."

In addition to having a strong market in its own right, Cosgrove thinks the barter segment picked up dollars the networks couldn't accommodate. Cosgrove held back more inventory than usual, selling about 75%, anticipating a strong scatter but reserving some make-good spots. —SM

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"Robocop is a one-man answer to the late 20th century's longing for safety & order." - *Arts +*

"Robodude is one potent multimedia icon." - *People Magazine*

"... outclasses the two sequels ..." - *L.A. Daily News*

"... in-your-face camp, wry, clever, hip ..." - *Daily Variety*

"... a solid extension of the original film. It has 'hit' written all over it..." - *Phoenix Gazette*

"... could rival the Star Trek franchises ..." - *USA Today*



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Commissioners prepare for children's hour

Broadcasters and public interest groups will square off at the FCC on Tuesday, June 28, over the issue of children's programming. The commission is hosting an open hearing on children's TV and related issues as part of an inquiry into whether the current FCC rules implementing the 1990 Children's TV Act are adequate.

For broadcasters, the session is an opportunity to convince the FCC that commercial stations are meeting their obligations under the act to provide educational programming. Industry critics, on the other hand, are expected to push for a minimum mandatory hour-a-day of educational programming.

The final decision rests with the FCC's five commissioners, all of whom have not made up their minds. However, they did provide some insight into where they might head on the issue in the interviews that follow.

Reed Hundt

FCC Chairman Reed Hundt is looking forward to Tuesday's hearing.

"We're not starting with any assumptions about the current state of children's television or the industry's performance," he says. The purpose of the hearing is for the commission to listen and learn, says Hundt.

"I am not going to approach this by occasional visits to the TV. The right way to do this is to listen to the experts and the industry," says the chairman. "Our goal is to go in there with our eyes and ears open." However, Hundt does believe the message of the Children's TV Act is that television's "power of persuasion brings a duty to teach."

Says the chairman: "When you look at all the influences over children in society today, it's fair to say that there's a battle going on for the hearts and minds of our children. TV does play a role in that battle. If you're in the TV business, you can make the business of taking care of kids part of your business. Maybe the power to persuade and influence children is a positive business opportunity and does not have to be looked at as an unwelcome and difficult burden.

"I don't know what we're going to hear. I wouldn't be surprised that what the industry does communicate to us is that many people in the industry see a great harmony between legitimate business activity and a positive contribution to education."

James Quello

FCC Commissioner Jim Quello is no fan of programing quotas, a view that he is likely to express at the FCC's June 28 hearing on children's TV.

However, the commissioner does believe that the FCC's rules implemented as part of the 1990 Children's TV Act need "further defining and practical implementation." The act requires TV stations to serve the "educational and informational needs of children."

He thinks there are steps the commission could take to



"There's a battle going on for the hearts and minds of our children."

"enlarge the amount of desirable children's programming in the market, without more intrusive forms of regulation."

Quello wants the FCC to explore the possibility of allowing commercial broadcasters to meet part of their obligation under the act by underwriting children's programs on public television. Such a move, says Quello, will allow commercial and public broadcasters and program producers to "combine their strengths."

Why not try it? he asks. "PBS has a track record of producing children's programming that is held up as the model for others to follow—but it is short of funds. Commercial broadcasters have the funds, but their ties to mass audience demographics and advertising revenues make them, in the eyes of some, less-than-perfect presenters of educational children's programming. And producers have the creative genius to envision and create—but they must be assured of a reasonable compensatory market for their product."

Quello says such a partnership would be viewed as an "additional" way for commercial broadcasters to meet the act. TV stations could not rely solely on public TV to fulfill their obligations.

Frankly, adds Quello, "From the parents I talk to and from the letters I receive, they're much more concerned about this brutal violence and explicit, graphic sex than they are in educational and informational programs"

Nevertheless, he says, "something has to be done; Congress is insisting on it." But if "you really want to respond to what the public is worried about, it's violence and graphic sex."

Andrew Barrett

Commissioner Andrew Barrett sees no reason to strengthen the FCC children's programming regulations and adds that broadcasters have done a "superb job" in following the congressional mandate under the Children's Television Act.

Barrett points to recent license renewals for broadcasters



"Parents are much more concerned about this brutal violence and graphic, explicit sex."

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that show that more than 95% of broadcasters are complying with commercial time limits. Current rules limit broadcasters to 12 minutes of commercial time during weekday children's programming and 10.5 minutes on weekends.

Like other commissioners, Barrett expressed some concern about the level of violence on television. However, he says society cannot hold television entirely accountable for the nation's problem with violence. "We can't blame what we see on television for all the problems we have. We would probably come out a great deal better if we stopped the physical and mental abuse that we do to each other at home." But, he adds, "Television certainly plays a part in our behavior patterns."

The commissioner also worries about imposing any mandate for a minimum amount of children's television programming or mandating specific time periods to air the shows. He says there are First Amendment issues at stake and that limits might interfere with broadcasters' free-speech rights. "I don't think the government ought to be in there telling people what time of the day [children's programs should be aired] or what the content ought to be," Barrett says.

Barrett did express some support for a safe harbor to promote the broadcast of children's programming when children are watching. "I am against someone putting children's programming on at 10 o'clock at night and saying they have fulfilled their obligation," says Barrett.

Barrett himself is a fan of children's programming on both weekday and Saturday mornings. "I like to watch the reruns of the Roadrunner. I watch it every once in a while; it provides a bit of comic relief."

Rachelle Chong

In preparation for this week's children's television hearings, Commissioner Rachelle Chong gave herself a crash course in children's TV.

She read up on children's television, including all the policy statements, and read the Children's TV Act and its legislative history along with the FCC rules implementing the act. And on a recent Saturday, the commissioner awoke at 6 a.m. and watched two and a half hours of children's programming.

Generally, Chong says, she is reluctant to regulate in the area of children's television but would consider additional rules for broadcasters if there were not signs of improvement in kids TV.

Chong emphasizes that broadcasters have a legal obligation to serve the needs of children. And she wants to hear this week that



"We can't blame what we see on television for all the problems we have."



"I would rather broadcasters act affirmatively to improve the situation."

children's programming has improved since the Children's Act was passed. "If it appears the amount of children's programming hasn't improved significantly, then at that point I would consider what should be done. Perhaps that might include quantitative guidelines. But I would rather the broadcasters act affirmatively to improve the situation before considering something like quantitative guidelines," says Chong.

Chong also is concerned about the time of day broadcasters choose to air children's programming. "It has got to be aired in consistent time slot at times when kids are watching, and they need to market it just like they market adult programs," Chong says.

Susan Ness

It's up to broadcasters to prove that the status quo in children's programming is acceptable, says Commissioner Susan Ness. "I don't think there is enough [children's] programming," she says.

Ness would not comment on proposals that the FCC mandate a specific amount of children's programming or times for the programming to be aired. "I am looking forward to hearing the testimony on those two points," Ness says.

But Ness makes it clear she believes broadcasters have an obligation to serve the needs of children. In addition to the public interest obligations, Ness repeats statements made recently by House Telecommunications Subcommittee Chairman Ed Markey that Congress has done a lot lately for broadcasters.

"I do view the station owners and the networks as having a responsibility to the community as well as to government, which has granted licenses for free and has been asked to do a lot of things, including spectrum flexibility and crossownership. Congress provided must carry for good reason: they wanted to insure the viability of free over-the-air television," says Ness.

As the mother of two children, Ness has had a long-term interest in children's programming. "There are a lot of kids out there whose main source of information and entertainment comes from over-the-air television...not cable." And there is not enough quality programming on television for kids, Ness says. She acknowledges, however, that to have value, children's programming must be both entertaining and educational. Her children watch *Carmen Sandiego*, *Square One TV*, *Ghostwriter* and *Captain Planet*. But their television watching is monitored, and Ness also sets limits on the amount of TV her kids watch each week.

Although Ness says she is waiting to form opinions on several subjects until she has heard the testimony at this week's hearings, she did hand a reporter a pamphlet produced by the Maryland Campaign for Kids TV, a group associated with the Center for Media Education. The pamphlet is a report card for kids TV that gives Maryland broadcasters a D+ for their children's programming. The group gives broadcasters a D for total hours of programming and a C- for the times the programs are aired. ■



"I don't think there is enough [children's] programming."

NIGHT RATERS II

Prime Feature Films That
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With Star
Power!

Dustin Hoffman
Sharon Stone

James Belushi

Vanessa Redgrave

John Travolta

Jacqueline Bisset

Mickey Rourke

Kim Cattrall

Timothy Dalton

Glenda Jackson

Woody Harrelson
Forrest Whitaker
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Rutger Hauer
Sherilyn Fenn

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Steve McQueen

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Theresa Russell

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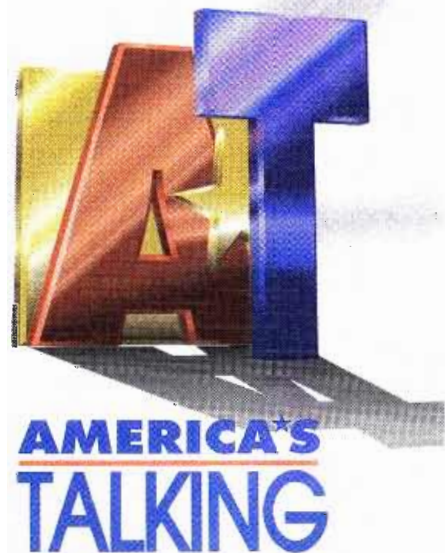


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Who Speaks for the First Amendment?

Why the FCC should look before it leaps on children's TV

A BROADCASTING & CABLE Commentary by Robert Corn-Revere

THE FCC APPEARS POISED TO TAKE THE UNPRECEDENTED step of defining what type of children's programming meets with government approval and how much of it broadcasters must transmit—at risk of losing their licenses. To advance that end, the commission will conduct a day-long hearing tomorrow on broadcasters' obligations to air educational and instructional programming pursuant to the Children's Television Act of 1990. Twenty-eight witnesses will present views on such issues as defining "educational" programming, determining "how much is enough" and discussing the economics of children's TV.

Among the groups represented will be the National Education Association and the PTA, children's television advocates, networks, trade associations and Shari Lewis, creator of the beloved puppet Lamb Chop. The FCC has chosen a television personality, Linda Ellerbee, to moderate. But one witness won't be there: No one has been chosen to address the First Amendment implications of forcing broadcasters to jump through this programming hoop.

This is a significant lapse. First, the commission will be entertaining proposals to permit extensive government involvement in the editorial decisions of broadcasters. Second, the FCC has thus far avoided any consideration of the fundamental constitutional issues raised by ordering broadcasters to transmit designated amounts of "approved" programming. Third, if, as some suggest, we are on the verge of developing an "electronic superhighway," it is high time to reevaluate the validity of a First Amendment doctrine devised to justify regulation of crystal sets.

The Children's Television Act itself does not establish specific programming requirements. Rather, it directs the FCC at license renewal to consider whether a broadcast station "has served the educational and informational needs of children through the licensee's overall programming." On Oct. 1, 1990, Chairman Ed Markey of the House Telecommunications Subcommittee urged his colleagues to adopt the children's TV bill with the representation that "the legislation does not require the FCC to set quantitative guidelines for educational programming, but instead, requires the commission to base its decision upon an evaluation of a station's overall service to children."

OVER TIME, THIS GENERALIZED MANDATE has grown beyond its original boundaries. Less than two and a half weeks ago, Congressman Markey noted that the law gives "parents and citizens an ability to demand more educational children's programming." The act may not require the FCC to set such guidelines, he acknowledged, but "it also does not preclude it." He urged the commission to "exercise its discretion" regarding "what it determines is necessary to accomplish the purposes of the act."

With such broad hints from the Hill, it is no surprise that quantitative programming mandates are on the table. The most prominent would require one hour of children's programming daily as a condition of license renewal.

It is important to keep in mind that the First Amendment

has never permitted the extent of content regulation being advocated. But the constitutionality of expanded content requirements has largely been taken for granted. Constitutional concerns were disposed of in a single footnote when the FCC adopted kids TV rules in 1991; the commission said it was unnecessary to address First Amendment issues because Congress already had provided "a vigorous defense" of the Children's Television Act as part of the legislative history.

Both the House and the Senate committee reports relied essentially on two arguments. First, that the Supreme Court upheld the constitutionality of broadcast content controls in *Red Lion Broadcasting Co. v. FCC* in 1969. There, the court found that the scarcity of broadcast spectrum entitles the government to impose "public trustee" obligations that include some review of programming content. Second, in *FCC v. Pacifica Foundation*, the court upheld FCC indecency rules to protect the child audience.

BUT EVEN CONGRESS'S DEFENSE OF THE law—not really so vigorous after all—does not support the specific programming requirements currently being advocated to the commission. Both committee reports stressed that the act's programming obligations were "narrowly and appropriately tailored" to withstand constitutional scrutiny because "the broadcaster has discretion to meet its public service obligation in the way it deems best suited."

Yes, *Red Lion* accorded broadcasters less constitutional protection than traditional speakers, but not that much less. Or, at least, not as little as Congress and the FCC currently appear to assume. The D.C. Circuit has emphasized that "[e]ven for broadcasters, regulations that transfer control over programming content to others have met with approval only grudgingly and then only in highly specialized circumstances."

Accordingly, the trend of the decisions in the years since *Red Lion* has been to restrict the government's ability to intrude on editorial decisions and instead to place greater reliance on broadcasters' discretion. Just four years after it upheld the fairness doctrine, the court in *CBS Inc. v. Democratic National Committee* decided that licensees may not be compelled to provide a generalized right of access by outside groups to discuss controversial issues. Such editorial decisions are to be made by the licensee. Similarly, in *FCC v. WNCN Listeners Guild*, the Supreme Court found that the selection of entertainment formats is a choice properly made by the marketplace, not the government. A few years later, in *FCC v. League of Women Voters of California*, the Court invalidated a statutory ban on editorials by noncommercial stations. Even where special broadcast controls have been upheld, such as a right of "reasonable" access to stations by candidates for federal office, the court has relied on licensee discretion. Consequently, in *CBS Inc. v. FCC*, the Supreme Court ruled that broadcasters must decide in the first instance how much access by candidates is reasonable.

Congressional references to the *Pacifica* decision do not

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bolster arguments for government programing guidelines. In the area of indecency, the most notorious of the FCC's content controls, the Supreme Court in *Pacifica* stressed "the narrowness of our holding." For that reason, the FCC has searched in vain during the past seven years for a legal rationale to support its application of indecency rules that will survive judicial scrutiny.

Moreover, while the *Pacifica* court affirmed the government's interest in protecting the child audience, it did not grant the commission the authority to make advance rulings on "acceptable" programing. The U.S. Court of Appeals for the Second Circuit has pointed out that such power "suggest[s] a system of censorship." Indeed, the commission has declined to issue advance pronouncements about programing content specifically to avoid engaging in prior restraint.

IN 1987, FOR EXAMPLE, THE FCC WAS ASKED TO rule on whether a passage from James Joyce's "Ulysses" would be indecent if read during a radio broadcast. The commission refused to express an opinion "because of the sensitive First Amendment questions raised" when the government evaluates "program content prior to broadcast." The FCC explained that such rulings "have the potential for becoming the functional equivalent of prior restraints on expression" and involve the commission "intimately in the editorial judgments of broadcasters." Specific advance guidelines governing types and amounts of children's programing would suffer from the same constitutional infirmity.

Even without the prospect of heightened programing requirements, the government's ability to treat broadcasters as "special" (and therefore inferior) under the Constitution is eroding. Twenty-one years ago the Supreme Court emphasized that the public interest standard "necessarily invites reference to First Amendment principles" and cautioned that "because the broadcast industry is dynamic in terms of technological change[,] solutions adequate a decade ago are not necessarily so now, and those acceptable today may well be outmoded 10 years hence." There were no cable TV networks then, nor MMDS, and no VCRs or backyard satellite dishes. DBS itself was a dim and distant reality. And there were far fewer television stations.

THE DAYS OF THE CONSTITUTIONAL blank check for regulators are over; the account is overdrawn and should be closed out. Given the magnitude of technological and media change, the FCC should conduct a searching review of its constitutional authority to impose direct content requirements on broadcasters in 1994 and beyond. The findings of spectrum scarcity in *Red Lion* have grown stale in the past 25 years, and courts increas-

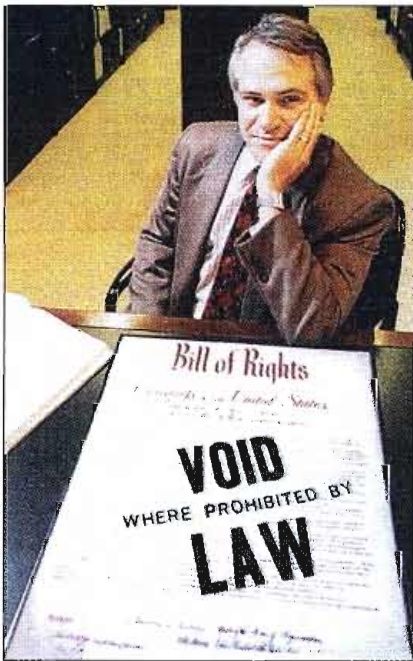
ingly have questioned their validity. The D.C. Circuit has several times suggested that technology already may have rendered the scarcity doctrine obsolete. And twice in the past six months, the U.S. Court of Appeals for the Eighth Circuit has questioned the continuing validity of pervasive broadcast regulation. Concurring with the court's decision to affirm the FCC's elimination of the fairness doctrine, Chief Judge Richard S. Arnold wrote that "[t]here is something about a government order compelling someone to utter or repeat speech that rings legal alarm bells."

LOOKING AHEAD, THE GOVERNMENT MUST understand that its ability to add new public interest requirements is not unlimited. Nevertheless, every year there is a bulkier legislative and regulatory wish list to add new public trustee obligations. Not counting the perpetual political quest for a new fairness doctrine, this year's list includes various forms of anti-TV violence measures, bans on beer and wine advertising, general commercial limits and proposals that would require television stations to "donate" time to political candidates, in addition to the proposed quantitative mandates for children's TV.

Any one of these new restrictions, viewed in isolation, might survive constitutional review, although that is no sure thing. But none are isolated. Each would be added to a precarious public interest infrastructure that itself is tottering on a decaying foundation. Probably sooner rather than later, the cumulative effect of these special obligations will bring the whole house down.

Just two weeks ago, in a different context, the Supreme Court in *City of Ladue v. Gilleo* held unanimously that the First Amendment is violated even when content-neutral restrictions are imposed on a medium of communications that, because of its "distinctive problems," is legitimately subject to regulation. The unified court emphasized that "regulation of a medium inevitably affects communication itself" and that government measures "can suppress too much speech" despite the lack of a censorial purpose. Expanded children's television requirements create a severe threat of burdening "too much speech" and would have the added infirmity of being explicitly content-based.

The central irony now facing the commission is that it is actively entertaining proposals for the most specific and far-reaching content controls in the history of broadcast regulation at the time of greatest doubt about its constitutional authority to impose even lesser requirements. And it is doing so without arranging for a single witness to discuss the First Amendment implications of such rules. Lambchop may be there, but what the FCC needs to know about children's television it won't learn from a hand puppet. ■



Robert Corn-Revere practices First Amendment and communications law at the Washington law firm of Hogan & Hartson. He also teaches First Amendment law at the Communications Law Institute, Catholic University of America School of Law. From 1990 to 1994, Corn-Revere was legal adviser to FCC Commissioner James H. Quello, and served as chief counsel during the commissioner's term as interim chairman in 1993.

TV chases another hot story

O.J. Simpson's flight from police is real-life television drama

By Steve McClellan and Steve Coe

It was a crime story that mesmerized the nation. In the first week, ending with the surreal slow-speed police chase on the San Diego Freeway, local coverage of the Nicole Simpson/Ronald Goldman murders drove the story, which the networks essentially passed along as it unfolded, but with their own supplemental reporting and commentary.

Network news producers covering the events, particularly on June 17, say it was the most bizarre breaking story they've covered.

"Absolutely," agrees David Borman, who oversees special event coverage for NBC News. "It was completely unreal."

At ABC News, Bob Murphy, vice president in charge of hard news, says the coverage was "certainly compelling television. Whether it was compelling journalism or not, I'm not sure."

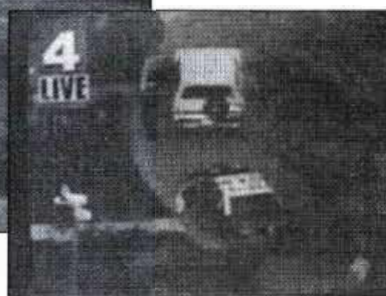
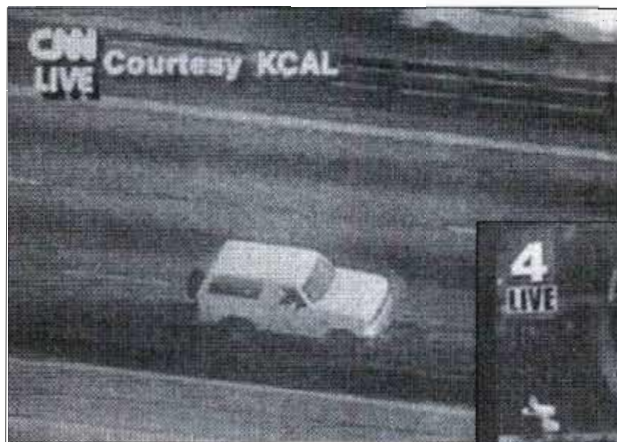
Real-life drama is big on television these days, and the O.J. Simpson chase on Friday (June 17) prime time drew big numbers. According to CBS, roughly 95 million viewers watched some part of the coverage, either local or network.

CNN's coverage gave the network the five highest rated half-hours on basic cable this year, including a whopping 11.9 rating at 11-11:30 p.m., according to the network's own research.

From 8 to 8:30 p.m., commercial-free coverage on ABC drew a 9.1/19, followed by CBS with 8.6/18, and NBC, 6.7/14. From 10 p.m. to midnight, ABC and CBS had continuous coverage, with ABC averaging a 17.1/28 and CBS a 13.4/22.

NBC had to juggle the Simpson coverage with coverage of game five of the NBA finals. The network did

special reports at the top of the game at 9 p.m. and at halftime. Its longest interruption of the game came in the third quarter with a 22-minute special



that averaged a 7.6/12.

It is estimated that the networks dropped between \$6 million and \$8 million in advertising to provide the June 17 uninterrupted coverage of the Simpson car chase and subsequent arrest.

The case continues to fascinate the nation, and network and syndicated news magazines remained on the case last week. ABC's *Turning Point* aired a special edition on Tuesday (the program normally is seen Wednesday). The show was moved up because of new information that the producers weren't sure would hold. The program finished first in its time period with an 18.7/32.

Hertz drops Simpson

Hertz has dropped O.J. Simpson as a corporate spokesman. At NBC, where Simpson is an *NFL Live* contributing analyst, the network has issued no formal statement regarding the Simpson case. Privately, NBC President Dick Ebersol has said to reporters that he and the entire division are "saddened by the news."

CBS addressed the story on both *America Tonight* and *48 Hours*, which aired last Wednesday (June 22) against game seven of the NBA finals. The results: an 8.5/14 and a 10.5/17, respectively.

Channel surfers were confronted with myriad O.J. Simpson-related stories last week, and not just on the big three and CNN. All the syndicated magazines were on the case, as was a number of cable networks, including Court TV and CNBC. Even *Lifetime* weighed in with a special on spousal abuse.

Executives at the major news organizations acknowledge the first-rate job the local affiliates did covering the story. CNN took feeds from all four independent stations in Los Angeles. "The task at hand was to make sure we were using the source giving us the best material at any given moment," says Bob Furnad, executive vice president, breaking news, CNN. "It was great television."

NBC's Borman says the network's challenge Friday was to decide when events were startling enough to break into game five of the NBA finals. "We had this drama of the highest order evolving in front of our eyes." There was little interruption of the game until the third quarter, when the local Los Angeles stations picked up the highway chase.

Most of the third quarter was preempted. The news and sports departments were in constant contact, although sports sources acknowledge it was basically the news division's call to make.

National story, local style

For L.A. stations, the saga was just another in a string of riveting, as-it-happens stories that have required split-second decision-making and hours-on-end telecasts. In the past

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three years, Los Angeles has seen wall-to-wall coverage of riots, fires, mudslides and earthquakes, in addition to several high-profile criminal trials and verdicts.

The cost to stations in terms of lost revenue is unclear, but the tally for the O.J. Simpson coverage is expected to average \$120,000-\$150,000 per station, sources say. Although some of the advertising spots pre-empted during Friday's spectacle will be made-good during future telecasts that haven't sold out, probably two-thirds of the spots will be lost.

For most stations in the market, coverage of the story on Friday began in the late morning. KNBC-TV broke into regular programming with a special

report at 10:33 a.m. After a commercial break, at 10:41 a.m. KNBC-TV returned to the story and remained with the it until the station began its coverage of the National Basketball Association's championship series. According to Bob Jordan, news director, KCBS-TV, the station broke into regular programming at 11:30 a.m. with the story and stayed on without commercial interruption until its 11 p.m. newscast, during which the station aired its first commercial since morning.

As the only station in the market with a significant programming alternative to the Simpson story, KNBC-TV had an unusual dilemma. The station, which was the first Los Angeles station on the air with the police chase,

was covering the basketball game when, at 6:42 p.m., it broke in with newscopter shots of the pursuit. After several minutes, the station used a split screen to show both the chase and the game.

More than an hour after the chase was followed by viewers across the dial, independent KTLA-TV was pulling in the largest number of viewers. At 8 p.m. the station was averaging a 22.7 rating and 33 share. With resolution of the conflict, the independent stations in the market returned to regular programming, leaving the analysis and aftermath coverage to the owned-and-operated stations. KNBC-TV became the ratings leader at 9 p.m., followed by KABC-TV and KCBS-TV. ■

Station sues Royals over overexposure

Says its exclusive local rights to team aren't exclusive anymore

By Steve McClellan

Two weeks ago Abry-owned KSMO-TV Kansas City, Mo., local flagship rightsholder of baseball's Kansas City Royals, sued the team for breach of contract. The suit is the first by a local baseball rightsholder to claim substantial devaluation of its contracted rights in the wake of the formation of The Baseball Network.

TBN, a venture of Major League Baseball, ABC and NBC, will begin coverage next month. It will be different in a number of ways, but as it relates to the KSMO-TV suit, the significant change is that TBN's regular season coverage will be regionalized.

In the case of Kansas City, KSMO-TV argues, that means competing NBC and ABC affiliates in its market will each carry at least five prime time Royals telecasts in July and August, compared with the one or two national Royals games carried under previous network telecasts.

As KSMO-TV General Manager Jim MacDonald puts it, the station has gone from being the "exclusive home of the Royals," for which it contracted, to "one of three homes of the Royals."

On March 1, 1993, KSMO-TV agreed to pay the Royals almost \$11 million over three years for the exclusive local rights to cover the team. Two months later, The Baseball Network was announced.

Major League Baseball bylaws state that contracts with national television networks supersede the rights of local carriers. KSMO-TV does not dispute that fact.

However, the station argues that, at the very least, the Royals have an obligation to renegotiate their local deal per a clause in the contract that states: "In the event of any changes in the Major League Baseball Broadcasting Agreement, which materially impairs the rights of either party under this agreement, they shall immediately renegotiate in good faith to amend this agreement..." to make the parties relatively whole.

The clause also states that if the parties can't agree on new terms within 60 days, either has the right to terminate the deal. According to the KSMO-TV suit, the Royals have refused to renegotiate or acknowledge that the formation of TBN constitutes a material change in the MLB broadcast agreement. The team had no comment for this story.

The station claims that its rights under the contract have been impaired in several ways. First, several stations in the regional Royals network have bowed out, citing the nonexclusive nature of the Royals coverage as a result of TBN's regional structure.

The station also argues it can no longer credibly promote itself as "the home of the Royals" with other stations in the market carrying an extensive roster of prime time games.

KSMO-TV also claims it now has two new competitors vying for Royals advertising time, and that both of them (ABC affiliate KMBC-TV and NBC affiliate WDAF-TV) are undercutting KSMO-TV's rates. The station also says it has been forced to air less lucrative daytime games.

Abry broadcasts a slate of Milwaukee Brewers games but has not filed suit there. In the case of

the Brewers, the team retains the rights and the station serves as game producer and advertising sales agent.

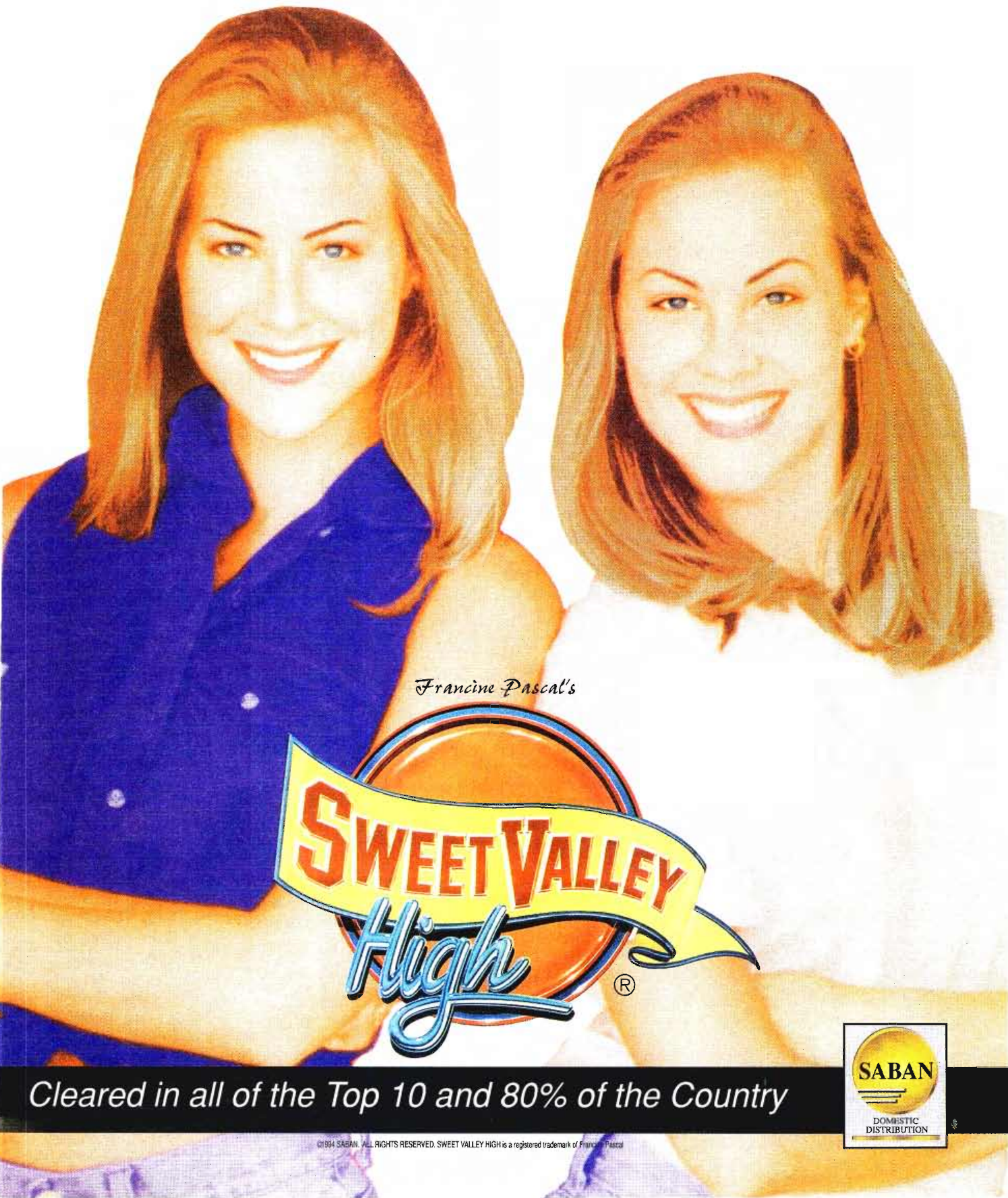
Kevin O'Brien, general manager of San Francisco rightsholder KTVU(TV), termed the suit a "gutsy thing to do. I can certainly understand their frustration." O'Brien has long been an outspoken critic of MLB policies toward local television rightsholders.

"Ironically, the local broadcast ratings of baseball games have always been the highest, yet there are so many built-in prejudices against us," O'Brien says. In the case of KTVU, there are limits to what O'Brien can do. The Giants are partially owned by Cox, which owns KTVU. ■

The suit is the first by a local rightsholder claiming devaluation of its contract

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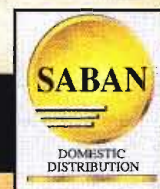
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Ben Patrick Johnson has something 'Extra'

Warner Bros. picks co-host for entertainment strip

By David Tobenkin

KABC(AM) production director Ben Patrick Johnson has been tapped as co-host of Warner Bros.' new syndicated magazine show *Extra—The Entertainment Magazine*, ending a six-month search by show producer David Nuell for a complement to co-host Arthel Neville.

Johnson, 25, offered a combination of appearance and skills that more than 1,000 other contenders for the spot could not match, says Nuell, adding that "Ben seemed to fit all the criteria—he had a strong knowledge of the material, strong delivery, youthfulness and good looks. The selection process for a male co-host was more difficult because we feel so strongly

about Arthel's natural talents. We wanted to make sure whoever her co-host was would make her better rather than being in conflict with her."

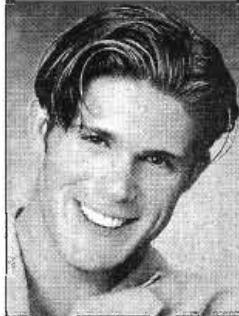
Johnson says he does not mind following Neville's lead: "It doesn't bother me. I'm very glad and fortunate to be here. Arthel and I each bring something unique to the mix."

Johnson's background includes experience as a radio/TV announcer, commercial actor and model. At KABC he has been responsible for the station's overall

sound, including on-air promos, music bumpers and station identifications. The youth of the hosts—Neville is 31—will give the show a younger and fresher feel than that of other entertainment magazines on the market, says Nuell.

The *Extra* crew recently moved into a 40,000-square-foot block of office space in Glendale, Calif., that includes a 4,000-square-foot production studio. Nuell says that the size of the facility will provide enough

space for the production of spin-off shows from *Extra* following the strip's first season. ■



Ben Patrick Johnson

'Rolonda' reupped in latest talk move

King World will revamp set and graphics, add new director

By David Tobenkin

The talk show shuffle continued last week, with King World Productions breathing another season of life into rookie talk show *Rolonda*. King World said it will support the show with a makeover that will include a new set and graphics and the addition of *Oprah* director Joey Ford to helm the show.

"We are proud of *Rolonda*'s performance," said Roger King, chairman of King World, in a statement. "In five short months the very talented Rolonda Watts and a terrific production team have made news as well as reported on it. The majority of our affiliate stations have enjoyed share increases in all key women's demos from February to May."

The show is the latest to force tough choices by syndicators. In the past several weeks, Twentieth Television's *Bertice Berry*, Tribune's *Can We Shop?!* and Group W's *Vicki!* have been axed.

Syndicators deciding whether to cancel or renew shows often face a difficult decision. On one hand, canceling a show offers another chance for success with a new show and curbs

the deficit of marginal programs.

On the other hand, syndicators are aware that shows sometimes take patience or reworking to find an audience. Warner Bros.' *Jenny Jones*, for instance, was counted out after a weak first season. Warner Bros. stuck with the show, reworked it, and sweeps ratings increased more than 36% from February 1993 to February 1994.

Sticking with *Montel Williams* also has paid off for Viacom—and now Paramount Domestic Television—with increased ratings in recent books.

Rolonda has shown promise, say King World executives. The show's Nielsen household ratings increased from a 2.0 in February to a 2.1 in May, with a significant jump in national demographic ratings for women. In some markets the show has shown large jumps. At KCAL-TV Los Angeles, the show's 2.7 household rating in May was up 29% from a 2.1 in February.

While saying the show's basic format will stay the same, King World officials clearly hope to give the show a shot in the arm.

Joey Ford joins the show as director after winning an Emmy last year for

direction of the *Oprah Winfrey Show*. He replaces Frank Ryan.

The show's new set will be "warmer, more accessible and more functional and will accommodate a lot more differentiated topics," says King World spokeswoman Allyson Felix. New graphics are being created by GRFX/Novocom.

Rolonda has been renewed in markets representing more than 70% of the country, including WABC-TV New York, KCAL-TV Los Angeles, WLS-TV Chicago, KYW-TV Philadelphia, KPX-TV San Francisco, WBZ-TV Boston and WJLA-TV Washington.

Meanwhile, competition has heated up for the time slots left by the demise of the three other shows.

Syndicators continue to work on new shows for 1995-96. Rysher is considering a talk show hosted by George Hamilton and ex-wife Alana Stewart. Group W is considering one featuring Lucie Arnaz. And Warner Bros. is rumored to be planning a show with former Wilson Philips singer Carnie Wilson in hopes of duplicating the success of Columbia TriStar's *Ricki Lake Show*, with its high profile among young viewers. ■

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Evamarie Keller, Editor; John Tierney, Editor. // **Outstanding Achievement in Lighting Direction:** Bill Berner, Lighting Director. // **Outstanding Achievement in Costume Design:** Costume Designers - Muppet Costumes: Fred Buchholz, Ed Christie, Rollin Krewson, Laurent Linn, Peter MacKenna, Connie Peterson, Stephen Rotondaro, Mark Ruffin, Carlo Yannuzzi, Mark Zeszotek // Costume Designers - Live Actors: Bill Kellard, Terry Roberson. // **Nominations: Outstanding Performer in a Children's Series:** Ruth Buzzi As: Ruthie // **Outstanding Directing in a Children's Series:** Jon Stone, Emily Squires, Lisa Simon, Ted May. // **Outstanding Achievement in Music Direction and Composition:** Music Director: Robby Merkin; Composers: Dave Conner, Paul Jacobs, Stephen Lawrence, Chris Cerf, Jeff Moss, Tony Geiss, Sarah Durkee. // **Outstanding Achievement in Live and Tape Sound Mixing and Sound Effects:** Tim Lester, Audio Mixer; Blake Norton, Audio Mixer; Dick Maitland, Sound Effects.



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MSOs take direct approach

Primestar launches \$55 million ad campaign; pushes digital switch

By Rich Brown

Some of the nation's top multiple system cable operators are stepping up their efforts to grab hold of the nascent direct broadcast satellite business.

Primestar Partners, the medium-power DBS service owned by six top MSOs and G.E. American Communications, last week unveiled a \$55 million advertising campaign (BROADCASTING & CABLE, June 20) and reported on the progress of their system-wide digital upgrade.

Primestar's announcements came as high-power DBS services DIRECTV and United States Satellite Broadcasting were launching service to home-receive dishes in their first two markets.

Primestar President/CEO John Cusick bristled at persistent suggestions that cable system operators were pushing their own DBS service to confuse the marketplace and reduce the threat of would-be DBS competitors. "I've heard that said many times

and, to be frank with you, I don't understand the logic in that," says Cusick. "We are competing and we're competing very hard."

Only about 5% of Primestar's current subscriber base of 70,000 households are in cable areas, says Cusick. He expects that percentage to be higher by the year 2000 but emphasizes that the service is targeting the estimated 10 million households unable to receive cable service. Primestar,

which delivers programming to customers via 36-inch backyard receive dishes, has been available in 40 U.S. test markets since 1990.

Meanwhile, Primestar is moving forward on a \$30 million upgrade of its current customer base from analog to digital equipment.

Cusick says 40,000 of Primestar's subscribing households have been switched to digital equipment since March; he expects total conversion "within a matter of weeks."

With its advertising and marketing efforts now in full swing, Cusick says he expects Primestar to be in more than 250,000 homes by year end and hopes to reach 3 million-5 million subscribers by 2000. Primestar's switch to digital will enable the service to expand to 77 video and audio channels by this summer. That number is expected to increase to 150 channels with the launch of a new satellite in 1996. ■

Class of '94

The Academy of Television Arts & Sciences has added seven members to its hall of fame, bringing the total number of honorees to 70. Alan Alda, Howard Cosell, Barry Diller, Fred Friendly, Bill Hanna, Joseph Barbera and Oprah Winfrey will be inducted at a ceremony this fall at the Disney-MGM Studios theme park in Orlando, Fla. The ceremony will be televised by ABC.

Top cable shows and nets

Following are the top 15 basic cable programs (June 13-19), 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>O.J. Simpson Chase</i>	CNN	Fri 11:00p	7,472	11.9	7.9
2. <i>O.J. Simpson Chase</i>	CNN	Fri 11:30p	6,781	10.8	7.2
3. <i>O.J. Simpson Chase</i>	CNN	Fri 10:00p	6,756	10.8	7.2
4. <i>O.J. Simpson Chase</i>	CNN	Fri 12:00m	4,864	7.7	5.2
5. <i>O.J. Simpson Chase</i>	CNN	Fri 9:51p	4,043	6.4	4.3
6. <i>O.J. Simpson Chase</i>	CNN	Sat 12:30a	3,829	6.1	4.1
7. <i>O.J. Simpson Murder Charge</i>	CNN	Fri 6:00p	3,332	5.3	3.5
8. <i>NHL Stanley Cup Finals</i>	ESPN	Tue 8:00p	3,279	5.2	3.5
9. <i>O.J. Simpson Murder Charge</i>	CNN	Fri 5:30p	3,094	4.9	3.3
10. <i>O.J. Letter Read by Shaprio</i>	CNN	Fri 8:00p	2,886	4.6	3.1
11. <i>Larry King Live</i>	CNN	Fri 9:00p	2,731	4.4	2.9
12. <i>O.J. Simpson Arrested</i>	CNN	Sat 1:12a	2,682	4.3	2.8
13. <i>Prime News</i>	CNN	Fri 8:30p	2,623	4.2	2.8
14. <i>O.J. Simpson Murder Charge</i>	CNN	Fri 4:00p	2,544	4.1	2.7
15. <i>Calling All Sports</i>	CNN	Sat 1:00a	2,543	4.1	2.7

The top five basic cable services for the week of June 13-19 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. USA	1,450	2.3/4.1
2. TBS	1,382	2.2/4.0
3. ESPN	1,206	1.9/3.4
4. TNT	859	1.4/2.5
5. NICK	769	1.3/2.2

SYNDICATION MARKETPLACE

'Sally' shift

Multimedia is shifting *Sally Jessy Raphael* executive producer Rose Mary Henri to the company's



Henri

new cable network, The Talk Channel. Henri will serve as executive producer of the 24-hour talk network, which is scheduled to launch Oct. 1.

Breaking ground

E.W. Scripps Company has broken ground on a \$10 million, 40,000-square-foot production facility in Knoxville, Tenn., that will serve as headquarters for the company's cable network, The Home & Garden Television Network.

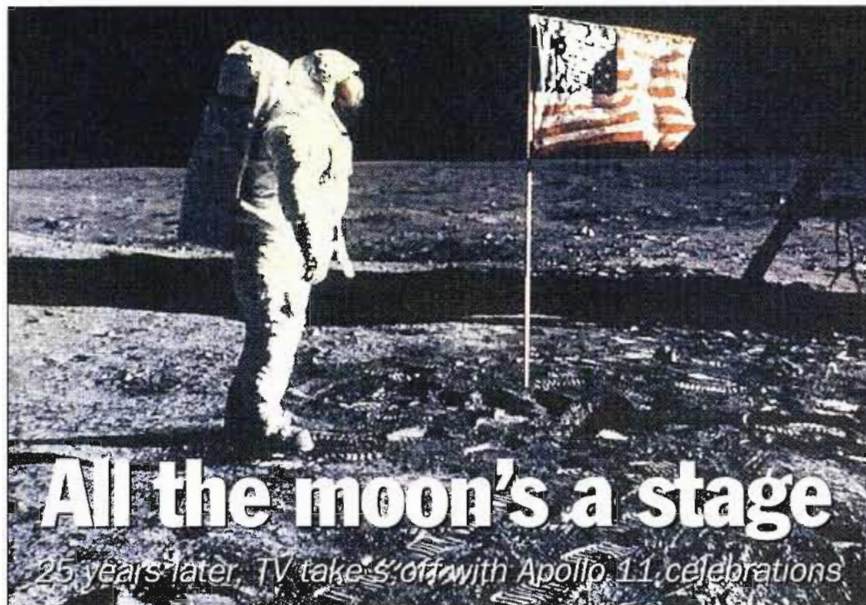
Plans for the facility include a working garden and a home construction site.

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BLAIR
TELEVISION



All the moon's a stage

25 years later, TV take's off with Apollo 11 celebrations

By Elizabeth Rathbun

The man in the moon will have many faces as broadcast and cable channels celebrate the 25th anniversary of the first man on the moon July 20.

But what was "the biggest show in broadcast history," according to the July 28, 1969, *BROADCASTING*, is shaping up to be a cable encore. Cable channels ranging from CNN to the Sci-Fi Channel are double stepping to get in on the action, reminiscing about days when they didn't even exist.

In 1969, Americans chose from among just three broadcast networks. CBS, anchored by Walter Cronkite, dominated the ratings with live cameras around the world. Twenty-five years later, CBS will devote an hour-long *CBS Reports* called *Space: The Last Frontier?*, anchored by Connie Chung, on the history and future of the U.S. space program. ABC and NBC plan no special commemorations. Nor does relative newcomer Fox.

"Twenty-five years ago, America did something like building a pyramid...It's been the greatest single event of human achievement in the 20th century," CBS News Senior Producer Steve Glauber says of the July 20, 1969, moonwalk by Apollo 11 astronauts Neil Armstrong and Edwin "Buzz" Aldrin Jr. But "what would be a final frontier has become a frustrating frontier."

"Things are crashing literally to the ground," says Michael Cascio, vice president, documentary programming, Arts & Entertainment Network. Cascio

also is executive producer of *Investigative Reports: Can We Still Trust NASA?* The show explores how NASA fell to the lows of the Challenger explosion and the flawed Hubble Space Telescope. "The space program was the big deal in the '60s," he says. "When you build it up that high, it's almost natural the bubble had to burst."

"The goal of the space program is a lot different [now] and perhaps not quite as grand," says CNN's NASA reporter, John Holliman. *CNN Presents...The Apollo Legacy* will examine the future and "what was so special about the Apollo program and

what it did for the psyche of the American people," he says.

CNN also plans to take *A Walk Through History*. Holliman and Aldrin, the second man on the moon, will narrate footage of the lunar landing and Neil Armstrong's first step as if they were happening now.

Not to be completely out of the picture, ABC compiled six hours from 60-plus hours of on-air footage for use by public television stations. The 35 stations airing *Apollo 11: As it Happened* are packaging it in two- or three-hour chunks, says William Abrams, vice president, business development and marketing, ABC News. While turning over footage this way is a first for ABC, it will happen again in August for the 20th anniversary of President Nixon's resignation.

PBS plans to devote the night of July 20 to space-related topics, with *Missions to the Moon*, an "encore" narrated by Martin Sheen, and *Apollo 13: To the Edge and Back*, which recounts the near-tragedy of the 1970 Apollo 13 mission. PBS then goes live with *The Great Comet Crash*, with the first images of comet fragments that are expected to crash into Jupiter.

As Armstrong's famous first step united the world, it seems fitting that some of the anniversary offerings have an international flavor. One production, Discovery's *One Giant Leap*, is British-produced; PBS's *To the Edge and Back* has Japanese and British coproducers.

Shooting the moon

A variety of special programs will celebrate the 25th anniversary of the first moonwalk. Here is a listing by network and cable channel:



ABC—No specials scheduled; *Apollo 11: As It Happened* produced for public television stations

Arts & Entertainment—*Investigative Reports: Can We Still Trust NASA?* 9-10 p.m. July 15

CBS—*CBS Reports: Space: The Last Frontier?* 9-10 p.m. July 14

CNN—*A Walk Through History* 8:30-9 p.m. July 20; *CNN Presents...The Apollo Legacy* 9-10 p.m. July 17

Fox—No specials scheduled

The Discovery Channel—*One Giant Leap* 8-10 p.m. July 16; *This Century: The Other Side of the Moon* Part 1: 10-11 p.m. July 16; Part 2: 10-11 p.m. July 17 (also appearing on The Learning Channel, same times)

NBC—No specials scheduled

PBS—*Missions to the Moon* 8-9 p.m. July 20; *Apollo 13: To the Edge and Back* 9-10:30 p.m. July 20; *The Great Comet Crash* 10:30-11:30 p.m. (live) July 20

Sci-Fi Channel—*Sci-Fi Channel's Trip to the Moon* 7-8 p.m. July 16; *Moon Mania Marathon* (movies) 9 a.m.-6 p.m. July 17

TBS—*Moon Shot Part 1* 8:05 p.m. July 11; *Part 2* 8:05 p.m. July 13

—All times ET *Aired previously

"The moon is everybody's moon," says George Carey of Baraclough Carey Productions, London, producer of *One Giant Leap*. "I absolutely don't see it as totally an American story. I see it as an achievement by a man who happened to be an American."

"When man actually set down there, I was speechless," Cronkite recalls. "I didn't have a great deal of confidence it was going to work." Nor was he sure how to fill the long hours if the lunar transmission didn't come through. "The greatest mystery was whether we were really going to get this television image from the



Barry Corbin, who plays eccentric ex-astronaut Maurice on CBS's 'Northern Exposure,' narrates TBS's two-part 'Moon Shot,' which chronicles the space race. It is based on the Turner Publishing book of the same name written by astronauts Alan Shepard Jr. and Deke Slayton.

moon," he says.

What was a singular event in history also was a watershed for broadcasting, some say. Not only did important

broadcasting technology originate with the space program, but television's access to the previously unseen further entrenched it in American culture.

"We knew it was big-time," says Robert Wussler, director of special events for CBS in 1969. Like the assassination of President Kennedy six years earlier, it one of the few events "that made television grow."

"It brought the world together for a moment in time," Holliman says. The moonwalk was "the first time that broadcasters had the wherewithal, the technical expertise, the equipment to do all the things that would make this happen." ■

Television's high point

Robert J. Wussler was with CBS in 1965-72. As director of special events for CBS News, he was executive producer of the network's Apollo 11 coverage. He is now an international communications consultant based in Potomac, Md. Here are some of his reminiscences:

July 16, 1969, the launch date of Apollo 11, and July 20, the day Neil Armstrong and Buzz Aldrin landed on the moon and stepped onto its surface, are events etched into the memories of the world's population. Most adults can tell you where they were and what they were doing when John F. Kennedy was assassinated and when the first lunar landing and moonwalk took place.

For television the world over, it was a high point: re-establishing for broadcasters everywhere their ability to bring human drama into the home. After all, there was no cable industry to speak of back then. No home videotape recorders. No myriad channels to select from.

Color television, at least at CBS and ABC, was only 4 years old. Lightweight cameras, smaller videotape machines and international satellites—most useful to the lunar coverage—had been developed and field-tested in the previous year or two.

ABC, CBS and NBC devoted considerable resources to NASA's manned space program starting in winter/spring 1961, shortly after Kennedy's inauguration. Television news was getting out of the studio and more into the field, where stories happened.

Television graphics were primitive in the '60s. We made up for that with carefully crafted models, replicas and massive moonscapes, using full-sized spacecraft made of cardboard and balsa wood.

The competition between CBS and NBC was fierce (ABC hadn't quite reached that level yet). Money was no problem. The networks were doing exceptionally well, and extra dollars went into news. At CBS, we spent over \$3 million on Apollo 11—a very healthy sum for 1969, and at least \$1 million over budget. Following glowing reviews of Walter Cronkite and the CBS News coverage, no one ever mentioned the cost to me again.

From the start, we at CBS decided that our treatment of



Robert J. Wussler and some of the first pictures from the moon of Neil Armstrong and Buzz Aldrin.

this story would be more global, more poetic, more far-reaching. We knew that NBC would cover the hardware, the rocket, the astronauts from top to bottom. We decided to provide a different angle. We wanted to take advantage of Walter Cronkite's ease in doing homey events. Like a fine wine, the longer we went, the better Walter got.

Cameras, correspondents and producers were everywhere: over 1,000 people worked on our coverage the day man landed on the moon, from Disneyland to the *Daily News* editorial room in New York. Live reports from the Ginza in Tokyo, London's Picadilly, Moscow's Bolshoi, together with festivals in Morocco and mariachis in Mexico (we never did get the sound from Mexico on the air, but I heard it in my headset!) highlighted our 32 hours of continuous coverage. Charles Kuralt's memorable piece on Mt. St. Michelle and the relationship between moon and tides. Fred Warshafsky's stunning half-hour on how Hollywood portrayed space travel and the moon. Joel Banow's film graphics that opened and closed every half hour. Ritchie Mutchler and Jimmy Clevinger's supervisory work in videotape.

Technical supervision by Jack Kelly, Sid Kaufman, Hal Classon, Sam Laine and Don McGraw made the mechanical stuff go flawlessly. CBS's Apollo 11 team was blessed with three great bosses: Jack Schneider, Bill Leonard and Gordon Manning. These elements, together with the editorial work of Joan Richman, Clarence Cross and researcher Howard Stringer, combined to weave a fabric that produced a very special day-and-a-half of television.



NBC takes 'Today' public

Morning show gets street-level studio with window on

By Steve McClellan

The *Today Show* got a boost in the ratings last Monday (June 20), when it debuted from its new state-of-the-art, street-level, window-front studio in Rockefeller Plaza.

Although the show was up 22% from its metered-market performance a week earlier (and up 50% in the New York market), it remained in second place behind ABC's *Good Morning America*.

But talk to anyone involved with the switch at the network and they will tell you that the new \$15 million studio, which also will house the prime time magazine *Now*, is not about ratings—at least not short-term ratings.

NBC News President Andrew Lack says the studio sends a message to the outside world that the corporate owners at General Electric aren't the penny-pinching weasels that David Letterman and others make them out to be.

"I probably wouldn't use those exact terms, but that's a perfectly solid message," Lack said last week. "NBC News has a legacy and a proud tradition." And GE, as owner, is the caretaker of that legacy. "This is one signal that they take the role seriously," he said. The studio has been characterized as a "gift" from GE—that is, it didn't come out of the NBC budget.

The first broadcast featured an interactive half-hour interview with President Bill Clinton. The interactive part was questions from people milling around outside the new studio and looking in. Located just outside the studio on the street, where the sound from the broadcast is clear as a bell, are kiosks into which passersby

can talk, communicating with hosts Bryant Gumbel and Katie Couric as well as any participant hooked into the broadcast by satellite.

The kiosks will remain outside the studio all day, taking polls of passers-by on issues, and then will be packed away at night. NBC executives hope that the interactive capability of the kiosks, coupled with the window-front design, will make the studio a

major midtown tourist attraction.

The new studio, says *Today* executive producer Steve Friedman, marks a sort of "back to the future" return to the "window on the world" setup the show had in the 1950s when it was housed in a window-front studio just one block away.

There are differences. At a time when the world, particularly New York, is perceived as a little nastier, or at least less polite, the show has taken steps to insure to the extent possible, what goes on the air. When Monday's broadcast did a segment on the O.J. Simpson case, mechanical walls were raised behind the windows to block out any potential O.J. fans or detractors with visual aids ("Free O.J." signs, for example).

Asked if he is concerned about potential crowd incidents, Friedman remarked that he was happy just to see several hundred people show up on the first day. "I had no idea if anybody was going to show up," he said. "We like to think it will be a destination for people." And if, every once in a while, a crank sneaks in a Bronx cheer or a free so-and-so sign, "it's not the end of the world," he said. ■

Designs on the future

The following are news briefs from the Broadcast Designers Association International meeting in New Orleans:

■ Equipment costs are a major component of BDA members' budgets, according to a BDA survey in which half of the respondents reported equipment budgets of more than \$100,000 for the year. Equipment costs topped \$200,000 for 20% of respondents and \$300,000 for 10%. The questionnaire was sent to BDA's 1,100 members on May 17. The survey also found that a more powerful PC was the item mentioned by most respondents as their next planned equipment purchase (within six months).

■ BDA added 100 members (now 1,300) during the conference in New Orleans, said organization spokesman Doug Hall. BDA elected Larnie Higgins president for a one-year term. Higgins is a partner with Roxy Design in Atlanta. David Snapp, director of video design at Capital Cities/ABC, was elected vice president. Lori Pate, an art director with Encore Media in Englewood, Colo., was re-elected treasurer. Barbara Richied, an art director at Kavouras Inc. in Minneapolis, was elected secretary. Newly elected directors are Lisa Fengler, art director, KOMO-TV Seattle; Jim Rodgers, design director KTVU(TV) Oakland; and Leslie Celia, art director, QVC Network, West Chester, Pa.

■ Entertainment Communications Network (formerly NATPE*Net) will provide online database and e-mail services for members of the association. Services include an online version of BDA magazine *Diem*, the BDA fax, a list of the BDA offices and an outline of services offered.

■ Winner of BDA's 1994 \$4,000 Al Medoro Memorial Scholarship was Jennifer Leipelt, associate designer at Flying Colors Video Graphics and Animation in Redwood City, Calif. She will attend Arizona State University. The winner of the \$1,000 minority scholarship was Jessica Venegas, a student at the Fashion Institute of Technology in New York.

—DT

Ratings Week According to Nielsen, June 13-19

	abc ABC	CBS	NBC	FOX
MONDAY	8.6/15	9.5/16	9.5/16	7.1/12
8:00		32. Dave's World 8.9/17	30. Fresh Prince 9.1/17	
8:30	30. Day One 9.1/17	51. Tom 7.4/13	23. Blossom 9.6/17	53. Fox Night at the Movies: The Abyss 7.1/12
9:00		16. Murphy Brown 11.3/19		
9:30	39. Dynasty: The Reunion, Part 2 8.4/14	21. Good Advice 10.0/16	23. NBC Monday Night Movies—Woman on the Ledge 9.6/16	
10:00		23. Northern Exposure 9.6/16		
10:30				
TUESDAY	10.8/19	8.5/15	8.3/15	4.9/9
8:00	26. Full House 9.4/18	43. Rescue 911 8.0/15	41. After the Headlines 8.2/15	86. South Central 4.3/8
8:30	28. Phenom 9.2/17		62. John Larroquette 6.2/11	83. Roc 4.7/9
9:00	7. Roseanne 13.2/23		61. John Larroquette 6.3/11	77. Tales fr/the Crypt 5.2/9
9:30	8. Coach 13.0/22	36. CBS Tuesday Movie—My Son Johnny 8.7/15	18. Dateline NBC 10.5/18	74. Tales fr/the Crypt 5.3/9
10:00	20. NYPD Blue 10.1/17			
10:30				
WEDNESDAY	13.7/24	6.1/11	10.7/20	4.2/7
8:00	10. Home Improvmt 12.7/25	69. The Nanny 5.7/11	44. Unsolved Mysteries 7.9/16	84. Beverly Hills 90210 4.4/8
8:30	13. Lion King: Mus 11.5/21	69. Good Advice 5.7/11		
9:00	1. Home Improvmt 17.8/31	71. America Tonight 5.6/10	9. NBA Finals Game 4—Houston vs. New York 12.9/23	88. Melrose Place 3.9/7
9:30	2. Grace Under Fire 17.0/29	54. CBS Reports: Murrow/McCarthy 7.0/12		
10:00	13. Turning Point 11.5/20			
10:30				
THURSDAY	9.2/16	7.7/14	13.0/24	5.8/11
8:00	51. Matlock 7.4/14	57. How'd They Do That? 6.7/13	28. Mad About You 9.2/18	49. The Simpsons 7.7/15
8:30			15. Wings 11.4/22	67. Sinbad 6.1/12
9:00	50. The Byrds of Paradise 7.5/13	26. Eye to Eye with Connle Chung 9.4/17	4. Seinfeld 14.9/27	79. In Living Color 5.1/9
9:30		54. Picket Fences 7.0/12	3. Frasier 15.0/26	84. Herman's Head 4.4/8
10:00	11. Primetime Live 12.6/22		6. Dateline NBC 13.7/24	
10:30				
FRIDAY	8.3/16	7.6/15	6.6/12	3.9/8
8:00	(nr) O.J. Simpson Sp Report	(nr) O.J. Simpson Sp Report	(nr) O.J. Simpson Sp Report	89. Adventures of Brisco County Jr. 3.0/6
8:30	46. Family Matters 7.8/16	56. Diagnosis Murdr 6.8/14	89. seaQuest DSV 3.0/6	82. The X-Files 4.8/9
9:00	38. Step By Step 8.6/16	42. Burke's Law 8.1/15	46. NBA Finals Game 4—Houston vs. New York 7.8/14	
9:30	40. Hang'n w/Mr. C 8.3/15	(nr) O.J. Simpson Pursuit		
10:00	32. 20/20 8.9/16			
10:30	(nr) O.J. Simpson Pursuit			
SATURDAY	6.7/14	7.2/15	5.7/12	5.9/13
8:00	69. ABC Saturday Night Movie—Fire! Trapped on the 37th Floor 5.7/12	57. Dr. Quinn Medicine Woman 6.7/15	77. Mommies 5.2/12	74. Cops/Hong Kong 5.3/12
8:30		74. Harts of the West 5.3/11	81. Getting By 4.9/11	68. Cops 6.0/13
9:00		21. Walker, Texas Ranger 9.7/20	62. Empty Nest 6.2/13	62. America's Most Wanted 6.2/13
9:30			59. Nurses 6.6/13	
10:00	34. The Commish 8.8/18		73. Sisters 5.5/11	
10:30				
SUNDAY	9.7/19	10.5/20	10.3/21	4.2/9
7:00	59. Am Fun Hm Vid 6.6/15	5. 60 Minutes 14.1/32		91. The Wyatts 2.0/5
7:30	62. Am Fun People 6.2/13	19. Murder She Wrote 10.3/20	16. NBA Finals Game 6—New York vs. Houston 11.3/24	86. Martin 4.3/9
8:00	34. GMA at Night 8.8/17	36. CBS Sunday Movie—Taking Back My Life 8.7/16	46. Law & Order 7.8/14	71. Living Single 5.6/11
8:30				62. Married w/Chldr 6.2/11
9:00				79. George Carlin 5.1/9
9:30	12. ABC Sunday Night Movie—Dad 11.9/22			
10:00				
10:30				
WEEK'S AVGS	9.7/18	8.3/15	9.3/17	5.1/10
SSN. TO DATE	12.1/20	13.1/22	10.8/18	7.1/12

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

Children's Television

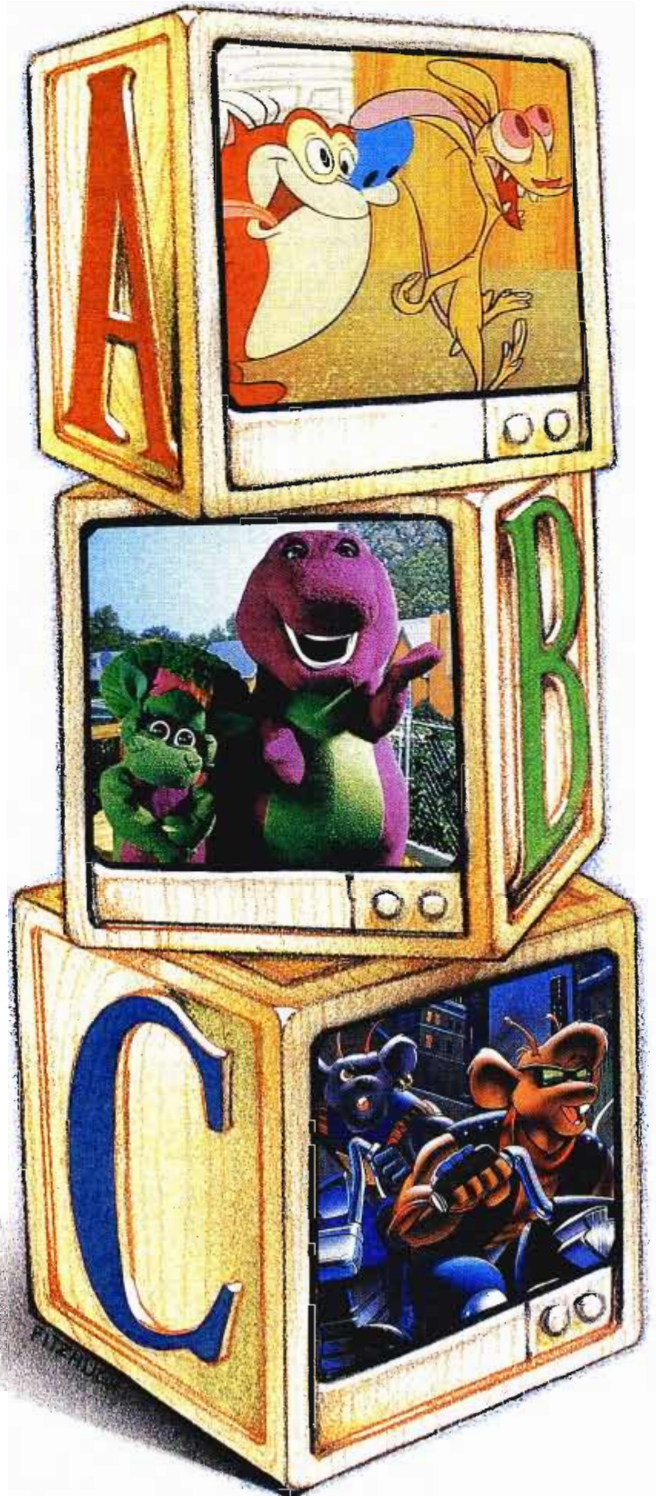
Children's programming, once an afterthought is now a ratings and advertising bonanza on broadcast television, cable television and radio.



There are close to 40 million children in the U.S today who watch nearly 28 hours of television per week. As a group, these kids spend or influence nearly \$100 billion annually. With these kinds of numbers up for grabs, it's no wonder that programming for this audience is not childplay.

In our July 25th issue, *Broadcasting & Cable* will look at this genre along with "Tween TV"both an important part of every television lineup. With so much money at stake, this issue is certain to be a "must read" and a keeper for both readers and advertisers alike.

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Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

Interactive



GTE Interactive playing games

Company has 20 software titles to launch this year, more in development

By Mark Berniker

GTE, the country's largest independent telephone company, has quietly been developing CD-ROM and video-game software for today's market while positioning itself for networked multimedia in the future.

GTE's move into interactive software demonstrates the importance of creating not only the pipeline for future broadband networks, but the material that will be carried as well.

"We're attempting to bridge the gap between the entertainment and technical communities, and instead of talking about what we will do, we're shaping the interactive entertainment market now," says Tom Casey, GTE Interactive Media vice president of marketing.

GTE's Interactive Media unit, working in seclusion at its Digital Park production studios in Carlsbad, Calif., has 20 software titles near completion and another 20 in development. GTE has invested more than \$15 million in the studio and employs close to 80 people, a drop in the bucket for the telco, which has more than \$20 billion in revenues annually.

GTE Interactive Media has been working for more than four years on its software projects. It plans to target the young male and children's markets first, then develop a range of mass market titles.

The titles are being developed for personal computers

continued on page 34

Telcos

US West ventures into cable territory

By Mark Berniker



Larry Levine

On the heels of its recent court victory, US West is revising its broadband strategy and taking a broader view of itself as both network conduit and provider of programming.

US West earlier this month won a federal court ruling in Seattle that paves the way for the regional Bell operating company to offer cable television and enhanced services within its 14-state western operating region. It was a

major victory for the telco, which along with Bell Atlantic is pushing its way into video and multimedia network markets.

"The ruling gives us a lot more flexibility and enables us to act a lot more like a cable operator without third-party interference," says Larry Levine, vice president/general manager for US West's broadband and multimedia services division.

The major result of the ruling
continued on page 37

Standards groups try to set info highway speed limits

While companies are scrambling to get on the information highway, several standards bodies are moving just as quickly to create technical specifications that will seamlessly lead the way for the delivery of multimedia services across the country and around the world.

"How do you make a network of networks and a variety of appliances all plug in together?" asks Chick Hayden, spokesman for ANSI, the American National Standards Institute, one of the bodies working to create standards for the information highway.

Another standards group is the Digital Audio-Visual Council (DAVIC), which is attempting to set specifications for the network interfaces and protocols that will be used

continued on page 37

CD-ROM

Beavis and Butt-head play games

Viacom steps up production for alternative outlets

By Mark Berniker

Beavis and Butt-head are not just for television anymore. That's because Viacom is getting into the business of leveraging its television properties into entertainment software.

Viacom New Media is producing a videogame version of MTV's irreverent twosome to be available this fall. MTV's Beavis and Butt-head will be made for Sega Genesis, Super Nintendo Entertainment System and Sega Game Gear videogame platforms.

Mike Judge, the voice and creator of Beavis and Butt-head, helped to create the game, along with Viacom's multimedia designers. The object of the video game is to help Beavis and Butt-head get tickets to see Gwar, the heavy metal band beloved by the dynamic duo.

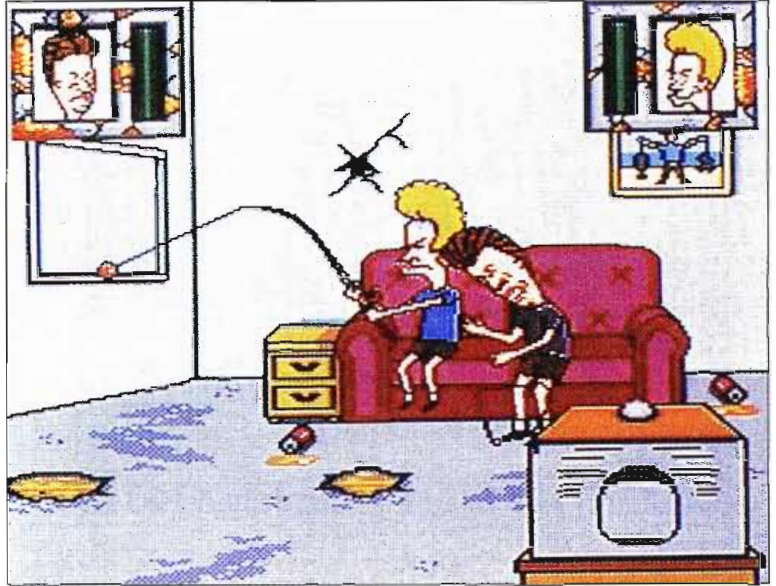
The animated graphics from the television show have been duplicated for the video game, which also will use audio clips of Beavis and

Butt-head's renowned laughs and catch-phrases.

This is the first time MTV has attempted to translate a series to the videogame market, and the effort signifies Viacom's new approach to producing entertainment for a variety of platforms.

Viacom also has released MTV's first CD-ROM, entitled "MTV's Club Dead," an interactive movie set in a futuristic fantasy resort that allows the user to manipulate the story by controlling the movie's characters. The CD-ROM contains 150 live-action scenes set in 20 locations with more than 90 minutes of full-motion video.

At this year's summer Consumer Electronics Show, Viacom New Media announced the release of "Are You Afraid of the



Beavis and Butt-head are in a new videogame produced by Viacom New Media

Dark?: The Tale of Orpheo's Curse," a CD-ROM that combines ghost storytelling, live-action entertainment and game playing.

Viacom New Media also has announced the release of "Nickelodeon's Director's Lab," a CD-ROM that offers a simulated multimedia pro-

duction studio in which users can create customized mini-movies, music videos and video greeting cards. Another Nickelodeon title is "Guts," the videogame version of the sports fantasy show, which will be available on the Super Nintendo Entertainment system. ■

GTE continued from page 33

equipped with a CD-ROM drive. GTE will use "selective conversion" of some of the titles to the 3DO Multiplayer and both Sega and Nintendo's 16-bit videogame cartridges, according to Casey.

The company's first software titles will become available in August, with the next 20 titles being released throughout next year and into early 1996.

GTE Interactive Media's marketing targets males 7-17, who buy and play the bulk of video games. GTE will release a line of games called Street Sports that will include Jammit, an interactive basketball game, and Blades, an interactive hockey game. Casey says the titles will retail for \$30-\$60.

GTE also is developing a series of games under the Action Arcade brand name, that will include Cars, which transports the player into a "3-D virtual world" driving a combat vehicle. Another action game is FX Fighter, a martial arts game that includes live actors digitized into the action.

GTE's Interactive Toys are a set of software products designed for children 3-6. These use shape and pattern recognition and will work in tandem with multimedia personal

computers with a CD-ROM drive. The series includes the Vitise Visits software titles, which let youngsters travel among dinosaurs into space and into the ocean.

Casey says GTE Interactive Media is facing the rapid evolution of the interactive entertainment software market, the videogame market, and the creation of broadband multimedia networks. Casey says, the company chose CD-ROM because of its current "explosive growth." He says future videogame titles will be developed for the 32-bit and 64-bit gaming systems, but those platforms have yet to catch on in the mass market.

GTE is planning a video dialtone trial in Manassas, Va., in which the company will test a variety of networked multi-player games. GTE will offer the games on a "pay-per-play basis" and wants to facilitate the incorporation of communications with disk-based software titles.

Although GTE Interactive Media is developing CD-ROM and videogame software now, Casey says the company has the vision to recognize that network delivery and incorporating communications with interactive entertainment are the wave of the future. But he also admits that those are still a few years away. ■

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France Telecom

Interactive

Jones plans fiber system

Jones Interchangeable says it will build an advanced fiber optic system in its Alexandria, Va., cable system. The new fiber-based system will increase the number of channels Jones can offer from 51 to 110 and will provide a digital platform for the delivery of home banking, data access, video games, teleconferencing, interactive programming and electronic newspapers. Jones will lay more than 260 miles of fiber optic lines and expects the network to be complete within three years.

Apple starts Eworld online service

Apple Computer has begun an online service for users of Macintosh-based desktop and laptop computers as well as Apple Newton handheld devices. Eworld provides users with an electronic mail system and access to a range of news and information services. Apple has signed more than 100 partners, including Reuters and Tribune Media Services. The monthly fee for Eworld is \$8.95 for the hours; each additional hour costs \$7.90 during business hours, \$4.95 evenings and weekends.

Tandem teams with On-Demand

Tandem Computers and On-Demand Technologies will jointly provide a video server system for interactive multimedia applications. The Tandem/On-Demand video server will be available in the third quarter of this year and will be marketed to telephone, cable and wireless system operators as well as media content providers.

Projecting multimedia market of 2000

A study released by Frost & Sullivan predicts that the U.S. market for multimedia hardware and software will jump from \$4.9 billion in 1993 to more than \$22 billion by the turn of the century. The report, "World Multimedia Hardware and Software Markets," sees the market growing 24% between 1993 and 2000.

Silicon, AT&T venture into multimedia

Joint deal links one's servers, the other's network

By Mark Berniker

In an effort to jump-start telco-and cable-based broadband services, AT&T Network Systems and Silicon Graphics Inc. have set up a joint venture to integrate the various components required to deliver on the promise of interactive television.

The new entity, called Interactive Digital Solutions, will link powerful computers and networked communications for multimedia applications. The deal is a major coup for Mountain View, Calif.-based Silicon Graphics (SGI), which was competing with Oracle, IBM and Microsoft to provide the hardware and software to interface with AT&T's network. The visual computing company also had been the subject of takeover rumors.

The crux of the deal is the connection of SGI's fast-speed media-server computers, known as Challenge, and AT&T's evolving broadband network systems for telephone companies and cable operators. The Challenge servers are based on MIPS RISC-based architecture. The digital media stored on them will tap into AT&T's switches, transport, access and network operations systems.

The deal boosts AT&T's position as the leading equipment provider for broadband networks and links it to one of the most powerful computing systems on the market. Both companies say the joint venture does not preclude existing contracts signed with operators, and the deal is nonexclusive.



ence in New York, SGI Chairman Ed McCracken said the prototype set-top box that is being built for Time Warner in Orlando may cost thousands of dollars now, but will dip below \$300 per box by 1997.

AT&T already has a slew of new business. For upgrading telco networks to broadband, and has been chosen to supply equipment to Pacific Bell, Bell Atlantic, Southern New England Telephone and Southwestern Bell. Meanwhile, it is conducting trials with Viacom in Castro Valley, Calif., and GTE in Manassas, Va.

"Those deals are worth around \$15 billion today, and we estimate the size of the broadband technology market [will] be \$32 billion by the year 2000," says Blanchard Hiatt, spokesman for AT&T Network Systems.

Interactive Digital Solutions will begin shipping product during the middle of next year and will work on creating a computer programming language especially for interactive television services, Barton says. ■

AT&T and SGI not only will work on software connecting SGI's media servers with AT&T's network, they also will facilitate tools for third-party developers, including broadcast and cable television programmers, to create applications and services, says Jim Barton, president/general manager, Interactive Digital Solutions. AT&T has yet to make headway selling its broadband network systems to cable operators. But SGI already has a major deal with cable giant Time Warner for its Full Service Network in Orlando, Fla.

Barton says AT&T and SGI may work together to create a set-top box device, but the venture first will focus on client-server software. During a news confer-

Wireless cable digital alliance formed

Six wireless cable companies have established an R&D alliance to develop digital technologies enabling the delivery of up to 300 channels over the air. The Wireless Cable Digital Alliance is composed of American Telecasting Inc., Andrew Corp., California Amplifier, EMCEE Broadcast Products, Microwave Filter Co. and Zenith Electronics Corp.

US WEST

continued from page 33

ing is that US West now can negotiate contracts directly with cable and other video programers, and freely price and package the offerings it believes consumers want.

Also, "This ruling, coupled with the similar Bell Atlantic decision, should cause the FCC and legislators to proceed a little differently," Levine says. Federal lawmakers should assume that telephone companies can compete freely in cable programing markets, he says.

Levine predicts the case will be appealed to the U.S. Supreme Court, where it will be judged in favor of the First Amendment rights of the telcos.

US West's first move into cable programing will be with Interactive Video Enterprises Inc., a wholly owned subsidiary of US West Marketing Resources. The interactive marketing and mer-

chandising service will be used in US West's video dial-tone trial in Omaha, Neb. The trial is to begin in the next few weeks.

However, Interactive Video's creation in March may be seen as a challenge to the FCC. FCC regulations allow RBOCs to own only 5% of a video programing company, and there are questions about whether the subsidiary's creation violates those rules. US West says the formation of the new company does not cross any legal boundaries.

Interactive Video was created to "design, develop, distribute and promote interactive television services" over broadband cable networks for US West and others, says Kevin Randolph, executive vice president of the company.

Although a subsidiary of US West, Interactive Video plans to be part of other interactive telco and cable networks. Randolph says the

company will go outside US West's evolving broadband network to be part of "a number of delivery platforms."

Randolph is excited about the potential for new interactive applications over high-speed broadband multimedia networks, but adds that Interactive Video also is working with existing technology and exploring ways of "combining multiple forms of media simultaneously."

Interactive Video is exploring electronic yellow pages that may combine a comprehensive directory with a multimedia database including video and sound clips, graphic images, text about the company and its products, and a way for consumers to make interactive purchases.

The company also is taking lessons from Home Shopping Network, QVC and infomercials. The paradigms for home shopping are shifting quickly, Randolph says. ■

Calendar

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.

SEPT. 28-29—Convergence '94: Interactive Television, sponsored by Multichannel CommPerspectives, Santa Clara Convention Center and Westin Hotel, Santa Clara, Calif. Contact: Sarah Harvey, 303-393-7449.

OCT. 4—Broadcasting/ Cable Interface, 8th annual conference, sponsored by BROADCASTING & CABLE and the Federal Communications Bar Association, Omni Shoreham Hotel, Washington. Contact: Joan Miller, 212-337-6940.

ANSI

continued from page 33

for video on demand and other digital interactive video services.

DAVIC hopes to arrive at some initial standards by



Sergio Mazza

the end of next year, but bringing a range of industries and issues under one umbrella in 18 months is no small challenge.

The complicated part in integrating standards for different interactive applications is figuring out how computer operating systems will interface with video servers housing vast amounts of multimedia content. The next issue is how that content is packaged and sent over various networks. Then the question is how it interfaces with the television set, set-top box, remote control and other consumer devices in homes.

What is required are multiple interfaces

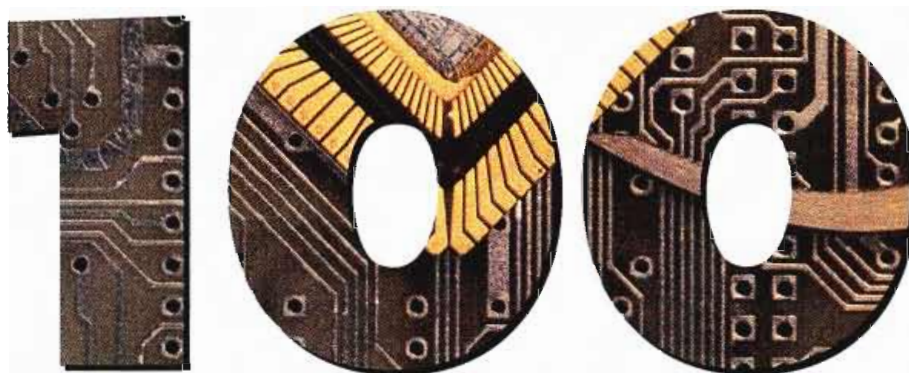
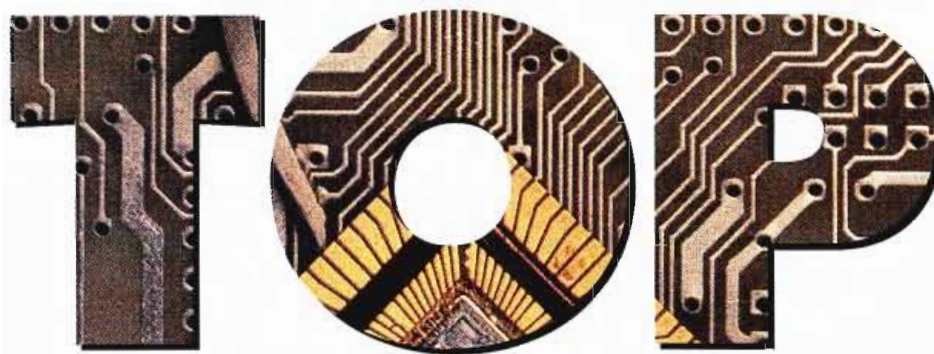
that hook into different parts of the chain from the headend to the home.

DAVIC has established six technical committees to study set-tops, servers, the network, applications, systems technology and new technologies. DAVIC will meet next in Europe in mid-September to discuss issues raised by each of the committees.

A great deal of standards work already has been done to create a framework by the SONET, ATM and MPEG standards committees. SONET is an existing open standard for signals used in fiber optic networks, while ATM is a data communications protocol used for fast-speed switching transport of voice, data, video and multimedia services. MPEG is an international standards consortium concerning itself with compression of full-motion video images in digital systems.

Meanwhile, ANSI is beginning to address the standards issues surrounding the National Information Infrastructure.

ANSI President Sergio Mazza recently said ANSI's focus is on creating open standards and approaching issues from the perspectives of "consumers, manufacturers and content providers." —MB



In Electronic Communications

Nineteen ninety-three was a good year for the majority of Fifth Estate companies that made **BROADCASTING & CABLE**'s 17th annual exclusive ranking of electronic communications. Many were coming off a strong 1992, continuing the trend of double-digit revenue increases through 1993.

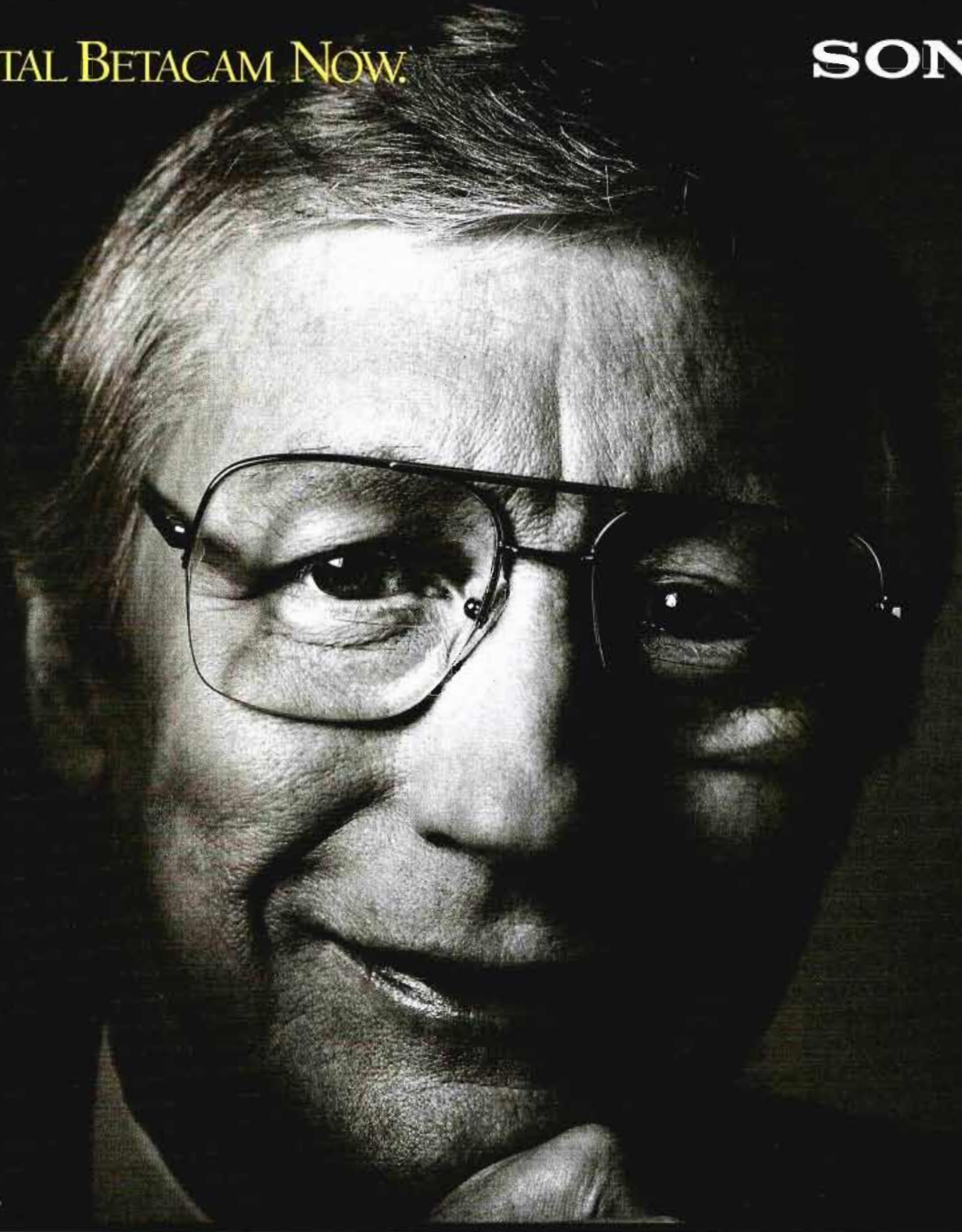
The Top 100 ranking is headed by Capital Cities/ABC, followed by Tele-Communications Inc., Time Warner, CBS and Sony.

Broadcasting companies were generally strong, and some new companies were added to the list as a result of station buying in 1993. Cable system operators continued to be led by Tele-Communications Inc., with Time Warner, Continental, Comcast and Cablevision making up the rest of the top five MSO slots. Programming firms were topped by Viacom and Turner Broadcasting. Results for technology and agencies/service companies were mixed, as they were in 1992.

The following charts rank companies by their Electronic Communications Index (ECI) revenue—the revenue each company derives from broadcasting, cable, programming, equipment and other related communications activities. The "Broadcasting" and "Cable" charts also detail the operating income that those companies derive from ECI activity. To determine ECI data, **BROADCASTING & CABLE** relies on estimates from the companies, securities analysts and industry associations.


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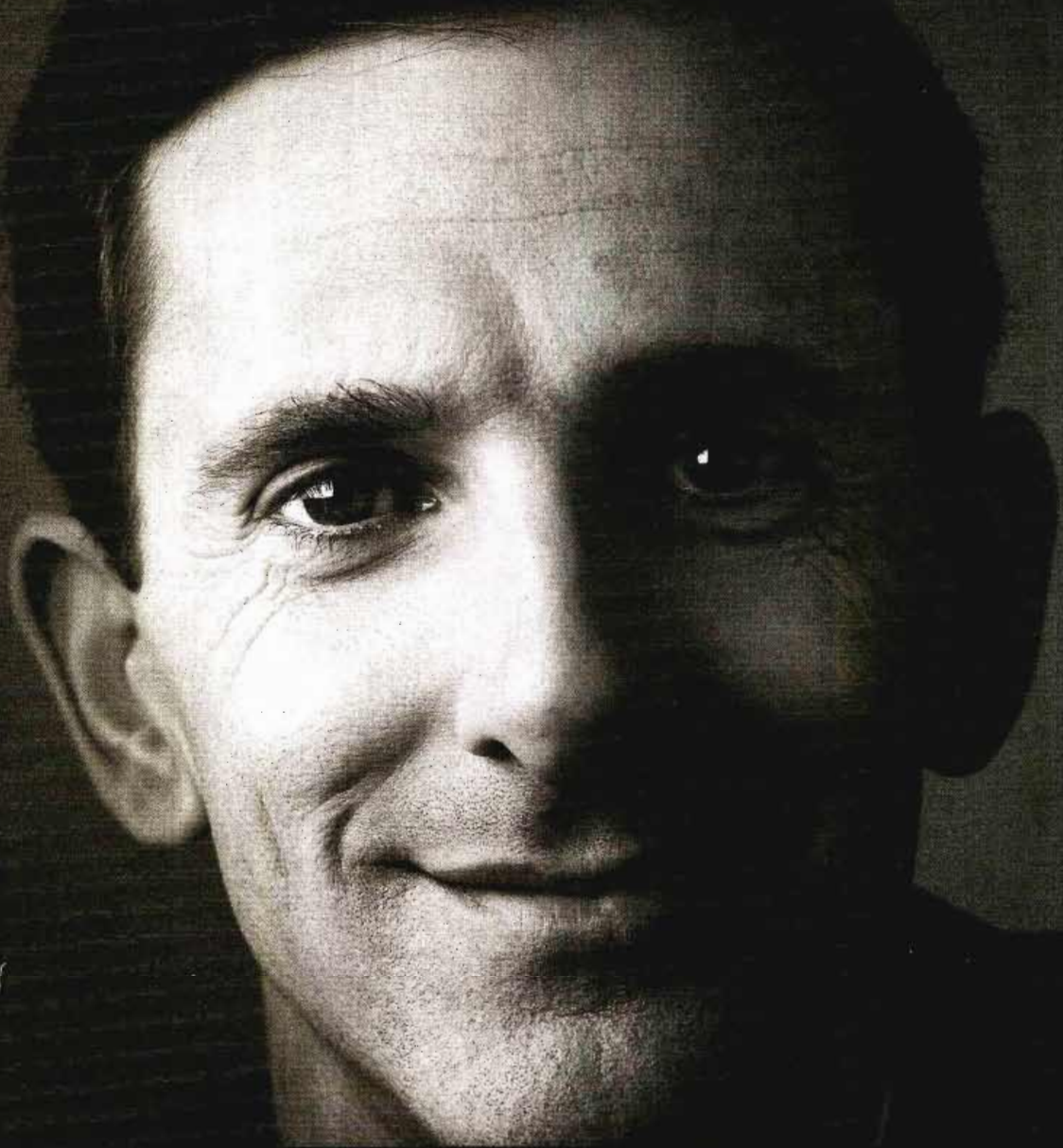
—E.B. (Gene) Wright, VP/Engineering, Turner Broadcasting System



With Digital Betacam equipment we're able to service clients who, in the past, were using analog component equipment, like Betacam SP. We give them improved picture quality without additional costs. In addition, the playback quality of an analog tape is actually better, when played on a Digital Betacam VTR. What's important to us is that Digital Betacam has closed the gap in digital formats between D-2 and D-1. We have a central machine room that has almost 100 VTRs. The Digital Betacam machines just plug in and fit the system. We've never run into a situation that anybody was complaining or that anyone could even point to artifacts that were a result of compression. It's performed flawlessly.

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— Moshe Barkat, President, Modern Videofilm



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—Warren P. Kaplan, VP/Program Operations, Encore Media Corporation

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TOP 100 COMPANIES

1. Capital Cities/ABC 2. TCI 3. Time Warner 4. CBS 5. Son 6. General Electric 7. Matsushita 8. Viacom 9. Turner Broadcasting 10. News Corp. 11. Paramount 12. GVC Networks 13. Continental 14. Liberty Media 15. General Instrument 16. Comcast 17. Interpublic 18. Disney 19. Saatchi & Saatchi 20. WPP 21. Tribune 22. Westinghouse 23. Cablevision Systems 24. Omnicom 25. Harris 26. Knight-Ridder 27. Multimedia 28. King World 29. Times Mirror 30. Scientific-Atlanta 31. Gaylord 32. BHC Communications 33. Gannett Co. 34. Cablevision Industries 35. Grey 36. Scripps Howard 37. New World Communications 38. Washington Post 39. Adelphia 40. Century 41. 3M 42. Tektronix 43. Hughes 44. Houston Industries 45. Spelling 46. A.H. Belo 47. International Family Entertainment 48. Citicasters 49. Infinity 50. Dun & Bradstreet 51. Kodak 52. Media General 53. Telemundo Group 54. Ceridian 55. Katz Communications 56. FCB 57. TCA Cable 58. Meredith Corp. 59. LIN Broadcasting 60. Jefferson-Pilot 61. Pulitzer 62. Clear-Channel Communications 63. Ampex 64. Renaissance Communications 65. Jones Intercable 66. RHI 67. Reuters 68. Varian 69. United Video 70. Perenchio Television 71. McGraw-Hill 72. Jacor Communications 73. ML Media Partners 74. Westwood One 75. Allbritton Communications 76. C-TEC 77. Evergreen Media 78. Liberty Corp. 79. Park Communications 80. New York Times 81. Act III 82. Lee Enterprises 83. Unitel 84. Argyle 85. Heritage Media 86. IDB 86. Zenith 88. Ackerley Communications 89. BET Holdings 90. Burnham Broadcasting 91. American Family 92. Continental Broadcasting 93. ML Media Opportunity 94. Associated Press 95. All American 96. Falcon 97. EZ Communications 98. Emmis Broadcasting 99. Motorola 100. Outlet Communications

BROADCASTING

Broadcasting companies had almost universally strong results last year. Some of the largest revenue gains were due to acquisitions, allowing companies such as BHC Communications and Clear Channel Communications to move up in the ranking by several places.

The order of the four largest broadcasters once again was Capital Cities/ABC first, CBS second, GE third and News Corp. fourth.

The recent flurry of radio station groups going public

resulted in several newcomers to the list, including EZ Communications.

ECI income, or operating income, was also strong, with virtually every broadcasting company reporting double-digit percentage gains. For many TV station operators, at least a portion of that improvement was due to an accounting "reversal" of music licensing expenses.

The operating income improvement contributed to strong net income gains as did lower interest rates.

ECI Rank	'93 ECI Revenue (in millions)	% Chg. in ECI Revenue from '92	ECI as % of Total Revenue	'93 ECI Income (mil.)	'93 Total Net Earnings (mil.)	% Chg. in Net from '92
1. Capital Cities/ABC	\$4,663.2	9%	82%	\$778.1	\$455.3	85%
2. CBS	\$3,510.1	—	100%	\$411.2	\$326.2	303%
3. General Electric	\$3,102.0	-8%	8%	\$264.0	\$4,315.0	-9%
4. News Corp.	\$1,716.7	16%	23%	\$362.3	\$605.2	57%
5. Tribune	\$727.2	5.9%	37%	\$125.7	\$188.6	37%
6. Westinghouse	\$705.0	-2%	8%	\$136.0	(\$326.0)	NM
7. BHC Communications	\$412.0	34%	100%	\$79.3	\$224.3	105%
8. Gannett Co.	\$397.2	7%	11%	\$86.7	\$397.8	99%
9. Scripps Howard	\$371.7	3%	100%	\$85.9	\$100.3	173%
10. New World Commun.	\$369.1	NM	100%	\$38.5	(\$20.3)	NM
11. A.H. Belo	\$209.2	4%	38%	\$63.2	\$51.1	37%
12. Citicasters	\$205.2	-3%	100%	\$40.0	\$341.3	7,086%
13. Infinity	\$204.5	36%	100%	\$51.2	\$14.3	NM
14. Telemundo Group	\$177.8	16%	100%	\$16.6	(\$14.1)	NM
15. Meredith Corp.*	\$148.8	36%	19%	\$13.8	\$18.6	NM
16. LIN Broadcasting	\$145.5	2%	21%	\$50.0	(\$60.7)	NM
17. Jefferson-Pilot Commun.	\$145.0	12%	12%	\$27.6	\$195.2	-4%
18. Pulitzer	\$136.8	21%	32%	\$27.9	\$23.3	NM
19. Clear-Channel Commun.	\$135.7	44%	100%	\$24.8	\$9.1	113%
20. Renaissance Commun.	\$126.6	62%	100%	\$17.6	\$3.7	NM
21. Perenchio Television	\$104.7	-1%	100%	\$9.0	(\$28.2)	NM
22. McGraw-Hill	\$101.3	-2%	5%	\$25.7	\$11.4	-60%
23. Jacor Communications	\$100.8	27%	100%	\$6.6	\$1.4	NM
24. Allbritton Commun.	\$95.8	9%	100%	\$33.7	\$7.9	NM
25. Evergreen Media	\$93.5	73%	100%	(\$3.1)	(\$26.8)	NM
26. Liberty Corp.	\$88.0	-2%	19%	\$16.2	\$39.1	-4%
27. Park Communications	\$87.3	13%	51%	\$19.6	\$18.8	9%
28. NY Times	\$87.2	8.0%	4.3%	\$19	\$6.1	114%
29. Act III	\$84.0	7%	100%	\$15.1	(\$15.9)	NM
30. Lee Enterprises	\$81.2	2.6%	22%	\$16.7	\$41.2	7%
31. Argyle	\$75.6	5.8%	100%	\$32.3	\$19.8	NM
32. Heritage Media	\$74.9	16%	26%	\$16.7	\$0.5	NM
33. Ackerley Commun.	\$70.5	4.0%	41%	\$31.0	\$25.0	16%
34. Burnham Broadcasting	\$69.5	1%	100%	\$6.3	\$12.7	NM
35. American Family	\$68.5	3%	1%	\$18.6	\$243.9	33%
36. Continental Broadcasting	\$67.5	-1%	100%	(\$5.1)	(\$19.9)	9.5%
37. EZ Communications	\$51.2	7%	100%	\$9.4	\$2.2	NM
38. Emmis Broadcasting**	\$50.3	1%	100%	\$14.3	(\$4.4)	NM
39. Outlet Communications	\$47.0	4%	100%	\$12.4	\$4.6	NM

* Fiscal year ended June 30. ** Fiscal year ended Feb. 28.

*We would like to thank the
following companies who made our
Media and Communications Conference,
“The New Realities,” such a success.*

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Dr. John C.W. Taylor

Sony Electronics Inc.
Carl J. Yankowski

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FURMAN SELZ
— INCORPORATED —

TOP 100 COMPANIES

C A B L E

Several of the nation's top cable multiple system operators continued to show net losses in 1993 despite boosts in ECI revenue by as much as 50%. Twelve cable companies had ECI revenues topping \$300 million in 1993, versus eight companies the year before.

The leader in the cable category was the country's top MSO, Tele-Communications Inc., with more than \$4 billion in ECI revenue, a 16% increase over 1992. While TCI improved its total net earnings performance in 1993 by 61%, the company still showed a loss of \$9 million.

ECI Rank	'93 ECI Revenue (In millions)	% Chg. in ECI Revenue from '92	ECI as % of Total Revenue	'93 ECI Income (mil.)	'93 Total Net Earnings (mil.)	% Chg. in Net from '92
1. TCI	\$4,153.0	16%	100%	\$916.0	(\$9)	61%
2. Time Warner	\$3,649.0	3%	44%	\$619.0	(\$221)	357%
3. Continental	\$1,177.2	6%	100%	\$232.0	(\$210.8)	-105%
4. Comcast	\$1,095.4	50%	82%	\$311.5	(\$859.2)	-218%
5. Cablevision Systems	\$666.7	16%	100%	\$57.3	(\$246.8)	NM
6. Knight-Ridder	\$491.2	255%	20%	\$242.0	\$148.1	NM
7. Multimedia	\$481.9	11%	76%	\$158.7	\$99.9	39%
8. Times Mirror	\$470.4	7%	13%	\$106.5	\$317.2	576%
9. Cablevision Industries	\$397.0	9%	100%	\$15.2	(\$101.0)	-14%
10. Washington Post	\$363.1	8%	24%	\$107.0	\$165.4	29%
11. Adelphia	\$305.2	12%	100%	\$83.0	(\$176.8)	31%
12. Century	\$302.2	7%	88%	\$81.0	(\$37.8)	43%
13. Houston Industries	\$244.1	4%	6%	\$17.8	\$416.0	NM
14. Media General	\$179.5	6%	30%	\$35.2	\$25.7	35%
15. TCA Cable	\$152.3	10%	100%	\$44.3	\$20.4	36%
16. Jones Intercable	\$122.6	-6%	100%	\$51.2	(\$56.8)	-390%
17. ML Media Partners	\$100.0	—	100%	\$19.1	\$1.4	115%
18. C-TEC	\$93.8	9%	39%	\$2.6	(\$6.6)	-214%
19. ML Media Opportunity	\$82.5	20%	100%	\$2.0	(\$34.3)	NM
20. Falcon	\$53.7	6%	100%	\$9.4	(\$5.5)	64%

P R O G R A M M I N G

Consolidation within the programming industry saw control of cable's Home Shopping Network acquired by Liberty Media Corp., boosting Liberty from 10th ranked among programming companies in 1992 to number three in 1993.

Viacom remained the top ECI revenue producer among programming companies in 1993, followed again by Turner Broadcasting System. (Both companies are expected to show substantially greater ECI growth for 1994 with Via-

com's purchase of Paramount and Turner's purchase of both Castle Rock and New Line.)

With Liberty's advance, Paramount and QVC each slipped a notch on the list, to fourth and fifth respectively. The second half of the top 10 remained consistent with last year, in order: Disney, King World, Gaylord and Spelling. Blockbuster's acquisition of Spelling will be reflected in the 1994 results, as will Spelling's absorption of Republic.

ECI Rank	'93 ECI Revenue (in millions)	% Chg. in ECI Revenue from '92	ECI as % of Total Revenue	'93 Total Net Earnings (mil.)	% Chg. in Net from '92
1. Viacom	\$2,004.9	7%	100%	\$171	248%
2. Turner Broadcasting	\$1,761.6	7%	92%	-\$244.2	—
3. Liberty Media	\$1,153.3	737%	100%	\$4.8	-65.5%
4. Paramount	\$1,407.0	15%	28%	\$197.0	-25%
5. QVC Networks	\$1,222.1	14%	100%	\$59.3	7%
6. Disney	\$984.2	29.3%	11.6%	\$299.8	-63.3%
7. King World Productions	\$474.3	-6%	100%	\$101.9	-7%
8. Gaylord	\$442.1	12.7%	66.7%	\$27.6	-6%
9. Spelling	\$216.8	-16.1%	78.9%	\$17.7	80%
10. International Family Ent.	\$208.2	25%	100%	\$17.3	42%
11. RHI	\$119.6	112%	100%	\$10.1	80.3%
12. Westwood One	\$99.6	-1.6%	100%	(\$23.9)	0%
13. BET Holdings	\$69.8	12%	94%	\$12.6	7%
14. All American	\$57.4	26.7%	81.3%	\$38	-57%

TOP 100 COMPANIES

TECHNOLOGY

Sales generally were up last year, with only three of the technology companies reporting sales decreases from 1992. Scientific-Atlanta posted a sales increase despite the new FCC cable regulations, and General Instrument

said its total sales increased 30% to top \$1.4 billion. Another cable supplier—Zenith—reported a slight sales decrease although the company was able to reduce its losses from the previous year.

ECI Rank	'93 ECI Revenue (in millions)	% Chg. in ECI Revenue from '92	ECI as % of Total Revenue	'93 Total Net Earnings (mil.)	% Chg. in Net from '92
1. Sony	\$3,262.5	5.3%	9%	\$148.5	-58%
2. Matsushita	\$2,572.3	5.7%	4%	\$238	-28%
3. General Instrument	\$1,128	33%	81%	\$90.6	NM
4. Harris	\$526.8	16.9%	17%	\$111.1	48%
5. Scientific-Atlanta	\$453.2	1%	62%	\$20	23%
6. 3M	\$280.4	1%	2%	\$1,263	2%
7. Tektronix	\$271	0%	20.8%	(\$55)	NM
8. Kodak	\$196.4	-2.6%	1%	(\$1,515)	NM
9. Ampex	\$127.5	-29%	75%	(\$296.4)	NM
10. Varian	\$108	20%	8%	\$45.8	19%
11. Zenith	\$73.7	-1%	6%	(\$97)	8%
12. Motorola	\$49.2	24%	1%	\$1,022	126%

AGENCIES & SERVICES

Nineteen ninety-three was a much better year for several advertising agencies that continued to work through the high cost of acquisitions. Like all American companies doing business overseas, advertising and communication firm's bottom lines were hurt by the weak dollar. At the same time, those companies took part in the rebound of

the U.S. economy at home.

New to the Top 100 is United Video, which went public last year. The company provides on-screen video and text information to 57.2 million households through Prevue Networks. It is also the largest distributor of satellite programming in the U.S.

ECI Rank	'93 ECI Revenue (in millions)	% Chg. in ECI Revenue from '92	ECI as % of Total Revenue	'93 Total Net Earnings (mil.)	% Chg. in Net from '92
1. Interpublic	\$991.2	-3%	55%	\$111.9	11.9%
2. Saatchi & Saatchi	\$858.4	-14%	76%	(\$577.4)	54%
3. WPP	\$751.9	-4%	35%	\$142.6	14%
4. Omnicom	\$621.5	9%	41%	\$85.3	18%
5. Grey	\$384.3	—	73%	\$17.7	11%
6. Hughes	\$270.3	9%	2%	\$921.6	31%
7. Dun & Bradstreet	\$200	6%	4%	\$38.1	-93.1%
8. Ceridian	\$172	-3%	19.4%	(\$30.4)	NM
9. Katz Communications	\$156.9	—	100%	\$2.8	NM
10. FCB	\$155	6%	41%	\$25.7	18%
11. Reuters*	\$111.6	26.5%	.04%	\$655.6	15%
12. United Video	\$106.7	NM	93%	\$7.3	-42%
13. Unitel	\$79.3	25%	100%	\$711	-58%
14. IDB	\$73.7	-1.7%	26%	\$20.1	136%
15. Associated Press	\$57.9	-5%	17%	(\$19)	-16%

*U.S. dollar has been converted at a rate of \$1.49 to 1 pound Sterling.

New music-licensing system introduced by SESAC

Service will charge Hispanic broadcasters use-based fee

By Donna Petrozzello

Billing its new service as the first user-friendly music-licensing fee system for Hispanic radio broadcasters, SESAC has introduced SESAC Latina, which charges Hispanic broadcasters based on the amount of music they play that is part of SESAC's Latin music library.

SESAC will continue to charge Hispanic broadcasters a base "blanket" license fee for access to its library in addition to the usage-based fee. However, SESAC officials say the majority, or about 70%, of Hispanic broadcasters using SESAC's services will pay a lower blanket base-fee, and consequently a lower fee overall, under the system. The new fee system goes into effect July 1.

With SESAC Latina, SESAC will segregate revenue collected from fees for access to its Latin music library and will distribute the funds directly to Latin musicians and music publishers to insure that Latin artists are paid equitably, says SESAC Senior Vice President, international, William Velez.

For years, Hispanic broadcasters have complained that they pay excessive base fees not only to SESAC, but

also to music licensing giants such as the American Society of Composers, Authors & Publishers (ASCAP) and Broadcast Music Inc. (BMI) for use of their entire catalogues when less than 5% of their catalogues contains music appropriate for Spanish-language formats. SESAC Latina is an attempt to appease the broadcasters' complaints by charging them for exactly what they play.

Through an exclusive agreement to use song-tracking technology developed by Broadcast Data Systems (BDS), SESAC has been able to code, or "fingerprint," songs in its Latin music library and track how often they are played by monitoring Hispanic stations in markets across the U.S. and Puerto Rico. Use of the technology makes SESAC the first licensing agency to report back to stations the number of times a particular song is played.

"If you are a Spanish broadcaster and you get a license from ASCAP or BMI, you are paying for the right to use a few million songs, the vast majority of which are not in the language you are broadcasting," says SESAC's co-chairman, Ira N. Smith. "Now broadcasters can pay for actual

music aired, as opposed to an approximation. This more precise system will balance the needs of broadcasters who feel they overpay for music they do not use."

"We would like to set a trend and have a new, more equitable way to charge broadcasters according to what [material] they are using," says SESAC co-owner Freddie Gershon.

But Hispanic broadcaster Mary Helen Barro, president and general manager of KAFY(AM) Bakersfield, Calif., and a vice president of the American Hispanic Owned Radio Association, does not think the new system will mean lower rates for the majority of Hispanic broadcasters.

Under SESAC Latina, a broadcaster's playlist may contain 3% SESAC music, but if broadcasters use more than that, they are additionally charged through the usage-based fee system according to how much SESAC music they play, which is monitored by the BDS system.

Barro says the combination of a blanket base-fee and a usage fee has the "potential for being very expensive." She is opposed to the imposition of a blanket fee: "We must have a fee based only on usage."

However, Barro says the benefit of SESAC Latina is the list of songs broadcasters would receive from SESAC to confirm their usage of its Latin music library. SESAC Latina plans to annually monitor 1.9 million hours of music played on Hispanic-formatted stations, Gershon says. By contrast, ASCAP tracks an estimated 60,000 hours annually (though that number is expected to increase to 120,000 in 1994) and BMI an estimated 540,000 annually of all music formats. Neither ASCAP nor BMI provides stations with a list of songs played from their libraries.

Joe Wallace, BDS music division VP and GM, says the company spent roughly \$2 million to expand its monitoring system—which tracks airplay in 121 markets nationwide—into eight additional markets and to fingerprint Latin music.

If SESAC Latina proves successful, the company plans to establish a similar song-tracking system for country music and to offer country music broadcasters the same licensing fee opportunities, Smith says. ■

Award night for advertising

LANY Music and Foote, Cone & Belding of San Francisco won the \$100,000 Radio Mercury Gold Award at the third annual Radio Mercury Awards for excellence in advertising for their music



commercial "Cover Me," for Levi jeans. Pictured (l-r): Mercury Chairman Les Goldberg of The Interep Radio Store; RAB President Gary Fries, Mercury Advertiser Event Chairman Phil Guarascio, former New York mayor Ed Koch and Levi Strauss Senior VP Bob Caplan.

Other Gold Award winners were: for humor, Lewis Advertising, Birmingham, Ala.; for narrative, Hill, Holliday, Connors, Cosmopolos of Boston; for music/sound design, Barber Martin & Associates of Richmond, Va., and for advertising produced by a radio station, KMTT-AM-FM Seattle.

Liberty, Griffin merge to form 17-station group

New company will be controlled by Liberty, giving it duopolies in five markets

By Donna Petrozzello

In a deal that will net Liberty Broadcasting control of six additional radio stations in the Northeast, Liberty and The Griffin Group have agreed to combine their radio holdings to form a 17-station group in which Liberty will have operating equity.

The deal, pending approval by the FCC, would give Liberty a duopoly in five of the six markets where it already operates stations. Under the agreement, Liberty would acquire Griffin's WHJJ(AM)-WHJY(FM) Providence, R.I.; WPOP(AM) Hartford-WYSR(FM) Waterbury, both Connecticut, and WTRY(AM) Troy-WPYX(FM) Albany, both New York.

Liberty Broadcasting Chairman and COO Mike Craven declined to comment on the value of Griffin's stations or the amount Liberty paid for the group's stations.

The merger agreement effectively

would remove The Griffin Group, Merv Griffin's management company for his hotel, casino, publishing and entertainment television holdings, from the radio business. However, The Griffin Group would be given some equity in Liberty's holdings, and the group's executive vice president and CFO, Lawrence Cohen, would become a member of Liberty's board of directors.

Acquiring Griffin's Northeastern radio properties would mesh with Liberty's strategy to expand its holdings in the Boston-to-Florida corridor, Craven says. Owning stations in the same region of the country has provided Liberty with a targeted audience in terms of lifestyle and enables the company to attract advertisers that want to focus on the Northeast, he says.

"We have tried to form duopolies in markets that would allow us to regionalize our advertising revenue," Craven

says. "We can offer advertisers a better opportunity to advertise their products in a controllable environment."

Philadelphia-based Liberty already owns and operates WXTR(FM) Washington; WHFS(FM) Annapolis, Md.; WGBB(AM) Freeport-WBAB(FM) Babylon, both New York, and WMXB(FM) Richmond, Va. Liberty also operates WHFM(FM) Southampton, N.Y., through a local marketing agreement. In addition, Liberty has applications pending with the FCC to acquire WBLI(FM) Patchogue, N.Y., WSNE(FM) Providence, R.I., WHCN(FM) Hartford, Conn., and WGNA-AM-FM Albany, N.Y.

Liberty was formed in 1992 by Craven, a former radio station executive, and Jim Thompson, former president of Westinghouse Broadcasting Corp.'s Group W Radio. Liberty acquired WXTR and WMXB from Four Seasons Communications last fall in a \$30 million deal in exchange for cash and Liberty stock. ■

RIDING GAIN

First Lady spins a yarn

ABC Radio Networks will syndicate *Mrs. Bush's Story Time*, a holiday radio program in which former First Lady Barbara Bush reads children's stories, for its fifth consecutive year this fall. *Mrs. Bush's Story Time* will air four hours during the weeks of Thanksgiving and Christmas over ABC affiliates and for one hour on the three weekends between the two holidays. Past celebrity story readers include Oprah Winfrey and famous muppet Kermit the Frog. The story series is produced by the Children's Literacy Initiative in Philadelphia.

Radio superlatives

Thirty-one finalists honored at The New York Festivals' annual International Radio Awards Day on June 16 were awarded gold medals for excellence in radio programming. The following U.S.-based programmers won top prizes: ABC News Radio for coverage of breaking news; KTWV(FM) Los Angeles for promotion spot; Monitor Radio of Boston



ABC picks up its award (l-r): John McConnell, VP, ABC News Radio; Bernard Gershon, GM, ABC news operations; James Farley, GM, ABC Network Radio News programing, and Robert Benson, President, American Broadcast Development (former Festivals chair).

for news special, and National Public Radio of Washington for editorial viewpoint.

In entertainment categories, WFMT(FM) Chicago; Ben Manilla Productions of San Francisco; Neer Perfect Productions in New York; the California Artists Radio Theater and Thousand Oaks Library Foundation of Los Angeles, and All Mixed Up in New York each won gold medals. The on-air talent gold

medal went to Tom Bodett of Bodett & Co. in Arkansas, and the gold for best announcer went to Bill St. James of Radio Today Entertainment in New York. Sarley, Bigg & Bedder of Hollywood, Calif., won a gold for best radio promotions and advertising.

Talkers debut

New talk show hosts on the syndication circuit include Justin Sterling, whose show dealing with male and female relationships was introduced late last month by Golden Gate Media. And syndicated newspaper columnist Cal Thomas launches a Saturday night talk show in August syndicated by the Salem Radio Networks. —DP

Errata

The talk show story in the June 13 Special Report on radio syndication listed WTKS Orlando, Fla., as an AM station; it is an FM.

Comcast snags Maclean Hunter

MSO pays \$1.27 billion; takes over number three spot among MSOs

By Rich Brown

Bigger is better, say cable system operators. Multiple system operator Comcast Corp. last week picked up Maclean Hunter's cable systems serving 550,000 U.S. households for \$1.27 billion cash, making it the latest MSO to take the bigger-is-better approach.

Earlier this month, Cox Cable struck a \$2.3 billion deal to combine its cable system operations with those of Times Mirror. That was followed by Adelphia Communications' deal to pay \$85 million for control of Telemedia Corp. And rumors are flying that more cable system deals—including a possible pact between top MSO Tele-Communications Inc. and Viacom—could be on the way.

The flurry of activity is making it hard to keep track of who's on top these days (see chart). Although TCI and Time Warner have maintained their respective first and second positions among the nation's top MSOs, the number three spot has been a revolving door. Continental Cablevision, longtime holder of the number three spot with more than 2.9 million

Top 10 MSOs

MSO	subscribers (in millions)
1. Tele-Communications Inc.	10.5
2. Time Warner Cable	7.2
3. Comcast Corp.	3.5
4. Cox-Times Mirror	3.2
5. Continental Cablevision	2.9
6. Cablevision Systems Corp.	2.2
7. Newhouse Broadcasting Corp.	1.4
8. Cablevision Industries Inc.	1.3
9. Jones Spacelink	1.3
10. Adelphia Communications	1.2

Source: Paul Kagan Associates Inc. February 1994 estimates. Numbers have been rounded.

subscribers, was displaced earlier this month by the Cox-Times Mirror behemoth. But Comcast now tops both of those with more than 3.5 million subscribers, making it the nation's third-largest MSO.

MSO size is becoming increasingly important as the cable industry prepares for the onslaught of competition from telephone companies, direct broadcast satellite and wireless cable. Consolidation is seen as giving cable

system operators greater leverage in dealing with equipment suppliers and greater access to investment capital.

"These properties are a great fit with our existing clusters in northern New Jersey, Florida and Michigan," says Comcast President Brian Roberts, describing the Maclean Hunter purchase. "The acquisition allows us to increase our presence in three of the top 15 television markets."

But consolidation of the nation's cable systems does not sit well with everybody.

"The further consolidation of the industry gives us some heartburn and should give consumers some heartburn," says Bradley Stillman, legislative counsel, Consumer Federation of America. He says consol-

idation is of added concern because the top MSOs also have significant programming portfolios. "As you consolidate, the ability of that industry to work as a de facto cartel becomes a real danger."

The sale of cable systems to other multiple system operators marks a major shift away from the telco-cable deals that were in the works a year ago. Cable system operators say telco interest has waned as a result of FCC-ordered cable rate reregulations.

There also appears to have been a major shift in cable system pricing. Comcast is said to have paid 10.5 to 11 times cash flow for the Maclean Hunter systems, down from the 12 to 13 times cash flow being discussed in last year's failed TCI-Bell Atlantic merger.

Comcast's winning bid for the Maclean Hunter systems topped competing bids from other top MSOs including Cablevision Systems Corp., Continental Cablevision and a joint venture of TCI and Knight-Ridder. Comcast's ability to make a cash bid was said to be a deciding factor in closing the deal. Maclean Hunter is selling its U.S. operations as it prepares to be acquired by another Toronto-based company, Rogers Communications. ■

ABC stays in New York

New York City on Wednesday agreed to provide Capital Cities/ABC with \$26 million in sales tax abatements and subsidized electricity to keep the media giant in the city for at least another 15 years. As part of the deal, ABC will invest more than \$150 million to convert its production facilities to digital and high-definition television. The company also has agreed to add 185 jobs during the next two years to its current roster of 3,700 employees in the city. The agreement marks the latest such deal between the city and the broadcast networks. New York City last year persuaded CBS to remain in the city with a \$49.5 million package. Four years earlier, the city gave NBC \$100 million in tax breaks to keep the network from moving its studios to New Jersey. Capcities/ABC currently produces most of its news, daytime entertainment and sports programming from its 2 million square feet of broadcast facilities in the city. ABC executives estimate that the company generates more than \$1.4 billion in annual economic activity in New York City and they expect it to contribute more than \$35 million in tax revenue during the next 15 years.

—RB

Wireless cable tries to improve digital's odds

Industry debates approaches in Las Vegas; companies form alliance to speed up testing

By Geoffrey Foisie

Some new wireless cable products were introduced last week in Las Vegas. But the biggest discussion was generated by products that appeared to be at least a year off—digital systems.

Wireless cable has reason to be interested in digital. With its limited spectrum providing 33 channels, wireless can benefit from the greater channel capacity that compressed digital signals can provide. Digital signals also promise to extend the area reached by a wireless signal or to allow the signal to reach the same area using less power. Like wired cable, wireless cable hopes to offer products that can't be attempted in the current analog format.

Some in the industry think the move toward digital has been too slow. And last week a number of companies said they would speed up the testing process by forming a "digital alliance." Working with the largest wireless cable operator, American Telecasting, five equipment manufacturers will begin



'Quality service' is a selling point for wireless cable, said Robert Evans of Cross Country Wireless Cable and Susan Johnson of CFW Cable, at last week's Wireless Cable convention in Las Vegas.

testing a system using Zenith's VSB digital modulation technology. In addition to Zenith, the equipment companies are Andrew Corp., California Amplifier, EMCEE Broadcast Products and Microwave Filter Co.

Other companies working on their own digital products also were represented, including General Instrument and Decathlon Communications,

which demonstrated live a 10-to-1 compression product that one company executive claimed could be delivered in as little as six months, upon FCC approval.

Some of the different approaches to digital products were aired in a Wednesday panel session moderated by Matthew Oristano of People's Choice TV. General Instrument's Geoffrey Roman said a "common operating platform" used by software providers will allow them to connect their products to an "applications interface port" in the GI converter box.

Consumers who desire an interactive game channel, digital radio or other digital service will buy the software product and plug it into the set-top box. Roman said GI will send software providers an "applications development kit" later this summer to help them prepare compatible products, which could include

Wireless cable convention news

A financing first

Sean Wallace of Bear Stearns & Co. discussed the first public debt financing by a wireless operator. The financing was completed the week before the convention. American Telecasting raised roughly \$100 million in gross proceeds from the senior discount notes, which will accrue interest during the first five years and begin to pay interest in year six of the 10-year note. In addition to a yield of 12.5%, investors will receive with each note warrants to purchase five shares of American Telecasting stock at a 10% premium above the price at the time of the debt offering.

The debt was issued at the "holding company level" of American Telecasting, Wallace said, allowing each operating subsidiary to incur secured debt of its own.

Preferred Entertainment postpones

A battle for control of Chicago's wireless cable operator is picking up steam. Just before the convention, Preferred Entertainment said it would postpone its annual shareholders' meeting, scheduled for July 18, while the company explores alternatives to "maximize shareholder value." Some observers, including Oppenheimer & Co.'s Jessica Reif, had expected 23% shareholder People's Choice TV to use the meeting to take control of the company through a proxy battle. Not long after People's Choice TV acquired its stake several weeks ago, Pre-

ferred adopted a "poison pill" takeover defense, which would take effect if anyone acquired more than 25% of the stock. Preferred's Chicago system serves 14,200 subscribers and intends to increase its channel capacity from 18 channels to 26 within the next few months.

CableMaxx buys channel rights

More than 20 channel rights in Salt Lake City, Utah, and El Paso, Tex., have been acquired by Sikeston, Mo.-based CableMaxx. The publicly held wireless operator signed a definitive agreement last Monday in Las Vegas to pay \$14.7 million for the channel rights, "subject to certain adjustment."

"Both cities meet our acquisition criteria, which include excellent line-of-sight characteristics and limited foliage, features that are highly desirable in a wireless cable television market," said CableMaxx President/Chief Executive Officer Thomas Gleason.

In a separate transaction, CableMaxx signed purchase options for channel rights in Athens and Macon, Ga.; Allentown, Pa.; Terre Haute, Ind.; and Wheeling, W.Va. The company said it would pay \$9.5 million for the channel rights if it exercised all the purchase options.

The two agreements would more than double CableMaxx's line-of-sight households to approximately 2.4 million, the company said.

—GF

computer-type services.

Although he did not discuss Zenith's dealing with software providers, John Bowler, vice president of research and development, said its box would be sealed for security. Zenith would make three levels of digital converters, he said, all compatible with the same system.

The first-level box would essentially be a near-video-on-demand convertor, which Bowler suggested most wireless cable operators should start with. He cautioned the audience not to spend money on capabilities their subscribers aren't willing to pay for: "We should walk before we run."

Product announcements made in Las Vegas last week included Conifer Corp.'s introduction of a die-cast magnesium antenna that the company said was, at 4.9 pounds, "the lightestweight unit on the market." Loma Scientific said it was introducing the "world's smallest MMDS transmitter," and Pacific Monolithics said it was announcing an addressable downconverter system, SwitchPoint, which could eliminate the need for a set-top box. ■

Changing Hands

This week's tabulation of station and system sales

KWCH-TV Hutchinson-Wichita, KBSD-TV Ensign, KBSH-TV Hays and KBSL-TV Goodland, all Kansas

□ Purchased by The Spartan Broadcasting Co. of Spartanburg, S.C. (Nick Evans, president), from KBS LP and SD Communications Inc. (Sandy DiPasquale, president) for \$58 million.

Buyer owns WSPA-AM-FM-TV Greenville-Spartanburg, S.C.-Asheville, N.C. **Seller** owns WBTW-TV Florence-Myrtle Beach, S.C.; WJBF-TV Augusta, Ga.; WMBB-TV Panama City, Fla., and KIMT-TV Mason City, Iowa-Rochester-Austin, Minn. KWCH-TV is CBS affiliate on ch. 12 with 316 kw visual, 63.1 kw aural and antenna 1,522 ft. KBSD-TV is CBS affiliate on ch. 6 with 100 kw visual, 10 kw aural and antenna 720 ft. KBSH-TV is CBS affiliate on ch. 7 with 316 kw visual, 33.6 kw aural and antenna 710 ft. KBSL-TV is CBS affiliate on ch. 10 with 316 kw visual, 56.2 kw aural and antenna 990 ft. *Broker:*

Veronis, Suhler & Associates Inc.

WCCM(AM)-WCGY(FM) Lawrence, Mass. □ Purchased by American Radio Systems Inc. (Steven Dodge, CEO) from Gowdy Family LP (Curt Gowdy, GP) for \$12.5 million. **Buyer** owns WRKO(AM)-WBMX(FM) Boston; WZMX(FM) Hartford, Conn.; KDMI(AM)-KGGO(FM)/KHKI(FM) Des Moines, Ia.; WNBK(AM)-WHWK(FM) Binghamton, WYRK-FM Buffalo, WCMF(FM)/WRMM-FM Rochester, all New York, and WMMX(FM)/WONE(AM)-WTUE(FM) Dayton, Ohio. **Seller** owns KOWB(AM)-KCGY-FM Laramie, Wyo. wccm has news/talk format on 800 khz with 1 kw daytime. wcyg has classic rock format on 93.7 mhz with 50 kw and antenna 430 ft. Filed June 13 (AM: BAL940613GG; FM: BALH940613GH). *Broker: Gary Stevens & Co.*

WIVY-FM Jacksonville, Fla. □ Purchased by Prism Radio Partners LP (Bill Phalen, president) from J.J. Taylor Companies Inc. (John Taylor Jr. and John Taylor III, owners) for \$7 million. **Buyer** owns WOKV(AM)-WKQL-FM/ WPDQ(AM) Jacksonville, Fla.; WVEZ-FM/WWKY(AM)-WTFX-FM Louisville, Ky.; WZZU-FM/WDCG-FM Raleigh-Durham, N.C.; KNST(AM)-KRQQ-FM/KCEE(AM)-KWFM-FM Tucson, Ariz., and KNSS(AM)-KKRD-FM/KRZZ-FM Wichita, Kan. **Seller** owns WXXL-FM Orlando and WEAT-AM-FM West Palm Beach, both Florida, and WFXR-FM/WFAL-FM/WCOD-FM Cape Cod, Mass. wivy-fm has AC format on 102.9 mhz with 100 kw and antenna 1,013 ft. *Broker: Kalil & Co. Inc.*

WNEU(FM) Eden, N.C. □ Purchased by REP Florida GP (George Sosson, president of managing GP, Radio Station Management Inc.) from The Voyager Group (Carl Venters) for \$3.5 million. **Buyer** owns KXXY-AM-FM/KOQL (FM) Oklahoma City; WSJS(AM)-WTQR (FM) Winston-Salem, N.C.; WNOE-AM-FM New Orleans and KGTR(FM) Port Sulphur, both Louisiana; WREC(AM)-WEGR(FM) Memphis; WRXG(FM) Olive Branch, Miss.; WWDN(FM) Sumter, S.C.; WWBB(FM) Providence, R.I.; WHYN-AM-FM Springfield, Mass., and WCKT(FM) Lehigh Acres, Fla. **Seller** has no other broadcast interests. WNEU has country format on 94.5 mhz with 100 kw and antenna 981 ft. *Bro-*

May 11, 1994

RADIO EQUITY PARTNERS LIMITED PARTNERSHIP

has acquired



NEWMARKET MEDIA CORPORATION

RADIO STATIONS

NEW ORLEANS, LA

WNOE(AM)
WNOE-FM
KGTR(FM)

MEMPHIS, TN

WREC(AM)
WEGR(FM)
WRXQ(FM)

OKLAHOMA CITY, OK

KXXY(AM)
KXXY-FM
KTST(FM)

GREENSBORO/ WINSTON-SALEM, NC

WSJS(AM)
WTQR(FM)

The undersigned initiated the above, assisted in the negotiations and acted as the exclusive broker for the transaction.

Richard A. Foreman Associates

Media Brokerage & Consulting
330 Emery Drive East
Stamford, Connecticut 06902
203 327-2800

ker: Star Media Group.

WBBE(AM)-WTKT-FM Georgetown, Ky. □ Purchased by Village Communications Inc. (James Heavner, president) from

Kentucky Radio LP (William Sanders, chairman of board of CDK Communications Inc., GP) for \$2.214 million. **Buyer** owns WCHL(AM) Chapel Hill, N.C., and WKQQ(FM) Lexington, Ky. **Seller** has no other broadcast interests. WBBE has traditional country format on 1580 khz with 10 kw daytime and 45 w night.

WTKT-FM has oldies format on 103.3 mhz with 6 kw and antenna 300 ft. Filed May 31 (AM: BAL940531GF; FM: BALH940531GG).

WCSS(AM)-WKOL (FM) Amsterdam, N.Y. □ Purchased by MEG Co. (J. Taylor Monfort, president) from Community Service Broadcasting Corp. of Amsterdam, N.Y., and Gateway Broadcasting Corp. (Jeffrey T. Kozlowski, senior VP) for \$400,000. **Buyer** and **seller** have no other broadcast interests. wcss has full-service format on 1490 khz with 1 kw. wkol has AC format on 97.7 mhz with 790 w and antenna 623 ft. *Broker: Kozacko Media Services.*

WBHB(AM) Fitzgerald and WKAA(FM) Ocilla, both Georgia □ Purchased by M&M Broadcasting (Tony Mooney) from Harper Broadcasting Inc. (Harold Harper, president) for \$385,000. **Buyer** and **seller** have no other broadcast interests. wbhb has AC format on 1240 khz with 1 kw. wkaa has country format on 97.7 mhz with 1.8 kw and antenna 400 ft. Filed May 27 (AM: BAL940527GG; FM: BALH940527GH).

WUVE(FM) Saginaw, Mich. □ Purchased by Saginaw Communications Corp. (R. Charles McLravy, president/director) from Thomas Eells for \$335,000. **Buyer** owns WKQZ(FM) Midland, Mich. **Seller** has no other broadcast interests. wuve has AOR format on 104.5 mhz with 2.45 kw and antenna 469 ft. Filed May 23 (BALH940523GH).

KLHI-FM Lahaina, Hawaii □ Pur-

chased by Lahaina Broadcasting Co. Ltd. (Richard Bergson, president) from Howard Green, receiver, for \$325,000. **Buyer** owns KPOA(FM) Lahaina, Hawaii.

Seller has no other broadcast interests. KLHI-FM has oldies-based AC/contemporary Hawaiian format on 101.1 mhz with 100 kw and antenna 745 ft. Filed June 10 (BALH94-0610GG).

WDEC-FM Americus, Ga. □ Purchased by Sumter Broadcasting Co. Inc. (Robert E. Lashley, president) from

Guest-Mattox Broadcasting Inc. (G. Troy Mattox, president) for \$270,000. **Buyer** owns WISK-AM-FM Americus, Ga. **Seller** owns WKUB(FM) Blackshear and WDEC(AM) Americus, both Georgia. WDEC-FM has black/classic R&B format on 1290 khz with 1 kw daytime and 31 w night. Filed May 26 (BALH-940526GE).

WCLY(AM) Raleigh, N.C. □ Purchased by Pact Broadcasting Co. (Argie Dale, president) from Antelope Broadcasting Inc. (Robert Bell, president) for \$240,000. **Buyer** owns WLLV(AM) Louisville, Ky. **Seller** owns WPJM(AM) Greer, S.C. wcly has religious format on 1550 khz with 1 kw daytime and 7 w night. Filed June 3 (BAL940603EB).

WNDI-AM-FM Sullivan, Ind. □ Purchased by JTM Broadcasting Corp. (John Montgomery, president) from Amtrosiek Inc. (Art Stanley, president) for \$237,000. **Buyer** and **seller** have no other broadcast interests. wndi(AM) has country format on 1550 khz with 250 w daytime. wndi-FM has country format on 95.3 mhz with 3 kw and antenna 150 ft. Filed May 31 (AM: BAL940531GH; FM: BALH-940531GI). *Broker: Ralph E. Meador.*

KQLT(FM) Casper, Wyo. □ Purchased by Mount Rushmore Broadcasting Co. Inc. (Jan Charles Gray, president/director) from Natrona Broadcast Co. Inc. (Daniel Roberts, chairman/president) for \$230,000. **Buyer** owns KFCR(AM)-KACP(FM) Custer and KZMX-AM-FM Hot Springs, both South Dakota, and KRAL(AM)-

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$1,075,000 □ 7

FMs □ \$11,776,525 □ 16

Combos □ \$76,056,000 □ 10

TVs □ \$58,000,000 □ 2

Total □ \$86,907,525 □ 35

So far in 1994:

AMs □ \$90,563,934 □ 70

FMs □ \$381,533,825 □ 159

Combos □ \$963,952,575 □ 120

TVs □ \$1,227,560,000 □ 37

Total □ \$2,663,610,334 □ 386

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KDJK(FM), Modesto, CA from **W. Lawrence Patrick, Receiver, to Photosphere Broadcasting, L.P., Cliff Burnstein and Peter Mensch, Principals, for \$2,500,000.**

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K1ZQ(FM) Rawlins and KGOS(AM)-KERN(FM) Torrington, both Wyoming. **Seller** has no other broadcast interests. KQLT has country format on 103.7 mhz with 59.3 kw and antenna 1,920 ft. Filed June 13 (BALH-940613GF).

KTXZ(AM) Austin, Tex. □ Purchased by Alameda Holdings (Joe Garcia, president) from SCAN Communications Corp. (Bennett Speice, president) for \$342,000. **Buyer** owns KCLB-FM Austin, Tex. **Seller** has no other broad-

cast interests. KTXZ has bilingual Tejano format on 1560 khz with 2.5 kw.

KNSN(FM) Walla Walla, Wash. □ Purchased by Deschutes River-Tri-Cities Broadcasting Inc. (Edward Hardy, president/director) from STL Inc. (subsidiary of Johnson Communications Inc.) for \$205,000. **Buyer** recently purchased KORD-AM-FM Richland-Pasco, Wash., from 4-K Radio for \$1.3 million. **Seller** has no other broadcast interests. KNSN has C&W format on 97.1 mhz with 50 kw and

antenna 1,360 ft. Filed March 2 (BAL940502GE).

KBOL(AM) Boulder, Colo. □ Purchased by Visual Radio Productions Inc. (J. Gregory Boyland and Anita Willia Boyland, president) from Acorn Broadcasting Co. Inc. (Gordon and Melanie Francis) for \$200,000. **Buyer** and **seller** have no other broadcast interests. KBOL has AC/news/talk/sports format on 1490 khz with 1 kw. Filed March 10 (BAL940510EC). *Broker: Satterfield & Perry Inc.*

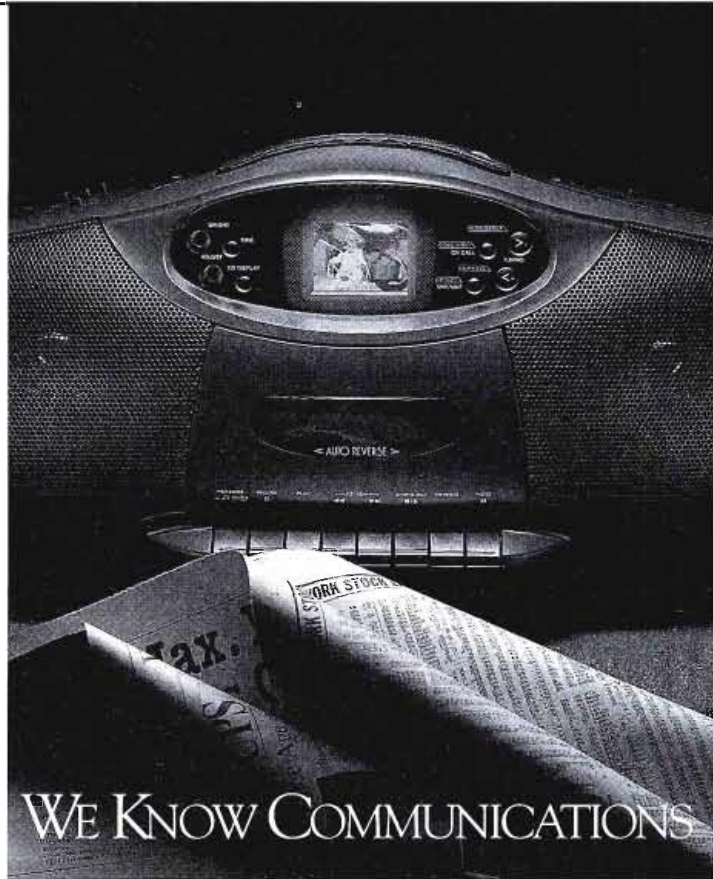
KWWV(FM) Morro Bay, Calif. □ Purchased by Salisbury Broadcasting Corp. (Charles H. Salisbury) from KROZ Productions Inc. (Rosalind Rogoff, president) for \$185,000. **Buyer** has no other broadcast interests. **Seller** owns KBAI(AM) Morro Bay, Calif. kwwv has AC format on 99.7 mhz with 22 w-H, 210 w-V and antenna 1,633 ft. Filed May 3 (BAPLH-940503GK). *Broker: Miller & Associates.*

KKFF(FM) Nolanville, Tex. □ Purchased by Sheldon LP (Gariyn Shelton) from Val-Jo Communication Inc. (Marilyn Vale) for \$183,000. **Buyer** owns KTON(AM)-KOOL(FM) Belton, Tex. **Seller** has no other broadcast interests. KKFF is licensed to 107.3 mhz with .98 kw and antenna 148 m. Filed May 3 (BAPH940503GN).

WLQM-AM-FM Franklin, Va. □ 67 shares of Franklin Broadcasting Corp. purchased by Peter and Brenda Clark from Estate of Thomas Francis Clark Jr. for bank note in amount of \$160,000. **Buyer** and **seller** have no other broadcast interests. WLQM(AM) has country/farm format on 1250 khz with 1 kw daytime. WLQM-FM has modern country format on 101.7 mhz with 6 kw and antenna 469 ft. Filed May 26 (BTCH940526GH).

WRAA(AM)-WLCC(FM) Luray, Va. □ Purchased by Easy Radio Inc. (Garland Gibbs, president) from Commonwealth Studio Visual Enterprises Inc. (John Cave, president) for \$160,000. **Buyer** and **seller** have no other broadcast interests. WRAA has country format on 1330 khz with 1 kw daytime and 40 w night. WLCC has AC format on 105.7 mhz with 440 w and antenna 1,079 ft. Filed May 2 (AM: BAL-940502GK; FM: BALH940502GL).

WBZI(AM) Xenia, Ohio □ Purchased by Vernon R. Baldwin Inc. (Vernon Baldwin, president) from Dayton Area Radio (Dr. Vernon H. Baker, presi-



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dent) for \$160,000. **Buyer** owns WCNW(AM) Fairfield, WNLT(FM) Harrison, and WRKG(AM)-WZLE-FM Lorain, all Ohio, and WWXL(AM)-WWLT-FM Manchester, Ky. **Seller** has no other broadcast interests. wbtz has country/religious format on 1500 khz with 500 w daytime. Filed June 2 (BAL940602EB).

WZZY(FM) Winchester, Ind. □ Purchased by PICON of Winchester Inc. (Michael Schillhahn, president) from Winchester Radio Inc. (E.R. Miller, president) for \$160,000. **Buyer** and **seller** have no other broadcast interests. wzzzy has CHR/AC/rock format on 98.3 mhz with 3 kw and antenna 300 ft. Filed June 7 (BALH940607GE).

KTRS(FM) Casper, Wyo. □ Purchased by Hart Mountain Media (Bill Hart) from U.S. Media Wyoming Ltd. (Joseph Tydings and Michael Kassner) for \$125,000. **Buyer** owns 10% interest in U.S. Media Wyoming Ltd. **Seller** recently sold KIXX(AM) Wellington and KTCL(FM) Fort Collins, both Colorado, to Tsunami Communications Inc. for \$3.95 million. KTRS has AC/CHR format on 95.5 mhz with 100 kw and antenna 1,920 ft. Filed May 31 (BALH940531GJ).

KLXK(FM) Duluth, Minn. □ Purchased by QB Broadcasting Inc. (Alan Quarnstrom, president) from Segue Communications Inc. (Paul Steigerwald, president) for \$120,000. **Buyer** owns WKLK-AM-FM Cloquet, WMFG-AM-FM Hibbing, and KSCR-AM-FM Benson, all Minnesota. **Seller** owns WQPM-AM-FM Princeton, Minn. KLXK has oldies format on 101.7 mhz with 1.5 kw and antenna 466 ft. Filed May 23 (BAPH940523GI).

WJSH(AM) Terre Haute, Ind. □ Purchased by Bloch Broadcasting Corp. (Sonny Bloch, president) from Gator Broadcasting Corp. (David Gregg III) for \$95,000. **Buyer** has interests in KLXR(AM) Redding, Calif. **Seller** owns WRRX-FM Gainesville, Fla. wjsh has AC/big band/oldies format on 1300 khz with 500 w daytime. Filed May 31 (BAL940531EH).

WPZX(FM) Big Rapids, Mich. □ Purchased by Chickering Associates Inc. (John Chickering) from West Michigan Radio Inc. (Russell C. Balch, president) for \$65,000 plus assumption of debt valued at \$87,084. **Buyer** owns WKLA-AM-FM Ludington and WKZC-FM Scottville,

both Michigan. **Seller** has interests in WOAP(AM)-WMZX(FM) Owosso, Mich. wpzx has contemporary hit/top 40 format on 102.3 mhz with 10.5 kw and antenna 436 ft. Filed June 8 (BALH940608GN). **Broker:** *Thoben-Van Huss & Associates Inc.*

WTID(FM) Reform, Ala. □ 600 shares of stock purchased by Transmitter Enterprises (Charles Chapman III, president) from Stephen McGowan for \$50,000. **Buyer** has interests in WESP(FM) Dothan, Ala., and WGTX(AM)-WLGH(FM) DeFuniak Springs, Fla. **Seller** has interests in WJAM(FM) Orrville, Ala. WTID has classic rock format on 101.7 mhz with 23.37 kw and antenna 727 ft. Filed June 8 (BTCH940608GM).

KJIW(AM) West Helena, Ark. □ Purchased by Kaye Roberson from Elijah Mondy Jr. for \$33,000. **Buyer** and **seller** have no other broadcast interests. kjiw has religious format on 1600 khz with 1 kw. Filed June 3 (BAL940603EC).

WKWT(FM) and WWUC(FM) Union City, Tenn. □ 100 shares of voting stock purchased by Wayne Barker from stockholders of Twin States Broadcasting Inc. for capital investment of \$23,525. wkwt has country format on 104.9 mhz with 3 kw and antenna 298 ft. wwuc has classic rock format on 105.7 mhz with 6 kw and antenna 328 ft. Filed June 9 (WKWT: BTCH940609GE; WWUC: BTCH940609GF).

WJOC(AM) Chattanooga, Tenn. □ Purchased by Johnny Godgiben from Bobby Godgiben for \$5,000. **Buyer** owns WSDT(AM) Soddy Daisy, Tenn. **Seller** has no other broadcast interests. **Buyer** and **seller** are brothers. wjoc has southern gospel format on 1490 khz with 1 kw. Filed May 26 (BAL940526EC).

KHIZ(TV) Barstow, Calif. □ Licensee Sunbelt Television is reorganizing following the recent deaths of two Sunbelt stockholders. Stockholder Margaret Jackson is purchasing the remaining 200 shares of unissued stock for no cash consideration in return for her conveyance of title to certain equipment used and useful in the operation of the station. khiz is independent on ch. 64 with 3,134 kw visual, 627 kw aural and antenna 1,701 ft. Filed June 3 (BTCCT940603KE).

TWO DAY AUCTION SALE
BANKRUPTCY SALE UNITED STATES BANKRUPTCY COURT
 DISTRICT OF PUERTO RICO
 Re: WPRV-TV, INC. CASE NO. 89-02453 (GG)

Jackson Hecht ASSOCIATES, INC.
 AUCTIONEERS • APPRAISERS • LIQUIDATORS

SELL WED., JULY 13 & THURS., JULY 14, 1994 AT 10:30 AM
#10 SIMON MADERA STREET, RIO PIEDRAS, PUERTO RICO
 (DIRECTIONS: FROM SAN JUAN) ROUTE 26 EAST TO ROUTE 14 (FOLLOW SIGNS FOR RIO PIEDRAS & TRUJILLO ALTO), CROSS BRIDGE (TEODORO MOSCOSO BRIDGE) AFTER TOLL, BEAR LEFT, EXIT ROUTE 181 TRUJILLO ALTO TO SECOND TRAFFIC LIGHT, MAKE LEFT TURN ONTO JULIO ANDINO STREET, PROCEED TO THIRD TRAFFIC LIGHT & MAKE A RIGHT TURN ONTO SIMON MADERA STREET, CONTINUE 1-12 BLOCKS TO STATION #10 ON RIGHT SIDE OF ROAD, ACROSS THE STREET FROM THE PEPSI-COLA PLANT.

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CAMERAS
 (10) SONY STUDIO CAMERAS M/N BV3P w/VINTEN TEAL LIGHTWEIGHT PEDESTALS, (5) CANON LENSES, [(2) J25 X 11.5B, (3) J20 X 8.5 BIE], SACHTLER MUNCHEN VIDEO 20 TRIPOD CASES.

VIDEO EQUIPMENT
 (7) SONY BETACAM VIDEO CASSETTE RECORDERS M/N BWW-40, (9) SONY BETACAM VIDEO CASSETTE PLAYERS M/N BWW-10, (3) SONY BETACAM PORTABLE VIDEO CASSETTE RECORDERS M/N BWW-20, SONY 3/4" VIDEO CASSETTE RECORDER M/N VO-9800, SONY BV7800 TIME BASE CORRECTOR, MCI/QUANTEL PFS 150 DIGITAL SYNCHRONIZER, (28) GRASS VALLEY GROUP DISTRIBUTION AMPLIFIERS, (23) SONY VIDEO MONITORS [12" B&W, 12", 20", & 23" COLOR].

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House steers superhighway bill to vote

Vote could be as soon as tomorrow; Senate stall still forecast

By Kim McAvoy

House staff members were working furiously late last week in an effort to move information superhighway legislation to the floor, perhaps as soon as tomorrow, June 28.

But action in the Senate on similar legislation remains highly unlikely this year. Even a key sponsor of the Senate bill last week said time is running out. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) indicated the Senate might not get a chance to vote on the measure, S. 1822. Lawmakers have not given up, Inouye said, but Congress is increasingly busy with other pressing matters, such as health care.

However, there is a chance that

Commerce Committee Chairman Ernest Hollings (D-S.C.), the sponsor of the bill, will bring it up for a vote in his committee before the July 4 recess. A committee aide said Hollings would be tied up with the Senate debate on product liability legislation this week.

Still, the aide indicated, Hollings wants to move the measure "as soon as he can. [He] wants to get it done this year."

Meanwhile, aides to House Commerce Committee Chairman John Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.) were wrapping up loose ends on House telecommunications legislation to try to move it to the floor. They

hope to bring it up for a quick vote without any amendments.

Dingell and Brooks were believed to have reached an agreement on one bill, H.R. 3626, which would permit regional Bell operating companies to enter the long-distance telephone business. With that bill, Dingell also plans to move H.R. 3636, which would open local telephone markets to competition and permit telcos to enter the cable business.

Both bills are intended to help spur the development of an information superhighway. There are some major differences between the House and Senate versions, another factor that may complicate congressional action this year. ■

Groups seek infohighway right-of-way

Public interest groups, educators and public broadcasters rallied around a new information superhighway Senate bill last week.

They registered their support for the measure, S. 2195, during a Senate Communications Subcommittee hearing. The bill, sponsored by subcommittee chairman Daniel Inouye (D-Hawaii), would require telecommunications networks that use public rights-of-way to reserve 20% of their capacity for public interest and non-commercial groups. The groups then could offer free educational, informational, cultural, civic or charitable services to the public.

Inouye will talk next week with Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) about incorporating his "public right-of-way legislation" into a larger, Hollings-sponsored infohighway bill, S. 1822, which is pending before the committee.

All witnesses spoke in favor of Inouye's bill during his hearing last Wednesday. "Direct access to the information highway would permit us to distribute these and other educational services to everyone, everywhere, at anytime," said public broadcaster Henry Cauthen, president, South Carolina Educational Television.

"It is vital to the future of higher education that these communities receive guaranteed access to the information superhighway," said George Connick, president,



Senator Daniel Inouye

University of Maine.

But some industry groups already have started grumbling about the idea of reserving capacity. The United States Telephone Association and the National Cable Television Association oppose the bill. They have complained that such a requirement is unnecessary and unconstitutional.

Inouye said he invited representatives from the networks, cable and telephone industries to testify, but they were unable to appear and would submit testimony later.

Under the measure, the FCC would determine the "appropriate capacity to be reserved." The agency could decide that a lower amount than 20% is

appropriate or choose a phased-in amount not to exceed 20%. This set-aside is not permanent. It would be reduced or eliminated once the FCC determined that there was sufficient capacity.

"I realize that the legislation raises several constitutional issues," Inouye said, including the right to free speech. Monroe Price, a law professor from the Benjamin N. Cardozo School of Law, Yeshiva University, New York, defended the bill's constitutionality. And Inouye said the Congressional Research Service's American law division concluded in a preliminary analysis that the proposal is likely to withstand constitutional review by the courts.

—KM

House version of FCC budget falls short

But regulated industries will have to pay \$21 million more

By Christopher Stern

FCC budget officials were anticipating more bad news last week, expecting the House to approve a \$166.8 million budget for the FCC, approximately \$20 million less than the FCC says it needs.

"We will have to change [the budget] in the Senate," one agency official said, adding he was surprised by the speed with which the bill was being considered.

In the budget under consideration by the House, industries regulated by the FCC will pay \$116 million of the agency's budget through user fees. That is \$21 million more than the \$95 million originally proposed for fiscal year 1995. The reasons for that increase were not clear.

One House aide anticipates that when Congress finishes with the budget, it will be between the \$188.4 million the FCC asked for and the \$166.8 million the House appropriated for the agency.

FCC officials said they can live with less than \$188.4 million, some of which was earmarked to hire 251 new staff members. Since most of the new hires would not work a full year, the FCC believes it can get by with less.

The FCC has another opportunity to advocate its budget needs when the House Telecommunications Subcom-

mittee considers the authorization version of the FCC budget, which defines how the FCC should spend its money. The subcommittee has endorsed the full \$188.4 million. That markup has not been scheduled.

If telecommunications reform legislation passes this year, FCC responsibilities will dramatically increase. The Office of Management and Budget anticipates the FCC tying an additional budget request to the legislation.

"It would put a lot of new requirements on the FCC, and they probably

will ask for hundreds of additional [full-time positions] beyond the 251," an administration budget official said.

It would be two or three years before the agency was completely self-funded, the official said. The Clinton administration has proposed that the FCC become entirely self-funded in fiscal 1995.

An FCC official said he expects the OMB to act soon on the request for additional staff members. "There have been good discussions lately," the official said. ■

Spectrum tax on last legs?

It appears the administration may be abandoning a proposal to impose a spectrum royalty tax as a means of financing the GATT trade agreement. "A spectrum fee is less and less likely to be included in any GATT offset. It's very low on the list," said Barry Toiv, spokesman for the Office of Management and Budget.

Pressure from John Dingell, chairman of the House Commerce Committee, may have had something to do with the administration's change of heart.

Dingell, who has criticized the idea, earlier this month met with Leon Panetta, head of the OMB, to discuss the royalty tax idea. Shortly after their meeting, reports surfaced that the tax, which would cost broadcasters \$5 billion over five years, was no longer viable.

Nevertheless, the National Association of Broadcasters is encouraging its members to "keep the heat on," an NAB spokeswoman says. The association had launched a major campaign to convince Congress to reject the royalty tax idea. "We're not calling the dogs off," the spokeswoman says. "We hope the reports we're hearing are true, but we haven't heard anything official." —KM

FCC crafting PCS broadband auction rules

By Christopher Stern

The FCC will put the final touches on its broadband auction rules this week when it establishes guidelines and financial incentives for minorities, women and rural telcos.

Although the commission also was expected to address pioneer's preference at its meeting this Wednesday, action on that topic was delayed. The agency also postponed a decision on new emergency broadcasting requirements for broadcasting and cable.

The commission is leaning toward a combination of spectrum set-asides and investment incentives to promote participation of "designated entities"—minorities, women and rural telcos. In a letter to FCC Chairman

Reed Hundt, National Telecommunications and Information Administration chief Larry Irving expressed support for the FCC's tentative proposal to reserve two "entrepreneur's blocks" within each basic trading area (BTA). The blocks would consist of one 30 mhz block and one 10 mhz block, according to Irving's letter.

The FCC has divided the country into more than 493 basic trading areas. There are 51 major trading areas, which are larger than BTAs. Six licenses will be available in each BTA: three 30 mhz licenses and three 10 mhz licenses.

The set-aside would include one 30 mhz block and one 10 mhz block for small businesses. NTIA suggests that

small businesses should be defined as companies with less than \$100 million in revenue.

NTIA also supports reduced down-payments for small companies and allowing them to pay off their bids over five or 10 years. In narrowband PCS, the FCC has given designated entities a 25% discount, or bidding credit, along with the opportunity to pay off successful bids in installments.

Some expect the FCC to raise the bidding credit for broadband from 25% to 35% because there is so much money at stake. Narrowband is expected to raise \$500 million for the U.S. Treasury. The broadband auction will raise \$10 billion, the Office of Management and Budget says. ■

In her first meeting with the press, FCC Commissioner Susan Ness told reporters, "I'm not afraid to regulate, but I will endeavor to understand the consequences of our action and the unintended consequences as well." She also refused to characterize cable as an essential service, calling it "an extremely helpful service. And as we go forward, making sure that information services are available is something I will strive for." In contrast to Commissioner Rachelle Chong's devotion to *Star Trek: The Next Generation*, Ness says her favorite television programming is C-SPAN.

The Clinton administration has added four more entertainment industry representatives to its information superhighway advisory board. They are: CBS President and Chief Executive Officer Larry Tisch, MCA Music Group Chairman Al Teller, BMI CEO Frances Preston and Motion Picture Association of America President/CEO Jack Valenti. The board had been criticized for lacking representation from broadcasting and other entertainment industries. Radio broadcasters are scheduled to hear from Reed Hundt at their convention this fall. The FCC chairman is on the agenda for a speech Oct. 13 at the Radio Show in Los Angeles. Last March, Hundt canceled an appearance at NAB's annual convention in Las Vegas.

The FCC has again opened the door for public comment on comparative hearings for broadcast stations. The commission voted to seek comments after the U.S. Court of Appeals in Washington threw out a critical element of the FCC's decision-making guidelines. The court, in *Bechtel v. FCC*, singled out the commission's pref-

erence for the locally owned stations as "arbitrary and capricious." Because the agency has relied on integration of ownership in many recent decisions, it is now seeking comments on what "objective and rational criteria" can be used in comparative hearings.

House members have registered their concerns about program access rules for cable with the FCC.

In a letter to FCC Chairman Reed Hundt, eight members of the House Telecommunications Subcommittee complained that the rules contain a "critical loophole that seems ripe for exploitation by the cable industry and is directly applicable to exclusive contracts between vertically integrated cable programmers and DBS providers." The lawmakers, led by Billy Tauzin (D-La.), said the loophole "must be closed and the program access regulation strengthened."

The Media Institute says the FCC should not "dictate program content." In comments filed with the commission about its en banc hearing on children's television this week, the Media Institute blasted the 1990 Children's Television Act and the FCC's attempt to strengthen its rules implementing the act. The institute said the act is an "attempt by government to coerce video publishers to offer up a certain class of government-approved programming. In a democracy dedicated to open speech and a free press, any government attempt to influence what is spoken or published is enough to raise a cautionary flag."

Washington Watch

Edited By Kim McAvoy



All hands... FCC Chairman Reed Hundt's leaders are, for the most part, in place. Hundt has filled key positions at the agency with some newcomers and kept a number of FCC veterans. Seated, left to right: Blair Levin, chief of staff; Scott Harris, director, Office of International Communications; Judith Harris, director, Office of Legislative Affairs; Ralph Haller, chief, Private Radio Bureau; Richard Smith, chief, Field Operations Bureau; Roy Stewart, chief, Mass Media Bureau; Meredith Jones, chief, Cable Services Bureau; Richard Metzger, acting chief, Common Carrier Bureau. Haller, Smith and Stewart are commission veterans. Standing, left to right: Andrew Fishel, managing director; Thomas Stanley, chief engineer; William Kennard, general counsel; Hundt; Karen Watson, director, Office of Public Affairs; Robert Pepper, chief, Office of Plans and Policy; John Winston, acting director, Office of Small Business Activities. Hundt appointed Kennard, Watson and Winston.

Companies still pursue enhanced NTSC

FCC ponders datacasting rulemaking to resolve proposals

By Chris McConnell

The prospect of a new broadcast standard is not stopping the industry from tinkering with an array of possible NTSC enhancements.

At the NAB, participants in a standard-setting effort last week were gathering to review a collection of digital datacasting proposals, while FCC officials say they have seen so many datacasting ideas that they are considering a rulemaking to resolve them.

"A whole bunch of ideas are pending," says Bill Hassinger, assistant engineering chief for the FCC's Mass Media Bureau. He adds that any datacasting rulemaking is still at staff level.

But he says that the growing pile of data broadcasting proposals, seeking to cram more information into the NTSC signal, is prompting the FCC to consider a rule establishing the dos and don'ts of data broadcasting—rather than deal with the petitions on an ad hoc basis.

The reasons for adding the digital bits to NTSC transmissions range from supplying sound effects for talking teddy bear toys to distributing data to desktop computers. The NAB cites the possibility of supplementing TV commercials or allowing broadcasters to lease capacity within their transmissions to generate more revenue.

One of the ideas pending at the FCC would place the added information within the portion of the signal used to carry video. That proposal, from Tempe, Ariz.-based WavePhore Inc., would allow users to insert 384 kilobits-per-second of information into their signal. WavePhore Secretary Treasurer Glenn Williamson says the use of active baseband video in delivering the information will be invisible to TV viewers and that his company has conducted thousands of hours of on-air testing for its system.

"Product is ready to go," Williamson says of the WavePhore digital decoders.

WavePhore's data-broadcasting plan is one of five now before a stan-

dard-setting group organized by the NAB and the Electronic Industries Association. The group, which met in Chicago last week, hopes to recommend voluntary standards for broadcasting digital information within analog signals.

Last week the National Data Broadcasting Committee planned to discuss whether to eliminate any of

the five submissions from consideration. The group also was to prepare to develop a plan for testing the ideas. The NAB's Lynn Claudy says the group wants to begin testing the systems in November.

In addition to the WavePhore plan, the group is reviewing proposals to transmit digital data using the more traditional approach of the vertical blanking interval (VBI).

One system, from Canada's BleuMont Telecom, uses the VBI to transmit up to 172 kilobits of data for government organizations and private firms. The company, says Vice President of Operations Patrick Gilbert, has reached agreements with Canadian broadcasters to deliver a variety of services, including provincial government updates and road and weather



Firms such as BleuMont Telecom hope more PCs will be receiving TV signals.

information.

Gilbert says the company's submission to the NAB proposes a system capable of delivering up to 500 kilobits per second. He adds that his company's approach also can employ active video lines and may be compatible with the WavePhore technology.

"We think we have pretty good chances," Gilbert says.

Also taking the VBI approach is Riverside, Calif.-based Radio Telecom and Technology. The company's

system also can use active portions of the video signal for carrying data as well as the VBI, says company president Louis Martinez. He adds that his system is capable of establishing a return path to a broadcaster and also can send information in specific directions. The system, Martinez says, can generate up to 10 information streams, each carrying about 5 megabits per second.

Another approach to the data-broadcasting standard would use subcarriers rather than the VBI or baseband video. The proposal, from Menlo Park, Calif.-based Digidock Inc., would provide a transmission capacity of about 500 kilobits per second after error correction.

Datacasting plans are also part of a system proposed by the Grand Alliance, which says its HDTV standard will carry plenty of capacity for "ancillary services," particularly during periods when less data capacity is needed for video. While the seven-company alliance hopes to test its system at about the same time the NTSC datacasting systems enter the lab, system proponents are not content to wait for the new broadcast system.

"Life is what happens while you're waiting for the future," says the NAB's Claudy

Errata

A June 20 article on TV Marti mistakenly identified San Francisco's Hammett & Edison Inc. as consulting engineers to the Association of Maximum Service Television. Hammett & Edison conducted its report on TV Marti frequencies not for MSTV but for the Advisory Panel on Radio and TV Marti.

Cutting Edge

By Chris McConnell

CBS is equipping all of its owned-and-operated stations with Philips ghost-canceling transmission equipment. CBS Television Stations last week said it hopes to have the seven stations equipped with the ghost cancelation reference (GCR) equipment by year's end.

Philips Consumer Electronics said five stations—WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and WCIX-TV Miami—have purchased the equipment needed to send the ghost-canceling signal. Two other O&Os, Philips said, are planning to add the equipment during the second half of 1994.

Philips next year plans to offer consumer "de-ghosting" products priced under \$200. The products will read the reference signals generated at the stations to correct picture ghosts. Philips hopes to have 75% of U.S. broadcasters outfitted with the ghost-canceling equipment by year's end.

Owners of on-deck satellites were breathing easier last week following Ariane-space's return to flight.

The European launch consortium boosted the Intelsat 702 satellite to the Atlantic Ocean region. Arianespace earlier this year placed its launch program on hold after an overheated third-stage engine downed one of its rockets. Satellites waiting on the manifest for launches this summer include the AT&T

Telstar 402 and the PanAmSat PAS-2.

The earliest DBS equipment retailers were reporting strong results last week. Stores in Jackson, Miss., said the RCA dishes and decoders were virtually sold out around town following the product's introduction there June 17. Thomson Consumer Electronics last week also took the new product to Shreveport, La.

Harris Allied is supplying Georgia Public Television with two new Ku-band satellite uplink systems.

The Georgia broadcaster asked Harris for two custom-built trucks that will allow GPT to set up its uplink and leave it in position for more than a week. The two S-20T uplink systems are mounted on trailers rather than self-propelled vehicles, allowing GPT crews to use the towing vehicle for ground transportation while uplinking signals from an event. The satellite uplink system carries a towing weight of less than 9,500 pounds and a hitch weight of less than 1,250 pounds.

Video International Development Inc. is offering a new broadcast standards converter. The company's DCT 1600 unit converts pre-processed signals from one standard to another. The converter features 4 field/4 line interpolations and motion adaptive digital noise reduction. Prices start at \$2,995.

Odetics has booked the first order for its digital disk-based CacheMa-

chine. The company says Singapore Broadcasting Corp. is purchasing two of the units. Each machine can hold more than 10,000 spots that can be played directly to air from the disk. The CacheMachines also maintain programing and spot archives on tape.

Each of the Odetics disk machines purchased by SBC is configured to include one Digital Beta-Cam TCS90 cart machine, one LEM90 expansion module and two Tektronix Profile disk recorders. The CacheMachines incorporate an Odetics TCS90 cart machine, which can be used with VTRs. Broadcasters can use the machine to automate commercial and program playback.

C-COR Electronics Inc. is supplying Continental Cablevision with its new 700 Series FlexNet amplifiers for a system rebuild in suburban Chicago. The 750 mhz amplifiers provide an extra 200 mhz

of capacity for carrying digital channels to the 135,000 homes passed by the cable system.

The company also says Rogers Cablesystems Ltd. will be using its modules to upgrade about 15 Canadian cable systems by the end of December 1995. The Rogers upgrade is part of an effort to boost its systems from 450 mhz to 550 mhz and to increase the return path to 5-42 mhz.

As part of the upgrade, Rogers plans to retrofit more than 70,000 existing feedforward trunks and line extenders. The company also will buy more than 20,000 new feedforward trunks and line extenders to complete the project.

Sony has lined up two more customers for its

Digital Betacam format. Italian production company InAuge is adding a Sony DVW-500 (PAL) VTR and BVE-2000 edit controller to its post-production suites, while The Antoniano Center of Bologna, Italy, has purchased equipment as part of a \$1.4 million digital upgrade. The Antoniano Center, which produces children's music in multiple languages as well as an annual song contest broadcast nationally in Italy, has bought two DVW-A500P and one DVW-500P (PAL) Digital Betacam VTRs. The center also bought three BVP-375P cameras and a BVE-9100 editor from Sony.

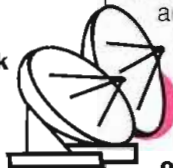


ABC and ESPN turned to Videocom Satellite Associates for uplink services from the U.S. Open golf tournament. Videocom used two C-band transportable uplink systems at the Oakmont Country Club in Oakmont, Pa. The company says it provided more than 60 hours of transmission services during coverage of the tournament.

Wegener Communications is supplying digital audio transmission and receiving equipment to Brazilian broadcaster Rede Bandeirantes for delivering radio programing to more than 100 locations in Brazil for rebroadcast. Wegener



is supplying the broadcaster with its DR Series SCPC (single channel per carrier) digital audio products. The DR Series receivers use MPEG-2 digital encoding and provide real-time diagnostics.



Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

KRMS/KYLC, Lake of the Ozarks market leader, has an opportunity for hard-working general manager. Personal commitment to sales must be your #1 priority. Qualified account executives/sales managers looking for their first management role please apply. Learn about equity opportunities, other benefits our group offers its management. All replies confidential. Call Robert Mahaffey at 800-725-9180. EOE.

General sales manager: Tired of the rat race? Does life in the beautiful Central Virginia area appeal to you? WVAO Oldies 99.7 is seeking a goal-oriented, creative team player for our Charlottesville general sales manager position. Candidate must have a proven track record, strong sales and sales management background. Send cover letter, resume and salary requirements to: WVAO General Manager, Drawer BC, PO Box 2189, Staunton, VA 24402. Clark Broadcasting Company is an equal opportunity employer.

General sales manager: Chicago radio station seeking general sales manager with minimum five years broadcast experience including two years in sales management in major market. Strong communication/people skills, along with complete knowledge of forecasting, budgets and inventory control a must. Send resume (no phone calls) to: Ralph Sherman, WNUA Radio, 444 N. Michigan Ave., #300, Chicago, IL 60611. EOE.

Family team: Owner seeks responsible family team to operate AM + FM combo in beautiful East Tennessee community. Excellent opportunity for right couple. Will consider selling. Send particulars in confidence to: Broadcast Station, Box 345, Knoxville, TN 37901. EOE.

Wanted: AM full-service program director. Must have proven full-service vision. WMBD-Peoria. Who we are and what we offer: 1) A successful station driven to serve its community; 2) Stable ownership; 3) Excellent facilities-part of an AM/FM/TV combo; 4) Commitment to the format. Who you probably are: 1) An experienced educated radio pro; 2) Someone who really "gets" full service; 3) Computer savvy; 4) A manager with real people skills; 5) A person who realizes radio is supposed to be fun. Those wishing to apply should send a resume and a one-page description of their full service vision to: Mr. Lindsay Wood Davis, Station Manager, WMBD/WMXP, 3131 No. University, Peoria, IL 60614. All responses must be in by July 8th. EOE.

HELP WANTED SALES

Sales manager: Santa Fe, NM, sales manager for growing Classic Rock Station. Salary, plus override, plus benefits. Successful candidate, must carry list. Must have history of success, proof of success and ambition to make station a success. Send resume to Jim Leary, KTMN Radio, 1718 W. Alameda, Santa Fe, NM 87501. EOE.

Account executive for top-rated suburban Chicago Country FM. Excellent opportunity with established list for competitive sales professional. Send resume to: Lenny Frisaro, GSM, WCCO, 1520 N. Rock Run, Joliet, IL 60435. EOE.

NJ FM needs sales talent. Double-digit sales growth, unduplicated format, little competition. Earn \$50K-\$75K & more. Resume to Box D-30. EOE.

HELP WANTED TECHNICAL

Liggett Broadcast, Inc. seeks chief engineer for WJIM AM/FM & WFMK FM, Lansing, MI. SBE certification with minimum three years experience required. Must have thorough understanding of AM/FM transmitters, RPU, STL, studio equipment and digital audio systems. Computer skilled. Send resume to Rod Krol, Vice-President, LBI, PO Box 991, East Lansing, MI 48826. EOE.

Broadcast engineer/air personality: WFRN AM/FM South Bend/Elkhart, IN. 50,000 watt FM, 5,000 watt directional AM plus a FM to be constructed in the Kokomo, IN area. We are seeking a team player who can serve as an engineer and an announcer. Responsibilities will be to maintain transmitters, studio/production eqpt, STL's, satellite receivers, micro processor eqpt. Knowledge of PC computers, FCC compliance. Operation guided by Christian principles. Contact Dewey Moede, Gen Sls Mgr., WFRN, Box 307, Elkhart, IN 46515, 219-875-5166. EOE.

Chief engineer-KFMB AM/FM: We need you to be a part of the success of these stations. If you have a working knowledge of AM 50KW DA, FM transmitters, and analog and digital studios—and are willing to commit—we want to talk to you. Computer literacy, an FCC license or SBE certificate, 5 years experience and at least an AA in Electronics are minimum requirements. Verifiable management experience is a plus. Send resume to: KFMB AM/FM, PO Box 85888, San Diego, CA 92186-8555. Attn: John Weigand, Director of Engineering. EOE.

SITUATIONS WANTED MANAGEMENT

Successful GM looking for right opportunity to continue growth. 15 years experience with group owner, managing 5 properties (3 new acquisitions). Contact in confidence, Box D-21.

Seeking general manager/sales manager position with small to medium market station with possible buyin or buyout potential. Currently in radio and real estate management. Top biller. Conscientious. Motivated. Willing to relocate. Call Ted 914-357-9425 or 914-357-4861, 399 Rte 202, Suffern, NY 10901.

NSM ready for GSM challenge. Young, competent, dynamic leader with proven overachievement record looking for right opportunity in Northeast. Reply to Box D-31.

SITUATIONS WANTED NEWS

Great PBP sportscaster with great credentials and major market experience seeking division one or pro level position in any sport(s). Outstanding communicator, commentary and talk. Nine years in current position. Bob Buck, 812-424-6020.

Powerful issue driven news talker with great voice now doing weekends and fill-in at legenday station. Looking for fulltime. I draw listeners 25-54. Reply to Box D-32.

I know sports. Anchoring/reporting/PBP all four major sports. Intelligent, mature, not a kid just out of college. 5 yrs. exp., currently freelance PBP on cable. Bob 201-546-5546.

TELEVISION

HELP WANTED MANAGEMENT

Station controller: Seeking individual with an accounting degree and 2-3 years experience. Responsible for all financial reporting, analysis, budgets, billings, etc. Experience with personal computers and Columbine a plus. Send replies to: Box D-33. EOE.

Business manager, WCGV, Milwaukee, WI: This position is responsible for all accounting, budgeting and credit issues for both WCGV and the PSA agreement with WVTV, the other independent in Milwaukee. Qualifications include accounting degree and 3-4 years experience with general ledger and financial statement preparation. Send resume and salary requirements to: Attn: Controller, Sinclair Broadcast Group, Inc. 2000 W. 41st Street, Baltimore, MD 21211. EOE.

News and public affairs manager-WGVU AM/FM-BA/BS in Journalism, Communications, related field or appropriate combination of experience and education. Five years of prior news experience preferred. Excellent organizational skills, strong writing skills, ability to work well with and lead award winning news department and high journalistic standards. Ability to serve as role model for students and work well with management team. Anchoring required. TV ability and prior management experience preferred. Responsibilities: oversee working newsroom, train and oversee assignment desk, work with students, oversee deadlines, generate story ideas, and continue to develop student intern/employee program. Send resume and letter of application with references, audition tape and scripts to: Michael T. Walenta, General Manager, WGVU-AM & FM, 301 W. Fulton, Grand Rapids, MI 49504-6492. Please note how you became aware of this position. Deadline date: July 11, 1994. EEO/AA/ADA.

News director: Small ABC affiliate with growing commitment to news seeks the right person to lead our team. Must have five years TV news experience, including some management/supervisory background. College degree and computer literacy a plus. Strong administrative/people skills essential. If you can't sleep nights unless you're #1, send resume to Larry Manne, GM, WREX-TV, Box 530, Rockford, IL 61105. No phone calls. WREX-TV encourages minority and female applicants. EOE.

Broadcast traffic manager for WFXG-TV, Augusta, Georgia, Fox's affiliate of the year. A minimum of 2 years experience in all phases of the Columbine traffic system is required. Must be highly organized and possess management skills. Send resume to WFXG-TV, PO Box 204540, Augusta, GA 30917. EOE.

Operations manager: WYZZ-TV, Central Illinois' Fox connection seeks a talented individual to manage control room, traffic and production departments. Requires an experienced manager with indepth knowledge of the Columbine Traffic System and general station operations. Mail your resume to Fox 43, PO Box 1727, Bloomington, IL 61702, or call Hugh Robinson, General Manager 309-662-4373, 3pm-5pm CST. WYZZ-TV is an equal opportunity employer.

HELP WANTED SALES

Senior account executive needed for medium market southeastern affiliate. Must have prior TV sales experience and proven ability to sell projects, promotions and develop new business. Great list (agency and direct), great station and great place to work. A rare opportunity. Come grow with us. EEO. Reply to Box D-23.

National sales manager: WBFF-TV, a top-rated Fox affiliate serving Baltimore, seeks an aggressive, creative sales manager. This individual must have at least 5 years of TV station and/or rep experience. Please send cover letter and resume to: Steve Marks, General Manager, WBFF-TV Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls. EOE.

Wanted-general sales manager, affiliate top 50 market. At least five years experience in national sales. Ability to lead and motivate reps. Qualified applicants should send complete confidential resumes. Box D-34. EOE.

Account executive for top rated market group owned CBS affiliate in quality family oriented community. 2+ years broadcast sales experience needed to assume solid list. Must be self-motivated, goal oriented, organized and persuasive. MF/EOE. Send or fax resumes to Jim Roberts, GSM WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. Fax 304-232-4975.

Account executive: KABB-TV, a River City Broadcasting station, seeks an aggressive, experienced broadcast salesperson, for the number one indy in San Antonio. You'll maintain and improve billing of an existing client list and develop new accounts. If you are looking for a major growth opportunity with one of America's fastest growing broadcast companies, get in touch with us now! Contact: KABB-TV, Local Sales Mgr., 4335 NW Loop 410, San Antonio, TX 78229. An equal opportunity employer.

National sales manager: Dominant southeastern CBS affiliate seeks top national sales manager. Ideal candidate will have 3-5 years station/rep experience with success in aggressive, creative selling, will demonstrate a solid work ethic and a plan for new business development. Great station, great market, great opportunity for the right person. Send detailed resume in confidence to: Director of Sales and Marketing at Box D-35. EOE. Women and minorities are encouraged to apply.

Local account executive: WMSN/Fox 47 in beautiful, liveable Madison, Wisconsin has an immediate opening for an experienced local account executive for a top list of retail and agency accounts. We are looking for someone who is intelligent, full of energy, creative, knows how to sell Fox and has a minimum of three years experience. Our station is growing rapidly and set for a great future. Send resume, income history and a letter telling us about what makes you outstanding to: 7847 Big Sky Drive, Madison, WI 53719. No phone calls. Females and minorities encouraged. WMSN is an equal opportunity employer.

Account executive: Network affiliate in 39th market is accepting applications for a local account executive position. Minimum 2 to 3 years TV sales experience preferred. Send cover letter and resume to LSM, Box 2456, Norfolk, VA 23501-2456. No phone calls, please. EOE.

Account executive: Fox affiliate seeks up and coming salesperson. New business prowess and strong written and oral presentation skills are a must. Send resume and cover letter to Jeff Flynn-LSM, WACH-TV, 1221 Sunset Blvd., W. Columbia, SC 29169. No calls please. EOE.

Account executive: Searching for an aggressive, creative salesperson with at least two years experience to take over substantial list. If you have ideas and energy, send me your resume, references, and compensation requirements. Alice Riehl, General Sales Manager, WICZ-TV, PO Box 40, Binghamton, NY 13851. EOE.

Top 50 CBS affiliate seeks professional account executive in Charleston, WV. It's wild and wonderful and we are looking for a success minded, team-work driven individual that can make a commitment to the future with a fast growing station. You must be motivated to make a difference. Send your resume and references to Chris Geiger, LSM Charleston, 1601 Kanawha Blvd. West, Suite 201, Charleston, WV 25312. EOE.

HELP WANTED MARKETING

Sales and marketing executive: Scripps Howard NBC affiliate seeking experienced, versatile and computer literate team player to improve existing accounts and develop new business. Heavy emphasis on specials and promotions. Work with a dynamic group of winners! Send resumes only to Personnel, WMAR-TV, 6400 York Road, Baltimore, MD 21212. WMAR-TV is an equal opportunity employer; women and minorities encouraged to apply.

HELP WANTED TECHNICAL

Broadcast engineer: Full time position. Full service, component level, Sony Beta SP., Beta, 3/4 umatic etc. Sill store, character generators, switchers etc. Experience with computers, RF, uplinking desired. Must be highly motivated team player. FCC license and SBE certification desired. Fax resume to Ralph S. Turk, CE, KVOA-TV, 602-620-1309. Equal opportunity employer.

Senior editor: Aggressive Fox affiliate in Ft. Myers, Florida is looking for a senior commercial/promotion editor who is more than just a button pusher. Must be familiar with Grass Valley 250 board, Paltex Europa editor, Abekas A-53 and Chyron Max Infinite. If you know how to push equipment to its maximum potential and have a client-friendly personality, we want to hear from you. Send tape and resume to: Chris Andrews, VP/GM, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. Equal opportunity employer.

Growing sunbelt affiliate with new facility needs an experienced television broadcast technician. Must repair videotape, ENG, satellite truck, and other equipment. Mail salary/resume to: Chief Engineer, WCBI-TV, PO Box 271, Columbus, MS 39703 or fax to 601-329-1004. EOE.

Network broadcast operations: Interviewing for temporary non-union freelance technicians, inc. Audio, video, tape, & camera operators: Technical directors; ENG camera oper; news editors. If interested, please forward your confidential resume, indicating area of interest, to: Box MT-283, 360 Lexington Avenue, 12th Floor, New York, NY 10017. Equal opportunity employer.

WICS-TV in Springfield, Illinois is accepting applications for chief engineer and assistant chief engineer. Applicants must have hands-on experience in the installation, maintenance and repair of studio and transmitter equipment. Maintenance and repair of studio and transmitter equipment. Maintenance experience with Betacam recorders and Odetics cart machine will be a plus. FCC General Class license is required: Send resume to: Director of Technical Operations, WICS-TV, 2680 E. Cook Street, Springfield, IL 62703. EOE.

TV maintenance engineer: WNEM-TV, Saginaw, Michigan is looking for an experienced studio maintenance person. Applicant must have three years experience in the repair and maintenance of cameras, tape machines and studio equipment. FCC General Radiotelephone license and computer familiarity a plus. Please reply to: Greg Surma, Director of Engineering, WNEM-TV, Box 531, Saginaw, MI 48606. 517-755-8191. EOE.

We place engineers, editors & colorists: All levels, locations & disciplines, employer paid fees, guaranteed confidential. Over 10 years service to employer & employee. Phone/resume-Mike Kelly, Keystone International, Inc., 16 Laflin Road, Pittston, PA 18640. 717-655-7143.

HELP WANTED NEWS

Weekend weatherperson: Growing Fox affiliate in Indianapolis seeks meteorologist or person with NWA seal. Send VHS and resume to Ron Petrovich, News Director, WXIN-TV, 1440 N. Meridian, Indianapolis, IN 46202. No phone calls. EOE.

We're expanding and looking for great reporters, producers, weekend anchors, photographers. Send non-returnable resume/tape to Pete Michenfelder, ND-4, WJBF-TV, 1001 Reynolds Street, Augusta, GA 30903. EOE.

Video/photographer/editor: Univision Network is looking for an aggressive, hard-working individual with excellent shooting and editing skills for our Washington bureau. Fluency in Spanish preferred. Minimum 2 years experience. Send resume and demo tape to: Deborah Durham, Washington Bureau Chief, 444 N. Capitol St., NW, Suite 601-G, Washington, DC 20001. Fax 202-737-6039. EOE.

General assignment reporter: Must have three years experience with strong writing and presentation skills. An aggressive attitude is a must. Send resume and tape to Christopher Musial, Asst. News Director, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE.

Weekend anchor/reporter: East Coast ABC affiliate needs weekend anchor/reporter with at least 1 year's anchoring experience. Must have producing, writing and editing skills. Send non-returnable 3/4" tape with resume and salary history to Neil Bayne, ND, PO Box 4009, Salisbury, MD 21803. No phone calls. EEO/MF-F.

KETV, Omaha, has an opening for a reporter/photographer/editor to cover Iowa news. Three years television news experience required. Must be aggressive, creative and a self-starter. Photography and editing skills a must. Successful applicant will work for two Pulitzer Broadcasting stations, KETV and KCCI in Des Moines, but will be based out of Omaha. Send resume and non-returnable tape to: RoseAnn Shannon, News Director, KETV, 2665 Douglas St., Omaha, NE 68131. EOE.

KTTC-TV is looking for a reporter with one or two years experience for possible future opening. Must be self-starter and idea person. If you want to be part of an aggressive television news team, send resume and non-returnable tape to: News Director, KTTC-TV, 601 1st Avenue SW, Rochester, MN 55902. Absolutely no phone calls please. EOE.

Wanted: Meteorologist for morning and mid-day programs. Some experience helpful. Tape and resume to: News Director, KTTC-TV, 601 First Avenue SW, Rochester, MN 55902. Absolutely no phone calls. EOE.

WICS-TV in Springfield, Illinois is accepting applications for a news assignment editor. Person will be responsible for coordination of all local news coverage; assign reporters and photographers; enterprise stories; coordinate live shots, satellite feeds and NBC newschannel feed and uplinks. Must be able to assist in all aspects of operation including production of newscasts. Three years experience required. Basys experience helpful. Minorities and women encouraged to apply. Send resume, references and salary requirements to News Director, WICS-TV, 2680 E. Cook Street, Springfield, IL 62703. No phone calls please. EOE.

Non-profit organization seeking Arabic speaking TV journalist/instructor for month-long course for Palestinian journalists (during July & August 1994) in Jerusalem. Requirements: Ten years broadcast journalism experience, fluency in Arabic language & experience working in Middle East. Candidates with video shooting and editing experience stand-out. University level teaching experience a plus, not mandatory. All expenses paid. Salary commensurate with experience. Fax resumes to: Daoud Kuttub, Jerusalem Film Institute, Jerusalem Fax: +9722-281218. E-Mail: jfilm@baraka.gu.apc.org. Also E-mail resumes to: Paul Greenberg, E-Mail: 71334.1366@compuserve.com. EOE.

Television news producer: Top 20 leader looking for main line producer. Five years experience and computer literacy preferred. Take charge attitude and superb writing skills a must. No stackers. Send tape, news philosophy and critique of your newscast to: Box D-37. EOE.

Producer-experience preferred. Individual will produce the six and ten o'clock news, Monday through Friday. Excellent writing skills and solid news judgement are necessary for this position. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPCC-TV, PO Box 1490, Lake Charles, LA 70602. EOE.

CLASSIFIEDS

HELP WANTED PROGRAMING PRODUCTION & OTHERS

News writer. Conservative nightly TV news broadcast needs experienced script writer. Must have news discernment and ability to work closely with producers. Salary commensurate with experience. Benefits. Resume to James Martin, Capital Television Network, PO Box 3150, Manassas, VA 22110. Fax 703-369-1910. EOE.

Creative writer and editor to shoot and produce multi-media promotional messages for Mid-Atlantic small-market affiliate. Must be a good writer and able to operate Ampex 4100 switcher, Abekas A51, ESS still storer, Chyron, Dubner, Ampex 1", Ace Editor and Vista Tips Paint System. \$18-\$20,000 to start. Paid health and life insurance. Send resume and salary history to Box D-17. EEO/M-F.

Creative services director to lead total station program and news promotion efforts for top 60 Sunbelt affiliate. We need a creative and aggressive specialist with demonstrated hands-on leadership skills in planning strategic marketing, production and application. The right person has three-five years management experience with news promotion success stories. Send resume to Box D-38. Women and minorities are encouraged to apply.

Canal de Noticias NBC: 24-hour Spanish news network located in Charlotte, NC, expanding as it goes into second year. Looking for qualified Spanish-fluent producers, writers, editors, chyron and audio operations, and graphic artists. Please send tapes, resumes, and references to Box D-36. No calls please. EOE.

Director of station promotion and advertising: Station marketing responsibilities, including on-air, outside media, press and in-house relations. Creative promotion expert needed with excellent work ethic, flair for detail, and extraordinary organizational and people skills. Resumes (no calls) to Thomas P. Kane, President and General Manager, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Promotion executive producer: If you can produce spots that sizzle and sell and want to live in beautiful Charleston, SC, check this out. We're looking for a highly-motivated, deadline-oriented individual who can write & produce aggressive news spots (topical & image). Must be a team player with ability to use strong organizational and creative skills simultaneously. Graphic smarts and supervisory experience helpful. Send resume and non-returnable tape to: WCBD-TV, Personnel Dept. 871, 210 W. Coleman Blvd., Mt. Pleasant, SC 29464. EOE, M/F, Drug testing.

Production/promotion manager: Prefer candidates with 3-5 years experience in television promotion and commercial production. Must have strong writing skills and innovative, creative thinking ability. Ability to manage and motivate people is a must. Familiarity with outside media (e.g. print, radio, outdoor) a plus. Send resume to Director of Personnel, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. No phone calls. EOE M/F.

Film/program director: Seeking a highly motivated, committed individual with strong leadership skills. Qualified candidates must have 2 years experience as an assistant editor or related position. Hands on experience editing 3/4" & 1" tape required. Knowledge of syndicated programming & satellite utilization a plus. EOE. For immediate consideration, please send salary history & resume to: Operations Manager, PO Box 30236, Toledo, OH 43603.

WFSB-TV, Hartford has an opening for design director. Quantel, sgi 2-d and paint, infinii!, k-scope are some of our toys. It's a fast paced environment and we need someone to oversee the look of our station, set design, print, supervise staff and pilot us into the 21st century. WFSB TV is a Post Newsweek Station and equal opportunity employer. Fax resumes to 203-244-1661, Don Graham, Creative Services Director.

Production manager: Your chance to live the real "Northern Exposure!" Shoot, write, edit, voice local commercial production for #1 rated CBS affiliate. 3-4 years experience, all phases video production. Supervisory skills desirable. \$28,000-\$30,000 DOE + 401k & profit share plans. EOE. Fax resume to: Station Manager, KTVF-TV, Fairbanks, AK 99701. 907-452-5120.

SITUATIONS WANTED MANAGEMENT

Need a leader to motivate your production/operations staff? Producer/director with 16 years supervisory experience in major markets seeks career challenge. Please reply to Box D-39.

SITUATIONS WANTED ANNOUNCERS

Bilingual TV anchor: Spanish/English, young energetic, professional. Network experience, and live audience. Demo tape (VHS) upon request. Please call Javier Angel 202-726-1050 phone/fax.

SITUATIONS WANTED NEWS

Weather anchor, working, solid show, exceptional graphics. Kavouras i7 wizard, middle name is "PR" and AMS Seal. Need "fresh air" in 1-30 market with #1 news team. Reply to Box D-27.

Helicopter pilot. 900+ hours in NYC area. 6+ years in broadcasting. Will consider all markets. Can start up or complement your operation. 201-435-4412.

I know sports. You'll know when you see my tape. Intelligent, mature, hates cliches. 5 yrs. radio exp. Currently freelance cable PBP. Box 201-546-5546.

CABLE

HELP WANTED TECHNICAL

Vacancy #CO41-04, Northern Arizona University in Flagstaff, Arizona (7,000 ft.; pine forests; clean air) immediately needs an electronic field services engineer (DOE \$20-26K annual plus excellent benefit package.) Duties-primary: Maintain CATV System 4,500 drops; secondary: Broadcast video experience. To apply call 602-523-4259 or write NAU TV Services, PO Box 5676, Flagstaff, AZ 86011. NAU is an EOE/AA institution.

ALLIED FIELDS

ASSISTANTSHIPS

M.A. program in communication prepares students for college teaching and for advancement in media fields. Financial support for Fall 1994 available through assistantship awards to qualified applicants. Admission requirements include Bachelors degree in a Communications field, 2.8 GPA, and GRE exam. Interested persons should send resume and letter indicating career/educational goals to: Dr. Joe Oliver, Graduate Program Coordinator, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-568-4001 (tel.), 409-568-1331 (fax). EOE.

FINANCIAL SERVICES

Lease purchase option: Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

EMPLOYMENT SERVICES

Government jobs \$16,040-\$59,230/yr. Now hiring, call 1-805-962-8000 ext. R-7833 for current federal list.

Reporters, anchors and producers!!! You deserve the best chance to achieve your career goals. NEWSDirections can help. Affordable, reliable, professional. 1-800-639-7347.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

50KW AM: Continental 317C3 (1986), Harris MW50B (1982), Transcom 800-441-8454.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. Fax 314-664-9427.

ERI 200 AC, 6 Bay FM antenna 97.3: 42 sections of 4-1/8" transmission line, 19' 6" long. All hardware included. 10 sections of new 4-1/8" transmission line 20' long. Please call 305-653-5800.

Transmitters, FM, TV and LPTV: All brand new. Best price anywhere call Jimmie Joynot 800-279-3326, Robert Tindle 800-695-7919 or Howie Soule 800-258-7132.

Blank tape, half price! Elcon magnetically evaluated blank 1", 3/4", Betacam and SP videotape available. Also have VHS, M2, D2 and 2". We'll beat any price! Call Carpel Video for catalog 800-238-4300.

Production truck, 32ft., built 1992. GVG300, Abekas A-52, BVH2500's, 4 triax CCD cameras, much more. Excellent condition. J A Taylor 610-754-6800.

KU uplink truck, redundant and 2° compliant, 4 port 2.6m Vertex antenna. 16' custom body with auto leveling, 15KV generator. Excellent condition, low mileage. J A Taylor 610-754-6800.

RADIO-MISCELLANEOUS

AOR station needed for Greensboro, Winston-Salem, High Point market of North Carolina. Listeners need rock choice for this area.

TELEVISION HELP WANTED NEWS

KSHB41

NEWS EXPANSION

We are expanding our news operation and are looking for highly creative and experienced producers, anchors, reporters, photographers, tape editors, sports and weather people. We are looking for great story tellers who have a passion to win. Applicants must be self-starters with high energy and a tenacious appetite for news. Send non-returnable tapes, cover letter and resumes to:

Mark Olinger, News Director
KSHB-TV
4720 Oak St., Kansas City
Missouri 64112

No Phone Calls, Please
KSHB is an equal opportunity employer.

HELP WANTED SALES

ACCOUNT EXECUTIVE TRAINEE

KABC-TV is seeking an Account Executive Trainee to learn all aspects of broadcast sales and research. Broadcast sales experience is not mandatory, but a sales or marketing background is helpful. Strong interpersonal skills and the ability to rapidly understand and interpret numbers are important. Bachelor's degree preferred. Send resume to: **John Riedl, General Sales Manager, Dept. AET-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** KABC-TV strives to promote diversity. Women and minority candidates are encouraged to apply. Equal Opportunity Employer.



HELP WANTED PROGRAMING PROMOTION & OTHERS

PROMO/WRITER PRODUCER

KCBS-TV, the CBS O&O in Los Angeles is seeking a top-notch promotion Writer/Producer to produce daily news promos. If you can write compelling tease copy and have solid, creative production skills, this could be the job for you! Applicants must be GREAT writers and have major-market broadcast television experience. Experience with Quantel Paintbox, Hal & Harriet, along with newsroom computer systems is a plus. We're looking for someone who can turn out more than your run-of-the-mill, daily news promos. Innovation, creativity, solid technical production and a good marketing sense is required. Send your best DAILY NEWS promo work (3/4" tape and resumé) to:

Michael Benson
Director of Communications
KCBS-TV
6121 Sunset Boulevard
Los Angeles, CA 90028

A CBS Television Station
An Equal Opportunity Employer



PROGRAMING SERVICES

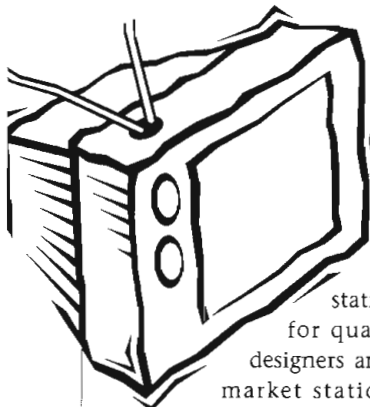
National Weather Network
Localized TV weathercasts Via Satellite
including your own ON-AIR Meteorologists!



- * A new local SALES Opportunity!
- * Short form stand alone insert updates!
- * Full length Weathercast with Anchor toss!
- * Completely customized for your market!
- * Experienced AMS ON-AIR Meteorologists!
- * Cash/Barter cost effectiveness!

Call: Edward St. Pe' 601-352-6673

HELP WANTED PROGRAMING PROMOTION & OTHERS



TRIBUNE IS LOOKING FOR SOME TERRIFIC PROMOTION PRODUCERS AND DESIGNERS

America's leading independent television station group has several opportunities available for qualified promotion writer/producers, video designers and art directors. State-of-the-art facilities, top market stations. You must have at least 2-3 years of television experience working in promotion or video design. Responsibilities include writing and producing on-air promo spots and print advertising for movies, sports, news and sitcoms.

Send resume and tape (but please don't call):

JIM ELLIS
TRIBUNE
BROADCASTING

435 North Michigan Avenue, Suite 1900, Chicago, IL 60611

Tapes will be returned. Equal Opportunity Employer.

MONEY WANTED

PRODUCER OF SOLID NATIONAL TV SHOW SEEKS MILLION PLUS BACKER FOR A ONE YEAR LOAN TO BE SECURED BY GUARANTEED REPAYMENT BOND...ZERO RISK. PLEASE CALL 415-344-3266

SEEKING TO PURCHASE BUSINESS

Acquisition Mode

Media company seeks to acquire a like firm in the Satellite transmission, TV production and (or) Syndication business. S.E. or N.E. USA preferred.

Call: 1-800-489-7970

MAILING LABELS

TELEVISION STATION DIRECTORY

Database for IBM-PC computers over 1,500 stations, Prints mailing labels only \$99.95 (includes 3 quarterly updates) Visa/Mastercard

1-800-626-2360 ext.300
info: (303) 592-3780

BBH SOFTWARE INC.

CABLE

HELP WANTED PROGRAMING PROMOTION & OTHERS

WRITER/PRODUCER

Rainbow Programming is seeking a proven Writer/Producer to join our award-winning On-Air Promotion Department. Must have 3-5 years of major market broadcast or national cable promotion experience. Excellent writing skills and broad knowledge of video graphics are essential. Experience in live action a plus. Please send resume, tape and salary requirements to:

P.O. Box 999-TP
Woodbury, NY 11747

An equal opportunity employer

RADIO—WANTED TO BUY STATIONS

NORTHEAST METRO AM STATION WANTED

Will consider negative cash flow and purchase for assumption of debt. Please reply in confidence to Box D-41.

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

NOTICE

**Effective with the July 4th issue,
Classifieds will be handled out of the
New York Office.**

The new Classified Manager is

Antoinette Fasulo

212-337-7073

or Fax 212-206-8327



Please update your records

KCBS-TV is looking for America's best.

If you're good at what you do (really good) this could be a once in a career opportunity to move to the top of the heap.

Action News needs highly skilled self-starters to fill the following positions: College degrees and significant broadcast experience are required.

NEWS PRODUCER

Strong writing and organization skills are a must, but what we're really looking for is creativity.

NEWS WRITER

You've got to write the way people talk, love words and pictures, and excel at marrying the two.

GENERAL ASSIGNMENT REPORTER

Topnotch live, packaging, and storytelling skills. Broken any exclusives lately? Spare us your Greatest Hits tape. Send your last five packages, plus samples of your live work, instead.

NEWS ANCHOR

Let's be honest, this isn't a job for beginners. How's your Q-score?

NEWS PHOTOGRAPHER/EDITOR

Calling all NPPA Superstars!

WEEKEND SPORTSCASTER

Our front line guy will be here forever.

RUSH non-returnable samples of your recent work along with a detailed resumé to:

Bob Jordan
News Director
KCBS-TV
6121 Sunset Boulevard
Los Angeles, CA 90028

As they say in Hollywood, "Don't call us, we'll call you."



A CBS Television Station
An Equal Opportunity Employer

RADIO

HELP WANTED TECHNICAL

RADIO ENGINEERS

Major growth group is looking for qualified engineers. Experience required, high power AM/FM transmitters, DA's, computers, FCC rules, component level repair. Minimum 2 to 5 years, FCC license, SBE. Reply to Box D-40.

TELEVISION

PROGRAMING SERVICES

FINALLY!

**AFFORDABLE,
SAME DAY/NEXT DAY DELIVERED,
DIGITALLY MASTERED VOICE
TALENT FOR RADIO/TELEVISION
AND PRODUCTION HOUSES.
NO OVERNIGHT SHIPPING
NO GENERATION LOSS**

- Receive work the same day you request it.
- Digitally mastered CD quality recording.
- Modem or fax script send.
- Unique voice talent.

The distinctive voice of Chet Sisk is now available to your radio and television station for: Sweepers • Liners • Image Promos • News Briefs • Topical Features. For more information and a demonstration tape, call 303-620-5619



CVO SIX PRODUCTIONS

ALLIED FIELDS

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Innovative temporary staffing solutions for

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- ▲ Traffic
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- ▲ Engineering
- ▲ Sales assistants

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Chicago • New York • (800) 556-5550

California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

EMPLOYMENT SERVICES CONT.

1-900-40-RTNDA Updated Daily

RTNDA Job Service

85 cents a minute. Listings free.
Call 202-659-6510 (Fax 202-223-4007).

Radio-Television News Directors Association
1000 Connecticut Ave., N.W., Suite 615
Washington, D.C. 20036

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Inside Job Openings, Nationwide

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- 1 Radio Jobs, updated daily
 - 2 Television Jobs, updated daily
 - 3 Hear "Talking Resumes"
 - 4 To record "Talking Resumes" and employers to record job openings
 - 5 Entry level positions

1-900-726-JOBS

*199 per min. JOBPHONE, NEWPORT BEACH, CA

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Hollywood, CA 90028
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TV JOBS
Get the best leads in the business without going broke.
MediaLine
THE BEST JOBS ARE ON THE LINE
for more about how you can get daily updated job information call
800-237-8073
Since 1986

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- Television Jobs.
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- Inexpensive And Reliable.

To start a subscription or post a job call
1-602-745-1997
\$6.95 1 issue \$19.95 4 issues \$39.95 12 issues
or send check to: Media Grapevine
P.O. Box 12693, Tucson, AZ 85732-2693
Specify TV
For jobs via the phone call
1-900-787-7800
Average call 2-3 min. Avg. Cost \$5.85 \$1.99 per min.
Must have a touch-tone phone and be 18 years or older.

FOR SALE STATIONS

FOR SALE

50 KW AM AND CLASS C FM, IN
SOUTHWESTERN TOP 50 MARKET.
SERIOUS BUYERS ONLY PLEASE.

P.O. BOX 25670,
HONOLULU, HAWAII 96825

FOR SALE

1. AM Station, 1,000 watts, 1230 khz
2. FM Station, 10,000 watts, 104.5 mhz

Contact J.C. Bell
(601) 582-5011

Hattiesburg, Mississippi 39401

SANTA BARBARA 24 HR.

Stereo AM Good numbers-Equipment,
unique, low overhead \$299K Cash
Terms to qualified with 1/2 down.

805 568 1444 day
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Net \$50,000, Gross \$200,000.

**Ideal for Husband and Wife Team
Gulf Coast Automated Station.
Some owner financing. No broker
commission. (318) 478-6677**

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 25 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group
Washington, DC—(202) 659-3331

FOR SALE

Central Pennsylvania
AM/FM Combo. University Town
Light Industry. Tourism. Presently LMA
WTGC/WUNS
P.O. Box 592, Lewisburg, PA 17837

**Call Bob or Lydia
for information on these stations**

FLA	CLASS C COMBO	2.2 MILLION
SC	URBAN FULLTIME	650,000.00
TN	TBA GOOD MARKET	30,000 per month
TX	CLASS A COMBO	650,000.00
OKL	CLASS A COMBO	395,000.00
GA	CLASS A COMBO	300,000.00
ALA	FULLTIME AM GOOD MARKET	300,000.00

The Thorburn Company, Inc.
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Cumming, GA 30131
Bob Thorburn, President,
(404) 781-8740
Lydia Thorburn, Associate

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FULL TIME LEASE
ON 10 YEAR OLD
24-HOUR, UHF,
INDEPENDENT TELEVISION
STATION
TOP 20 MARKET
ADI 1.2 MILLION HOUSEHOLDS
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FAX SERIOUS INQUIRIES TO:
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**SAVE OUR PLANET,
SAVE YOUR MONEY.**

Our recycled evaluated video tapes are guaranteed as good as new for less than 1/2 the price. Order: **(800)238-4300**



HELP WANTED TECHNICAL

Johnson Controls World Services, Inc., the prime contractor for the operation and maintenance of the U.S. Kwajalein Missile Range in the Central Pacific, is currently seeking applicants for the following position:

**RADIO/TELEVISION
ENGINEERING TECHNICIAN**

Must have at least two years of formal electronics education in television and radio broadcasting systems. Must be able to maintain, troubleshoot, repair and install broadcast radio and television equipment plus transmitters. Must be familiar with analog, digital and RF equipment theory.

At Kwajalein we offer 2-year employment agreements with free housing, meals, and 3 weeks of paid vacation with air travel provided once a year. Dislocation allowance and U.S. tax exemptions may apply. JCWS offers competitive wages plus company medical, dental and life insurance plans. Send resumés to:

Johnson Controls World Services, Inc.
401 Wynn Drive • Dept. 346
Huntsville, AL 35805

U.S./R.M.I. Citizenship Required
Equal-Opportunity Employer M/F/V/H
We promote a drug-free work environment.

CABLE

HELP WANTED TECHNICAL

CNBC seeks highly motivated master control operator for their studios in Fort Lee, NJ. Position responsible for the overall quality of on-air transmission, coordination of incoming and outgoing satellite and microwave feeds as well as assisting with technical crew scheduling. Ability to anticipate and troubleshoot on-air problems is a must.

Strong candidates should have 3-5 years experience in master control and must be available to work all shifts.

CNBC offers competitive salary and a comprehensive benefits package. Please send your resume to:



Personnel Manager, CNBC, 2200
Fletcher Ave., Fort Lee, NJ 07024.

We are an Equal Opportunity Employer.

**MASTER
CONTROL
OPERATOR**

SATELLITE

HELP WANTED TECHNICAL

Satellite Engineers

The Disney Channel, a subsidiary of The Walt Disney Company, has the following Satellite Engineer positions available:

Manager - Responsible for extensive hands-on repair and maintenance of C and Ku band satellite equipment. Must be fully conversant with maintenance procedures for satellite transmission chains including all requirements for active HPAs and UPS systems. The ability to troubleshoot and analyze transmission, video and audio problems is required. Candidates must also be experienced in maintaining various formats of VTRs and all related equipment. Six or more years of experience required; a BSEE or equivalent technical training is desired.



The Disney Channel

Engineer - Must be familiar with the integration of multiple video and audio sources into the satellite transmission chains, and must be able to troubleshoot transmission problems. Three years of experience with a satellite transmission facility or transportable uplink facility is required. Some previous electronics training or degree desired.

Please mail or fax your resume, including salary history/requirements, to: **Staffing Services, Attn: JF/SE/BC, Walt Disney Pictures & Television, 500 S. Buena Vista St., Burbank, CA 91521-1135. FAX: (818) 563-3551.** Equal Opportunity Employer.



Part of the Magic of The **WALT DISNEY** Company©

BLIND BOX RESPONSE

Box Letter-Number

1705 DeSales Street., NW Washington, DC 20036

Tapes are now accepted

CABLE

HELP WANTED TECHNICAL

Home & Garden Television Network is seeking to fill full-time positions in the following technical areas:

Network Playback Technicians
Tape Playback Operators
Director of Engineering
Engineers
Bench Technicians
Graphic Artists
Library/Research Manager
Library/Research Assistant
Schedulers
On-Line Editors
Off-Line Editors

All positions will require experience in the operation of broadcast level production equipment.

Engineering candidates will need a minimum A.S. in Electronics, with five years of Television Engineering experience and a FCC General Class License or SBE Certification.

We offer a comprehensive salary & benefits package. Qualified candidates should send a confidential resume with salary requirements to:



Human Resources
Home & Garden
Television Network
P.O. Box 50970
Knoxville, TN 37950.

ALLIED FIELDS

HELP WANTED SALES

BROADCAST MUSIC, INC.

America's top source for music performance rights for television, radio and cable is looking for two key individuals to join our music licensing team.

ASSISTANT MANAGER SALES
SUPPORT AND ADMINISTRATION

We're looking for a self starter who can:

- Support TV and Radio account representatives
- Manage and expedite customer communications
- Assist in database development
- Maintain, qualify and track sales leads

The ideal candidate will have:

- College degree
- 1 to 3 years inside sales support experience
- Proficiency in WordPerfect, Lotus 1-2-3

ADMINISTRATIVE ASSISTANT-
TELEVISION MUSIC LICENSING

Entry level position for motivated person who can:

- Provide customer service
- Research billing discrepancies
- Prepare reconciling statements
- Assist in special projects

We're looking for:

- College degree
- Excellent communication, organizational and interpersonal skills
- Proficiency in WordPerfect, Lotus 1-2-3, Alpha 4

BMI offers a competitive salary and a full benefit package

Please mail or fax resume and salary range to:

BMI Suite A-1
331 West 57th St.,
New York, NY 10019
or fax to (212) 956-2059



Please indicate which position you are applying for. No phone calls please. EOE.

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, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

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 (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime 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 Street, NW 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.

For the Record

OWNERSHIP

Granted

KFLX(FM) Kachina Village, AZ (BALH940405GE)—Action May 25.

KOLD-TV Tucson, AZ (BTCCT940513-KG)—Action June 1.

KVFX(FM) Manteca, CA (BALH940218-GE)—Action May 23.

WSAV-TV Savannah, GA (BTCCT-940513KN)—Action June 1.

KSYL(AM)-KQID-FM Alexandria, LA (AM: BAL940513ED; FM: BALH940513EE)—Action June 1.

WEEI(AM) Boston (BAL94045EA)—Action June 1.

WCQL-FM York Center, ME (BALH-940328GF)—Action June 2.

WXYT(AM) Detroit (BAL940311EB)—Action June 2.

KLIZ-AM-FM Brainerd, MN (AM: BAL940308EH; FM: BALH940308EI)—Action June 3.

KLLZ-AM-FM Walker, MN (AM: BAL940308EJ; FM: BALH940308EK)—Action June 3.

WHLT(TV) Hattiesburg, MS (BTCCT-940513KQ)—Action June 1.

WECT(TV) Wilmington, NC (BTCCT-940513KO)—Action June 1.

WCQL(AM) Portsmouth, NH (BAL-940328GE)—Action June 2.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power update; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

KABY-TV Aberdeen, SD (BTCCT-940513KK)—Action June 1.

KPRY-TV Pierre, SD (BTCCT940513KL)—Action June 1.

KSFY-TV Sioux Falls, SD (BTCCT-940513KJ)—Action June 1.

KCLW(AM) Hamilton, TX (BAL-940412EB)—Action June 3.

WRXR-FM Aiken, SC (BTCH940218GV)—Action March 14.

WGGY-FM Germantown, TN (BALH-940218GH)—Action March 18.

WJCE(AM)-WRVR-FM Memphis (AM: BAL940218GF; FM: BALH940218GG)—Action March 18.

WLAC-AM-FM Nashville (AM: BTC-940310GK; FM: BTCH940310GL)—Action March 18.

KNGV(FM) Kingsville, TX (BALH-

931117GH)—Action March 21.

WBTX(AM)-WLTK(FM) Broadway-Timberville, VA (AM: BTC940202EA; FM: BTCH940202EB)—Action March 21.

Dismissed

KQAM(AM)-KEYN-FM Wichita, KS (AM: BAL931103GR; FM: BALH931103GS)—Action March 18.

KTAM(AM)-KORA-FM Bryan, TX (AM: BAL931103GT; FM: BALH931103GU)—Action March 18.

FACILITIES

Actions

Canton, OH WCER(AM) 900 khz—Dismissed app. of Melodynamic Broadcasting Corp. for CP to change TL 0.38 km W of intersection of Whipple Ave. and 22nd St., Canton, OH; reduce nighttime power to 75 w and make changes in antenna system. Action May 26.

Ely, NV KDSS(FM) 92.7 mhz—Granted app. of Stubbs Broadcasting Co. Inc. for CP to change ERP: 3 kw. Action May 31.

Pompano Beach, FL WRBD(AM) 1470 khz—Granted app. of WRBD Inc. for CP to increase day power to 50 kw and make changes in antenna system. Action May 31.

Marshalltown, IA KXIA(FM) 101.1 mhz—Granted app. of Marshalltown Broadcasting Inc. for CP to make changes: ERP: 100 kw; ant. 199 m.; TL: on US Hwy 30, 1.4 km W of Hwy 14, in Timber Creek Township, Marshall Co., IA. Action May 31.

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Mullaney remembered

EDITOR: The death of John Mullaney (BROADCASTING & CABLE, June 6) was sobering news.

It brings to mind many nights working with him and his associates in rigging and adjusting what was either his first or second "folded unipole" antenna in a land-based broadcast station, WXGI(AM) Richmond, Va. He originally applied the concept to ship-mounted antennas with their limited height, and his tales of fireballs bouncing about the ship's rigging when he applied full power to his early prototypes are memorable.

His "folded unipole" evolved from his objective to improve the useful radiation of electrically short antennas. With 365 feet, that wasn't WXGI's problem, but frequent lightning damage was. The directly grounded tower-base configuration of the unipole suggested its use in this case; it did in fact minimize lightning dam-

age, and the lowered radiation angle was an incidental plus.

John Mullaney's passing marks the loss of another worthy broadcast pioneer.—*R.H. Coddington, Richmond, Va.*

Just say no to user fees

EDITOR: I write you in protest of President Clinton's user fees for broadcast stations. They've already established one fee that will cost this little radio station \$1,800 a year. Now he is talking about doubling it to self-fund the FCC.

I would like to remind you that the broadcast business has built itself without any subsidy from the federal government and has paid billions in taxes over the years. It has yet to burden a single taxpayer, and still has achieved the finest broadcast system in the world. In addition to that fact, broadcasters have donated billions of dollars to charities and spread infor-

mation on diseases that affect everybody, all without charging a cent.

The amount of money this station makes a year is just what this one-man-band President is asking for. We service an area with 3,000 people in it and are in no condition to finance the U.S. government.

The chairman of the FCC is asking for 100 positions at the Common Carrier Bureau, 77 at the Mass Media Bureau, 44 at the Private Radio Bureau, and 15 at the general counsel's office. The FCC's request for additional staff is now under consideration at the Office of Management and Budget. It is unfair to maintain broadcasters public interest obligations and make them pay fees. The president of the NAB adds, "A number of industry members have started to say if the government wants us to pay, then it should remove all regulations." The government mandates this agency; it should pay for it.—*Hal Davis, owner, KLSR-AM-FM Memphis, Tex.*

THIS WEEK

June 26-28—"A Powerful Global Alliance: Infomercial Teleshopping '94." Sponsored by *NIMA International*. Grand Hotel, Amsterdam, the Netherlands. Contact: Justina Brewer, (202) 962-8342.

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.

June 28-30—Direct Response Television Expo & Conference, Olympia, London. Sponsored by *Advansar Expositions*. Contact: Liz Crawford, (714) 513-8400.

June 30—"Awards for the Advancement of Learning Through Broadcasting" dinner. *National Education Association*, New Orleans Hilton Riverside and Towers. Contact: Bill Martin, (202) 822-7222.

JULY

July 4-15—Meeting of the Secretaries General of the Broadcasting Unions. Helsinki, Finland. Sponsored by *NANBA*. Contact: World Broadcasting Unions, (613) 738-6553.

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 *Switlick & Berlin*. Sheraton Washington, Washington, D.C. Contact: (800) 822-MEET or (202) 842-3022.

July 13-17—7th annual *International Teleproduction Society Forum and Exhibition*. Mayflower Hotel, Washington, D.C. 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 20-23—*Alliance for Community Media International Conference and Trade Show*. Ala

Datebook

Moana Hotel, Honolulu. Contact: (202) 393-2650.

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 27-29—*Michigan Cable Television Association* annual summer meeting, Grand Traverse Resort, Traverse City, Mich. Contact: Colleen McNamara, (517) 482-2622.

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

AUGUST

Aug. 1-3—1994 *Eastern Cable Show*. Inforum Exhibit Hall, Atlanta. Contact: (404) 252-2454.

Aug. 4-6—*Satellite Broadcasting & Communications Association* national convention. Orlando Convention Center, Orlando, Fla. Contact: (703) 549-6990.

Aug. 16-18—Interactive Multimedia Forum, Waldorf-Astoria, New York. Sponsored by *Kagan Seminars, Inc*. Contact: Genni Russell, (408) 624-1536.

Aug. 24-25—Investing in Asia-Pacific Media

& Telecom, Park Lane, New York. Sponsored by *Kagan World Media*. Contact: Genni Russell, (408) 624-1536.

Aug. 25-27—*Nebraska Broadcasters Association* Annual Convention. Ramada Inn, Kearney, Neb. Contact: Dick Palmquist (402) 333-3034.

Aug. 31-Sept. 1—*Wisconsin Cable Communications Association* annual convention. Chula Vista Resort & Conference Center, Wisconsin Dells, Wis. Contact: Tom Hanson, (608) 256-1683.

SEPTEMBER

Sept. 12-13—UK Cable, Telephony & Finance. Sponsored by *Kagan World Media, Ltd.* Hotel Conrad/London. Contact: Genni Russell, (408) 624-1536.

Sept. 12-14—Telco-Cable VI: Sixth annual conference on Business Opportunities for Telcos and Cable TV Companies in the Residential Video/ Telecom Marketplace. Sponsored by *Business Research Publications, Wiley, Rein & Felding* and the *Yankee Group*. Omni Shoreham, Washington, D.C. Contact: (800) 822-MEET or (202) 842-3022.

Sept. 14-18—*International Broadcasting Convention* biennial meeting. Amsterdam, Holland. Contact: Sarah Campbell, 44-71-240-3639.

Sept. 17-19—*National Association of Broadcasters* Television Meetings TV 100+ Exchange, Nashville. Contact: Kathy Muller, (202) 775-3527.

Sept. 19-22—*National Association of Telecommunications Officers and Advisors* 14th annual conference. John Ascuaga's Nugget, Sparks/ Reno, Nev. Contact: Renee Winsky, (202) 626-3160.

Sept. 22-23—*Institute of Electronic & Electrical Engineers/Broadcast Technology Society* 44th annual broadcast symposium, Washington, D.C. Contact: John Powers, (202) 705-7910.

Sept. 22-25—*Women in Communications, Inc.* 1994 annual conference and Communicator's Expo, Dallas. Contact: Margaret Jenkins, (703) 920-5555.

Sept. 26-28—The Information Superhighway Summit. Co-sponsored by *iDG World Expo Corp.* and *McQuillan Consulting*. Red Lion Hotel, San Jose, Calif. Contact: Jeff Silha, (800) 545-3976, or Glen Whelden, (617) 491-6754.

• **Major Meetings**

Fred Seibert

Fred Seibert's rise from cutting jazz albums on the cheap to the presidency of children's television powerhouse Hanna-Barbera Inc. is evidence that guts and a willingness to challenge assumptions can pay off.

But Seibert faces a challenge large enough for even his high standards: returning once-dominant cartoon factory Hanna-Barbera to its former glory under new owner Turner Broadcasting Systems.

A musical background (piano, flute and accordion) and the lure of free records led Seibert, a student at Columbia University to join the campus radio station, WKCR-FM, in 1969. Seibert spent the next four years as disk jockey, writer, producer and working "nearly every other job" at the station. Then Seibert set up his own jazz and blues label, Oblivion Records, out of the station's back office.

Finding the label more interesting than his history and chemistry studies, he left Columbia before graduating and devoted his energies to producing records.

However, Seibert acts such as Mississippi Fred McDowell, Cecil Taylor and Hank Jones (who was nominated for a Grammy for one Seibert-produced album) never hit a chord with the masses. Seibert served as a tour and sound manager with a jazz orchestra to support himself.

Fortunately for an impoverished Seibert, a guardian angel intervened. Dale Pon, vice president of creative services, Storer Radio group, was pleased with Seibert's work as a freelance radio engineer and persuaded him to join the company in 1978 as a promotion assistant, first in Los Angeles and then back in New York.

Two years later, in 1980, Pon recommended Seibert for the position of promotion manager with the nascent Movie Channel premium cable service, then owned by American Express and Warner Communications.

A year later, when The Movie Channel launched a novel music cable channel called MTV, Seibert found himself in the catbird seat as the only Movie Channel executive with a music background.

Once appointed to head MTV's on-air promotion effort, Seibert quickly



realized the revolutionary potential of the channel and led a group that rewrote the rules of television promotion. Rather than promoting individual shows, Seibert and his team worked to establish the identity of the channel with such devices as the now-famous mutating "M" logo.

"Fred had taste," says his former boss, Bob Pittman, who was vice president of programming at The Movie Channel and now is chairman of Time Warner's Six Flags Magic Mountain theme park division. "He was on the cutting edge of where things were before we got there. He went against conventional wisdom.... That was important because we had no money; originality was all we had."

Then, in 1983, as vice president of creative services for Warner Amex—now MTV Networks—Seibert abruptly quit after finding his job increasingly support-oriented and less entrepreneurial. He also was disappointed that he had not been rewarded for his role in launching the rapidly expanding music channel.

Seibert and MTV creative director Alan Goodman—now Seibert's brother-in-law—formed Fred/Alan, a programming and marketing consulting firm

for radio, television and cable.

After MTV's wrath at the pair's departure subsided, Seibert and Goodman designed a promotional campaign that helped fledgling children's network Nickelodeon, owned by MTV, move from dead last among cable networks to first place in six months, again by stressing network identity over individual programs. The pair also helped create and promote the Nick at Nite sitcom block.

Finding that the success of the agency was forcing them into more mundane activities, the partners decided to dissolve the business in February 1992. A day after leaving, Turner Entertainment President Scott Sassa called and offered Seibert the presidency of Turner's recently acquired Hanna-Barbera studio.

Now, Seibert is stoking the creative engines at the company. The studio is implementing a six-year plan to promote a different group of its classic characters each year, beginning with *The Flintstones* this year.

Next year it will be '60s series *The Adventures of Jonny Quest*. Efforts include producing a live-action feature film based on the series, a two-hour animated movie for Turner Network Television and a new animated *Jonny*

Quest show for syndication in fall 1996. The division also will begin regular production of animated feature films.

The company also has stepped up production of syndicated projects by launching weekly shows this season, *2 Stupid Dogs* and *Swat Kats*, both distributed by Turner Program Services.

The company in October began pro-

ducing 48 shorts for Turner's Cartoon Network, designed to entice top cartoon producers to experiment with radical new cartoon concepts in flexible seven-minute segments. "If you attract the top talent, you will get the hits and the money will follow," Seibert says.

—DT

President, Hanna-Barbera Inc., Los Angeles; born Sept. 15, 1951, New York; attended Columbia University, N.Y.; producer, disc jockey, writer, WKCR-FM New York, 1969-73; self-employed record producer and tour manager, 1973-78; advertising and promotion assistant, later manager, Storer Radio, Los Angeles, New York, 1978-80; promotion manager, The Movie Channel, New York, 1980; vice president, promotion and production, Movie Channel and MTV, 1981-83; co-owner, Fred/Alan Inc., New York, 1983-92; current position since February 1992.

Fates & Fortunes

BROADCAST TV



Michael Zucker, senior VP, Seinger Advertising, Los Angeles, joins MCA Television, Universal City, Calif., as senior VP, creative services.

Zucker

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; **Leslie Smith**, associate research director, named director of research.

John Dewald, director, TV network operations, NBC Television Network, New York, named VP, television network operations, there.



JoAnn Alfano, director, current comedy programs, NBC Entertainment, Burbank, named VP, prime time series programs, NBC Productions.

Alfano

Jerome Clark, VP, finance, MCA Television Group, Universal City, Calif., named senior VP, finance, there.

Ann Miller, production manager, WROC-

TV Rochester, N.Y., named operations manager.



Dirk van de Bunt, VP, business affairs, network television, Paramount Pictures, Los Angeles, joins Carsey-Werner, Studio City, Calif., as senior VP, business affairs.

van de Bunt

Andrew Wilk, consulting producer, National Geographic Television, Washington, D.C., named VP, programming.

Ginger Escobedo Zumaeta, research director, KABB-TV San Antonio, Tex., joins KMOL-TV there in same capacity.

RADIO



Sam Benrubi, GSM, WYSP(FM) Philadelphia, named executive VP, director of sales, entertainment division, Westwood One Radio Networks, New York.

Benrubi

Appointments at WNUA-FM Chicago: **Ralph Sherman Jr.**, GSM, named VP/GM; **Lee Hansen**, program director, named operations manager.

Jane Steinberg, director, marketing, eastern region, Westwood One Radio Networks, New York, joins ABC Radio Networks, Dallas, as VP, syndicated programming sales.

Dan DiLoreto, VP/GM, WXTB-FM

Tampa, Fla., named president/GM there.

Pat Wadley, account executive, KOLT-FM Albuquerque, N.M., named LSM there.

Bob Cannella, previously owner of American Championship Wrestling Inc., Chicago, joins WZZP-FM Kankakee, Ill., as GM.

De De Hagen, sales promotion manager, KOLO-TV Reno, joins KODS(FM) and KIZS-FM Carnelian Bay, Calif., as GM.

Kenneth Alandt, account manager, Landmark Networks, Detroit, rejoins Katz Radio Group Syndication there as manager.

CABLE



Vinton H. Bauer, VP, Home Box Office, New York City, named senior vice president.

Appointments at Lifetime Television, New York City: **James Wesley**, senior VP, finance, named senior

Wesley

VP and CFO; **Jean Rigg**, director, business and legal affairs, named VP, business and legal affairs; **John S. Matluck**, director, New York sales, named VP, New York sales; **Dan Thomas**, account executive, named VP, New York sales; **Joanne Engels-Welsh**, national sales representative, Arts & Entertainment Network, joins as director of sales, Birmingham, Mich., office.

Bruce Kaplan, project director, marketing and interactive television lab, Viacom, Castro Valley, Calif., named



Johnson

Solomon names COO and CFO

A chief operating officer and chief financial officer were appointed to the new company of former Warner executive Michael Jay Solomon.

Lorraine B. Johnson was named COO of Solomon International Enterprises, joining the company from Imagine Films Entertainment where she had been senior vice president and general counsel. Johnson had previously worked with Solomon at Lorimar Telepictures.

Steve E. Blume was named CFO, joining the company from Largo Entertainment where he was senior vice president of finance.



—GF Blume

VP, research and strategic development.



Sheryl Dolph Adams, director of sales, Home Sports Entertainment/Prime Network, Irving, Tex., named VP, sales and promotion of parent Liberty Sports, there.

Adams

Michael Feinner, VP, sales, Prevue Interactive Services, Tulsa, Okla., named VP, interactive product and market development.



Blaine

Appointments at BayTV, San Francisco: **Michelle Blaine**, anchor, KICU-TV San Jose, joins as update anchor; **Diana Yee**, anchor-reporter, KICU-TV San Jose, joins as update anchor/ East Bay reporter; **Elizabeth**

Brack Mullen, reporter, Metro traffic, joins as update anchor; **Saya Oka**, reporter, NHK, Tokyo, joins as update anchor; **Monique Ortiz**, reporter, KSTS-TV San Jose, joins as reporter/photographer/editor; **John Kabasakalis**, anchor, KRON-TV, named reporter/photographer/editor; **Nan Marca**, producer, Stanford Instructional Television, Palo Alto, Calif., joins as continuity producer; **Sally Scharf**, reporter/update anchor, KRON-TV, named reporter/photographer/editor.

INTERNATIONAL



Tirado

Tony Tirado, VP and director of sports, Telemundo, Miami, joins Prime International there as GM of its Latin Service.

Appointments at MGM/UA Telecommunications Group: **William G.**

Wells, chairman, Turner Asia, Sydney, Australia, named senior VP, Asia/Pacific; **Gilberte de Turenne**, VP, European sales, Paris, named senior VP, Europe.

Peter Stromquist, VP/GM for Europe, the Middle East and Africa, United Press International, London, joins ABC Radio Partners International,

Kaplow retires from ABC News

Veteran television and radio correspondent Herb Kaplow retired from ABC News late last month.

Kaplow joined NBC after receiving his M.S. in journalism from Northwestern University in 1951. He began his career in broadcasting writing local newscasts for WRC(AM), NBC's Washington affiliate. For the next 20 years, while based in Washington, Kaplow covered a wide range of stories, including the Democratic and Republican national political conventions, the Cuban revolution and the assassinations of John and Robert Kennedy and Martin Luther King Jr. He was also the point man for much of the network's television coverage of desegregation struggles in the South in the late '50s and early '60s, where he enhanced his reputation for presenting a fact-based, restrained style of reporting.

Kaplow moved to ABC in 1972, where he covered major stories such as the Watergate hearings. He was senior political correspondent until 1986, when he was laid off during the downsizing of ABC's news division following the Capital Cities/ABC merger. Kaplow later rejoined the network, reporting on the Iran-Contra cover-up and other national stories. —KR



ABC's Herb Kaplow interviewing a delegate on the floor of the 1972 Democratic National Convention.

Hong Kong, as CEO.

Peter Mitchell, strategic affairs director, Guinness PLC, London, elected president, World Federation of Advertisers, at their 42nd General Assembly in Wiesbaden, Germany.

WASHINGTON

Communications lawyers joining the firm of Drinker, Biddle & Reath: **John W. Pettit**, **Joe E. Edge**, **Richard M. Singer**, **John P. Bankson, Jr.**, **Sue W. Bladek**, **Richard J. Arsenault**, **Elisabeth A. Marshall**, **Mark Dever** and **Joaquin A. Marquez**.

Larry Clinton, director of government relations, United States Telephone Association, named executive director of government relations.

DEATHS

David C. Butterfield, 52, of Harvard, Mass., died June 16 in Boston after an 18-month struggle with ALS. He graduated from Syracuse with a master's degree in communications and earned his M.B.A. from Harvard Business School. He subsequently worked for Group W Communications in Pittsburgh. In 1977 he founded Butterfield Communications Group, a consulting firm, in Cambridge, Mass. He is survived by his wife, Anne.

Susan Kearns, 36, of Queens, N.Y., director of acquisitions for Nickelodeon/Nick at Nite, died of cancer June 1 in New York. She graduated from St. John's University with a B.S. in communication arts and sciences. After serving as senior research analyst for Katz Communications Inc. and TeleRep Inc., Kearns joined Independent Television Sales Inc. in 1985 as program director. Four years later she moved to MTV Networks, where she was responsible for purchasing domestic and international programming for Nickelodeon and Nick at Nite. She is survived by her parents, Catherine and George Kearns, and three sisters: Patty, Cathy and Jeannie.

Joseph E. Keller, 87, co-founder of the law firm Keller and Heckman, died of heart failure June 11 in Washington, D.C. Keller began to represent telecommunications clients around the time the Communications Act of 1934 was enacted. During his 50-plus years of practice, he was instrumental in obtaining recognition for the petroleum industry, as well as other industries, in spectrum allocation proceedings before the FCC. He is survived by a brother and a sister in Dayton, Ohio.

—Compiled by Kenneth R. Ray

ABC got off to a good start with the World Cup—its first telecast, of the June 18 game between the U.S. and Switzerland, averaged a 5.0/17, well above expectations. **Univision**, which is airing all 52 World Cup games, **is garnering solid numbers**, averaging roughly 800,000 Hispanic households per telecast. The biggest number to date: a 19.1 rating (more than 1.2 million Hispanic homes) for the June 22 game between the U.S. and Colombia. **That game was also ESPN's highest-rated** game to date, averaging a 4.3 rating (2.7 million cable homes). The cable network has aired 10 live games so far, averaging a 2.3 rating (1.45 million homes).

The House failed last week to pass budgets for the departments of State, Commerce and Justice. The bill includes \$166.8 million for the FCC. The House is expected to take up the bill again this week.

The FCC has put a hold on \$11 million of the \$21 million rate refund ordered to subscribers of Southwestern Bell-owned cable systems in Montgomery County, Md. The decision means subscribers still are due \$10 million in refunds.

The FCC is considering creating several new bureaus. FCC Chairman Reed Hundt told the Federal Communications Bar Association that the agency is considering adding bureaus for wireless communications, international business and satellites.

The Fox Children's Network has rereleased Thunderbirds, the "supermarionation" action series from the 1960s that has done well in Europe after being licensed for new runs from show owner ITC Entertainment Group. The show, which airs at 9:30-10 a.m. on Fox, will feature new graphics and music and redubbed dialogue, says Jules Haimovitz, ITC president. The original 60-minute

Primestar latest to use NDTC

Primestar last week signed an \$80 million pact with Tele-Communications Inc. to use the company's National Digital Television Center to transmit Primestar TV programming.

The medium-power direct-to-home satellite service plans to switch its compression, encryption and uplinking operations to the suburban Denver-based TV center. TCI's \$100 million "headend in the sky" digitizes, compresses and uplinks packages of cable programming for national distribution.

Primestar already is switching its customers from analog to digital receivers. The company, which boasts roughly 70,000 subscribers, says it has received 70,000 DigiCipher consumer receivers from General Instrument. Last week, Primestar President/CEO John Cusick said the company plans to complete the switch to DigiCipher technology in July and to upgrade subscribers to MPEG-2-compatible DigiCipher II equipment in 1995. In 1996, Cusick added, the company hopes to boost its channel capacity to 150.

And 150 is the number planned by Primestar DBS competitor DIRECTV, which launched its service this month with United States Satellite Broadcasting (USSB). In response, Primestar last week launched a \$55 million marketing campaign that includes national TV advertising. —CM

episodes have been cut to half-hours. Haimovitz says production of new shows is possible if the rerelease does well, since ITC still owns the marionettes. Also, ITC has given a firm go to its weekly live-action/animation series *Madison's Adventures—Growing Up Wild* for a fall launch. The show, endorsed by the National Education Association, has been cleared on 85 stations covering 83% of the country. ITC is offering 13 half-hours on an even two-and-a-half-minute national/local barter split.

King World Productions, Germany's BetaFilm and RHI Entertainment Inc. are having the classic *Little Rascals* shorts colorized for rerelease following the summer launch of Universal Pictures' "Little Rascals" movie.

Mansfield Distribution Co. has cleared its weekly live-action children's program *News for Kids* for a fall launch. The show, endorsed by the National Education Association, has cleared 85 stations covering 58% of the country. Clearances include

WNBC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago.

ABC Radio Networks plans to discontinue domestic syndication of its American Top 40 with Shadove Stevens music countdown program as of July 1 when the network takes over marketing and distribution of the *Rick Dees Weekly Top 40* countdown show produced by CD Media. ABC, in conjunction with Radio Express, will continue to distribute Stevens's countdown show to stations in more than 70 countries.

Broadcast Music Inc. officials say the song-monitoring system developed by BDS to be used by SESAC Latina (see page 44) may not be practical. It will track specific recordings in SESAC's "small and relatively current" library of Latin music and will not detect older, original recordings, says BMI President Frances W. Preston. As a result, the original songwriters "would see far less income than they merit because the older recordings, which are still being performed, would not show up on the BDS detec-

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tions," Preston said.

The MacNeil/Lehrer NewsHour commissioned a Roper study that concluded the PBS show's **monthly audience has grown 45%** since 1985 to 35 million viewers. Weekly viewership in the same period has grown 35%, the study says, to 17 million viewers. The study is based on a telephone survey conducted three months ago, which was compared with a similar survey Roper did in 1985.

Appointments at C-SPAN's annual Board of Directors meeting: Brendan Clouston, Tele-Communications Inc., assumes the TCI corporate seat and also joins the executive committee; Tom Waldrop, Media General Cable of Fairfax, appointed to the board for a three-year term as an at-large member. Jim Robbins, Cox Cable Communications, appointed executive committee chairman; Susan Yee, Twin County Trans Video, and currently a board member, joins the executive committee. Re-elections for three-year board terms: Jerry Lindauer, Prime Cable; Allan Block, Blade Communications; Fred Nichols, TCA; Don Sbarra, Multimedia Cablevision; Frank Drendel, Comm/Scope. A "chairman emeritus" seat was created for Bob Rosenkrans, president of Columbia International and founding chairman of the C-SPAN board of directors.

Errata: The June 20 story "Disney-led coalition pushing PTAR repeal" said Group W was opposing any change in the prime time access rule. Group W's filing called for the FCC to "promptly institute formal rulemaking proceedings proposing to repeal the off-network restriction."

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 12. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	12.1/225/99
2. Jeopardy!	10.3/217/99
3. Oprah Winfrey Show	8.3/236/98
4. Star Trek: TNG	8.2/243/98
5. Star Trek: DS9	7.7/236/99
6. Entertainment Tonight	7.0/184/95
7. Roseanne	6.9/179/97
8. Inside Edition	6.0/169/95
9. Baywatch	5.9/209/97
9. Hard Copy	5.9/166/92
11. Married...With Children	5.8/183/94
12. A Current Affair	5.7/183/95
12. Wheel of Fortune-wknd	5.7/173/84
14. Family Matters	5.4/183/92
15. Cops	5.2/171/93

Fox to move to Telstar 4

AT&T has signed Fox Broadcasting Co. as a customer on its Telstar 4 satellite series. The multiyear pact with Fox calls for AT&T to transmit the network's programming on six full-time, fully protected transponders year-round. During the football season, AT&T will provide up to five additional transponders to transmit Fox coverage of the NFL. Sources following the deal estimated the contract's value in the \$80 million range.

Fox will begin broadcasting via the Telstar 401 satellite in July. The network's service will be split between Telstar 401 and 402 beginning in mid-1995. AT&T, which is supplying Fox with the "Platinum" version of its satellite service, said it also will provide sun-transit management. The management system calls for AT&T to transfer service between satellites in order to optimize transmissions and prevent sun interference. —CM

NEW YORK

'Home' shopping

Lifetime Television plans to test the home shopping waters this August on *Our Home*, the daily how-to show hosted by Marc Summers. The network will work with Fingerhut Companies to offer some items seen on the show. Lifetime executives were encouraged by the more than 3,000 requests received for a free *Our Home* newsletter after less than two weeks on the air.

First things first

With the defeat last week of congressional efforts to eliminate or water down Major League Baseball's strike exemption, the players union intensified threats of an August strike. But don't look for contingency plans from The Baseball Network.

"We aren't preparing any," says one source there. "With 200 games to produce in 17 weeks, we have to stay focused on the production and not the 'what ifs.'" While there is some concern, sources also say a short strike would leave TBN's advertiser packages pretty much intact, since the bulk of the money spent is for post-season inventory.

WILMINGTON

On the block

Telemundo affiliate WTGI-TV Wilmington, Del., is for sale. According to a bankruptcy court document, licensee Delaware Valley Broadcasters LP must accept "the highest or otherwise best bid" provided it is at least \$4 million and includes \$1 million in cash.

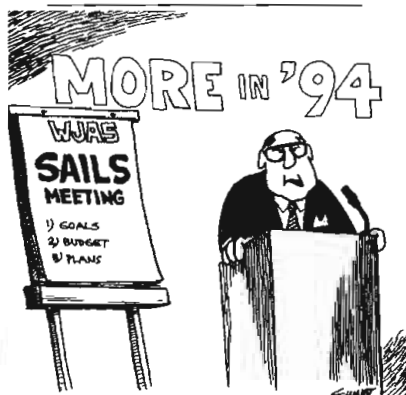
Initial bids are due to court-appointed broker Crisler Capital Co. by Aug. 8.

WASHINGTON

Must carry coming?

The Supreme Court's failure to issue a decision last week on must carry had some in Washington speculating that the court will declare the law unconstitutional. The court is expected to hand down a decision before it recesses for the summer on June 30.

The high court often saves its most controversial decisions for last, says one communications attorney, and striking down the law would be considered controversial, says the lawyer. But cable attorney Jack Cole, a key figure in the industry's must-carry challenge, refused to "read anything in the tea leaves." He says the delay could be a result of "a thousand things. My guess is, it will be out Monday."



Drawn for BROADCASTING & CABLE by Jack Schmidt
 "No, that's not a typo—if you don't meet your goals, you'll be sailing right out of here."

Where credit is due

The FCC this week will put the finishing touches on its revamped PCS (personal communications services) licensing plan. Still left to decide are just how the auctions will be conducted and what incentives should be included to encourage participation by minorities, women and rural telephone companies.

By most accounts, the commission already has managed to hit the regulatory equivalent of a home run: a ruling that lowers costs, speeds the allocation process and is not particularly disruptive to current spectrum holders.

The original plan, adopted in September, had been widely criticized by PCS hopefuls, who said its shotgun approach spread too many licenses over too much spectrum. The new plan, targeting a narrower portion of spectrum, will decrease the cost of PCS telephones and increase the opportunities for competition.

The cellular industry, while chafing somewhat at the ownership restrictions placed on it, otherwise applauded the plan, as did other would-be PCS providers. "We believe all are served well with this decision," said Mark Golden, acting president of the Personal Communications Industry Association.

Reed Hundt gets a gold star on this one.

Out of town by sundown

This week's black hat belongs to the Canadian Radio-Television and Telecommunications Commission, which two weeks ago gave Gaylord/Group W's Country Music Television the cowboy boot. Apparently fearing the competition, the CRTC told the cable service it must hit the road to clear the way for a homegrown country music

channel when it launches this year or next. Ironically, CMT, which has cultivated an audience of almost 2 million in its 10 years on Canadian cable, supported the introduction of the new Canadian channel in filings with the CRTC, believing it would generate increased interest in the genre.

Thanks to the Canadian government's protectionist move, we'll never know what that healthy cross-border competition might have done to boost the volume of country cable audiences up north.

Can you tell me how to get to M Street?

We like a good joke as much as the next editorial page, but we were somewhat surprised at the word circulating last week that the FCC staff had proposed that Elmo, a Muppet character on *Sesame Street*, be introduced as a sixth commissioner for the upcoming children's TV hearing.

That curious suggestion comes on the heels of the FCC's curious decision to enlist children's TV producer and former NBC newswoman Linda Ellerbee to run the June 28 meeting (which we liken to NBC inviting Reed Hundt to officiate at its affiliate gathering). Wiser heads apparently prevailed on the Elmo front, and the Muppet's role was downgraded to a photo op.

Did we hear someone accusing broadcasters of not taking children's TV seriously?

P.S. For those who do want a serious take on the subject, we commend this issue's "Commentary" by Washington attorney Robert Corn-Revere (pages 18-19).

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Wednesday, July 13:
Wendell Bailey, NCTA

Thursday, July 14:
Ed Reilly
McGraw Hill Broadcasting

CONFERENCE AGENDA

Wednesday, July 13, 1994

- 9:00am** **The Coming Media Revolution**
GARY KIM
Probe Research
- 10:15am** **Coping with Deregulation: What you must do.**
STEPHANIE BOYLES
BellSouth Interactive Media
- EARL LANGENBERG
U S WEST Communications
- LARRY STRICKLING, Ameritech
- Noon** **Luncheon Keynote Address: The Convergence of Telephone, Cable and Computers: What it means.**
WENDELL BAILEY
NCTA
- 1:30pm** **Home Shopping: Where the Business is Today, Where it's going Tomorrow.**
FRED SIEGEL
QVC Network
- MICK JAKSICH
ValuVision
- 3:30pm** **Markets for Video-on-Demand: Movies and Events.**
TOM BRACKEN
DirecTV Communications
- TED LIVINGSTON
Continental Cable
- 5:00pm** **Reception**

Thursday, July 14, 1994

- 9:00am** **Markets for Multimedia Information Services: How big? How soon?**
SCOTT KURNIT
Prodigy
- DAVID EASTBURN
CompuServe
- 11:00am** **Advertising in an Interactive World: How will it work?**
JOHN REED
IT Network
- THOM MCKINNEY
RASCO Cablevision
- Noon** **Luncheon Address: Broadcast TV: Where it's headed.**
ED REILLY
McGraw Hill Broadcasting
- 1:30pm** **The Economics of Cable TV: Where the Money is.**
PAUL WEDEKING
Times Mirror Cable Television
- 3:30pm** **How to Market Video-based Information Services.**
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Viacom Cable
- JOHN MATHWICK
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