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Broadcasting & Cable

The Newsweekly of Television and Radio

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What Makes New World Turn



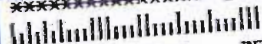
Going, Going...

Urge to Merge Networks and Hollywood Targets Sixth Avenue

Sagansky to Sony



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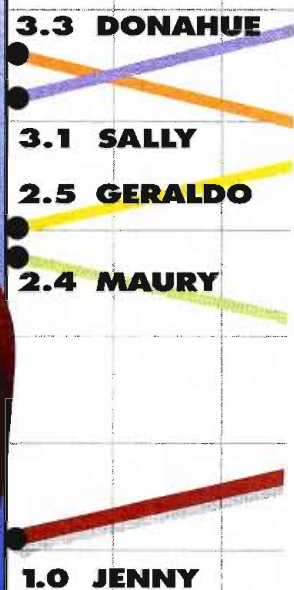
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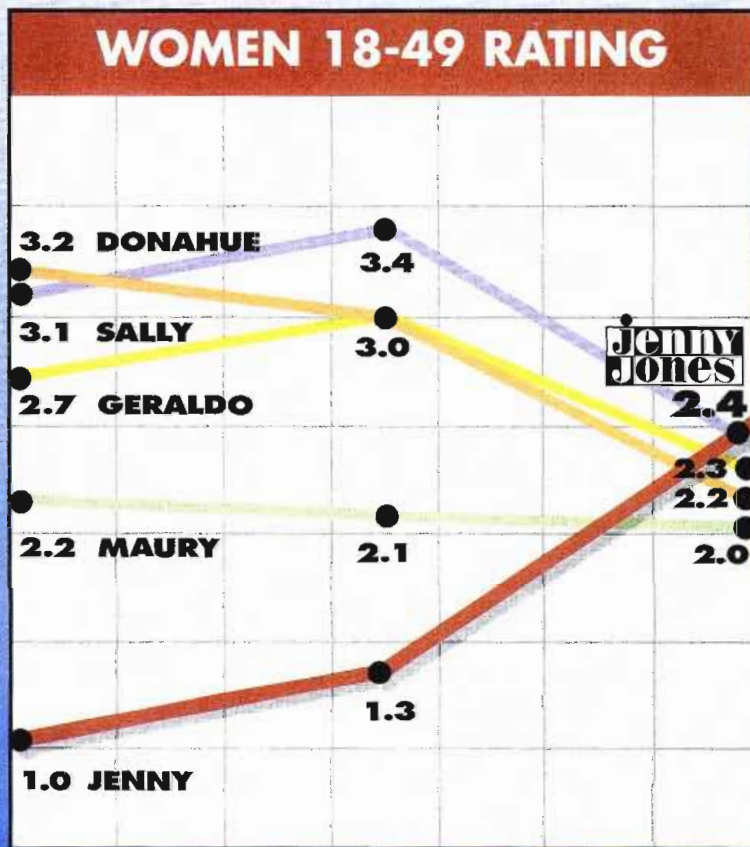
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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Time Warner, Disney said to be network shopping Both Time Warner and Disney are interested in buying a broadcast network to insure themselves an outlet for their prime time TV shows and as a source of reruns for syndication. And CBS and NBC are for sale—assuming that the price is right. / **6**

WB Network: turned off before it's on? The acquisition of the NBC Television Network by Time Warner Inc. likely would mean the end of the nascent WB Television Network: With an entire network on which to run Warner Bros. Television product, the slow rollout of a new network would lose its appeal. / **10**



John Kluge wants to make Orion an international media star. / **11**

PTAR slips The FCC has postponed consideration of a proposal to launch a proceeding aimed at relaxing the Prime Time Access Rule. The relaxation would allow off-network syndication in top 50 markets. The item had been considered for the Sept. 19 meeting, but has slipped, perhaps to the Oct. 13 agenda. / **11**

Orion is nucleus of Kluge venture In a deal that could rescue debt-laden Orion Pictures Corp., billionaire John W. Kluge will combine Orion and Metromedia International Telecommunications with the Actava Group Inc. and MCEG Sterling Inc. The conglomerate will be Metromedia International Group Inc. / **11**

Philadelphia story The battle for the nation's fourth-ranked market began in July, and the dust is finally settling: Fox's purchase last week of Viacom-Paramount's WTXF(TV) Philadelphia leaves NBC the likely winner of CBS's WCAU-TV. / **12**

Wilson goes to Belo Dallas-based television station group owner A.H. Belo Corp. has established a new partnership with former top Columbia TriStar Television Distribution executive Ed Wilson to distribute programming from the station group and outside programmers. / **14**

COVER STORY

What makes New World turn

New World Communications, first a production company and not that and more, as a station owner shook the industry with its decision to affiliate its **NEW WORLD** stations with Fox. Despite the large amount of news that generated, the company has maintained a low profile—until now. While Chairman Ronald Perelman is keeping quiet, Chief Executive Officer William Bevins discusses what makes New World turn. / **16**

PROGRAMMING

Lepoff takes over at Genesis

New Genesis Entertainment CEO Wayne Lepoff will assume responsibility for overseeing all aspects of the operations of the company, best known for reality shows and children's programming. / **17**



Wayne Lepoff will increase diversity of Genesis' syndicated shows. / **17**

Lame duck refeathers nest

Lame duck CBS affiliate WBAL-TV Baltimore is preempting three of the

network's prime time shows while waiting to switch to NBC affiliation Jan. 1. / **17**

Tinker writes the book on television

Grant Tinker's new book recounts his four-decade ride through the television industry and provides a look at his personal life and revealing glimpses behind the scenes. / **18**

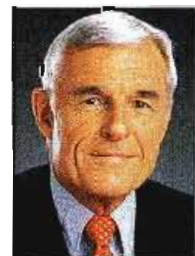
'Extra' vs. 'ET'

This week's long-awaited face-off between Paramount's *Entertainment Tonight* and Warner Bros. Domestic Television Distribution newcomer *Extra—The Entertainment Magazine* means guests with enough starpower to fuel the U.S.S. Enterprise. / **20**

RADIO

Talk radio gets presidential presence

While busy dealing with worldwide crises and anti-crime and health-care legislation, President Clinton has found an increasing amount of time to devote to talking about, and participating in, national talk radio. / **29**



Grant Tinker is author of 'Tinker in Television: From General Sarnoff to General Electric.' / **18**

"I don't think the NBC deal is real enough to justify a phone call; I think it's 98% smoke."

—Production executive discussing the possible acquisition of NBC by Time Warner Inc.

SEPTEMBER 5, 1994

'Sports Byline' flies high

National sports talk show *Sports Byline USA* has found a new niche: The show is being beamed onto domestic Delta, United and Northwest flights. / 30

BUSINESS

Garden purchase could grow sports programming strategy

With its purchase of the Madison Square Garden properties with ITT,



MSG properties include the arena, a cable network and teams. /32

Cablevision Systems Corp. will have a virtual lock on local cable sports programming. / 32

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Telco backs broadcast VDT preference

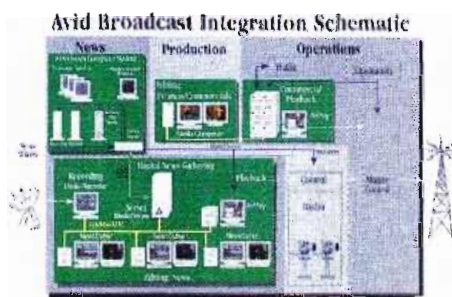
Broadcasters eventually may embrace Bell Atlantic's proposal to give over-the-air channels preferential treatment

on video dialtone systems, but the cable industry is digging in its heels over the issue. / 36

TECHNOLOGY

Multimedia merging into TV news production

Reporters of the near future will walk into newsrooms where they receive assignments, conduct research and piece together rough cuts of video on the same screen, Avid Technology hopes. / 38



Avid is introducing automation to its production products. / 38

FCC investigates IVDS bidders *Telemedia Week*

The FCC has launched an investigation into "the conduct of certain applicants in the July 1994 Interactive Video and Data Service auctions to determine whether serious misconduct has occurred," including the failure of some to make their down payments on the licenses and whether several bidders misrepresented their status as minority or woman-owned businesses. / 21

Nynex video trial captive to technology, regulation

Nynex is finding out that getting into the business of offering cable television and interactive services is no simple undertaking. The existing analog technology is dwarfed by the capabilities of new digital systems the telco is anticipating, but which are not widely available. / 21



Tennis anyone? U.S. Open updates are available on Prodigy. / 22

USA Network brings U.S. Open online

USA Network has hooked up with Prodigy to create an area explicitly designed for avid tennis fans who want to keep up with the latest from the 1994 U.S. Open. / 22

Your Choice, TCI testing VOD

Your Choice TV will begin testing consumer interest in accessing past television programming by participating in Tele-Communications Inc.'s Denver VOD trial. / 22

CBS Radio expands computer editing

CBS, a recent customer in the world of disk-based television broadcasting, is venturing into the world of computer-based systems for radio, in the form of computerized audio-editing systems. / 39

Satellite puts NBC, CNBC into Asia-Pacific region

NBC plans to use its transponder on PanAmSat's newly launched Pacific satellite to distribute NBC and CNBC programming to the region. / 39

Errata: Douglas Armstrong, president, KHNL Honolulu, was misquoted in last week's "Quote of the Week." The correct quote is: "Any sane television executive would take NBC over Fox any day of the week."

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Network gleam in studios' eye

NBC, CBS would provide mass audiences for studios' prime time shows

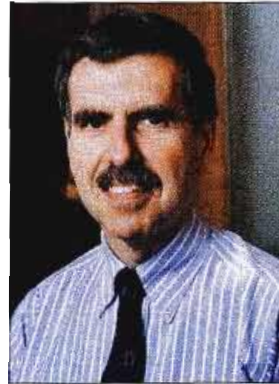
Shortly after 5 p.m. last Wednesday a stagehand was shot to death outside NBC's sidewalk studios in New York, confirming the worst fears of those who thought the new facility would attract crazies. On Thursday morning NBC employees woke up to front-page stories saying their TV network might be sold to Time Warner. To a traumatized NBC staff, it was hard to tell whether the world was more dangerous outside or in.



GE's Welch



NBC's Wright



Time Warner's Levin

Three who are talking about the deal—but only with each other

By Harry A. Jessell

Vertical integration—the ownership of production and distribution Rockefeller made popular a century ago—soon may be coming to broadcasting.

Both Time Warner and Disney are interested in buying a broadcast network to insure themselves an outlet for their prime time TV shows and as a source of reruns for syndication.

And CBS and NBC are for sale—assuming, of course, that the price is right.

Laurence Tisch revealed his readiness to relinquish control of CBS earlier this year when he tried to merge that network with QVC. The deal was derailed by the cable operators who control QVC.

And General Electric long has been prepared to unload what it feels is an underperforming NBC.

Thus far, Capital Cities/ABC seems determined to keep its network independent and to vertically integrate by pouring more resources into its in-house production capability.

The studios want the guaranteed access to the mass audiences that only broadcast networks can deliver, says Herb Schlosser, former president of NBC and now senior adviser, broad-

casting and entertainment, Wertheim Schroder & Co. Controlling distribution of their product is “a mantra for them,” he says. And with the demise of the financial interest and syndication, or fin-syn, rules, the networks are beginning to fill their schedules with their own productions, he says. “That’s got them all worried,” he says of the studios.

But discussions between Disney and CBS have gone cold of late. Indeed, Tisch has told associates that he has spoken to Disney Chairman Michael Eisner since his heart surgery in July, and then only to wish him well.

Expectations that something would happen rose again last week with reports that Time Warner was talking to General Electric about acquiring all or part of GE's NBC broadcasting and cable assets. Under one scenario, viewed with some skepticism, Time Warner would buy the broadcast network, CNBC and other cable programming holdings, but not NBC's seven major-market stations. Time Warner would enter into long-term affiliation agreements with the stations.

GE Chairman Jack Welch, NBC President Bob Wright and Time Warner Chairman Gerald Levin were said to

be involved in the discussions. None was talking with reporters last week.

Without the stations, NBC would be far more affordable to the debt-laden Time Warner. GE reportedly is asking upwards of \$5 billion for all its broadcast and cable holdings.

And by leaving the stations behind, Time Warner would avoid running afoul of the statutory TV-cable crossownership rule, which prohibits common ownership of TV stations and cable systems in the same market. Time Warner owns cable systems in several of NBC's station markets.

The FCC and federal courts have slowly opened the door to studio/network mergers through a gradual disassembly of the fin-syn rules during the past three years. The rules restricted the networks' ability to produce, own and distribute programming for their own schedules. Because of its abbreviated prime time schedule, Fox has managed to be exempt from the rules.

One surviving element of fin-syn—the prohibition against networks' engaging in domestic syndication—remains an obstacle to any merger of a major studio and a network. Assuming that Time Warner and Disney do not want to give up their lucrative syndication arms, they would need an FCC waiver to own a network. Or, they would have to put off the closing until after Nov. 15, 1995, when the rule is set to expire.

Another regulatory hurdle for Time Warner is the cable-network crossownership rule, which prohibits a company from owning a network along with cable systems reaching more than 10% of the 90.1 million homes passed by cable in the U.S., or more than 50% of homes passed in any ADI market. With 7.3 million cable subscribers, Time Warner falls within the 10% national cap. But it exceeds the local cap in New York, where it serves some 1 million



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ENTERTAINMENT MAGAZINE



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KPIX	SAN FRANCISCO	WKEF	DAYTON	KFSM	FT. SMITH
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WBTW	CHARLOTTE	WSJV	SOUTH BEND	KJCT	GRAND JUNCTION
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WSYX	COLUMBUS	WATM	JOHNSTOWN	KVCT	VICTORIA
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WHTM	HARRISBURG	WSYM	LANSING		
WPTV	W. PALM BEACH	WCTP	CHARLESTON		
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Television



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subscribers. Again, a waiver or system spin-offs could cure the problem.

Yet another possible hindrance for Time Warner is the dual-network rule, which forbids one company from operating two networks with overlapping hours and markets. If Time Warner can't get a waiver, it would have to scuttle its WB Network (see below).

FCC officials would not comment on the likelihood of waivers—with one exception. Commissioner James Quello says he will back a waiver of the domestic syndication prohibition to clear the way for the studio-network merger prior to November 1995. Quello voted for gutting the fin-syn rules in 1991 and 1993.

FCC Chairman Reed Hundt has promised a review of all the FCC ownership restrictions, but he is not mov-

ing quickly. He has indicated he may deal with the ownership questions in the context of a broader re-examination of the "social compact" between broadcasters and the public.

If Congress passes so-called info-highway legislation, the FCC may step up its effort. The bill includes broadcasting-backed provisions ordering the agency to reconsider the rules.

MCA and Columbia would have the same incentives as Time Warner and Disney to acquire a network, stations and all. But because of their Japanese ownership—MCA is held by Matsushita; Columbia, by Sony—they are barred by federal law from owning broadcast stations.

Tom Wolzien, an analyst with Sanford C. Bernstein & Co., says he is struggling to understand why any stu-

dio would want to acquire a network. It insures access to viewers, but doesn't do anything to improve the studio's profit, he says. The prices he has seen for networks "are far more than a studio can justify based on ongoing operations," he says.

No economies flow from the merger of a studio and network, he says. What's more, the studio/network would have to bear the entire cost of producing network comedies and dramas, hoping to make up production deficits in the shrinking market for reruns.

Making more financial sense are mergers among broadcast networks or between cable and broadcast networks, Wolzien says. Such "horizontal combinations" could result in tremendous cost-savings, he says. "Ted Turner should buy a network." ■

NBC buy could mean bye to WB Network

Speculation abounds over future of planned network if Time Warner buys NBC

By David Tobenkin

Acquisition of the NBC Television Network by Time Warner Inc. likely would mean the end of the nascent WB Television Network, say Hollywood executives and analysts.

With an entire network on which to run Warner Bros. Television product, the slow rollout of product on a new network struggling to clear the country would lose its appeal, they say.

Warner Bros. Chairman Bob Daly dismissed all the talk. "We anticipate being on the air in January with WB; the rest is speculation and we don't comment on speculation," he said. "Everybody is talking to everyone about everything. There have been rumors of studios buying networks...for the last five years.

Daly confirmed a meeting last week with executives of Tribune Broadcasting, the network's principal affiliate, to assure them the network remains on track.

Warner Bros. underscored its commitment to the network, announcing last week two new hirings.

"WB becomes a moot point if they have NBC," agrees Bishop Cheen, senior analyst at entertainment consulting firm Paul Kagan Associates Inc.

"Time Warner has said they will invest \$200 million to get WB to some sort of successful stage—and if it isn't successful, they'll invest a lot less. But if they have NBC, they have a real network. Why bother trying to launch another network, which is going to be much more difficult than when Fox did it."

Ownership of both NBC and WB by Time Warner would raise legal questions. FCC regulations prohibit ownership of two networks by a single entity. But one Washington attorney felt the FCC might allow the dual ownership since the WB Network will start out with just two hours of programming a week.

A production executive with a show on the new WB Network agrees that should the deal materialize, the network would disappear. But he was unconcerned.

"I don't think the NBC deal is real enough to justify a phone call; I think it's 98% smoke," he says. "But if it happened, I assume [Time Warner]



"We anticipate being on the air in January with WB; the rest is speculation..."—WB Chairman Bob Daly

would give the show back to me—or put it on NBC. If they [put it on NBC], I'd ask for more money."

The WB Network has been aggressively staffing up for its launch, with 23 executives named for network posts under the command of Jamie Kellner and Garth Ancier. So far the network has coverage in 73% of the country, although much of that is cable coverage.

Two more came aboard last week. Levin, director of comedy development, Disney Television, will head comedy development. He will seek out writers and projects that fit the WB launch target audiences of young adults, teens and kids and will report to WB head of drama and comedy development Susanne Daniels. The network also named Kathleen Letterie head of talent for the WB Network. Letterie, who most recently cast *The John Larroquette Show* and ABC's upcoming film *Tell Laura I Love Her*, will oversee casting and talent relations activities. ■

FCC's consideration of PTAR slips

Proposed rulemaking tentatively concludes that only off-net prohibition should be repealed

By Christopher Stern

The prime time access rule is back in play at the FCC.

The commission last week flirted with placing on its Sept. 19 meeting agenda a proposal to launch a proceeding aimed at relaxing the rule to allow off-network syndication in the top 50 markets.

But by week's end the controversial item had slipped, possibly to the Oct. 13 agenda. "It's a moving target," one FCC source says.

It was unclear what caused the postponement. Sources speculate that a commissioner may have objected.

Reform of the rule has split the broadcasting and syndication communities. A Disney-led coalition of network affiliates and off-network syndi-

cators favors repeal of the off-network prohibition, while independent broadcasters, Fox affiliates and first-run syndicators oppose it.

The rule bars the network affiliates in the top 50 markets from airing network programming or off-network programs during the prime time access hour, 7-8 p.m. The delayed FCC notice of proposed rulemaking tentatively concludes that only the off-network prohibition should be repealed.

The rule has created a fertile market for original first-run programming such as King World's *Jeopardy!* and Paramount Television's *Entertainment Tonight*. Independent television stations in the top markets like the ban because it allows them to acquire popular reruns such as *The Cosby Show*

and *Roseanne* without bidding against network affiliates.

The rule was enacted to promote diversity in the TV marketplace. But opponents say the rule is an anachronism. In FCC comments filed this summer they argued that King World, Paramount Television (now owned by Viacom Inc.) and Fox dominate 93% of the prime time access slots.

Viacom and other supporters of the rule have argued against a rush to judgment. They have urged the FCC to first launch an inquiry to study the issue and to put off the rulemaking the agency now has in mind. "We think the facts will show that the rule is necessary," says Viacom's Thomas Polgar, vice president, government relations. ■

Orion the nucleus of new Kluge venture

Metromedia International Group will use film library to become global media concern

By Donna Petrozzello

In a deal that could rescue debt-laden Orion Pictures Corp., billionaire John W. Kluge last week said he would combine Orion and Metromedia International Telecommunications, two companies in which he has controlling interests, with the Actava Group Inc. and MCEG Sterling Inc.

Kluge says his vision for the conglomerate is to "create a new global media, entertainment and communications company" to be named Metromedia International Group Inc. "We feel we are uniquely positioned to capitalize on the convergence of the media and communications industries on a global basis," Kluge says.

Financial analysts predict that one of the new corporation's first activities will be to market films to Eastern Europe. Combined, the film libraries of Orion and MCEG Sterling total slightly more than 1,000 titles, with Orion holding 750 of them. Privately owned Metromedia International, which is controlled by Kluge's Metromedia Co., has cable and wireless operations in Eastern Europe.

Jack Phillips, president/CEO of Actava Group (makers of Snapper lawn mowers and formerly known as Fuqua Industries Inc.), has expressed interest in moving into communications and media industries, says Metromedia



John W. Kluge

Co. spokesperson Jennefer Hirshberg. And Actava recently has divested some of its assets, selling its 50% interest in wholesale photofinisher Qualex Inc. to Eastman Kodak.

In Kluge's deal, Actava will use its \$215 million in cash, securities and notes to refinance Orion, which reported an estimated \$270 million of debt at the end of May. Orion had plunged into debt in late 1991, but emerged from Chapter 11 in 1992 after Kluge invested \$200 million in the company. Orion is still bound by the bankruptcy court's laws, which prevent the filmmaker from financing its own new productions. The new deal likely would re-establish Orion's financial independence.

In the deal, MCEG Sterling shares will be converted into 1 million shares of Orion common stock. Each share of Orion stock will be converted into .57143 Actava share, and each share of Metromedia Telecommunications International will be converted into 5.5614 shares of Actava stock. All the Actava stock issued will be the same, Hirshberg says, except that shares held by Metromedia will have three votes each.

Metromedia International Group will be managed by a three-person office of the chairman, comprising Kluge (chairman), Stuart Subotnick (vice chairman) and Jack Phillips (president). ■

Fox buys WTXF Philly for \$200 million-plus

Seller, Viacom-Paramount, rumored to be negotiating for Combined's WGBS-TV and WBFS-TV

By Julie A. Zier

The dust is beginning to settle in Philadelphia, where Fox's purchase of Viacom-Paramount's WTXF-TV last week leaves NBC the likely winner of CBS's WCAU-TV.

The battle for the fourth-ranked market began in July when CBS and Group W, as part of their blanket affiliation agreement, decided to switch Group W's KYW-TV from NBC to CBS.

CBS put its O&O, WCAU-TV, up for sale. NBC, newly unseated from KYW-TV, began to pursue WCAU-TV. Direct competition came from Fox, which hoped to better its position in the market by buying the available VHF.

Instead, Fox will pay \$200 million plus "other considerations" for WTXF, according to a Viacom statement. One industry executive estimates the station's cash flow at \$15 million-\$17 million. The station is a Fox affiliate and will remain so, but Viacom has the option to add the United/Paramount Network as a secondary outlet following its January debut.

A Fox source says the company expects Viacom-Paramount to use the money from the WTXF sale to buy Combined Broadcasting's remaining stations, WGBS-TV Philadelphia and WBFS-TV Miami. The price is said to be \$175 million for both stations. Fox reached an agreement with Combined to buy WGBS-TV last year for \$57 million, but Fox's foreign ownership troubles with the FCC prompted Combined to pull out in the spring.

Combined President Robert O'Conner would not confirm a Viacom-Paramount purchase, but says a special committee of Combined's board is handling any negotiations for

Sagansky joins Sony



Jeffrey Sagansky

Former CBS Entertainment president Jeffrey Sagansky will join Sony Corp. of America as president of Sony Software, a senior management position that will make him a key player in the company's film, music and multimedia operations, but one whose exact responsibilities have yet to be determined.

Sagansky, expected to join Sony by the end of this week, will report to Michael Schulhof, president of Sony Corp. of America. Sagansky will be based in New York.

A knowledgeable source says that top Sony music, film, and multimedia heads will continue to report to Schulhof rather than Sagansky, whose job was described as strategic. "[Sagansky's role] will be to forge new directions and future opportunities for the companies," says the source. "He is not here to replace [Sony Pictures Entertainment Chairman] Peter Guber or [Sony Music Entertainment President Tommy] Mottola or anyone else."

Schulhof apparently decided to hire Sagansky after receiving additional responsibility for North American hardware operations, said the source.

Many were wondering last week whether Sagansky will long be satisfied with a strategic post. "I can't imagine him coming over there for a position that gives him no control over those operations—it doesn't make sense," said one Hollywood dealmaker. Sagansky could not be reached for comment.

Sagansky, who left CBS in April after guiding the network from third to first place, is no stranger to Sony, having earlier headed Sony film studio TriStar Pictures, which he left to join CBS in 1989.

The performance of Sony's entertainment operations has varied. Sony Music enjoyed a banner year in 1993, with revenue up 3.4%, to \$4.9 billion. But sales for the pictures group, which includes TV and film, fell almost 15%, to \$3.2 billion, during the same period. High-profile disappointments in the feature film division include "North," "City Slickers II" and "Last Action Hero."

Television has had a better record. The company's Columbia TriStar Television Distribution syndication division is enjoying a first-run hit in *The Ricki Lake Show* and strong sales for off-network *Seinfeld*. The company's Columbia TriStar Television network production subsidiary produces popular shows *Married...With Children*, *The Nanny* and *Mad About You*. A planned game show cable channel has suffered several delays and the pullout of partner Mark Goodson Productions.

A third division, videogame software producer Sony Electronic Publishing, does not release financial information but has failed to generate any blockbuster titles under the stewardship of division president Olaf Olafsson. "It's not doing very well," says Lee Isgur, managing director at investment banking company Jefferies & Co. Inc. "They are spending a lot of money producing a lot of product, and when the day is over I think we'll see the net product is a loss."

Sony has tried to downplay speculation that Sagansky is joining the company to replace Guber, widely rumored to be considering resigning to become an independent producer. In an announcement a week earlier dismissing reports that Walt Disney Studios Chairman Jeffrey Katzenberg was joining Sony and Guber was leaving, Sony said that Guber had recently signed a new five-year contract.

Sagansky's arrival at Sony would seem to preclude Katzenberg's joining the studio, since it is unlikely he would settle for a position with less influence than Sagansky's.

One task considered a possibility for Sagansky would be to find a minority investor to buy a stake in the company. Sony has privately told investors that it is seeking to sell 25% of its Sony Pictures business. Another possible role for Sagansky would be to create an alliance with one or more Baby Bells to coordinate efforts to develop interactive services. —DT



The talk search is over!

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- ▲ A-T receives over **10,000** interactive responses daily.
- ▲ A-T launched with **10 million subs**. An additional million have launched since.
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the two stations. Viacom-Paramount refused to comment.

WCAU-TV is valued at roughly \$430 million, estimates TV broker Frank Boyle. But it's not just the money CBS wants; it's also interested in acquiring strong stations in strategic markets.

NBC may swap WTVJ(TV) Miami, KCNC-TV Denver and newly acquired KUTV(TV) Salt Lake City for WCAU-TV, according to industry sources. NBC's WRC-TV Washington, valued at \$250 million-\$300 million, also is mentioned as part of a possible trade.

Acquiring WTVJ would improve

CBS's position in Miami. Its current O&O there, WCIX(TV), suffers from poor signal coverage.

Bonneville International is worried about losing its CBS affiliations in Salt Lake City and Seattle, where the NBC swap and a possible Gaylord-CBS deal have Bonneville examining its options, CFO Glenn Larkin says.

Larkin speculates that KSL-TV, Bonneville's CBS affiliate in Salt Lake City, would still end up with a network affiliation: either NBC, as in a straight swap for KUTV(TV), or ABC, if Chris Craft abandons its ABC affiliate

KTVX(TV) for the Paramount network.

Larkin says the company is talking with other networks in Seattle, where a possible Gaylord-CBS alliance would leave Bonneville without an affiliation. For the time being, Gaylord is tied up in court, trying to get out of a contract with Warner Bros.

In other affiliate news, Providence Journal's KHNL(TV) Honolulu is expected to become the new home for NBC. KHNL lost Fox when SF Broadcasting purchased KHON-TV and dropped NBC.

Geoffrey Foisie contributed to this report.

Belo, Wilson team for distribution

Former Columbia executive says he won't raid CTTD for partners

By David Tobenkin

Dallas-based TV group owner A.H. Belo has established a new partnership with former top Columbia TriStar Television Distribution executive Ed Wilson to distribute programming from the station group and outside programmers.

Ending weeks of speculation on his future, Wilson, formerly senior vice president of syndication for Columbia TriStar Television Distribution, will join Belo in a venture to distribute programming for networks, syndication and cable, both domestically and abroad.

The still unnamed distribution organization will open its doors in October in Dallas and Los Angeles, with Wilson based in the latter location.

"It's a tremendous opportunity that doesn't come around that often in

one's life. I believe in the people I'm joining and the partnership," said Wilson, who will own a significant portion of the new operation. "It also gives me the ability to build something of my own."

He said that while additional partners will join Wilson in the new company, they will not include executives plucked from CTTD, as had been rumored. "Everyone at Columbia has contracts and I would never do that to them," said Wilson.

At CTTD, Wilson has already worked with Belo in distributing *Beakman's World*, a show produced by Columbia Pictures Television in association with Universal Press/Belo initially for syndication but now for CBS and The Learning Channel. Wilson earlier had extensive contact with

Belo officials when he was head of the Dallas Paramount Domestic Television sales office from 1984 to 1987.

Belo Vice Chairman and Broadcast Division President Ward Huey said that while they have not decided which shows will be distributed by the partnership; news, information, infotainment and children's programming are the most likely candidates. He said there are Universal Press Syndicate properties under consideration.

In addition to *Beakman's World*, Belo has produced weekly half-hour teen magazine *Scratch*, syndicated nationally by Muller Media to 140 markets. Its production activities are coordinated through its Belo Production unit, headed by Michael Grant. Another show, documentary series *American Portraits*, is being examined for national cable distribution.

Huey said the venture would also look to outside producers for product.

Belo owns and operates WFAA-TV Dallas-Fort Worth, KHOU-TV Houston, CBS affiliate KXTV(TV) Sacramento, Calif., WVEC-TV Hampton-Norfolk, Va., WWL-TV New Orleans and KOTV(TV) Tulsa, Okla., covering 6% of the country. The company also owns *The Dallas Morning News* and eight small community papers.

CTTD President Barry Thurston said that he has not yet decided on a replacement for Wilson. "He's leaving us with an absolutely terrific sales force and is moving on to something of his own," said Thurston. "I'm disappointed he's leaving but I'm happy he's part of something new." ■

Bujold to star in 'Star Trek: Voyager'

Feature-film actress Genevieve Bujold ("Anne of the Thousand Days," "Coma") will star as Captain Elizabeth Janeway of the U.S.S. Voyager in Paramount TV Group's new United/Paramount Network show *Star Trek: Voyager*.

Other cast members include Robert Duncan McNeill (*All My Children*, *Masters of the Universe*) as Starfleet Lieutenant Tom Paris; Robert Beltran (*Shadow Hunter*, "Bugsy" and *Models Inc.*) as Maquis ship captain and Voyager First Officer Chakotay; Tim Russ ("Mr. Saturday Night," "Fire with Fire") as Vulcan Starfleet Tactical/Security Officer Tuvok; Garrett Wang (*All American Girl*) as Operations/Communications Officer Harry Kim; Roxann Biggs-Dawson ("Darkman II," "Bound by Honor") as half-Klingon Chief Engineer B'Elanna Torres; Ethan Phillips ("The Shadow," *Benson*) as alien male and ship cook and guide Neelix; Jennifer Lien (*Phenom*, *Another World*) as an alien female and Neelix's lover, Kes; and Robert Picardo ("Wagon's East," *The Wonder Years*) as Doc Zimmerman, a holographic doctor on the ship.

The show will anchor the U/P Network, scheduled to launch in January.—DT

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New World Communications

William Bevins offers big picture of a low-visibility company

The decision of New World to affiliate its television stations with Fox is the odds-on favorite to be the biggest industry story of the year, and perhaps of an even longer period of time. The wake-up call given the industry by that announcement (which also included a programming deal and an investment in New World by Fox) set in motion a steady succession of other headlines. All of this from a company that one year ago didn't even exist in its present form.

For all of the news generated by New World, it has succeeded in keeping a low profile. Its controlling owner, Ronald Perelman, and chief executive officer, William

Bevins, have declined to elaborate about the company.

Until now, that is. Last week Bevins acceded to an interview, but insisted that its focus be the company, not him. The former chief financial and administrative officer of Turner Broadcasting System is used to working behind the scenes. He prefers that publicity fall upon those below him, a cast of executives that now includes Brandon Tartikoff, chairman of the entertainment unit; Robert Selwyn, who runs the station group; James McNamara, who heads international sales; Farrell Reynolds, who heads the in-house rep firm and marketing operations, and Wayne Lepoff, who has just been named to head domestic syndication.



New World's Ronald Perelman (l) and William Bevins (r) at the appointment of Brandon Tartikoff to head New World Entertainment.

Was New World born with its strategy in place? Did you and Ronald Perelman begin several years ago, saying, "This is the kind of company we want to build," or was it instead the kind of thing where every six months the strategy was reevaluated opportunistically?

The world changes not just every six months but every day. If you back up to the fall of '92 and early '93, we had a production company and it was basically a troubled asset. We were set up to produce for the networks and that was a back-end [syndication] business. Clearly there is no back end today, so we were in midstream in a business that was not profitable. And we tried to redirect it to the international market. We knew very clearly it was difficult to be an international co-producer unless you had U.S.-based distribution, which is why we acquired the interest in Genesis. Because if you want to do an international co-production, the first thing your Italian partner wants to know is when you are going to sell it in the U.S.

And just at that same time, the investment bankers brought in the SCI station group, which at the beginning was not terribly attractive to us. I mean, we looked at it purely as a straight-up proposi-

tion: "We'll own seven stations; what are the returns on that?" But as we worked our way through the due diligence process on SCI, we decided to attempt to use that station group to build a distribution base in the United States that would give us an enhanced capability to produce and distribute first-run product and co-productions. And that's how it started.

We would guess that just based on the \$100 million the Andrews Group paid for a majority stake in the SCI TV stations, it's already turned out to be a fantastic investment.

Financially, yes. The question now is how good it really is. And that depends on how well we use that asset as a base from which to launch programs. If we can get programs out, then the deal's going to be very, very good for us and very, very good for everybody, for all the shareholders.

The bottom line of the whole thing is the television business in our view is still a fine business from top to bottom. But what has to happen is that we have to capture more of the money. The only money in television is the advertising dollar. Most

COVER STORY

continued on page 26

Lepoff takes over at Genesis

More and different are watchwords for syndication company

By David Tobenkin

New World Entertainment syndication division Genesis Entertainment has officially named Wayne Lepoff chief executive officer, replacing recently departed company founder and CEO Gary Gannaway. The move was first reported in *BROADCASTING & CABLE* Aug. 15.

Lepoff will continue to hold the title of president and will assume responsibility for overseeing all aspects of the operations of the company, best known for reality shows (*Real Stories of the Highway Patrol*, *Top Cops*) and children's programming (*Biker Mice from Mars*). He will report to NWE President and CEO James M. McNamara.

The alignment of New World and Fox in May will greatly increase the output and diversity of Genesis-syndicated shows, says Lepoff. "We shouldn't be pigeonholed only in reality and children's shows," he says. "We'll be in the late-night and daytime business and beyond that in the early fringe business. You can see the direction we're headed by the fact that we'll have nine shows—eight of them first run—this coming year [1995-96]."

Under the New World-Fox agree-

ment, Genesis is guaranteed a two-hour daytime block and a late-night slot on Fox O&O stations. Combined with its 12 stations, that gives Genesis a broad platform from which to launch its shows.

A major change is that New World Entertainment Programming Chairman Brandon Tartikoff, and not a senior Genesis executive, such as Gannaway, will decide which shows to launch. Gannaway, who sold the company to New World in two transactions that netted him \$20 million, reportedly left the company after resisting upper management control.

Genesis is currently testing two shows for syndication: reality show *Juvenile Justice* and New World Television-produced late-night soap *Valley of the Dolls*.

"Both shows have performed very



"We'll be in the late-night and daytime business and beyond that in the early fringe business."

**—Genesis President
Wayne Lepoff**

well. It will be a matter of determining which product and how much product we want to take out," says Lepoff. In announcing the move, McNamara praised Lepoff's role in acquiring 96 hours of *National Geographic*, which helped launch Genesis; negotiating the acquisition of Michael Landon's *Highway to Heaven* series, and developing *Real Stories of the Highway Patrol* and *Emergency Call* as first-run reality offer-

ings. Other Genesis shows include kids entries *Iron Man* and the *Fantastic Four*, which capitalize on co-owned Marvel Productions characters.

Besides the addition of several new salespeople, no significant staffing changes are planned at Genesis, says Lepoff. ■

Lame duck refeathers nest

Soon-to-be-ex-CBS-affiliate WBAL-TV Baltimore is dropping some network shows in favor of syndicated fare. The Hearst Broadcasting Group station is preempting three of the network's prime time shows while waiting to switch to NBC affiliation Jan. 1.

Shows to be preempted in the move, which could foreshadow similar moves by other stations switching affiliations, include Monday night comedy *Love & War*, sitcom *Daddy's Girl* on Wednesday, and Friday night drama *Diagnosis Murder*. The station will replace the shows with syndicated programming, including off-network sitcoms *Murphy Brown* at 9:30 p.m. on Monday (creating a double run of new and syndicated *Murphys*) and *Who's the Boss?* from 8:30-9 p.m. on Wednesday, and first-run action hour *Baywatch* on Friday at 8-9 p.m.

The move will benefit the station by increasing its available commercial time to sell in the affected time periods.

The first time the station preempted *Love & War* for a second *Murphy Brown* on Aug. 22, the show generated a 16.6 rating and a 24 share and won the time period. The second preemption a week later recorded a 12.1/18.

"We're seeing very positive results already," says Emerson Coleman, director of broadcast operations for WBAL-TV. "We think this is a strategy that will pay us large dividends."

WBAL-TV lost its CBS affiliation in July when CBS out a deal with Group W. Coleman says the station's relations with CBS are still good, Coleman says and that the station has no other network preemptions planned. —DT

Tinker writes the book on television

Former NBC chairman looks at 40 years inside the magic box

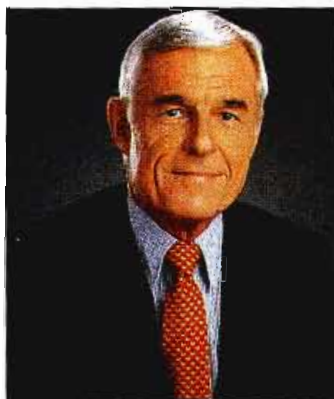
By Steve Coe

In one of the more memorable scenes from MTM's *The Mary Tyler Moore Show*, Mary, during the funeral of Chuckles the Clown—who while dressed as a peanut was shucked and killed by an elephant—moves from uncontrollable laughing to near-hysterical sobbing. The juxtaposition of those extremes, and the skill with which the transition was accomplished, became a hallmark of many MTM series.

That skill is illustrated again, this time in print, in "Tinker in Television: From General Sarnoff to General Electric" (Simon & Schuster, \$23). Grant Tinker, the architect of MTM and NBC's dizzying rise to number one in the mid-1980s, has, with the help of longtime NBC executive Bud Rukeyser, traced his 40-year career from young advertising executive to founder of arguably the most illustrious production company in television history to prime mover behind one of the biggest and costliest launches—and eventual flops—in syndication history.

Paralleling his four-decade ride through the industry is a look at Tinker's personal life that provides revealing behind-the-scenes glimpses and some poignant moments.

The strength of Tinker's memoir, however, lies in its chronicle of the maturation of television and the personalities involved. For instance, Tinker, shortly after marrying Mary Tyler Moore, became a frequent visitor to the set of *The Dick Van Dyke Show* in which Moore was a co-star. "[M]ore than once I noticed a distinctive, seemingly shy young man skulking on the periphery of the action. Years later I would recall that image and realize it had been communications-mogul-to-be Barry Diller, then a neophyte at the William Morris talent agency. There are stories about Barry reading all the agency's files to soak up as much industry knowledge as he possibly



Grant Tinker

could. The *Van Dyke* show was a William Morris package, and Barry's presence was no doubt part of his self-education process."

Tinker candidly examines the decisions that would have powerful ramifications for himself and others. He recounts in detail how he came to give away a one-third

stake in MTM; how his divestiture of the company—in order to continue running NBC—cost him millions; how he believes his choice of successors at MTM eventually led to the decline and eventual sale of the once-proud supplier; his tenure at NBC and under General Electric, and his oversight of the expensively launched, ultimately scuttled *USA Today on TV*.

Not surprisingly, given Tinker's involvement with some of the funniest shows on TV, humor is a constant ingredient throughout the book. Most notable is the recollection of a brief correspondence between Tinker and a well-known Boston television station executive on the perceived physical and philosophical differences between Tinker and Roger and Michael King of King World.

The book took more than a year and a half to write, according to Tinker. Although he often has deflected to the writers credit for the hit shows with which he has been associated, he apparently shares at least one characteristic with those scribes. "I could always find reasons not to write, just like most writers I've known," he says.

The idea to write the book came from the publisher, says Tinker. "They asked if I'd be interested in doing a book, a perspective on my 40 years in television. I'd been asked a few times

Top cable shows

Following are the top 15 basic cable programs for the week of Aug. 22-28, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>NFL Pre-season</i>	ESPN	Thu 8:00p	4,280	6.8	4.5
2. <i>Clash of the Champions 28</i>	TBS	Wed 8:05p	2,754	4.5	2.9
3. <i>NFL Pre-season</i>	TNT	Fri 8:00p	2,087	3.4	2.2
4. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,070	3.3	2.2
5. <i>Murder, She Wrote</i>	USA	Wed 8:00p	1,990	3.2	2.1
6. <i>Movie: 'Crocodile Dundee II'</i>	USA	Sat 8:00p	1,877	3.0	2.0
7. <i>NASCAR Winston Cup</i>	ESPN	Sat 7:30p	1,763	2.8	1.9
8. <i>Seduced By Evil</i>	USA	Thu 9:00p	1,741	2.8	1.8
9. <i>Blood Sport</i>	TBS	Wed 10:35p	1,724	2.8	1.8
10. <i>Murder, She Wrote</i>	USA	Mon 8:00p	1,710	2.7	1.8
11. <i>SportsCenter</i>	ESPN	Thu 10:49p	1,610	2.6	1.7
12. <i>Rugrats</i>	NICK	Sun 10:30a	1,604	2.7	1.7
13. <i>I Love Lucy-Vertivision 6</i>	NICK	Tue 10:30p	1,603	2.7	1.7
14. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,576	2.5	1.7
15. <i>Seduced By Evil</i>	USA	Sun 8:00p	1,553	2.5	1.6

The top five basic cable services for the week of Aug. 15-21 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	1,762	2.8/4.9
2. TNT	1,709	2.8/5.0
3. TBS	917	1.5/2.6
4. NICK	901	1.5/2.6
5. ESPN	879	1.4/2.5

Ratings Week According to Nielsen, Aug. 22-28

	abc ABC	CBS	NBC	FOX
MONDAY	13.1/22	11.0/18	11.0/18	6.2/11
8:00		21. The Nanny 10.6/19	37. Fresh Prince 9.1/16	
8:30	8. NFL Pre-season	20. Dave's World 10.9/18	30. Blossom 9.8/16	75. X-Files - special 5.8/10
9:00	Football—Chicago Bears at Kansas City Chiefs	10. Murphy Brown 12.1/19		
9:30		17. Love & War 11.1/18	12. NBC Sunday Night Movie—Final Appeal	
10:00	13.1/22	21. Northern Exposure 10.6/18	11.8/19	
10:30				
TUESDAY	11.3/20	11.3/19	8.8/15	4.5/8
8:00	21. Full House 10.6/20	30. Rescue 911 9.8/18	61. TV Nation 6.9/13	86. South Central 4.7/9
8:30	14. Sister, Sister 11.5/20		56. J. Larroquette 7.4/12	90. Roc 4.0/7
9:00	5. Roseanne 14.5/24	11. CBS Tuesday Night Movie—And the Sea Will Tell, Part 2 12.0/20	34. Wings 9.4/15	88. Tales fr/the Crypt 4.5/8
9:30	7. Ellen 13.2/22		17. Dateline NBC 11.1/19	86. Tales fr/the Crypt 4.7/8
10:00	41. She TV* 9.0/16			
10:30				
WEDNESDAY	11.5/20	7.8/14	10.3/18	4.8/8
8:00	51. Thunder Alley 7.8/15	43. Nanny 8.8/17	25. Unsolved Mysteries 10.3/19	84. Beverly Hills 90210 5.2/10
8:30	36. Phenom 9.2/16	68. Muddling Thru 6.6/12		
9:00	1. Home Improvmt 17.6/29	71. Christy 6.0/10	24. Now with Tom and Katie 10.5/17	89. Fox Wednesday Night Movie—What's Love Got To Do With It 4.4/7
9:30	2. Grace Under Fire 17.2/28	30. 48 Hours 9.8/18	27. Law and Order 10.2/18	
10:00	46. Turning Point 8.7/16			
10:30				
THURSDAY	7.9/14	8.6/15	11.9/21	5.2/9
8:00	46. My So-Called Life* 8.7/16	37. One West Walkiki 9.1/16	43. Mad About You 8.8/16	81. Martin 5.5/10
8:30			25. Wings 10.3/18	79. Living Single 5.8/10
9:00	80. Behind Closed Doors 5.6/9	41. Eye to Eye with Connie Chung 9.0/15	4. Seinfeld 14.9/25	77. In Living Color 5.7/9
9:30		55. Hotel Malibu 7.6/14	3. Frasier 15.0/25	92. Bakersfield, P.D. 3.6/6
10:00	33. Primetime Live 9.5/17		16. Dateline NBC 11.3/20	
10:30				
FRIDAY	9.7/19	7.1/14	5.2/10	6.5/13
8:00	48. Family Matters 8.6/18	59. Diagnosis Murder 7.1/14	82. Unsolved Mysteries 5.3/11	65. M.A.N.T.I.S.* 6.7/14
8:30	50. Boy Meets World 8.3/16	58. Burke's Law 7.3/14	84. NBC Friday Night Mystery—MacShayne: Winner Takes All 5.2/10	70. X-Files 6.3/12
9:00	37. Step By Step 9.1/18	61. Picket Fences 6.9/13		
9:30	35. Hangin w/Mr. C 9.3/18			
10:00	14. 20/20 11.5/22			
10:30				
SATURDAY	5.9/12	7.2/14	6.2/13	7.3/15
8:00	82. ABC Saturday Night Movie—Little Monsters 5.3/11	65. Dr. Quinn Medicine Woman 6.7/14	75. U.S. Gymnastics Championship 5.8/12	56. Fox Preseason Football New York Giants at Chicago Bears 7.4/15
8:30		71. First Gentleman 6.0/12	74. Empty Nest 5.9/12	
9:00		43. Walker, Texas Ranger 8.8/17	71. Mommies-spl 6.0/12	
9:30			61. Bob Hope: Young Comedians 6.9/14	
10:00	60. Commish 7.0/14			
10:30				
SUNDAY	8.9/16	12.6/23	8.9/16	6.9/12
7:00	51. Am Fun Hm Vld 7.8/16	5. 60 Minutes 14.5/29	75. U.S. Gymnastics Championships 5.8/12	91. Adventures of Brisco County Jr. 3.7/7
7:30	65. Am Fun People 6.7/13	9. Murder She Wrote 12.7/22	54. Too Good To Be True 7.7/14	51. Simpsons 7.8/14
8:00	49. Lois & Clark 8.4/15	13. CBS Sunday Movie—The Corpse Had A Familiar Face 11.6/20	17. NBC Sunday Night Movie—Victim-Love: Shannon Mohr Story 11.1/19	37. Simpsons 9.1/16
8:30				29. Married w/Chldr 9.9/16
9:00				61. George Carlin 6.9/11
9:30	28. ABC Sunday Night Movie—A View To A Kill 10.1/18			
10:00				
10:30				
WEEK'S AVGS	9.7/18	9.5/17	8.9/16	6.0/11
SSN. TO DATE	11.5/19	12.3/21	10.3/17	6.8/11

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

before to do a book, and I'd always wondered what I'd write. But when they put it that way it made sense."

Tinker rejects the notion of retirement. He jokes that he often checks the obituaries in the trades to determine how long some entries lived beyond their announced retirements.

Although not actively working on any projects, Tinker would be interested if the right project comes along, "although I don't think I'd like to have to go to Burbank to pitch shows." ■

It's 'Extra' vs. 'ET,' week one

This week marks the face-off between Paramount's Entertainment Tonight and Warner Bros. Domestic Television Distribution newcomer Extra—The Entertainment Magazine. While officials of both shows insist they are not competitors, they are well aware that viewers will be making their own comparisons. Here's the first week's lineup, including descriptions by the shows' publicists:

Monday, Sept. 5

"*Extra* gets the inside word on Sly (Stallone's) latest film, due out in October, 'The Specialist,' as he talks about being a sex symbol at age 48."

"*Entertainment Tonight* takes a look at 'Speed' star Keanu Reeves at work on his first leading role in a romantic film, 'A Walk in the Clouds.'"

Tuesday, Sept. 6

"*Extra* meets up with Demi Moore in Seattle as she talks candidly about husband Bruce Willis's nude scenes in 'Color of Night,' as well as her latest role as an aggressive, manipulative computer executive in the film 'Disclosure.'

"All eyes will be on the Niensens this fall... NBC's *Frasier*, the top-rated new series of the last season, takes on ABC's three-year-old *Home Improvement*, television's number-one show. *ET* takes a look at *Home Improvement*'s youngest Taylor family member, 10-year-old Taran Noah Smith, and his summer flight with his father in their private plane." Plus interviews "with the rest of the cast..."

Wednesday, Sept. 7

"*Extra* sets sail for Papua, New Guinea, to join Pierce Brosnan on the set of his latest film, 'Robinson Crusoe.' Brosnan talks about his role in the updated version of the shipwreck tale as well as his future engagement with dinner jackets and martinis as he steps into the legendary role of 007."

"How does the cast of *Beverly Hills, 90210* feel about the series' phenomenal growth? *ET* finds out with a look at *90210* as it enters its fifth season." Interviews on the set with stars Jason Priestley and Jennie Garth.

Thursday, Sept. 8

"Join *Extra* as we spend some quality time poolside at the very posh, very Hollywood St. James Club with the star of ABC's returning sitcom *Ellen* (Ellen DeGeneres), and find out why she has a new attitude."

"Robert Redford has remained an enigma whose personal life is a closely guarded secret. What is this intensely private man really like? *ET*'s own Julie Moran finds out today when she sits down with Redford for an unprecedented candid conversation."

Friday, Sept. 9

"Join us for an *Extra* special celebrity tribute as we look back on *Home Improvement* star Tim Allen's career and head to his motion picture starring debut this November in 'The Santa Claus.'"

"Who's the better captain—Kirk or Picard?... *ET* explores the question today when we meet with the 'original' Enterprise captain, William Shatner, for a behind-the-scenes preview of the upcoming [Paramount] film ['Star Trek: Generations,' in which both captains will be featured.]"

—DT

INTERNATIONAL CONFERENCE ON

VIOLENCE IN THE MEDIA

Prospects for Change

The International Conference on Violence in the Media will explore

and identify the relationship between violence in the media and violence in society. It will bring together media professionals, members of Congress, and academics from around the world, in many disciplines, such as psychology, sociology, criminal justice, communications, journalism, and health care.

Over 60 scholarly papers will be presented, documentary films will be shown, and panels will be conducted concerning such issues as offering alternatives to violence in the media, the First Amendment dialectics involved, and constructive ways to deal with the "identification hypothesis" of how young people identify with glamorized aggressive personalities, how they imitate aggressive behavior expressed in the media, and how it desensitizes them to the consequences of violence. Discussion of violence in television, films, music, and news will take place, and how these media impact upon society.

- The proceedings of the Conference will be televised and published.

Monday and Tuesday, Oct. 3-4, 1994, 9 a.m., Hilton Hotel at Rockefeller Center, New York City

For more information or to register, contact:

Dr. Frank Brady • St. John's University • 118 Marillac Hall
8000 Utopia Parkway Jamaica, NY 11439
Fax: (718) 990-1836

Tel: (718) 990-6052

Participants - \$100: Includes entrance to all proceedings and panels for both days, lunch with keynote speaker and cocktail reception with members of New York media. Both sessions without lunch or cocktails: \$30. Monday sessions only (morning and afternoon), Oct. 3rd: \$20. Tuesday session only, Oct. 4th: \$10. Special student rate for both sessions: \$10 (send xerox copy of student I.D. with your application). Make checks payable to St. John's University.

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Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

IVDS

FCC investigates IVDS bidders

Misrepresentation and misconduct alleged; IVDS industry forms association

By Mark Berniker

The FCC has launched an investigation into "the conduct of certain applicants in the July 1994 Interactive Video and Data Service auctions to determine whether serious misconduct has occurred."

It will subpoena materials and witnesses for the inquiry,

which will be closed to the public. Among the questions at issue are whether several bidders misrepresented their status as minority or woman-owned businesses, and the failure of some to make their down payments on the licenses, which "may involve gross misconduct, misrepresentation or bad faith," according to

the FCC. Also at issue was collaboration of several winning bidders in an attempt to encourage auction winners to default on their down payments.

If the charges are substantiated, the companies face fines and possible federal criminal charges. None of the specific allegations will be made pub-

lic until the inquiry is completed.

James Hartley, CEO of Commercial Realty St. Pete, which bid more than \$40 million for 20 IVDS licenses in top markets and has been the focus of much of the negative attention surrounding the

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Interactive

Nynex video trial captive to technology, regulation

Telco is waiting for digital server and ability to offer content

By Mark Berniker

Nynex is finding out that getting into the business of offering cable television and interactive services is no simple undertaking.

Joseph DeMauro, Nynex managing director of video dialtone and multimedia services, says the existing analog technology is dwarfed by the capabilities of new digital systems the telco is anticipating, but which are not widely available.

DeMauro says the shifting regulatory environment also puts the northeastern telco in an awkward position as it tries to enter a new marketplace.

"We can't put our own content on our own systems yet," DeMauro says, adding that although Bell Atlantic and US West have been granted the right to get into programing, Nynex continues to wait for a decision from the First Circuit Court in Portland, Me.

If Nynex is allowed to enter programing, the company plans on "starting up a separate subsidiary involved in content," DeMauro says. Nynex is very interested in packaging content from television networks and movie studios and



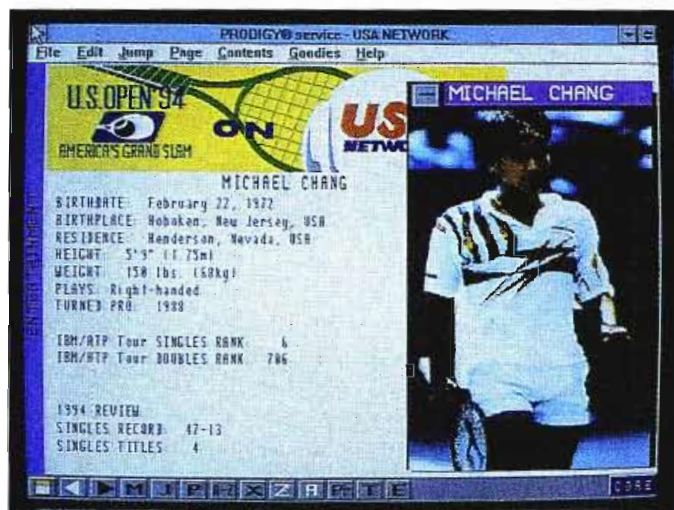
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Some of the Nynex video trial viewing options.

Online

USA Network brings U.S. Open online

Prodigy service provides scores, bios and real-time chat



USA and Prodigy offer U.S. Open updates from any match.

By Mark Berniker

USA Network has hooked up with Prodigy to create an area explicitly designed for avid tennis fans who want to keep up with the latest from the 1994 U.S. Open.

Through a deal between the U.S. Tennis Association, IBM and IDS, the "Virtual Tennis Center" provides score updates of matches from the Flushing Meadows tennis complex with only a 30-second delay.

Ellen Kay, vice president of advertising and promotions, USA Network, says the cable programmer is working with Prodigy for "promotional purposes," and that nothing is lost by experimenting with the online platform.

Other information available within the U.S. Open area of Prodigy includes the daily draw sheet of the day's matches and a comprehensive database of player biographies as well as historical information about the tournament.

A feature that Prodigy recently has introduced, "live chat," enables users to send messages to each other in real time. Within USA Network's area on Prodigy, users can carry on electronic conversations with tennis celebrities and USA Network commentators.

In addition to the live chat rooms on Prodigy, there is a USA/U.S. Open bulletin board that allows Prodigy subscribers to post messages for the players, coaches and others. Veteran tennis star Stan Smith was confirmed to go online, but none of the tournament's current stars committed to participate in the interactive chat sessions.

Along with the biographical background on players, users can download color photographs of the 20 top-rated male and female players in the world. There is also a photo gallery of still images offered by the Associated Press and updated daily. Using a 9600-megabit-per-second modem, the color photographs can be downloaded in less than 15 seconds.

In addition to messaging and photo images, Prodigy subscribers have access to a series of sound clips from USA Network commentators, as well as information about the USTA and about USA Network's coverage of the U.S. Open.

Prodigy and USA Network have installed three computer stations at the National Tennis Center for the players, coaches and the press. Also, AT&T is involved in a two-week project throughout the tournament—a member poll asking subscribers about current issues influencing professional tennis. By late Tuesday afternoon, more than 1,300 Prodigy users had participated in the tennis poll. ■

Video On Demand

Your Choice to test VOD with TCI

By Mark Berniker

Your Choice TV is trying to determine what niche it will occupy with the arrival of video on demand. It will begin testing consumer interest in accessing past television programming by participating in Tele-Communications Inc.'s Denver VOD trial.

Although Your Choice TV has access to programming through deals with ABC, NBC, HBO, Turner Networks, ESPN and its parent, Discovery Communications, the company is positioning itself to be the packager of archival programming for cable



networks that will offer video-on-demand services.

Your Choice will rotate its daily menu of titles from a video library of hundreds of recent and past programs. Each day a 24-title menu will be available to the 300 test homes in Littleton, Colo.

By tuning their television

sets to channel 99—the Your Choice TV free preview, or barker channel—the trial homes will be able to select from past programs or shows they may have missed.

"We offer a second chance [for] television programming that people may have missed for whatever reason," says

Lila Everett, senior vice president of marketing and communications for Your Choice, a wholly owned subsidiary of Discovery Communications.

One of the underlying assumptions of the Your Choice system is that consumers are frustrated by today's linear schedule and frequently miss their favorite programs. The Your Choice system offers consumers the opportunity to purchase a program for a fairly low price—roughly \$1—and to watch it when they choose or several times.

Your Choice's current program prices range from 79 cents to \$1.49, and the Denver test homes will be able to

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Cox Cable creates CAP

Cox Cable has formed a new company, Cox Fibernet, which will provide competitive access service (CAP) to the Oklahoma City area. Cox will provide interstate access service to long-distance telephone companies and businesses that handle high volumes of voice, data and video communications traffic.

New tool from Oracle

Da Vinci Time and Space, Cambridge Digital Media and Ikonix Interactive are among the "early adopters" of Oracle Corp.'s Oracle Media Objects, an authoring tool for creating and deploying interactive multimedia applications. Among the applications that can be created with the new tool are CD-ROM titles, interactive books and magazines, kiosks and interactive television services.



DELPHI

Delphi to carry BPI news wire

Delphi Internet Services Corp. has signed an agreement with BPI Entertainment News Wire to bring the service online. This boosts the entertainment news content available on Delphi, which is competing with Prodigy, America Online and CompuServe for customers. BPI's publications include *The Hollywood Reporter*, *Billboard*, *Back Stage* and *Musician* magazines, which cover film, television, video, music, theater and book markets.

Macrovision licenses PPV anticopy code

Macrovision Corp. and DiviCom, Inc. say they have signed a deal to include Macrovision's pay-per-view anticopy system in DiviCom's digital set-top decoders. Macrovision's technology will provide DiviCom with video intellectual-property protection over digital networks, a feature that video-copyright owners will demand. Macrovision's technology will be imbedded in the integrated circuits of the DiviCom digital set-tops and will provide copy protection of pay-per-view events and interactive television services.

IVDS

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IVDS auction, responded to the FCC's inquiry.

"I intend to pursue every legal alternative to keep our FCC licenses," says Hartley. "Frankly, I look forward to some flexibility from the FCC due to the status of the technology."

Hartley says several "missing links" are preventing the growth of the IVDS industry, including unproven infrastructural equipment and a lack of participation by broadcasters, cable programmers and studios in creating the programming for interactive video and data services.

"Interactivity needs to be designed from the source," Hartley says, adding that the IVDS license winners are captive to the television programmers to build interactive applications into their shows.

"A proven and tested operational IVDS system does not exist. In my opinion, nobody's going anywhere right now," Hartley says about the development of the IVDS market while the FCC conducts its inquiry.

"We have done a service and justice to this industry," Hartley says, even though other IVDS auction winners apparently have accused Commercial Realty St. Pete of inhibiting the growth of the market. "If I had it to do over again, I'd do the exact same thing," Hartley says, adding that he planned to bid on more than 100 markets, but as the auction bids rose there was only so much money available.

"The FCC has made it clear it is prepared to come down on those parties who have screwed with the process," says Andrew Sernovitz, president, Interactive Television Association.

Sernovitz says a few companies the FCC is investigating are causing immeasurable harm to legitimate IVDS license winners. He says that the impact will be to delay the building of IVDS systems around the country, chase capital out of the IVDS industry and make manufacturers hesitant to enter this new market.

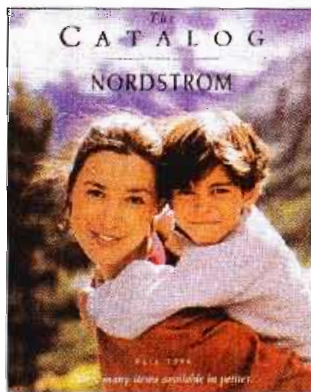
While Hartley has backed away from filing lawsuits, Chris Petersen, president of

Interactive America Corp., the second-largest bidder, which also defaulted on its down payments to the FCC, recently told BROADCASTING & CABLE that his company could tie up IVDS licenses with legal battles that could last several years. No suits have yet been filed. "If they take cases to court, these people have the ability to kill the entire IVDS industry," Sernovitz says.

The Interactive Television Association is creating a task force with the auction winners to advise the FCC how to improve the process for its next round of IVDS auctions, planned for early next year.

In a related development, the recent winners of IVDS licenses have banded together to create a new association, the Interactive Coalition of America, devoted to marketing and promoting interactive video and data services.

At the group's founding meeting in Atlanta, it asked the companies who defaulted on their down payments to leave the room while the others developed an agenda to cope with the problems facing the nascent IVDS industry. ■



Bell Atlantic adds home shopping

Bell Atlantic says Lands' End, Nordstrom and JC Penney will be among the first retailers offering interactive home shopping services during an upcoming market trial of its Stargazer video-on-demand service. BA Video Services will begin its trial with 1,000 customers this winter, pending final regulatory approval.

Diamond to Ameritech

Heidi Diamond has been named vice president for consumer marketing and sales for Ameritech's video and interactive services unit. Diamond was VP of marketing for Nickelodeon in the UK.

Ambron heads Viacom Online

Sueann Ambron has been named executive vice president of Viacom On-Line Services. She will lead Viacom's movement into online services and will continue to oversee the Media Kitchen, previously a Paramount Interactive development studio, which now serves as Viacom Interactive Media's West Coast design and production studio for interactive television and online services. Before joining Paramount, Ambron worked for Apple Computer and was founder of Apple's Multimedia Lab.



New VOD director at TW

Rick Colletto has been named director, video on demand, for Time Warner Cable's Full Service Network in Orlando, Fla. In the newly created position, Colletto will be responsible for overall coordination of video on demand services. He previously was director of marketing for Oceanic Cable, the Hawaiian division of Time Warner Cable, handling film acquisitions, scheduling, marketing and promotions.

NYNEX

continued from page 21

selling those services at competitive rates to consumers, he says.

DeMauro says that after regulatory hurdles, the next stumbling block is the cost of digital systems, especially that of next-generation digital set-top boxes with MPEG-2 decoders—in the \$450 range, but not yet even commercially available.

DeMauro hopes that by early next year Zenith will be able to deliver digital set-tops, signal processing equipment and a 16-VSB modulation system that will transmit the digital signals over the fiber-coax network.

Nynex also is awaiting delivery of equipment from its other vendors for the digital portion of a test in Manhattan that was expected to begin this month, but which has been delayed until early next year.

DeMauro says Digital Equipment Corp. is expected to deliver its digital video server to Nynex by early 1995. Nynex also will be receiving a fiber-coax loop-access system, including transmitters and receivers, from ADC Telecommunications.

Nynex already is testing some interactive services over its current analog-based network to a limited number of consumers as part of its Manhattan video dialtone trial.

Liberty Cable has lined up the bulk of the programming and interactive services for the trial. Nynex's analog network capacity is 160 channels, of which 70 are reserved for Liberty Cable.

The initial emphasis of the interactive offerings is on movies on demand. Liberty Cable is undercutting Time Warner's pay-per-view offering by making movies available for \$3.95 for new titles and \$2.95 for back releases. The take rates are "5.2 times that of typical pay per view," says Peter Price, president of Liberty Cable.

Liberty's movie interface shows six different films per ordering screen, making available 25 of the top releases, whereas Time Warner offers only three movies at staggered intervals. Nynex officials say the take rate for orders of movies and other on-demand services averages 4-5 per month, whereas that for video stores or pay-per-view usually is estimated at 2-3 orders per month. Price says many test participants are ordering a movie per week, rather than a movie per month.

Besides Liberty, Nynex has brought on two other programming groups, or video-information providers (VIPs), including Advanced Research and Technologies Inc. (what remains of the now-defunct SkyPix, which offered a menu of R-rated and action/adventure features in pay per view format at lower prices).

Nynex also has brought on Urban Communications Transport Corp., whose CitiVision offering makes available minority-oriented programming.

Liberty has lined up an array of video programming from ABC, NBC, WNET(TV) New York, Reuters and Dow Jones. The company also will make available home shopping services through Bergdorf Goodman. In the learning area of the service, Liberty offers educational classes through The New School and an air and traffic information service through the Port Authority of New York and New Jersey.

Although there are only 27 customers, Nynex expects to quickly expand to 50 trial customers for interactive services by this fall. There are plans to offer interactive services to as many as 800 customers soon after the system goes digital next year.

Of the 2,500 customers participating in the analog video service portion of the trial, 625—or almost 25%—have expressed interest in interactive services, according to James McGrath, Nynex associate director of video dialtone and multimedia services.

Calendar

Sept. 12-13—Digital Media Outlook, sponsored by Technologic Partners. San Francisco Airport Marriott, Burlingame, Calif. Contact: Technologic Partners, 212-696-9330.

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

Sept. 13-15—First Annual Online Developers Conference, sponsored by Jupiter Communications. Park Lane's Parc Fifty Five Hotel, San Francisco. Contact: Harry Larson, 212-941-9252.

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

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

Oct. 3-4—The Interactive Multimedia Conference, sponsored by The New York Society of Security Analysts and The New York New Media Association. One World Trade Center, Suite 4447, New York. Contact: Vincent Catalano, 212-912-9249.

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

Oct. 5-7—CD-ROM Expo/Boston, sponsored by IDG World Expo. World Trade Center, Boston. Contact: Mitch Hall & Associates, 617-361-2001.

Oct. 10-13—The Conference On Interactive Marketing/West, sponsored by Interactive Marketing Inc. The Camelback Inn, Scottsdale, Ariz. Contact: Andy Batkin, 310-798-0433.

YOUR CHOICE

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order from a menu of titles that will include documentaries, news specials, entertainment shows and children's programs from a variety of broadcast and cable programmers.

This is not TCI's first video-on-demand trial. The Colorado-based cable giant has been testing VOD services in Littleton for more than two years with US West and AT&T.

The partners in that trial, Viewer-Controlled Cable Television (VCTV), are

attempting to determine the level of consumer demand for different types of movies-on-demand services. TCI claims those trials have generated a usage rate of 12 times the national pay-per-view average because of the enhanced functionality offered to customers by video-on-demand systems.

TCI is bringing Your Choice to its Littleton trial to see whether consumers will pay for old TV programs. This is important, since the leading cable operator is grappling with the question of which VOD services it will offer over its upgraded systems.

The Littleton video-on-demand trial between TCI and Your Choice TV will run for four months, and Everett says the company soon will make announcements about trials next year with other cable operators.

Your Choice already is involved in near-video-on-demand trials of its service with Comcast, Time Warner, NewChannels Corp., Times Mirror Cable, Continental Cablevision, Cox Cable Communications, Cablevision Systems Development Corp. and TCI's 124-channel interactive television test in Mount Prospect, Ill.

New World

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station groups and most program producers who sell on a barter basis have someone who sells that time, and the fee for the sale of the time is somewhere between 6 and 10%. So in a lot of cases, if you're a producer, you're looking at a 90-cent dollar. The syndication fee is typically a 35% fee. So now we're down to a 55-cent dollar. The 55 cents is what the station and the producer fight about. But if you have your own syndication operation, your own ad sales operation and if you have your own station group, then you are able to better rationalize the economics of the modest show. That's simple arithmetic.

What kind of show is a modest show?

Take a show with a 3 rating. If you have no financial interest in a show you have no interest in working to make it a 4-rating show because you can go out and buy another one tomorrow, right? But if you have a financial interest in a 3-rated show, you probably would continue to clear it because there's a very strong likelihood that if you took it off the replacement might end up being another 3-rated show. If it's your show, and you have the producer profit and you have the entire revenue stream at risk for yourself, then you'll work with that show. You can afford to.

Has New World done most of the deals it is going to do for the time being?

In terms of TV stations the answer for the very near term, is, I think, yes. We will be under the 12-station limit and I think you can expect us to own the statutory maximum number of stations. We'd like to own major-market VFH stations, so that clearly defines what we would be looking for. If the FCC raises the limit on station ownership and other group owners increase their ownership, then we will increase ours because we're not going to be a lesser size in this business than anybody else in terms of what we're allowed to own. When we're through with the current transactions, we have the capacity to acquire an additional two stations, which over time we will probably do, but we're in no hurry for that.

What about the other pieces of the company? Will there likely be anything anytime soon along the nature of your investment in infomercial producer Guthy-Renker or more programming acquisitions?

No, I think that with Brandon [Tartikoff] coming on board and with the clearances that we have with Fox, plus what we had in development for first run, we will have a fairly difficult time filling a production slate for '95-'96 just from a standing start. To acquire additional production capacity at this point is probably not all that helpful. We have a distribution organization, Genesis; we handle international; we've got our own sales and marketing company headed by Farrell Reynolds. We have the pieces in place; now it's a

matter of letting these guys catch up. With the Fox transaction we created a great deal of capacity for a production house. And even Brandon is going to have some difficulty in the time that is allotted to fill those clearances.

And I guess we're talking about a half-hour at night?

The late night, which can be as much as an hour, will air following the Fox network, so we presume Fox will have a late-night show in the marketplace. Our show is to air no later than midnight. There is a two-hour block of daytime being developed on a coordinated basis with Fox in which

we'll produce and distribute an hour and they will produce and distribute an hour, although both will air on our respective station groups. And that's for fall '95. So we have an hour and a half with Fox. We had three half-hours in animation already in the market cleared, we have *Highway Patrol* and *Emergency Call* out of the old Genesis group. We have a pretty full plate there. And there are a couple of other things that they'll take to NATPE that are not Fox-related. It will be very busy between now and spring.

How much of this production calls for you to make your return on the back end?

For the most part, this is first run. The back-end syndication business is basically a dead business right now. To the extent that we do prime time production, it's primarily with the international marketplace in mind.

The international market can really generate enough money to make it worth your while to be in that business?

To set up a company solely to do that... I wouldn't bother. But in conjunction with our first-run business, where we already have the overhead and organization in place, then the incremental cost of doing other stuff is really pretty much a product cost. We'll be in long-form; for instance we may do some action series, but everything will be looked at on a project basis. It depends on the deals you can make.

Let's talk about the impact on the TV stations of switching from CBS, mostly, to Fox. You say this will result in a diminishing cash flow.

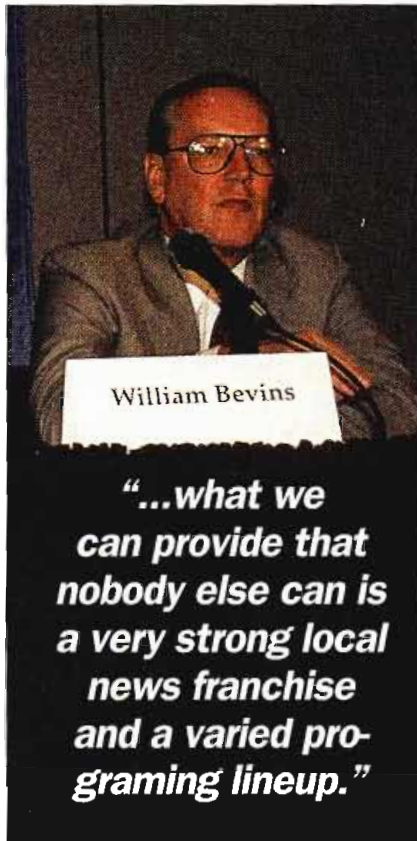
In the near term.

Near term meaning a year?

Less in some markets. It could be a year in others. We expect in the 1995 fiscal year for the station group to earn exactly what it did in the '94 year. So over the course of a year we expect it to have dropped and then caught up.

From what I hear about the amount of money you will spend to build up your news effort and for promotion and other costs, that profit rebound is surprising.

Well, as Fox affiliates we will have a tremendous amount of additional inventory. And our revenue will rise with the availability of the inventory. So it's really



"...what we can provide that nobody else can is a very strong local news franchise and a varied programming lineup."



NEW WORLD

How New World was created: a timeline

June 1989—Ronald Perelman's holding company, McAndrews & Forbes, buys New World Entertainment for \$141 million through a subsidiary, the Andrews Group.

April 1990—New World is merged with another Andrews Group subsidiary, Four Star International.

March 1993—Andrews agrees to buy a majority stake in SCI-TV's six TV stations for \$100 million. SCI itself buys WTVT-TV Tampa for \$163 million.

May 1993—Andrews purchases 50% interest in Genesis Entertainment.

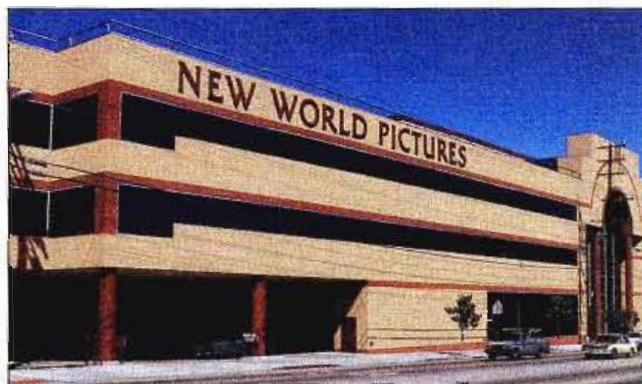
November 1993—Andrews agrees to purchase a 38% interest in Guthy-Renker, with an option to increase investment to 50%.

March 1994—Andrews recapitalizes SCI-TV, merging New World—including Genesis and a newly established in-house rep firm—with SCI-TV; the new company is named New World Communications Group and stock is listed on NASDAQ national market system.

March 1994—New World reaches an agreement to purchase the remaining interest in Genesis Entertainment.

May 1994—New World agrees to switch affiliations of all TV stations to Fox, which in turn invests \$250 million in New World and loans it, interest-free, another \$250 million. New World also gets production commitments from Fox.

May 1994—New World agrees to buy four TV stations from Citicasters and acquires an option to buy Argyle Communications' four TV stations.



Much has changed at New World, including the sign on its Los Angeles building, which now reads: New World Entertainment.

—GF

not a matter of great concern.

So the Fox station model, the one they have been showing around the country, makes sense to you?

The Fox model is absolutely what we wanted to do, which was to have more time available for our own production. The fact that they feed two hours of prime and one hour of late night makes it substantially easier for us to program around than a traditional CBS, NBC or ABC schedule. In both Detroit and Atlanta we have produced our own local news in the morning for the better part of two years now—and very profitably. So a good bit of what we're going to do we have tried before.

I've heard you're going to spend \$20 million for people and \$20 million for equipment to boost your news and local production capabilities.

Well, if you divide that by 10 stations that's not a big number. To say I'm going to spend \$2 million in Atlanta, for instance, where we'll be producing three hours of the morning news, a half hour at noon, two hours in [fringe], then an hour in prime. To say that we would add \$2 million to our cost and spend \$2 million for equipment is not a big number. These are all major markets.

What is the risk in this strategy? Is it simply that the shows have to succeed or how well they succeed?

It depends on the cost of the show and the time period it plays in. Right now we have zero income from those clearances, so if we lose no money and make a little, then we're ahead of the game. If we make a fair amount, it's great. We don't have to have a ratings home run, because we're com-

"Our value to that cable operator as a local programming service is what's going to get us carried."

ing from a base of zero. So anything is incrementally very attractive to us.

One way to define success would be whether the production costs are covered on a cash basis so the shows actually generate positive cash flow.

We certainly expect to do that. To that extent, no, we don't believe there's a great risk. I think ours is more an opportunity risk. We have precleared in a little over 40% of the country up to three hours of programming. You can use any rating and any cost per thousand you care to and you can see what the revenue potential of that is. If you do a matrix of success from just enough to stay on the air to the higher-rated shows, the value of those clearances is tremendous. So our risk is not, in my viewpoint, one where we will lose money on the shows. People don't typically lose money in first run. I mean, a show that's developed and bombed or develops and doesn't clear generally costs you a million bucks or less; it's not like prime time series production. So I don't see the production activities for the next year as a financial risk. I see it as an opportunity risk. If we don't do well, then we will have failed to capitalize on a great opportunity. That would pain me deeply.

People read about Ronald Perelman all the time but don't necessarily know what his involvement in New World is. Is he above the fray, checking in every once in a while, or is he a hands-on person?

Well, first of all Ronald is the chairman of the board and an executive officer. He is also an owner of approximately 45% of the underlying equity of the company, which says

he's got a stake in this company that's worth north of \$700 million. So he's very interested, from that point of view.

He also has other businesses to keep track of.

Ronald is not a day-to-day executive, but I speak with him daily. We have regularly scheduled meetings with various pieces of the company. We'll have a meeting with station management; we'll have a meeting with the international salespeople; we'll have a meeting with Genesis on the domestic syndication group, and we'll meet with the sales and marketing people. And we'll discuss what's currently of most interest and concern within the company. Does he manage the business day to day? No, he doesn't, but he's very active and very aware of what goes on.

Is the cable business in New World's future?

Well, this may be heresy, but we are in fact a cable service. I look down the street and I don't see a lot of antennas; we depend on cable for our delivery. I came out of Turner and I paid for one of the must carry fights. I don't think must-carry stands up whether that would be in my best interest or not. So we look at our carriage more in terms of our business, which is local. Each and every station is a local business, and our value to that cable operator as a local programming service is what's going to get us carried. And what we can provide that nobody else can is a very strong local news franchise and a varied programming lineup.

If we look like everybody else, and we don't provide anything of local interest, then we're at risk. So we are far happier to have the expanded news presence in our markets; we think that makes us more attractive to cable and insures us clearance. And also, the more we expand our local news, the probability increases that in these markets we may be able to launch our own [local cable news channel]. If there's a demand for it, we can provide it.

One thing we haven't talked about is the infomercial part of this. Is that really an integral part of the company or can it operate on its own?

Well, the business really can operate on its own. And like most of the businesses it really has to, to some degree. The investment on that basis is okay; we'll earn a modest return in that business. We think of Guthy-Renker as a laboratory. And if you go back to the comment I made that the only money in this business is advertising, the one thing you know about advertisers over the past 15 years is that they try to get closer and closer to the content. Like, in it. It doesn't take a great reading about the infomercial business to find a number of big consumer product companies attempting to use infomercials to launch a brand or to retail as a cheaper way than advertising. So you've got a lot of sophisticated consumer product people looking at infomercials as an alternative to mainline advertising, or as

a supplement at least.

Over the long haul, I think we're going to have to be responsive to that, so we've asked the Guthy-Renker guys to do a number of things. We're trying to be a little more upscale mainstream in the content, and that's not easy. We've also asked them to look at using infomercials as a way to launch product to retail, to create essentially a retail business. Already the infomercial people have had some success with vitamins, shampoo, beauty products where you've got a four- to six-week supply, and at the end of three weeks they call and send you some more. And you don't have to run the spot. You've already got the name, you've got the credit card. And more than that, we have a lot of unsold time. We can do the 30-minute spots. We've asked them to try to do two-minute spots, then use 30-second and 15-second spots to support infomercials. So we're actually in more of an experimental stage with the infomercial thing. They run the business as they ran it and they made it profitable. We attempt, together with them, to use the stations and the infomercial organizations to find a better way to promote product.

New World has been doing so much lately; do you think investors understand what this company's about?

The stock does trade at a higher price today than it did when we first went public. But I think it's very difficult for investors or Wall Street or anybody else to make much out of the company at this point. We ultimately will end up with 10 stations out of a pool of 15. We are scheduled to close the Great American Communications [Citicasters] purchase sometime [this] week. The

Argyle transaction won't close until next spring. In the meantime, we will sell the Birmingham and Greensboro stations from Great American and will sell San Diego and Boston stations and then we'll end up selling the Birmingham out of Argyle. So just to get a fix on the station group, you'd have to do all of the ins and outs and you'd have to guess at what prices the stations are sold for. Then you have the great mystery of what impact the Fox deal will have and how fast you recover your cash flow; it's difficult to follow and we know that.

The sense I've gotten from some people who follow the company is that New World is not that worried about its stock price, about making sure everyone understands the company.

Transactionally, we have a lot of work to do and that's the focus right now. We've got a number of programming clearances to fill, and that's an order of great priority. You're always thinking the stock will take care of itself, and as the company starts to firm up and there is a stable group of reporting stations that has comparable numbers from one period to another, then it makes sense to make a concerted effort to get the analysts to understand it. We'll probably start that sometime around the first of the year. But at this point it's not a high priority. ■

"I don't see the production activities for the next year as a financial risk. I see it as an opportunity risk. If we don't do well, then we will have failed to capitalize on a great opportunity. That would pain me deeply."

Talk radio gets presidential presence

In recent weeks, Clinton and other officials have made their way back to the airwaves

By Donna Petrozello

While busy dealing with worldwide crises and anticrime and health-care legislation, President Bill Clinton has found an increasing amount of time to devote to talking about, and participating in, national talk radio.

In the past few weeks the President appeared as a guest on the afternoon issues-oriented *Gene Burns Program* syndicated by the WOR Radio Network. He also contacted populist weekend talker Jim Hightower, host of *Hightower Radio*, based at KVET(AM) in Austin, Tex., and syndicated by the ABC Radio Networks.

Hightower says the President called him when he was off the air and praised Hightower's progressive platform.

Clinton also granted an interview to *Talkers Magazine* Editor/Publisher Michael Harrison. Harrison said the President used the interview to "bridge the gap" that he feels has developed between himself and talk radio. *Talkers* is distributed to the staff and hosts

of talk radio shows.

"[Clinton] regrets the war of words that has developed between him and talk radio," Harrison says. The President "feels his statements have been misrepresented as if he has something against all of talk radio. He is actually quite in favor of talk radio and said he finds radio talk show hosts to be refreshingly iconoclastic." The interview is expected to appear in the magazine's September issue.

The President's recent involvement in talk radio follows an outspoken conversation he had with news/talk KMOX(AM) St. Louis morning talk show hosts Kevin Horrigan and Charles Brennan in June in which he described national talk radio as broadcasting a "drumbeat of negativism and cynicism."

Several radio talk show hosts, many of them political conservatives, seized the opportunity to wield an even heavier sword against Clinton, saying that



Jim Hightower is one of the radio talkers that President Clinton likes.

the American public feels cynical about the Clinton administration and that talk radio merely provides a forum for their frustration. Now Clinton seems to be targeting talk shows that do not revolve around a conservative agenda.

Clinton "recognizes the importance of talk radio and that it has become the major forum for political dialogue," says Hightower, who once served as the Texas Agricultural Department

commissioner while Clinton was governor of Arkansas and had a working relationship with Clinton and his staff.

"But he thinks national talk radio has become dominated by a right-wing viewpoint that he feels is skewing the national debate," Hightower adds. "He is getting beat up by it, and I think he is glad there is some kind of progressive viewpoint there to counter the cacophony that people are hearing

What's in a name? A lawsuit

The debut of a radio talk show designed to provide a liberal counterpoint to conservative talkers such as Rush Limbaugh has been preempted by a \$20 million lawsuit filed on Limbaugh's behalf.

USA Talk Network, founded in 1993 and based in Boulder, Colo., had planned to air its first show, *After the Rush*, last week, but postponed the debut when attorneys for EFM Media Management, which syndicates *The Rush Limbaugh Show*, filed an injunction against use of the name.

USA Talk Network President Jack L. Tyson says the show's title was not necessarily meant as a reference to Limbaugh, but "as a response to the rush of conservative talk show hosts across America," including Limbaugh, Pat Buchanan, G. Gordon Liddy and Michael Reagan. *After the Rush* is scheduled to air at 3 p.m., by which time *The Rush Limbaugh Show* has signed off in most markets.

EFM Media Management CEO/Chairman Ed McLaughlin says his company asked the network not to use "Rush" in the title of the show, but they "did not respond." McLaughlin says EFM wants to prevent the

use of the name "to avoid confusion as to where that program is coming from. We have millions of dollars invested in that name," McLaughlin says. "We have no problem whatsoever with the show being broadcast, but we don't want them to use the name 'Rush.'"

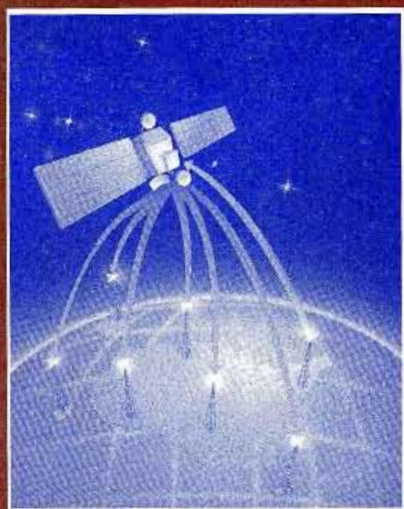
After the Rush, which was scheduled to debut Aug. 29, was developed by Aaron Harber, a Colorado native who founded the USA Talk Network. Harber previously has hosted radio talk shows and been active in Democratic Party politics. Tom Lion, a former small-newspaper publisher and now VP of the network, says the show's producers "felt a liberal counterpoint was needed in talk radio. We will take conservative talk shows to task."

According to Lion, the suit filed on Limbaugh's behalf charges USA Talk Network with false representation and advertising of his name, unfair competition and a violation of his right to publicity.

Lion says an attorney from the American Civil Liberties Union has taken on the case for USA Talk Network, which filed a suit in Colorado federal district court seeking to use the name. He says the debut of the show has been tentatively rescheduled for Oct. 17. —DP

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in their right ear."

Hightower says his callers' most consistent criticism of the President is that "he puts forward a bold vision like universal health care, but then backs off from it. I've called him 'Back-up Bill.'"

Burns hosts a call-in, issues-oriented show that often is critical of Clinton and his policies. Although Burns and his callers may not consistently support Clinton's actions and policies, Marc LaPonte, a spokesman for the WOR Radio Network, says the President felt he would "get a fair shake" if he appeared on the talk show. Burns serves as president of the National Association of Radio Talk Show Hosts (NARTSH).

In a transcript of Clinton's discussion on Burns's show on Aug. 24, the President said he has "always enjoyed talk radio" and "find[s] that there's a certain immediacy to it that I like." But he also criticized the media at large, saying that news reporting "tends to be more negative and more editorial, more commentary, rather than what's going on. I think [that] at a time of real change...it's just easy for cynicism to overcome hope in looking

toward the future."

Clinton used the on-air interview to discuss the "deep-seated skepticism" of citizens of the government's ability to take action to cure social ills. The President said the public wants a government that "is active in empowering the private sector to do things" and one that "should do those things which it is required to do, but no more." He also cited some of his administration's recent achievements, namely reducing the federal deficit, passing a multibillion-dollar crime bill and forging government partnerships with international business.

White House press spokesperson Richard Strauss says that in addition to appearances by the President on radio talk shows, First Lady Hillary Clinton, Vice President Al Gore and presidential adviser George Stephanopoulos have appeared on national talk shows in recent weeks.

"It's clear that the President [and Clinton administration] want to communicate his message to the American people, and talk radio is an excellent opportunity for that—and an opportunity to talk about his victories," Strauss says. ■

New airwaves for 'Sports Byline'

When sports enthusiast and radio talk show host Ron Barr launched *Sports Byline USA*, he probably never expected that he would have listeners at 30,000 feet.

But in the six years since *Sports Byline* won its first 13 affiliates, the network has acquired 275 affiliates, signed a deal with USA Today Sky Radio to beam the show onto domestic Delta, United and Northwest flights, expanded its programming from three to eight hours and was recently picked up by the Armed Forces Radio network. And as a sidebar to the radio show, the Sega Corp. is using Barr's voice and video image as a commentator in its video golf, hockey and baseball games.

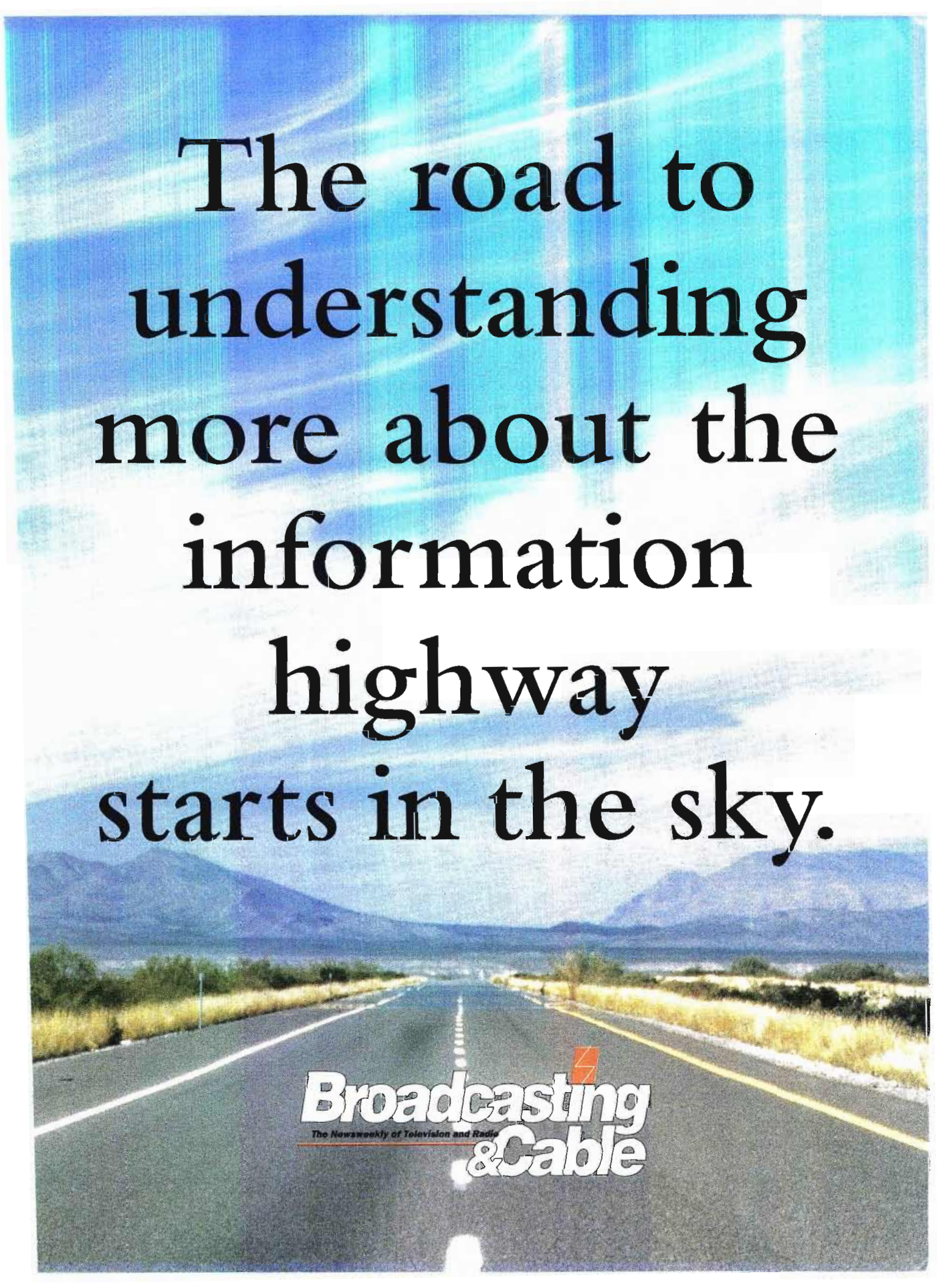
The idea that there was a niche for national sports talk at night hit Barr while he was hosting a nighttime sports talk show at KSFO(AM) San Francisco and interviewed former Brooklyn and Los Angeles Dodger Duke Snyder. Barr says a caller told him that he had "waited 35 years to talk to Duke Snyder." Says Barr: "It was then I thought I had the seed for something that could go national."

Sports Byline USA premiered in 1988, featuring live sports talk with guests and commentary from 10 p.m. to 1 a.m. ET. The show still features guests during those three hours, then follows the segment with game reviews, scores and an early morning sports report from 1-6 a.m.

Although numerous daily and nightly live sports talk shows have worked their way onto the airwaves since *Sports Byline* debuted, Barr says people enjoy the show not only for his discussions with athletes, but also for sports talk about issues more compelling than statistics. "We've been called the *Nightline* of sports talk and I take that seriously," says Barr. —DP



Ron Barr's national sports talk show, 'Sports Byline,' now has listeners up in the air.



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more about the
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INTERFACE VIII

Tuesday, October 4th, 1994

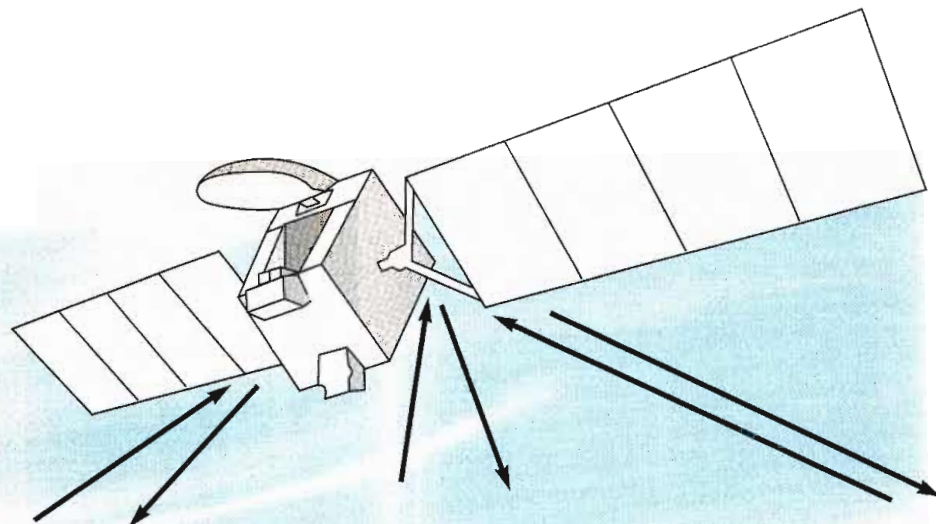
This year, for the first time, the Broadcasting & Cable Interface will be held simultaneously at three locations!

The Interactive Satellite Conference begins with an address by FCC Chairman, Reed Hundt. Then, a Superpanel of top industry executives will hold an interactive debate via satellite from Washington D.C., New York City and Los Angeles. Two large screens at each location will allow panelists in all three cities to interface. The Superpanel will discuss the hottest topics on the information highway for the next decade and answer questions posed by the audience.

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**With Keynote Speaker, FCC Chairman
Reed Hundt**



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 Steve Case
 Congressman Edward
 Markey (D-MA)*
 Raymond Smith

Los Angeles
 Peter Chernin
 Eddy Hartenstein
 Brandon Tartikoff*

New York
 Frank Biondi
 Barry Diller
 Howard Stringer

With superpanelists



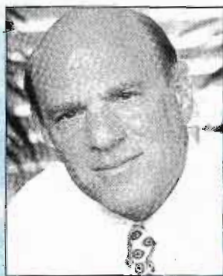
Frank Biondi
 Paramount/Viacom



Steve Case
 America On Line



Peter Chernin
 20th Century Fox Film Corp.



Barry Diller
 QVC



Eddy Hartenstein
 DIRECTV



**Congressman Edward
 Markey (D-MA)***



Raymond Smith
 Bell Atlantic



Howard Stringer
 CBS



Brandon Tartikoff*
 New World

***Invited**

BROADCASTING & CABLE
AND FCBA PRESENT

INTERFACE VIII

Tuesday, October 4, 1994

The Omni Shoreham Hotel Washington, D.C.

- 9:00 to 9:15 a.m.** Welcome
Richard Wiley and Clark Wadlow, FCBA
- 9:15 to 9:45 a.m.** Keynote Speaker—Congressman Edward Markey (D-MA)
- 9:45 to 10:45 a.m.** FCC Commissioners Panel
Rachelle Chong
Susan Ness
James Quello
- 10:45 to 11:00 a.m.** Coffee Break
- 11:00 to noon** Economic Forecast Panel
Dennis Leibowitz, Donaldson, Lufkin & Jenrette
David Londoner, Wertheim Shroder
Steve Rattner, Lazard Freres & Co.
Jessica Reif, Oppenheimer & Co.
- Noon to 1:00 p.m.** Lunch
- 1:00 to 1:30 p.m.** Keynote Address, Reed Hundt, FCC Chairman
- 1:30 to 3:30 p.m.** "Superpanel" Interactive Satellite Debate
Washington, D.C.:
Steve Case, America On Line
Congressman Edward Markey (D-MA) *
Raymond Smith, Bell Atlantic
- New York:**
Frank Biondi, Paramount/Viacom
Barry Diller, QVC
Howard Stringer, CBS
- Los Angeles:**
Peter Chernin, 20th Century Fox Film Corp.
Eddy Hartenstein, DIRECTV
Brandon Tartikoff, New World *
- 3:30 to 3:45 p.m.** Coffee Break
- 3:45 to 4:30 p.m.** Debate: Spectrum Flexibility:
HDTV vs. Alternative Uses
John Abel, NAB
Bob Rast, General Instruments
- 4:30 p.m.** Closing Remarks

* Invited

BROADCASTING & CABLE

INTERFACE VIII

Tuesday, October 4, 1994

**The Grand Hyatt Hotel
New York City**

- 9:00 to 9:10 a.m.** Welcome/Introduction — Don West,
Broadcasting & Cable
- 9:10 to 10:00 a.m.** Keynote Speaker — Richard Notebaert,
President and COO, Ameritech
- 10:00 to 10:50 a.m.** “New Revenue Opportunities on the
Information Highway”
Moderator: Al Sikes, Hearst Corporation
Panelists: Ed Horowitz, Viacom International
Sylvie Lalande, Le Groupe Videotron
Scott Kurnit, Prodigy
- 10:50 to 11:10 a.m.** Coffee Break
- 11:10 to noon** “The Future of Interactive Advertising”
Moderator: Robert Alter, CAB
Panelists: Robert Herbold, Procter & Gamble*
Bill Airy, TCI
Mike Drexler, Bozell
Dr. A. Reza Jafari, EDS
- Noon to 1:00 p.m.** Lunch
- 1:00 to 1:30 p.m.** Keynote Address, Reed Hundt, FCC Chairman
(Via satellite)
- 1:30 to 3:30 p.m.** “Superpanel” Interactive Satellite Debate
Washington, D.C.:
Steve Case, America On Line
Congressman Edward Markey (D-MA) *
Raymond Smith, Bell Atlantic
- New York:**
Frank Biondi, Paramount/Viacom
Barry Diller, QVC
Howard Stringer, CBS
- Los Angeles:**
Peter Chernin, 20th Century Fox Film Corp.
Eddy Hartenstein, DIRECTV
Brandon Tartikoff, New World *
- 3:30 to 4:30 p.m.** “The New Economics of News”
Moderator: Bernard Kalb, CNN
Panelists: Dennis Leibner, N.S. Bienstock
Joe Peyronin, CBS News
Charles Dutcher, Conus
- 4:30 p.m.** Closing Remarks

* Invited



BROADCASTING & CABLE AND HRTS PRESENT

INTERFACE VIII

Tuesday, October 4, 1994

The Beverly Hilton Hotel
Los Angeles

- 9:00 to 9:10 a.m.** Welcome/Introduction — Peggy Conlon,
Broadcasting & Cable
- 9:10 to 10:00 a.m.** “New Revenue Opportunities on the
Information Highway”
Moderator: Beth Kennedy, Interactive Producer
Panelists: Terry Hershey, Time Warner Interactive
Thom Kozik, The Persona Group
James Erlich, ICFX Inc.
Ruth Otte, Knowledge Adventure, Inc.*
- 10:00 to 10:30 a.m.** Keynote Address, Reed Hundt, FCC Chairman
(via satellite)
- 10:30 to 12:30 p.m.** “Superpanel” Interactive Satellite Debate
Washington:
Steve Case, America On Line
Congressman Edward Markey (D-MA) *
Raymond Smith, Bell Atlantic

New York:
Frank Biondi, Paramount/Viacom
Barry Diller, QVC
Howard Stringer, CBS

Los Angeles:
Peter Chernin, 20th Century Fox Film Corp.
Eddy Hartenstein, DIRECTV
Brandon Tartikoff, New World *
- 12:30 to 2:00 p.m.** HRTS Interactive Television Luncheon
- 2:00 to 3:00 p.m.** “The New Economics of News”
Moderator: Van Gordon Sauter, Fox TV Stations
Panelists: Linda Ellman, Independent News Producer
Ed Casaccia, Orange County News Services
Kathy O’Hearn, KABC
Jeff Wald, KCOP
- 3:00 to 3:15 p.m.** Coffee Break
- 3:15 to 4:15 p.m.** “Syndication Post-Fyn/Syn:
Increased Opportunity or Shrinking Market?”
Presidents’ Panel
Moderator: Michael Lambert, Partner Stations Group
Panelists: Dick Robertson, Warner Bros.
Shelly Schwab, MCA
Greg Meidel, 20th Television
Michael King, King World*
Randy Reiss, Buena Vista Television
- 4:15 p.m.** Closing Remarks

* Invited



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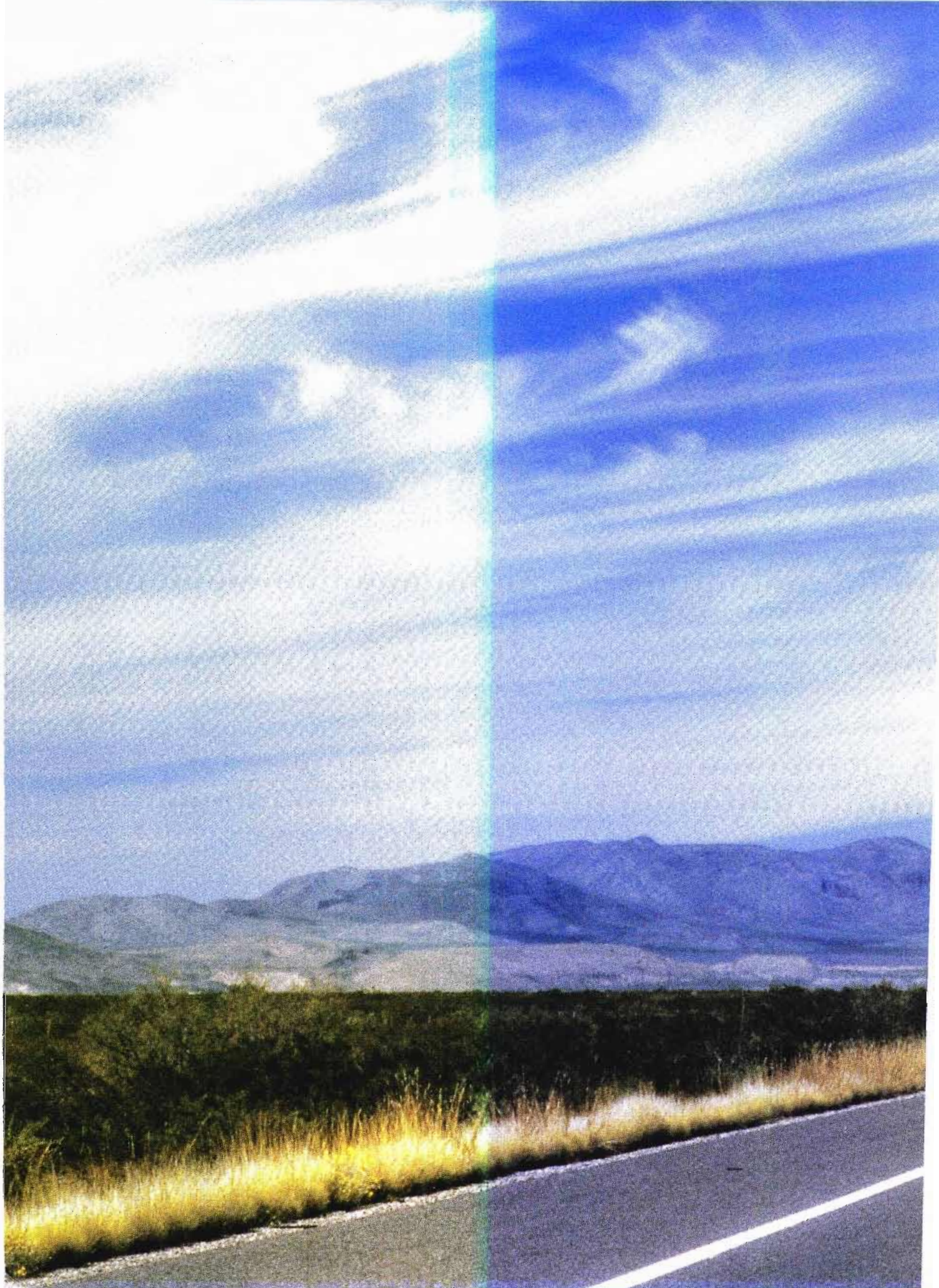
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At a Nov. 7 black-tie dinner in New York, BROADCASTING & CABLE will induct the newest members of the magazine's Hall of Fame. The class of '94 joins 102 individuals previously honored.

New inductees: Julius Barnathan, the engine behind ABC-TV's engineering prowess; Bob Bennett, who defined how good a station could be at WCVB-TV Boston; dean of radio regulation Louis G. Caldwell; Golden Age of TV producer Fred Coe; radio and TV comedy star Jimmy Durante; the maven of pay cable, HBO's Michael Fuchs; talk show host and game show guru Merv Griffin; ratings pioneer C.E. Hooper; WBAP Fort Worth's "Hired Hand," Harold Hough; cable MSO pioneer and mind extender Glenn Jones; actor/producer of a bonanza of TV shows, Michael Landon; the father of it all, Guglielmo Marconi; TV writer/producer Garry Marshall; former FCC chairman, and First Amendment champion, Dennis Patrick; CBS News mainstay Dan Rather; 'Prime Time' newswoman Diane Sawyer; NPR's "All Things Considered" Susan Stamberg.

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GARRY MARSHALL



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DAN RATHER



DIANE SAWYER



SUSAN STAMBERG

Garden purchase could grow sports programming strategy

Viacom accepts Cablevision Systems/ITT bid; New York investigates antitrust angle

By Geoffrey Foisie

Chuck Dolan intends to change the regional sports cable programming business. The Cablevision Systems Corp. chairman certainly has the ability to do so in the nation's No. 1 market, New York, assuming the Cablevision/ITT purchase of Madison Square Garden is approved.

Madison Square Garden owner Viacom Inc. accepted the companies' joint \$1.08 billion cash bid for the

Madison Square Garden properties: the sports arena, the Madison Square Garden (MSG) Network, the New York Knicks basketball team and the New York Rangers hockey team. With Cablevision already holding television rights for New York Mets baseball, Islanders and Devils hockey, and Nets basketball through its Sports Channel, the multiple system operator/programmer will have a virtual lock



Celebrating Viacom's sale of Madison Square Garden properties to Cablevision/ITT are, from left: Viacom Chairman Sumner Redstone, ITT Chairman Rand Araskog, Cablevision Chairman Charles Dolan and New York Governor Mario Cuomo.

on local cable sports programming.

But Dolan says the regional sports network business is due for a change that would give consumers more choices: "There is no difference between patronizing sports networks and patronizing sports at the arena. The fan wants to see particular games, and they relate to the admission accordingly. Giving them a choice has not been possible before, but it is certainly becoming possible now with the fiber we are deploying."

Cablevision System's chief executive officer says pay per view of individual games would be part of a revised strategy to sell and market the MSG Network and the Sports Channel. Otherwise, he declined to discuss strategy for the proposed acquisition in detail. Cablevision and ITT haven't worked out details of operation, he says, adding, "All that has been decided is that there will be a joint board and that the board will elect a CEO to run the Garden."

The acquisition itself is not yet a certainty. Among the hurdles is getting the approval of both the National Hockey League and the National Basketball Association.

Another hurdle is obtaining regulatory approval. Last Monday, the day after the sale was announced, New York State Attorney General Oliver Koppell said he would investigate the proposed acquisition on antitrust grounds.

"Sports Channel and MSG Network are the only two all-sports television channels in the New York region," Koppell said in a statement. "The consolidation of these two chan-

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Madison Square Garden is just one of the elements in the Cablevision/ITT purchase.

nels under single ownership is disturbing, and we will investigate whether it may lead to unfairly high prices or restricted choice for consumers....We will also examine the reaction of the managements of the various New York-area sports teams to the merger."

Local newspapers attempting to put events in perspective were quick to note that Koppell is in the midst of a re-election bid.

Dolan denies that two commonly owned networks could exercise monopolistic power in TV rights negotiations with professional sports teams: "The major competition is between teams themselves for patronage. The more effectively we can organize the presentation and marketing of the games, the more

widely we can extend the audience that will increase the value of the rights. There are also other buyers for rights in the New York area or any area; Rupert Murdoch has shown that."

Madison Square Garden had about \$30 million in cash flow on \$360 million in revenue last year, one report said. Dolan acknowledges that looked at as a multiple of cash flow, the \$1 billion-plus paid was a "big price."

But both Cablevision and ITT looked at the Garden properties as "they relate to the businesses we are in. Ours is an editorial business, not a facilities business, and its heart is local, both news and sports. This acquisition related importantly to that attractiveness," he says. ■

BOTTOM LINE

Smaller losses for CBC

The Children's Broadcasting Corp. reports a net loss of \$804,998, or 15 cents per share, on total revenues of \$946,412 for the second quarter ending June 30. The Minneapolis-based children's radio programmer also reports a net loss of \$1.74 million (32 cents per share) on net revenues of \$1.7 million for the first six months of the year.

The 1994 figures are an improvement over last year's. For the first six months of 1993, the company reported a net loss of \$1.57 million on total revenues of \$287,300, and in the second quarter of '93 posted a net loss of \$979,982 on revenues of \$185,272.

CBC launched its national Radio

AAHS programing mix of music, stories, quizzes and special reports aimed at children ages 12 and under in October 1992.

CBC spokesmen say the company does not expect to break even with the venture until the last quarter of this year. Radio AAHS has 18 affiliates nationwide, most of them AM stations.

Strong quarter for Osborn

Osborn Communications reports a 20% increase in net revenue, from \$5.9 million to \$7.1 million, for the second quarter, ending June 30 over the second quarter of 1993.

The company's cash flow was up 36%, to \$1.84 million, from \$1.35 million in the second quarter of 1993.

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William Redpath, CPA, ASA, V.P.
Peter Bowman, ASA, V.P.

KDGE-FM Gainesville (Dallas), Tex. □ Purchased by Bonneville International Corp. (Rodney Brady, president) from EDGE Broadcasting Inc. (Ed Wodka, president) for \$11 million. **Buyer** owns KSL-AM-TV Salt Lake City; WMXV-FM New York; KMBZ (AM)-KLTH-FM/KCMO-AM-FM Kansas City, Mo.; KBIG-FM Los Angeles; WTMX-FM Chicago;

KOIT-AM-FM San Francisco; KZPS-FM Dallas; KIDR(AM)-KPSN-FM Phoenix; KIRO-AM-FM-TV Seattle, and pending FCC approval, KING(AM) Seattle. **Seller** has no other broadcast interests. KDGE-FM has modern rock format on 94.5 mhz with 100 kw and antenna 1,896 ft. *Broker: Star Media Group Inc.*

KATT-FM and KYIS(FM) Oklahoma City □ Two stations are merging for estimated value of \$10 million. KATT-FM is owned by Cat Communications Inc. and headed by president/CEO Kent Nichols. KYIS is owned by Desert Communications Inc. and headed by president Matt Breyne. Neither has any other broadcast interests. KATT-FM has AOR format on 100.5 mhz with 97 kw and antenna 1191 ft. KYIS has hot AC format on 98.9 mhz with 100 kw and antenna 1,108 ft. *Broker: Kalil & Co. Inc.*

KAKS-AM-FM Canyon, Tex. □ Purchased by Madison Radio Group Inc. (Richard Ferayorni, president/director) from Heritage Communications Corp. (Walter Mize, president) for assumption of debt worth \$2.5 million. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KAKS(AM) has CNN Headline News format on 1550 khz with 1 kw day, 219 w night. KAKS-FM has CHR format on 107.9 mhz with 96 kw and antenna 1,322 ft. Filed Aug. 1 (AM: BAL940801EA; FM: BALH940-801EB).

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ **\$3,206,708** □ **6**
 FMs □ **\$15,699,184** □ **7**
 Combos □ **\$12,885,000** □ **3**
 TVs □ **\$0** □ **0**
 Total □ **\$31,790,892** □ **16**

So far in 1994:

AMs □ **\$106,552,872** □ **113**
 FMs □ **\$574,652,547** □ **235**
 Combos □ **\$1,100,103,700** □ **164**
 TVs □ **\$1,678,121,334** □ **50**
 Total □ **\$3,470,150,433** □ **562**

KCRZ(FM) Tucson, Ariz. □ Purchased by Rex Broadcasting Corp. (Jim Slone, president/director) from Tucson Community Broadcasting Inc. (Thomas Rockler) for \$3.5 million. **Buyer** owns KCUB-(AM)-KIIM(FM) Tucson, Ariz. **Seller** owns KSED(FM) Sedona, Ariz. KCRZ has country format on 107.5 mhz with 14.5 kw and antenna 3,526 ft. Filed Aug. 18

(BALH940818GE). *Broker: Kalil & Co.*

KSAC(AM) Sacramento, Calif. □ Purchased by J&C Equinox XX LP (Dwight Case, president) from Jonsson Communications Corp. (Kenneth Jonsson, president) for \$1.4 million. **Buyer** owns KOOO-AM-FM Clovis and KOPW-FM Fresno, both California. **Seller** has no other broadcast interests. KSAC has sports format on 1240 khz with 1 kw. *Broker: The Exline Co.*

KING(AM) Seattle □ Purchased by Bonneville Holding Co. (Rodney Brady, president/director) from Classic Radio Inc. (Priscilla Collins) for \$826,500. **Buyer** owns KIRO-AM-FM-TV Seattle; KBIG(FM) Los Angeles; KCMO-AM-FM/KMBZ(AM)-KLTH(FM) Kansas City, Mo.; KIDR(AM)-KSPN(FM) Phoenix; KOIT-AM-FM San Francisco; KSL-AM-TV Salt Lake City; KZPS(FM) Dallas; WMXV(FM) New York, and WTMX(FM) Skokie, Ill. **Seller** owns KING-FM Seattle. KING has news/talk format on 1090 khz with 50 kw. Filed Aug. 5 (BAL940805EA). *Broker: Coral Communications Inc.*

WNST(AM) Milton, W.Va. □ Purchased by Adventure Communications Inc. (Michael Shott, president) from Peters Broadcasting Inc. (Roscoe Peters, president) for \$400,000. **Buyer** owns WHIS(AM)-WHAJ(FM) Bluefield and WKEE-AM-FM Huntington, both West Virginia; WSIC(AM)-WFMX(FM) Statesville, N.C.; WXVK(FM) Coral Cove, Ohio, and has interests in WHHR(AM)-WFXH-FM Hilton

Head Island, S.C. **Seller** also is selling wzzw(FM) Milton, W.Va. to Simmons Broadcasting Co. (see below). **WNST** has oldies format on 1600 khz with 6 kw day and 26 w night. Filed Aug. 19 (BAL940819GI).

WBNM(AM)-WQXM-FM Gordon, Ga. □ Purchased by Griffith Communications Corp. (Benjamin W. Griffith III, president) from Quality Broadcasting Inc. (James McAfee, president) for \$385,000. **Buyer** has no other broadcast interests. **Seller** owns **WNEX(AM)** Macon, Ga., and **WOCR(AM)** Jackson and **WZDQ(FM)** Humboldt, both Tennessee. **WBNM** is 10 kw daytimer with business news format on 1120 khz. **WQXM-FM** has big band/jazz format on 107.1 mhz with 2.25 kw and antenna 541 ft. Filed Aug. 19 (AM: BAL-940829GJ; FM: BALH940819GK).

WSKR(FM) Petersburg, N.J. □ Purchased by Parinello Enterprises Inc. (Al Parinello, president) from O'Donnell Broadcasting Inc. (Jim Quinn, president) for \$355,684. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. **WSKR** has sports format on 102.7 mhz with 3.3 kw and antenna 295 ft. Filed Aug 12 (BALH940812GF).

KELE(FM) Mount Vernon, Mo. □ Purchased by Ranger Broadcasting Co. LP (Richard Hull, president of general partner) from KELE Radio Inc. (Galen Gilbert, president/director) for \$350,000. **Buyer** owns **KRYS-AM-FM** Corpus Christi, Tex., and is proposed assignee of **KMXR(FM)** Corpus Christi. **Seller** owns **KWHW(AM)-KRKZ(FM)** Atlas and **KWON(AM)-KYFM(FM)** Bartlesville, both Oklahoma; **KIOL(FM)** Lamesa, **KTXJ(AM)-KWYX(FM)** Jasper and **KDXE(FM)** Sulphur Springs, all Texas, and **KSWM(AM)** Aurora, Mo. **KELE** has AC format on 106.7 mhz with 25 kw and antenna 328 ft.

KKCM(AM) Shakopee, Minn. □ Purchased by North Star Broadcasting (Robert Chevalier, agent) from American Sunrise Communications (John Boyd, president) for \$305,208. **Buyer** has no other broadcast interests. **Seller** owns **KTSJ(AM)** Pomona, Calif. **KKCM** is 8.6 kw daytimer with Christian/news/talk format on 1530 khz. Filed Aug. 3 (BAL940803EA).

WZZW(FM) Milton, W.Va. □ Purchased by Simmons Broadcasting Co.

(W. Lee Simmons, president) from Peters Broadcasting Inc. (Roscoe Peters, president) for \$250,000. **Buyer** owns **WHHR-FM** Bluffton, S.C., and has interests in **WHHR(AM)-WFXH-FM** Hilton Head Island, S.C. **Seller** is also selling **WNST(AM)** Milton, W.Va. to Adventure Communications (see above). **wzzw** has classic rock format on 106.3 mhz with 560 w and antenna 1,092 ft. Filed Aug. 19 (BALH-940819GH).

KIMX(FM) Laramie, Wyo. □ Purchased by Long Lines Broadcasting Inc. (Bruce Long, president) from Laramie Women's Hispanic Network Inc. (Constance Lucas, president) for \$228,500. Principal of **buyer** owns **KWOR(AM)-KKLX-FM** Worland, Wyo. **Seller** has no other broadcast interests. **KIMX** has contemporary easy listening format on 105.5 mhz with 6 kw and antenna 328 ft. Filed Aug. 18 (BALH940818GF).

WPAS(AM) Zephyrhills, Fla. □ Purchased by Zephyr Broadcasting Inc. (Judy Huff, president/director) from Big Z Broadcasting Inc. (David

Zeplowitz, president) for \$200,000. **Buyer** owns **wdcf(AM)** Dade City, Fla. **Seller** owns **WBSB-FM** Dade City, Fla. **WPAS** has MOR format on 1400 khz with 1 kw. Filed Aug. 8 (BAL940-809EH).

WBXR(AM) Hazel Green, Ala. □ Purchased by Carlton Brady from Low Country Corp. Inc. (Charles Gleghorn, president) for \$75,000. **Buyer** and **seller** have no other broadcast interests. **WBXR** is 15 kw daytimer with country format on 1140 khz. Filed Aug. 8 (BAL940808EA).

WVZD(FM) Dennysville, Me. □ CP purchased by Quantum Investments Inc. (Timothy Martz, president) from Brian Lamont for \$15,000. Principal of **buyer** owns **WBPW(FM)** Presque Isle, Me.; **WUPQ(FM)** Newberry, **WZNL(FM)** Norway and **WKNW(AM)-WYSS(FM)** Sault Ste. Marie, all Michigan; **WFNL(FM)** Sturgeon Bay, Wis., and is permittee of **WYUL(FM)** Chateaugay, N.Y.; **WXM(FM)** Canaan, Vt., and **WENL(FM)** Gladstone and **WQLL(FM)** Baraga, both Michigan. **wvzd** is licensed to 102.9 mhz with 3 kw and antenna 328 ft.

\$10,000,000

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Telco backs broadcast VDT preference

Cable opposes Bell Atlantic proposal, calling it illegal and discriminatory

By Christopher Stern

Broadcasters eventually may embrace Bell Atlantic's proposal to give over-the-air channels preferential treatment on video dialtone systems, but the cable industry is digging in its heels over the issue.

The "will-carry" proposal is one of many issues that have not been resolved as the FCC reconsiders its video dialtone (VDT) rules. The agency planned to vote on the reconsideration Sept. 19, but commission sources say the vote will be postponed. Another outstanding issue, according to several FCC sources, is cost allocation. The cable industry claims the telcos are using regular telephone subscribers to pay for the advanced video networks.

The will-carry proposal would give broadcasters access to the systems at no cost. Over-the-air stations also would be given priority for all analog channels on the advanced video platforms. Bell Atlantic is pitching the proposal to the FCC as a way to assure universal coverage of current over-the-air television, along with public interest-related PEG channels.

"Because the plan is voluntary, it avoids the constitutional concerns raised by efforts to impose a mandatory carriage scheme on cable operators," Bell Atlantic says in a document explaining the proposal. The telephone company made the proposal this summer in its applications to build VDT systems in various markets.

Cable stands firm

But the cable industry is adamantly opposed, saying the proposal is unfair and illegal. The will-carry proposal "is inherently discriminatory because [Bell Atlantic is] favoring one service over another," says John Seiver of Cole Raywid & Braverman. Seiver represents several cable concerns on video dialtone-related matters.

Seiver and members of the cable industry say the proposal not only is discriminatory, but puts Bell Atlantic on equal regulatory footing with any cable operator that picks and chooses

programming for subscribers.

A recent U.S. Court of Appeals decision upheld the telco's right to provide VDT services without a local franchise agreement. However, the decision says a telco in the VDT business is prohibited from providing video programming directly to subscribers.

Bell Atlantic maintains that if its "will carry" is approved, it merely will be acting as a voluntary conduit for broadcasters and PEG channels to reach VDT customers.

Bell Atlantic needs revision

The telco acknowledges that it needs the FCC to revise its video dialtone rules in order to provide free access to the broadcasters and PEG channels. Under current rules, program providers must be charged equally for access to the system.

(In a separate filing, America's Public Television Stations has asked the FCC to give public broadcasters and educational services the ability to get cheaper rates on VDT services.)

The proposal also would provide Bell Atlantic with some advantages. Because broadcast channels will be a common denominator for VDT customers, competing program providers will not have to use valuable channel capacity with duplicative over-the-air services. "Because several digital channels are lost for every analog channel that is added, limiting the use of analog capacity permits Bell Atlantic to move toward the all-digital future while maximizing the overall capacity of the system," Bell Atlantic says.

The affected channels will be carried on non-digital signals, allowing consumers to receive the broadcast and PEG channels without the added expense of a set-top converter.

Bell Atlantic's proposal has won only lukewarm support from broadcasters who like the free carriage, but question other aspects of video dialtone.

"I don't want to sound too negative because it's an important first step, but there are real problems before they get 100% support," says David Donovan, vice president, legal and legislative

At a glance

Here are the components of Bell Atlantic's "will-carry" proposal, which would give broadcasters and public interest-related PEG channels preferential treatment on video dialtone systems:

- All broadcast and PEG channels would be carried on analog channels.
- The channels would be carried at no cost to program providers.
- The FCC must amend its rules to allow telcos to provide free access to the broadcasters and PEG channels.
- Will-carry signals will not cross traditional television-market boundaries.

affairs, Association of Independent Television Stations (INTV).

In its reply to the will-carry proposal, INTV expresses concern that the video dialtone systems, which are not limited by traditional television market boundaries, may create havoc for stations. "Unless local market protections are recognized, the entire program distribution system that is now in place for local television stations could be disrupted or even destroyed," INTV's comments say. The National Association of Broadcasters also has raised the issue with the FCC.

Bell Atlantic maintains that it will be able to uphold the integrity of television market borders and that network non-duplication and syndicated exclusivity will not be a problem, spokesman Eric Rabe says.

NAB and INTV also have expressed concern that the proposal will only work in VDT systems that are a hybrid of digital and analog signals. But Rabe claims that fewer than 50,000 of the 8.5 million customers it plans to serve will have digital-only service.

Most of those customers will be in Dover Township, N.J., where Bell Atlantic has received permission for the first commercial VDT rollout. ■

The Cable Telecommunications Association has chosen TCA Cable Chief Operating Officer Fred Nichols to head its board. Nichols was elected last Monday at an association board of directors meeting in Chicago. Also, Michael Burrus, president, Multimedia Cablevision, was elected vice chairman, and Jim Hays III of Irvine Community TV Inc. was re-elected secretary-treasurer. Elected to three-year terms on the board were Ben Hooks of Buford Television and Greg Kriser of Helicon Corp.

Several television industry lobbyists made *Washingtonian* magazine's list of the nation's top 50 lobbyists. Motion Picture Association of America's Jack Valenti was No. 2 on the list, behind Jerry Jasinowski of the National Association of Manufacturers. No. 6 was National Cable Television Association President Decker Anstrom. Roy Neel, president, United States Telephone Association, was ranked No. 10. Halfway down the pack was Eddie



Decker Anstrom was number 6 on list of 50 lobbyists.

Fritts of the National Association of Broadcasters, who ranked 25th. "In his early years, Fritts was criticized for not wanting to compromise, and his tenure seemed threatened. But his friendship with Mississippi Congressman Jamie Whitten, then chairman of the House Appropriations Committee, kept him his job. Since then, Fritts has befriended other key members of Congress," the *Washingtonian* item says.

Washington Watch

Edited By Kim McAvoy

European radio and TV executives can get some pointers from their American counterparts this fall at a conference sponsored by the National Association of Broadcasters. NAB's "European Broadcast Operation Seminars" are scheduled for Nov. 20-22 at the Grand Hotel Krasnapolsky, Amsterdam. The seminars will address radio technology, television technology, radio programming, television programming, radio sales, and television sales. U.S. broadcasters and industry consultants will lead the seminars. For more information, contact the NAB at 1771 N St. N.W., Washington, D.C. 20036-2891, phone (202) 429-5325.

The Atlantic Cable Coalition says Bell Atlantic's proposed video dialtone systems still are not "economically justified." In reply comments filed at the FCC, the coalition again argues that the telco "remains far from demonstrating a 'prima facie' economic justification for its proposal to build four video dialtone operations in its service territory." An evaluation conducted for the coalition by independent telecommunications consultant Leland Johnson concludes that Bell Atlantic's "revenue projections remain preposterous." Johnson argues that the telco's "underlying data is manufactured to support a predetermined set of favorable indicators and that the threat of cross-subsidization is severe and cannot be eliminated simply through the use of price caps."

The coalition's comments also contain an analysis from

economist Patricia Kravtin of Economics & Technology Inc. Kravtin maintains there is "such ambiguity surrounding Bell Atlantic's investment and expense figures that the commission cannot possibly ascertain whether the added revenues Bell Atlantic has identified will cover a 'reasonable portion' of the common costs of its joint use networks." The coalition represents cable TV associations in Delaware, Maryland, New Jersey, Pennsylvania, Virginia, Washington, D.C., and West Virginia.

"In tomorrow's world, a TV or radio may operate like a phone and computer," says Wayne Vriesman, joint board chairman, National Association of Broadcasters. Vriesman, who also is vice president, Tribune Broadcasting's radio group, shared his views on the industry's future during a conference on the information superhighway in Downers Grove, Ill., earlier this month. A digital broadcasting scheme will be mobile, inexpensive and more consumer-friendly than any approach offered by cable and telephone companies, Vriesman said. He also suggested that consumers start "thinking of radio and TV receivers as more than...just pictures and sound."

The NAB chairman also discussed some of the new multimedia services that broadcasters might offer using digital technology. Most of these services would be free because they would be advertiser-supported, he said. For example, automakers could supplement their TV or radio ads with information that could be stored and later retrieved. Such information could provide more details about car models, prices, colors and dealer locations.

FCC Commissioner Susan Ness will give her first major address since she took office in May. Ness is to speak at the Federal Communications Bar Association luncheon in Washington on Sept. 22.



FCC Commissioner Susan Ness

The FCC's Cable Services Bureau has named Morgan Broman special assistant for public affairs. It is the first time the bureau has had a public affairs staffer of its own. Broman comes to the FCC from the office of Richard Neal (D-Mass.), where he served as the congressman's chief of staff. Broman handled telecommunications for Neal, including the 1992 Cable Act. Broman is a former broadcaster himself. From 1979 to 1986 he worked as a reporter, anchor and managing editor at WWLP-TV Springfield, Mass. The bureau decided to hire a full-time public affairs staff member to handle cable services' increased responsibilities. By the end of the month, the bureau is expected to have hired its full complement of 240 people, up from 80 earlier this year.

The FCC last week issued two rulings granting local officials in Seattle and Detroit the authority to regulate cable rates. Cable systems in both cities had asked the FCC to deny the municipalities certification to regulate cable.

Multimedia merging into news production

Avid is combining automation with digital editing equipment

By Chris McConnell

Avid is planning to introduce automation into its news production equation.

With two newly acquired news automation companies under their wing, executives at Avid Technology hope to combine newsroom automation technology with the company's array of disk-based post-production gear. Reporters of the near future, Avid hopes, will work in newsrooms where they receive assignments, conduct research and piece together rough cuts of video all on the same screen.

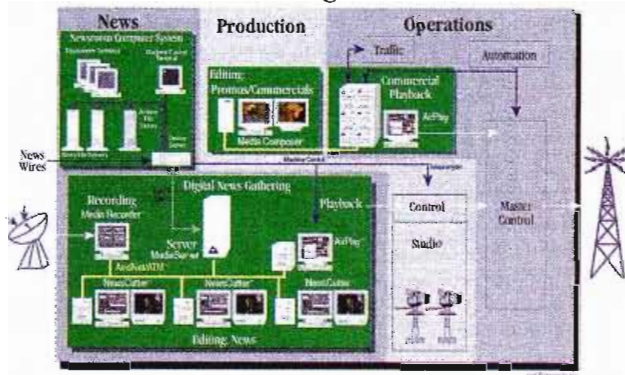
"What we're building here is a process," says Tony Mark, Avid's vice president and general manager of broadcast products. "We want to have this combination of text and video on the screen."

Mark's company has not announced any new products toward that end, but last week was preparing a white paper on the subject following its Aug. 26 announcement of plans to acquire the news division of Langley, UK-based BASYS Automation Systems and Burtonsville, Md.-based SofTECH Systems.

The companies, competitors until Avid's acquisition, provide software for automating story assignments, newswire management, on-air machine control, scripting and other newsroom functions. The deal involved a purchase of the BASYS news division from Digital Equipment Corp. along with a stock and cash pooling arrangement with SofTECH. Avid says it is spending several million dollars on the two acquisitions, which are expected to become final this month after approval by the boards of directors of the companies.

The acquisition gives Avid an installed base of some 500 automation system customers. BASYS serves more than 450 customers, including CNN, NBC and the Canadian Broad-

Avid Broadcast Integration Schematic



Avid engineers are drawing up plans to integrate automation technology with disk-based editing and storage gear.

casting Corp. (CBC), while SofTECH President Tim Shriver says his client list numbers about 50. Following the acquisition, Avid said the two companies posted combined revenues of \$20 million for the year ending June 1994.

Avid's Mark, who says the new acquisitions will offer products under the Avid name, says the company is still formulating its strategy for integrating the technology of the three companies. He says the company plans to present its white paper on the subject at next month's Radio-Television News Directors Association convention in Los Angeles.

Mark and others, however, describe the general vision of the companies as working toward a fully integrated, digital newsgathering and production environment.

"All of the elements...become objects which can be accessed across a network," says Adrian Scott, product manager for BASYS Automation Systems. Scott, who says BASYS was working on its own multimedia concept before the Avid deal, says his division now will be able to draw on Avid's capability in digital editing.

Scott and others also say Avid's work in developing a disk-based camera will complement the digital facility envisioned by the companies. Avid announced the camera development effort with Ikegami Tsushinki Co. at the NAB convention in March. Mark

says the venture is still on target for offering a prototype camera at next year's broadcasting convention.

Customers of the two companies embrace the idea of integrating text and video tools and say they welcome Avid's acquisition as a step toward speeding news production. Tim Dover, Avid editor at WNBC-TV New York, agrees that the combination of technologies could allow reporters or producers to research and write stories on the same screen used to make offline editing decisions.

"That's the goal here," says RTNDA President David Bartlett, who describes Avid's acquisition as one approach to marrying digital video technology with the automation and text side of broadcast facilities. CBC's Bob Conroy, whose company last week was taking delivery of BASYS automation gear, agrees the deal holds the potential to streamline the production of news stories.

"This sort of corporate merger is the beginning of the technology merger," says Conroy, director of production for CBC News.

But customers are not without concerns. Some worry that Avid's new path into the automation business will lead it away from further developments in nonlinear editing. "There's a dilution of creativity," says one broadcaster, adding that such grand plans for integrated broadcast facilities can fast become very complicated.

"The more things you have a single machine do, the more difficulty you have doing any one of them," the broadcaster says. Others, while approving of the deal as a potential boon to news production, also say the potential for losing focus on core businesses is a valid concern.

"That's going to be one of our biggest challenges," says BASYS' Scott, agreeing the newly merged companies will need to keep faith with their existing customer bases. ■

Satellite puts NBC, CNBC into Asia-Pacific region

NBC has booked more space capacity over the Asia-Pacific region.

The network last week said it is leasing a transponder on PanAmSat's newly launched Pacific satellite. NBC will hold one full-time C-band transponder on the PAS-2 satellite, which covers the Asia-Pacific region between Bangladesh and the U.S. West Coast. Sources following the deal say NBC has booked the transponder for 10 years.

NBC plans to use the transponder to distribute NBC and CNBC programming to the region, although the network last week had not decided which programs will go on the satellite. That decision will hinge partially on what programs NBC transmits via the Apstar-2 satellite, where it holds two transponders.



Apstar-2 is scheduled for launch early next year. The launch date remains uncertain because of an ongoing dispute concerning the satellite's orbital slot. NBC's Tom Rodgers says the PAS-2 bird fits its needs in part because it is orbiting.

"We are putting a lot of resources toward globalizing NBC and CNBC," says Rodgers, president of NBC cable and business development. Rodgers says the network plans to launch its ANBC Asian broadcasting service on either PAS-2 or Apstar-2 during the first quarter of 1995. NBC now is previewing the service from Palapa B2P.

With last week's lease, Rodgers says he is comfortable with the transponders NBC holds over the Pacific, although he says the market is rapidly changing. —CM

CBS Radio expanding its computer editing capability

By Chris McConnell

CBS, a recent customer of disk-based television broadcasting equipment, is now exploring computer-based systems for radio.

The network has installed a battery of computerized audio-editing systems in its Washington plant and plans to expand the system to its New York operation. Eventually, says CBS Radio's Anthony Masiello, the company hopes to place the systems in all of its 21 owned-and-operated radio stations. Masiello, CBS Radio's vice president of technical operations, says the company hopes to have the editing system fully implemented in New York during the first quarter of 1995.

The system CBS is using combines a variety of editing, recording and switching functions onto a single computer screen. Called the Personal Audio Computerized Editing System (PACE), the system uses different icons to simulate an audio-edit control room and allows users to manipulate audio from a disk.

"It's essentially factory automation for radio," says Corporate Computer Systems' Tim Chase, whose company developed PACE in cooperation with CBS. Chase, CCS vice president, says

CBS Radio plans to place Personal Audio Computerized Editing Systems at all of its owned-and-operated stations.

the system's use of audio compression (in this case, ISO/MPEG Layer 2 compression) saves on disk space and allows users to perform multiple functions simultaneously. He cites the example of recording a newsfeed while editing another piece.

"It makes it easier for us to do all of our operations," says Jerome Navies, director of CBS Radio Stations News Service. Navies says the Washington facility is using the machines to produce up to 40 live inserts a day for the O&Os. CBS also is using the machines to supply newsfeeds to the 475 affiliates of the CBS News Radio Network.

The Washington office, Navies says, houses seven PACE workstations, with another one on the way. Chase says that CCS already has placed at least four stations in CBS's New York facility. CBS has not decided how it will implement the systems beyond New York.

CCS hopes to market the systems to other radio broadcasters. The current list price for the studio version is



\$35,000 per station, including local area network connections. Earlier this summer, Chase says, ABC Radio Networks experimented with a unit in Normandy, France, during its coverage of the D-Day anniversary.

"It was a fingers-crossed deal," says Bob Donnelly, vice president of engineering for ABC Radio Networks. Donnelly says the PACE systems will need more work to succeed as a field reporting tool, but he applauds the idea of using the computing technology to place more editing and switching control in the hands of news reporters. Chase says the PACE software allows nontechnical users to perform highly technical tasks such as routing audio signals and transmitting signal over satellite.

"This is the way we need to go," says Donnelly, who cites the PACE user interface as one of its strengths. PACE next year hopes to bring portable versions of its systems to the National Association of Broadcasters show. ■

CBS News last week said it will combine its national and regional affiliate newsfeeds onto a single transponder and change the name of its affiliate news operation. Beginning Sept. 5, CBS Newsnet will become CBS Newspath and transmit the national and regional newsfeeds to affiliates on one transponder on the Hughes Galaxy 4 satellite.

CBS News announced the new name and transponder arrangement as the latest step in expanding its affiliate news operation. The network's Live News Center, CBS News said, now operates a satellite newsgathering system with more than 105 fixed uplinks, satellite news vehicles and transportable uplinks.

Panasonic Broadcast & Television Systems Co. says it has sold a collection of digital gear to KTEH(TV) San

Cutting Edge

By Chris McConnell



Jose, Calif. The PBS station has bought two D3 composite digital studio recorders, a D3 player/recorder and two one-piece D3 camera/recorders. The station plans to use the new digital gear to expand local production capabilities and enhance the previous one-inch CMX operation.

UK-based Tekniche is merging with two other suppliers of digital equipment for broadcasting. Tekniche, a provider of interface products, has merged with UK-based Innovision as well as the standards conversion division of AVS Broadcast. Innovision provides digital format translation equipment and also has designed AVS

standards converters.

The combined companies plan to market a range of standards converters and digital and analog conversion and interfacing equipment.

Tekniche also will handle sales and marketing of the Innovision DX120 and DX210 digital format translators. All of the gear will be offered under the Tekniche name. The U.S. headquarters for the new company will stay in Northvale, N.J., the former site of AVS Broadcast Inc. Tekniche also will operate from the former AVS Broadcast location in Burbank, Calif.

Dynatech Video Group says Orbit Satellite Television and Radio Network has launched a new digital-based satellite uplink facility using Dynatech digital routing and control equipment.

Utah Scientific, a member of the Dynatech Video Group, supplied its Total Automation System (TAS) to the European network. The system automates the operation of 21 TV channels and also provides a bypass channel in case of failures or emergencies. Utah Scientific also supplied the network with four digital routers and 12 Digital Master Control Systems for the on-air channels. Along with Dynatech, the company assisted Orbit with system design and installation.

Frost & Sullivan predicts an 8% compound annual growth for the communications test-equipment market between now and 2000, although the company does not expect much from the radio/TV end-user market. The research firm's new study on test-equipment markets predicts that data communications and telecommunications industry segments will offer the largest growth opportunities. Radio/TV, the study says, will be a slow-growth market along with test equipment for aerospace and government users.

In all, the study predicts, the communications test-equipment market will grow from \$776 million in 1993 to \$1.3 billion by 2000. The firm estimates that unit shipments will increase from about 77,000 in 1993 to 142,000 in 2000.

The study lists Hewlett-Packard as "by far" the largest competitor, with other key vendors including Anritsu, Tektronix and Marconi Instruments.



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USPR, the joint venture created and managed by National Public Radio (NPR), Public Radio International (PRI) and the Corporation for Public Broadcasting (CPB) to distribute radio programming internationally, is seeking a Managing Director for its European Service to Commence in late October. The position, based in London, involves considerable travel, primarily in Europe and secondarily in the U.S. The individual will manage all aspects of start-up business and will be accountable to three-person board. Must be results-oriented with effective bottom-line business skills and have willingness to shoulder considerable responsibility during start-up.

Required Experience:

- Minimum 10 years in broadcasting or closely related industry, with at least 3 years in management
- Preparation and execution of marketing, fundraising, and sales strategies
- Financial management including budgeting, revenue forecasting and reporting, financial reporting, purchasing and contracting
- Familiarity with public radio programming as heard in the U.S.

Desired Experience:

- Knowledge of broadcast and cable industries in Europe, including competitive conditions, regulatory structures and overall industry trends
- Understanding of satellite, broadcast, and/or cable technologies
- Participation with previous business start-up
- Written and spoken fluency in at least one language in addition to English

Salary \$70-80,000 plus benefits, relocation/housing allowance, if necessary, and a performance bonus. Qualified applicants should send resume, references and salary history by September 26, 1994 to:

USPR Managing Director Search • c/o Corporation for Public Broadcasting
901 E Street, N.W. • Washington, D.C. 20004-2037

No phone calls, faxes or late submissions please. USPR is an Equal Opportunity Employer

RADIO SALES DEVELOPMENT MANAGER

Outstanding growth opportunity for talented, mature radio sales professional able to open up and sell new business and create hard-hitting promotions for prestigious New England major market stations. Send resume, salary history to:

Bernard Perry, WOTB 100.3 FM,
P.O. Box 367, Newport, RI 02840.

Equal Opportunity Employer.

Midwest competitive market FM needs creative, street selling GSM. Experienced sales managers or top billers ready for management challenge should apply. Excellent opportunity to move into general management with expanding radio group and earn a piece of the action. Fax resume to Bob Epperly, New Horizons Communications, 708-934-6607, or send to 1605 Colonial Parkway, Inverness, IL 60067. EOE.

Sales Manger One of America's great radio stations, WNAX AM/FM, Yankton, South Dakota. We need you to help our sales staff serve clients in our five state coverage area. This is a great opportunity for an experienced sales manager that wants to be a part of a great opportunity. Former sales manager promoted to general manager. Send resume to Cindy Welland, GM, WNAX Radio, 1609 Highway 50 East, Yankton, SD 57078. E.O.E.

General Manager, WZNX/Mattoon/Charleston, IL, soon to upgrade to 25 kw. Larger selling territory and terrific Spring Arbitron. Great growth position with 7 station group. Send your background/resume to Mark Rollings, Rollings Communications, POB 882, Chesterfield, MO 63006. Fax 314 458-1835.

There's gold in our hills! Q-103 FM seeks a Sales Manager to lead our young station in beautiful northwest Connecticut to new heights in sales, and service to our Tri-State regional market. Q-103 is a unique operation offering the region's best signal, reputation, and value to advertisers. And, we offer a unique career and lifestyle choice for the right person. Please reply in writing to Marshall Miles or Dennis Jackson, WQQQ(FM), P.O. Box 446, Lakeville, CT 06039. EOE, M/F.

Executive Director for the National Association of State Radio Networks, Inc. (NASRN). Must be a proven leader with outstanding leadership skills and have experience in fiscal control, public relations, publications, membership development, and convention planning. General knowledge or experience in the state radio network industry is a plus. B.A. degree or equivalent in the radio/media industry preferred. Please send detailed resume to: Executive Director, National Association of State Radio Networks, 263 3rd Street, 5th Floor, Baton Rouge, Louisiana 70801. NASRN is an equal opportunity employer.

National Sales Manager, WOCL-FM, Orlando. Unique opportunity in the nation's 20th ranked national market. Atlanta and New York national experience a plus. EOE. Send resume to: Dan Wachs, 2101 State Road 434, Suite 305, Longwood, FL 32779.

General Managers/Sales Managers. New and expanding radio broadcasting corporation in Southwest expanding into several small and medium markets has openings for General Managers and Sales Managers. While your sales ability is important, it is not nearly as important as your ability to coach and train. Excellent high level career opportunity for individuals who want to work for winners. Send resume to Richard Kelley, Stellar Communications, Inc., P.O. Box 130970, Tyler, Texas 75713-0970. Telephone (903)581-2132.

Sales Manager, 3 FM's/1 AM in Champaign/Urbana, IL. Learning opportunity and advance possibilities in 7 station group. Will consider first time sales manager. Send resume and background. Tom Thies, WLTW/WZNF 400 Broadway, Urbana, IL 61801.

It's time to grow! Classic Rocker WKHY-FM seeks SM with desire to succeed. Must have proven sales success, previous management experience, strong leadership & training skills. Must be able to grow business while working within a team environment. Great compensation for right person. Send resume to: Eric McCart, GM, WKHY, P.O. Box 7093, Lafayette, IN 47903. EOE.

HELP WANTED SALES

West Texas Radio Station Looking For Two Powerhouse Sales People, in a competitive market. Previous sales experience required. Immediate opening available. Fax resume to Scott Powell and Amy Meredith, 915 695-9968. EEO. Women and minorities are encouraged to apply.

Classic Rocker WKHY-FM seeks proven sales professionals with desire to succeed. Individual should have minimum 2 years previous radio sales experience. If you can develop new business, create new opportunities while servicing a great list, send resume to: Eric McCart, GM, WKHY, P.O. Box 7093, Lafayette, IN 47903. EOE.

A West Texas radio station is looking for two POWER HOUSE sales people in a promotion intense environment. Fax us at (915) 695-9968 Write us at 2203 S. Danville, Abilene, Texas 79605 Or call us at (915) 695-9898 Contact is Scott Powell or Amy Meredith.

HELP WANTED NEWS

WEPM-WKMZ looking for a part-time writer/reporter with anchor potential. Full time a possibility. Intelligent, committed person must know and respect the English language. Must be honest, unbiased, and factual. Must be willing to accept style guidelines and open to professional criticism. Willingness to learn will be factored against education and experience. Serious candidates only. EOE tape, resume to: Richard Strader P O Box 767 Martinsburg, WV 25401.

HELP WANTED TECHNICAL

WBQB/WFVA Fredericksburg, Virginia seeks Chief Engineer. Must have minimum five years experience with AM and FM transmitters, studio equipment, computers, and FCC compliance. Stable, debt-free company offers excellent compensation/benefit package. Resume to General Manager, WBQB/WFVA, P.O. Box 269, Fredericksburg, Virginia 22404. EOE.

Experienced Chief Engineer - Experienced AM Directional and FM Engineer needed for one of the Midwest's finest facilities. A great place to live and work. Send resume and salary history to Reply Box 00087. This is not just a job, it's a great career opportunity. E.O.E.

Chief Engineer wanted for Benchmark Communication's Dover/Wilmington, Delaware duopoly operation. Candidate must have five years experience in AM directionals, high powered FM's, studio maintenance, audio processing, digital studio technology and computer operations. We offer a comprehensive benefit package including 401(k) and major medical. Send resume and salary requirements to Personnel, WDSB FM/WDOV AM/WSRV FM, P.O. Box 11727, Wilmington, DE 19850.

HELP WANTED ANCHOR

PM Drive Announcer for one of America's highest rated Christian music stations, 50,000 watt commercial FM. Must relate well to adult listeners with warmth and friendliness, and possess excellent one-to-one communication skills. Knowledge of inspirational/AC music, and experience in competitive format are needed. Position offers competitive salary, excellent benefits, friendly work environment, and career potential. Immediate response essential! Send tape/resume: Doug Smith, WFRN-FM, P.O. Box 307, Elkhart, IN 46515. EOE

SITUATIONS WANTED MANAGEMENT

General Manager - Major market background. History of dramatic revenue and programming turnarounds. All the right experience, skills, abilities and credentials. Station sold, available now! Reply to Box 00083 EOE.

A Proven Professional in Mgmt/Sales looking for professional station in Houston area. Strong relationship with both clients/staff and product knowledge key. Local, General, Reg/Nat'l. Country, Oldies, Mor, News/Talk. Reply to Box 00095 EOE.

SITUATIONS WANTED PERSONALITY & TALENT

1/2 German - 1/2 Sheppard. Dad member of American Kennel Club. Tim (614)898-9120.

TELEVISION**HELP WANTED MANAGEMENT**

Ready to lead a traffic department? Memphis's WMC-TV, NBC, needs a take charge Traffic Manger with experience with the Columbine system. This is an exciting and financially rewarding challenge with American's leading growth company; Ellis Communications. Ability to maximize revenue by inventory management, develop improved systems, and inspire zero defects, mandatory. Send letter and resume to Nancy Morris, Traffic Operations Manager 1960 Union Ave. Memphis TN 38104 EOE & Affirmative Action Station.

General Sales Manager: One of the nation's top rated, network affiliated stations located in a booming top forty southern market, needs a proven sales leader. We are an innovative station which prides itself in creating and developing new revenue streams, while pro-actively minding the basics of television business. Expert inventory/pricing management abilities a high priority. We want a leader who can coordinate and direct the sales efforts of different sales teams, generating revenue from traditional and non-traditional sources. Minimum 2 years experience as successful general sales manager required. This station enjoys a very high level of visibility in the industry, nationally, and we need a long term player who is looking to grow and be intricately involved in the executive team of this growing company. We want our new leader in place by 4th quarter of this year. Qualified candidates should send a resume with cover letter to: Mike Conly, President & General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. No phone calls please! We are an equal opportunity employer.

Auction Manager/Fundraising: One of the top public television auctions in the U.S. seeks Auction Manger to provide the necessary leadership for successful implementation of all aspects of TV auction including securing donations, training and motivation of volunteers, coordination of print campaign, managing operations and implementing related activities. Ability to handle multiple priorities relating to persons of all ages and diverse backgrounds; computer literate; degree in marketing, communications, journalism or equivalent experience. Send complete resume by October 1 to: Executive Director, Channel 10/36 Friends, Inc., Foundation Hall, 700 W. State St., Milwaukee WI 53233 Equal Opportunity Employer Thank you.

General Sales Manager, Florida ABC Affiliate. Applicant must have strong LSM and NSM background, sales training skills and a creative approach to selling and sales/promotions. Send confidential resume to Reply to Box 00078 EOE.

General Sales Manager: KOTV, the CBS affiliate in Tulsa, OK, has an immediate opening for a General Sales Manager. Ideal candidate will have 5 years television sales/sales management experience. Candidates must be familiar with computer systems and how they relate to sales and traffic. Must demonstrate strong negotiating and number skills. Candidates should provide documents attesting to achievements. Interested applicants should send resume to Human Resources Department, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE.

Local Sales Manager. Progressive mid-sized market station is accepting applications for a Local Sales Manager with minimum two years sales management experience. Must be able to organize and manage multiple responsibilities. Qualifications should include skills in budgeting and forecasting, pricing and inventory management, vendor, co-op and creative promotions, Experience in applying qualitative research to the sales process necessary.

Number 2 NBC affiliate in to 60 market looking for a director to take us to number one. This is a position for those who like a challenge and willing to be creative in both promotion and directing of newscasts. Two years of experience plus a let's win attitude. Fax or send resume to: Personnel Dept., KSEE-TV P.O. Box 24000, Fresno, CA 93779-4000. Fax Number 209-454-2485 EEO.

National Sales Manager. WTTV Indianapolis is seeking an experienced leader/motivator with a proven track record in national sales. Ideal candidate will have a minimum of 3-5 years of management experience on the station and/or representative side of the national arena. Candidate must demonstrate strong inventory control, negotiating and numbers skills, knowledge of JDS System a plus. Candidates must also have a background in sports, kids, selling beyond the rating book with a proven ability in developing client relationships. Please send or fax resume to Director of Human Resources, WTTV, 3490 Bluff Road, Indianapolis, IN 46217. Fax 317-780-5464. WTTV is a River City Broadcasting station. Women and minorities are encouraged to apply. Equal opportunity employer.

Traffic Manager. Channel 6 For The Heartland" is seeking an energetic and ambitious individual searching for a fast-paced challenge. Ideal candidate will have an associate or bachelors degree (or related equivalent experience) and three (3) years experience with Jefferson Pilot System, IBM 36 mainframe and broadcasting. Prior supervisory experience is preferred, as well as experience with various PC software packages and Querys. Resumes should be sent to: WOWT/Human Resources, 3501 Farnam Street, Omaha, NE 68131-3356. EOE

Program Manager Public TV station in #1 market seeks experienced programmer to supervise program acquisitions, prepare advance program schedule, supervise traffic operations and research activities. Seeking aggressive individual able to take a competitive approach to programming at an innovative public television station. 2-3 years experience in television programming, preferably in a public television station. Reports to Director of Programming, Salary open. Resumes to Lisa Rosas, WLW21, P. O. Box 21, Plainview, Long Island, New York 11803. EOE/AA.

TV News Producer: Responsible for content of daily newscasts. Must be creative, imaginative, and an excellent writer. Will supervise, manage, and lead other production and news personnel. Prior TV news experience and good people skills required. Reply to Box 00093 EOE.

Tired of the rat race? We're a network affiliate in Bozeman, Montana, looking for an experienced GM, who can sell, lead, motivate, set and achieve goals. If you're good and are seeking a quality lifestyle in the last best place, this could be the job for you. Reply in confidence with resume and salary requirements to J. English, 340 West Main, Missoula, Montana 59802. EOE.

Station Manager. Sought by small education and cultural television station. For operation based in Albany, NY. Candidates must have experience in distance learning programs and/or educational television and productions. Must be proficient with new technology. Bilingualism (S/E) a plus. Contact Dr. Jo-Ann Sainz, Project Director, (518) 283-1100 Ext. 7997. Fax resume to (518) 270-1522.

Assignment Manager: WMAR in Baltimore looking for Assignment Manager to handle generation of daily story ideas and coordinate execution of those ideas. Must be creative, have grasp of logistics and management skills. Resume and references to Jack Chahalan, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

HELP WANTED SALES

ACCOUNT EXECUTIVE
AFFILIATE RELATIONS

CNBC and America's Talking has an exciting career opportunity for a highly motivated, intelligent, mature, resourceful and creative account executive who will manage affiliate relations with cable clients in the Mid-Atlantic Region.



Responsibilities include developing and managing CNBC and America's Talking subscriber base in several mid-atlantic states; maintaining contact with regional offices; monitoring and managing affiliation agreements, overseeing national marketing campaign sell-in with local affiliates; managing and developing distribution and local marketing efforts within the region for both networks.

Candidates should have related marketing/sales experience in the television industry and excellent interpersonal/presentation skills. This career opportunity has great potential for growth in a fast-paced entrepreneurial environment. The position is based in CNBC/A-T's corporate office in Fort Lee, NJ and requires approx. 50% travel. Please forward resumes and salary requirements to: Personnel Manager, AE, 2200 Fletcher Ave., Fort Lee, NJ 07024. Equal Opportunity Employer.



Morning News Co-Anchor - Looking for person to compliment our veteran female co-anchor. Strong knowledge of television broadcast writing style, production and delivery. College degree and 3 years TV experience. No beginners. Send resume and non-returnable demo tape to Harvey Powers, Asst. VP for News, WWBT, P.O. Box 12, Richmond, VA 23201. No phone calls please. EOE.

Account Executives, WAKC-TV, Cleveland/Akron experienced local salespeople needed for ABC affiliate. If you are aggressive, creative and have excellent communication skills, send your resume to: Peter Acquaviva, WAKC-TV 23, 853 Coyle Road, Akron, OH 44320.

Account Executive for Greenville's Fox affiliate, WFXI-TV8/WYDO-TV14, previous media sales experience desirable. Individual should be highly motivated with a winning attitude. Great growth opportunity. Send resume to Glynn Pullen, LSM, WFXI-TV8, One Television Place, Highway 70 East, P.O. Box 2069, Morehead City, NC 28557.

Account Executive: Aggressive ABC affiliate has great account list for experienced local TV broadcast sales person with minimum of 3 years experience. TV scan, Stowell, Access services provided. Send resume to: Susan Kelly, GSM, WMDT-TV, P.O. Box 4009, Salisbury, MD 21803-4009. EOE/M-F.

Sales-Account Executive. Public TV station seeks aggressive, self-starter to develop corporate support at New York City office. Professional experience in fundraising and/or media sales highly desirable. Salary, commission, benefits. Resumes to Lisa Rosas, WLIW21, P.O. Box 21, Plainview, Long Island, New York 11803. EOE.

Leading independent Television Station seeking a dynamic, experienced account executive. A minimum of 3 years experience in agency and direct sales, research proficiency, and a strong knowledge of ratings is vital. Call Gloria Rudd at (913)621-6262 or send resume to KSMO-TV62, 10 E. Cambridge Circle, Suite 300, Kansas City, KS 661103.

HELP WANTED NEWS

Hearst Broadcasting
Photographer/Editor

Our Washington news bureau is seeking a creative photographer/editor with at least three years of television station experience. The bureau produces daily reports for our six network-affiliated stations.

Resume and tape to:

Hearst Broadcasting
1825 K St NW
Washington, DC 20006

Equal Opportunity Employer

Top 50 Southeastern affiliate looking for rising star in television sales. One year television sales, Scarborough, computer skills, "out of the box" thinking required. Don't apply unless you want to be challenged to be the best. Women and minorities encouraged to apply. Send resume and salary requirements to LSM, Reply to Box 00080 EOE, M/F.

Producer: WMAR in Baltimore needs experienced producer for primary Newscast. Tape, writing samples, references and resume to Jack Cahalan, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

For all your
Classified Needs,
Call Antoinette Fasulo
212-337-7073

WVTM-TV, a NBC affiliate, has the following job openings. 1) Newscast Producer. Produce primary newscasts. College degree preferred. Minimum 2 to 5 years producing experience. 2) Managing Editor. Newsroom supervisor, responsible for coordinating daily news gathering efforts, scheduling, some budgeting. Responsible for all assignment desk related activities. College degree preferred. Minimum 3 years experience. 3) Desk Assistant. Work on assignment desk, planning, moving crews, working closely with managing editor generating story ideas, and coordinating daily news gathering efforts. College degree preferred. Minimum 1 year TV experience. Send resume to: Carol Wells, Human Resources, WVTM-TV, 1732 Valley View Drive, Birmingham, Alabama 35209. EOE.

WSFA, the dominant NBC affiliate in Alabama's capital city is looking for someone who fits the "Best All Around" category. We need a General Assignment Reporter who can do it all—tell a good story, match pictures and words, fill-in anchor/producer, and handle live shots. 2-3 years reporting experience, strong writing skills, and good news judgement are a must. Computer knowledge is helpful. Send non-returnable tapes and resumes to: Lucy Riley, WSFA, 10 E. Delano Avenue, Montgomery, AL 36105. No phone calls, please. EOE.

TV News Director - WHBQ-TV, the newest FOX O&O, is looking for a dynamic News Director to direct a growing and competitive news department. We are looking for someone with experience in building a winning team and someone with strong leadership qualities. If you feel you are a leader for the future, send your resume to General Manager, WHBQ-TV, 485 South Highland, Memphis, TN 38111. No phone calls, please. We are an equal opportunity employer.

Supervising Producers needed for a major TV news network. Must have major market management and line producing experience. Must be hard working, enjoy training entry level journalists and have solid knowledge of financial news. Reply to Box 00090 EOE.

Can you tell a good weather story, as well as a good news story? WSFA, the dominant NBC affiliate in Montgomery, Alabama has a rare opening for a Weather Anchor/Reporter. If you have a flair for making weather exciting and news stories compelling, send a non-returnable tape to: Lucy Riley, WSFA, 10 E. Delano Avenue, Montgomery, AL 36105. Candidates must have 1-2 years weather anchoring and news reporting experience. Live reporting preferred. Experience with WSI Weather Spectrum preferred. No phone calls please. EOE.

Weatherperson: WGXA (ABC) Macon Georgia looking for person with experience for weekday newscasts. Send nonreturnable tape and salary requirements to Ron Wildman, Box 340, Macon, Georgia 31297 - EEO.

Sports Reporter/Anchor Western New York's news and sports leader needs creative sports reporter who can also anchor. Candidates must have ability to go beyond scores and highlights and must also be able to produce sportscasts and shoot and edit video tape. Please send resume, non-returnable tape and letter explaining why you want the job to: Chuck Samuels, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an equal opportunity employer.

HELP WANTED MARKETING

Market Development Director. KMSP-TV, Minneapolis/St. Paul, MN seeking experienced and creative professional to manage new business development. Minimum five years promotion and media experience required. Send resume to General Sales Manager, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344-7258. EOE.

HELP WANTED TECHNICAL

KRIV FOX Television in Houston has an immediate opening for Master Control/Technical Director. Responsibilities include acting as technical director for the news pre-production, live newscast, public affairs, programming, commercial, and promotional production. Switch station breaks, load commercials and program tapes dub video tapes to cassette, primary duties involve operating video and audio equipment. Requirements: min. 2 yrs. experience as a TD for a live newscast; 3 yrs experience as MC operator; experience with Grass Valley 200 & 300 & Utah Scientific MC 500b switchers; an FCC License; a working knowledge of waveform monitors, vectoscopes and VU meters. Kaleidoscope DVE generator and editing experience a plus. Must have eyesight correctable to 20/20 and excellent hearing. Must be able to reach tapes and equipment placed 7-8 feet high or be able to climb step stool unassisted. Send resume to KRIV Fox Television, Attn: Personnel, P.O. Box 22810, Houston, TX. 77227. EOE.

CBS affiliate, new facility. Needs technician to repair videotape, ENG, satellite truck, and other equipment. Send salary/resume to: WCBI-TV C.E.; P.O. Box 271; Columbus, MS 39703 or Fax to (601) 329-1004.

Broadcasting Engineer, Sr. KUAT Communications Group, the public television and radio service in Southern Arizona, is seeking applicants for the position of Broadcast Engineer, Sr. this position provides technical support to broadcast facilities in repair, maintenance, installation and modification of technical broadcasting equipment in the studio and at remote sites. Minimum Qualifications: An associates degree in electronics, broadcasting, or related field and three years of experience in broadcast engineering which includes equipment repair an installation, or five years of experience in broadcast engineering which includes equipment repair and installation. Salary range \$26085.00 - \$31452.00. Usual UA benefit package. Closing date: Sept. 26, 1994. For an official University of Arizona staff application (resumes will not substitute) write to: Employment services, 1717 E. Speedway Blvd., Tucson, Arizona 85719 or call (602) 621-3660; TDD (602) 621-8299. EEO/AA/ADA Employer.

Maintenance Engineer - with experience in all phases of broadcast operations and be able to perform general maintenance on various studio, production, videotape equipment and microwave systems. Minimum 2 years experience in TV broadcasting. SBE or FCC First Class certification preferred. Must be able to work on call when needed. Send resume to Gene Brewer, WAGM-TV, Box 1149, Presque Isle, ME 04769.

Television Engineer. WVTM-TV, a NBC affiliate, in Birmingham, Alabama has an immediate opening. Excellent opportunity. Maintain broadcast equipment. Requirements: High School, 3 years TV maintenance experience preferred, ability to troubleshoot to component level, FCC license. EOE. Send resume to Carol Wells, WVTM-TV, 1732 Valley View Drive, Birmingham, AL 35209.

Assistant TV Engineering Manager in top 100 market. Familiar with scheduling, installation, maintenance, and operations of all types of studio and RF equipment, including Betacam, computers and transmitter. Must be a self starter and possess strong management skills and good interpersonal relations. Will assist in capital budgeting. General Class license required, SBE Certification desired. EOE. No phone calls. Send resume and salary requirements to Engineering Manager, WKBN-TV, P.O. Box 59, Youngstown, OH 44501.

Maintenance Engineer. WOWT-TV maintenance engineer. Omaha NBC affiliate needs computer-literate, organized, highly qualified person to maintain studio and eng equipment. 2 years minimum related experience; SBE certification preferred. Competitive salary and superb benefits; a great city to live in! Send resume to: Human Resources/WOWT, 3501 Farnam Street, Omaha, NE 68131-3356. No phone calls please. WOWT is an "Equal Opportunity Employer"

HELP WANTED PRODUCTION

Broadcast Production/Operations Manager: KATU, one of the strongest ABC affiliates in the country, is seeking an innovative, results-oriented leader with excellent people skills. Requires extensive production and operations experience and a minimum of five years managerial experience including capital and operating budgets. Excellent benefits and a great future at the #1 station in the Great Northwest. Mail resume and tape to: Jan Allen, KATU, P.O. Box 2, Portland, OR 97207. EOE.

Broadcast/Audio/Video Communications Expert - U.C. Berkely Public Information Office. Professional develop, Maintain media contacts, place stories; broker talk show interviews; develop, produce, advise on audio/video productions; write articles, respond to media inquiries. Qualifications: professional news writing, extensive broadcasting experience; translate scholar's idiom to popular prose; familiarity with higher education issues preferred. Send resume, references to Personnel Office, Job #08-504-50/PA, 7 University Hall, Berkeley, CA 94720-3540.

Post-Production Editor. KCOY-TV has an immediate opening for a full-time editor. Responsibilities include heavy commercial & station promotion editing with some computer graphics work as required. Must have demonstrated strong time-code computer editing ability & thorough character generator skills. Background in Beta, Pinnacle & Chyron helpful. Creative video design skills & people skills essential. Send tape & resume to: KCOY-TV 12, Attn: Personnel, 1211 W. McCoy Lane, Santa Maria, CA 93455. No phone calls. EOE. Drug Free Workplace. Minorities encouraged to apply.

Sports Director: Dominant small market Southern station seeks leader for its sports department. We're a hotbed of high school and college athletics and we're looking for someone who loves local sports. Ideal candidate should have college degree and a minimum of three years on-air experience. This is not a job for beginners. Send resume and non-returnable 3/4 " or VHS tape to Reply to Box 00092 EOE.

Special Projects: WMAR needs producer to supervise series and specials. Tape, resume and references to Jack Cahalan, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

KRIV Fox Television Houston has an opening for a Weekend Producer/Associate Producer. Responsibilities include: producing the Saturday and Sunday newscast; editorial, ethical and legal content; writing, timing, and developing newscast as well as directing the show's staff. Assisting other producers with all directing the show's staff. Assisting other producers with all aspects of the production of newscast three days a week. Requires two years med-major market producing experience, a four year college degree, preferably in journalism or communications. Excellent writing and typing skills. Interested applicants should send resume to: KRIV Fox Television, Attn: Personnel, P.O. Box 22810, Houston, TX. 77227. EOE.

Executive Producer. If you're just a show-stacker stop reading this ad. I need a producer who is a superior writer, news junkie, and visionary. Minimum three years producing experience for this management position, which includes producing the 6 pm news. If you're a recent college graduate or broadcast burn-out, don't apply. Send resume, writing samples and salary history to Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls. M/F/EOE.

Producer/Director - Top 25 network affiliate located in a great southern growth market looking for a creative individual who loves directing news and live programs. Previous experience directing news is essential. An Equal Opportunity Employer. Send resume with salary requirements to Reply to Box 00091 EOE.

Editor: Hollywood production company looking for freelance online editors. Knowledge of CMX edit controllers, GVG switchers, ADO, and Chyron preferred. Fax resumes to (213) 850-3936, Attn: Production Manager.

Producer/videographer/editor who loves the outdoors and can handle a 1/2 hour program from conception to air. Large syndicated outdoor show looking for individual capable of field-producing, shooting and posting. Travel involved. Send resumes and demo tapes to P.O. Box 407, Brainerd, MN 56401.

Promotion/Marketing Manager for top ABC affiliate in the Carolinas. Candidate must have tape that can be verified as their own work, and be up to speed on most production equipment. Send tape, cover letter and resume to WCBD-TV, Personnel Dept. #871, P.O. Box 879, Charleston, SC 29402. EOE M/F Drug Screening.

Videotape Editor, SR. KUAT-TV, the public broadcasting service in Southern Arizona is seeking a Videotape Editor, Senior. Responsibilities include the formation/post production of videotape television - quality control, technical compliance, post-production audio and video editing. Position requires a Bachelors degree in Radio and Television or related field and four years videotape editing which includes two years of computer videotape editing or eight years of videotape editing experience. Preference given to applicants with two years videotape computer editing experience on Sony 5000/9000 systems or CMS equivalent and one year ADO/CG operator experience. Salary range: \$24,738 - \$31,961. Closing date: Sept. 19, 1994. For an official UA application (resumes will not substitute), write: Employment Services, 1717 E. Speedway, Tucson AZ 85719 or call (602)621-3660; TDD (602)621-8299. The University of Arizona is an EEO/AA/ADA employer.

NEWSWRITER/PRODUCER

KNBC is a leader in broadcasting and entertainment. We are currently seeking a Newswriter/Producer to produce one of the evening newscasts for KNBC-TV.

Responsibilities include story selection, story time allocation, writer assignments and graphics planning. Will work with assignment editors, reporters, and news management to produce and execute the newscast.

Qualified candidates will have 3+ years of on-line producing experience in a major market, sound editorial judgment, and be able to write and produce well to video. Must have good working knowledge and understanding of satellite trucks and feeds. College degree preferred.

For immediate consideration, please send salary history and resume to: **NBC, Dept. NP, 3000 W. Alameda Ave., Burbank, CA 91523.**

KNBC is an equal opportunity employer.



Chief Photographer: Must have good management skills along with strong creative video production skills. Supervise 20 member union photo staff, assist with budget preparation/administration, oversee care and maintenance of equipment. Extensive knowledge of electronic news gathering techniques, including microwave and satellite equipment. Reply to Box 00094 EOE.

Reporter/Anchor - We need an aggressive, motivated person to produce and report general assignments and investigative reports. Candidate will also be considered for weekend anchoring. College degree and prior experience a plus. Resume, references and non-returnable 3/4" tape to News Director, WCBD-TV, Charleston, SC 29402. Drug test mandatory. EOE, M/F. Prior applicants need not apply. Telephone calls will disqualify you.

Ozarks Leading News Department is Seeking a Full-time Videographer. Minimum two years experience required. tape demonstrating general, spot, and live abilities and resume to Steve Snyder, KOLR-10 News Director, P.O. Box 1716, Springfield, MO 65801. EOE.

Photojournalist (Full-Time). 12 News is looking for a Photojournalist with two years experience and who want to do it all. You must know how to shoot run and gun with a flair, understand video storytelling and work with aesthetic quality in mind. Must want to constantly learn. Most importantly: understand you are not just a "shooter" and are expected to contribute editorially. Send tapes with resumes to: Bill Zetterower, Chief Photographer, P.O. Box TV 12, Jacksonville, FL 32231. Gannett Broadcasting Co. Inc./EOE.

National Sports Jobs Weekly. Current job openings. Media, administration, marketing. 8 weeks - \$48, 24 weeks - \$96. Call 9am-5pm PST (800-339-4345).

Morning/Weekend Sports Anchor and Reporter - Three years TV experience required. Strong knowledge of television broadcast writing style, production and delivery. College degree and 3 years TV experience. No beginners. Send resume and non-returnable demo tape to Harvey Powers, Asst. VP for News, WWBT, P.O. Box 12, Richmond, VA 23201. No phone calls please. EOE.

General Assignment Reporter - Seeking an aggressive, television news reporter with good writing skills. Strong live shot and on set ability. Research and develop stories. Two years of reporting experience with degree preferred. Send resume and non-returnable tapes to: News Director, WPTV5, 622 North Flagler Drive, West Palm Beach, Florida, 33401. No calls, please. An Equal Opportunity Employer.

HELP WANTED PROGRAMING PROMOTION & OTHERS

KRIV Fox Television Houston has an opening for a News Promotion Producer. Responsible for producing daily topical news promos and news image promotion. Video tape editing experience (Bela) required. Knowledge of Quantel graphics and post room suite production a plus. Requires a min. of 2 yrs. experience in news promotion, superior writing and production skills a must as is the ability to work independently, deal with tight deadlines and communicate effectively with multiple departments and disciplines. Send resume and non-returnable tape to KRIV Fox Television, Attn: Personnel, P.O. Box 22810, Houston, TX 77227. EOE.

NBC Desktop Video is expanding and needs reporters and assignment editors for its new multimedia business news service.

REPORTER

We're looking for dynamic, aggressive reporters to cover major financial news stories live, and to conduct live interviews with key players in the financial and business community. 2-4 years television reporting experience covering business and financial news required. This position will be located in Fort Lee, New Jersey.

ASSIGNMENT EDITORS

We also need assignment editors with solid news judgment, who can keep up with fast-paced, high-output newsrooms and select live events of importance to the business and financial community. 2-4 years assignment desk experience and a background in the financial mar-

kets required. Positions are available in Fort Lee, NJ, Washington DC and Charlotte, NC.

We offer competitive salary and benefits. Please send your resume with salary requirements to:



**Employee Relations-Dept CTS
30 Rockefeller Plaza, Room 1678
New York, NY 10112**

NBC is an Equal Opportunity Employer, m/f/d/v
(Only those candidates under consideration will be contacted)

Promotion Producer/Director: Looking for creative/cutting edge "hands-on" production oriented producer with a minimum of two years experience. Photography and computer editing skills required. Experience with motion picture film a big plus! Please send tape and resume ASAP to Personnel Manager, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27106. WXII is a Pulitzer Broadcasting Company and an Equal Opportunity Employer.

Financial TV Correspondent with at least 5 years experience wanted for a major TV news network. Reply to Box 00089 EOE.

Co-Anchor and Reporter. Named the Best Newscast in Florida by the Associated Press, Fox News at Ten needs a Co-Anchor and a Reporter for the Weekend Newscast. Three years experience, college degree preferred. No phone calls please. Send non-returnable tape and resume to: Mark Pierce, Station Manager, WFTX-TV, 621 SW Pine Island Rd., Cape Coral, FL 33991. We are an equal opportunity employer.

Reporter/Weekend Weather Talent needed by Midwest Affiliate. Minimum two years experience. Computer experience a plus. Send resume and non-returnable tape to: Reply to Box 00097 EOE.

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We are looking for an On-Air Promotion Manager

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WPIX INC. HUMAN RESOURCES
220 EAST 42ND ST. 10TH FLOOR
NEW YORK, N.Y. 10017

A Tribune Broadcasting Station

Promotion Manager: WCGV/WVTV Milwaukee seeking creative, hands-on Promotion Manager/Producer willing to take chances. 2-4 years promotion manager or producer experience a must. Send non-returnable tape, resume and references to Alan Frank, WPGH-TV, 750 Ivory Avenue, Pittsburgh, PA 15214. No calls please. EOE.

Assistant Promotion Manager. Strong, creative person with 3-5 years experience in TV promotion to work for #1 ABC affiliate in SouthEast. If you want to use your creative talents to the max, this is the place for you with advancement encouraged. If you have the abilities, we have the salary. Rush bio, info and anything to "sell yourself" to us. Daryn Leigh, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804 or Fax to (205) 533-6616. EOE and drug testing.

Promotion Manager. If you're ready for the top fifty, we've got the spot for you. We're looking for an energetic, hands-on creative genius who loves to win. Don't bother to apply if your tape won't knock our socks off. Send tape to Bill Christian, VP/GM, WYOU-TV, 415 Lackawanna Avenue, Scranton, PA 18503. No phone calls, please. EOE, M/F.

Graphics Artist. Aggressive New England T.V. station has an immediate opening for an energetic, qualified broadcast graphics artist. Speed and creativity are essential. News graphics, commercial production, station promotion are all part of the mix. Send resume to WMUR-TV, Attention Steve Reardon, P.O. Box 9, Manchester, NH 03105.

WDTN is looking for a talented promotion writer/producer to join our marketing and promotion department. Responsibilities include the writing and production of daily topicals as well as image, and special projects. Applicant should have two years experience in TV promotion or news, superior writing and editing skills and post production experience. College degree preferred. Work schedule must be flexible. Should be computer literate. Send resume and tape to Personnel Admn., WDTN TV2, P.O. Box 741, Dayton, Ohio 45402 M/F/V/H.

SITUATIONS WANTED MANAGEMENT

President/GM/Owner, 25 years experience in Broadcasting, TV & Radio management. Equity situations preferred. I can solve your management problems. Ron Hale (205)995-5744.

SITUATIONS WANTED NEWS

College Football Sidelines Reporter. Creative, informative, interesting. Experienced. Available immediately. Tape and resume on request. Self-represented. Pete Royce (508) 845-1736.

FOR SALE EQUIPMENT

TV Transmitters, Uplink Trucks, Satellite HPA's, Exciters, Large antenna's and related RF and Uplink equipment bought and sold. Megastar (702) 386-2844.

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RESUMES RESUMES

If your resume isn't a "WINNER", it's a "KILLER". Do it right, call: Career Resumes - Free consultation, 800/800-1220. Free Critique and price quote, 800-927-4611 Fax.

CABLE

HELP WANTED MANAGEMENT

TRAFFIC MANAGER

Growing Cable TV Company is seeking talented individuals to lead television commercial advertising scheduling and billing functions at Cable TV Systems in Metropolitan Michigan & Illinois locations. Superior PC literacy and previous supervisory experience required. Send resume to:

Dept. MG-2307
P.O. Box 2190
Oak Park, IL 60303
EOE M/F/D/V

Production Manager. Tropical booming Pacific Rim location, island of Guam. Manage 15 who produce; an award winning, 1-hour nightly newscast; 2 weekly call-in talk shows; live local sports, elections; parades, and much more. Excellent wage and benefit package for an intense, highly motivated, experienced person. Resume and salary history to: Bryan Holmes, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910.

Studio/Mobile EIC Video/Transmission Engineer. 20 years broadcast experience including major television network and national mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information: (908) 494-9443.

New England Cable News, the region's award winning 24 hour news channel seeks a highly motivated Research Director. Candidate must be aggressive, independent and results oriented. Responsibilities include interpretation, manipulation and dissemination of info from a variety of sources. Position reports to the General Sales Manager and interacts with all areas of network including programming, news, promotions, public relations and marketing. Successful candidate should be a creative problem solver, dynamic project director, have a minimum of two years of major market experience as well as solid computer experience. Candidate should be familiar with all areas of research, possess superior knowledge of the rating services, national reps and various consultants. If you have strong communications skills and have the ability to handle multiple tasks, then come join our fast-growing cable news service where creativity and hardwork are top priorities. Send resumes to: NECN, 160 Wells Avenue, Newton, MA 02159 Attn: General Sales Manager.

HELP WANTED SALES

Wanted Cable TV Sales Rep, Experienced, Self motivated, for Telluride, Colo. Fax (303) 845-7741.

HELP WANTED TECHNICAL

CHIEF TECHNICIAN

Due to expansion, **MEGA ADVERTISING, INC.**, the Washington Metropolitan Interconnect, is recruiting for a Chief Technician to maintain and supervise operations and personnel at its Chantilly, Va headend

Requirements include:

- 3-5 years experience in Headend, RF Distribution, Digital or Fibre Optics
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Send resume and salary requirements to:

MEGA ADVERTISING
 14650 Old Lee Road ▪ Chantilly, VA 22021
 Attn: Human Resources
 Fax: 703-378-3498
 EOE ▪ M/F/D ▪ Handicap Accessible

HELP WANTED PRODUCTION

Video Producer/Director for cable commercial and video production in McMinnville OR, 1 hour S. of Portland. Skills in writing, camera, lighting, and editing required. Salary \$1700.00 mo. Drug test required of successful applicant. Send resume, references and demo reel to TCI Advertising, applicant P-MAC 601 SW Washington, Corvallis OR 97333. For reel return send self addressed stamped \$2.90 envelope.

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TV News entry-level employment is our specialty. Send non-returnable tape and resume to M.C.S., Box 502, Santa Ysabel, CA 92070. 619-788-1082.

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Just For Starters: Entry-level jobs/internships in TV and radio news. National listings. For your first job call: 415/566-7513!

HELP WANTED INSTRUCTION

Humboldt State University - The Journalism Department seeks applicants for a full-time, tenure-track position to teach undergraduate classes in broadcast news writing, public affairs video production, television news workshop, broadcast news documentaries and radio news practicum. Additional classes may include law of mass communication, beginning or public affairs reporting, basic radio production or other mass communication classes. Required: Master's degree in Journalism or appropriate related field plus six years full-time professional broadcast news experience or Ph.D. with at least limited media experience. Academic year salary: \$32,712 to \$35,868 for Assistant Professor. The accredited program (160 undergraduate majors) is located in northwestern California near pristine ocean beaches and redwood forests. Application deadline: December 1, 1994. Humboldt State University is an EO/AA employer. Women and minorities are encouraged to apply. Send letter of application, vita, transcripts, evidence of successful teaching and the names, addresses and daytime telephone numbers of three references to: Professor Mark Larson, Chairman, Journalism Department, Humboldt State University, 1 Harpst Street, Arcata, CA 95521. Phone (707) 826-4775 or FAX (707) 826-4498.

Would you like to live and work in beautiful Colorado? **Trainer/Product Specialist:** Software vendor needs people to train and support clients on software for the broadcasting industry. Broadcasting experience in traffic, sales service, or accounts receivable and/or extensive training experience preferred. Enterprise Systems experience is helpful. Must be self motivated, organized, and have good people and communication skills. Relocation to Colorado Springs and extensive travel required. Competitive compensation package. Fax resume today to: Human Resources (719) 548-1818. We are hiring now!

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Box Letter-Number
 1705 DeSales Street., NW
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 Tapes are now accepted

FOR SALE STATIONS

THOMAS B. COOKERLY, RECEIVER,
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- KIMO-TV ANCHORAGE
- KATN-TV FAIRBANKS
- KJUD-TV JUNEAU

Kalil & Co., Inc. has been retained to entertain offers on these properties until September 30, 1994. The Receiver will, in consultation with the broker, analyze all bids properly submitted to determine the qualified bidders. The qualified bidders shall be entitled to bid on the station at the time set by the Court hereafter for a public sale of the television station assets. Further details may be obtained from Richard Beesemeyer at:

KALIL & Co., Inc.
3444 NORTH COUNTRY CLUB
TUCSON, ARIZONA 85716
(602) 795-1050



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How to get a job as a TV news reporter: workshop September 24. Call Julie Eckhart, ESP (914) 937-1719.

FINANCIAL SERVICES

Loans By Phone: Lease/Finance New or Used Broadcasting Equipment. Flexible Payment Plans. Flexible Credit Criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

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

BANKRUPTCY SALE

AM-FM Combo, Colorado, Qualified Bids Being Solicited. For Information, Contact:

Norman Fisher & Associates, Inc.
2201 N. Lamar STE 204,
Austin, TX 78705
(512) 476-9457 or FAX (512) 476-0540

Central Florida, several attractive AM, FM and com-bos. AM near Disney World, and bargain AM North Florida. Beckerman Associates, 813-971-2061.

FOR SALE EQUIPMENT

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

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, Fax 313-664-9427.

Overstock Sale! 10kW Klystron transmitter. 6 1/8" dielectric rigid transmission line and components. Andrew transmission line components. Call LARCAN-TTC, 303-665-8000, EXT. 114, for complete list.

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Producer/Director: The Educational Communications Center at Kansas State University is seeking an experienced and creative producer/director for its weekly Spanish I and II distance educational courses offered to high schools around the country. Requires 5 years p/d experience, preferably in instructional television, and a bachelors degree. Working knowledge of Spanish is preferred but not required. For application and salary information contact: Paula Seematter, Educational Communications Center, Bob Dole Hall, Kansas State University, Manhattan, KS 66506. (913) 532-7041. Application review begins September 19th. Kansas State University is an affirmative action, equal opportunity employer. KSU encourages diversity among its employees.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

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

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

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

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

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

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

For the Record

OWNERSHIP

Granted

WBRC-TV Birmingham, AL (BALCT-940524KI)—Action Aug. 22.

KBLU(AM)-KTTI(FM) Yuma, AZ (AM: BAL940725GL; FM: BAPLH940725GP)—Action Aug. 11.

KLRT-TV Little Rock, AR (BALCT-940602KH)—Action Aug. 11.

KZPM(AM) Bakersfield, CA (BAP940-623EB)—Action Aug. 22.

KHSL(AM) Chico, CA (BAL940708EA)—Action Aug. 2.

KCLL(AM) Lompoc, CA (BAPL940628-EE)—Action Aug. 24.

KSMJ(AM) Sacramento, CA (BAL940729-GE)—Action Aug. 23.

KMGX(FM) San Fernando, CA (BALH940-706GO)—Action Aug. 19.

KALI(AM) San Gabriel, CA (BAL940-627EC)—Action Aug. 16.

KKBB(FM) Shafter, CA (BALH940415GI)—Action Aug. 12.

KSFM(FM) Woodland, CA (BALH94-0729GG)—Action Aug. 23.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power update; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

KMJI(FM)/KALC(FM) Denver (KMJI: BALH940729GF; KALC: BALH940729GK)—Action Aug. 23.

WTPX(FM) Fort Lauderdale, FL (BTCH-920214KN)—Action Aug. 19.

WMFL(AM)-WJPH(FM) Monticello, FL (AM: BAL930702HE; FM: BALH930702HF)—Action Aug. 12.

WAOK(AM)-WVEE(FM) Atlanta (AM: BTC940621GL; FM: BTCH940621GM)—Action July 13.

WNEX(AM) Macon, GA (BAL940629EA)—Action Aug. 25.

KHVO(TV) Hilo, HI (BTCCT940214KL)—

Action Aug. 19.

KITV(TV) Honolulu (BTCCT940214KK)—Action Aug. 19.

KHNR(AM) Honolulu (BTC940425EA)—Action Aug. 16.

KMAU(TV) Wailuku, HI (BTCCT-940214KM)—Action Aug. 19.

WAGO(FM) Fisher, IL (BAPED931-223GL)—Action Aug. 12.

WJOL(AM)-WLLI-FM Joliet, IL (AM: BAL940725GM; FM: BALH940725GQ)—Action Aug. 11.

WKIO(FM) Urbana, IL (BTCH940214KP)—Action Aug. 19.

WWSN-FM Corydon, IN (BAPH94-0628GH)—Action Aug. 12.

WADM(AM) Decatur, IN (BAL940614EB)—Action Aug. 25.

KOAM-TV Pittsburg, KS (BALCT94-0609KF)—Action Aug. 19.

KTOP(AM)-KDDV(FM) Topeka, KS (AM: BAL940725GJ; FM: BALH940725GN)—Action Aug. 11.

WRIL(FM) Pineville, KY (BTCH93090-7GL)—Action Aug. 12.

WWOZ(FM) New Orleans (BTCED-940803GF)—Action Aug. 23.

THIS WEEK

Sept. 8—Women In Cable/Chicago Chapter presents "New Technologies: What do Customers Really Want?" Speaker Peggy Conlon, publisher BROADCASTING & CABLE, Cafe La Cave, Des Plaines, Ill. Contact: Stephanie Nimick, (312) 494-2905.

Sept. 8—15th Annual News and Documentary Emmy Awards, Marriott Marquis Hotel, New York City. Presented by NATAS. Contact: Robert F. Blake, (212) 586-8424. **Sept. 8—Hollywood Radio and Television Society** newsmaker luncheon featuring network presidents' panel, Beverly Hilton Hotel, Beverly Hills. Contact: HRTS, (818) 789-1182.

Sept. 8-9—Cabletelevision Association of New York 1994 Training Days, Meadowlands Hilton, Secaucus, N.J. Contact: Debra A. Fazio, (212) 268-3888.

Sept. 9-11—NATAS chapter presidents and administrators meeting, Fairmont Hotel, Chicago. Contact: Trudy Wilson, (212) 586-8424.

Sept. 9-11—Oregon Association of Broadcasters annual fall conference, Inn of the Seventh Mountain, Bend, Ore. Contact: Gordon Bussey, (503) 257-3041.

SEPTEMBER

Sept. 12-14—Telco-Cable VI, Omni Shoreham, Washington, D.C. Sponsored by *Business Research Publications, Wiley, Rein & Felding* and the *Yankee Group*. Contact: (800) 822-MEET or (202) 842-3022.

Sept. 13—Everett C. Parker Ethics in Telecommunications Lecture and Awards, The Interchurch Center, New York City. Sponsored by the *National Council of Churches* and *United Church of Christ*. Contact: (212) 870-2137.

Sept. 13-14—Online Developers Conference, Parc Fifty Five Hotel, San Francisco. Sponsored by *Jupiter Communications Company*. Contact: Harry Larson, (800) 488-4345.

Sept. 13-15—Brazilian Broadcasters and

Datebook

Broadcasting Industry's 15th exhibition of equipment for broadcasting, 19th Brazilian Congress of Broadcasting, and 14th broadcasting seminar, Goiania, Goias, Brazil. Contact: 55-61-224-4600.

Sept. 13-16—National Association of Black Owned Broadcasters 18th annual broadcast management conference, ANA Hotel, Washington. Contact: (202) 463-6970.

Sept. 14-18—International Broadcasting Convention biennial meeting, Amsterdam, Holland. Contact: Sarah Campbell, 44-71-240-3839.

Sept. 16-17—Creating Critical Viewers conference, Yale University. Presented by NATAS. Contact: Trudy Wilson, (212) 586-8424.

Sept. 22-23—44th annual broadcast engineering symposium. Sponsored by *Institute of Electrical & Electronic Engineers Broadcast Technology Society*. Contact: Edmund Williams, (703) 739-5172.

Sept. 23-25—41st annual convention of the Texas Association of Broadcasters/Society of Broadcast Engineers. Arlington Convention Center. Contact: (512) 322-9944.

OCTOBER

Oct. 9-12—Interactive Marketing Inc., '94 con-

Oct. 4—BROADCASTING & CABLE Interface. Three-city teleconference (Washington, New York and Hollywood) co-sponsored by *Federal Communications Bar Association, International Radio & Television Society* and *Hollywood Radio & Television Society*. Information: Joan Miller, (212) 337-6940.

Nov. 7—BROADCASTING & CABLE 1994 Hall of Fame dinner. New York Marriott Marquis. Information: Steve Labunski, Circle Special Events, (212) 686-2200.

ference on Interactive Marketing/West. Marriott Camelback Inn Resort, Scottsdale, Arizona. Contact: Jenny Roelle, (310) 473-4147.

Oct. 12-15—National Association of Broadcasters Radio Show, Los Angeles. Contact: Doug Wills, (202) 429-5350.

Oct. 12-15—Radio and Television News Directors Association international conference. Los Angeles. Contact: Wendy Dressel, (800) 80-RTNDA.

Oct. 12-15—Society of Broadcast Engineers engineering conference. Los Angeles. Contact: Doug Wills, (202) 429-5350.

Oct. 12-15—SMPTE 136th annual technical conference. Los Angeles. Contact: Doug Wills, (202) 429-5350.

Oct. 18-21—NIMA International's fifth annual meeting and trade exhibition, The Mirage, Las Vegas. Contact: David Savage, (202) 962-8342.

Oct. 21—NATPE exhibitor meeting. Sands Expo Center, Las Vegas. Contact: Joan Press, (310) 453-4440.

Oct. 24—Women In Cable's Washington D.C. Gala. Omni Shoreham Hotel, Washington, D.C. Contact: Christine Kane, (312) 634-2343.

NOVEMBER

Nov. 6-9—Canadian Association of Broadcasters/Western Association of Broadcast Engineers joint convention and national trade show, Winnipeg Convention Centre, Winnipeg, Manitoba. Contact: Nathalie Samson, (613) 233-4035.

Nov. 7—"The Future of Multimedia in Europe". Sponsored by *Kagan World Media, Ltd.* Hotel Conrad, London. Contact: Genni Russell, (408) 624-1536.

JANUARY 1995

Jan. 23-25—32nd annual National Association of Television Programming Executives (NATPE) program conference and exhibition, Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

Major Meetings

WMDR(AM)-WKCG(FM) Augusta, ME (AM: BAL940616GG; FM: BALH940616GH)—Action Aug. 23.

WABK-AM-FM Gardiner, ME (AM: BAL940616GE; FM: BALH940616GF)—Action Aug. 23.

WPZX(FM) Big Rapids, MI (BALH94-0608GN)—Action Aug. 12.

KAAL-TV Austin, MN (BALCT940616KE)—Action Aug. 16.

WQST(AM) Forest, MS (BAL940623EC)—Action Aug. 16.

WKRA-AM-FM Holly Springs, MS (AM: BAL940623GG; FM: BALH940623GH)—Action Aug. 10.

WFG-AM-FM Atlantic City, NJ (BAL940701GG; FM: BALH940701GH)—Action Aug. 23.

WMQX(AM) Winston-Salem, NC (BAL94-0615EB)—Action Aug. 25.

South Bend, IN WNSN(FM) 101.7 mhz—WSBT Inc. seeks CP to install new aux. system (for aux. purposes only).

Dennysville, ME WVZD(FM) 102.9 mhz—Brian Lamont seeks one-step app. to change channel to 275C1.

Lynn, MA WFNX(FM) 101.7 mhz—MCC Broadcasting Co. Inc. seeks CP to make changes: ERP: 1.65 kw; ant. 137 m.

Minneapolis KFAN(AM) 1130 khz—Shamrock Broadcasting Inc. seeks CP to augment nighttime radiation pattern.

Grenada, MS WQXB(FM) 100.1 mhz—Chatterbox Inc. seeks mod. of CP to make changes; ERP: 24.4 kw; ant. 215.5 m.; TL: approx. 7.1 km (4.4 mi) NW of community of Jefferson, MS; NW 1/4 of NE 1/4 of section 13, range 3 E, township 21 N of Carroll Co., MS.

Ashland, MO KYUA(FM) 106.1 mhz—Sobocomo Radio Inc. seeks CP to make changes: ERP: 71 kw; ant. 293 m.; TL: 6.75 km SE of Prairie Home, MO; 1.32 km W of Rte D Moniteau Co., MO; antenna supporting-structure height; change class to C1 (per MM docket 91-181).

Raleigh, NC WCPE(FM) 89.7 mhz—Educational Information Corp. seeks mod. of CP to make changes: antenna supporting-structure height.

Belle Fourche, SD KBFS-FM 95.9 mhz—Lovcom Inc. seeks mod. of CP to make changes: ERP: 18 kw; ant. 554 m.; TL: on Terry Peak 4.8 km SW of Lead, SD. Main studio will be at site to be determined.

Tooele, UT KTUR(AM) 1010 khz—KTUR Inc. seeks MP to change TL to 5151 W 200 S, within city limits, Salt Lake City, UT, and to make changes in antenna system.

Actions

Bay Minette, AL WFM(FM) 106.5 mhz—Granted app. of Baldwin Broadcasting Co. for one-step app. to change channel from C2 to C3. Action Aug. 11.

Florence, AL WFIQ(TV) ch. 36—Granted app. of Alabama Educational TV Commission for MP to change ERP vis: 851 kw. Action Aug. 12.

Glencoe, AL WGMZ(FM) 93.1 mhz—Granted app. of Appalachian Broadcasting Co. for MP to make changes: ERP: 1.65 kw; ant. 189 m.; TL: 0.5 mi. W of Colvin Gap, 6.9 km E of Glencoe, Etowah Co., AL. Action Aug. 11.

Jonesboro, AR KASU(FM) 91.9 mhz—Granted app. of Arkansas State University for mod. of CP to make changes: ant. 210 m.; TL: .5 km N of Jonesboro, 2.6 km E of State Rte 141 in Craighead Co., AR. (City annexed additional property.) Action Aug. 11.

Los Angeles KNBC-TV ch. 4—Granted app. of NBC subsidiary Inc. for CP to change auxiliary antenna system, ant. 849 m.; ERP vis: 51 kw; TL: Mt. Wilson, 25 km NE of Los Angeles, LA Co., CA. Action Aug. 12.

San Bernardino, CA KOLA(FM) 99.9 mhz—Granted app. of Ray Stanfield, receiver, for CP to install auxiliary system (for auxiliary purposes only). Action Aug. 15.

Edgewater, FL WEDG(FM) 93.1 mhz—Granted app. of Edge Broadcasting Inc. for MP to make changes: ERP: 14.9 kw. Action Aug. 11.

Augusta, GA KLLS(FM) 104.5 mhz—Granted app. of Lesso Inc. for CP to make changes: ERP: 45 kw; ant. 157 m.; TL: 6609 N. Wood Lawn, 1 km NW of Kechi, Sedgwick Co., KS. Action Aug. 11.

FACILITIES

Applications

Pensacola, FL WTKX-FM 101.5 mhz—Holt Communications Corp. seeks one-step app. to change frequency from C1 to C.

Honolulu KOBN(TV) ch. 26—Oceania Broadcasting Networks Inc. seeks CP to change TL: on side of existing KAIM-FM/KORL-FM tower, atop Palikea Ridge, near Waipahu, Honolulu Co.; ant. 580 m.; ERP: (vis) 270 kw.

Honolulu KHPR(FM) 88.1 mhz—Hawaii Public Radio seeks CP to make changes: ERP: 44.1 kw; ant. 645 m.; and to change antenna supporting-structure height.

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Rodney Brady

Although most broadcasters would be hard-pressed to explain how a background in pharmaceuticals and academia could be useful to a broadcast group owner, Bonneville International Corp. President/Chief Executive Officer Rodney H. Brady says that how each business is managed is the key to its success.

For Brady, the well-being of any good corporation depends on how committed its employees, or in his word, "colleagues," are to the goals and values of the company.

"The basic principles of management apply to all those industries," he says. "It is just the basics of determining the goals and objectives and delivering those goals."

Which is why, shortly after becoming president/CEO of Bonneville in 1985, Brady drafted two documents, one outlining the company's "mission and commitments" and the other its "core values."

Brady then had the core values—integrity, excellence and public service at the top, followed by profitability, leadership and sensitivity—printed on wallet-size cards. He encourages Bonneville's nearly 1,300 employees to carry the cards and refer to them often.

And at the end of each fiscal year, Bonneville publishes a "values report" in lieu of a financial summary. The report includes summaries of how much Bonneville donates in production services, on-air time and cash to community groups nationwide.

After nearly 10 years at the helm, Brady proudly describes the broadcast group as "a values-driven company composed of values-driven people."

Under Brady, Bonneville has grown to own and operate 18 radio and television stations in major cities including Seattle, San Francisco, Los Angeles, Phoenix, Salt Lake City, Kansas City, Mo., Chicago, New York and Dallas. Bonneville also operates seven communication service companies, including Video West, which produces children's television specials, and Third Avenue Productions, the production center of Bonneville-owned KIRO-TV Seattle.

Although he now concentrates on developing radio and television pro-



graming, Brady began his career as vice president of Management Systems Corp., a Boston-area management consulting firm. That was after he earned a doctorate from Harvard University's business school and served three years in the Air Force.

From Boston, he moved into management with the Hughes Tool Co., Culver City, Calif. Four years later, he returned east to serve as assistant secretary for administration and management of the U.S. Department of Health, Education and Welfare. After two years, Brady returned to California as executive vice president of the Bergen Brunswig Corp., Los Angeles, a major sales firm of pharmaceutical and health-care products.

In 1978 Brady was appointed president of Weber State College, Ogden, Utah, one of the nation's largest undergraduate colleges (now Weber State University).

In 1985 he joined Bonneville when its founder, Arch Madsen, retired. Bonneville is wholly owned by the Corporation of the President of the

Church of Jesus Christ of Latter-Day Saints.

In the late 1960s and early 1970s, Bonneville purchased several television and radio properties, including KIRO-TV, WMXV(FM) New York and KBIG(FM) Los Angeles. The corporation opened an international news bureau in Washington and formed Bonneville Communications, an advertising and creative services company.

Since Brady's arrival, Bonneville has concentrated on expanding its holdings in markets where it already owns broadcast properties. Since 1990, the group has added KPSN(FM) and KIDR(AM) Phoenix, and KCMO-AM-FM Kansas City, Mo. The group is in the process of buying KING(AM) Seattle and forging an LMA agreement with its sister KING(FM). Bonneville will continue "focusing on creating duopolies in all the markets we serve," Brady says.

Other changes under his tenure include establishment of the LDS Radio Network, a nationwide, 24-hour format serving the Church of Jesus Christ of Latter-Day Saints and provid-

ed as a sideband service to FM bands via satellite. Bonneville also has formed a satellite uplink services company.

The corporation celebrated its 30th anniversary in June and was ranked ninth among the nation's highest-billing radio groups, with estimated revenues for 1993 of \$95 million, according to *Duncan's American Radio* guide.

The next 30 years have tremendous potential for technological growth in

communications, Brady says. The advent of high-definition television, the information highway and direct broadcast satellite systems loom large. However, Bonneville's involvement in all-new phases of broadcast media surely will be marked with succinct goals and values under Brady's charge. —DP

President/CEO, Bonneville International Corp., Salt Lake City; b. Jan. 31, 1933, Sandy, Utah; BA, MBA, University of Utah, 1957; doctorate, business administration, Harvard University, Cambridge, Mass., 1966; VP, management consulting, Management Systems Corp., Boston, 1963-66; VP, aerospace, Aircraft Division of Hughes Tool Co., Culver City, Calif., 1966-70; assistant secretary, U.S. Department of Health, Education and Welfare, Washington, 1970-72; executive VP, Bergen Brunswig Corp., Los Angeles, 1972-78; president, Weber State College, Ogden, Utah, 1978-85; current position since 1985; m. Carolyn Ann "Mitzi" Hansen, Oct. 25, 1960; children: Howard, 27; Ryan, 25; Brooks, 21.

Fates & Fortunes

BROADCAST TV

Amy Pascal, executive VP, production, Columbia Pictures, Los Angeles, joins Turner Pictures Worldwide Inc. there as president, production.

Geoffrey Darby, president, programing, Medical News Network (Whittle Communications), New York, joins Viacom Interactive Television Services there as president.

David Murray, LSM, WDIV(TV) Detroit, joins WFSB(TV) Hartford, Conn., as GSM.

Bob Higgins, manager, development, Nelvana Communications Inc., Los Angeles, named director.

Lisa Hollaender, manager, programing research and network information, Katz Television Group, New York, named director.

Alan Foster, director, national syndication, American Program Service, Boston, named VP.

Bill Brand, assistant news director, WCPX-TV Orlando, Fla., joins WPRI-TV, Providence, R.I., as news director.

Appointments at KOAA-TV Pueblo, Colo.: **Greg Boyce**, assistant news director, named news director; **Cindy Aubrey**, promotion/public service director, KXRM-TV Colorado Springs, joins as creative services director.

Appointments at Twentieth Television: **Joel Hornstock**, VP, production, Twentieth Television, named senior VP; **Edward Nassour**, VP, post-production, Twentieth Television, named senior VP; **George Oswald**, VP, corporate creative services, named senior VP.

Eric Westin, VP, Walt Disney Imagineering, Glendale, Calif., joins Gaylord Entertainment Company, Nashville, as senior VP, design, development and construction.

Judy Kessler, senior producer, *Entertainment Tonight*, Los Angeles, joins Time Inc. Television there as VP, creative affairs.

Michael O'Neill, manager, north central and south central regions, CBS Affiliate Relations, New York, named director, south central region.

Dolores Wilson, operations coordinator, Worldwide Television News, New York, named manager, special events and facilities.



Chico



Pearson

Appointments at Capital Cities/ABC Inc., New York: **Michael Chico**, director, marketing and research, national television sales, named VP; **Ed Pearson**, GSM, national television sales, named VP.

Ed Beebout, news anchor, KFTY(TV) Santa Rosa, Calif., named news director.

Karen Glass, VP, development and production, HA comedy network, Los Angeles, joins *Ed McMahon's Star Search* there as producer.

Lisa Zeff, senior producer, *Lifetime Magazine*, New York, named managing director, ABC News Productions, there.

Albert Mazzoni, LSM, WTKR-TV Norfolk, Va., joins WFAY(TV) Fayetteville, N.C., as GSM/station manager.

Appointments at KOCO-TV Oklahoma City: **Carol Wilkinson**, community affairs director, and **Brent Hensley**, GSM, named VPs.

Debra Pinkerton, reporter/weather anchor, WGAL(TV) Lancaster, Pa., joins WHTM-TV Harrisburg, Pa., in same capacity.

Appointments at KSFY-TV Sioux Falls, S.D.: **Mark Hotchkiss**, LSM, named GSM; **DeAnn Echols**, senior marketing specialist, named LSM.

Dale Werner, engineering manager, WFSB(TV) Hartford, Conn., joins KPRC-TV Houston, in same capacity.

Mary Duffy, supervising producer, *The Montel Williams Show*, Los Angeles, named executive producer.

Susan Teagle, LSM, KTVI(TV) St. Louis, named GSM.

David Rogers, NSM, WAVY-TV, Portsmouth, Va., named LSM.

Jay Holloway Jr., assistant VP/GM WAUG(AM)/WAUG(TV) New Hope, N.C., joins the University of North Carolina Center for Public Television

as director, education services division.

Bruce Miller, director, broadcast and technical services, Public Broadcasting Service, Alexandria, Va., named VP.

Brandon Bates, director, development, You Go Boy Productions, Los Angeles, joins dick clark productions inc. there in same capacity.

Hal Harrison, VP, post-production, Viacom Productions, Hollywood, joins Paramount Network Television there in same capacity.

Appointments at Children's Television Workshop, New York: **Eve Hall**, director, research, *Ghostwriter*, named assistant VP; **Marsha Williams**, assistant research director, named director, research; **Patricia Lampl**, staff producer/production manager, Arts & Entertainment Network, there, named director, production supervision; **Nan Halperin**, consultant/marketing director, Golden Book Video, there, joins as VP, Home Video, and **Barbara Balsar**, director, international licensing, National Hockey League, joins in same capacity in Europe.

Appointments at A.H. Belo Corp., Dallas: **Ron Longinotti**, station manager, KXTV(TV) Sacramento, Calif., named VP/GM KOTV(TV) Tulsa, Okla.; **Kathy Clements-Hill**, director, sales, WFAA-TV Dallas, joins KXTV(TV) Sacramento, Calif., as station manager.

RADIO



Goree

Jeffery Goree, GSM, Mid-South Super Combo Radio Stations, Memphis, named VP/GM, WDIA(AM)/WHRK(FM), there.

Stefan Rybak, program director, KVRV(FM) Mesa, Ariz., joins WBLI(FM) Patchogue, N.Y., in same capacity.

Paul Talbot, director, sales, Phoenix Radio Stations, Phoenix, Ariz., named VP/GM.

Craig Sullivan, program director/morning host, KZLO-FM Bozeman, Mont., joins KATH(FM) there as pro-



The appointment of Lawrence Leser, (standing) president/CEO, E.W. Scripps Company, to chairman of the board completes the reshaping of the company's management structure that began in May. Charles E. Scripps (seated) retires from his seat as chairman after 41 years. Other promotions and appointments: Craig Standen, VP, marketing/advertising, named senior VP, corporate development; Jeffrey Hively, director, circulation, named VP; Alan Horton, VP, operations, named senior VP, and William Burleigh, executive VP, newspaper division, named COO, newspapers, broadcast television, cable and entertainment.

gram director.

Appointments at Seattle Radio KOMO(AM)/KVI(AM)/KPLZ(FM) Seattle, Wash.: **J. Shannon Sweatte**, GM, named VP/GM; **Robert Dunlop**, operations manager/program director, named operations manager.

Appointments at KFAN(AM) Minneapolis: **Jack Roberts**, senior producer, named executive producer; **Mark Ginther**, executive producer, named program director.

Sararesa Begay, producer, WOJB public radio Hayward, Wis., joins National Native News, Anchorage, as reporter/producer.

Tom Beardsley, GSM, WSKI(AM) Montpelier, Vt., joins Radio Vermont Inc., Waterbury, as group sales manager.

Donald Boyles, VP/GM, KEBC(FM) Oklahoma City, joins WWNC(AM)/WKSF(FM) Asheville, N.C., in same capacity.

Gerry Weston, GM, WFPK(FM)/WFPL(FM) Louisville, Ky., named president, Public Radio Partnership, there.

Dave Taylor, program director, KSKS(FM) Fresno, Calif., joins KUPL(AM) Portland, Ore., in same capacity.

Bob McNeill, consultant, McVay Media, Cleveland, Ohio, joins Westwood One Radio Networks Radio Formats, Los Angeles, as VP, programming.

Keith Edwards, program director, WHMS-FM Champaign, Ill., joins WKMQ(FM) Winnebago, Ill., in same capacity.

Appointments at Gannett Radio, Arlington, Va.: **Marc Kaye**, president/GM, KIIS-AM-FM Los Angeles, joins WDAE(AM)/WUSA-FM Tampa, Fla., in same capacity; **Roy Laughlin**, GSM, KIIS-AM-FM, named VP/station manager.

Edward Boyd, chairman, Boyd Communications International, West Palm Beach, Fla., joins The GRAM Corp. there as VP/COO.

Julie Kirby, LSM, WMAQ(AM) Chicago, named GSM.

Mario Machado, journalist/host, KTLA(TV) Los Angeles, joins KABC(AM) there as host, *The Mario Machado Show*.

Peter Cavanaugh, independent broadcast consultant/broker, joins WSPD(AM)/WLQR(FM) Toledo, Ohio, as VP/GM.

CABLE



Isaak

Appointments at VH-1, New York: **Wayne Isaak**, executive VP, publicity and East Coast operations, joins as senior VP, music and talent relations; **Norman Schoenfeld**, VP, program and

artist development, named VP, original music programs; **Darcy Sanders Fulmer**, music director, KROQ-FM Pasadena, Calif., joins as director, music programming.

Jay Finegold, VP, Home Sports Entertainment, named VP, special projects, Liberty Sports Inc., Irving, Tex.

Appointments at Home Shopping Network Inc., St. Petersburg, Fla.: **David Dyer**, vice chairman, merchandising and sales, Lands' End Inc., Dodgeville, Wis., joins as president/CEO; **Barry Augenbraun**, lawyer, Orrick, Harrington & Sutcliffe, New

York, joins as executive VP/general counsel.

Michael Ligouri, director, marketing and advertising sales, Storer Communications, Groton, Conn., joins Century One Cable, Lee, Mass., as GM.

Deborah Wroblewski, bureau producer, ESPN, Bristol, Conn., joins New England Sports Network, Boston, as Weekend SportsDesk co-anchor.

Doug Murphy, regional sales manager, Group W Satellite Communications, Stamford, Conn., joins E! Entertainment, Los Angeles, as regional director, affiliate relations, southeast region.

Appointments at Discovery Communications Inc., Bethesda, Md.: **Peter McKelvy**, executive producer/director, production and development, named executive producer, Global Library; **Michael Quattrone**, director, program scheduling, evaluation and budget, The Learning Channel, named VP; **Steve Cheskin**, director, program scheduling, adds evaluation and budget to his duties.

Rob Gillette, director, methods and tools, Sybase Inc., Bethesda, Md., joins ShopperVision Inc., Norcross, Ga., as VP/chief technology officer.

Appointments at Showtime Networks Inc., New York: **Peter Keramidis**, director, finance, ABC Productions, New York, joins as VP, programming; **Walter Ward III**, manager, consumer public relations, named director, public relations; **Michael Thompson**, regional sales manager, Chicago, named national sales director, special markets.

MULTIMEDIA



Nelson

Lenore Nelson, senior VP, Entertainment Industries Group, Los Angeles, joins The Kushner-Locke Co. there as executive VP/CFO.

Tom Olson, president, Katz Media Corporation, New York, named CEO.

Appointments at National Empowerment Television, Washington: **Judy La Greca**, special markets manager, Jones Intercable, New York, joins as advertising sales manager; **Adrian Dales Jr.**, director of production,

WTTG-TV, Washington, joins as production manager.

Neal Fondren, GM, Northwest Georgia cable television systems, Cincinnati, named director, administration and business development.

Jim Chase, engineering manager, KYW-TV Philadelphia, named director, broadcast operations and engineering.

Andrew Sukawaty, COO, Mercury One-2-One, UK, joins NTL Group Ltd. as chief executive.

Christopher O'Toole, VP, finance and administration, Triax Communications Corp., Denver, named senior VP/CFO.

Appointments at Metro-Goldwyn-Mayer Inc., Santa Monica, Calif.: **Lori Cloud**, manager, promotion, Universal Studios, Hollywood, joins MGM/UA Distribution Co. as director, national promotion; **Joy Abbott**, executive director, worldwide sales, named VP; **Anne Corley**, director, corporate communications, Fox, Los Angeles, joins as VP, corporate communications.

Jim Moran, VP/station manager, WXLV-TV West Palm Beach, Fla., joins Florida Public Broadcasting Service, Tallahassee, as executive director.

ADVERTISING



Jandreau-Smith

Paul Jandreau-Smith, senior VP, Wunderman Cato Johnson, New York, named executive VP/director, marketing.

Appointments at Radio Advertising Bureau, New York: **Andrea Rainey**, director, research and services, and **Van Allen**, comptroller, named VPs.

Charles Hanrahan, director, corporate development, Alexander, Pearson & Dawson, New York, joins Public Broadcast Marketing there as VP, marketing.

Appointments at Group W Sports Marketing, New York: **Pablo Barquin**, spot account executive, Telemundo Network, Miami, joins as western sales manager; **William Lopez**, national new business marketing manager, Univision Network, New York, joins as eastern sales manager.

John Batty, senior VP, CIA International,

London, joins Bigelow & Eigel Inc., Atlanta, as media director.

Appointments at Premier Advertiser Sales, Hollywood: **Corey Gottlieb**, VP/eastern sales manager, named senior VP/NSM; **Scott Brown**, director, research, named VP.

Mark Guleff, VP/associate media director, W.B. Doner & Co., Detroit, named senior VP/media director.

Matthew Langan, associate media director, DDB Needham, Chicago, named VP.

ALLIED FIELDS



Rivkin

Charles Rivkin, senior VP/COO, Jim Henson Productions, Los Angeles, named executive VP.

Robert Hartzell, director of government relations and broadcasting, San Francisco Giants, joins

Interactive Video Enterprises Inc., San Ramon, Calif., as director of product development for sports merchandising.



DiLorenzo

Michele DiLorenzo, executive VP, Viacom New Media, New York, named president.

Lori George, account supervisor, Porter Novelli, Washington, named VP, multicultural public

relations.

Mike Dresner, director/group manager, media program, NBA Properties, New York, named VP.

Shane Coppola, director, corporate development, Metro Networks, Houston, named VP.

Gary Silver, director, business affairs, TriStar Television, Los Angeles, joins Atlantis Films there in same capacity.

Barry Wolper, CFO/treasurer, Osborn Communications Corp., New York, joins NFL Films there as VP, finance and administration.

Alan Buggy, executive chairman, ITC Entertainment Group, New York, joins Price Waterhouse there as chief content strategist/managing director.

EMC Consulting Group.

Saul Melnick, independent marketing consultant, joins New World Entertainment, New York, as executive VP, home video.

Alan Baratz, senior executive, International Business Machines, Armonk, N.Y., joins Delphi Internet Services there as CEO.

Richard Levit, senior consultant, corporate finance and strategy, Ernst & Young Consulting, Buenos Aires, Argentina, joins Communications Equity Associates, Tampa, Fla., as VP.

INTERNATIONAL

Mark Kaner, The Mark Kaner Co., Los Angeles, joins Twentieth Century Fox International and Worldwide Pay Television there as president.

Gil Aronow, VP, business affairs, MTV Networks, New York, named director, law and business affairs, MTV Networks Europe, London.

DEATHS

G. Edward Wallis, 78, former vice chairman, Group W, Pittsburgh, died July 28 at his home in Eagle, Idaho. A pioneer in the broadcast industry, Wallis joined Group W in 1934 and held several field management positions before joining KDKA-TV in Pittsburgh. He served as VP/vice chairman at Group W for 15 years before retiring in 1980. He is survived by his wife, Gwyn, two sons and three grandchildren.



Wallis

Bert Knapp, 76, retired radio news broadcaster, died Aug. 24 at Branford Hospice in Connecticut after a year-long battle with cancer. During a 40-year stint with WMCA(AM) New York, Knapp's radio shows ran the gamut from big band music to rock 'n' roll, to sports, and eventually, to news. He loved his profession and often said, "I never worked a day in my life." Knapp was a member of the New York Press Club and the American Federation of Television and Radio Artists. He is survived by his wife, Annette, a son, a daughter, three grandchildren and two sisters.

—Compiled by Denise Smith

An NBC Today show stagehand was shot and killed by a man from North Carolina suffering from paranoia. According to New York Police, William Tager believed he was affected by rays emitted from the network signal coming from his television set. Tager also allegedly believed his television vibrated and that the networks were tapping his phone. Tager shot and killed Theron Montgomery, a Today show stagehand, last Wednesday evening. The shooting, which took place outside NBC's studios at Rockefeller Center, was captured on videotape and was aired on Thursday's Today.

Multimedia says that broadcasting division president **Pat Servodidio has left the company** "to pursue other career interests." His replacement is James M. Hart, formerly VP/GM of the company's WBIR-TV Knoxville, Tenn. Hart has been with Multimedia 27 years has served as VP/GM of the company's WLWT-TV Cincinnati and formerly owned wxii-TV Winston-Salem, N.C. Multimedia Inc. publishes newspapers,

operates 125 cable franchises in five states and produces syndicated TV shows including *Sally Jessy Raphael* and *Rush Limbaugh, The Television Show*.

Young Broadcasting last week filed with the Securities and Exchange Commission **to issue 3.64 million shares of common stock** and \$145 million of senior subordinated notes due 2004. Net proceeds from the offerings and a new credit agreement would be used primarily to repay \$160 million of existing bank debt and to complete the acquisition of three TV stations from Nationwide Communications for \$150 million. The three ABC affiliates—WRIC-TV Richmond, Va., WATE-TV Knoxville, Tenn., and WBAY-TV Green Bay, Wis., reported 1993 broadcast cash flow of \$13.4 million on net revenue of \$36 million, the company said. A summary of the filing said that "Young has identified \$3.8 million of annualized expense reductions at the Nationwide stations [that] it intends to implement after the acquisition. The savings will primarily come from the areas of per-

sonnel and benefit savings, programming costs and purchased services."

Thomas McGrath will be named executive VP of the Viacom Entertainment Group, where he will oversee corporate strategy and handle acquisitions, development, new businesses and financial matters. McGrath, who leaves his position as president of Time Warner International Broadcasting, will report to Jonathan Dolgen, who joined Viacom as chairman of VEG earlier this year. The appointment reunites McGrath with Dolgen and Viacom corporate president Frank Biondi, all of whom worked together at Columbia Pictures and later at Coca-Cola Entertainment Group. At Time Warner International, McGrath looked for new media business opportunities for the company and helped launch the German-language music video service VIVA and other international commercial TV and radio ventures. Viacom Entertainment includes the assets of recently acquired Paramount Communications Inc.'s film and television operations.

An attorney for O.J. Simpson has asked the Walt Disney Co. to delay an episode of the new Buena Vista Television syndicated court/talk show *Judge for Yourself*, which asks viewers and an audience panel to vote on whether the former football star is innocent or guilty. "I think it is terribly unfair for there to be a show of this type," says Carl E. Douglas, managing attorney in the law office of Johnnie Cochran Jr., one of Simpson's attorneys. "It's difficult enough as it is, given the heightened response of the media, to get a fair trial. This only adds fuel to the fire. I would hope that the show's producers would delay broadcasting this episode at [least] until a jury is selected." As first reported in the Aug. 24 BROADCASTING & CABLE TV FAX, the Simpson episode of *Judge for Yourself* is scheduled to air Sept. 13, two



The National Academy of Television Arts & Sciences presented its 1993 Emmys for community service programming and PSAs in New York last Wednesday evening. The winners: *wsmv Nashville, The Diary (community service); KPNX Phoenix, Self Esteem (local PSA), and National Easter Seal Society, Give Ability a Chance (national PSA)*. Shown with the awards are (l-r): John Cannon, NATAS president; Elizabeth Keane, KPNX; Gary Knox, wsmv; Sandra Gordon, Easter Seal Society, and David Louie, NATAS chairman.

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Geraldine Laybourne, president of Nickelodeon and vice chairman, MTV Networks, has been named the first woman chair of the annual Walter Kaitz Foundation dinner, to be held Sept. 21 in New York. She is shown above with dinner honoree Gerald Levin, chairman and CEO of Time Warner.

weeks before jury selection begins. Judge for Yourself Executive Producer Kari Sagin said she would consider Douglas's request, but that at present plans are to go with the show as scheduled.

Loews Corp.'s ownership in CBS has slipped, at least temporarily, from just over 19% to 18% following a CBS stock buyback. CBS said it bought back just over one of every four shares tendered; the company now has roughly 12.2 million shares outstanding.

The U.S. Bankruptcy Court of Florida has appointed Tucson-based Kalil & Co. Inc. to take bids for Krypton Broadcasting's WTVX-TV Fort Pierce and WNFT-TV Jacksonville, both Florida. Qualified bids should be submitted by Sept. 23 to Kalil's Frank Higey.

Fox Broadcasting's new M.A.N.T.I.S. science fiction show delivered a strong 6.7 Nielsen household rating and a 14 share last Friday at 8 p.m., Fox's best household performance in the time period since Sept. 24, 1993 (*The Adventures of Brisco County Jr.*). The show won the adults 18-49 demographic with a 4.9/19, a tie for Fox's best share ever in the demographic for that time period. Other demos captured by the show included adults 25-54, men 18-34, men 18-49, men 25-54 and male teens.

Errata: The Aug. 22 story "Help wanted, big time" misspelled the name of Joe Saitta, Fox VP/News.

Tribune Entertainment's one-hour O.J. Simpson episode of its *The Conspiracy Tapes* syndicated series generated a 37.5% ratings increase over July sweeps time-period averages in 14 metered markets where it ran.

U.S. Health Productions Co.'s weekly, half-hour **Life Choices** health and lifestyle series **has been**

renewed for a third season with clearances in nearly half the country. New co-host Robin Young, formerly a co-host at ABC-TV's *Reader's Digest on Television* and earlier an *NBC Nightly News* correspondent, will replace Kathleen Sullivan. The show also will add Robert Mayer as executive producer and Jennifer Laird as correspondent.

Closed Circuit

O.J. buildup

Satellite newsgathering trucks may have been out in force during this summer's preliminaries in the O.J. Simpson story, but media coordinators expect an even bigger turnout once the trial starts this fall. "We're building a tremendous facility here," says Los Angeles-based KABC-TV's Scott Shulman, who has been helping coordinate parking and other media accommodations for the trial coverage. Shulman says participating groups have rented a lot—condemned after the earthquake earlier this year—with more than 200 parking spaces to accommodate trailers, SNG trucks and other media gear. Others note that media groups spent \$35,000 to wire the L.A. courthouse for coverage and construct a media room within the building. The news organizations have established five pool feeds to follow the action. "It's unprecedented," says Shulman, who expects foreign press to be joining the crowd this fall. He also expects about 20 SNG trucks to be on hand for the trial. The trucks will supplement some 50 fiber lines leading out of the site.

—CM

WASHINGTON

Compact chat

Continuing the spadework on his reexamination of the "social compact" between broadcasters, cable operators and the public, FCC Chairman Reed Hundt is conducting another round of one-on-one meetings with the heads of the Big Three networks.

NBC President Bob Wright is scheduled to see Hundt at the FCC this Friday. Next week, Hundt plans to visit with Capcities/ABC Chairman Tom Murphy and CBS Chairman Laurence Tisch in their New York offices.

BOSTON

Bloomberg in Boston

Bloomberg Business News, the New York-based syndicated news service, is picking up key coverage in Boston. Back Bay Broadcasting will begin carrying the service on its WBNW(AM) Boston when that sta-

tion debuts this Tuesday (Sept. 6). The station was formerly American Radio Systems' WHDH(AM). All last week, WBNW simulcast sports/talk WEEI(AM), and it plans to continue airing syndicated talker Don Imus, now heard on WEEI, during morning drive. That will put Imus on two AMs in Boston until Sept. 12, when WBNW launches its full-scale business news format.



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East meets West

In a historic sense, it's over.

The merger of television's distribution and production arms, that is. Whether or not NBC deals with Time Warner, or CBS with Disney, the confluence of these mighty rivers already has taken place.

The motivating force was the marketplace, never mind that it required the government's stepping aside (by repealing the financial interest and syndication rules). But vertical integration is the engine behind modern economic growth, and television isn't immune.

The consolidation is only beginning. Telcos and cable will be next, and Hollywood with all of them. As one telephone executive advised us: "In the new competitive world, we're all going to be in each other's businesses. And no one will be allowed to dominate any one business."

There are other government regulations to trip over before the new deals are done. Prominent among them are the broadcast-cable and network-cable crossownership prohibitions, which both impact on a proposed Time Warner-NBC pact (and both are ripe for repeal). Among the unintended ill effects: breaking up the network and its owned-and-operated station group. Having to run profitable and in-sync operations for their own stations has proved a remarkably effective self-discipline for networks over the years, and other affiliates aren't happy about the prospect of losing it.

As we began, historically, it's a done deal. But the devil is still in the details.

Open court

The judge in the O.J. Simpson case appeared last week to be backing away from plans to clamp down on media

coverage. Judge Ito had proposed sealing all documents pertaining to the case and barring anyone involved from discussing any of the evidence in public, but conceded that might be too harsh and has agreed to rethink the proposal.

Nonetheless, the expectation is that the judge will impose some type of gag order. He also could choose to bar cameras from the court. Unlike states such as Florida, where judges must show cause for throwing out cameras, California judges effectively have complete discretion over their inclusion or expulsion.

Media groups arguing against the gag order (including CBS, NBC and CNN) pointed out last week that the Simpson case is not qualitatively different from any number of high-profile trials during the past several decades that have been blanketed by the media, including the Manson murders, in which Charles Manson was found guilty, and the William Kennedy Smith rape case, in which Smith was found not guilty.

High-profile court cases are nothing new, from Lizzie Borden to the Lindbergh baby kidnappers to Jeffrey Dahmer and today's other featured attractions on Court TV. The legal system never has held that jurors must be ignorant of current events or insulated from an aggressive media. They simply are asked whether, given what they have heard and seen about a case, they can judge its merits based only on the facts presented in the courtroom. If they can't, they're not supposed to be on the jury anyway.

We'll concede that all the information, good and bad, that has been put before the public in the O.J. case makes jury selection harder. If the media were censored and the wheels of justice allowed to turn in relative secrecy it certainly would make the process swifter and less complicated. But we choose to have open and public trials. The media circus that sometimes ensues is the price we pay for putting a higher value on openness than on expediency.

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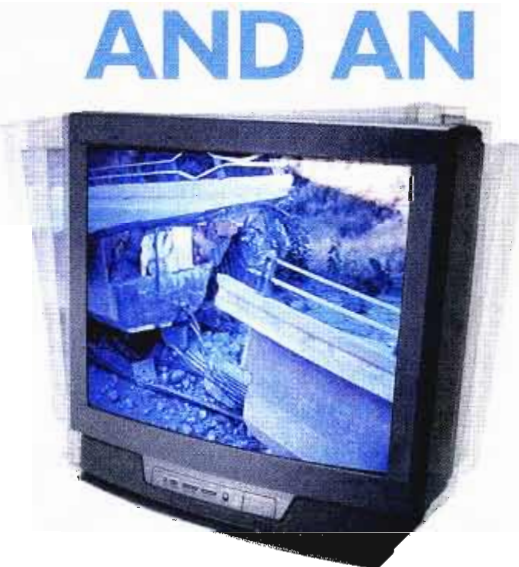
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