

APR 25

Broadcasting & Cable

The Newsweekly of Television and Radio

TOP OF THE WEEK



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Arsenio Hall: No longer doing the night thing 28

INTERNATIONAL



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Happier Days Are Here Again

For Broadcast TV

Station Values
Revenues
Audiences

All on the Rise

Vol. 124 No. 17
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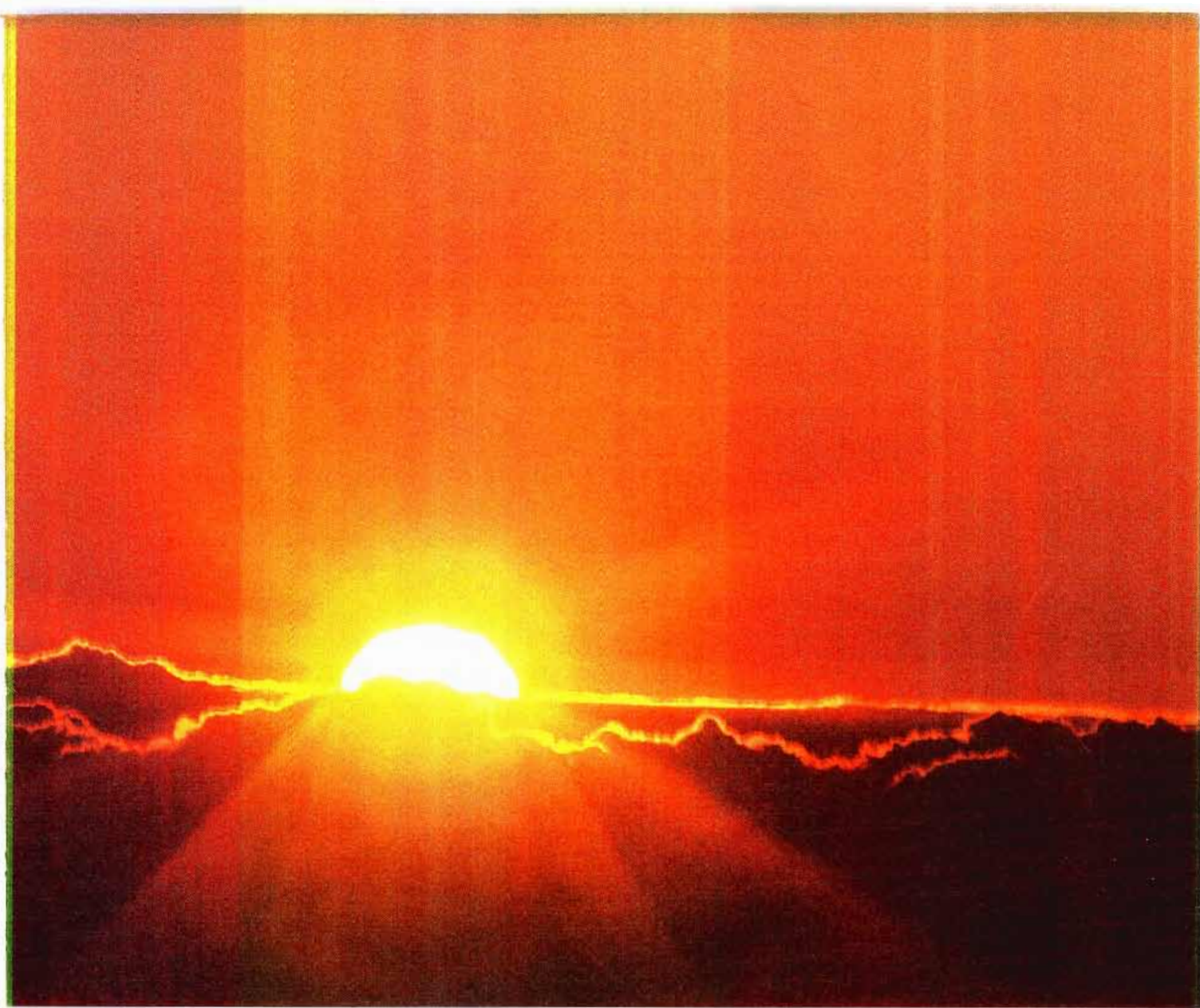
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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Kids TV taking center stage at FCC The debate over children's television is heating up again at the FCC. The agency has scheduled a hearing on how it might clarify its rules that require broadcasters to provide programming that serves the "educational and informational" needs of children. / 6

FCC to auction PCS slots The FCC has released its general auction rules for all personal communication services. The auction rules, FCC staffers say, satisfy Congress's May 7 deadline for initiating PCS licensing. / 6

Hundt finds cable head at NOAA After a long search, the FCC has named Meredith Jones, a top attorney at the National Oceanic and Atmospheric Administration, as its chief cable regulator. / 10

Showtime lifting curtain on five new networks As competing pay TV service Encore prepares to launch seven new channels, Showtime Networks Inc. later this year will begin rolling out five of its own. / 12

FCC issues fX waiver The FCC has told cable operators that they will not be penalized if they launch Fox's fX cable network on June 1. The decision also covers NBC's America's Talking and Turner Classic Movies. / 12

DBS, not so fast With one launch target missed, the direct-broadcast satellite business is headed for another delay. DIRECTV and United States Satellite Broadcasting are setting their sights on late May as the next target for firing up the heralded competitor to cable. / 13



DIRECTV's uplink center hopes to finally be in business in May. / 13

COVER STORY

Big three post first share gains since mid 70's

For the TV season just ended, ABC, CBS and NBC copped a collective 61 share, an increase of just one point from the 1992-93 season, but a reversal of the precipitous plunge of more than 30 points that began in the mid-1970s. / 14



Successes like ABC's 'NYPD Blue' helped networks capture prime time viewers. / 14

Good revenues spark dazzling profits

The latest pick-up in TV station profits may not match the fabled boom cycles of decades ago, but the results so far are impressive. First-quarter earnings among publicly reporting TV station group owners show profits up by at least 30% on revenue gains of high single to low double digits. / 18

Station-group revenue making comeback

Broadcasting is back. By most accounts, the television station business—based on local and national spot advertising sales projections—will have its best year in close to a decade in 1994. The national economic recovery is accompanied by a nationwide resurgence in the broadcast economy. / 18

TV buyers agree: It's a seller's market

Demand for television stations is at one of its highest levels in years, according to those making deals and those looking for deals. But the demand has yet to translate into an increased number of sales as potential sellers hold off in expectation of higher prices down the road. / 22

PROGRAMMING

Paramount folds 'Arsenio'

With Paramount's announcement that it is pulling the plug on *The Arsenio Hall Show* May 27, the biggest winners appear to be Columbia's *The Newz* and MCA TV's *Last Call*. However, sources indicate that Paramount plans to launch another late-night vehicle to avoid losing the time slot on many stations. / 28

FX unveils programming lineup

FX executives say 18 million cable households can watch their new general entertainment network when it launches June 1, representing the biggest network launch in cable history. About 100 multiple system cable operators, including Tele-Communications Inc., have agreed to carry Fox Inc.'s new network. / 29

"Few people will pay \$10 for a beer when their business is down."
 —A delegate to MIP TV '94, noting that bar tabs during the programming convention ran higher than in years past

APRIL 25, 1994

It's a sweep for CBS

The season is officially over, and for the second time in three years the three-network share of prime time viewing has increased. CBS also claims that its total day share of 38.2% was the highest any network has achieved. / 30



CBS's executive team led the network to its first first-place finish in prime time, daytime and late night. / 30

MIP TV market rebounds

Leaving quotas and recessionary woes behind, deals were closing and new partnerships fast emerging at MIP TV '94 in Cannes. Especially apparent was the increased number of delegates from Asia, with India and China boasting their biggest representations ever. / 35

BUSINESS

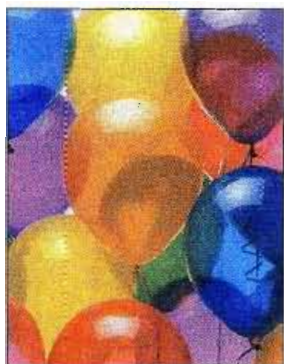
TCI goes to court to block overbuild

Tele-Communications Inc. has filed suit to overturn a franchise granted by the state of Connecticut for the largest overbuild in the U.S. Even a hearing could wreak havoc with Fibervision's construction schedule. / 38

WASHINGTON

Hundt: FCC short at least 500 employees

FCC Chairman Reed Hundt is talking with the Office of Management and Budget about increasing his agency's proposed funding of \$167.4 million for fiscal 1995 to cover the cost of adding employees. The com-



On the Cover:

The recent good news for broadcasters is worth celebrating. The big three networks' share of prime time TV is up for the first time since the mid-1970s. Meanwhile, TV station group owners are reporting 30% profits, continuing improvements that began last year. Cover photo by Stock Imagery / 18

mission is running at a personnel deficit of almost 500 people, compared with 1980 levels, he says. / 40

EEO rules scrutinized

The FCC has launched a notice of inquiry into the effectiveness of its equal employment opportunity rules for the cable and broadcasting industries. It also is seeking comments on how it can improve the regulations as well as their enforcement. / 40



President Clinton discussed violence-related issues with 200 teen-agers at a forum in Washington that aired on MTV. / 42

Video dialtone applications still on hold

The FCC's common carrier bureau hopes to finish reconsidering video dialtone by late June and will continue processing applications on a case-by-case basis until then. Some applicants are growing impatient with the delays. / 41

RADIO

Paxson buying majority of American Network Group

Home Shopping Network founder Lowell (Bud) Paxson is buying 68% of the American Network Group Inc., a publicly held radio network serving the Southeast. He intends to take his company public. / 43

TECHNOLOGY

Cable blasts non-HDTV use of channels

Broadcasters should use their new channel for high-definition pictures and not more of the same old 525-line pictures, cable industry leaders say. They maintain that the FCC's Advisory Committee on Advanced Television Service has devoted scant attention to cable transmission standards. / 44

Competition fierce for 28 ghz

The FCC has been swamped with replies since it proposed an advisory committee to coordinate wireless cable ventures in the outer reaches of 28 ghz with other proposed applications. While the commission envisioned a 20- to 25-person body, some have put the number of those seeking a place on the committee at 50 or more. / 45

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Kids TV moves up on FCC agenda

Commission's June hearing on children's programming raises specter of program quotas

By Kim McAvoy

The FCC last week reopened the debate over children's educational programming quotas for TV stations, scheduling a hearing on that and related issues for June 28.

The session will provide a forum for those who think that TV stations have failed to live up to their statutory duty to provide educational programming for children and want to force stations to do more.

"We'll have abundant evidence that the commission's [children's TV] rules need to be strengthened," says Jeff Chester, executive director of the Center for Media Education. The center will push for a mandatory hour-a-day of educational programming, he says.

Longtime children's TV activist Peggy Charren says she, too, will argue for an hour a day. Broadcasters are going to "pay the price for being so irresponsible," she says.

The 1990 Children's Act requires TV stations to air educational programming as a condition of license renewal, but specifies no amount.

The National Association of Broadcasters, which opposes quotas, looks foward to making its case, says Jeff Baumann, NAB executive vice president/general counsel.

The trade association is pleased the FCC is "calling for a dialogue," Baumann says. It's a sign the agency is "not in a hurry to rush to judgment."

The children's TV advocates believe



Many children's programming producers say they have tried to respond to the Children's Act with educational shows such as Columbia's 'Beakman's World.'

that Clinton-appointed FCC Chairman Reed Hundt is sympathetic. He has "a different attitude" from his Republican predecessors, says Charren.

Although Hundt has taken no stance on stations' responsibilities under the act, he has urged broadcasters to create programming for schools and has endorsed legislative efforts to restrict TV violence. Hundt also is close to Rep. Edward Markey (D-Mass.), one of the chief sponsors of the Children's Act.

Charren says she hopes the FCC will have a full complement of commissioners on board when the hearing is convened. "They haven't sat through hearings on this issue before," she says.

The nominations of Rachelle Chong and Susan Ness to the FCC are pending in the Senate. Chong would fill the Republican vacancy; Ness, the Democratic seat.

The children's TV inquiry basically has been on hold since last year. The original FCC implementing rules gave broadcasters wide latitude in determining what is educational and informational programming and how much is enough to meet the statutory obligation.

But criticism from the Hill and public interest groups led the commission to ask last year for comments on how it might "clarify" the rules. Particularly, the FCC sought comment on how it might refine the definition of informational and educational programming and asked whether broadcasters should air

PCS auction set for summer

By Chris McConnell

Would-be providers of personal communication services will not be able to line up for licenses on May 7, but the FCC still feels it is meeting its deadline for rolling out the service.

Congress imposed a May 7 deadline for the FCC to initiate PCS licensing. That deadline has been the subject of recent discussion among commission staff as well as during a series of hearings. The hearings considered whether to delay the PCS roll-out to review petitions for reconsideration—more than 60 of them—or to continue to work toward the May 7 deadline.

"Without convincing reasons not apparent to me at this time, I doubt I can support an option of any delay beyond the congressional mandate to initiate the licensing of PCS services by May 7," Commissioner James Quello said in a letter last month to

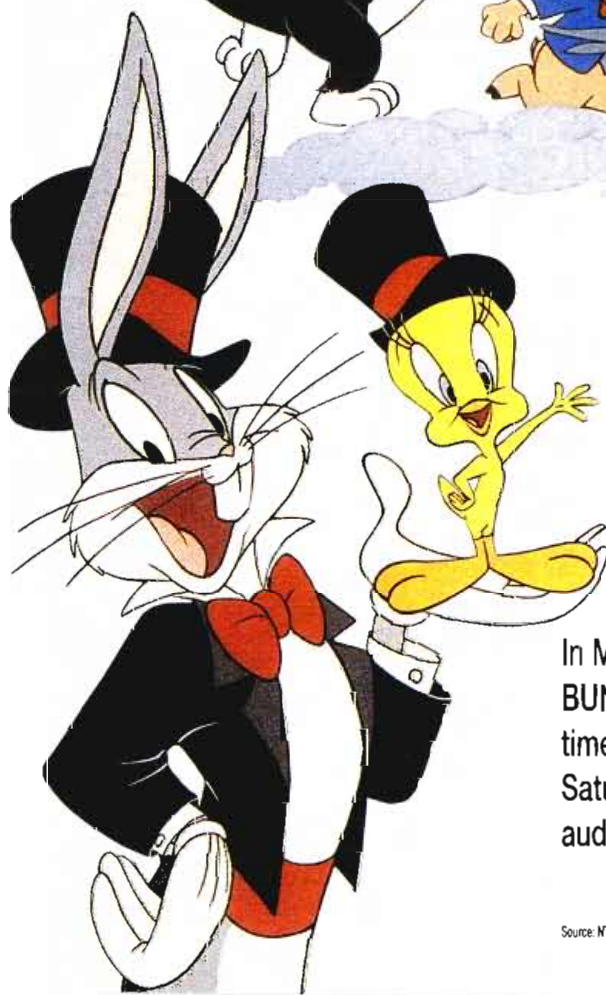
Salomon Brothers Inc. Managing Director Nancy Peretsman. "Allotting three pioneer licenses hardly meets congressional intent of promptly licensing and initiating PCS service to the nation."

But since Quello's letter the FCC has issued rules for auctioning spectrum for narrowband PCS—a service promising such features as advanced, two-way paging (see "Cutting Edge," page 46). Additionally, the commission last week released its general auction rules for all services. The auction rules, FCC staffers say, satisfy the intent of Congress.

"The commission is trying its best to accomplish what Congress intended," one Quello staffer said, adding the commissioner is now satisfied that the FCC is proceeding apace.

The FCC plans to conduct the narrowband PCS license auctions this summer, with the wideband PCS auctions to follow in the fall. ■


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a specific amount of programming to meet the obligations under the act.

In the notice announcing the hearing, the FCC specifically asks for comments on "changes in the availability, quantity, quality and effectiveness of programming" for children that have occurred since enactment of the act.

Reflecting Hundt's thinking, the commission says it is also interested in comments on the "economics" of providing educational and informational programming for children "either to the home or to the classroom."

The Children's TV Act also limits the amount of advertising in children's programming. Although most stations and cable systems are complying, monitoring and renewal applications have yielded a small stream of violators (see box). ■

More fines for kids TV violations

The FCC, in renewing licenses of five Texas TV stations last week, fined them for violating the children's commercial time limits. The commission anticipates more forfeitures as the renewal process continues.

The newly fined: KXLN-TV Rosenberg (\$15,000), KJTL Wichita Falls (\$15,000), KBMT Beaumont (\$10,000), KJTV Lubbock (\$10,000) and KCIT Amarillo (\$15,000). They will have a chance to appeal the fines.

Since Congress passed the Children's Television Act of 1990, 18 fines have been handed out totalling \$345,000 at renewal. The rules limit commercial time to 12 minutes an hour during the week and 10.5 minutes during the weekend. The rules also bar program-length advertising.

The FCC has also fined three stations caught in the FCC's periodic audits of stations and cable systems to check for compliance. The three fines totalled \$40,000. The Mass Media Bureau is considering penalties against several additional apparent violators snagged in the November 1993 audit.

The FCC is currently working its way across the country in the renewal process. The next round of renewals will cover stations in Arizona, Idaho, Nevada, New Mexico, Utah and Wyoming. Fines related to renewals in those states are expected next month. —CS

Hundt finds cable chief at NOAA

Meredith Jones to head Cable Bureau; FCC veteran Bill Johnson will be temporary aide

By Kim McAvoy

After a long search, the FCC last week named an attorney at the National Oceanic and Atmospheric Administration as its top cable regulator.

Meredith Jones, who will become chief of the growing Cable Services Bureau, has no communications experience. But as general counsel of NOAA for the past year she managed a large government bureaucracy. As a private attorney she gained extensive experience in business law.

Jones also has other qualifications that count at the FCC these days: a degree from Yale and service to the Clinton-Gore campaign in 1992.

Possibly to compensate for Jones's inexperience in cable matters, Bill Johnson has been detailed from the Mass Media Bureau to assist her for six months.

The highly regarded Johnson joined the agency in 1968 as a member of its cable task force and was chief of the original cable bureau when it was merged into the Mass Media Bureau in 1983. The FCC re-established the cable bureau last year primarily to regulate the industry in accord with the 1992 Cable Act.

Sandy Wilson, who as acting chief of the cable bureau had the difficult task of guiding the drafting of the cable rate regulations, will leave the

agency, effective May 13. She has yet to announce her plans.

Jones says she is eager to deal with "info highway" issues at the FCC. Although she has no communications expertise, she says, she had no environmental background when she joined NOAA.

Overall reaction to Jones's appointment has been positive. However, Quello says he "reluctantly concurred" with Chairman Reed Hundt's decision to hire Jones. "I [would have preferred] someone with cable experience," says Quello. "This is the most active bureau...and these are complex and complicated issues." But, he adds, "she's got good legal credentials."

Before joining NOAA in June 1993, Jones was senior counsel with Bechtel Financing Services Inc., San Francisco, where she arranged financing and investments for domestic and international construction projects.

Prior to Bechtel, Jones was with the San Francisco law firm of Chickering & Gregory, where, she says, most of her work involved financial transactions. She also practiced at Clearly, Gottlieb, Steen & Hamilton in New York, where her work included securities and banking matters.

"She has an impressive business background; the industry feels that will be helpful," says Dan Brenner, the National Cable Television Associ-

ation's vice president for law and regulatory policy.

The FCC has taken a "sensible approach" in detailing Johnson to assist Jones, says Steve Effros, president, Cable Telecommunications Association. "They've put someone with her that has a firm knowledge of the industry."

Effros also thinks Jones's business law and administrative background is important. As bureau chief, she'll oversee a staff that eventually will consist of 240 people. According to Jones, there are 125 staffers in the general counsel's office at NOAA, of which 80 are lawyers.

Like other key Hundt appointments, Jones is a Yale Law School graduate. The alumni include Chief of Staff Blair Levin; General Counsel Bill Kennard; Judith Harris, director of the office of legislative affairs, and Jimmy Olson, head of the Cable Services Bureau's competition division.

Clinton appointees with non-law degrees from Yale include Catherine Kisse-Sandoval, special assistant, Office of International Communications, and Donald Gips, deputy chief, Office of Plans and Policy.

Jones graduated with Hundt from Yale Law in 1974. They were reacquainted during the Clinton-Gore campaign while members of Yale Law School Graduates for Clinton. ■

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Club/Debbie Alpi at (813) 572-8585, extension 7326, or fax your request to (813) 572-8854.



Showtime lifting curtain on five networks

Company says name, inventory will aid in competition with Encore

By Rich Brown

In its latest attempt to try to boost the pay TV category, Showtime Networks Inc. later this year will begin rolling out five new networks. The networks will be offered at a low incremental cost to the company's existing premium channels.

Given the limited channel capacity of most cable systems, this is not the easiest time to be launching new cable networks. But many cable system operators are preparing for the expanded channel capacity that will come with digital compression technology, and programmers need to react accordingly, says Nora Ryan, executive vice president, business development, SNI. Also, she says, the Supreme Court will be looking at the FCC's must-carry rules this summer and could decide to let cable system operators drop local broadcasters from their channel lineups.

SNI will launch five commercial-free channels: Showtime Action Television and Showtime Family Television, scheduled to debut in the first quarter of 1995; Showtime en Español, launching this September, which will present dubbed versions of 80% of Showtime's prime time line-

up, and two other services, Showtime Comedy Television and Showtime Film Festival, which do not have launch dates.

The five networks primarily will feature movies with some series programming. SNI's existing contracts with studios will allow the company to draw on its current inventory to program the new networks, Ryan says.

SNI's expansion comes as competing pay TV service Encore prepares to launch seven new channels—Love Stories, The Western Channel, The Mystery Channel, Tweens, Action, True Stories & Drama, and Starz! Encore is suggesting operators charge \$6 per month for a six-channel thematic multiplex plus the original Encore premium channel. Starz!, featuring recent hit movies, would not be included in that multiplex price. Encore plans to begin rolling out the services this summer.

SNI's advantage is the strong brand identity that Showtime has developed after nearly 18 years in the pay TV business, Ryan says. SNI's other strengths include a "huge" marketing budget, a large inventory of programming, and a wealth of monthly subscriber research that will help in pro-

gramming the new channels.

SNI is giving cable system operators flexibility in how the new networks will be offered. An operator can sell any or all of the new networks, whether or not they provide existing SNI services Showtime, The Movie Channel or Flix. ■

FCC issues Fox a waiver for fX

The FCC sent out a letter last week telling cable operators that they will not be penalized if they launch Fox's fX cable network on June 1.



The decision also covers NBC's America's Talking, Turner Classic Movies and any other network that had already scheduled a launch between March 30 and July 14, the so-called transition period for implementation of the FCC's latest rate regulations.

The rules go into effect May 15, but they give operators a 60-day grace period if the operators do not restructure their programming lineups or rates. Fox asked for the clarification after cable operators expressed concern that adding fX might qualify as such a restructuring.

The waiver is limited to networks that had previously announced they would launch before July 14.

Fox was particularly eager to get the clarification, since it had scheduled a news conference for last week to announce the biggest launch of a basic cable network in the history of the industry (see story, page 29). "The operators are so anxious, they wanted assurances directly from the FCC," said Preston Padden, senior vice president, government relations.

Padden praised the quick action of the FCC in addressing Fox's concerns. Staffers reportedly worked late into the night and on weekends to finish the clarification in time for Fox's news conference last Wednesday. —CS

Dinetz buys 11 radio stations

American Media Inc. has sold its 11 stations for \$150 million to Steven Dinetz, president of newly formed broadcast groups MBD Broadcasting and Chancellor Communications Corp. and former executive vice president of TK Communications.

Chancellor acquired KFBK(AM)-KGBY-FM

Sacramento, Calif.—stations for which American Media also bid—from Group W for \$48 million in January. American Media's KHYL-FM will become part of Chancellor, affording the three-station group a duopoly. The other 10 stations are the first acquisitions of MBD Broadcasting.

The stations anticipated 1994 cash flow is \$16.5 million-\$17.5 million, according to Bill Steding of Star Media Group, who brokered the sale. —JAZ

DENITZ'S \$150 MILLION PRIZE

Steve Dinetz, who recently closed on KFBK(AM)-KGBY-FM Sacramento, Calif., last week picked up 11 stations from American Media:

WALK-AM-FM	Patchogue, N.Y.
WUBE-AM-FM	Cincinnati
WYGY-FM	Hamilton, Ohio
KTCJ(AM)-KTCZ-FM	Minneapolis
KHYL-FM*	Sacramento, Calif.
KMEN(AM)	San Bernardino, Calif.
KGGI-FM	Riverside, Calif.
WOCL-FM	De Land, Fla.

* Duopoly purchase

The future according to Roy Neel

USTA president says Congress may be brought around to support telco position

President Clinton will sign an information superhighway bill into law on Oct. 7, after a tortuous House-Senate conference that had been declared dead at least 10 times.

By 1997, the 50 largest markets will be declared competitive and outside the mandates of the FCC's rate cuts. By the time Reed Hundt ends his first term as FCC chairman, every large

telco and every cable company will have entered into agreements to develop the new generation of local networks for video and telephony.

And by then, according to predictions of U.S. Telephone Association President Roy Neel, there will be at least 23 trade associations representing the superhighway business. By July 2000, they will dedicate the first public



USTA's Roy Neel

access of the Library of Congress's new digital retrieval system by reading from Jim Quello's autobiography, *Staying There Forever: My First Quarter Century at the FCC*.

Last week, in a speech notable for its anti-cable overtones, Neel also said the telephone industry considered the House version of a superhighway bill, the Markey-Fields bill, "a good start." He is opti-

mistic that other House and Senate bills could be brought around to the telephone point of view. Neel spoke before the Federal Communications Bar Association in Washington.

"The Congress is in danger of falling prey to legislative schizophrenia," Neel said, "wanting it both ways: on the one hand insisting on a competitive local marketplace for telephony

and cable without the traditional monopoly-based subsidies, but on the other hand assuming that local residential and small-business rates will not increase and jeopardize what we now take for granted—universal telephone service."

Neel's low regard for cable was evident at several points in his speech. "Do you think TCI is going to build a state-of-the-art interactive video network in Carney, Mich.?" And: "Just this morning, the *Washington Post* reports that TCI has reneged [Neel's word, not the *Post*'s] on its commitment to build an institutional video network as part of its franchise agreement in Washington." And: "Try living in a rural area and ask the nearest cable company to run coax to your home." And in a reference to direct-broadcast satellite: "For my part, the minute Stan Hubbard is ready to sell one of those dishes here in D.C., I'm ready to buy. And I bet I'm not alone." ■

DBS, not so fast

By Chris McConnell

With one market launch target missed, the direct-broadcast-satellite business is headed for another delay.

DBS proponents, still refining their system and its digital encoding technology, will not make the planned launch date of the service later this week and are holding off on setting a new date. While April, and later May 1, had stood as the planned service launches, DIRECTV and United States Satellite Broadcasting (USSB) are setting their sights on late May as the next target for firing up the heralded competitor to cable.

Last week, the companies were approaching the second half of a two-part beta test designed to iron out kinks in the system.

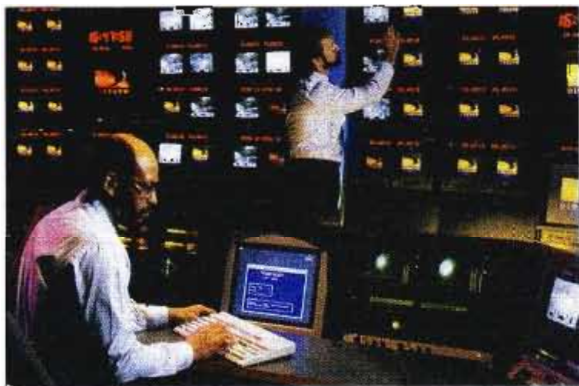
"We are going to put this product through stringent testing," said Mike O'Hara, general manager of DBS product management at Thomson Consumer Electronics, which is building receivers for the DBS system.

O'Hara said Thomson is nearing the end of the first portion of its beta test, in which employees of the participating companies viewed pictures delivered via the DBS-1 satellite launched last December. In the second phase, Thomson will deliver its receivers to consumers selected to evaluate the pictures.

Thomson expects part two of its beta test to last a few weeks, but still hopes to deliver consumer equipment in time for a planned service launch late next month in Tulsa, Okla.; Little Rock, Ark.; Albuquerque, N.M.; Shreveport, La., and Jackson, Miss.

Although O'Hara would not attribute this month's delay to any specific part of the broadcasting system, one area undergoing refinement is the digital signal encoding.

A spokesman for C-Cube Microsystems, which is supplying compression circuits to the venture, said the compa-



DIRECTV uplink center hopes to power up next month.

ny is working with Compression Labs Inc. and Thomson to adjust the compression algorithm to achieve the best possible efficiency. He expects the DBS companies to make their target date for launching a commercial service late next month.

"It's just taking time to fine-tune the engine," added USSB Chairman Stanley S. Hubbard, who downplayed the delay's importance.

DIRECTV, meanwhile, last week announced a pay-per-view agreement with Warner Bros. allowing the Hughes subsidiary to offer Warner Bros. movies on the DIRECTV Direct Ticket PPV service. ■



Broadcast TV fortunes on the rise

Like the balloons on these pages, station values, revenues and audiences all are on the rise. After years of a depressed economy, increased cable competition and, most recently, an infohighway that seemed to be bypassing broadcasters, indicators are beginning to show a return to happier days. Earnings are up impressively (Page 18) and ad sales have increased to levels not seen in almost a decade (Page 20). Station sellers have taken over the driver's seat (Page 22), and a 15-year network share erosion has been stemmed, at least for now (see below). While their share of the new communications harvest remains an open question, broadcasters can be forgiven a renewed spring in their step in this current growing season.

Big three rebound, gain in share

Some say rebound is real; others say trend is still downward

By Geoffrey Foisie

It's not much, and it's far too soon to say it's a trend, but the big three broadcast networks' share of prime time TV is up for the first time since Home Box Office reinvented cable TV.

For the TV season just ended, ABC, CBS and NBC copped a collective 61 share. It was an increase of just one point from the 1992-93 season, but it was also a reversal of the precipitous plunge of more than 30 points that began in the mid-1970s.

What's more, for the first time

since A.C. Nielsen began reporting comparable figures for the three networks 34 years ago, all posted a ratings hike. Number-one CBS went from 13.3 to 14.1; ABC, from 12.4 to 12.5, and NBC, from 11 to 11.1.

The ability of ABC, CBS and NBC to collectively stem a decade-and-a-half-long loss in market share—mostly to cable—has contributed to the

friendlier regard in which they are now held by Wall Street and the media. Conversely, the stabilization of viewing shares has even brought into question the unabated enthusiasm for cable networks.

So how safe is that 61 share? The answer to depends on with whom you talk.

"The three-network share is more likely to be higher in five years than lower," says Robert Iger, president of the ABC Television Network Group.

Despite all the new technology, it is "program strength...which will

COVER STORY

remain king," Iger says. If broadcast networks focus on their ties to talent, he says, they will also continue to benefit from a "superior distribution system...where we have local representation."

But more objective observers and those nipping at the heels of ABC, CBS and NBC say they wouldn't be surprised to see the three-network share soon resume its downward path.

Arthur Gruen, a New York-based media consultant whose clients have included one of the three networks, as well as companies with cable networks, thinks the network share will "probably drift down" another point or two—not because of cable, but largely because of the new Warner and Paramount networks. "Most of the damage from Fox has already been done."

"If I were an executive at one of the three networks, I would be extremely concerned," says Bruce Rosenblum, senior vice president, media research, at Warner Bros.

"Probably as early as January 1995, there will be another slide in their share" as the fifth and sixth networks start up, Rosenblum says. "And there will be no shortage of new cable channels starting up."

The cable industry doesn't even accept the idea that there has been an even temporary stabilization of the three-network share.

Using full-year prime time viewing shares, instead of the broadcast season, and including any local programming broadcast during the 8-11 p.m. time period, the share held by affiliate stations has steadily fallen, according to John Sims, vice president of research,



'NYPD Blue,' ABC's controversial new drama, was one of the TV season's top-five new shows that helped attract more viewers to broadcast television.

Cable Advertising Bureau. It has gone from 55.1% in 1990-91, to 54.9% in 1991-92, to 52.9% last year, he says, although it has trended up slightly so far this year.

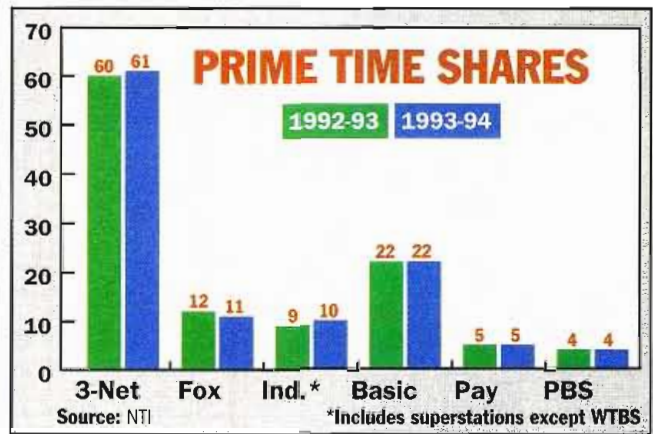
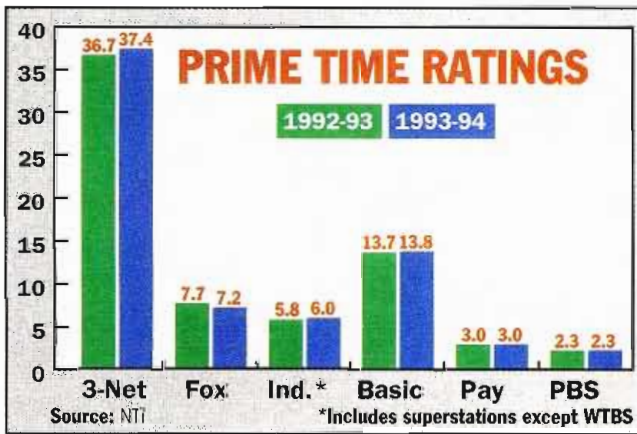
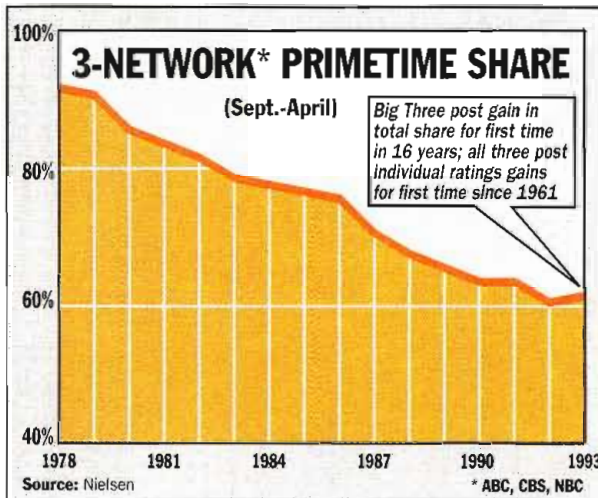
Sims acknowledges a slowdown in growth of cable system penetration, the main contributor to the slide in

broadcast viewing shares. But there will be continuing growth in penetration of cable networks, not only through DBS and wireless cable, "but also, when digital compression opens up channel capacity" on cable systems, he says.

Five years from now, Sims says, the combined share of the big three could be down six more points.

Howard Stringer, president, CBS/Broadcast Group, isn't making predictions, but says that the modest rebound comes from a new way of thinking. "The networks have been forced from a sense of 'we deserve to survive' to 'we have to fight to survive.'"

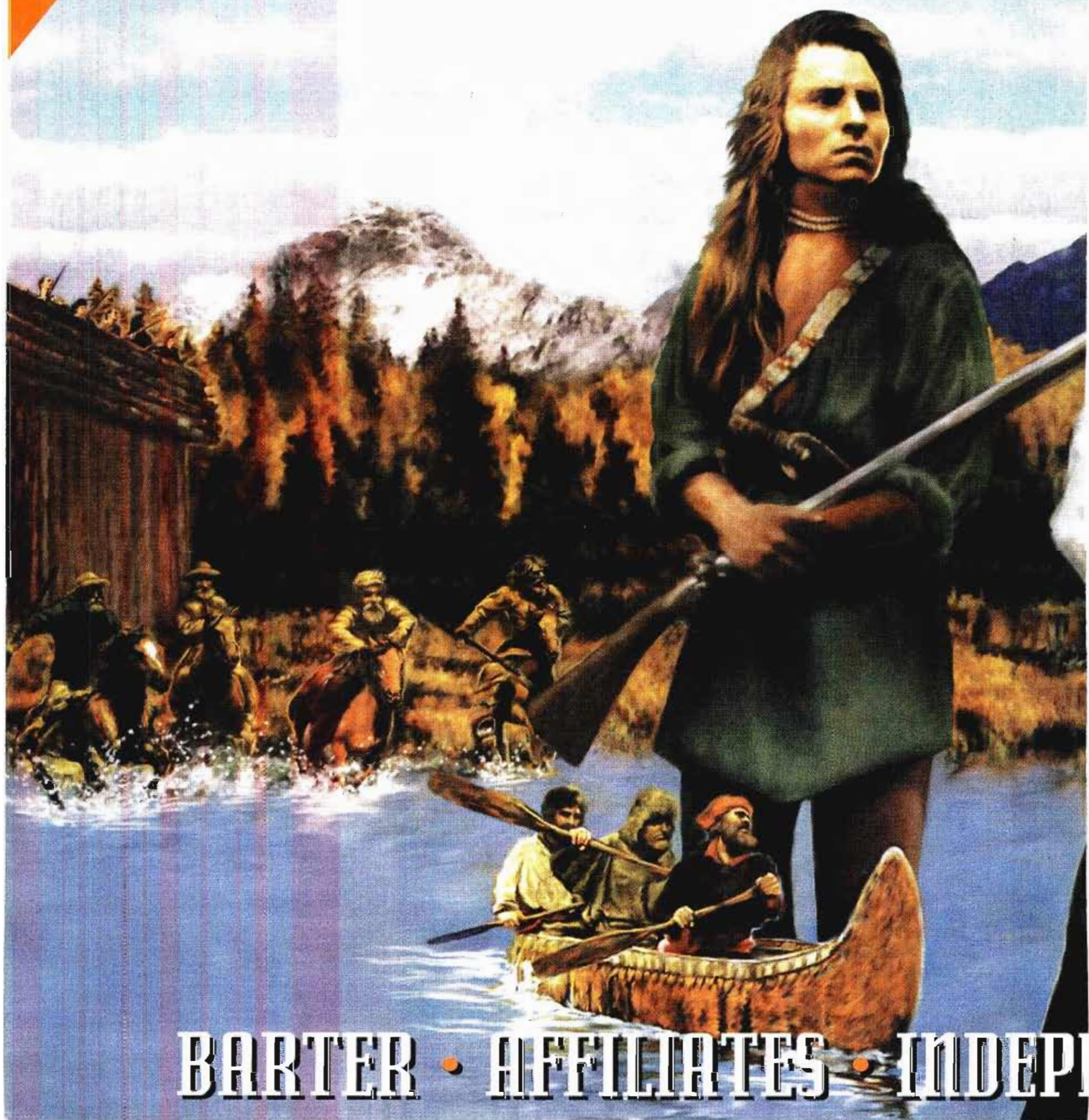
And Stringer is not impressed by the new cable technology. It may help deliver programming to viewers when they want it, he says, but it does not address what they want.



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Good revenue gains spark dazzling profit growth

By Geoffrey Foisie

The latest pick-up in TV station profits may not match the fabled boom cycles of decades ago, but so far the results are impressive.

First-quarter earnings among publicly reporting TV station group own-

Howard, also showed strong revenue and profit performance.

Robert E. Selwyn Jr., who runs the seven-TV-station group of New World Communications, lays the revenue pick-up at the door of an improved economy: "The answer I

a little worried about the recent increase in interest rates. He notes the importance of automobile advertisers in the first-quarter TV revenue surge and cautions that if consumers are scared away from buying cars by higher rates, auto dealers also may be scared away from TV advertising.

Other than the interest rate concern, Gruneich is optimistic that the "uptick" in station operating margins is "sustainable." One reason for his optimism is station management's continued ability to keep cost growth flat or up only slightly. Not only has a favorable supply-demand equation kept syndicated program prices down, said Gruneich, but some stations have kept programing costs even lower by switching from syndicated product to locally produced fare.

New World, for instance, has added morning, weekend morning or early fringe news in markets such as Detroit and Atlanta.

As Smith Barney Shearson analyst John Reidy notes, the first-quarter profit percentage gains have been relatively easy. The first quarter, he points out, is traditionally a low-profit period. Thus, any profit gain typically is magnified off a low base.

For that reason, Reidy said, observers should not expect profit gains to run 30%-40% over the prior year's quarter for the rest of the year. But he thinks they could achieve 10%-20% improvements. ■

TV stations' earnings improve in first quarter

Company	Revenue (000)	% change	Operating profit (000)	% change
A.H. Belo	\$49,126	+11	\$11,498	+39
BHC	\$95,968	+7	\$15,134	+72
Granite*	\$13,448	+11	\$3,774	+33
Harte-Hanks	\$6,151	+6	\$1,440	+30
Multimedia	\$29,320	+5	\$10,800	+30
Scripps Howard*	\$60,353	+10	\$15,908	+41

Notes: Multimedia contains some radio, but results predominantly reflect TV.

*Percentage changes have been adjusted to exclude effect of recent acquisitions or sales.

ers showed profits up by at least 30% on revenue gains of high single- to low double-digits.

The gains continue improvement that began last year. CBS affiliates were up, helped by advertising in the first quarter's winter Olympics. But group owners with mostly non-CBS stations, such as Pulitzer or Scripps

have for the improvement is the same I had when things weren't going well: the TV station business is a single-revenue business. Advertising is largely connected to growth in the entire economy and directly connected to consumer spending."

For that reason First Boston securities analyst Kevin Gruneich is at least

Station-group revenue on comeback course

Growth in national and local spot promise to make '94 a banner year

By Steve McClellan

Broadcasting is back. By most accounts the television station business—based on local and national spot advertising sales projections—will have its best year in close to a decade in 1994.

That's the consensus of group station heads, rep firm and advertising executives and market researchers contacted for this story.

The resurgence in the broadcast economy is nationwide with the exception of a few lagging geographical sectors (including California, Texas and parts of the Mountain time zone), those executives say. It is also supported by an array of advertising

categories and is not dependent on a small number of big spenders. Many advertisers appear to be redirecting dollars that had been shifted to alternative media such as direct mail, couponing and consumer promotions back to TV advertising. The reason: Many products have taken a dip in sales, and manufacturers want to reinforce those brands with consumers.

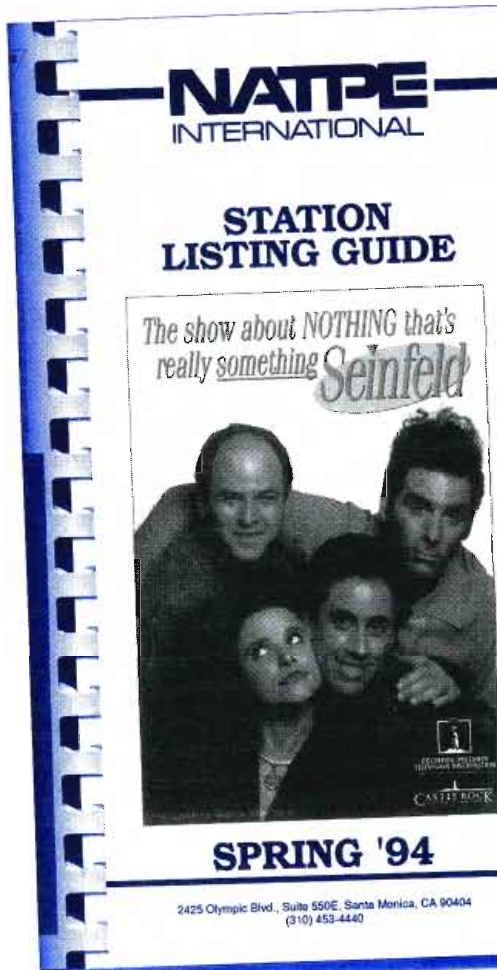
Broadcasters and reps are particularly encouraged because the first- and second-quarter surges have occurred without the political spending that will kick in during the second half of the year. And while CBS stations and affiliates benefited from the winter Olympics in February, ABC, NBC and

independents also are reporting strong gains, reports Harold Simpson, Television Bureau of Advertising vice president, research and development. TVB predicts that local station advertising sales will be up 5%-7% this year to between \$9.1 billion and \$9.3 billion, and national spot advertising will grow by 4%-6% to between \$8.1 billion and \$8.24 billion.

Although TVB still is collecting data for the first quarter, Simpson says combined local and spot results will show a double-digit gain. "A lot of companies say they're going to cut back on couponing and other types of promotions because they feel it spikes their business for a week but under-

"I'm sorry, that person is no longer with the company."

If you deal with television stations and you hear stuff like this a lot, you're not using the NATPE Station Listing Guide



NEBRASKA (cont'd)/NEVADA

Omaha—DMA 73			
KETV	Ch 7	402-345-1111	Fx 402-978-8922 ABC Omaha, NE 68131-2099
GM:	David L. Summers		
PE:	Bettie Denny		
SM:	Donald Grubaugh/Phyllis Ned 978-8961		
TM:	Kathy Fiscus 978-8901		
ND:	Rose Ann Shannon 978-8951		
PR:	Phil Clark 978-8920		
Owner:	Pulitzer Broadcast Co.		
Rep:	Blair		
KMTV	Ch 3	402-592-3333	Fx 402-592-3378 CBS Omaha, NE 68127
GM:	Howard Kennedy		
PE:	Don Browers		
SM:	David Kuehn		
TM:	Sandra Sun		
ND:	Loren Tobia		
PR:	John Sullivan		
Owner:	Lee Enterprises, Inc.		
Rep:	Katz		
KPTM-TV	Ch 42	402-558-4200	Fx 402-554-4292 FOX Omaha, NE 68132
GM:	Howard H. Shrier		
PE:	Brad Gonzales		
SM:	James F. McKernan		
TM:	Sue Oden		
ND:	Brad Gonzales		
PR:	Donna Ridgley		
Owner:	Pappas Telecasting Of The Midlands		
Rep:	TeleRep		
WQWT-TV	Ch 5	402-346-6666	Fx 402-346-9249 NBC Omaha, NE 68131
GM:	Randy Oswald		
PE:	Karen Bride		
SM:	Chris Bailey		
TM:	Michele Griebelhaus		
ND:	John Clark		
PR:	Carl Bauman		
Owner:	Chronicle Publishing Co.		
Rep:	Petry		
NEVADA			
Las Vegas—DMA 75			
KFBT-TV	Ch 33	702-673-0033	Fx 702-673-6192 IND Las Vegas, NV 89103
GM:	Jack Paris		
PE:	Linda Howe		
SM:	Bob Ordonei		
TM:	Sharon Neiman		
ND:	Kore Fera		
PR:	Channel 33, inc		
Owner:	Channel 33, inc		
Rep:	Adam Young		

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- Call Letters
- Channel Number
- Affiliation
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- Owner
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mines brand equity in the long term. If they go back to the traditional media as they say they are—coupled with a moderately good economy and political activity—this could be a very good year.”

Just how good? With the exception of third quarter 1992, Simpson says it is necessary to go back to the first quarter of 1986 to see results as positive as those of the first three months of this year. If results meet expectations, 1994 may equal or surpass 1986, the last double-digit (12%) year for local and national spot combined.

Even agency executives, whose job it is to negotiate down the price of ad time, say the fiscal outlook for clients is more positive now than it has been in several years. “There has been a tightening-up in several markets,” says Richard Kostyra, president, Media First International, a New York media buying firm. “Advertising budgets, which have been conservative the last several years, are now being fully supported by sales gains projections. And it appears advertisers are willing to spend those budgets with the confidence that they will realize those sales.”

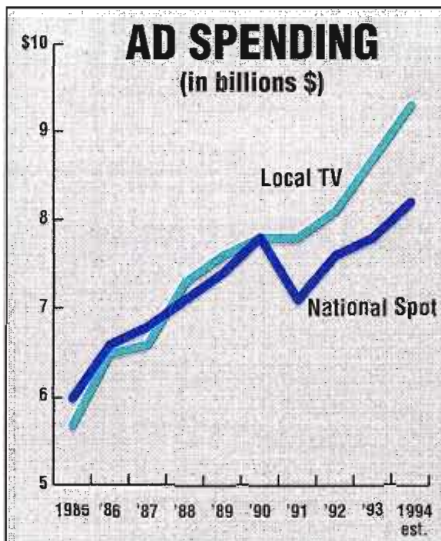
But Kostyra stresses that while some advertisers are “disgruntled” with the results of some alternative media strategies, “to say that advertisers are leaving them is wishful thinking.”

The domestic automotive category, which has been a standout the past two years, continues strong in 1994, reports TVB’s Simpson. Telecommunications companies, packaged goods, entertainment companies, fast food and financial services have come on strong this year as well.

Rep firm executives report their strongest start this year in about eight years. “This is a real recovery, and it’s broadly based and supported by a number of categories,” says Tom Olson, president, Katz Television Group.

Olson says Katz is projecting a 10%-11% gain in national spot advertising (industrywide) for both the first and second quarters. “The larger markets enjoyed the greatest percentage gains in the first quarter,” he says. “It is more universal in the second quarter.”

Blair Television also is predicting a 10%-11% industrywide gain in sales for the first half, reports Tim McAuliff, chairman-CEO of John Blair Communications. “It’s a really strong



rally,” he says. “I think if you factor in the political money that will be coming in, we’ll be on track to hold to a double-digit pace through the end of the year.” The last double-digit year for spot was 1984, he says.

A sampling of group owners also shows strong results in the first quarter. Don Cornwell, CEO of Granite Broadcasting, reports a sales gain of 11% for the first quarter. “Our San Jose station was down a bit or we would have been up in the 13% range,” he adds.

Nick Trigony, president of Cox Broadcasting, reports that every station in the group is meeting or surpassing first- and second-quarter budgets. But in addition to improved revenues, Trigony says: “I think we’re just running our businesses better. It’s not just the revenue side. It’s having a better handle on the expense side as well.”

Peter Desnoes, who runs Chicago-based Burnham Broadcasting, also reports a first-quarter gain of 11%: “I think what you’re seeing is a healthy economy coupled with a recognition that there was some underspending in the past few years. And people are now trying to correct that.” ■

Local ad sales show growth spurt on broadcast horizon

Some stations report double-digit growth

By Jim Cooper

Bouyed by business from automotive and retail, the first half of 1994 is putting smiles on the faces of many local station executives.

In 1993, local advertising rose about 6%, or \$5.57 billion, with fourth-quarter gains showing a dramatic 10% surge over the previous year.

That growth has continued into 1994, and general managers and general sales managers across the country are optimistic about their local advertising ledgers.

“Business is generally better, and retailers are much more positively disposed to utilizing a strong television mix in marketing strategies,” says Roland Eckstein, chairman of Eckstein, Summers & Co., a national marketing consultant to 58 TV stations.

For CBS affiliates, the Olympics spurred large gains in the first half of the year. And although the market has cooled since February, local TV ads for CBS affiliates in general are ahead of 1993, even without the boost of the

Olympics.

Hank Yaggi, president and general manager of WUSA(TV), the CBS affiliate in Washington, says automotive has led the charge in his market, with spending up 20% in 1994 over the same time last year. Yaggi says the packaged goods category is up 5% and that retail is growing at about 4% in the Washington market.

Beyond losing football to Fox, which will lighten up the fall season for his CBS station, Yaggi says the outlook is good, with a crowded network ad environment spilling over into local. “I don’t see anything that’s going to slow it down,” says Yaggi, predicting the station’s performance the rest of 1994 and into next year.

Like many medium-sized markets, Little Rock, Ark., is experiencing an exceptionally strong automotive market. That, coupled with ads rolling in from riverboat gambling along the Mississippi and the marquee value of Little Rock as President Clinton’s old political stomping ground, makes the



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market vibrant with local and regional TV advertising.

Perhaps a year behind the rest of the country in its recovery from the recession, Hartford, Conn., is beginning to see local spending grow, says one station general sales manager who asked not to be identified. However, "It hasn't been enough of a pump to be considered a bubble," says the station executive, who thinks the Hartford local market will grow by 5% to 10% this year.

In advertiser-spending in local markets, Pepsico, in the fast-food category, spent about 12% more than in 1992. The Walt Disney Co. racked up local ad bills 54% higher than those of the previous year. The top five local advertising categories all showed double-digit spending hikes in 1993 except for food stores and supermarkets, which were down 5%. Station executives said advertising for restau-

rants and drive-ins, auto dealers, furniture stores, food stores and supermarkets and movies continues to perform well in their markets.

In Denver, a market that took its lumps during the recession, the population and business community are growing at a steady pace, says Rod Bacon, general sales manager of Fox affiliate KDVR-TV.

"Every week there is a new announcement that another business is moving into town," says Bacon, who has watched 28 national restaurant chains, including Boston Chicken, move into the market.

"It's a very hot movie market," says Bacon, pointing out that Denver's moviegoing index tops the national index by 60%. Bacon says the Colorado Rockies baseball franchise has brought attention to the region as well. "Tourism is up radically," he says.

Bakersfield, Calif., is experiencing

a surge in population, boosted by those moving there from Los Angeles after the earthquake. And with the most affordable cost of living in California, Bakersfield is the second-fastest-growing DMA in the nation. With a projected population of 662,000 by 1997, up from 403,000 in 1990, Kern County, Calif., real estate and retail advertising have grown to meet the expanding market.

"Local here is pacing well ahead of last year's figures," says Mike Knotek, general sales manager of CBS's KERO-TV Bakersfield, who says he is looking at growth approaching 20% in the first six months of 1994. "At this point, we see it as a lasting trend. It may slow, but it is better than the overall economy."

Knotek adds that, with the loss of only one business in the market so far this year, "there are more coming in than there are going out." ■

TV buyers agree: It's a seller's market

Demand is up, but suppliers are holding out for more money

By Julie A. Zier

Demand for television stations is at one of its highest levels in years, according to those making deals and those looking for deals.

But the demand has yet to translate into an increased number of sales as potential sellers hold off in expectation of higher prices down the road.

"There's a stalemate going on right now," says Dan Sullivan, president of Clear Channel's television division, which is "actively looking" for stations. "It's not a traditional seller's market anymore," he says. "The buyers are having to convince station owners that it's time to sell."

According to BROADCASTING & CABLE's weekly count, 22 TV station deals have been proposed so far this year, one fewer than for the same period in 1993, but six more than for 1992. The dollar volume of this year's transactions is \$374.9 million.

Those who don't need convincing only need someone willing to pay their price. Sellers today have higher price expectations than a year ago, according to Bert Ellis, who paid close to \$160 million for six TV and two radio stations when he formed a broadcast group last summer.

He believes the cash-flow multiples, a common figure used to determine the worth of a station, are up a full point since then, from an average of 7-1/2 to 8-1/2.

Others say sellers are asking multiples of 10 or more. "We are revisiting the late 1980s, when people threw caution to the wind," says Steve Berger, Nationwide Communication's president. "People are saying, if I'm going to be in it, I'd better be in it big time. Only this time, those who suffer are not the banks, they're the shareholders."

Publicly listed stations are going into "auction mode," says New Vision Television's CEO Jason Elkin. And that's a good reason to avoid them and search quietly, he says. "You're not going to find a deal [when a station is listed] because everyone is looking at it and driving the price up."

The re-entry of banks with financing and the flood of new equity have



Dan Sullivan



Steve Berger



Jason Elkin

added to the rush on TV stations. But the sense among the buyers is that they're playing hide-and-seek by themselves. "There's just not a lot available," Elkin says.

While possible sellers remain in the shadows, those on the prowl for stations are well known. Among them: River City, SCI Television, Rick Gorman, Triad Communications, Bert Ellis, Nationwide, Clear Channel, New Vision and such newcomers as SF Broadcasting, put together with money from Fox and Savoy Pictures.

Although trading volume is flat so far this year, most expect it to increase as 1994 grows older. Says media broker Larry Woods: "Folks who own TV stations want to own more." ■

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Into Big Time Syn

MARKET	STATION	TIME	FAMILY MATTERS SHARE W18-49 VS. TIME PERIOD 2/93	MARKET	STATION	TIME	FAMILY MATTERS SHARE W18-49 VS. TIME PERIOD 2/93
NEW YORK	WPIX	7:30 PM	+40%	PITTSBURGH	WPGH	5:30 PM	+75%
LOS ANGELES	KTLA	7:00 PM	+71%	PHOENIX	KUTP	5:00 PM	+100%
PHILADELPHIA	WGBS	6:30 PM	+44%	DENVER	KDVR	5:30 PM	+233%
SAN FRANCISCO	KBHK	5:30 PM	+11%	BALTIMORE	WNUV	5:00 PM	+100%
WASHINGTON	WDCA	5:00 PM	+800%	ORLANDO	WOFL	5:30 PM	+44%
DALLAS	KTXA	5:00 PM	+200%	SAN DIEGO	KUSI	5:00 PM	+125%
DETROIT	WXON	5:00 PM	+120%	HARTFORD	WTIC	5:30 PM	+25%
HOUSTON	KTXH	5:30 PM	+160%	MILWAUKEE	WCGV	5:00 PM	+27%
ATLANTA	WGNX	5:00 PM	+400%	CINCINNATI	WXIX	5:00 PM	+133%
TAMPA	WTOG	5:30 PM	+100%	KANSAS CITY	KSMO	5:00 PM	+300%
MIAMI	WBFS	7:30 PM	+200%	GREENVILLE	WHNS	5:30 PM	+82%

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MARKET	STATION	TIME	FAMILY MATTERS SHARE W18-49 VS. TIME PERIOD 2/93
NORFOLK	WTVZ	5:30 PM	+700%
NEW ORLEANS	WGNO	5:00 PM	+45%
MEMPHIS	WHBQ	5:00 PM	+71%
W. PALM BEACH	WTVX	5:00 PM	+83%
ALBANY	WXXA	5:30 PM	+63%
JACKSONVILLE	WNFT	7:00 PM	+200%
FRESNO	KMPH	5:30 PM	+40%
LITTLE ROCK	KASN	6:00 PM	+600%
TULSA	KTFO	6:00 PM	+200%
MOBILE	WJTC	6:30 PM	+300%
KNOXVILLE	WKCH	5:30 PM	+100%

MARKET	STATION	TIME	FAMILY MATTERS SHARE W18-49 VS. TIME PERIOD 2/93
GREEN BAY	WGBA	5:00 PM	+150%
AUSTIN	KVC	6:30 PM	+700%
SHREVEPORT	KMSS	5:30 PM	+78%
CHAMPAIGN	WRSP	5:30 PM	+63%
CHATTANOOGA	WDSI	5:30 PM	+667%
COLUMBIA, S.C.	WACH	5:00 PM	+80%
JACKSON, MS	WDBD	5:00 PM	+280%
BATON ROUGE	WGMB	5:00 PM	+220%
COLORADO SPGS	KXRM	5:00 PM	+70%
WACO	KWKT	6:00 PM	+143%
SAVANNAH	WTGS	6:30 PM	+214%

Source: NSI/SNAP Feb 94 vs. Feb 93



**Family
Matters**

Year, After Year, A

MARKET	STATION	TIME	FULL HOUSE SHARE W18-49 VS. TIME PERIOD 2/93	MARKET	STATION	TIME	FULL HOUSE SHARE W18-49 VS. TIME PERIOD 2/93
Chicago	WGN	5:30 PM	+27%	Cincinnati	WSTR	6:30 PM	+67%
Dallas	KTVT	6:00 PM	+16%	Raleigh	WLFL	5:30 PM	+17%
Houston	KTXH	6:00 PM	+29%	Greenville	WHNS	6:00 PM	+18%
Minneapolis	KMSP	5:30 PM	+63%	New Orleans	WGNO	5:30 PM	+70%
Tampa	WTOG	6:00 PM	+13%	Wilkes Barre	WOLF	5:00 PM	+450%
Miami	WBFS	7:00 PM	+100%	Louisville	WDRB	5:00 PM	+20%
Phoenix	KNXV	5:00 PM	+20%	Jacksonville	WAWS	5:30 PM	+200%
Baltimore	WNUV	6:00 PM	+33%	Richmond	WRLH	5:30 PM	+29%
San Diego	KUSI	6:30 PM	+100%	Tulsa	KOKI	6:00 PM	+18%
Hartford	WTIC	6:00 PM	+44%	Flint	WSMH	6:00 PM	+33%
Portland	KPDX	6:30 PM	+27%	Toledo	WUPW	5:30 PM	+44%

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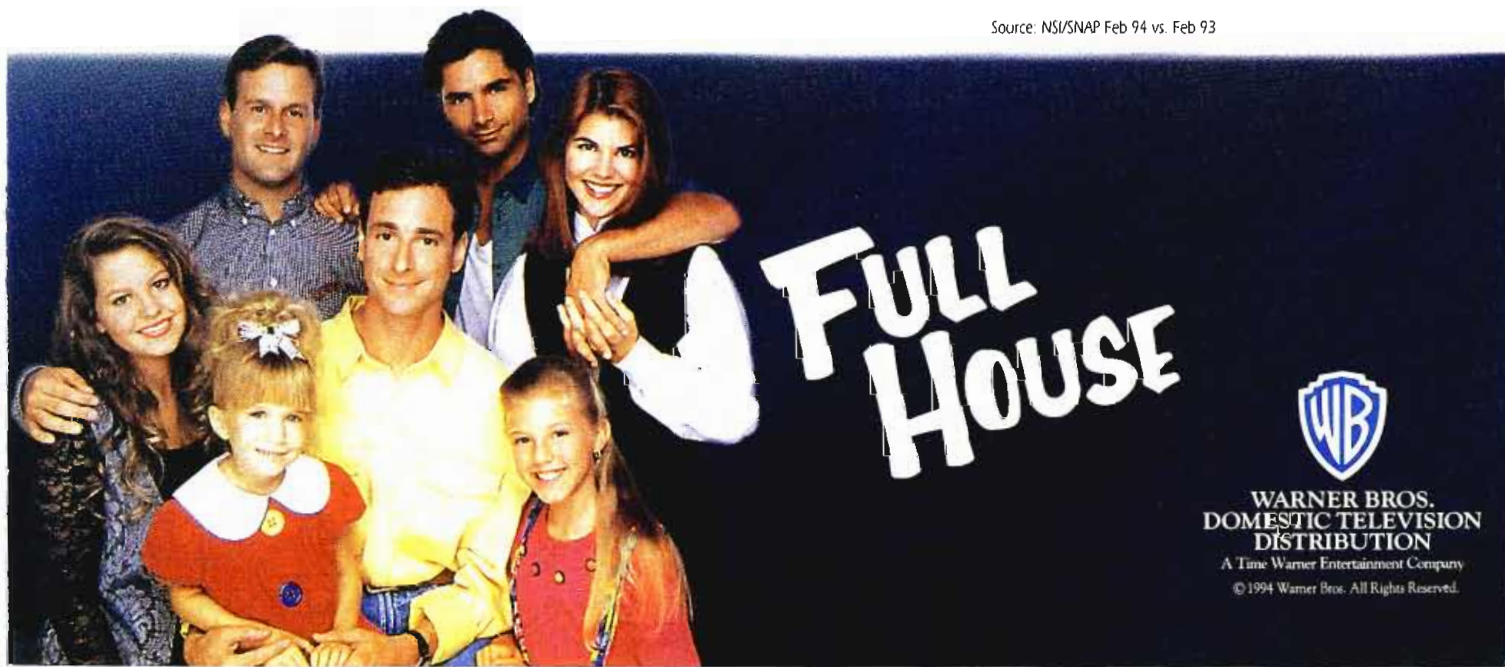
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SECOND CYCLE AVAILABLE NOW.

MARKET	STATION	TIME	FULL HOUSE SHARE W18-49 VS. TIME PERIOD 2/93
Lexington	WDKY	6:00 PM	+29%
Springfield	KDEB	5:00 PM	+86%
Chattanooga	WDSI	6:00 PM	+150%
Madison	WMSN	6:00 PM	+73%
Jackson	WDBD	5:30 PM	+220%
Johnstown	WWCP	5:00 PM	+75%
Tri-Cities	WKPT	5:00 PM	+60%
Waco	KWKT	5:30 PM	+180%
Ft. Wayne	WFFT	5:30 PM	+27%
Montgomery	WCOV	5:00 PM	+30%
Monterey	KCBA	5:30 PM	+33%

MARKET	STATION	TIME	FULL HOUSE SHARE W18-49 VS. TIME PERIOD 2/93
Eugene	KLSR	6:00 PM	+60%
Ft. Srrith	KPBI	5:30 PM	+67%
Columbus, GA	WXTX	5:00 PM	+18%
Amarillo	KCIT	5:30 PM	+107%
Wausau	WSAW	6:30 PM	+37%
Wichita Falls	KJTL	5:30 PM	+50%
Binghamton	WICZ	5:00 PM	+267%
Odessa	KPEJ	6:00 PM	+75%
Anchorage	KTBY	5:30 PM	+150%
Utica	WFXV	5:30 PM	+133%
Panama City	WPGX	5:00 PM	+267%

Source: NSI/SNAP Feb 94 vs. Feb 93



Paramount folds *Arsenio Hall Show*

'The Newz' and 'Last Call' boosted by opening; Paramount may launch replacement

By Steve Coe

With Paramount's announcement last week that it was pulling the plug on *The Arsenio Hall Show* May 27, the biggest winners at first glance appear to be Columbia's *The Newz* and MCA TV's *Last Call*.

The two syndicated half-hours, targeted primarily to younger viewers, are set to debut this fall and would be the natural heirs to the *Arsenio* audience.

Columbia and MCA TV can't assume, however, that the audience will be there for the taking come September. Sources indicate that Paramount is planning to launch another late-night vehicle to avoid losing the time slot on many stations. According to one source, the studio is in discussions with Jon Stewart, host of MTV's *The Jon Stewart Show*. Paramount and MTV executives were unavailable for comment.

"We think this is natural speculation," says Matt Labov, a spokesman for Stewart, "because Jon would be a natural fit given the demos of the show. But they are just rumors. He has not even been approached."

At the very least, Columbia and MCA may benefit by getting better

time slots for their shows. According to Barry Thurston, president, Columbia TriStar Television Distribution, 19 of the top-50-market stations that have signed to carry *The Newz* are *Arsenio* stations, and approximately a third of the stations clearing *The Newz* have been carrying the talk show.

"I think we anticipated going into the markets with *The Newz* that one of two things was going to happen with *Arsenio*," said Thurston. "Either it would be canceled or it would continue to be downgraded."

Thurston said Paramount and Hall's decision would move some medium- and small-market stations to make late-night programming decisions earlier than usual. "Typically, the medium and smaller markets wait until the summer to make their programming decisions, but since [*Arsenio*] will stop production in May,



Ted Danson, Whoopi Goldberg and Arsenio Hall do the "night thing." Goldberg was among several would-be syndicated talkers unable to unseat Hall during his five-plus year run.

those stations won't wait as long." Following the *Arsenio* announcement, Thurston said, "four or five markets that had been on the fence have cleared *The Newz*."

Shelly Schwab, MCA TV president, commented on the news: "We planned our marketing philosophy with the idea of Hall going on indefinitely," he said, adding that the announcement of Hall's departure would not have a great impact on the selling of *Last Call*. However, Schwab said that MCA had received at least 20 calls from stations asking if *Last Call* was still available. The show already is cleared in 62% of the country, with an expected final clearance of 85%, said Schwab.

The Arsenio Hall Show debuted in syndication on Jan. 3, 1989, and almost immediately established itself as the younger viewer's alternative to *The Tonight Show*. Hall, a former stand-up comedian who had a brief stint as host of Fox's late-night show, became a multimillionaire in the process. "Paramount's proposals for a seventh year and new contract, combined with my love affair for this vehicle and my late-night team, made this the most complicated decision of my life...but everything must change, and it's time," said Hall in a Paramount statement.

Arsenio outlasted a number of competitors that came to the daypart since

Case closed for 'LA Law'

After eight seasons, 173 episodes and 15 Emmy Awards, NBC's *L.A. Law* will air its series finale on Thursday, May 19. NBC will end the show's run with four original episodes beginning April 28. However, sources confirm reports that the network and Twentieth TV are discussing the possibility of producing a two-hour movie for next season that would wrap up the series. In the just-completed season, the show averaged an 11.8 rating and 20 share, up from last season when its numbers hit a series low. After taking over the Thursday time slot from *Hill Street Blues* during the 1986-87 season, the show won its 10 p.m. slot in homes and demos through the 1991-92 season. However, cast defections and changes in executive producers have contributed to a steady viewership drop. The show was created by Steven Bochco and Terry Louise Fisher and before moving to Thursdays originally aired following *Miami Vice* on Friday nights at 10-11 p.m. The show was named outstanding drama for four consecutive years (1987-91), tying the mark set by *Hill Street*. A replacement won't be known until NBC announces its fall schedule next month, but a probable candidate is *Homicide: Life on the Streets*, which had a successful four-week test run in January.

—SC

his debut, including projects featuring Rick Dees (ABC), Pat Sajak (CBS), Whoopi Goldberg (syndicated) and, most recently, *Chevy Chase* on Fox. It may be two talk shows, however—the now defunct *Chevy Chase* show and

CBS's *Late Show with David Letterman*—that are the cause of Hall's demise.

Most CBS and Fox stations carrying *Arsenio* downgraded the program to make room for the fall debuts of *Let-*

terman and *Chase*. At its height, the show was averaging roughly a 4 rating nationally but slipped to almost half that number in the February books. The show has suffered numerous downgrades during the past year. ■

Fox's fX unveils programming lineup

Original programming will be sandwiched between mix of reruns to start to start

By Rich Brown

FX executives say 18 million cable households will be able to watch their new general entertainment network when it launches on June 1, representing the biggest net-

work launch in cable history.

It is an unusual feat to sign so many subscribers in these days of limited channel capacity and cable reregulation. But roughly 100 multiple system

cable operators—including top MSO Tele-Communications Inc.—have agreed to carry Fox Inc.'s new network in exchange for the right to carry local Fox broadcast

FX Launch Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
6-6:30 a.m.	<i>The Pet Department (R)</i>							
6:30-9 a.m.	<i>Breakfast Time</i>					<i>Best of Breakfast Time</i>		
9-10 a.m.	<i>Dynasty (R)</i>					<i>Swiss Family Robinson</i>		
10-11 a.m.	<i>Hart to Hart</i>					<i>Okavango</i>		
11-Noon	<i>Fantasy Island</i>					<i>Grizzly Adams</i>		
Noon-1 p.m.	<i>Personal fX: The Collectibles Show</i>					<i>Personal fX (R)</i>		
1-2 p.m.	<i>Eight Is Enough</i>							
2-2:30 p.m.	<i>Family Affair</i>							
2:30-3 p.m.	<i>The Pet Department</i>					<i>Nanny & Professor</i>		
3-4 p.m.	<i>Greatest American Hero</i>							
4-5 p.m.	<i>Wonder Woman</i>							
5-6 p.m.	<i>Batman</i>					<i>Batman Green Hornet</i>		
6-7 p.m.	<i>Mission Impossible</i>							
7-8 p.m.	<i>Hart to Hart</i>					<i>Family Affair Nanny & Professor</i>		
8-8:30 p.m.	<i>Under Scrutiny with Jane Wallace</i>					<i>Ghost & Mrs. Muir</i>		
8:30-9 p.m.	<i>Home & Away</i>					<i>Family Affair</i>		
9-10 p.m.	<i>Dynasty</i>					<i>Fantasy Island</i>		
10-11 p.m.	<i>In Living Color</i>							
11-Midnight	<i>Sound fX</i>					<i>Sound fX (R)</i>		
Midnight-12:30	<i>Batman</i>					<i>Green Hornet</i>		
12:30-1 a.m.	<i>Backchat</i>					<i>Backchat (R)</i>		
1-6 a.m.	<i>Paid Programming</i>							

stations on their cable systems. Also helping things along, the FCC last week granted a waiver of its cable rate rules to those operators planning to launch the new service prior to July 15 (see story, "Top of the Week").

FX executives did not specify which systems would carry the channel at launch. Sources indicate that 9 million of TCI's 10.7 million subscribers will be on board by June 1, with the company's remaining households in place by the second year.

Fox Inc. is investing \$150 million-\$200 million in fX, according to fX Chairman and CEO Anne Sweeney, including a previously reported \$100 million in programming costs. She declined to offer specifics on when the company expects to recoup the investment. On the programming side, fX will launch with seven hours of live origi-

nal programming daily. Sweeney says the network hopes to boost the daily output of original programming to 50% of the schedule within 18-24 months. Additional original shows are being prepared for a fall debut, she says. The network's original programming, to be transmitted live from a sprawling apartment-like set in Manhattan, will include live remotes as well as viewer phone-ins and faxes. A staff of 100 full-time employees is already on board for the launch.

Original programming aside, the network's lineup will include several shows plucked from a 1,700-title library of off-network product from Fox Inc. and other program suppliers (see chart). While the bulk of the network's schedule at launch will be a mix of off-net programming, Fox Chairman Rupert Murdoch has said the net-

work will not be "another niche or rerun channel." FX vice president of programming Mark Sonnenberg says the off-net shows—such as *Dynasty* and *Fantasy Island*—should help push network ratings into "the 1's and 2's" within a short time. At launch, *In Living Color* will be the only off-Fox show.

The network plans eventually to produce once-a-week specials and strip programming, says Rich Ross, vice president, program enterprises. After that, he says, fX will produce original movies.

A \$12 million consumer advertising campaign is planned for fX and will include five weeks of national spots on the Fox broadcast network as well as *TV Guide* ads and a variety of local spot buys, outdoor and radio ads in fX's top 20 markets. ■

It's a clean sweep for CBS

Network wins daytime, prime time and late night for first time

By Steve McClellan

The season is officially over, and for the second time in three years the three-network share of prime time viewing during the regular season has increased.

The combined share totaled 61%, up a point from last year. The combined average rating totaled a 37.7, also up a full point from last year's 36.7. (The ratings in this story are Nielsen data supplied by the networks.)

The level of homes using television also was up. For the 1993-94 season, the prime time HUT level averaged 61.8%, up from last season's 61.1%.

There was a basic cable first this season: no combined share-of-audience gain in prime time—something that has not occurred since Nielsen began measuring cable program services in 1982. Basic cable share remained flat in prime time at 22%.

CBS Executive Vice President David Poltrack attributed cable's flatness to a tapering off of penetration and his belief that as more basic services are introduced, they tend to "cannibalize" each other.

"It was a banner year for CBS and for broadcasting," said Howard Stringer, president, CBS Broadcast Group. For the first time in the history of

three-network competition, CBS won prime time, daytime and late night. It was also the first time that the network won late night, thanks to the recruiting of David Letterman, who debuted in the daypart last August.

CBS also claimed that its total day share of the three-network audience of 38.2% was the highest any network has achieved. Of course, the network

had help from key franchises that it won't have next season, including the World Series and winter Olympics.

The final prime time household standings: CBS, 14.0/23; ABC 12.4/20; NBC, 11.0/18 and Fox, 7.2/11.

For the entire prime time season, CBS was also tops among adults 25-54—with an average 8.4 rating—and among adults 50-plus (14.7). ABC was first among adults 18-34 (6.9) and adults 18-49 (7.5).

However, if special programs are



CBS's winning team: Howard Stringer, president, CBS/Broadcast Group; Peter Lund, executive VP, CBS Broadcast Group and president, CBS Television Network; Peter Tortorici, president, CBS Entertainment, and his predecessor, Jeff Sagansky

discounted, such as the Olympics, ABC was first among adults 18-34, 18-49 and 25-54 for regularly scheduled programs.

ABC officials last week stressed the strong performance of the network's freshman and midseason shows. Among shows introduced last fall, ABC claims three of the five top performers, including *NYPD Blue*, *Phenom* and number one *Grace Under Fire*.

ABC also claimed four of the top five new midseason series: *These*

Sliced Bread

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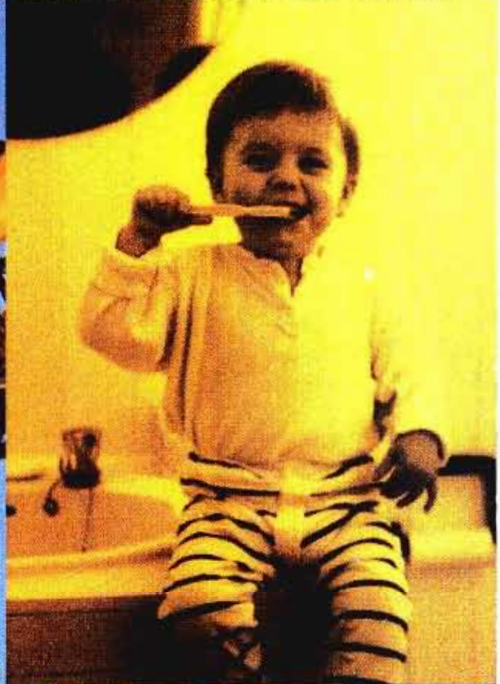
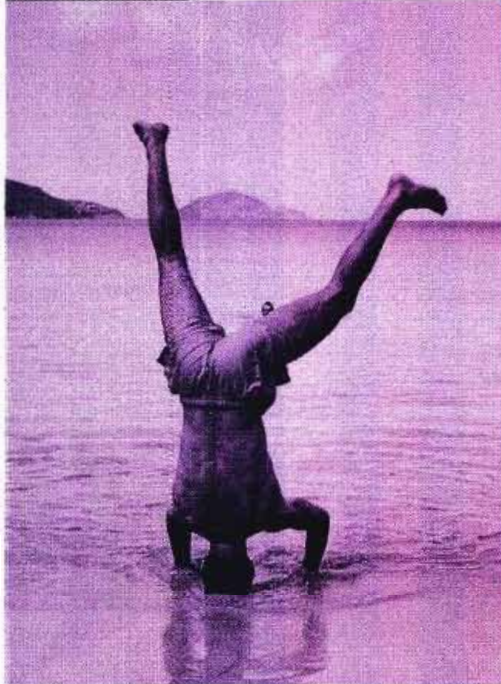
ATM Machines

Frequent Flyer Programs

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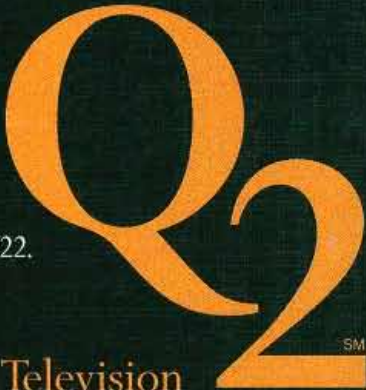
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SYNDICATION MARKETPLACE

Baywatch and more for Hasselhoff

Baywatch star and executive producer David Hasselhoff has signed a multiyear, multiproject deal with show syndicator All American Television. Under the deal, he will continue on Baywatch through the 1995-96 season and will develop another syndicated drama series. Hasselhoff will star and executive produce the new one-hour weekly action drama, which will be produced and distributed by All American both domestically and internationally, the syndicator announced at the MIP TV market in France.

Baywatch is one of the top three syndicated, first-run action dramas in the U.S. and is even more popular abroad, where Hasselhoff is a major singing star and actor. All American also announced that it has obtained worldwide distribution rights to the pay-per-view special David Hasselhoff & His Friends Live, a concert from Semaphore Entertainment Group to be seen in the U.S. on June 17.

Bull's eye for Target

Grove Television Enterprises announced that its new weekly half-hour reality series, Tough Target, is

a go for September 1994 after clearing 40 markets covering 58% of the nation. Grove has issued a production order for 26 episodes from the show's producer, the Mel Entertainment Co. The program will be broadcast on WLS-TV, the ABC affiliate in Chicago; KPIX-TV San Francisco, and KDFW-TV Dallas, with the show in final negotiations in Los Angeles and New York.

Tough Target, hosted by Detective J.J. Bittenbinder, is designed to make viewers "tough targets" by reenacting crimes, interviewing victims and advising viewers how to avoid or survive encounters with criminals.

Friends of Mine, Thunder Alley, Turning Point and Sister, Sister. The competition, however, countered that it was premature to evaluate These Friends and Sister, Sister after only two airings.

For third-place NBC, the good news was that it was basically flat in rating and share in prime time from year to year. It also managed to shore up Thursday night—its one nightly win this season—with a new hit, Frasier, which leads out of Seinfeld,

and has managed to fill nicely the shoes of the departed Cheers.

Demographically, NBC was second overall in prime time among adults 18-34. Among regularly scheduled shows, NBC was second only to ABC among adults 18-49, with an average 6.7. Among adults 25-54, NBC was third, but showed a slight gain, to an average 7.3.

Still, the network has some rebuilding to do, not having won a single

week in prime time this season. NBC was third in daytime, which is nothing new, but it is now also third in late night, where it dominated for decades. CBS's Late Show with David Letterman averaged a 5.8/18, ABC's Nightline averaged 5.0/18 and The Tonight Show on NBC did a 4.4/13.

For Fox, it was a year of growth and growing pains. The network went from five to seven nights and suffered a 6% drop in average household and an 8% drop in share.

But according to Giles Lundberg, VP, research and marketing, FBC, the network was prepared for the drop. "We had less of a decline this season than in 1990-91, which was the last time we added two nights," he says.

Fox, says Lundberg, is pleased that it was able to hold its adult 18-49 audience Wednesday to Sunday this season and continue to lead those nights among adults 18-34. Lundberg says Fox was also pleased with the growth of Melrose Place on Wednesdays, The X-Files on Fridays and Martin and Living Single on Sundays. ■

Top cable shows and nets

Following are the top 15 basic cable programs (Apr. 11-17), 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. Murder, She Wrote	USA	Tue 8:00p	2,503	4.0	2.7
2. Murder, She Wrote	USA	Mon 8:00p	2,410	3.9	2.6
3. MLB: Giants vs. Braves	TBS	Thu 7:35p	2,237	3.6	2.4
4. MLB: Giants vs. Braves	TBS	Tue 7:35p	2,167	3.5	2.3
5. Murder, She Wrote	USA	Thu 8:00p	2,108	3.4	2.2
6. WWF Monday Night Raw	USA	Mon 9:00p	2,066	3.3	2.2
7. NASCAR: First Union 400	ESPN	Sun 1:00p	1,935	3.1	2.1
8. Murder, She Wrote	USA	Wed 8:00p	1,866	3.0	2.0
9. MLB: Orioles vs. Rangers	ESPN	Sun 8:00p	1,822	2.9	1.9
10. Ren & Stimpy	NICK	Sun 11:00a	1,759	2.9	1.9
11. Rugrats	NICK	Sun 10:30a	1,756	2.9	1.9
12. MLB: Giants vs. Braves	ESPN	Wed 7:30p	1,746	2.8	1.9
13. Are You Afraid of the Dark?	NICK	Sat 9:30p	1,696	2.8	1.8
14. Doug	NICK	Sun 10:00p	1,678	2.8	1.8
15. Movie: 'The Dream Team'	USA	Sat 4:00p	1,665	2.7	1.8

The top four basic cable services for the week of Apr. 11-17 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	1,487	2.4/3.9
2. TBS	1,259	2.0/3.4
3. ESPN	976	1.6/2.6
4. TNT	914	1.5/2.5
5. FAM	683	1.2/1.9

Errata

Children's programming chart in April 11 issue misreported time periods and producer credit for NBC shows. Name Your Adventure is from Big Daddy Productions and NBC Productions. Back-to-back episodes of Saved by the Bell will air at 10:30 a.m. and 11 a.m. California Dreams will air at 11:30 a.m.

MIP TV market rebounds

Sales brisk; Asian shoppers arrive in record numbers

By Meredith Amdur and Nick Bell

There were smiles all around the south of France last week as a record 9,000-plus program buyers, sellers, consultants and dealmakers convened for MIP TV '94 in Cannes.

Executives were offering up fewer apologies than at past markets. No more blaming the economy, the competition, the quotas or even the unusually poor weather as four years of cautious optimism gave way to robust sales.

Most distributors admitted to being pleasantly surprised by the steady flow of business that kept booths and screening rooms busy.

Although there are few reliable measures of sales volume, and international program traders talk bullishly during even the worst of times, a few informal indices pointed to a major sales push. Bartenders at both the Majestic (afternoons) and the Martinez (late nights to the wee hours), admitted that tabs were running higher than the same time in past years. "Few people will pay \$10 for a beer when their business is down," said one delegate. A few tight-lipped restaurateurs also admitted that appetites were robust.

Leaving quotas and recessionary woes behind, deals were closing and new partnerships were fast emerging. The trend toward globalization continues, with broadcasters and producers from around the world looking increasingly abroad for programs, ideas and clients. Especially apparent was the increased number of delegates from Asia, with India and China boasting their biggest representations ever.

This year the Indian state broadcaster Doordarshan was joined by a half-dozen private players, while China Central Television was accompanied by regional players, including Guangdong Commercial TV and Shen Zhen Television. In December, the region will get its own market with the inaugural MIP Asia in Hong Kong.

More strategic alliances surfaced between players from around the world, with Nine Network of Australia, Television New Zealand and



The relative calm outside the Palais de Festivals belies the strong sales activity inside.

Canada's Baton Broadcasting announcing the most unusual: a multinational alliance of terrestrial broadcasters to combat the growing threat from cable and satellite.

Bruce Gyngell, Nine Networks chairman, described it as a means to provide "mutual support," with the Canadian broadcasters, having already experienced increased competition created by new means of distribution, in a position to advise the others.

Although Gyngell didn't explain how the alliance would operate, a source from one of the three companies said that by joining forces they should be able to secure a better deal when acquiring program rights. If the tactic proves successful, it could set off a trend of distributors increasingly being squeezed by multiterritory buyers. Even if it doesn't work, it illustrates that television companies are increasingly "thinking global, acting local."

Elsewhere, TVA, the pay service of Brazil's Abril Group, is playing the role of local partner in the launch of a new regional HBO service. HBO Brazil, backed by a consortium that includes Time Warner and Sony Pictures Entertainment, will feature 24 hours of movies, sports and specials dubbed or subtitled in Portuguese.

There was an abundance of animation and children's product on display at MIP, largely due to their ability to travel across borders with relative

ease. DIC Entertainment spared no expense in promoting its new product, which includes *Superhuman Samurai Syber-Squad* and *Old MacDonald's Farm*, with a dedicated DIC-TV channel in the top hotels. Warner's Animatronics also is proving to be a major international hit and enjoyed brisk sales.

HIT Communications, the UK-based distributor of *Barney the Dinosaur* and *Postman Pat*, is putting together a \$45 million fund—large by European standards—to finance children's programs.

Mood of the market

"It was a good market. We've been closing deals right on the spot," said Michael Byrd, senior VP, syndication sales for Turner International. As for prices, "markets have certain rates that they can pay; what you make is largely based on relationships [with the buyers]," Byrd explains.

Turner, which is actively trying to bulk up its own TV product library, is now in preproduction with French partner Canal+ on the six-hour documentary series *Native Americans*.

The market still is dominated by the Paramounts, Warners and Columbias, which dictate prices and can sit comfortably on extensive output agreements from major buyers such as Germany's Kirch Group, which reportedly pays as much as \$400,000 per hour, a high point on

the international market. But there are growing numbers of independents hustling in the expanding margins of the business.

"There are thousands of independent suppliers; you have to look much more deeply to find the most suitable product [and prices]," says Robert

Chua, CEO of the upcoming China Entertainment Television Network, which will launch on the Asian Apstar satellite next year. ■

Dealmakers wheel in Cannes

Although many of America's biggest catalogues arrived at the market presold, many ambitious new international distributors chalked up valuable deals. The following is a look at some of the programming action at MIP.

■ Worldvision concluded an agreement with European broadcast powerhouse CLT MultiMedia to distribute the rights for Spelling Premiere Network series *Robin's Hoods* and *Heaven Help Us*, both currently in preproduction. CLT has stakes in seven major European channels, including RTL Television in Germany, on which it likely will air the Spelling series. "These kinds of programs will fit the youth demos of CLT's channels," said CLT's managing director, Michele Delloye. The deal marks CLT's first formal outing as a distributor of European rights. Worldvision will forgo the right to sell each European territory on its own. The agreement is touted as the start of a long-term relationship between the two companies that could pave the way for co-production as well as cable and satellite channel joint ventures.

■ One year after it vowed to sell its talk show expertise to European broadcasters, Multimedia Entertainment will see two of its proteges debut. In Germany, public broadcaster ARD launched *Fliege*, hosted by former minister Eugen Fliege, hoping to give birth to Germany's answer to *Donahue*. The company also signed a deal in the UK with ITV broadcaster Anglia, which will produce 12 one-hour talk shows with outspoken columnist Vanessa Feltz. Both deals are 50/50 partnerships. Multimedia also made its first move into Asia, teaming with Malaysian production company Juita Viden to develop an English-language Southeast Asian chat series to distribute to Singapore, Thailand, the Philippines, Indonesia and Malaysia. Juita Viden will produce two test shows with two different local hosts.

■ Scandinavian pay service Filmnet scored a major coup over rival TV1000 (backed by Kinnevik and Time Warner) by securing an exclusive deal with 20th Century Fox. The multiyear deal will include blockbuster titles "Unlawful Entry," "Alien 3," "My Cousin Vinny" and "Home Alone 2." The output deal also includes major titles from the Fox library. Filmnet, which reaches more than 1.5 million Nordic viewers, now has access to the major U.S. studios.

■ QVC took its first step into continental Europe, sealing a distribution deal with satellite encryption package Multichoice. Beginning May 1, QVC (encrypted in Videocrypt) will be available to viewers in the Benelux countries, Portugal, Scandinavia and Central Europe.

■ Celebrating the 25th anniversary of its global flagship *Sesame Street*, the Children's Television Workshop announced a co-production deal with Poland's Channel 2. Fifty-two half-hours of the preschool program will be

produced to begin airing by fall 1995. CTW has brought *Sesame Street* in a variety of languages to more than 120 countries since the series began in 1969.

■ Turner Network Television has teamed with Australian-based Village Roadshow Pictures to produce the four-hour miniseries *The Fatal Shore*, a film adaptation of Robert Hughes's bestselling Australian epic. Broadcasters Nine Network Australia and UK pay service BSkyB already have committed to the project.

■ E! Entertainment Television signed a distribution deal with Turkish pay TV channel Cine 5. The agreement will see E! deliver more than 100 hours of programming, including *E! News Week in Review* and *E! Features*. Both will be dubbed or subtitled.

■ King World has signed a licensing agreement with Moscow-based Video International Production Company for a Russian production of *Jeopardy!*, *Svoya Igra*, to air weekly on RTR2.

■ Hong Kong-based distributor Tempest Entertainment completed the first national syndication of U.S. programming to provincial TV stations in China, licensing documentary series *The Wild Wild World of Animals* to stations in Beijing, Shanghai, Guangdong, Tianjin, Sichuan and Fujian. The arrangement will be sponsored exclusively by Procter & Gamble.

■ Nickelodeon, bulking up its UK pay channel with plans to take the service elsewhere in Europe and Asia, has in the meantime signed a deal with Portuguese private network SIC, which will air a 90-minute program block consisting of *The Ren & Stimpy Show*, *Rugrats*, *The Adventures of Pete and Pete* and *Double Dare*. The block will be customized for local audiences and will debut this week.

■ Lebanese commercial station Future TV concluded a multiyear deal with Walt Disney for a range of films, animation and live action series that will eventually fuel a weekly, one-hour Disney slot. Launched in Beirut in February 1993, Future TV currently broadcasts 20 hours a day.

■ Spurred on by such high-profile court dramas as the internationally followed Menendez murder trial, the infamous Bobbitt trials and the Rodney King case, U.S. cable network Court TV marked its international syndication debut. UK-based ITEL entered a two-year partnership to distribute Court TV's product, although no sales have been announced.

■ Unapix has launched a joint distribution venture with Eastern European distributor Zone Vision to distribute Unapix series and movies in Bulgaria, Poland, Romania and Russia. In Poland and Russia, Unapix product will fill dedicated horror movie blocks. Unapix also concluded deals in Asia, supplying Taiwan cable services TWN and Videoland with series and movies, respectively. ■

Ratings Week According to Nielsen, Apr. 11-17

	abc ABC	CBS	NBC	FOX
MONDAY	9.9/16	14.1/23	12.8/20	5.2/8
8:00	45. Day One 10.2/17	23. Evening Shade 12.3/21	21. Fresh Prince 12.7/21	89. Fox Night at the Movies—Risky Business 5.2/8
8:30		26. 704 Hauser* 11.9/19	15. Fresh Prince 13.6/22	
9:00		11. Murphy Brown 15.2/23		
9:30	51. ABC Monday Night Movie—Navy Seals 9.7/16	8. Hearts Afire 16.0/25	22. NBC Monday Night Movies—Moment of Truth: Broken Pledges 12.6/20	
10:00		14. Northern Exposure 14.6/25		
10:30				
TUESDAY	13.9/23	12.2/20	8.6/14	4.5/8
8:00	25. Full House 12.0/21	20. Rescue: 911 13.0/22	85. Good Life 5.9/10	85. South Central 5.9/10
8:30	26. Phenom 11.9/19		84. Second Half 6.0/10	91. Roc 5.0/8
9:00	6. Roseanne 17.0/27	28. CBS Tuesday Movie—Separated by Murder 11.8/19	61. J. Larroquette 8.4/13	96. Front Page 3.5/6
9:30	10. Coach 15.7/25		55. J. Larroquette 8.9/14	
10:00	16. NYPD Blue 13.4/23		36. Dateline NBC 11.1/19	
10:30				
WEDNESDAY	15.8/26	7.7/12	11.9/20	6.2/10
8:00	9. Home Improvmt 15.8/27	72. The Nanny 7.4/13	34. Unsolved Mysteries 11.2/19	81. Beverly Hills, 90210 6.5/11
8:30	7. Thunder Alley 16.3/27	82. Tom 6.3/10		
9:00	1. Home Improvmt 22.9/36	68. In the Heat of the Night 7.9/12	33. Now w/Tom and Katie 11.3/18	85. Melrose Place 5.9/9
9:30	2. These Fr of Mine 18.2/28			
10:00	40. Turning Point 10.9/19	61. 48 Hours 8.4/14	19. Law and Order 13.2/23	
10:30				
THURSDAY	10.2/17	10.0/17	13.1/22	7.4/12
8:00	57. Byrds of Paradise 8.7/15	36. Christy 11.1/19	52. Mad About You 9.6/17	53. The Simpsons 9.4/17
8:30			24. Wings 12.2/20	63. Sinbad 8.3/14
9:00	74. Birdland 7.0/11	36. Eye to Eye with Connie Chung 11.1/18	3. Seinfeld 17.8/28	75. In Living Color 6.9/11
9:30			5. Frasier 17.3/28	91. Herman's Head 5.0/8
10:00	12. Primetime Live 14.8/26	69. Traps 7.7/13	42. L.A. Law 10.8/19	
10:30				
FRIDAY	12.4/22	11.1/20	6.7/12	6.1/11
8:00	42. Family Matters 10.8/21	28. Diagnosis Murder 11.8/22	77. I Witness Video 6.8/13	94. Adventures of Brisco County Jr. 4.2/8
8:30	40. Boy Meets World 10.9/20			
9:00	34. Step By Step 11.2/20	32. Burke's Law 11.5/20	80. NBC Friday Night Mystery—In the Line of Duty: Siege at Marion 6.6/12	65. The X-Files 8.0/14
9:30	31. Sister, Sister 11.7/20			
10:00	12. 20/20 14.8/27	48. Picket Fences 9.9/18		
10:30				
SATURDAY	7.8/15	9.7/18	6.5/12	7.8/15
8:00	79. Dorothy Hamill's Ice Capades 6.7/13	46. Dr. Quinn Medicine Woman 10.1/20	88. Blossam 5.4/11	71. Cops 7.5/15
8:30			75. The Mommies 6.9/13	59. Cops 8.5/16
9:00	77. Secrets Revealed 6.8/12	56. Road Home 8.8/16	65. Empty Nest 8.0/15	70. America's Most Wanted 7.6/14
9:30			65. Nurses 8.0/14	
10:00	48. The Commish 9.9/19	44. Walker, Texas Ranger 10.3/19	89. Winnetka Road 5.2/10	
10:30				
SUNDAY	9.8/17	14.4/25	8.8/15	7.4/13
7:00	59. Am Fun Hm Vid 8.5/17	4. 60 Minutes 17.4/34	(nr) NBA Basketball 5.6/12	95. South Central 3.7/8
7:30	63. Am Fun People 8.3/15			93. South Central 4.8/9
8:00	57. Lois & Clark 8.7/15	18. Murder, She Wrote 13.3/22	83. seaQuest DSV 6.2/10	54. Martin 9.0/16
8:30				47. Living Single 10.0/16
9:00	36. ABC Sunday Night Movie—A Passion for Justice 11.1/18	16. CBS Sunday Movie—Children of the Dark 13.4/22	28. NBC Sunday Night Movie—Lionheart 11.8/19	48. Married w/Chld 9.9/16
9:30				73. George Carlin 7.1/11
10:00				
10:30				
WEEK'S AVGS	11.3/19	11.4/20	9.7/17	6.4/11
SSN. TO DATE	12.4/20	14.0/23	11.0/18	7.2/11

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

TCI goes to court to block overbuild

MSO seeks to overturn Connecticut franchise award to Fibervision

By Geoffrey Foisie

Tele-Communications Inc. has filed suit to overturn a franchise granted by the state of Connecticut for the largest overbuild in the country. The suit threatens at least to delay construction by the overbuilder, Fibervision.

Named in the suit are a half-dozen parties, all of which participated in the franchise proceedings. But the suit is directed primarily at Fibervision and the Connecticut Department of Public Utility Control, which granted the franchise, says Robert P. Knickerbocker of Day, Berry & Howard, which represents TCI.

Although the cable operator claimed during the franchise proceedings that it welcomed competition, the suit concludes with TCI asking the court to deny Fibervision's request for a franchise.

Even if the court decided to allow the utility department's February rul-

ing to stand, a hearing could wreak havoc with Fibervision's construction schedule. The franchise's questionable legal status also could complicate Fibervision's ability to raise financing, which presumably already has



been complicated by turmoil in the financial markets. A decision is not expected until the end of the year, Knickerbocker says, "even assuming that things move along fairly rapidly."

Karen Jarmon, a Fibervision partner, said she thought the process could be shortened to two to three months.

Knickerbocker added that the suit does not request a stay of the utility department's franchise award because a decision on the appeal is expected before Fibervision has completed

building its system and brought customers on line.

The basis for much of TCI's complaint is that the utility department's franchise award to Fibervision is "on terms and conditions more favorable than those imposed on existing cable operators." That, in turn, violates a "level playing field" provision of franchise law, Knickerbocker says.

As examples of alleged unequal terms, TCI says Fibervision was "excused from filing evidence of financial and performance capability"; was granted public access requirements that are "less onerous" than those required of TCI, and was given a 15-year franchise, longer than those typically granted.

The lawsuit was filed just before Fibervision had completed its three other franchise hearings in Connecticut, which would bring it into competition with Comcast and Cablevision Systems. ■

Changing Hands

The week's tabulation of station and system sales

WIBC(AM)-WKLR(FM) Indianapolis □ Purchased by Emmis Broadcasting (Jeffrey H. Smulyen, chairman) from Horizon Broadcasting (Randy Odeane and Scott McQueen, partners) for \$26 million. **Buyer** owns KPWR(FM) Los Angeles; WKQX(FM) Chicago; WENS(FM) Shelbyville, Ind.; KSHE(FM) Crestwood, Mo., and WQHT(FM) New York. **Seller's parent**, Sconnix Broadcasting, owns WMXJ (FM) Pompano Beach, Fla.; WLLR-FM East Moline and WLLR(AM) Moline, both Illinois; WIBC(AM)-WKLR(FM) Indianapolis; KFKF-FM Kansas City, Kan.; WBMD(AM) Baltimore and WQSR(FM) Catonsville, both Maryland, and WLNH-AM-FM Laconia, N.H. WIBC has MOR format on 1070 khz with 50 kw day, 10 kw night. WKLR has classic oldies format on 93.1 mhz with 12.5 kw and antenna 1,023 ft.

WZZD(AM) Philadelphia; KSLR(AM) San Antonio, Tex., and WWDJ(AM)

Hackensack, N.J. □ Purchased by Salem Media Corp. (Stuart Epperson, chairman) from Communicom Co. of America LP for \$5 million, \$1 million and \$8 million, respectively. **Buyer** owns KPQD-AM-FM Portland, Ore.; KLFE (AM) San Bernardino, KGER(AM) Long Beach, KAVC(AM) Rosamond, KDAR(FM) Oxnard and KPRZ(AM) San Marcos-Poway, all California; KGNW(AM) Seattle-Burien, Wash.; WEZE(AM) Boston; WRFD (AM) Columbus-Worthington, Ohio; WMCA(AM) New York; WYLL(FM) Des Plaines, Ill.; WAVA(FM) Arlington, Va.; WPIT(AM)-WORD(FM) Pittsburgh; WPHY(AM) Philadelphia, and KRKS(FM) Boulder and KRKS(AM) Denver, both Colorado. **Seller** has no other broadcast interests. WZZD has contemporary Christian format on 990 khz with 50 kw day, 10 kw night. KSLR has contemporary Christian format on 630 khz with 5 kw. WWDJ has contemporary

Christian format on 970 khz with 5 kw. Filed April 4 (BAL940404EG; BAL 940404EF; BAL940404EB).

WECK(AM)-WJYE-FM Buffalo, N.Y. □ Purchased by American Radio Systems (Stephen Dodge, CEO, and Dave Pearlman, co-COO) from EB Communications (Ralph Guild, president/CEO) for estimated \$9 million to \$10 million. **Buyer** owns WYRK-FM Buffalo, WBNF(AM)-WHWK-FM Binghamton, and WCMF-AM-FM/WRMM-FM Rochester, all New York; WZMX(FM) Hartford and WNEZ(AM)-WRCH-FM New Britain, both Connecticut; KDMI(AM)-KGGO(FM)/KHKI-FM Des Moines, Ia.; WDJX-AM-FM Louisville, Ky.; WHDH (AM)-WRKO(AM)-WBMX-FM Boston, and WMMX-FM/WONE(AM)-WTUE-FM Dayton, Ohio. **Seller** owns KFRE(AM)-KNAX-FM Fresno, Calif., and WXTC-AM-FM Charleston, S.C. WJYE-FM has soft AC format on 96.1 mhz with 50 kw and antenna 480 ft. WECK has

nostalgia format on 1230 khz with 1 kw. *Broker: Blackburn & Co.*

KRCX(AM) Sacramento, Calif. □ Purchased by Embarcadero Media Inc. (Luis Nogales) from Fuller-Jeffrey Broadcasting Corp. (Robert "Doc" Fuller and J.J. Jeffrey) for \$3 million. **Buyer** owns KINK-AM-FM Portland, Ore., and KCAL(AM) Riverside-San Bernardino, Calif. **Seller** owns WSTG-WIDE-WBLM Portland, Me.; WOKO-WXBB Portsmouth-Dover, N.H.; KJJY-KKSO Des Moines, Iowa, and KSRO-KLCQ-KXFX Santa Rosa and KSTE(AM) Sacramento, both California. KRCX has Spanish format on 1110 khz with 5 kw. *Broker: Media Venture Partners.*

KBER(FM) Ogden, Utah □ Purchased by Hekili Broadcasting Co. (Michael Naumu, CEO) from Chestnut Broadcasting Inc. (Chris DeVine, CEO) for \$1.9 million. **Buyer** and **seller** have no other broadcast interests. KBER has AOR format on 101.1 mhz with 25 kw and antenna 3,740 ft. Filed April 11 (BALH940411GF).

KMYC(AM)-KRFD(FM) Marysville-Sacramento, Calif. □ Purchased by Embarcadero Media Inc. (Luis Nogales) from River Cities Radio LP (Arthur Hogan) for \$1.5 million. **Buyer** owns KINK-AM-FM Portland, Ore., and KCAL(AM) Riverside-San Bernardino, Calif. **Seller** has no other broadcast interests. KMYC has sports format on 1410 khz with 5 kw daytime and 1 kw night. KRFD has progressive format on 99.9 mhz with 1.74 kw and antenna 2,181 ft. *Broker: Media Venture Partners.*

WCKY(AM) Cincinnati □ Purchased by CR Acquisition Inc. (Charles E. Reynolds, president) from Pathfinder Communications Corp. (John Dille, president) for \$1 million. **Buyer** owns WSAI(AM) Cincinnati and WAQZ(FM) Milford, both Ohio, and has interests in WBVR-FM Fort Wayne, Ind. **Seller** owns WQWQ(AM) Muskegon Heights and WCUZ-AM-FM Grand Rapids, both Michigan; WTRC(AM)-WLTA(FM) Elkhart and WQHK(AM)-WMEE(FM) Fort Wayne, both Indiana, and is selling WIMJ(FM) Cincinnati to Jacor Broadcasting. WCKY has news/talk format on 1530 khz with 50 kw.

KSCH-TV Stockton, Calif. □ Broadcast license and physical assets purchased by Channel 58 Inc. (Wing Fat, president) from Pegasus Broadcasting for \$1 million. The station's intangibles are being sold to Kelly Broadcasting Corp. for \$7 million. **Buyer** has no other broadcast interests. **Seller's parent**, General Electric Capital Corp., owns WNBC(TV) New York; WRC-TV Washington; WMAQ-TV Chicago; KNBC-TV Los Angeles; KCNC-TV Denver, and WTVJ(TV) Miami. KSCH-TV is independent on ch. 58 with 5,000 kw visual, 500 kw aural and antenna 1,834 ft. Filed April 7 (BALCT-940407KG).

WIGL-FM Orangeburg and WGFG-FM Branchville (permit), both South Carolina □ Purchased by Boswell Broadcasting Inc. (Charles Boswell, president/director) from Eagle of Orangeburg Inc. (Tommie Love, president/director) for \$876,523. **Buyer** has no other broadcast interests. **Seller** owns KAFX-AM-FM Diboll, Tex.; WMGU(FM) Marathon, Wis., and KDFX(FM) DuBuque, Ia. WIGL-FM has country format on 102.9 mhz with 3 kw and antenna 300 ft. WGFG-FM is off air, licensed to 105.1 mhz with 6 kw and antenna 100 ft. Filed April 6 (WIGL: BALH940406GG; WGFG: BAPH940406GH).

KFLX(FM) Kachina Village, Ariz. □ Purchased by D.B. Broadcasting LLC (Dennis Behan, president/director) from Desert West Air Ranchers Corp. (Ted Tucker) for \$250,000. **Buyer** has no other broadcast interests. **Seller** owns KJYK-AM-KKLD-FM Tucson, pending sale to Apogee Communications. KFLX is off air, licensed to 105.1 mhz with 1 kw and antenna 1,968 ft. Filed April 5 (BALH940405GE).

WEOZ(FM) Saegertown, Pa. □ Purchased by Great Circle Broadcasting Co. (Gary Gunton, president) from Community First Broadcasting Inc. for \$182,500. **Buyer** owns WMGW(AM)-WZPR(FM) Meadville and WVAM(AM)-WPRR(FM) Altoona, both Pennsylvania, and WMAN(AM)-WYHT(FM) Mansfield, Ohio. WEOZ is dark, licensed to 94.3 mhz with 2.15 kw and ant. 168 m. Filed Feb. 1 (BALH940201GE). ■

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$4,000,000 □ 2

FM's □ \$2,332,500 □ 3

Combos □ \$51,376,523 □ 5

TVs □ \$7,000,000 □ 1

Total □ \$64,709,023 □ 11

So far in 1994:

AMs □ \$55,435,514 □ 49

FM's □ \$257,073,300 □ 101

Combos □ \$420,862,575 □ 78

TVs □ \$381,910,000 □ 23

Total □ \$1,115,281,389 □ 257

CLOSED!

WRVF-FM, Columbus, Ohio from Tri-City Radio Ltd. Partnership, Alan D. Gray, President to OmniAmerica Communications, Carl E. Hirsch, Anthony S. Ocepek and Dean Thacker, Principals, for \$7,500,000.

WLOH-AM/WHOK-FM, Columbus, Ohio from WHOK, Inc., William M. France, President to OmniAmerica Communications, Carl E. Hirsch, Anthony S. Ocepek and Dean Thacker, Principals for \$8,000,000.

Randall E. Jeffery represented OmniAmerica Communications in the transactions.

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Hundt: FCC shy 500 employees

Agency chairman, OMB discuss budget increase to bring staff to 1980 level

By Christopher Stern

FCC Chairman Reed Hundt is talking with the Office of Management and Budget about increasing his agency's proposed funding of \$167.4 million for fiscal 1995 to cover the cost of adding employees.

Hundt told a House appropriations subcommittee last Monday that he has no specific numbers, but wants the agency staffed to at least the 1980 level of 2,200 employees. OMB has authorized 2,046 FCC employees, including those added because of the 1992 Cable Act. If those employees are excluded, Hundt said, the commission is running at a personnel deficit of almost 500 people, compared with 1980 levels.

The OMB recently agreed to authorize another 82 positions at the agency, Hundt said.

Hundt also endorsed Congress's decision to apply the agency's revenue from user fees to its budgets. He even suggested the FCC could be self-supporting: "I don't think it would present any unreasonable burden on the regulated industries."

But the National Association of Broadcasters last week said that if the FCC had to cover its own costs, the

agency would favor proposals that generate funds. "One has to ask whether a bureaucracy whose budget depends on the fees and fines it collects will regulate in the public interest or [in] its own self-interest," NAB President Eddie Fritts said.

The FCC will begin collecting the fees this July. The agency's managing director, Andrew Fishel, told the subcommittee he expects to collect at least \$60 million this year. The FCC plans to collect \$138 million in user fees in fiscal 1995, of which it would keep \$95 million. The fiscal year begins Oct. 1.

The FCC announced its \$167.4 million budget figure in February. The 1995 budget proposal is \$7.1 million higher than this year's budget. More than \$6 million of that increase is attributed to personnel costs, including added positions and a 2% pay raise. The remaining \$1 million stems from inflation.

Last year, Congress authorized 240 additional staff positions to help the agency cope with the dramatically increased workload generated by



Reed Hundt

cable reregulation. Only 86 of those jobs have been filled, Hundt said. However, short-staffing at the cable bureau has had no effect on the agency's ability to handle its responsibilities, he said.

Hundt laid the groundwork for future budget requests by pointing to telecommunications legislation pending in Congress.

The agency's expanded role that would be required by legislation would "impact [the FCC's] resource needs to a significant degree," he said.

Also during the hearing, subcommittee member Martin Sabo (D-Minn.) raised questions about the FCC's December 1993 decision to grant three pioneer preference licenses for personal communication services.

The three licenses, granted in San Diego, northern New Jersey and Washington, may be worth as much as \$2 billion, Sabo said. "These are not small markets," he said. "Many people are telling us our estimate of \$10 billion in new revenue was low, but giving away some of the largest markets makes absolutely no sense." ■

EEO rules under scrutiny

The FCC has launched a notice of inquiry into the effectiveness of its equal employment opportunity rules for the cable and broadcasting industries. It also is seeking comments on how it can improve the regulations as well as their enforcement.

The agency will be "taking a hard look" at its EEO policies, FCC Chairman Reed Hundt said. The 1992 Cable Act requires the agency to review its EEO rules and report to Congress by October.

In its investigation, launched last week, the agency also will examine whether women and minorities are promoted in the broadcasting and cable industries.

The commission also wants to hear suggestions on ways broadcasters, whose license renewals are tied to the issue, can better meet their EEO obligations. Some broadcasters have complained that they have trouble attracting and retaining minority employees because of

their market size.

The National Association of Broadcasters and its small-market radio members have been raising that issue for some time, says Jeff Baumann, executive vice president and general counsel. The NAB is pleased that the FCC "has been listening," he said.

The agency also is seeking comment on whether it should conduct on-site EEO audits of some broadcasters, as it does for cable operators.

As for cable, the FCC wants to know whether there is a better way to select cable companies for audits.

Commissioner Andrew Barrett issued a statement expressing hope that the inquiry will focus on what actions the FCC might take to "enhance our EEO guidelines, in accordance with a congressional directive, in order to improve the effectiveness of our rules on employment profiles." —KM

Video dialtone applications on hold

The FCC's common carrier bureau hopes to finish reconsidering video dialtone by late June and will continue processing applications on a case-by-case basis until then.

One common carrier official said video dialtone issues are being dealt with on a two-track basis. One track channels issues into reconsideration. The other addresses issues individually.

The reconsideration of video dialtone is expected to focus on cross-subsidization, since several opposition petitions were filed by the cable industry and consumer groups. The petitions claim the telephone companies are using rate-payers to cover the cost of video dialtone experiments. The telcos say federal and state regulations prohibit cross-subsidization and no new measures need be taken.

The FCC last week again refused to make promises about imminent action on any individual application, except to say some decisions will be handed down within the next quarter. However, some applicants are growing impatient with the delay. In particular, Bell Atlantic is anxious to win a construction permit for its New Jersey video dialtone service, which has been under considera-

tion for six months (see story below). A Bell Atlantic spokesman said he expects a decision before June.

"It would be nice if we could move on these applications soon, but I don't see six months as an inordinate delay in the scheme of things," an FCC official said.

Other telecommunication companies also are complaining. A recent letter from 16 telephone manufacturing companies to FCC Chairman Reed Hundt said that "it has been frustrating to witness the slow pace at which applications by telephone companies to provide VDT service have been processed by the FCC."

The FCC recently said video dialtone is a priority and it is working to speed up the process. Last week, FCC Chairman Reed Hundt told a House appropriations subcommittee that he has temporarily reassigned two cable services bureau staff members to the common carrier bureau to help with video dialtone applications.

Although applications continue to trickle in, many applicants probably will wait until the reconsideration is finished before filing their proposals. The latest applicant was the Puerto Rico Telephone Co., which earlier this month submitted a proposal to serve 250 homes, 18 schools and 12 businesses. —CS

FutureVision's interactive plans await Bell bid

By Mark Berniker

Bell Atlantic's planned network upgrade in New Jersey is being held up by the FCC, which, counting revisions, has taken more than 16 months to consider the telco's application for a planned rollout of video dialtone services there.

That, in turn, has caught FutureVision, which is challenging Adelphia Cable as the local cable operator, without deals for the programming and services it needs to offer interactive services. FutureVision plans to jump on Bell Atlantic's two-way switched digital broadband network once it is approved.

In the meantime, content providers are reluctant to sign on to what they may see as a risky proposition. It also remains uncertain whether Adelphia customers will change cable operators for similar broadcast and premium channels and still-unknown interactive services.

"The time has gone beyond competent and rational consideration. The [FCC] delay...is typical of traditional government slothfulness,"

says Robert Schena, president of FutureVision. However, an FCC decision is imminent, predicts Larry Plumb of Bell Atlantic Video Services.

Schena believes the FCC is dragging its feet partly because "this is not a trial, but a commercial service," and repercussions would be significant.

Meanwhile, FutureVision is negotiating with several potential content providers of the interactive services that may be offered, along with traditional cable broadcasting channels and à la carte

premium programming. Several deals may be struck within a month, says Cheryl Snyder, director of marketing and sales, FutureVision.

Among the possible providers is Educational Testing Service, Princeton, N.J., which would offer interactive educational services. Students could register for their SATs and subscribe to learning services from home.

Also being considered is

ShopperVision, an interactive shopping service. On the local front, FutureVision will work with local merchants such as flower shops and small restaurants. The company also plans to connect schools, hospitals and other institutions with customers.

But "it's questionable whether we will have our [providers] up and running by early 1995," Snyder says. Another reason FutureVision is having trouble lining up providers is the price—\$25,000-\$100,000.

While FutureVision pursues deals

with content providers, questions remain as to when Bell Atlantic's net-

work will be in place. The telco has wired more than 10,000 homes in Toms River, N.J., with fiber optic cable, and plans to hook up 20,000-30,000 more by the end of this year, Snyder says.

Bell Atlantic's Plumb says some fiber is already in place, and all that's left to do is insert electronics to make the network capable of delivering video ■

Bell Atlantic

The events surrounding a decision by the FCC's Mass Media Bureau to reverse itself and extend a construction permit for Rainbow Broadcasting are "extraordinary" and "suspicious," the U.S. Court of Appeals in Washington says. The comments came last Monday during oral arguments in a hearing over alleged ex parte violations at the FCC. Harry Coles, who is representing plaintiff Press Broadcasting, alleges that the ex parte taint "goes all the way to the top of the agency." Press Broadcasting is challenging Rainbow's efforts to launch a TV station in Orlando, Fla.

The FCC inspector general found that a July 1993 meeting between Rainbow and top FCC officials violated the commission's ex parte rules. After the meeting, the FCC reversed a decision that had canceled the new station's construction permit. Press Broadcasting asked the Court of Appeals to intervene.

Rainbow contends that the meeting was not a restricted proceeding, in which ex parte contacts are forbidden. The court said it would retain jurisdiction over the case pending further FCC action. FCC Deputy General Counsel Christopher Wright said the commission will begin this week to consider the issues raised at the hearing.

Commerce Secretary Ron Brown is confident Congress will pass an information superhighway bill this year. He spoke last week at an Alex. Brown & Sons Media Communications Seminar in New York. Brown admitted some issues need to be resolved, but said he is convinced that a "resolution will be reached and legislation enacted." It is "nonsense" to think a national information infrastructure won't be built because deals have collapsed between Bell Atlantic/Tele-Communications Inc. and Southwestern Bell-Cox Communications, he said. "Mergers or no mergers, investments are being made." The secretary also challenged reports that "government is some sort of obstacle and that maybe the NII [National Information Infrastructure] won't be built." The Clinton administration wants "less regulation, not more. We understand



President Clinton returned to MTV last Tuesday. This time, he was participating in a special forum on violence, part of an ongoing MTV antiviolence campaign. The program, which was produced in Washington, featured 200 young people and aired the same evening.

that, as the communications world changes at an accelerated pace, a flexible regulatory environment is necessary."

Bell Atlantic CEO Ray Smith made a pitch for a public broadcasting-Bell Atlantic alliance in the interactive future during America's Public Television Stations' annual membership meeting last week. In a multi-channel universe, Smith said, his company will need the creative programming that public broadcasting offers. In return, it will need Bell Atlantic for its wide reach and "solid financial base." Calling on public broadcasting to take a "fresh look" at itself, Smith said Bell Atlantic's convergence plan "will offer tremendous opportunity to those who can redefine themselves."

Those in charge of that self-examination—National Public Radio President Delano Lewis and Public Broadcasting Service President Ervin Dugan—tried to flesh out the future for the public broadcasters. The new presidents agreed on the need for cross-promotion between the two institutions. Also making a brief appearance was Senator Daniel Inouye (D-Hawaii). A longtime friend of public broadcasting and chairman of the Senate Communications Subcommittee, Inouye said he sees "some dark clouds ahead" when Congress votes later this month on the 1997-99 Corporation for Public Broadcasting authorization. He urged the public broadcasting community to keep Congress informed of its accomplishments.

Court TV Editor-in-Chief Steven Brill wants the Advisory Committee on Criminal Rules to permit cameras to document federal criminal trials. Brill made his pitch to the committee last Monday, promising his network would take the same "no-tabloid, no-sound-bite" approach to criminal cases that it does to federal civil trials. Brill called on the committee to authorize a broad-ranging experiment in 1995 in which cameras would be allowed into federal criminal trials.

Days after FCC Chairman Reed Hundt was asked at a House appropriations subcommittee meeting about the number of "acting" officials at the agency, permanent appointments were announced for the cable services bureau and office of international affairs. However, Acting Common Carrier Bureau Chief Richard Metzger will hold that position for "a month or two," an FCC official says. There is no "internal deadline" to replace him.

Representative James Moran (D-Va.) has asked FCC Chairman Reed Hundt about the agency's legal dispute with the Portals over leasing space at the development in Southwest Washington. The FCC planned to relocate to the site but changed its mind. Moran, who represents nearby Alexandria, Va., suggested during an appropriations subcommittee hearing last week that once the FCC extracts itself from its court struggle with the Portals, it should look outside the District of Columbia for a new home unless it is "an elite agency that has to be in sight of the White House." ■

Washington Watch

Edited By Kim McAvoy

Paxson buying majority of American Network

By Julie A. Zier

Home Shopping Network founder Lowell (Bud) Paxson is buying 68% of the American Network Group Inc., a publicly held radio network serving the Southeast, with the intention of moving his company into the public arena.

Paxson Communications Corp. loaned \$3 million to ANG in January. It will exchange \$2.5 million of that loan for 68% of ANG's outstanding common stock. The FCC approved the stock purchase on March 21. Outgoing ANG chairman John J. Casey is turning over his 226,422 shares, which constitute 3.5% of the issued and outstanding ANG stock, to Bud Paxson.

"We are acquiring the assets of ANG because they are valuable, and to utilize the mechanism to make a Paxson public company," says Bill Watson, Paxson Communications' general counsel.

Nashville-based ANG owns three radio stations—WGSQ(AM)-WPTN-FM Cookeville, Tenn., and WTMC(AM) Ocala, Fla.—in addition to the Southeast Agricultural Network, the Tennessee and South Carolina Radio Networks, and several college sports operations.

ANG serves more than 125 affiliates.

A securities registration form for mergers and acquisitions (S4) will be filed with the Securities and Exchange

Commission in the next couple of weeks, according to Watson. Once granted, ANG will merge into Paxson Communications. Communications Equity Associates has been retained to appraise the company.

Paxson Communications Corp. owns 13 radio stations in Florida and is awaiting FCC approval of the purchase of two television stations and a radio station.

The Florida Radio Network, a news and sports programer serving more than 60 radio stations, is also a Paxson entity.

Watson says the Florida/Southeast area is "very attractive" and the group will continue to focus its attention there. ■

RIDING GAIN

Name change

The CBS Hispanic Radio Network has a new name and some news. The network service, fed to seven Latin American countries and 40 affiliates which, according to the company, cover 85% of the U.S. Hispanic population, is now called CBS Americas. Additionally, it is introducing a 2- and 3-minute newscast service, in a joint venture with United Press International. The newscasts, which will emphasize "topics of particular interest to Latino listeners," will be produced and anchored by UPI staffers from UPI's Washington studios. Thirty-eight newscasts will be provided Monday-Friday, 6 a.m.-midnight. Nine will be provided each weekend day, 9 a.m.-5 p.m. The 3-minute newscast will air at the top of the hour, and the 2-minute newscast will air on the half hour. The service is to debut June 27.

CBS 
AMERICAS
Spanish Radio Network



Nancy Donnellan will become the first female host of a national sports radio talk show beginning July 4.

ABC signs 'Sports Babe'

ABC Radio Networks says that Nancy Donnellan, "The Fabulous Sports Babe," will join the ESPN Radio Network with a weekday show to air from 10 a.m.-2 p.m. ET. ABC calls Donnellan the "first female host of a national sports radio talk show." *The Fabulous Sports Babe* will be distributed to more than 260 stations, says ABC, which is handling advertising sales, station affiliations and marketing/promotion for the ESPN-produced show. Donnellan's career includes stints at stations in Boston, WFNS

(AM) Tampa and KJR(AM) Seattle. Her show will debut on ESPN on July 4.

Numbers up

Arbitron says that changes it made to its audience listening survey have resulted in a higher household response rate. The company says the first 16 markets to report in the winter 1994 survey averaged a 36.8% response rate

compared with 32.5% in a year-ago survey. "We expect to see an equivalent response-rate gain when the rest of the winter survey is processed," says David Lapovsky, vice president, survey operations.

One of the procedural changes reduced from four weeks to two weeks the maximum time "between the recruitment of a household and the start of its survey week." Among the 16 markets, nearly all the response rates were within a few percentage points of the 36.8% average. The sole exception was Allentown-Bethlehem, Pa., with a 46.5%. —GF

Cable blasts non-HDTV use of channels

NCTA says broadcaster plans for data or other uses may impede ATV development

By Chris McConnell

Broadcasters should use their new channel for high-definition pictures and not more of the same old 525-line pictures, cable industry leaders told the FCC's advanced TV advisory committee last week.

In a letter to the FCC's Advisory Committee on Advanced Television Service (ACATS), the National Cable Television Association criticized broadcasting efforts to "escape simulcasting" of high-definition television so that they can broadcast multiple channels of lower-resolution pictures or digital information services.

"To allow broadcasters the freedom to use the HDTV channel for a variety of commercial services unrelated to HDTV will only impede the development and rapid implementation of HDTV technology," says the letter from Glenn Jones, who chairs the NCTA's blue-ribbon committee on HDTV.

The letter stresses the committee's focus on broadcast delivery of HDTV and maintains that scant attention has been devoted to cable transmission standards.

"Nevertheless, the cable industry has committed millions of dollars and significant resources through Cable-Labs and others in support of the Advisory Committee's standards-setting activities," the letter says. "It would be ironic after all this effort and expenditure on broadcast HDTV that it ultimately may be up to cable as to when HDTV reaches consumers."

"Broadcasters got this extra channel for the purpose of doing high-definition television," added Wendell Bailey, the NCTA's vice president of science and technology. Bailey characterized the letter as an effort to encourage the committee to "stay the course" in concentrating on an HDTV standard.

Advisory Committee Chairman Richard Wiley said his group plans to do just that, but conveyed the NCTA's contention that his committee has treated cable as a second-class citizen.

"They know that's not true," Wiley said. "The advisory committee's made every effort to be evenhanded."

The National Association of Broadcasters called the NCTA's comments "anti-competitive at best." Said NAB spokesman Doug Wills: "All we seek to provide are the same types of services as cable and telcos."

Broadcasters have been pressing that case on Capitol Hill. Bills are pending in both House and Senate that would grant the broadcasters flexibility—for a price—in providing such non-HD services in their spectrum.

Participants in the Grand Alliance, a seven-company consortium constructing the new HDTV system, say that the digital services dispute exists within their ranks as well. While all participants agree that HDTV should remain the centerpiece of the new TV standard, alliance members differ on whether permitting the system to deliver lower-resolution pictures will help or hinder its adoption.

The issue was one of several that alliance members discussed last week during an hour-long meeting with FCC Chairman Reed Hundt. Participants in the group, who were encouraged by the meeting, discussed the alliance's progress on building the new television system and the technology's place in the national information infrastructure [NII].

The alliance participants and Hundt also discussed methods of bringing the ACATS process—now in its eighth year—to a rapid close. While the latest advisory committee calendar calls for testing labs to submit final reports on the new ATV system by March 31, 1995, alliance par-



FCC Chairman Reed Hundt (second from right) got a sneak preview of high definition television pictures at last week's Advisory Committee subgroup meeting. With him (l-r) are subgroup co-chairs Irwin Dorros and Joseph Flaherty and Advisory Committee Chairman Richard Wiley.

ticipants hope the FCC can prompt action on the long-standing issue before then.

To boost their case with the chairman, alliance members and the advisory committee's technical subgroup managed to get Hundt in front of the screen for a quick look at some high-definition footage.

Hundt viewed the footage during a meeting of the Technical Subgroup, which gathered last Tuesday at the FCC to review progress on the Grand Alliance's HDTV system. The demonstration also was seen as an effort to refocus attention on high-definition broadcasting.

In a brief statement, Hundt praised the committee's work and offered general comments on the future of advanced television, which includes HDTV.

"I don't know whether ATV is going to be the new home entertainment center," Hundt said, although he speculated that advanced television will reach homes along with other information highway services.

Hundt stressed the importance of advanced television as a component of the NII. "It will be an important node," he said. Subgroup participants later approved a document detailing the Grand Alliance system's interoperability with the NII. ■

FCC sets new auction rules for IVDS

The stalled rollout of a broadcast return channel got rolling again last week with an FCC decision setting rules for auctioning Interactive Video and Data Service (IVDS) licenses.

The IVDS frequencies provide a narrow broadcast channel for two-way communication between a service provider and a subscriber at home. Companies such as the Reston, Va.-based Eon Corp. have proposed using the IVDS frequencies to provide interactive television services as well as home banking and home shopping.

The commission initially planned to award two licenses per market through a lottery, but halted the process after holding lotteries for the first nine markets. Under the new auction regime, the FCC will award the licenses through oral bidding and—for less populated areas—single-round, sealed bidding.

The commission's procedures will require participants in oral bidding to present a cashier's check for \$2,500 to

obtain a bidding number and secure a spot in the room where the auction is held. Winning bidders must pay 20% of their final bids within five days of the FCC notice announcing the auction winners. Full payment will be due within five business days of the license award.

"Generally, it's very positive for us," Eon President Mike Sheridan said of the FCC action. Sheridan said Eon plans to work with broadcasters, cable companies and others to participate in the competitive bidding.

The company also is talking to license holders in the first nine markets about providing its IVDS system architecture and equipment, adds Geri Reynolds, Eon's vice president of interactive services.

Commission staffers last week said they hope to hold auctions this summer for the more than 700 remaining service areas. Licenses have been awarded to New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Washington, Dallas and Houston. —CM

Competition fierce for 28 ghz

Requests for spots on advisory committee pour into FCC

By Chris McConnell

Even when the territory is remote, broadcast spectrum attracts a crowd.

Since proposing an advisory committee to coordinate wireless cable ventures in the outer reaches of 28 ghz with other proposed applications, the FCC has found itself swamped with replies from businesses planning new projects in the frequencies and seeking to participate in the group. While the commission originally said it envisioned a 20-to-25-person body, some observers have put the number of those seeking a place on the committee at 50 or more.

Commission staff hope to offer a recommendation on the committee membership within the next few weeks. The FCC in the next month also plans to ask the General Services Administration and the Office of Personnel Management for permission to set the advisory committee's charter.

Once assembled, the negotiated rulemaking advisory committee will explore the issue of whether terrestrial and satellite users can share the frequencies between 27.5 and 29.5 ghz.

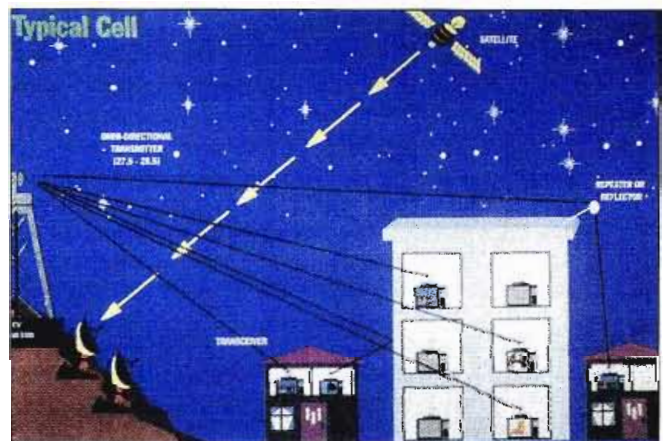
While satellite companies—most notably Hughes Communications Inc.—have announced plans to establish service in the band, other companies have set their sights on using the frequencies for a version of wireless

cable called local multipoint distribution service (LMDS).

One company, CellularVision of New York, is using the band to transmit 49 channels to viewers in Brooklyn. The company, backed by Bell Atlantic, Philips Electronics North America Corp. and J.P. Morgan Investment Management, for the last 18 months has been delivering a range of channels including Showtime, CNN, ESPN and The Movie Channel. One package that includes Showtime and The Movie Channel goes for \$29.95 a month, plus a \$50 installation fee.

While CellularVision plans to expand its operation in the 286 hz band later this month with a new cell in Brooklyn, Hughes is eyeing the same spectrum for its Spaceway system. Hughes hopes to establish a two-satellite service providing high data bandwidth on demand.

The FCC proposed its rulemaking committee to resolve potential interference between such satellite and



CellularVision, its system design shown here, hopes to compete with cable using LMDS frequencies in the 28 ghz band.

terrestrial operations, but has since found that the universe of interested participants extends well beyond Hughes, CellularVision and the other companies it initially proposed as participants.

BellSouth, for example, is participating in an experimental LMDS project with Texas Instruments and plans to request its own experimental license. The RBOC also said it plans to bid for commercial licenses in several service areas.

Ameritech told the commission that it, too, is studying techniques to use the band for LMDS. Another RBOC, Nynex, said it thought the proposed committee membership list was short

on LMDS input.

On the satellite side, Teledesic Corp. has said since the FCC proposal that it plans to use the band for a low earth orbit (LEO) satellite network that will deliver "interactive broadband" services to remote areas. The FCC has also considered the 28 ghz band as a home for LEO "feeder links," which connect the LEO satellite to gateway earth stations.

Interest in the band, says consultant Weston Vivian, springs from the fact the 28 ghz territory is one of the only bands offering vast reaches of unused spectrum. "It offers the prospect of

delivering many channels of video," Vivian says, adding the band offers the potential to compete directly with wired cable systems.

"It's virtually unused worldwide," CellularVision CEO Shant Hovanian says of the spectrum. "It's a lot of bandwidth that can actually take the place of fiber in the local loop."

HBO agreed with the band's potential in its comments, saying it is "encouraged by the potential of both LMDS and satellite services...to provide additional means of distributing programing."

But as to whether the spectrum can

serve both satellite and terrestrial users, onlookers are unsure. Vivian says the terrestrial and satellite service can coexist under some circumstances but adds that he is unsure whether those circumstances will be economically attractive.

Others say the spectrum sharing may work because the satellite earth stations will be looking up at satellites, while the LMDS systems will use horizontal links. One consultant speculated that the Spaceway system may hit a regulatory roadblock if Hughes is forced to seek a license for each earth station individually. ■

Cutting Edge

By Chris McConnell

Each of the U.S. geostationary satellite systems has found users for at least 90% of its system, according to the latest Quarterly Supply and Demand Report from the Clarksburg, Md.-based Communications Center.

The center, which tracks satellite transponder supply and demand, reports 90% usage for the Hughes, GTE and AT&T satellite systems. The fourth player, GE American Communications, boasted a slightly higher percentage. The Communications Center measured the satellite usage during March to offer a "snapshot" of the transponder market.

The report notes the

total number of usable transponders stood at 611 this quarter, up from 562 during fourth quarter 1993. Hughes enjoyed the largest market share for C-band transponder supply with a 41% share, with GE coming in second at 28%. AT&T was third with nearly 18% of the market, while GTE held a 13% share.

In the Ku-band business, Hughes also held the largest share (almost 40%), while GTE was next with 30%. GE accounted for an 18% market share and AT&T had nearly 12%.

The FCC last week set auction procedures for narrowband personal communications services (PCS), which

promise features such as advanced, two-way paging.

The commission said it will award the licenses in multiple-round auctions. The first auction will include the 10 available nationwide licenses for the narrowband PCS service, which occupies the 900 mhz spectrum band. Commission staff said they hope to hold the auctions this summer.

Comsat Technology Services last week said it plans to offer an in-orbit satellite test service from its Clarksburg, Md., center beginning this fall.



The company's In-Orbit Test (IOT) will allow satellite users, owners and insurance companies to verify satellite performance. Comsat said it will perform the tests or allow others to use the IOT system in Clarksburg.

Companies can use the system to insure that a satellite has survived its launch, meets performance specifications and can be put into commercial operation. Comsat said American Mobile Satellite Corp. (AMSC) plans to use the system after the first AMSC satellite is launched later this year.

Cycle Sat Inc. held a forum in Los Angeles last week to discuss what fiber can and cannot do in delivering programing to broadcasters.

The company, which dis-

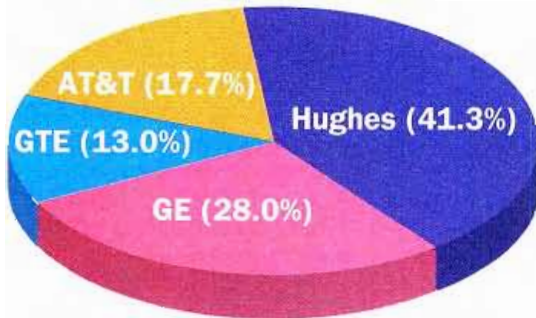
tributes commercials to broadcasters via satellite, recruited representatives from Pacific Bell to discuss the capabilities of fiber networks in the U.S. Cycle Sat Vice President of Marketing and Sales Ted Henry said the company scheduled the forum to dispel misconceptions that fiber can deliver products directly from a producer to a broadcaster.

"We've got some people out there selling vaporware," said Henry, whose company receives products via fiber for uplink to a satellite for distribution to broadcasters. Henry said the event attracted some 50 production and advertising industry representatives.

Rate regulation may stiffen the price, but Time Warner says it is still pressing on with its Full Service Network program. The envisioned network will offer a variety of new services such as video on demand. However, Time Warner has delayed the first network rollout in Orlando, Fla.

Time Warner Chairman Gerald Levin said the company will move ahead with the \$5 billion program during the next five years. Cable systems "clusters" the company plans to upgrade to full-service network capability include New York; central Florida; Tampa, Fla.; Houston; Honolulu; San Diego; Memphis; northeast Ohio; Rochester, N.Y., and Austin, Tex.

MARKET SHARE FOR C-BAND SUPPLY
Geostationary satellites only



Source: The Communications Center, March 1994

Classifieds

See the last page of Classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General sales manager needed for AC on the East Coast. We are looking for a person with strong people skills and a great sales track record. This is a great opportunity for the right person. Please send your resume, references and sales management philosophies to: Box L-14. EOE.

General sales manager WBAZ-FM/WLIE-FM, Eastern Long Island Radio Network seeks hands-on leader to market and sell dominant duopoly committed to localism and highest quality news, information and entertainment products. A unique career opportunity in the Hamptons for a special broadcaster, who can make clients' cash registers ring. If you are competitive and play to win, contact President, Box 1200, Southold, NY 11971 (fax) 516-765-1662. Compensation includes salary, bonus and profit sharing. (EOE).

General sales manager: You're reading this ad because you've started to think of making a move. Your current station isn't as much fun to work at as it used to be. Do you have an ability to lead a seasoned sales staff at a southern market dominant AC, to manage rates and inventory, to create an environment where success is guaranteed? We offer an excellent compensation package, all the tools needed to win, and advancement opportunities. All inquiries treated with extreme confidence. Send resume and a brief outline of your philosophies to Box L-29. EOE.

Chief financial officer: Well-financed, rapidly-growing middle market radio broadcasting company seeks CFO with strong financial reporting/systems/control background. Will work directly with CEO and be responsible for banking and financial market relationships. Compensation package dependent upon experience. Send resume to Box L-30. EOE.

General manager/WZZP Kankakee, IL: If you are a street fighter and know how to motivate and promote, join our 7 station group. Only 4 stations in this county of 100,000! Resume, pay history and sales/management philosophy to Rollings Communications, POB 882, Chesterfield, MO 63006. EOE.

FM station manager/program director: Delta College. Accountable for managing the daily operations of Delta College's public radio station WUCX-FM. Responsibilities include: monitoring the station's budget, supervising development efforts, programming and contractual decisions, maintaining compliance with FCC rules and regulations. Minimum requirements: Bachelor's degree or equivalent combination of education and experience; excellent communication and human relations skills; knowledge of CPB and NPR policies and procedures; application of FCC rules and regulations, including major aspects of radio programming, administration, and operations. Preferred qualifications: On-air performance skills; basic understanding of electronics as it relates to broadcast transmission and equipment. Application deadline: May 13, 1994. Submit letter of application, current resume, three current professional names of reference and copies of transcripts to: Delta College, Human Resources Office, A-189, University Center, MI 48710. Materials may be faxed to 517-667-0620. EO/AA/ADA/MRH employer. Smoke/drug free workplace.

General manager for profitable, growing, sophisticated small market Midwest FM. Must have proven sales records, strong leadership skills, and carry list. Seeking a community minded, upbeat individual who can train, motivate and lead by example. Creativity and knowledge of promotions a must. Great compensation for the right person. EOE. Reply to Box L-31.

HELP WANTED SALES

Sales account executive: With minimum two years experience selling radio advertising with both advertising agencies and face-to-face with retail and business clients. Candidate should possess excellent presentation skills and be computer literate with hands on work experience with Tapscan software. Responsibilities include targeting new accounts, upgrading and servicing existing accounts, being able to write winning presentations, consistently achieve monthly budgets, excel in a competitive environment, have good verbal skills and be a team player. Send resume (no phone calls, please) to: Jim Principi, General Sales Manager, WTIC Radio, One Financial Plaza, Hartford, CT 06103. The Ten Eighty Corporation is an equal opportunity employer.

Top 100 market, Canton/Akron Ohio ratings leader looking for aggressive broadcasting sales professional. Salary, commission, benefits, great list. Reply to Box L-22. EOE.

Unique small market opportunity: AM radio is alive and well in Union, South Carolina and we're looking for the right person to manage our sales department. WBCU is the only radio station in an isolated county of 30,000 people, resulting in top ratings and strong revenues. Present staff is young and aggressive. A sales manager is needed to allow owner/manager to develop a group of stations and focus on community service work. Send confidential reply to Art Sutton, WBCU Radio Station, PO Box 70, Union, SC 29379. Broadcasting Company of Union, Inc. dba WBCU is an equal opportunity employer.

HELP WANTED TECHNICAL

Full service AM/FM combo. Position includes transmitter and studio maintenance and repair. Other radio skills a plus. General Class license and S.B.E. preferred. This is an outstanding life style opportunity in a small market with good equipment and good radio. Resume to: General Manager, KDLR/KDVL Radio, Box 190, Devils Lake, ND 58301. EOE.

Maint. engineer: Require working knowledge of AM 50KW DA, FM transmitter, studios, analog and digital. Computer and automation literate. FCC license and/or SBE. 5 yrs. exp. AA Electronics, min. TV exp. desirable. KFMB AM-FM-TV, PO Box 85888, San Diego, CA 92186. Attn: John Weigand. EOE.

HELP WANTED ANNOUNCER

Part time sports announcer. Reliable, experienced, talented. EOE. WMCR, Oneida, NY. 315-363-6050 Warren/Meltzer (weekday-office hours).

SITUATIONS WANTED MANAGEMENT

Radio-general manager: My history is strong on sales, community services, honest, excellent references. Small to medium markets. 716-992-4690.

General manager: Very talented, sales/hiring and training. Excellent leader, great credentials. Prefer south/southeast market. 804-384-0127.

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

Seeking position of general manager with buy-out potential in small market. Experienced in radio and real estate management. Call Ted: 914-357-9425 or 399 Haverstraw Road, Suffern, NY 10901.

GM/GSM: Innovative, hard-working leader with the sales, programming & technical know how to make your station a winner. Call Bob 505-867-1937.

SITUATIONS WANTED PERSONALITY/TALENT

Talk show host: Weekends, vacation fill-in. Mid-Atlantic region. Former broadcaster (now consultant) with major market experience and "network sound." Uncommon ability to listen and to ask the right question. Unique and absorbing perspective. Call 215-487-2061.

SITUATIONS WANTED TECHNICAL

Dependable, mature, radio engineer. Experienced in all phases including computers. Will relocate. Reply to Box L-23.

SITUATIONS WANTED NEWS

Experienced and award-winning sportscaster seeks your new challenge. PBP, reporting, interviews, and more. Please reply to Box L-24.

TELEVISION

HELP WANTED MANAGEMENT

Financial CFO: Broadcasting company seeks highly organized, detail oriented, hands-on CFO with management skills to perform accounting & financial functions for sole proprietor. Should be a self starter with excellent English language skills. Proficiency in Lotus/Symphony, Peachtree and word processing required. Responsibilities include: G/L, budgets, financial reports & consolidation, payroll, taxes, audits, employee benefits and loan compliance. Knowledge of FCC rules & regulations not required but helpful. Fax resume to 914-793-3693 or mail to Citadel Communications Company, Ltd., 17 Kraft Avenue, Bronxville, NY 10708. No agencies or phone calls. EOE.

Top thirty market seeks high energy, ambitious, experienced and successful national sales manager with track record and references to match. Compensation based on ability. Reply to Box L-32. EOE.

ETV-operations director (director of television): The Mississippi Educational Network is seeking an experienced director of television. This senior management position has oversight responsibility for all aspects of television programming and production. The successful candidate will have superior management skills and technical experience relevant to the job duties. Annual salary \$36,086. Req: Bachelor's degree in Business Administration, Education, Broadcasting, Engineering or a related field, and (6) years experience in work related to the above described duties, (3) years of which must be in public broadcasting and (3) years of which must have included line supervision. Submit: Cover letter with salary history and resume to Confidential-Personnel, MS ETV, 3825 Ridgewood Road, Jackson, MS 39211 by May 27, 1994. EOE/AA M-F.

Vice-president/general manager: Our company is seeking a hands-on GM (women and minorities are encouraged to apply) to be responsible for the continued profitable operation of our dominant network affiliate in a small southern market. Candidates should have a college degree, extensive experience in television broadcast sales, marketing, event management and a proven track record of promoting teamwork and community involvement. Experience in the areas of broadcast regulations and programming are preferred. Candidates should send cover letter, resume and salary history to Vice President-Station Operations, 630 Fifth Avenue, Suite 3201, New York, NY 10020. EOE.

Regional manager: Conus Communications has an immediate opening for a regional manager. The candidate will manage a news cooperative of 10-12 stations, and will coordinate the SNG needs of the region and facilitate a regional daily news feed. Applicant must have experience with local news gathering operations, and possess strong management and editorial skills. Strong experience in SNG coordination, computers, and field producing is required. Send resume and references to: Charlotte DeJean, Managing Editor/Conus Regionals, 3415 University Avenue, Minneapolis, MN 55114. Equal opportunity employer.

Station manager, KLVX, Clark County School Dist., Las Vegas, NV. Salary \$67,104-\$89,844. Requires Bachelor's degree in Radio and Television or related field or equiv. mgmt. exp. Requires satisfactory service in a corres. or related field or have prev. demonstrated succ. supervisory exp. related to radio and/or television station mgmt. and fund raising activities. Submit resumes of training and exp. to Dr. Edward Goldman, Assist. Superintendent, Administrative Operations and Staff Relations, Clark County School District, 2832 E. Flamingo Rd., Las Vegas, NV 89121, no later than Mon. 5/16/94. Necessary expenses associated with the interview process will be borne by the applicant. Job description can be obtained by calling 702-799-5252. AA/EOE.

News director: WGNX-TV, Tribune's Atlanta station, seeks seasoned news veteran to manage news/public affairs department. You'll supervise staff of award-winning reporters and photographers, develop budget, determine programing and evaluate equipment needs. You have minimum 10 years experience in TV news, with 5 years as assignment editor or producer, and related degree. Send or fax resume to Alane Wegener, 404-325-4646 (phone) or 404-633-8358 (fax). EOE.

HELP WANTED ADMINISTRATION

Director of television operations: DePauw University seeks a director of television operations for its Center for Contemporary Media. The director assists in the operations of a TV facility working closely with students and the faculty adviser for student TV to coordinate student TV activities, teach students and faculty basic production skills, and organize daily operations of the local origination channel. The successful applicant should have a master's degree and range of experience in mid-market TV or university equivalent, including expertise in producing, directing, editing, and ENG/EFP in Beta, 3/4" and Hi-8. Send letter of application, current resume, three letters of recommendation, and copies of transcripts to: Dr. John B. White, Dean of Academic Affairs, DePauw University, 500 East Seminary Street, Greencastle, IN 46135. Review of applications will begin immediately and continue until the position is filled. AA/EOE. Women and minority candidates are encouraged to apply.

HELP WANTED SALES

Account executive: Philadelphia TV station seeks aggressive intelligent salesperson to service and grow active account list. 1-3 years broadcast sales experience required. Outstanding career opportunity. Please contact: Rich Hammond, WGBS-TV, 420 North 20th Street, Philadelphia, PA 19034. Fax: 215-563-4846. EOE/MF.

KABB-TV: A River City Broadcasting station, in San Antonio, has a position available for an experienced broadcast salesperson, with a minimum of 3 years experience. This is a major account list with tremendous growth opportunity. Send resume and cover letter to: Local Sales Manager, KABB-TV, 4335 NW Loop 410, San Antonio, TX 78229. No phone calls, please. An equal opportunity employer.

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 RESEARCH

Research whiz: Able to get to the heart of the matter with political profiles, policy papers, voting records & public statements for conservative syndicated political talk show. Self-starter with strong work ethic and accuracy required. Television experience preferred. Familiarity with Nexis and other computer databases and government sources, etc. Quick turnaround for daily East Coast-based program. Resumes, project samples and non-returnable tapes to: Box L-9. EOE.

KNTV, the ABC affiliate in San Jose CA is seeking a **research and marketing director** who is interested in working closely with an aggressive management team to build new television revenues. Responsibilities include maintenance of avail system, development of one-sheets, and working closely with AE's to develop research resources that can be used to develop new television accounts. Candidates should have a television research background, computer skills, be very creative and self-motivated. Please send resumes to Chris Jenkins, GSM, KNTV, 645 Park Ave., San Jose, CA 95110. EOE.

HELP WANTED TECHNICAL

Immediate opening for aggressive hands-on video engineer. Must be proficient in maintaining full service multi-format post production facility. Location mid-west. In depth hands-on experience a must. Attractive salary and benefits package. Please call 1-800-960-3838, today, as well as faxing resume with salary history to John Prechtel at 515-472-6043. EOE.

KTRV Fox-12 has immediate opening for maintenance engineer in the growing and beautiful Boise market. Position requires working knowledge of modern systems repair in studio and mountain-top transmitter. FCC General Class license or SBE certification required. Fax resume to: Chief Engineer 208-467-6958. EOE.

Chief engineer wireless/CATV: Wireless company has an excellent opportunity for an experienced, broadcast, headend and plant engineer in sunny South America. We are seeking a hands on management style to supervise a small staff. Spanish/English communication skills a must. Excellent salary plus benefits. Send resume with salary history to: Direct Cablevision, Attn: Mr. Vallecilla, 48 Woodland Ave., Rockaway, NJ 07866. EOE.

Assistant chief engineer: Must have minimum five years experience in television broadcast maintenance; be able to troubleshoot digital and analog equipment to component level; FCC General Class license or SBE Certification required; UHF transmitter experience a plus; be able to climb ladders and pull cables. Primarily a maintenance position. Starting salary high 20's to mid 30's DOE. Immediately send resume to: Engineering Search Committee, WNIT Television, PO Box 3434, Elkhart, IN 46515. WNIT is an equal opportunity employer. Women and minorities are encouraged to apply.

Assistant chief engineer: Hands-on assistant chief wanted for Canton, Ohio UHF independent. Should be familiar with UHF transmitters, 3/4 in. VTRs, cameras, switchers, automation, satellite, microwave and other studio equipment. Requires 3 to 5 years minimum broadcast plus 2 year tech-school or equivalent component level experience. FCC license or SBE certification preferred. Send resume and salary requirements to Chief Engineer, PO Box 35367, Canton, OH 44735. EOE.

Chief engineer: You're now #2, looking to move up. We need your leadership and energy to take us to the top. We're a beautiful station in a wonderful market and we never see snow. This is a fabulous opportunity for the right team player. Send resume and salary requirements now! Reply to Box L-33. EOE.

Engineer: Electronic technician, entry level. TV/radio experience, computer knowledge & FCC First Class license would be a plus. Minorities encouraged. EOE. Resume to Personnel Manager, PO Box 860, Erie, PA 16512.

Operations technician: Person with 3 years experience in video tape, studio camera/robo operations, audio or TD. Lots of opportunities and challenges. Women and minorities are encouraged to apply. Send resume to Don Perez, K*USA-TV, 500 Speer Blvd., Denver, CO 80203. Equal opportunity employer.

Chief engineer: KZKI San Bernardino, CA looking for experienced chief with Comark, Xmr and studio expertise. Send resume and salary requirement to Jack Moffitt, GM, KZKI-TV, 9229 Utica Ave., Suite 155, Rancho Cucamonga, CA 91730. EOE.

Chief engineer for Atlanta independent UHF. RF experience essential along with a background in production, studio and maintenance. Computer skills desirable. Contact General Manager, WTLK, 200 N. Cobb Pkwy, #114, Marietta, GA 30062 or fax to: 404-528-1422. EOE.

Assistant vice president, engineering: SCETV is seeking someone to assist the vice president in the planning, design, construction, operation, and maintenance of technical facilities used in the production and transmission of television and radio programs. This includes television studio facilities, recording and post production facilities, master control, television and radio transmitter facilities, satellite uplink and downlink facilities, microwave systems, ITFS transmitting and reception systems, fiber optic systems, building distribution systems. Must be a registered professional engineer in South Carolina and have a Commercial Radio Operators license from the Federal Communications Commission. Must have a BS degree in Engineering and eight (8) years experience or equivalent training and experience in the design and construction of: television and radio transmitting facilities, satellite earth terminals, television and radio studio facilities, microwave transmission systems, fiber optic systems, digital systems and the architecture of computers and computer systems. Must be qualified and experienced in the use of computer programing for engineering purposes. EOE. Salary range: \$39,254-\$58,882. 40 hours per week. Position #: 119768. For more information contact: Ethel Brown, Personnel Assistant 803-737-3457.

HELP WANTED NEWS

Needed now!! Investigative reporters. Guam Cable TV's cable news, winner of Polk, AGA Silver Gavel and 8 Ace Awards, is looking for the next Woodward and Bernstein's willing to work as a team. Send letter with news philosophy, resume, non-returnable tape, salary history and references via domestic priority mail to: Harrison Flora, Vice President, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. EOE.

Morning show executive producer: WFAA in Dallas/Fort Worth is looking for an exceptional executive producer to develop and produce a daily one-hour local/live talk, information and entertainment program. Successful candidate will help develop program concept, hire staff, and supervise all aspects of ongoing program. Proven track record a must. Please contact Cathy Creany, VP-GM, or John Miller, Executive News Director, at 214-748-9631. EOE.

Anchor/reporter needed for group owned CBS affiliate. Applicant must have great on-air skills to enhance the markets top news team. A minimum of two years of broadcasting experience and desire to be part of a number one news team. Send resume and tape to: Pat Clutter, News Director, WTRF-TV, 96 16th Street, Wheeling, WV 26003. M/F/EOE.

Weather/gen'l assignment reporter: TV network affiliate seeks person with demonstrated reporting ability. Fulltime position. Send tape/resumes to Attn: Personnel Manager, 3514 State St., Erie, PA 15508. No phone calls accepted. EOE.

Anchorperson: Top 25 network O&O seeks morning co-anchor. Requires commanding style: Confidence, and credibility, plus congeniality and warmth. Inexperienced do not apply. This is not a "training" position. Resume plus letter describing your style of anchoring to Box L-26. EOE/MF.

Producer/reporter: Applicant must have 1 or more years experience in TV producing & reporting. Good writing skills essential. Computer knowledge helpful. Must be able to meet deadlines. Minorities encouraged. EOE. Send resume to Personnel Manager, PO Box 860, Erie, PA 16512.

Television director: WRDW-TV seeking experienced director for public affairs and fast-paced news program. Experience, leadership and sense of what constitutes quality television a must. Excellent opportunity to move up from smaller market. Send letter with salary history and resume to: Henry Goldman, Production Manager, WRDW-TV, PO Box 1212, Augusta, GA 30903-1212. EEO.

Director/TD needed for fast paced number one news operation in Southeast market. Minimum 1-3 years experience required. We offer excellent benefits and an aggressive commitment to news. Send resume and salary requirements to: Box L-34. EOE.

Executive producer: Aggressive, number one, top 40, group owned, sunbelt affiliate seeks an executive news producer with emphasis on writing, format and graphics. Must have 3-5 years experience as EP of producer of daily primary newscasts. Good people skills important. Send resume and tapes to: Box L-35. EOE.

Producer: Need an innovative, take-charge leader with excellent writing skills. Minimum one year experience producing newscasts with emphasis on live. Send resume and tape to Box L-36. EOE.

Network affiliate has an immediate opening for a news director. This position requires a minimum of three years television news management experience preferably as a news director or executive producer. Applicants should be enthusiastic, innovative and possess excellent people skills, journalistic integrity and fiscal responsibility. College degree. Women and minorities encouraged to apply. EOE. Send resume to Mike Lennon, President/General Manager, WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61611.

We are looking for a producer who is a news room leader, puts on a newscast that delivers both information and watchable television and brings fresh ideas to the table everyday. Must be able to take the ultimate responsibility for every aspect of the newscast, including sports and weather. Send resume, non-returnable tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: News Producer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

General assignment reporter with 1 year's experience in TV for Mid-Atlantic ABC affiliate. Minorities and women encouraged to apply. Live shot experience a plus. Tape and salary history to Alysse Hecker, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21803. EOE-MF.

Co-anchor/reporter: WTVR NewsChannel 6 is looking for an anchor/reporter to complement male anchor on nightly newscasts. This is an excellent career opportunity to be a part of an award winning news department. Candidate should have minimum two years successful anchoring experience, and should have superior reporting and writing skills. Candidate should be able to show a history of community involvement and leadership. Send resume, tape and salary history to Elliott Wisner, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE. Minorities strongly encouraged to apply.

Part-time news/sports reporter, must be able to shoot and edit. Will do general assignment reporting three days a week and sports reporting two days a week. One year experience preferred. Send 3/4" tapes to: Raelin Storey, News Director, KCCO Television, 720 Hawthorne St., Alexandria, MN 56308. EOE.

Assignment editor: Seeking candidates with 2-4 years experience in television news to assign reporters and photographers, handle logistics in covering daily news and special events, research and set up stories. Satellite news gathering experience a must. Send resume to: Georgia Walescheck, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

Television news director: WPSD, an NBC affiliate in the 76th market (Paducah, KY; Cape Girardeau, MO; and Harrisburg, IL), seeks a news director to oversee all news and related departments. Will maintain constant awareness of news content and work with management to maintain standards consistent with station goals and industry standards. A broad range of experience in broadcast journalism and employee relations is required. A combination of a related degree from an accredited four-year college and significant experience is preferred. No tapes or phone calls. Send a resume and a short statement of your philosophy on news to: Station Manager, WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. M/F, ADA. EOE.

Chief assignment editor: Must be a high school graduate with a minimum of three years experience as assignment editor: Must have strong ability to plan, organize and maintain essential files for future stories, follow-up stories, and a wide range of local sources. Responsible for the coordination of reporters and photographers in the daily assignment schedule. Must be able to understand and implement news department philosophy. Must monitor police, emergency and other radios, news wires, and alternative news sources. Apply to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV 774 Settlers Landing Road, Hampton, VA 23669. WVEC-TV is an A.H. Belo Broadcasting Company. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

ABC affiliate in 34th market has an immediate opening for high-energy, innovative, quality-oriented expert to join creative promotion team. One year experience in TV promotion required. Must be able to demonstrate strong writing, producing, and editing skills. Expertise in print and radio required. Send resume, non-returnable tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: Promotion Writer/Producer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

Production manager: You're now #2, looking to move up. We need your leadership and energy to take us to the top. We're a beautiful station in a wonderful market and we never see snow. This is a fabulous opportunity for the right team player. Send resume and salary requirements now! EOE. Reply to Box L-37.

Needed immediately: Multi-talented producer/director who can also write, or shoot, or light, or edit. Must have experience working directly with corporate clients. Must be creative and work well with others. Send information and demo reel to PO Box 13785, RTP, NC 27709-3785. EOE.

Operations/production manager for Spanish language O&O station in LA market. Must have solid broadcast management and TV news production experience. If you're a mentor, organized and creative, rush references and resume to KVEA-52, 1139 Grand Central Avenue, Glendale, CA 91201. Or fax to 818-247-2561. No phone calls please. EOE.

Creative services director: Aggressive Ft. Myers Fox affiliate is seeking a news-oriented, highly creative thinker and writer to oversee on-air and all outside promotion. If you strive for excellence, are people-oriented and want to work in the environment that fostered AP's best newscast in Florida among medium markets, send non-returnable tape and resume to: Chris Andrews, VP/General Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. Minimum 5 years experience. We are an equal opportunity employer.

Part-time TV production specialist for Oregon Public Broadcasting studio and field technical production work. Minimum salary \$800/month for half-time work (may work up to full-time hours frequently). Requires 2 years full-time broadcast TV experience. Preference may be given to applicants with national broadcast production experience. Call 503-244-9900, ext. 2117, by 5 p.m., May 13, to request application materials. Equal opportunity employer.

Exciting opportunity-immediate opening: Fox TV's *America's Most Wanted* is seeking a videotape editor with proven experience in news/documentary/dramatic editing. Skilled operation of Grass Valley 141 controller, 100 and 200 switchers, DPM 100. Dubner and Graham Patton mixer (or comparable). List management is essential! Send resume and tape to: Mary Talley, Director-Personnel, WTTG/Fox Television Stations, Inc., 5151 Wisconsin Avenue, NW Washington, DC 20016. No phone calls please. EOE/MF/D/N.

Art director: ABC affiliate in sunny California seeking creative, energetic and multi-talented individual to oversee art direction and design for all aspects of station programming. Experience on an Artstar is a plus. Position also requires IBM compatible print and collateral design. Send resume, tape and salary requirements to: Bob Anderson, Director of Programing and Promotion, KNTV, 645 Park Ave., San Jose, CA 95110. EOE.

Promotion manager: Ready to move up to top 100 market, or are you a promo producer prepared to take on responsibilities of department head? Must be highly creative, hands-on, organized and experienced in all areas of promotion with strength in news, editing, and graphics. ABC affiliate in privately owned and operated broadcast group. Rush resume and non-returnable tape to F. Robert Kalthoff, WSJV-TV, PO Box 1646, Elkhart, IN 46515. EOE/MF.

Programing producer for Chicago's CBS O&O station: WBBM-TV Programing is seeking a full-time, innovative, enthusiastic program producer with at least 3-5 years experience at writing and producing live studio and magazine long format programing. Strong writing, feature-producing, and organizational skills a must. Hands-on production background and background in sales/promotional programing desirable. Prior experience in producing sports and sports-related programing a plus. No phone calls. Rush resume, salary history, and VHS or 3/4" tape demonstrating work that meets the above criteria, with a written explanation of your role for each example to: Marion Meginnis, WBBM-TV Programing, 630 N. McClurg Court, Chicago, IL 60611. An equal opportunity employer.

CLASSIFIEDS

Senior producer-promotions: Top 20 ABC affiliate seeks a highly creative individual with at least 3 years TV broadcast promotion/commercial experience. Must have excellent writing skills and a thorough knowledge of current production and post-production techniques. This individual should have a strong news topical/image promotion background and will also assist the creative services director in supervising producers. Send resume and tape to: David Baumann, Creative Services Director, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. No faxes or phone calls please. Equal opportunity employer.

Needed for new Health-care Series in the #1 and #4 markets: Producer/writer: Thorough experience producing studio talk, call-in and feature pieces. Proven credits producing healthcare-related programs and segments. Host: Major market experience hosting studio talk and call-in programs. Health-care experience and field production skills a plus. Fall premiere. Send resumes and tapes to Personnel, NJN, CN 777, Trenton, NJ 08625-0777. EOE.

SITUATIONS WANTED MANAGEMENT

Traffic/sales support manager with 14 years TV and cable experience is seeking a new, challenging position. Accurate, efficient and versatile, I am willing to relocate for the right opportunity. Experienced with various systems including VCI, JDS, BIAS and others. Reply to Box L-38.

SITUATIONS WANTED SALES

Dale Carnegie sales graduate with six years selling radio advertising, currently employed with AT&T, is looking for a position as an account executive with a television station. Please call Martin Garbus at 213-749-3461 or write to him at 27113 Sanford Way, Valencia, CA 91355.

SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

I'll create/help produce game shows on your station/syndicators will market/let's talk/Buddy Piper, Co-creator Classic Concentration, 1-800-743-0707.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor, TV production and television studio supervisor: to teach multi-camera studio TV, EFP, ENG & Multimedia, corporate video and other possible areas. Requirements: RTVF MA/MS or MFA, teaching experience, professional TV credentials. Start: June 1994. Apply to: John Freeman, Chair, Dept. RTVF, Box 30793, Texas Christian University, Fort Worth, TX 76129. Finalists must provide professional show reel. TCU is an EEO/AA employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director: Seeking producer/director with strong multi-camera TD skills... Tired of just pushing buttons? Let your skills flourish at a growing facility in the Washington DC area with a creative team atmosphere. Must have enthusiasm for beautiful images and ability to work independently and supervise production crew. Must interact well with clients. Send resume and demo tape to: Media General Productions, 14650 Old Lee Road, Chantilly, VA 22021. Attention: Human Resources. Demo tapes will not be returned. No phone calls please. Pre-employment drug-testing required. EOE M/F/D.

Videographer/editor: Motion Masters is looking for an energetic, enthusiastic videographer/editor who can produce outstanding work. Must enjoy working with clients in a fast-paced environment, possess strong lighting skills, and be experienced in both field and studio production. Minimum required: A demo tape we'll want to watch again and again! Rush tapes and resumes to Diana Sole, President, Motion Masters, 90 MacCorkle Avenue, South Charleston, WV 25303. 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.

WANTED TO BUY EQUIPMENT

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

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

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

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

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RADIO

HELP WANTED TECHNICAL

Chief Engineer

WCTC(AM)/WMGQ(FM), Greater Media's central New Jersey radio stations, seeks a qualified chief engineer to head a three man department at one of the country's top suburban radio operations. WCTC is 24 hour news/talk/sports with a heavy remote schedule. WMGQ is live A/C. A highly experienced and motivated pro is needed to manage the technical operation of these major market quality facilities. Competitive salary/ full benefits. Resumes to:

Milford K. Smith
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HELP WANTED TECHNICAL CONT.

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HELP WANTED TECHNICAL

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Responsibilities of this high-profile position include installation, upkeep and maintenance of all broadcast equipment and assisting in future facility upgrades. The ability to support new technologies, and develop daily routine maintenance and upgrade policies is essential.

To be considered, you must offer a minimum of ten years' experience in broadcast engineering, maintenance and electronics, with a thorough knowledge of broadcast automation systems, robotics cart machines, D2 digital tape machines and computer environments. Knowledge of compression techniques and file server technology is a plus. A commitment to service and quality, as well as strong interpersonal and communication skills, is essential.

Qualified individuals should send their resumes to: Home Box Office, Room 3-42, 1100 Avenue of the Americas, New York, NY 10036



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HELP WANTED NEWS

NEWS DIRECTOR

KABC-TV is seeking an experienced broadcast news professional with a track record in all aspects of news department administration and television journalism. Send resume to: **General Manager, KABC-TV, Dept. ND-BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer.**



HELP WANTED PROGRAMING PRODUCTION & OTHERS CONT.

COMMERCIAL PRODUCER

WBAL-TV Program Department has an immediate opening for the position of Commercial Producer. A minimum of 3 to 4 years of commercial, sales vendor, and sales marketing video production experience is preferred.

The commercial producer should be an idea generator with exceptional self-starting tendencies. Strong visualization and conceptual skills, inventiveness in designing, developing, and overseeing several projects at a time, carrying them from initial conception to final product. Good communication and technical skills. College degree preferred.

If interested, please contact:

Emerson Coleman
Director of Broadcast Operations
WBAL-TV
TV Hill
Baltimore, MD 21211
(410)338-6424

Women and minorities are encouraged to apply.



HELP WANTED PROGRAMING PRODUCTION & OTHERS

PROGRAM DIRECTOR

KABC-TV is seeking an experienced television program department administrator with experience in local program development and production. Send resume to: **General Manager, KABC-TV, Dept. PD-BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer.**



RETAIL ACCOUNT EXECUTIVE

WBAL-TV seeks a Retail Account Executive with the interest and experience to develop new business for our Baltimore-based, CBS-TV affiliated station. A minimum of 2 years broadcast experience is preferred for this position.

If interested, please send resume to Bill Fine, General Sales Manager, 3800 Hooper Ave., Baltimore, MD 21211 (no phone calls please). Agency Specialists need not apply. An equal opportunity employer. Minorities and females are encouraged to apply.



DIRECTOR OF MEDIA PRODUCTION

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Bachelor's Degree with major course work in communication and business administration or other appropriate area required. Must possess 5-7 yrs. experience in media administration, including 3 yrs. in a supervisory capacity. Strong executive experience with skills/ability to successfully interact with people and manage budget/resources are a must. Significant professional experience in video or television production at the commercial or instructional level required. University teaching experience desired, but not required. SALARY: \$39,549 min. Liberal Benefits.

Formal application required: call 1-800-552-MDCC for an application form. Copies of transcripts and three letters of professional reference must accompany the application. For special accommodations, call directly or through the Florida Relay Service TDD at 1-800-955-8771. Only completed application packages will be considered. EA/EO Employer.

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Radio-Television News Directors Association
 1000 Connecticut Ave., N.W., Suite 615
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ALLIED FIELDS
 HELP WANTED CUSTOMER SERVICE



Customer Service

Jefferson-Pilot Data Services is the leader in computer services for the TV, cable and radio industries, offering competitive salaries with medical, retirement, 401K and Flex benefits. We invite self motivated, customer oriented individuals with the appropriate qualifications to apply for the following positions:

Customer Service Representative

Responsibilities include learning our computer applications, troubleshooting customer problems by phone, installing new systems and training customers. The aptitude for assuming complete responsibility for customer satisfaction is a must. Heavy travel is required. The ideal candidate will have broadcasting and computer experience. A degree is a plus.

Technical Support Representative - 2 positions

Responsibilities include learning our computer applications, troubleshooting general system problems by phone, coordinating the installation of new systems, conducting internal training and performing some on-site system upgrades. The aptitude for assuming complete responsibility for customer satisfaction is a must. This position requires a detail oriented person. Moderate travel is required. The ideal candidate will have experience with DEC VAX 3100 systems or IBM System/36 and AS/400 systems. A degree is a plus.

PC Product Specialist

Responsibilities include providing quality assurance, testing, documentation, shipping and customer support for our PC software products. The applicant should have good writing skills and have the creativity to offer software design assistance. The ideal candidate will possess a knowledge of Clipper and have experience with PC's in a network environment. Moderate travel is required.

Release Specialist

Responsibilities include loading and maintaining various databases on IBM System 36 and AS/400 systems, duplicating and distributing software media and documentation, and maintaining production libraries. The applicant should have a background in operating IBM System 36 and AS/400 hardware, good organizational skills, the ability to manage multiple priorities, and the ability to work well under deadline pressure. EOE.

Send resume and salary history to:

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Sale of MDS Station (Call Sign WPF 47) and Equipment in Place Phoenix, AZ

By Bankruptcy Court Order, a hearing to authorize the sale, transfer and provision of interim service pending closing of sale of WPF 47 (Channel 1) MDS station (including the assignment and assumption of real estate leases and customer agreement) and equipment "as is, where is" in Phoenix, Arizona held by Microband Corporation of America, is to be held on Wednesday, May 18, 1994 at 9:30 AM at the U.S. Bankruptcy Court located at the Alexander Hamilton Customs House, One Bowling Green, New York, New York. The terms and conditions of the sale, including the interim service arrangements, which are subject to higher and better offers, and overbidding procedures are available at the office of the Court Clerk, Alexander Hamilton Customs House, One Bowling Green, New York, NY 10004; office of Kensington & Ressler, P.C.: 400 Madison Avenue, New York, NY 10017 and at owner's offices at 286 Eldridge Road, Fairfield, NJ 07004.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and 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, QOD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

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For the Record

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WOKC(AM) Okeechobee, FL (BAL930907-GI)—Action March 17.

WOKA-FM Douglas, GA (BTCH940202-GF)—Action March 17.

WGML(AM)-WHVL(FM) Hinesville, GA (AM: BTC-930330GE; FM: BTCH930330-GF)—Action Feb. 1.

KACH-FM Preston, ID (BAPH940107EA)—Action March 25.

WKRS(AM)-WXLG(FM) Waukegan, IL (AM: BAL940224GK; FM: BALH940224GL)—Action March 18.

WRBR-FM South Bend, IN (BALH-931222GE)—Action March 16.

WWPL(FM) Federalsburg, MD (BTCH-930512GE)—Action March 17.

WIQB-FM Ann Arbor, MI (BTCH930712-GH)—Action Feb. 7.

WAMX(AM) Saline, MI (BTC930712GG)—Action Feb. 7.

WRTP(AM) Chapel Hill, NC (BAL940203-EB)—Action March 21.

WFLB(AM) Fayetteville, NC (BAL940128-EC)—Action March 25.

Abbreviations: alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; 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; PSA—presunrise service authority; pwr.—power; RC—remote control; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. One meter equals 3.28 feet.

WFPG-AM-FM Atlantic City, NJ (AM: BAL940224GI; FM: BALH940224GJ)—Action March 18.

WTLB(AM)-WRCK(FM) Utica, NY (AM: BAL940224GG; FM: BALH940224GH)—Action March 18.

WBEN(AM)-WMJQ(FM) Buffalo, NY (AM: BTC940310GG; FM: BTCH940310GS)—Action March 18.

WWKB(AM) Buffalo, NY (BTC940310GR)—Action March 18.

WKSE(FM) Niagara Falls, NY (BTCH940310GS)—Action March 18.

KMNZ(TV) Oklahoma City, OK (BAPCT931129KJ)—Action March 30.

WVNW(FM) Burnham, PA (BAPH930901-GH)—Action Feb. 1.

WHTM-TV Harrisburg, PA (BTCCT940216-KH)—Action March 31.

WGLU(FM) Johnstown, PA (BALH-940121GE)—Action March 21.

WDAS-AM-FM Philadelphia (AM: BAL940214GP; FM: BALH940214GR)—Action March 31.

WGBI-AM-FM Scranton, PA (AM: BTC940203GK; FM: BTC940310GO)—Action March 18.

WGGY-FM Scranton, PA (BTCH940310-GP)—Action March 18.

WWTN(FM) Manchester, TN (BALH940121GG)—Action March 18.

KNGV(FM) Kingsville, TX (BALH931117-GH)—Action March 21.

WYMY(FM) Bedford, VA (BALH930923GK)—Action March 29.

WLTK(FM) Broadway, VA (BTCH940202-EB)—Action March 21.

WBTX(AM) Broadway-Timberville, VA (BTC940202EA)—Action March 21.

WJQI(AM) Chesapeake, VA (BTC940114-GN)—Action Feb. 1.

WVLR(AM)-WJJS(FM) Lynchburg, VA (AM: BAL940113GL; FM: BALH940113-GM)—Action March 21.

WFOG(FM) Suffolk, VA (BTCH940114-GM)—Action Feb. 1.

WJQI-FM Virginia Beach, VA (BTCH-940114GO)—Action Feb. 1.

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KQAM(AM)-KEYN-FM Wichita, KS (AM: BAL931103GR; FM: BALH931103GS)—Action March 18.

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NEW STATIONS

Applications

Bryan, OH (BPED940316MF)—The Public Broadcasting Foundation of Northwest Ohio seeks 88.5 mhz; 15 kw; ant. 117 m. Address: 136 N. Huron St., P.O. Box 30, Toledo, OH 43697. Applicant is headed by Dan Niedzwecki and owns WGTE-FM-TV Toledo and WGLE-FM Lima, both Ohio.

Marion, OH (BPED940317MR)—Ball State University seeks 90.9 mhz; 2.4 kw; ant. 94 m. Address: AD 103, Muncie, IN 47306. Applicant is headed by Stewart Vanderwilt and owns WIPB-TV and WBST(AM).

Chico, CA (BPED940406M2)—KXOL Inc. seeks 88.1 mhz; .109 kw; ant. 21 m. Address: 1252 E. 10th St., Chico, CA 95928. Applicant is headed by Marcus A. Smith and has no other broadcast interests.

Fallon, NV (BPH940405ML)—Sierra Nevada Christian Music Association Inc. seeks 101.3 mhz; 6 kw; ant. 75.6 m. Address: 316 California Ave., Ste. 400, Reno, NV 89509. Applicant is headed by Rev. Karry Crites and has no other broadcast interests.

Sterling, IL (BPED940317MK)—Northern Illinois University seeks 91.5 mhz; 2.1 kw; ant. 101 m. Address: 801 N. First St., DeKalb, IL 60115. Applicant is headed by Michael Lazar and owns WNIU(FM) DeKalb and

WNIU(FM) Rockford, both Illinois.

Taylorville, IL (BPH940408MY)—Lakeside Broadcasting Inc. seeks 94.3 mhz; 4.4 kw; ant. 116 m. Address: 254 Winnebago Dr., Fond du Lac, WI 54936-1167. Applicant is headed by Donald G. Jones and has no other broadcast interests.

Ruston, LA (BPED940331MA)—American Family Association seeks 88.3 mhz; .250 kw; ant. 60 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WAFR(FM) Tupelo, Miss.

Long Branch, NJ (BPED940309MC)—Mercer County Community College seeks 88.1 mhz; 0.2 kw; ant. 92 m. Address: 1200 Old Trenton Rd., Trenton, NJ 08690. Applicant is headed by Walter Gradzki and owns WWFM(FM) Trenton and WWNJ(FM) Dover Township, both New Jersey.

Key Largo, FL (BPED940330MB)—South Florida Educational Broadcasters seeks 91.7 mhz; 100 kw; ant. 146 m. Address: 1601 Belvedere Rd., 204 E, West Palm Beach, FL 22406. Applicant is headed by James Riley and owns KKXX(AM) Paradise and KKMC(AM) Gonzales, both California; WCHP(AM) Champlain, N.Y., and WLVI(AM) Royal Palm Beach, Fla.

Erie, PA (BPED940317MJ)—Public Broadcasting of Northwest Pennsylvania seeks 90.5 mhz; 1.7 kw; ant. 118 m. Address: 8425 Peach St., Erie, PA 16509. Applicant is headed by Paul Stankovich and owns WQLN-FM-TV Erie, PA.

THIS WEEK

April 26—Hollywood Radio and Television Society newsmaker luncheon. Speaker: First Lady Hillary Clinton. Regent Beverly Hotel, Los Angeles. Contact: Gene Herd, (818) 789-1182.

April 28—"Fast Starts in New Communications Technologies: Strategies for Entrepreneurs, Lenders and Lawyers," seminar co-sponsored by **Communications Media Center at the New York Law School, Federal Communications Commission and the National Telecommunications and Information Administration.** New York Law School, New York. Contact: Roberta Tasley, (212) 431-2160.

April 30-May 1—National Academy of Television Arts & Sciences 21st annual Daytime Emmy Awards judging panels. Los Angeles. Contact: Trudy Wilson, (212) 586-8424.

MAY

May 8-11—Conference on Interactive Marketing/East. Marriott Orlando World Center Resort and Convention Center, Orlando, Fla. Contact: (310) 798-0433.

May 11-12—National Infomercial Marketing Association third annual midyear meeting. Grand Hyatt, Washington. Contact: David Savage, (202) 962-8342.

May 13-15—Federal Communications Bar Association annual seminar. Nemaacolin Woodlands Resort, Farmington, Pa. Contact: (202) 736-8149.

May 22-24—NBC affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 664-4444.

May 22-25—National Cable Television Association. New Orleans. Contact: (202) 775-3669.

May 22-25—National Association of Minorities in Cable. New Orleans. Contact: (310) 404-6208.

May 22-25—Broadcast Cable Financial Management Association and Broadcast Cable Credit Association annual conference. Sheraton Har-

Datebook

bor Island Hotel, San Diego, Calif. Contact: Cathy Lynch, (708) 296-0200.

May 25—National Academy of Television Arts & Sciences 21st annual Daytime Emmy Awards, broadcast live on ABC. Marriott Marquis Hotel, New York. Contact: Trudy Wilson, (212) 586-8424.

May 25—National Media Owl Awards. First Chicago Center, Chicago. Contact: Mary Schwartz, (312) 664-6100.

JUNE

June 1-4—CBS affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.

June 2-4—43rd American Women in Radio and Television national convention. Minneapolis Hilton and Towers, Minneapolis. Contact: Gene Barnes, (212) 302-3399.

June 4-7—National Association of Broadcasters board meeting. Washington. Contact: (202) 775-3527.

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

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

June 8-11—PROMAX International and Broadcast Designers Association. New Orleans. Contact: (213) 465-3777.

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

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

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

513-8400.

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

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

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

JULY

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

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

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.

Major Meetings

Robert Lazar Fox

Bob Fox is an activist. Since he first was elected to the National Association of Broadcasters' radio board in 1984, Fox has charted an aggressive course aimed at insuring radio has a strong and independent voice in Washington.

Next month, after two terms, Fox's tenure on the board is up. But the 65-year-old California broadcaster will be well remembered for his contributions, including his efforts to establish a nonprofit education foundation at NAB. The National Association of Broadcasters Education Foundation is in the planning stages, but Fox has pledged that he will raise \$100,000 for it. The foundation will be dedicated to education, research, internships and scholarships.

"Bob Fox is an example of dedication to the radio industry," says NAB President Eddie Fritts. "He has boundless energy and has devoted his entire career toward promoting the best interest of radio."

Fox, who is part-owner of KVEN (AM)-KHAY-FM Ventura, Calif., is persistent in his efforts to get things done. Take, for example, his first election to the NAB board. Not only did he have an agenda, but he called every member in Southern California and Hawaii to discuss that agenda and seek their support.

"My agenda was that radio should stand on its own two feet," Fox says. "It should be independent from television in...that if there are rules and regulations that are applicable to both radio and TV—but should not apply to radio—we should stand alone."

He also has made sure that radio broadcasters' views are being heard by the FCC. Since his election to the chairmanship of the radio board a year ago, Fox has informal but regular meetings with FCC officials. This week, Mass Media Bureau Chief Roy Stewart and General Counsel Bill Kennard will meet with Fox and other NAB board directors and small-market radio owners. The agency's new equal employment opportunity guidelines are expected to be a key topic.

Fox also has suggested that NAB sponsor job fairs across the country to help small radio stations attract



women and minorities as employees. "[Broadcasters] can develop names and applicants, and more people will become aware of opportunities in the business," Fox says.

Fox's family moved from Cincinnati to Los Angeles when he was 6. His father wanted to get out of the family's diamond importing and jewelry business, and eventually ended up in the motion picture/television industry. He was the first production executive on *I Love Lucy* and directed Art Linkletter's *People Are Funny*.

Fox initially followed in his father's footsteps. After graduating in 1950 from the University of California-Berkeley with a degree in psychology, he got a job as a stagehand at then-KLAC-TV (now KCOP (TV)) Los Angeles.

Soon, however, Fox decided to pursue a career in business. He went to work for Hunt Foods, and after four years he asked for a sales assignment. "They give me the worst territory in

East L.A.," Fox says. But within a month he was the No. 1 salesman, which "absolutely confounded them," he says.

Fox left Hunt Foods in 1955 to return to the broadcast business. He became a sales executive for KFVB (AM) Los Angeles. A year later he moved to KDAY (AM) Los Angeles and then KFOX (AM) Long Beach. In 1958 he joined KRKD (AM) Los Angeles as general sales manager. He also owned 10% of the company's stock.

He left KRKD in 1961 to become national sales representative for radio on the West Coast for RKO General and stayed until 1964. Then he became sales manager for KHJ (AM) Los Angeles.

In 1965 Fox and his former partner, Ira Laufer, purchased KVEN-AM-FM Ventura, Calif. Now Fox owns 65% and his associate, David Loe, who is president and general manager, owns 35%. In 1973 KVEN-FM became KHAY-FM, the first FM station in California to play country music in stereo, Fox says.

Fox describes his upcoming departure from the radio board as "bittersweet." He says he will miss the association's staff members and other NAB directors. "I enjoyed the decision-making; I enjoyed the responsibility," he says.

But the trips back and forth from one coast to the other are tiring. Fox, whose home was destroyed in last year's Malibu fire, expects to break ground on a new house in about two months, which will take up much of his

Chairman/CEO, KVEN Broadcasting, Ventura, Calif.; b. Nov. 27, 1928, Cincinnati; BA, University of California-Berkeley, 1950; stage manager, KLAC-TV Los Angeles, 1950-51; sales assistant, Hunt Foods, Los Angeles, 1951-55; sales executive, KFVB(AM) Long Beach, Calif., 1956; sales executive, KDAY(AM) Los Angeles, 1956-57; sales executive, KFOX(AM) Los Angeles, 1957-58; vice president/general sales manager, KRKD(AM) Los Angeles, 1958-61; national sales rep, radio, West Coast, RKO General, Los Angeles, 1961-64; sales manager KHJ(AM) Los Angeles, 1964. Current position since 1965; married Valerie Barker, July 5, 1953; children: Lorraine, 38, and Karen, 37.

time.

Those who know him best don't expect Fox will fade away. Fox says he will remain active, only this time, it may be on the Malibu City Council, on which he says he may seek a seat in two years. —KM

BROADCAST TV

Deborah Forte, senior VP, Scholastic Productions, New York, named executive VP.

Linda Lieberman, domestic television syndications division, Republic Pictures, Los Angeles, joins Golden Gaters Productions, New York, as director, East Coast syndication sales.

Appointments at Allbritton Communications, Washington: **Robert Allbritton**, director, named VP; **Jerald Fritz**, general counsel, assumes additional responsibilities as VP, legal/strategic affairs; **Nancy O'Connor**, partner, Fulbright & Jaworski, Washington and Houston offices, joins as deputy general counsel; **Ray Grimes II**, former operations manager, TCI Cablevision, Tulsa, Okla., joins as director, cable enterprises.

Monty Bippes, on-air promotion producer/writer, King World's *Inside Edition*, named director, creative services, East Coast, King World Productions, New York.

Laura Friedman, story editor, The Manheim Co., Paramount Pictures, Hollywood, joins Rysher Entertainment, Los Angeles, as director, development.

Greg Chisholm, segment producer, King World's *American Journal*, named weekend/special projects producer, King World's *Inside Edition*.

Robert Krulwich, correspondent, CBS News, New York, joins ABC News there in same capacity.

Appointments at KOMO-TV Seattle: **Shawn Briggs**, executive director, news, promotion, KAKE-TV Wichita, Kan., joins as assistant news director; **Michele Morin**, producer, weekend news, named producer, 6:30 news; **Bonnie Ernst**, photojournalist, KSBY-TV San Luis Obispo, Calif., joins in same capacity; **Kerrie Lee**, *Jane Whitney Show*, New York, joins as associate producer, *Northwest Afternoon*; **Phil de Marne**, production manager, WXIX-TV Cincinnati, joins as associate producer, *Town Meeting*; **Pat Holland**, maintenance crew chief, named chief engineer; **Diane Wilson**, account executive, named local sales

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During the NAB convention, BROADCASTING & CABLE's daily video news magazine, *NAB Today*, offered viewers a chance to win a one-week trip for two to Hawaii. The lucky winner was Tom Patterson of CBS's KNX(AM)-KCBS-FM Los Angeles.

manager, business development/special projects; **Kym Nyssela**, press relations assistant, named media coordinator; **Marla Allen**, benefits coordinator, Fisher Broadcasting, there, named controller; **Jeano Riley**, general ledger/accounts payable accountant, named business office manager, KOMO-TV-AM.

Election of new trustees, America's Public Television Stations, Washington: **Burnill Clark**, president/CEO, KCTS-TV Seattle; **Dr. Robert Larson**, president/GM, WTVS-TV Detroit; **George Miles Jr.**, executive VP/COO, WNET-TV New York; **Joseph Triangle**, lay delegate, Louisiana Public Broadcasting; **Karen Sherrin**, lay delegate, WFUM-TV-FM Flint, Mich.; **Howard Bell**, lay delegate, WCET-TV Cincinnati.

Chuck Gomez, general assignment reporter, WWOR-TV Secaucus, N.J., joins WNBC-TV New York in same capacity.

Dave Eckert, general assignment reporter/co-anchor, KMBC-TV Kansas City, joins WGN-TV Chicago as anchor, morning and noon news.

Richard Swanson, director, creative services, KABC-TV Los Angeles, joins KRON-TV San Francisco as director, marketing, programing.

Jim Avila, general assignment reporter, WBBM-TV Chicago, joins KNBC-TV Burbank, Calif., in same capacity.

Patricia Mills, public relations coordinator, WJBK-TV Southfield, Mich., joins WXYZ-TV there as public relations manager.

Appointments at KARE-TV Minneapolis: **John Remes**, VP/GSM, named VP, broadcast; **Nan Diley**, local sales manager, named GSM; **Jerry Ness**,

national sales manager, named local sales manager.

Michael Fiorile, VP/GM, KOVR-TV Sacramento, Calif., joins WBNS-TV-AM-FM Columbus, Ohio, and VideoIndiana, Indianapolis, as president/CEO.

Todd Whitthorne, sports anchor/reporter, WUSA-TV Washington, joins KSAZ-TV Phoenix in same capacity.

Allan Lancaster, national sales manager, WMMT-TV Kalamazoo, Mich., joins WEAU-TV Eau Claire, Wis., as GSM.

RADIO

Robin Smith, former CFO, Henry Broadcasting, San Francisco, joins The Park Lane Group, Menlo Park, Calif., as VP, finance/administration and CFO.

Trudy Purcell, sales manager, Sears, Denver, joins Torbet Radio Group there as regional manager/director, sales.

Appointments at CBS News Radio, New York and Washington: **Barry Bagnato**, reporter, Washington; **Ed Crane**, anchor, *In the Marketplace* and *News on the Hour*, New York; **Donna Penyak**, anchor/reporter, CBS Spectrum and CBS Radio Network, New York; **Randy Riddle**, reporter, CBS Spectrum and CBS Radio Network, New York; **Chris Stanley**, anchor, *News on the Hour*, New York, and **Nick Young**, anchor, *News on the Hour* and *In the Marketplace*, New York, named correspondents.

G. Erica Phillips, western sales manager, VNU Business Information Services, Los Angeles, joins Simmons Market Research there as senior account manager.

David Cooper, manager, David Cooper Associates, Philadelphia, joins WIP(AM) there as senior account manager.

Patrick Pendergast, account executive, WKTI-FM Milwaukee, named local sales manager.

Kevin Gossett, program director/morning show host, WGRD-AM-FM Grand Rapids, Mich., joins WASH-FM Washington as morning show host.

CABLE

Brian Deevy, president/COO, Daniels and Associates, Denver, named CEO.

Philip Balboni, special assistant to the president of the Hearst Corp., New York, named president, New England Cable News, Boston.

David Woodrow, senior VP, operations, Cox Cable, Atlanta, named senior VP, broadband services.

Lynn Picard, VP, business development, ESPN Networks, Bristol, Conn., joins Lifetime Television, New York, as senior VP, sales.

Karen Flischel, VP, research, Nickelodeon, New York, named senior VP, research, development, worldwide.

C. Paul Corbin, program director, TNN: The Nashville Network, Nashville, named VP, music industry relations, Gaylord Entertainment Co., there.

Marcia Robbins, director, worldwide home video and pay television, Motion Picture Association of America, New York, joins Group W Satellite Communications, Stamford, Conn., as manager, international distribution.

Mary Kay Elenz, account executive, Metro Vision Advertising, Chicago, joins The Weather Channel there as northeast regional affiliate marketing manager.

David Andelman, European correspondent, CBS News, Paris, joins CNBC, Washington, as correspondent.

Stan Singer, president, Pennsylvania Cable Television Association, Harrisburg, Pa., announces retirement effective at year's end.

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Judy Arthur, unit publicist, TriStar's Philadelphia, joins HBO, New York, as director, program publicity.

TECHNOLOGY

Greg Stuart, director, interactive marketing, Wunderman Cato Johnson, New York, elected chairman, Interactive Television Special Interest Group there.

Appointments at Zenith Electronics Corp., Glenview, Ill.: **Terry Conner**, VP, manufacturing, consumer products, named VP, manufacturing, West; **Philip Savoie**, operations manager, Reynosa plants, named VP, manufacturing, East; **Cynthia Fricias**, executive director, purchasing, material logistics, named VP, purchasing, logistics.

Troy Ellington, VP, engineering, operations, GTE Spacenet Corp., Stamford, Conn., joins Primestar Partners, Bala Cynwyd, Pa., as senior VP, technology.

WASHINGTON

Jack Goodman, special counsel, National Association of Broadcasters, named VP/policy counsel, legal, regulatory affairs.

Sylvia Winik, deputy general counsel, Corporation for Public Broadcasting, named acting general counsel/corporate secretary.

Mary Claire Murphy, former State Department assistant chief of protocol, joins Cellular Telecommunications Industry Association as director, special projects.

DEATHS

Dr. I. Keith Tyler, 89, professor emeritus, Ohio State University, Columbus, Ohio, died April 4 at the university's medical center following a car accident. An administrator and professor of radio and television, Tyler was the founder and former director of the Institute for Education by Radio-Television, which has sponsored the Ohio State Awards competition for 58 years. He also served as chairman of the Greater Columbus Cable Commission. He is survived by his wife, Margaret, and one daughter.



Cable in China

Robert Sachs, senior VP of Boston's Continental Cablevision, met with Jiang Zemin, president of the People's Republic of China and general secretary of the Communist Party. He also met with Chinese government officials responsible for cable television and telecommunications administration. Sachs was part of a trade and investment mission headed by former Secretary of State Lawrence Eagleburger.

Morris (Mo) Donaldson, 37, state capital correspondent, Virginia News Network, Richmond, Va., died April 11 of lung cancer at Chippenham Hospital there. Donaldson had worked for VNN since 1981. His broadcasting career began as a news director at Virginia Polytechnic Institute and State University's WUVF-FM Blacksburg, Va. He also worked at WHSV-TV Harrisonburg and WFFV-FM Middletown, both Virginia. After a stint as news director at WTON(AM) Staunton, Va., he joined VNN in 1981. He is survived by his wife, Roxanne.

Gerald Oates, 56, director of operations, Liberty Sports Communications, Irving, Tex., died April 7 of a heart attack at Memorial Hospital Southwest, Houston. Oates's broadcasting career started at Tyler Junior College in 1958. In 1961 he joined KTRK-TV Houston as a production cameraman. While at KTRK-TV he was involved in sports broadcasts, including the first Houston Astros broadcast in 1965. He then worked at KVVV-TV Alvin, Tex., until 1968, when he left to start his own company, Producers Inc. Oates also worked at Gulf Coast Cable, Home Sports Entertainment and Pearlman Productions. Survivors include his wife, Carolyn, two daughters and two sons.

—Compiled by Marsha L. Bell

In Brief

The FCC said last week that it is looking at raising the 7.5% rate of return on cable programing that was part of the new rules. Cable Services Bureau staff members also said the commission is considering a fixed number of cents by which cable operators may mark up their programing costs.

The FCC is expected to announce today (April 25) that Brian Fontes, senior aide to Commissioner James Quello, will become senior VP at the Cellular Telecommunications Industry Association in Washington.

The NAB is upset that the Clinton administration has endorsed legislation supporting performance rights in sound recordings. The NAB says if the proposal is enacted, it will cost the radio industry \$300 million to pay additional fees to performers and producers.

At press time last week there was no word from spokesmen for Roseanne or Tom Arnold regarding his participation in Roseanne. Earlier in the week, Tom Arnold had been fired as co-executive producer of his wife's series after the couple had a much publicized shouting match on the set of the show. Three days after filing for divorce on Monday, citing physical and emotional abuse, Roseanne

Arnold recanted her accusations against her husband and withdrew the petition for divorce. In addition to his producer duties on *Roseanne*, Tom Arnold stars and executive produces the low-rated *Tom* for CBS. CBS is not expected to renew the series regardless of the Tom and Roseanne marriage.

SeaQuest DSV, the costly science-fiction series from Steven Spielberg's Amblin Entertainment, **has been renewed by NBC** for the fall. The show, which was expected to help NBC challenge CBS on Sunday nights, averaged a 9.2 rating and 14 share for the season. Universal TV, which produces the series with Amblin, has also received a 22-episode order from NBC for *Earth 2*, another sci-fi series.

District of Columbia city council members, dissatisfied with local cable franchisee Tele-Communications Inc., are threatening to challenge the MSO's \$3 billion merger with its spin-off programing company, Liberty Media Corp. Council members say they are growing increasingly frustrated waiting for TCI to follow through on a long-standing promise to build a video network connecting government buildings and schools.

Despite repeated reports to the contrary, CNBC interviewer **Tom Snyder says he has not had conversa-**



The National Academy of Television Arts & Sciences presented the 15th annual Sports Emmy Awards last Tuesday at ceremonies in New York. ESPN led the list of network winners with 10 awards, followed by NBC (6), CBS and HBO (5 each), ABC and NFL Films (3 each) and TNT and USA (1 each). The Lifetime Achievement Award went to sports broadcaster Pat Summerall (second from right) and was presented by (l-r) John Cannon, NATAS president; William C. MacPhail, senior VP, CNN Sports, and Michael Collyer, NATAS chairman.

tions with CBS, or David Letterman, about hosting a CBS show in the post-*Letterman* time period. On an April 19 CNBC special, Synder told Phil Donahue: "There have been no conversations with anyone at the CBS Television Network" or with Letterman. "I'm a happily employed member of the CNBC Talk All-Star team, and I hope that relationship continues for a long, long time," he said.

NBC and GEnie, both part of General Electric, will launch a PC-based interactive online service on May 3. NBC will use it to offer users information about upcoming network programing. NBC also will create bulletin boards enabling subscribers to send messages among themselves about NBC programing, as well as to send electronic mail messages to the network to give them feedback about programing.

Some CBS senior VPs became executive VPs last week. Those promoted were Joe Abruzzese, to executive VP, sales, CBS television network; David Poltrack, to executive

Nationwide sells three TVs to Young

After several failed negotiations over the sale of three of its TV stations—WATE-TV Knoxville, WRIC-TV Richmond, Va., and WBAY-TV Green Bay, Wis.—Nationwide Communications reached an agreement to sell the stations to Young Broadcasting for an estimated \$150 million. Young Broadcasting, run by Vincent Young, owns WTVO(TV) Rockford, Ill.; KLFY-TV Lafayette, La.; WLNS-TV Lansing, Mich.; WTEN(TV) Albany, N.Y.; WKRN-TV Nashville, and WKBT(TV) LaCrosse, Wis. Clear Channel reportedly came the closest to claiming the stations, agreeing on \$148.5 million last month before the deal fell through. All three stations are ABC affiliates. —JAZ

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VP, research and planning; and George Schweitzer, to executive VP, marketing and communications, CBS/Broadcast Group.

ValueVision International backed out of its planned merger with National Media Corp.

and withdrew its tender offer for the Philadelphia-based infomercial producer. The home shopping company said the decision was based on "the non-satisfaction" of two of the conditions to its offer, "one relating to inaccuracies in National Media's representations and warranties in the merger agreement, and the other relating to adverse regulatory developments involving National Media."

ABC News is expanding its NewsOne affiliate and international newsfeed service. Satellite feeds now will be offered around the clock, and three more hours of newsfeed material will be transmitted each day, for a total of 12 hours.

NBC has renewed daytime talk show *Leeza* for the 1994-95 season. Ratings aren't stellar, but the show has marginally improved demos in the time period, the network reports. The show also gets a new executive producer, Nancy Alspaugh-Jackson, from Group W's *Vicki!*

ESPN is not passing along an 18% NFL rights-fee hike to cable affiliates for its next four-year contract term. The NFL subscriber fee remains flat at 17 cents, the network said. ESPN also said it no longer will bill separately for the NFL package. Those charges now will be in the main affiliation agreement.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 10. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	13.9/226/98
2. Star Trek: Next Generation	11.9/244/99
3. Jeopardy!	11.8/217/99
4. Oprah Winfrey Show	8.4/231/97
5. Entertainment Tonight	8.2/183/95
6. Roseanne	7.7/182/96
6. Wheel of Fortune-weekend	7.7/180/83
8. Star Trek: Deep Space Nine	7.2/235/99
9. Baywatch	6.6/200/96
9. Inside Edition	6.6/168/94
11. Hard Copy	6.1/164/92
12. Action Pack Network	6.0/156/95
13. A Current Affair	5.8/181/95
13. Married...with Children	5.8/183/94
15. Cops	5.7/169/93

Video phone

MARK-TV, the NBC affiliate in Little Rock, Ark., this week will begin using a new system that allows broadcast-quality audio and video news feeds to be sent from remote sights with a hand-held cellular phone, according to FoNet, the Broken Arrow, Okla.-based company that has developed the technology. The compression unit accepts video from a field VTR, compresses it and connects to the hand-held phone, which uses multiple cellular channels to deliver the information through the telephone network and back to the station.

—CS, JC

NEW YORK

'Step by Step' steppin' out

Warner Bros. has begun pitching the off-network *Step by Step* to the station community. Sources say the company hopes to have a group deal in place perhaps as early as this week covering the top three markets. Tribune, Chris Craft/United and Fox are talking to Warner about the show. Basic terms: four-year deal (with six months added for every additional year it stays in network production); cash plus one minute of barter the first two years (as well as a sixth all-barter week-end play for those two years); cash only for the remaining part of the term. Sources caution that the terms could change.

Lifetime changes

Lifetime Television, which has undergone considerable shakeup in management in the past year, is about to see another shift. Craig Harnett, CFO and senior vice president of finance, is said to be exiting his post after almost five years. Sources speculate he'll be replaced by Jim Wesley, senior VP of finance.

HOLLYWOOD

Joining Robin's band

Production veteran Rob Gilmer has joined Worldvision Enterprises' new syndicated hour *Robin's Hoods* as executive producer., joining other executive producers, Aaron Spelling and E. Duke Vincent.

Arsenio fall-out

With the *Arsenio Hall Show* opening up late-night time periods in numerous markets, some stations that have already contracted to carry Columbia TriStar Television Distribution's *The Newz* or MCA

TV's *Last Call* may lose those shows to a competing station in the market. Under what is called a "recapture clause," which both distributors have written into some of their contracts, either of the shows can be taken back by the distributor and resold in the market if a second station offers a better time slot. The first station can retain the show only if it matches the time slot offered by the competing station.

WASHINGTON

Life begins at 80

FCC Chairman Reed Hundt threw a surprise party last Wednesday for fellow commissioner James Quello on the eve of his 80th birthday. Past, present and future FCC officials attended the bash, which was held at Hundt's suburban Maryland home. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Senator Ted Stevens (R-Alaska) were among those from Capitol Hill in attendance. Past FCC chairmen Al Sikes, Dennis Patrick, Mark Fowler and Charlie Ferris were among those who came, as well as a host of former commissioners. Susan Ness and Rachele Chong, who have been nominated to fill the two remaining vacancies at the FCC, also were at the party.

Ownership rule review

The FCC is moving forward—slowly, but surely—with its review of broadcast ownership rules, which broadcasters hope will end in relaxation of local and national station limits. The agency may be ready to launch rulemaking in June or July, an FCC official says. The proceedings will focus on TV, but could "have a radio piece," the official says.

The grand resurgence

Overall, in this business, we bear more good news than bad, although it doesn't always seem that way. Generally speaking, the Fifth Estate remains on a rising curve, whatever the headaches of the moment. Nevertheless, we take special satisfaction in relaying the very good news affecting broadcast television in 1994, the subject of this week's cover story. Virtually all the economic indicators are up, and with them the spirits of the industry.

The spread is better in revenues than in ratings, but that doesn't take the edge off the latter. It is of more than passing moment that a 20-year slump in prime time share has been stabilized. It's unlikely that the onslaught of 500 channels and video on demand can be held off indefinitely, but it says something about the vitality of over-the-air that it is doing so well against the rising tide of existing cable competition. CBS's Howard Stringer may have it right in saying the secret was to realize broadcasting would have to fight its way back, not complain its way back, and that the prize was there to be had.

"Broadcasting is back," announces one of our stories in this issue, citing TV station business at its highest point in a decade. "Wireless is back," it might have said, as the magic of the medium begins to recapture some of the high ground in public policy. It looks more and more like a horseshoe on the information skyway.

New math

This past Thursday (April 22), the FCC held its cable rate seminar to try to explain the new benchmark formula. (Where's professor Irwin Corey when you need him?) How much confusion does the FCC itself expect the new rate reg formula to create: It set aside the commission meeting room, arranged for overflow rooms for the

crowds of confused operators, set up a fax line, a Cable Seminar mailing address and even put its Cable Rates 101 course on satellite (Telstar 302), Transponder 5. Even that may not be sufficient.

If it takes this much effort just to explain the rules, imagine what it will take for operators to comply with them and the FCC to enforce them.

First step

An advisory committee to the Judicial Conference of the United States has recommended an amendment to the Federal Rules of Criminal Procedure—Rule 53, to be exact—that would give the judicial conference the power to test audio and video coverage of federal criminal trials. It is really only a first step, but an important one, toward the light of judicial reason that has been turned on in a majority of state courts and, on a test basis, in federal civil trials.

The advisory committee made its case succinctly in the note that accompanied its draft of the amendment: "First, the Supreme Court...made clear that it is not a denial of due process to permit cameras in criminal trials. Second, a large majority of state courts now permit photographic and broadcasting coverage of criminal trials without significant interruption in the proceedings or adverse impact on the participants. Third, developments in video and audio technology have enabled coverage of judicial proceedings to be accomplished with little or no interruption."

That is argument enough to amend the rules, but the committee plays an even stronger card, citing the "vital role of print and electronic media as surrogates for the public." Indeed, a truly public trial demands the inclusion of that public surrogate.

We join with the journalistic community in asking that the amendment to Rule 53 be adopted.

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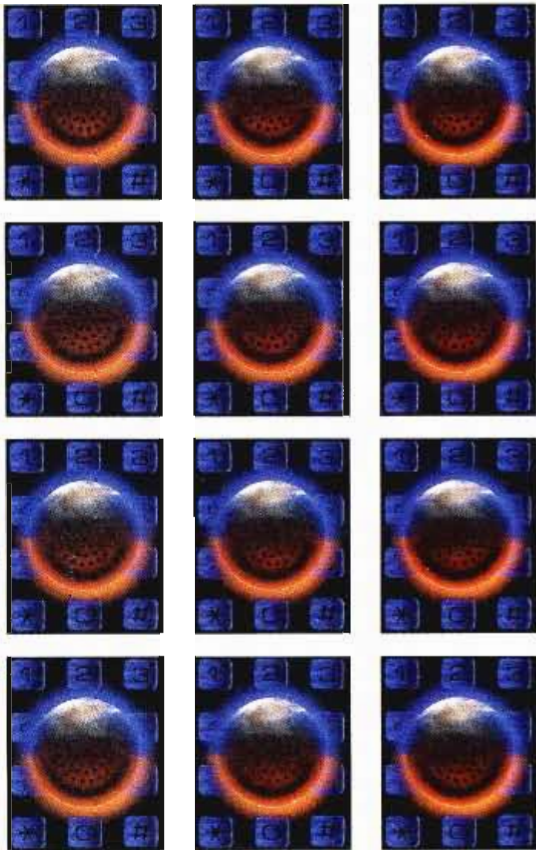
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